

Social and Online Media Monitoring Tools

Free Social Media Monitoring Tools:

Aggregate Monitoring

[Klout](#) provides an influencer score based on your social media activity. Your Klout score is determined using over 400 variables. In addition to working on your own Klout score, you can look at your influencers and who you are trying to influence to regularly share content that is of the highest quality from trusted sources.

[SocialMention](#) tracks and measures who is talking about you, your company, your product or any topic related to your industry. SocialMention pulls data from hundreds of social media services to give you the most accurate, real-time information.

[Engagio](#) offers “Account Based Everything” technology, which orchestrates personalized marketing and sales to expand named accounts. It matches leads to the right account, and has analytics to determine which engagements matter across multiple accounts.

[TweetDeck](#) arranges feeds from all of your social networks in one place using a dashboard. You can also schedule tweets and set-up customizable feeds for your social search needs.

[Google Analytics Social Reports](#) measure how social traffic is directly impacting your conversions through your Google Analytics platform. Using an overview of your social networks, this tool allows you to visualize your social traffic so that you know where your time is best spent in the social world.

Free Twitter/Facebook Monitoring

[TwitterCounter](#) tracks Twitter users to give you statistics and usage information for your account. This service offers a very basic free package with graphical data, but you can pay for access to an account comparison feature, with more updates, report exports and other functionality.

[Twitter Analytics](#) allows Twitter users to monitor their key performance analytics right from a central dashboard directly in the Twitter application. Twitter regularly improves their own analytics platform to keep users engaged throughout the day.

[Facebook Insights](#) provides all of the analytics data related to your Facebook page so that you can track growth and impact. Use Insights to better understand your followers and reach the right audience.

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Paid Social Media Monitoring Tools:

[Spredfast](#) manages social media by organizing content managed by large teams of community managers. It supports Twitter, Facebook, Google+, LinkedIn, Pinterest, YouTube, blogs, SlideShare and Flickr. It also allows teams to share content internally, integrates with Google Analytics, and can track customer-care issues resolved via social media.

[SalesForce Marketing Cloud](#) (previously Radian6) monitors mentions of your brand, products, competitors and industry. You can use the platform to respond in real time and schedule posts and advertisements.

[Trackur](#) provides a variety of the social media monitoring tools. It allows quick monitoring of online reputation, measurement of social media trends and analysis of social media mentions for your company, brands or clients. It also archives all conversations and gives you full control of all of your data.

[TweetReach](#) helps identify who is reading your tweets, how they are being shared and measurement of the impact of what you're putting out there? This tool helps you capture this valuable information. TweetReach was acquired by Union Metrics, which now has the combined capability of Facebook, Twitter and Instagram analytics.

[SproutSocial](#) connects with Google Analytics to produce a unique comparison showing what's happening on both Web and social media sites. It sorts messages that attracted customers to a website by number of followers.

[Hootsuite Pro](#) offers an upgraded version of HootSuite that allows for unlimited social network support, enhanced social analytics and unlimited RSS feeds while incorporating Google Analytics and Facebook Insights.

[Alterian SM2](#) provides brand assessment reports that compile information about what people are saying about your brand. It also identifies your key influencers and advises you on how to reach them. They compare your brand to your competition and conduct market research for your brand. They also aid in campaign and product launches and analyze its impact on social media.

Paid Media Monitoring Tools:

[Cision](#) monitors all forms of social media, including over 150 million blogs, social networking sites, forums, opinion sites, top video- and image-sharing sites and more. It also allows you to track the successes of your campaigns by constantly updating influencer scoring. Combined with its coverage of traditional media, it allows you to keep all of your news organized in one place. Cision acquired Viral Heat, a publishing platform that helps you manage your multiple accounts.

[BuzzSumo Pro](#) search by topic, issue or audience and find which articles are being shared. The software analyzes not only social media mentions but also blogs and other websites to give users access to important social media and earned media analytics. Pro users get access to content analysis

functionality to dig deeper and see average shares by network, content type, date published and more.

[Brandwatch](#) acquired PeerIndex to create Audiences, technology that identifies key influencers in your targeted audience, flags when an influencer is talking about your brand, and boosts Twitter ad campaigns by pinpointing relevant people and topics. It also scans social media sites for brand mentions and summarizes information about brand, people and product mentions. It tracks user-defined keywords and allows the user to respond to mentions of these keywords.

[SimplyMeasured](#) collects data and compiles reports within minutes. It provides an easy way to access social media data and generate visual reports in Excel. The tool measures social media performance, conducts research, and monitors brand reputation online.

[Sysomos Heartbeat](#) provides social media monitoring and management of company accounts across YouTube, Facebook, Twitter, Wikipedia, LinkedIn and Google+. It uses a Boolean search feature, which refines queries and particular tags. It filters data into useful collections and allows users to schedule messages or post them on Facebook and Twitter. It monitors a wide array of networks and can connect to various CRM systems to track reply follow-up as well as send out emails.

[Crowdboost](#) offers social media analytics with suggestions and tools to help you improve your online presence. It boasts a real-time Twitter and Facebook analytics dashboard, and it also tracks your growth over a specified time period.

[Signal Labs](#) provides social media monitoring for corporate and association communications professionals. The software is optimized for competitive, trend and crisis analysis. Signal Labs delivers insights from big data analytics, media monitoring and business intelligence.

[Crowdfire](#) is a Twitter growth tool that helps you gain relevant followers using copy follow and keyword follow. It also helps you schedule tweets for the best possible reach and engagement.

[Cyfe](#) lets you monitor across multiple online services including Google Analytics, Salesforce, AdSense, MailChimp, Wordpress and more.

[Iconosquare](#) provides key metrics for your Instagram account, including your most-liked posts and follower growth charts.

[Kred](#) is a scoring system that measures a person's online influence. This tool provides companies with more informed metrics when picking non-celebrity influencers to endorse their product or brand.