# Social Media Definitions

**The Digital Industry Accepted Source**

This guide contains social media definitions as found in the MRC Social Media Measurement Guidelines document which reflect input and approval from 4A's, IAB & WOMMA .

# Your trusted source for definitions

The social media definitions in this guide reflect the input of three leading industry trade organizations shown here who represent both the buy and sell side.

These definitions are sourced from the MRC Social Media Measurement Guidelines document, published November, 2015. The IAB Social Media Committee compiled the definitions into this guide for ease of reference.

With approved definitions,we can help  eliminate confusion in the marketplace by having everyone on the same page and speaking the same language when we discuss social media.

We encourage the industry at-large to use these definitions and share with relevant partners.

Be sure to familiarize yourself with the  MRC Social Media Measurement Guidelines which can be found by clicking this image:

**Media Rating Council, Inc.**

MRC Social Media Measurement Guidelines
November 2, 2015
Version 1.0 - Final

Key Sponsoring Associations:

4's

iab.

WOMMA
word of mouth marketing association

MRC Social Media Measurement Guidelines

November 2, 2015

version 1.0 - Final

# Authorship

The original piece of content or, original action unrelated to original content (exposure metrics that measure general use of Social Media Platforms, without engagement).

# Auto-Initiated Activity

Activity not requiring direct user involvement including auto-play content and user-configured automated activity. Auto-Initiated events should be segregated and described for reporting purposes.

# Brand Advocacy

Activity whereby a user creates favorable UGC about a brand or product, and then passes on positive messages about the brand to other users (such as in a recommendation).

# Client Side Counting/User Initiated Events

Counting based on events originating from the user's browser or other media operated by the user which are closest to the actual Social Media event being measured (for example, counting an event upon the entry of UGC meeting relevant criteria), which are filtered to exclude known invalid activity

# Content Redistribution

Intentional and direct interaction with intent of redistribution or promotion of content or advertising by individual users of Social Media Platforms to other users of Social Media platforms, either individually, to a subset of users (friends, followers, etc.)or across the user base.

# Conversion

The point at which a recipient of an advertisement performs a desired action such as a click, opening of a file or email, filling out a form, navigating through to a page or making a purchase.

# Earned Media

User (consumer) generated activity based on accessing, watching, listening, reading or otherwise responding to media or a brand/product experience.

# Engagement

A spectrum of consumer advertising activities and experiences (interactions and interest) —cognitive, emotional, and physical. Engagement assumes active participation, but may also describe a cognitive or emotional connection (such as in Social Listening and Monitoring metrics described below), in addition to a physical action.

# Imputation

Data relevant to a Social Media measured event that did not originate from a user, but was instead inferred based on other information associated with that event or the user or related users. Imputed data originates from the measurement organization, not the user. Imputation can be a reasonable and accepted statistical process but the associated inferences and data processes should be examined for empirical support. Influencers: Users with the ability to reach other users or affect other users' thinking in a social online community, generally defined by the number of directly connected users or the size of the network of users associated with an account, user or profile. A person, group or entity with the ability to reach and affect another person or group of people's thinking and behavior due to attributes such as experience, expertise, reputation and social footprint.

# Influencers

Users with the ability to reach other users or affect other users' thinking in a social online community, generally defined by the number of directly connected users or the size of the network of users associated with an account, user or profile. A person, group or entity with the ability to reach and affect another person or group of people's thinking and behavior due to attributes such as experience, expertise, reputation and social footprint.

# Interaction

Interaction metrics include measurement of individual user interaction (generally quantifiable physical or mechanical actions with content) with original content or advertising on Social Media Platforms. Such interactions may be Internal (visible only to the platform or measurement organization), or Public (visible to one or more users of the platform, thereby extending visibility).

# Metrics Unit
### (Word, Sentence, Post, etc.)

The measurement base for a consumer listening event. This base should be specified in measurement reports.

# Opinion

A view or judgment formed about something, not necessarily based on fact or knowledge.

# Organic

Holistically sourced content created by users and not paid or incentivized by a brand or other marketing organization.

# Organic Reach

Total unique count of users exposed to organic (unpaid) content that includes only those actual users exposed to content in its original format (within a general feed, ticker, page, etc.).

# Owned Media

A media channel that is Owned, and by implication controlled, by a media outlet or brand; for example, a web site, page, account, station (radio or television) or app. Owned Media should be defined by the vertical or context of the measurement.

# Paid Media

A brand or other marketing organization pays to use an owned media outlet – in general, advertising, messaging or brand sponsorship that appears on owned media. May also be referred to as Sponsored Media or native advertising content.

# Paid Reach

Total unique count of users exposed to paid content or advertising that includes only those actual users exposed to content in its original format (within a general feed, ticker, page, etc.).

# Potential Reach

Projected Reach (total count of unique users) based on a count of a subset of platform users or a network such as friends, followers or fans. Potential Reach should be limited to use as a planning metric only (not a currency measurement), however, properly disclosed and supported estimated actual Reach maybe used as an evaluation metric where appropriate.

# Scraping

Harvesting or data extraction whereby software techniques are used to extract HTML, non-API information and content from pages, platforms or other properties where permissible in terms and conditions.

# Sentiment

A view or attitude toward a situation, experience, event, product or brand; a feeling, sense or emotion expressed by a Social Media user. Sentiment is a component of Opinion and Brand Advocacy. Sentiment is the feeling the author is trying to convey, often measured through context surrounding the characterization of an object.

# Social Media

Created, shared or exchanged information, ideas, content and opinions in virtual communities and online networks, including conversations about or with a brand.

# Social Media Platform

A media vehicle, site (as a whole or in part), app, widget or other media mechanism that has a social orientation; specifically, that captures user commentary and facilitates sharing of information among users of a defined network – i.e., representing a channel for sharing information, opinions or experiences from users of that platform – or allows cross-user collaboration.

# Sponsored Media

Media influenced by a brand through payment or other incentive, but where the message is not controlled as directly as a brand created advertisement.

# Targeting

Technical options offered to advertisers to put a specific ad placement and ad type in front of a defined audience. Targeting options within the Social Media environment can include location, demographics, interests and behaviors like purchase activity.

# Theoretical Reach

Modeled Reach (total count of unique users) based on a gross multiplier of users (such as projecting post-ad delivery based on a gross multiplier representing some estimate of potential exposure). Theoretical Reach should generally be avoided, particularly as a reporting metric.

# Threaded Message

A set of communications, entries or events that are related to a common piece of original content.

# User Generated Content (UGC)

Content that is entered, copied-to, posted (or otherwise created) by users of a Social Media Platform for sharing with others on that Platform. In the context of this document, UGC generally refers to organic (holistically sourced and not paid or incentivized by a brand or other marketing organization) content generated by peers or users of Social Media Platforms. Paid/Sponsored UGC is included, but specifically addressed separately within this document. This document excludes "top-down" sources (professional influencers) such as bloggers with topic influence. While blogs are a viable and valid aspect of Social Media and these guidelines can and should be applied to blog measurement, unique aspects of blogs such as content sourcing and subscriptions were not considered herein.

# Viral/Earned Reach

Total unique count of actual users exposed to content or advertising that includes Organic (Earned) and/or Paid, but also subsequent exposure and amplification resulting from content redistribution (Viral or "virality"; sharing, re-tweeting, etc.).