

How To Investigate, and Legally Terminate, any Corrupt Official



Draft 1.6 – This document may not be sold. It may only be provided free, to the public.

Table of Contents

How to investigate your elected officials.....	3
How to investigate the actions of public officials.....	5
How to investigate official documents.....	9
Ten Steps to a Successful Political Staffer Investigation.....	13
How to Use Your Computer to Investigate the Corrupt.....	15
Part 1 of 3: Finding Public Records.....	15
Part 2 of 3: Performing Web Searches.....	16
Part 3 of 3: Going the Extra Mile.....	17
Tips.....	18
Warnings.....	18
How to investigate a politician and their campaign billionaires online.....	19
Online Methods to Investigate the Who, Where, and When of a Person.....	24
1. Who?.....	25
2. Where.....	27
3. When.....	29
Related.....	31
Sources and Citations.....	31
NOW: How To File Your Case in the “Court of Public Embarrassment”.....	32
50 Offline Guerilla Tips to help you win the war.....	32
Public Relations and Publicity.....	32
Treat Your Premises like A Billboard.....	33
Edgy Window Displays.....	35
Occupy & Pop-up.....	36
Urban Art, Reverse-Graffiti & Street Propaganda.....	37
Check out some great examples of Street Propaganda.....	39
Urban Hacktivism.....	40

Get Inked.....	40
Hack your Product.....	40
In House, and Community Events.....	40
Demonstrations.....	41
Old Fashioned Door to Door Selling.....	42
Flash mobbing and Crowd sourcing as advertising.....	42
Offline Gamification.....	42
Find a Champion.....	42
Collaboration.....	42
Random Acts of Kindness.....	43
Give it away.....	43
Product placement.....	43
50 Effective Online Guerilla Disclosure Outreach Ideas.....	45
Start with the basics:.....	45
Conclusion:.....	51
48 Guerrilla PR Tips from Top PR Pros.....	52
NEXT STEPS. MORE LESSONS.....	63

The corrupt can't counter-measure two distinct weapons of justice:

1.) **Transparency** and 2.) **The Unexpected.**

This WIKI Booklet will teach you how to terminate corrupt officials, from the comfort of your living room, using those two, aforementioned, resources and a bit of patient work on your personal computer.

The following techniques usually only work on entities who are actually engaged in criminally corrupt activities. If you don't like someones face, or are jealous of their girlfriend, these tactics are unlikely to work. If the target is an actual crook, you can nail them.

The following links, articles and DIY “how to” tips will get you, and your community, well on the way to the documentation, case building and termination of those who abuse the public.

You are going to “take down” the corrupt politician and the sneaky campaign financing billionaires hiding behind them and pulling their strings.

You will use the “**Three D's**”: You will **D**iscover, **D**ocument and **D**isclose to publicly expose: Secret PAC cash trails; covert family trusts; stock market payola; hiding of cash with friends and family members; prostitutes; illegal expense use; revolving door bribes; junket and sports ticket bribes; illicit hirings; rigged-game grants and government kick-back contracts; and much, much more...

You will create a “non-survivable scenario” for your corrupt official, all without breaking a single law, and WITH the help from journalists and law enforcement professionals.

While you are doing all of the strategic investigation, you will also have a number of scenario packages ready for the unexpected event that will, eventually, occur, that you can instantly react to, piggy-back on to and use to flood the media with your disclosures, or put the target in an inextricable position.

You will learn how to build your case file, assemble a virtual team, produce your evidence and deliver it globally to everyone who might have an interest.

How to investigate your elected officials

By Clay Johnson



With last week's Iowa Caucuses in the United States, we're starting the long haul to November's election day where we'll be inundated by hundreds of advertisements and speeches filled with all kinds of promises. But how do you know whether those promises will be kept, or what the your member of Congress is really about? The truth is, a candidate can tell you a lot more about what they're going to do via their actions and their associations than their advertisements and speeches. And thanks to the work of a lot of great watchdog groups, a lot of that information is now publicly available online.

So how do you get started digging underneath the rhetoric and into the good stuff?

First, let's figure out who all your representatives are. Project [VoteSmart](#) makes this easy just type in your zip code, and they'll tell you who all your representatives are from the state level on up. If you live in a relatively dense area, chances are you live in a five digit zip code that has more than one legislative

district in it, so the chances are that you'll need to know your Zip+4— you can figure that out courtesy of the [USPS](#).

Now that you know who your rep is, it's time to put on your private investigator hat on. Start local! — but I think that's a much better place to start. Your local city council and state representatives impact your daily life far more frequently than your representative or even the president. If you live in California, Texas, Louisiana, Wisconsin, Maryland or Minnesota, you're really in luck, because [OpenGovernment.org](#) is pulling together a great website for you to see what's happening in your area. For everyone else, Google for your state's state legislative website, or if you're a developer, check out the Sunlight Foundation's [OpenStates](#) project, which has bulk data available for 44 states.

We're still a little behind with county and municipality votes and websites. But search for yours, you may have something useful out there. The most important thing about local candidates is that they're accessible. While you can (and should) try and meet with your federal representatives, sometimes the travel to Washington can be too burdensome. But local candidates are there and waiting for you to call them. Call their office, and ask for a meeting, and ask them what they're about. You'll be amazed at the reception you get.

There are two great tools for researching federal (President, Congress) office-holders: [GovTrack.us](#) and [OpenCongress.org](#). If you live in the 7th Congressional District of Virginia, for instance, here's Eric Cantor's page in on [GovTrack](#), and on [OpenCongress](#). Take a look at the bills they've sponsored and co-sponsored, and what they've voted on, and see if they align with your issues. And if they don't — well, you know what to do.

As important as the voting record is the company your member keeps. [InfluenceExplorer.com](#), from the Sunlight Foundation is a great place to start. If you're interested in [Ron Paul](#) for instance, you can see how much money he's raised, as well as what his top Earmark requests are. Over on [OpenSecrets.org](#) you're able to see what industries have Ron Paul as a top recipient of money, and even sort donors by [zip code](#). At the state level, the National Institute on Money in State Politics offers the same service on [FollowTheMoney.org](#).

Another interesting thing to look at is how politicians invest their money. OpenSecrets also has the neat feature of being able to see the kinds of investments that your member of Congress makes — they've catalogued each member of Congress' "Personal Financial Disclosure" form — the form all high-level government employees have to fill out when they get their job. What's the top asset held by a member of Congress you ask? That'd be the Milwaukee Bucks, [owned entirely by U.S. Senator Herb Kohl](#).

If you want to dig deeper, *all* of this data is generally a hard-working non-profit compiling and delivering government data in a usable format. The federal financial contribution stuff comes from [fec.gov](#), laws come from [Thomas.gov](#) (which celebrates its 17th birthday this week), and state official information comes from elections, ethics, and secretaries of state websites across the country. With a little sleuthing, you can figure out whether or not your politicians are right for you and make a little

more sense out of how your government works.

In 2012, don't just listen to what the candidates have to say, or even listen to what everybody else has to say about them. Part of a [healthy information diet](#) means getting closer to the source: watch what they do, instead. If you can, meet directly with them, too. In my 10 years working in Washington, I've yet to hear a scheduler complain that their member has too many meetings with their constituents. Book some travel to Washington (April is a great time to visit, for the Cherry Blossoms), meet with your member of Congress, and participate in democracy.

Photo remixed from [Dirk Ercken/Shutterstock](#).

Notes: Also see:

www.maplight.org

<http://www.theguardian.com/news/datablog/interactive/2013/oct/10/help-investigate-politician-expenses>

<https://www.youtube.com/watch?v=VqF9019Nytw>

How to investigate the actions of public officials

In this post, [Michael Corwin](#), a professional investigator who resides in New Mexico, provides five steps for investigating the actions of public officials. While many of the decisions of public officials are made behind closed doors, Corwin explains that with the right preparation, it is possible to find quite a bit of useful information about the actions and motivations of public officials.

The investigator I trained with called people with information “walking, talking sources”. Intelligence agencies refer to them as “Humanint”. People possess vast amounts of information and are often a critical source of information when conducting an investigation. The interview is the process that investigators use to access that information.

Your ability to investigate the actions of public officials, including those in your state making decisions about public education that can lead to profiteering by private companies, will be enhanced by your ability to conduct interviews and document that information.

There are five steps to an effective interview. Within each of these steps there are actions you can take that will improve your chance for success. Familiarize yourself with this process, but understand that just like in life, interviews are not cast in stone. You might receive a “tip” call from an insider at the education department or from a legislator’s office wanting to provide you with information, and in that case you will need to jump right into the interview and bypass some of the steps entirely.

Step One: Preparation

Interviews are not meant to be a fishing expedition. Every interview should have a purpose and a path to achieve that purpose. Rowing out into the middle of the ocean and dropping a line with whatever bait you have on the boat is a much less effective way of catching a fish than going to a location where you know the type of fish already inhabiting that location and what food they like to eat. Preparation is the key to success for most interviews.

For example, through court records research you learn that there is a former administrator from your state's education office that is suing the department for being terminated. Part of the fired employee's claim is that she reported suspected illegal conduct within the department such as "pay to play" involving the director.

The information contained in the lawsuit becomes your basis for the interview preparation. Break the information down that you want to document into categories based upon the who, what, where, when, why and how that we all learned to use as students in school.

Rather than create a script of questions to ask, use the categories of information you created to develop an outline of information to cover during the interview. Scripted questions lead to stilted interviews and missed opportunities.

Interviews meander like rivers rather than follow grid patterns. You must be able to follow new or unanticipated information that surfaces during the interview to its logical end. Using a checklist of questions also makes it harder to truly listen because you are focused more on your own questions than upon the interviewee's answers.

Once you have prepared your outline your next step is determining the manner of contact.

Step Two: Determining the Best Method to Make Contact

There is a great scene in the film "All the Presidents Men", in which Dustin Hoffman and Robert Redford show up unannounced at a series of front doors of people they want to interview. The in person cold call, as investigators refer to this process, is often the most effective approach to someone you think may be reluctant to speak with you.

It uses the element of surprise to catch people when their guard is down, and allows them to see that you are a nice person, which hopefully humanizes you to them.

But this is a labor-intensive process, which is not practical when there is time pressure or a significant geographic distance between you and the interviewee. You also must consider personal safety too. When possible it is best to have two people go since you will be entering a stranger's home.

The telephone is often a poor substitute when contacting people, as you have to get past caller-ID, protective family members and voice mail. It is best used when time is short, or you are too far away to go in person. Though it is the preferable approach when you believe the person you want to interview is willing to speak with you.

For those that you think are cooperative and nearby, you can use the telephone to set an appointment

and then meet with them in person at a place like a coffee shop where you can do the interview face to face. Face to face is always preferable because the ability to read a person and demonstrate that you are hearing what they have to say is much better face-to-face than over the telephone.

Emails can also be used as a manner of contact, but are less effective because you are unable to engage in the give and take that an interview requires. Perhaps instant messaging or Skype video chats can work as a hybrid process for willing interviewees that are too far away to meet in person.

Once you have figured out the method of approach, the next step is to take a deep breath and make contact.

Step Three: Making Contact

Whether face to face or over the phone you have about ten seconds to convince an interviewee to speak with you. Start with who you are and why you are contacting this person. Give them a reason to speak with you.

“Hi my name is Mike Corwin, and I am looking into (always better to say than investigating) some information involving the public education department.” Follow up your introduction with “have I caught you at a bad time?” or “would you have a couple of moments?”

This serves two purposes. The first is you are acknowledging that you are imposing upon the interviewee (empathy) and the second purpose is to ferret out any objections to being interviewed.

Just as in sales, overcoming objections is part of the process of conducting an interview. If the interviewee does not offer up any objections then you can go directly to step four, and begin the interview itself. If the person offers up an objection, then you must determine if the objection is one that can be ignored or must be overcome.

The most common objections are: “I don’t have time”, “I don’t know anything”, “I don’t want to get involved”, or “I could lose my job if I talk to you.”

Of those objections, fear of losing a paycheck is the most difficult to overcome. If the interviewee says, “I have to get my kids to soccer in twenty-minutes”, or some other genuine time constraint, ask for a better time to contact them. If they say, “I have a bunch of (nonspecific) things to do today” then respond with something like, “I understand, this will only take a few moments” and ask your first question. Generic time objections usually fade away once the interviewee begins talking.

“I don’t know anything” can be addressed easily, respond with something like, “I hear you, then this won’t take more than a moment, I just wanted to run something past you and get your take on it.” Then ask your question. Once you get the person talking they will tell you what they know. You are contacting them because you already know that they know something that you need to confirm.

“I don’t want to get involved” or “I could lose my job” are tougher objections to overcome. You must respect genuine fear, such as getting fired and losing a paycheck. The best approach is to demonstrate

that you understand the concern, “I can see that you are worried” and then say something like, “I am speaking with several other people”, which downplays the fear of being singled out. You can also offer to speak with them for “background information only” so that only you will know what they have to say. You must then honor that promise and look for other ways to document that information should the person agree to speak with you. However, if the person still objects to speaking with you, the best thing to do is to thank them for their time and try again at another time.

The importance of how you make contact cannot be overstated as it often determines the success of the interview.

Step Four: Conducting the Interview

Interviews are about listening. Not about talking. They are about building rapport when you can in order to help make the interviewee comfortable with you and the process. Pets, kids, hobbies, or work are topics that can help put people at ease. This is harder to do over the telephone than it is to do in person since you lack visual cues.

A simple way to build rapport over the phone might go “so how long did you work at the education department? What was it like?” If the interviewee responds that it was great until the new director started. Ask what the person liked about the work before the new director came in and caused problems. The trick is to get the person comfortable speaking with you.

Once the person is comfortable with you ask your first question and then be quiet. Do not rush in to fill silence with additional questions. Let the interviewee fill the silence. The more she does the more information you will get from her.

Questions should be open ended. Avoid questions that can be answered with a simple yes or no. The more the person speaks the more information you will get. With each topic you want to cover start with general questions and work towards the specific. This helps to uncover and pursue information that you may not have been aware of before the interview began.

This is also why you want to avoid working off of a script. Working off of a script means you will miss this type of information that could be critical to your investigation.

A great way to get additional information is to ask questions like, “how so?” or “why do you think that is?” These types of questions get the interviewee to expand on her answers.

With an in person interview you can use bodily language to demonstrate your interest in what the person tells you. Lean forward and make eye contact. This is called reflexive listening and works wonders.

Over the telephone you have to balance your silence against interrupting the flow of the interview. A great way to do that is to give occasional encouragement with statements like, “wow, really?” or reword and restate it back to the interviewee “so what your saying is”.

Once you have covered all of the topics you wanted to cover, ask, “Is there anything else that you think I should be aware of” and let them respond. Follow up with questions to lock down anything they offer. Then you can close out the interview.

Ask if it is okay to call the interviewee if you run across additional information that you want to run by them. Most people will say yes. Thank them for their time and let the person know that you are truly appreciative of them speaking with you.

Step Five: Documenting the Information

When possible you should take notes during the interview. Try to avoid using bullet points as that means you are interpreting what the person tells you rather than documenting what they tell you. Try to write down what is said in the manner that it is said. This takes practice.

Saying “let me back you up for a second and make sure I understand” helps buy some time to complete your writing as you repeat out loud what the person told you. If you are more comfortable typing your notes into an IPAD or laptop, go ahead and do that. Though they are difficult to lug with you on an in person cold call.

There are some people who are comfortable being recorded, but most are not. Many smart phones have apps that allow you to record and works well with a person willing to be recorded.

After the interview is completed read through your notes and add anything that the person said that you missed as you took your notes. You can also add notes that provide context to what was said.

Interview notes can be tough to read months later. When possible type up a summary of the interview as you may need to come back to the interview months later.

How to investigate official documents

Written by Don Ray

25 questions you should ask any government document

How to find the stories behind official documents

The investigative journalist never takes things at face value. They probe and question to get to the truth. Some journalists accept official documents without question; not so the investigative journalist. If you are to uncover the story you need to keep asking questions.

1: Who’s your daddy?

Find out who created the document and why. Somebody had to have a reason to create a form or document. Figure out which person or agency went to the trouble of making a form.

2: When were you born?

Find out the issue date and ask about updates. In most bureaucracies, the form will change to adapt to conditions the makers never anticipated. There are times when earlier versions of the same form asked for different information.

3: What language do you speak?

Make sure you understand the terms. Agencies and departments and ministries love jargon, acronyms and codes. If you don't understand what everything means, you're missing out.

4: Where do you live?

You might need to make another visit. If you didn't get the document from its regular source, it's important to know where it resides. Sometimes you can meet its family.

5: Who else is in your family?

Find out what other documents may be on file. Government agencies are never content with just one form. When you learn everything about the function of the form, you'll find others with even more information.

6: Are you married?

Is there another document that is wed to this one? Purchase orders always lead to bills of lading and receipts. When you know to look for the related documents, you will always discover more details and new leads.

7: Why are you here?

Figure out the need for the document at the time of issuing. Usually it came about because of some need - maybe a crisis. Sometimes it's a law or regulation that required it. Get to the bottom of why someone conceived it.

8: Just what is your job anyway?

Understand its purpose today. As crazy as bureaucrats are, they still wouldn't make a form or document that has no purpose. When you understand what it's supposed to accomplish, you will figure out the system - and that's the key to knowing what's really going on.

9: What information do you have?

Ask about every piece of information. Make sure you understand what every speck of ink on the document means. This applies to what was on the blank form as well as the information someone filled in.

10: Who told you this stuff?

It had to learn the information from someone. Did someone actually weigh the person getting the driver's license or did they rely on what the applicant told them? If you don't know how they came up

with the information in a form or document, you leave yourself open to making errors.

11: Who else are you allowed to talk to?

Find out if it's a public record. The more personal or sensitive a document is, the more restrictions there may be on who is allowed to possess it, read it or process it. Always find out who's allowed to see it and, even more important, who's not allowed to see it and why.

12: Did you verify the information?

People can write whatever they want on a form. Forms are, in essence, questionnaires. Find out what systems are in place to ensure that the information is incorrect. If the agency or department is lazy in this situation, it could be an invitation for corruption and misuse.

13: How do I know you're telling me the truth?

Yes, documents can also lie to you. Think about your own resume. Do you really know how to use those machines and systems you claim you're efficient at operating? Just because it's in print doesn't mean that it's true. Be suspicious. Verify the information independently.

14: What other secrets are you keeping?

Look for codes and fine print. Too many investigative people look only at what's filled in on a document, and not what the document is specifically asking for. Some journalists request blank copies of every document or form an agencies uses. Then, they ask for the documents or regulations that explain the encoded information.

15: Who else have you been talking to?

Maybe there's a log of who's seen the file. Some documents are so important or sensitive that anyone who looks at it, copies it or checks it out must sign a register of some sort. Get that register.

16: If you don't know the answer, who might?

See if it leads you somewhere else. So the document provides someone's date of birth but not the place of birth. Figure out which related document (documents are often members of families) might have the missing information. Maybe even an earlier version of the same one.

17: Are you legal?

Make sure you don't have a fake or altered document. Never trust someone who introduces you to a document. Interrogate the document and be alert to answers that just don't sound (or look) right. Sure, you want to believe that someone gave you an official document, but don't get lazy. Find its twin and look for things that don't match.

18: How did you get here?

Find out how a document gets from A to B. If you ask the officially recorded death certificate how it

got to that file cabinet, you might learn that it spent a month or so being processed somewhere else. Next time, you can look for newer documents while they're in transit.

19: Are you retired?

Some documents have become obsolete. Bureaucrats love to redo documents. Always check to ensure that the information in one document hasn't been superseded by a newer version. Sometimes the issue date of the document is at the bottom of the form.

20: What's your life expectancy?

Check records-retention policy. It'll happen to you for sure, unless you're careful. You look at documents in some public office and later decide you want copies. But when you get there, you discover that someone decided to put it in the bin or the shredder. Know how long they're allowed to exist.

21: Who have you been intimate with?

Find out who has processed or handled it. Signatures, check boxes, initials, rubber stamps and even metadata will give you clues as to who had reason to have contact with the document. Be suspicious of the signatures of top-level officials. They hardly ever sign documents themselves. Find out who really signed or initialed it.

22: Are you really a blonde?

Make sure someone hasn't altered the document. Many a journalist has lost his or her credibility because they didn't verify every piece of information in a document. Sometimes the changes are obvious to the eye if you examine it closely enough. Don't trust them.

23: Do you have any twin brothers or sisters?

There may be copies in other offices. Before computers, people made a fortune selling carbon paper to government agencies. It seems that they want everyone to have a copy of just about every document. If the distribution list isn't printed on the form, look to the laws, policies or directives to find out where all those copies go.

24: Would you be willing to testify in court?

A certified copy will save court time. When you can get a government official to certify that the copy is true and correct, you'll prevent a lot of potential problems. If it turns out that something is not correct, the burden falls on the official who certified it.

25: You're not planning on leaving town, are you?

Put your copies in a safe place. There's nothing more devastating than to lose the actual evidence you had that proved the corruption. Always scan your documents and keep digital copies in various safe places. There are forces out there who don't want you to be able to share the evidence you've found.

Picture by [Jennifer George](#) and released under Creative Commons



[Don Ray](#) is a seasoned broadcast and print investigative reporter. He has worked worldwide for IREX and many other training and consulting organisations. All his tips, techniques and modules can be reused under the terms of [Creative Commons BY-NC 4.0](#). You can [email Don Ray](#) if you want his help.

Ten Steps to a Successful Political Staffer Investigation

If a problem or complaint has come up at your company, a proper investigation can help you figure out what happened -- and what to do about it. It can also help your company avoid liability for employee wrongdoing, but only if you act fast and take effective action to remedy the problem. Below, you'll find the ten steps to a successful workplace investigation. For detailed information about how to investigate, including separate chapters on common problems like harassment, employee theft, drug use, and more, get a copy of [The Essential Guide to Workplace Investigations](#), by Lisa Guerin (Nolo).

1. Decide whether to investigate.

Before you put on your detective's hat, take some time to decide whether you really need an investigation. In a few situations -- for example, if all employees agree on what happened or the problem appears to be minor -- you may reasonably decide that a full-blown investigation is unnecessary. Usually, however, it's best to err on the side of conducting an investigation. If the problem is more serious than it seemed, failing to investigate can lead to legal trouble -- and continuing workplace problems. And sometimes, you just can't tell how widespread or substantial a problem is until you do a little poking around.

2. Take immediate action, if necessary.

You might have to act right away -- even before you begin your investigation -- if a situation is volatile or could otherwise cause immediate harm to your business. If an employee is accused of sexually assaulting a coworker, stealing valuable trade secrets, or bringing a weapon to work, you'll probably want to suspend the accused employee temporarily -- with pay -- while you look into the matter. But be careful not to prejudge the situation or lead the accused employee to believe that you've already made up your mind.

3. Choose an investigator.

You'll want an investigator who is experienced and/or trained in investigation techniques, is impartial and perceived as impartial by the employees involved, and is capable of acting -- and, if necessary, testifying in court -- professionally about the situation. If you have someone who meets this job description on your payroll, you're in luck. If not, you can hire an outside investigator to handle things for you.

4. Plan the investigation.

Take some time up front to organize your thoughts. Gather any information you already have about the problem -- such as an employee complaint, a supervisor's report, written warnings, or materials that are part of the problem (such as X-rated emails or threatening letters). Using this information as your guide, think about what you'll need to find out to decide what happened. Whom will you interview and what will you ask? Are there additional documents that employees or supervisors might have? Is there anyone who witnessed important events -- or should have?

5. Conduct interviews.

The goal of every investigation is to gather information -- and the most basic way to do that is by asking people questions. Most investigations involve at least two interviews: one of the employee accused of wrongdoing, and another of the employee who complained or was the victim. Sometimes, you will also want to interview witnesses -- others who may have seen or heard something important. When you interview people, try to elicit as much information as possible by asking open-ended questions.

6. Gather documents and other evidence.

Almost every investigation will rely to some extent on documents -- personnel files, email messages, company policies, correspondence, and so on. And some investigations will require you to gather other types of evidence, such as drugs, a weapon, photographs, or stolen items.

7. Evaluate the evidence.

The most challenging part of many investigations -- especially if witnesses disagree or contradict each other -- is figuring out what actually happened. There are some proven methods of deciding where the truth lies -- methods all of us use in our everyday lives to get to the bottom of things. You'll want to consider, for example, whose story makes the most sense, whose demeanor was more convincing, and who (if anyone) has a motive to deceive you. And in some situations, you may just have to throw up your hands and acknowledge that you don't have enough information to decide what really happened.

8. Take action.

Once you decide what happened, you'll have to figure out what to do about it. If you conclude that serious wrongdoing occurred, you will have to take disciplinary action quickly to avoid legal liability for that employee's behavior and to protect your company and other workers from harm. In deciding how to handle these situations, you should consider a number of factors, including how serious the actions were and how you have handled similar problems in the past.

9. Document the investigation.

Once your investigation is complete, you should write an investigation report that explains what you did and why. This will not only give the company some protection from lawsuits relating to the investigation, but will also provide a written record in case of future misconduct by the same employee(s). Among other things, your report should explain how and when the problem came to the company's attention, what interviews you conducted, what evidence you considered, what conclusions

you reached, and what you did about the problem.

10. Follow up.

The last step is to follow up with your employees to make sure that you've solved the problem that led to the investigation. Has the misconduct stopped? Has the wrongdoer met any requirements imposed as a result of the investigation -- for example, to complete a training course on sexual harassment? If the investigation revealed any systemic workplace problems (such as widespread confusion about company policy or lack of training on issues like workplace diversity or proper techniques for dealing with customers), some training might be in order.

by: [Lisa Guerin](#), J.D.

[How to Use Your Computer to Investigate the Corrupt](#)

Three Parts:

[Finding Public Records](#)

[Performing Web Searches](#)

[Going the Extra Mile](#)

In this day and age, you can never be too cautious when it comes to meeting someone new. This is especially important if you're hiring someone to watch your kids, dating someone you've met online, or are hiring someone for a sensitive job. While you can still hire a private investigator to find any dirt, using a variety of tools online can actually provide a significant amount of information and insight. Just be sure to not put too much stock into what you read.

Part 1 of 3: Finding Public Records

1.

1

Know what to expect. When you are searching public records, you are only getting a small piece of the larger picture. You may find an arrest record, but the details are almost never included. Oftentimes reports will contradict each other, as they come from different sources with data gathered at different times. Always take everything you read with a large grain of salt, and do your best to verify any information through other means.

- Even information such as the person's favorite movies or music could be largely incorrect. They may have made that list five years ago and their tastes are completely different now.

2

Understand what is made public. Common information obtained from public records can include simple things such as name, address and phone numbers. In addition, birth, death,

marriage & divorce records and criminal, court, sex offender registries can be searched in some areas. Licenses, property information and a number of other records are kept by the government and certain organizations.

2.

3

Use a free public records search. There are a variety of sites online that will allow you to search public records for free, and even more that will do so for a fee. Keep in mind that all public records aren't necessarily free, and getting the appropriate permit and authorization can take a significant amount of time. Likewise, any records that a site returns may be outdated or incomplete. Here are a couple good places to start:

- **Free Public Records Search Directory** - This site allows you to search public records from any state or on a federal level. If the record cannot be obtained by the search, it will often tell you who to contact to obtain it. You will need to know the general location of the person you are investigating.
- **Family Watchdog** - This site contains the National Sex Offender Registry, and allows you to search for offenders by name or location. Keep in mind that details are often not provided, which can contribute to an unwarranted negative view.
- **Your local department of corrections website** - Almost all states will allow you to search publicly available criminal records. The address is different for each state, but searching for "<yourstate> department of corrections" should quickly get you there.

4

Use a paid search. A paid public records search may yield more results than a free search, but keep in mind that all of the records it retrieves are available if you put the time in contacting the various agencies. If you don't have time to do this, paying for a search may be a better use of your time and money.

Ad

Part 2 of 3: Performing Web Searches

1.

1

Use a people search engine. There are several search engines that focus solely on retrieving information about a person from their public social network profiles and online activity. These searches are usually free, though most offer advanced searches for a fee. Using multiple services may help to paint a more complete picture. Popular choices include:[\[1\]](#)

- **Pipl** - This site will return social network information, age, and location for free. You just need to enter a name, though you can narrow it down by adding a location. Be aware that a common name will result in a lot of results.
- **123People** - This site will also return social network information, but will also provide

links to paid public records searches and criminal background checks.

- **ZabaSearch** - This is another search site that will return similar information, and provides quick links to paid searches for phone numbers and addresses.

2.

2

Perform a search with a few different web search engines. Though it may seem obvious, you can actually find a lot of information about a person from a quick web search. The more you already know about that person, the more results you will get from the search. Use multiple search engines to find more results that others might not have.

- Search by name - This is the basic search, and will usually return social network profiles and any mentions in local press.
- Search by email. Searching by the person's email address may return results from sites that contains their email address but not their name. You may not find much with this search, but it may help fill in the cracks.
- Username search. Try searching for the person's email address without the domain. For example, if the person's email is coolcat74@example.com, you would just search for "coolcat74". Oftentimes people will register for forums and websites just using their standard username. This can help you track down forum posts and give you some insight into what that person thinks.[\[2\]](#)

3

Cross-reference your result. You are likely to get a wide range of search results from your various inquiries. Remember, it is always best to assume that the information you find is false or incomplete. Compare your results against each other and see what sort of patterns and consistencies emerge. This can help make sure that what you're finding is at least somewhat accurate.

Ad

Part 3 of 3: Going the Extra Mile

1.

1

Create a fake Facebook profile. This method is pretty dirty, but you may be able to create a fake profile (ideally with an attractive photo) and request to be that person's friend. It will help to have some mutual friends first. Becoming friends will typically give you access to all of their private information that they only allow friends to see.

- Many people would consider this to be a massive invasion of privacy, so only do this if you feel you absolutely have to. Be prepared to face serious consequences and be labeled a creep and stalker if you get caught.

2

Talk to the person. The only way you'll be able to truly verify any information is to talk to the person directly. If you're performing a job interview, you should be able to address any issue you have without raising eyebrows. If you're investigating someone on a personal level, you may have to be a little more tactful about how you bring things up.

Ad

Tips

- Searching public records can cost a lot of money. You can also hire an investigator, which is probably better suited to do the job, but that will probably cost you even more.
- Most records are held at the state or provincial level. Each state has different levels of access for different records. Try using a search engine to type "***State Name* *Record Type* Record Search**" (e.g. "California Birth Records Search")
- Most local police departments have records available for viewing. However, most of them are not available online. State and federal governments usually have records search available online.
- Try searching each database using only last name (if it is not a common one like Smith or Johnson)
- Write a list of all the important things you do know about the person and then what you don't know. Try to make a checklist, or in other words, create a dossier on the person so you have ample information on the individual.

V

- [Ancestry.com](https://www.ancestry.com) has many genealogy databases that can be searched through.

How to investigate a politician and their campaign billionaires online

Today, I will explain briefly how to investigate a person on the Internet using some online tools that allow you to use e-mail addresses, phone numbers or simple names to trace other information. I beg you, use them with extreme caution and only for lawful purposes. I do not take any responsibility in this regard!



If you want to know how to investigate a person on the Internet starting from his email address, my advice is to take advantage of this important data to flush out the social profiles associated with it. How is it done? Just use [Rapportive](#) , a great free extension for Chrome, Firefox and Safari that integrates into Gmail and allows you to discover all the profiles on Facebook, Twitter and LinkedIn associated with a particular email address.

To inquire about a person using Rapportive , all you have to do is install the extension on your PC, open Gmail and start composing a new email. At this point, type the email address of the person to be searched in the To: field and wait for the right hand side bar appear all the contact information.

If everything goes in the right direction, Rapportive will find all the social profiles on **Facebook** , **Twitter**, **LinkedIn** and **Google+** associated with the email address entered . In this way, you can discover a lot of new information about the person you want to find online.

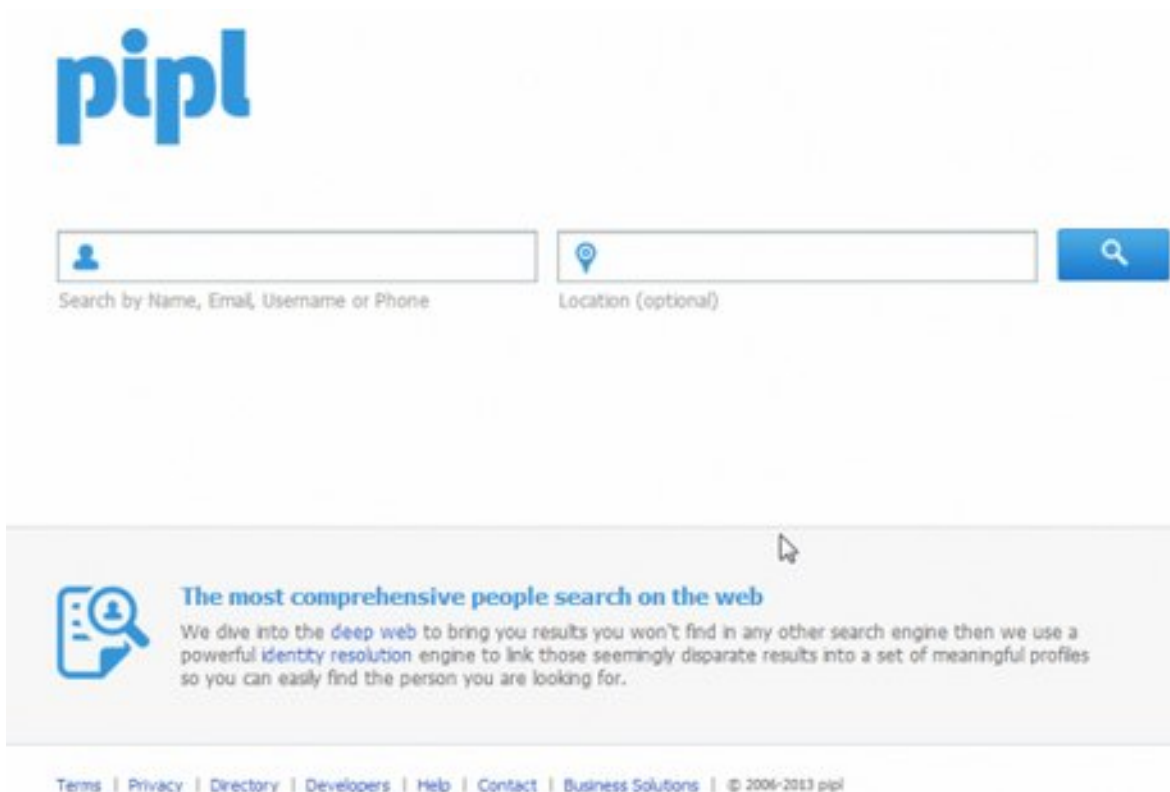


If you do not know the email address of the person you want to investigate , you can groped luck and use Rapportive to find his address. The possible combinations to try to locate the e-mail are just so many (name + surname@gmail.com, namesurname@hotmail.com, name@company.com, etc. .) But with the immediate feedback Rapportive the mission is not impossible.

Do you need to investigate a person on the Internet knowing only his name? In this case, the work gets even more complicated, but you can make use of various tools online that can help you find information quickly:

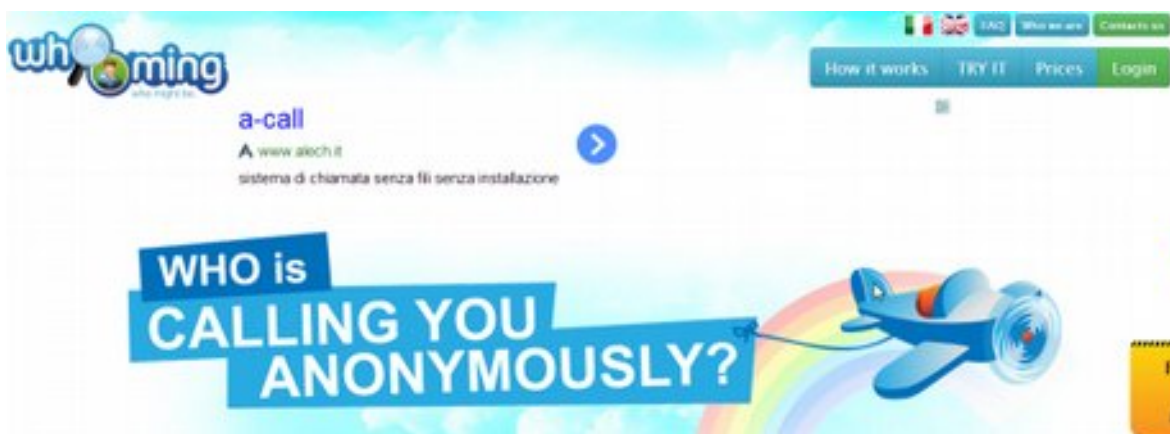
- **Pipl** -a free online service that gathers all the information , pictures and videos available on social networks and Internet sites to rebuild , or groped to reconstruct the online identity of someone.
- **Facebook** – the most popular social network in the world. If a person “exists” on the Internet, it definitely has a Facebook profile in its name .
- **Google** – sometimes looking for the name of a person on Google in quotes (example “John Doe”) is able to obtain very valuable info.

READ ALSO: [How to surf on Facebook without log in](#)



Are you interested to investigate a person on the Internet starting from his phone number? In this case I can not promise results particularly accurate or reliable at 100%, but I suggest you take a look at the following service:

Whooming – a free online service that lets you discover private numbers and anonymous using the technique of call forwarding . Using it, you can discover the real details of who is calling you with the anonymous and from this information to find more information about this person.



I've been shocked at how much info I've been able to find out about myself online, and it's a bit unnerving. I'm not in favor of encouraging people to go snooping on their friends and neighbors and

enemies, but it's going to happen anyway, and the info is all out there, and I admit I have the kind of curiosity and web-savvy that makes me a good person to answer your question. So here are some sources that might interest you:

Start by using **Google** if the person's name is relatively uncommon. A lot of what you can find out about a person is just through web pages or news articles where they are mentioned. Maybe they even have a blog in which they blab all about their personal life:

<http://www.google.com/>

See also: http://peoplefind.com/peoplesearch/google_peo

For blog searches in particular, try:

<http://www.technorati.com/>

You can find out basic contact info (address, phone, email) through one of these sites:

<http://www.whowhere.com/>

<http://www.anywho.com/>

<http://www.iaf.net/>

<http://www.infospace.com/>

<http://www.switchboard.com/>

<http://people.yahoo.com/>

You can find out where a person works (or used to work) and possibly a brief bio or job description here:

<http://www.zoominfo.com/>

You can find out where a person went to high school and when they graduated (also college, work, and military records) from:

<http://www.classmates.com/>

You can find out about a person's ancestry, U.S. Public Records info, and some historical info (all the good stuff is subscription only, but you can get a free 14-day trial subscription) at:

<http://ancestry.com/>

There's a huge list of links of site that will help you locate people or find out about them at Cyndi's List:

<http://www.cyndislist.com/finding.htm>

For lots more info (most of it you have to pay for, but some is free) see:

<http://www.peoplefind.com/>

Here, in particular, is their list of free database searches:

<http://www.peoplefind.com/frames/menupagesfre>

Once you have one piece of information about a person (such as what university they went to) you might be able to find out more by following that thread, for example go to that university's website and do a search on them. There might be an alumni database or alumni association website which would have info about what that person is currently up to (though most of these are usually password-protected and available only to fellow alumni).

There is some info on people searching at **Wikipedia**:

http://en.wikipedia.org/wiki/People_search

Finally, **Net Detective** people search software (which you can download) claims to provide **unlimited searches** on people, criminal records, credit reports, etc., for **three years** after a **one-time \$29 charge**. I haven't tried it to verify how useful it is, but it looks great:

<http://netdetective.com/>

See also: <http://lookup-someone-online.com/>

Online Methods to Investigate the Who, Where, and When of a Person

By: [Henk van Ess](#) |



Editor's Note: The [Verification Handbook for Investigative Reporting](#) is a new guide to online search and research techniques to using user-generated content (UGC) and open source information in investigations. Published by the [European Journalism Centre](#), a GIJN member based in the Netherlands, the manual consists of ten chapters and is available for free download. We're pleased to reprint below [chapter 2](#), by Internet search expert Henk van Ess.

Online research is often a challenge for traditional investigative reporters, journalism lecturers, and students. Information from the web can be fake, biased, incomplete, or all of the above.

Offline, too, there is no happy hunting ground with unbiased people or completely honest governments. In the end, it all boils down to asking the right questions, digital or not. This chapter gives you some strategic advice and tools for digitizing three of the biggest questions in journalism: who, where, and when?

1. Who?

Let's do a background profile with Google on Ben van Beurden, CEO of the Shell Oil Co.

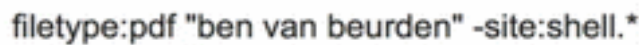
a. Find facts and opinions



The simple two-letter word “is” reveals opinions and facts about your subject. To avoid clutter, include the company name of the person or any other detail you know, and tell Google that both words should be not that far from each other.

The AROUND() operator MUST BE IN CAPITALS. It sets the maximum distance in words between the two terms.

b. What do others say?



```
filetype:pdf "ben van beurden" -site:shell.*
```

This search is asking Google to “Show me PDF documents with the name of the CEO of Shell in it, but exclude documents from Shell.” This will find documents about your subject, but not from the company of the subject itself. This helps you to see what opponents, competitors or opinionated people say about your subject. If you are a perfectionist, go for

`inurl:pdf "ben van beurden" -site:shell.*`

because you will find also PDFs that are not visible with filetype.

c. Official databases



```
inurl:gov "ben van beurden"
```

Search for worldwide official documents about this person. It searches for gov.uk (United Kingdom) but also .gov.au (Australia), .gov.cn (China), .gov (U.S.) and other governmental websites in the world. If you don’t have a .gov website in your country, use the local word for it with the site: operator. Examples would be site:bund.de (Germany) or site:overheid.nl (The Netherlands).

With this query, we found van Beurden’s planning permission for his house in London, which helped us to find his full address and other details.

d. United Nations



```
"ben van beurden" site:int
```

You are now searching in any United Nations-related organization. In this example, we find the Shell CEO popping up in a paper about “Strategic Approach to International Chemicals Management.” And we found his full name, the name of his wife, and his passport number at the time when we did this search. Amazing.

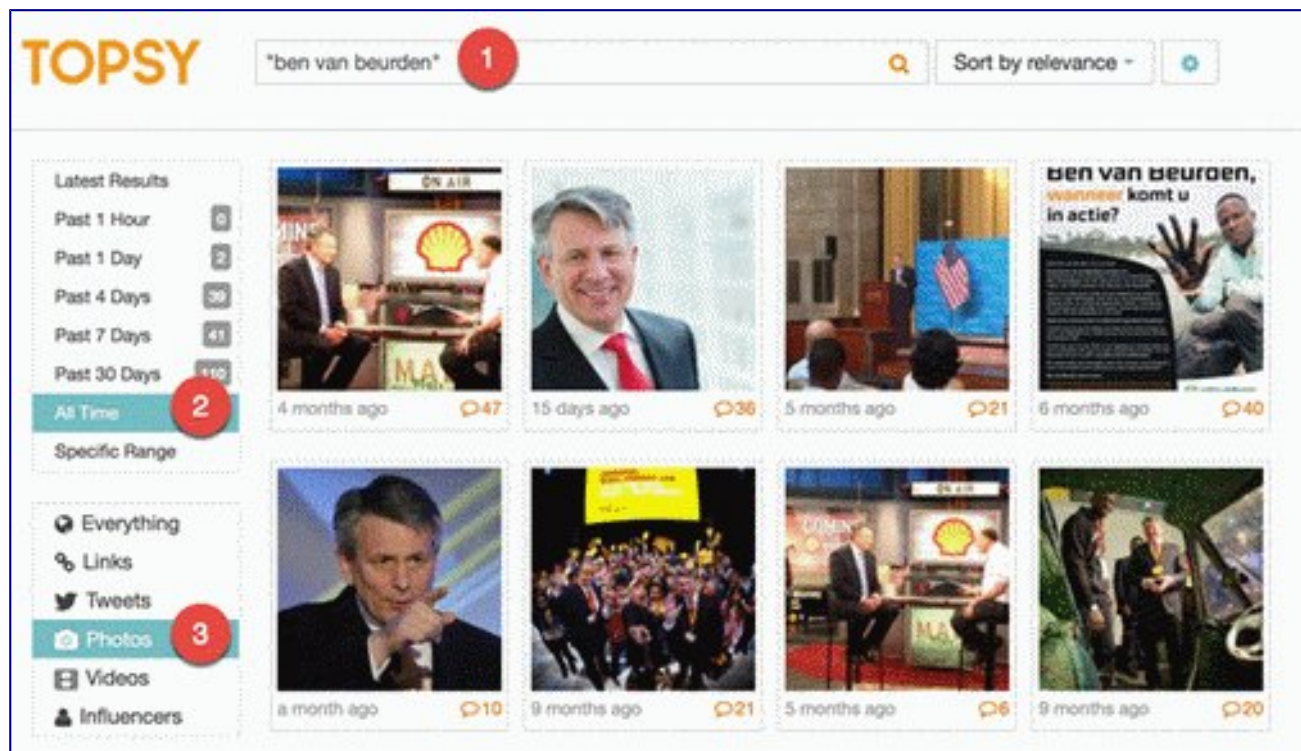
e. Find the variations

"mr * van beurden" -ben shell

With this formula you can find result that use different spellings of the name. You will receive documents with the word Shell, but not those that include “Ben” as the first name. With this, you will find out that he is also referred to as Bernardus van Beurden. (You don’t need to enter a dot [.] because Google will ignore points.) Now repeat steps a, b, c and d with this new name.

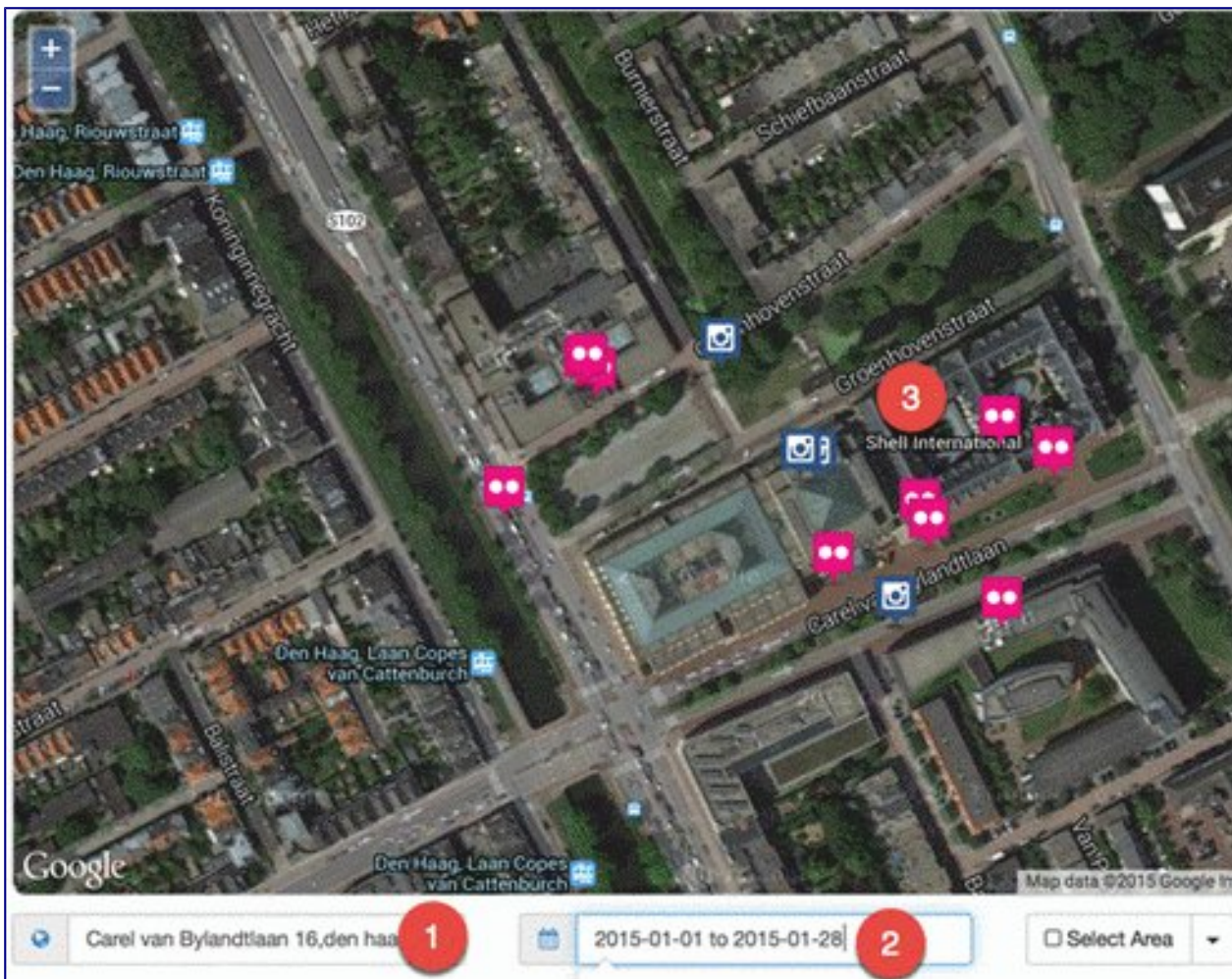
2. Where

1. Use photo search in Topsy



You can use www.topsy.com to find out where your subject was, by analyzing his mentions (1) over time (2) and by looking at the photos (3) that others posted on Twitter. If you’d rather research a specific period, go for “Specific Range” in the time menu.

2. Use Echosec



With [Echosec](#), you can search social media for free. In this example, I entered the address of Shell HQ (1) in hopes of finding recent (2) postings from people who work there (3).

3. Use photo search in Google Images

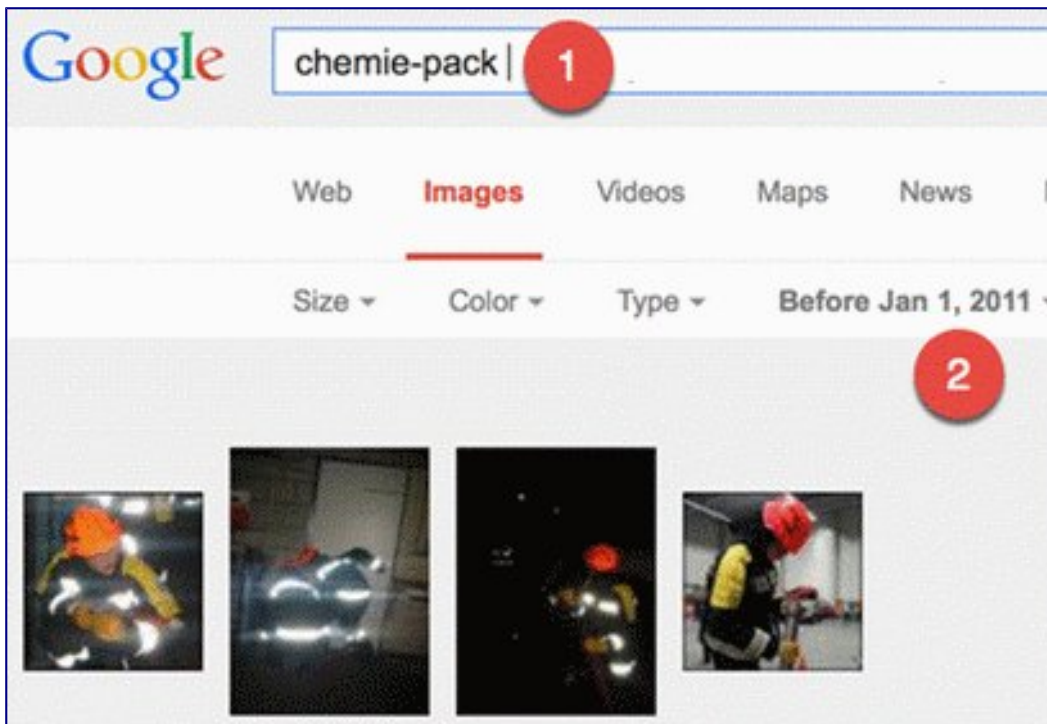
Combine all you know about your subject in one mighty phrase. In the below example, I'm searching for a jihadist called @MuhajiriShaam (1) but not the account @MuhajiriShaam01 (2) on Twitter (3). I just want to see the photos he posted on Twitter between Sept. 25 and Sept. 29, 2014 (4).



3. When

1. Date search

Most of the research you do is not based on today, but an earlier period. Always tell your search engine this. Go back in time.



Let's investigate a fire in a Dutch chemical plant called Chemie-Pack. The fire happened on Jan. 5, 2011. Perhaps you want to investigate if dangerous chemicals were stored at the plant. Go to images.google.com, type in Chemie-pack (1) and just search before January 2011 (2). The results offer hundreds of photos from a youth fire department that visited the company days before the fire. In some photos, you can see barrels with names of chemicals on them. We used this to establish which chemicals were stored in the plant days before the fire.

2. Find old data with archive.org

Websites often cease to exist. There is a chance you can still view them by using archive.org. This tool can do its work only if you know the URL of the webpage you want to see. The problem is that often the link is gone and therefore you don't know it. So how do you find a seemingly disappeared URL?

Let's assume we want to find the home page of a dead actress called Lana Clarkson.

Step One: Find an index

Find a source about the missing page. In this case, we can [use her Wikipedia page](#).

Step Two: Put the index in the time machine

Go to archive.org and enter the URL of her Wikipedia page, http://en.wikipedia.org/wiki/Lana_Clarkson. Choose the oldest available version, March 10, 2004. There it says the home page was <http://www.lanaclarkson.com>.

Step Three: Find the original website

Now type the link in archive.org, but add a backslash and an asterisk to the URL:

https://web.archive.org/web/*/http://www.lanaclarkson.com/

All filed links are now visible. Unfortunately, in this case, you won't find that much. Clarkson became famous only after her death. She was shot and killed by famed music producer Phil Spector in February 2003.



Dutch-born [Henk van Ess](#) teaches Internet research, social media, and multimedia/cross media. The veteran guest lecturer and trainer travels around Europe doing [Internet research workshops](#). His projects include “Fact-Checking the Web” (CSI Internet), Handbook Datajournalism, and [speaking](#) as a social media and web research specialist.

Related

[How to](#)

[Use Tumblr](#)

[How to](#)

[Behave Professionally on Social Media](#)

[How to](#)

[Access Criminal Court Records](#)

Sources and Citations

1. [↑ http://www.pbs.org/mediashift/2007/09/people-searches-let-everyone-investigate-you247/](http://www.pbs.org/mediashift/2007/09/people-searches-let-everyone-investigate-you247/)
2. [↑ http://lifehacker.com/5845900/how-to-use-the-internet-to-investigate-your-next-date-co+worker-or-new-friend-to-ensure-theyre-not-crazy](http://lifehacker.com/5845900/how-to-use-the-internet-to-investigate-your-next-date-co+worker-or-new-friend-to-ensure-theyre-not-crazy)
3. <http://helpmeinvestigate.com/>

NOW: How To File Your Case in the “Court of Public Embarrassment”

Now that your evidence, data, peer-to-peer investigative team and website are in a compelling state, you can deploy your charges and evidence to the world. Here are some of the steps you will use to bypass those who try to control the media for corrupt means:

The following post is a joint collaboration between [Elish Bul-Godley \(@elishbulgodley\)](#) and [Neil Sisson \(@neilsisson\)](#).

Not everyone can afford to hire a marketing consultant, so we offer you a spectrum of kick-ass guerrilla weapons to arm your marketing war chest with. A lot of small businesses are facing budgeting setbacks and low cash-flow which can lead to a downward spiral of less advertising, less promotional activity and less sales. The ultimate result? Staring into that dark abyss of zero revenue.

*Don't surrender to these cash-strapped times. Instead, don some Recessionista fatigues and arm your business with these creative cost-saving tactics. **We'll show you how great sales and marketing campaigns can be low on cost if big on innovative ideas, imagination and creativity.***

The revolution starts here...Read on to pick up 100 low cost marketing ideas that include both online and offline activities.

Definition of Guerilla Media Outreach

[Jay Conrad Levinson](#)'s Guerrilla Marketing site simply puts it as “The achievement of conventional goals (e.g. Profit) using unconventional methods such as investing energy and ideas instead of money.”

Here is a great blog outlining the tactical thinking and mindset that can help you win the war.

[**Guerrilla versus Gorilla – Small Companies Can Win.**](#)

50 Offline Guerilla Tips to help you win the war

Guerrilla marketing behaviour delivers publicity via local unconventional marketing activity that makes people sit up and notice..think “Shock & Awe”.

Public Relations and Publicity

1. The oldest guerrilla trick is old fashion PR so keep at it. Pick up the phone and give local journalists what they need most; great news content – its all about spinning your activity to make it a human interest story. The Guerrilla marketing tactics below are your means to this end.

Treat Your Premises like A Billboard

2. Give a Graffiti artist some free drawing space by letting him use his artistry on your shutters or paint a mural on the side of your Building e.g Homeless Charity Simon Community building.

In this picture the premises were used as a billboard with a very witty recruitment ad:



3. Create in-house exhibitions in vacant display space on your premises to make it more trendy, appealing and noticeable. **E.g. Flagship Department store Brown thomas use art installations from 17 local Artists.**

Edgy Window Displays

Your Window Display is your Billboard. Get their attention with a head turning window display even if it comprises stuff you may not eventually sell and chances are, passers-by can be turned into passing trade. You may be mentioned by word of mouth and profiled in the media. Some ideas:

4. Get a live display real human beings like your staff work in your windows.
5. Create a **Smashed window effect** as seen in this Apple Store just using window paint.
6. Put up a controversial Political slogan to get noticed.

In the picture below homeless charity 'The Simon Community' put out a slogan lobbying for Mental health on their premises:



Occupy & Pop-up

If you need to trial a regional market or neighbourhood or need to sell on a seasonal basis, use vacant or slack premises that are unused and help regenerate the city in the process.

7. Local municipal councils are a **great source of vacant units** as they need to regenerate old neighbourhoods. Approach the **landlord of a vacant block** by offering to spruce up their neighbourhood and entice long term tenants through your pop-up activity. There are agencies that help you find them or start a pop up space too.

Here's an example from a Pub using the vacant hoarding nearby to highlight its location:



Urban Art, Reverse-Graffiti & Street Propaganda

Great for evoking curiosity and planting brand awareness in specific geographical points in your city. Clever if its used on a route like a bridge with high footfall, allowing you to target specific locations or neighbourhoods.

In this picture, local electricity board ESB worked with the municipal authorities to revitalise the cultural quarter in Dublin by using a Street artist to work on the theme of Electricity on an old Building they own in the district:



Here is a great example from Ikea:

[Ikea Follows Banksy and Turns to Graffiti Street Art](#)

Caveat: Be careful when engaging in street tactics as you are encroaching on public space – people

usually forgive you for imposing your image or promotion on a public space only if it is entertaining, temporary, and an improvement to the environment or aesthetic.

8. Use floor stencilling on vacant urban spaces e.g. the Movie Troll-hunter was marketed using a stencil on Bridges in the city saying “Troll Below” sparking off curiosity.

9. Use 3d Floor artist to do something mind-boggling outside your premises front door

10. Chalk it up :write your website in chalk outside a major event related to what you do say in the carpark or registration driveway

11. Use Reverse Graffiti : Street artists use soap instead of a spray can and a stencil to scrub out an image in public space.

Check out some great examples of Street Propaganda

12. [Sustainable design blog, Inhabitat posts some in “Clean Green Street Art hits San Francisco!”](#)

13. [“20 Cool and Creative Street Ads” by Bored Panda](#). Here is an example from their blog:

Here is an example of a clever street ad from their blog:



Urban Hacktivism

14. Play with **outdoor installations**: turn an outdoor sign or piece of public works into something new and entertaining.

15. **Yarn bombing** is a good example of people decorating the urban environment & using a product in an unexpected but decoratively visible way – an arts and craft supplier for example could supply free yarn to a knitting Circle and encourage Guerrilla Yarn bombing in the locality. Catch some enjoyable examples in [Time Magazine’s photogallery on “The Fine Art of Yarn Bombing”](#)

16. Create **Projections** onto a blank wall at night and it becomes a natural billboard/ cinema screen e.g. Nokia Snake Game.

17. Another great example : LeCool and Dublin city council used **open-sourced collaboration** on [Dublin Park\(ing\) Day](#). The message : re-using parking spaces by turning them into landscaped gardens as a way reclaim city space. If I was a garden centre i would jump on a campaign like this with product placement.

Get Inked

18. Body art as Advertising: using temporary body art / tattoos on your staff as they man events, exhibitions or hand-out flyers in the street. Brand them with your suppliers logo, your logo barcodes or QR code even.

Hack your Product

Use your products in a way you never did before

19. If you are in electronics, hardware or engineering set up a hacker group workshop or offer your products to a hackerspace in your premises and challenge people e.g. engineering students to find new ways to use your products as part of their thesis.

In House, and Community Events

Tap into the people in your neighbourhood who use your business by providing them with meaningful events in-store or on your premises:

20. Service your existing customers with social events that allow them to make a positive association e.g. a book club in a book store after hours, storytelling evenings in a cafe, coffee mornings with toys for Mums to socialise in a nursery goods store.

Here a Street Feast is organised by local Publishers for Lecool Magazine drawing in their writers, readers and stakeholders in the city centre they work in:



21. Offer free exhibition space on your premises to new edgy performance artists, a nearby visual merchandising school looking for practice or Design students. You will be getting some amazing visual merchandising for free that may spread via word of mouth.

22. Trade marketing events Get your suppliers to offer a workshop or educational lecture to your clients or customers for free thus getting their collaboration. a DIY store could hold free DIY or upcycling classes using suppliers sponsorship or in-house expertise.

Demonstrations

23. Conversely if you supply into retail: do free in-house events via demonstrations of your product with Q & A sessions and tips on how to use your products in radical new ways.

Old Fashioned Door to Door Selling

24. Need I say more?

Flash mobbing and Crowd sourcing as advertising

25. Use **your own staff as Cast** or your own customers as a captive audience : [Finnair used their hostesses to flash mob passenger with a Bollywood routine to tap into the Indian Market](#)

26. If you are selling hospitality, or are in catering organize a [Community Street feast](#) or urban Picnic in a vacant lot and or on your high street with neighbouring businesses.

27. My favourite example of using grassroots communities to promote an event:: the [Haka Flash mobs](#) that took place during the NZ Rugby World Cup

Offline Gamification

Playful and Entertaining promotions engage people, tap into their competitive streak and can target sales.

28. The most basic application is a loyalty **points system** on your **reward card** e.g. Starbucks allows you to collect stars with every purchase. Or award a badge for targeted buying activity and let customers qualify for the next level of rewards.

29. **Gamify the In-store experience:** e.g. encourage customers to buy a special basket or combination of goods and reward with a prize, Or the classic “be the 100th customer today and win a free prize” and so on..

30. Other games challenge the public to **look out for the product** and keep it in the public’s consciousness e.g, a Treasure hunt: find the hidden prize in the packaging and you win a year’s supply, get the golden ticket in our next Flyer mailout, spot our Product on the street .. and so on.

31. The key is to blend this offline activity with online tools in this blog: [5 brands with Winning Gamification Strategies](#) .

Find a Champion

32. Social enterprises and Charities use this all the time: find an important influencer in your sector or celebrity personality that buys or uses their product and use their fame, endorsement and connections to get noticed. It usually helps if you tie this in with charitable activity.

Collaboration

33. Sell your business face to face via **Free Business Networking events** / Business Speed Dating.

34. **Shared Services & Collective bargaining**– learn from Cooperatives: collaborate with your business network to pool marketing resources, procurement and engage in collective bargaining.

35. Barter Products and Services within your business network or set up a system of your own between local stakeholders, e.g. [Clonakilty Favour Exchange](#) : A skills and labour system set up to service a local business community.

36. Secret Tours get together with other businesses in your high street, local business network or town and organise a secret tour around a theme:for example if you are in hospitality : a secret food trail showcasing the best culinary experiences for tourists and locals e.g. [Fabulous Food & Tasting Trails in Dublin](#)

Random Acts of Kindness

37. Do something to raise a smile and bring **Goodwill**. For example, if you are a in the business of providing e.g. Give Free hugs in a busy high street area outside your premises.

38. Pay it forward: be a parking fairy pay for someone’s parking outside a key establishment like Google perhaps and stick your business card in with the parking receipt on their windscreen.

Give it away

39. In the “Nicked” viral campaign from from Ben Sherman, Display shirts were stuck on the Outside of their flagship window and cameras captured passers bys as word of mouth spread that the products were free : [take a look at the Ben Sherman Nicked Window display viral](#)

Product placement

40. Offer your display products as **Props** to local visual Merchandisers, Theatre or film producers, not the big names of course as they will charge you.

41. Support Local community events like family days or parish fairs by offering your products for use – e.g. Beanbag company sponsors a chillout zone at local festival proving the durability of its products.

Here the local network of Bicycle related businesses supported a Bike Themed Festival in conjunction with the Municipal authorities:



42. [The Inspiration Room](#) a space for viewing creative content from all forms of media around the world

43. [Lecool](#) has published a compilation of 111 City projects around Europe ranging from popup events, urban farming to sustainable design via their book: [“Smart Guide to Utopia“ Cool Hunting](#)

44. Design Trends and Ideas blog [The Pop-Up City](#) have great examples of urban hacktivism and outdoor guerrilla campaigns

45. The [Trendhunter.com](#) community features micro trends, and cutting edge ideas

46. For spontaneous raw trend information you can also checkout [Trendline online magazine](#)

47. Robert Lum of shares creative and unconventional marketing strategies in his blog:

[“Top 7 Guerrilla Marketing agencies to Watch”](#)

48. Here’s 50 more ideas! Short snappy ones from “Bootstrapping blog “a great site for startups needing cost effective strategies:

[50 Guerrilla Marketing Tactics you should be using](#)

49. Luke Abbott Social media professional in paddypower.com rounds up:

[“10 Low Budget Guerrilla Marketing examples”](#)

50. Amy-Mae Elliot has a cool roundup of videos in Mashable in:

[“10 Excellent Examples of Guerrilla Marketing Campaigns”](#)

In Short: Offline Guerrilla Marketing is about using your Marketing Mix in an unexpected way in unexpected places with unexpected tools: shock, raise eyebrows, titillate and pull at your public’s emotional strings at street level. Or do something altruistic and service your community thus buying you a positive human interest story spin and goodwill in the press.

Key takeaway: Keep it Local: It’s got to be high concept, appealing and relevant to your local community and target audience.

What Next? Go Global: These real world tactics are extremely effective in themselves for getting your brand and business noticed out there. But combine these marketing tactics with the power of the Internet, social media and the various online tools available today, and hey Presto! You’ve just generated food for viral online content.

50 Effective Online Guerilla Disclosure Outreach Ideas

Online tactics can broadcast and amplify the local Guerrilla Marketing activities you’ve executed offline, but they can also help you build an online following, raise your brand’s awareness, connect to prospects and customers you would never have previously been able to reach, and transform all of your efforts into a comprehensive, strategic, global dominating marketing plan.

But how to get started on the IntraWeb? Below are 50 idea’s for you to turn into Guerilla Marketing weapons.

Start with the basics:

Social media presents a huge opportunity for Guerilla Marketing and increasing your revenue and customer loyalty.

Below are a number of steps you can take that will allow you to maximise the possibility of traffic and

connecting with new customers. Think of having these social media accounts as setting up an online platform (HQ) for you to conduct your guerilla marketing campaigns from.

51. Spend a little bit of time setting up a **Facebook business page** and [configure your timeline view](#) for best results. Add lots of content in the about section and be personable so that people can connect with you as a person and not just your brand.



Facebook is free, and your customers (and a lot of new prospects) are more than likely already using it, so it can be a great source of direct traffic.

52. **Find other pages where your customers and prospects hang out** already and post there as your page. Other people viewing those pages will see your posts and if what you've said is interesting (or if your logo is interesting) they will click over to your page to check you out. Add value to the conversations and avoid (at all costs) putting out promotional updates for your products/services on other people's fan pages.

53. Make it as easy as possible to [get more likes](#) for your **Facebook page**

54. Setup a [Google+ business page](#). Google+ is probably the best single thing you can do at the moment to boost the organic placement of your website in Google's search results.

55. Setup a Twitter Account. Twitter can be an incredibly powerful tool for finding new customers for your business and its important to have an account so that you can secure your brand name on Twitter if possible.

When setting up the profile make sure to be personable in your profile box and [customise](#)

[the](#) background. Put your brand name in the background if possible and the URL to your website in both the background and more importantly in the profile section.

56. Connect all of your social media accounts so that you only need to post to one place for all accounts to be updated. [This free tool](#) will allow you to distribute your Facebook posts to Twitter, Google+ and LinkedIn. Now you will be able to focus on being really active on just one social network; whichever you feel has the largest number of your target demographic of customer.

57. Write blog posts

If you don't already have a blog, perhaps its time to start one? You can start a free blog on WordPress.com or Tumblr.com, if your current website doesn't have blog functionality built in and you don't have the budget to get one added. Just make sure that you put a clickable URL back to your main site on your new free blog. Also use your brand name as the account name when setting the blog up.



Think about whether you have the time to commit to a blog before starting it however, as it will be a waste of time if you don't post at least twice a week over an extended period of time.

58. You could **write guest posts** on other blogs where your target market read. This is a great way of getting yourself in front of potential future customers and making them aware of your existence and your knowledge of your industry.

There is a hidden bonus with these posts. Not only will you potentially get direct traffic when prospects read your post and click through to your website, but you will also get an SEO boost from the link to your website at the bottom of your post.

59. **Write how-to articles** for article directories and how-to blogs. For example, perhaps you own a building company. You could write DIY how to articles showing people how to hang pictures, paint a room correctly, fix taps in the bathroom. These could be published on your own blog or on an article directory like ezine

60. Sign up for a [Dlvr.it](#) account. Dlvr It is a free service which will facilitate you publishing an RSS feed to your social media accounts. RSS stands for Really Simple Syndication and it is a quite straightforward to setup. If you have a blog, it will have an RSS feed that you can easily copy and paste in to Dlvr.it which will automate posting about your blog update on social media.

61. Create videos and post them to YouTube. YouTube is a completely free resource and the 2nd largest search engine in the world. It is a great place to get direct traffic to your website and also to get an SEO benefit as video's regularly show up in the first page of search results (SERPs) on Google. You can also publish the video's to your Facebook stream and your Google+ account.

All you need is a good smart phone or a digicam and you are all set to make a video starring your gorgeous self, or something else related to your industry. For example if you are a Veterinarian perhaps you could take some video of the animals in your practice doing something cute.

62. Post your video's on your blog and add a bit of descriptive text around them to activate interest and conversation in the comments section of your blog. Ask questions at the end of the piece.

63. Does your business involve something that you could take photo's of? Perhaps you are on the road a lot and could take pictures as you drive around of scenery? Or maybe you do something creative (nail artwork, tatoos or graphic design)? Why not take your completed designs or photographs and post them to Pinterest, your Facebook timeline and Google+ stream.

64. After a month take all your photo's and pictures and create a photo collage video and upload it to YouTube for extra traffic and an SEO boost.

65. Amplify your offline graffiti art campaign by **videoing the whole thing**. Film meeting up with your graffiti artist, travelling to the venue, the preparation of the work and everything that happens until the end. Think of a few questions to ask the artist and yourself. Turn the result into a cool viral video for YouTube and Facebook.

66. Amplify your everyday activities. Do you or your staff do something during the normal course of your working day that people would find interesting? Why not film it and create a viral video of the daily activities in your premises?

67. For ideas, online PR & Social Marketing firm Simply Zesty sends the latest Virals [Check out the Simply Zesty viral video archives.](#)

68. Run online/offline promotions

Does your business service the public in some way? Maybe you could give away a freebie like this pop up eatery < <http://www.cheapeats.ie/2011/02/18/crackbird-pop-up-restaurant-starts-next-week/> > did in exchange for having prospects & customers tweet about your business.

69. Put a QR code in the window of your premises and connect it to a **mobile page** on your website with the details of your business and a list of the benefits of using your firm versus your competition.



70. Run a QR street campaign

Simon on the streets used QR codes very creatively to raise funds for homeless people last Christmas < <http://theinspirationroom.com/daily/2011/simon-on-the-streets-qr-codes/> >

71. A funny word of caution – How not to use QR codes:

72. **Hire a cool sounding voiceover guy** to speak over a video you create from images or powerpoint slides to showcase your business

73. Create a mobile landing page for your QR code that will increase the number of likes to your page.

74. **Get a bunch of people who** live near interesting places to hold up signs with part of a message you want to transmit on them. Compile the videos into a promotional clip

75. Have **Ozzy the dog** draw a picture or create a marketing message for your product or services

76. Can't afford a graphic designer but you want a **professional Timeline cover** image for your Facebook company page? Lydia will do it for \$5

77. If you are comfortable editing your website, **Marcus will create** an SEO report and email it to you

78. Maybe you could use something like [this](#) in the intro part of a company video.
79. A good selection of guerilla marketing [options](#) can be found here
80. Perhaps you need a catchy jingle or other original and whacky music to accompany your video? Check [this out](#)
81. Need a script written? Check this out: [Script Writing](#)
82. A cautionary tip: on Fiverr.com you will find a lot of people that will be will be happy to increase the number of fans, followers and connections in the various social networks. You will also find offers promising to tweet a massive following with your marketing message. These services are a waste of your money because the fans/followers you will receive will not be targetted and as such will be low quality.
83. **Post a link** to your latest blog posts on [Digg](#), [Reddit](#) and [Delicious](#). Well you've written the content, why leave it to gather dust?
84. **Start a discussion** about your latest blog post topic. Use big forums like boards.ie or whatever your regional hub of activity to start a discussion around the topic you've blogged about. You can usually paste a link to your post in on most forums as long as you are genuinely trying to have a conversation about the topic, and as long as its not your first post on the forum.
85. Give your exact target market **something fun** to do online. @betfairpoker do this really well.
86. Join some community forum's where your target market would typically hang out. Put a link to your website in your forum profile signature and then join the conversations happening on the website. Say valuable things and make a contribution that is helpful.
87. Search on Google+ for people who would enjoy or find value in your product/service. Particularly those who are very active in your niche. Add them to a special circle and message them asking for their feedback on what you are doing.
88. Have you got something to say? Why not [host your own Radio Show](#)?? Don't just drone on about your products and services, talk about issues relating to your niche and give tonnes of value away for free.
89. Interview someone your target audience would find interesting. Blog about it, or have them on your Blog Talk Radio show. Or have them on your Podcast. Or even better do all three, and then bundle the MP3 and a transcription as a downloadable reward for joining the email list on your website.
90. **Setup an email newsletter**. Even if you are just emailing special offers out once a month its better to have on your website than nothing. You can use Mailchimp who are free and will keep you compliant! This will be huge for bringing traffic back to your site.
91. **Create an on-line community** specific to the primary related area of interest of your target market.

For example say you have a clothes shop for babies. Perhaps you could setup a Facebook page or group, designed to help mum's with issues they're experiencing with their newly born babies.

92. Record a weekly podcast, and publish it to a page on your blog and to iTunes. [This free software](#) and some time is all you need!

93. Team up with another business owner in a related but non competing business and do a **Joint Marketing Venture** online. Your JMV should involve the creation of content (any form) designed to attract the perfect target market for both of your businesses.

94. Setup a LinkedIn group for your **niche**. [Social Media Ireland](#) is a very successful example of this run by Niall Devitt.

95. Setup a LinkedIn group for your **target market**. For example, if the decision maker who decides to buy your products/services is the CFO or Financial Director of a company, why not setup a group called Chief Financial Officers Ireland?

96. Setup or join a meetup group where you can make industry or customer connections. For example I run the user group for [WordPress in Dublin](#), because my company builds primarily WordPress web solutions and because I love WordPress and want to connect with other users.

97. Host a weekly webcast. At the moment [this awesome new tool](#) is free. CynoCast will allow you to offer a new level of interactive webcast experience to an almost unlimited number of attendees.

98. Run a multi-platform competition to generate interest in your brand and products. If you give something you sell as the prize you'll ensure you attract your exact target market.

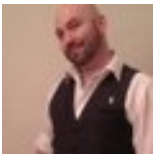
99. Showcase your expertise by answering questions in [LinkedIn's Answers](#) section.

100. Finally, and this isn't exclusively an online tip but more of a general one, wherever possible show people the passion you have for what you do.

Conclusion:

Guerrilla Marketing is a growing trend: executed correctly, it can be targeted at the people you want to turn on the most. Be diligent and consistent. Be creative and have fun with it!

Do you agree that Good Marketing Campaigns can be executed on close to zero budgets? Have you had a Guerrilla Marketing experience?



The Author: [Neil Sisson](#)

Neil is passionate about Inbound Marketing, Social Media, SEO and good Website Design. He works with businesses and organisations all over the world to help them be more effective online. Neil is the

Managing Director of Lime Canvas a [website design and inbound marketing agency](#) and he organises the Dublin WordPress meetup group. **Connect with Neil:** [LinkedIn](#) - [@neilsson](#) - [Google+](#) - [Facebook](#) <http://www.LimeCanvas.com>

48 Guerrilla PR Tips from Top PR Pros

[Linsey Knerl](#) - Senior Writer, WiseBread.com / Freelancer, Wise Bread



Your business is feeling the crunch this year — and your marketing budget is dwindling as a result. We've asked some of the most experienced public relations professionals to share their secrets on how to market a company on a small budget. Here are some of the best ways to use social media and word-of-mouth marketing to gain a competitive advantage in this tough economy.

1. Claudia Goffan, [Target Latino](#) — [@TargetLatino](#)



Form relationships with other local businesses that cater to your customers. Ask them to offer a discount to their customers if they mention coming from their store when they purchase from you. Feel free to reciprocate.

2. Shannon Cortina, [Springboard Public Relations](#) — [@scortina](#)

Make a **realistic** list of the top five targets (news/media outlets, blogs, or social media) that you feel your business would benefit most from being mentioned or featured on. Research and get to know each of these targets and their influencers by reading their articles, following them on Twitter, watching their segments, etc. Use a relevant article or blog post of theirs to reach out to them to introduce yourself via the comments section or through email. Taking the time to understand their coverage area, as it relates to your business, can help you position yourself as an expert resource for their next piece.

3. Molly Lynch, [Lynch Communications Group](#) — [@mollylynch](#)

The key to Twitter is thinking of it as a dinner date, rather than an opportunity to promote your product. A dinner date (or at least a good date) means a dialogue between two people, who share thoughts, ideas, and interests. Twitter is not a monologue or a place to simply post thoughts. Networking, engagement, and responses are required. While promoting your product or company is important, successful Tweeters do not simply post sales or information. Talk with your followers, engage them, and learn from them. Then, they're more likely to take an interest in your brand. Make it a two way street and make it a great Twitter-date!

4. Amy Mannarino, [TheWalters Art Museum](#) — [@walters_museum](#)

We have found that having multiple staff members “co-tweet” about our organization has increased our audience diversity on Twitter. Each person highlights different aspects of the museum. For example, a marketing professional might tweet factoids about an upcoming exhibition while a curator may add an artwork to Flickr and tweet about its meaning.

5. Kwesi Robertson, [MM2 Public Relations](#) — [@kwesirobertson](#)

Use Twitter as a Social Media Newsroom. Twitter allows a brand to quickly release multimedia news or information about their company. To create more unified stories, I use a free-service called [Pitchengine](#) to create social media news releases that I upload

via my/clients twitter account(s). Pitchengine allows me to track how many views my article has received.

6. Sarah Wilson, [Sarah Wilson Business Communications](#) — [@SWBizCom](#)

One of the primary complaints about social media is that it's time intensive, however, there's really no need for that. By using tools such as [TweetDeck](#), it's easy to take Twitter remarks that are appropriate for your Facebook and/or LinkedIn audiences and simultaneously post to those accounts as well, while omitting remarks that may not be a fit.

7. Paige Phelps, [North Texas Food Bank](#) — [@ntfb](#)

We use games. Currently we're rolling out a Haiku contest for students and teachers. Our newest metaphor in use here at NTFB is that the number of hungry children in our 13-county, North Texas region would fill the new Dallas Cowboys Stadium two-and-a-half times. Using that, we're engaging our contacts at local public and private schools to get teachers on board with the theme "Haikus for Hunger." We are using that as our hash tag too ([#haikusforhunger](#)). We think it's a fun way to open up the discussion of hunger in the community, teach kids a little something about poetry, and have fun. The numbers aren't in yet, but meme games like these are always a ton of fun to play, no matter the age.

8. Niccolinas Soto, [Public Relations Depot](#) — [@MamaPR](#)

My advice for marketing strategies: use it **all**, use it **consistently**, and use it properly. Don't just join Twitter or Facebook and only post about your products. Be a part of the online communities and really participate. Reply, comment, and give back...don't just take. Also, it's clear all you're doing is marketing when you join a site and only post your business info, and no profile photo as well as not a single blog written or comment given — this is the fastest way to be forgotten or bypassed by visitors. Fill out profiles completely, and post up some helpful blog posts.

9. Ronnie Manning, [Mynt Public Relations](#) — [@RManning_Mynt](#) and [@MyntPR](#)

Become a voice in your area of expertise, and utilize the comment posting sections of blogs and online publications. These comment boxes can allow you to link directly to your web site and boost traffic. Follow those writers who cover you space and offer

opinion, personal experience, and complementary comments relative to their stories. Be transparent with who you are, put your name/title/business/website after your comment which will help get you and your business name out there. (However, it's very important that you do not do a straight product or services pitch, as these types of comments will often be removed by moderators as being too marketing-oriented.)

10. Rebecca Goldberg, [DMD Insight](#) — [@RebeccaGoldberg](#) and [@DMDInsight](#)

Small businesses have an advantage over big businesses: a unique voice. That voice is the result of a tight-knit culture and typically one of a visionary leader who has an inherit brand strategy because her or she is the brand. To me, that's attractive. I think that small businesses should capitalize on who they are and what makes them special by letting the dreamers and do-ers share what's going on behind the scenes.

11. Kendra Schultz, [PRIME 3](#) — [@kendraschultz](#)

One huge marketing tactic that attains a lot of followers on Twitter or fans on Facebook, are giveaways. Whether it's for a free cupcake, free web-hosting for a year, free Mac book (or whatever product/service your company provides), creating a contest where fans/followers must tweet about your company in order for a chance to win something free not only expands your brand awareness via hundreds-thousands of people's Twitter or Facebook accounts to their fans/followers, but it also keeps these followers listening to what you have to say moving forward.

12. Marisa Puthoff, [Edelman](#) — [@MarisaGPuthoff](#)

Become familiar with Google Place Pages for local businesses. Google now provides in-depth information when available for local businesses and places, offering information from customer reviews, to menus and selection notes, to basic information like store hours and an image of the location. You can visit the [local business center page](#) to make sure your business is represented with up-to-date information and to receive insights for how local users are finding your business' listing. Other sites like [Yellowpages.com](#) and [Superpages.com](#) allow businesses to post free listings under industry headings that are searchable to consumers. You can also promote your listings on these free sites through your social media tools.

13. Brenda Christensen, [Stellar Public Relations](#) — [@brendachrist](#)

Be a name dropper — find out the most INFLUENTIAL influencer in your arena and impress them with your brand. Once you've won them over, shout it from the Twitter rooftops — employ Twitter lists and tweet like mad. It takes a human machine, but the branding will put you over the top.

14. Nick Lawhead, [Desautel Hege Communications](#) — [@nlawhead](#)

Internet users are already talking about your product, service or industry with their social networks on Twitter. An active role in this conversation positions your company as an expert on the topic — whether you're selling vacuums or writing services. Twitter allows small business and consumer to connect and interact directly. Use www.search.twitter.com to find conversations about your industry or product using key words — then answer the questions your consumers have! Resolve the issues! Retweet the glowing reviews! All of this adds up to you participating in the social conversation.

15. Sally Falkow, [PRESSfeed](#) — [@sallyfalkow](#)

Use our free news optimizing toolbar to help you to make your content more visible and get it found in search engines and social sites. It has instructions and tools you can use to improve your online visibility. <http://www.press-feed.com/toolbar>.

16. Menachem Wecker, [George Washington Today](#) — [@GWToday](#)

Social media tools are created for gregariouscommunity-building, and nobody likes the self-infatuated person at the bar who cannot stop talking about her/himself. Social media users should have to affirm a Hippocratic cyber-oath; first and foremost listen and understand the needs and pulse of the community, and only then start to think about how you can be of use to fellow members, and how they can be helpful to you. (And in case there is any confusion, turning your Twitter feed into an RSS feed of your news releases violates "do no harm.")

17. Katie Elliott, [Quinn and Co](#) — [@Quinnandco](#)

Create a list of staff, clients, client-related people, and journalists on Twitter. This helps with generating #Follow Fridays and keeping up to speed on client efforts. Send personalized direct messages to people when they follow you. It's rare, and it helps you stand out from the crowd. We currently send an automated DM to all followers, but I follow up with a personalized message later.

18. Jessica Nunez, [Nunez PR Group](#) — [@NunezPR](#)

Create brand ambassadors by hosting free events and providing special coupons and offers especially for your Facebook fans or the readers of your blog. This a fun way to show customer appreciation and show customers the value for them to interact with your brand online. When a customer posts positive comments to your Facebook page, blog or other social networking site, send them a coupon, discount, or even something as simple as a branded tchotchke. Consumers like to know that companies are listening to them and they love to be acknowledged for it.

19. Carin Galletta, [Ink Foundry](#) — [@InkFoundry](#)

One of the items that we find missing from most small business marketing plans is analytics. A free tool for tracking site traffic is [Google Analytics](#). Before any business can access a guerrilla marketing tactic they need to understand their baseline to gauge whether or not the effort is working. Analytics is free and easy - there is a great tutorial on the Google site and a bunch of YouTube "how to" videos that can help a small business owner understand how to use it.

20. Duane B. Thomas, [EdYouCation](#) — [@Edyoucation](#)

You can gain great value from volunteering your small business for a University class as a “working-study.”

21. Katja Presnal, [Collective Bias](#) — [@katjapresnal](#)

Always remember to engage your retail location customers in the conversation also on Twitter by displaying your twitter account proudly in your location — as simple as “Follow us on Twitter” and your Twitter handle printed in a piece of paper will do the trick. Same goes for online businesses; remember to make your Twitter account visible for your customers.

22. Chris Brown, [Marketing Resources & Results](#) — [@chrisbrown330](#)

A twitter handle or screen name is one of the most important aspects and something that is in short supply. Get yours now!

23. Marisa Puthoff, [Edelman](#) — [@MarisaGPuthoff](#)

Post local events on [MeetUp.com](#). If your business is hosting an event or summit, post

the information publicly on MeetUp, where users can browse for local meet-ups in a number of categories, both formal and just-for-fun.

24. Marie Domingo, [PR Professional](#) — [@MarieDomingo](#)

Anything you share on Twitter must be authentic and should sound like your voice as opposed to an advertisement. The best Tweets have a call to action, or a link that includes an interesting Twitpic (photo), website (content). The objective is to have engaging conversations, not to drive more followers. Followers follow interesting dialogs.

25. Andrea Rizk, [Rizk Public Relations](#) — [@andreahrizk](#)

Do not follow more people than are following you on Twitter. Have a bio that is informational but shows personality.

26. Jennifer Batchelor, [brpr](#) — [@brprmiami](#)

We use Twitter to allow “backstage access” and a behind-the-scenes view to *show*, rather than tell, our followers and prospective clients what it is that we do so well and how it is that we put it all together for our branding efforts. This includes everything from photo shoots and runway shows, to exclusive interviews with our designers, editors, and publishers. We take it one step further by re-tweeting interesting articles as they relate to our industries, which in itself gives great tips to our readers, and also positions us as experts in our concentrations; however, we very rarely use our Twitter feed to directly promote our clients. They each have their own Twitter accounts (created and managed by us) which we use to shout each other out from time to time, and otherwise operate independently of each other.

27. Kent Lewis, [Anvil Media, Inc.](#) — [@kentjlewis](#)

I manage a host of profiles, so I can more accurately and effectively target audiences based on interest or point of initial contact. I syndicate my primary profiles to Facebook and my professional profile to LinkedIn, to extend the reach and value of my tweets. I utilize [HootSuite](#), [TweetDeck](#), [TweetBeep](#) and [Ping.FM](#) to streamline research, monitoring and tracking. From Twitter, I’ve been able to generate prospective clients, partnerships, volunteers, sponsors and speaking engagements.

28. C. Renzi Stone, [Saxum PR](#) — [@renzistone33](#)

Think before you post — only post what you would say at a cocktail party in front of a room of strangers. Ask yourself **before** posting, *is this relevant?* Sell *thought leadership*, not services or products.

29. Dee Stewart, [DeeGospel PR](#) — [@DeeGospel](#)

Use words in your profile that will attract your ideal client to you. Treat each tweet received and given as if they're love notes. Use Ping.fm to cross promote your tweets through all your other SMS platforms (Facebook, Brightkite, etc.) and have DMs sync to your Smartphone so that you'll be available to nurture your relationships and respond as soon as they need you.

30. Marisa Puthoff, [Edelman](#) — [@MarisaGPuthoff](#)

Look out for opportunities to “trend” locally on Twitter. Twitter just launched an initial [version of local trends](#), which will allow local brands the opportunity to run coupons through Twitter, or other campaigns that can drive discussion on Twitter and “trend” for that area.

31. Jonnice Slaughter, [Chatterbox Publicity](#) — [@chatterboxpr](#)

One of the most unique ways that I've benefited from Twitter in recent months is by saving my clients money. I scheduled an editorial visit for one of my clients to host a lunch and to do a presentation at a popular national magazine. To cut the cost, I sent out a tweet to other professionals who represented a local restaurant that might be interested in co-sponsoring the lunch. I used several key hash tags, retweeted a few times, and within 2 business days, I received a bite from a family-owned Italian restaurant. They agreed to comp half the value of their catering for the opportunity. My client was thrilled that I was able to save them money and found a credible restaurant willing to deliver more than pizza, sodas and sandwiches.

32. Trip Kucera, [LogMeIn, Inc.](#) — [@LogMeInNews](#)

We first started using Twitter early last year when we noticed that many of our users were posting unsolicited “Tweets” about LogMeIn. They would post things like “I love LogMeIn” or “LogMeIn saved my bacon today”. We knew we had to start engaging with our users, and the results have been great so far. Today we use the Twitter channel to really keep our users in the know by Tweeting exclusive product sales, answering

product questions and sharing news as well as best practices and helpful tips for remote working.

33. Samantha McGarry, [Gomez](#) — [@Gomez_Inc](#)

Follow key reporters on Twitter to get a better sense of their personality and interests. Don't be afraid to pitch reporters — as long as your pitch is timely and on topic. Ask questions and get real-time feedback. Share useful information (plus your own perspective/personality.) Be an active part of the dialogue.

34. Lisa Bongiovanni, [Webroot Software, Inc.](#) — [@webroot](#)

Through Twitter, we realized that many of the conversations about us were complaints about customer service wait times or issues with the product. We began reaching out to these people and changed their negative tweets into positive product affirmations. Recently, we created a second Twitter account solely for customer service. This provides our users an alternative to waiting on the phone, especially when they have easy to answer questions. By using Twitter to interact with customers, we have inserted our brand into the conversation and help shape customer attitudes towards our company and products rather than just sitting by and observing the conversation surrounding our brand.

35. Kwesi Robertson, [MM2 Public Relations](#) — [@kwesirobertson](#)

When monitoring a particular brand or client — Twitter's search feature allows me to scan real-time feedback. Some innovative Twitter-supplemental services like [Topsy](#) have made the experience even more innovative.

36. Dick Knapinski, [Experimental Aircraft Association](#) — [@eaaupdate](#)

We use Twitter tips to discuss government issues to which our 160,000 EAA members can react, such as the FAA requesting comments to an aviation rule change; Aviation community building, such as a link to EAA members doing something cool or some new innovation in the flying world; and to generally build excitement for our association and its activities and programs. Use Twitter to respond to issues that are important to your followers!

37. Carin Galletta, [Ink Foundry](#) — [@InkFoundry](#)

If you plan to distribute offers via Twitter and send out informational tweets, set up two

accounts. And define what each account will be doing in the profile and through periodic tweets: One will only send offers and the other will provide category information, general "behind the scenes" info on your company, etc. You can use the second account, however, to drive traffic/interest to the offer account — but do it sparingly. Many people don't want relentless sales offers coming through. For the "offer" account, create offers that are specific just for the channel you are distributing them on. If you have a link back to a page, make sure the page addresses the offer immediately, don't make people search through your site for it. Make it special — only offer it to your Twitter followers, Facebook Fans, etc. This will increase conversions!

38. Kwesi Robertson, [MM2 Public Relations](#) — [@kwesirobertson](#)

When targeting selected media or bloggers with a pitch letter or press release, be creative and find them on Twitter. Instead of a traditional letter or press release, create a social media news release/media advisory that gives a more vibrant perspective of your company's story and personally address them on Twitter.

39. Marisa Puthoff, [Edelman](#) — [@MarisaGPuthoff](#)

Look to "linkshare" with other local businesses. Work to build partnerships with other local businesses, who would agree to post a link to your site in exchange for promotion on your own.

40. Cindy Kurman, [Kurman Communications, Inc.](#) — [@kurmanstaff](#)

I've secured business via Twitter. It's been an awesome tool in reaching out. Recently, we saw a tweet from probably the most followed pr person on Twitter, and she was looking for someone to help her with a new product launch. It was an industry in which we are well known for: restaurant/food/hospitality. I responded, she responded. We tweeted. We talked. She hired us! We are also getting business through Facebook. All of our social networking sites are networked so my tweets appear multiple places.

41. McKenzie Coco, [FSC Inter@ctive](#) — [@fscNOLA](#)

Test your messaging. Social media and online marketing is the PERFECT place to test your outreach plan to observe the impact. Online is measurable. Is it A, B or C that people respond to and is the response what you wanted? Before moving into a big PR or marketing push with a huge expense, test the waters in a free space.

42. Merredith Branscombe, [The Hoffman Agency](#) — [@Merredith](#)

Offer real value. I have hunted down and offered sources and links/articles for journalists even when it doesn't immediately benefit my clients.

43. Aaron Endré Quiñones, [Bhava Communications](#) — [@AaronEndre](#)

From our personal accounts, our employees retweet agency and client tweets and add further value — and personality — by offering reactions, personal opinions, anecdotes and humor.

44. Katie Elliott, [Quinn and Co](#) — [@Quinnandco](#)

The most important way for small business owners to market their products and services for free is to track, monitor, and engage in conversations about your product or area of expertise on Twitter. For example, if your business makes wedding cakes in Wisconsin, you can monitor tweets from brides, wedding planners and other vendors in that area. You can set up alerts for people who include the words "engaged" or "wedding planning" in their tweets, and @reply with a "congratulations!" This is most effective when you engage and are genuine with people, as opposed to sending a generic message marketing your product.

45. Elisa Lippincott, [TippingPoint](#) — [@tippingpoint1](#)

The easiest way to monitor for Tweets related to our business is by using TweetDeck to set up search terms based on your business. If your business has a Facebook page or account, you can also set that up as a column, so that you can see if anyone posts to your page. We've secured several sales leads based on Tweets we've seen from setting up various search terms. Someone once Tweeted that their network was infected with a virus and they needed help. We were able to look at the person's profile, figure out who they were and get our appropriate sales person on it. TweetDeck is free, and there's even an iPhone version

46. Merredith Branscombe, [The Hoffman Agency](#) — [@Merredith](#)

Keep your Twitter lists clean. I periodically use [TwitCleaner](#) to weed out feeds and MLMers in disguise, so that I know I have real people.

47. Jenn Riggle, [CRT/Tanaka](#) — [@Riggrl](#)

On using Twitter for the first time: Like exercise, walking your dog and drinking water, it takes time to add anything new to your already busy schedule. That's why it's important to make a concerted effort to tweet at least three times a day during the week. Add extra value to your tweets by using hashtags (a word preceded by a #). It's a little bit like using a zip code because it directs your tweet to people who are interested in a particular topic.

48. McKenzie Coco, [FSC Inter@ctive](#) — [@fscNOLA](#)

Online marketing and social media is real — no frills. Take the budget from a direct mail piece or TV spot with the media and put it back in your pocket. Or maybe you didn't have a budget to begin with — develop a plan and strategy (very important) and try going “au natural” with a flip cam video posted to You Tube, linking to Facebook, and then Tweet out the link. Then do it every week for 16 weeks and measure responses, traffic to the website, and whatever your actionable goal was to be accomplished.

Make noise.

As Barbara Streisand (see Wikipedia re: “The Streisand Effect”), Kim Kardashian, Lindsey Lohan and Donald Trump have proven: ***“If it ain't outrageous, it don't get traction”***

The internet takes a few weeks to “percolate”. Don't expect overnight results. Let it simmer and fertilize the soil of the internet every few hours.

Democrat owned Google will hide anything bad about Democrats. Republican owned Fox will hide anything bad about Republicans. Pravda and RT will hide anything bad about Putin, etc. Know your work-arounds.

Your goal is to have the entire world know about your issue.

NEXT STEPS. MORE LESSONS...

You have now had your entry-level introduction to corruption interdiction. There is much more to learn. We encourage you to hire private investigators to teach you additional techniques, read more lessons online, attend community and online classes in forensic and criminal investigation and join journalism groups on Facebook, MEETUP and other social sites.