



Internet Intelligence Training
Social Media Exploitation

1 Day Live Training Event
CYNTHIA HETHERINGTON, Instructor

Agenda

8:00	Welcome	Introduction to Online Investigations & Open Source Primer
8:30	Module 1	Utilizing Advanced Google Searches
10:00	Module 2	Social Media Investigations – Basic to Advanced, Monitoring

12:00	Lunch	
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1:00	Module 3	Drugs & Human Trafficking Websites
2:00	Module 4	Online Image Tracking & IP Tracing
3:00	Module 5	Removing your Personal Identifying Information
4:00	Module 6	Using Anonymity, Working Undercover



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Class Descriptions

WELCOME: INTRODUCTION TO ONLINE INVESTIGATIONS & OPEN SOURCE PRIMER

Every investigation involves, at some level, social media and open source examinations. This introductory class examines the different types of open source and social media platforms and the language of this unique investigative world.

Participants will learn the types, differences, and jargon of open source investigations.

MODULE 1: UTILIZING ADVANCED GOOGLE SEARCHES

The ability to uncover information on the Internet is the primary skill of an online investigator. The go-to resource for many is Google, yet not everyone knows how to utilize its full potential. This class expands your general knowledge of the search engine, making difficult searches more effective.

In this intermediate to advanced hands-on class, participants will learn how to maximize Google searches, as we cover the basics, the hacks, and extra Google resources to create proper search strategies and run advanced Internet searches. Participants will also learn the expert tools of this common search application to make difficult searches more effective. Upon completion of the course, field investigators will be able to hunt down deep web content; conduct advanced search strategies on Google, Bing, and other search engines; and use algorithms for surface finds and open source results.

MODULE 2: SOCIAL MEDIA INVESTIGATIONS – BASIC TO ADVANCED, MONITORING

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.

Participants will learn how to discover intelligence by investigating popular social media platforms and search engines as well as gain knowledge of new social media platforms on the horizon. During the training, you will review social media pages, learn how hashtags and images can play a role in a case, and identify further leads. Upon completion of this class, field investigators will be able to conduct social media investigations using specialized search engines and conduct a CARA Analysis: Characteristics, Associations, Reputation, and Affiliations.

MODULE 4: DRUGS AND HUMAN TRAFFICKING WEBSITES ONLINE

Conducting asset investigations often requires a keen understanding of how to track down stolen money and property on a variety of Internet sites. Backpage and auction websites—used for human trafficking, drug trade, and terrorism—are two of the many places nefarious criminals conduct their trade.

This intermediate to advanced hands-on class examines how to use important online tools when conducting asset investigations. Participants will learn the ins and outs of auction and illegal sale sites conduct hands-on searches to track materials stolen or otherwise sold on Bedpage and popular auction sites, gun/auto traders, and others. Upon completion of the course, field investigators will be able to track and locate assets illegally sold on auction, and dark web sites.





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MODULE 4: IMAGES ONLINE AND BASIC TRACING IP INTRODUCTION

Knowing specialized technical search techniques and resources are invaluable when tracking down the owner of a web site, photo, copywritten image or other electronic document types. This class provides a comprehensive introduction to unique search tools for tracing images and IP addresses.

This introductory class offers participants hands-on training on how to track down images online, whether copyrighted or sensitive. Participants will learn how to utilize photo recognition search engines and locate users and their online posts using IP tracing, Whois services, and other search tools. Upon completion of the course, field investigators will be able to find and identify five logistics of an online image, including location metadata and hash values.

MODULE 5: REMOVING YOUR PERSONAL IDENTIFYING INFORMATION

Everyone is at risk for identity theft, online and physical stalking, and harassment. Beyond social media, your public records are for sale, so your home address and assets are easily located through simple online searches. This course provides a through description of how and where your data is stored and how to remove it.

In this introductory hands-on class, participants will review a case study detailing how a fraudulent and nefarious actor obtains personal identifying information and how it can be used against you. You will learn “Opt Out” procedures for public service and security personnel and explore the tools and methodologies used to operate discreetly on the Internet. Upon completion of the class, field investigators will be able to identify how private lives and public information are available through websites, social networks, and “Invisible Web” sources; and will have the ability to protect their privacy by implementing basic security practices online, at home, and on social media. All participants will receive handouts on concepts and investigative techniques.

MODULE 6: USING ANONYMITY, WORKING UNDERCOVER FOR INVESTIGATORS

Many social networks and online information sources either allow the subjects of searches to see who has been searching them or provide some fairly obvious clues as to who is looking at their information. This advanced class provides tools for how to work undercover online, while adhering to ethical standards and laws.

In this intermediate to advanced class, participants will receive hands-on training on how to conduct investigations on social media platforms without compromising their online identity, gain tools for working online undercover, and know how to avoid exposure when researching subjects online. Upon completion of the course, investigators will be able to conduct undercover online investigations and ethically protect their identity conducting investigations.



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instructor biography

CYNTHIA HETHERINGTON, MLS, MSM, CFE, CII

Cynthia Hetherington, MLS, MSM, CFE, CII is the founder and president of Hetherington Group, a consulting, publishing, and training firm that leads in due diligence, corporate intelligence, and cyber investigations by keeping pace with the latest security threats and assessments. She has authored three books on how to conduct investigations and annually trains over 7,200 investigators, security professionals, attorneys, accountants, auditors, military intelligence professionals, and federal, state, and local agencies on best practices.



For more than 25 years, Ms. Hetherington has led national and international investigations in corporate due diligence and fraud, personal asset recovery, and background checks. With a specialization in the financial, pharmaceutical, and telecommunications industries, her investigations have recovered millions of dollars in high profile corruption cases, assisting on the investigations of the top two Ponzi cases in United States history.

Ms. Hetherington provides expert commentary for national and international media outlets, including, the New York Times, Wall Street Journal, Irish Times, Washington Times, ABC News, and VoiceAmerica. Ms. Hetherington has presented at over 500 conferences across North America. In 2012, the Association of Certified Fraud Examiners named her the James Baker Speaker of the Year.

In 2015, Ms. Hetherington founded the OSMOSIS Institute, host of the annual OSMOSIS Conference. Hundreds of investigators across the nation attend to gain insights into Open Source Intelligence and receive training from the most recognized social media and open source trainers in North America.

