

TOOLS	Hootsuite	Seesmic	Radian 6	Ubertu	Crowdbooste (beta)	Social Bro (beta)
Social networks						
Facebook	x	x	x	x	x	
Twitter	x	x	x	x	x	x
Foursquare	x	x				
Blog / rss	x		x	x		
Youtube			x			
Flickr						
MySpace	x					
Reporting options						
Data range	x		x	x	x	
Email reports	x		x	x		
Export PDF/excel	pdf		x	x	x (pay option)	
Storage data			x		x	
Brand monitoring tools						
Brand name Tracking / Monitoring	x	x	x	x		
Topic / Keywords	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
Short URL stats	x	x			x	x
Facebook						
Fans (likes)	x			x	x	
Unlikes/Unsubscribers						
Post likes	x				x	
Post comments	x				x	
Shares						
Demographics	x					
Language	x		x			
Sentiment (positive, negative)			x		top fans	
Twitter						
Followers, trend	x			x	x	x
Unfollows						x
Retweets	x			x	x	
Mentions @Tate	x				x	
Influence	klout	klout		klout		
Influential followers					x	x
Top retweeters	x				x	

Responses, direct messages					x	
Demographics						x
Demographics by link						
Language		x		x		x
Sentiment (positive, negative)	x	x		x		
Benchmark (compare to other accounts)		x		x		

Price	£6 month + £15 user (up to 5 users)	Free	£300 month min. Pay by volume of conversations. 50% off charities.	from £99 to £1000 depending on mentions volume	Free/ Paid for reporting options (\$20/month)	Free
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Peerindex	Klout	Facebook Insights	Google real time/ Discussions	Twitter search	Fan Gager	bit.ly	TweetStats
x	x	x			x		
x	x		suspended?	x			x
			x				
			x				
Tw data 120 prev days		x	x	x (time limits)			x
			alerts	RSS feed			
		x					
		x					
				x			
x				x			
						x	
						x	
		x					
		x					
		x			x		
		x			x		
		x					
		x			x		
x							x
x							x
x	x						
audience, authority, activity							
x	x						x

x
x
x
x
x
x
x

Free Free Free Free Free Free Free Free

x

Free	Free	£100 - £1000	Free	Free	Free /Paid (\$12/month)
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