

Where to Listen in Social Media

Below is a partial list of places where you can 'listen' to the social media sphere for free. It's a partial list because new technologies emerge and there are places certain to make it to this list in time. We strongly recommend that you set up regular "listening posts" around your company, competitors and keywords that matter most to you. In an online world, your ability to listen enhances your ability to compete.

Google Alerts: monitors the online world, including the social sphere <http://Google.com/alerts>

Google Blog Alerts: <http://blogsearch.google.com>,

Google Trends: defines a comparison between keywords for online and news relevancy www.google.com/trends

Social Mention: monitors the whole social sphere www.socialmention.com

Technorati: monitors blogs www.technorati.com

Twitter Search: monitors twitter streams www.twitter.com

Yahoo Alerts: monitors the online world, including the social sphere <http://yahoo.com/alerts>

Yahoo Pipes: monitors the online world of your networks <http://yahoo.com/pipes>



Listening Posts in social media allow the information to come directly to you.

Make use of RSS feeds on many of these sites to keep the alerts coming to you instead of you having to conduct a search every day/week/month.

Short list compiled by CloudSpark, August. 2010