Advanced Social Media Investigations

Cynthia Hetherington, MLS, MSM, CFE, CII

HetheringtonGroup

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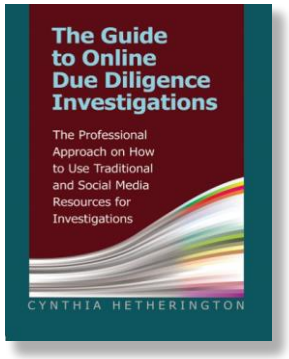
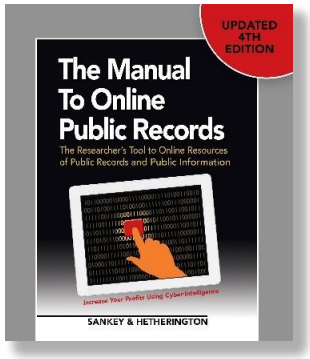
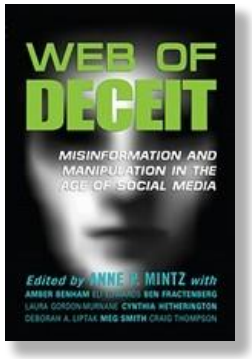
Cynthia's Expertise

- OSMOSIS Conference Host
- ACFE Faculty
- ASIS Educator
- Global OSINT presenter
- Author & publisher
- Analyst
- Security Practitioner
- Investigator
- Tech
- Librarian

OSMOSIS 2019 CONFERENCE







internet and online intelligence newsletter

data2know.com

A Publication of Hetherington Group

Overview

- Social media platforms are an important aspect of any online investigation. This advanced class is for you, if you hold the skills to conduct cursory searches but want to be on top of your game with the latest search tools for locating and uncovering social media users and their online content.

Speaking in #Hashtags@

topic →

@person →

Operator	Finds tweets...
twitter search	containing both "twitter" and "search". This is the default operator.
"happy hour"	containing the exact phrase "happy hour".
love OR hate	containing either "love" or "hate" (or both).
beer -root	containing "beer" but not "root".
#haiku	containing the hashtag "haiku".
from:alexiskold	sent from person "alexiskold".
to:techcrunch	sent to person "techcrunch".
@mashable	referencing person "mashable".
"happy hour" near:"san francisco"	containing the exact phrase "happy hour" and sent near "san francisco".
near:NYC within:15mi	sent within 15 miles of "NYC".
superhero since:2010-12-27	containing "superhero" and sent since date "2010-12-27" (year-month-day).
ftw until:2010-12-27	containing "ftw" and sent up to date "2010-12-27".
movie -scary :)	containing "movie", but not "scary", and with a positive attitude.
flight :(	containing "flight" and with a negative attitude.
traffic ?	containing "traffic" and asking a question.
hilarious filter:links	containing "hilarious" and linking to URLs.
news source:twitterfeed	containing "news" and entered via TwitterFeed

What are they posting?

- Business profile
- Academic history
- Business connections
- Personal affiliations
- Hobbies
- Sports teams
- Opinions
- Work schedule
- Height, weight, gender
- Travel schedule
- Caffeine or no?
- Intellectual property
- Political & charitable causes
- Photos of yourself, your family and friends
- Videos inside facilities
- Where you are and what you are doing every minute of the day!
- Updates on family events
- Drug habits
- Illnesses
- Sexual preferences

Keep in mind

- **Accounts can be co-mingled and joined together.**
  - LinkedIn and Twitter can be connected so you only have to sign into one to update both.
  - Most social networks offer you an option to sign in with your Facebook or Twitter account.
- **Social media analysis is C.A.R.A. Analysis**
  - Characteristics,
  - Associations
  - Reputation
  - Affiliations
- **Use public records to validate your findings**

CARA helps with narrowing your platform

- **Knowing something about the Subject of your investigation can steer you much faster.**
  - Hobbies, sports and interests is a good indication of where you locate your target
  - Dating sites and Meet-up, Hook-up, sites are great for ‘on the market’ targets
  - Job seekers will be floating around on the job boards
  - Garage sale types will be on LetGo.com
  - Topical for the day… election and campaign sites may show activity
  - Local protests or affirmations very popular to our subjects
  - Maybe a RAISE me or HELP me fund was started or participated on

Hunting Social Media profiles with Google

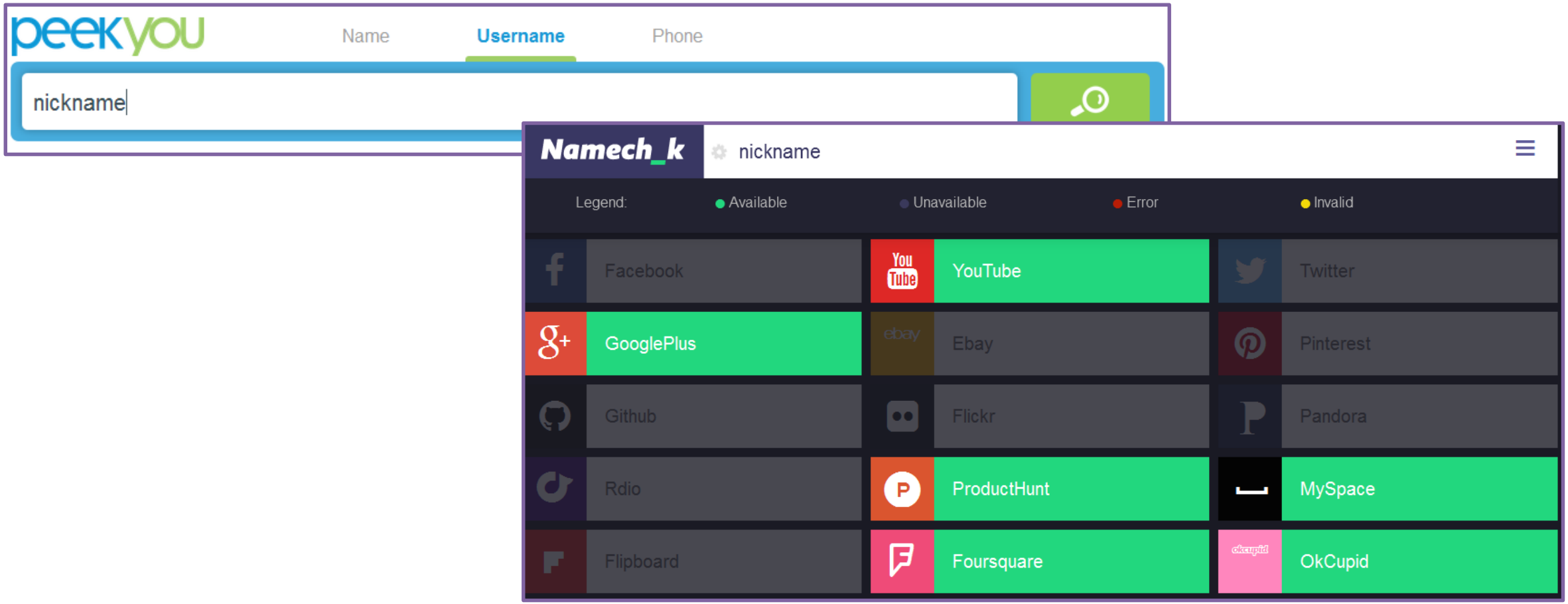
- Start with Google
  - Search by “first last name” in quotes and you will locate popular social media accounts
  - Example: “Robert Smith”

- Consider that their names in
  - Facebook will be casual – Bob Smith
  - LinkedIn will be formal – Robert Smith
  - Instagram & others will be nicknames - Bsmith

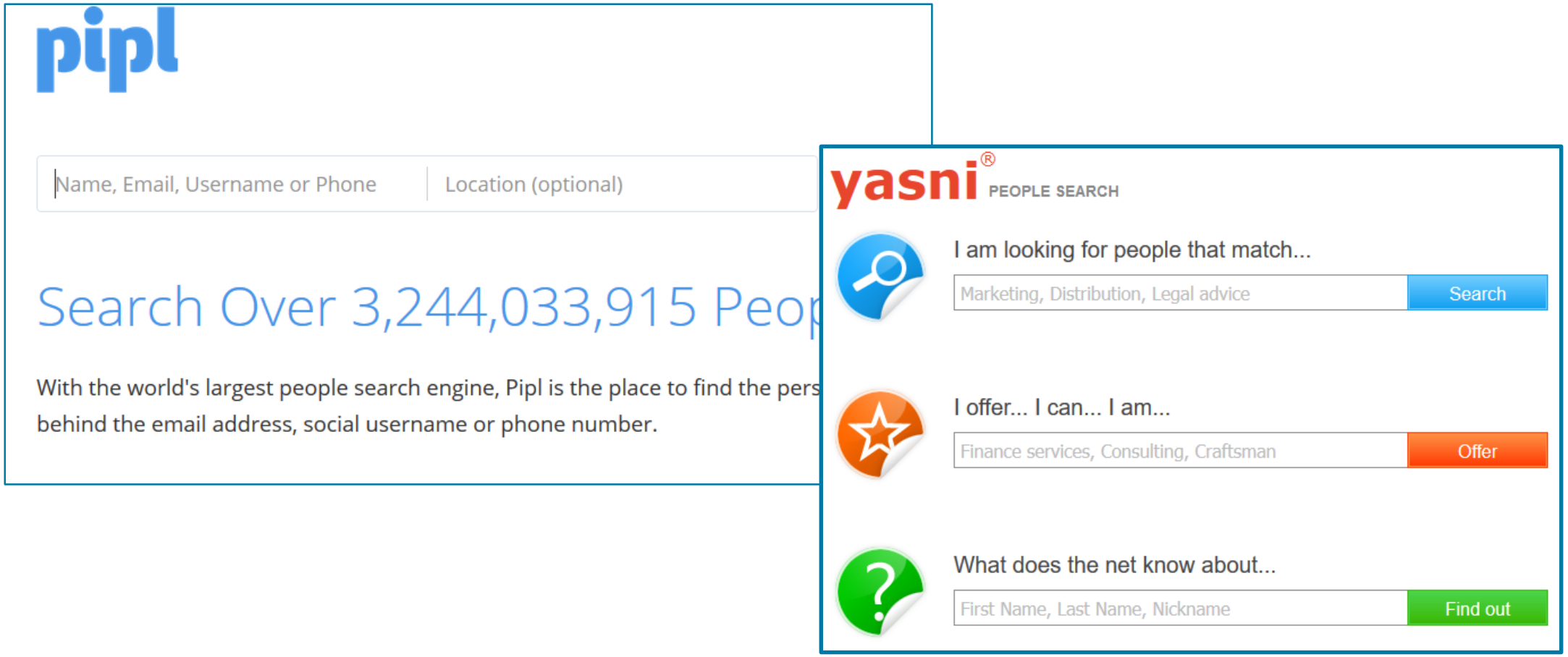
If you have their @ then: /username

43 Things	DailyStrength	Fotolog	Ibibo	Meettheboss	PokemanGo	Streetlife	We Heart It
About.me	DeviantArt	Foursquare	Identi.ca	Meetup (website)	Poolwo	Students Circle Network	WeeWorld
Academia.edu	Diaspora*	Friendica	Indaba Music	MillatFacebook	Qapacity	StudiVZ	Wellwer
Advogato	Disaboom	Friends Reunited	Influenster	MocoSpace	Quechup	StumbleUpon	Wepolls.com
AsianAvenue	Dol2day	Friendster	Instagram	MouthShut.com	Qzone	Tagged	Wer-kennt-wen
Athlinks	DontStayIn	Fuelmyblog	Itsmy	Mubi	Raptr	Talkbiznow	Wooxie
Audimated.com	Doximity	Gaia Online	Jaiku	My Opera	Ravelry	Taltopia	WriteAPrisoner.com
Bebo	Draugiem.lv	GamerDNA	Jiepang	MyHeritage	Renren	Taringa!	XING
Biip.no	Dreamwidth	Gapyear.com	Kaixin001	MyLife	ReverbNation.com	TeachStreet	Xanga
BlackPlanet	Elftown	Gather.com	Kiwibox	Myspace	Ryze	TermWiki	Xt3
Bolt.com	Elixio	Gays.com	Lafango	Nasza-klasa.pl	ScienceStage	The Sphere	Yammer
Busuu	Ello	Geni.com	LaiBhaari	Netlog	Sgrouples	TravBuddy.com	Yelp, Inc.
Buzznet	English, baby!	Gentlemint	Last.fm	Nexopia	ShareTheMusic	Travellerspoint	Yookos
CafeMom	Eons.com	GetGlue	Late Night Shots	Ning	Shelfari	Trombi.com	Younow
Care2	Epernicus	GirlsAskGuys	LibraryThing	OUTeverywhere	Sina Weibo	Tsu	Zoo.gr
CaringBridge	Experience Project	Gogoyoko	Lifeknot	Odnoklassniki	Skoob	Tuenti	Zooppa
Classmates.com	Exploroo	Goodreads	LinkExpats	Open Diary	Skyrock	Tumblr	aNobii
Cloob	Facebook	Goodwizz	Linkagoal	Orkut	Smartican	Twitter	aSmallWorld
ClusterFlunk	Faceparty	Google+	LinkedIn	Partyflock	SocialVibe	Tylted	delicious
CouchSurfing	Fetlife	GovLoop	Listography	PatientsLikeMe	Sonico.com	Uplike	douban
CozyCot	FilmAffinity	Grono.net	LiveJournal	Periscope	SoundCloud	VK	eToro
Cross.tv	Filmow	HR.com	Livemocha	Pingsta	Spaces	Vampirefreaks.com	hi5
Crunchyroll	FledgeWing	Habbo	MEETin	Pinterest	Spot.IM	Viadeo	italki.com
Cucumbertown	Flickr	Hospitality Club	MOG	Plaxo	Spring.me	Virb	mixi
Cyworld	Flixster	Hotlist	Makeoutclub	Playfire	Stage 32	Vox	tribe.net
DXY.cn	Focus.com	Hub Culture	Meerkat	Playlist.com	Stickam	WAYN	weRead
DailyBooth	Fotki	IRC-Galleria		Plurk		Wattpad	

Namechk & Peekyou



Pipl & Yasni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behind the email address, social username or phone number.
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Find out

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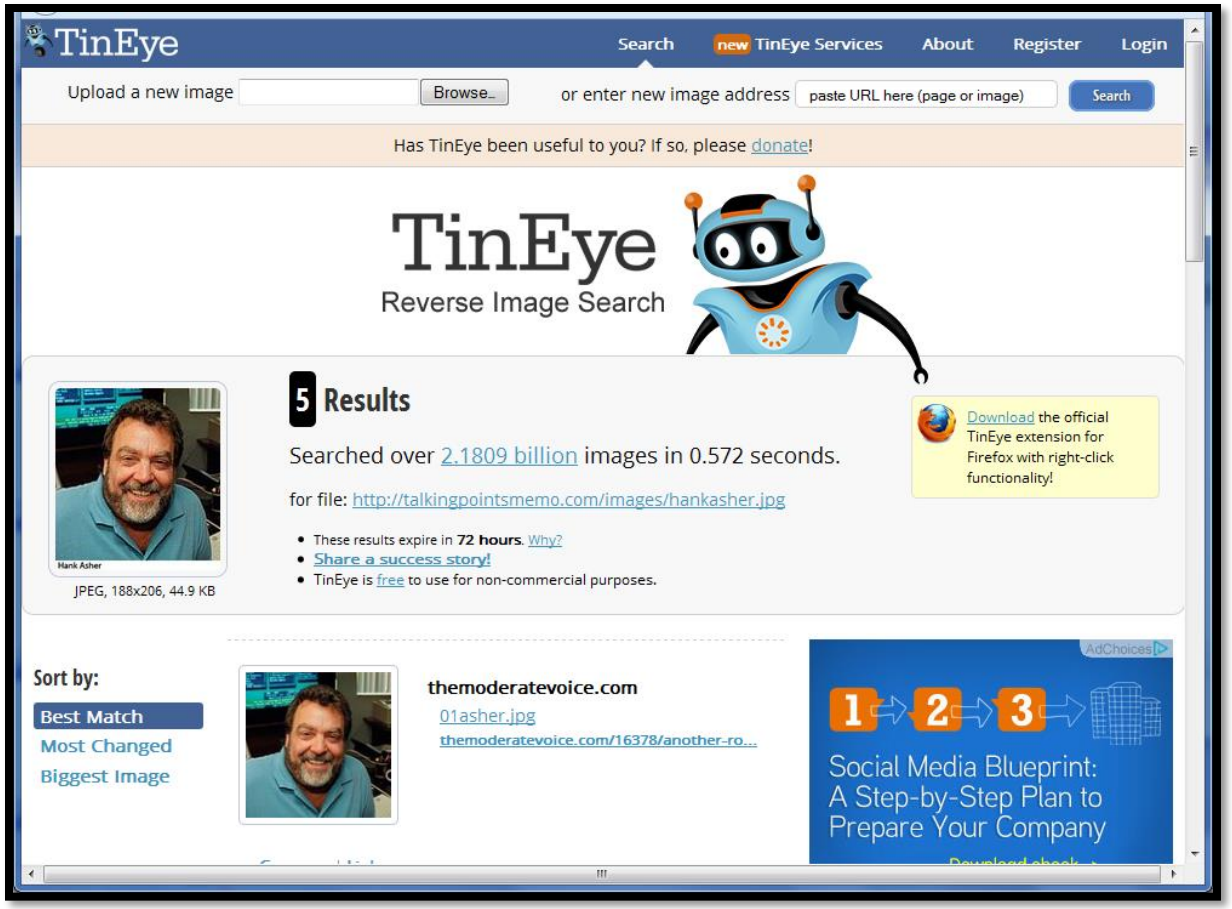

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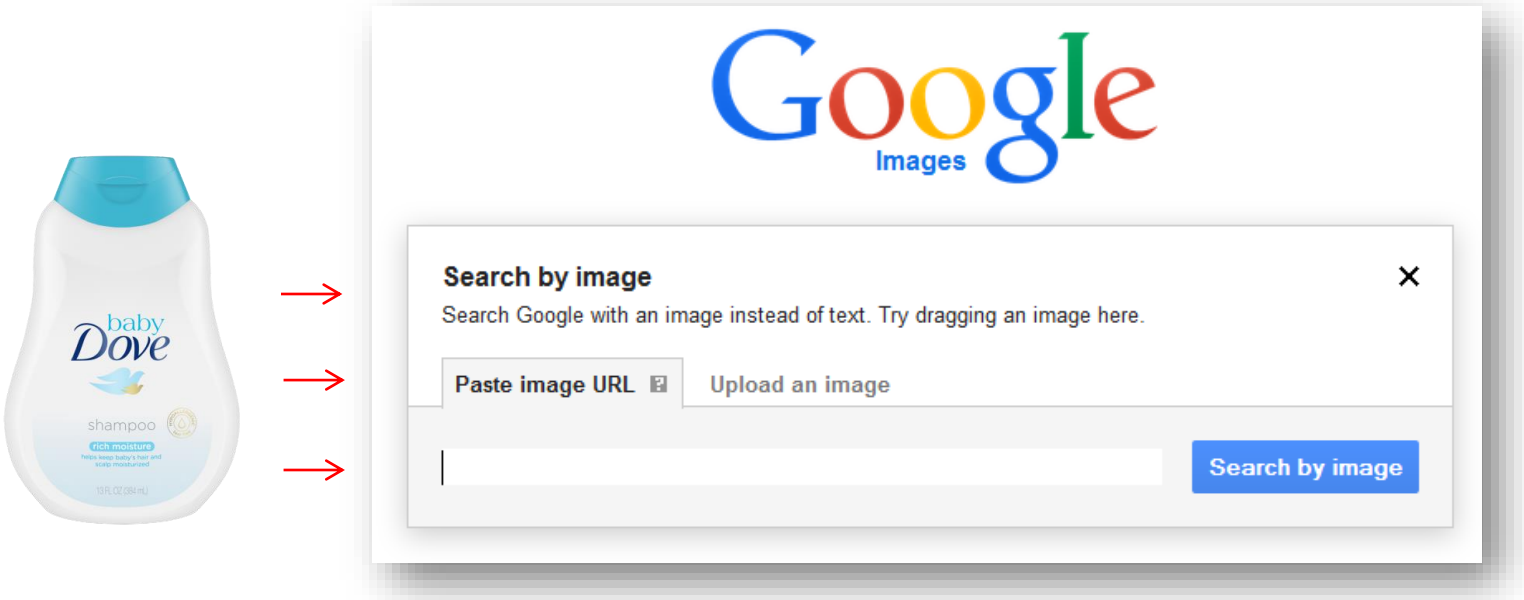

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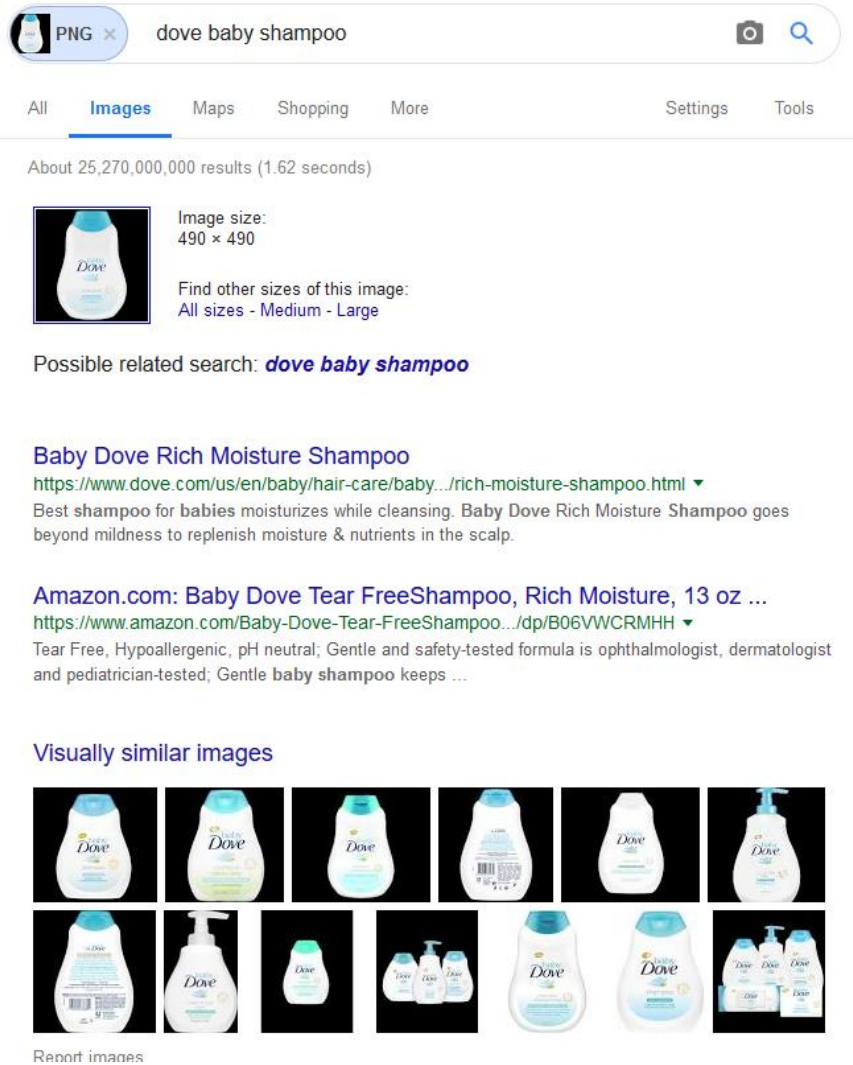

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AICPA PODCAST featuring Cynthia Hetherington - Hetherington Group
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This November, to open the month that hosts Fraud Week, AICPA continues to host the cutting-edge training that equips today's forensic valuation service providers and accountants for today's due diligence challenges.

A Cybersecurity Investigator Talks Tech Trends, Diversity in Security Industry, with Cynthia Hetherington - Hetherington Group
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Hg interviewed for ABC News Nightline story - 'Cyber Harrassment' - Hetherington Group
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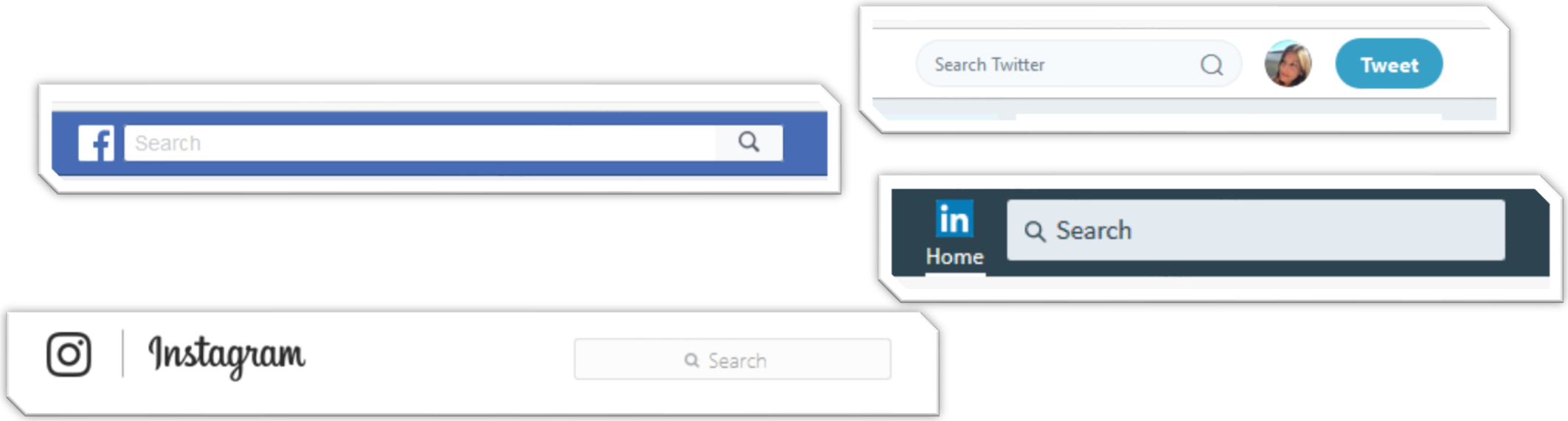
29th Annual ACFE Global Fraud Conference
www.fraudconference.com
Cynthia Hetherington, CFE

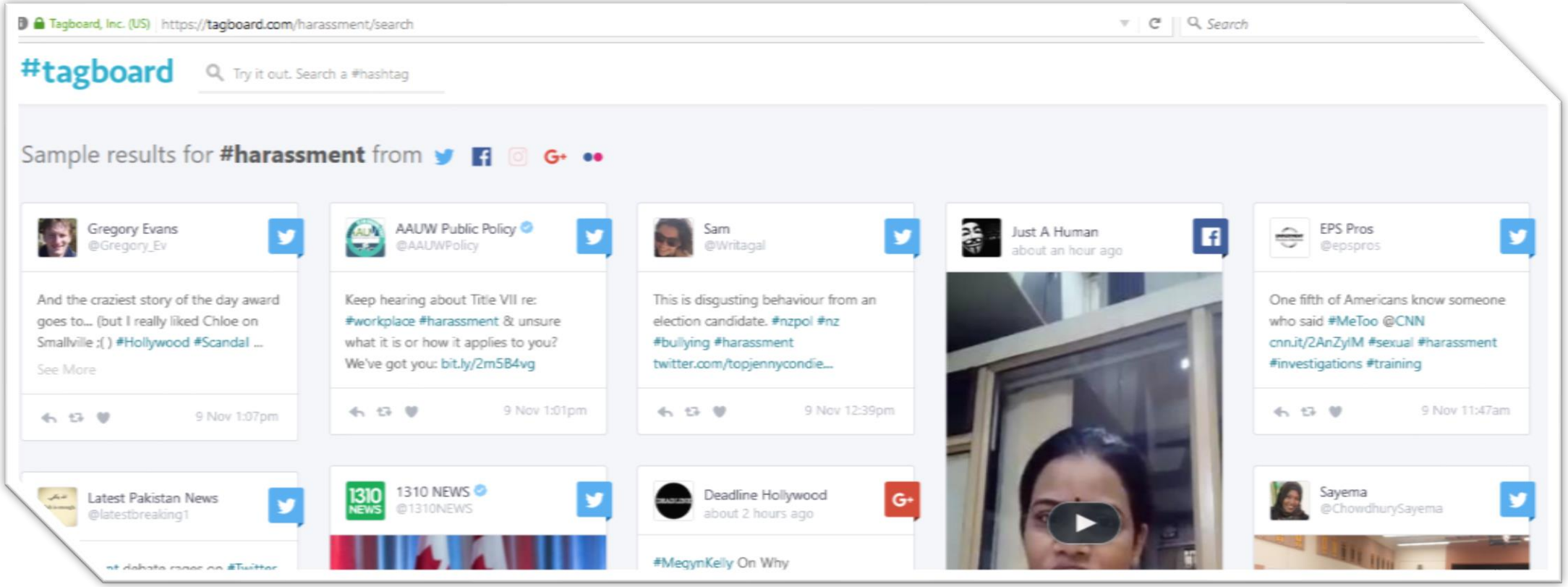
Finding Subjects on Social Networks

- Use search boxes on social networking sites.
- Search by name, nickname, phone number, or email address.
- Use google tactic of site:smwebsite.com if you don't find your target.

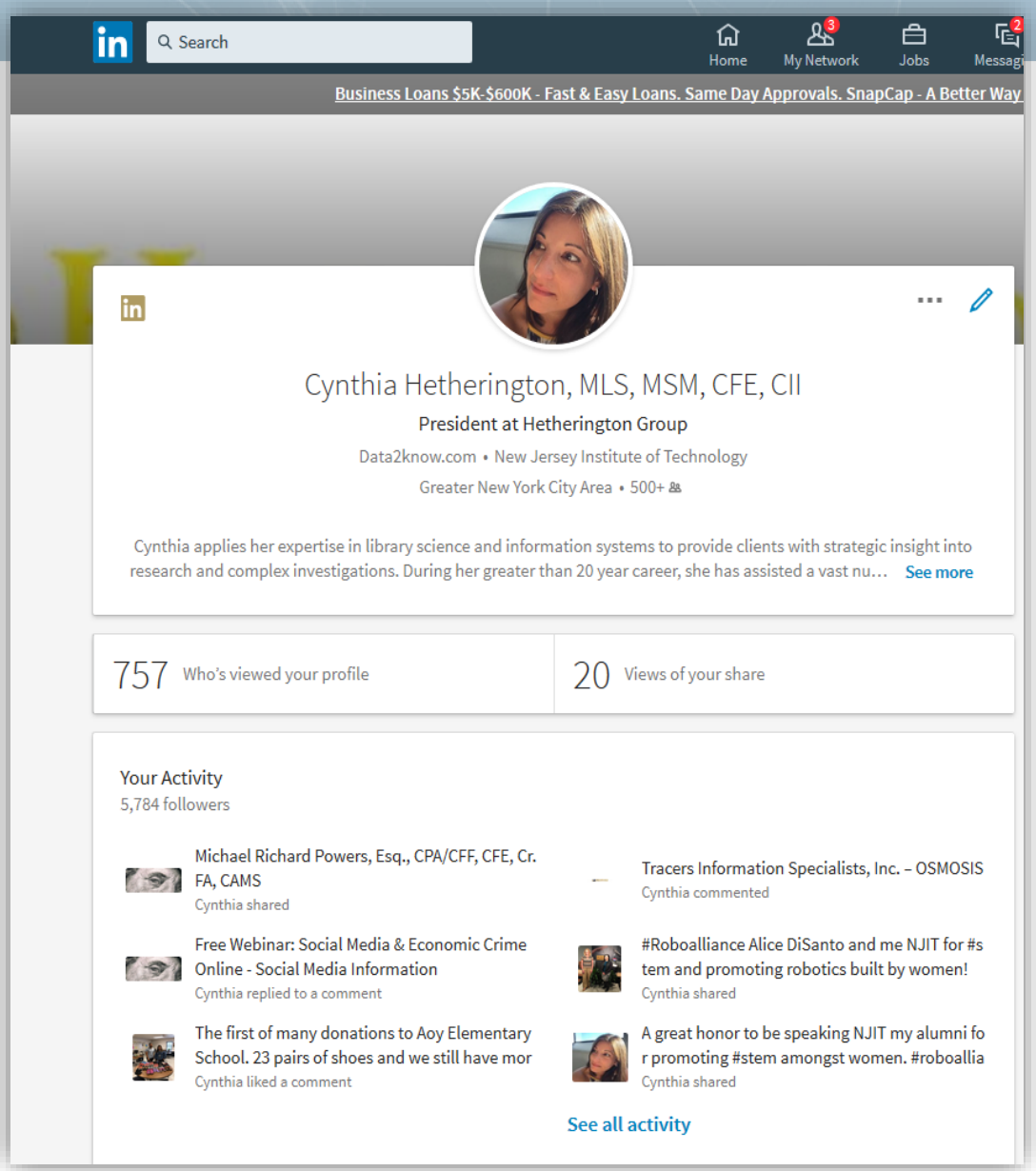


Tagboard Again

- Tagboard.com/EXPRESSION/search (put your keyword in for EXPRESSION)



LinkedIn


Search
Home
My Network
Jobs
Business Loans $5K-$600K - Fast & Easy Loans. Same Day Approvals. SnapCap - A Better Way
Cynthia Hetherington, MLS, MSM, CFE, CII
President at Hetherington Group
Data2know.com • New Jersey Institute of Technology
Greater New York City Area • 500+
Cynthia applies her expertise in library science and information systems to provide clients with strategic insight into research and complex investigations. During her greater than 20 year career, she has assisted a vast nu… See more
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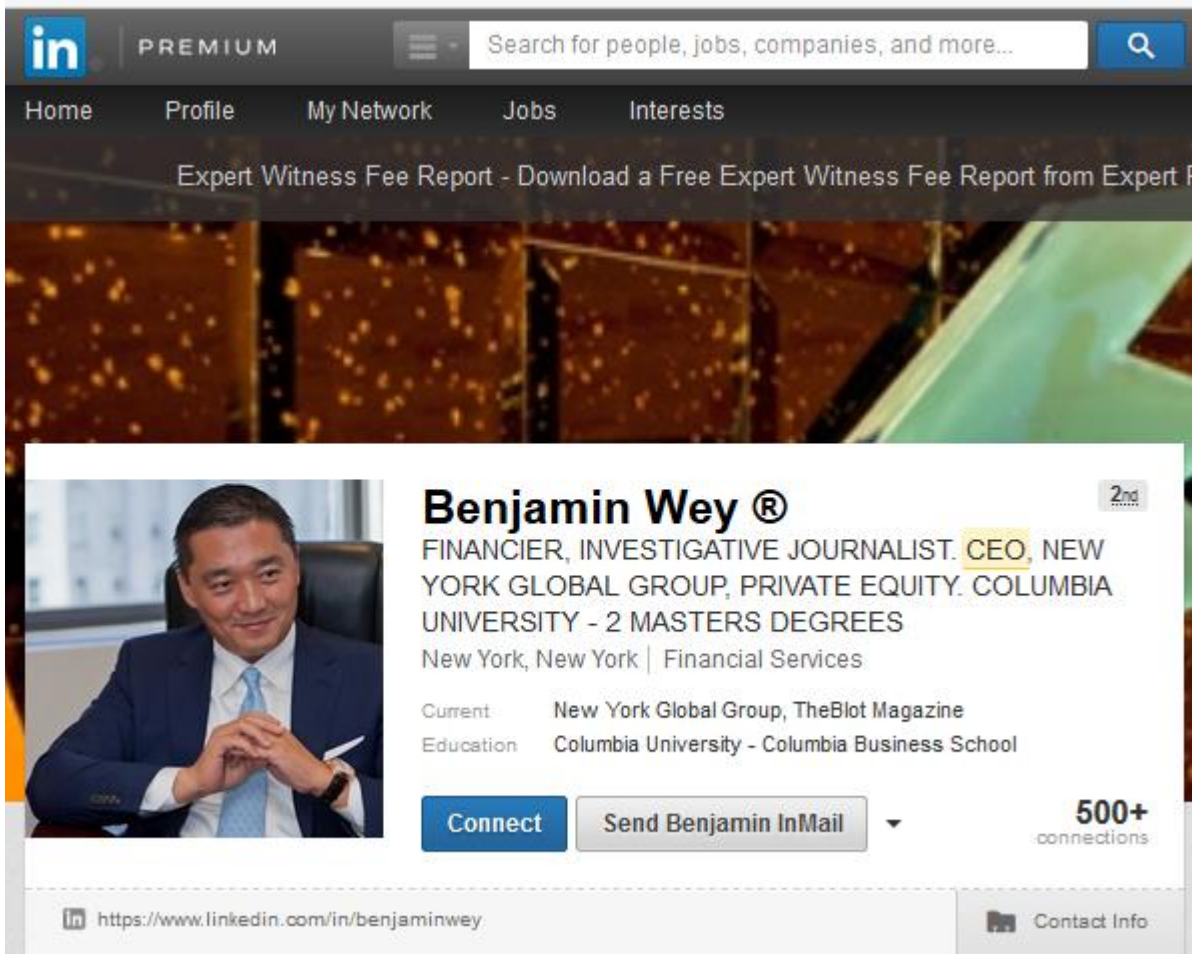
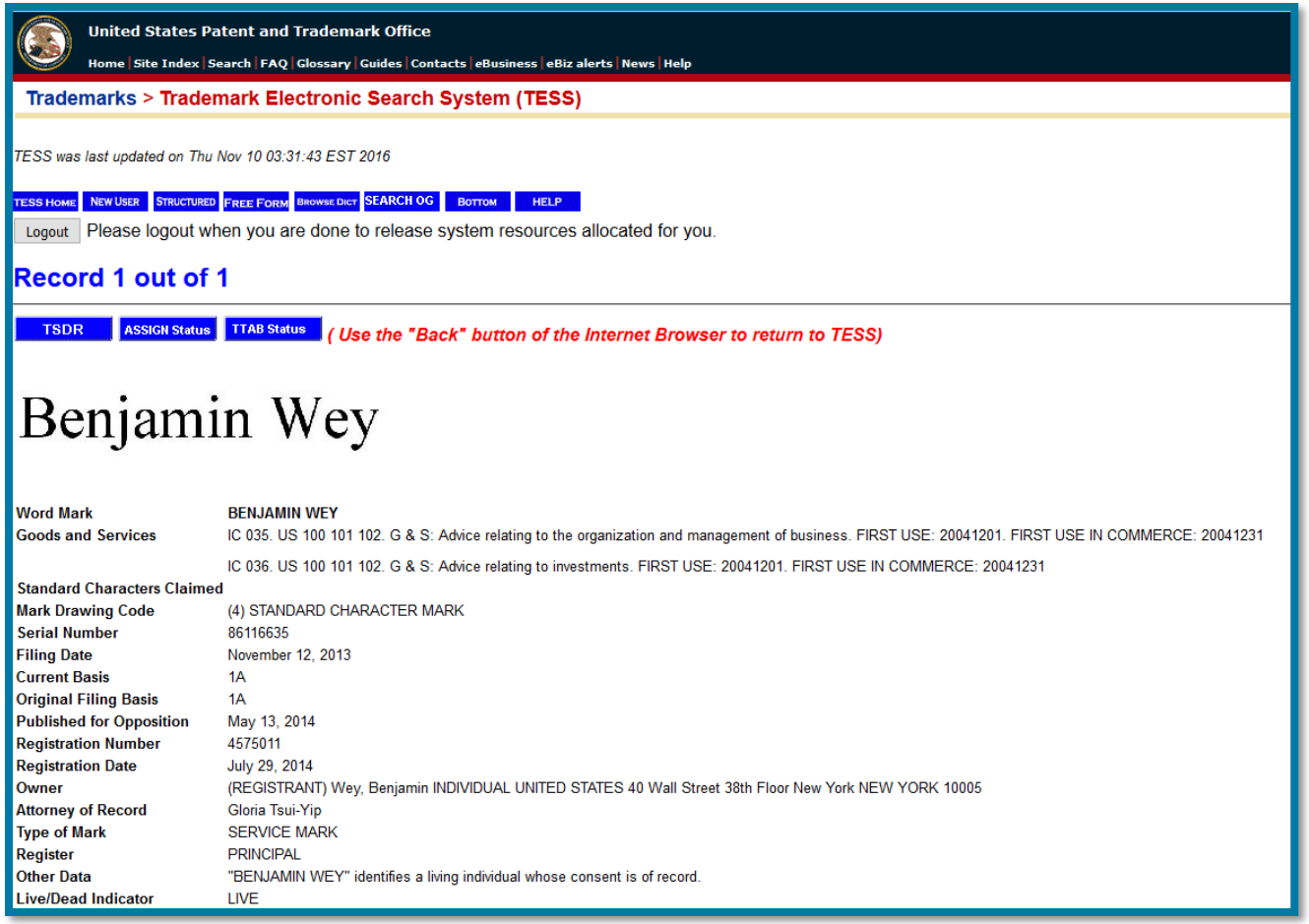
Cynthia shared
Tracers Information Specialists, Inc. – OSMOSIS
Cynthia commented
Free Webinar: Social Media & Economic Crime Online - Social Media Information
Cynthia replied to a comment
#Roboalliance Alice DiSanto and me NJIT for #s tem and promoting robotics built by women!
Cynthia shared
The first of many donations to Aoy Elementary School. 23 pairs of shoes and we still have mor
Cynthia liked a comment
A great honor to be speaking NJIT my alumni fo r promoting #stem amongst women. #roboallia
Cynthia shared
See all activity

Resume with what?



®?

Public record find!



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Logout Please logout when you are done to release system resources allocated for you.

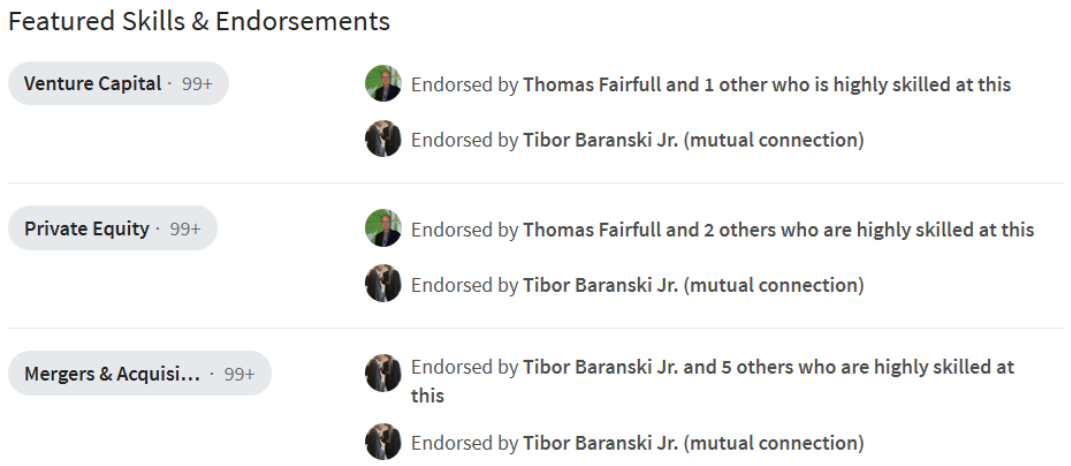
Record 1 out of 1

TSDR | ASSIGN Status | TTAB Status *(Use the "Back" button of the Internet Browser to return to TESS)*

Benjamin Wey

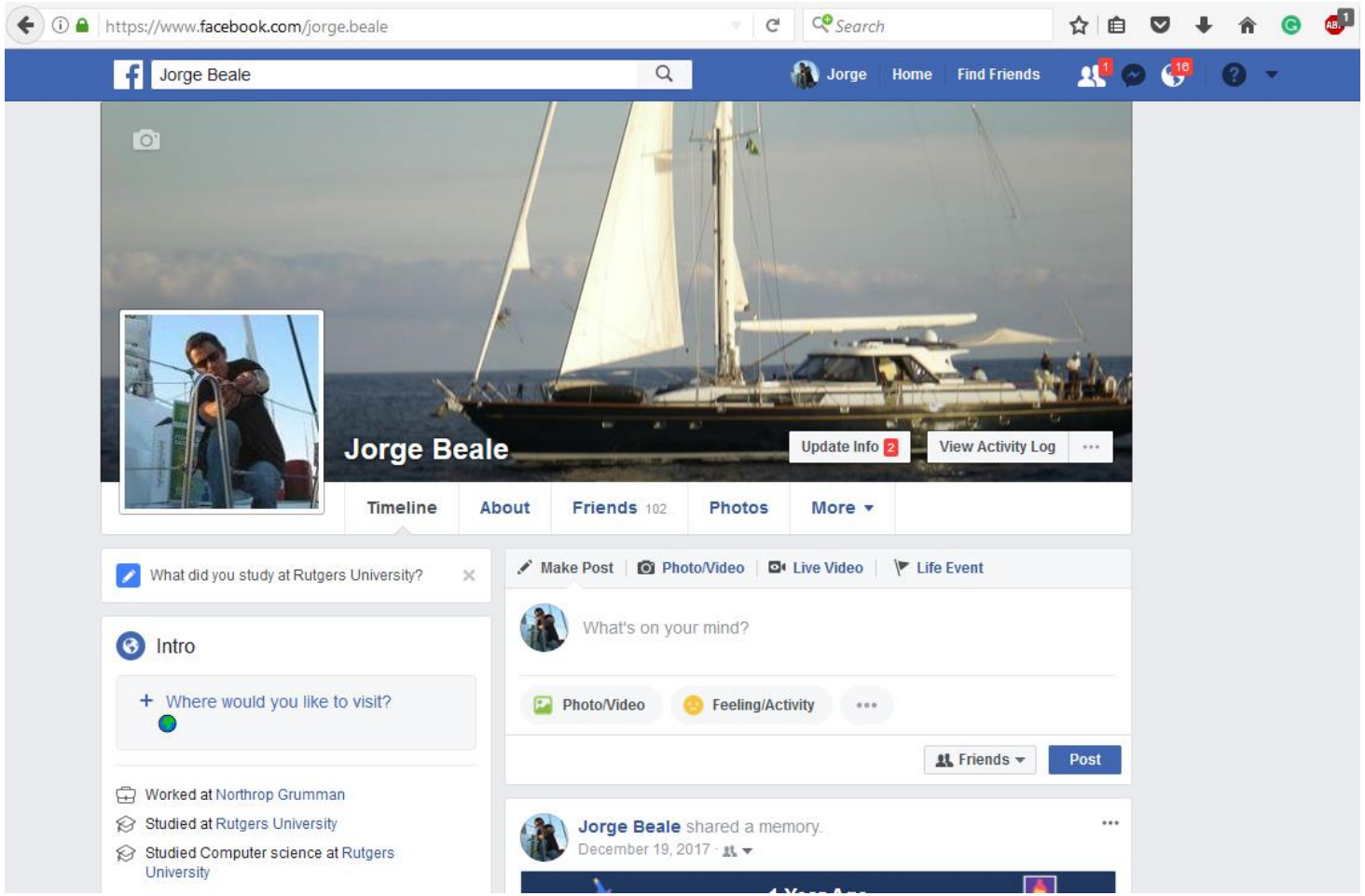
Word Mark	**BENJAMIN WEY**
Goods and Services	IC 035. US 100 101 102. G & S: Advice relating to the organization and management of business. FIRST USE: 20041201. FIRST USE IN COMMERCE: 20041231
	IC 036. US 100 101 102. G & S: Advice relating to investments. FIRST USE: 20041201. FIRST USE IN COMMERCE: 20041231
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	86116635
Filing Date	November 12, 2013
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	May 13, 2014
Registration Number	4575011
Registration Date	July 29, 2014
Owner	(REGISTRANT) Wey, Benjamin INDIVIDUAL UNITED STATES 40 Wall Street 38th Floor New York NEW YORK 10005
Attorney of Record	Gloria Tsui-Yip
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Other Data	"BENJAMIN WEY" identifies a living individual whose consent is of record.
Live/Dead Indicator	LIVE

Friends of Ben®

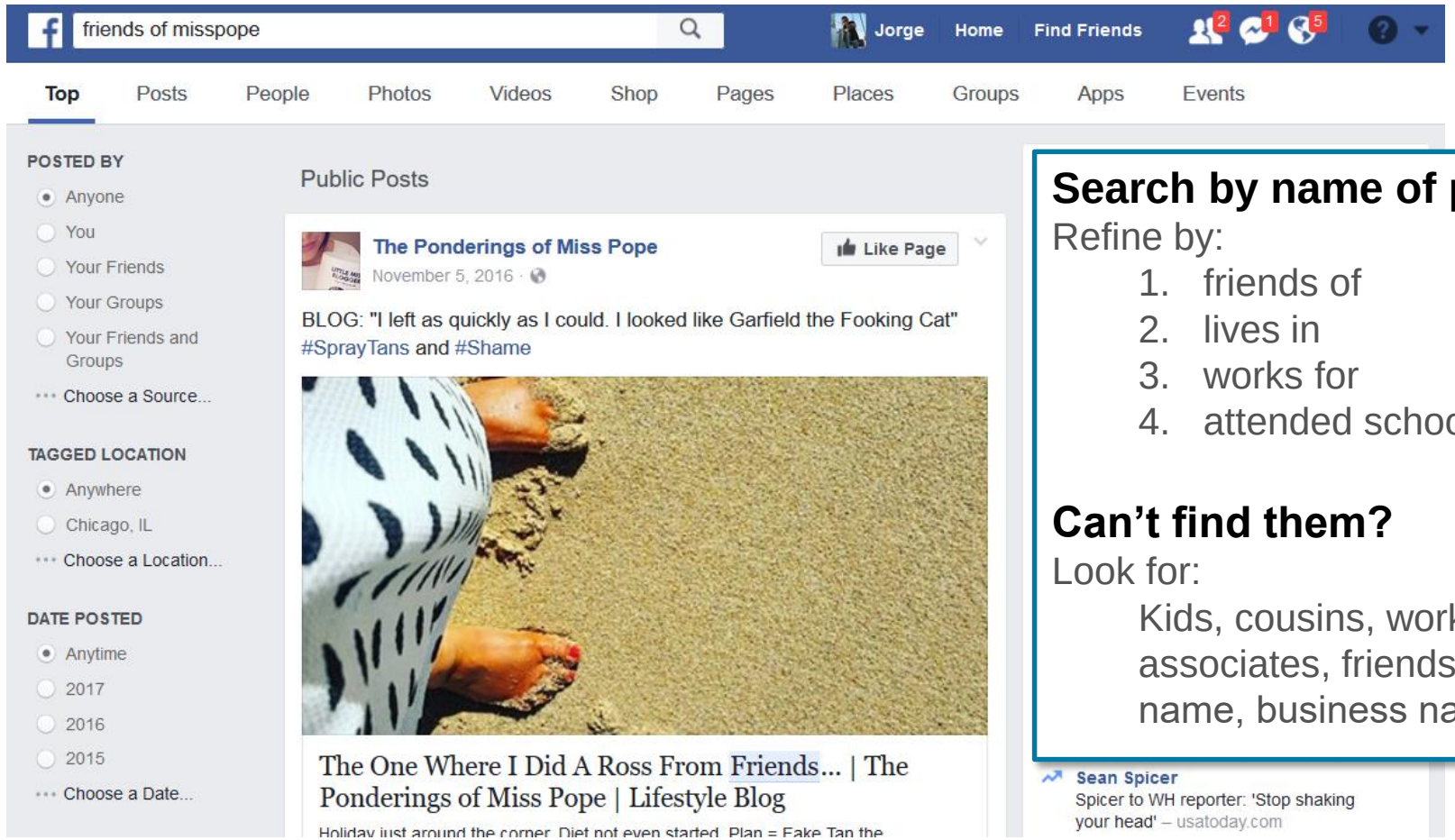


- Endorsers are free friends lists
- Open each Feature Skill and capture the list of friends who endorsed your subject.
- Enter each into a spreadsheet, sort by name
- Look for anyone with the same last name.

Facebook


https://www.facebook.com/jorge.beale
Search
Jorge Beale
Jorge
Home
Find Friends
Jorge Beale
Update Info 2
View Activity Log
Timeline
About
Friends 102
Photos
More
What did you study at Rutgers University?
Make Post
Photo/Video
Live Video
Life Event
Intro
What's on your mind?
Where would you like to visit?
Photo/Video
Feeling/Activity
Friends
Post
Worked at Northrop Grumman
Studied at Rutgers University
Studied Computer science at Rutgers University
Jorge Beale shared a memory.
December 19, 2017

Searching Facebook



Search by name of person.

Refine by:

1. friends of
2. lives in
3. works for
4. attended school

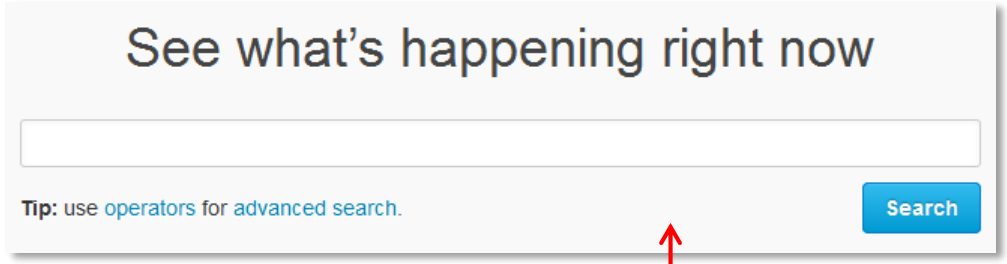
Can't find them?

Look for:

Kids, cousins, work associates, friends, pets name, business names…

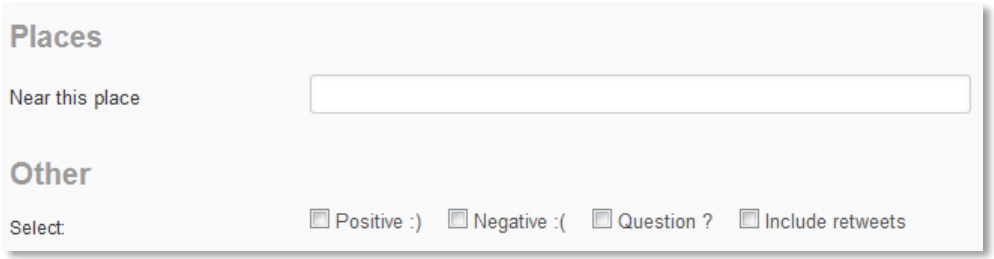
Searching Twitter

Searching Twitter

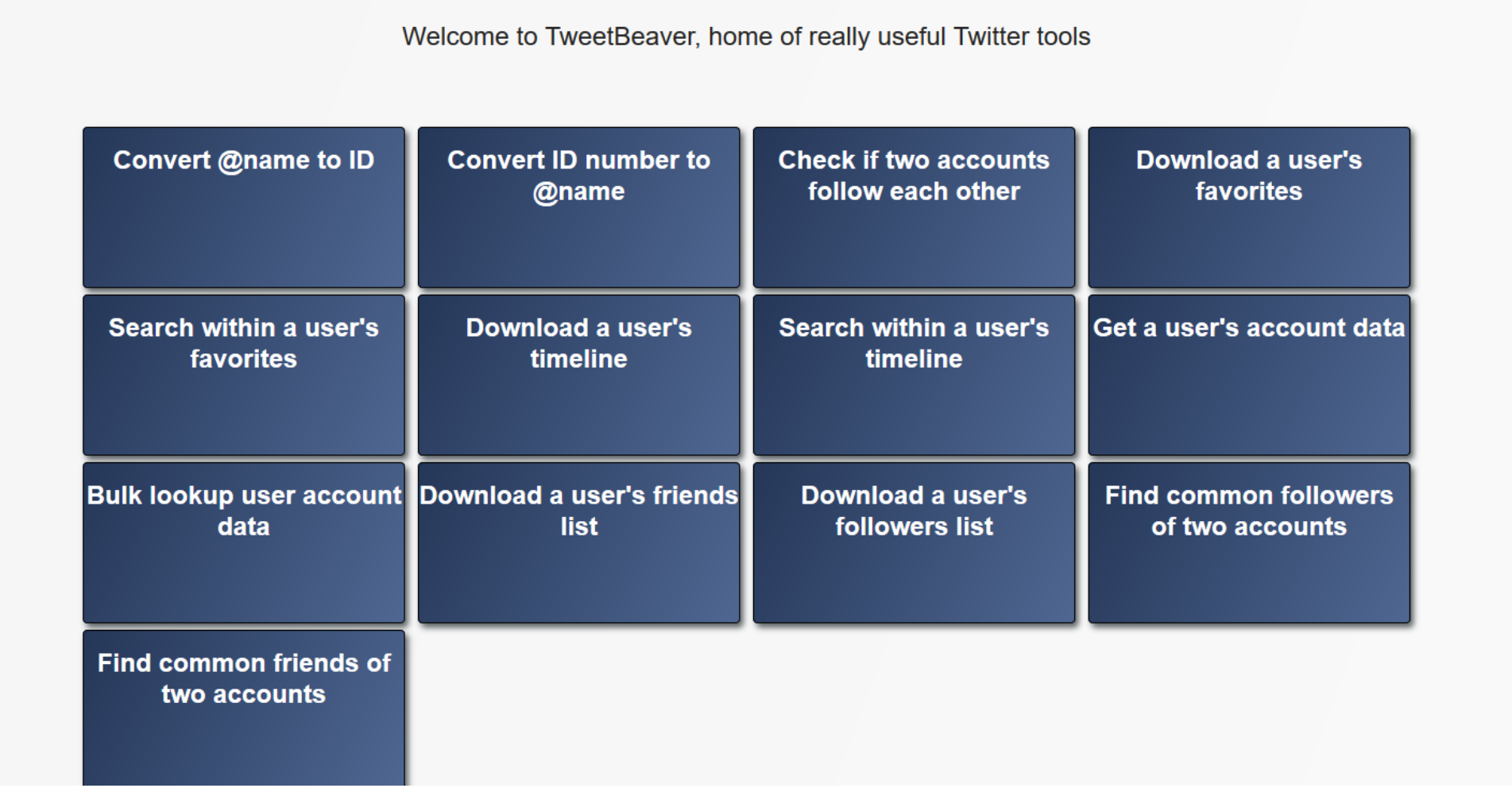


Go to twitter.com/search

Advanced Searching allows you to filter by sentiment and location



Twitter hacks: Tweetbeaver.com

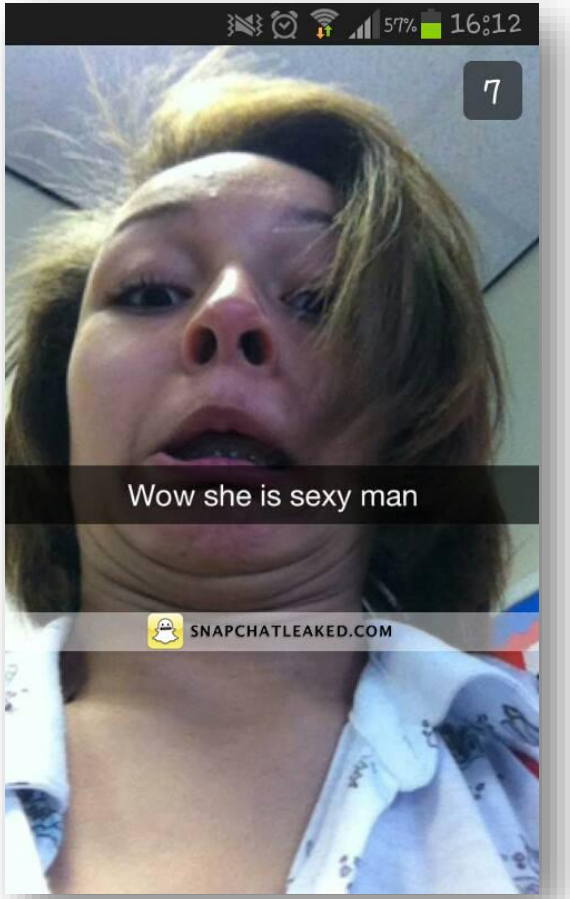


Reddit

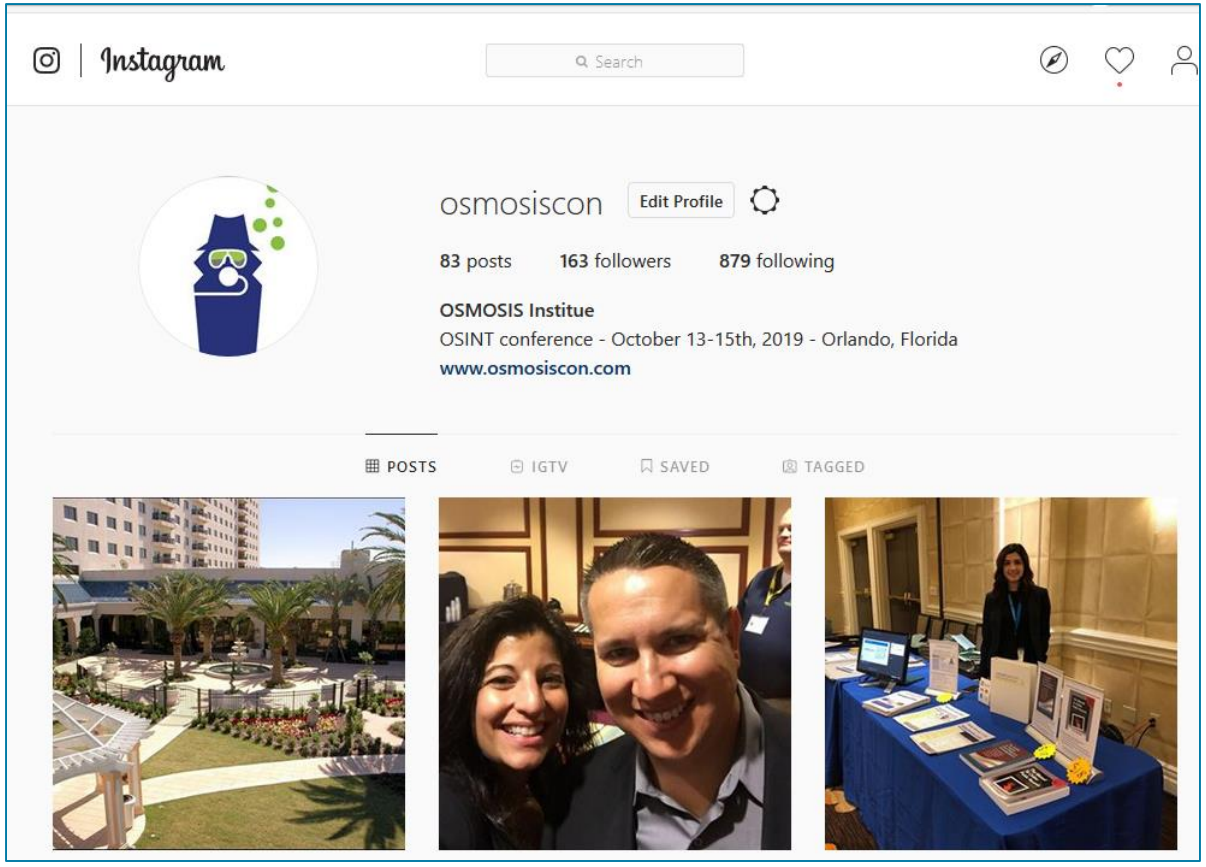
- Reddit is accessible without having an account
- My entry to the dark web
- People will share everything here, including the truth

Snapchat

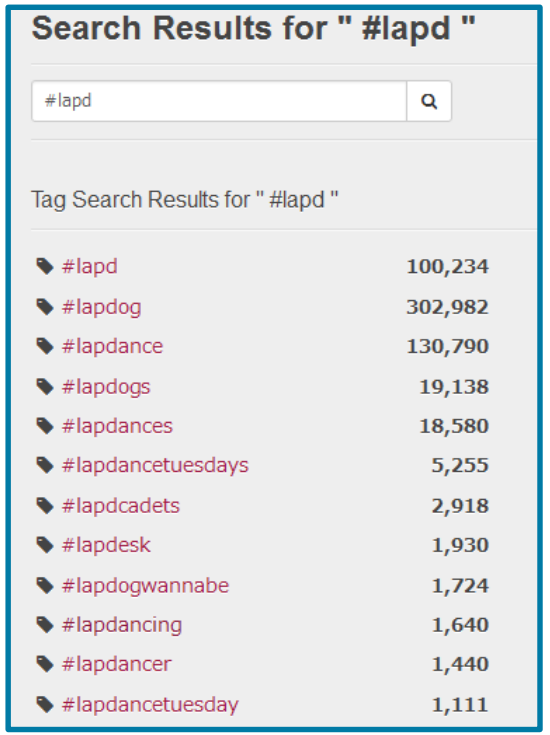
- Can you search for people on Snapchat?
  - If you are trying to add someone famous, you can find their Snapchat username on their Twitter, Facebook or Instagram. You can also add friends from your phone's address book. ... For the contacts who are not on Snapchat, you can invite them too.
- Can you find someone on Snapchat by email?
  - Find out your friend's username. The main way people add each other in Snapchat is by trading usernames. This allows you to add people that aren't in your phone's contact list. There is no way to add someone to Snapchat using an email address or real name.



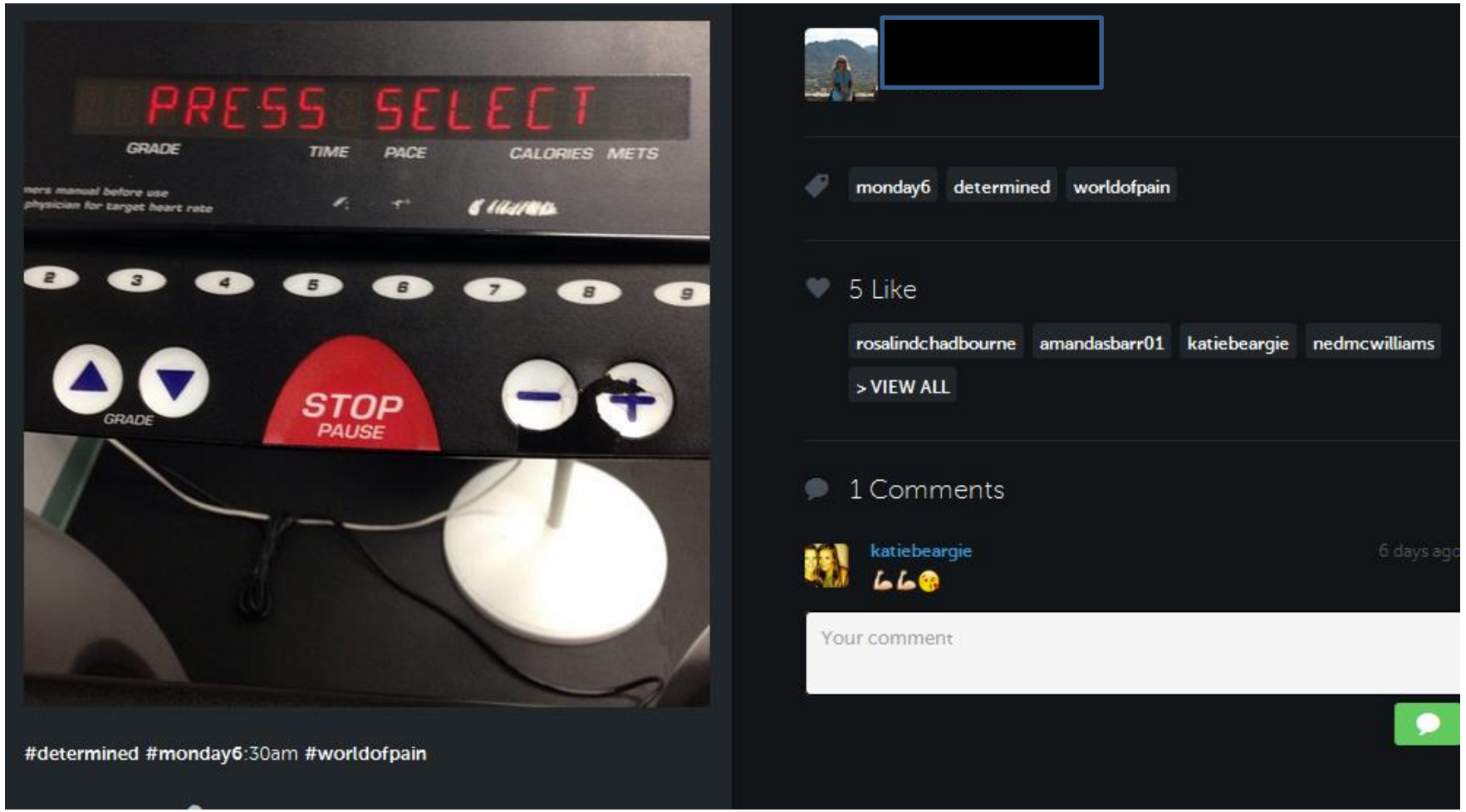
Instagram



Search by hashtag, nickname or emoji



Instagram photos



imggram.com

- Search by hashtag, user or keyword to locate Instagram accounts and things posted there.
- Excellent for finding local content fast.
- Great for discovering connected accounts.
- May have to turn off ad blocker to use.

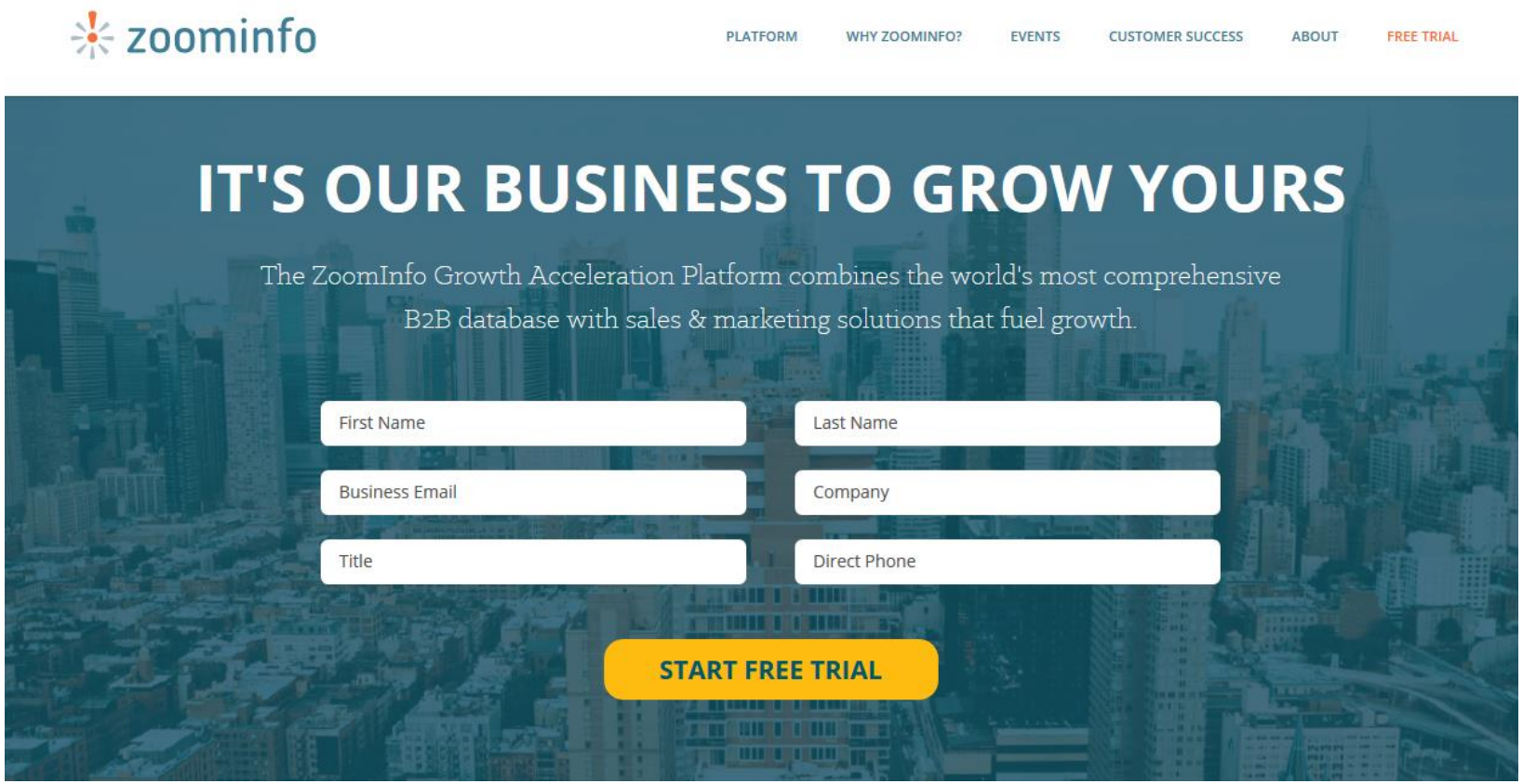
Google Hacks for hard to find sites

- Facebook no longer permits cell and email searches, so use Google to search Facebook content.
- Search in messenger
- Use Google to locate email and cell, as shown below

Example: ch@hetheringtongroup.com or (973) 706-7525 or osmosiscon

- site:facebook.com ch@hetheringtongroup.com (27 results)
- site:facebook.com “973 706 7525” (4 results + 5 image results)
- site:twitter.com osmosiscon (68 results + dozens of image results)

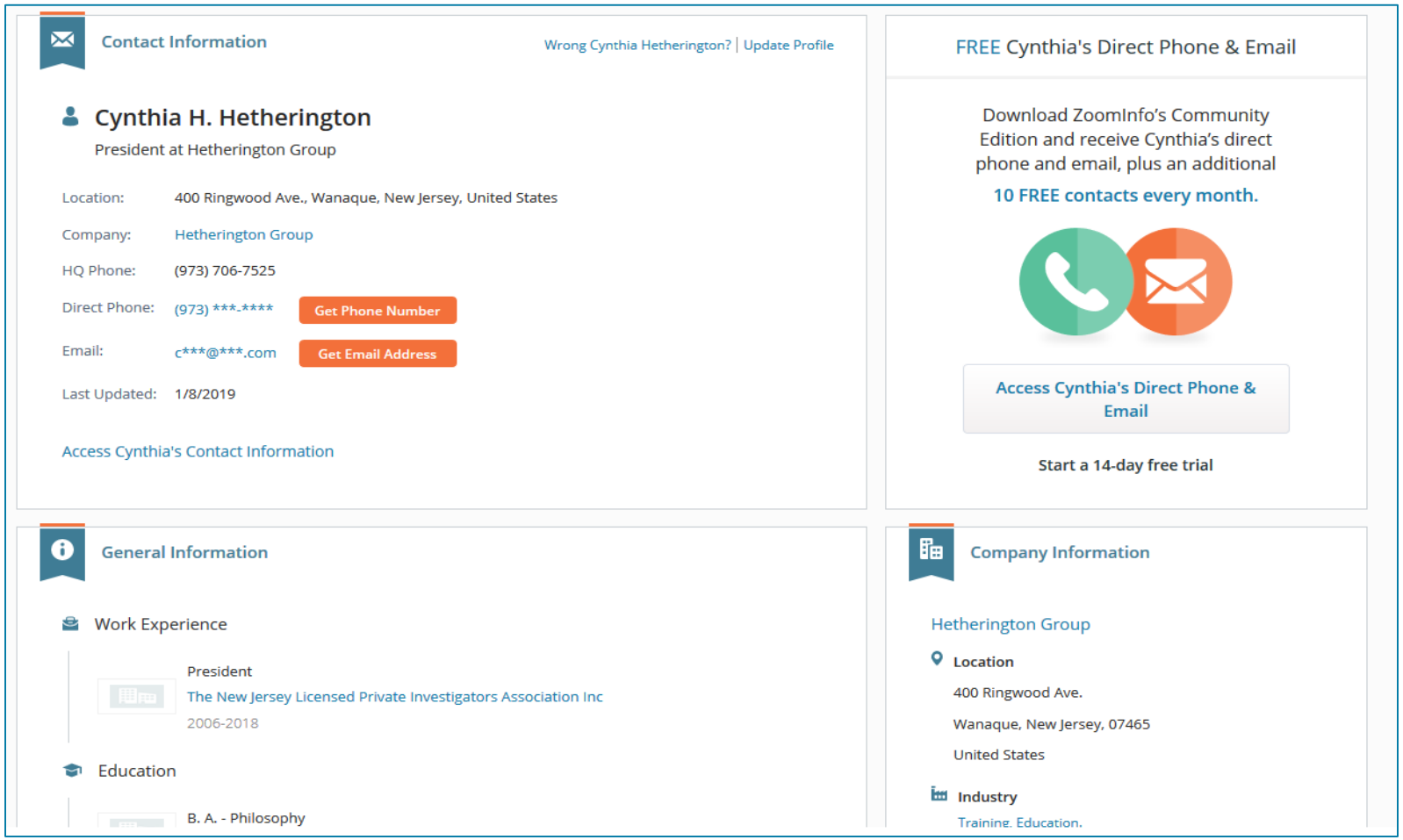
Zoominfo.com



Zoominfo.com

Search with first name / last name
Zoominfo.com/people/firstname/lastname

Zoominfo



Contact Information

Wrong Cynthia Hetherington? | Update Profile

Cynthia H. Hetherington

President at Hetherington Group

Location: 400 Ringwood Ave., Wanaque, New Jersey, United States

Company: Hetherington Group

HQ Phone: (973) 706-7525

Direct Phone: (973) ***-**** Get Phone Number

Email: c***@***.com Get Email Address

Last Updated: 1/8/2019

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General Information

Work Experience

President

The New Jersey Licensed Private Investigators Association Inc

2006-2018

Education

B. A. - Philosophy

Company Information

Hetherington Group

Location

400 Ringwood Ave.

Wanaque, New Jersey, 07465

United States

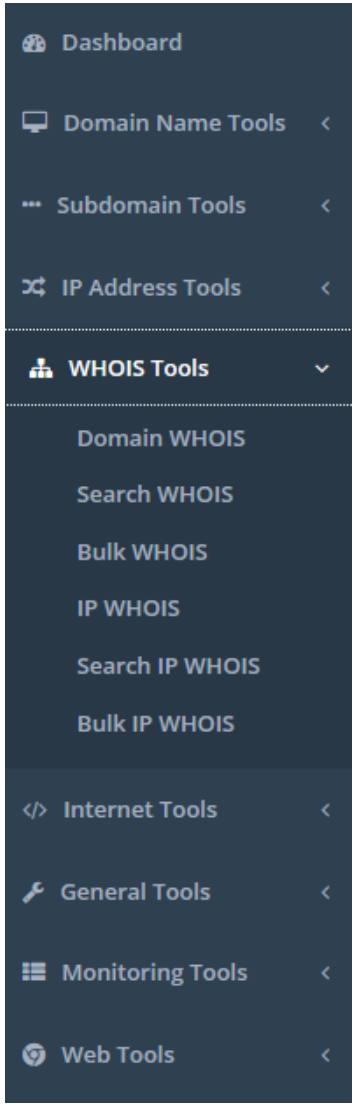
Industry

Training, Education,

Tracing IP and Trapping Whois

- Whois will tell you the ownership and registration information for a Web site.
  - Cybertoolbelt.com – Free trials
  - Whoisology.com – free for the first 5
  - research.domaintools.com- free side
- Tracing IP addresses
  - whatismyipaddress.com
  - traceroute.org

Pro Tool is cybertoolbelt.com



Internet Protocol Tracing Tools

- Free tools
  - who.is
  - maxmind.com
  - research.domaintools.com- free side
- Regional Internet Registries
  - Arin.net - Canada, Caribbean and North Atlantic & the United States
  - Afrinic.net - Africa, portions of the Indian Ocean
  - Apnic.net - Portions of Asia, portions of Oceania
  - Lacnic.net - Latin America, portions of the Caribbean
  - Ripe.net - Europe, the Middle East, Central Asia

End Notes

- Never avoid social media in open source investigations
- Stay abreast of changes in the social media world
- Work with your policy makers to address what is permissible for your investigators
- Many vendors offer excellent products, but constantly question their abilities
- Stay flexible in your approach to social media, but be guarded

Thank You. Connect with Hg & Me.

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