



PLANNING for SUCCESS

A practical guide to setting and achieving
your social media marketing goals



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Accessibility: The practice of designing and developing social media content and posts that provide a smooth, inclusive experience for everyone.

AIDA: A marketing model by Edward Kellogg Strong Jr (1925) representing stages of the marketing task. An acronym for Attention, Interest, Desire, and Action.

Algorithm: The complex set of rules and calculations used by social media platforms to determine the content that users see on their feeds.

Awareness: The state of recognising or understanding a particular concept, idea, product, or brand.

BeReal: A social media app released in 2020, developed by Alexis Barreyat and Kévin Perreau. Its main feature is a daily notification that encourages users to share a photo of themselves and their immediate surroundings given a randomly selected two-minute window every day.

Benchmark: Reference points or standards that help evaluate performance and measure progress in comparison to established norms or competitors.

Boomer: Informal term referring to a member of the baby boomer generation, typically born between the mid-1940s and mid-1960s.

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Buying decision process: The series of steps an individual goes through before making a purchase, including problem/need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation.

Bytedance: The Chinese tech company known for creating popular social media platforms like TikTok and Douyin.

Call to action: A prompt or instruction encouraging the audience to take a specific action.

Clubhouse: An audio-only app, launched in 2020, that allows users to participate in live discussions and conversations.

Collab post: A collaborative post created by multiple individuals or content creators working together on a single piece of content.

Community: A group of individuals sharing common interests, goals, or values, often engaging in discussions and interactions.

Community management: The process of engaging audiences across social media platforms to increase brand loyalty and grow authentic connections.

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Competitor: A business, product, or individual contending with others for market share, attention, or resources. Competitors can be direct (offering similar products or services and targeting the same audience) or indirect (targeting the same audience but offering different products or services).

Content curation: The process of discovering, selecting, and sharing relevant and valuable content from various sources to engage an audience.

Content pillars: The core themes or topics that guide content for an organisation or individual.

Conversion: The desired action that a user or customer takes in response to a call to action, such as making a purchase, signing up, or subscribing.

Creator: An individual who produces and shares original content across various mediums, often online and on social media platforms.

Crisis management: The strategic process of handling and mitigating negative situations or events that could harm a brand's reputation or operations.

Customer persona: A reflection of your ideal target customer based on research and data. It is a detailed profile that includes your customer's demographic information, motivations, preferences and behaviours. Also known as a buyer persona or ideal customer portrait.

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Deciders: The people who have the final say in the buying decision. Deciders usually rely on advice from other members of the decision-making unit and are influenced strongly by gatekeepers.

Decision-making unit (DMU): A collection or team of individuals who participate in a buyer decision process.

Differentiation: The process of establishing a unique and compelling identity for a product, service, or brand that sets it apart from competitors in the mind of its customers.

Digital immigrant: A person who grew up before the digital age and learned to use technology later in life.

Digital native: A person who has grown up using digital technology from an early age and is comfortable with its use.

Direct competitor: A business that offers similar products or services and competes directly for the same target audience.

Emoji: A small digital image or icon used to express emotions, ideas, or concepts in electronic communication.

Employee advocacy: The promotion of a company's brand, products or services by its employees through social media and other online channels.

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Engagement: How people interact with your content. It's a measure for the 'social' part of social media and can include likes, shares, link clicks, mentions, comments, replies, direct (private) messages and video completions (watching a video to the end).

Ephemeral: messages and media that disappear after being viewed. For example, Instagram Stories that disappear 24 hours after being posted.

Ethnography: the practice of observing people in their own environment to understand their experiences, perspectives and everyday practices.

Evergreen content: Content that remains relevant and valuable to audiences over an extended period.

Facebook: A social media platform that connects people, allows sharing of content and facilitates social interactions.

Facebook Group: A community space on Facebook where users with common interests can share content, engage in discussions, and connect.

Filter: A digital tool used to modify or enhance images by applying visual effects or adjustments.

Focus group: A small group of individuals assembled to provide feedback and opinions on a product, service, or concept.

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FOMO (Fear of Missing Out): The feeling of anxiety or apprehension that one might be missing out on interesting or exciting experiences.

Gatekeeper: Those who control the flow of information to others. They may be asked to collect information and/or to filter what information gets through to other members of the decision-making unit.

Generation Alpha: The generation born after Generation Z, typically starting from 2012 onwards.

Generation X: The generation born between the mid-1960s and 1980.

Generation Z: The generation born from the mid-1990s to early 2010s.

Goal: The broad, overarching statements that define the desired outcome of your social media marketing efforts. They provide a sense of direction and purpose for your activity. Goals are typically long-term and focus on the big picture.

Google Alert: A notification service that sends alerts when new content related to specific keywords is indexed by Google.

Google Analytics: A web analytics tool by Google that provides insights into website traffic and user behaviour.

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Google+: A former social media platform by Google aimed at facilitating social interactions and content sharing.

Hashtag: A word or phrase preceded by the '#' symbol used to categorise and discover content on social media platforms.

Impressions: The number of times a piece of content is displayed to users, regardless of whether it's clicked or engaged with.

Indirect competitor: A business that offers different products or services but still competes for the same target audience.

Influencer: those who can influence the buying. They may include paid advisors and consultants external to the organisation. They can also include friends and family members.

Influencer: An individual with a significant online presence who can influence the opinions and behaviours of their followers

Initiators: The people who first identify the problem/need for buying a particular product or service.

Instagram: A photo and video-sharing social media platform known for its visual-centric nature.

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Lead generation: The process of identifying and capturing potential customers or leads who have shown interest in a product, service or brand.

LinkedIn: A professional networking platform that allows users to connect with colleagues, peers, and professionals in various industries.

LinkedIn company Page: A business profile on LinkedIn used to showcase company information, updates, and opportunities.

LinkedIn profile: An individual's professional profile on LinkedIn, highlighting their skills, experience, and connections.

Market segmentation: The process of dividing the total market for a good or service into several segments, each of which tends to be homogenous in all significant aspects with others within the segment, and heterogeneous from those in other segments.

Marketing funnel: A visual representation of the customer journey, from awareness to post-purchase evaluation.

Mention: A reference to a user, brand, or topic on social media.

Metaverse: A virtual-reality space in which users can interact with a computer-generated environment and other users.

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Millennial: The generation born from the early 1980s to the mid-1990s.

Organic social media: Content and interactions that occur on social media platforms without any paid promotion.

Paid social media: Spending money to promote content and reach a wider audience. It includes various advertising formats such as sponsored posts, display ads, and influencer collaborations.

Personal brand: The process of establishing and promoting an individual as a brand.

Positioning: The unique place a product, service, or brand occupies in the minds of consumers relative to competitors.

Qualitative: Data or research that involves non-numerical insights and focuses on understanding behaviour and opinions.

Quantitative: Data or research that involves numerical measurements and statistical analysis.

Reach: The total number of followers/connections who have the chance to see your posts at any given point in time.

Reel: A short-form video format on Instagram and Facebook for creating and sharing engaging content.

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Repurposing content: Adapting existing content for use in different formats.

Reputation management: Practices to maintain and enhance a brand's positive image and address negative perceptions.

Retargeting: Showing advertisements to users who have previously interacted with a brand but did not convert.

Return on advertising spend (ROAS): How the effectiveness of advertising campaigns are measured - by comparing the amount spent to the revenue generated.

Return on investment (ROI): A performance measure that looks at the benefit (or return) of doing something.

RSS (feed/reader): Really Simple Syndication, a software application or online service that allows users to aggregate and organise content from multiple websites or sources into a single location.

Sentiment analysis: A technique used for organic social media measurement to analyse and understand the emotion behind social media posts, comments or reviews.

Share of voice: The proportion or percentage of the overall online conversation or discussion that a particular brand occupies within a specific market.

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Shiny object syndrome: A term used to describe the tendency for people to be easily distracted by new, attractive ideas, tools or technologies, instead of focusing on what they have been working on or what they have already established as a goal.

Short-form video: Brief video content, typically lasting a few seconds to a couple of minutes.

SMART objectives: An acronym for Specific, Measurable, Achievable, Relevant, and Time-bound.

Snapchat: A multimedia messaging app known for its temporary content sharing and disappearing messages.

Social media: An umbrella term that defines the various activities that integrate technology, social interaction and the construction of words, video, and audio.

Social media listening: The process of identifying and assessing what is being said about an organisation, individual, product or brand on the internet, and the issues that affect it.

Social media policy: A document that provides employees representing an organisation on social media, either using corporate accounts or via their own personal profiles with guidelines on what to do – and what not to do.

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Social proof: Evidence that other people have purchased and found value in your products and services.

Stakeholder: Individuals, groups or any party that has an interest in the outcomes of an organisation.

Story: A narrative or sequence of content often used on social media platforms to engage and connect with an audience.

Storytelling: The art of conveying a message or information through a narrative that captures the audience's attention and emotion.

Subject matter expert: An individual with specialised knowledge and expertise in a specific field or topic.

Tactics: Specific actions and methods used to execute a strategy and achieve goals and objectives.

Target market: The specific group of individuals (segments) that a product or service is intended to serve and appeal to.

Targeting: The process of tailoring content or advertisements to reach a specific audience based on demographics, interests, and behaviours.

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The Golden Circle: A concept by Simon Sinek that emphasises starting with 'why' (purpose) before addressing 'how' and 'what'.

Third-party: External entities or sources not directly affiliated with a brand or organisation.

Threads: An online social media and social networking service operated by Meta. Launched July 2023.

TikTok: A social media platform focused on short-form video content, popular for its creative and entertaining videos.

Thought leadership: The practice of sharing innovative ideas, insights, and expertise within a specific industry or field. It involves establishing oneself as an authority and a trusted source of knowledge, contributing to industry discussions, and shaping the direction of conversations.

Tone of voice: The personality, style, and language you use in your marketing messages.

Touchpoint: Any interaction between a brand and its audience occurring throughout the buying decision process.

Trending content: Content that is currently popular and widely discussed on social media platforms.

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Twitter: A microblogging platform where users share short messages known as Tweets.

Twitter Communities: Groups of Twitter users with shared interests and conversations.

Twitter List: A curated list of Twitter accounts organised by a specific theme or category.

Twitter Spaces: An audio-only feature on Twitter that allows users to host live voice conversations.

User-generated content: Any form of content, such as images, videos or reviews, that is created and shared voluntarily by individuals who are not employed or affiliated with a brand or organisation.

YouTube: A video-sharing platform where users can upload, share, and view videos.