

Using Babel Street to Increase Physical Security for Corporate Executives and Employees

Workplace shootings and other types of violence have grown all too common in the United States. These are perpetrated by everyone from disgruntled corporate employees to mass shooters who choose to wreak their carnage at retail locations, fast-food outlets, and other locales — killing or injuring employees in the process. Increasingly, frontline employees such as retail workers and healthcare providers face verbal and physical assaults from unhappy customers.¹ As the public faces of their companies, high-profile corporate executives experience particular security challenges. These range from threats of kidnapping to assault by protestors.

The limitations of traditional security measures

Traditional solutions for executive and employee safety remain important. These include access-control systems for workplaces; perimeter defenses; on-site security staff; and visitor identification protocols. Executives may need similar protection measures for their homes and vehicles.

But these measures only go so far. Increasingly, security teams find they need the type of threat awareness that only open-source intelligence (OSINT) can provide. Through social media monitoring and other capabilities, Babel Street solutions can help security teams better identify — and prevent — threats to corporate executives and employees.

Security investigations with Babel Street

Corporate security teams proactively searching for threats against high-profile individuals may take the following steps.

Perform social media monitoring

Babel Street Insights social media monitoring capabilities help security analysts search a broad array of platforms in near real-time. Searches can use the names of individuals, organizations, and key words that indicate potential violence.



Figure 1: An Insights search showing search parameters

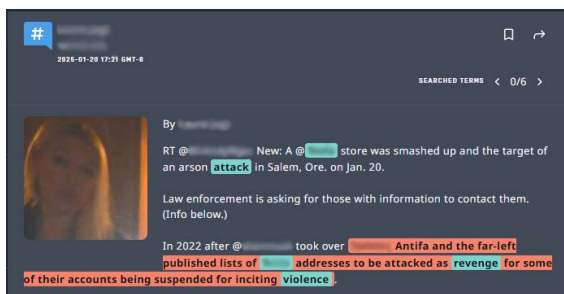


Figure 2: A post identifying potential risk for a retailer

Refine the search

After the initial search is completed, refinements may be selected to narrow the results to more relevant content. The document shown in Figure 2 indicates there may be potential risk to employees who work for a particular retailer.

Investigate authors

Using an author handle, Babel Street People Search can start assembling a profile, which can then be refined as account names, email addresses, and other identifiers are uncovered. Figure 3 shows the scope of identifiers that can be obtained.

Find and map connections

Babel Street Insights Synthesis can find and map connections among potential bad actors who may be threatening a high-profile individual, group, or employees. Synthesis rapidly maps key relationships within social networks, precisely identifying those who wield the most influence. Synthesis helps security professionals delve deeper into those influencers' publicly available online profiles and activities and connect those profiles to real-world entities.

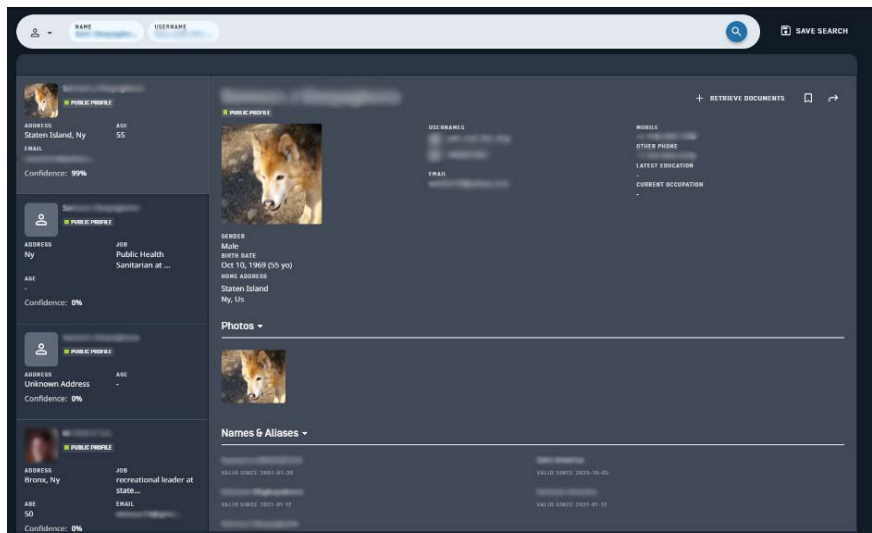


Figure 3: A People Search profile with identifying information for a post author

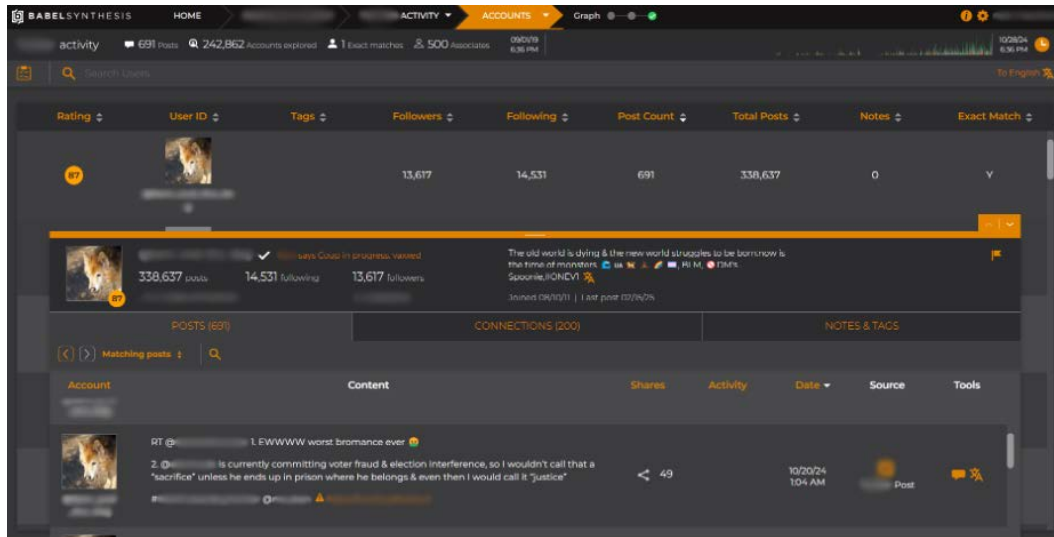


Figure 4: In addition to mapping online relationships, Synthesis displays the scope of a user's network on a given social media platform

Endnotes

¹ Godman, Maya, Workplace violence at hospitals continues to surge, Axios, October 2024, https://www.axios.com/2024/10/30/health-workers-hospital-violence-america?utm_source=chatgpt.com

Babel Street is the trusted technology partner for the world's most advanced identity intelligence and risk operations. The Babel Street Insights platform delivers advanced AI and data analytics solutions to close the Risk-Confidence Gap.

Babel Street provides unmatched, analysis-ready data regardless of language, proactive risk identification, 360-degree insights, high-speed automation, and seamless integration into existing systems. We empower government and commercial organizations to transform high-stakes identity and risk operations into a strategic advantage.

Learn more at babelstreet.com.