

6 Social Media Terms

#1 Branded Resources:

Content that provides value to consumers but may or may not directly include brand products. One example is 'How-To' blogs.

#2 Conversational & Brand Building Content:

Content that encourages user interaction and extends the desired brand image.

#3 Engagement Rate:

Engagement rate describes the number of interactions—likes, clicks, comments, shares—a piece of content receives.

#4 Hashtag:

A phrase beginning with the symbol “#” used in social media as a way for tagging content for users to find. Adding hashtags to a post allows users to find that post when searching for that topic.

#5 Promotional Content:

Content that pushes products, promotions, or offers that tie directly to sales.

#6 User-generated Content:

Content created by your consumers about your company or industry that you can reshare to your community.