



**SOCIAL
DISCOVERY**

Social Media Posts


POWERED BY AI * ACCURATE INTELLIGENCE



Posted by Danja Jakovljevic • 9/29/2022

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521 followers

5d • 

Always a humbling feeling when you receive feedback like this! We love hearing from our clients who are getting great results from our [#accurateintelligence](#) social media reporting services.

Interested in booking a demo to see how our social media reporting platform works? Send us a message at info@socialdiscoverycorp.com or call 704-790-2200.

[#customersuccess](#) [#positivereview](#) [#kudos](#) [#accurateintelligence](#)
[#socialmediareporting](#)

WHAT OUR CUSTOMERS ARE SAYING:

“I will definitely be using Social Discovery the next time that I have a case with a social media element. I do not plan on renewing with our current vendor and have suggested your company to two of my investigative peers within the market.”

Kevin P.

an investigative firm based in Connecticut



“Social Discovery has saved me so much time and money. I used to have to search for social media stuff by myself, along with juggling all the other daily functions, and it just became too time consuming. Now that we have started using you folks, you find more information than I ever found on my own. I am more than satisfied with the quality of work and product and look forward to continuing our business relationship.”

Sarah M.

an investigative firm in Maine



“We love the product and communication, and this instance is just reinforcing our already strong partnership. Thank you!”

Jason G.

a claim investigations solutions agency



Posted by Danja Jakovljevic • 9/27/2022

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Did you know?

Since the start of the pandemic, social media usage has gone way up. Among social media platforms, Facebook was the most used with more than 78% of adults in the United States using the platform as of March 2020.

TikTok is the fastest growing social media app in history! It has seen an average growth in the US of about 375% year-over-year since 2019. Worldwide, users spend an average of 52 minutes per day on the app and 90% of users access it daily.

70% of employers use social media in a hiring decision, up by 60% since 2016.

Sources: Statista, DataReportal

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Here are a few common questions we get from clients who are new to social media reporting:

What exactly is social media reporting?

What type of companies use social media reporting?

Is it legal to perform social media background screening?

Will the subject know they are being searched?

Check out our Resources page to get answers to these common questions and learn more about Social Discovery's social media reporting services.

<https://lnkd.in/dHEunHx6>

[#socialmediareporting](#) [#accurateintelligence](#)

FREQUENTLY ASKED QUESTIONS



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Our team will be at the 2022 ICA Annual Education Conference in San Diego from September 18-20. We are waiting for you at booth 19!

Stop by to meet our CEO, [Allan Stark](#) and EVP of Customer Success, [Caleb Frazier](#) and learn more about our social media reporting services.

[#ICAEducation](#) [#ICAEC22](#) [#accurateintelligence](#) [#socialmediareporting](#)
[#insuranceindustry](#)

 Lauren Ranalli and 5 others

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Posted by **Danja Jakovljevic** • 8/30/2022

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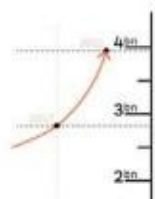
1mo •

The social media landscape is ever-changing and rapidly evolving. Here are a few quick stats about the current state of social media use.

- 3.96 billion people use social media right now. That is a significant increase from 2.86 billion in 2017.
- 490 million new users joined social media platforms in 2020.
- The average daily usage of social media is 2 hours and 25 minutes.
- Almost 6 out of every 10 people have a social network account.
- 25.7% of people between the ages of 25-34 use Facebook.

[#socialmedia](#)

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Posted by Danja Jakovljevic • 8/17/2022

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The Social Discovery team is onsite today and tomorrow at the [#CombinedClaimsConference2022](#) sharing our experience with insurance fraud and social media investigations. Stop by booth 607 to learn more about how you can leverage our platform and social media expertise during your claims review process.

[#socialmediareporting](#) [#accurateintelligence](#) [#insuranceindustry](#)
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STOP BY THE
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BOOTH @



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Do you know what metadata is and why it's important?

Metadata is the data that describes other data. It can be used to identify, locate and describe digital objects, such as files, images, videos and websites.

Here's why it's important if you are planning to use any social media in court as evidence.

It's never as simple as just taking a screenshot of a photo that's publicly posted on Facebook (or any other social media site) and providing it as evidence. This is simply not enough to prove the authenticity of the image's data, location and authorship.

This is where metadata plays a key role. Metadata is like a timestamp - it is embedded onto the image and will include characteristics such as creation date and location, captions, keywords and source information.

The story told by the metadata will take precedence over the one told on social media. So even if the subject deletes the original photo, the captured metadata serves as proof that the photo exists and was posted online.

Have questions? Talk to the Social Discovery team about how we can help you capture social media data and metadata during your online investigations.

[#metadata](#) [#socialmediareporting](#) [#accurateintelligence](#)

**WHAT IS METADATA
AND WHY IS IT
IMPORTANT?**

Filename:
Waikiki2.jpg
Robert



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In recent years, social media investigations have become a critical component of insurance fraud, social security fraud, stolen personal identity fraud and other types of fraud cases. 🧑🧑🧑 Sites like Facebook, Twitter, Instagram, Pinterest and even dating sites offer a wealth of information, including a real-time account of people's activities. 👁 👁 👁

In this article we published a little while ago, we review major social media platforms and the type of data they can help you uncover as part of your fraud investigations:

<https://lnkd.in/dziUgBxf>



Online Research: What Facebook, Twitter, Instagram and LinkedIn Can Help You Find

Posted by Danja Jakovljevic • 7/8/2022

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Did you know?

Restaurant injuries increase during the summer months. The spike can be attributed to new and temporary workers, including a large group of young workers.

Generally, younger employees have less on-the-job experience and may not fully understand best practices for staying safe. Part-time and seasonal employees may also receive inadequate and inconsistent training to help prevent work-related injuries.

While most workers' comp claims are valid, some employees will take advantage of the situation to make extra money. This can include faking an injury at work or lying about the extent of injury or illness.

Young employees are among the most active on social media. Use this to your advantage and run social media reports on the workers' comp claims filed by seasonal workers in the hospitality industry.

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DID YOU KNOW?




Posted by **Danja Jakovljevic** • 6/30/2022

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Our clients in the insurance industry often ask us when they should run a social media report on a claimant. Checking a claimant's online activity is always a good idea as it can reveal a treasure trove of valuable data that can help to deny or validate a claim. Here are a few instances that should raise flags and prompt a social media investigation:

- ✓ The involved party is a young adult
- ✓ Medical records indicate an active person
- ✓ Cases involving hard recommendations for surgery
- ✓ Any case involving a significant injury
- ✓ Cases that are going into litigation
- ✓ When the claimant has a physical occupation (e.g. construction, personal trainer, athlete)

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WHEN TO RUN A SOCIAL MEDIA INVESTIGATION ON A CLAIMANT?

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