**Research Plan/Preliminary Analysis[[1]](#footnote-1)**

**Facts**

-Few people have unique names. What other identifying information do you have? Hometown? Alma mater? Employer?

**Issue & Jurisdiction**

What are you looking for? Photos? Postings? Something from a specific time period or regarding a specific event?

**Search Terms**

How does the person spell their name? Do they use their given name or a nickname (i.e., James or Jimmy)? Do they use their full middle name, a middle initial, or neither? A nickname? Consider running searches under each name variation you come up with, as well as their email address.

Also consider searching for their friends—just because a person has their social media profile locked down, doesn’t mean his or her friends do.

**Research Strategy**

What social media sites will you check? How will you follow up? Will you need to check now and then check again later? What other resources (newspapers, team rosters, local websites) can you use to help you find relevant information? (tip: Google’s search algorithm is frequently more powerful than the ones on social media sites themselves. In addition to searching facebook and twitter, etc., try a Google search with the person’s name, limited to the social media site. For example: [“John Smith” site: instagram.com]).

1. Inspired by the Rombauer Framework, discussed in the Washington Legal Researcher’s Deskbook 3d, by Hazelton, et al. [↑](#footnote-ref-1)