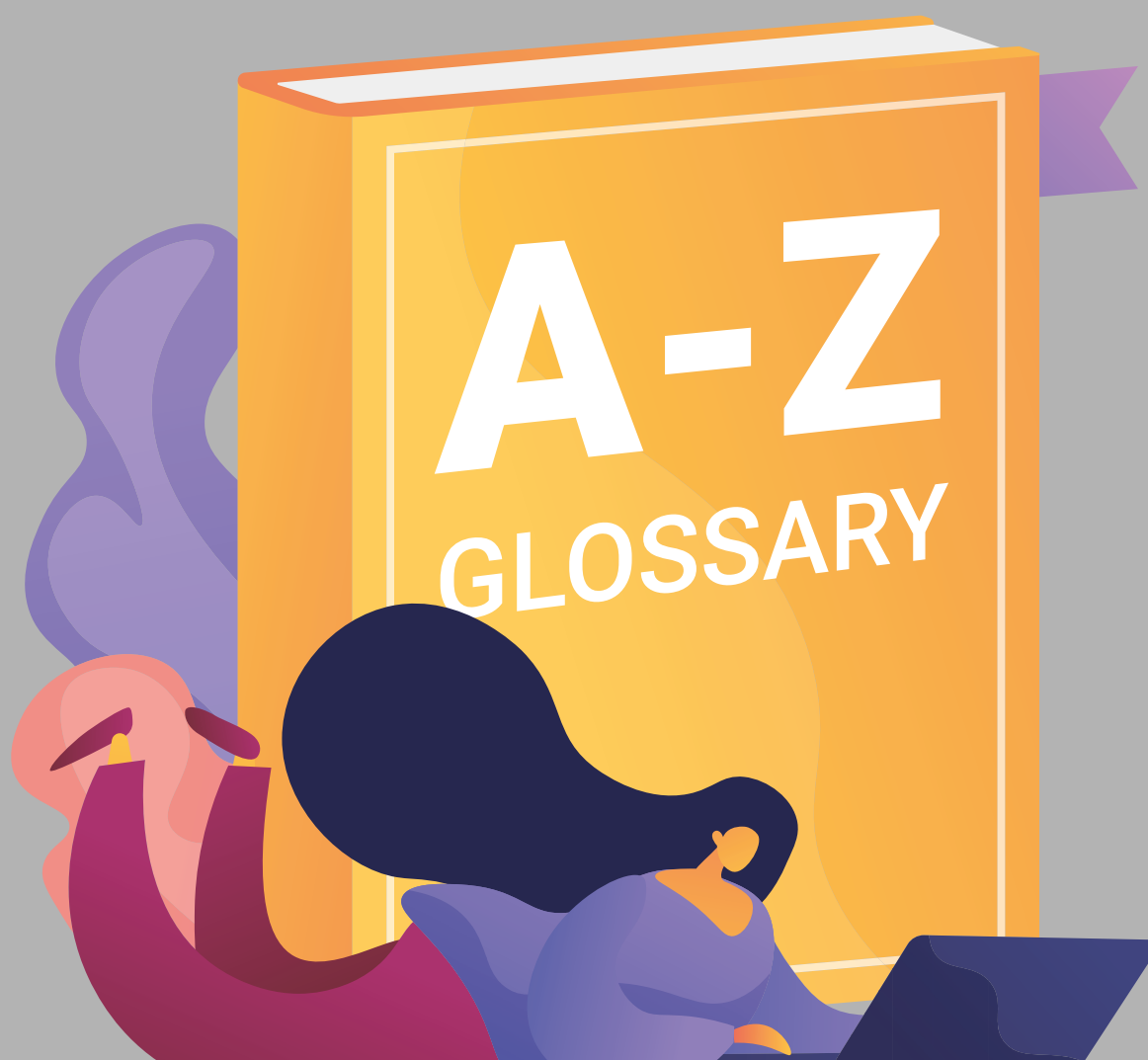




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Social Media Policy **Glossary**

Glossary Of Commonly Used Social Media Terms

A

Account: all content published on a platform and attributed to a specific username.

Ad: an advert published on a social-media platform as either text or visual content.

Addthis: a service that provides a code to be entered onto a site to share content across multiple social-media platforms.

API (Application Programming Interface): access keys made available to programmers, who can use them to create alternative and innovative services.

B

Ban: to expel a user from a community or platform for offensive conduct or behaviour.

Banner: a type of visual (static or animated) advertising.

Bot: a robot that can carry out actions automatically, or in an automated fashion. These may be used for instant-messaging services.

Brand awareness: the degree to which an organisation's brand reflects user familiarity and loyalty.

Brand reputation: the reputation enjoyed by an organisation's brand.

Business Manager: a Facebook platform used to generate, schedule, and post advertisements.

C

Campaign: online marketing and advertising efforts that target a specific goal (such as a service, event, or disseminating research results).

Challenge: launched on a social-media platform, it is a call put out to users to provide a response to the same task.

Chat: a service that permits two users to start a conversation and talk online.

Comment: the expression of a thought or opinion written by a user beneath content shared by another user.

Connection: a digital relationship on LinkedIn between one professional and another.

Conversion: a step taken by a user deemed significant by an organisation (signing up for a newsletter, requesting information, accessing a new service, etc.).

Coverage: the number of people to whom content posted to a page or to an account is shown.

CTA (call to action): an invitation to a set of users to do something specific (i.e. click a button, fill out a contact form, etc.).

CTR (click-through rate): the percentage of clicks generated by a given communication effort over total views.

D

Dashboard: a panel providing an overview of the results of social-media communication and key statistics to monitor.

E

Emoji: an expression generated by a combination of characters to depict a mood.

Engagement: the level of engagement that a social-media content generates amongst users.

Epic fail: hyperbole to express a flop in one's messaging; it describes situations in which the content on one's social-media account receives negative or derogatory comments, which negatively impact the organisation's reputation.

F

Facebook feed: space on the Facebook home page where content posted by friends appears, along with paid posts.

Fanbase: a group of fans who follow a page, which is done by clicking "Become a fan".

Follower: user following a Facebook or Instagram page or profile, or a X (formerly Twitter) account.

Following: the status of being a follower of a Facebook or Instagram page or profile, or a X (formerly Twitter) account.

Friends: groups of people who follow the posts and other social-media activity on a specific account.

G

Group: a virtual space where like-minded people can have discussions on topics of interest.

Guide: an Instagram function that focuses on "editorial" type text and content. The function is available in three different categories - places, products, and posts - and appears as a tab on a user's profile.

H

Hashtag: hash mark (#) + tag. These are used in the social-media world to group content on trending topics; they also facilitate research on a topic.

Highlights: stories or content given greater focus on one's own Instagram profile, organised by category or user type (e.g. Online Services, International Students, etc.).

I

IG TV: Instagram TV allows Instagram users to post vertical videos longer than those allowed on Stories.

Impression: the number of times a user views a webpage, content, or sponsored post.

Influencer: a user with thousands or even millions of followers who, thanks to their popularity, is able to influence other users.

Insights: Facebook statistics dashboard that allows users to monitor data traffic on a social-media account, and verify the efficacy of their messaging.

K

KPI, Key Performance Indicator: a metric used mainly in the business world to determine whether, and to what extent, a strategic objective has been reached.

L

Lead: a user and purchaser showing an interest in a given service or product. A lead is generated when, during a marketing campaign, a user's contact information is obtained, which can be used later to offer a specific product or service.

Like: an expression of approval on content posted to a social-media platform.

Live: the option to stream events and programmes (seminars, conferences, and trade shows) in real time on a social-media platform.

Log in: accessing a profile on a social-media platform by entering a user name and password.

Log out: exiting one's profile on a social media platform.

M

Meme: visual content that goes viral (spontaneously) on social-media channels. Usually, a meme consists of an image, phrase, video, or photo which most users find funny and/or relatable.

Messenger: Facebook's integrated instant-messenger application.

N

Notifications: notices and updates on Facebook activities (friend requests, messages, references / tags to one's own account or page, requests to plan an event with another person or group, etc.).

P

Page: allows people to catch up on news on an entity, organisation, or celebrity. Pages have fans who have expressed their interest (by "liking" the page) or followers, who read up on the news on the page without necessarily becoming fans. Pages have more options than profiles, such as access to "Insights" or the placement of a call-to-action button, or the ability to schedule a post.

Post: a message or content - text, photo, video, live streams - to be shared with one's friends and followers.

Profile: a social-media account created using a person's first name and surname. A profile can have "friends" but not "fans".

R

Reach: aka "coverage", meaning the number of users a post might reach.

Reels: short videos (15-60 seconds), usually on Instagram.

S

Sentiment analysis: analysis of online-user opinions regarding an entity, organisation, or service to gauge the web perception of the same. Social-media platforms, along with reviews, are crucial elements of a sentiment analysis.

Sharing: reposting content originally posted by others on one's own page or profile. Sharing allows interesting content found by users on a given website or social-media channel to reach a wider audience. This allows other users, who might not specifically follow that user or be familiar with that website, to view the content.

Social media: a means of sharing content online to reach a wide audience using Web 2.0 technology and applications.

Social network: a network of persons who decide to form a community around various types of mutual interests.

Sponsorship: a simplified way to advertise on Facebook by choosing the message recipient, and by setting a budget.

T

Tags: these are used to identify a user, and are a way to reference them in a post.

Tag something / someone: use the @ symbol and then the desired tag within a post.

Target: a group of persons with shared characteristics (e.g. age, sex, interests, or geographic location), which an entity or organisation hopes to reach through its marketing or messaging.

Timeline: a log of events and shared content on one's personal Facebook profile.

Tone of voice: this represents the organisation or entity, and must always be used, with a certain degree of consistency, across all generated communications and content (texts, images, photos, or videos).

Traffic: total visits to a website or social-media account.

Trending topics: topics gaining high levels of interest at a given time, either on social media or on the internet in general.

U

URL shortener: a tool to create a shortened version of a URL, such as [Bitly](#) and [TinyURL](#), which may be offered free of charge.

V

Vanity Url: a Facebook function that allows one to personalise and simplify the URL for one's social-media profile (e.g. [www.facebook.com/LaStatale](#)), making the page more easily found by search engines. Personalisation is only possible at the moment a page is created.

Viral: the quality of a given content, which spreads very rapidly on social media, and on the internet in general, garnering a huge response from users.

