



Expand your view to locate suspects,
discover criminal activity and gather
evidence to help disrupt and prevent crime.

LexisNexis® Accurint® Social Media Analytics

Today's law enforcement agencies are faced with shrinking budgets, limited resources and a 21st century criminal. Criminals have gone digital to organize, commit and brag about crime. Unfortunately, analysts and detectives do not have the right access to social media tools they need to get the job done. Agencies must embrace social media tools and techniques specifically designed for law enforcement to stay ahead of the criminals. They must possess a capability that identifies & locates persons of interest, identifies criminal activity, and that can provide context from known intelligence about offenders, victims, and their jurisdiction to enable crime prevention and effective public engagement.

Agencies must also collect, analyze, and archive public social media through formal policies and through a unified platform to become effective, efficient, and consistent. From times of crisis, to day-to-day operations & investigations, social media data has become indispensable for first responders, investigators and analysts.

Did You Know?

4 out of 5 law enforcement professionals use social media for investigations

75% of law enforcement professionals are predominately self-taught in using social media for investigations

76% of users say using probable cause for a search warrant has never been challenged

25% use social media daily for investigations

Source: LexisNexis 2014 Survey of Law Enforcement and their use of social media in investigations

Real-World Scenarios

Social media has proven to be a potent weapon in the fight against crime. The following testimonials are directly from front-line law enforcement officers:

Locating Criminals:

"I was able to identify suspects in a case using Instagram. A suspect posted a picture of a stolen handgun which resulted in furthering the investigation, resulting in search warrants etc."

Crime Prevention:

"[There was a] terroristic threat involving students in a local high school. Further investigation (utilizing Facebook) revealed the threats were credible... The student was in the process of attempting to acquire weapons. It's my belief we avoided a 'Columbine' type scenario."

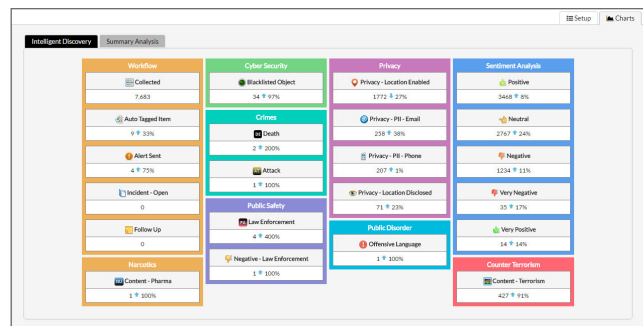
"I posted to Foursquare to solicit tips for an armed robbery and to alert similar locations to be aware of potential offender in that crime."

Staying One Step Ahead of Criminals

LexisNexis, the same company that powers critical law enforcement tools for identity verification, crime analytics and investigations, provides everything needed to turn social media into actionable intelligence. This includes real-time access to worldwide tweets, an easy-to-use interface, geographic and keyword search capabilities and no additional hardware or maintenance costs. Accurint® Social Media Analytics, a function of Accurint® for Law Enforcement, allows agencies to discover risks and diffuse threats using social media. This capability can alert command staff to potential areas of concern and help them identify posts or tweets within specific geographic locations that may threaten public and officer safety. This adds a virtual canvass to any investigation, enabling law enforcement to verify identities, uncover potential threats and generate a comprehensive view of activity in a geographic area.

Accurint® Social Media Analytics provides law enforcement with critical functionality to help them stay one step ahead of criminals:

- Automatically collects real-time public social media data into one secure location.



- Creates unlimited searches by location (geo-fence), keyword, phrase matches and numerous meta-data fields.
- Natural language processing and machine learning algorithms structure data for threat analysis, including translating emojis into searchable entities.
- Classify high value discoveries and link posts to people, places and things.
- Visualize all location-based data on maps views and heat maps.
- Convert search results into social graphs to visualize relationships between mentions, hashtags, domains and other extracted entities.

What Law Enforcement Needs to Know



- **Data** | Twitter users send 500 million tweets per day. There are over 300 million active Internet users posting to the web. Uncovering the unknown – that important piece of information that will close the case or prevent a deadly incident - requires access to current data sources.



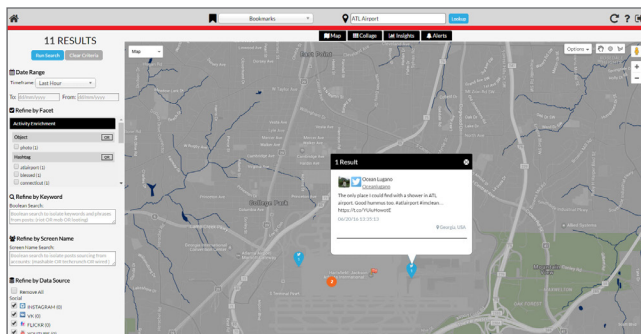
- **Near Real-time information** | Web and social media has been instrumental not only in finding criminals, but in identifying threats and risks to communities. To do this, though, law enforcement officials need full access to all of the data generated by users on a variety of social media platforms and across multiple web sources, not a subset of information scraped from low or no cost solutions.



- **Actionable intelligence** | Analysts spend time and resources sifting through multiple web and social media sources to find information that will impact a case. Now analysts can save time with auto tagging and alerts made possible through proprietary machine learning algorithms that takes time and guesswork out of sifting through web and social media posts. Analysts see the information they need to make assessments quickly.



- **No additional hardware or maintenance** | New technology solutions – even those used for social media purposes – often require additional hardware and regular maintenance support, driving up direct and sustained costs. Social media investigative tools should integrate with current systems and public safety data, and not require agencies to purchase and maintain additional hardware.



Whether you are a self taught social media user, or have been to formal training, LexisNexis can help you navigate the social media landscape. Accurint® Social Media Analytics provides everything needed to turn social media data into actionable intelligence for your agency. Our easy to use interface allows you access to near real-time social media data and sophisticated query tools to acquire intelligence and react to a myriad of situations and emerging threats. Accurint® Social Media Analytics adds the missing piece to any investigation, generating a comprehensive view of activity to help keep your community and officers safe.

For more information:

Call 888.579.7638 or visit

lexisnexis.com/accurintle

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