SUMMARY:

Many libraries are employing Web 2.0 technologies such as Twitter to connect with their users and promote their services. Methods to evaluate the impact of these endeavors continue to evolve. Some tools that support the evaluation of Twitter are highlighted in this poster.

Why bother with Twitter?

The presence of Web 2.0 applications has a positive correlation with the overall quality of the library’s website.*

Tools:

TwitterAnalyzer
Twitalyzer
Klout
TwiNfluence
TweetStats
Followcost
Twittercounter
Twitterscore
Twittergrader
Google Analytics