

Updates to social media occur almost daily. This glossary explains many of the terms in use, specific for business and marketing planning, and communications strategies, current as September 2015. Of the hundreds of references on the web, my go-to resources are:

[AMEC glossary, Plain Speaking](#) (last update 2012) public relations slant

[MarketingTerms.com](#)

[PC Magazine Encyclopedia](#) (It really is an encyclopedia!)

[TechTarget](#)

[TrackMaven.com](#)

[WhereOWear](#) detailed glossary for Google Analytics

[Webopedia.com](#)

[Wikipedia](#) (Advertising Media Wiki)

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A

[AddThis](#) is a web-tracking technology company that offers a wide range of social media and content tools – from responsive sharing buttons to custom follow buttons to recommended content plugins -- designed to help you increase engagement on your website and earn more followers on social media.

[Advertising](#) is a form of marketing communication used to encourage, persuade, or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to take or continue to take some action. Hootsuite offers a beginners' guide to social media. <http://blog.hootsuite.com/beginners-guide-to-social-media-advertising/>

Advertising Value Equivalence (AVE) is an inaccurate measure that does not calculate the value of public relations (PR) or predict future activity. AVE measures the cost of media space and is rejected as a concept to measure value for PR because PR is NOT an equivalent to advertising. (Don't use AVE!)

[Advocacy](#) is engagement with an agenda, the act of seeking third-party support for cause through the act of persuasion.

[Affinity marketing](#) is a partnership between a company and an organization that gathers persons sharing the same interests (known as an affinity group) to bring a vaster consumer base to the opposite party.

[AIDA](#) is the acronym for attention, interest, desire, action and used to remind content writers (across all channels for any purpose) to inspire the audience to act by writing moving stories to convey information.

[Algorithm](#) refers to a procedure or set of formulas for solving a problem that identifies and explains each step in the process. Sites like Facebook and Google use the algorithms for developing content promotion strategies.

[AMA](#) is an acronym for "ask me anything," which originated in a popular subreddit where users will use the term to prompt questions from other users. AMA is now used in other online social settings.

[AMEC](#) is the acronym for The International Association for Measurement and Evaluation of Communication is the world's largest trade body representing communications research, measurement and insights. AMEC has over 140 members in 40 countries, including media intelligence companies, global PR Groups, Government departments and Non-Profit organizations. This organization is setting benchmarks and best practices for all communications channels.

[Application Programming Interface \(API\)](#) is a set of routines, protocols, and tools for building software applications. The API specifies how software components should interact and APIs are used when programming graphical user interface (GUI) components. An example of this is the [Twitter API](#)

[Audience / target audience](#) is the intended audience of a publication, advertisement, or other message.

- [Target Rating Points \(TRPs\)](#) is one percent of the specifically targeted audience, not the total audience, being reached by an advertisement. That is to say, it is a Gross Rating Point times the ratio of the targeted audience to the total audience.

[Avatar](#) is an image or username that represents a person online, most often within forums and social networks

B

[Barcelona Principles](#) are a series of statements to guide best practices for PR measurement and endorsed by global delegates at the AMEC European Measurement Summit in 2010.

[Backlink \(BL\)](#) is a link from another website to another business website. Google uses backlinks in its algorithm to determine how search engine results are returned. Also known as inbound link.

[Beamly \(formerly Zeebox\)](#) is an app that provides a social dashboard to create the interaction between your television watching and social media habits. Useful metrics for second screen experiences.

[Bio](#) on social media, Bio refers to a short bit of explainer text that explains who the user is.

[Blog](#) was created merging words web and log. An individual or a business posts regular entries of content on a specific topic, descriptions of events, or other resources such as graphics or video, Blog can also be used as a verb, meaning *to maintain or add content to a blog*.

- [Multi-Author Blog \(MAB\)](#) posts blogs written by numerous authors and professionally edited
- [Vlog](#) is short for video blog. It is a video diary to tell stories or to make comments.

[Blogger](#) is a free blogging platform owned by Google that allows individuals and companies to host and publish a blog typically on a subdomain. Example: yourblogname.blogspot.com

[Blog Talk Radio](#) is a free web application that allows users to host live online radio shows.

[BoardReader](#) is a free search engine that allows users to search for keywords only in posts and titles of online forums, a popular form of social networking.

[Bookmarking](#) means you've found important content that you enjoyed or want to continue reading later. Instead of a book, you're bookmarking a website, using your browser or a service such as [Pocket](#) and [Delicious](#).

[Bot](#) is short for web robot, a software application that runs automated tasks over the Internet. Typically, bots perform tasks that are both simple and structurally repetitive, at a much higher rate than would be possible for a human.

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[Bounce rate](#) refers to a visitor to a website to a particular website who lands on single page for a moment before leaving. A high bounce rate indicates a lack of engagement.

Brand is the perception someone holds in their head about you, a product, a service, an organization, a cause, or an idea. Brand building is the deliberate and skillful application of effort to create a desired perception in someone else's mind

[Brand attributes](#) are a set of characteristics that identify the physical, character, and personality traits of the brand.

[Business performance management \(BPM\)](#) is the disciplined approach to management encompassing metric selection, measurement and organizational learning.

[Business-to-business \(B2B\)](#) refers to companies that typically sell to other businesses (rather than to consumers).

[Business-to-consumer \(B2C\)](#) is known as retail; companies that typically sell to consumers (rather than to other businesses).

- [Consumer-to-business \(C2B\)](#) is an emerging term and refers to customers bringing value to a company. Examples include posting a YouTube™ video and homeowners selling extra power back to the grid.)

C

[Call-To-Action \(CTA\)](#) refers to a word or phrase that's used to tell people what to do on the website or within an email. Some examples include *Learn More*, *Buy Now*, or *Sign Up*.

[CAN-SPAM](#) is the acronym for Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003 is a law that was passed in the U.S. to cut down on unsolicited emails

[CASL](#) is the acronym for Canadian Anti Spam Legislation, a Canadian law with stiff penalties, governing Electronic Communications sent in Canada and those sent outside Canadian borders.

Deloitte offers this concise yet good read: <http://www2.deloitte.com/ca/en/pages/risk/articles/canada-anti-spam-law-casl-faq.html>

[Cascading Style Sheet \(CSS\)](#) is a computer language used to describe or define HTML/website or interface design elements (color, font, text alignment, borders, spacing).

[Canva](#) is an easy-to-use design tool for non-designers and designers alike. The tool offers several templates that adhere to the required dimensions for sharable social images on Twitter, Facebook, Instagram, etc.

[Chat](#) can refer to any kind of communication over the internet but traditionally refers to one-to-one communication through a text-based chat application, commonly referred to as instant messaging (IM) applications.

[Circles](#) are clusters of a user's friends, colleagues, family, or connections on Google+. Users choose who goes into their Circles and how to share content by choosing a public, private, or indicating a Circle.

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Click is the activation of hyperlink to navigate between web pages or perform another type of action.

[Clickbait](#) is a term to describe marketing or advertising material that uses a headline to create just enough interest to provoke a viewer to click the content.

[Clickthrough Rate \(CTR\)](#) measures the number of users who click on a specific link out of the total users that view a page, email, or advertisement.

[Collective Intelligence](#) is a shared intelligence that emerges from the collaboration and competition of many individuals and appears as consensus decision-making in social networks.

[Comment](#) refers to a response that answers or reacts to a blog post or message on a social network.

[Community Manager](#) is responsible for building and managing the online communications for a business in an effort to grow an online community.

[Compete](#) is a web-based application that offers users and businesses web analytics. It also enables people to compare and contrast the statistics for different websites over time.

Connections are the LinkedIn equivalent of a Facebook friend. LinkedIn connections are business only and categorized by 1st degree (directly connected to the user), 2nd degree (not directly connected to the user), and 3rd degree (two contacts away from the user).

[Content Management System \(CMS\)](#) refers to a software or program used to organize, edit, and publish content.

[Content](#) is the textual, visual or aural content that is part of the user experience on websites. It may include, among other things: text, images, sounds, videos and animations. For social media marketing and communications, there are four categories of content *(see also Content and PESO Matrix in Tools or refer to the Social Media Primer in Primers on MORdirections.com)*

- 1) Paid content is charged to circulate or display messages (like advertising)
- 2) Earned content, also called free media, refers to publicity gained through promotions or public relations efforts such as media relations, stakeholder conversations, and user-generated content that is shared without cost (think of news stories).
- 3) Shared content or media is the social media equivalent of word of mouth. When information is passed between a non-commercial communicator (i.e. someone who is not rewarded) and a receiver concerning a cause, a situation, a brand, a product, or a service.
- 4) Owned media refers to communication channels that are within the author's or owners control, such as websites, blogs, or email.

[Content recommendation](#) or content discovery platform utilizes user meta-data to discover and recommend personalized content such as news articles, academic journal articles and/or television, to websites, mobile devices and set-top boxes. A large range of content discovery platforms currently exist for various forms of content ranging from news articles and academic journal articles to television.

[These top 10 platforms, as of 2015.](#)

[Conversion Rate](#) refers to a common metric that tracks the percentage of people who complete an intended action (i.e. filling out a form, following a social account, making a purchase, etc.)

[Cost-Per-Action \(CPA\)](#) is type of online advertising charges the advertiser based on the conversion rate.

[Cost-Per-Click \(CPC\)](#) refers to online advertising that charges the advertisers based on the number of times a visitor clicks on a link. [Pay-Per-Click \(PPC\)](#) is replacing the term CPC.

[Cost-Per-Impression \(CPI\)](#) also called Cost-Per-Thousand Impressions (CPM) is the measure to charge advertiser a fee for the number of impressions the ad receives.

[Craigslist](#) is a popular online commerce site where users sell their goods and services to other users. The service is credited for causing the reduction of classified advertising in newspapers.

[Creative Commons](#) is a nonprofit corporation dedicated to making it easier for people to share and build upon the work of others, consistent with the rules of copyright. It provides free licenses and other legal tools to mark creative work with the freedom the creator wants it to carry, so others can share, remix, use commercially, and in combinations of licenses. The tools and primers on MORdirections is under a creative commons license that allows sharing but prohibits the content from being edited or sold by anyone downloading it.

[Crowdsourcing](#) is the process of getting work or funding, usually online, from a crowd of people; to take work and outsource it to a crowd of workers. Famous Example: Wikipedia.

[Customer Experience \(CX\)](#) is the sum of all experiences a customer has with your product, website, etc. (not to be confused with the [user experience \(UX\)](#) which involves a person's emotions and attitudes about using a particular product, system or service.)

[Customer Experience Management \(CEM\)](#) is the collection of processes to track, oversee and organize every interaction between a customer and an organization throughout the customer lifecycle. The intent is to optimize interactions from the customer's perspective and, as a result, foster customer loyalty.

[Customer relationship management \(CRM\)](#) refers to the approach to managing a company's interaction with current and future customers. It often involves using technology to organize, automate, and synchronize sales, marketing, customer service, and technical support.

D

[Digg](#) is a social news website that allows members to submit and vote for articles. Articles with the most votes appear on the homepage of the site, viewed by the most users and new visitors.

[Direct Message](#) also referred to as DM, is a private conversation between mutual followers on Twitter.

[Disqus](#) is a comment system and moderation tool for websites by adding community management and social web integration to any site on any platform.

[Download](#) is to copy (data) from one computer system to another, typically over the Internet.

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E

[Ebook](#) is an electronic version of a book or original content not found in printed material. Ebooks are published in a [variety of formats](#) to accommodate publisher's proprietary reading devices.

[Email Service Provider](#) is a program or software that allows subscribers to send and track emails.

[Employee Advocacy](#) refers to the act of employees using their own social presence to increase the reach of the company and its content.

[Endorsement](#) is a LinkedIn feature that allows its users recognize each other for one or more skills listed in their user profile.

Engage is to occupy or attract the interest or attention of a person or group or to involve a person or group in an activity, conversation, or discussion.

[Engagement Rate](#) is a popular social media metric used to describe the amount of interaction -- likes, shares, comments -- a piece of content receives.

[Eventbrite](#) is an online event aggregator, management, and ticketing service, which doesn't charge fee for free events. Fees apply only to ticketed events that charge their attendees.

Evaluation is the systematic collection and analysis of evidence to determine the amount, number, or value of an activity.

F

[Facebook](#) is an online social networking platform that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. The site is available in 37 different languages

[Fans](#) is the term used to describe people who like your Facebook Page.

[Favorite](#) is indicated by a small star icon on Twitter that signals to the author that you liked their content or post.

[Flash Mob](#) is a large group of people who assemble suddenly in a public place, perform an unusual and pointless act for a brief time then quickly disperse. The term flash mob organizes its gathering via telecommunications, social media, or viral emails.

[Flickr](#) is a social network for sharing picture by allowing users to store photos online and then share them with others through profiles, groups, sets, and other methods.

[Forum](#) is an online site hosted by a community to discuss and interact about its area of interest.

[Follower](#) refers to a person who subscribes to your account in order to receive your updates.

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[Frequency](#) refers to the number of times a person is exposed to an advertising message before a response is made and before exposure is considered wasteful. The subject on effective frequency is quite controversial.

[Friends](#) is a Facebook term to represent a trust bond between you and people you follow. You trust them enough to share your profile with them.

G

[GaggleAMP](#) is a social media-marketing platform that provides businesses with the ability to leverage its employee's online presence to increase brand awareness and expand its reach.

[Geotag](#) is the directional coordinates that can be attached to a piece of content online to highlight a location. Commonly used on Instagram and for the scavenger hunt activity [Geocaching](#).

[GIF](#) is an acronym for Graphics Interchange Format. In social media, GIFs serve as small-scale animations and film clips.

[Google Analytics \(GA\)](#) is a website and analytics-reporting service created by Google™ that provides various statistics in regards to website traffic.

[Google Chrome](#) is a free web browser produced by Google that fully integrates with its online search system as well as its other applications.

[Google Documents](#) is a group of web-based office applications that includes tools for word processing, presentations, spreadsheet analysis, etc. All documents are stored and edited online and allow multiple people to collaborate on a document in real-time.

[Google+](#) is Google's social network. It serves as a platform for users to connect with friends, family, and professionals while enabling them to share photos, send messages, and engage with content. Google uses the "+1" to serve as the equivalent to a Like on Facebook or Instagram.

[Gross Rating Point](#) originated in radio and television. The term describes measuring the percentage of target audience reached by an ad and the number of times viewed on average.

The social GRP has three elements. It is not one measure but three separate measures:

- 1) Effective reach refers to the amount of people in the target audience who absorb the message
- 2) Audience relevance refers to the match between audience and message.
- 3) Sentiment measures positive, negative, and neutral sentiments across the targeted social media networks.

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H

[Handle](#) is the term used to describe someone's @username on Twitter. For example, my Twitter handle is @MORdirections

[Header image](#) refers to the large photo displayed as the banner image on websites and social media platforms.

[Hangout](#) a video service on Google+ that allows you to video chat with up to 10 Google+ users are a time. You can name these chats, watch YouTube videos during them, open a Google Doc with colleagues, and much more.

[Hashtag](#) is a tag used on a variety of social networks to categorize information and make it easily searchable for users. #hashtag

Hits, two definitions refer to this term:

- 1) [hit counter](#), which counts the number of requests sent by a visitor's browser to a server hosting a website.
- 2) log analysis records the log files, each represent pieces of information (for example a graphic such as a gif) which make up page views. log analysis hits do not individually represent individual human hits or clicks

A hit is NOT the number of times that the page has been viewed; that's a page view. Make certain you know which hit you're measuring.

[Hypertext Markup Language \(HTML and HTML5\)](#) refers to the computer language or text makeup used to create WebPages and any other information that could be viewed on the web.

I

[ICCO](#) is the acronym for the International Communications Consultancy Association is the voice of public relations consultancies around the world and comprises national trade associations in 31 countries. It is a sister organization to AMEC.

[Impact](#) refers to measuring how content engages users. Impact and buzz are similar but have different measures.

	Buzz	Impact
MEASUREMENT	Shares	Comments
	Likes	Downloads
	Tweets	Clicks
	Views	Back links to page/domain

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[Impression](#) (in the context of online advertising) is when an ad is fetched from its source and is countable. Clicking or not is not taken into account. Each time an ad is fetched it is counted as one impression.

[Influence](#) is the power to change or affect someone or something. Think about crowd mentality, where people in a crowd may do things they won't do on their own. In social media terms, influence is part classical definition and part trendsetter. Content may influence people to purchase or to support a specific cause.

[Interaction Rate](#) refers to the number of times users play an interactive ad divided by the number of times it appears, or impressions

[Interstitial advertising](#) is a full-page ad that appears before the actual webpage. A YouTube video that shows a commercial prior to delivering the content you came for is an example of an interstitial ad.

In broadcast terms, interstitial refers to a program short that and counts as program space, not commercial space. This is usually promotional content about upcoming shows or other programs running on that channel. Sometimes it's advertiser content cleverly disguised as content.

[Insertion Order \(IO\)](#) a term used in traditional advertising and print. It is the contract between the advertiser and the ad agency or media representative and includes specific instructions as to when the ad will begin, end, number of times to be shown, and it's exact placement plus how much it costs.

[Issue](#) is an important topic or problem for debate or discussion

J

K

[Klout](#) is a website and mobile app that uses social media analytics to rank its users according to online social influence via the Klout score, a numerical value between 1 and 100.

[Key Performance Indicator \(KPI\)](#) evaluates factors that are crucial to the success of an organization. KPIs differ per organization; business KPIs may be net revenue or a customer loyalty metric, while government might consider unemployment rates.

KPIs are defined to reflect objectives and strategy, and will be sufficiently robust for the measurement to be repeatable.

Quantitative KPIs can be presented as a number, ratio or percentage are evaluated over a specified time period, and compared against acceptable norms, past performance or targets. The difference between what is happening versus what the goal is.

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L

[Like](#) - A Like is an action that can be made by a Facebook or Instagram user. Instead of writing a comment or sharing a post, a user can click the Like button as a quick way to show approval.

[Link Building](#) is an aspect of search engine optimization in which website owners develop strategies to earn links to their site from other websites with the hopes of improving their search engine ranking. Blogging has emerged as a popular method of link building.

[LinkedIn](#) is a business-oriented social networking site with over 380 million members in over 200 countries and territories

[LinkedIn Publishing](#) is a platform where members can publish long-form posts related to their professional interests and expertise.

[LinkedIn SlideShare](#) is an online social network for sharing presentations and documents. Users can embed presentations and share them on other social networks such as LinkedIn, Twitter, and Facebook.

[Lead Generation Card \(LGC\)](#) developed by Twitter, this tool measures engagement by providing a way to generate leads from your Twitter account by making your tweets an effective way to garner interest.

Like is Facebook's Open Graph API system where social networkers can show their approval for a post and share it with all their FB friends.

[Listed](#) on Twitter refers to when a user curates a custom list of Twitter users to more easily keep tabs on their tweets.

[Live streaming](#) is content over the internet in real-time by apps such as [Meerkat](#) and [Periscope](#).

[Lurker](#) - A lurker online is a person who reads discussions on a message board, newsgroup, social network, or other interactive system, but rarely or never participates in the discussion.

M

[Mashup](#) contains multiple types of media drawn from pre-existing sources to create a new work. Digital mashups allow individuals or businesses to create new pieces of content by combining multiple online content sources.

[Measurement](#) is an agreed upon concept of quantification; a standard that allows for a common language and a basis for comparison.

[Media hit](#) is an item or piece of content to be counted or measured; not to be confused with hits. (see also Hits)

[Media relations](#) describe a component of public relations focused on creating relationships and reaching journalists and bloggers as intermediaries to a target audience.

[Meerkat](#) is an app that allows users to stream live video from their mobile devices.

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[Meme](#) describes a thought, idea, joke, or concept that's widely shared online. It is typically an image with text above and below it, but can also come in video and link form.

[Mention](#) is a Twitter term used to describe an instance in which a user includes someone else's @username in their tweet to attribute a piece of content or start a discussion.

[Message board or Internet forum](#), is an online discussion site where people have conversations by posting messages. Message boards differ from chat rooms in that they are longer than one line of text and are temporarily archived. Depending on the access level of a user or how the forum set-up, a posted message might need to be approved by a moderator before it becomes visible.

[Metadata](#) refers to any data, such as titles, descriptions, categories, tags, and captions that describe a media item. For example, a description of a YouTube video is part of its metadata.

[Metric](#) specifies a goal or performance; it specifies the measurement. The measurement is an agreed upon concept of quantification; a standard that allows for a common language and a basis for comparison. For example:

- Measurement = speed expressed in km/h, or temperature expressed in °C, or beer as a pint.
- Metric = speed limit of 50 km/h, or the boiling temperature of 100°C, or ordering half a pint of beer.
- KPI = we are driving at 60 km/h (10 km/h higher than the posted speed limit of 50 km/h), or the average water temperature over the past week was 95°C (5°C lower than the target temperature of 100°C), or ordering a full pint instead of a half pint of beer.

[Microblog](#) is a blog that contains brief entries about the daily activities of an individual or company. Created to keep friends, colleagues and customers up-to-date, small images may be included as well as brief audio and video clips. The most popular microblogs are Twitter and Tumblr.

[Mission](#) describes the purpose of a company, organization or person; its reason for existing; a written declaration of an organization's core purpose and focus that normally remains unchanged over time. Often expressed in a [mission statement](#), a one or two-line summary of the mission.

[Motivation](#) is the reason(s) for acting or behaving in a particular way.

[Modified Tweet \(MT\)](#) and refers to when a Twitter user lightly edits or appends another Twitter user's tweet before forwarding it to their network. (see RT)

[Multiplier effect](#) is an economic term that refers to the increase in final income arising from any new injection of spending. The ME should never be applied unless proven to exist in the specific case.

N

[Native Advertising](#) refers to a type of online advertising in which the ad copy and format adheres to the format of a regular post on the network it's being published on. The purpose is to make ads feel less like ads, and more like part of the conversation.

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[News Feed](#) is literally a feed full of news. On Facebook, the News Feed is the homepage of users' accounts where they can see all the latest updates from their friends. The news feed on Twitter is called Timeline.

[Newsjacking](#) refers to the practice of capitalizing on the popularity of a news story to amplify your sales and marketing success.

[Net Promoter Score \(NPS\)](#) is a customer loyalty metric that measures the loyalty that exists between a provider and a consumer. The provider can be a company, employer or any other entity that is asking the questions on the NPS survey. The consumer is the customer, employee, or respondent to an NPS survey.

O

[Objective](#), as a business term, is a detailed picture of a step in a plan to achieve a stated goal.

[Opportunities to See \(OTS\)](#) is a traditional advertising measure, indicating the number of times a target audience is exposed to an advert. It's an opportunity to see because not everyone will actually pay attention to the advert.

Extending OTS to include social media often takes it past breaking point – because the proportion of people who actually pay attention to something they have a theoretical opportunity to see falls so low as to make the OTS calculations meaningless. <http://www.markpack.org.uk>

Outcome is a measured difference or change in situations made by an output (product or service) Outcomes are the benefits a target audience receives from the output. An outcome creates meaning, relationship, and difference; the Why an entity does. Without an outcome, there is no need for an output.

Output refers to an important physical or virtual product, service, profit, and revenue; the what an entity offers customers.

P

[Page Views](#) (PV) refers to the number of pages that are viewed or clicked on the site, during the given time frame. Web analytics may measure page views.

[Pay-Per-Click \(PPC\)](#) is an internet advertising model used to direct traffic to websites. An advertiser pays the website publisher (owner) based on the number of times an ad is clicked. It is defined simply as the amount spent to get an advertisement clicked.

[Periscope](#) is a social video app that allows users to broadcast live video from wherever they are. App users also have the ability to engage with others videos, browse live or recent broadcasts, and follow users to receive notifications.

[Permalink](#) is an address or URL of a particular post within a blog or website that remains indefinitely unchanged.

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[Pinterest](#) is a platform where Users can upload, save, sort, and manage images—known as pins—and other media content (e.g., videos and images) through collections known as pinboards. Pinterest acts as a personalized media platform. Users can browse the content of others on the main page.

[Plugin](#) (or add-in / addin, plugin, extension or add-on / addon) is a software component that adds a specific feature to an existing software application to enable customization

[Podcast](#) is a series of digital media files that are released episodically and often downloaded through an RSS feed. Originally used to describe a series of content, the term now describes a single piece of content.

[Pocket](#) is an app that enables users to manage a reading list of articles they've saved from the internet to read later. Pocket has an open API that allows it to integrate with over 500 applications including social networks like Twitter.

PR: Two usages reference this abbreviation:

- 1) [PageRank](#) describes Google's search methodology as explained by Larry Page. Page Rank reflects Google's view of the importance of web pages. Pages that Google believes are important receive a higher PageRank and are more likely to appear at the top of the search results.'
- 2) [Public Relations](#) is the practice of managing the spread of information between an individual or an organization (such as a business, government agency, or a nonprofit organization) and the public.

Q

[Quantcast](#) is a tool is primarily used by online advertisers that provide website traffic and demographics for websites.

R

[Reach and Frequency](#) is a radio and television advertising and media analysis static that reach refers to the total number of different people or households listening or watching while frequency refers to a specific time frame. Reach does not refer to the number of people actually exposed to and consume the advertising.

[Real-Time Search](#) is the method of indexing materials published online into search engine results with virtually no delay.

[Real-Time Marketing](#) describes a strategy that requires marketers to publish timely content as news breaks. An example is this tweet by [Oreo Cookie](#) during the 2013 Super Bowl power outage.

[Reblog](#) refers to one blogger effectively endorses another blogger's post by posting onto their own site. Think of this as republishing.

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[Recommendation](#) is a LinkedIn is a term used to describe a written note from another LinkedIn member that aims to reinforce the user's professional credibility or expertise.

[Reddit](#) is a social news site that contains specific, topic-oriented communities of users who share and comment on stories.

[Relationship](#) refers to the connection between people, people and objects, or objects and objects.

[Relevance](#) refers to connection that mutually ties a person, situation, or topic to another person's thought process and provides meaning for that individual.

[Reply](#) is a Twitter (and email) action that allows a user to respond to a tweet (or an email) through a separate tweet that begins with the other user's @username. This differs from a mention, because tweets that start with an @username only appears in the timelines of users who follow both parties.

[Representative sample](#) is a subset of a statistical population that accurately reflects the members of the entire population. A representative sample should be an unbiased indication of what the population is like.

[Reputation](#) is the widespread belief that someone or something has a particular habit or characteristic.

[Resonance](#) refers to the power to evoke enduring images, memories, and emotions.

[Retargeting](#) is an online marketing and advertising technique that allows marketers to display ads to people who have visited their website or are part of their contacts database. For more on how a retargeting campaign works, [check out this beginner's guide](#).

[Retweet](#) describes how tweets are quickly shared with attribution to the original sharer's name.

[RSS Feed](#) is a family of web feed formats used to publish frequently updated content such as blogs and videos in a standardized format. Content publishers can syndicate a feed, which allows users to subscribe to the content and read it when they please from a location other than the website (such as Feedly or other RSS readers).

[RSS Reader](#) allows users to aggregate articles from multiple websites into one place using RSS feeds. The purpose of these aggregators is to allow for faster and more efficient information consumption.

[Return on Investment \(ROI\)](#) refers to the benefit to the investor or supporter resulting from an investment of some resource. A high ROI means the investment gains compare favorably to investment cost. As a performance measure, ROI is used to evaluate the efficiency of an investment or to compare the efficiency of a number of different investments.

To calculate ROI, the benefit (return) of an investment is divided by the cost of the investment; the result is expressed as a percentage or a ratio.

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S

[Search Engine Marketing \(SEM\)](#) is a type of Internet marketing associated with the researching, submitting and positioning of a website within search engines to achieve maximum visibility and increase your share of paid and/or organic traffic referrals from search engines. SEM involves things such as search engine optimization (SEO), keyword research, competitive analysis, paid listings and other search engine services that will increase search traffic to your site. SEM and SEO are compatible.

Where SEO aims to provide better organic search results, SEM helps you successfully target users of search engines via advertising (paid) links in search results in addition to organic search to send targeted traffic to your website.

[Search Engine Optimization \(SEO\)](#) is the process of improving the volume or quality of unpaid traffic to a website from search engines. (Good tutorial here: <http://searchengineland.com/guide/what-is-seo>)

[Search Engine Results Page \(SERP\)](#) is the listing of results returned by a search engine in response to a keyword query.

[Selfie](#) is a self-portrait that is typically taken using the reverse camera screen on a smartphone or by using a selfie stick (a pole that attaches to your camera). Selfies are commonly shared on social media networks like Instagram, Twitter, and Facebook using the hashtag #selfie.

Semantic analysis has two references:

- 1) In [linguistics, semantic analysis](#) is the process of relating syntactic structures, from the levels of phrases, clauses, sentences and paragraphs to the level of the writing as a whole, to their language-independent meanings.
- 2) In [machine learning](#), it is the task of building structures that approximate concepts from a large set of documents. It generally does not involve prior semantic understanding of the documents.

[Sentiment](#) is often used interchangeably with tone, but more precisely refers to the feelings the author is trying to convey.

[Sentiment analysis](#) is a subtopic of semantic analysis; computationally trying to determine the author's emotional regard for or attitude towards something from the text alone; usually expressed on a 3- or 5-point ordinal scale (eg, very unfavourable, unfavourable, neutral, favourable, very favourable).

[Skype](#) a free program that allows for text, audio, and video chats between users. Additionally, users can purchase plans to place phone calls through their Skype account.

SMB has three references this abbreviation:

- 1) In computer networking, the [server message block](#) is a protocol for sharing files, printers, serial ports, and communications abstractions such as named pipes and mail slots between computers.
- 2) In [business, SMB](#) is an abbreviation for small and medium-sized business, sometimes seen as small and midsized business. A business with 100 or fewer employees is generally considered small, while one with 100-999 employees is considered to be medium-sized. FYI: an SMB doesn't use that term to describe itself. Other types of SMBs Micro business and Small office/home office (SOHO)
- 3) [Social Media Breakfast](#) refers to grassroots organizations that meet on a monthly (or regular) basis to learn more about social media and design from local industry experts.

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[Snapchat](#) is a social app that allows users to send and receive time-sensitive photos and videos known as "snaps," which are hidden from the recipients once the time limit expires (images and videos still remain on the Snapchat server). Users can add text and drawings to their snaps and control the list of recipients in which they send them to.

[Snapchat Story](#) is a string of Snapchats that lasts for 24 hours. Users can create stories to be shared with all Snapchatters or just a customized group of recipients.

[Social aggregation sites](#) use online applications, widgets and desktop software, social media aggregators help condense content from multiple social network services by providing a single location to broadcast multiple updates. An example is Hootsuite™. <https://hootsuite.com/>

[Social analytics](#) is the practice of gathering data from blogs and social media websites and analyzing that data to make business decisions. The most common use of social media analytics is to mine customer sentiment in order to support marketing and customer service activities.

[Social capital](#) refers to the collective value of all "social networks" [who people know] and the inclinations that arise from these networks to do things for each other

[Social Inbox](#) is an app in the HubSpot software that plugs into your contacts database and allows users to optimize their social monitoring, publishing, and analysis.

[Social Local and Mobile \(SoLoMo\)](#) applications and technology that allows advertisers to push (send) notifications to potential customers who are geographically nearby. Think of Starbucks sending you a message "Ready for coffee? We're just around the corner - on your left"

[Social Media \(SM\)](#) are computer-mediated tools that allow people to create, share or exchange information, ideas, and pictures/videos in virtual communities and networks. Social media platforms include Facebook, Twitter, etc.

[Social Media Marketing \(SMM\)](#) is the process of gaining website traffic or attention through social media sites by creating content that attracts attention and visitors to share it across their own social networks.

This electronic word of mouth (eWoM) spreads from user to user because it appears to come from a trusted, third-party source (influence and social capital), as opposed to a brand or company itself. When it works, SMM is earned media rather than paid media.

[Social media monitoring](#) is a process of monitoring and responding to mentions related to a business that occurs in social media.

[Social media spam](#) is unwanted spam content appearing on social networks and any website with user-generated content (comments, chat, etc.).

[Social Media Optimization \(SMO\)](#) is the use of a number of social media outlets and communities to generate publicity to increase the awareness of a product, brand or event.

[Social Proof](#) refers to a psychological phenomenon in which people seek direction from those around them to determine how they are supposed to act or think in a given situation. In social media, the number of interactions a piece of content receives or the number of followers is termed social proof. The thought is that if others are sharing something or following someone, it must be good.

[Social Selling](#) is a sales concept in which representatives leverage the power of social communication to engage with prospects by answering their questions, providing helpful content, clarifying information, etc.

[Social Web](#) refers to a set of social relations that link people through the World Wide Web. The Social web encompasses how websites and software are designed and developed in order to support and foster social interaction.

[Spam Blog \(Splog\)](#) is a fake blog created solely to promote affiliated Web sites, with the intent of skewing search results and artificially boosting traffic.

[Stakeholder](#) is a person or another entity that affects or can be affected by an organization's actions. Government stakeholders are the most challenging relationship.

[Strategy](#) is a plan of action or policy designed to achieve a major or overall aim.

[StumbleUpon](#) is a free web-browser extension that acts as an intelligent browsing tool for discovering and sharing web sites.

T

[Tag](#) is a social media functionality commonly used on Facebook and Instagram that allows users to create a link back to the profile of the person shown in the picture or targeted by the update.

[Target Rating Points \(TRPs\)](#) is one percent of the specifically targeted audience, not the total audience, being reached by an advertisement. That is to say, it is a Gross Rating Point times the ratio of the targeted audience to the total audience.

[Traffic](#) refers to the number of people (or bots) visiting a website. The number of visitors, unique visitors, and page views measures traffic.

Tone is interchanged with sentiment but more accurately refers to the general character and attitude the words convey.

Transparency means open to public scrutiny.

[Trending Topic](#) refers to the most talked about topics and hashtags on a social media network. These commonly appear on networks like Twitter and Facebook and serve as clickable links in which users can either click through to join the conversation or simply browse the related content.

[Troll](#) is a person that lurks on message boards and social media properties making inflammatory comments.

Trust is a firm belief in the reliability, truth, or ability of someone or something.

[Tumblr](#) is a microblogging platform that allows users to post text, images, video, audio, links, and quotes to their blog. Users can also follow other blogs and repost other users' content to their own blog.

[Twitter](#) is a real-time social network that allows users to share 140-character updates with their following. Users can favorite and retweet the posts of other users, as well as engage in conversations using @ mentions, replies, and #hashtags to categorize content.

[Tweepi](#) is a social media management tool that provides users with a platform for simplifying the way they manage their social following. It's typically used for mass following or unfollowing a group of people based on certain criteria.

[Tweetdeck](#) is a Twitter tool that provides users with a way to manage their Twitter presence through custom columns. The platform integrates with the Twitter API to allow users to both send and receive tweets.

[Twitterverse](#) also referred to as the Twittersphere, Twitterverse is a nickname for the community of users who are active on Twitter.

U

[User-Generated Content \(UGC\)](#) refers to form of content such as blogs, wikis, discussion forums, posts, chats, tweets, podcasting, pins, digital images, video, audio files, advertisements and other forms of media that was created by users of an online system or service, often made available via social media websites. *(see also Content and PESO Matrix in Tools or refer to the Social Media Primer in Primers on MORdirections.com)*

[Uniform Resource Locator \(URL\)](#) commonly known as the web address

[URL Shorteners](#) condense long web addresses to make them easier to share on social networks such as Twitter. These three most popular shorteners offer tracking metrics so you know exactly how many times your links are clicked:

- [Bitly](#)
- Google's [Goo.gl](#)
- Hoot Suite's [Owly](#)

[Unique Visitor \(UV\)](#) refers to the number of distinct individuals requesting pages from the website during a given period, regardless of how often they visit by keeping track of a visitor's unique IP addresses so that a user who visits the website several times is only counted once – provided that visitor uses the same device to access the website.

At the moment, there isn't a way to differentiate from one person using different tools (phone, tablet, laptop) to view the same site and new visitors who view the site for the very first time.

V

Values describes beliefs about how to live, work and play. Values determine priorities and used as measures to tell if situations/ outcomes meet expectations.

[Vine](#) is a social video sharing service in which users create and engagement with short-form, six-second video clips. Videos published through the service are easily shared across other social platforms such a Twitter and Facebook.

[Vlogging](#) or a vlog is a blog focused on a topic or cause and often combines embedded video (or a video link) with supporting text, images, and other metadata. Entries are recorded in one take or cut into multiple parts. The vlog category is popular on YouTube.

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[Viral](#) is a term used to describe an instance in which a piece of content -- YouTube video, blog article, photo, etc. -- achieves noteworthy awareness. Viral distribution relies heavily on word of mouth and the frequent sharing of one particular piece of content all over the internet.

[Viral marketing](#) is a social marketing strategy that attempts to replicate viral distribution.

Vision is the capacity to envisage future market trends and plan accordingly

[Vision statement](#) is a declaration of an entity's objectives, ideally based on economic foresight, intended to guide its internal decision-making

[Visitor](#) refers to the total number of times that your website was loaded over a certain time period. This isn't the best metric to use for measuring traffic users might visit your site multiple times. And all their visits are counted.

[Visits per session](#) is a combined term. A visit is defined as a series of page requests with a gap of no more than 30 minutes between each one. A session a series of page requests from the same domain (not time restricted)

FYI: Because Google Analytics uses the time of the next page view to determine the time a visitor looking at the current page, the system doesn't measure the time a user spent looking at the last page of their visit to a website. On the last page, there is no next page recorded, so the Time on Page is unknown (recorded as 0).

Why this is a problem?

For sessions where the user only looked at one page (a bounce), there is no way to tell how long the visit lasted. It could have been 10 seconds or 10 minutes. All that is known is that the visitor didn't look at another page on website within the next 30 minutes.

W

[Webinar](#) is an online seminar or presentation that is hosted by an individual or a company. Most often, attendees need to sign up and/or pay to the stream. In marketing, webinars are held to educate audiences about a particular topic while opening up the floor for a discussion to occur on social media using the webinar's unique hashtag.

[Whatsapp](#) is a messaging app with over 700 million monthly users in the 16-25 age groups, who network socially. Whatsapp is a Facebook acquisition.

[Wiki](#) is a website that allows collaborative modification of its content and structure directly from the web browser. In a typical wiki, text is written using a simplified markup language (known as "wiki markup") and often edited with the help of a rich-text editor. The best-known wiki is Wikipedia.

[Word of mouth](#) (WoM) or viva voce, describes how information is passed from person to person by oral communication. In social media, WoM is information passed between a non-commercial communicator (i.e. someone who is not rewarded) and a receiver concerning a cause, a situation, a brand, a product, or a service.

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[WoMMA](#) is the Word of Mouth Marketing Association is the official trade association dedicated to word of mouth and social media marketing.

WordPress: Is the most popular Content Management System for bloggers. It's open-source and can be hosted (WordPress.com) or un-hosted (WordPress.org).

X

[Xing](#) is a LinkedIn-like professional social network with strong traction in Europe.

Y

[Yammer](#) is a private social network intended for internal communications by companies. Yammer is often described as Facebook for business.

Z

[Zapier](#) is a software that connects apps to automate tasks and get more information from collected data by using Zaps; automations that contain both Triggers and Actions. For example, connect Twitter with Evernote to save favoured tweets to a folder, or connect Facebook and Twitter to tweet posts from a Facebook Page.

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