<table>
<thead>
<tr>
<th>Blog Coverage</th>
<th>Social Media Coverage</th>
<th>Media Coverage</th>
<th>Languages</th>
<th>Email Alerts</th>
<th>KeyWords Monitoring</th>
<th>Search Result Limits</th>
<th>Dashboard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radian6</td>
<td>Ideal User</td>
<td>LinkedIn Technologies</td>
<td>BuzzStream</td>
<td>Meltwater News</td>
<td>Spread Social</td>
<td>Stormtrooper</td>
<td>Netbase</td>
</tr>
<tr>
<td>Media monitoring and reporting available through an intuitive interface.</td>
<td>Large companies with in-depth social media monitoring and reporting needs.</td>
<td>17th Street</td>
<td>Coverage of approximately 50,000 new sources per day.</td>
<td>Coverage of 100k web-based sources.</td>
<td>Coverage of approximately 30,000 new sources per day.</td>
<td>Coverage of approximately 30,000 new sources per day.</td>
<td>Coverage of approximately 30,000 new sources per day.</td>
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<tr>
<td>All blogs, including Google, MySpace, Bloglines, BlogCatalog, BlogPulse, and others.</td>
<td>Approximately 100 million sources.</td>
<td>All blogs in Google, MySpace, Bloglines, BlogCatalog, BlogPulse, and others.</td>
<td>Approximately 100k sources.</td>
<td>Approximately 100k sources.</td>
<td>Approximately 100k sources.</td>
<td>Approximately 100k sources.</td>
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<tr>
<td>Yes, alerts specific to your needs.</td>
<td>Anyone can search; however, the platform supports in-depth social media monitoring for large enterprises.</td>
<td>Yes, but alerts specific to your needs.</td>
<td>Yes, alerts specific to your needs.</td>
<td>Yes, alerts specific to your needs.</td>
<td>Yes, alerts specific to your needs.</td>
<td>Yes, alerts specific to your needs.</td>
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<tr>
<td>Yes, daily or weekly.</td>
<td>Yes, daily, weekly, monthly, quarterly, or yearly.</td>
<td>Yes, daily or weekly.</td>
<td>Yes, daily or weekly.</td>
<td>Yes, daily or weekly.</td>
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Social Media Monitoring Tools
Comparison Guide

<table>
<thead>
<tr>
<th>Influencers</th>
<th>N/A</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ease of Use</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Sentiment</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Analysis</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Support</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Workflow Management</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Reporting Capabilities</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**Influencers**
For each tool, profile your organization's needs to identify the influencers that are most important. How do you define influential? (Names, accounts, topics, etc.)

**Ease of Use**
How easy is the tool to use? (Web interface, API, mobile, IP addressing, etc.)

**Sentiment**
How is sentiment analyzed? (Language model, sentiment dictionary, etc.)

**Analysis**
What data is available? (Volume, geographic breakdown, sentiment, topic analysis, etc.)

**Support**
How is the system supported? (Email, phone, chat, account management, etc.)

**Workflow Management**
Does the tool have task management functionality? (Assigning, rescheduling, etc.)

**Reporting Capabilities**
How does the tool present results? (Tables, graphs, charts, etc.)

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**Radian6**
- **Ease of Use:** Applicable to your brand, but sophisticated enough for the advanced user.
- **Support:** Email and phone support during normal business hours (Monday-Friday).
- **Workflow Management:** System is also compatible with most CRM systems.
- **Reporting Capabilities:** Dashboards are delivered monthly, and reports can be created for trending topics, share of voice and sentiment. Sentiment is determined using natural language processing and the underlying system is trained to understand specific domain terminology.

**Sprout Social**
- **Ease of Use:** Clean and easy-to-use interface with basic reporting included in base price. Can export and save graphs as PDFs.
- **Support:** Email and phone support (M-F 8 a.m.-6:30 p.m. CT).
- **Workflow Management:** Sprout Social uses a special algorithm to identify Twitter and Facebook trends. Provides the ability to export historical data.
- **Reporting Capabilities:** Clickable graphs allow for deep data analysis. Includes sentiment, resonance, engagement metrics.

**Netbase**
- **Ease of Use:** Clean and easy-to-use interface with basic reporting included in base price. Can export and save graphs as PDFs.
- **Support:** Email and phone support (M-F 8 a.m.-6:30 p.m. CT).
- **Workflow Management:** Netbase is designed for single or cross platform campaigns. Features include real-time and historical data, sentiment analysis, demography analysis, and more.
- **Reporting Capabilities:** All graphs are exportable as PDFs, and the underlying data is exportable via PDF, Excel, plain text and high-res screen capture.

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**Graphs & Data**
- **Ease of Use:** Willing to offer customizable data and results, the ability to filter and sort results, and the ability to integrate with other systems.
- **Support:** Email and phone support during normal business hours (Monday-Friday).
- **Workflow Management:** Netbase is designed for single or cross platform campaigns. Features include real-time and historical data, sentiment analysis, demography analysis, and more.
- **Reporting Capabilities:** Netbase is designed for single or cross platform campaigns. Features include real-time and historical data, sentiment analysis, demography analysis, and more.

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**Sentiment Ratings**
- **Ease of Use:** Simple interface; however, any in-depth social analysis is done by the platform.
- **Support:** Email and phone support (M-F 8 a.m.-6:30 p.m. CT).
- **Workflow Management:** Specific influencers can be tagged with specific user-generated tags.
- **Reporting Capabilities:** Sentiment is determined using natural language processing and the underlying system is trained to understand specific domain terminology.

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**Workflow Management**
- **Ease of Use:** Clean and easy-to-use interface with basic reporting included in base price. Can export and save graphs as PDFs.
- **Support:** Email and phone support (M-F 8 a.m.-6:30 p.m. CT).
- **Workflow Management:** Sprout Social uses a special algorithm to identify Twitter and Facebook trends. Provides the ability to export historical data.
- **Reporting Capabilities:** Clickable graphs allow for deep data analysis. Includes sentiment, resonance, engagement metrics.

---

**Reporting Capabilities**
- **Ease of Use:** Clean and easy-to-use interface with basic reporting included in base price. Can export and save graphs as PDFs.
- **Support:** Email and phone support (M-F 8 a.m.-6:30 p.m. CT).
- **Workflow Management:** Sprout Social uses a special algorithm to identify Twitter and Facebook trends. Provides the ability to export historical data.
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