

SOCIAL MEDIA INTELLIGENCE (SOCMINT) COURSE PROGRAMME

COURSE OVERVIEW

This is a practical course which focuses on investigating subjects of interest via Social Media. The taught techniques and tools require no subscription or payment and work globally. Exercises are realistic and interactive. Participants will be able to conduct passive online research across a range of social media platforms and will be able to find hidden accounts and content.

COURSE OBJECTIVES

By the end of this course participants will:

- Know the origins of Social Media Intelligence and its application in investigations.
- Know a range of techniques for identifying Social Media accounts by username, email, or phone.
- Be able to conduct advanced searches in Facebook, Twitter, and Instagram.
- Be able to research in foreign language social media, including Russian Facebook site Vkontakte.
- Know how to investigate and find hidden information in professional social networking sites.
- Know how to find and leverage the information held in Apps such as TikTok and Snapchat.

DAY ONE

- **Introduction to Social Media Intelligence:** Introduction to the discipline, examples of how it supports Intelligence work.
- **Passive Profile Building:** How to set up a passive profile.
- **Social Media Account Identification I:** Techniques to identify Social Media profiles by username.
- **Advanced Facebook Search:** How to access advanced search functions, how find information that is not shown in a profile, how to identify hidden friends, how to extract content, how to search leaked data.
- **Advanced Instagram Search:** How to gather information from Instagram users and posts, extracting images and comments, using advanced tools.
- **Foreign Language Social Media:** Searching in foreign languages, finding information in the most popular foreign social media sites such as Russian Facebook site Vkontakte.

DAY TWO

- **Advanced Twitter Search:** Searching by topic, viewing closed accounts/private content, finding connections between accounts. Efficient keyword and hashtag searching. Monitoring content.
- **LinkedIn and Professional Social Networks:** How to use free tools utilised in recruitment industry to identify individuals matching a profile. Soft hacks utilising free LinkedIn.
- **Social Media Account Identification II:** Techniques to identify Social Media profiles with an email address or telephone number.
- **App Investigation:** Using mobile emulators. Investigating TikTok, Snapchat, Telegram, and Discord.
- **Course Close:** Feedback and certificates.