



21 of the best Social Media Analytical Tools for 2014

Lilach Bullock

There's nothing like waking up in the morning and checking out all your stats...right? I admit, I am a bit of a nut when it comes to analytics – I check them regularly (some might say obsessively...) and am always on the lookout for new tools, new stats and new ways to find out how we're doing online.

Below I've gathered a list of my 21 favourite **social media** analytic tools that I use on a regular basis:

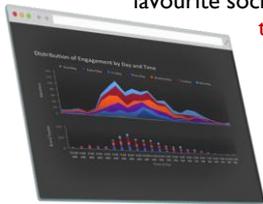
General

1. **Simply Measured**

Simply Measured is one of my favourite social media analytics

tools. It's not only one of the most complete tools, with analytics for Facebook, Twitter, Vine, Instagram,

YouTube, Tumblr, LinkedIn, Google+, Klout and even Google Analytics (with Pinterest soon to join), but their reports are also beautiful, and very thorough. You can get some of these reports for free (3 in a 24-hour period) and you can also get into their free trial to see Simply Measured's full potential. You can choose to see your reports either in Excel or online, or even export them directly to PowerPoint, and get very in-depth analysis of your online behaviour, your fans and followers and much more. If you want to see what a Simply Measured report looks like, you can check out this free example of a Twitter Account Report [here](#). Looking forward to Pinterest Analytics!



2. **Twtrland**

Twtrland is a free tool that allows you to see a few important statistics of your Twitter, Facebook and Instagram accounts. You'll get audience demographics so you can better understand your fans and followers, key **engagement** stats (such as estimated numbers of retweets and replies received for your every 100 tweets). You can also use Twtrland to find influencers in any skill, so that you can find out who you should be engaging with online to get better results. One of the things I really like about Twtrland is that you can check anyone's profiles to get an idea of how they're doing on social media.



YouTube. It will help you understand your fan growth and what content determines it, as well as understanding when to post content, and what content to post in order to raise engagement rates. It will also help you identify your key influencers, and much more.

Twitter

5. **Twitonomy**



Twitonomy is one of my favourite free Twitter analytics **tools**. With the free version, you can get very detailed analytics on your Twitter account, presented in a visual way. It has numerous different features, even in the free version: monitoring users, lists and keywords, tweets analytics monitoring your interactions with other users, and much more. You can also see which of your tweets were most retweeted or favourite, what times you tweet and from which platforms, and even what hashtags you use. It also allows you to track your mentions over time, find out your most influential and most active users, and much, much more.

6. **FollowerWonk**

FollowerWonk is a Twitter analytics tools dedicated to analysing Twitter followers and friends. Another useful feature is that you can search through Twitter bios and compare Twitter accounts.

3. **SumAll (TwentyFeet)**



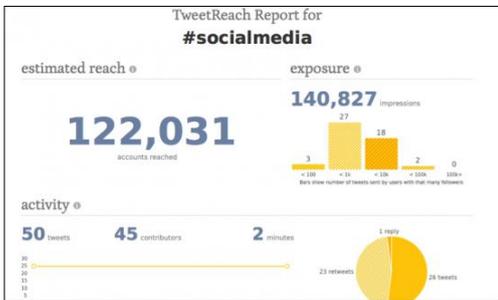
With SumAll, you can check how your updates are doing on Twitter, Facebook, **Google+**, Instagram, YouTube, as well as some useful Google Analytics stats. You can use to find out which of your tweets and Google+ updates have the most impact, check your Facebook engagement activity to find out if you're engaging enough, find out which of your photos get the most attention on Instagram, and find out which of your YouTube videos have the most potential to turn viral – and those are just some of its features!

4. **SocialBakers**

SocialBakers provide detailed analytics for several different social networks: Facebook, Twitter, Google+, **LinkedIn** and

Their follower/friend analysis is very in-depth, including a mapped location of followers, social authority scores, gender, follower and following counts, account ages, the recency of tweets, total tweets, languages, numbers of retweets, most active hours and more.

7. TweetReach

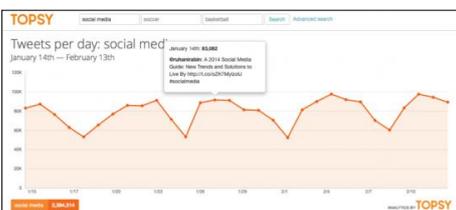


TweetReach is a simple, yet very useful **Twitter** tool. It allows you to search for a URL, Twitter name, phrase or hashtag and get an analysis on the tweets that match your search, with details on the reach and exposure of those tweets. In the free version, you only get the analytics for 50 of the tweets that match your search, but you can still get a good idea of the estimated reach, exposure, the top contributors and most retweeted tweets among others.

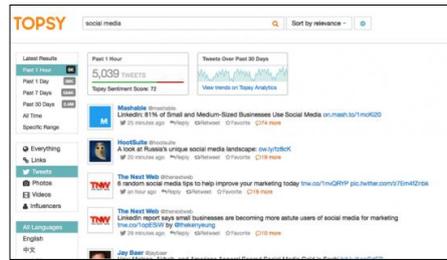
8. SocialBro

SocialBro allows you to better understand your Twitter account. You can try it for free for two Twitter accounts for two weeks, however the more features you want, the more you have to pay. You can use it to figure out the best times for tweeting, to get powerful insights into your community and audience, identify your top influencers, analyze your competitors, discover new, targeted Twitter users for you to follow, and much more.

9. Topsy



Topsy is primarily a search tool that allows you to search through links, tweets, photos, videos and



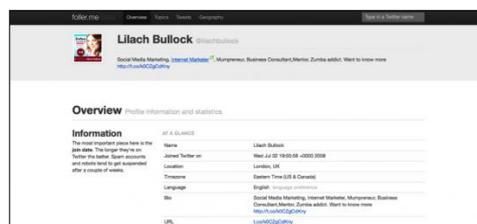
influencers using any keywords you want. This is useful because you can use it to analyze how popular a particular topic is on Twitter:

You can also use it to see how many tweets are sent every time using a particular keyword/s and browse through trends:

10. TwitterCounter

Twitter Counter is a detailed Twitter analytics tool that allows you to better understand your **Twitter** followers, friends and the tweets you post (free version), as well as track who unfollowed you, your mentions, retweets and favourites and even analytics on the retweets and mention you make (in the Premium version). You can also choose to pay a one-time fee to get all of these analytics of a particular Twitter user in a CSV file.

11. Foller.me



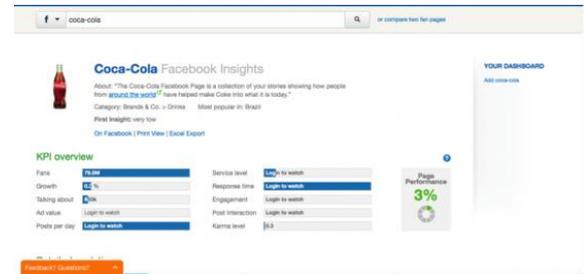
Foller.me is a very useful Twitter analytics tool that allows you to study any public Twitter profile, with real time data about their followers, the hashtags they use, the mentions they get, and more. You can even see how users use emoticons in their tweets, who they interact with the most, which hashtags they use the most and a world cloud of the most-often used topics.

12. TweetLevel

TweetLevel has a few different, and very helpful, features. It allows you to find out how influential you are on Twitter (or any other user), as well as analyze

conversations and the buzz surrounding your brand. You can also do a search for any topic, **hashtag** or link to see what the level of buzz is surrounding it (number of mentions), the top users, and the top shared web links.

Facebook 13. FanPage Karma



FanPage Karma allows you to study your own **Facebook** Page, as well as your competitors', for free. You will be able to see any pages' posting history, their top posts as well as their weakest, a word cloud of the most frequently used words and hashtags and even the length of posts, as well as posting frequency, success rate of posts, top influencers, and much, much more.

14. LikeAlyzer



LikeAlyzer by Meltwater is a tool that is a different from most other social media analytics tools. What makes it different (and helps it stand out as well in my opinion) is that it doesn't just show you what you're doing, but it also gives you recommendations to help you do a better job with your page. It also highlights exactly what you're doing right and what you're doing wrong, making it much easier to make the necessary changes.

15. Wisemetrics



Wisemetrics provide a detailed Facebook analytics report that gives you an insight into your reach, engagement and posting. You can use it to get a better understanding of your audience and track your fan growth, as well as take a better look at those you reached with your posts. It also provides key engagement metrics, as well as engaged users and unlikes, and give you a full analysis of your Facebook posts.

16. Wolfram|Alpha

Wolfram|Alpha offer free Facebook analytics reports that allow you to understand your audience better, as well as studies your posts and engagement levels. Another cool feature is that you can download your own PowerPoint presentation of your Facebook analytics.

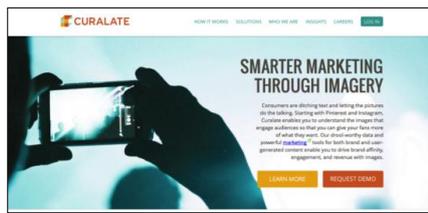
Pinterest & Instagram

17. Piqora



Piqora is a tool for the “visual web” – meaning Pinterest, Instagram and Tumblr. It allows you to track trending images and influencers, and it will help you discover the top pins, blogs, photos and pin-boards trending in that moment. You can also use Piqora to measure your return on investment, revenue and visits per pin, follower growth, repin rates, and also to monitor your hashtags and get more insight into your competitors.

18. Curalate

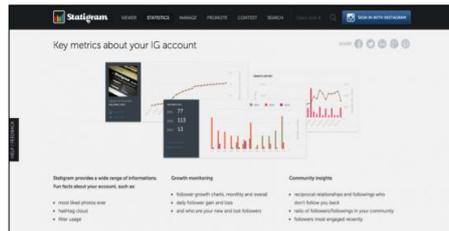


Curalate is a Pinterest and Instagram tool that can “read” your images and can identify those images that matter the most to your audience. It will also allow you to get a feel for overall sentiment by monitoring keywords and hashtags, and it will help you identify influential users and your most engaged advocates.

19. Tailwind App

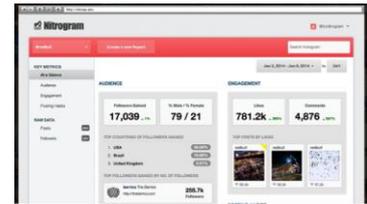
Tailwind is a detailed Pinterest analytics tool that you can try out for free. In the free version, you can get a few basic stats for your profile and boards, find out what the trending pins are, as well as help you optimize your content. By upgrading you can also track top re-pinner and brand advocates, influential followers, peak days and times for pinning, your competitors, as well as measure your ROI.

20. Statigr.am



Statigr.am provides key metrics about your Instagram account. For example, it looks into your most liked photos ever, which filters you’ve used over time, how much you post every month and what type of engagement you get, as well as its evolution over time. You’ll also be able to monitor your growth on Instagram and get tips on how to optimize your strategy and get better results.

21. Nitrogram



Nitrogram is an Instagram analytics and engagement platform. You can try the free trial now to get your own analytics dashboard, where you can track your Instagram accounts, as well as your competitors’ accounts. You can get a more in-depth look at your audience, at your engagement rates, posting habits and much more. Nitrogram can also be used for monitoring hashtags and for managing all of your Instagram accounts.

And that’s it – my top 21! What are your favourite social media analytics tools? Which ones do you use on a regular basis? Is there any new analytics tool that has caught your attention recently? Let us know in your comments!

© Copyright, Lilach Bullock

About the Author

Lilach Bullock is one of the UK’s most dynamic, well-respected and well-connected businesswomen. She launched and then sold her first business within three years of becoming a mother. Even now, she juggles a demanding home life with commercial commitments. Lilach’s contribution was recognised nationally, when she became a finalist at the Best MumPreneur of the Year Award, presented at Downing Street, where she was praised for her entrepreneurial efforts. Her latest venture, Network Waves, launched in 2011 and is a must-have for anyone who promotes their business via the internet. This innovative and exclusive website is a one-stop-shop for social media and internet marketing needs. “Lilach Bullock listed as one of the top 20 Women Social Media Influences in Forbes (2013)”

Co-ordinates

Tel: +44 (0) 7590 554 292
 Email: lilach@socialable.co.uk
 Web: www.socialable.co.uk
 Twitter: twitter.com/lilachbullock
 LinkedIn: uk.linkedin.com/in/lilachbullock



Important Notice

© Copyright 2015, Bizezia Limited, All Rights Reserved

This article appeared in Better Business Focus, published by Bizezia Limited ("the publisher"). It is protected by copyright law and reproduction in whole or in part without the publisher's written permission is strictly prohibited. The publisher may be contacted at info@bizezia.com (+44 (0)1444 884220).

The article is published without responsibility by the publisher or any contributing author for any loss howsoever occurring as a consequence of any action which you take, or action which you choose not to take, as a result of this article or any view expressed herein.

Whilst it is believed that the information contained in this publication is correct at the time of publication, it is not a substitute for obtaining specific professional advice and no representation or warranty, expressed or implied, is made as to its accuracy or completeness. Any hyperlinks in the article were correct at the time this article was published but may have changed since then. Likewise, later technology may supersede any which are specified in the article.

The information is relevant primarily within the United Kingdom but may have application in other locations.

These disclaimers and exclusions are governed by and construed in accordance with English Law.
Publication issued on 1 April 2014