

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 interim standard was 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 was publicized for comment by the industry, submitted to the Coalition <a href="#">customer panel</a> 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>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>. 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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Team leads and contact information

Katie Paine, IPR Measurement Commission and News Group International

Katie@newsgroupholding.com

Richard Bagnall, AMEC and Metrica

richard@metrica.net

Tim Marklein, Council of Public Relations Firms and W2O Group

tmarklein@wcgworld.com

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David Geddes

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