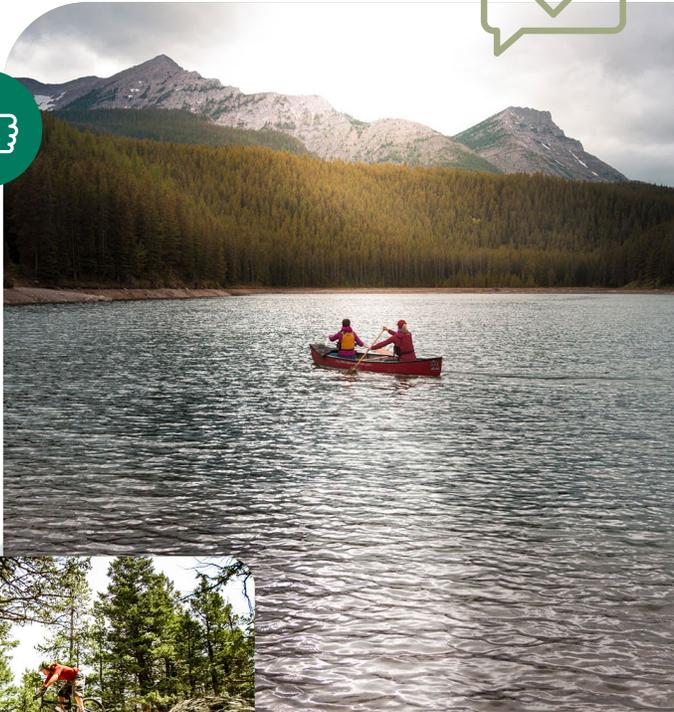




# Social Media Marketing & ATIS Guide

For local businesses of Crowsnest Pass



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# Alberta Tourism Information Services (ATIS)

## What is ATIS?

ATIS is a free, self-serve, web-based platform that Alberta tourism operators, such as yourself, can use to supply information about their business for promotion online.

## Why ATIS?

We know your time is valuable. We are here to help you reduce the time it takes to market your business in multiple places online. With ATIS, you only need to update your content in one place (ATIS) and this content will automatically appear on both [gocrownsnest.ca](http://gocrownsnest.ca) and [travelalberta.com](http://travelalberta.com).

All business listings on [gocrownsnest.ca](http://gocrownsnest.ca) are supplied through [Alberta Tourism Information Services \(ATIS\)](#). In addition to the GoCrownsnest website, content added to ATIS will also appear on [travelalberta.com](http://travelalberta.com), as well as other websites and marketing channels. This approach will increase the number of people your business can reach online, by leveraging Travel Alberta's technology and resources.

## Other benefits:

- Access to Reporting – ATIS has built in reporting to track how your content is performing across all sites.
- Ability to display your events and offers – all promotions and events added to ATIS will appear alongside your business listing. Events and offers are also included in the GoCrownsnest monthly newsletter and distributed to over 350 recipients.
- Events disappear once the event date has passed but the listing remains within the ATIS system for one year past the event end date. A notification is sent to accounts with access to the event listing one week before the listing is permanently deleted.
- Offers expire on the date selected by the user and can live in ATIS for up to one year from the date of entry. A notification will be sent to the accounts with access to the offer listing one week prior to the listing being permanently deleted from ATIS. Article listings never expire within ATIS, appearing in ATIS until you delete the content.
- Dedicated Support – Travel Alberta's support line is available Monday to Friday from 8 a.m. to 8 p.m. They can help you with any questions that you may have regarding your content - including providing step-by-step instructions on how to submit your content to ATIS.

### **How this impacts you:**

If you want to make changes to your business listing on [gocrowsnest.ca](http://gocrowsnest.ca) or add an event or offer associated with your business, you will need to login to ATIS to make these changes.

### **To create an ATIS account:**

You will need to create an ATIS account in order to view, edit or add additional details (such as offers or events) to your business listing.

Use the following instructions to create an account.

1. Visit <http://www.atis.travelalberta.com> and click on 'Sign up now for FREE'
2. Once you have verified your account, email ATIS at [atissupport@travelalberta.com](mailto:atissupport@travelalberta.com) or call at 1-833-490-2843 and include:
  - The e-mail address that you want to associate with the account
  - Your name and the name of your business
3. They will email you back once we have attached the business listing to your account.
4. Login to your account and select 'LISTINGS' from the left nav and select the listing you would like to edit in the table; press EDIT
5. Follow the steps to edit your listing
6. Press SUBMIT

### **Adding Events and Offers in ATIS:**

Once you have reviewed your business listing(s) in ATIS, we encourage you to add an offer or event that will be displayed alongside your listing page. Travel offers can be created for any tourism product that has a price point. The price can represent a single product, such as admission price, or multiple tourism products packaged into one offer, such as a tour. The offer price point can be a sale price or regular retail price. Offers are a great way to attract more referrals to your business.

To add an Offer simply login to ATIS and select OFFERS in the left-hand navigation. Click the green 'ADD OFFER' button at the top of the page and follow the steps on the screen.

### **Questions:**

Contact ATIS at [atissupport@travelalberta.com](mailto:atissupport@travelalberta.com) or 1-833-490-2843 for questions about how to login or add content into ATIS.

Any other questions please direct to [explorethepass@gmail.com](mailto:explorethepass@gmail.com)

# Introduction to Social Media Marketing

When customers or guests look for information regarding travel, accommodation, restaurants, local activities and more, they turn to the internet—specifically social media.

Social media creates opportunities for genuine connections between users and businesses, promising a more “human” dimension to the dialogue. These platforms provide invaluable feedback to improve service and open up public dialogue around pressing issues.

Using social media to engage with travelers is a great way to attract new customers and get them excited about what you offer. Your pages are also a valuable resource for company information, so it’s important to include everything pertinent to a potential guest or customer.

Sharing relevant industry content and exciting company updates on social media can be a great way to connect with likeminded people, educate a broader audience and build a following of loyal customers or guests.

Using social media as a business is not the same as using your personal social media accounts. We’ve developed these guidelines to help avoid confusion and ensure that you get the most out of your time on social media.

Remember, you are the expert on your business. There are people who share your passion, so find these people, connect, and create a community.

# General Guidelines

Even when off the clock, you are a representative of your business. We encourage you to review these social media policy guidelines to avoid encountering any issues while using social media channels including Facebook, Twitter, Instagram and more.

## Act responsibly

Be mindful that as a business owner, social media users may form an opinion about your business based on what you post —whether negative or positive.

## Use common sense

We've all seen social media discussions turn into heated, personal debates. Know when it's time to respectfully bow out before a conversation turns into a conflict.

## Have a professional account

Do not use your personal page, particularly on Facebook. You do not want to be asking your clients to become Facebook friends. For example if you are a therapist that has a practice, clearly state that on your page, and make this the primary focus of the page. It's okay to share personal photos and info, as long as it's appropriate for your audience.

## Use branded content

Branded content aims at generating engagement without being sales-y. It offers a great opportunity to increase brand awareness while building thought leadership.



# Social Media Explained

BY THE-PIXEL.COM

## Social Media Channels Explained

Each social media platform is different



**Facebook**

I like donuts



**Twitter**

I'm eating a  
tasty #donut



**YouTube**

I'm watching  
donut videos



**LinkedIn**

My skills include  
donut eating



**Instagram**

Here's a photo  
of my donut



**Snapchat**

Short video  
with my donut



**Reddit**

Discuss our  
love for donuts



**TikTok**

I dance & sing  
with my donut



Image Source [Social Media Channels Explained, The Source](#)

# Choosing Your Social Media Channels



Keeping a social media channel active is a big time investment. It's important to choose your channels strategically and build over time.

Each social media platform exposes your brand to a demographic unique to its audience, and selecting the right social media platform helps your brand reach its full potential. It requires a clear understanding of how to reinterpret your brand on different platforms or your target audience.

## Where are your customers?

If you have a good relationship with your customers and it seems appropriate, ask which platforms they spend most of their time on. Below is the percentage of each age group that is on the stated platform. Go where your audience is.

## Play to your strengths

Do you love taking pictures? Then Instagram is probably a good place for you to start. If you prefer writing information, Facebook or LinkedIn may be better for you. Consider which social media platforms you personally enjoy, as these will likely be the most enjoyable for you to curate professionally. The more fun it is, the more likely you are to maintain the channel.

## Start with one channel

Don't get excited and decide to start a LinkedIn, Instagram and YouTube channel tomorrow. Start with one, and as you see success and have time to dedicate to another channel, choose your next platform.

	Facebook	Instagram	Twitter	LinkedIn	Pinterest	Snapchat	YouTube
18 - 24	76%	75%	44%	17%	38%	73%	90%
25 - 30	84%	57%	31%	44%	28%	47%	93%
30 - 49	79%	47%	26%	37%	35%	25%	87%
50 - 64	68%	23%	17%	24%	27%	9%	70%
65+	46%	8%	7%	11%	15%	3%	38%

# Developing Your Social Media Brand Voice

A brand is the identifying signatures (of an individual, group or organization) that symbolize a mission, a culture, and other important identifying features. Social media is an extension of a brand, presenting the characteristics of an individual, group or organization through online communication.

A brand voice guides every piece of content you create, and acts as a measurement of consistency against your brand identity, mission and values. You should be able to identify and describe your brand voice using personality traits (adjectives). While you should not use all the traits that describe your brand, you should prioritize and identify the key ones. Tone also plays a role in how to express the brand voice and attributes.

Tone changes based on factors like audience, situation, and channel. Anything produced that represents your business should align with your narrative and brand voice.

## Developing your brand voice

To develop your brand voice, consider the following questions:

1. Describe in adjectives what your businesses' personality is.
2. Write a positive example.
3. Describe in adjectives what your business is not.
4. Why should people believe you are who you say you are?

## Example: Mailchimp



Mailchimp's voice is human. It is familiar, friendly, and straightforward. It's priority is explaining their products and helping their users get their work done so they can get on with their lives. They want to educate people without patronizing or confusing them.

**One way to think of their voice is to compare what is to what isn't. Mailchimp's voice is:**

- Fun but not silly
- Confident but not cocky
- Smart but not stodgy
- Informal but not sloppy
- Helpful but not overbearing
- Expert but not bossy
- Weird but not inappropriate

# GoCrowsnest

Crowsnest Pass is a singular collective of five historical communities, each with a unique history that contributes to the rich tapestry of the Rocky Mountain community. Catch a glimpse of the past at historic sites, and discover vibrant artistic talent thriving amid breathtaking vistas where nature and creativity flourish. Authenticity, appreciation, and comradery define Crowsnest Pass community that is and always will be the light within the valley.

## Outdoors

For those who dare to challenge themselves, each season reveals a new facet of The Pass's terrain to discover and conquer. From snow-blanketed mountains to hiking and biking trails, wildlife havens, and prized fishing spots, those who enjoy nature's playground will never grow tired of ways to explore the landscapes of The Pass.

## Culture

Rich in inspiration and intrigue, The Pass offers opportunities to connect with the profound beauty of the natural surroundings and experience the creations of local artists. Throughout its history, The Pass has grown in strength, richness and diversity, with a story that is deep-rooted in Alberta's most unique parks and attractions.

## Cuisine

Every experience in The Pass thrives on the nourishment that the mountain-inspired cuisine provides. Gifted chefs at local independently run restaurants cater to both travelers and locals. Family, friends and strangers gather at restaurants to relax and recount adventures over delectable meals.

## Brand voice

- Inspirational but down to earth
- Authentic but not uncensored
- Fun but not silly
- Friendly and informal but not sloppy
- Positive but not pushy
- Curious, but not nosy
- Collaborative and inclusive

# Types of Content to Share on Social Media

Below are some examples of the types of content related to your business that you might share through social media.

## Education

One way to engage your audience is to share educational tidbits. For example, if your business is fly fishing, you can share what kind of fish your customers can find in The Pass. Or, if you run a restaurant, you can educate your audience on what kind of produce they'll find in a given season.

## Thought leadership

Share news articles and events relevant to your business. For example, if your business is in accommodation, you can share tips on getting a good night's rest.

## Business updates

Inform your audience about any updates regarding your business, from changes in hours to new staff and more.

## About you & your business

Customers and guests are always looking for something they can connect with. Sharing appropriate posts about a course you took relating to your field or how you came to start your business will help attract an audience with the same mentality as you.



## Reminder

People will look to you as an authority on your business. Always ensure that what you share is truthful, accurate and verifiable.



# Social Media Mistakes to Avoid

## What goes online stays online.

Your actions on social media are all public. Once published, posts, likes, comments and shares can easily be recorded by other users and never truly erased. Always be conscious of how your online actions can be perceived, shared and recorded. Below are guidelines on how to avoid running into issues on social media as a business owner.

### Keep it professional

How you use your business social media pages is different from how you use your personal pages. Keep controversial topics, like politics or religion, or anything too personal, like family pictures or private details, for your personal pages only.

### Proofread

Before you post, ensure everything is spelled correctly. Of course, emojis or the occasional “TYSM (thank you so much)” is OK, but tagging the wrong account, posting the wrong link, or spelling important words incorrectly can cause confusion for your audience.



### Not engaging with your audience

If a potential customer or guest sends your business a direct message or leaves a comment under one of your posts, it's important to promptly reply. On certain platforms like Facebook, your business may be rated on how quickly you respond to people, which can influence how new or prospective guests perceive your business. Also, although it can sometimes be tempting, do not engage in an argument—even privately, as it can be screengrabbed and shared publicly.

### Stealing content

It's OK to share or repost from other accounts, but always give proper credit to avoid copyright infringement.



# Best Practices to Build a Following

## **Keep the goal in mind**

Likes are great and make you feel good, but ultimately you are looking for people in the door. Ask new customers how they heard about you to see what's working and what's not. Focus on the things that are working, forget those that aren't.

## **Schedule, schedule, schedule**

Set aside a couple hours a month, sit down and write out your social media posts. Use a free tool (Hootsuite, for example) to schedule them to post throughout the month. Add any time sensitive posts as you go, but rest assured you don't have to come up with a post every week.

## **Post weekly, if you can**

Quality beats out quantity every time on social media. Focus on putting useful information out in the world, rather than putting lots of posts. Ideally, weekly posts will keep you top of mind.

## **Be authentic to your brand narrative**

Create content that matches the narrative you've developed for your brand so that your posts are easily recognized and your audience knows what to expect.

## **10/4/1 rule**

For every 15 social media posts, 10 should be general information, 4 should be about you or your business and 1 should be a call to book an appointment, table, or accomodation. Focus on providing value, not a sales pitch.

## **Link from your website**

Link to the social media channel on your website. If you have multiple channels, link to all of them, and link them to each other.

## **Be wary of following clients back**

It can lead to awkward conversations and situations, and is not an expectation as a professional.

## **Tell your clients in person**

If you see your clients in person, let them know you joined a new social channel and ask if they will follow you.



# Instagram

## Share photos

This may seem obvious, but photos do better than graphics and much better than text. However, the occasional meme or post with text in it can do well, if relevant. If you're sharing pictures from other users, always be sure you credit them by tagging them in the photo or in post copy.

## Hashtags

Hashtags can help you show up in the discover section (when users click on the looking glass to search for accounts) or in the feeds of people who follow those hashtags. Consider geographically bounded hashtags such as #GoCrowsnest or #CrowsnestPass, as well as general hashtags for your discipline or industry. Try out different hashtags to see if some result in better engagement than others.

## Reels

Introducing Reels into your content can significantly increase your engagement rate. These short, vertical videos can be up to 60 seconds, and are a great way to provide a visual experience beyond the grid post.

## Engaging stories

Stories are very useful for showing your followers a quick snippet of what is happening currently. They will appear at the top of your followers news feed, giving you more opportunity to connect with them.

## Terms to know

### Hashtag

A community driven convention for adding additional context and metadata to your social media posts. Social networks use hashtags to categorize information and make it easily searchable for users (also # or #tag, #hashtag). Hashtags can be added in line with text on Twitter, as commentary on Instagram and Facebook posts. A hashtag is created by prefixing a word or acronym with a hash symbol or number sign (#). Be sure not to include any spaces, as this will break the hashtag.

### Regram

The act of reposting another Instagram user's image or video to your own account, appropriate credits are required in the caption.

### Meme

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.

### Tag

A 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.

## BEST PRACTICES TO BUILD A FOLLOWING

# Facebook

### Share content from other pages

Don't do all the heavy lifting yourself. Share good content from associations and groups to curate the best information on your page.

### Ask for reviews

If and when appropriate, ask people to leave a review.

### Engage in groups

Groups can be great places to learn and be a part of discussions. There may also be local groups that you can keep a pulse on relevant discussions.



## Terms to know

### Cover image

The larger, horizontal image (usually customizable) at the top of a social media profile page. Also referred to as a banner image or header image.

### Fans

Term used to describe people who 'like' your Facebook page.

### Friends

Friends is the term used on Facebook to represent the connections you make and the people you follow.

### News feed

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 a Timeline.

## BEST PRACTICES TO BUILD A FOLLOWING

# LinkedIn

### Fill out your bio

If people are interested in who you are, they will read your bio. Be sure to include credentials and experience as well as some interests that might give an idea of your personality.

### Have a headshot

Make sure it is professional and inviting.

### No need to post as frequently

LinkedIn's algorithm is very different from other social platforms. Posts can last a long time, and it's difficult to see how often someone posts.

### Connect with colleagues

LinkedIn is a great place to build your career. Connect with colleagues and other professionals.

### Use it to build your professional profile

Engaging in groups and online content on LinkedIn can help you get speaking opportunities at conferences or other thought leadership opportunities.



## Terms to know

### Bio

Short for biography, a bio on social media refers to a short explanation or description of the individual/group/organization the account refers to.

### Connection

The LinkedIn equivalent of a Facebook 'friend.' On LinkedIn, the people are professional contacts that you have met, heard speak, done business with, or know through another connection.

### Endorsement

On LinkedIn, refers to an instance in which a LinkedIn user recognizes another for one of the skills they have listed on their profile.



# Social Media Terminology

## A

### **Algorithm**

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.

### **AMA**

Acronym: "ask me anything" (originated on Reddit). Now used broadly on social. Users post the term to prompt questions from other users.

### **API**

An application programming interface (API) is a documented interface that allows one software application to interact with another application.

### **App**

Short for application or software application. Also, a special type of software program, or program that does something specific. For example, a weather app can refer to an application that shows only weather forecasts.

### **Audience segmentation**

The process of dividing people into subgroups based on expressed behaviours, opinions, associations, life stages, passions, interests, or other defined criteria, in order to perform more targeted social media based research.

### **Avatar**

An image (profile picture) or username (handle) that represents a person online, most often within forums and social networks.

## B

### **Banner image**

Refers to the large horizontal photo displayed at the top of your profile on LinkedIn. The banner image is commonly referred to as the header image on Twitter or the cover image on Facebook.

### **Bitly**

A free URL shortening service that provides statistics for the links users share online. Bitly is used to condense long URLs to make them easier to share on social networks.

### **Blog**

Online pages or posts maintained by an individual or a business. Blogs contain regular entries of content on a specific topic, descriptions of events, or other resources such as graphics or video. Can also be used as a verb, meaning to maintain or add content to a blog.

## C

### **Caption**

A brief description underneath a photo or image.

### **Chat**

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).

**Clickbait**

Web content aimed at generating online advertising revenue, especially at the expense of quality or accuracy, relying on sensationalist headlines or eye-catching thumbnail pictures to attract click-throughs and to encourage forwarding of the material over online social networks.

**Click-through**

The process of clicking on a web advertisement and going to the specified website. Also called ad clicks or requests.

**Comment**

A response provided as an answer or reaction to a blog post or message on a social network.

**Content**

The information and experience(s) directed towards an end-user or audience. Formats of content range from the written word to videos, images and art.

**Content curation**

Content curation is the process of sifting through the web to find the best and most relevant content for an audience and then presenting it to them in a meaningful way. Unlike content marketing, content curation doesn't involve publishing new content. Instead, it's about creating value for your audience by saving them time and effort.

**Content marketing**

Marketing that involves publishing and sharing content. Using a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a targeted audience.

**Content strategy**

The planning, development, and management of content.

**Conversion rate**

A common social media and marketing metric. The percentage of total people reached who then completed an intended action on social media (i.e. filling out a form, following a social account, etc.).

**Creep**

To spend an extended period of time looking through someone's profiles, photos, and videos on social media.

**Crowdsourcing**

Refers to the act of soliciting ideas, content from a group of people, typically in an online setting.

**D****Did you know (DYK)**

An acronym popular on social media as a prompt to introducing something interesting about the brand or area.

**Direct Message (DM)**

Private conversations that occur on social media. Both parties must be following one another to send a message.

**E****Earned media**

Essentially online word of mouth, usually seen in the form of 'viral' tendencies, mentions, shares, reposts, reviews, recommendations, or content picked up by third-party sites.

**Emoticons**

A pictorial representation of a facial expression using punctuation marks, numbers and letters, usually written to express a person's feelings or mood.

## **Emoji**

A Japanese term meaning pictograph, now commonly used to describe the library of ideograms and smileys used in electronic messages and on webpages. The characters, which are used much like emoticons, exist in various genres, including facial expressions, common objects, places and types of weather, and animals. They offer another range of “tone” and feeling through texting that portrays specific emotions through facial gestures while in the midst of text-based cyber communication.

## **Engagement**

The acts of talking to, messaging or otherwise interacting with other people on social networks. At its simplest, social media engagement is any interaction you have with other users.

## **Engagement rate**

A social media metric used to describe the amount of interaction. The percentage of people who saw your social media post and actively engaged with it (i.e. likes, comments, shares, retweets, etc.).

# **F**

## **Facebook**

A social media platform that connects people with friends, family, acquaintances, and businesses from all over the world and enables them to post, share, and engage with a variety of content such as photos and status updates.

## **Favourite**

Represented by the small star icon on Twitter, favouriting a tweet signals to the creator that you liked their content or post. Represented by the small heart icon on Instagram (opaque when active, outlined when inactive). Double tapping on the image will indicate you liked or favoured an image.

## **Feed**

The social media data format that provides users with a steady stream of updates and information.

## **Filter**

A photographic effect that can be applied to photos or video content after the photo or video has been recorded. Filters can be specific to the social media platform – common platforms with filter libraries include Snapchat and Instagram.

## **Flickr**

A social network for free online picture sharing.

## **Follower**

Refers to a person/account who subscribes to receive updates from a specific social media user. For example, if you click to “follow” an account on Twitter, or Instagram, their content will show up in your feed.

## **Forum**

A message board or online discussion site. A place where conversations can take place.

# **G**

## **Geofilter**

A filter or creative overlay for photos and video, available to users based on their geographical location. For example, in Snapchat, only those users in a targeted geography are able to access filters provided by and available to that area.

## **Geotag**

A geotag is the directional coordinates that can be attached to a piece of content online. For example, Instagram users often use geotagging to highlight the location in which their photo was taken.

## **Geotagging**

The process of adding location-based metadata to media such as photos, video or online maps. Geotagging can help users find a wide variety of businesses and services based on location (also called geolocation).

## **Geotarget**

The practice of delivering specific/different content online to the user based on their geographic location.

## **GIF**

A visual media format called Graphics Interchange Format. In social media, GIFs serve as small-scale animations and film clips.

# **H**

## **Handle**

Handle is the term used to describe someone's @username on social media.

## **Header image**

Refers to the large photo displayed at the top of your profile on Twitter. The header image is commonly referred to as the banner image on LinkedIn or the cover image on Facebook.

# **I**

## **ICYMI**

Acronym: In Case You Missed It

## **Influencer**

A user whose opinions and statements impact the perceptions of others regarding a particular subject. Influencers can range from having low impact to having tremendous impact based on the degree to which their statements are viewed as being trustworthy, and the size of the audience an influencer is able to reach.

## **Impressions**

Number of times a post, content or digital ad was displayed or viewed.

## **Insights**

The result of analyzing a given set of metrics to answer business questions. These metrics can range from simple measurements such as volume, to more complex data-points like passion and intent.

## **Instagram**

A free online photo sharing and social network platform that allows members to upload, edit and share photos with other members. Members can also favourite, comment and tag images to share with others.

## **Instant Messaging (IM)**

A form of real-time, direct text-based communication between two or more people.

## **ISO**

Acronym: In Search Of

# **L**

## **Like**

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 on Facebook, or double-tap the image on Instagram, as a quick way to show approval.

## **LinkedIn**

A business-oriented social networking site.

## **Live streaming**

The act of delivering content over the internet in real-time.

## **Live tweet**

Posting on Twitter during an event in an ongoing way.

## **Lurker**

A person online who reads discussions on a message board, newsgroup, social network, or other interactive system, but rarely or never participates in the discussion.

## M

### **Mention**

A term used to describe an instance in which a user includes someone else's @username in their tweet/comment/post to attribute a piece of content, share content, or start a discussion.

### **Metadata**

Information — including titles, descriptions, tags and captions —that describes a media item such as a video, photo or blog post.

### **Microblogging**

The act of broadcasting short messages to other subscribers of a web service. On Twitter, entries are limited to 280 characters.

## N

### **Newsjacking**

The practice of capitalizing on the popularity of a news story to amplify your sales and marketing success.

### **Notification**

A message or update alert signalling there is new social media activity.

## O

### **OOTD**

Acronym: Offer Of The Day or Outfit Of The Day

### **Organic reach**

Describes the number of unique people who view your content without paid promotion. People come across this content through the feeds, streams, posts and pages of their contacts.

### **Owned media**

Any web property that you can control and is unique to your brand (website, blog sites, social media channels).

### **Ow.ly**

A URL shortener that converts a regular URL into a more condensed format.

## P

### **Paid media**

Promoting content by purchasing online ads, or by paying influencers to promote your content. Using retargeting, Pay Per Click and display ads is an effective and more direct way to drive searchers to your owned media sites like your website, to help increase traffic and/or conversions.

### **Pinterest**

A photo sharing social network that provides users with a platform for uploading, saving, and categorizing "pins" through collections called "boards." Boards are typically organized by theme, such as: Food & Drink, Women's Fashion, Gardening, etc. Users have the ability to "pin" and "repin" content that they like to their respective boards.

### **Podcast**

A series of digital media files, usually audio, that are released episodically and often downloaded through an RSS feed.

### **Potential reach**

An estimate of the maximum potential social media users a post could be seen by under absolutely perfect conditions.

## Q

### **Quote tweet**

A way to retweet where a user can include their own comments along with the tweet.

## R

### **Reach**

How many people see a post.

### **Reddit**

A social news site that contains specific, topic-oriented communities of users who share and comment on stories.

### **Reply**

A Twitter action that allows a user to respond to a tweet 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.

### **Retargeting**

A form of advertising by which online ads are targeted to consumers based on their previous Internet actions.

### **Retweet (RT)**

When someone on Twitter sees your message and decides to reshare it with his or her followers. A retweet button allows them to quickly resend the message with attribution to the original sharer's name.

### **RSS feed**

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 (RSS readers).

## S

### **Screen cap**

Short for screen capture. An image of the data displayed on the screen of a computer or mobile device. Also referred to as a screenshot, or screen grab.

### **Search Engine Optimization (SEO)**

Process of improving the volume or quality of unpaid traffic to a website from search engines.

### **Selfie**

A self-portrait photograph or a photo you take by yourself, of yourself. Usually taken with a smartphone and shared on social media sites.

### **Share of voice**

A metric for understanding how many social media mentions a particular brand is receiving in relation to its competition. Usually measured as a percentage of total mentions within an industry or among a defined group of competitors.

### **Snapchat**

An 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).

### **Social listening**

The practice of actively listening to and seeking to understand online conversations about a specific phrase, word, or brand.

### **Social media**

The collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media.

### **Social media analytics**

Measuring baseline metrics such as number of mentions, retweets, or projected impressions for a collection of online conversations about a specific subject or topic.

### **Social media platform**

A tool that provides users the means to build, mix and promote community engagement, conversation and user-generated material.

## **Social networking**

The use of dedicated websites and applications to interact with other users, or to find people with similar interests to oneself.

## **T**

### **Tag**

A 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.

### **Thread**

A strand of messages which represent a conversation, or part of a conversation. Threads are essential to most forms of online communication, including social media, web forums, and email.

### **TikTok**

A video-sharing focused social networking service that hosts a variety of short-form user videos, from genres like dance, comedy, and education, with durations from 15 seconds to three minutes.

### **Timestamp**

The date and time that a message is posted to a social network, usually visible below the headline or username.

### **Trending topic**

The most talked about topics and hashtags on a social media network. These commonly appear on social networks (in real time) and serve as clickable links in which users can either click on to join the conversation or simply browse the related content.

### **Troll**

A person known for creating controversy in an online setting. They typically hang out in forums, comment sections, and chat rooms with the intent of disrupting the conversation on a piece of content by providing commentary that aims to evoke a reaction.

## **Twitter**

A real-time social network that allows users to share 280-character updates with their following. Users can favourite and retweet the posts of other users, as well as engage in conversations using @mentions, replies, and hashtags for categorizing their content.

## **U**

### **UGC or User-generated content**

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

### **URL**

The location of a page or other resource on the web (web address). The acronym stands for Uniform Resource Locator.

### **URL shortener**

A tool that condenses a URL into a shorter (and more social media friendly) format, known as a short link (also see bit.ly and ow.ly.).

### **User**

Individual who is a member of, and uses, a social media platform.

## **V**

### **Vanity URL**

A branded web address that replaces common URL shortener formats with something that has your branding, or is related to the content (like Time Inc.'s vanity URL "ti.me").

### **Verified**

Social media account is verified authentic, at the discretion of the social media provider. Typically reserved for brands, celebrities and public figures as a way of preventing fraud and protecting the integrity of the individual/group/organization behind the account.

**Viral**

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.

**Vlog**

A piece of content that employs video to tell a story or report on information.

**W****Webinar**

An online seminar or presentation that is hosted by an individual or an organization. Most often, the host requires attendees to fill out a form before granting them access to stream the audio and slides. Webinars are held to educate audiences about a particular topic. Commonly, for interactivity, a discussion will also occur concurrently on social media using the webinar’s unique hashtag.

**WordPress**

WordPress is a free and open source blogging tool and a content management system (CMS).

