

Glossary terms from week 3

Terms and definitions from Course 3, Week 3

Accessibility: Refers to considering the needs of people with disabilities when products, services, and facilities are built or modified, making them usable by people of all abilities

Alt text: A brief, written description of an image with the primary purpose of assisting individuals who are visually impaired

Brand voice: The distinct personality a brand takes on in its communications

Brand voice guidelines: Describes the way a brand should be presented in writing

Call to action: An instruction that tells the customer what to do next

Closed captions: Subtitles that are overlaid on video and can be turned on and off by users

Color contrast ratios: Measures the luminescence (or brightness) of a lighter color against the luminescence of a darker color

Evergreen content: Content that will be relevant over a long period of time

Follower: Someone who opts in to receive updates from a business or brand on a social media platform

GIF: An animated image

Hashtag: A word or phrase preceded by the pound symbol that indicates that a piece of content relates to a specific topic or category

Internet troll: A person who intentionally antagonizes others online by posting inflammatory, unnecessary, or offensive comments or other disruptive content

Macro-influencers: Influencers with between 100,000 and 1 million followers

Mega-influencers: Influencers with 1 million or more followers

Micro-influencers: Influencers with between 10,000 and 100,000 followers

Nano-influencers: Influencers with 10,000 followers or fewer

Open captions: Subtitles that are embedded directly in video and can't be hidden or turned off by users

Promoted post: A social media post that a marketer pays the platform to make more visible

Repurposing content:The process of recreating and republishing content in different formats

Social listening: Refers to tracking social media platforms for mentions and conversations about a brand

Social listening tool: Software that helps track mentions of your brand, relevant keywords, and direct feedback from multiple social media platforms in one place

Social media engagement: Refers to the actions people take on social media, such as likes, favorites, comments, shares, Retweets, saves, clicks, hashtags, and mentions

Social media sentiment: The attitude and feelings people have about a brand on social media

Tone: How a brand's voice is applied

Tweet: Any message posted to Twitter; May contain elements like text, photos, videos, links, and audio

Visual hierarchy: A structured organization of visual components that groups elements together, places elements in a natural or predictable pattern (such as reading from left to right), or leads to the most important elements to click on

Terms and their definitions from previous module(s)

A

Awareness stage: The first stage of the marketing funnel, when a marketer captures an audience's attention

B

Blogging: Refers to self-published writing that lives online

Brand awareness: How familiar people are with a particular business or product

Brand identity: The combination of elements that inform how people perceive a brand

Brand position statement: Outlines exactly what a company does and for whom, and what makes it different from competitors

C

Chronological feed: A social media stream that displays the latest published content first

Consideration stage: The second stage of the marketing funnel, when a marketer provides customer with more detailed information

Content buckets: Categories to group marketing content

Conversion stage: The third stage of the marketing funnel, when a marketer capitalizes on the interest people have already shown

E

Earned media: Any positive digital exposure generated through personal or public recommendations

Engagement: How an audience interacts with a brand on social media

I

Influencer: A person with the ability to influence potential buyers of a product or service by promoting or recommending the items on social media

Influencer marketing: Involves a brand collaborating with an online influencer to market one of its products or services

L

Lead: A potential customer who has interacted with a brand and shared personal information, like an email address

Loyalty stage: The fourth stage of the marketing funnel, when a marketer nurtures relationships with customers

M

Marketing funnel: A graphic representation of the process through which people go from learning about a brand to becoming loyal customers

Meme: An amusing or interesting item—such as a captioned picture or video—that is spread widely online

Microblogging: Blogging on a smaller scale; ideal for distributing short-form content quickly and frequently

Monthly active users: Refers to the number of unique customers who visit a platform over a month-long span

O

Organic social media: Any social media activity that does not require a paid promotion

Owned media: All the digital content a brand fully controls

P

Paid media: Any form of digital promotion a brand pays to put online

Pillars of social media marketing: The pillars that can help guide an effective social media marketing campaign: strategy, planning and publishing, listening and engagement, analytics and reporting, and paid social media

R

Real-time marketing: A marketing approach that involves responding to current events, trends, or feedback in real or near-real time, almost always on social media

Remarketing: A strategy in which a marketer uses paid ads to target customers who have visited a website, app, or social media profile

Rule of seven: A marketing concept that states a potential customer must see a message at least seven times before they're ready to take action

S

SMART: A goal-setting method that can help you define and measure the success of the goals of your campaign; Stands for "specific," "measurable," "attainable," "realistic," and "time-bound"

Social listening: Refers to tracking social media platforms for mentions and conversations about a brand

Social media: Any digital tool that enables users to create and share content publicly

Social media algorithm: A way of sorting posts in a user's feed based on relevancy rather than the order in which they are published

Social media analytics:The process of collecting data from social media platforms and analyzing that data to make business decisions

Social media calendar: A calendar of all social media posts

Social media marketing: The process of creating content for different social media platforms in order to drive engagement and promote a business or product

Social media report: A document that presents relevant data and analysis about a brand's social media activities

Social media target audience: The specific group of people a company wants to reach on social media platforms

T

Target audience: The group of people most likely to purchase a company's products

U

User-generated content (UGC): Any content created by people, rather than brands

Mark as completed

