

Social Media Intelligence

punch
communications

Social Media stories of interest from the previous week

30th September 2011

[Google+ traffic jumps 13-fold after opening to the public](#) – Since opening to the public last week Google+ has brought in a massive influx of new visits. Hitwise found the site received 15 million U.S. visits for the week ending September 24th, compared to only 1.1 million the previous week. Research from Google+ watcher Paul Allen revealed a 30% jump in users within two days of going public, creating a base of approximately 43 million users. The boost in visitors has put Google+ at number eight among the most-visited social networking sites, currently behind MySpace and up from number 54 the previous week.

[Google Analytics adds real-time traffic data](#) – Google is to present real-time web traffic data for the first time with Google Analytics Real-Time. For users trying to gauge how a campaign or post is performing, Real-Time will track the immediate impact on site traffic. For example, if a user posts something and then tweets or shares it, Real-Time will track when traffic from the tweet or share stops driving traffic to a site. Real-Time reports will be available in the new version of Google Analytics available now.

[Spotify gains 1 million new Facebook users following f8](#) – Since the announcement of Spotify's partnership with Facebook at last week's f8 conference, Spotify has gained one million new monthly active Facebook-integrated users. The figure spiked from 1.12 million to 3.25 million daily active users the day after f8. However, the total user growth for these services could be even higher; exposure through the Facebook Ticker could be encouraging more users to sign up but not necessarily integrate their accounts with Facebook. The news hasn't all been great for Spotify this week though...

[Spotify rolls out private listening in response to Facebook backlash](#) – Spotify has been forced to roll out a private listening function to appease users annoyed by the recent tie up between it and Facebook. Many Facebook users have become annoyed with apparent 'over sharing', given that any songs played through an account linked to Facebook would appear in the user's news feed. The private listening function stops songs from appearing in a user's news feed, keeping their listening habits private from their Facebook friends.

[Klout competitor Kred announced](#) – Social analytics company PeopleBrowsr has announced Kred, a new social media influence tool designed to compete with Klout. Although not currently live, anyone can request a trial by tweeting to [@PeopleBrowsr](#) or requesting access through [the website](#). Kred calculates metrics for both influence and outreach by analyzing a person's ability to inspire action and level of interaction with other social media users.

[Firefox 8 beta to include built-in Twitter search](#) – Firefox has announced the next beta version of the browser, Firefox 8, is set to include Twitter as a built-in search function. The new version is part of the Mozilla's six-week development cycle, in which the organisation's programmers update the browser with fewer but more frequent changes.

Want more information about the latest Facebook updates? You can also take a look at our [Facebook Changes Social Media Intelligence document](#).

For more information, visit www.punchcomms.com, or visit our social network profiles: [Facebook](#), [G+](#), [Twitter](#)



www.punchcomms.com