



Your Social Media Toolkit

A Recommended List of Tools from Resource Media Webinar
 "Game Changer: 5 Steps to Maximize Social Media Impact"

Google Analytics (Slide 18)

www.google.com/analytics/

What it is: A free website analytics tracking tool from Google you plug into the back end of your website within its HTML coding. Once Google Analytics is installed you'll be able to access important information from your site like your number of visitors/unique visitors over time, how your visitors are getting to your site, what keywords they use to get to your site etc.



How you can use it: See vital statics of your website such as number of unique visitors, top referring sites linking to your website, keywords visitors used to find your site, etc. You can also use this tool as a resource to find new prospects to target for your social media work.

Google AdWords Keyword Search Tool (Slide 18)

<http://bit.ly/bMZ6r2>

Keywords	Advertiser Competition [Ⓜ]	Local Search Volume: June [Ⓜ]	Global Monthly Search Volume [Ⓜ]
Additional keywords to consider - sorted by relevance [Ⓜ]			
energy efficiency appliances	<input type="checkbox"/>	390	1,900
energy efficiency rating	<input type="checkbox"/>	3,600	8,100
energy efficient	<input type="checkbox"/>	550,000	823,000
commercial energy efficiency	<input type="checkbox"/>	Not enough data	2,900

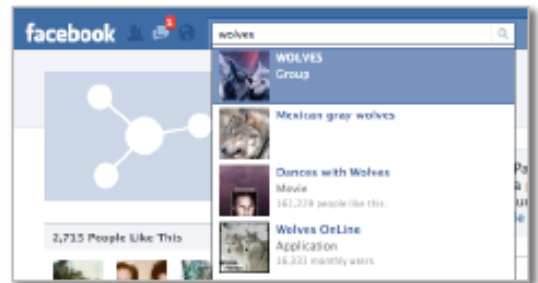
What it is: An online keyword assessment tool from Google that provides information on keyword search volume (global and local) as well as statics about competing keywords.

How you can use it: Enter a keyword or phrase into the search box and this tool will provide similar keywords associated with the one you entered. Great for discovering new keywords or refining your current ones.

Facebook Internal Search (Slide 27)

www.Facebook.com

What it is: Facebook's internal search functionality. Simply enter relevant keywords into the Facebook search box and click on the small magnify glass on the far right to bring up keyword-related profiles, fan pages, groups or status updates/news feeds.



How you can use it: To identify every page, group or person on

Facebook with whom your organization might connect. You could look for current partner groups, potential partner groups and/or individuals who could help support your Facebook community, spread the word about timely campaigns, add your page to their organization’s page’s favorites, etc.

Twellow (Slide 27)
www.twellow.com



What it is: A comprehensive database of Twitter accounts you can search keyword(s). Also known as the “Yellow Pages for Twitter.” Results shown are in list format by relevance and by the number of followers an account has (with the most relevant accounts that have the largest number of followers appearing at the top).

How you can use it: To find potential Twitter influencers (bloggers, reporters, etc.) in your area of focus; to find partners and supportive individuals to help spread the word about your cause and/or particular campaigns.

Technorati (Slide 27)
www.technorati.com

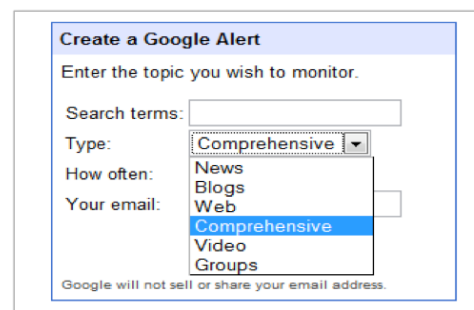
What it is: The most comprehensive blog database online today. Technorati ranks notable blogs by “authority,” defined by the number of other blogs or websites that have linked to a blog in the last six months. Simply enter a keyword into the white search box at the top of Technorati’s homepage, specify you’d like to search for “blogs” not “posts” and click on the green and white magnify class button to start your search.



How you can use it: Multiple uses! Locate new bloggers to pitch about campaigns, take an assessment of the blog landscape for your issues or cause, track the “authority” for your blog and other cause-related blogs to rank bloggers by priority level.

Google Alerts
www.google.com/alerts

What it is: An email update service that provides you with the latest relevant Google results (web, news, etc.) based on your choice of query or topic.



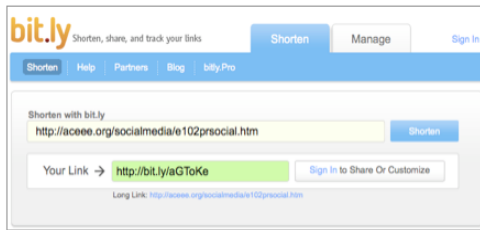
How you can use it: To monitor conversations (within the news,



blogs, on the Web, within videos etc.) taking place about your organization or cause; to monitor news about a particular campaign, news issue or person.

Bitly (Slide 35)

<http://bitly.com>



What it is: A URL shortening service that optimizes links for social media platforms with text limitations. Bitly also has helpful link metrics tracking capabilities that allow you to view the number and type of people who click on the link, where online they share it, what conversations they have around it etc.

How you can use it: To track, measure and report on the success of campaign outreach efforts (like distributing press releases and reports, promoting events etc.) via Twitter or to monitor the Twitter landscape for either your organization or your issue/cause.

Google AdWords Keyword Tool (Slide 35)

www.adwords.google.com

What it is: A free keyword tool from Google that allows you to explore how often your keywords are searched and to find new related ones.

A screenshot of the Google AdWords Keyword Tool interface. It shows a table with columns for 'Keyword', 'Competition', 'Global Monthly Searches', 'Local Monthly Searches', and 'Local Search Trends'. The table is sorted by 'Global Monthly Searches'. The keywords listed are 'solar energy', 'wind power', 'geothermal', and 'wind turbines'. Each keyword has a green bar indicating competition level and a bar chart showing search trends. The search volume for 'solar energy' is 1,500,000 globally and 823,000 locally. 'wind power' has 1,000,000 global and 490,000 local searches. 'geothermal' has 1,000,000 global and 590,000 local searches. 'wind turbines' has 673,000 global and 301,000 local searches.

How you can use it: To create a list of keywords that you can use consistently through all campaign communications across all platforms you share the campaign within.

pitchengine (Slide 37)

www.pitchengine.com/

What it is: PitchEngine lets users create and share social media release content with both traditional and new media targets via their social media wire service. You can easily include digital media content releases (like images, video, links and more) at no additional cost.



How you can use it: To spread the word about your campaigns to journalists, bloggers and other social media influencers. PitchEngine uses a “Co-op SEO” concept that allows organizations, no matter what their size, to get indexed in major search engines.

Help a Reporter Out (Slide 38)

www.helpareporter.com/



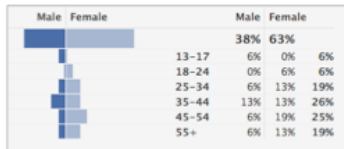
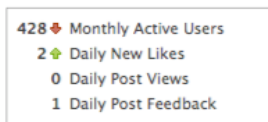
What it is: A free newsletter promoting PR opportunities from over 30,000 media contacts looking for sources and expertise for their articles.

How you can use it: Subscribe and monitor HARO emails (there are three per day). Look for PR opportunities in your organization’s area of expertise (one section includes “public policy and government”). Reply directly to journalists and bloggers writing about topics relevant to your organization using their contact information provided within the HARO email. HARO is great for obtaining additional press coverage relating to your overall cause or to specific campaigns.



Facebook Insights (Slide 43)

www.facebook.com/insights/



What it is: A free, internal, Facebook database that provides page owners with metrics about their content, fan base and community traffic.

How you can use it: To better understand and analyze page trends to gain insights into who your audience is and what they might want from you; to engage your community; to try new things; to develop Facebook ad content, etc.

Twitter Grader (Slide 47)

<http://twittergrader.com/>

What it is: A free and simple tool from Hubspot that helps you take an assessment of how a Twitter account is performing.

How you can use it: Just type in your Twitter account name and click on the “Grader” button to the right. Twitter Grader will provide you with a wealth of information about an account including: number of followers, number of people following you, total number of tweets posted and the account’s overall Twitter grade and rank.

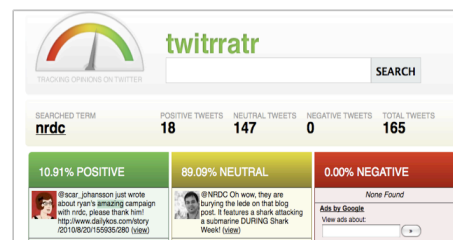


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twitrratr (Slide 48)

<http://twitrratr.com/>

What it is: A free tool for Twitter that provides a simple dashboard for account user sentiment on any topic. Simply type in a keyword



you want to assess Twitter community opinion on and click on the “search” button on the right.

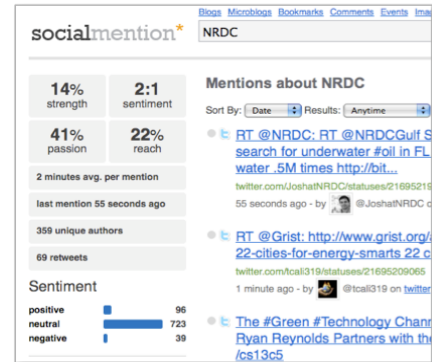
How you can use it: To track your organization’s reputation online (or that of any other organization); to find your biggest supporters; to find neutral “fence sitters” and/or people who don’t currently feel good about your organization or cause that you’d like to try to turn around.

socialmention (Slide 48)

www.socialmention.com/

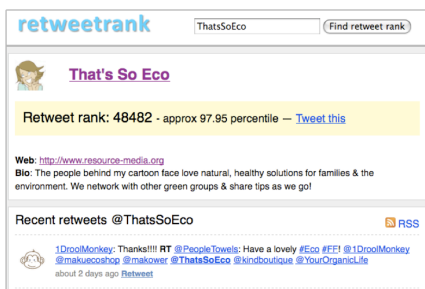
What it is: A tool that provides real-time social media sentiment data and analysis. You can search any platform or subject ranging from blogs, microblogs, social media networks, bookmarks, comments, events, images, video and audio to questions and more. Just plug in a relevant keyword and hit the “search” button to generate results.

How you can use it: To find out how the social media community feels about an organization, issue or cause. You can also determine how popular the topic you’re assessing is, what keywords and/or hashtags people use to find information about that keyword, who the top users of the keyword are and which networks the keyword is most (or least) popular.



retweetrank (Slide 49)

www.retweetrank.com/



What it is: A free tool that determines a Twitter account’s rank based on the number of retweets it receives. Retweetrank also provides you with your account’s latest retweets.

How you can use it: To find your retweet rank; to identify what kind of content you tweet gets shared; to locate your most generous followers so you can research them and start building better relationships with them.

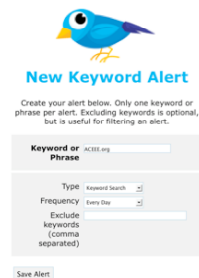
TweetBeep (Slide 50)

www.tweetbeep.com

What it is: A free email alert system used to track keywords, phrases or URLs used in tweets within Twitter.

How you can use it: To monitor the online reputation of an organization or assess the Twitter landscape of a particular issue or cause. To track campaign coverage you generate within Twitter.

tweetbeep))



Oneforty. (Slide 51)
<http://oneforty.com/>



What it is: A free database of over 3,000 Twitter tools you can filter through by category or purpose. Example filters include: Twitter basics, following and followers, productivity and blog and website tools, to name a few. You can also find platform-specific tools and identify what new Twitter tools have recently been added to the database.

How you can use it: To hone in on exactly what type of tool you need to answer a particular question, solve a pain point, obtain a statistic you need etc. Oneforty also allows you to read user reviews for applications that do similar things, which saves you time doing application research.

Row Feeder (Slide 51)
<https://rowfeeder.com/>

What it is: A low cost tool that helps make social media monitoring and analysis for Twitter and/or Facebook easy. Examples of information you can track include: keywords, hashtags, phrases or user names.



How you can use it: To take social media data from the collection phase (within the Row Feeder tool's dashboard) to a format useful for analysis and reporting like Microsoft Excel. Row Feeder makes it easy for you to view your data in an Excel format within their tool, examine raw data or convert it into simple to read graphs. Filter information through drop-down menu choices etc.

IceRocket (Slide 52)
www.icerocket.com/



What it is: A free, social media real-time search engine powered by a keywords.

How you can use it: To quickly and easily get near-immediate access to the latest coverage about an organization, cause or campaign within the most popular social media platforms using one application.

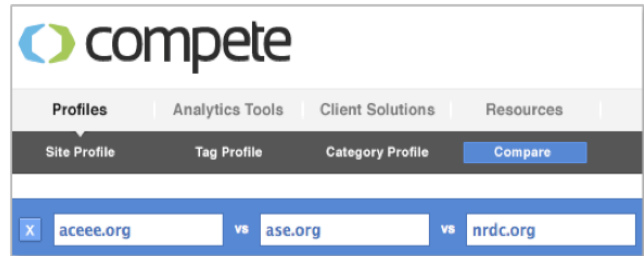


Compete (Slide 52)

<http://compete.com/>

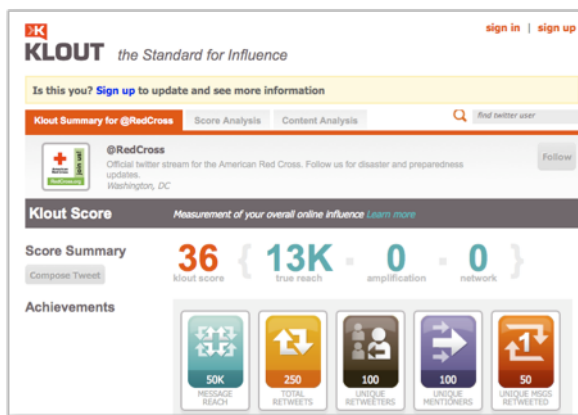
What it is: A free digital media competitive intelligence tool primarily used to analyze websites.

How you can use it: To access information about your competitors' website performance and compare it to your own. You can see traffic and engagement data, inbound links and analyze competitor keywords experience for visitors.



Klout (Slide 52)

<http://klout.com/>



What it is: A tool that monitors online influence on Twitter. Klout tells you what type of influencer you are and how much others think you influence them, which is based on characteristics like the number of retweets you've received, the number of unique mentions you've received, how far your tweets reach etc.

How you can use it: To learn how other Twitter users see you; to track your progress as a Twitter leader or influencer over time; to find out which accounts influence you; to review a keyword topic summary of what others think you're account is about.

What the Hashtag?!

<http://wthashtag.com/>

What it is: A community-driven and edited encyclopedia for Twitter keywords (also known as "hashtags").

How you can use it: Sign up for an account; track trending Twitter hashtags; contribute to hashtag pages (add definitions, resources/links, detailed descriptions etc.); research specific hashtags.

