

# 10 SOCIAL MEDIA MONITORING TOOLS



## Social Mention

**Social Mention** is a social media search engine that searches for keywords on social media platforms (blogs, comments, bookmarks, events, videos) and provides graphic illustrations or charts showing mentions per day or week.



## Twitter

**Twitter Advanced Search** is the best way to ferret out tweets about a targeted sector. Look for keywords, search by location, date or with other filters. **Track** is a little-known Twitter feature that lets you track keywords and have them sent directly to your mobile phone as soon as they're posted.



## Addict-o-matic

**Addict-o-matic** lets you instantly create a custom page with the latest buzz on a given topic. The browser-based tool offers a one-stop customized site for seeing results across multiple social media channels.



## Sprout Social

Chicago-based **Sprout Social** lets you target and discover new customers or supporters, monitor your brand across the social Web, or organize your social networks and manage up to five identities with the basic plan. The service offers an easy-to-digest summary of what's happening online around your social presence.



## Wildfire

**Wildfire**, which creates interactive promotions on social sites, has a tool, **Social Media Monitor**, that tracks and compares how nonprofits and brands are performing on Facebook and Twitter.



## HootSuite

**HootSuite** is our favorite social media dashboard. You can track results and use Twitter lists to check on what people in a specific sector are talking about. Free for one person, \$5-\$15/mo. for other team members.



## Topsy

Enter a search term on **Topsy**, such as the name of your cause or nonprofit, and you'll get results showing what users are saying on Twitter and Google+. Fine-tune your results to see only what users are saying within the hour, or up to 30 days



## Trackur

An online reputation management and social media monitoring tool, **Trackur** is Google Alerts on steroids. It will deliver results to your inbox, RSS feed or Web-based dashboard. Quickly monitor your reputation, check on trends and analyze media mentions for your brand. 4 plans cost \$18-\$377/month.



## Thrive

**Thrive** is an all-in-one social media tool that lets you listen, publish, report and engage with donors and supporters. Features like contact tagging and sorting, automated keyword searching and conversation archiving help you cultivate relationships over time, turning fans into donors.



## WatchThatPage

Sometimes you'd like to know when updates take place to an important Web page — say, your Wikipedia page or key pages on your competitors' sites. Instruct **WatchThatPage** to keep tabs on any Web page, and you'll receive an alert any time a change is made to the page.