

## **Appendix A**

### **SOCIAL AUDIENCE - PART 1: WHAT ARE THE METRICS?**

With social media applications users can find, friend, circle, pin, follow, like, post, comment, share, tweet, retweet, check-in... but what does it all mean? What's actually measurable? In this series we'll break down the elements of Social Media, starting with what key metrics mean for a few of the most popular networks used in social TV conversations.

#### **Facebook**

*Basic function: Post Status Updates, which may include text, photos, or links.*

- **Subscribers:** Public figures may not want to friend everyone who asks, but they may allow users to “subscribe” to their feeds. For example, anyone can subscribe to [Amber MacArthur](#), social media strategist and co-host of CTV’s App Central, who has over 500,000 subscribers.
- **Page likes:** The profile for brands or organizations or independent fans. For example, CBC has set up an official page for [Heartland](#) which has over 125,000 likes, and 13,000 interactions (comments or additional posts from fans). Alternately, fans can also create pages, as a loyal [Rookie Blue](#) fan has done, garnering 2,300 likes, and 230 interactions.
- **Status Likes:** As a Friend or a Subscriber or follower of a liked Page, users can demonstrate their enjoyment or agreement with someone’s status update by “liking” it.
- **Status Shares:** Similar to how people repeat stories told by others, as a Friend or a Subscriber or follower of a liked Page, users can “share” each other’s content.
- **Likes and Shares via Facebook’s API:** Third-party websites may implement “like” or “share” buttons next to their articles or website content. This content is then pushed to a user’s news feed. APTN has set up its show pages to make it easy to share the show information pages on Facebook, like this one for [Samaq’an: Water Stories](#).
- **Comments:** As a Friend or a Subscriber or follower of a liked Page, a user may post further insights or feedback next to an original status update, posted Share, or posted Like.

#### **Twitter**

*Basic function: Post Tweets in text, which may include links.*

- **Followers:** Like Facebook’s Subscribers, users can follow people of interest. Only the posts by users an account follows is what appears in the post.
- **Mentions:** (1) Similar to Facebook’s Comments, when users see a post they want to further comment on or contest, they can reply to a user, with the final posted result,

with the original commenter's twitter handle or name called out in the post, is considered to be a "mention". An example is Mark Ellis, co-creator of Flashpoint, [giving a "shout out" to one of the other series writers during the broadcast of an episode](#). (2) Users can post a question, calling out the twitter handle, like this example, a fan of Discovery's "Highway Through Hell" [tweeting with ideas for additional content, leading to a dialogue with the Discovery rep managing the twitter account](#)

- Retweet or RT: A user may like another's tweet so much, they want to share it with their followers. Doing so, is called retweeting, and places an RT notice at the front of the tweet. (MT is similar, standing for "Modified Tweet" where a user may only use a part of an original tweet).
- Hashtags: A means of categorizing a tweet. For example, when twitter users are watching a show and want to comment on an exciting moment in the episode, instead of starting with "I'm watching this show", users can hashtag the show name, like using [#callmefitz](#) for HBO Canada's Call Me Fitz.

## **Pinterest**

*Basic function: Share Pins in the form of images that are hyperlinked to an external URL.*

- Like: Exactly like Facebook's like function, if a user likes a pin (in the form of an image), they can like it.
- Repin: When a user wants to save a pin (or post) to their own boards, they repin another user's pin.
- Followers: Users may follow each other's boards, or entire Pinterest profile. Any new pins by these followed users or boards will appear on a user's home board. For example, 1,300 users [follow HGTV Canada's board](#), which links to photos from its various television shows.

Of course, these are only a few of the major consumer social networks. Other popular networks for social TV that use similar terms and activities include Get Glue, and Tumblr, while Instagram and Google Plus are additional platforms that could be leveraged.