



FOR IMMEDIATE RELEASE

# Social Media Search Engine Taps Into Facebook

Social media search engine, WhosTalkin, ([whostalkin.com](http://whostalkin.com)) recently integrated Facebook's new API, giving the search tool unrepresented reach. WhosTalkin is a social media search engine that searches real-time conversations from around 60 different social media gateways. Adding Facebook marks a significant step for the almost two-year-old search company.

Along with the Facebook addition, WhosTalkin, is also launching a new aggregation engine, a new real time metric, and the ability to export results directly from the search tool.

## **ADAPTS TO RAPID SOCIAL MEDIA GROWTH**

Joe Hall, founder and CEO says, "We knew that in order to integrate Facebook, we would need to change the way we aggregate data to facilitate large scale searching." As a result, WhosTalkin has launched a new aggregation engine that now powers their service. Hall says, "We are very happy with initial test." The new engine will allow Whos-

Talkin's developers to easily add new social media gate ways over time. "The social web is constantly changing, so we wanted our new system to be able to change and grow with it." says Hall.

## **MONITOR CONVERSIONS AND TRENDS**

The new aggregation engine has opened doors for Hall to launch other features as well. "We are also launching a new metric that we think gives a very accurate picture of the level of conversations in social media." states Hall. TalkRank (*see page 2*) is a new unique metric that gauges the level of conversation in social media. TalkRank is different than other social media metrics because its based on live data. Users can continually check TalkRank to monitor trends.

Along with the new aggregation engine, the search tool now also allows for instant exporting of results. The search results can be directly exported into Microsoft Excel. In the future the search company plans to provide other formats.

**FOR MORE INFORMATION, PLEASE CONTACT JOE HALL:  
JOE@22MEDIA.COM | 803.325.4781**

PAGE 1 of 2



# TalkRank: A simple conversation metric.

Our goal at WhosTalkin has always been to deliver the most relevant and up-to-date conversations in social media. Along with this we have dedicated ourselves to aiding our users to form a better understanding of the social media landscape. To further this pursuit we have developed TalkRank. TalkRank is a simple metric to gauge the popularity of queries in social media. We analyze data from Twitter, Facebook, and blogs to formulate the perfect conversation metric.

So how exactly do we gauge conversations? On an hourly basis we run analysis on a “seed set” of popular terms in social media. Then we run an individual analysis on each query that goes through our system. With this analysis we monitor the number of updates or postings to Twitter, Facebook and blogs in the past hour. We then use these results to compare to our static seed set to form TalkRank. All of this happens in a matter of seconds using our powerful aggregation engine.

Did that make sense? If not, maybe the equation below will!

$$\frac{\left( \frac{\text{Social Seed Set}}{\text{facebook} + \text{twitter}} \right) + \left( \frac{\text{Blog Seed Set}}{\text{Blogs}} \right)}{2} = \text{TalkRank}$$



FOR MORE INFORMATION, PLEASE CONTACT JOE HALL:  
JOE@22MEDIA.COM | 803.325.4781