

followers are really paying attention to the brand and contributing to the conversation that is the driving force of social media.

There are tools available for each social media site to help in this evaluation:

Facebook	Twitter	Blogosphere	Other
Facebook Insights metrics	TweetBeep	Google Blogsearch	Socialmetion (monitors all social media for keywords)
Weekly Interactions Monitoring (comments, likes, new fans)	Tweet Deck	Search keywords/InterMed brand terms in other blogs to see what is being said	
Fan Dashboard Graphs	Monitter		
Fan Interaction Graphs			