# Usage Overview

<table>
<thead>
<tr>
<th>Goal:</th>
<th>Predict, Monitor, and Prevent Risk In/Around Protests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anticipated Activity:</td>
<td>Protests, Riots, Looting</td>
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<tr>
<td>Overt Threats:</td>
<td>Unions, Activist Groups, Etc.</td>
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<tr>
<td>Locations:</td>
<td>Schools, Public Spaces, Malls, High-Rent Districts</td>
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<tr>
<td>Actions Taken:</td>
<td>During Event(s), Post-Event</td>
</tr>
</tbody>
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Week 1-2 | Pre-Event

**Intelligence Gathering**
- **Goal**: Better Understand Public Outcry/Risk Assessment (Protest Activity in the News, etc.)
- **Tools**: Geofeedia, News, Social Media, Webpages
- **Tasks**: Create Keyword list, ID Users, ID Locations

**In Geofeedia**
- **Goal**: Prepare & Consolidate Intelligence Gathering
- **Tools**: Recordings, Alerts, User Track
- **Tasks**: Add Keywords to Alert, Create Recordings, Add User List

**Admin/User Operations**
- **Goal**: Assign Roles to Analyst & Develop Risk Assessment Methods
- **Tools**: Geofeedia, News, Social Media, Webpages
- **Tasks**: Access Geofeedia, Research Open Sources, Gather Lists for Keywords & Users
Day of Event(s)

**Goal**
- **Streamer**: Real-Time Intelligence for 5+ Locations
- **Recording**: Monitor & Disseminate Social Media Activity
- **Alerts**: Receive e-mail alerts while mobile
- **User Track**: Gather Intel based on known potential threats (Usernames)

**Task**
- **Streamer**: Monitor from Command Center throughout Event(s)
- **Recording**: Confirm Activation prior to Event(s)
- **Alerts**: Check e-mail & update Alert Manager with developing keywords
- **User Track**: -Toggle throughout event for any non-geotagged data  
  -Add to User List

**Predicted Success**
- **Streamer**: Gather location, organization scope & sentiment
- **Recording**: Collect & review ALL geotagged data from locations
- **Alerts**: Delivered relevant data to prevent incident
- **User Track**: Prevent escalation & violent call to actions

[Geofeedia Logo]
Post-Event

Intelligence Gathering
- Goal: Investigate & Analyze Data
- Tools: Geofeedia
- Tasks: Review Recordings

In Geofeedia
- Goal: Discover Intel for investigations, best practices & future events
- Tools: -Collections, -CSV Export, -User Track, -Alert E-mails
- Tasks: Segment, export, & analyze data

Admin/User Operations
- Goal: Capture successes & deliver action items
- Tools: Geofeedia, News, Social Media, Webpages
- Tasks: Produce report

Geofeedia