

Social Media Witness Canvass

Finding the people who saw, filmed, or posted about an incident — before the content disappears.

After a car wreck, slip and fall, assault, fire, or workplace accident, bystanders often post about it online — a photo of the scene, a video clip, or a comment on a local news post saying "I saw the whole thing." A Social Media Witness Canvass is a structured search of public online sources to identify those people and preserve what they posted, so attorneys and adjusters can locate potential witnesses and secure evidence early.

Who it serves: plaintiff and insurance defense attorneys, criminal defense, civil and family law practitioners, and insurance adjusters.

WHAT WE SEARCH (PUBLIC SOURCES ONLY)

- **X / Twitter:** Keyword and date-range searches of public posts using street names, intersections, landmarks, and terms such as "wreck" or "crash." Geotagged posts are rare, so searches rely on location keywords rather than a true radius.
- **Facebook & Instagram:** These platforms offer no radius or zip-code search. We review public posts, public pages and groups (local news such as KATC, KLFY, KADN, and The Advocate; community, scanner, and neighborhood groups), comment threads on news posts — often where witnesses speak up — public hashtags, and location tags.
- **Other sources:** Reddit (e.g., r/Lafayette), public Nextdoor posts that appear in search, public YouTube and TikTok videos, news articles and reader comments, and public police and traffic alerts.

HOW IT WORKS

1. **Intake:** date, time window, exact location, incident description, and parties' names if permitted.
2. **Search terms:** build keyword and location terms — street names, nearby businesses, local slang.
3. **Search:** canvass each platform across the time window (typically incident day through 7–14 days after).
4. **Capture & preserve:** date/time-stamped screenshots and links, archived even if the post is later deleted.
5. **Analyze & rate:** review each item for relevance.
6. **Report:** deliver a confidential PDF report.
7. **Optional follow-up:** locate and interview witnesses; assist with preservation letters.

WHAT YOU RECEIVE

A confidential PDF report containing:

- An executive summary of findings.
- Each relevant post with its link, a date/time-stamped screenshot, the poster's name or handle, and what they said.
- **Relevance rating for each item:** Possible Witness / Has Media / Secondhand / Not Relevant.
- Recommended next steps — preservation letters, subpoenas, and witness interviews.

PRICING

Service	Price	Includes
Standard Canvass	\$450 flat	Up to 5 hours; single incident, one location; 14-day search window; PDF report in 3-5 business days.
Expanded Canvass	\$810 flat	Up to 9 hours; wider window (up to 30 days) or multiple locations; priority 48-72 hour turnaround.
Rush add-on	+\$150	24-hour report turnaround.
Additional hours	\$90/hr	Beyond the hours included in the selected tier.
Witness locate / interview	\$90/hr + mileage	Optional follow-up on leads identified in the report.

ETHICS & LIMITS

- Public content only. No access to private profiles or closed groups.
- No fake accounts, no friending or following to gain access, no hacking, and no pretexting.
- Results are leads, not verified testimony. Follow-up interviews are available if the client wants them.
- Content can be deleted quickly — early engagement gives the best chance of finding and preserving it.

WHEN TO ENGAGE

As soon as possible after the incident. Public posts and comments are frequently edited, deleted, or made private within days. An early canvass captures content while it is still available and gives counsel time to send preservation letters or pursue subpoenas for original files and account data. Canvasses can still be productive weeks later, but results typically decline with time.

CONTACT

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