

THE SIMPLE GUIDE TO SOCIAL MEDIA TERMS

From your favourite social media agency ;)

SOCIAL TERMS

Analytics

Social media analytics is the ability to gather and find meaning in data gathered from social channels to support business decisions — and measure the performance of actions based on those decisions.

Algorithm

An algorithm is a sequence of steps used to solve specific problems. Algorithms are often scientific or mathematical equations. In social, it's the equation the platform uses to determine what content is good and what it will boost.

Brand Awareness

The extent to which consumers are familiar with the qualities or image of a particular brand.

Click through rate (CTR)

Click through rate is a marketing metric that measures how often people click on a link, ad or email.

Call to action (CTA)

A call to action or “CTA” is a prompt that asks users to take a specific action. e.g. click the link in bio.

Cost per click (CPC) / Pay per click (PPC)

Cost per click is a paid advertising term where an advertiser pays a cost to a publisher for every click on an ad.



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Engagement rate

Engagement rates are metrics that track how actively involved with your content your audience is. Engaged consumers interact with brands through “likes” comments and social sharing.

Impressions

The total number of times that your content has been displayed anywhere on social.

Influencer

An influencer is someone in your niche or industry with sway over your target audience. Influencers have specialized knowledge, authority or insight into a specific subject.

Influencer marketing

Influencer marketing is the process of promoting and selling products or services through individuals capable of driving action from your target audience.

Target audience

A target audience is a group of people defined by certain demographics and behaviour.

Targeting

Targeting is the ability to share your content with your specified target audience via paid advertising.





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