

## 17.2: Key terms and concepts

Table 17.2.1

Term	Definition
Community guidelines	The rules and principles that community members must adhere to when communicating on a social media platform.
Community management	Community management is the building and monitoring of online communities generated from your brand's blogs, forums, social network pages, etc.
Key performance indicator (KPI)	A metric that shows whether an objective is being achieved.
Lead	A person who has shown interest in a brand, product or service and could be converted into a customer.
Objective	A desired outcome of a digital marketing campaign.
Online reputation management (ORM)	Understanding and influencing the perception of an entity online.
Search engine optimisation (SEO)	The process of improving website rankings in search engines.
Social media dashboard	A service that allows you to centralise management of your social media properties.
Social network	In an online context, a type of website model where individual members become part of a broader virtual community
URL Shortener	A web tool that creates a shorter version of a full URL.

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