



Effective Social Media Collection in a Dynamic Environment

Our Presenters



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Agenda

- Overview of X1 Social Discovery
- Key Advantages of the Solution
- Best Practices for Social Media Evidence Collection
- Social Media Collections with the New Facebook Layout
- Product Demonstration
- Interactive Q&A



X1 Social Discovery

- Designed for investigative professionals to collect social posts, website content, webmail, and YouTube videos and other social media types all from *within a single user interface*
- Supports the simultaneous collection of content and metadata
- Legally defensible collections that preserve chain of custody
- Built on X1's patented & proven fast-as-you-type search technology



Fast, Streamlined User Experience



Key Advantages of X1 Social Discovery

- **Defensibility:** Preservation, analysis and authentication of social media content in a legally defensible manner
- **Scalability:** Social Discovery aggregates data from multiple sources in real time, in a highly scalable, case-centric manner
- **Authentication:** Capture key, critical metadata. MD5 hash values of individual items calculated upon capture and maintained through export
- **Useability:** Perform broad, unified searches across multiple accounts, social media streams and websites from a single interface
- **Flexibility:** The ability to perform collections independently or on-demand with X1

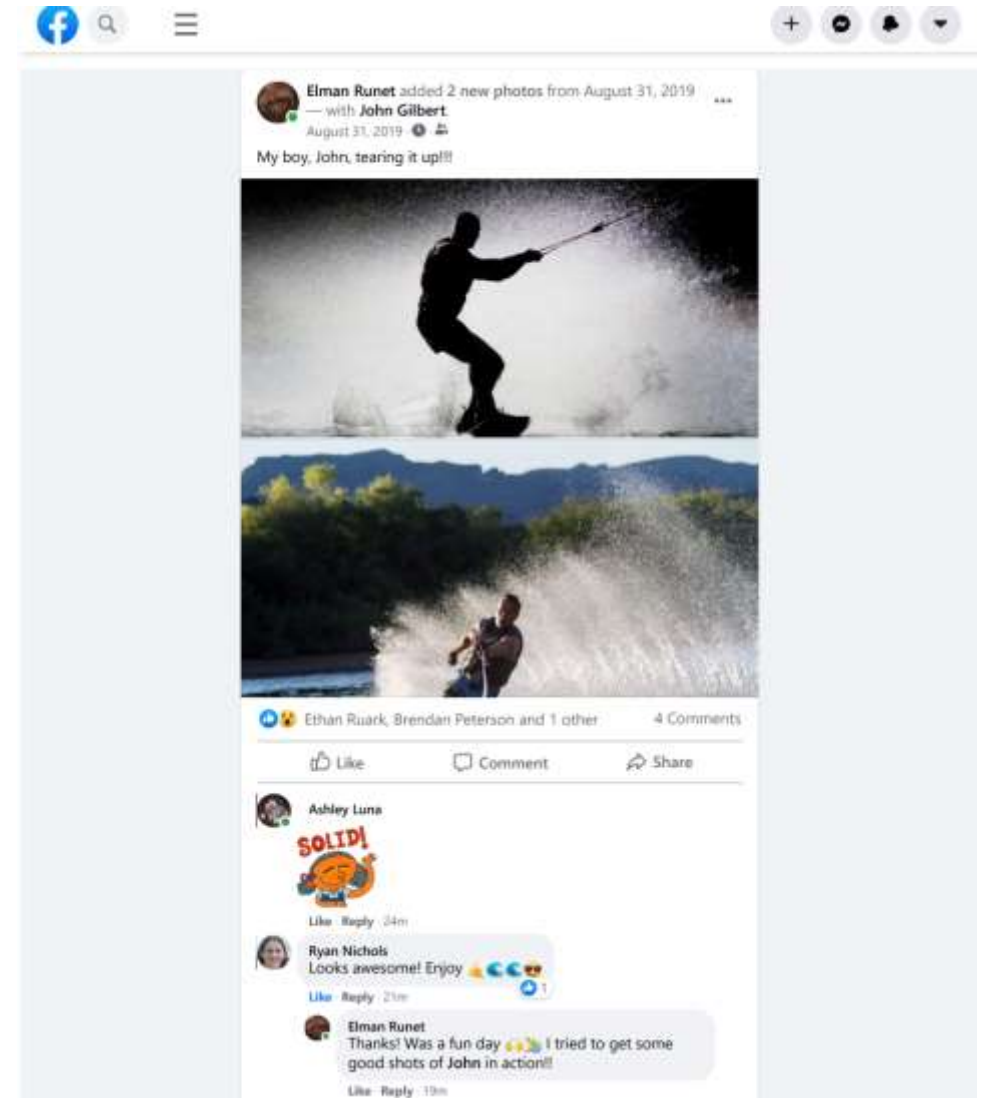


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Best Practices for Social Media Collection

Facebook Collection with X1 Social Discovery

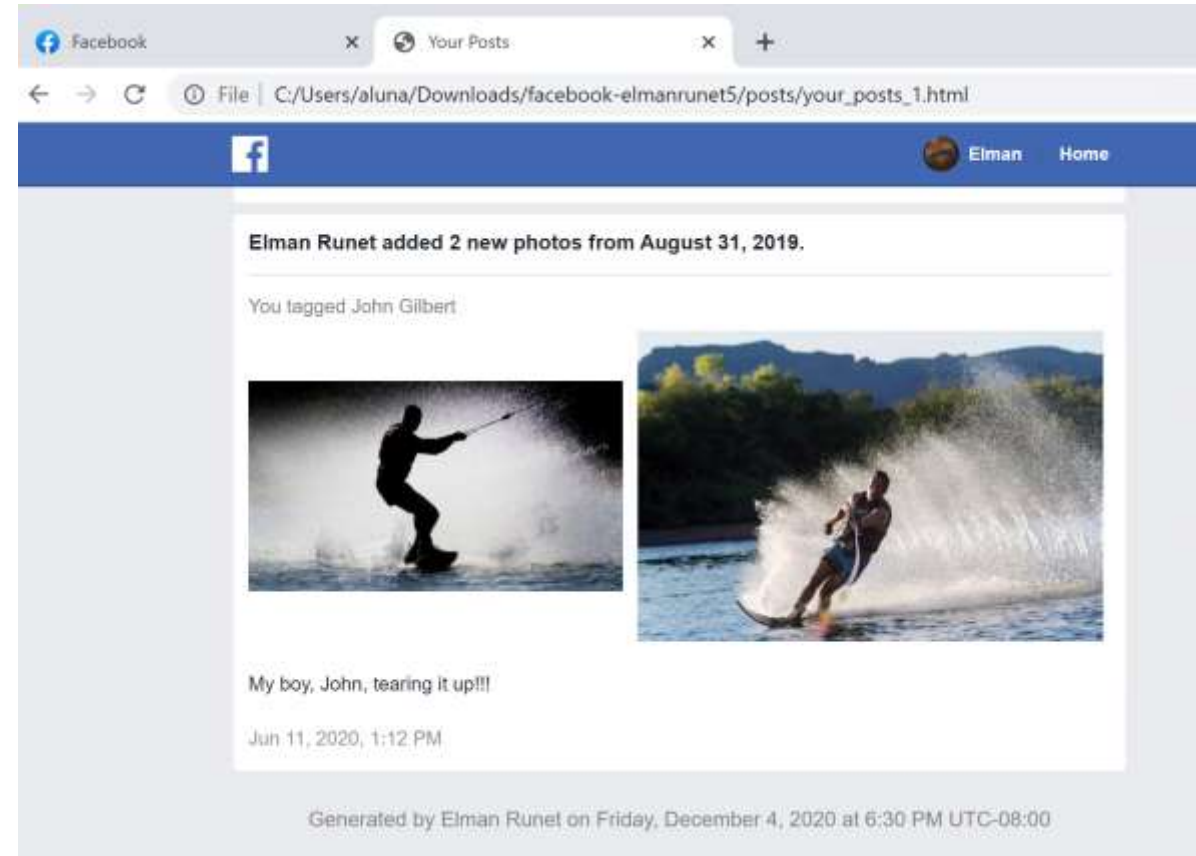
- Representative of the data the way it appears online
- Captures all available comments and other user interactions not possible through Facebook Download Your Information (DYI)
- Preserves critical metadata through to export
- Multiple export options available for captured data (PDF, Concordance load file, CSV, etc.)



Best Practices for Social Media Collection cont.

Collection with Facebook Download Your Information (DYI) Function

- Insufficient representation of the data
- Content collected is limited to only what the user posts or comments. User responses are excluded leaving the collection one-sided
- Facebook DYI omits most metadata fields
- Limited export options available (HTML and JSON only)



Features of the New Facebook Layout Capture

- **Auto-Scroll & Auto-Expand** - the ability to auto-scroll down a page and expand comments for efficient and complete collections
- **Auto-Expand Feature** - will automatically switch from "Most Relevant" to "All Comments"
- **PDF Capture** - representations of the data as seen in the browser for each capture
- **HTML Code Capture** - HTML capture to ensure evidence integrity
- **Searchable Preview** - ability to keyword search with hit highlighting while previewing a capture



Demonstration

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Questions

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