

Social Media Monitoring and Reporting Tools

A complete list of all social media monitoring and reporting tools could probably fill an entire book. The list below is comprised of some of the more well-known and best recommended tools.

Free Tools:

Google Alerts - <http://www.google.com/alerts>

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Google Analytics - <http://www.google.com/analytics/>

Google Analytics is the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. Powerful, flexible and easy-to-use features now let you see and analyze your traffic data in an entirely new way. With Google Analytics, you're more prepared to write better-targeted ads, strengthen your marketing initiatives and create higher converting websites.

Facebook Insights – www.facebook.com/help/?search=insights

Facebook Insights provides Facebook Page owners and Facebook Platform developers with metrics around their content. By understanding and analyzing trends within user growth and demographics, consumption of content, and creation of content, Page owners and Platform developers are better equipped to improve their business with Facebook.

Hyper Alerts - <http://www.hyperalerts.no/>

Hyper Alerts is a feature for everybody who wants email reports of posts and comments on a Facebook Page. You don't have to be an administrator of the page to get our email alerts, and you can have as many subscriptions as you want. You can get the alerts within minutes, or a digest every hour, day, week or month.

Social Mention - <http://www.socialmention.com/>

Social Mention is a social media search and analysis platform that aggregates user generated content from across the universe into a single stream of information.

Hootsuite - <http://hootsuite.com/>

With HootSuite, you can monitor keywords, manage multiple Twitter, Facebook, LinkedIn, Foursquare, Ping.fm and WordPress profiles, schedule messages, and measure your success.

TweetDeck - <http://www.tweetdeck.com/>

TweetDeck is your personal real-time browser, connecting you with your contacts across Twitter, Facebook, MySpace, LinkedIn, Foursquare, Google Buzz and more.

Paid Tools:

HootSuite PRO - <http://hootsuite.com/pro>

Go Pro and customize HootSuite the way you want — Add unlimited social profiles and news feeds plus order "a la carte" team members to start collaborating. Then, fortify your social media dashboard with enhanced support and vanity URLs for your business or organization.

Lithium - <http://www.lithium.com/>

Lithium engages your social customers with habit-forming community experiences. We help you find your biggest advocates, tap their passions, and motivate them to participate so you can make good things happen for one another. They engage, you get brand buzz. They get better customer service, you save money. They make confident purchases, you watch sales grow.

Radian6 - <http://www.radian6.com/>

Radian6 enables organizations to become Socially Engaged Enterprises, with the power to understand and gain insights about social media through metrics, measurement, sentiment and analytics reporting. Our social media listening, tracking, monitoring and engagement tools allow organizations to successfully employ a social media strategy and understand the impact the Social Graph and Social CRM have on their success.

Vocus - <http://www.vocus.com>

Vocus Marketing & PR Software helps companies reach & influence buyers across social networks, online & through the media. Learn how Vocus can help you.

Trackur - <http://www.trackur.com/>

Monitor your reputation, your news mentions, your PR campaigns, your employees, or your competition. Trackur's social media monitoring tools are easy to use, yet offer a surprising number of features.

Alterian - www.alterian.com

Alterian helps organizations to create relevant, effective and engaging experiences with their audience that create value and reinforce commitment to their brand, through the use of the Alterian Integrated Marketing Platform . Alterian is driving the transformation of marketing and communications, making it practical and cost-effective for companies to achieve multichannel engagement with the individual.

Adobe – SocialAnalytics - www.omniture.com/en/products/social-analytics

Adobe® SocialAnalytics is the first social media analytics solution to measure the impact of social media on business. It enables marketers to directly measure their social media efforts, and understand how conversations on social networks and online communities influence marketing performance. Using Adobe SocialAnalytics, marketers can manage their strategy and investments in social media based on measurable outcomes and in the context of broader, multichannel marketing efforts.