

# Coalition for Public Relations Research Standards



COUNCIL of PUBLIC RELATIONS FIRMS



Metric name	Mention
Standards area	Social media measurement
Metric description and application. The question that this metric answers.	"A <b>mention</b> refers to a specific reference in an <b>item</b> of a brand, organization, campaign, or other entity that is being measured or analyzed." ( <a href="http://www.smmstandards.com">http://www.smmstandards.com</a> )
Status	This proposed interim standard has been developed by the Social Media Measurement Standards Conclave (a cross-industry collaboration bringing together many organizations (see <a href="http://www.smmstandards.com/about/">http://www.smmstandards.com/about/</a> ). This standard is ready for publication for comment by the industry. Subsequently, this standard will be revised, submitted to the Coalition <a href="#">customer panel</a> 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>A mention is a single, discrete appearance of a brand, organization, campaign, or any other entity that is being measured. An <b>item</b> of analysis can contain multiple <b>mentions</b>.</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>"<b>Mentions</b> 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, <b>mention</b> queries may also include 'not' statements to filter off-topic <b>mention</b> from the data set." (<a href="http://www.smmstandards.com">http://www.smmstandards.com</a>)</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	<a href="http://www.smmstandards.com/2013/03/proposed-social-media-standard-definitions-for-reach-and-impressions-from-the-digital-analytics-association/">http://www.smmstandards.com/2013/03/proposed-social-media-standard-definitions-for-reach-and-impressions-from-the-digital-analytics-association/</a>
Academic research supporting this standard.	

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Validity and reliability of the standard. *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 conducted.*

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