

Free & Cheap Social Media Resources

Engage

Hootsuite.com - Allows scheduling of posts to twitter, facebook.

Analyze

Facebook metrics – download detailed analytics from your Facebook page’s Insights

Socialmention

Twittercounter

Crowdbooster

Google analytics

TweetReach

web.stagram.com - for instagram – monitor specific keywords/tags, or accounts. Sign in with your instagram account to “like” or comment, from a web-based platform.

Book: Social Media Metrics for Dummies, by Leslie Poston, Wiley & Sons 2012

Software-as-a-service

Vocus, CisionPoint, Radian6, CustomScoop etc. \$250/month and up.
Schedule, post, monitor and analyze social media.

Social Media Trends & News

insidefacebook.com

socialtimes.com

allfacebook.com

www.mediabistro.com

mashable.com

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CCPIN Meeting February 7, 2013