

# Cyber Intelligence Series for Corporate Investigators

In this comprehensive 2-day, 10-module training series, corporate investigators will finesse their intelligence gathering skills to conduct cyber investigations that uncover threats to corporate brands, reputations, and assets.

*Upon completion of this training series, corporate investigators will be able to conduct advanced search strategies on multiple search engines and social media platforms; track down images online, whether copyrighted or sensitive; conduct investigations using public record aggregators; access the mandatory databases for conducting business background investigations and due diligence; and spot indicators to fraudulent practices and shell companies.*

## **Day One**

Utilizing Advanced Google Searches  
Utilizing Social Media & Other Search Engines  
Search Resources: Unique Search Tools  
Advanced Social Media Investigations  
Social Network Monitoring

## **Day Two**

Online Image Tracking & IP Tracing  
Investigating with Public Records & Open Sources  
Proper Media & Open Source Research Tactics  
Advanced Online Due Diligence  
International Due Diligence & Investigations

## Cyber Intelligence Series for Corporate Investigators: Module Descriptions

### Day One

#### Utilizing Advanced Google Searches

*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.*

#### Utilizing Social Media & Other Search Engine Resources

*Participants will learn how to open every aspect of social media to explore where key information can be hidden or overlooked. You will identify which search engine to use, when to use it, and what results you should expect from each by conducting hands-on advanced Internet and social media searches. We will also evaluate and review several free and fee-based resources on the market for locating unique information and monitoring social media. Upon completion of this course, investigators will be able to conduct search strategies; utilize social media search tools; and incorporate free and fee-based alert services and monitoring tools into their investigations.*

#### Search Resources: Unique Search Tools

*In this intermediate hands-on class, we will go beyond generalized Google searches and learn unique search tools specific to investigative needs. Participants will learn new search engine resources and how to properly conduct advanced Internet and social media searches for people, non-profits, and more. We will also discuss how to track down older online material. Upon completion of the course, field investigators will be able to utilize online monitoring alert services, both free and fee-based; identify specialized, subject-specific search engines; and understand how to keep up with new search engines for investigations and research.*

#### Advanced Social Media Investigations

*In this intermediate to advanced hands-on class, 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.*

#### Social Network Monitoring

*Updated quarterly to keep investigators at the fore of social media trends, this advanced hands-on course will explore the latest search tools—free and fee-based—popular for monitoring chatter on social networks from Facebook to Burn Book. Participants will learn how to narrow a large profile to identify assets, evidence, and important details quickly and will observe demonstrations of software applications relevant to search applications. Upon completion of the course, field investigators will be able to locate key information, such as friends and associates, in social media profiles and understand the objects to be searched in language (native or foreign), imagery (pictures or emoji) and other relevant intelligence markers such as hashtags and live feeds.*

## Day Two

### Online Image Tracking & IP Tracing

*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.*

### Investigating with Public Records & Open Sources

*Participants will learn how to conduct investigations using fee-based public records aggregators and media services and learn how to locate free public records and open sources online. Upon completion of this class, field investigators will be able to conduct investigations using public record aggregators such as LexisNexis, CLEAR, Tracers and Transunion TLO and be able to identify which aggregator is most applicable for an investigation based on content, interface, cost, customer service, and data relevance.*

### Proper Media & Open Source Research Tactics

*In this intermediate to advanced hands-on course, participants will learn the proper resources for finding key information and developing well-rounded investigations. We will cover professional fee-based tools as well as very useful and handy free resources. Upon completion of the course, field investigators will be able to identify underutilized key resources; determine whether a fee-based or free service is most beneficial to their investigations; and know where the overlap of one aggregated service (news, social media monitoring, and geo-fencing) is at and how to shop and pay accordingly.*

### Advanced Online Due Diligence

*In this advanced hands-on course, participants will master completing a due diligence report utilizing a wealth of information: public records, legal filings, newspapers, magazines, trade journals, blogs, and open source material. You will utilize the tools and resources needed to find and vet information about companies and their owners. Additionally, we will examine professional fee-based and free tools and resources to understand their functionality and limitations to access all the information that's out there. Upon completion of this course, field investigators will be able to write reports that emphasize and highlight key findings, identify key resources available to investigators that go unused, find and vet applicant information within keystrokes, and implement handy tactics for conducting online fraud investigations.*

### International Due Diligence and Investigations

*In this intermediate to advanced hands-on course, participants will examine sources for information, including the top foreign corporate databases for researching overseas companies and their principals; explore a list of databases serving foreign countries; and acquire global resources helpful for consolidating multiple country searches. Upon completion of the course, field investigators will be able to conduct international due diligence investigations, navigate and utilize social networks in specific countries, and spot indicators to fraudulent practices and shell companies.*

**To book a training seminar or learn more about custom packages, please contact Paul Atkinson, Chief Operations Officer, 973.706.7525 or [paul@hetheringtongroup.com](mailto:paul@hetheringtongroup.com)**