

Jargon buster

Here is a guide to frequently used terminology for employee advocacy. It helps to ensure everyone in your company understands what you mean by different terms, and how it maps to other social media and marketing activity.

| Terminology | Meaning |
|--------------------|--|
| Advocates | Employees who are part of the programme |
| Engagements | An interaction e.g. like, retweet, comment, click, share etc. |
| Reach | <p>Instagram/Facebook</p> <p>They define reach as the number of unique users that saw your Instagram or Facebook post on any given day. Reach tells you how many unique users are served your content every day.</p> <p>Twitter</p> <p>Twitter does not provide reach data within its analytics</p> |
| Impressions | <p>Instagram/Facebook</p> <p>They define impressions as the number of times your content was shown to users. While commonly confused with reach, impressions are the total number of times your content could have been seen.</p> <p>Twitter</p> <p>Twitter defines impressions as anytime a Twitter user sees your Tweet.</p> |

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| Customer conversations | While overall engagement is an excellent indicator of how well posts are performing, ‘customer conversations’ or audience conversations are an equally valuable space to explore. How customers or an advocate’s network responds to posts informs us of what content is resonating and builds a stronger content strategy. It helps us understand what stories advocates should be telling their audience and what questions they need to ask. |
| Content distribution | Content distribution is the process of sharing, publishing, and promoting your content. It’s how you provide your content to your audience for consumption through various channels/media. |
| Recruitment | A catch-all term for identifying and onboarding new advocate recruits to the programme. |
| Tagging | Tagging refers to the practise of including the @ handle account of someone in a post. For example, you could @ a colleague in an Instagram post or an association you’re working with in a tweet. Tagging @ handles is used to help increase engagement on posts and forms part of the overall content strategy. |
| Employee Communications Applications | Sometimes used to refer to employee advocacy tools |
| Employee empowerment | Used as part of advocacy vernacular, particularly within HR |
| Employee Generated Content (EGC) | Unique content created by employee advocates |
| Amplify content | Resharing of brand, product, corporate content |
| Social selling | Advocacy by sales staff, typically within B2B |
| Employee advocacy tools | Software to enable you to scale your advocacy programme including gamification, reporting and mechanism for advocates to share content |