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About Klout Score   [x] close

The Klout Score is the measurement of your overall online influence. The scores range from 1-100 with higher scores representing a wider and stronger sphere of influence.

The Klout Score is a factor of over 35 variables broken into three categories; True Reach, Amplification Score and Network Score.

True Reach is the size of your engaged audience and is based on the followers and friends who actively listen and react to your messages. Amplification Score is the likelihood that your messages will generate actions (retweets, @messages, likes and comments) and is on a scale of 1 to 100. Network score indicates how influential your engaged audience is, also on a scale of 1 to 100. The Klout score is highly correlated to clicks, comments and retweets.

Source: Klout the Standard for Influence www.klout.com (April 9, 2011)