

# Utilizing Social Media

Social media platforms have become a rich source of information during passive reconnaissance. By leveraging various social media channels, we can gather valuable information about our target, which can be used later in Social Engineering and Client Side Attacks.

Let's start with LinkedIn first, which is like a Facebook of professionals.

Here we can see information about the target company and its employees.

- Look into new posts
- New joiners
- Find Potential technologies on Job portals like LinkedIn, Indeed and Naukri.
- Follow the hashtags related to target on Instagram and Twitter.
- Finding LinkedIn profiles of the target using Dorks

```
site:linkedin.com/in employees "Bt.com"
```

```
site:linkedin.com/in at BT.com
```

```
site:linkedin.com/in working at "British Telecom"
```

- Social Media Presence

```
site:twitter.com "bt.com"
```

```
site:twitter.com "bt.com" AND "email"
```

```
site:twitter.com "british telecom"
```

- Manually hunting accounts on LinkedIn, Twitter, Instagram and Facebook.
- We are looking for Badges, ID cards and computer screens in the picture, these little things can help us tremendously in our exploitation phase. The more we understand our target, the better chance we have on attacking them later.