

Identifying Influencers
@UT Social Media Collaborative
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Goals: 1. Determine who is important to shaping the online conversation of the brand, and 2. What they are saying.

1. Determine keywords—Work within your department to determine what issues are important to you.
2. Monitor using search engines to determine potential influencers
 - a. Google Blog Search: <http://blogsearch.google.com>
 - b. Technorati Search: <http://technorati.com/>
 - i. Search for blog posts and blogs. Filter using “a lot of authority” to return the most influential posts.
3. Set up reader to become more familiar with influencers
 - a. Enter all potential influencers into a reader and monitor for at least a week. Make note of key topics that you see rising for the brand.
4. Monitor Twitter using Twitter Search: <http://search.twitter.com/>
 - a. Search for the brand name and key issues.
5. Gather metrics to help rank influence
 - a. Technorati Rank: Type in the blog URL, look for authority.
 - i. Authority is based on number of links to the blog. The number is out of 1000. The higher the authority, the more influential.
 - b. Unique Monthly Visitors: Quantcast: <http://www.quantcast.com/>
 - c. Type in URL. HINT: Quantcast will only search for the domain name, not sub-domains. For example, if you enter whitehouse.gov/blog, it will return results for blog.com. Instead, search for Whitehouse.gov
 - d. Mainstream Media Citations: Factiva
 - i. Lib.utexas.edu >> Research Tools >> Find articles using databases >> F >> Factiva
 - ii. Login with UTEID and password
 - iii. Choose Search >> Simple Search
 - iv. Selected “All Publications” and “In the last year” and enter blog name for search
 - v. HINT: remember to use your best judgment for how to search for the blog name
 - e. Links: enter link:www.url.com (where www.url.com represents the URL that you are searching for)
 - f. RSS subscribers: use details in Google Reader as relative numbers, not absolutes.
 - g. Posts per week: Use Google Reader
6. Use quantitative and qualitative to rank, and based on budget, select list of influencers
 - a. Remember to look for influencers who discuss relevant issues AND have high metrics.
7. Monitor daily and assess tonality
 - a. Identify top positive, negative and neutral topics, and assess the percentage of positive, negative and neutral conversation about the client.

Contact Information—Feel free to reach out to me if you have any questions.

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