

# SOCMINT (Social Media Intelligence) Cheat Sheet

## What is SOCMINT?

Social Media Intelligence (SOCMINT) is the process of collecting, analyzing, and exploiting data from social media platforms for OSINT (Open-Source Intelligence), cybersecurity, investigations, and research purposes.

## Why is SOCMINT Important?

- ✓ Identify individuals and their digital footprint.
- ✓ Track online behavior, relationships, and networks.
- ✓ Detect security threats, misinformation, and fraudulent activities.
- ✓ Gather evidence for law enforcement, ethical hacking, or journalism.

## Key Social Media Platforms & Data Sources

Platform	Type of Intelligence
Facebook	User posts, comments, reactions, events, groups, likes
Twitter/X	Tweets, hashtags, followers, retweets, mentions
Instagram	Posts, tagged locations, followers, story highlights
LinkedIn	Professional history, connections, job postings
Reddit	Comments, discussions, user activity across subreddits
TikTok	Videos, trends, geo-tags, comments
YouTube	Channel metadata, comments, video transcripts
Snapchat	Public stories, Snap Map locations

## Basic SOCMINT Techniques

### 1. Username Enumeration

- Check username availability across multiple platforms using:
  - `https://whatsmyname.app/`
  - `https://namechk.com/`
  - `https://checkusernames.com/`
- Find the same user across different platforms to correlate data.

### 2. Google Dorking for Social Media

- `site:twitter.com "username"` → Find tweets by a user.

- `site:facebook.com inurl:groups "topic"` → Locate Facebook groups related to a topic.
- `site:instagram.com "keyword"` → Search for Instagram profiles using a keyword.
- `site:linkedin.com/in "name"` → Find LinkedIn profiles.

### 3. Reverse Image & Profile Picture Analysis

- **Google Reverse Image Search:** Find similar images online.
- **Yandex Reverse Image Search:** Better for facial recognition.
- **TinEye:** Check if an image was altered or where it first appeared.
- **PimEyes:** Facial recognition for tracking individuals across the web.

### 4. Geolocation & Metadata Extraction

- **EXIF Data Analysis** (If metadata is available):
  - `https://exiftool.org/` (CLI tool for metadata extraction)
  - `https://www.metadata2go.com/` (Online EXIF viewer)
- **Geo-tagged Social Media Posts:** Search Instagram/Twitter for location-based posts.
  - `https://www.insecam.org/` (Find unsecured IP cameras broadcasting publicly)
  - `https://www.geosocialfootprint.com/` (Analyze geolocation patterns)

### 5. Tracking Deleted or Archived Content

- **Wayback Machine:** `https://web.archive.org/`
- **Google Cache:** `cache:socialmedia.com/username`
- **Archive.ph:** `https://archive.ph/`

### 6. Hashtag & Keyword Monitoring

- Use social media search tools like:
  - `https://social-searcher.com/` (Real-time keyword tracking across platforms)
  - `https://tweetdeck.twitter.com/` (For advanced Twitter searches)
  - `https://trends.google.com/` (See trending search terms worldwide)

### 7. Deep Profiling & Network Analysis

- **Maltego:** OSINT tool for mapping relationships.
- **SpiderFoot:** Automate data collection and connection analysis.
- **OSINT Combine:** Various SOCMINT techniques for law enforcement.

## SOCMINT Tools & Resources

Tool	Purpose
Sherlock	Find usernames across social media
Social Blade	Track social media analytics
SocioSpyder	Analyze Facebook, Twitter, and Instagram data

FOCA	Extract metadata from documents/images
LittleSis	Research powerful people and organizations

## Ethical Considerations & Legal Boundaries

### Do:

- Use only publicly available data.
- Conduct research ethically and legally.
- Respect user privacy and platform policies.

### Don't:

- Access private data without permission.
- Engage in social engineering or impersonation.
- Store or misuse collected information for illegal purposes.

SOCMINT is an incredibly powerful tool when used responsibly. Whether you're an investigator, journalist, cybersecurity professional, or researcher, ethical data collection is key to staying on the right side of the law. 🔍