



# Tips and Tricks

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# Tips and Tricks

- Owler
- Facebook Graph Search Tips & Tricks
- Extra Bonus!



# Owler

- [Owler.com](http://Owler.com) is a relatively new site that crowdsources competitive intelligence on companies, with a base of daily-updated data on thousands of companies spidered from press releases, news stories, etc.
- Same people that founded Jigsaw (now <http://connect.data.com>)
- Can setup custom competitor lists with different tags

# Owler (Cont)

- Get daily emails about changes, acquisitions, mergers.

## Owler Snapshot

MONDAY, APRIL 06, 2015

### MY FOLLOWED COMPANIES' TOP NEWS



Google  
ventures

#### Google Ventures-backed Bitcoin trading site Buttercoin is shutting down this week

US-based Bitcoin trading platform Buttercoin is shutting down its service on April 10, due to a lack of investor interest. Buttercoin was backed by Google Ventures and startup incubation pro...

THE NEXT WEB + 2 OTHER SOURCES

[READ ARTICLE >](#)



DePuySynthes

#### J&J's DePuy Synthes signs sales agreement with Radlink

Digital imaging equipment provider Radlink has entered



Acquisition Alerts



Funding Alerts



Leadership Changes



Quarterly Competitor Reports

# How to use Facebook to X-reference candidates

Why this is useful?

- Verify where they live; is it the same as on LinkedIn?
- See who else they know at the same companies (if you can see their contacts, do any of them have the companies listed/similar titles?)
- If you are looking for someone from a specific school or education, are any of the same school?
- Compare username for possible personal email addresses
- Probably more that I haven't thought of.

# Useful Facebook Graph tool:

- Using insights from a blogpost by [Balazs Paroczay](#), [Shane McCusker](#) built a great [tool](#) to simplify using the new Facebook Graph.
- Only key component missing is narrowing results by location (e.g., live near Boston, reside in Romania) though Balazs' post has examples to illustrate how to add that to the result URL)

## Find People on Facebook whose

|  |                      |     |
|--|----------------------|-----|
| Name is  | <input type="text"/> | AND |
| All Jobs   | <input type="text"/> | AND |
| <div style="border: 1px solid black; padding: 5px;"><p>Name is</p><p>Current Job (Employer or Job Title)</p><p>Past Jobs (Employer or Job Title)</p><p>All Jobs (Employer or Job Title)</p><p>Lives (Currently)</p><p>Lived (Previously)</p><p>Speaks (Language)</p><p>Education</p><p>Visited</p><p>Liked</p></div> |                      |     |

- Shane's tool: <http://www.intel-sw.com/FacebookSearch/>
- Balazs' blogpost: <http://bit.ly/195Rkkj>

# Useful Facebook Searches when cross referencing

**These are not using the tool** (enter these strings directly in the search box atop [Facebook](#)):

Search for information based on information their friends have made public\*:

- People named “John Smith” **with friends** that went to Any School
- People Named “John Smith” **that live** near Anycity
- People Named “John Smith” with friends that work at Acme Company

\*This has been working inconsistently. Last night it wasn't working. Today it is?





# Examples to Crossreference

Examples to Xref:

- Efim Hudis (from Steve Levy's [BATSA presentation](#))
- Thomas Hansen  
<https://www.linkedin.com/pub/thomas-hansen/3/53a/b42>
- Cristina Amurao  
<https://www.linkedin.com/profile/view?id=34290759>
- Pablo Carreno  
<https://www.linkedin.com/in/pablocarrenostrategicsourcing>
- Annette Cerami
- Kelly Curran – area & school/work  
<https://www.linkedin.com/pub/kelly-curran/11/547/949>
- people named "kelly curran" with friends that live near hopewell junction, new york and have friends that work at ibm

# Extra Bonus!

- If you were not at SourceCon in Seattle or if you were and didn't see this link from Kameron Swinton (Microsoft sourcer & SourceCon Grandmaster in 2013), it's a directory of all the tools and tricks mentioned: <https://t.co/WqNE79qUeT>

# Questions?

