



SOCIAL MEDIA GLOSSARY

Algorithm

The system that decides which content users see on a platform based on factors such as relevance, engagement, watch time, and user interests.

Audience

The people who regularly view or engage with your content.

Authenticity

Creating content that is honest, transparent, and consistent with your values. Authenticity builds trust over time.

Analytics

Data that helps you understand how your content is performing (views, reach, engagement, watch time, followers, etc.).

Call to Action (CTA)

A clear invitation encouraging people to take a specific step, such as "Share this post," "Comment below," "Pray with us," or "Register here."

Caption

The written text accompanying a photo or video.

Carousel

A post containing multiple images or slides that users can swipe through.

Community Management

Responding to comments, messages, and conversations to build authentic relationships with your audience.



Content Creator

A person who produces videos, images, podcasts, articles, or other digital content for online platforms.

Creator Economy

The ecosystem in which creators produce content and may earn income through sponsorships, memberships, donations, products, or platform monetization.

Digital Footprint

The lasting record of what you publish and how you interact online. Every post contributes to your digital witness.

Influencer

A person whose content has the ability to shape opinions, behaviors, or decisions within a community. Influence is based on trust, not only on follower count.

Key Message

The single most important idea you want your audience to remember after consuming your content.

Micro-Influencer

A creator with a smaller but often highly engaged and trusted audience.

Organic Reach

The number of people who see your content without paid promotion.

**Reach**

The number of unique people who viewed your content.

Reel / Short / Short-form Video

A vertical video, usually under one minute, designed for quick and engaging storytelling.

Repurpose

Adapting one piece of content into different formats—for example, turning a webinar into several short videos.

Save

When a user bookmarks a post to return to it later. Saves often indicate that content is particularly valuable.

Share

When someone sends your content to another person or reposts it to their own audience.

Story

A photo or video that disappears after 24 hours (on most platforms), designed for informal and timely communication.

Storytelling

Communicating ideas through narratives, experiences, and personal testimonies that connect emotionally with an audience.

Target Audience

The specific group of people your content is intended to reach.



Thumbnail

The cover image representing a video.

Trend

A popular format, sound, topic, or style that is widely used across social media for a period of time.

User-Generated Content (UGC)

Content created by members of a community rather than by an organization itself.

Vertical Video

A video recorded in portrait orientation (9:16), optimized for viewing on smartphones.

Virality

The rapid spread of content through shares and recommendations. While it can increase visibility, it should never be the primary goal of a Digital Missionary.

Watch Time

The total amount of time people spend watching a video. Most platforms use this as an important quality signal.