

Coalition for Public Relations Research Standards



COUNCIL of PUBLIC RELATIONS FIRMS



Metric name	Impressions
Standards area	Social media measurement
Metric description and application. The question that this metric answers.	Impressions addresses the question of how many individuals who <u>may</u> have viewed or been exposed to an item. " Impressions represent the number of times an item was displayed." (http://www.smmstandards.com)
Status	This proposed interim standard has been developed by the Social Media Measurement Standards Conclave (a cross-industry collaboration bringing together many organizations (see http://www.smmstandards.com/about/) . This standard is ready for publication for comment by the industry. Subsequently, this standard will be revised, submitted to the Coalition customer panel for review, and then for adoption as an interim standard.
Standard or guideline	Standard
Metric type	Count
Detailed description. <i>This is the actual standard, and must include full description of how to use this metrics</i>	<p>"Impressions represent the gross number of items that could have been seen by all people, including repeats. The term "displayed" applies across channels, browsers, devices, and other methods by which an individual might see an item." Use of the term "opportunities to see" as a synonym for impressions is not recommended.</p> <p>(http://www.smmstandards.com)</p>
The following are examples of impressions measurements, with traditional media included for comparison:	
Print newspapers and magazines	Audited circulation plus pass-on readership
Broadcast	Viewers or listeners, with data provided by a source such as Nielsen
Online news Blogs Discussion groups Forums	Unique daily visitors, provided by a source such as Compete.com
Twitter	Followers plus retweets
Facebook	Friends
YouTube	Views

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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.	According to the <i>Dictionary of Public Relations Research and Measurement (2006)</i> , impressions is “the number of people who might have had the opportunity to be exposed to a story that has appeared in the media; also known as “opportunity to see” (OTS); [mpressions] usually refers to the total audited circulation of a publication or the audience reach of a broadcast vehicle.”
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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Version, date, and author	<p>Version 1.0</p> <p>March 19, 2013</p>