

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	Native-language queries: English, German, Mandarin	
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	N/A	
-- Opinion/Advocacy		
Proprietary Methods		
Search Parameters	See full search string list on page ____ of this report	