



# Gain Valuable Insight into Litigants, Claimants, Witnesses and Other Subjects Through Social Media Research



**Every view, every click and every comment online matters.** There are over **4.33 billion** active Internet users and **3.7 billion** active social media users. On average, people have **7.6** social media accounts.

This information can reveal valuable personal and professional insights about a litigant, claimant, witness or other subject, including social preferences and tendencies, attitudes and affiliations. In addition to social media data, we also capture information from public sites and databases to uncover details about bankruptcies, criminal history, involvement in litigation, professional licenses, incorporation filings and other publicly available data that may relate to the issues in your case.

Our team of experts conduct thorough research across major social platforms and public databases, uncovering pertinent information enabling you to make informed, critical decisions.

- Data aggregation from social media sites and public records
- Metadata capture and preservation
- Ethical and competent research methods
- Defensible results

# Our Research and Data Aggregation Process is Fast, Effective and Complete

## Step 1: Intake

It's quick and easy to start a new social media research project. We will provide you with access to our secure online intake form to submit all relevant litigant, claimant or other subject information. Upon the request, our team will contact you to confirm all details, gather relevant information and kick off the project.

## Step 2: Social Media Research & Metadata Preservation

Our team of industry and technology experts conducts extensive research across multiple social media platforms and publicly available records to help build a collection of case-relevant information.

Our research also preserves critical metadata, an important step to ensure the integrity of social media postings. Metadata refers to "data that gives information about other data." In the case of social media posts, metadata such as time/date stamps and IP addresses, is important in the event a party deletes their post or profile. Capturing metadata is not possible through a simple screen shot or printout, which is why it's important to work with a partner who has the expertise and resources to ethically and competently collect and preserve this information.

## Step 3: Delivery of Findings

When the research phase is complete, we will provide you with a detailed report of our findings, complete with extensive date and time stamped screenshots.



# Complete Social Media Platform Coverage

 Facebook

 Twitter

 Instagram

 LinkedIn

 YouTube

 Google+

 Pinterest

 Tumblr