

# OSINT

## Google and Social Networks Hacks

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Blog

[booleanstrings.com](http://booleanstrings.com)

SANS  
**OPEN-SOURCE  
INTELLIGENCE**  
Summit & Training

These slides:

<http://bit.ly/OSINT-LinkedIn-Google>

# Irina Shamaeva - About My Work



Sourcing  
Certifications



Brain Gain  
RECRUITING



Social List



Boolean Strings  
By Irina Shamaeva

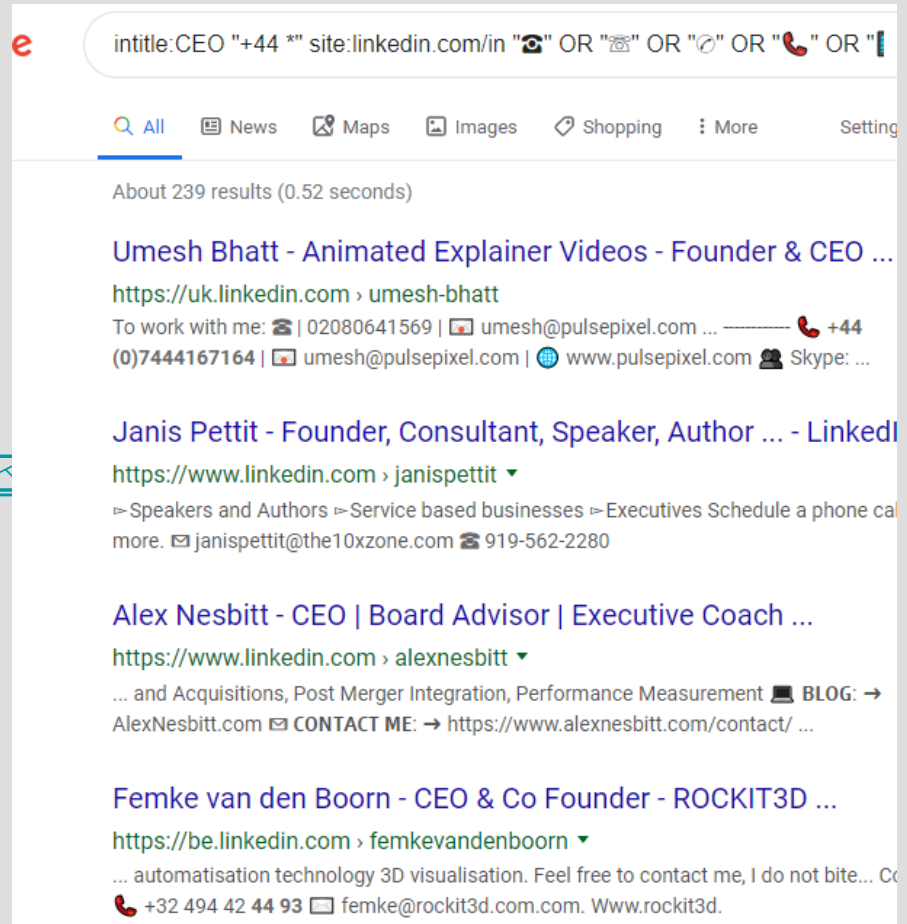
# Google Search Operators Tip Sheet



<b>Logical OR</b>	OR or
<b>Logical AND</b>	no operator (implied)
<b>Logical NOT</b>	- (the hyphen/minus)
<b>Find exact words or phrases</b>	""
<b>()</b>	() are ignored
<b>Search within a Site ("X-Ray")</b>	site:
<b>Search in URLs</b>	inurl:
<b>Search in Titles</b>	intitle:
<b>Search in Body</b>	intext:
<b>File types</b>	filetype:
<b>Wildcard (one or more whole words)</b>	* (only works inside ""s)

## Hack #1. Emoji Search on Google

- Find contact info by Googling for "📞"  
OR "☎️" OR "📠" OR "📞" OR "📱" OR  
"✉️" OR "📧" -intitle:📞 -intitle:☎️ -  
intitle:📠 -intitle:📞 -intitle:📱 -intitle:✉️  
-intitle:📧
- Works because Google does search by emojis



Google search results for the query: `intitle:CEO "+44 *" site:linkedin.com/in "📞" OR "☎️" OR "📠" OR "📞" OR "📱" OR "✉️" OR "📧" -intitle:📞 -intitle:☎️ -intitle:📠 -intitle:📞 -intitle:📱 -intitle:✉️ -intitle:📧`

About 239 results (0.52 seconds)

**Umesh Bhatt - Animated Explainer Videos - Founder & CEO ...**  
<https://uk.linkedin.com> › umesh-bhatt  
To work with me: 📞 | 02080641569 | 📧 umesh@pulsepixel.com ... 📞 +44 (0)7444167164 | 📧 umesh@pulsepixel.com | 🌐 www.pulsepixel.com 🗣️ Skype: ...

**Janis Pettit - Founder, Consultant, Speaker, Author ... - LinkedIn**  
<https://www.linkedin.com> › janispettit ▼  
► Speakers and Authors ► Service based businesses ► Executives Schedule a phone call more. 📧 janispettit@the10xzone.com 📞 919-562-2280

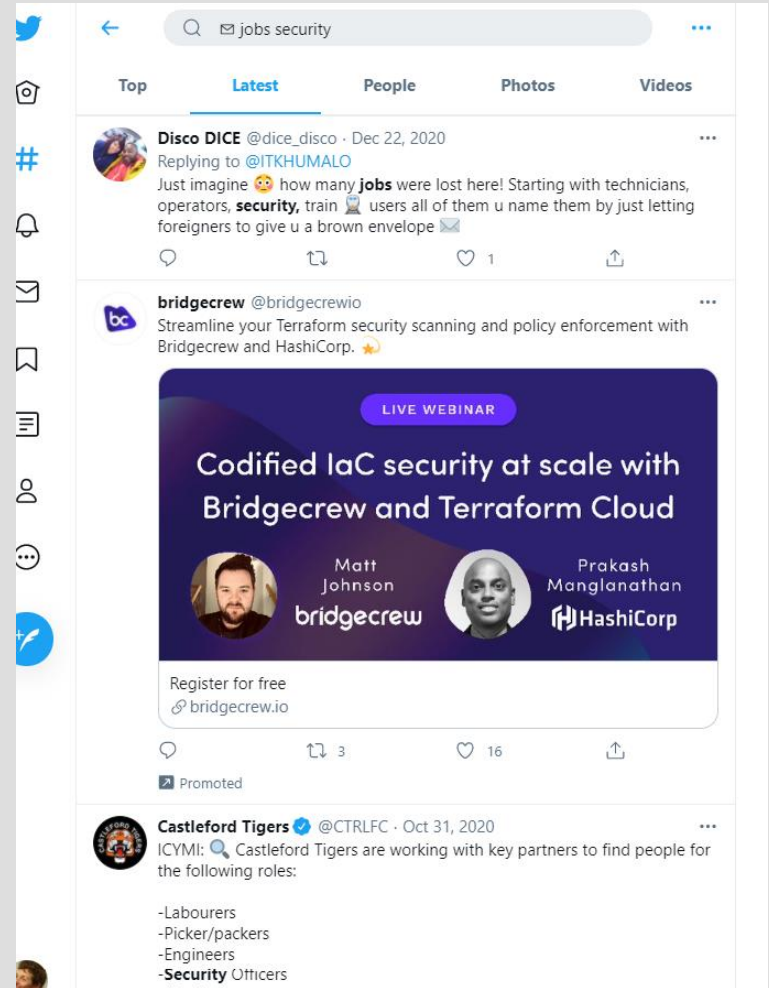
**Alex Nesbitt - CEO | Board Advisor | Executive Coach ...**  
<https://www.linkedin.com> › alexnesbitt ▼  
... and Acquisitions, Post Merger Integration, Performance Measurement 🗣️ BLOG: → AlexNesbitt.com 📧 CONTACT ME: → <https://www.alexnesbitt.com/contact/> ...

**Femke van den Boorn - CEO & Co Founder - ROCKIT3D ...**  
<https://be.linkedin.com> › femkevandenboorn ▼  
... automatisisation technology 3D visualisation. Feel free to contact me, I do not bite... 📞 +32 494 42 44 93 📧 femke@rockit3d.com.com. [www.rockit3d.com](http://www.rockit3d.com).

## Twitter Emoji Search 😊

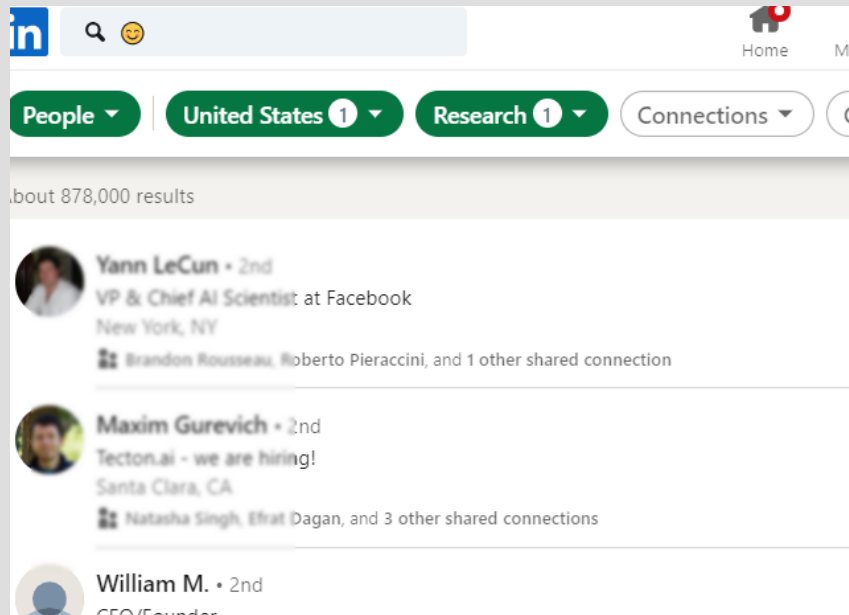
- Note that you cannot find emoji on LinkedIn, but you can on Twitter:

- [☎ 415](#)
- [✉ jobs security](#)



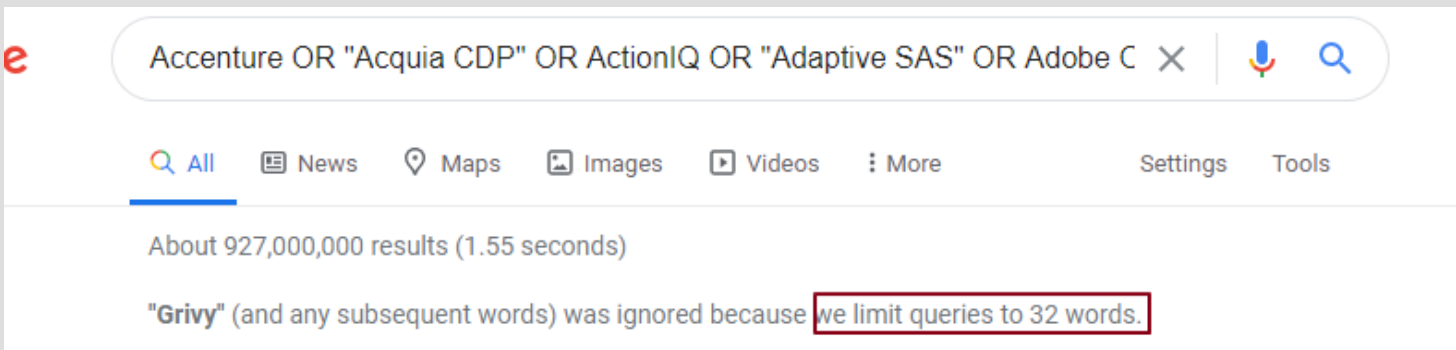
## Emojis on LinkedIn 😊

- On LinkedIn, search *with no restrictions* by using an emoji – officially impossible (i.e., searching for a symbol finds every profile)
- (As a side note, the latest LinkedIn people search avoids your first connections as long as it can)



## Hack #2. 10X Your Search Terms on Google with CSE Synonyms

- Google has a limit of **32** keywords
- Cases, where we want more terms, include searching for *lists of terms* such as schools or target companies
- Custom Search Engine's Synonyms mechanism is a way to overcome the limit of 32



## Google Custom Search Engines - CSEs



- Google Custom (now, "Programmable") Search Engines is a software layer on top of Google.com, filtering results for customized output
- Create at [cse.google.com](https://cse.google.com)
- Run at a generated (shareable) public link
- CSEs allow to define keyword synonyms – we will use this mechanism to push Google's keyword limit
- I will also talk about CSE operators at the end



# Synonyms

*"When I use a word," Humpty Dumpty said, in rather a scornful tone, "it means just what I choose it to mean - neither more nor less."*



# Defining Synonyms

- Google *will* automatically search for synonyms - it is its "built-in" feature
- However, if you want to include related words that may not quite be considered synonyms, the CSE Synonyms mechanism accommodates that

New search engine

Edit search engine

Fortune 100 - search

Setup  
Look and feel  
**Search features**  
Statistics and Logs

Help  
Visit Help Forum  
(Ask a question)  
Send Feedback

Promotions Refinements Autocomplete **Synonyms** Advanced

You can expand your user's search queries by using synonyms, which are variants of a search term.  
[Learn more](#)

Add Delete

1- 10 of 10 < >

<input type="checkbox"/> Search Term	Synonyms
<input type="checkbox"/> f1	Walmart,Exxon Mobil,Apple,Berkshire Hathaway,...
<input type="checkbox"/> f10	Publix Super Markets,General Dynamics,Exelon,...
<input type="checkbox"/> f2	Chevron,Ford Motor,General Motors,Costco Wh...
<input type="checkbox"/> f3	General Electric,Fannie Mae,Phillips 66,Valero E...
<input type="checkbox"/> f4	Marathon Petroleum,Comcast,Anthem,Dell Tech...
<input type="checkbox"/> f5	United Parcel Service,Lowes,Intel,MetLife,Procte...
<input type="checkbox"/> f6	Centene,Albertsons,Walt Disney,Sysco,HP,Hum...
<input type="checkbox"/> f7	Pfizer,Goldman Sachs Group,Morgan Stanley,Ci...
<input type="checkbox"/> f8	New York Life Insurance,American Express,Nati...
<input type="checkbox"/> f9	Oracle,Allstate,World Fuel Services,Massachuse...

[Upload/download XML](#)

# How to Use Synonyms for Long ORs

- 1) Define f1 to have 10 synonyms from the list of your terms to search; f2, the next 10 words, etc.
- 2) Set the CSE to append this string automatically: f1 OR f2 OR f3 OR f4 OR f5 OR f6 OR f7 OR f8 OR f9 OR f10
- 3) The appended string is a logical OR for 100 terms (in this case) – you can go to 500!

## Fortune 100 Companies

This CSE auto-appends a long OR of Fortune 100 company names to the end-user search

```
<?xml version="1.0" encoding="UTF-8"?>
- <Synonyms total="10" num="10" start="0">
  - <Synonym term="f1">
    <Variant>Walmart</Variant>
    <Variant>Exxon Mobil</Variant>
    <Variant>Apple</Variant>
    <Variant>Berkshire Hathaway</Variant>
    <Variant>Amazon.com</Variant>
    <Variant>UnitedHealth Group</Variant>
    <Variant>McKesson</Variant>
    <Variant>CVS Health</Variant>
    <Variant>AT T</Variant>
    <Variant>AmerisourceBergen</Variant>
  </Synonym>
  - <Synonym term="f2">
    <Variant>Chevron</Variant>
    <Variant>Ford Motor</Variant>
    <Variant>General Motors</Variant>
    <Variant>Costco Wholesale</Variant>
    <Variant>Alphabet</Variant>
    <Variant>Cardinal Health</Variant>
    <Variant>Walgreens Boots Alliance</Variant>
    <Variant>JPMorgan Chase</Variant>
    <Variant>Verizon Communications</Variant>
    <Variant>Kroger</Variant>
  </Synonym>
  - <Synonym term="f3">
    <Variant>General Electric</Variant>
    <Variant>Fannie Mae</Variant>
    <Variant>Phillips 66</Variant>
    <Variant>Valero Energy</Variant>
    <Variant>Bank of America</Variant>
    <Variant>Microsoft</Variant>
    <Variant>Home Depot</Variant>
    <Variant>Boeing</Variant>
    <Variant>Wells Fargo</Variant>
    <Variant>Citigroup</Variant>
  </Synonym>
  - <Synonym term="f4">
    <Variant>Marathon Petroleum</Variant>
    <Variant>Comcast</Variant>
    <Variant>Anthem</Variant>
    <Variant>Dell Technologies</Variant>
    <Variant>DuPont de Nemours</Variant>
```

## Example Search (Fortune 100)

- Searching for "[layoffs](#)" finds pages that mention layoffs and at least one Fortune 100 company (typically, just one)

ConocoPhillips to **lay off** 500 Houston workers, company says ...

ABC13 Houston > conocophillips-layoffs-houston-texas-jobs-in-energy-conoco-



**Layoffs** coming at ConocoPhillips after recent merger. KTRK. Tuesday, December 1, 2020. Share: [Share](#) · [Tweet](#) · [Email](#). [EMBED](#) <> [More Videos](#). [Structured data](#)

### F5 Networks Inc. **Layoffs** - TheLayoff.com

[TheLayoff.com](#) > [f5-networks](#)



Messages relating to **layoffs** at **F5 Networks Inc.** are presented below the company info. Company information: Industry/Area of Activity: Telecommunications ... [Structured data](#)

### Morgan Stanley is cutting about 1,500 jobs - CNN Business

[CNN Digital](#) > [2019/12/09](#) > [business](#) > [morgan-stanley-job-cuts-wall-street](#)



Dec 9, 2019 ... The **job cuts** represent more than 2% of the bank's workforce, which totaled 60,532 at the end of September. The **layoffs** will skew towards ... [Structured data](#)

### Walmart to **lay off** more than 1,200 in omnichannel reorganization ...

[Supply Chain Dive](#) > [Walmart-lay-off-omnichannel-operations](#)

Nov 30, 2020 ... The cuts are intended to bolster Walmart's omnichannel operations, according to a July memo in which the retailer internally announced **layoffs** ... [Structured data](#)

### 3M is cutting another 2,900 jobs - CNN

[CNN](#) > [2020/12/03](#) > [investing](#) > [3m-layoffs](#)



Dec 3, 2020 ... The **layoffs**, which affect all of its business units, will cost the ... **3M laid off** 1,500 employees in January as the company struggled in the trade ... [Structured data](#)

### Boeing announces 7,000 additional **layoffs** - World Socialist Web Site

[World Socialist Web Site](#) > [articles](#) > [2020/11/17](#) > [boei-n17](#)



Nov 17, 2020 ... Boeing, the giant US commercial and military aviation manufacturer, has announced 7,000 **layoffs**, bringing its total to 30,000 for the year.

[Structured data](#)

## Women's Names (LinkedIn)



About 343,000 results (0.65 seconds)

Emily Walker - **Competitive Intelligence** Analyst | Co-Leader of ...  
[www.linkedin.com](#) > [emilymarkets](#)



The secret sauce to her success is using a unique combination of extra empathy and analytical thinking. Emily has been a community organizer in Orlando for ...

[Structured data](#)

Natalie Casey - Senior **Business Intelligence** Engineer - AWS ...

[www.linkedin.com](#) > [nataliefcasey](#)



In doing so, she is eager to get involved with new projects and ideas and is highly engaged with both her client and internal teams. I've seen Natalie ...

[Structured data](#)

Victoria R. - Senior Marketing **Intelligence** Manager - Greenberg ...

[www.linkedin.com](#) > [vrichard4](#)



I am also an accomplished public speaker on **competitive** and marketing **intelligence**, leadership, storytelling, and women's empowerment in the workplace. Skills: ...

[Structured data](#)

Elizabeth Roberts - Global Head of Information Management ...

[www.linkedin.com](#) > [elizabethdroberts](#)



I worked closely with Elizabeth at Ericsson. She runs the Business and **Competitive Intelligence** department smoothly. She lets everyone do their tasks, and ...

[Structured data](#)

Elizabeth Frank - **Competitive Intelligence** Analyst - Dechert LLP

[www.linkedin.com](#) > ...

Society of American Archivists: **Business** Archives Section · Legal Marketing Technology Forum · Women Should Network Tool · Non-Profit Marketing · Pratt Institute.

[Structured data](#)

Emily Missner - **Competitive Intelligence** Analyst - Dechert LLP ..

[www.linkedin.com](#) > [emily-missner-43470645](#)

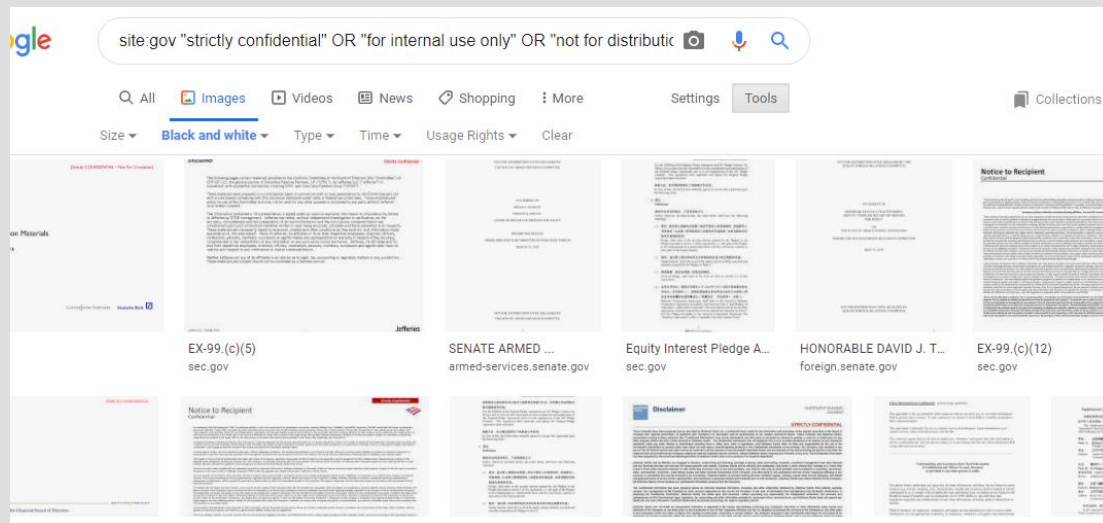


View Emily Missner's profile on LinkedIn, the world's largest professional community. Emily has 4 jobs listed on their profile. See the complete profile on LinkedIn ...

[Structured data](#)

## Hack #3. Find Documents in Images

- Some document storage sites include an image of each public document along with the content (SlideShare is an example)
- Example search in Images: [site:gov "strictly confidential" OR "for internal use only" OR "not for distribution" ;\)](#)



## Hack #4. Facebook Photo Discovery

- Facebook interprets photos and inserts the interpretation text into its public pages HTML code
- Googlebot indexes these interpretation phrases
- The two Facebook phrases most common for tagging photos are:
  1. *"Image may contain..."*, for example, *"image may contain 7 people"*
  2. *"Text that says,"* for example, *"text that says right to left"*



# Facebook Counts People Precisely!

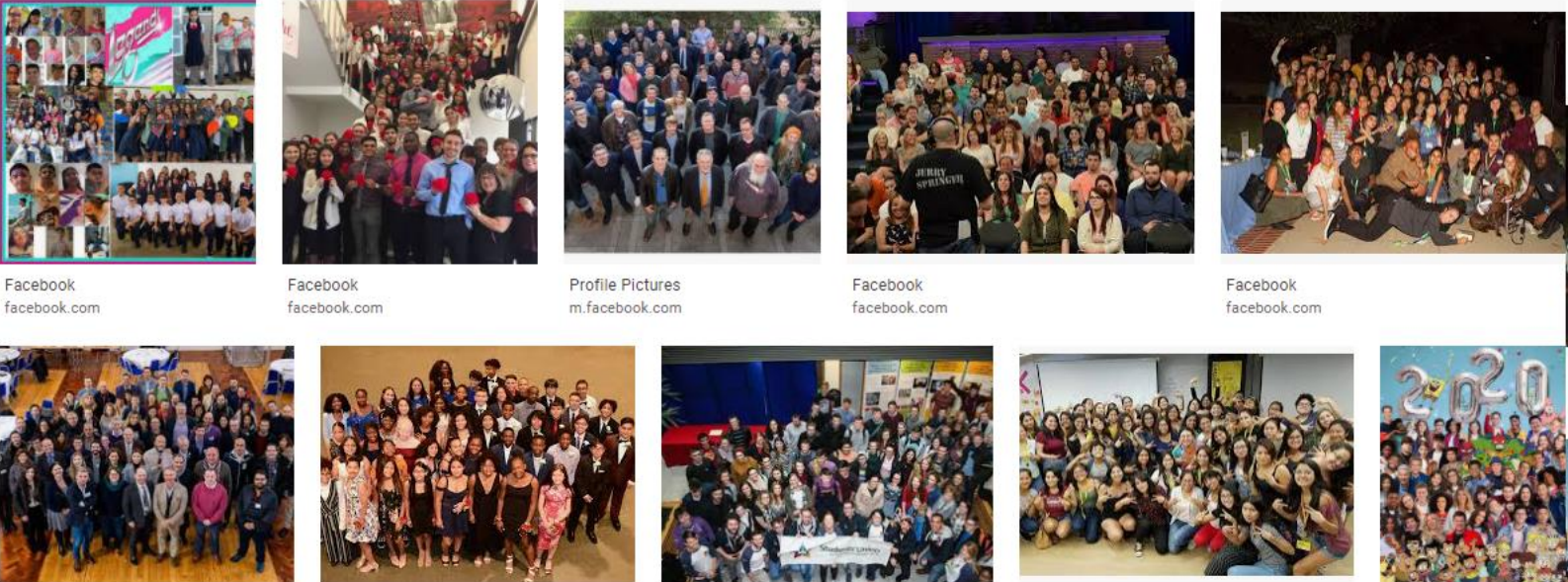
Google

site:facebook.com "image may contain 47 people"

Sign in

Q All Images Shopping News Maps More Settings Tools SafeSearch

Size Color Photo Time Usage Rights Clear



The search results display a grid of 10 images, each showing a large group of people at various events. The first image is a collage of many small photos of people. The second image shows a group of people in a hallway, some holding red balloons. The third image shows a large group of people outdoors, with a man in a 'JURY SPRINGVILLE' shirt in the foreground. The fourth image shows a group of people at a night event. The fifth image shows a group of people at a night event. The sixth image shows a group of people at a night event. The seventh image shows a group of people at a night event. The eighth image shows a group of people at a night event. The ninth image shows a group of people at a night event. The tenth image shows a group of people at a night event.

Facebook  
facebook.com

Facebook  
facebook.com

Profile Pictures  
m.facebook.com

Facebook  
facebook.com

Facebook  
facebook.com

Facebook  
facebook.com

Facebook  
facebook.com

Nickelodeon - 🐼 H...  
facebook.com



# Find People and Events in Facebook-shared Photos

Google site:facebook.com "image may contain 1 person" expert speaker cybersecu

Q All Shopping Images News Videos More Settings Tools

Size Color Face Time Usage Rights Clear

experts live itcamp alexander benoit ciso itcamp romania command control munich germany

**Senior Cyber Security Consultant ...**  
m.facebook.com

**The Western Canada Information Security Conference**  
RBC Convention Centre  
Winnipeg, Canada  
May 27 - 28, 2019  
WCISC.CA  
info@wcisc.ca

**Amber Mac - This Tuesday in Winnipeg at ...**  
facebook.com

**ESkills Malta Foundation - ...**  
m.facebook.com

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October 14-15, 2020  
We are Excited to Welcome  
Robert Herjavec  
as Keynote Speaker  
Register Now!

**Anil Bhandari**  
Chief Mentor, ARCON  
Keynote Speaker at  
BALTYC CYBER SECURITY FORUM 2019  
LITHUANIA, VILNIUS | 29 MAY 2019

**EXCHANGE**  
A large professional event  
EXCHANGE 2019  
Tue 18 October 10-17

**excited to announce Jeffrey Wheatman ...**  
facebook.com

**John Sileo: Cybersecurity Exp...**  
m.facebook.com

**ITCAMP**  
1.19 PM  
TUDOR DAMIAN  
IT security is a good Covid world

**ITCamp Romania - Posts | F...**  
facebook.com

**Pallab Chakrabarti**  
m.facebook.com

**Smart Cybersecurity Summit**  
Presented by  
Cyber Security Summit  
By Preeti Joshi, Preeti Joshi, Singapore  
Presented by  
Preeti Joshi  
Speaker: Preeti Joshi

**ITCAMP**  
SPEAKER  
ALEXANDER BENOIT

**will be speaking at**  
National Cybersecurity  
and Services  
Conference  
May 21-23, 2020 // ONLINE  
Indigo.com  
LISEY GUSLAVSKIY

**Star Cyber**  
Kevin

# Find Other Objects


Google


site:facebook.com "image may contain weapons"


Q All Shopping Images News Videos More Settings Tools


Size Color Photo Time Usage Rights Clear


beast weapons weapons galaxy photos contain outdoor guns ammo tools equipment row image weapons lovers conta


  
NYPD - This cache of 34 weapons ...  
facebook.com


  
Facebook  
facebook.com


  
seized... - El Centro Police Department ...  
facebook.com


  
Weapons lovers - Home | ...  
facebook.com


  
Beast Weapons - | F...  
facebook.com


  
Weapons Info - AK Pistol | Fa...  
facebook.com


  
Nice weapons - Shockw...  
facebook.com


  
Chocolate Weapons - Photos | Facebook  
facebook.com


  
Facebook  
facebook.com


  
Kalashnikov is chambe...  
facebook.com


  
The history of we...  
facebook.com


  
e WEAPONS





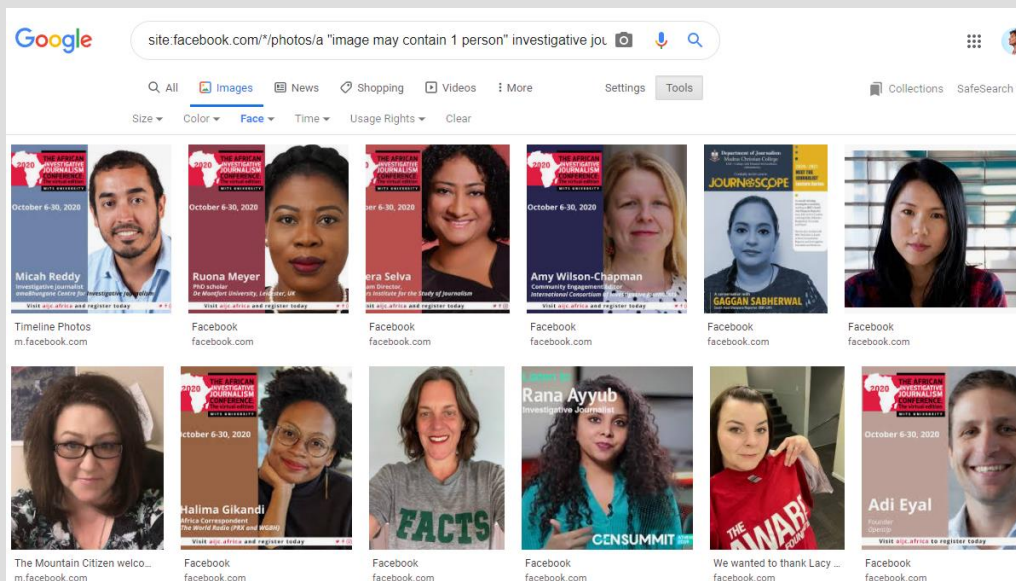


  
SHOTGUNS



## How to Find Individual Photos, Not Pages

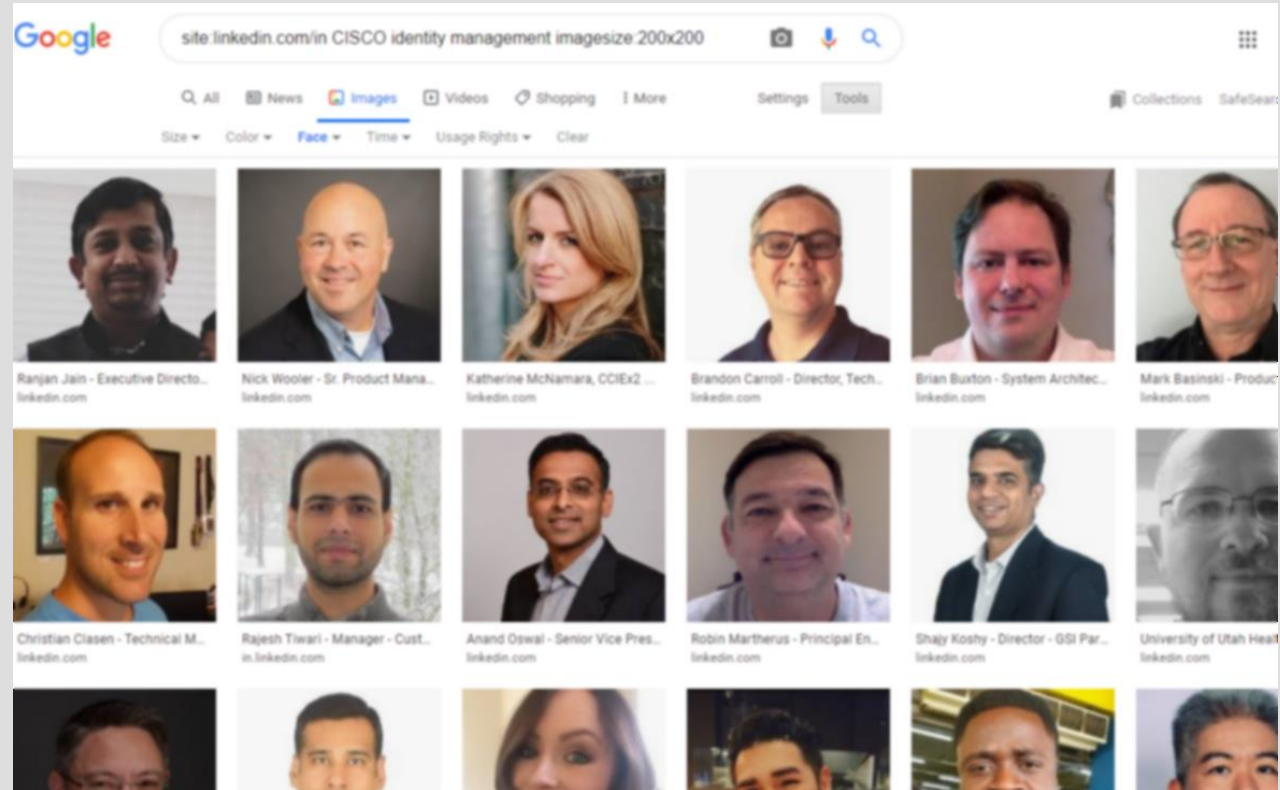
- *site:facebook.com/\*/photos/a*
- [site:facebook.com/\\*/photos/a "image may contain 1 person" investigative journalist](#)





# The Number One Reason to Source in Images

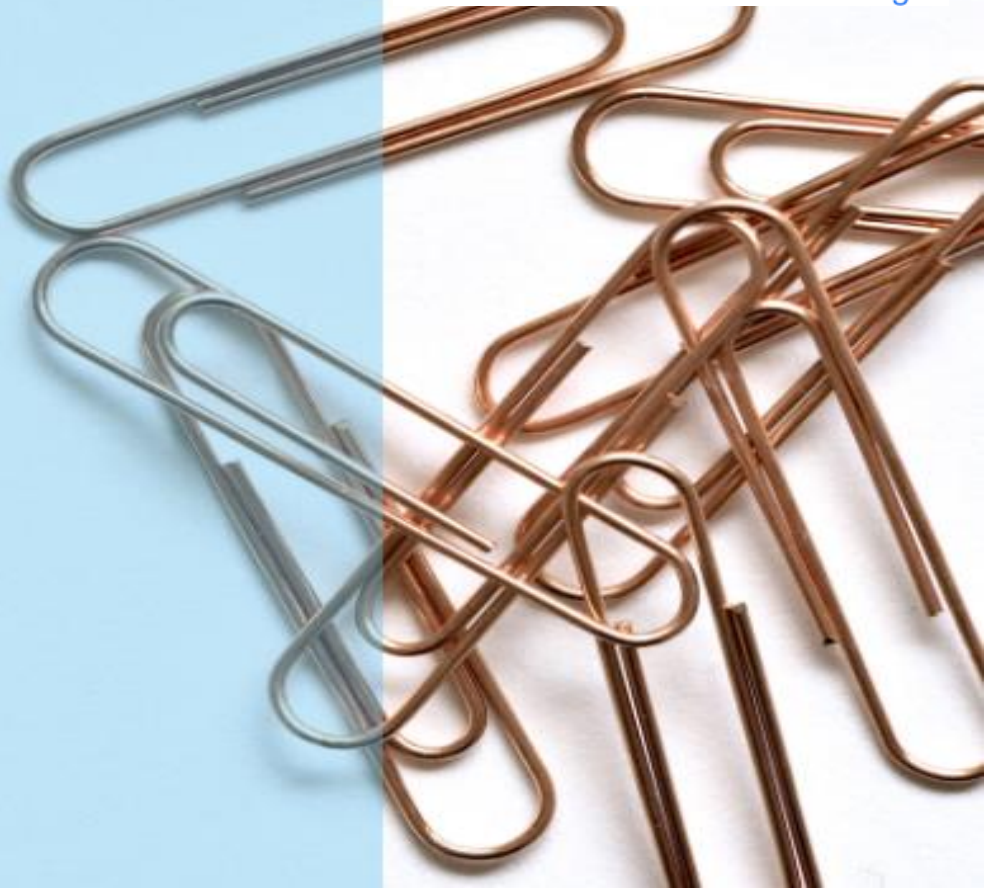
- *Search in images produces more clickable results than "all" search (e.g., 800 vs. 350)*
- It mostly produces complementary results!





## Images Form a Separate Database

- *"Images, Videos, News, Web, Scholar (etc.) are all in separate indices. Normally we **blend** all of the results together, which is why you'll see images in a query. BUT if you search "All" for image filetypes, you won't find them because they're in a separate index."* (from Dan Russell of Google)



# Hack #5. Search in Images for 3x Results

Example:

- [site:www.linkedin.com/in "registered nurse" dallas tx](https://www.linkedin.com/in/registered_nurse_dallas_tx)
- [site:www.linkedin.com/in "registered nurse" dallas tx imagesize:200×200](https://www.linkedin.com/in/registered_nurse_dallas_tx_image_size_200x200)
- Google search = **350** profiles
- Image search = **800**
- Results overlap = **14**
- Total = **1,100** profiles

# Collect & Combine Results from Google and Images

- Use (for example) [Instant Data Scraper](#) – export into Excel, then deduplicate and filter

The screenshot shows a Google search for 'site:linkedin.com/in berlin hr manager'. The search results display several LinkedIn profiles. Overlaid on the search results is the 'Instant Data Scraper' extension interface. The interface includes buttons for 'Try another table', 'Locate "Next" button', 'Start crawling', 'Download CSV', 'Download XLSX', and 'Reset columns'. It also shows 'Pages scraped: 1', 'Rows collected: 21', 'Rows from last page: 21', and 'Working time: 0s'. A table of scraped data is visible at the bottom of the extension window.

VfACy	VfACy href	fxgdkc
Lauren Yochim – People Partner – INFARM ...	https://de.linkedin.com/in/laurenyochim	de.linkedin.c
Anelise Cornely - Personal ...	https://www.linkedin.com/in/anelise-cornely/	linkedin.com
Eva Harder - HR Manager - Sensorberg ...	https://de.linkedin.com/in/evaharder-hrmanager,	de.linkedin.c
Bill Jackson, SHRM-CP - Human Resources ...	https://www.linkedin.com/in/billjacksonhr	linkedin.com
Senior Manager HR - Factworks GmbH ...	https://www.linkedin.com/in/th%25C3%25A9r%;	linkedin.com
Human Resources – simplesurance GmbH ...	https://de.linkedin.com/in/vessela-krissel-32849/	de.linkedin.c
Sylvia Borchering - Berlin, Berlin ...	https://www.linkedin.com/in/sylvia-borchering-7	linkedin.com

## Get All Results in One Set

- Example results from image search:

Page Title	URL
Aakriti Verma – University of Mannheim ...	<a href="https://de.linkedin.com/in/aakritiv">https://de.linkedin.com/in/aakritiv</a>
Omar Abd El Hai – Self Employed ...	<a href="https://de.linkedin.com/in/abdelhai/en">https://de.linkedin.com/in/abdelhai/en</a>
Abhijit Agarwal – Engineering Manager ...	<a href="https://de.linkedin.com/in/abhijit148">https://de.linkedin.com/in/abhijit148</a>
Sales Coordinator – Terrapin PA ...	<a href="https://de.linkedin.com/in/abram-williams-4132b896/de">https://de.linkedin.com/in/abram-williams-4132b896/de</a>
Adam Smith – Senior Product Marketing ...	<a href="https://de.linkedin.com/in/adamlawrencsmith/de">https://de.linkedin.com/in/adamlawrencsmith/de</a>
DICK'S Sporting Goods ...	<a href="https://de.linkedin.com/in/adamrevetta/de">https://de.linkedin.com/in/adamrevetta/de</a>
Addie Anderson – Product Marketing ...	<a href="https://de.linkedin.com/in/addieanderson/de">https://de.linkedin.com/in/addieanderson/de</a>
Lin Shi – Sales And Marketing Analyst ...	<a href="https://de.linkedin.com/in/aerinshi">https://de.linkedin.com/in/aerinshi</a>
Agata Maslowska – Product Owner Digital ...	<a href="https://de.linkedin.com/in/agata-maslowska-85571559">https://de.linkedin.com/in/agata-maslowska-85571559</a>
Ahmed Elsoudy – Ad Ops Manager ...	<a href="https://de.linkedin.com/in/ahmedaelsoudy/de">https://de.linkedin.com/in/ahmedaelsoudy/de</a>
Aindrila Sarkar Bandyopadhyay – Digital ...	<a href="https://de.linkedin.com/in/aindrila-sarkar-bandyopadhyay-3695a482/de-de">https://de.linkedin.com/in/aindrila-sarkar-bandyopadhyay-3695a482/de-de</a>
Aji Issac - CEO Techshu.com – CEO & Co ...	<a href="https://de.linkedin.com/in/ajinimc/de">https://de.linkedin.com/in/ajinimc/de</a>
Ajmal Hussain Shaik – SRH Hochschule ...	<a href="https://de.linkedin.com/in/ajmalshaikhussain">https://de.linkedin.com/in/ajmalshaikhussain</a>
Content Marketing Manager Tires EMEA ...	<a href="https://de.linkedin.com/in/akonetz">https://de.linkedin.com/in/akonetz</a>
Alberto Valdeolivas Urbelz ...	<a href="https://de.linkedin.com/in/alberto-valdeolivas">https://de.linkedin.com/in/alberto-valdeolivas</a>
Account & Digital Marketing Manager ...	<a href="https://de.linkedin.com/in/alessandro-pugliese-7b383512/de">https://de.linkedin.com/in/alessandro-pugliese-7b383512/de</a>
Global Digital Product Manager ...	<a href="https://de.linkedin.com/in/alexa-anastassi-07417434/de">https://de.linkedin.com/in/alexa-anastassi-07417434/de</a>
Alexander Humphrey – Junior SEO On-Page ...	<a href="https://de.linkedin.com/in/alexander-humphrey-063aa9166">https://de.linkedin.com/in/alexander-humphrey-063aa9166</a>
Alexander Jansen – Consultant – umlaut ...	<a href="https://de.linkedin.com/in/alexander-jansen-4b8160131">https://de.linkedin.com/in/alexander-jansen-4b8160131</a>
Alexander Pauls – Lecturer for Digital ...	<a href="https://de.linkedin.com/in/alexander-pauls">https://de.linkedin.com/in/alexander-pauls</a>
Alexander Prietz – Performance ...	<a href="https://de.linkedin.com/in/alexander-prietz-6b36b993">https://de.linkedin.com/in/alexander-prietz-6b36b993</a>
Alexander Rodionov – Online-Marketing ...	<a href="https://de.linkedin.com/in/alexander-rodionov-a26b4b174">https://de.linkedin.com/in/alexander-rodionov-a26b4b174</a>
Alexander Vukcevic – Director ...	<a href="https://de.linkedin.com/in/alexander-vukcevic-2975308">https://de.linkedin.com/in/alexander-vukcevic-2975308</a>
ALEXANDRU ARABADJI – Online Marketing ...	<a href="https://de.linkedin.com/in/alexandru-arabadji-187699189">https://de.linkedin.com/in/alexandru-arabadji-187699189</a>
Search Engine Marketing Manager ...	<a href="https://de.linkedin.com/in/alexbonvechio/de">https://de.linkedin.com/in/alexbonvechio/de</a>
Alex Gyga – Head of Operations ...	<a href="https://de.linkedin.com/in/alexgyga/de-de">https://de.linkedin.com/in/alexgyga/de-de</a>
Helle Creative ...	<a href="https://de.linkedin.com/in/alexlaval/de">https://de.linkedin.com/in/alexlaval/de</a>
Ali Ahsan – Media Analyst – MediaSense ...	<a href="https://de.linkedin.com/in/ali-ahsan-59040278/de">https://de.linkedin.com/in/ali-ahsan-59040278/de</a>
Alice Bron – Global Social Lead - Webex ...	<a href="https://de.linkedin.com/in/alicebron/de">https://de.linkedin.com/in/alicebron/de</a>
Alice O'Brien – Content Management ...	<a href="https://de.linkedin.com/in/alice-o-brien-4a9561187">https://de.linkedin.com/in/alice-o-brien-4a9561187</a>
Ali Makarachi – Transportation Modeling ...	<a href="https://de.linkedin.com/in/alimakarachi/de">https://de.linkedin.com/in/alimakarachi/de</a>




## Hack #6 Combine Reverse Image Search and *site:*


- Google Image Search works with most search operators, including *site:*
- Google Image Search has its own operator *imagesize:*
- In Image Search, you can combine Reverse Image Search *and* a search string -
- To locate copies of the original image on a given site, or on pages including search terms
- Example applications follow


## Find Company Employees


- Search by a company logo combined with LinkedIn X-Ray to find members by current or past employees
- (Use the same logo as the company's LinkedIn page)


o o g l e  x site:linkedin.com/in architect

---

www.linkedin.com > leealtschuler ▾  
**Lee Altschuler** - Solutions Architect - JM Family Enterprises ...  
 100 × 100 — Lee Altschuler | Marietta, Georgia | Solutions **Architect** at JM Family Enterprises, Inc. | 500+ connections | See Lee's complete profile on LinkedIn and connect.

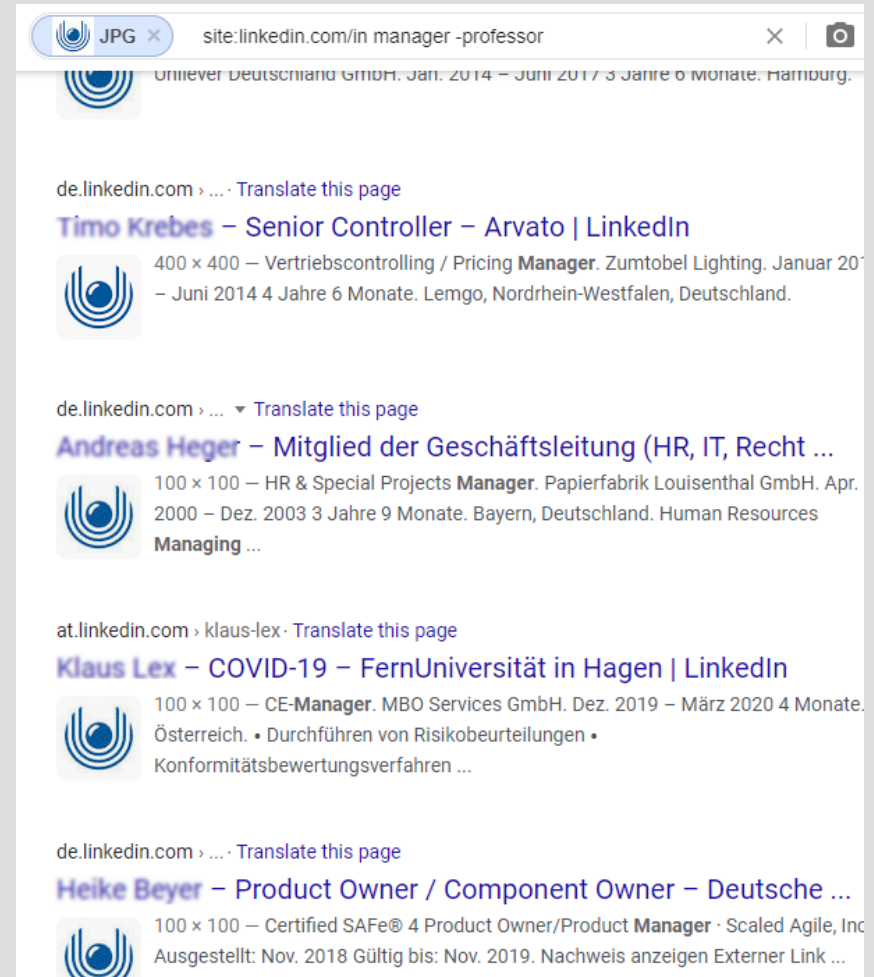
www.linkedin.com > ananthuluva  
**Ananth Thuluva** - Enterprise Architect - Anblicks | LinkedIn  
 400 × 400 — Ananth Thuluva. ☆Principal Solution **Architect** ☆Enterprise Integration **Architect** ☆MuleSoft Certified **Architect** ☆TIBCO SME. AnblicksNational Institute of ...

www.linkedin.com > ... ▾  
**Brandon Grantham** - Enterprise Integration Architect ... - LinkedIn  
 100 × 100 — Software **Architect** with over 15 years experience in delivering enterprise level technology. A promoter of API-Led, design-first applications. A leader focused on ...

in.linkedin.com > ...  
**Anil Kumar SV** - Technical Architect - WHISHWORKS | LinkedIn  
 400 × 400 — Technical **Architect**. Cognizant. Jul 2018 – Feb 2020 1 year 8 months. Hyderabad Area, India. Anil has 11+ years of experience in information Technology and ...

## Find School Graduates

- Search by a university logo combined with LinkedIn X-Ray to find grads



The screenshot shows a web browser window with the address bar displaying 'site:linkedin.com/in manager -professor'. The search results list several profiles, each featuring a university logo (a stylized 'U' with concentric circles) and a brief description of their work experience. The profiles are:

- Timo Krebs** – Senior Controller – Arvato | LinkedIn  
400 x 400 – Vertriebscontrolling / Pricing **Manager**. Zumtobel Lighting. Januar 20... – Juni 2014 4 Jahre 6 Monate. Lemgo, Nordrhein-Westfalen, Deutschland.
- Andreas Heger** – Mitglied der Geschäftsleitung (HR, IT, Recht ...)  
100 x 100 – HR & Special Projects **Manager**. Papierfabrik Louisenenthal GmbH. Apr. 2000 – Dez. 2003 3 Jahre 9 Monate. Bayern, Deutschland. Human Resources Managing ...
- Klaus Lex** – COVID-19 – FernUniversität in Hagen | LinkedIn  
100 x 100 – CE-**Manager**. MBO Services GmbH. Dez. 2019 – März 2020 4 Monate. Österreich. • Durchführen von Risikobeurteilungen • Konformitätsbewertungsverfahren ...
- Heike Beyer** – Product Owner / Component Owner – Deutsche ...  
100 x 100 – Certified SAFe® 4 Product Owner/Product **Manager** · Scaled Agile, Inc. Ausgestellt: Nov. 2018 Gültig bis: Nov. 2019. Nachweis anzeigen Externer Link ...

## Find Women on XING

- Find female XING members with no profile picture:

The screenshot shows a Google search interface with the query 'woman.png' in the address bar. The search results are filtered to 'Images' and show 'About 1,020 results (1.46 seconds)'. The first result is a placeholder image for a woman's profile picture. Below the image, it says 'Image size: 1024 x 1024' and 'Find other sizes of this image: All sizes - Medium - Large'. The search results are for 'site:xing.com/profile artificial intelligence data director'. The first result is 'Iris Kleine - Creative Director - SanderStrothmann GmbH | XING'. The second result is 'Cathrin Trauernicht - Gesundheits-und Krankenpflegerin ...'. The third result is 'Jeannette Jasinski - IT/Compliance Manager - Gilbert Krupin ...'. Each result includes a placeholder image, the name, title, and company, and a brief description of their profile.

Search results for **site:xing.com/profile artificial intelligence data director**

Pages that include matching images

[www.xing.com › profile › Iris\\_Kleine](#) - Translate this page  
**Iris Kleine** - Creative Director - SanderStrothmann GmbH | XING  
1024 x 1024 — Berufserfahrung, Kontaktdaten, Portfolio und weitere Infos: Erfahren Sie mehr – oder kontaktieren Sie Iris Kleine direkt bei XING.

[www.xing.com › profile › Cathrin\\_T...](#) - Translate this page  
**Cathrin Trauernicht** - Gesundheits-und Krankenpflegerin ...  
1024 x 1024 — Mehr Präsenz. Werden Sie Teil des größten beruflichen Netzwerks D-A-CH. Wertvolle Kontakte. Vernetzen Sie sich mit über 11 Mio. Mitgliedern.

[www.xing.com › profile › Jeannette\\_...](#) - Translate this page  
**Jeannette Jasinski** - IT/Compliance Manager - Gilbert Krupin ...  
1024 x 1024 — Berufserfahrung, Kontaktdaten, Portfolio und weitere Infos: Erfahren Sie mehr – oder kontaktieren Sie Jeannette Jasinski direkt bei XING.

## Hack #7. The "Image for" LinkedIn X-Ray

- Template: `site:linkedin.com/in "image for" <type of content>`
- Data you can search for is the same as for combining reverse image search with the *site:* operator:
  - Companies
  - Schools
  - Associations
  - Certifications
  - Groups
  - Posts, shares, and likes



site:linkedin.com/in "image for CIA" imagesize:200x200



Q All News Images Videos Shopping More

Settings Tools

Collections SafeSearch

Size Color Face Time Usage Rights Clear



Christopher Maley, CIA - Intern...  
linkedin.com



Daniele Rusconi (CIA,CCSA) - S...  
it.linkedin.com



Janelle Morck - Vice President...  
linkedin.com



Jean-Sebastien J. - Consultant ...  
ca.linkedin.com



Rey Garcia - Claims Specialist ...  
linkedin.com



Warsaw, Masovian District  
linkedin.com



Binh La - Senior Accountant - A...  
vn.linkedin.com



vestine UWAMAHORO - Interna...  
linkedin.com



François-Xavier Dieu - Real Est...  
be.linkedin.com



Jeetesh Singh - Capability Lead...  
linkedin.com



Ann Chew - Internal Auditor - U...  
au.linkedin.com



Abhiram Pasumarthy - Se...  
in.linkedin.com



Senior Environmental Analyst



Pedro Juans Monteiro - Senior I



Omar J. Salaam, Ph.D., Princ



Sandar Aye - Operation Officer



Samath Him Srirang - Vice Ch



Falina Yuza - Digital Plan

## X-Ray LinkedIn for Certifications



- [site:de.linkedin.com/in "image for](https://de.linkedin.com/in/imagefor) **Certified Information Systems Security Professional"**
- Other examples:
  - E-Commerce UX Professional
  - Financial Planner
  - Ethical Hacker
  - Patent Examiner
  - Legal Translator
  - Women's Business Enterprise
  - LabVIEW Associate Developer

### Eyal Estrin - Technical Community Advisor - IsraelClouds ...

<https://il.linkedin.com/eyalestrin> ▼

Amazon Web Services, License AWS-ASA-37488. May 2017 – May 2019. **Image for Certified Information Systems Security Professional (CISSP)** ...

### Ilan Norman - Israel | Professional Profile | LinkedIn

<https://il.linkedin.com/ilannorman> ▼

Certified Information Security Manager® (CISM) · ISACA. September 2009 – Present. **Image for Certified Information Systems Security Professional (CISSP)** ...

### Igor Dymnich, CISSP - Security Advisor - DIDWW | LinkedIn

<https://il.linkedin.com/igor-israel-dymnich>

Certifications. **Image for Certified Information Systems Security Professional (CISSP)**. Certified Information Systems Security Professional (CISSP) · (ISC)² ...

### Ophir Zilbiger - Israel | Professional Profile | LinkedIn

<https://il.linkedin.com/ophirzilbiger> ▼

Certified in Risk and Information Systems Control™ (CRISC) · ISACA. August 2011 – Present. **Image for Certified Information Systems Security Professional** ...

### Gilad Zinger, CISSP - PwC | Senior Manager | Global ...

<https://il.linkedin.com/gilad-zinger>

Round Table Plantropia Community · **Image for Certified Information Systems Security Professional**. Certified Information Systems Security Professional.

# LinkedIn X-Ray for Shares

- `site:linkedin.com/in "image for * * activity called <your keywords>"`

site:www.linkedin.com/in "image for \* \* activity called attending" "summit" sc >

All News Images Videos Maps More

About 1,730 results (1.61 seconds)

www.linkedin.com > jennifer-bell-46364633

**Jennifer Bell - Director of Educational Partnerships, North ...**  
Image for Jennifer Bell's LinkedIn activity called Attending the SAS Data Science Innovat Summit 2019 in. Jennifer Bell liked this. Attending the SAS Data ...

www.linkedin.com > mark-jung-288740137

**Mark Jung - Software Engineering Intern - Microsoft | LinkedIn**  
Hello, I'm a junior majoring in Computer Science at Northwestern. ... Image for Mark Jung LinkedIn activity called Attending Google Cloud Summit @ Chicago ...

www.linkedin.com > mokhriz

**Mokhriz Mohammed - Chief Technology Officer | Research ...**  
3nomic.com · Management and Science University ... Image for Mokhriz Mohammed's Li activity called Attending the upcoming Indonesia AI Summit 2019 together. Mokhriz ... At the upcoming Indonesia AI Summit 2019 together.  
Shah Alam, Selangor, Malaysia · 3nomic.com

www.linkedin.com > ...

**Cheng Pan - Principle Cloud Engineer - Millennium | LinkedIn**  
If you are attending the AWS NYC Summit on July 11, Aaron... Session ... The Cooper Unio the Advancement of Science and Art. B.S., Mechanical ...

www.linkedin.com > ...

**Luke Franklin - Service Delivery Manager - New Zealand ...**  
Image for Luke Franklin's LinkedIn activity called Attending the best session at Summit Australia, delivered ... Attending the best session at Summit Australia, delivered... Image f Bachelor of Applied Science (B.A.Sc.), Computer Science, 2:2



## Hack #8. LinkedIn Profiles in Incognito

- LinkedIn prevents us from seeing profiles in incognito after the first few
- To overcome, use [Google's Mobile-Friendly Test](#)

The screenshot shows the Google Mobile-Friendly Test interface. The top bar displays the URL <https://linkedin.com/in/davidmgalley>. Below this, the 'Test results' section shows a green checkmark and the text 'Page is mobile friendly' with a sub-note 'This page is easy to use on a mobile device'. The test was performed on Feb 7, 2021 at 5:48 AM. To the right, a preview of the rendered page shows a LinkedIn profile for David Galley, CPSP, with a 'Join to Connect' button. The left sidebar contains 'Additional resources' with links to a mobile usability report, mobile-friendly pages, and a discussion group.

Tested on: Feb 7, 2021 at 5:48 AM

**Page is mobile friendly**  
This page is easy to use on a mobile device

Additional resources

- Open site-wide mobile usability report
- Learn more about mobile-friendly pages
- Post comments or questions to our discussion group

Rendered page HTML SCREENSHOT

David Galley

CPSP

**David Galley**  
Training, Certification, Tools, and Assistance for Any Talent Team  
Sourcing Certifications · Colorado Technical University  
Greater Philadelphia · 500+ connections

[Join to Connect](#)

# Upcoming CSE Book (April 2021)

Google's Custom Search Engines (CSEs, recently renamed to "Programmable Search Engines," but the original name is preserved in this book) provide search opportunities that are unavailable with any other tool. CSEs have advanced settings and search operators that "regular" Google does not support. It is possible with CSEs to perform filtered searches within parts of the web as if they were databases!

While many professionals use existing CSEs to source for talent or with other research goals, few people have experience creating them. Even fewer know about powerful CSE-only search operators. CSEs are not as popular as they should be because it is not easy to get educated on CSE creation. There is little information online and no books (other than this one) on the subject. Even less info is available on the "structured" operators that allow for filtered search.

The first of its kind, this book hopes to popularize these fun and powerful tools so that many more people can include CSEs in their work.

#### KEY FEATURES:

- A detailed intro on creating CSEs, including info absent in Google's help
- A "hack" for making CSEs that look for profiles in seconds
- Advanced CSE-only search operators allowing to perform filtered searches of parts of the web
- A "hack" on expanding Google's search limits to 500 terms
- Use cases, examples, and approaches that would be educational for those doing online research

The book will be interesting for researchers, OSINT specialists, investigative journalists, Competitive Intelligence people, recruiters, and sourcers, to name a few categories, and to the general public interested in how to search better.

Irina Shamaeva is a well-known Talent Sourcer, Internet and OSINT Researcher, and Presenter, who started a recruiting agency in 2003. Before that, she worked as a Software Developer and Manager and has a Master's in Math with Honors. Irina wants to share cool Internet search techniques with everyone. She spends half of her time sourcing for global clients and the rest – training and speaking at conferences. Irina moderates the popular "Boolean Strings" communities on LinkedIn and Facebook.

David Galley is a practitioner and trainer in Talent Sourcing and has been in the recruitment industry since 2005. A self-described "research nerd," he enjoys digging deep into technical details, discovering information others may have missed. David is Program Director at Sourcing Certifications, an online collection of sourcing classes and administrators exams. He is always in search of new hacks.



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## Custom Search – Discover more:

A Complete Guide to Google Programmable Search Engines

By Irina Shamaeva and David Galley



**CRC Press**  
Taylor & Francis Group



- Slides  
<http://bit.ly/OSINT-LinkedIn-Google> contain  
an Appendix on CSEs

over



# Thank You! Questions?

Meet me in Slack now 😊

Contacts and Sites:

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☎ 1-510-233-9493



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[linkedin.com/in/irinashamaeva](https://linkedin.com/in/irinashamaeva)



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