TODDINGTON INTERNATIONAL INC

Better Intelligence. Stronger Decisions.™

202C SMI

Social Media Intelligence & Investigation

November 25-26, 2026 | Remote Delivery | 10:00 AM-6:00 PM Eastern Time | 8:00 AM-4:00 PM Pacific Time | 3:00 PM-11:00 PM UTC

A practical, methodical two-day course in defensible social media intelligence — search, collection, verification, and network analysis, applying AI deliberately and confirming every finding independently.

Social Media Intelligence (SOCMINT) is processed information sourced from online social platforms that supports investigation, analysis, and decision-making. This course goes beyond tool tutorials: participants learn a repeatable, defensible SOCMINT method — how to scope and authorize a task, read a subject's online behaviour, search and collect rich media, spot deception and AI-generated content, verify and corroborate findings, and document their work to a standard that holds up to scrutiny.

In this newly updated course, AI is integrated throughout as a working tool — for query generation, media triage, translation, and link-analysis suggestions — always taught alongside its limits and the governance and policy considerations that come with using it. AI accelerates search and first-pass review; it does not verify or conclude, and its use must sit within your organization's approved AI governance policy. Every technique in this course is paired with the legal, ethical, and documentation practice that makes it defensible.

LEARN ABOUT

- Legal, ethical, and organizational limits on SOCMINT collection
- Behavioural frameworks for reading a subject online (the House Model, HUMINT-informed analysis, user breadth/depth)
- Search-operator methodology and AI-assisted query techniques
- Cross-platform identity pivoting
- A repeatable image and video investigation checklist, including AI-assisted triage
- How platforms assess account authenticity, and how to govern a defensible research account
- A framework for detecting deception, fake accounts, bots, and AI-generated/synthetic media
- Corroboration and documentation standards that produce a defensible record
- Social network analysis, including responsible use of AI-assisted link analysis

WHO BENEFITS?

- Investigators & Analysts
- Researchers & Journalists
- Law Enforcement & Government Officers
- Public Safety & Security Professionals
- Legal Practitioners
- Information Specialists
- Business Managers & Competitive Intelligence Professionals
- Petrochemical & Pharmaceutical Reps
- Manufacturing & Marketing Professionals
- Regulators & Compliance Professionals
- Finance Professionals & Insurance Providers
- Fraud & AML Examiners
- Human Resource Managers
- Loss Prevention Officers
- Debt Collectors
- Non-Profit Organizations

PRICE

$574.99 plus tax

**Limited seats available.*

Includes:

- Two-day live interaction instruction
- Downloadable training materials
- Practical, real-world learning exercises
- Certificate of completion

3 WAYS TO REGISTER

- Register online here
- Email your details and training needs to training@toddington.com
- Call us at 604-468-9222

TRAINING DELIVERY

This training will be delivered remotely via the **Zoom** video conference platform on: **Nov. 25-26, 2026 (10:00 AM-6:00 PM Eastern Time | 8:00 AM-4:00 PM Pacific Time | 3:00 PM-11:00 PM UTC)**

TECHNICAL REQUIREMENTS

Participants will require access to the internet, as well as a computer that is capable of accessing the internet and installing/downloading basic software for the course. Participants can be provided with a list of software to be downloaded in advance of the course upon request.

INDIVIDUAL & LEGAL RESPONSIBILITY

SOCMINT and AI use are governed by legislation, case law, and organizational policy that vary by jurisdiction, sector, and employer. It is the responsibility of each participant to understand and comply with the laws, regulations, and internal policies that apply to their own role and jurisdiction before applying the techniques covered in this course.

This course provides a general, defensible methodology; it is not legal advice, and it does not replace an organization's own authorization, privacy, or AI-governance framework.

ABOUT TII

Since 1997, Toddington International Inc. has helped organizations identify risk, strengthen intelligence capabilities, and make better-informed decisions. TII delivers internationally recognized training, AI-enabled open-source and cyber intelligence, advanced investigative and advisory services, and technology-supported threat-monitoring solutions.

Our clients include law enforcement, intelligence, defence and government organizations across the Five Eyes and beyond, as well as financial institutions, manufacturers, regulators, and major corporations operating in complex and highly regulated environments. By combining proven methodologies, experienced practitioners, scalable learning assets, and emerging technologies, TII provides practical solutions tailored to each client's operational requirements.

We are committed to advancing professional intelligence practices, developing durable institutional expertise, and delivering measurable value through knowledge, integrity, innovation, and excellence.

Our purpose is clear: **Making the World a Better, Safer Place**.

Access Our Database of Over 2,000 FREE Resources

"In a world where uncertainty is sometimes the only certainty, and accelerating change is the norm, we recognize that success depends not just on technical best practices and the application of best-of-breed products, superior critical thinking skills, in addition to effective logical and creative thought processes, are essential to achieve maximum benefit and avoid failure.

Utilizing proven adult learning principles, and with an approach that is always flexible, our curricula incorporates not just best practices, but key behavioural science elements essential for the success of our clients.

- David Toddington, Founder & CEO

COURSE TERMS & CONDITIONS

1. Three or more delegates from the same company are entitled to a 10% discount.
2. Registrations are confirmed with written confirmation via email. Should the delegate not receive an email, it is the delegate's responsibility to contact TII to confirm their registration.
3. Payment must be received in full in advance of the course.
4. Cancellations received 30 days before the course date will receive a refund, less a $50 administration fee. After this date, the full fee must be paid, but substitutions may be made at any time.
5. TII reserves the right to cancel or change course dates, instructors, content, or conditions without prior notice.
6. Deviations from the curriculum may occur as deemed necessary for the benefit of the attendees

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Disclaimer: Please note that our courses do NOT provide guidance on law and legislation in relation to information gathered during the course of an online investigation. Please ensure that you are familiar with appropriate legislation governing collection, analysis, dissemination, and storage of information obtained online relating to individuals, groups, and organizations prior to proceeding with any online investigation.

Toddington International Inc. accepts no responsibility for instructions contained within the course material which are applied inappropriately or contrary to the law, legislation, or guidelines governing your organization, country, or region.

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