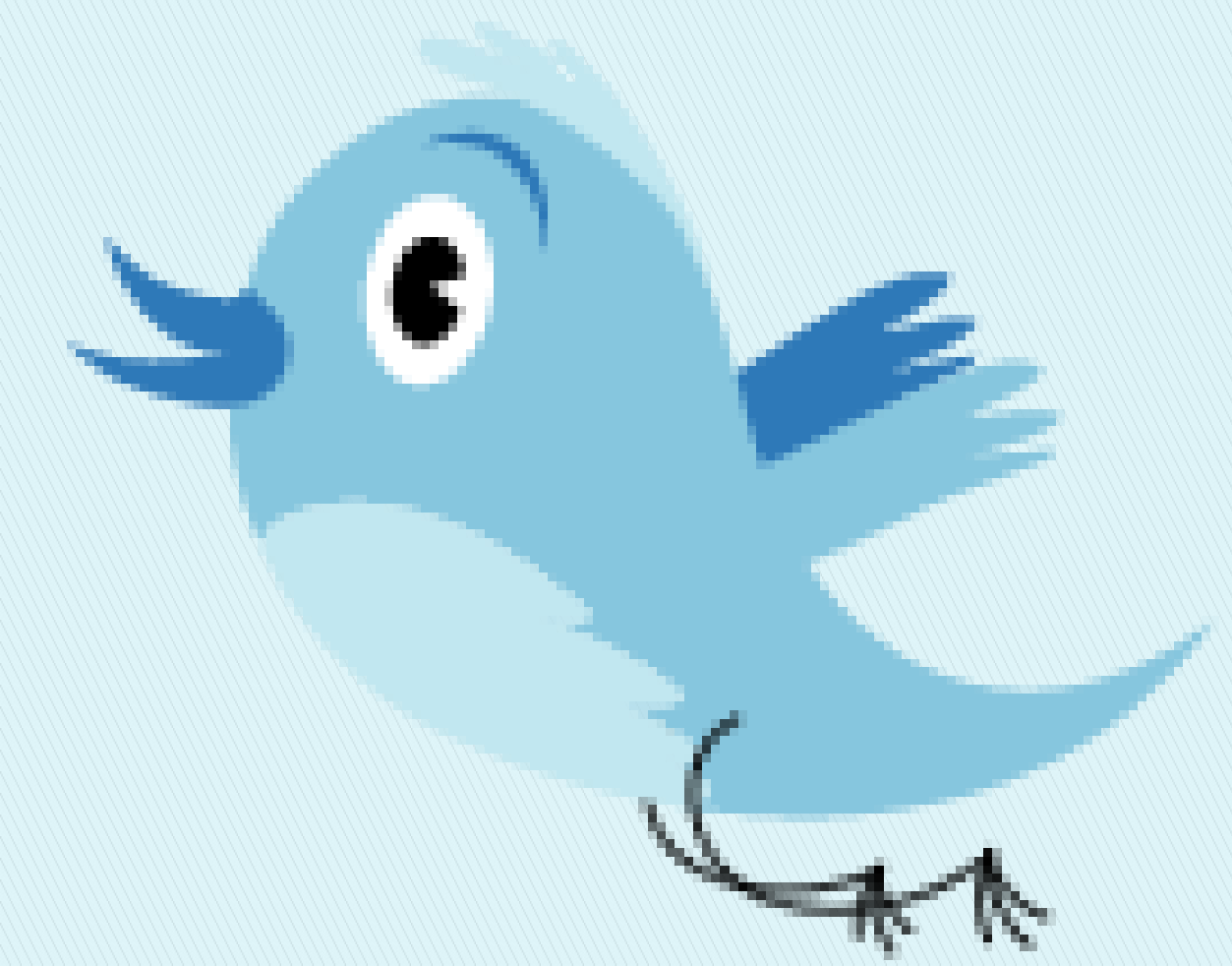


# Totally Twitterpated Evaluating Twitter Use in an Academic Library

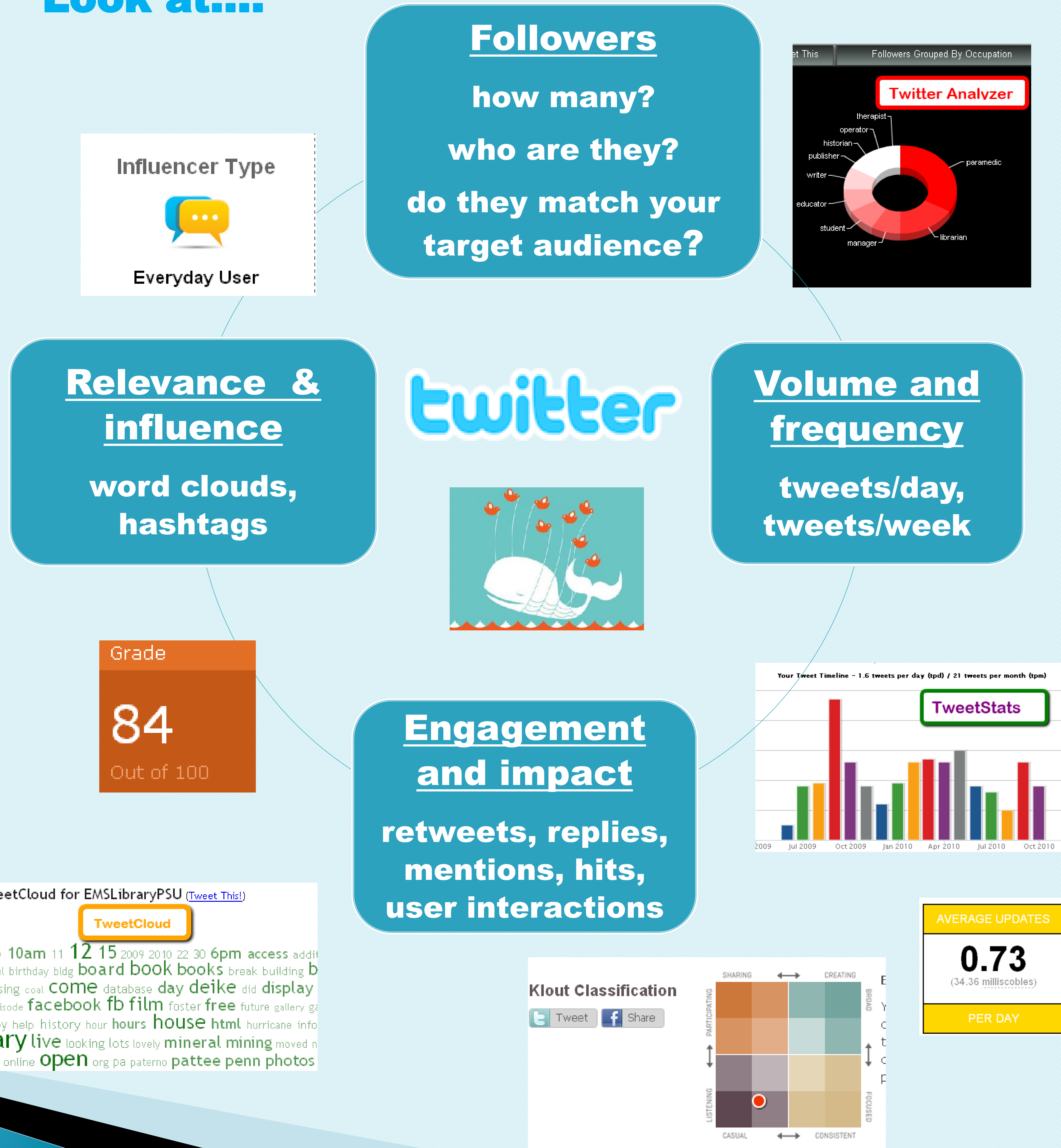


## SUMMARY:

Many libraries are employing Web 2.0 technologies such as Twitter to connect with their users and promote their services. Methods to evaluate the impact of these endeavors continue to evolve. Some tools that support the evaluation of Twitter are highlighted in this poster.



## Assessing Twitter? Look at....

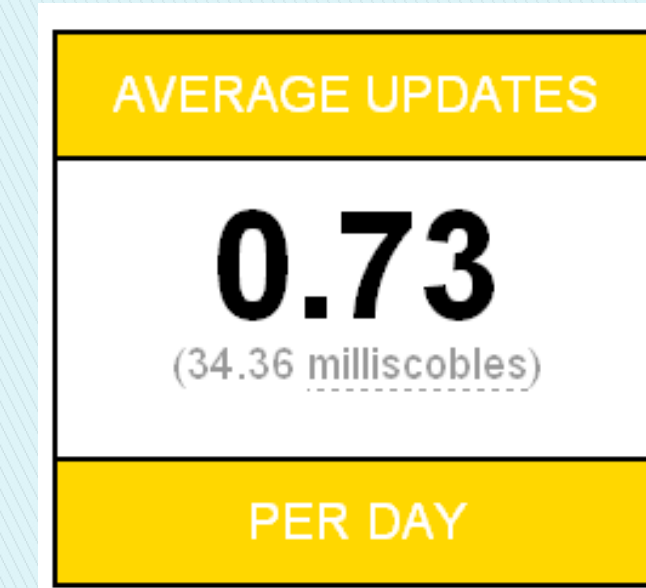


## Why bother with Twitter?

The presence of Web 2.0 applications has a positive correlation with the overall quality of the library's website.\*

## Tools:

- TwitterAnalyzer
- Twitalyzer
- Klout
- TwInfluence
- TweetStats
- Followcost
- Twittercounter
- Twitterscore
- Twittergrader
- Google Analytics



\* Chua, A.Y.K. and D.H. Goh, "A study of Web 2.0 applications in library websites", *Library & Information Science Research* 32 (2010): 203-211.

