

social influence



Believe it or not, if you are on social media, you have influence. Pretty cool. There are tools out there to help you measure how influential online you are, and what or who is influencing you the most. We will be using STLindex and Klout to measure that influence over the course of a semester.

stlindex.com

@stlindex



klout.com

@klout

- Helps you understand your influence in StL.
- Ranks the top StL influencers and also gives you a score. The closer to 0.0 the better.
 - Ways to help increase your STL: Tweets that mention St. Louis; how often you tweet; others RTs, @mentions, @replies of your posts or vice versa; sharing links; your followers and following.
 - Ways to not gain influence in StL: Not being in StL long term; spam; using St. Louis Landmarks as your icon; having @iheartstlindex as your username; excessive mentioning of top influencers to raise your STL; threats; bribes; Cubs fans.
- Scores are updated every night.
- Founded in January 2010.
- Leaderboard shows your ranking and the people around you.
- Top 100 board shows the top 100 STL Twitter users in St. Louis.
- Helps you understand your influence on others.
- Helps you learn more about the people in your network and new people to connect with.
- Helps you discover new opportunities.
- Influence is measured on a scale of 1-100.
- Influence is measured by your ability to drive action in social networks by measuring: Twitter retweets and mentions; Facebook comments, wall posts and likes; LinkedIn comments and likes; Foursquare tips and to-dos; Google + comments, reshares, and +1.
- Klout finds your most influential topics and puts them in your profile.
- Orange +K buttons can be found on websites, and giving those +K shows that person has influenced you.
- Klout also has topic pages you can go to and see who the most influential people are on that topic. This is a way to find new people to follow.

Why do we care what our influence is? Think about it in terms of your future. Look at some of the biggest influencers in our city and on Klout. Think about it: You are connected to someone online who is a manager of a business, and you talk to this person online and have a relationship with them. They tweet out about a scholarship, internship, or even better, a career opportunity. What does that mean for you? 1. You know about the opportunity. 2. The person knows you already. You are in control of your online image and message, this is one way to monitor that image and put yourself out there.



Directions: You are going to record your dashboard statistics at the start of the class. Towards the end of the semester you will again record your dashboard statistics. Then you will compare and analyze the changes that have occurred through out this social media class.

Date:

Date:

STLi score:

STLi score:

#of tweets:

#of tweets:

following:

following:

followers:

followers:

listed:

listed:

Current rank of:

Current rank of:

RECENT STATS

RECENT STATS

Follower/following ratio:

Follower/following ratio:

Avg. tweets/day:

Avg. tweets/day:

Avg. @replies/day:

Avg. @replies/day:

Avg. RTs/day:

Avg. RTs/day:

Avg. @mentions/day:

Avg. @mentions/day:

Tweets w/links:

Tweets w/links:

Tweets that are replies:

Tweets that are replies:

Tweets that are RTs:

Tweets that are RTs:

Activity:

Activity:

To be answered at the end of the semester: How has your influence on social media changed over the course of the semester? How do the changes you see on Stlindex compare with the changes you see on Klout? What are major differences? How are you going to use this information to continue your growth and influence online? Knowing your influence was being measured, how did this impact what you decided to post, and who you decided to respond to?



Directions: You are going to record your dashboard statistics at the start of the class. Towards the end of the semester you will again record your dashboard statistics. Then you will compare and analyze the changes that have occurred through out this social media class.

Date:

Date:

Klout score:

Klout score:

90 day activity: (Pick two social media venues to record)

90 day activity: (Pick two social media venues to record)

SM1:

SM1:

SM2:

SM2:

Your true reach:

Your true reach:

Your amplification:

Your amplification:

Your network impact:

Your network impact:

What are your topics and level of influence?

What are your topics and level of influence?

What is your Klout style?

What is your Klout style?