

Social Media Measurement Standard Sources and Methodology Transparency Table

Client / Project Name: Report Date:

Timeframe analysed: From: To: Research Leads / Project Managers:

Tools data / content sourced by:

Source languages:

Channels analysed: Twitter Facebook Google+ Blogs Comments Online News News Releases Pinterest LinkedIn YouTube
Quora Instagram Tumblr Reddit

Others.....

Type of Analysis: Automated Manual Hybrid All Content Analysed Representative sample

If so what % and how selected?.....

Sentiment / tone specific: 3 pt scale 5 pt scale Other scale At client entity level At paragraph / doc level



Search string used:

[Empty text input field]

Search string:

[Empty text input field]

SpamBot & Relevance filtering :

Automated Manual Hybrid

Metrics calculation, definition & sources

Reach / OTS / Impressions:

[Empty text input field]

Conversation and Engagement:

[Empty text input field]

Influence:

[Empty text input field]

Impact & Value:

[Empty text input field]

Proprietary methods & scores (describe in detail):

[Large empty text input field]

