Metric name	Content Sourcing and Transparency
Metric description and application	The Conclave published its first proposed interim standard in June at the European Measurement Summit hosted by AMEC in Dublin. The "Sources & Methods Transparency Table" (see below) is designed specifically to address the challenges clients face in knowing "what's inside" social media measurement reports from various agencies, research providers and software vendors. The standardized table mirrors the "nutrition tables" used by many countries for easy comparison of calories, nutrition and ingredients in food products. The table captures critical information about social media content sources and methods to provide full transparency and easy comparison across analyses. What content and channels are included? How is the data collected? How deep is the analysis? Are multiple languages captured? Via native-language queries? How are key metrics calculated for reach, engagement, influence and opinion/advocacy? How is sentiment coded? How is irrelevant content (bots, spam blogs, etc.) filtered? What proprietary methods were used in the analysis? What search strings were used?
Status	Published
Version, date, and author	Version 1.0 Provided for public comment June 2012 Authors: Tim Marklein, AMEC and members of the Conclave
Standard or guideline	Standards
Metric type	Outtake
Standards	Use Table Below

Introducing… Interim Standard #1.
Sources & Methods Transparency Table

#SMMStandards – Sources & Methods Transparency Table				*www.smmstandards.org*	
Timeframe Analyzed					
Research Lead(s)					
Channels Analyzed					
Data/Content Sources					
Analysis Depth	☐ Automated	☐ Manual	☐ Hybrid	☐ All Content Reviewed	☐ Rep. Sample
Source Languages					
Search Languages					
Sentiment Coding	☐ Automated ☐ Manual ☐ Hybrid ☐ Manual Sampling: _____ ☐ 3-pt scale ☐ 5-pt scale ☐ Other scale ☐ At entity level ☐ Paragraph/doc level				
Spam/Bot Filtering	☐ Automated ☐ Manual ☐ Hybrid ☐ Includes news releases ☐ Excludes releases				
Metrics Calculation and Sources					
-- Reach					
-- Engagement					
-- Influence					
-- Opinion/Advocacy					
Proprietary Methods					
Search Parameters	See full search string list on page ____ of this report				

amec

Completed Sample:
Sources & Methods Transparency Table

#SMMStandards – Sources & Methods Transparency Table				*www.smmstandards.org*	
Timeframe Analyzed	January 1, 2012 – June 30, 2012				
Research Lead(s)	Richard Bagnall, Gorkana Group				
Channels Analyzed	Twitter (partial), Facebook (brand pages only), Linkedin, YouTube, blogs, forums				
Data/Content Sources	Google search, Radian6, Sysomos, BrandWatch, Twitter API, Facebook API, YouTube				
Analysis Depth	☐ Automated	☐ Manual	☑ Hybrid	☐ All Content Reviewed	☑ Rep. Sample
Source Languages	English, German and Mandarin only				
Search Languages	Native-language queries: English, German, Mandarin				
Sentiment Coding	☐ Automated ☐ Manual ☑ Hybrid ☑ Manual Sampling: every 50 posts coded ☐ 3-pt scale ☑ 5-pt scale ☐ Other scale ☑ At entity level ☐ Paragraph/doc level				
Spam/Bot Filtering	☐ Automated ☐ Manual ☑ Hybrid ☑ Includes news releases ☐ Excludes releases				
Metrics Calculation and Sources					
-- Reach	Daily unique visitors for specific URLs via Comscore (no multipliers)				
-- Engagement	Channel-specific metrics direct from channels				
-- Influence	N/A				
-- Opinion/Advocacy	Human reading and coding				
Proprietary Methods	Proprietary index for calculating quality score				
Search Parameters	See full search string list on page 32 of this report				

amec