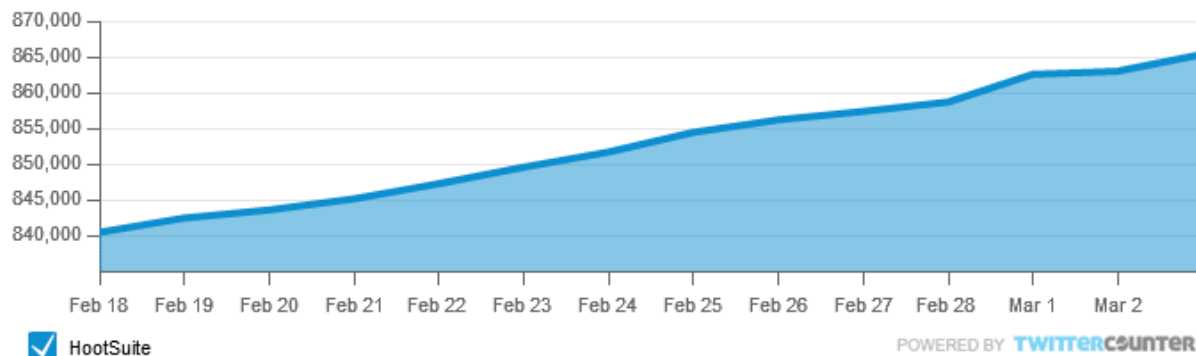


## Hootsuite for Twitter Analytics

<http://hootsuite.com>



### What is it and what can it do?

Hootsuite is a tool that allows you to measure traffic, track activity, and update messages across multiple social media platforms (Facebook, Twitter, LinkedIn, Google+, MySpace, Foursquare, Mixi, WordPress and more) from a computer with a browser or mobile device. Currently, Hootsuite is one of the few analytics tools out there for Twitter since Twitter does not have an analytics tool for their users yet.

### Price:

- **Basic:** Free to manage 5 social profiles and have quick reports, message scheduling, and 2 RSS/Atom feeds. **Pro:** \$9.99/month for 2 team members + \$10/month/additional team member to manage unlimited social profiles and have message scheduling, 1 enhanced analytics report, Google Analytics integration, Facebook Insights integration, and unlimited RSS feeds.
- **Enterprise:** \$1,499/month to manage unlimited social profiles and have unlimited team members, one named account manager, online HootSuite certification program, Enterprise customer service, unlimited RSS feeds, Ow.ly Pro Enterprise vanity URL, enhanced analytics, advanced security, professional setup assistance, archived tweets, and Enterprise exclusive tools

When it comes to analytics, the free version tells you your follower growth over time, the popularity of your handle as a keyword in search over time, and how many people click the links that you share through Hootsuite. The paid versions of Hootsuite get you a certain number of analytics “points” which you can spend on customizing reports and accessing advanced data such as:

- **Daily Mentions Module for Twitter Profiles** which includes count of mentions per day, mention date, mentioner name, mention text, & Klout/influence of mentioner
- **Daily Retweets Module** which lets you view count of retweets per day, date of original tweet, number of retweets for a particular tweet per time frame, date of retweet, retweeter name, retweeted text, & klout of retweeter



### **How do I get started?**

Go to <http://hootsuite.com> and create an account. Once you create an account, link your Twitter account to Hootsuite. In order to access your analytics data, click on the little chart icon on the left hand side. Here you can create reports and customize them.

### **What are some tips & tricks?**

#### **Basic Account**

- **Twitter Profile Overview** - Besides the basics of how many followers you have, how many accounts you follow, and how many people are in your lists, Hootsuite also tracks your follower growth over time on a graph. This makes it easier to take note that something may have happened on a certain day to affect follower activity. You can also track your Twitter handle as a keyword over time, which gives you an idea of our overall popularity each day.
- **Track Your Link Activity** - If you share you links via Owly, you can see how many times your link has been clicked on, and which ones are the most popular.

#### **Profession and Enterprise Account**

- **Twitter Engagement** - A pre-set template that lets see Follower Growth, Detailed Mentions and Retweets
- **Twitter Aggregate** - If you have multiple Twitter accounts, this template compares twitter accounts and reports the total number of Retweets, Mentions and Followers across twitter accounts.
- **Build Custom Report** - You can put your own headers and logo on the report and, for varied “points”, you can pull in specific data about all your Twitter interactions.

### **What are some other resources?**

- Hootsuite’s Help Desk: <http://help.hootsuite.com/home>
- Twitter for Good - Twitter’s Resources for Nonprofits: <http://hope140.org/>
- Twitter Tools & Tips Blog’s “10 Awesome Analytics Tools”: <http://bit.ly/14zwnY0>
- Tweet Reach: <http://tweetreach.com/>
- Eventifier: <http://eventifier.co/>