

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 some engages with you.” (www.smmstandards.com)</p>
Status	<p>This interim standard was developed by the Social Media Measurement Standards Conclave (a cross-industry collaboration bringing together many organizations (see http://www.smmstandards.com/about/)). This standard was publicized for comment by the industry, submitted to the Coalition customer panel for review, and then adopted 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>
<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>Types of engagement (what counts):</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

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- and the percentage of engagement for each item of content your organization publishes
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Source documents (www.smmstandards.com)

Academic research supporting this standard.

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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