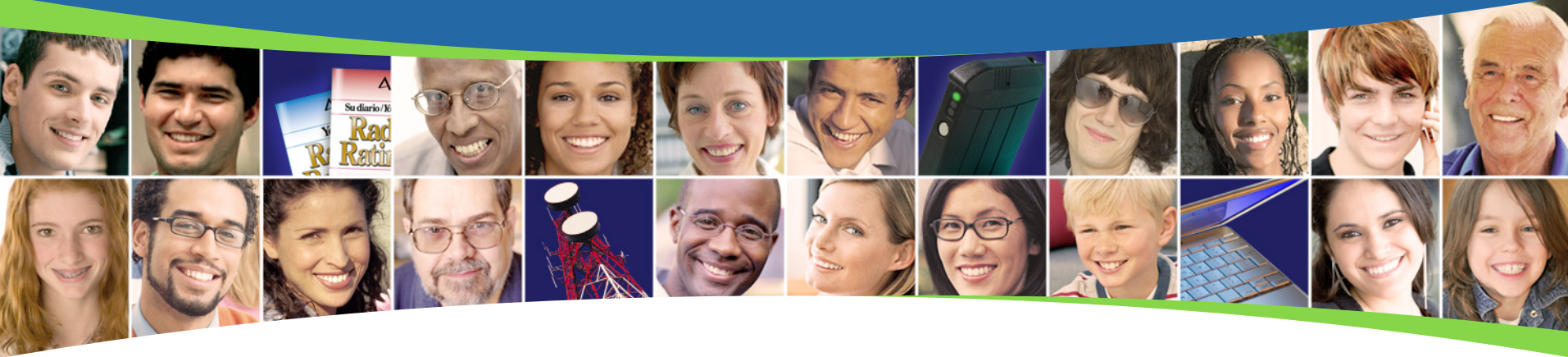


Social Media Do's & Don'ts



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Protecting Your Station

The Social Media Do's & Don'ts are intended to:

- » Help preserve the integrity of audience estimates
- » Help preserve respondent anonymity
- » Help your station avoid:
 - Rating Distortion
 - *Prompting false information from respondents*
 - Rating Bias
 - *Prompting differential participation by a particular station's listeners*

The Importance of Anonymity

- » Arbitron treats respondents' identities as confidential.
- » Respondents are instructed to avoid publicly disclosing their participation.
- » Respondents who disclose their participation become ineligible.

Arbitron Monitors Social Media

- » Arbitron monitors social media for respondent disclosures.
 - Twitter, Facebook, and other social media sites are monitored daily.
 - A number of households each month mention they've been contacted by Arbitron.
 - Arbitron investigates every instance we encounter.
- » “Do” notify Arbitron if a respondent reaches out to your station via social media (or any other means).
- » “Don’t” attempt to learn the identity of Arbitron respondents
 - Your station may be delisted, even if you don’t succeed.

Arbitron Monitors Social Media

- » Arbitron monitors social media for contact between respondents and stations.
 - Personalities' sites are included if the site is public.
 - e.g., *Uses on-air name; site promotes station or show*
- » “Do” remind staff that comments through social media are subject to same guidelines as on-air comments.
 - Guidelines and examples are available on the Arbitron Web site.
- » “Don’t” address comments to panelists or diarykeepers.
 - Your station may be flagged or delisted.

More “Do’s”

- » Contact Arbitron for a confidential Pre-Review if you’re not sure about comments you wish to post.
- » Contact Arbitron if you see comments directed to Arbitron respondents.
- » Contact Arbitron if you learn the identity of an Arbitron respondent (by any means).
- » Review the materials on Arbitron’s Web site.
 - Rating Bias & Rating Distortion handbooks
 - Panel & Diary Security “Do’s & Don’ts”

More “Don’ts”

- » Don’t discuss ratings (even ratings success) on sites such as Twitter and Facebook.
 - Because of the interactive nature of social media, this may prompt respondents to disclose their participation.

- » Don’t post comments encouraging listeners to participate as panelists or diarykeepers.
 - Such comments are subject to citation as Ratings Bias.

- » Don’t offer anything of value to self-identified panelists or diarykeepers.
 - They may not be authentic Arbitron participants.
 - Your station may be delisted.

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