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13-15 June 2012, **Dublin**



The March to Standards

#SMMStandards Progress and Roadmap

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#SMMStandards
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The Need for Standards

- Social media has moved well beyond experimentation phase
 - Chasing fans and followers is insufficient
 - Clients need to justify/maintain/expand investment
- Marketplace is demanding standards
 - Common language for clients, agencies and research firms
 - Unify perspective/metrics across communications disciplines
- Accelerate shift from low-level counting to higher-level value
 - Enable comparison across programs/brands/organizations
 - Increase reliability of data and methods
 - Foster competition based on insights not “black boxes”

In Client's Words

- Global food and beverage company
 - ... create a standard measurement system for use across all programs and campaigns to deliver consistent, comparable data Ideally the **company would look to the industry for establishing these standards and will follow industry guidelines** when refining and expanding their new measurement system, particularly in the area of social media.
- Major automotive company
 - ... develop our standard corporate approach to measuring programs so that all internal and external partners know how we are measuring ... **We can't afford the dueling banjos of measurement anymore** ... We need to develop a position on these standard definitions and metrics now or be left behind.

“If everyone is moving forward together, then success takes care of itself.”

-- Henry Ford

What Is a Standard?

- A published specification that:
 - establishes a common language;
 - contains a technical specification or other precise criteria;
 - is designed to be used consistently, as a rule, a guideline, or a definition.

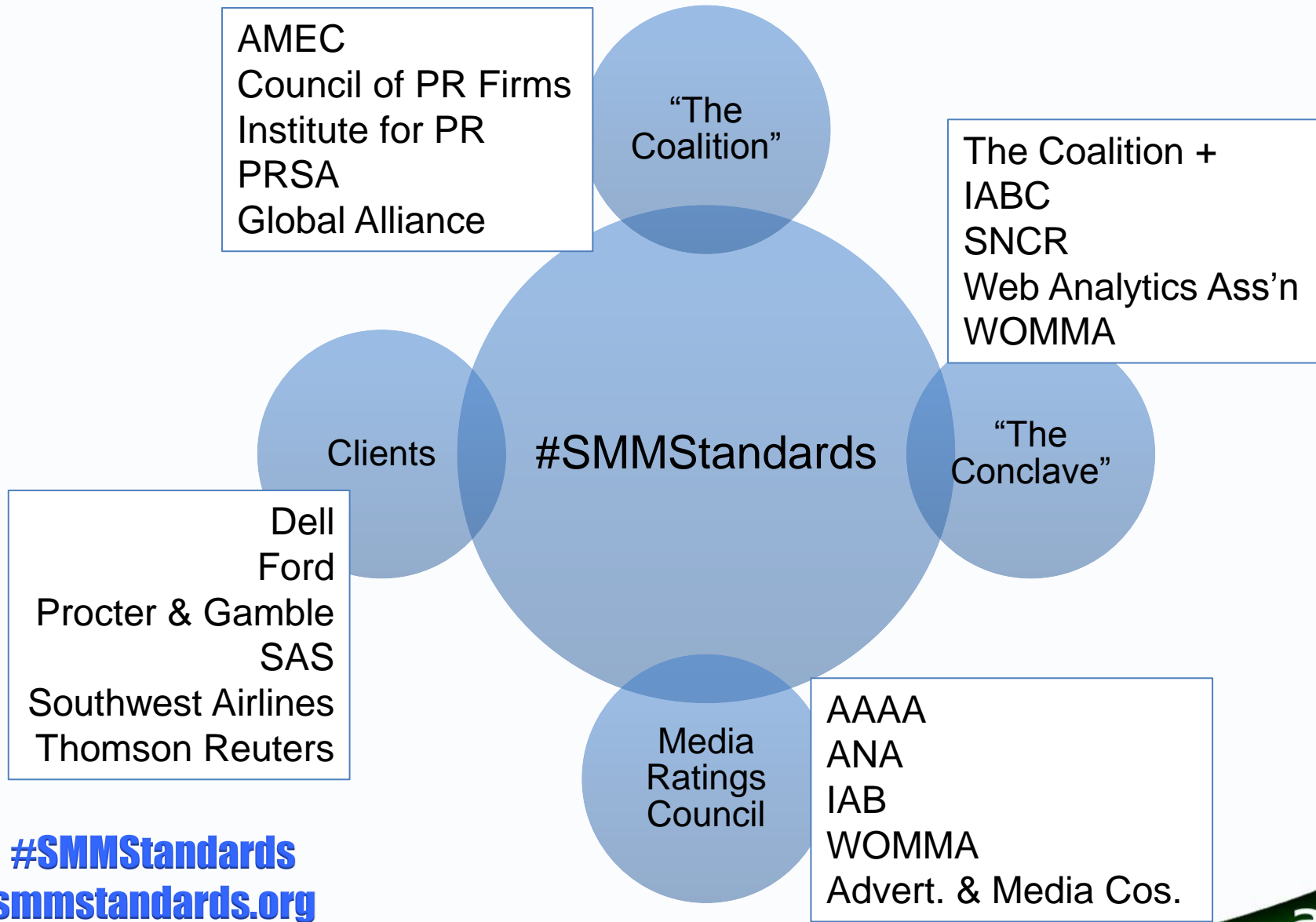
Prior Work: Barcelona Principle #6

- Social media measurement is a discipline, not a tool; but there is no “single metric”
- Organizations need clearly defined goals and outcomes for social media
- Media content analysis should be supplemented by web and search analytics, sales and CRM data, survey data and other methods
- Evaluating quality and quantity is critical, just as it is with conventional media
- Measurement must focus on “conversation” and “communities” not just “coverage”
- Understanding reach and influence is important, but existing sources are not accessible, transparent or consistent enough to be reliable; experimentation and testing are key to success

Prior Work: AMEC Social Media Task Force Recommendations (London Nov'11)

- Focus on Outcomes
 - Need to define outcomes and goals in advance – getting on the social bandwagon is good, but evaluation of success is ultimately tied to goals
 - Can't define or manage purely within PR/communications silos
 - Outcomes will likely span multiple business goals
- Starter Set of KPIs
 - Basic quantitative data (# posts, # views, # fans) easy to measure – useful but not terribly valuable
 - Need to get into more quality and context, similar to media analysis
 - Fits into “valid metrics” grids from post-AVE task force (next slide)
- Influence Rating/Ranking
 - “Influence” and “authority” are domain-dependent and often client-specific
 - “Influence” and “popularity” aren't the same
 - Influence is multi-level, online and offline
 - Similar to editorial credibility, online influence is a variable asset
- Content Sourcing
 - Not all sources are created equal – know what you're getting/not getting
 - Garbage in, garbage out – critical challenges for analytics/measurement
 - Industry needs transparency from vendors on content sourcing, quality

Progress: Cross-Industry Collaboration



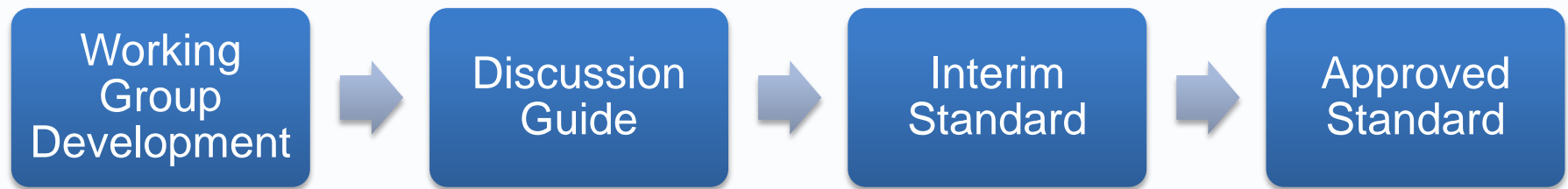
Coalition for Public Relations Research Standards



- Industry-wide initiative to develop standards for public relations research and measurement
- Founded by Institute for Public Relations, Council of PR Firms, Public Relations Society of America, AMEC and Global Alliance
- Building on the collaborative approach established by Barcelona Principles and #SMMStandards efforts

Coalition Guidelines for Standards

- Market-driven
- Voluntary / non-exclusionary
- Use International Standards Organization process
- Broad industry input
- Promote fair competition
- Compliant with anti-trust laws



Six Initial Priorities for Standardization

1. Content Sourcing & Methods
2. Reach & Impressions
3. Engagement
4. Influence & Relevance
5. Opinion & Advocacy
6. Impact & Value

Content Sourcing & Methods

Industry Perspective and Guidance

- Not all content venues, aggregators and analysts are created equal. Social media measurement success stands or falls on the quality, scope and methodology of content analyzed, as well as analyst experience.
 - What content is included? How is unit of content defined?
 - Which channels? How deep? How is the data captured?
 - Are multiple languages captured? Via native-language queries?
 - How is the data calculated? What are the formulas?
 - How is irrelevant content from bots, spam blogs and aggregators filtered?
 - Are search methodologies included and search strings disclosed?
- SOLUTION: All social media measurement reports should include a standard “content sourcing and methodology” table that helps clients know “what’s inside” the product for full transparency and easy comparison (like a food nutrition label).

Introducing... Interim Standard #1. Sources & Methods Transparency Table

#SMMStandards – Sources & Methods Transparency Table		www.smmstandards.org
Timeframe Analyzed		
Research Lead(s)		
Channels Analyzed		
Data/Content Sources		
Analysis Depth	<input type="checkbox"/> Automated <input type="checkbox"/> Manual <input type="checkbox"/> Hybrid <input type="checkbox"/> All Content Reviewed <input type="checkbox"/> Rep. Sample	
Source Languages		
Search Languages		
Sentiment Coding	<input type="checkbox"/> Automated <input type="checkbox"/> Manual <input type="checkbox"/> Hybrid <input type="checkbox"/> Manual Sampling: _____ <input type="checkbox"/> 3-pt scale <input type="checkbox"/> 5-pt scale <input type="checkbox"/> Other scale <input type="checkbox"/> At entity level <input type="checkbox"/> Paragraph/doc level	
Spam/Bot Filtering	<input type="checkbox"/> Automated <input type="checkbox"/> Manual <input type="checkbox"/> Hybrid <input type="checkbox"/> Includes news releases <input type="checkbox"/> Excludes releases	
Metrics Calculation and Sources		
-- Reach		
-- Engagement		
-- Influence		
-- Opinion/Advocacy		
Proprietary Methods		
Search Parameters	See full search string list on page ____ of this report	

Completed Sample: Sources & Methods Transparency Table

#SMMStandards – Sources & Methods Transparency Table		www.smmstandards.org
Timeframe Analyzed	January 1, 2012 – June 30, 2012	
Research Lead(s)	Richard Bagnall, Gorkana Group	
Channels Analyzed	Twitter (partial), Facebook (brand pages only), LinkedIn, YouTube, blogs, forums	
Data/Content Sources	Google search, Radian6, Sysomos, BrandWatch, Twitter API, Facebook API, YouTube	
Analysis Depth	<input type="checkbox"/> Automated <input type="checkbox"/> Manual <input checked="" type="checkbox"/> Hybrid <input type="checkbox"/> All Content Reviewed <input checked="" type="checkbox"/> Rep. Sample	
Source Languages	English, German and Mandarin only	
Search Languages	Native-language queries: English, German, Mandarin	
Sentiment Coding	<input type="checkbox"/> Automated <input type="checkbox"/> Manual <input checked="" type="checkbox"/> Hybrid <input checked="" type="checkbox"/> Manual Sampling: every 50 posts coded <input type="checkbox"/> 3-pt scale <input checked="" type="checkbox"/> 5-pt scale <input type="checkbox"/> Other scale <input checked="" type="checkbox"/> At entity level <input type="checkbox"/> Paragraph/doc level	
Spam/Bot Filtering	<input type="checkbox"/> Automated <input type="checkbox"/> Manual <input checked="" type="checkbox"/> Hybrid <input checked="" type="checkbox"/> Includes news releases <input type="checkbox"/> Excludes releases	
Metrics Calculation and Sources		
-- Reach	Daily unique visitors for specific URLs via Comscore (no multipliers)	
-- Engagement	Channel-specific metrics direct from channels	
-- Influence	N/A	
-- Opinion/Advocacy	Human reading and coding	
Proprietary Methods	Proprietary index for calculating quality score	
Search Parameters	See full search string list on page 32 of this report	

Reach & Impressions

Preliminary Guidance and Next Action

- Accurate impressions data is hard to source, especially globally
 - Be transparent about sources used and clearly/correctly label charts
- Definitional confusion across media types and disciplines
 - Impressions; opportunities to see; circulation; reach; frequency; total vs. targeted reach; visits; visitors; followers; fans; views
- Multipliers should not be used – in fact, dividers are more appropriate
 - Few of your followers “read” every tweet; only 8-12% see Facebook posts
- NEXT ACTION: Work with IAB and Media Ratings Council to find common ground. Publish discussion document in Sept/Oct (PRSA, AMEC, IPR and Conclave events).

Engagement

Preliminary Guidance and Next Action

- Engagement is an action that happens after reach, beyond consumption
- Engagement could be but is not necessarily an outcome
- Engagement manifests differently by channel, but typically measurable at three levels – Low, Medium and High – based on effort required, inclusion of opinion and how shared with others
 - Low examples = Facebook “likes” and Twitter “follows”
 - Medium examples = blog/video comments and Twitter “retweets”
 - High examples = Facebook shares and original content/video posts
- Clients prioritize differently, but engagement “levels” are consistent

- NEXT ACTION: Publish discussion document in Sept/Oct (PRSA, AMEC, IPR and Conclave events).

Influence & Relevance

Preliminary Guidance and Next Action

- Influence is something that takes place beyond engagement
- “You have been influenced when you have thought something that you otherwise wouldn’t have thought or done something that you otherwise wouldn’t have done.” – Philip Sheldrake, “The Business of Influence”
- Influence is multi-level and multi-dimensional, online and offline
 - Not popularity; not a single score
 - Domain & subject specific – relevance is critical
- Influencers should be identified and rated using custom criteria via desk research, not purely on automated algorithms

- NEXT ACTION: Publish discussion document in Nov/Dec (SNCR and WOMMA events).

Opinion & Advocacy

Preliminary Guidance and Next Action

- Sentiment is over-rated and over-used
 - Not the end-all, be-all qualitative measure – other factors to consider
 - Sentiment reliability varies by vendor and approach – be transparent
- Opinions, recommendations and other qualitative measures are typically more valuable than raw sentiment and increasingly measurable:
 - Opinions (“it’s a good product”)
 - Recommendations (“try it” or “avoid it”)
 - Feeling/Emotions (“That product makes me feel happy”)
 - Intended action (“I’m going to buy that product tomorrow”)
- Coding definitions, consistency and transparency are critical

- NEXT ACTION: Publish discussion document in Nov/Dec (SNCR and WOMMA events).

Impact & Value

Preliminary Guidance and Next Action

- Impact and value will always be dependent on client objectives
- Need to define outcomes in advance – will likely span multiple business goals, especially for social (crosses disciplines)
- “ROI” should be strictly limited to measurable financial impact; “total value” can be used for financial and non-financial impact combination
- Value can be calculated in positive returns (sales, reputation, etc.) or avoided negative returns (risk mitigated, costs avoided)
- Key performance indicators and balanced scorecards are helpful to connect social media impact to business results/language

- NEXT ACTION: Publish discussion document in early 2013.

Progress Recap + Requests

- Valuable progress between Lisbon and Dublin
 - Coalition, Conclave and others driving cross-industry collaboration
 - Defined initial priorities and roadmap for driving #SMMStandards
 - Unveiled first interim standard for “Content Sourcing & Methods”
 - Preliminary guidance in five other areas, delivery over next year
- How can you get involved?
 - Track updates via smmstandards.org and Coalition member sites
 - Provide regular feedback on discussion guides, interim standards
 - Use the “Sources & Methods Transparency Table” in all your reports
 - Share #SMMStandards updates with your clients and discuss live
 - Participate in Coalition member events to comment, link and share