

TOOLS	Hootsuite	Seismic	Radian 6	Ubertv	Crowd booster (beta)	Social Bro (beta)	Peerindex	Klout	Facebook Insights	Google real time/ Discussions	Twitter search	Fan Gager	bit.ly	TweetStats	Twenty feed	Social mention	Brandwatch	tweetbook.in	Mentionmap p	Manage flitter
Social networks																				
Facebook	x	x	x	x	x		x	x	x			x			x	x	x			
Twitter	x	x	x	x	x	x	x	x		suspended?	x			x	x	x	x	x	x	x
Foursquare	x	x																		
Blog / rss	x		x	x						x						x	x			
Youtube			x												x					
Flickr										x										
MySpace	x																			
Reporting options																				
Data range	x		x	x	x				x	x	x (time limits)			x	x		x			
Email reports	x		x	x						alerts							x			
Export PDF/excel pdf			x	x	x (pay option)				x						x		x	x (create a PDF/XML with all your tweets)		x (paid)
Storage data			x		x				x								price opt			
Brand monitoring tools																				
Brand name Tracking / Monitoring	x	x	x	x							x					x	x			x
Topic / Keywords	x	x	x	x			x				x					x	x			x
Manage accounts																				
Schedule messages	x	x			x	x														
Assign responses to other person	x	x																		
Short URL builder + tracking code	x	bit.ly			bit.ly	x							x							
Short URL stats	x	x			x	x							x		x					
Facebook																				
Fans (likes)	x			x	x				x											
Unlikes/Unsubscribers									x											
Post likes	x				x				x			x								
Post comments	x				x				x			x								
Shares																				
Demographics	x								x											
Language	x		x						x											
Sentiment (positive, negative)			x		top fans							x								
Twitter																				
Followers, trend	x			x	x	x	x							x	x					x
Unfollows						x									x					x
Retweets	x			x	x		x							x	x					
Mentions @Tate	x				x		x								x				x	
Influence	klout	klout		klout				audience, authority, activity	x							x				
Influential followers					x	x														
Top retweeters	x				x		x	x						x						
Responses, direct messages					x										x					
Demographics						x					x									
Demographics by link													x							
Language			x	x		x				x	x									
Sentiment (positive, negative)	x		x	x				x			x									
Benchmark (compare to other accounts)			x	x			x													x
Price	£6 month + £15 user (up to 5 users)	Free	£300 month min. Pay by conversatio ns. 50% off charities.	from £99 to £1000 depending on volume	Free/ Paid for reporting options (\$20/month)	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free	£100 - £1000	Free	Free	Free /Paid (\$12/month)