Social media glossary

Algorithm - An algorithm is a set of formulas developed for a computer to perform a certain function. This is important in the social sphere as the algorithms sites like Facebook and Google use are critical for developing content promotion strategies.

Employee Advocacy - Employee advocacy refers to the act of employees using their own social presence to increase the reach of the company and its content.

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

Fans - Fans is the term used to describe people who like your Facebook Page

Handle - Handle is the term used to describe someone's @username on Twitter. For example, HubSpot's Twitter handle is @HubSpot.

Hashtag - A hashtag is a tag used on a variety of social networks as a way to annotate a message. A hashtag is a word or phrase preceded by a "#" (i.e. #InboundMarketing). Social networks use hashtags to categorize information and make it easily searchable for users.

Impressions - An impression refers to a way in which marketers and advertisers keep track of every time ad is "fetched" and counted.

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

Live streaming - Live streaming is the act of delivering content over the internet in real-time.

Meme - A meme on the internet is used to describe 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.

Native Advertising - Native content 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.

News Feed - A 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.
Podcast - A podcast is a series of digital media files, usually audio, that are released episodically and often downloaded through an RSS feed.

PPC - PPC is an acronym for pay per click. Pay per click is an online advertising model in which advertisers display ads on various websites or search engines and pay when a visitor clicks through. Bid-based PPC involves an auction in which advertisers compete with other advertisers by setting

the max bid -- or highest amount they're willing to pay -- for each click. Each time a visitor triggers the ad spot, the auction process pans out to select which ad will be displayed.

Retargeting - 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.

Search Engine Optimization - Search engine optimization is the process of improving the volume or quality of unpaid traffic to a website from search engines.

Social Media Listening - Monitoring conversations on products, industry, topics, key brands to gain insight on what you should be talking about

Social Media Sentiment - Feelings, emotions, attitude or opinion towards your brand

Social Proof - 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, social proof can be identified by the number of interactions a piece of content receives or the number of followers you have. The thought is that if others are sharing something or following someone, it must be good.

User-Generated Content - User-generated content is content -- blogs, videos, photos, quotes, etc. -- that is created by consumers. Marketers typically tap into their audience in an online setting to collect this type of content to support a campaign or initiative.