Part 1:

Open Source Intelligence (OSINT) is the process of collecting, analyzing, and interpreting information from publicly sources. It uses a variety of open data points like social media, websites, news outlets, and public records. Techniques range from keyword searching and web scraping to social media monitoring and geolocation. OSINT has many practical applications, such as cybersecurity, journalism, law enforcement, and research.

This does come with ethical considerations, especially about privacy as OSINT practitioners must stay within legal boundaries and use data responsibly. The field requires continuous learning to adapt to evolving technologies and information sources.

OSINT can be valuable across many fields for its ability to turn raw, public data into usable information. In cybersecurity, OSINT can proactively identify potential threats by analyzing open so we can make counter measures with relative speed. In journalism, it aids in fact checking to provide reliable sources. For wall street, hedge funds could comb through massive amounts of data to gain a competitive intelligence using public information to stay ahead of the market. OSINT has the ability to transform performance in a variety of fields.

Part 2:  
Social Media Analysis

Key Steps:

1. Platform Selection: Choose relevant platforms (e.g., Twitter for real-time trends, LinkedIn for professional networks, Instagram for visual content, etc.) based on the target audience and type of content you need.

2. Data Collection: Track mentions, comments, shares, likes and reshares from users to gauge public interest and engagement.

3. Data Analysis: Monitor trending topics from users or to identify trends.

4. Reporting and Visualization: Present analysis using visualization tools such as PowerPoint to highlight key metrics and patterns.

Potential Use Cases:

1. Cybersecurity: Detecting security threats by monitoring hacker communities, vulnerability discussions, or online documented firewall attacks.

2. Journalism: Verifying facts, collecting evidence, and gathering real-time information about developing stories.