

# INVESTIGATIONS IN THE AGE OF GEOSOCIAL DATA

EDUCATIONAL SEMINAR



**Title of Seminar** Investigations in the Age of Geosocial Data

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**Session Description** The current growth of geosocial data is changing the face of risk management and investigations. Learn what geosocial data is, and exactly how this type of information is used to investigate insurance claims of all kinds. Understand how to gain eye-opening insight into accidents, site security, workplace harassment and high exposure incidents, by locating social media photographs, videos, and posts at specific locations and times anywhere in the world. This session utilizes real life case examples to demonstrate the impact of this new technology in the realm of risk management, law and insurance. The session also shows how evidence can be uncovered and leveraged in a variety of scenarios. Privacy and legal issues, as well as preserving, authenticating and presenting this type of cyber evidence will also be discussed. Attendees will walk away with a better understanding of the best investigative practices require for a successful geosocial investigation and exactly how to add this new information to their wide range of skills.

**Educational Agenda** 0:00 – 0:05 min – **Introduction to the Two Categories of Social Media Investigation**

- The digital architecture of a person-based investigation
- The constituent parts of a person-based investigation conducted according to best practices
- The digital architecture of a location-based investigation
- The constituent parts of a location-based investigation conducted according to best practices

0:05 - 0:30 min – **A Look Inside Person-Based Social Media Investigations**

- Demographic trends
- The importance of proper identity resolution
- Common methods of identity resolution
- Using analytics to draw lifestyle conclusion and aid surveillance
- "Post date" vs. "Capture date," common mistakes and how to navigate them
- Navigating deletion. Proper account preservation and authentication.
- Using person-based social media investigations as a launchpad for further investigations
- Social media account discovery. Success rates.
- Using social media to improve surveillance results, a case study and analysis of data proving the ROI on social media

0:30 – 0:55 hr. – **A Look Inside Location-Based Social Media Investigations**

- Geotagging, a case study explaining the backbone of location-based investigations
- Obtaining Closed Circuit Television
- Metadata, explanation of the service, and importance of authentication
- A review of how and where location-based investigations can and are being utilizing
- General liability applications and case examples
- Gathering information on potential witnesses

0:55 – 1:00 hr. – **DIY Investigations**

- Tips for Do-It-Yourself social media investigations
- The importance of email addresses

**Target Audience**

Risk managers, lawyers, brokers, claims professionals, and other persons involved in the claim process.

**Learning Objectives**

- Understand what geosocial data is and how it works from a technological standpoint
- Identify the specific instances and red flags that determine when and where geosocial data can further an investigation
- Understand the legal and privacy implications of using geosocial data in claims investigations
- Learn how to properly preserve, authenticate and present social media and geosocial evidence in court
- Experience different case examples to gain knowledge as to how geosocial has helped in the past

**Speaker Bio**

Jacqueline Batista is the Operations Manager for DigiStream Toronto and has over 12 years of experience in the investigations industry. She is a licensed Private Investigator and holds a degree in Criminal Justice with a concentration in Investigative Services from the University of New Haven.



This program contains 1 hour of Professionalism Content