GLOSSARY OF KEY TERMS

1. **Algorithm** – An algorithm is a process or set of rules to be followed in calculations or other problem-solving operations. An algorithm expects a defined set of inputs to produce a defined set of outputs. For example, when you search for #downtown in the Twitter search box, the results that return to you come from an algorithm.
2. **Analytics** – Analytics is the practice of gathering data from websites, blogs and social media platforms and analyzing that data to make business decisions. The most common use is to mine customer sentiment in order to support marketing and customer service activities.
3. **Buffer** – Much like Hootsuite, Buffer is a social media management tool. Instead of scheduling posts by picking a day and time, in Buffer you add updates to your Buffer queue and it post for you throughout the day - and at the best times.
4. **Google AdWords** – Google AdWords is an advertising service by Google for businesses and nonprofits wanting to display ads on Google and its advertising network. The AdWords program enables businesses to set a budget for advertising and only pay when people click the ads. The ad service is largely focused on keywords. Google offers Ad Grants of up to $10,000 to nonprofits.
5. **Hootsuite** – Hootsuite is a social media management tool that manages multiple networks, schedule posts, and engages your audience, all in one place. Hootsuite is free for up to three social media profiles providing basic analytics and scheduling.
6. **IFTTT** – IFTTT is an abbreviation of “If This Then That.” An online management tool that allows you to create chains of simple conditional statements, called “recipes”, which are triggered based on changes to other web services such as Facebook and Twitter. IFTTT will post Facebook and Twitter content based on your “recipe.” It can also save photos your program is tagged in to a Dropbox folder.
7. **TweetDeck** – TweetDeck is a social media management tool specifically for Twitter. It allows you to send and receive tweets and view profiles. A great tool if you have multiple Twitter accounts for festivals and events.
8. **EdgeRank** – EdgeRank was once defined as the algorithm that determined which stories (or “edges” as Facebook called them) qualified to show up in a user’s News Feed, and ranked them for display purposes. EdgeRank had three primary pieces: Affinity — i.e., how close is the relationship between the user and the content/source? Weight — i.e., what type of action was taken on the content?

Decay — i.e., how recent/current is the content? As of 2011, Facebook has switched from using the EdgeRank system and uses a machine learning algorithm that, as of 2013, takes more than 100,000 factors into account.

9. **Hyperlapse** – Hyperlapse is an Instagram app to capture high-quality time lapse videos even while in motion. Hyperlapse features built-in stabilization technology that lets you create moving, handheld time lapses that result in a cinematic look, quality and feel—a feat that has previously only been possible with expensive equipment. Using Hyperlapse is a great tool to use to showcase the rehabilitation of a prominent building in your district or a promotional event from start to finish.
10. **Boomerang** – Boomerang is an Instagram video app that takes a burst of photos and stitches them together into a high-quality mini video that plays forward and backward.
11. **Social Examiner**® – Social Examiner is an online social media marketing resource where you can learn how to best use social media to connect with customers, drive traffic and generate awareness. Website: www.socialmediaexaminer.com
12. **Sprout Social** – Sprout Social is a social media management and engagement platform that enables social communication for businesses through three main functions: publishing, engagement and analytics. While Sprout Social does charge a fee for its services, it provides free resources and guides on various social media features. Website: www.sproutsocial.com/insights/resources
13. **PicMonkey** – PicMonkey is an online photo editor. Use PicMonkey's collage maker to bring your pictures together in a photo collage. Website: http://www.picmonkey.com
14. **Personas** – Personas are descriptions of your target audience who might live, work, shop or play in your district. The persona usually includes a fictitious buyer's demographic information, day in the life of, needs, preferences, etc.
15. **Facebook Pages** – Facebook Pages are for businesses, brands and organizations to share their stories and connect with people. Like profiles, you can customize Pages by publishing stories, hosting events, adding apps and more. People who like your Page and their friends can get updates in their News Feed.
16. **High Resolution Photos** - High resolution photos are required for sharp reproduction in publications otherwise the printing quality is very poor. Pictures should be taken at the highest resolution setting on the camera. A high resolution picture is determined by its number of pixels; more pixels improve the sharpness of the picture. For web photos aim for 640 to 1080 pixels.
17. **Competitive Analysis** – Competitive Analysis gathers data in the market research and persona identification process into the organizations with whom you truly compete with. Competitive analysis examines where, why and how

those organizations are making conversions, what types of content creation consistently boosts traffic, and how your competition's buying personas align with your own strategy.

18. **MailChimp** – MailChimp is an email service that allows you to create, send, and manage email newsletters to individual recipients. Website: www.mailchimp.com
19. **Constant Contact** – Constant Contact is a marketing service that allows you to create and manage emails, events, and social media content to individual recipients. Website: www.constantcontact.com
20. **Vertical Response** – Vertical Response is a marketing service that provides software for sending email marketing, online surveys and direct mail for direct marketing campaigns.
21. **Facebook Call-to-Action Button** – A Call-to-Action button is an option on both link ads and Pages. To add a "Call-to-Action," go to your Page's cover photo and click Create Call to Action. Page admins can select from a group of call-to-action buttons — like Shop Now or Sign Up — to add to the top of their Page. The eight calls to action available are: Book Now, Contact Us, Use App, Play Game, Shop Now, Sign-Up, Watch Video, and Donate Now. Your Page's category must be set to "Non-Profit Organization" in order to view the "Donate Now" call-to-action button.
22. **Post Reach** – Post Reach is the number of people who have seen your post. Your post counts as reaching someone when it's shown in News Feed. Figures are for the first 28 days after a post was created and include people viewing your post on desktop and mobile.
23. **Engagement Rate** – Engagement Rate is the percentage of people, who saw a post that liked, shared, clicked or commented on it.
24. **Likes** – "Likes" are a primary way for users to signal agreement, acknowledgement, laughter, and support. Simply means at some point, someone clicked the "like" button either directly on your social media page or on a website that was promoting that page.
25. **Hashtag** – Hashtags are a simple way to track topics and keywords used on Facebook, Twitter and Instagram. Any word that has the # symbol at the beginning of it will be turned into clickable hyperlink that shows all other recent posts with that same term. For example: #downtown or #econdev
26. **Twitter Cards** – Twitter Cards allow you to attach rich photos, videos and media experience to Tweets that drive traffic to your website. Simply add a few lines of HTML to your webpage, and users who Tweet links to your content will have a "Card" added to the Tweet that's visible to all of their followers.
27. **Periscope** – Periscope is a live-streaming video app from Twitter. It allows you to watch and broadcast live video from your smartphone.

28. **Canva** – Canva is a simple drag-and-drop design tool with a library of more than 1 million photographs, graphics and fonts to choose from. The tools are for use by non-designers as well as professionals, and for both web and print media design and graphics. Create designs for Web or print: blog graphics, presentations, Facebook covers, flyers, posters, and invitations. Website: www.canva.com