

Metric name	Reach
Standards area	Social media measurement
Metric description and application. The question that this metric answers.	<p>Reach addresses the question of how many individuals might have been able to see, read, or hear a communications item.</p> <p>“Reach represents the total number of unique people who had an opportunity to see an ‘item’ or a valid reproduction of that item across any digital media.”</p> <p>(http://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	Count
<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>“Reach represents the total number of unique people who had an opportunity to see an ‘item’ or a valid reproduction of that item across any digital media.”</p> <p>(http://smmstandards.com)</p> <p>“Reach is typically quantified using social media monitoring tools, social platforms and/or panel based measurement solutions. Each tool, platform, and solution may have a unique method of calculating reach. For this reason it is critical to use the Transparency and Methods table to identify data collection sources.</p> <p>The reach metric assumes an ideal environment where one can quantify individual people across platforms using social media monitoring tools, social platforms and/or panel based measurement solutions. However, in reality each tool, platform, and solution may have a unique method of calculating reach, consequently each might introduce duplication and error.”</p> <p>(http://smmstandards.com)</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.	A more general definition is provided by the <i>Dictionary of Public Relations Research and Measurement (2006)</i> . Reach “refers to the scope or range of distribution and thus coverage that a given communication product has in a targeted audience group; [in] broadcasting, [reach is] the net unduplicated (also called “duplicated”) radio or TV audience for programs or commercials as measured for a specific time period.”
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 research that should be conducted.</i>	
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