

Social media measurement tools

Analytics tools	
Facebook Insights	https://www.facebook.com/help/search/?q=insights
Twitter Analytics	https://analytics.twitter.com
YouTube Analytics	http://www.youtube.com/yt/advertise/en-GB/youtube-analytics.html
Pinterest Analytics	http://business.pinterest.com/analytics/
Tweet Deck	http://tweetdeck.com/
Hootsuite	https://hootsuite.com/
Crowdbooster	http://crowdbooster.com/
Social Bro	http://www.socialbro.com/
Measured voice	http://measuredvoice.com/
Circle count	http://www.circlecount.com/
Simply measured	http://simplymeasured.com
Nitrogram	http://nitrogr.am/
Statigram	http://statigr.am
Share count	http://www.sharedcount.com
Twitalyzer	http://twitalyzer.com
Follower wonk	http://followerwonk.com/
Monitoring tools	
Topsy	http://topsy.com/
Salesforce (Radian 6)	http://www.salesforcemarketingcloud.com/
Social Mention	http://www.socialmention.com/
Sprout social	http://sproutsocial.com/
Social Bakers	http://www.socialbakers.com/
Rowfeeder	https://rowfeeder.com/
YourTwrapperKeeper	https://github.com/540co/yourTwrapperKeeper
Web analytics	
Google analytics (event tracking for social media buttons)	https://developers.google.com/analytics/devguides/collection/gajs/gaTrackingSocial
Google social media reports	http://www.google.com/analytics/features/social.html
Data capture , web scraping	
OutWit Hub	http://www.outwit.com/
Ncapture add-on (NVIVO)	http://www.qsrinternational.com/products_nvivo_add-ons.aspx
Netvizz	https://apps.facebook.com/netvizz/
Influence	
Klout	http://klout.com/home
PeerIndex	http://www.peerindex.com/
Kred	http://kred.com/
Sentiment analysis	
Sentistrength	http://sentistrength.wlv.ac.uk/
Linguistic Inquiry and Word Count (LIWC)	http://www.liwc.net/
Umigon	http://www.umigon.com/
Data mining	
NVIVO	http://www.qsrinternational.com/products_nvivo.aspx

R	http://www.r-project.org/
SPSS	http://www-01.ibm.com/software/uk/analytics/spss/
SAS	http://www.sas.com/software/customer-intelligence/social-media-analytics.html
Data visualisation	
Processing	http://processing.org/
Many Eyes	http://www-958.ibm.com/software/analytics/manyeyes/
Tableau	http://www.tableausoftware.com/
Piktochart	http://piktochart.com/
Google Charts	https://developers.google.com/chart/
Gephi	https://gephi.org/
Visual.ly	http://visual.ly/