

## What are People Saying about YOU?

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### *26 Social Media Tools for Monitoring Your ONLINE REPUTATION*



Shhh!

Do you hear that?

#### **People are talking about you online!**

They are talking about you to their coworkers, to their friends, and anyone else who will listen on social networks.

And guess what?

It's in YOUR best interest to listen to what they're saying.

#### **YOUR REPUTATION IS AT STAKE!**

Unleash the full power of social media by finding out who is talking about you, what they are saying, and to whom.

First, **build a list of keywords and terms** about you, your customers, your company, and your market.

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Then, use some of these **26 free social media tools**, presented by marketing professional [Pam Dyer](#), to get a clear view of what people are saying.

1. **Addict-o-matic**: Allows you to create a custom-made page to display search results.
2. **Bloglines**: A Web-based personal news aggregator that can be used in place of a desktop client.
3. **Blogpulse**: A service of Nielsen BuzzMetrics, it analyzes and reports on daily trends in the blogosphere.
4. **BoardTracker**: A useful tool for scanning and tracking forums conversations.
5. **FriendFeed Search**: Scans all FriendFeed activity.
6. **Google Alerts**: Target keywords that are important to your brand and receive streaming or batched reports .
7. **HowSociable?**: A simple way to begin measuring your brand's visibility on the social Web.
8. **Icerocket**: Searches a variety of online services, including Twitter, blogs, videos, and MySpace.
9. **Jodange**: Tracking your brand or a product is one thing, but turning that tracking into a measure of consumer sentiment about your brand or product is something else entirely. Jodange's TOM (Top of Mind) tracks consumer sentiment about your brand or product across the Web.
10. **Keotag**: Keyword searches across the Internet landscape.
11. **Facebook Lexicon**: What are people talking about on Facebook? Lexicon searches Facebook walls for keywords and provides a snapshot of the chatter volume around those terms.
12. **Monitter**: Everyone is talking about Twitter, but what are people talking about *on*Twitter? Beyond the integrated search of Twitter apps like Seesmic and TweetDeck, Monitter provides real-time monitoring of the Twittersphere.
13. **MonitorThis**: Subscribes you to up to 20 different RSS feeds through one stream.
14. **Samepoint**: A conversation search engine that lets you see what people are talking about.
15. **Seesmic**: Monitors multiple Twitter accounts and enables keyword searches and tracking.
16. **Surchur**: An interactive dashboard covering search engines and most social media sites.
17. **Technorati**: Search engine and monitoring tool for user-generated media and blogs. Billing itself as "the leading blog search engine," Technorati has been helping bloggers stay informed for years.
18. **Tinker**: Real-time conversations from social media sources like Twitter and Facebook.
19. **Trendrr**: Want to know how your brand or product is trending compared with others? Trendrr uses comparison graphing to show relationships and discover trends in real time. Use the free account, or move up to the Enterprise level for more functionality.
20. **Tweetburner**: In the world of Twitter, URL shortening is the key to effectively connecting with the public. Tweetburner also lets you track the clicks on those magically shortened links, giving you some hard numbers.

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21. **TweetDeck**: Not only a great way to manage your Twitter account, but the keyword search means you can see what people are saying about you.
22. **Twendz**: Public relations firm Waggener Edstrom's Twitter-mining tool that monitors and highlights user sentiment in real time.
23. **Twitter Search**: Twitter's very own search tool is a great resource. Can be subscribed to as an RSS feed.
24. **UberVU**: Track and engage with user sentiment across FriendFeed, Digg, Picasa, Twitter, and Flickr.
25. **wikiAlarm**: Alerts you to when a Wikipedia entry has been changed.
26. **Yahoo! Sideline**: A TweetDeck-esque tool from Yahoo. Monitor, search, and engage with the Twittersphere.

Use these tools to help you listen and make sense of what people are saying about you online.

Then with your new knowledge, you'll be able to engage your audience more successfully - and boost your own marketing strategy.

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