Create a Social Media Marketing Campaign

Glossary

We have included this Glossary for reference – you are not expected to remember all the new terms.

You can refer to the Glossary throughout the course by returning to Step 1.15.

If you come across any other words that you would like us to add to the Glossary, please add them to the Comments section.

Select the hyperlink letters displayed below to jump to alphabetical sections of the Glossary.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A
algorithm

A set of rules or instructions given to a computer to solve a particular task. While algorithms are run automatically, they are first determined and created by people making editorial and other decisions.

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D

Demographics

Statistical data relating to the population and particular groups within it.

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H

Hashtag

Topic identifier on social media platforms. Any word or phrase can be preceded by a hash sign (#) to make it clickable, which would lead the user to a search for all other posts including the same hashtag term. Can be created officially or by any individual.

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I

Insight

Data-led information and statistics about audience activity, motivation, aspirations and so on, which can be acted upon to increase business benefit.

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Metrics
Quantifiable measures to track performance.

Narrative arc
The structure of a story, and how the audience experiences it unfolding over time. Can also be applied to a film or campaign.

Objective
Desired outcome of a piece of activity

Optimise
Arrange or organise (eg content or activity) to improve efficiency or effectiveness

Organic reach
The number of people who have seen social media activity without paid distribution
Persona

A representation of the goals and behaviour of a theoretical or potential group of users, gathered from data collected about real users.

social media campaign

A short-term burst of activity building on the insight and goals in the social media strategy in order to deliver objectives or particular outcomes.

social media strategy

A summary of everything you plan to do and aim to achieve on social media over a period of time.

social media stream

The combined updates of those you follow in a social media space.

target audience
A group of people who share particular demographics or behaviour; Particular defined group which a product or service is aimed at

tie-ins

Special marketing displays, messages and content that relate to an ongoing advertising campaign usually in a different medium eg in print

traffic

The flow of data across the internet, or to a particular resource or web page

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