

Getting familiar with some key terms

Like the pharma industry, paid social media can be a confusing landscape of acronyms and unique terms. To help you navigate this, we have created this quick reference guide to some of the terms you may hear in this course, or when working on paid social campaigns. We'd suggest having this handy throughout the course to reference for any new terms.

TERM	DEFINITION
Advertising	
Social advertising / paid media	This is the term used when you pay to play. So, you spend money to have your content seen on social media.
Ad / advert	The social post that is served in your advertising campaign.
Dark post/s	This can be another term people use when referring to ads. These are posts that do not appear organically on your social media channel, and only appear in paid campaigns.
Ad server	The tool where you set up your advertising campaigns so they can be delivered on the social network. Each social network has built their own ad server. There are also third-party tools you can use that have access to the native platforms, e.g. Sprinklr.
Business Manager / Business Suite	The tool used by Facebook and Instagram for businesses to manage pages, paid media, content posting and reporting.
LinkedIn campaign manager	The name of LinkedIn's ad server.
Boosting posts	This refers to a post that appears organically on the page / channel and then has a paid budget added to extend its reach. Boosting is different from setting up ads in a paid campaign as when boosting a post, you can only select one post and there are limited targeting options.
Targeting	Targeting is the criteria that you use to tell the social media ad servers how to find your audience.

TERM	DEFINITION
Look-a-like audience	This is a way to show your ads to new people who might be interested in your campaign because the social media networks try to find people who share similar characteristics to one of your existing audiences, for example people who are similar to visitors to your website. You can also build look-a-like audiences from your most engaged audiences, for example people who converted on your website or from your email database.
Pixel	A small snippet of code that sits on your website and talks back to social media platforms. Pixels allow you to track performance on your website and optimise campaigns towards website conversion and to build social media audiences based on behaviour on your web properties.
Retargeting	A paid targeting strategy where you send someone an ad based on their past behaviour and interactions with you. For example, by building an audience of people who visited your website and sending them ads on social media.
Adverts	
Ad format	This refers to the type of ad that you are going to use. The social networks offer a range of options, for example, website cards or videos.
Placement	This refers to where the adverts will appear across the social media networks. For example, Facebook's newsfeed and stories are both different placements as they appear in different places on the social media network.
Post copy (or caption)	The main body of text on an ad that does not appear in a visual asset. For example, the primary text in Facebook posts.
Character count	The number of characters (including spaces) in your ad copy. Ad format specifications will often have character count limitations and it is important to check whether your copy will fit in the space available on an ad. And to communicate this limitation to MLR teams for their review.
Text truncation	When copy in your ad is cut off due to the character limitations of the ad format. Any additional text beyond the truncation will generally appear behind a 'see more' button. Or the text will be cut off at the maximum character limit.

TERM	DEFINITION
Assets	The creative and copy combinations you plan to use on social media.
Asset variations	You will usually upload multiple asset variations to a paid campaign so the ad server can find the most effective asset for driving your desired campaign action.
A/B testing	Also known as split testing, this is where you place even spend behind two variables to test which is more effective.
Monitoring	
Community management	This refers to managing online communities on social media. For example, through monitoring comments and activity on social media accounts, and replying to or actioning these comments.
Community Manager	The job title often given to someone who manages social media accounts for businesses.
Direct message	A direct message on social media is like a private message. This means it doesn't appear publicly on your social media account, but instead comes through to a private inbox.
Adverse event and product complaint monitoring	The legal obligation of pharmaceutical and healthcare companies to monitor and report adverse events / product complaints about their products that appear on social media.
Reporting & Optimisation	
Campaign optimisation	Reviewing data, gathering learnings, and adjusting a live campaign to improve performance.
Frequency	The average number of times your ad was served to each person.
Media spend	The budget allocated to purchasing media on the social media networks. Also referred to as out-of-pocket budget.
Impressions	The number of times your ad was shown on social media.
Reach	The number of unique users who saw your content at least once. Reach is different from impressions. Impressions may include multiple views of your ads by the same people.

TERM	DEFINITION
Results	The number of actions that fulfill your campaign objective.
Cost per result	Cost to achieve the desired action in your paid campaign.
Result rate	Total number of results divided by impressions as a percentage.
Engagements	Total number of interactions with your posts e.g. likes, comments, shares, reposts, hashtag clicks. In paid media campaigns this could include both paid and earned.
Engagement rate	Total number of engagements divided by impressions as a percentage.
Cost per engagement	Total spend divided by the number of engagements.
Likes	The total number of Likes on your content.
Reactions	The number of reactions on your ads. The reactions button on an ad allows people to share different reactions to its content, for example on Facebook these are Like, Love, Care, Haha, Wow, Sad or Angry.
Comments / replies	The total number of comments/replies to your posts.
Shares	The total number of times people shared your content. Note: this only includes people using the 'share' button. People may share your content in other ways too such as tagging a friend or copying a link.
Link clicks	The number of clicks on links within your post that led to an advertiser-specified destinations, on or off platform. For example, clicks on a link to your website.
Clicks	The number of clicks on your ads. This metric could include multiple types of clicks on your ad such as clicks to expand an image, to like the post, to visit a link.
Click through rate	The number of clicks (all) divided by impressions as a percentage.
Cost per click	Total spend divided by the number of clicks.
Social actions (LinkedIn)	Total number of reactions, comments, shares and new account follows.
Video view	Views of your video content. The length of time that counts as a view differs based on platform. Facebook / Instagram = 3 seconds, X (formerly Twitter) = 2 seconds, LinkedIn = 2 seconds.
Cost per video view	Total spend divided by the total number of video views.

TERM	DEFINITION
Video views 25%	Number of times your video was watched to 25% of its length, including plays that skipped ahead to this point.
Video views 50%	Number of times your video was watched to 50% of its length, including plays that skipped ahead to this point.
Video views 75%	Number of times your video was watched to 75% of its length, including plays that skipped ahead to this point.
Campaign pacing	Campaign pacing refers to the cadence at which your campaign is delivered. Each social network has their own approach to how they pace your campaigns and manage daily budgets.
Social listening	Social listening refers to actively tracking and analysing online mentions and conversations amongst your target audience, which could be about your company or brands, or a disease area or topic in a disease area. These conversations need to take place in public social networks, like X, or forums, or in the news to be able to be picked up by social listening tools.