Smart Social Media Tools
The Intersection of Online and On The Ground

Edward J. Ajaeb
Social Media Apps

- **2.2 billion monthly active users**
- 1.2 billion daily active users
- 68% of U.S. adults use Facebook

- **300 million monthly active users**
- 190 million daily active users

- **320 million monthly active users**
- 126 million daily active users
A person's Facebook activity may still be viewable, even if their full profile is not.

A few examples:
- Photos commented on
- Photos "liked"
- Photos tagged in
- Stories/posts tagged in
- Events attended
Facebook: Digging Deeper

Obtain the user's Facebook profile ID

1. FindMyFBID.com

2. ![Facebook profile link](https://www.facebook.com/profile/picture/view/?profile_id=637346352)
Facebook: Digging Deeper

- Photos commented on
  facebook.com/search/#####/photos-commented
- Photos "liked"
  facebook.com/search/#####/photos-liked
- Photos tagged in
  facebook.com/search/#####/photos-of
- Stories/posts tagged in
  facebook.com/search/#####/stories-tagged
• Multimedia messaging social media app
• Share pictures and videos with friends
• Creative filters and special effects
• Content disappears after a set time
• Users can create video "stories" that can be viewed by friends
• Snap Map
Snap Map

- Short video stories from users around the world
- Publicly uploaded by individual users
- Active within minutes of capture (near realtime)
- Expire after 24 hours
- Can see where & when
- Cannot see who
Snap Map
Snap Map

- Geographical research
- Events
  - Breaking news
  - Protests
  - Natural disasters
  - Accidents
- Investigations/Surveillance
Wrong way driver, 74, responsible for accident that killed two in Washtenaw County: police
OmniSci Tweetmap

omnisci.com/demos/tweetmap/
OmniSci Tweetmap

Search hashtags and tweets...

tornado
OmniSci Tweetmap

@Ladee_LyLa Sun Mar 03 2019
Great day on Shell Beach today
@ Shell Key Preserve
https://t.co/MaL3p5L7NY