



# SOCIAL MEDIA LOCATOR ON LEXIS ADVANCE® IMPROVED SOCIAL NETWORK AND WEBSITE SEARCH

Social Media Locator is a search option within Public Records which examines an individual's digital footprint in social media and on the open Web.

## What Does Social Media Locator Do?

Using one search, Social Media Locator scans **MILLIONS of websites**—including hundreds of social networking sites—and **the deep Web** to uncover information on individuals and any businesses or organizations with which they may be associated.

Invaluable investigatory data exists on the Internet when individuals share information about themselves through blogs, photos, social networks, videos, ecommerce, dating sites, etc. That information can now be queried on Lexis Advance® through one search via Social Media Locator.

## How Can I Benefit from Using Social Media Locator?

Social Media Locator searches the Internet, including both indexed and non-indexed sites. Many individuals have their own websites or appear on the website of a business or other organization. In addition, individuals use social media to share extensive details of their lives on a regular basis. By using the Social Media Locator search on an individual's name, you can uncover critical information about both people and businesses.

Social media findings can provide:

- Insights that may refute a claim of injury, e.g., by finding pictures of a claimant or "injured" person skiing
- Insights that can help contradict an expert's testimony, e.g., blog postings written by an expert
- Insights about key executives during a merger or acquisition including social media postings about new products, the company or employees
- Insights for prosecuting attorneys about a defendant including the defendant's location at a particular time

Any one of these social media and Web findings could help make your case!

Imagine the time you will save by using the powerful searching ability of Social Media Locator to **simultaneously** check a wide array of social networking sites and other websites as well as the deep Web. Social Media Locator is able to increase your efficiency—a benefit for you, your organization and your clients.

# How Can I Conduct a Search with Social Media Locator?

You may search using a variety of search input fields:

## BY NAME:

First name and last name are required fields; middle name is optional. You may also search by maiden name.

**TIP:** If applicable, make sure to include all aliases in the “Additional Subject Information” field.

## BY PHONE:

There is no particular format for entering phone numbers; 7- or 10-digit phone numbers are acceptable.

**TIP:** Try to enter as many phone numbers as possible because phone numbers are unique identifiers.

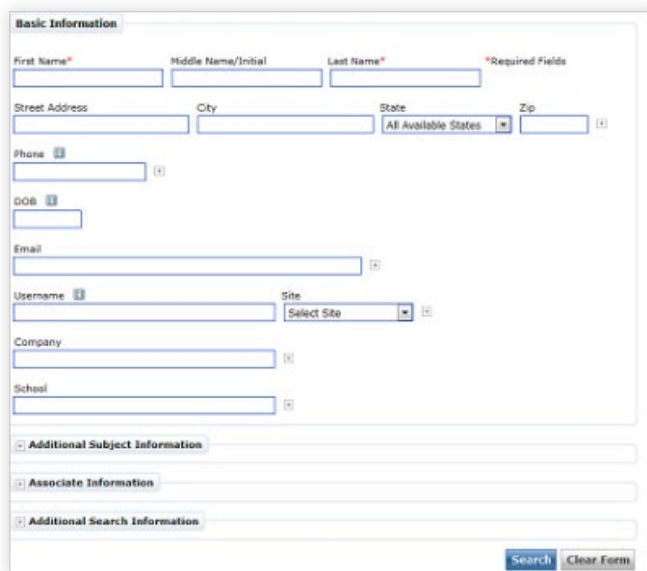
## BY DATE OF BIRTH:

If you wish to add a date of birth to the search, it must be entered in the following format: mm/dd/yyyy.

## BY LOCATION:

Options are available to search locations by entering a Street Address, City, State and/or Zip Code.

**TIP:** If an address could have more than one occupant, you can restrict further by entering the name of a company, school or other organization that could be listed at the address.



The screenshot shows a search form titled "Basic Information". It contains several input fields: "First Name\*" (required), "Middle Name/Initial", "Last Name\*" (required), "Street Address", "City", "State" (dropdown menu with "All Available States" selected), "Zip", "Phone", "DOB", "Email", "Username", "Site" (dropdown menu with "Select Site" selected), "Company", "School", "Additional Subject Information", "Associate Information", and "Additional Search Information". At the bottom right, there are "Search" and "Clear Form" buttons.

## BY EMAIL:

Email is an effective identifier for linking, so enter as many email addresses as possible.

**TIP:** Additional emails may be found by first running an Email Search.

## BY USERNAME:

Searching by username can be beneficial as a subject may be identified by his or her username/screen name from a social media site. NOTE: When entering a username, you are required to select a site from the pull down before you are able to run the search.

**TIP:** If you're unsure of the site name, "unknown" can be selected from the pull down.

### BY ADDITIONAL SUBJECT INFORMATION:

As noted previously in "BY NAME," you can search aliases by entering them in the **Additional Subject Information** field. You can also search for spouses in this field. For both of these options, first, middle and last name fields are available.

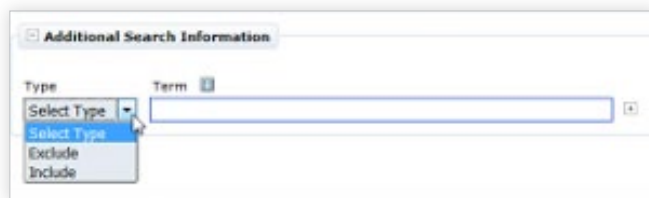


### BY ASSOCIATE INFORMATION:

Enter the first and last name of any subject's associates; middle name is optional.

### BY ADDITIONAL SEARCH INFORMATION:

The ability to require or exclude specific terms or phrases is available in the **Additional Search Information** field. For example, if you know the target of your search is a runner and you want to either include or exclude race results involving the target of your search, you can opt to include or exclude additional search terms like "race" using the **Type** pull-down list and **Term** box shown below.



## How Do I Review My Social Media Locator Search Results?

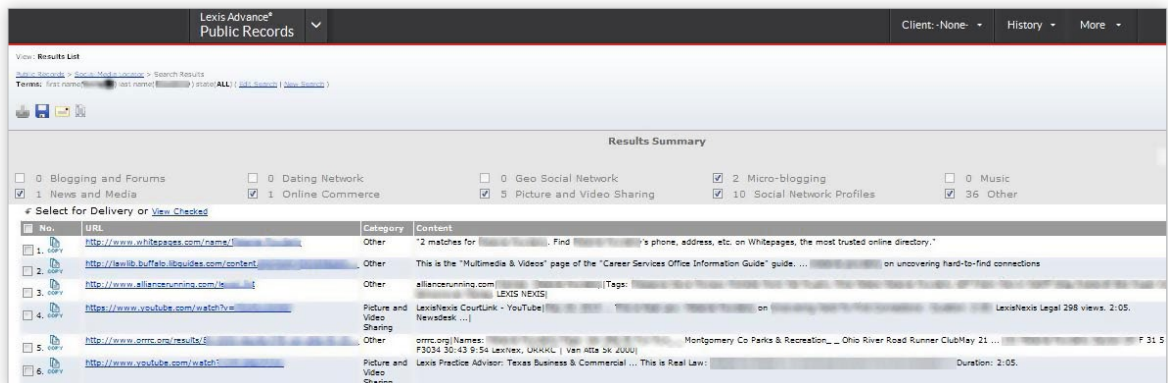
At the top of the results page is a Results Summary. The summary shows the count of results by category, and the boxes next to each category can be checked so that only those results are displayed in the list.

The Results Summary will identify a micro-blog like Twitter®, geo social networks like Foursquare, online commerce sites like an Amazon® Wish List and more.



| Results Summary                     |                            |                                     | Select All                    | Unselect All                        |                       |
|-------------------------------------|----------------------------|-------------------------------------|-------------------------------|-------------------------------------|-----------------------|
| <input checked="" type="checkbox"/> | 27 Social Network Profiles | <input checked="" type="checkbox"/> | 43 Micro-Blogging             | <input checked="" type="checkbox"/> | 3 Geo Social Networks |
| <input type="checkbox"/>            | 0 Dating Networks          | <input checked="" type="checkbox"/> | 170 Picture and Video Sharing | <input checked="" type="checkbox"/> | 3 Online Commerce     |
| <input checked="" type="checkbox"/> | 36 Blogging and Forums     | <input checked="" type="checkbox"/> | 8 News and Media              | <input checked="" type="checkbox"/> | 207 Other             |

Viewing the website results found by your search is EASY—the results list links directly to the social media posting or website! Accessing these links is included in the search price, so you can click on any of the links and go out to the social media websites and Web posts for no additional charge.



| No. | URL   | Category                  | Content  |
|-----|---|---------------------------|--|
| 1   | http://www.whitepages.com/name/...          | Other                     | *2 matches for ... Find ...'s phone, address, etc. on Whitepages, the most trusted online directory.*                                      |
| 2   | http://www.buffalo.libguides.com/content... | Other                     | This is the "Multimedia & Videos" page of the "Career Services Office Information Guide" guide. ... on uncovering hard-to-find connections |
| 3   | http://www.alliancerunning.com/...          | Other                     | alliancerunning.com   Tags: ... LEVIX NEXUS  |
| 4   | https://www.youtube.com/watch?v=...         | Picture and Video Sharing | LexisLexis CourtLink - YouTube   This is the ... on ... LexisLexis Legal 296 views. 2:05.  |
| 5   | http://www.omm.org/results/...              | Other                     | omm.org/Names: ... Montgomery Co Parks & Recreation... Ohio River Road Runner ClubMay 21 ... F 31.5  |
| 6   | http://www.youtube.com/watch?v=...          | Picture and Video Sharing | Lexis Practice Advisor: Texas Business & Commercial ... This is Real Law: ... Duration: 2:05.  |

# What Can I Do if I Don't Have Many Details about My Subject?

If you don't have enough information to run a Social Media Locator search, you can first request a Comprehensive Person Report using whatever limited information you have. Then, once you retrieve a Comprehensive Person Report on the person you are researching, you can click on the Social Media Locator option within that Report and the information you've just received about that person will carry over to the Social Media Locator search. You can then add any other search criteria you know before running the search.

|   |  |  |
|---|--|--|
| <b>People</b> <ul style="list-style-type: none"><li><b>Comprehensive Person Report</b></li><li>Social Media Locator</li><li>Locate a Person (Nationwide)</li><li>Statewide Person Search</li><li>Employment Locator Plus</li><li>Military Finder</li><li>Sexual Offenders</li><li>Death Records</li><li>Voter Registration</li><li>Email</li></ul>  | <b>Assets</b> <ul style="list-style-type: none"><li>Current Asset Report (People)</li><li>FAA Aircraft</li></ul>   | <b>Licenses</b> <ul style="list-style-type: none"><li>Concealed Weapon Permits</li><li>DEA Registrants</li><li>FAA Pilots</li><li>FCC Licenses</li><li>Federal Firearms &amp; Explosive Licenses</li><li>Hunting &amp; Fishing Licenses</li><li>Professional Licenses</li><li>Health Care Provider</li><li>Health Care Provider Sanctions</li><li>Tax Professionals</li></ul>  |
| <b>Businesses</b> <ul style="list-style-type: none"><li>Comprehensive Business Report</li><li>Locate a Business (Nationwide)</li><li>Statewide Business Search</li><li>California Business Locator</li><li>Corporation Filings</li><li>Delaware Secretary of State</li><li>FEIN</li><li>Fictitious Business Names</li><li>Internet Domains</li><li>Texas Sales Permit</li><li>Uniform Commercial Code Filings</li></ul> | <b>Real Property</b> <ul style="list-style-type: none"><li>Comprehensive Location Report</li><li>Combined Real Property &amp; Foreclosures</li><li>Real Property</li><li>Automated Valuation Models</li><li>Property History</li></ul> | <b>Courts &amp; Filings</b> <ul style="list-style-type: none"><li>Bankruptcy, Judgments &amp; Liens</li><li>Bankruptcy Filings</li><li>Criminal Records</li><li>Florida Accidents</li><li>National Motor Vehicle Accidents</li><li>Judgments &amp; Liens</li><li>Marriage &amp; Divorce Records</li><li>Official Records</li><li>OSHA Inspection</li><li>OFAC &amp; Global Sanctions List</li><li>Politically Exposed Persons</li><li>National Financial Sanctions</li></ul> |
|   | <b>Directories</b> <ul style="list-style-type: none"><li>Phone Lookup</li><li>Cellular &amp; Alternate Phone Numbers Plus</li><li>Canadian Phone Numbers</li></ul>   |  |

*For more information about Social Media Locator or LexisNexis® Public Records, contact your LexisNexis® account representative or call LexisNexis Customer Support*

**800.543.6862 OR [WWW.LEXISNEXIS.COM/PUBLIC-RECORDS](http://WWW.LEXISNEXIS.COM/PUBLIC-RECORDS)**