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Alright so continuing on with our week three deep dive into tools for verification and investigation. We're gonna look now at some tools and techniques for analyzing social media accounts. Obviously when it comes to tracking down an image or video or information that's circulating there are going to be accounts that are propagating it and so when you want to dive in and really understand more about an account these kind of tools and tips are going to help you. Alright so some general guidelines on this. The first thing is that I really encourage you to remember that this is a networked environment, so the friends, the followers, the conversations, the retweets, the reshares, the groups that a Facebook account is in, the pages they've liked, all of this stuff is really interesting and really important. You need to dive into it. Who are they talking to? Who are they friends with? Who are they following? Who follows them? And are they talking to people? Are they interacting? Or are they just kind of existing there only to push this particular piece of content out? That's really important. So analyzing their relationships and network. Analyzing their content and who they claim to be. All essential stuff.

You always want to look and see how long is this account been around. A new account doesn't necessarily mean it's a fake, but that raises your level of suspicion. The other thing that's really important is even if the piece of information or the video was shared on Twitter that doesn't mean you only look at their Twitter account. You then want to take their name and especially their username and search that on other places to see if you can find other accounts that they have and then you want to compare those. Are the photos the same? Is the information they're claiming about where they are the same? So you want to build that out and find those other accounts and check that out. **So** even just doing a Google search with the person's username from one social media account may bring up other accounts with the exact same username. People often use them across places. And then the last thing, of course, is don't just analyze them from afar. At a certain point, after you've gathered it up and you have questions you need to contact them and talk to them.

Alright let's look at some tools that are going to help you a little bit here. So one, on that that second last point there of finding other accounts that the same person might be using. These two services PQ and WebMii. If you put in a name they can often surface other social media accounts other information that's linked to that same name. Now the caution here is that they're not perfect so they may list other accounts that aren't actually linked to the same person. So you need to use them and have a degree of

skepticism but they can sometimes help surface other things that are then worth you doing more work on. The other thing that is amazing is this this. This is a site called IntelTechniques.com and they have a section there when you go to the tools area. It has a whole range of tools on, not just Facebook, which I'm going to show right now ,but Twitter, Instagram, other things. I honestly suggest you just lose yourself and spend some time on this site it's IntelTechniques.com. You can see the main URL up there at the top of this slide. So I suggest you check that out. This particular tool is for searching on Facebook and what you're able to do is to look through the public activity. The public activity of a particular Facebook account. So when you go to a profile on Facebook of course they show you some of their friends maybe and what they're posting to their own wall but it doesn't show you what what groups they've been posting in. It doesn't show you where they've been commenting on other people's statuses. And this tool will help you do that. And again I want to emphasize it's only for public facing content you can't sneak and see the stuff that people have made private. You can't invade their privacy.

So to give you just a basic overview of how to use it. You're gonna go to someone's Facebook profile. This is me and we can see here this is my username: Silverman Craig. I popped that in to the area here. Right here Silverman Craig. I hit go and this gives me my user number which is a unique number that is assigned to every single Facebook account. And then from there you can pop that user number in to look at things like what are the places that I've visited and checked in? What are the photos that I've uploaded? What are the pages I've liked? The places I've liked. The photos that I've commented on. This is an amazing way to see what else an account is doing online other than just what's shown on their profile. So that's a really really great tool and again if you're worried about privacy invasion it doesn't show anything that someone has only done in a private area or only among friends. It's just stuff that's public.

Alright let's talk about Twitter. Here's another good tool. It's called Foller.me f o l l e r . m e. You can see it up here. This you put in a user account name and it's just gonna spit out a bunch of information like, you know, for example the section I'm showing here is the last one hundred tweets. How many of them have been replies? How many of them have been hashtags? If you suspect something as a bot you know an automated account that's not actually being run by a human. They tend to not do a lot of replying. They tend to just kind of push stuff out. That's not always true. Some bots are more sophisticated but that'll give you an idea. The other thing that is useful here is the time. Now you can see that there's a window here where I'm just not tweeting at all and as you can see they've got a little bit of texture that says humans tend to sleep. And you can see, yes I'm a human, I'm asleep during this period, I'm not tweeting and then you can look at my activity otherwise. So Foller.me is a great just kind of quick overview of a

Twitter account. Pulls out some information about them. Pulls out some information about recent tweets. Who they're interacting with and the times that they're tweeting, so that's useful.

Another one that's a little more in-depth for Twitter is called tweetbeaver.com. So you can see it up here. Look at all these different options of what you can do for an account. This is an option in a lot of cases for downloading tweets from an account which you can then put in a spreadsheet and then you can do a little bit more analysis on. So you know, for example, you can download a user's favorites. You can search within a user specific timeline. You can search within the biographies of their followers to see if there are certain you know letters or certain hashtags or certain things that they're claiming that are part of that. So that's one thing that you can do it's a little more in-depth and I just want to remind you again that in vid that great plugin for photos and videos which you really need to install. It also has a advanced twitter search section. So you want to use that well.

Alright last couple things I just want to know. We talked a lot about social media accounts. But of course you know if someone has a name on their account where they reveal supposedly their real name you're going to want to find out more information about them. There are some good online people search tools. Spokeo is a good one for people in the US. That's Them is a little bit better if you need to go outside the US. These often have upgraded paid versions, but for the free version you can often get a pretty good amount of info. So that's Spokeo and That's Them.

And then the last thing I just want to note. If you're looking for people or if you're investigating companies. What you want to do is go to LinkedIn. And LinkedIn has an advanced people search area you can see it here. You can search for you know people who are employed by specific companies. People who used to be employed by companies. And you can search that and then you can find folks there. But I always look for someone's LinkedIn profile as well. And the last tip that I want to give you is that by default typically if you're looking at someone's LinkedIn profile they can often see who you are and that you looked. So if you need to be a little more private about it. If you don't want somebody to know that you're looking at their profile. You need to go into your account preferences. You need to go to the privacy section. And you need to go to profile viewing options and so you can see here within privacy there's blocking and hiding profile view options. You can make it so you just show up as an anonymous LinkedIn member when you're viewing someone else's profile. Then they won't know it's you and that sort of keeps your investigation under wraps. Alright so that's our

section for analyzing social media accounts we're gonna continue on with the next lesson gonna dig in a little bit more about investigating websites.

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