



Southern California Crime and Intelligence Analysts' Association

MONTHLY TRAINING MEETING

DATE: Wednesday, February 8, 2023

TIME: 1000-1130

LOCATION: Zoom - Webinar

TOPIC: **PENLiNK:** Leveraging social media to advance your investigations to a whole new level

Speakers: John Spomer, Mike Berndl, and Scott Tuma

PENLiNK

According to a recent study, 82% of cell phones are smartphones, and are being used to communicate via calls, texts, email, chat applications, and social media. With the rise of Internet and smartphone usage, social media is now a primary mode of communication for many criminals. As a result, law enforcement must seek insights from all forms of communication, including the vast amounts of data available on the internet.

Despite the wealth of information available on social media, there are many outdated beliefs about its usefulness and feasibility in investigations. In this webinar, internet-communications expert Scott Tuma busts some of the most common myths surrounding live social media collection and analysis:

- Myth 1: The cost of social media data collection is too high.
- Myth 2: The setup and monitoring process is complex and overwhelming.
- Myth 3: Social media data isn't useful.
- Myth 4: Most useful data disappears before you can get it.
- Myth 5: It's impossible to work with social media giants.

COST: **\$10 Fee for NON SCCIAA members**
Credit Card Payment accepted online

Please RSVP at <https://www.scciaa.org/event-5138277>

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