

Coalition for Public Relations Research Standards



COUNCIL of PUBLIC RELATIONS FIRMS



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 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.
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>"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)</p> <p>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)."</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.	
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</i>	

research that should be conducted.

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