Review: Social Mention

“Social Mention is a social media search platform that aggregates user generated content from across the web into a single stream of information,” according to the site. But to me, this site is a journalist’s saving grace in a time of breaking news.

It monitors over 80 social media sites directly, such as Twitter, Facebook, YouTube and Google. The site features several interesting tools that stood out to me as something journalists can use.

For one, the site breaks down and rates searched items based on “strength,” “sentiment,” “passion” and “reach.”

The “strength” of a search term will tell you the likelihood that subject is being discussed in social media, which could be helpful simply as a place to find out what is trending.

The “sentiment” provides you with the ratio of generally positive mentions to those that are generally negative, which could be helpful to get a quick sense of how people may be reacting to some news.

The “Passion” rating will identify the likelihood that people will talk about your subject repeatedly. So, in essence having more unique users than having a lesser number of people who talk about you often would yield a lower “passion” score. This could be an interesting tool to find people who have been following something pretty closely and could prove to be a great source for a story.

And “reach” is a measure of range of influence calculated by the number of unique authors referencing the topic divided by the total number of mentions.

The site also has a tool that lists the top users of the searched term, which could be a great source for other places to learn more about your desired topic. Perhaps you don’t have any idea about a particular subject, so this would be a great way to find people who do.

Also, the site lists “top hashtags,” which could be useful when trying to search other key terms associated with a story. In addition, you could use those terms to search for more info on other social media platforms, such as Twitter.

There is also a breakdown of which sources had the most mentions of the searched term. So for instance, if you saw that “photobucket” had the highest counts, then going to that site could reveal a whole new element to the story for you.

On top of all this greatness, the site gives you the option to narrow your search to just blogs, microblogs, bookmarks, comments, events, images, news, video, audio, Q&As or all networks. This could be a helpful to find someone one on a more local level.

When I first played with this site, I tried searching the term “Ukraine” and it made me wish I had used this resource when I was covering the situation for ATVN. When I tried finding sources on this subject by just using Twitter and Google, I really had a tough time finding people.

This site is great because it allows you to find information in a number of different ways and allows you to manipulate the tools to your advantage!