

A view from eModeration on the IAB's new social media ad metrics

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Earlier this month, the Internet Advertising Bureau published its '[Social Media Ad Metrics Definitions](#)'. eModeration, the moderation and community management company, reviews these definitions and considers the controversy around the measurement of ROI in social media in a [new blog post](#), published today.

The post covers:

Why companies should be entering the social media arena – the figures

The shift from 'hard' metrics (click-throughs, unique visitors, page views etc) to the metrics of social media as defined by the IAB (including conversation size, credibility, interaction rates, relevance); and whether social media can really be valued in terms of ROI

Whether we should be trying to analyse ROI on social media at all, when social media is about interaction with individuals, not mass metrics.

It concludes by dividing those who consider the ROI question in social media, into three camps (the following quotes are all attributable to [Tia Fisher](#), New Business Development Manager at eModeration):

"The Deniers: *What, really, is this obsession with ROI?* This is the group who are most resistant to any attempt to measure social media; possibly because past attempts have been so clumsy and obviously missing the point.

"The Definers: *Never mind the community stuff. Just give me the click through rate. Please.* IAB's new metrics were made for this group. They are the ones who'll be the best audience for the new definitions, and are likely to be hugely comforted by a large benchmark and a level playing field upon which to chalk it.

"The Dedicated: *It's not a perfect science, and it's a lot of work. But we're getting there.* This group are realising the importance of using every available system of measurement we have: web analytics, buzz monitoring, community management listening – the whole gamut – to try to bring in as near to a 360 degree picture of people's reactions to and interactions with, a brand, as is currently possible."

For the full post, visit [eModeration's blog](#).

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About eModeration

Founded in 2002, eModeration Limited is an international, specialist user-generated content moderation company. It provides 24-hour community management and content moderation to clients in the entertainment and digital publishing industry and major corporate clients hosting online communities and consumer-driven projects.

eModeration's CEO and founder, Tamara Littleton, has an established background in editorial quality control, fault escalation and process management gained from previous work as the Product Delivery Director for Chello Broadband and Online Operations Manager for BBC Online, where she managed the world's first ISO 9000-accredited team for digital publishing management and monitored over 400 BBC websites. Tamara Littleton is a member of the Home Office Internet Taskforce for Child Protection on the Internet which brings together government, law enforcement, children's agencies and the internet industry, who are all working to ensure that children can use the internet in safety. She was also the Chair of e-mint, the online community for community professionals from 2006-2007.

eModeration's team of moderators and staff are the key to eModeration's success and excellent client list. eModeration draws on the expertise of carefully recruited and trained moderators located mainly in the US and Europe with specialist editorial and community moderation skills, which are matched uniquely to the client. The company can moderate 24/7 in more than 30 languages. All its moderators are managed online from eModeration's headquarters in London, United Kingdom.

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