1. Seed Data Collection: Use public information to identify social media accounts with a specific affiliation.

* LinkedIn public profiles have an address in the form “www.linkedin.com/in/yourname”
* LinkedIn also allows the user to create a custom profile URL in the same format where “yourname” can be replaced any any 5 to 30 character string
* Google search of LinkedIn public profiles using query such as“Old Dominion University” "site:www.linkedin.com/in/"
* From Google search, retain the title, description (headline), and URL
* Use the URL (HTTP GET) to search the public profile for the affiliation.
* Need to distinguish between academic attendance and those who work at the institution.
* Sample results

Michael Willits | LinkedIn

Norfolk, VirginiaÂ -Â PhD Student & Instructional Designer

<http://www.linkedin.com/in/michaelwillits>

Education: Old Dominion University

Doug Gray | LinkedIn

Virginia Beach, VirginiaÂ -Â Marketing & Digital Media Production Professional - Consultant, Strategist, Educator

<https://www.linkedin.com/in/douggray1>

Education: Old Dominion University

Michael Nelson | LinkedIn

Norfolk, Virginia AreaÂ -Â Associate Professor at Old Dominion University

<https://www.linkedin.com/in/michaellloydnelson>

Education: Old Dominion University

Kyle Francis | LinkedIn

Norfolk, VirginiaÂ -Â Speaker of the Senate at Old Dominion University

<https://www.linkedin.com/in/kvfrancis>

Education: Old Dominion University

Velvet L. Grant | LinkedIn

Norfolk, Virginia AreaÂ -Â Assistant to the President and the COO at Old Dominion University

<https://www.linkedin.com/in/velvetlgrant>

Education: Kent State University

Jacob Maines | LinkedIn

Norfolk, Virginia AreaÂ -Â Public Relations Associate at Webb University Center

<http://www.linkedin.com/in/jacobmaines>

Education: Old Dominion University

* **Issue: Python search does not return the same results as the Google search from a browser. Some entries are missing. Examples from first results page:**

Leanna Caplan | LinkedIn

'Shawn Smith | LinkedIn

Jose Roman | LinkedIn

Diana Marie Hurst | LinkedIn

* Other useful from the public profile which may be useful to retain these for comparison to “topics” in tweets.
  + Causes Doug cares about:
    - Animal Welfare
    - Arts and Culture
    - Children
    - Economic Empowerment
    - Education
    - Health
    - Science and Technology
    - Veterans
    - Local & Original Music
  + Organizations Doug supports:

* + - [Destination Imagination](https://www.linkedin.com/vsearch/p?company=Destination+Imagination&trk=prof-vol_interests-orgs-link" \o "Find others who have worked at this company)
    - [**Old** **Dominion** **University**](https://www.linkedin.com/vsearch/p?company=Old+Dominion+University&trk=prof-vol_interests-orgs-link)
    - [Boy Scouts of America](https://www.linkedin.com/vsearch/p?company=Boy+Scouts+of+America&trk=prof-vol_interests-orgs-link)
    - [WHRO](https://www.linkedin.com/vsearch/p?company=WHRO&trk=prof-vol_interests-orgs-link)
    - [Public Broadcasting Service](https://www.linkedin.com/vsearch/p?company=Public+Broadcasting+Service&trk=prof-vol_interests-orgs-link)
* [Virginia Beach City Public Schools](https://www.linkedin.com/vsearch/p?company=Virginia+Beach+City+Public+Schools&trk=prof-vol_interests-orgs-link)

2. Discovery of associated Twitter profile

* Primary Information for discovery of Twitter profile search
* Full name and variations
* Location
* Username from LinkedIn URL – match to Twitter handle
* Affiliation
* Secondary Information for Twitter profile search
* **Issue: Need a scheme to semantically compare causes and organizations to tweets** 
  + Doug Gray on Twitter <https://twitter.com/analogmedia>

3. Scoring (Northern, LANL)

* Name
  + First name (2)
  + Last name (4)
  + Nickname or diminutive (2)
* Keywords
  + Location with geo range (7)
  + Education (4)
  + Organization (9)
  + Professional- two-word description (4)
  + Profession – one word description (1)
* Links to self (“me” in discovered profile (10)
* Community structure of hyper links (5)

4. **Issue: Develop a data model. Use an open source RDBMS**

* Seed data characteristics
* Neighboring cities
* Name variants
* Candidate profiles characteristics