

Metric name	Item
Standards area	Social media measurement
Metric description and application. The question that this metric answers.	"An item of content is a post, micro-post, article, or other instance appearing for the first time in a digital medium." An item is the basic unit of analysis used in content analysis.
Status	This proposed interim standard has been developed by the Social Media Measurement Standards Conclave (a cross-industry collaboration bringing together many organizations (see http://www.smmstandards.com/about/) . This standard is ready for publication for comment by the industry. Subsequently, this standard will be revised, submitted to the Coalition customer panel for review, and then for adoption as an interim standard.
Standard or guideline	Standard
Metric type	Count
Detailed description. <i>This is the actual standard, and must include full description of how to use this metrics</i>	"This definition of item replaces "clip" "post" and other unclear terminology. An item of content refers to the content vehicle in its entirety, which means that a single item can contain multiple mentions and derivatives. Derivatives of item such as comments, likes, etc., should not be counted as additional items ." (http://www.smmstandards.com) According to the <i>Dictionary of Public Relations Research and Measurement (2006)</i> , an item is "a manifest unit of analysis used in content analysis consisting an entire message itself (e.g., an advertisement, story, press release)."
Source documents	http://www.smmstandards.com/2013/03/proposed-social-media-standard-definitions-for-reach-and-impressions-from-the-digital-analytics-association/
Academic research supporting this standard.	
Validity and reliability of the standard. <i>This should reference formal, preferably published, research demonstrating the validity and reliability of the metric, or, in the absence of such research, the kind of research that should be</i>	

conducted.

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Version, date, and author

Version 1.0

March 15, 2013

Metric name	Mention
Standards area	Social media measurement
Metric description and application. The question that this metric answers.	"A mention refers to a specific reference in an item of a brand, organization, campaign, or other entity that is being measured or analyzed." (http://www.smmstandards.com)
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Detailed description. <i>This is the actual standard, and must include full description of how to use this metrics</i>	<p>A mention is a single, discrete appearance of a brand, organization, campaign, or any other entity that is being measured. An item of analysis can contain multiple mentions.</p> <p>Depending upon the objectives of the measurement program, mentions might also include nicknames (e.g., "Mickey D's" for McDonalds), stock ticker symbols (e.g., AAPL for Apple), or other name variants.</p> <p>"Mentions are typically defined in social media using Boolean search queries. These queries may include 'and' as well as 'or' statements to capture specific brand, campaign, or subject matter topics, as they pertain to the goals of the search objective. Further, mention queries may also include 'not' statements to filter off-topic mention from the data set." (http://www.smmstandards.com)</p> <p>In using queries, analysts should be certain that the Boolean query and the technology system returns the number of discrete appearances of an entity, and not merely the number of items.</p>
Source documents	http://www.smmstandards.com/2013/03/proposed-social-media-standard-definitions-for-reach-and-impressions-from-the-digital-analytics-association/
Academic research supporting this standard.	

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Version, date, and author

Version 1.0

March 19, 2013

Metric name	Reach
Standards area	Social media measurement
Metric description and application. The question that this metric answers.	<p>Reach addresses the question of how many individuals might have been able to see, read, or hear a communications item.</p> <p>“Reach represents the total number of unique people who had an opportunity to see an ‘item’ or a valid reproduction of that item across any digital media.” (http://www.smmstandards.com)</p>
Status	<p>This proposed interim standard has been developed by the Social Media Measurement Standards Conclave (a cross-industry collaboration bringing together many organizations (see http://www.smmstandards.com/about/) . This standard is ready for publication for comment by the industry. Subsequently, this standard will be revised, submitted to the Coalition customer panel for review, and then for adoption as an interim standard.</p>
Standard or guideline	Standard
Metric type	Count
<p>Detailed description.</p> <p><i>This is the actual standard, and must include full description of how to use this metrics</i></p>	<p>“Reach represents the total number of unique people who had an opportunity to see an ‘item’ or a valid reproduction of that item across any digital media.” (http://www.smmstandards.com)</p> <p>“Reach is typically quantified using social media monitoring tools, social platforms and/or panel based measurement solutions. Each tool, platform, and solution may have a unique method of calculating reach. For this reason it is critical to use the Transparency and Methods table to identify data collection sources.</p> <p>The reach metric assumes an ideal environment where one can quantify individual people across platforms using social media monitoring tools, social platforms and/or panel based measurement solutions. However, in reality each tool, platform, and solution may have a unique method of calculating reach, consequently each might introduce duplication and error.”</p> <p>(http://www.smmstandards.com)</p>

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Academic research supporting this standard.	A more general definition is provided by the <i>Dictionary of Public Relations Research and Measurement (2006)</i> . Reach "refers to the scope or range of distribution and thus coverage that a given communication product has in a targeted audience group; [in] broadcasting, [reach is] the net unduplicated (also called "duplicated") radio or TV audience for programs or commercials as measured for a specific time period."
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Version, date, and author	

Metric name	Impressions
Standards area	Social media measurement
Metric description and application. The question that this metric answers.	Impressions addresses the question of how many individuals who <u>may</u> have viewed or been exposed to an item. " Impressions represent the number of times an item was displayed." (http://www.smmstandards.com)
Status	This proposed interim standard has been developed by the Social Media Measurement Standards Conclave (a cross-industry collaboration bringing together many organizations (see http://www.smmstandards.com/about/) . This standard is ready for publication for comment by the industry. Subsequently, this standard will be revised, submitted to the Coalition customer panel for review, and then for adoption as an interim standard.
Standard or guideline	Standard
Metric type	Count
Detailed description. <i>This is the actual standard, and must include full description of how to use this metrics</i>	<p>"Impressions represent the gross number of items that could have been seen by all people, including repeats. The term "displayed" applies across channels, browsers, devices, and other methods by which an individual might see an item." Use of the term "opportunities to see" as a synonym for impressions is not recommended.</p> <p>(http://www.smmstandards.com)</p>
	The following are examples of impressions measurements, with traditional media included for comparison:
Print newspapers and magazines	Audited circulation plus pass-on readership
Broadcast	Viewers or listeners, with data provided by a source such as Nielsen
Online news Blogs Discussion groups Forums	Unique daily visitors, provided by a source such as Compete.com
Twitter	Followers plus retweets
Facebook	Friends
YouTube	Views

Source documents	http://www.smmstandards.com/2013/03/proposed-social-media-standard-definitions-for-reach-and-impressions-from-the-digital-analytics-association/
Academic research supporting this standard.	According to the <i>Dictionary of Public Relations Research and Measurement (2006)</i> , impressions is “the number of people who might have had the opportunity to be exposed to a story that has appeared in the media; also known as “opportunity to see” (OTS); [mpressions] usually refers to the total audited circulation of a publication or the audience reach of a broadcast vehicle.”
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Version, date, and author	Version 1.0 March 19, 2013

Metric name	Engagement
Standards area	Social media measurement
Metric description and application. The question that this metric answers.	<p>Engagement addresses the question of how many individuals were exposed to an item and then took some additional action.</p> <p>“Engagement is defined as some action beyond exposure and implies an interaction between two or more parties. Social media engagement is an action that typically occurs in response to content on an owned channel – i.e. when someone engages with you.” (www.smmstandards.com)</p>
Status	<p>This proposed interim standard has been developed by the Social Media Measurement Standards Conclave (a cross-industry collaboration bringing together many organizations(see http://www.smmstandards.com/about/) . This standard is ready for publication for comment by the industry. Subsequently, this standard will be revised, submitted to the Coalition customer panel for review, and then for adoption as an interim standard.</p>
Standard or guideline	Standard
Metric type	<p>Output or Outcome</p> <p>“Engagement and conversation could be but are not necessarily outcomes. Organizations may weight engagement and conversation types differently based on their goals, but engagement and conversation metrics should be consistent across an organization.”</p>
Detailed description. <i>This is the actual standard, and must include full description of how to use this metrics</i>	<p>Types of engagement (what counts):</p> <p>asdfd</p> <ul style="list-style-type: none"> <input type="checkbox"/> includes actions such as likes, comments, shares, votes, +1s, links, retweets, video views, content embeds, etc. <input type="checkbox"/> Engagement types and levels are unique to specific channels but can be aggregated for cross-channel comparison <p>Engagement is measured by:</p> <ul style="list-style-type: none"> <input type="checkbox"/> the total number of interactions within and/or across channels <input type="checkbox"/> the percentage of your audience engaged by

day/week/month

- and the percentage of engagement for each item of content your organization publishes
-

Source documents

(www.smmstandards.com)

Academic research supporting this standard.

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March 19, 2013
