

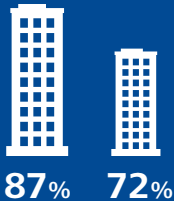
## Social Media Research in Investigations



Deloitte Advisory recently conducted a survey<sup>1</sup> to better understand the extent to which businesses are using information from social media sites in their investigations.

### The use of social media information is widespread...

Social media information is used by 82% of companies in investigations,



With this being more common in larger companies (87%) than in smaller companies (72%)

### ...And valuable.

Information from social media sites was considered to be extremely or very valuable by 51% of executives

### How are companies using information from social media sites in litigation?

#### Top 3 uses:

Among executives at companies that consult information from social media sites in litigation, the most common uses are to:

85%

Investigate opposing parties

73%

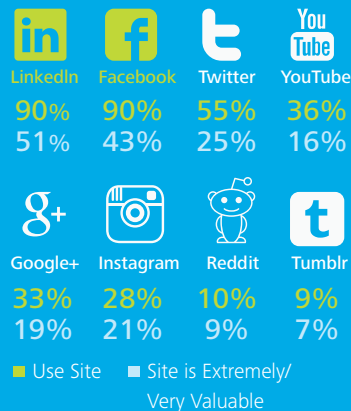
To investigate opposing expert witnesses

68%

And to investigate opposing "fact" witnesses

### LinkedIn and Facebook lead the pack.

Among eight social media sites, executives most often said their company consults LinkedIn (90%) and Facebook (90%).

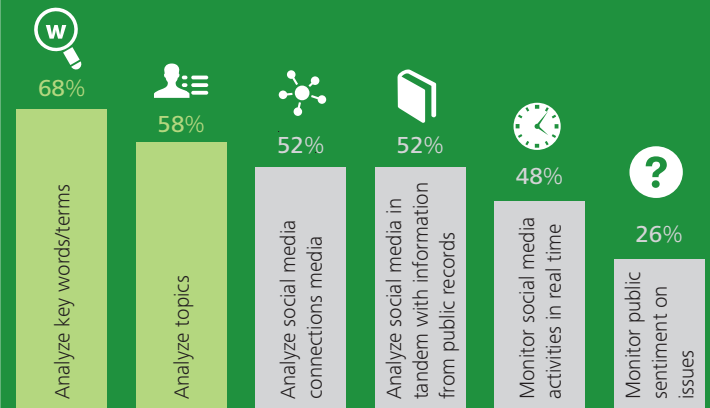


### Currently, the use of software applications is limited

Only 31% of executives said their company uses a software application to analyze information from social media sites.

Among companies that do use software applications, the most common capabilities are to analyze key words/terms (68%) and analyze topics (58%).

#### Capabilities of Software Application



1. The Deloitte Advisory Pulse Survey on Social Media Research in Investigations was completed by 123 respondents from July 21 to August 24, 2015.

**Note:** The survey questions about the specific uses of and attitudes towards social media information in investigations were only asked of the 82% of executives at companies that use social media in this area. Some percentages in the charts throughout this report may not add up to 100 percent due to rounding or to reflect questions where survey participants had the option to choose multiple responses.

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## Social media is here to stay

For those companies that are already using social media information in investigations, a common use is in support of litigation.

**65%**  
using social media information for litigation



More than half the executives at companies that currently use social media information expect this will increase over the next 12 months.

**55%**  
executives expecting increase in social media usage at their company



Even among executives at companies that do not currently use social media information in investigations, many said it was somewhat likely that their company would begin doing so over the next 12 months.

**43%**  
Say it's somewhat likely they will begin using social media in the next 12 months



### Our key Flash Survey takeaway:

Businesses overwhelmingly employ social media information in investigations, using it in a variety of situations. Rapid growth in social data volume and use is likely to continue, especially as new analytical solutions and platforms emerge. Effective deployment of these increasingly powerful tools will challenge software developers to keep up with the growing demand for privacy and security that users, as well as government authorities, are demanding of social sites.



### Learn more

For more information or additional survey findings, please visit [www.deloitte.com/us/social-media-investigations](http://www.deloitte.com/us/social-media-investigations)