

GLOSSARY

Paid Social

Paid social (or social media advertising) is a type of digital marketing that involves paying to display advertisements or sponsored content on social media platforms such as Facebook, Instagram, X (formally Twitter) or LinkedIn.

Why it's important to understand paid social terminology

- **To communicate effectively with your audience:** When you understand the terminology of social media marketing, you can use the right language to communicate with your audience in a way that they will understand. This will help you to build relationships with your audience and to achieve your marketing goals
- **To keep up with the latest trends and developments:** The world of social media is constantly changing, and new trends and developments are emerging all the time. It's important to stay up to date on the latest trends and developments and make sure that your social media marketing strategies are effective
- **To measure your results:** By having a deeper understanding of social media marketing, you can use analytics tools to measure the results of your social media campaigns. This information can be used to identify what is working well and what is not, so that you can optimise your campaigns accordingly
- **To work effectively with other social media professionals:** If you work in a team or with other social media professionals, it is important to understand social media terms so that you can communicate effectively with each other. This will help you to collaborate on projects and to achieve your common goals.

A comprehensive understanding of social media marketing is vital for optimising your advertising efforts, managing budgets effectively, and achieving better results in social media ad campaigns. It empowers you to navigate the dynamic landscape of social media advertising with confidence and precision, ensuring your campaigns reach the right audience and deliver meaningful results.

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Glossary of terms commonly used in paid social

Ad click

When a user clicks on your paid ad, it's counted as an ad click.

Ad creative

The visual and textual elements of an ad, including images, videos, and copy.

Ad Set

A group of ads with the same targeting options, placement, and budget.

Ad scheduling

A tool that allows advertisers to specify when their ads should be shown to the target audience.

Advocacy

Using social media to raise awareness about important issues and to encourage people to take action.

Algorithm

The set of rules and calculations used by social media platforms to determine which ads are shown to which users.

Audience

A place to narrow down your targeted users.

Bio

A brief description of your charity on your social media profile.

Bitly

This is a free tool that shortens your URLs which is useful to make them easier to share on social media networks such as X (formerly Twitter).

Brand awareness

Using social media to increase people's awareness of your charity and its mission.

Campaign

A set of social media posts and activities that are designed to achieve a specific goal, such as raising awareness for a cause or driving donations.

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Carousel ad

An ad format that allows multiple images or videos within a single ad, each with its own link.

Click-through rate (CTR)

The percentage of ad clicks divided by the number of times your ad was shown (impressions).

Community

A group of people who share an interest in your charity and who interact with you on social media.

Community management

The process of interacting with your followers on social media and building relationships with them.

Content

The information that you share on social media, such as text, images, videos, and links.

Conversion

A desired action that a user takes after seeing or clicking on an ad, such as making a purchase or signing up for a newsletter.

Conversion rate

The percentage of people who see or click on an ad and take a desired action.

Cost per mille (CPM)

The cost of 1,000 impressions of an ad.

Direct message (DM)

A private message sent between two users. Sometimes referred to as PM (Private message).

Engagement

Actions that users take with an ad, such as likes, comments, shares, or clicks.

Event marketing

Using social media to promote and promote your charity's events.

Fundraising

Using social media to raise money for your charity.

For your page (#FYP)

A TikTok feature that shows videos that the algorithm thinks a user will like based on their behaviour on the app. You can also use #FYP on your content if you want to prioritise it on other users' 'Your Page' feed.

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Handle

A username or account name on social media platforms.

Hashtag (#)

A keyword or phrase following a # used to categorise content. Use them to make your content more discoverable.

Impression

Each time an ad is displayed, regardless of whether or not the user clicks on it.

Influencer marketing

The practice of partnering with people who have a large and engaged following on social media to promote your charity.

Organic reach

The number of people who see your social media content without you paying to promote it.

Paid reach

The number of people who see your social media content because you have paid to promote it.

Search engine results page (SERP)

The page that is displayed when a user searches for a query on a search engine.

Social media marketing

The use of social media platforms to connect with your target audience, promote your charity, and achieve your marketing goals.

Social listening

The process of monitoring social media for conversations about your charity and its brand.

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Social media platform

A website or app that allows users to create and share content with others. Some popular social media platforms include Facebook, Twitter, Instagram, LinkedIn, and YouTube.

Social selling

The process of using social media to build relationships with potential donors and to encourage them to donate.

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Storytelling

Using social media to tell stories about the people and the work of your charity.

Target audience

The people who you want to reach with your social media marketing messages.

Trend

A popular topic or conversation that is happening on social media.

Viral content

Social media content that is shared widely and quickly.

Voice

The tone and personality that you use in your social media communications.