

## 13.2: Key terms and concepts

Table 13.2.1

Term	Definition
Ad Types	The kind of ads you can create on social media; these could be Twitter Cards, Facebook sponsored posts or, Lenses or Geofilters on Snapchat.
Demographics	Statistical information about a particular population, such as age, gender, language or location.
Hashtags	A word preceded by a hash, such as #nofilter, used to help users find posts related to their interests.
KPI	Key performance indicator, important metrics that can be measured to indicate success.
Objectives	What you want to achieve from a marketing effort.
Payment models	The various ways available to pay for ads online, such as cost per click (CPC), cost per engagement (CPE), and cost per mille meaning cost per thousand views, (CPM).
Platform	A single social media network, such as Facebook, Instagram, or WeChat
Promoted content	Content (posts) that extends its reach via paid-for advertising/promotion.
Social media ROI	The return on investment on social media, difficult to measure straightforwardly, but important to track.
Targeting options	The options available for ensuring that ads reach the right users at the right time.

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