Social Media For Researchers

**F: Twitter metrics**

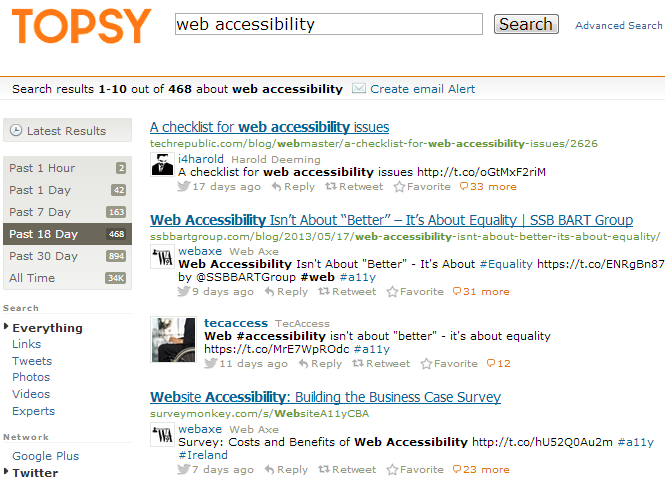
F1: Monitoring Twitter Engagement With Topsy and Tweetreach

**What is it?** Topsy and Tweetreach are services which reports on Twitter engagement.

**Why bother?** Being able to observe and monitor engagement with tweets can help identify successful ways of using Twitter.

Exercise 1: Familiarisation

F1.1 Go to the Topsy service at <http://topsy.com/> and search for an area of research interest, such as ‘web accessibility’ (see Figure 1).

**Figure 1: Topsy search for ‘web accesisbility’**

F1.2 Examine the various details given under the tweet content. What does the final number signify?

F1.3 Click on the various options in the left hand column to gain an understanding of the facilities provided by Topsy.

Exercise 2: Embedding

F1.4 Go to the UK Web Focus blog at <http://ukwebfocus.wordpress.com/> Search for “Topsy” using the browser’s Ctrl-F function.

F1.5 Click on a link to the Topsy service to view the Twitter discussion for one of the blog posts.

Exercise 3: Monitoring Potential Reach for Tweets

F1.6 Return to the blog post and click on the link to Tweetreach.

F1.7 What is the potential reach for tweets about the blog post?

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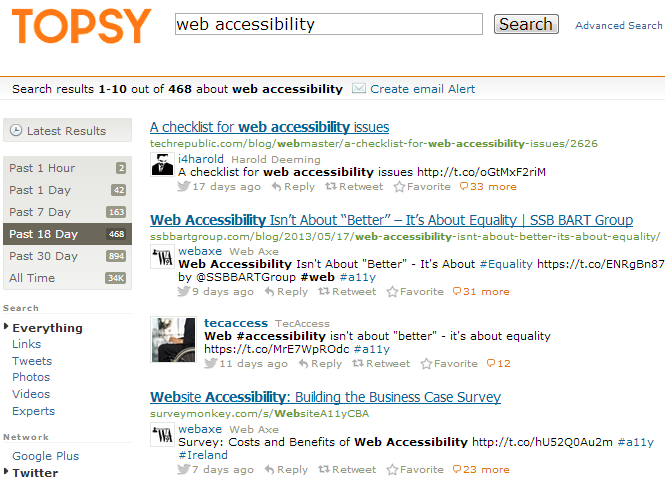
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Strengths and Limitations of Topsy and Tweetreach

What are the strengths and limitations of services such as Topsy and Tweetreach?

Using Topsy and Tweetreach

If you feel such services have some value, how would you go about using them?

Questions and Comments

Make a note of any questions and comments you have about services such as Topsy and Tweetreach.

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