CONNECTING THE DOTS

Using social engagement metrics to cluster associates
Engagement Cluster Analysis

**WHAT**
- Clustered link analysis of associates
  - Illuminate routine engagement between people
  - Facebook, Instagram & TikTok

**WHY**
- Friends lists are not reflective of engagements
- Friends lists are often hidden
- Rapidly reduce POI lists

Friends lists are not reflective of engagements

Rapidly reduce POI lists
Engagement Clusters

Scrape Likes & Comments

=COUNTIF(A:A, A1)

Filter results & identify clusters
Facebook Engagement Analysis

Find:
- Find your target on https://mbasic.facebook.com

View:
- View the “Likes” of last 10 photos and click “See More”

Expand:
- Modify the URL “limit=10” to the total number of likers for each photo

Excel:
- Copy & paste the list into spreadsheet & use the formula “=COUNTIF(X:X,X1)”

Map links in a network diagram
Pivot and investigate other leads
Instagram
Instagram Engagement Analysis

Get
• Copy Instagram post URL into https://spatulah.com/scaper

Extract
• Open CSV & copy commentBy column to master spreadsheet

Convert
• Repeat for all posts you wish to include in the analysis

Excel
• Use the formula “=COUNTIF(X:X,X1)” on the master spreadsheet
**TikTok Engagement Analysis**

**Find**
- Find your target & extract the video IDs

**Build**
- Construct cURL scraping command
  - [https://www.osintcombine.com/tiktok-quick-search](https://www.osintcombine.com/tiktok-quick-search)

**Convert**
- Convert JSON to CSV using tools
  - [https://www.convertcsv.com/json-to-csv.htm](https://www.convertcsv.com/json-to-csv.htm)

**Excel**
- Use the formula 
  
  \[
  =\text{COUNTIF}(X:X,X1)
  \]
  
  on the master spreadsheet
Missing Persons Use-cases

• Key people to **pivot** from as identified associates
• Identify a **fake profile** used by the **missing person** to engage with “friends”
• Capture the **frequency of engagement** with key person to understand **pattern of life** between individuals
• Identify **last known activity** and with **who**
Questions?