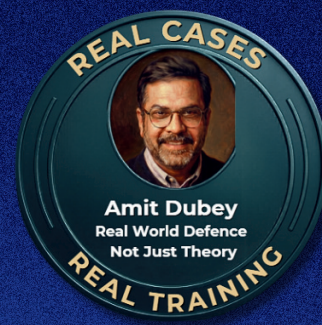




MODULE 5: Social Media Analysis & Digital Intelligence



Module Objective:

Understand what's really happening behind the screen: detect coordinated amplification, misinformation patterns, bot signals, and reputation attacks using legal, analyst-grade tools across Facebook, X, Instagram, and LinkedIn.

Narrative mapping • Cross-platform correlation • Reputation defense

Curriculum

SEGMENT 5.1 Facebook Analysis

What to analyze

- Page growth vs engagement mismatch
- Sudden spike in negative comments
- Repeated comments with similar language
- Ad transparency & paid promotion

Key native tools

- Facebook Insights (pages & posts performance)
- Page Transparency (history, admins, ads)
- Meta Ad Library (paid content visibility)

Advanced tools

- CrowdTangle (trend & virality analysis)
- Brandwatch / Talkwalker (sentiment & narrative mapping)

Investigator's signals

- Same accounts commenting across multiple posts
- Recently created profiles driving negativity

SEGMENT 5.2 (X) Analysis

What makes X critical

- Primary platform for narrative warfare
- Fastest bot amplification
- Hashtag hijacking is common

Native tools

- X Analytics (engagement, impressions)
- Advanced search (time, keywords, language)

Open & professional tools

- Botometer (bot likelihood scoring)
- Twitonomy (engagement & behavior patterns)
- NodeXL (network & cluster visualization)
- Meltwater / Brandwatch (enterprise monitoring)

Red flags

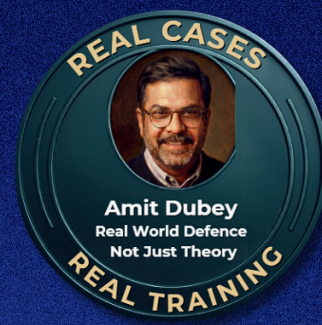
- Hashtags trending with low organic diversity
- Retweets without original commentary
- High posting frequency with low profile depth
- Identical phrasing across handles





MODULE 5:

Social Media Analysis & Digital Intelligence



Section 5.3: Instagram Analysis

What to analyze

- Follower growth vs reel reach
- Comment authenticity
- Engagement pods (same users liking everything)
- Fake influencer amplification

Native tools

- Instagram Insights (reach, saves, shares)
- Account status & violations

Third-party tools

- HypeAuditor (fake follower detection)
- Social Blade (growth pattern analysis)
- Not Just Analytics (engagement quality)

Suspicious indicators

- High followers, low saves/shares
- Emojis-only repetitive comments
- Sudden reel virality without organic spread

SEGMENT 5.4: LinkedIn Analysis

Why LinkedIn is different

- Used for credibility attacks
- Fake experts & ghost profiles
- Subtle narrative shaping

Native tools

- LinkedIn Analytics (post reach, demographics)
- Company Page Analytics
- Ad transparency (for promoted posts)

Analytical focus

- Profile age vs authority claims
- Repetitive negative commenting
- Content copied across profiles
- Coordinated “thought leadership” attacks

Red flags

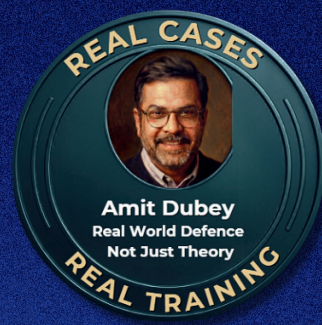
- Newly created profiles with senior titles
- Identical post language across multiple profiles
- Engagement spikes from unrelated industries





MODULE 5:

Social Media Analysis & Digital Intelligence



5.5 Cross-platform analysis (the real power)

What professionals correlate

- Same usernames across platforms
- Same images reused
- Same links shared
- Same posting windows
- Language & tone similarity
- Module-5 Social Media Analysis

Tools used

- Maltego (link analysis)
- OSINT Framework
- Google reverse image search
- Social Searcher
- Module-5 Social Media Analysis

One account lies. Five platforms reveal the truth.

Practical exercises (training format)

Exercise 1:

- Identify whether a trending hashtag is organic, influencer-driven, or bot-amplified

Exercise 2:

- Compare two profiles: real influencer vs paid amplification handle

Exercise 3:

- Trace a negative post: origin → amplification → peak → decline

