



## Social Media Investigation

Lowers & Associates ('L&A') has a long history of providing corporate due diligence investigative services, on both entities and individuals, to help safeguard the business interests of our clients. With the proliferation of the Internet, and the increased use of social networking sites in our daily lives, L&A began offering social media and media research and investigation services as a means of protecting our clients' interests. By way of researching publicly available and freely submitted on-line content or commentary by parties whose interests may run counter to those of our clients, L&A provides actable information to help satisfy the decision making needs of the legal, human resources, and business communities at large. By combining our social media/media research and investigation with our experience in loss/claim investigation, due diligence investigations, and background screening (via our sister-company, Wholesale Screening Solutions), we have developed the ability to deliver timely, pertinent, and useful subject-specific information with our Social Media Investigation ('SMI') services.

Each social media investigation is comprised of two main categories: 1) free on-line resources, and 2) pay per view/print informational databases. The free, on-line social media resources that will be utilized in each investigation include (but are not limited to) the following sources:

- Search engines (e.g., Google, Bing, etc.)
- Facebook / MySpace
- LinkedIn
- Twitter
- YouTube video channels
- Message Board accounts and discussions on web forums (e.g., college, hobby, interest, or organization specific boards/blogs)
- Newspaper & Media commentary (i.e., subjects op/ed comments)
- Miscellaneous other sites (e.g., Classmates)
- Blogs / Tumblr
- Flickr
- Friendster
- Google / Yahoo Groups

With a two-tier service offering, as well as optional services, L&A is able to meet the case-by-case basic and extended research needs of our clients. The Base Package focuses on social media research only, whereas the Extended Package includes both social media research and/or traditional media searches (e.g., newspaper articles). Details of both the Base and Extended Packages, as well as some of the optional services that are available, are as follow:

### Base Package Outline, including:

Review of the personal information of the individual or subject being investigated.

- Informational database search on name(s) of subject. This search will confirm the subject information (or uncover additional information) supplied by the client. This search may identify the following information:
  - Name / Alias confirmations
  - DOB / SSN (truncated)
  - Address history confirmation
  - Potential employment history
  - Voter registration
  - Corporate registration(s)
  - Basic information on criminal record and/or civil actions, tax liens, and judgments
- The Social Media Investigation is conducted.
- Preparation of Base Package Report, including preliminary findings and recommendations.
- Delivery of Base Package Report to the client within 2-3 business days of case assignment.



**Extended Package Outline, including:**

- The option to expand the SMI based upon the information provided in the Base Package Report and/or the option to supplement the social media research with a [traditional] media search (e.g., newspaper, magazine, etc.) on the subject.
- Additional research billed at an hourly rate, plus any related media search expenses, i.e., any media articles that must be purchased (typically, a nominal fee per article).
- Preparation of Extended Package Report includes comprehensive finding and recommendations based upon the expanded social media research and/or the [traditional] media search options.
- Delivery of Extended Package Report to the client within 3-5 business days of extended assignment approval.

**Optional Services:**

**Corporate / Key Individual Due Diligence Investigations**

As mentioned in the opening paragraph, L&A's due diligence investigations are designed to help our customers make careful and prudent inquiries of parties (key individuals and/or organizations) involved in any prospective arrangement in which the client could suffer serious harm, usually financial, if the other parties are unscrupulous. The methods, scope, and ultimate information desired depends upon the client's comfort zone.

One method is to make direct and overt inquiries. This means that subjects of the investigation will become aware of the inquiries being made. In such instances, the subjects usually sign a release allowing a broad investigation to be conducted, particularly on financial, criminal, and military matters.

Another method is to conduct portions of or all inquiries covertly. This means that such inquiries are made in a way that subjects of the investigation would not become aware of the inquiries. This is a more difficult and obviously delicate form of investigation. It has certain limitations such as the unavailability of signed releases. However, this type of inquiry is feasible and can be productive in most cases.

L&A's due diligence analyses provide the basis for determining whether to establish or continue a business relationship, change negotiating tactics, or abandon an affiliation between two or more parties. Our focus is on state and federal regulatory sanctions, civil and criminal legal actions, as well as international regulatory compliance (e.g., Foreign Corrupt Practices Act (FCPA); US Depts. of State, Treasury, & Commerce). Due diligence can be a stand-alone feature service or it can be an added value service to other L&A services.

Lastly, pricing for our due diligence investigation services varies depending upon the subject individual(s) and/or organization(s) and the scope of effort [which can change] being sought by our clients on an assignment-by-assignment basis.

**Criminal / Civil Public Records Research**

Through our sister-company, Wholesale Screening Solutions ('WSS'), L&A is able to offer full criminal and civil public records research with quality, accurate, and timely record searches on any subject:

- Nationwide County Criminal Searches - County Criminal Record Searches are conducted at the county-level Court of each requested jurisdiction by on-site researchers performing a "Hand Search" of the Court's Index and Dockets. County Criminal Record Searches include a ten-year search for misdemeanor and felony records. Upon request, extended time frame searches are available (additional fees may apply).
- Statewide Searches - WSS also offers statewide criminal records searches.

Pricing for WSS public records research is done on both a scheduled flat fee and hourly basis. Price schedule and rates are available upon request directly from WSS at [www.wholesalescreening.com](http://www.wholesalescreening.com).