



Knowledge Powered  
by Intelligence™

201E SMI

# Social Media Intelligence & Investigation

E-Learning Timeframe: 50-70 Hrs | Complete Within 1 Year

Social Media Intelligence (SMI or SOCMINT) is processed information, sourced from online social platforms and applications that facilitate and enable the collecting, monitoring, and analysis of up-to-date online sentiment and social commentary. The rich and varied information available from social platforms may be live or historical, opinion or fact, text or multi-media, proprietary or crowd-sourced; depending on the data provided by each source, and an investigator's ability to cross-reference the data across platforms and tools, a comprehensive profile of an individual, location, or event can often be built quickly and accurately.

To recognize, collect, and leverage the value of social platform-sourced information, research and investigative professionals must fully understand the limitations, restrictions, and legal implications of obtaining, and utilizing, such information in a manner that user privacy expectations, license agreements, and other legal limitations are not violated.

**Social Media Intelligence & Investigation** will introduce research and investigative professionals to a variety of essential tools and techniques necessary to locate, collect, and utilize social platform-sourced information, and introduce investigators to the considerations and implications of leveraging this type of information safely and appropriately.

## COURSE OUTLINE

### MODULE 1

During this first module, students will be exposed to some of the fundamental concepts of online research, investigation, and intelligence, including essential tools and techniques that will be used throughout the course. Most importantly, students will be introduced to the considerations and implications of leveraging intelligence from social media platforms safely and legally.

- Legislation, case law, and policy considerations in the use of social media evidence and the creation of investigator accounts
- Privacy and security considerations
- Techniques for creating and maintaining proxy accounts, vulnerabilities, and best practices
- Using proxy IP addresses to access social networks anonymously
- Best tools and practices for documenting social platform-sourced content
- Language and regional considerations
- Technical and software requirements for effective investigation and intelligence gathering

## PRICE

**SPECIAL**

**Introductory Rate: \$299.99\***

*\*Limited time.*

**Standard Pricing: \$499.99**

(plus tax where applicable)

Corporate rates, group discounts, and licensing options are available upon request. Contact us directly for a quote or to inquire about local currency payment.

## 3 WAYS TO REGISTER

This course is coming soon.

- Sign up for our waitlist to be among the first to register:  
[www.toddington.com/product/201e-smi](http://www.toddington.com/product/201e-smi)
- Email your details and training needs to:  
[training@toddington.com](mailto:training@toddington.com)
- Call us at: 604-468-9222

## TECHNICAL REQUIREMENTS

Students must have a computer capable of accessing:

- The World Wide Web
- Email

Students must have a basic working knowledge of:

- Word Processing Software (e.g. MS Word)
- A Web Browser: Internet Explorer, Safari, Chrome, or Mozilla Firefox
- A PDF Reader (Adobe Reader v7.0 or above)  
-Download for free here-

## COURSE OUTLINE

### MODULE 2

This second module will introduce students to platform-specific tools and search techniques necessary for locating, collecting, and utilizing social platform-sourced information. The techniques and considerations introduced in the first module will be revisited throughout this second module as students explore a variety of social platforms.

- Effective cross platform search techniques and specialized queries
- Searching the 'Big Six' social networks: LinkedIn, Facebook, Twitter, Instagram, YouTube, and Pinterest
- Obtaining information from social networking mobile applications Snapchat and TikTok
- Searching online forums, discussion boards, groups, and blogs, including Reddit, 4chan, and Tumblr
- Searching review and rating websites for user content and profiles, including Foursquare, Yelp, and Tripadvisor
- Searching classified advertisement websites like Facebook Marketplace and Craigslist
- Introduction to geolocation/geofencing tools for real-time updates, and monitoring users and locations
- User profiling and identifying multiple social accounts in use by subjects
- Linking people, places, and things
- Critically evaluating information from social platforms to determine reliability
- Downloading videos and viewing video metadata
- Investigating images, including reverse image search and examining embedded EXIF data and other content

### MODULE 3

The final module of this course will pull together all of the tools and techniques introduced in the first two modules, and will reinforce key concepts students need to always be aware of when gathering social media intelligence.

- Step-by-step guidance through the comprehensive Online Search Process
- Guidelines for the capture of social media content by platform
- Tools and techniques for searching people and businesses
- Leveraging publicly available court records and government databases
- Verifying the authenticity of images
- Using cross-reference tables in the search process

### MORE INFORMATION

- Search demonstrations, practice exercises, and knowledge review quizzes will be incorporated throughout the course to reinforce training concepts and techniques, in addition to end of module assignments.
- Students will receive access to useful research and investigative resources to assist in successful completion of the course, including select industry-recognized OSINT tools (i.e., Pipl SEARCH, Echosec, and Hunchly).



*Maintaining an unrivaled reputation as the global leader in online research, internet investigation, and OSINT training, our primary goal is to provide our clients with the very best learning experience the industry has to offer, facilitated by recognized experts, with a wealth of industry knowledge and resources at their fingertips.*

### WHO BENEFITS?

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

- Our instructors will be on-hand to assist students in successfully completing the course.
- Upon successful completion of the course, students will receive a certificate of completion and will have the option to have a letter of recognition sent to their supervisor or employer.

## ADVANTAGES OF E-LEARNING

- **Higher retention**
- **Reduced training time**
- **Flexible, self-paced learning**
- **Access to a qualified personal instructors**
- **Cost-effective**
- **Comprehensive collection of downloadable training materials**
- **More content, delivered in smaller, manageable units**
- **Location and time is at the convenience of the student**
- **Travel and associated expenses are eliminated**

## CURRENCY OF MATERIAL

TII's courses are continually updated to stay accurate and current; however, internet content changes very quickly, so some information may become obsolete prior to course completion. Errors, broken links, or outdated material should be reported to your course instructor for remediation.

## TII'S FREE RESOURCES KNOWLEDGE BASE

TII's extensive global network of online research and investigative professionals has created, and maintains, a huge collaborative database of the world's best tools and resources for online Open Source Intelligence (OSINT) and research professionals, in addition to research "cheat sheets" and other investigative aids.

Continually improved and updated, the **FREE Resources Knowledge Base** contains thousands of resources for locating people, places, social media content, corporation information, live streaming data and online communications, images, and videos, in addition to other essential investigative resources, such as geo-location tools, proxy servers, privacy guides, and much more.

TII's **FREE Resources Knowledge Base** is the definitive gateway to the best online research resources available, accessible through a custom designed, powerful, and interactive interface.

## ABOUT TII

With a global client base ranging from government agencies to members of the Fortune 500, Toddington International Inc. ("TII") has been enabling its customers to find and use online information more effectively since 1997.

Backed by over two decades of experience providing advanced internet intelligence services to a range of law enforcement agencies, in addition to private sector clients in the financial services, petrochemical, pharmaceutical, and manufacturing industries, TII develops and delivers comprehensive, highly-acclaimed classroom-based and e-learning programs that enable front-line investigative and research professionals to **find better online information, in less time, at less cost, with less risk™**.

Our team of trusted associates includes highly qualified investigators, intelligence analysts, psychologists, educators, legal practitioners, and other professionals, all of whom maintain the highest standards of integrity.

*"The success of every student is our priority, and we work diligently to produce and maintain the very best training materials, in a format that is effective, enjoyable, interesting, and easily understood."*

**- David Toddington**, Founder & CEO

**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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