

Internet Monitoring and Measurement Tools

Some are free, some aren't.

Alexa	alexa.com
Andiamo	andiamosystems.com
Blogpulse	blogpulse.com
BoardTracker	boardtracker.com
Compete	compete.com
CustomScoop	customscoop.com
CyberAlert	cyberalert.com
Delicious	del.icio.us
Digg	digg.com
FeedBurner	feedburner.com
Filtrbox	filtrbox.com
Google Alerts	google.com/alerts
Google Analytics	analytics.google.com
IceRocket	icerocket.com
Measure Map	measuremap.com
Technorati	technorati.com
Tweeterboard	tweeterboard.com
Wikiscanner	wikiscanner.virgil.gr
Xinu	xinureturns.com
YouTube	youtube.com
ZoomInfo	zoominfo.com
Search	google.com msn.com yahoo.com

The term **social media** was coined to represent the various types of media — words, pictures, video and audio — that use technology to facilitate two-way communication.

Our counsel:

1. No fear! Don't be afraid of new technology. Embrace it. Figure it out. Or hire someone to help.
2. Do something. Whatever you do, don't sit parked in neutral. Put it in drive and do something...anything.