



LexisNexis®

Public Records

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 or the company
- 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.

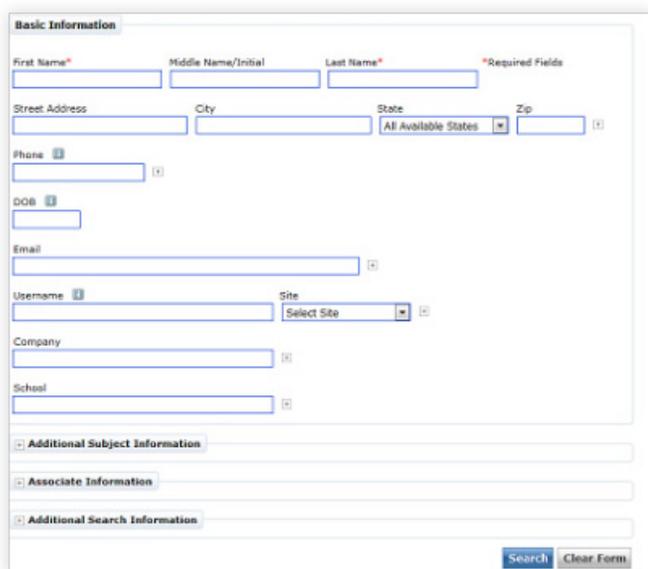
BY DATE OF BIRTH:

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.

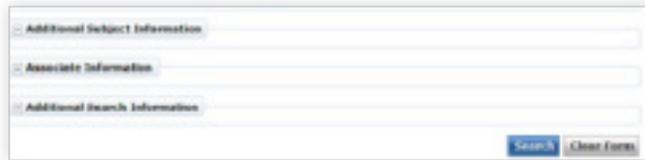
BY USERNAME:

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.



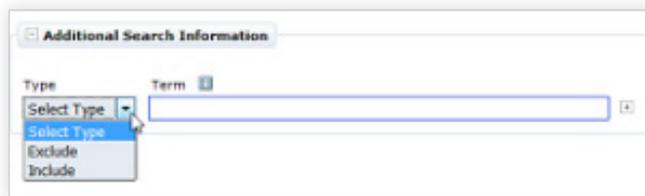
The screenshot shows a search interface with three input fields: "Additional Subject Information", "Associate Information", and "Additional Search Information". Below these fields are "Search" and "Clear Form" buttons.

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.



The screenshot shows the "Additional Search Information" field. It features a "Type" dropdown menu with options: "Select Type", "Exclude", and "Include". Next to it is a "Term" text box with a search icon.

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.

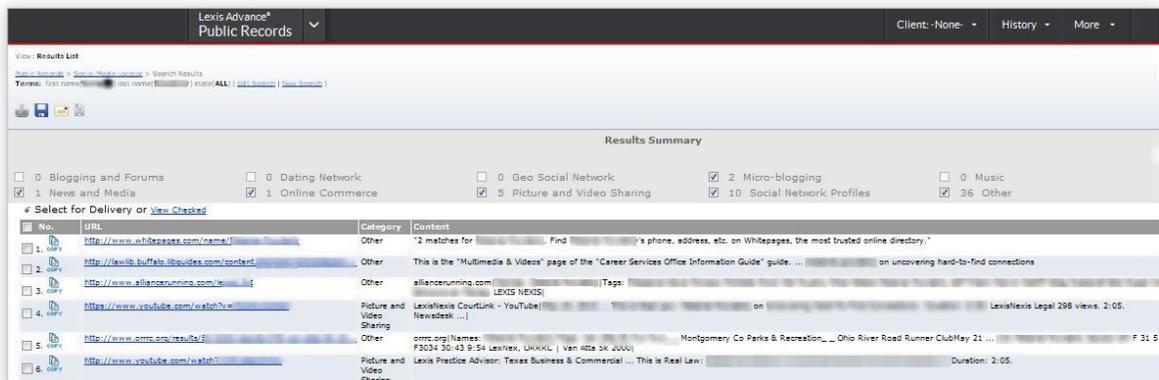
The Results Summary will identify a micro-blog like Twitter®, geo social networks like Foursquare, online commerce sites like an Amazon® Wish List and more.



The screenshot shows a "Results Summary" section with a grid of categories and their counts. Each category has a checkbox to the left. At the top right, there are "Select All" and "Unselect All" links.

Category	Count	
<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.

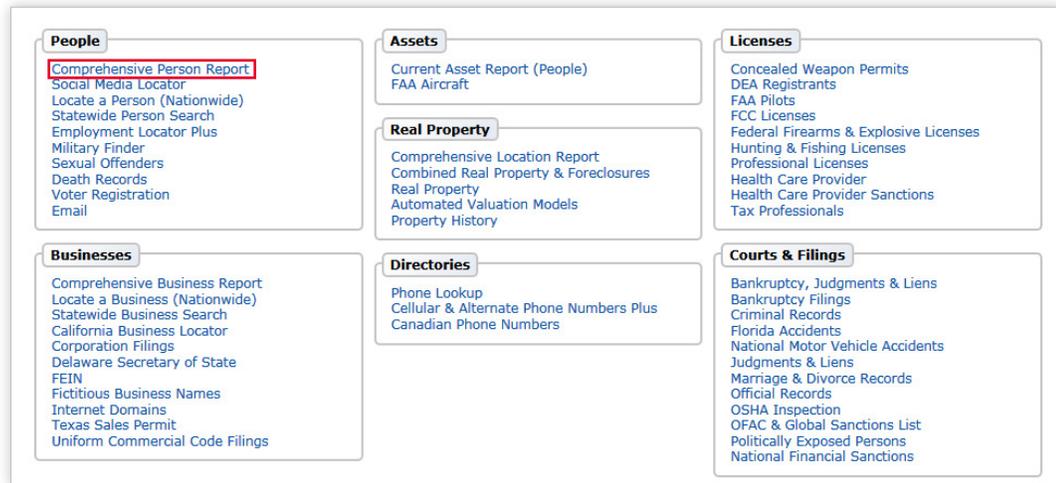


The screenshot shows a search results page for "Public Records". It includes a "Results Summary" section with checkboxes for various categories. Below the summary is a table of results with columns for "No.", "URL", "Category", and "Content".

No.	URL	Category	Content
1	http://www.whitepages.com/name/	Other	*2 matches for [redacted], Find [redacted]'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: [redacted] Lexis Nexis
4	https://www.youtube.com/watch?v=...	Picture and Video Sharing	LexisLexus CourtLink - YouTube [redacted] on [redacted] LexisLexus Legal 296 views. 2:05.
5	http://www.ocrm.org/results/	Other	ocrm.org Names: [redacted] Montgomery Co Parks & Recreation, Ohio River Road Runner Club May 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: [redacted] 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.



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

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