



# Web Analytics Association

- WAA – Web Analytics Association
- A not-for-profit professional organization dedicated to promoting the understanding of web analytics through education, advocacy, standards, research and technology.
- Foster the interests of its members who include practitioners, vendors, consultants and educators.
- Standards Committee's focus is to define web analytics measures to develop common vocabulary, definitions and standards for measuring and reporting web metrics.



# Social Media Metrics Standards

- What?
  - Standards document that addresses metric definitions for:
    - Widgets
    - Blogs
    - Social Bookmarking
- Why?
  - The Standards committee identified the increasing need for metrics to evaluate social media efforts and campaigns by its members.



# Social Media Metrics Standards

- How?
  - Classify and describe existing metrics per social media space:
    - Count
    - Ratio
    - KPI
  - Describe Application
    - Aggregate / Totals
    - Segments – Subsets and Filters
    - Individual Application (User)



# Widgets

- Document includes:
  - Definition of the widget space
  - Metric standards that address:
    - Widget Installs
    - Widget Views
    - Dimension definitions for activity and engagement around widgets and apps like grabs, attempts, locations, new installs, completed grabs etc



# Blogs

- Definition of the online blogging space
- Metric standards that address the measurement of:
  - Posts
  - Comments
  - Link trackbacks to posts
  - Inbound Links
  - Comments per Postetc



# Social Bookmarking

- Document includes:
  - Definition of the social bookmarking space in comparison to traditional bookmarks or “Favorites”.
  - Metric standards address the measurement of:
    - Social Bookmarks
    - Unique Social Bookmarks
    - Clickbacks



# Example

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Social Media Standards Definitions

## TERM: Seed Installs

Type: Count

Universe: Aggregate, Segmented

### **Definitions/Calculation:**

The total number of New Installs of a widget that are not replicated from a [Source](#).

### **Comments:**

A Seed Install is an original install of a widget that was not replicated from another install of a widget. For example, a widget creator may copy the embed code from either a widget platform or their development team for placement on a Web page, desktop or mobile device.

A widget may have one or more Seed Installs that may be placed on multiple Web pages and sites. The value of this metric may also be derived by the difference between the total of [New Installs](#) minus [Grab Installs](#).



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# What is next?

- The document will be released for public comment in October 2009.
- Standards committee will continue to work on other areas of social media to add to the document.
- Any WAA member may be involved in the standards committee efforts. We welcome public participation.
- Check [www.webanalyticsassociation.com](http://www.webanalyticsassociation.com) for document release

