

10 Free Twitter Tools You Might Not Know about but Should Probably Be Using

By [Rishona Campbell](#) | Feb 13, 2014 | [7](#)

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There are tons of apps and online tools available that can turn you into a Twitter rockstar. But with so many choices, it can be tough to know which tool is the best one to use to meet your particular needs.

I've been there and done that myself. I've poked around, searching for different metrics of Twitter accounts only to test drive multiple services to find what I was looking for. Having done all this testing, I have no problem with saving others from wasting their time looking for the same things. Life is too short to try to figure everything out all by yourself!

So here are 10 common questions that come up when managing Twitter accounts accompanied by 10 great, completely free online tools that can help answer these questions. While most of the tools offer premium features, every feature I present here is free.

What Are the Statistics of My Competitor's Twitter Account?

The image shows a screenshot of a Twitter profile for @dashburst and a detailed analytics dashboard. The profile header includes the name 'DASHBURST', 45,347 tweets, 138,716 following, 146,662 followers, and 2,798 listed users. It also shows the account's bio, website, and location (Pittsburgh, PA).

The analytics dashboard, titled 'Tweets Analytics', provides a comprehensive overview of the account's performance from July 15, 2013, to February 07, 2014. Key statistics include:

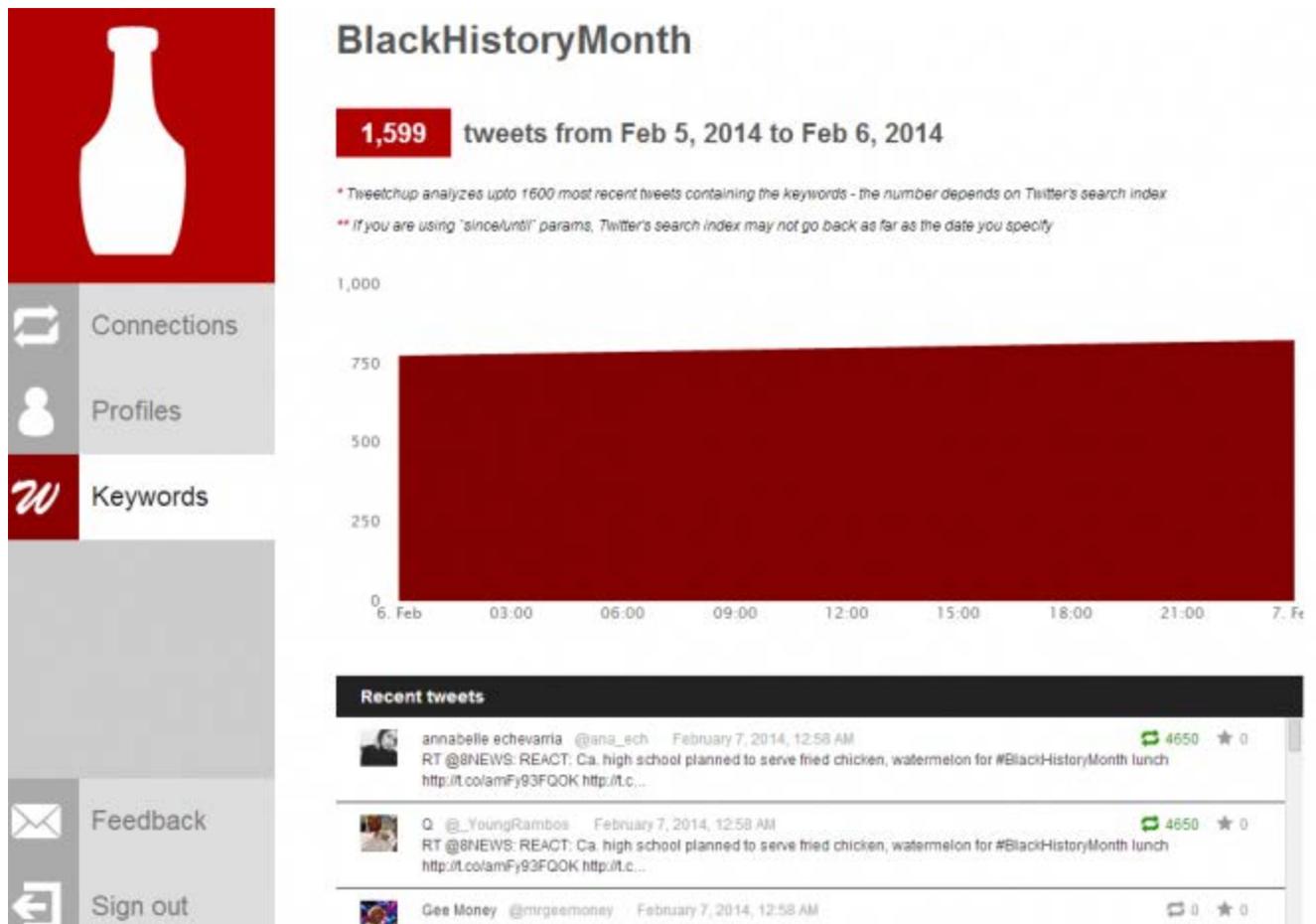
- 3,200** tweets from July 15, 2013 to February 07, 2014
- 15.38** tweets per day
- 1** retweets (0%)
- 114** user mentions (0.04)
- 3** replies (0%)
- 3,194** links (1.00)
- 1,101** hashtags (0.34)
- 1,605** tweets retweeted (50.16%) a total of **2,807** times (1.75)
- 1,183** tweets favorited (36.97%) a total of **1,710** times (1.45)

The dashboard also features a 'Tweet history' section with a line chart showing tweet volume over time, and a 'Users most retweeted' section with a pie chart. The 'Followers' section lists several users, including Natya Sadukhova, Yasica Paola Zuluaga, Erika Boyle, Matt McClain, SmartPhoneRecords, and Dr Timothy Woodard, along with their respective tweet counts, following/follower ratios, and list dates.

[Twitonomy](#) is a great all-around free Twitter analytics tool. But what is really great about Twitonomy is that it allows you to pull up detailed statistics about not only your own Twitter

account but also about your competitors'. While many other Twitter analytics tools also allow you to review statistics of any Twitter handle, Twitonomy stands out from the crowd because of its comprehensive range of data and its user-friendly interface.

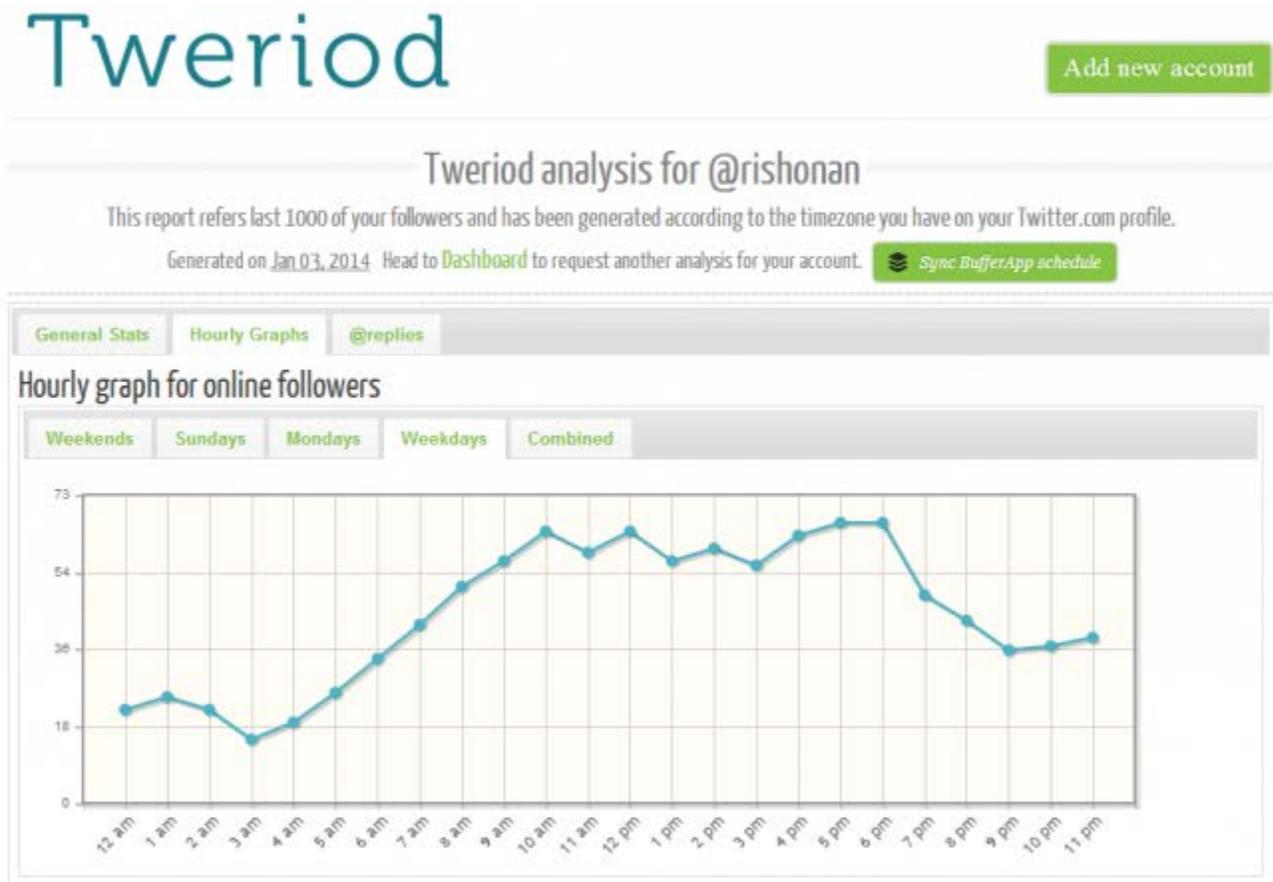
How Can I Find Popular Tweets by Hashtag?



There are some tasks that seem to be next to impossible to do using free Twitter tools. One such task is searching Twitter for hashtags and keywords. Most free tools allow you to search and review hashtag and keyword history within your own tweets, but not for all users' tweets. To be fair, this is a tall order, since [9,100 messages](#) are tweeted every second.

[Tweetchup](#) can help you out in this area. When you query a hashtag, Tweetchup searches through the latest 1,600 tweets to find the most popular messages. Though this is limiting, it's better than nothing, and the service can be useful when you're trying to find [viral content on Twitter](#).

When Are My Twitter Followers Online?



If you want to know when your followers are online, [Tweriod](#) is one of the best tools to use. On its main page Tweriod offers the three blocks of time when your tweets have the highest probability of receiving maximum exposure. Furthermore, these time blocks are customized for particular days, and Tweriod allows you to sync your optimized tweeting times with Buffer with one click (more on Buffer below).

It's important to note that with for free accounts, Tweriod only analyzes 1,000 of your followers. If you have a large following, a free Tweriod account will not give you the most accurate data. Additionally the free account limits you to requesting a report only once every 30 days. If you use Tweriod for a personal account, this is not really a big deal; if you want to use Tweriod for business clients, however, these limitations could be an issue.

How Can I Automate My Twitter Posting Activity?

The screenshot shows the Buffer dashboard interface. At the top left is the Buffer logo with the tagline "is hiring!". To the right are buttons for "Upgrade to Awesome", "Help", and "My Account". Below the header is a navigation bar with "Accounts", "Buffer", "Analytics", "Schedule", and "Settings".

The left sidebar shows a list of accounts: "rishonan" (Twitter), "Rishona Ca" (Facebook), and "Rishona Ca" (LinkedIn). The main content area features a text input field "What do you want to share?". Below this is a "Today" section with a "Posts" tab selected. It displays a post: "Pimping your posts and the myth of the 80-20 rule http://buff.ly/1c95s7m via @markwschaefer #blogging" posted at 12:23 AM via Web. The statistics for this post are: 0 Retweets, 0 Favorites, 0 Mentions, 0 Clicks, and 509 Potential.

The next section is "Thursday 6th February", showing a post: "Jean-Claude Van Damme had me dying in 'Welcome to the Jungle' - http://buff.ly/1fZ2CpE #comedy" posted at 9:06 PM via Web. Its statistics are: 0 Retweets, 0 Favorites, 0 Mentions, 1 Click, and 509 Potential.

The final section is a "TOP TWEET" featuring a post: "In honor of #TheLegoMovie : 'Build With Chrome' Makes Playing With Virtual LEGOs Fun http://buff.ly/1eBXMpN via @DashBurst".

Once you know when your Twitter followers are online, you can begin optimizing the timing of your posts to maximize your exposure. [Buffer](#) is a popular tool for getting this done. Buffer is so popular, in fact, that many sites (DashBurst included) now offer a Buffer button in their social sharing options. Buffer also integrates with other free Twitter tools such as Tweriod, Followerwonk and Commun.it.

Buffer's free offering limits you to queuing a maximum of 10 items at a time for each social media account. Buffer also prevents you from varying preset posting times by day of the week. Free account holders can, however, still modify specific posts to be published at custom times, which is a decent workaround for that particular limitation.

Where Are My Twitter Followers Located?

Mapped locations of rishonan's followers

Using the location field in Twitter accounts, we try to approximate the geographic location of up to 5,000 users and map them for you. This is an inexact procedure and so some points may be mapped incorrectly.



Many free tools will tell you the geographic locations of your followers, but few present the information as well as [Followerwonk](#). In addition to providing your followers' geographic locations, Followerwonk also presents quite a few graphs and charts that show social authority, gender, account age, language and more. Plus, Followerwonk allows you to run the report on the people that you follow as well.

It should be noted that the free version of Followerwonk does not work if you have a large number of followers – it won't process any account with more than 100,000 followers. So that's something to consider.

How Active Are My Twitter Followers?



Manage
Search
Analytics
Engagement
Dashboard

Unfollow

You've discovered **400** people who are not following you back [Tweet this](#)

Overview
Order
Display
Page **1** 2 3 4 next >

Unfollow	 Peg Fitzpatrick @PegFitzpatrick @Joshua_Berg Cause your so SEO-smart. I keep hoping it will rub off. :)	6h ago	629th Person You Followed
Unfollow	 Lisa Mason @somedatisfied @AmiTV_Tweets @AniseSmith :)	4h ago	628th Person You Followed
Unfollow	 TechnologyTell @TechnologyTell Can't find the right #AVfurniture? @SalamanderD lets you design your own. #Awesome! - HomeTechTell ow.ly/tmy6B	9h ago	624th Person You Followed
Unfollow	 Daniel Sieradski @selfagency I made the fuckin' dean's list. LOL http://t.co/jXCLaOm05I	4h ago	622nd Person You Followed
Unfollow	 YaadBwoys @YaadBwoys RT @SlapWehReggae: What Guys Say vs What they really want to SAY! @YaadBwoys @PrynceVynce	3h ago	620th Person You Followed

If you want to do some spring cleaning on your Twitter account and weed out any inactive accounts that you follow, [ManageFitter](#) is a good option. ManageFitter is by no means the only option out there, but its interface provides some details you just can't help but appreciate. For example, ManageFitter displays full profile information when you hover over account names in search results.

Besides removing inactive accounts from your following list, ManageFitter also lets you weed out users by whether or not they follow you back, if they are quiet, have low influence, have a high following ratio and more. ManageFitter's free account is limited to 100 unfollows a day. Not too bad!

Who Unfollowed Me on Twitter Today?



Hi Rishona C. - MBA

3 users unfollowed you today.



vidack Tips @vidTips

Video Marketing Tips from @vidrackcom <http://t.co/byooH1WzF6>



Rasim Safe @RasimSafe

The creator of a new art style *The Architecture of Expressive Thinking*



Ven Ballano, Ph.D. @detectivebogart

A specialist in the sociology of law, power, love, & piracy in developing countries. He has done research on optical media piracy in the Philippines & Vietnam

6 users followed you today.



Mikaela Rakos @KkLsRks

Work smart, play hard and put your heart in everything you do.



Suburban Apps @suburbanapps

Struggling app developers building great things in small spaces. Renowned for typos in apps *sigh*. @ us and we'll @ you. Use @suburbansupport for rants or help

Like ManageFlitter, [Unfollowers](#) helps you clean house in regards to dormant or non-reciprocated Twitter follows. While the information Unfollowers provides about these accounts is not nearly as comprehensive as that provided by ManageFlitter, Unfollowers gets a head nod for sending a daily email updating you on the latest follow activity on your account. This daily email can be a great reminder to chip away the dead weight in your following list. It also makes it easy to spot "gluttons for follows" – you know, those users who follow you on Twitter just so that you'll follow them back. After you take the bait, gluttons for follows will drop you. A quick look through your Unfollowers emails will show these users moving from the bottom of the message (indicating they follow you) to the top in a few days.

Do I Have Tweets That I Need to Respond to?

ACTIONS **COMMUNITY** **REPORTS** **★ UPGRADE NOW**

Click the '#FollowFriday' button to thank this week's top members. Each click generates new members. **#FollowFriday Helper**

SHARE TOP TWEETS See More >

Cohan Leon Daley Engaged

RT @NewVoiceMedia: Coaching that gives #cctr agents serious game [post/Glexin](#)

Retweet 3 Retweets | 1 hour

Jonathan Gebauer Influencer

Is Google Killing Off-Page SEO? [bit.ly/ZO3CFG](#)

Retweet 3 Retweets | 4 hours

Jeet Banerjee Influencer

RT @dasjoshua: Most people do not listen with the intent to understand; they listen with the intent to reply.

Retweet 55 Retweets | 4 hours

CONSIDER TO FOLLOW See More >

TS TheStreet @TheStreet Influencer not following you
33K followers
+ Follow

zak @zaki_cee Engaged follows you
414 followers
+ Follow

Aliza Hausman @jewmiciana Engaged not following you
707 followers
+ Follow

SHARE THE LOVE See More >

Lisa Mason @somedatisfied Influencer not following you
36K followers

Sarina @sarinanow Engaged follows you
276 followers

DASHBURST @DashBurst Influencer follows you

THANK NEW FOLLOWERS See More >

Suburban Apps @suburbanapps follows you
213 followers

Daniel Wilkins @DanielRWilkins follows you
12K followers

Mikaela Rakos @KkLsRks follows you

CONSIDER TO UNFOLLOW See More >

Sarah Maxwell @sjpmax not following you
173 followers
- Unfollow

Musical Burst @MusicalBurst not following you
10 followers
?

[Commun.it](#) has been around for quite some time, but its recently updated dashboard makes it easier to find content and engaged users. You can send replies and retweets directly from Commun.it's dashboard, along with #FollowFriday, thank you and welcome tweets. Commun.it also lets you schedule content for publishing via Buffer.

How Can I Track My Twitter Activity over Time?



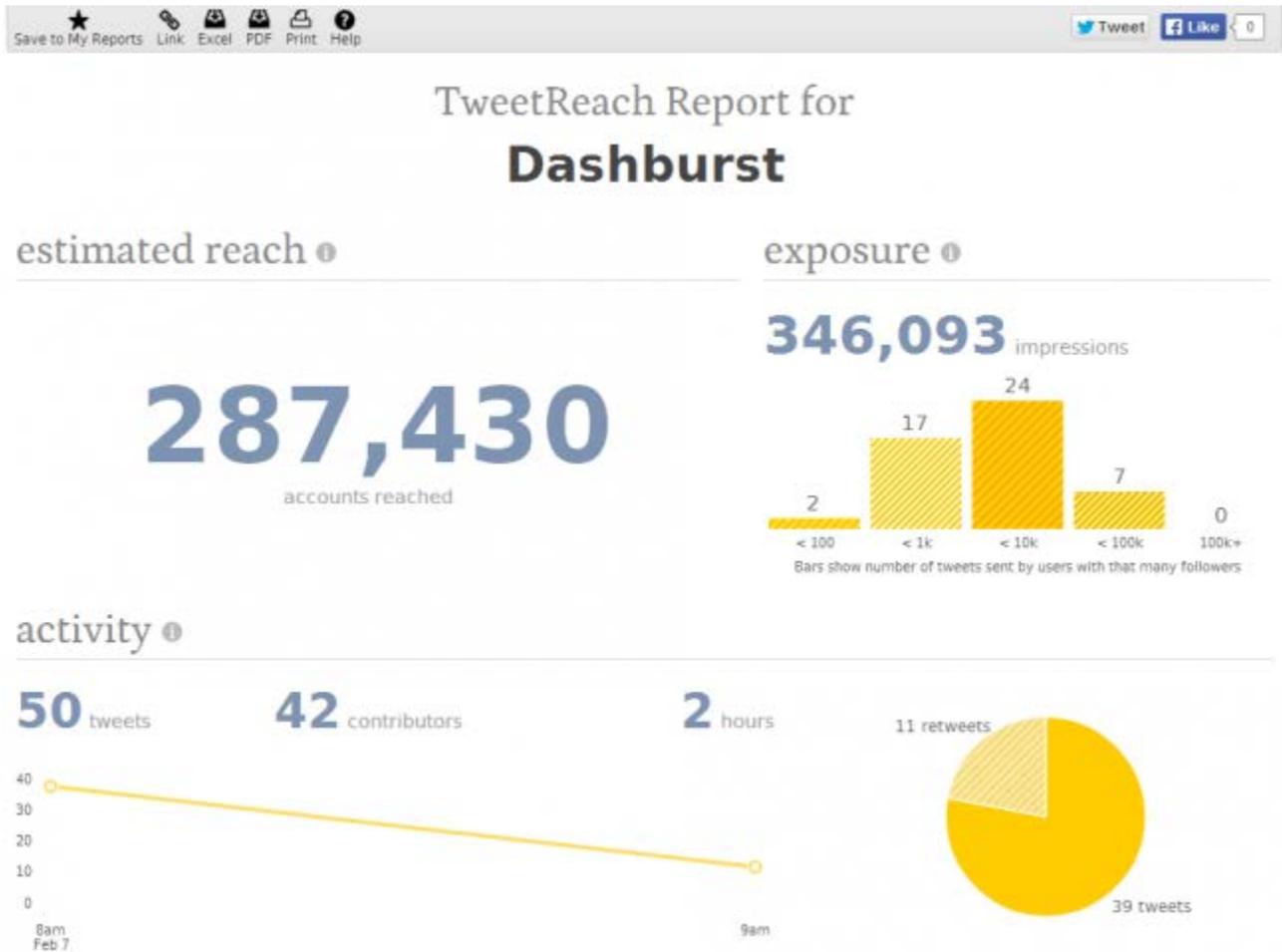
rishonan

	Thursday		Friday
Tweets	3		10 Prior Week 7
Following	677		679 Prior Week 669
Followers	446		449 Prior Week 441
Mentions	0		5
Mention Reach	0		68K

[SumAll](#) is another service that sends you a daily activity report by email. The daily report gives you insight into how your account is performing compared to the day and week before. SumAll's simple graphs and numbers do not take a lot of your time and attention to understand.

Since SumAll can track a wide variety of activity across a lot of social networks, setting up your dashboard may take some time. But once you start receiving SumAll's emails, though, the setup time will be worth it.

How Far Are My Tweets Going?



Most of the free analytics tools mentioned here also report on the size of your Twitter following. But [TweetReach](#) provides data on the popularity of both your tweets and the tweets of your followers. Even with a free TweetReach account, you can download this data into .pdf or MS Excel files.

It's encouraging to see a wide variety of fr