



The Ultimate

# Social Media Dictionary

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*Created by Fempire Certified Coach Samantha Morris*

**Fempire.**<sup>™</sup>

# The Ultimate Social Media Dictionary



## A/B Test

When you compare two versions of a piece of content to see which performs better.

## AMA

An acronym for **Ask Me Anything** which indicates that the person posting will answer any questions that followers send.

## Algorithm

A way of sorting posts in a users' social media feed based on relevancy instead of publish time. Social networks prioritise which content a user sees in their feed first by the likelihood that they'll actually want to view it.

## Analytics

Analytics are user information/statistics that give insight into how they are using and when they are using any given site/page.

## API

An acronym for **Application Programming Interface** which is a system that allows two apps to talk to each other.

## Archiving

This can happen in 2 ways. You can archive photos on an Instagram feed, for example, so that they no longer appear on your public profile. The second is the condition of the profile, which is that the social media platform creates an archive of your posts, messages, & associated metadata.

## AI

An acronym for **Artificial Intelligence**, AI refers to the way that social media programs can adapt and learn in the way they operate in order to service your needs more effectively. For example, placing your feed in a specific order or showing you certain advertisements.

**AR**

An acronym for **Augmented Reality**, AR refers to the computer generated effects that creatively changes reality. An example would be face filters on social apps that generate digitised make up or turn our faces into other animals.

**Audience**

The group of people that you're able to reach/access with your content.

**Avatar**

A visual representation of a human user used online, it can also refer to your profile picture.

**Average  
Response  
Time**

A customer service measurement of the average time it takes between a customer query and a brand's response.

**B**

**B2B**

Acronym for **Business to Business** which refers to companies that cater to the needs of other companies.

**Bio**

Short for biography, this is pretty self-explanatory, it just refers to the short 'about me' section on any social media profile.

**Bitmojo**

A customised avatar of yourself, a specific animated cartoon set that you can edit and dress up.

**Block**

When you prevent a user from seeing your posts or profile on social media. You can both block and unblock users.

**Blog**

A contraction of the term 'web log', a blog is a digital publication of text content, usually based on personal experiences.

**Blogger**

Someone who writes and publishes a blog.

**Boosted Post**

A post is boosted when a brand pays to increase the reach of their post so it reaches more of their followers.

**Brand Advocate**

A customer that loves your brand and will promote it without being prompted.

**Brand Awareness**

A measurement of how likely people are to know about your brand.

# C

**Caption**

The text that appears below/with a visual social media post.

**Chat**

An online conversation that happens privately - account to account.

**Chatbot**

An AI bot that will answer customer questions in a chat format.

**Check-in**

When a brand or account tags a location in a post to indicate that they're there or talking about that place.

**Clickbait**

A link to web content that has a misleading headline to attract more clicks, but doesn't necessarily follow through in the end.

**CMS**

Acronym for **Content Management System** which is a tool that can be used to edit/schedule/publish written material online.

**Comment**

When a user engages with a post by leaving a question/comment on it.

**Community  
Manager**

A social media pro that empowers groups to form community spirit in order to enact changes for the common interest.

**Compliance**

Understanding and following social media regulations and rules.

**Connection**

In LinkedIn, connections refer to personal relationships you have with others on the site (like 'friends' on Facebook).

**Content  
Curation**

Collecting content from credible sources in order to share them with your social followers.

**Content  
Marketing**

Marketing through the distribution of valuable original content like videos, blogs, podcasts, and infographics.

**Conversion**

Turning visitors on a site to customers by prompting purchase.

**Conversion  
Rate**

The number of visitors to your site who have purchased.

**CPC**

**Cost Per Click** (also referred to as PPC - Pay Per Click) that refers to how much each 'click' costs on a paid advertising campaign.

**Creative Commons**

An organisation that licences public use of photographer/content creators' work.

**Creep**

Someone who engages in the online stalking of a person or brand via social media without engaging or following them.

**Crisis Management**

Minimising potential damage of a crisis by addressing it and enacting mitigating measures.

**Crowd-sourcing**

Reaching out to your followers for ideas, suggestions, and opinions.

**CTA**

An acronym for **Call to Action**, which is the directive at the bottom of your content with the next steps you want them to take.

**CTR**

An acronym for **Click-Through Rate** which is the measurement of how many people that viewed content took action like clicking the link.

**CX**

An acronym for **Customer Experience**.



**Dark Post**

An unpublished social post that is shared to a specific audience in a paid promotion.

**Dark Social**

Social sharing through a private channel in order to hide the original source.

**Dashboard** | The visual display of all of the data pertaining to your website. Your dashboard can only be accessed from the back end of your website.

**DM** | An acronym for **Direct Message**, which is a private message sent on a social platform e.g. Instagram DM.

**Disappearing Content** | A social post that vanishes after a certain amount of time. For example an Instagram Story or Snapchat post disappears after 24 hours.

**Doxing** | The publishing of an individuals private information publicly as a means to threaten/attack/intimidate.



**Ebook** | An electronic book, often in the form of a PDF file, that you read on an electronic device.

**Embed** | Integrating links, images, videos, gifs and other content into social media posts or other web media.

**Emoji** | A small icon available on your phone's keyboard that is used to represent an emotion, symbol or object.

**Employee Advocacy** | When an employee posts positively about their workplace on their social media profile.

**Endorsement** | A recommendation on LinkedIn posted by users about other users.

**Engagement** | Any interaction that people have on social media with your brand.

**Engagement Rate** | The measurement of how many people that see your brand's content actually interact with it.

**Ephemeral Content** | Social post that vanishes after a certain amount of time, e.g. an Instagram Story disappears after 24 hours.

**Evergreen Content** | Search-optimised content that is continually relevant and stays "fresh" for readers over a long period of time.

# F

**FB** | An acronym for **Facebook**.

**Feed** | A list of new content constantly updated on a social media homepage e.g. Facebook feed.

**Filter** | A photo effect that can be applied to an image or video before publishing.

**Followers** | How many people have liked/followed your social media profile.

**FF** | An acronym for **Follow Friday** in which accounts promote their favourite accounts so that followers can be spread around and discover new brands/people.



**Friend**

A personal account that you are following on facebook and who is also following you.

**G**

**GA**

An acronym for Google Analytics.

**Geotag**

A specific location added to a content post.

**GIF**

An acronym for **Graphics Interchange Format**, which is a file that can present animated, moving images.

**Google Ads**

Online advertising (formerly **Google Adwords**) that places your advertisement at the top of a Google search.

**Group**

An online community within a social network where you can connect, ask questions, and hold discussions.

**H**

**Handle**

Your username on social media - @yournamehere.

**Hangout**

A call with video and/or voice with a group of people using the Google Hangouts service.

## Hashtag

A word/phrase with the # sign in front of it to enable people to search keywords or topics on social media - particularly Instagram.

## Header Image

The image that appears across the top of your social media profile.

## IG

An acronym for **Instagram**.

## Impressions

How many accounts have viewed your post.

## Inbound Marketing

Creating valuable content and experiences that attract potential customers to your business.

## Inbox

A screen in which your private messages and direct messages appear in order for you to organise and respond.

## Influencer

Someone with a large SM audience who has established credibility and can persuade others to act based on their recommendations.

## Influencer Marketing

Paying a social media influencer to promote your brand on their social media platforms.

## IM

An acronym for **Instant Messaging**, that allows for real-time text messages to be sent on a social media platform.

## ISP

An acronym for **Internet Service Provider**.

# K

## KPI

An acronym for **Key Performance Indicator** is a metric used to determine if a business's social media marketing strategy is effective.

# L

## Lens

The augmented reality face filter program on Snapchat.

## LI

An acronym for **LinkedIn**.

## Like

A form of social media engagement in which followers click a thumbs up button to show support for your post or brand.

## Link Building

Getting other websites to link to yours via hyperlinks in order to improve SEO.

## Listed

Involves being an account that's added to a Twitter list.

## Listening

Or social listening, involves gathering and analysing what accounts are saying about a brand/account/user on social media channels.

## Live Stream

A real time video that is shared from a social media account.

## Lurker

An account that watches a social media feed or belongs to a social media group but never engages.



## Meme

An online joke in the form of graphic/GIF/text. It represents a common idea or feeling, usually humour, that relates to a culture or subculture.

## Mention

Allows social media users to engage an individual, business or any entity with a social profile when they mention them in a post or comment.

## Messenger

Facebook's **Instant Message** service, also known as PM (Private Messenger).

## Metric

A quantitative measure that can analyse engagement and conversion.

## Micro-blogging

Publishing short text content.

## Monitoring

Also known as social media monitoring. Involves identifying and determining what is being said about a brand, individual or product through SM.

## Mute

A feature of some platforms that allows you to avoid unfollowing or unfriending someone while still hiding their content from your feed.

# n

## Native Advertising

Social media ad that matches the look of an organic post (although they'll have a sponsored/promoted label).

## News Feed

A list of new content constantly updated on the Facebook homepage.

## Newsjacking

Referencing a news story that is trending to capitalise on reaching a larger audience.

## Notification

An alert that lets you know that you have been mentioned/tagged in something or that a new piece of relevant social activity has occurred.

# o

## Objectives

The end goals of a social media advertising campaign.

## Organic Reach

The amount of people your post has reached without paid promotion.

# p

## PPC

An acronym for **Pay Per Click** (also referred to as CPC - Cost Per Click) that refers to how much each 'click' costs on a paid advertising campaign.

**Pin**

The term used to refer to a Pinterest post.

**Pinned Post**

A social media post that is kept first at the top of the page rather than appearing chronologically on your profile.

**Platform**

A common term used to refer to a social media network.

**Post**

A written social media update.

**Private**

A group or profile that only allows accepted users access to the content they post.

**Promote**

When a wider audience is accessed by paid means.

**PV**

An acronym for **Page Views** referring to the amount of unique viewers that can see your page.

**R**

**Reach**

The total number of people that have seen the post.

**Reaction**

A complex version of the 'like' feature that appears on Facebook. This gives you engagement options e.g. like, love, care, sad etc.

**Real-Time Marketing** | Using current events/trends to connect to a wider audience using paid means.

**Recommendation** | A testimonial on LinkedIn.

**Regram** | The practise of re-posting another Instagram users post.

**Repin** | The practise of saving another Pinterest users post to one of your own boards.

**Reply** | The practise of responding publicly to another user's post.

**Repost** | The practise of re-posting another user's content to your own social media.

**Retargeting** | An advertising strategy in which you target people who have visited your site but have not engaged/converted yet.

**ROI** | An acronym for **Return on Investment** which is a measure of how much you're benefiting from the input effort you put in on social media.

**Retweet** | The practise of sharing another Twitter user's tweet on your own profile.

**Rich Pin** | A Pinterest post that contains additional website content such as a blog or product.

## RSS Feed

When web content is syndicated on a landing page in standard XML format.

## RSS Reader

A tool that collects articles from separate RSS feeds to appear in one place.

# S

## Scheduling

Planning social media activity in advance and setting it up to automatically post at a later date.

## SEO

An acronym for **Search Engine Optimisation** which is the practise of increasing visibility on search engine pages.

## Selfie

When you take a photograph of yourself with your front phone camera.

## Sentiment

How people feel about your brand on social media.

## Sentiment Analysis

The practise of analysing the sentiment of your audience towards your brand on social media.

## Share of Voice

A measurement of how many times a brand is mentioned by others on social media in comparison to competing brands.

## Social Customer Service

A separate social channel that a brand may use specifically for customer support.



**Social  
Inbox**

The screen for reading/responding to private messages on a social media platform.

**Social  
Listening**

Or listening, involves gathering and analysing what accounts are saying about a brand/account/user on social media channels.

**Social Media  
Management**

Managing social media accounts to make sure they're posting, engaging, and analysing data.

**Social Media  
Marketing**

Marketing through the distribution of valuable original content like videos, blogs, & podcasts, as well as interacting with audience via social media.

**Social Media  
Monitoring**

Gathering and analysing what accounts are saying about a brand/account/user on social media channels.

**Social Media  
ROI**

Or **ROI**, is a measure of how much you're benefiting from the input effort to social media.

**Social  
Selling**

Using social tools to connect with prospective customers, find leads, and nurture business relationships.

**Spam**

Content that clogs inboxes that is unneeded and unwanted.

**Sponsored  
Posts**

Social media posts that a brand have paid to reach a wider audience.

**Sticker**

A feature of stories formats like Snapchat and Instagram Stories. They allow users to add extra information to a post, like a hashtag or location.

## Stories

Ephemeral content on social media platforms (Instagram, Facebook, Snapchat), that appear in the header and last only 24 hours.

# T

## Tag

Allows social media users to engage an individual, business or any entity with a social profile when they tag them in a post or comment.

## Targeting

Selecting a specific demographic when paying for promoted content.

## Thread

The chronological organisation of messages that form a social media conversation.

## #TBT

The hashtag acronym for **Throwback Thursdays** when people are sharing old photos/content.

## TOS

A common acronym for **Terms of Service**.

## Trending

A topic or hashtag that is being spoken about by a large amount of people on any given day, usually on Twitter.

## Troll

A social media user that purposefully interacts in an offensive and spamming manner.

## Tweet

A post on Twitter.

**TW**

The acronym for **Twitter**.

**U**

**UI**

The acronym for **User Interface**.

**Unfollow**

When someone unsubscribes from another user or brand on social media.

**URL**

The acronym for **Uniform Resource Locator** which is the address of a webpage that can be typed into the search bar on a web browser to visit the page.

**URL Shortener**

A tool that shortens the URL of a site so you can share it in a shorter format.

**UGC**

An acronym for **User-Generated Content** which is any content created by regular people not for business purposes but related to a product.

**V**

**Vanity Metric**

Any metrics regarding measurable quantities that don't relate to real ROI, such as likes.

## Vanity URL

A web address that is branded for marketing, usually by using a URL shortener.

## Verified

An account that has a blue tick, meaning the website has verified their identity, a common fraud preventative measure.

## Viral

When a piece of content is widespread rapidly and popularised temporarily.

## VR

An acronym for **Virtual Reality** which is an immersive digital experience that allows a user to perceive a different 'world', usually via a headset.

## Vlogging

Blogging but in a video format.

# W

## Webinar

A combination of seminar and web, it is a presentation occurring online.

# Y

## YT

The acronym for **Youtube**.