Social Media From Critical Incident to Practical Investigations

Homeland Security Management Institute

Two Day Training
Wed. April 29 &
Thur. April 30

LOCATION:
PSTF— Rm. 117
1190 Scottsville Road

TIME:
8am to 5pm

Registration Fee Waivers are available on a first come basis.

For information , please contact : HSMI
585-753-3921 or email
smanns@monroecc.edu

Social Media is the fundamental means that millions of individuals in the United States use to share and disseminate information. When any critical incident occurs, the response to that incident must be swift and without prolonged delay. Information should be provided in a rapid and real time information about the events as they unfold via various social media sites.

This two day course is designed to take the attendee into the world of social media using an abundance of social media resources that are widely used but under-considered as sources of information. The seminar will discuss Open Source Intelligence (OSINT); working with smartphones, understanding social networks, mapping social media posts and users, IP addresses and digital footprints. The attendee will learn anonymization techniques, an introduction to Google advanced search techniques, uncovering detailed telephone information, details contained within blogging websites and the invisible web. The attendee will learn to capture videos from various social media sites, work with photographs and videos that are posted by your subject and learn the intricate digital footprints of where pictures were taken.

Attendees are encouraged to bring their laptops to use in class.

- Introduction to Social Media
- Getting the word out on various social media sites
- Incorporating Advanced Social Monitoring and Data Mining Techniques
- Introduction into the Dark Web
- Use of Proxies
- Searching for people, email, user name and phone numbers
- Mapping social media posts and users
- Non-affiliated websites that provide detailed information of individuals and their activity contained on social media sites
- Mozilla Firefox vs. Internet Explorer
- Investigative Apps
- Working with photos and videos, capturing EXIF data

This course is open to:
Law enforcement, fire agencies, college and school personnel, corporate and local businesses, security professionals, emergency managers, human resource

The instructor:
Michael Gordon is a 29-year retired veteran of law enforcement and began his career as a military policeman with the United State Marine Corps in May 1985. During his law enforcement career, he served in the capacity as a patrol officer, narcotics detective, traffic investigator, intelligence analyst and law enforcement trainer. He is the CEO and founder of Dataveillance, a social media and open source intelligence research company. Michael retired from law enforcement in 2014.

Monroe Community College
STATE UNIVERSITY OF NEW YORK