



# ECHO ANALYTICS

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## GROUP

Open Source Intelligence Course Guide  
2019



## **What is OSINT?**

There are many definitions of Open source intelligence (OSINT) floating around on the internet. To us at Echo Analytics Group (EAG), OSINT is information that is collected from publicly available sources and used in an intelligence context to either answer an information requirement, fill an information gap, satisfy a commander's intelligence requirement or inform an executives or policy makers decision.

In a 2011 document issued by the Office of the Director of National Intelligence, OSINT was defined as "intelligence produced from publicly available information that is collected, exploited, and disseminated in a timely manner to an appropriate audience for the purpose of addressing a specific intelligence requirement."

## **About Echo Analytics Group's Courses:**

Designed by government and marketing professionals for government and marketing professionals, our courses focus on the evolution of OSINT and the critical thinking skills required to apply unbiased analytic thought to navigate the massive amounts of data that is now at everyone's fingertips.

Students learn how technologies and tools work in this space and are introduced to over 60 different social media analytics tools enabling each student to build customized tool workflows that work best in their field to ensure consistent performance and the ability to adapt to an ever-changing landscape of data. In our advanced courses, students learn how to put everything they learned during the basic course into practice. Echo Analytics Group (EAG) has developed a dozen advanced courses, all designed for the numerous positions in the public and private sector that now rely on OSINT information in their daily jobs. Drawing on a wide range of materials including scholarly articles, primary documents, deep web searched items, video, and literary texts, our courses develop a critical vocabulary and historical framework for analyzing the varied and widely distributed effects of change on OSINT analytic processes.

## **Why Echo Analytics Group:**

EAG is the proven industry leader whose core competency is perspectives-based OSINT training. EAG has been providing training to the US government and Fortune 100 businesses since June 2014. To date, EAG has trained over 2,000 professionals across the globe on basic and advanced OSINT analysis. Over the past three years, EAG has continually performed quality control of its training by applying information gathered through course surveys to improve and evolve the curriculum. Thus, we know that over 98% of EAG trainees responded that they were either satisfied or very satisfied with the usefulness of course content, knowledge of the tools learned during the course, our technology, and the relevance of OSINT tools to their job requirements. Because of our ongoing quality control efforts, we continue to modify our training to suit our customers' requirements. Further, our practical and capstone exercises are client determined. EAG customizes each course to the unique requirements of its attendees as a matter of corporate policy. EAG is pleased to provide references regarding our curriculum's relevance and validity within the research, marketing and government space.



## **Government Students**

Echo Analytics Group offers several ways to attend training. Government students can purchase training directly using their Government Purchase Card (GPC). In some cases, a student's unit/command/organization may fall under the umbrella of a pre-existing contract to provide EAG's training courses. EAG is a General Services Administration (GSA) approved vendor, thus providing a third option for students to enroll in training. All methods of enrolling will likely require approval from a contracting officer, resource management officer or training officer. Please see them to determine the best method for enrollment.

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## **Commercial Students**

Enrolling in one our courses is simple. Please contact Mr. Jeff Strickland via phone @ 573-680-6214 or e-mail at [jstrickland@echoanalyticsgroup.com](mailto:jstrickland@echoanalyticsgroup.com).

## **Training locations**

EAG Courses are held in Tampa, Florida and in the vicinity of Southern Pines, North Carolina. We also offer Mobile Training Team (MTT) options in the case six or more students require training. MTT's are available worldwide for both government and commercial students.

## **Preparing for the Course**

Students enrolled in training will receive read-ahead material. It is important to review this material to ensure a student gets the most out of the training experience. Students will receive select reading material and a course reference manual. All equipment will be provided for the course. Students are not required to bring any materials to class unless otherwise notified.

## **Dress Code**

Echo Analytics Group understands and fully supports students' right to self-expression. We also must create a learning environment where all students are comfortable and not offended by inappropriate dress. The dress code is designed to provide appropriate guidelines so that all students may dress in a manner that is respectful of themselves and other students.

The policy states that the following standards must be adhered to by all students attending Echo Analytics Group courses:



- Dress that is neat, modest and casual is the minimum requirement at all times in the classroom.
- Hats, caps, do-rags, and other headgear must be removed when in classrooms.
- Clothing that is provocative or contain offensive or obscene messages isn't permitted.

## **Syllabus**

Syllabi are available to enrolled students. These syllabi are provided to give students a general idea about the courses, as offered by EAG. The syllabi do not necessarily reflect the assignments, sequence of course materials, and/or course expectations that the faculty and departments/programs have for these same courses in the current course and/or future courses.

### **Basic OSINT Analysis Courses**

Basic OSINT Research, Analysis and Tool Course

Basic OSINT Research Tool Course

Introduction to OSINT Analysis for Leaders Course

Introduction to Social Media Course

OSINT Tool Refresher Course

Introduction to OSINT Analysis for Executives Course

### **Advanced Courses for Government and Security Clients**

Advanced OSINT Research and Analysis Course for Psychological Operations Professionals

Advanced OSINT Research and Analysis Course for Low-Level Source Operations

Advanced OSINT Research and Analysis Course for Intelligence Preparation of the Battlefield

Advanced OSINT Research and Analysis Course for Vetting and Validation

Advanced OSINT Research and Analysis Course for Threat Analysis

Advanced OSINT Research and Analysis Course in Support of Cyber Operations

Advanced OSINT Research and Analysis Course for Intelligence Preparation of the Battlefield

Advanced OSINT Research and Analysis Course for Watch Center Operations



Advanced OSINT Research and Analysis Course for Identity Management

Advanced OSINT Research and Analysis Course for Pre-mission Planning

### **Advanced OSINT Commercial Courses**

Advanced OSINT Research and Analysis Course for Competitor Analysis

Advanced OSINT Research and Analysis Course for Business Intelligence

Advanced OSINT Research and Analysis Course for Recruiting

Advanced OSINT Research and Analysis Course for Reputation Management

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**Course Name:** Basic OSINT Research, Analysis and Tool Course

**Length of Course:** 5 Days/40 hours

**Delivery:** In-person. Tampa, Florida, Southern Pines, North Carolina or client location\*

**Course Description:** The Basic OSINT Research, Analysis and Tool Course is the first course developed by EAG. This course is designed as a perspectives-based methodology for OSINT analysis: Discover, Develop, and Monitor (D2M™). D2M™ is a well-articulated, time-tested, rigorous, sound, logical, tool agnostic and systematic approach designed as an introductory course that feeds our Advanced courses. D2M™ combines critical thinking, analytical tradecraft, and a refined workflow to put holistic, actionable insight from OSINT at the service of operations.

**This course is ideal for:** Professionals who performs social OSINT research and analysis. MOS: All

**Prerequisites:** None.

**Preferred Prerequisites:** Introduction to Social Media Course

*\*For course delivery at client location there must be a minimum of six people attending.*

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**Course Name:** Basic OSINT Research Tool Course

**Length of Course:** 3 Days/24 Hours

**Delivery:** In-person. Tampa, Florida, Southern Pines, North Carolina or client location\*



**Course Description:** The Basic OSINT Research Tool Course focuses on training 30 different social media, online media and deep web media analytics tools. This course is designed for clients who already have an established process for conducting analysis and only require the training and exposure to the latest tools available. As a part of maintaining proficiency on the latest and greatest digital and social media tools available, EAG reviews, assesses and grades over 60 tools a month. This course will include the top 30 tools. A list of the tools taught in this course and the course Program of Instruction (POI) is available upon request.

**This course is ideal for:** Anyone who conducts OSINT research as part of their work duties.

**Prerequisites:** None.

*\*For course delivery at client location there must be a minimum of six people attending.*

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**Course Name:** Introduction to OSINT Analysis for Leaders Course

**Length of Course:** 3 Days/24 Hours

**Delivery:** In-person. Tampa, Florida, Southern Pines, North Carolina or client location\*

**Course Description:** The Introduction to OSINT Analysis for Leaders Course has been designed to assist team leaders, watch officers and fusion center leaders on the basics of managing a team of OSINT analysts. This course focuses on how to implement an analytic method for analyzing OSINT, workflow construct and execution, how to organize data collected online, how to establish monitoring protocols, and best practices for information flow and incident reporting.

**This course is ideal for:** Team leaders, watch officers and fusion center leaders

**Prerequisites:** None.

**Proffered Prerequisites:** Basic OSINT Research, Analysis and Tool Course, and any of our Advanced OSINT Research and Analysis Courses.

*\*For course delivery at client location there must be a minimum of six people attending.*

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**Course Name:** Introduction to Social Media Course

**Length of Course:** 2 Days/16 Hours

**Delivery:** In-person. Tampa, Florida, Southern Pines, North Carolina or client location\*

**Course Description:** This course introduces students to the history of social media, the evolution of social media, the different types of social media platforms that exist, the purpose and mission statement



of the platform owners, the various Application Protocol Interface (API) design and the different types of API access available.

**This course is ideal for:** Professionals with little to no experience using social media for work purposes.

**Prerequisites:** None.

**Preferred Prerequisites:** None.

*\*For course delivery at client location there must be a minimum of six people attending.*

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**Course Name:** Tool Refresher Course

**Length of Course:** 2 Days/16 Hours

**Delivery:** In-person. Tampa or client location\*

**Course Description:** The Basic OSINT Research Tool Course focuses on training approximately 30 different social media, online media and deep web media analytics tools. This course is designed for clients who already have an established process for conducting analysis and only require the training and exposure to the latest tools available. As a part of maintaining proficiency on the latest and greatest digital and social media tools available, EAG reviews, assesses and grades over 60 tools a month. This course will include the top 30 tools. A list of the tools taught in this course and the course Program of Instruction (POI) is available upon request and can be modified to meet client demands when provided as a Mobile Training Team (MTT).

**This course is ideal for:** Professionals who have attended one of the prerequisite courses and are interested in learning the new tools that are available.

**Prerequisites:** Basic OSINT Research, Analysis and Tool Course, or the Basic OSINT Research Tool Course.

*\*For course delivery at client location there must be a minimum of six people attending.*

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**Course Name:** Introduction to OSINT Analysis for Executives Course

**Length of Course:** 1 Day/8 Hours

**Delivery:** In-person. Tampa, Florida, Southern Pines, North Carolina or client location\*

**Course Description:** The Introduction to OSINT Analysis for Executives Course has been designed to assist executives on the information they can expect to see in products developed through the analysis of OSINT. This course covers the basic analytic methods for analyzing OSINT, best practices for



information flow, and incident reporting. This course also introduces executives to the history of social media, the evolution of social media, the different types of social media platforms that exist, the purpose and mission statement of the platform owners, the various Application Protocol Interface (API) design and the different types of API access available.

**This course is ideal for:** Executives

**Prerequisites:** None

**Preferred Prerequisites:** Introduction to Social Media Course

*\*For course delivery at client location there must be a minimum of six people attending.*

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**Course Name:** Advanced OSINT Research and Analysis Course for Psychological Operations Professionals

**Length of Course:** 5 Days/40 Hours

**Delivery:** In-person. Tampa, Florida, Southern Pines, North Carolina or client location\*

**Course Description:** During this course, students will use the skills gained during the Basic OSINT Research, Analysis and Tool Course to focus on the objectives of integrating social media into the Military Information Support Operations (MISO) process. This course will also focus on intensive practical exercises leveraging over 30 digital and social media analytics tools.

**This course is ideal for:** Psychological Operations Specialist

**Prerequisites:** Basic OSINT Research, Analysis and Tool Course

*\*For course delivery at client location there must be a minimum of six people attending.*

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**Course Name:** Advanced OSINT Research and Analysis Course for Low Level Source Operations

**Length of Course:** 5 Days/40 Hours

**Delivery:** In-person. Tampa, Florida, Southern Pines, North Carolina or client location\*

**Course Description:**

This course examines how various aspects of emerging social groups online shape human behavior. It is designed to offer a framework for thoughtful understanding of human decision making in the virtual world, understanding how OSINT can be used to assess, vet and validate online sources. This course also covers the current methods and tools that can be used to verify information provided in the physical domain.





**This course is ideal for:** HUMINT Intelligence Professionals

**Prerequisites:** Basic OSINT Research, Analysis and Tool Course

\*For course delivery at client location there must be a minimum of six people attending.

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**Course Name:** Advanced OSINT Research and Analysis Course for All Source Analysis

**Length of Course:** 5 Days/40 Hours

**Delivery:** In-person. Tampa, Florida, Southern Pines, North Carolina or client location\*

**Course Description:** This course focuses on how digital and social media can be integrated into the All-Source Analysis process as an additional opportunity to verify and layer other collected data sets with real-time social media information. Is course also assists all-source intelligence professionals with exercises that enable them to identify, test and build OSINT tool workflows to support their primary job duties to include Intelligence Preparation of the Battle Environment (IPBE).

**This course is ideal for:** All Source Intelligence Analysis Professionals

**Prerequisites:** Basic OSINT Research, Analysis and Tool Course

Image/Client Testimonial on each page.

\*For course delivery at client location there must be a minimum of six people attending.

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**Course Name:** Advanced OSINT Research and Analysis Course in support of Cyber Operations

**Length of Course:** 5 Days/40 Hours

**Delivery:** In-person. Tampa, Florida, Southern Pines, North Carolina or client location\*

**Course Description:** This course examines how cyber space is influenced by digital and social media. During this course, students will be taught the different ways digital and social media can be used to support cyber intelligence, surveillance and reconnaissance. Additionally, students will learn the digital and social media tools that can assist with reacting to cyberspace events, to employ cyberspace infrastructure capabilities, to assist in the collection of digital forensics data, and how digital and social media data and tools can assist with incident response impact assessments.

**This course is ideal for:** Cyber Operations Professionals



**Prerequisites:** Basic OSINT Research, Analysis and Tool Course

\*For course delivery at client location there must be a minimum of five people attending.

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**Course Name:** Advanced OSINT Research and Analysis Course for Identity Management

**Length of Course:** 5 Days/40 Hours

**Delivery:** In-person. Tampa or client location\*

**Course Description:** This course focuses on the necessary steps required to manage your personal digital identity and how to identify vulnerabilities of other users. Using advanced search operators and over 15 digital and social media tools, students will be able to build and test a workflow that is ideal for their job duties.

**This course is ideal for:** Identity Management Professionals

**Prerequisites:** Basic OSINT Research, Analysis and Tool Course

\*For course delivery at client location there must be a minimum of five people attending.

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**Course Name:** Advanced OSINT Research and Analysis Course for Business Intelligence

**Length of Course:** 2 Days/16 Hours

**Delivery:** In-person. Tampa, Florida, Southern Pines, North Carolina or client location\*

**Course Description:** This course provides students the tools and workflows required to conduct micro-research for either their business or competitor businesses. In this course, students will be exposed to over 20 digital and social media analysis and listening tools, current best practices for business intelligence research and will complete an intensive four-hour exercise where they will leverage everything learned in the course to research their company.

**This course is ideal for:** Business Intelligence Professionals, Due Diligence Experts

**Prerequisites:** Basic OSINT Research, Analysis and Tool Course

\*For course delivery at client location there must be a minimum of six people attending.



**Course Name:** Advanced OSINT Research and Analysis Course for Recruiting

**Length of Course:** 2 Days/16 Hours

**Delivery:** In-person. Tampa, Florida, Southern Pines, North Carolina or client location\*

**Course Description:** Students will be taught over 20 digital and social media tools built for analyzing online behavior on multiple online social media platforms. Students will also be taught advanced online behavioral assessment tools focused on the BIG 5 psychological factors using artificial intelligence tools. Student will complete an intensive four-hour practical exercise at the end of the course, integrating everything they learned throughout the course.

**This course is ideal for:** Analyst, OSINT Professionals

**Prerequisites:** Basic OSINT Research, Analysis and Tool Course

\*For course delivery at client location there must be a minimum of six people attending.

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**Course Name:** Advanced OSINT Research and Analysis Course for Reputation Management

**Length of Course:** 2 Days/16 Hours

**Delivery:** In-person. Tampa, Florida, Southern Pines, North Carolina or client location\*

**Course Description:** This course focuses on the necessary steps required to manage your business's reputation and how to identify and handle negative reviews, feedback and chatter via social media. Using advanced search operators and over 15 digital and social media tools, students will be able to build and test a workflow that is ideal for their job duties.

**This course is ideal for:** Identity Management Professionals

**Prerequisites:** Basic OSINT Research, Analysis and Tool Course

\*For course delivery at client location there must be a minimum of six people attending.