Accessible (and Mostly Free) Social Media Analytics Tools

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(* indicates required paid subscription)

Tool	Website	Platform(s) Analyzed	Description
Netlytic	http://netlytic.org	Facebook, Twitter, Instagram, YouTube	Netlytic is a cloud-based text and social networks analyzer that can automatically summarize and discover social networks from online conversations on social media sites.
Facebook Insights	Provided for Facebook pages or groups	Facebook	Provides a summary of key performance metrics such as reach, page views, engagements, and audience characteristics
Twitter Analytics	Provided for all Twitter accounts	Twitter	Provides summary (up to 6 months) of key performance metrics such as impressions, engagements, engagement rates, and audience characteristics
Iconosquare*	https://pro.iconosquare.com	Instagram	We help you measure, understand and improve every important aspect of your Instagram activity. Iconosquare is the perfect Instagram companion.
Twitonomy	http://twitonomy.com	Twitter	Get detailed and visual analytics on anyone's tweets, retweets, replies, mentions, hashtags.

Sociograph	http://sociograph.io	Facebook	At Sociograph, we can help you make sense of your Facebook data, help you to get to know your audience better and develop a deeper understanding of your community and content.
Klout	http://klout.com	Facebook, Twitter, Instagram, Google+, LinkedIn, FourSquare, Wikipedia, VK	We measure multiple pieces of data from several social networks, and also real world data from places like Bing and Wikipedia. Then we apply them to our Klout Score algorithm, and then show the resulting number on your profile.
Netvizz	https://apps.facebook.com/netvizz	Facebook	Netvizz is a tool that extracts data from different sections of the Facebook platform - in particular groups and pages - for research purposes. File outputs can be easily analyzed in standard software.
Bot or Not?	https://truthy.indiana.edu/botornot/	Twitter	BotOrNot checks the activity of a Twitter account and gives it a score based on how likely the account is to be a bot. Higher scores are more bot-like.
Umigon	http://test.umigon.com/	Twitter	Simple sentiment analysis for Tweets
Sentiment Viz	https://www.csc2.ncsu.edu/faculty/healey/tweet_viz/tweet_app/	Twitter	Sentiment analysis that visualizes Tweets with tabs for sentiment, topics, heatmaps, tag clouds, timelines, maps, and affinity
MentionMapp*	http://mentionmapp.com	Twitter	Cool tools to navigate the network of conversations with ease

Trendsmap*	http://trendsmap.com	Twitter	Realtime local Twitter trends
Trends24	http://trends24.in	Twitter	Keep track of the latest Twitter trending topics throughout the day locally and globally. With timeline view watch trending topics history for every hour of last 24 hours.
Picodash*	http://picodash.com	Instagram	Picodash is an advanced Instagram search engine and social media management tool for Brands, Marketing Agencies, Publishers and Journalists to search, explore and curate Instagram content by location, hashtags or users.

For Advanced Users

Learn how to capture and curate large volumes of Tweets with the Python coding language at the Curiosity Bits website:
http://curiositybits.com

Learn how to make social network analysis graphs of Twitter networks through the School of Data tutorial and Gephi:
https://schoolofdata.org/2013/04/25/social-network-analysis-for-journalists-using-the-twitter-api/

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