

How to Measure Your Social Media Presence

Date: July 16, 2010 10:35 AM

Author: [Andrea Watts](#)

Tags: [blogs](#), [search engine optimization](#), [search engines](#), [social media](#), [social media marketing](#)

Permalink: <http://bit.ly/9MtBjK>

There are several tools out there to measure your presence in the world of Social Media and [Social Media Marketing](#). By using these tools, you have the ability to analytically measure your presence on the Internet as well as compare your company or product to your competition. If you have been making [search engine optimization](#) efforts, this will give you a preview of your results.

Social Mention

[Social mention](#) is a website that functions as a search engine and analysis platform all rolled into one. By typing in a keyword or phrase into the search box, it aggregates all user generated content from all over the Internet, and consolidates the content into one feed.

[Social mention gives you the ability to see in a comprehensive database exactly what people are saying about your company or product, or really any topic of your interest. The site crawls over 100 social media sites including Twitter, Facebook, YouTube, Google, Digg, and more. It comes with a realtime social media search and analysis service, daily social media alerts, and a Realtime Buzz Widget.](#)

[Daily social media alerts are email updates of the latest relevant social media results according to your search parameters. If you go to the Social Mention Alerts page, you can type in your search phrase, what type of content you would like \(Blogs, Networks, Comments, etc.\), your email address, and how often you would like to receive alerts.](#)

The Realtime Buzz Widget allows the user to display realtime feeds on your website or blog. The widget can be integrated into your website, and constantly updates search data according to specified parameters.

The Search

Social Mention measures four areas of visibility: strength, sentiment, passion, and reach.

For example, I conducted a search for "[search engine optimization](#)." My results: a comprehensive analysis of the social media presence, top keywords, sources, and much more information on the phrase "search engine optimization."

Strength

Strength is a percentage that measures the likelihood that your brand is being discussed in the social media realm, it is calculated by taking phrases mentioned within the last 24 hours divided by the total possible mentions.

Sentiment

Sentiment is the ratio of mentions that are generally positive to those that are generally negative.

Passion

Passion is a percentage that measures the likelihood that individuals talking about your brand will do so repeatedly. For example, if you have a small group of very passionate advocates who talk about your brand all the time, you will have a high Passion score. However, if every mention was by a different author, your Passion score will be lower.

Reach

Reach is a percentage that measures the range of influence. It is calculated by taking the number of unique authors referencing your brand, and dividing that by the total number of mentions.