Social Media For Researchers

**G: Social media analytics**

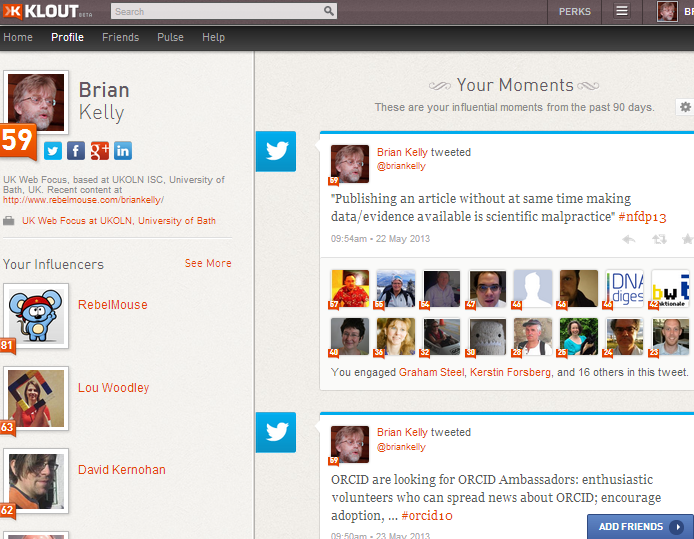
G1: Using Klout

**What is it?** Klout is a social media analytics service.

**Why bother?** Having a Klout account can provide an indication of your engagement with others on Twitter and how your use compares with your peers.

Exercise 1: Familiarisation

G1.1 View a Klout profile such as the one available at http://klout.com/#/briankelly (as shown in Figure 1).

**Figure 1: Klout profile**

G1.2 What type of tweets are listed which appear to have been influential?

Exercise 2: Registering

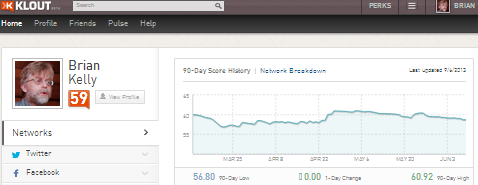
G1.3 Go to the Klout home page at http://www.klout.com/ Then sign in using your Twitter ID.

Exercise 3: Klout Lists

G1.4 Go to a Klout list such as the list which gives Klout scores for institutional Twitter accounts for the Russell group universities at http://klout.com/#/briankelly/list/3986/ Click on the link for a highly ranked account. What might the reasons be for the high ranking?

Exercise 4: Klout Dashboard

G1.6 Visit the Klout dashboard, as illustrated in Figure 2.

**Figure 2: Klout Dashboard**

G1.7 What might the reasons for fluctuations in your Klout ranking be?

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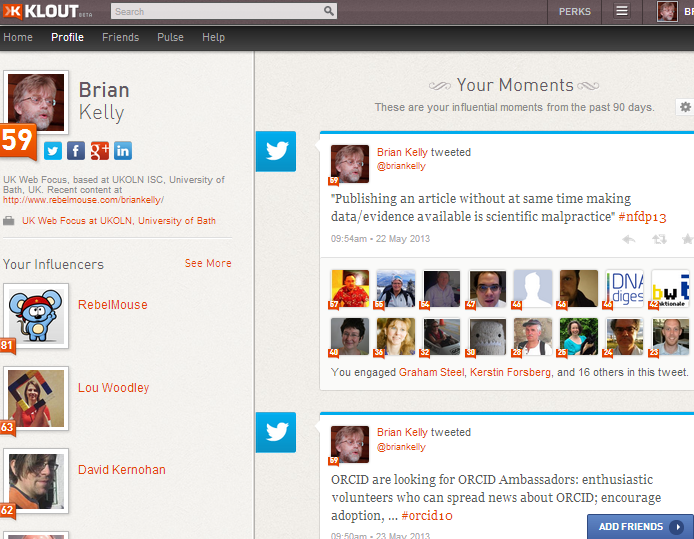
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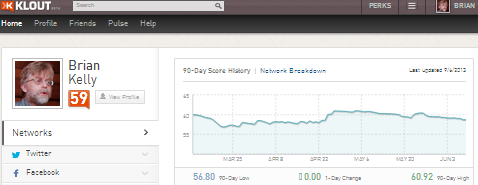
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Using Klout

How easy was it to create a Klout account? Why would you wish to create and use Klout?

Limitations

What limitations do you feel Klout has?

Questions and Comments

Make a note of any questions and comments you have about Klout.

Further Information and Useful Links

For further information on LinkedIn see:

* *Klout*, Wikipedia, <https://en.wikipedia.org/wiki/Klout>
* *Social Analytics for Russell Group University Twitter Accounts*, B. Kelly, UK Web Focus blog, 28 Jun 2011, [http://ukwebfocus.wordpress.com/2011/06/28/  
  social-analytics-for-russell-group-university-twitter-accounts/](http://ukwebfocus.wordpress.com/2011/06/28/social-analytics-for-russell-group-university-twitter-accounts/)
* *Klout: Here Is How You Can Game Klout*, RocketMill blog, 22 Sep 2011, <http://www.rocketmill.co.uk/here-is-how-you-can-game-klout>

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* *Social Analytics for Russell Group University Twitter Accounts*, B. Kelly, UK Web Focus blog, 28 Jun 2011, [http://ukwebfocus.wordpress.com/2011/06/28/  
  social-analytics-for-russell-group-university-twitter-accounts/](http://ukwebfocus.wordpress.com/2011/06/28/social-analytics-for-russell-group-university-twitter-accounts/)
* *Klout: Here Is How You Can Game Klout*, RocketMill blog, 22 Sep 2011, <http://www.rocketmill.co.uk/here-is-how-you-can-game-klout>