

Remote outreach on geo-located apps

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Intro

How to use GPS spoofing software to conduct online outreach on geo-location based apps.



Why?

Benefits:

- Can be done from any location
- App allows you to virtually 'walk' a predetermined route
- Increases service user engagement
- Can target outreach at specific locations/events (e.g. LGBT+ venues)
- Can be used for specific campaigns

Increase in engagement

GPS spoofing has undoubtedly increased our service user engagement, allowing us to have more conversations with people and increase onward referrals.

Q1 2019 – Pre Covid – 62 interventions

Q1 2020 – First lockdown – 490 interventions

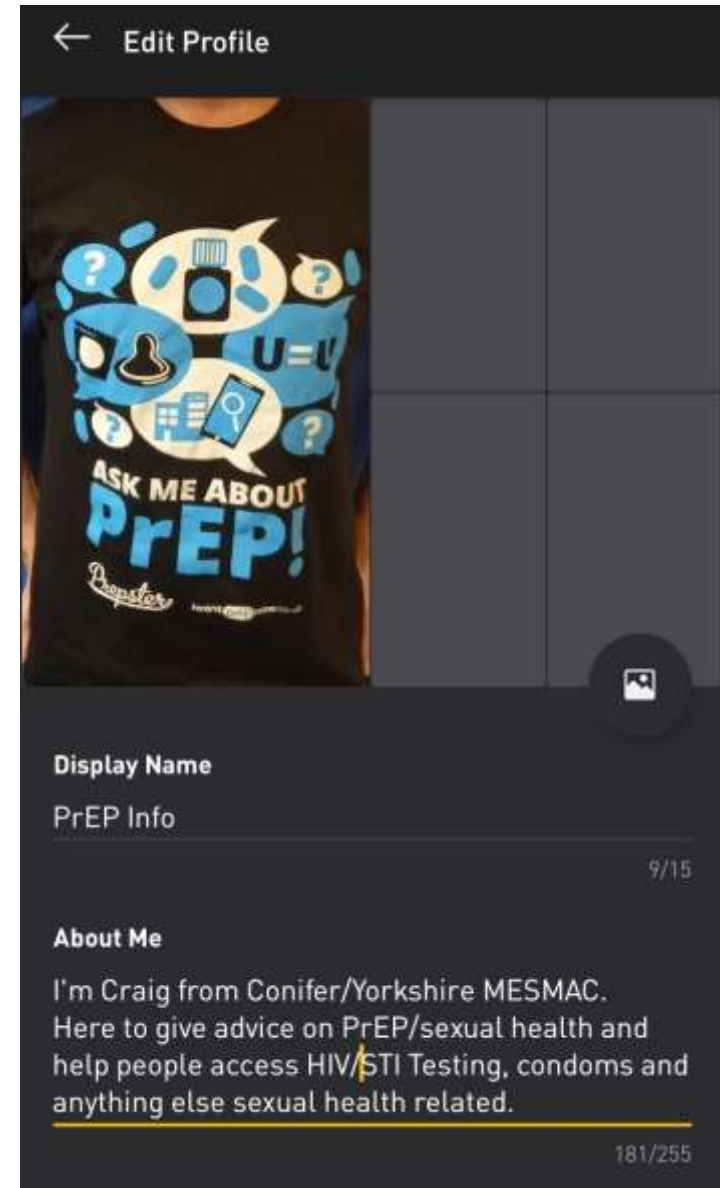
Q1 2021 – Post lockdowns – 399 interventions

Q1 2022 – Continuation – 556 interventions

What?

Interventions:

- PrEP Consultations
 - HIV/STI appointment booking
 - Sexual health info/advice
 - Postal condoms
 - Service information
 - Onward referrals
-
- Use profile text to indicate who you are and the services you offer



The app

Download a GPS Spoofing App:



Fake GPS Location Spoofer

IncorporateApps

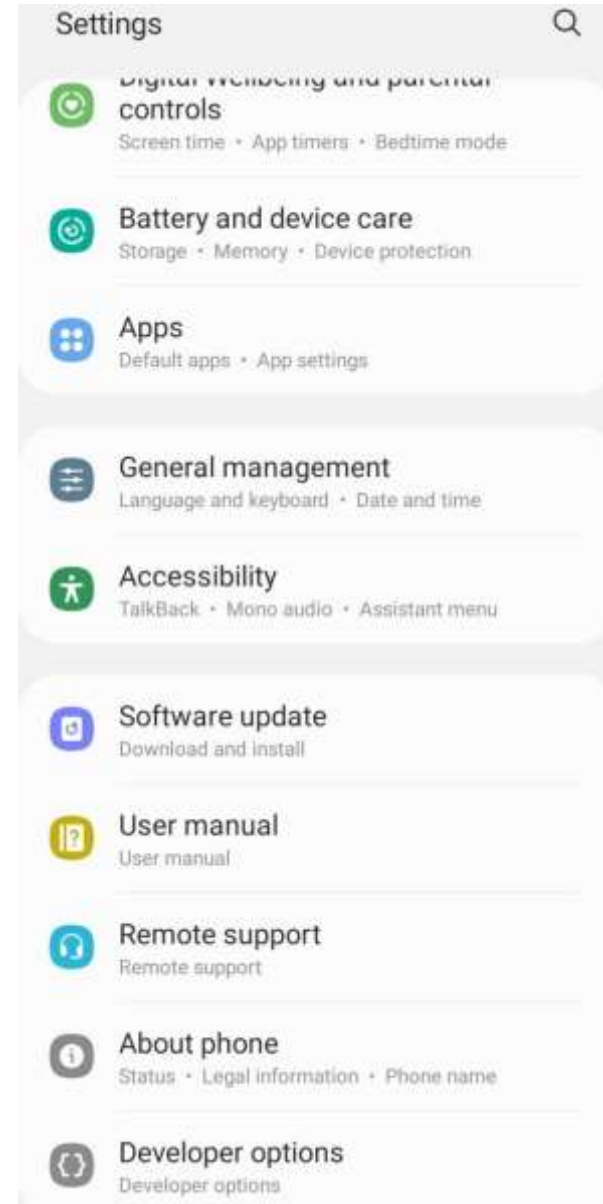
Contains ads

Uninstall

Open

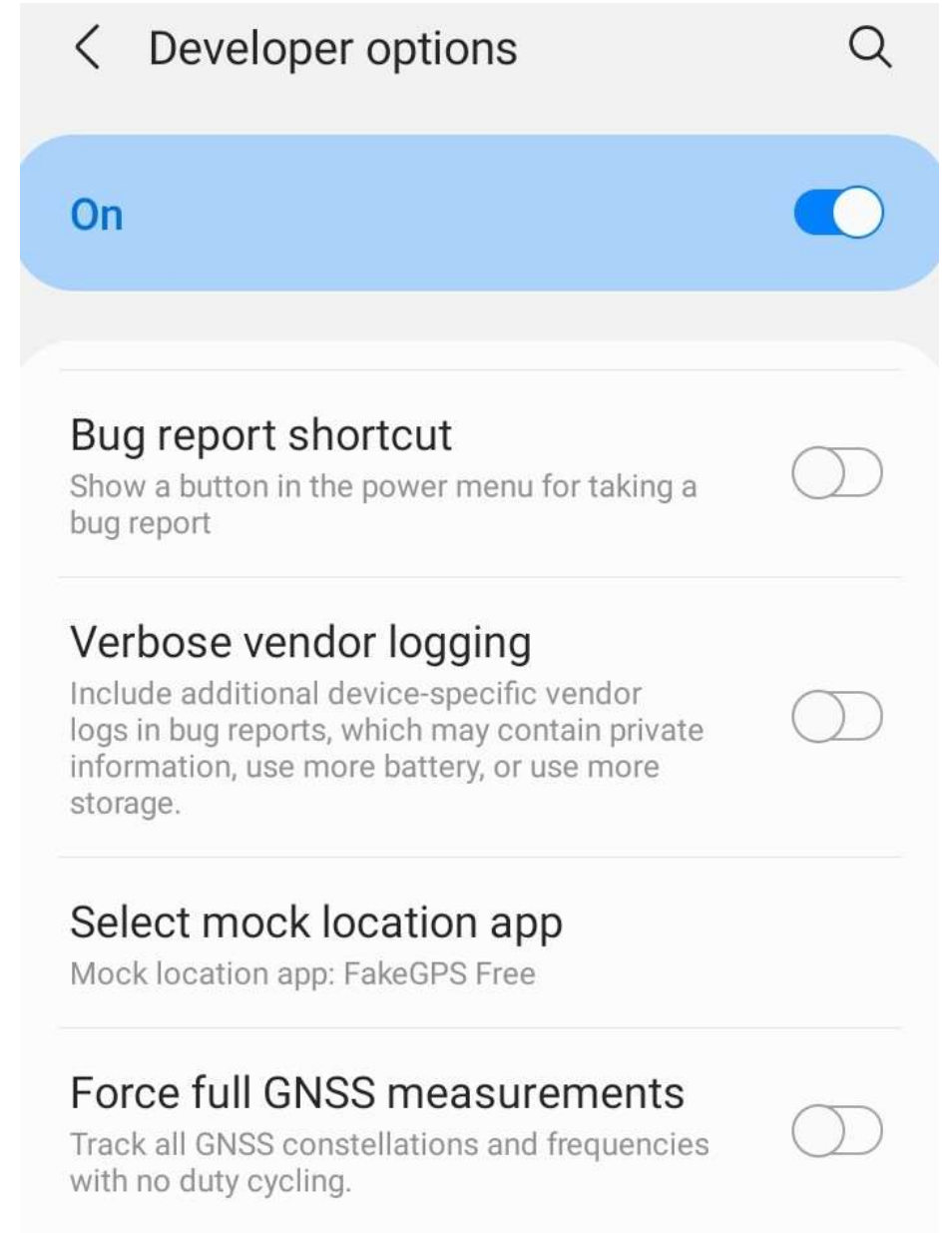
Enable mock location

Ensure 'Developer Options' are enabled:



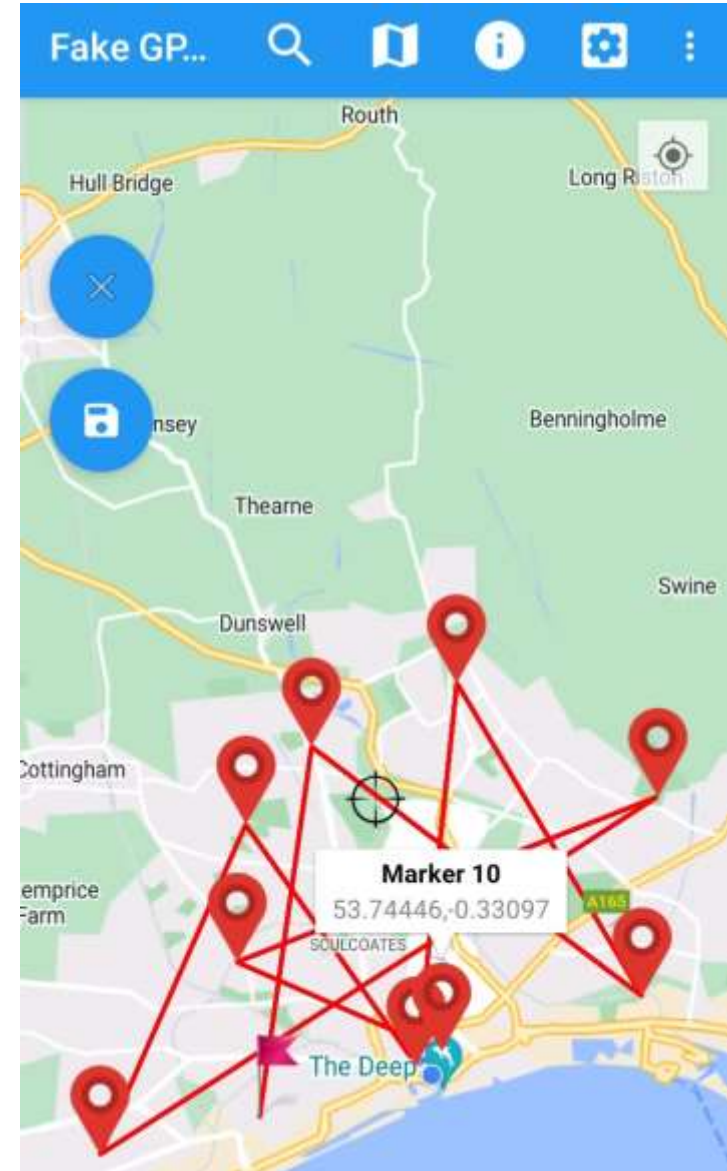
Enable mock location

Click 'select mock location app'



Using the app

Open App and select route you want to 'walk'



Using the app

Extra features:

- Save route
- Select 'walking' speed
- Repeat route

- When using apps (such as Grindr), keep manually refreshing the app to 'move'

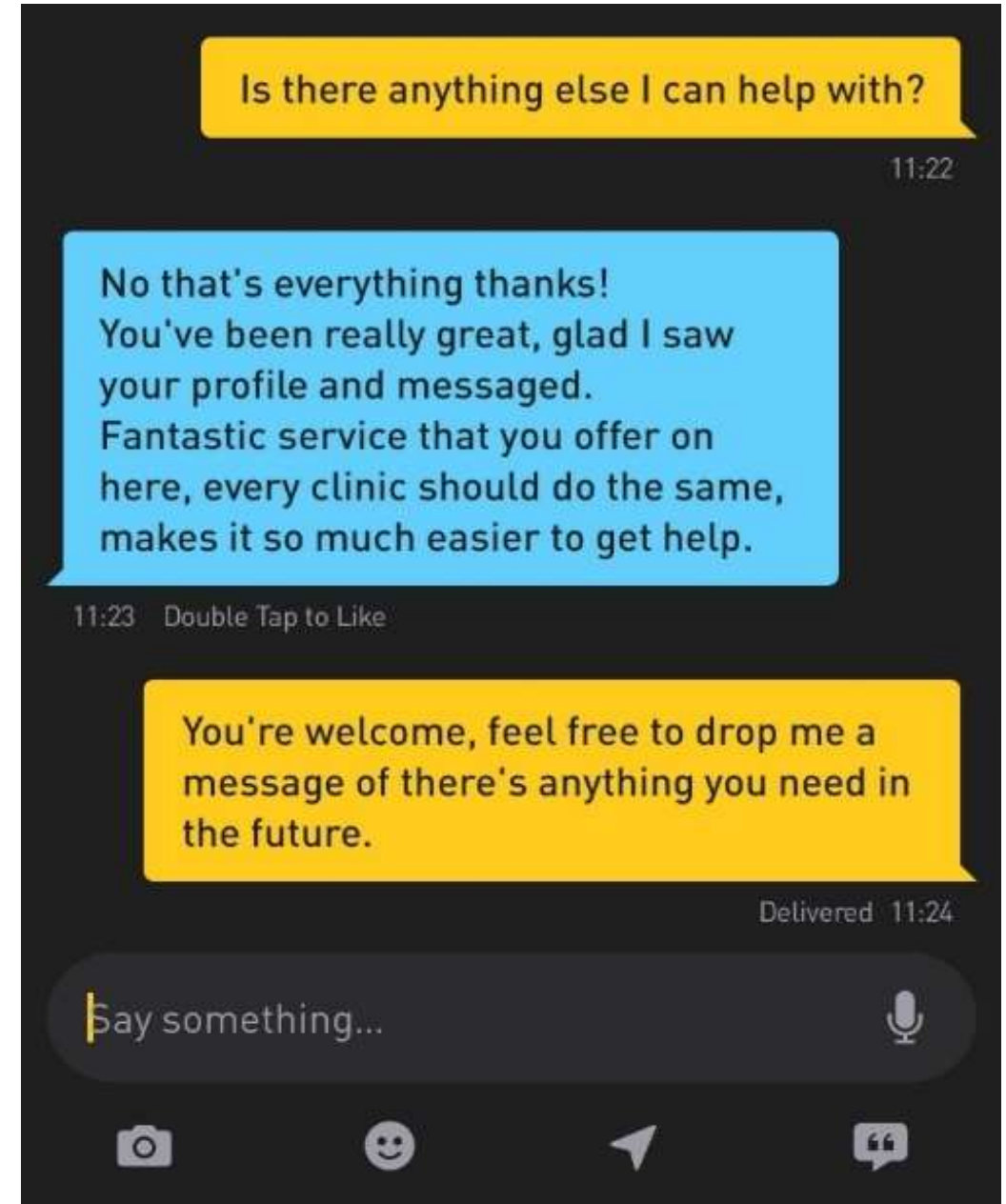
The screenshot shows the 'Routes' app interface with a blue header containing a back arrow, the title 'Routes', a folder icon, and a menu icon. Below the header are two route cards. The first card, titled 'East Riding', features a map with a red route and several red location pins. To the right of the map, the route mode is 'AIRPLANE', speed is '5.00 km/h', distance is '238.940 km', and duration is '1d, 23h, 47min, 17sec'. Below this, it says '(will repeat route)' and '12/July/2022 19:59'. The second card, titled 'Hull', features a map with a red route and red location pins. To the right, the route mode is 'AIRPLANE', speed is '5.00 km/h', distance is '103.989 km', and duration is '20h, 47min, 51sec'. Below this, it says '(stop route at the end)' and '10/May/2021 11:52'.

Route Name	Route Mode	Speed	Distance	Duration	Notes	Date/Time
East Riding	AIRPLANE	5.00 km/h	238.940 km	1d, 23h, 47min, 17sec	(will repeat route)	12/July/2022 19:59
Hull	AIRPLANE	5.00 km/h	103.989 km	20h, 47min, 51sec	(stop route at the end)	10/May/2021 11:52

Considerations

- Generally well received
- People may message wanting hook-ups
- People may send nudes
- Have stock phrases saved

- Can't use a company logo as pic (must be of a person)
- Use a pic wearing a company T-shirt if possible/don't show face
- Messaging people/waiting for them to message



Thank you

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