



**TODDINGTON  
INTERNATIONAL INC.**

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.

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## COURSE OUTLINE

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### MODULE 1

Prior to exploring individual social media platforms, this first module will introduce students to essential search and OSINT 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.

- **Effective cross platform search techniques and specialized queries**
- **Legislation, case law, and policy considerations in the use of social media evidence and the creation of investigator accounts**
- **Leveraging publicly available court records to assist in identifying social media accounts**
- **Best tools and practices for documenting social platform-sourced content**
- **Investigating images:**
  - Reverse image searching
  - Examining embedded EXIF data and other content in images
  - Techniques and tools for verifying authenticity of images
- **Techniques for creating and maintaining "dummy accounts"**

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## PRICE

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**Course: \$499.99 CAD**  
(plus tax where applicable)

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

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## 3 WAYS TO REGISTER

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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**

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## TECHNICAL REQUIREMENTS

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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-](#)

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## COURSE OUTLINE

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### MODULE 2

This second module will introduce students to platform-specific tools and techniques necessary for locating, collecting, and utilizing social platform-sourced information. The techniques and considerations introduced in the first module will be revisited throughout Module 2 as students explore a variety of social platforms.

- **Facebook:**
  - Obtaining extended information from personal and business profiles
  - Accessing networks between individuals, as well as business associates
  - Exploring live videos, groups, events, and pages
  - Facebook Marketplace and investigative implications
  - Techniques for capturing Facebook content for court disclosure
  - Personal privacy considerations
- **Twitter:**
  - Search techniques and analytics
  - Monitoring live content and communication
  - Geolocating Twitter updates
  - Locating deleted tweets
  - Personal privacy considerations
- **Instagram:**
  - Locating users, accounts, posts, and tags
  - Capturing Instagram "stories" and "highlights"
  - Personal privacy considerations
- **YouTube:**
  - Searching and downloading YouTube videos
  - Exploring user profiles and "channels"
  - Viewing video metadata
  - Personal privacy considerations
- **Online forums, groups, and blogs:**
  - Locating online communities
  - Searching for and analyzing users and shared 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.

- **Introduction to geolocation/geofencing tools for real-time updates**
- **Monitoring users and locations**
- **User profiling and identifying multiple social accounts in use by targets**
- **Linking people, places, and things**
- **Critically evaluating information from social platforms to determine reliability**



*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.*

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### WHO BENEFITS?

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- 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

- **Final privacy considerations and techniques for protecting our own online information**

Case studies and video demonstrations will be incorporated throughout the course to reinforce training concepts and techniques. Students will also understand privacy considerations in relation to investigative subjects, and for protecting their own online information on the platforms explored in the course.

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## ADVANTAGES OF E-LEARNING

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

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## CURRENCY OF MATERIAL

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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.

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## TII'S FREE RESOURCES KNOWLEDGE BASE

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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.

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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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## 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



**TODDINGTON INTERNATIONAL INC. – The Industry Leaders**

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[www.TODDINGTON.COM](http://www.TODDINGTON.COM)