



SECURE ENVIRONMENT
CONSULTANTS

Social Media Monitoring Services

Secure Environment Consultants now provides real-time social media monitoring and targeted social media research, two essential services that can enhance your overall security program and support the prevention of violence.

Why do we offer both services?

The 2019 U.S. Secret Service report, *Protecting America's Schools*, states that a majority of school attackers displayed concerning behaviors online prior to the incident. This underscores the importance of proactive strategies like Active Social Media Monitoring for identifying and mitigating potential threats. Prevention is an essential component of security, shifting the focus from reacting to incidents to minimizing risks and fostering a culture of safety and vigilance.

Targeted social media research is a tool that can support Behavioral Threat Assessment teams when a threat is reported. Though the majority of threats turn out to be non-serious, they all need to be investigated thoroughly and promptly. An individual's online profile can provide a wealth of valuable information not otherwise apparent. It may reflect interests, behaviors, plans, or feelings not communicated in person and provide a view into the depth of an individual we wouldn't otherwise see.



With SEC, a team of former Secret Service agents, Homeland Security agents, FBI agents, Green Berets, Navy SEALs and law enforcement officers come together to provide you with realistic recommendations.

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While Social Media Monitoring is a proactive, ongoing service designed to protect the broader school community by identifying potential risks early, Targeted Social Media Research is a reactive, focused investigation triggered by specific concerning behavior.

Both approaches respect privacy by limiting research to publicly available data but serve different purposes in a comprehensive security strategy. Together, they form a balanced approach to managing online risks, blending prevention with targeted intervention when necessary.



Targeted Social Media Research

Targeted social media monitoring is the open-source research of publicly available information conducted ONLY after an individual has exhibited threatening behavior. SEC recognizes privacy concerns and we do not monitor any person's internet activity on a 24/7 basis.

When we conduct targeted social media monitoring, we are looking for evidence of any intentionally or unintentionally revealed feelings, thoughts, or hints of intent to commit harm. We are also looking for any evidence of risk factors that may contribute to the credibility of the threat (social stressors or victimization, for example). Pricing includes an annual retainer fee and per report fee.

Active Social Media Monitoring

Social Media Monitoring involves tracking social media platforms for specific keywords and hashtags to gather information in real-time.

Incorporating Social Media Monitoring into your school security strategy can significantly enhance your ability to detect and respond to threats before they escalate into serious incidents. As part of a multi-layered comprehensive security plan, this tool empowers schools to create the safest environment possible. Annual tiered pricing options exist and include a dedicated data analyst to help interpret the data for you and your teams.



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