

Social Media Measurables

flickr

- Number of views by photo
- # images tagged w/ co./product name
 - mindmap
 - "mind map"
 - "visual map"
- # comments on images
- Frequency: monthly

twitter

- 3/26/09: 829
- Number of followers
- Number of re-tweets
- Track click-throughs on tweets
- Measures influence of tweeter
- TwitterGrader.com
- Number of searches for co./product name
 - #innovation
 - #mindmap
 - #mindmanager
- Report
- Frequency: monthly

You Tube
Broadcast Yourself™

- Number of overall views
- Views by geographical area
- # comments on videos uploaded
- # videos tagged w/ co./product name
 - mind mapping software
 - innovation
 - brainstorming
- Frequency: monthly

facebook

- Number of "fans"
- Number of comments on wall
- Number of unique page views
- Report
- Frequency: monthly

Linked in

- Number of group members
- Number of messages posted
- Report
- Frequency: monthly