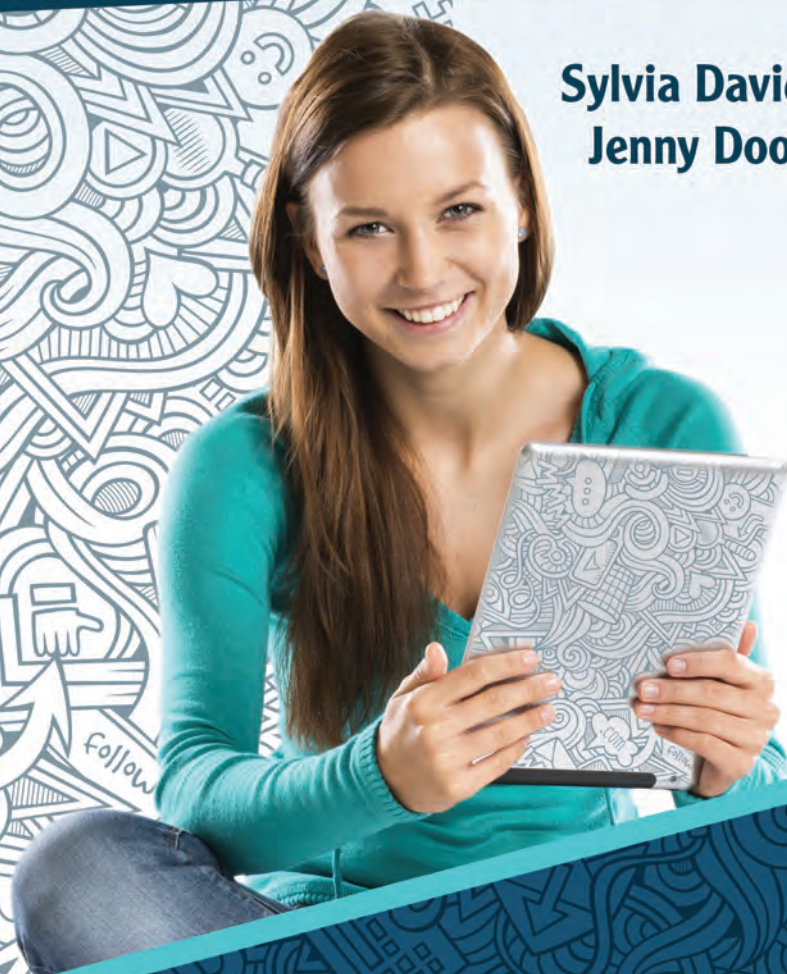# SOCIAL MEDIA MARKETING

Sylvia Davidson
Jenny Dooley

Express Publishing

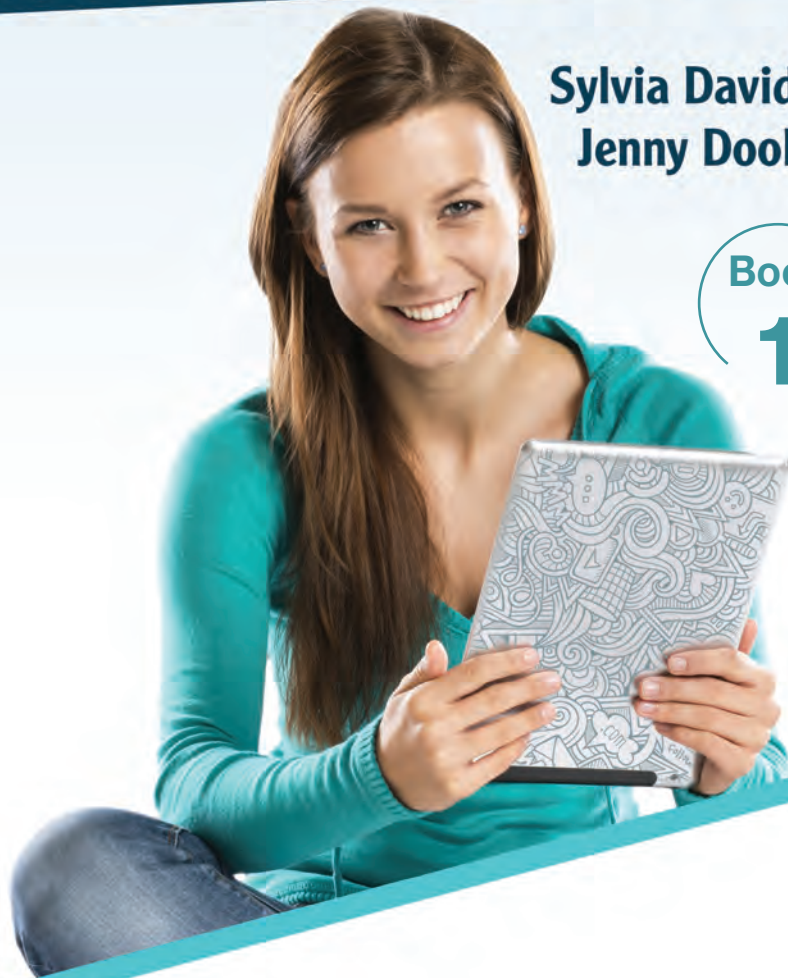# Career Paths

SOCIAL MEDIA MARKETING

Sylvia Davidson
Jenny Dooley

Book 1

Express Publishing

Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	Media Now and Then	Course description	communication, computer-mediated communication (CMC), content, hybrid media, interactivity, owned media, social media, social networking, social networking site (SNS), traditional media, user-generated	Describing consequences
2	Technology and Media Devices	Report	app, browser, computer, desktop, interface, Internet, laptop, mobile, optimize, smartphone, tablet, track, user, website	Giving feedback
3	Features of a Social Networking Site	Webpage	browse, calendar, contact, discussion board, event, invite, offline, online, password, post, upload, username, virtual	Discussing feedback
4	Basic Actions	Review	automatically, chat, click on, download, edit, flaw, log in, log out, post, privately, repost, share, view	Offering assistance
5	Communication Methods: Text	Memo	blog, character, editor, editorial, email, feed, information sharing, instant message, interactive, link, messaging, presence, subscribe, update	Describing a desired outcome
6	Communication Methods: Audio	Email	archive, audio, constant, host, launch, listen, music, podcast, ratings, record, series, streaming, voice, webcast	Making a suggestion
7	Communication Methods: Images	Article	album, alert, filter, hashtag, image, Internet meme, navigate, photo, reject, resolution, selfie, spawn, tag	Giving praise
8	Communication Methods: Video	Encyclopedia article	channel, clip, duration, live, plug-in, registered, video, video conferencing, viral, vlog, watch	Showing agreement
9	Features of Social Media	Blog post	community, customizable, entertainment, friend, gaming, group, imaginable, interest, notification, personal, profile, status	Asking for details
10	Benefits for Businesses and Individuals	Editorial	boost, business, commercial, corporate, engage, exposure, loyalty, network, opportunity, political, professional, public relations, unrelated, vital	Delivering good news
11	Information Sourcing	Textbook chapter	advertising, audience, buying habits, collaborative, crowdsourcing, gatekeeper, journalism, marketing, news feed, opinion, shift, user review	Setting out an argument
12	Online Culture	Blog post	browsing behavior, curate, debate, global, limit, physical, platform, privacy, represent, risk, traceable, vibrant	Reporting on an action plan
13	Metrics 1	Textbook chapter	awareness, buzz, conversion, engagement, favorites, follower, impression, mainstream media, metrics, persuasion, popularity, retention, sentiment	Describing necessity
14	Metrics 2	Report	bounce rate, effective, keyword, marginal, new visitor, page view, referral, returning visitor, search, traffic, unique visitor, visit	Making an assumption
15	Describing Change	Article	decline, decrease, expand, fluctuate, increase, plummet, rise, shrink, spike, stabilize, steady	Expressing probability

Table of Contents

SOCIAL MEDIA MARKETING

Sylvia Davidson
Jenny Dooley

Book 2

Scope and Sequence

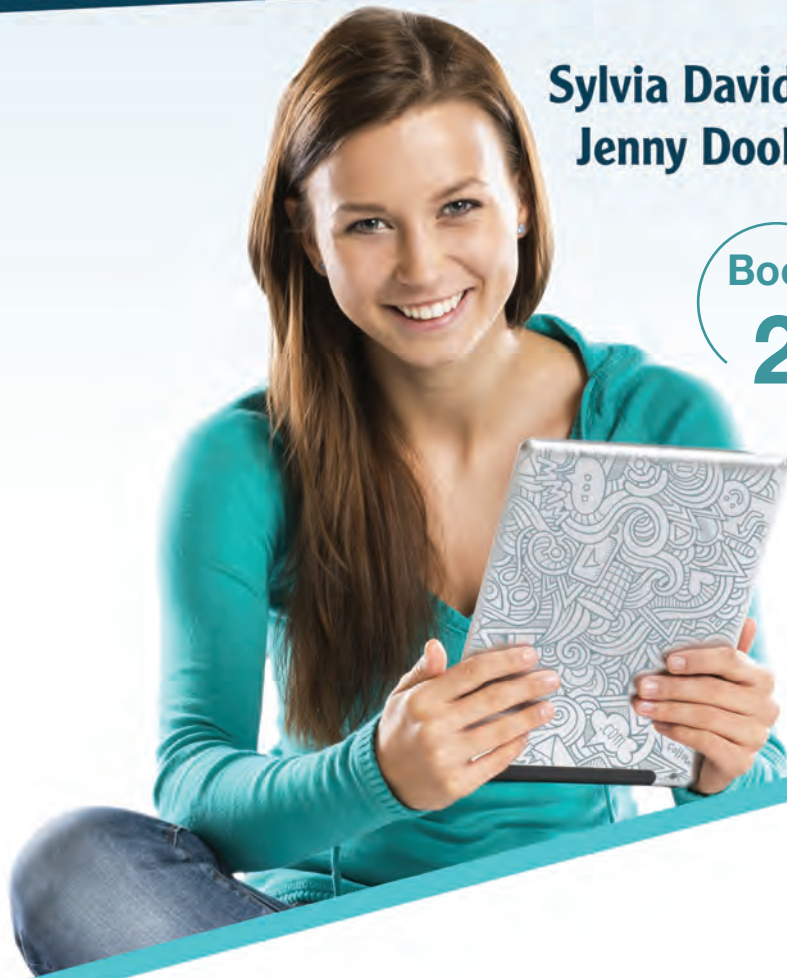| Unit	Topic	Reading context	Vocabulary	Function
1	Citizen Journalism	Editorial	accountability, analyze, break, checks and balances, citizen journalism, conversation, eyewitness account, independent, interpret, investigate, leak, public, watchdog	Expressing a concern
2	Official News Sources	Editorial	amateur, breaking news, editorial staff, ethical, guidelines, inaccurate, news cycle, newsroom, objective, official news source, reliable, stance, standard, strict	Emphasizing an issue
3	Compelling Content	Email	blog, commentator, edit, editor, hyperlink, microblog, multimedia producer, push out, reference, sensational, style guide, visually appealing	Expressing an opinion
4	Campaigns on Social Media	Email	campaign, consumer, influence, KPI (Key Performance Indicator), monitor, publicity, reputation, ROI (Return On Investment), social business, strategy, trust	Changing one's mind
5	Social Capital	Textbook chapter	attitude, behavior, credibility, dialogue, image, inbound, outbound, perceive, social capital	Drawing a conclusion
6	Celebrities on Social Media	Webpage	appearance, athlete, celebrity, fame, fan, lifestyle, paparazzi, promote, publicist, release, reputation management, scrutiny, status	Making a suggestion
7	Social Media Management	Email	analytics, complaint, customer care, disclaimer, earned exposure, monitoring, negative, organic, positive, rating, repurpose, risk management, sales	Emphasizing an issue
8	Advertising in Social Media	Article	access, advocacy, branding, compensate, competitive advantage, CFM (Consumer-Fortified Media), CGM (Consumer-Generated Media), distinct, endorse, generate, incentivize, participatory advertising, purchase, reinforce, seamless, word-of-mouth	Showing understanding
9	The Power of Social Media	Course description	consistent, flow, humor, ins and outs, interrupt, native to platform, pop culture, relevant, resonate, self-aware, sensitive to the moment, timing	Asking for advice
10	Social Media Campaigns in Politics	Cover letter	campaign, candidate, election, grassroots, lobby, name recognition, political consultant, politician, poll, public opinion, real-time, supporter, voter	Discussing duties
11	Corporate Social Responsibility	Editorial	consumer protection, corporate citizenship, corporation, CSR (Corporate Social Responsibility), environmental, immediate, response, stakeholder, stockholder, transparency, viable, voice	Expressing an intention
12	Editorial Ethics	Editorial	biased, conflict of interest, disclosure, editorial independence, ethics, harm, irresponsible, minimize, native advertising, propaganda, special interest group, sponsored, value	Expressing disagreement
13	Corporate Ethics	Webpage	associate, attention, code of ethics, edgy, gauge, insensitive, offensive, predict, private, unintended	Delivering bad news
14	Challenges of Social Media	Blog post	backfire, control, delete, false, harassment, hijack, hit-and-run posting, hostile, ignore, improve, retract, stalk, troll	Expressing doubt
15	Teenagers and Social Media	Police information notice	anxiety, block, boundaries, bully, development, empower, excessive, filter, inappropriate, install, Internet-savvy, lifelong learning, mental health, minor, online predator, privacy settings, stranger	Making a generalization

Table of Contents
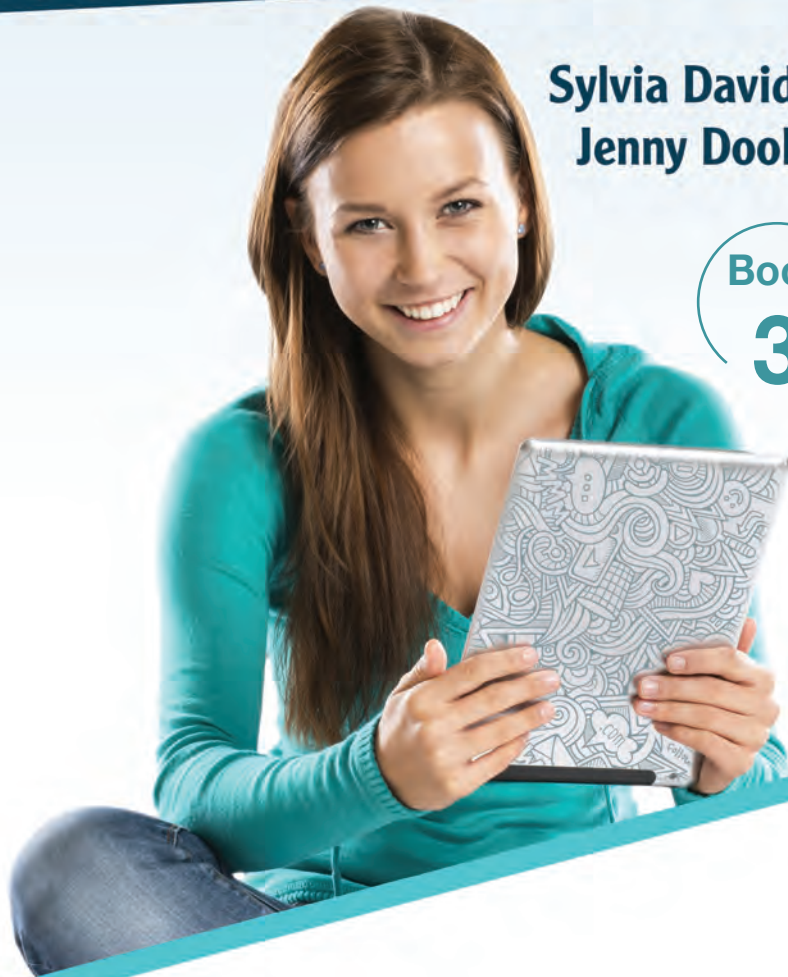
SOCIAL MEDIA MARKETING

Sylvia Davidson
Jenny Dooley

Book **3**

Express Publishing

Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	Social Media-Based Crowdfunding	Email	backer, concurrent, contribution, crowdfunding, disseminate, forward, fundraising, impact, moderating organization, multiple, prerelease, progress, project, promoter, publicize	Describing pros and cons
2	Apps: Pre and Post Launch Strategies	Article	adjustment, development, entrepreneur, fan page, grow, influencer, innovation, leverage, overcome, rapid iteration, start-up, sustain, testing, visibility	Expressing certainty
3	App Software Features	Webpage	beta, bug, feedback, functionality, incorporate, integration, intuitive, optimize, real-world, test, touch-based, usability, versatility	Checking on progress
4	Information Security	Magazine article	adware, cracker, cybersecurity, fraudulent, identity theft, idle, impostor account, interception, malware, patch, phishing, pop-up, spyware, threat, unmonitored, zero-day attack	Expressing dismay
5	Business Conduct Online	Blog post	abide by, abuse, astroturfing, breach, conduct, deceive, demographics, disclose, disinformation, honesty, privacy policy, psychographics, public sentiment, terms of service, transparent, user data	Highlighting necessity
6	Data Usage and Protection	Webpage	collection, compliance, consent, encryption, erase, explicit, implement, legislation, penalty, principle, regulation, retention, revoke, right, secure, third party, transfer	Interrupting politely
7	Speech Regulation	Lecture notes	censorship, controversy, criticism, deceptive, defamatory, discriminatory, free expression, hate speech, libel, malicious, objectionable, prior restraint, speech, threaten, violence	Expressing confusion
8	Offensive and Illegal Content	Article	adult, age-based, age verification, expose, hold liable, illegal, mature, nudity, obscene, oversight, pornography, profanity, restrict, strict	Setting out an argument
9	Intellectual Property	Blog post	anonymous, attribution, copyright, fair use, file sharing, identity verification, infringement, intellectual property, license, misuse, ownership, plagiarism, ramifications, royalties	Asking for clarifications
10	Legal procedures	Article	civil court, class action, court, criminal, damages, defendant, fine, jail time, lawsuit, liability, plaintiff, sanction, settlement	Expressing probability
11	Start-Up Funding	Blog post	founder, bootstrapping, funding, equity, cofounder, register, option pool, employee, angel investor, venture capitalist, investment banker, issue, IPO	Changing one's mind
12	Investing in a Start-up	Blog post	best-case scenario, capital, debt, gain, go public, investment group, loss, opportunity cost, payout, pitch, process, profitable, risky, stock, success story, track record, underestimate, vetting	Suggesting an alternative
13	Digital Media Technology Studies	Webpage	coding, computer architecture, computing language, digital, electricity, electronics engineering, hardware, operating system, physics, programming, software, software engineering	Making a recommendation
14	Careers in Social Media	Job postings	blogger, brand manager, community manager, content creator, customer service specialist, data analyst, developer, marketing coordinator, media buyer, R & D, SEO Specialist, strategist	Asking about work experience
15	The Future of Social Media	Article	AI (Artificial Intelligence), algorithm, appealing, AR (Augmented Reality), authentic, capitalize on, chatbot, ephemeral, game-changer, GIF, live broadcast, meaningful, social TV, story, vertical video, VR (Virtual Reality)	Highlighting importance

Table of Contents

user-generated

owned media

Course Title:
An Introduction to Media

Course description:

This course is designed to introduce students to the changing media landscape.

The course begins with an overview of the history of **communication**. Students will learn about the transition from **traditional media** to new media and they will discover how **hybrid media** combines the best elements of each. After that, they will explore techniques for making **owned media** more engaging. Recent technological advances in communications are also reviewed to indicate the frame of innovation.

All the basics of online **computer-mediated communication (CMC)** are covered. In particular, **user-generated** content will be examined. That means **social networking sites (SNS)** and other sites with strong **interactivity**. Students will leave with the ability to use **social networking** to its full potential. Students will also focus on ways to use **social media** more effectively and how to create highly sharable **content**.

social media

content

social networking

traditional media

Get ready!

1 Before you read the passage, talk about these questions.

1 What are some different types of media?

2 What are social media?

Vocabulary

3 Match the words or phrases (1-6) with the definitions (A-F).

1 __ communication   **4** __ social networking

2 __ hybrid media   **5** __ social network site

3 __ interactivity   **6** __ user-generated

A a two-way form of communication

B consisting of content that users voluntarily provide

C sharing or exchanging information via various means

D the activity of exchanging information and ideas in online communities

E a service that connects different people using online technology

F communication strategies that involve the use of both traditional media and new media

Reading

2 Read the course description. Then, choose the correct answers.

1 The history overview will focus on

A how communication is changing.

B traditional media.

C how best to use social media.

2 Hybrid media is a combination of

A social networking sites and new media.

B traditional media and owned media.

C traditional media and new media.

3 User-generated content is mostly applied

A to traditional media.

B to owned media.

C to interactive sites.

4 **Fill in the blanks with the correct words or phrases:** *computer-mediated communication*, *content*, *owned media*, *social media*, *traditional media*.

1 The woman bookmarked the website because she liked its _____ .

2 _____ includes actions like emailing and posting blogs.

3 Sources of _____ , like newspapers, are increasingly posting their content online.

4 A company's website is an example of _____ .

5 The two old classmates reconnected online through _____ .

5 🎧 **Listen and read the course description again. An online news source is an example of what kind of media?**

Listening

6 🎧 **Listen to a conversation between a professor and a student. Choose the correct answers.**

1 What is the conversation mostly about?

A a prediction about the future of communication trends

B a challenge of using the hybrid media model

C a comparison of two different media companies

D a history of the transition from traditional to new media

2 What is true about News Gem?

A It kept a traditional media model.

B Its website lacks interactive components.

C It started a new communication trend.

D It adapted to changing media needs.

7 🎧 **Listen again and complete the conversation.**

Professor: Last week we had a look at two **1** _____ _____ most of you are familiar with, the National Buzzer and News Gem. Are there any questions before we move on?

Student: Yes. Professor Owens, could you reiterate what News Gem is doing **2** _____ ?

Professor: Well, for one thing **3** _____ _____ a hybrid media model.

Student: What do you mean by hybrid media?

Professor: I mean that it still resembles a **4** _____ news source, but it incorporates a lot of user interactivity as well.

Student: What is the logic behind **5** _____ _____ ?

Professor: Basically, News Gem recognized **6** _____ _____ of communication trends. And it adapted rapidly in response.

Speaking

8 **With a partner, act out the roles below based on Task 7. Then, switch roles.**

USE LANGUAGE SUCH AS:

For one thing, ...

Basically, ...

As a result, ...

Student A: You are a professor. Talk to Student B about:

• a comparison of two media companies

• how the companies use media differently

• how the use of media has affected the success of each company

Student B: You are a student. Talk to Student A about comparing the communication models of two media companies.

Writing

9 **Use the conversation from Task 8 to complete the worksheet.**

Worksheet: **Types of Media**

1. a) What is traditional media?

Traditional media is _____ _____ .

b) Give an example.

An example of traditional media is _____ .

2. a) What is _____ ?

_____ .

b) Give an example.

_____ .

5

Glossary

advertising [N-UNCOUNT-U11] **Advertising** is the business of creating short pieces of film, audio, or text with the goal of persuading people to buy a product or service.

album [N-COUNT-U7] An **album** is a physical or digital collection of photos.

alert [N-COUNT-U7] An **alert** is a warning to make you more aware of something.

app [N-COUNT-U2] An **app** is a kind of software that a user can easily download to a mobile device to perform a particular task.

archive [V-T-U6] To **archive** something is to store it in an organized system so that it will be available later.

audience [N-COUNT-U11] An **audience** is a group that consists of all the people who watch, listen and follow a program, show or artist.

audio [N-UNCOUNT-U6] **Audio** is a recording that consists of sounds such as speech and music, but not images.

automatically [ADVERB-U4] When something is done **automatically**, it is done mechanically.

awareness [N-UNCOUNT-U13] **Awareness** is the state of knowing or noticing things.

blog [N-COUNT-U5] A **blog** is a webpage with a collection of related posts that change frequently. A blog is usually written by a particular author or group of authors and typically focuses on a particular subject or theme.

boost [V-T-U10] To **boost** means to improve and promote something in order to become more successful.

bounce rate [N-COUNT-U14] A **bounce rate** is the percentage of people who visit a website and then leave after viewing only one page.

browse [V-T-U3] If you **browse** on a computer or a post, you are looking for information on the Internet.

browser [N-COUNT-U2] A **browser** is a program on a computer that allows a user to access websites.

browsing behavior [N-UNCOUNT-U12] **Browsing behavior** is all the actions of a user when he or she goes online.

business [N-COUNT-U10] A **business** is an entity that buys and sells goods or services for money.

buying habits [PHRASE-U11] **Buying habits** refers to the products that particular customers usually buy and the places where they buy them.

buzz [N-UNCOUNT-U13] **Buzz** is general, ongoing discussion about something among a group of people or in the media.

calendar [N-COUNT-U3] A **calendar** is a document that shows the days, weeks, and months in a particular year.

channel [N-COUNT-U8] A **channel** is an online location with content from a particular source or with a particular theme.

character [N-COUNT-U5] A **character** is a letter, number, or symbol that someone enters into a message on an electronic device.

chat [V-T-U4] To **chat** is to communicate with someone by exchanging messages in an Internet/networking chatroom.

click on [V-I-U4] To **click on** a button or icon in a computer's interface is to instruct a computer to select it by pressing a button on a mouse or a trackpad.

clip [N-COUNT-U8] A **clip**, also known as video clip, is a short video that is hosted online or on TV.

collaborative [ADJ-U11] If a task is **collaborative**, it involves multiple people working together to accomplish something.

commercial [ADJ-U10] If something is **commercial**, it relates to the activity of buying and selling goods or services for money.

communication [N-UNCOUNT-U1] **Communication** is the study of the ways and processes by which humans exchange ideas, information or other content and feelings (through speech, telecommunication systems, broadcasting media, publishing, etc.).

community [N-COUNT-U9] A **community** is an online group of people that have certain interests or characteristics in common.

computer [N-COUNT-U2] A **computer** is a machine that stores information in electronic form and uses programs to find, organize, and alter that information.

computer-mediated communication (CMC) [N-UNCOUNT-U1] **Computer-mediated communication (CMC)** is any human interaction that happens using two or more electronic devices (email, chat rooms, instant messaging, etc.).

constant [ADJ-U6] A **constant** Internet connection is a connection that is uninterrupted.

contact [N-COUNT-U3] A **contact** is a person that someone knows or is able to communicate with.

content [N-UNCOUNT-U1] **Content** is the information that appears on a website.

conversion [N-UNCOUNT-U13] **Conversion** is the act of turning visitors to a website into paying customers.

corporate [ADJ-U10] If something is **corporate**, it belongs to or relates to a specific, major company.

crowdsourcing [N-UNCOUNT-U11] **Crowdsourcing** is the activity of receiving help or information from multiple people, usually over the Internet. These people may or may not receive payment in return.

curate [V-T-U12] To **curate** means to select items from among a large number of possibilities for other people to consume and enjoy.

customizable [ADJ-U9] When something is **customizable**, it can be modified to suit a particular individual, task or specifications.

debate [N-COUNT-U12] A **debate** is a discussion of a specific topic in which people state different opinions.

decline [N-UNCOUNT-U15] A **decline** is the process of becoming smaller in amount.

decrease [V-I-U15] To **decrease** is to become smaller in number or value.

desktop [ADJ-U2] A **desktop** computer is intended to be used in one place, like on a table or desk, because it is too big to carry around.

discussion board [N-COUNT-U3] A **discussion board** is a section of a website where users join to have a public discussion about a particular topic of interest and where they can read or leave messages.

download [V-T-U4] To **download** something is to transfer information from a website or app to an individual electronic device.

duration [N-UNCOUNT-U8] **Duration** is the period of time for which something lasts or exists.

edit [V-T-U4] To **edit** a post, piece of writing, photo etc. means to adapt, change and prepare it for presenting it online and/or on paper.

editor [N-COUNT-U5] An **editor** is the person responsible for the final content of a text and all other aspects of a publication.

editorial [ADJ-U5] An **editorial** blog is one that contains articles expressing the opinion of the publisher.

effective [ADJ-U14] Something is **effective** when it has the capability to produce a desirable result.

email [V-T-U5] To **email** someone is to use a system that allows people to send messages, files, pictures or videos to others using electronic devices.

engage [V-T-U10] To **engage** someone is to attract and maintain his or her attention.

engagement [N-UNCOUNT-U13] **Engagement** is the state of being involved in a specific activity.

entertainment [N-UNCOUNT-U9] **Entertainment** is an amusing or interesting activity or performance.

event [N-COUNT-U3] An **event** is a social occasion when people gather to do something together.

expand [V-I-U15] To **expand** is to grow larger.

exposure [N-UNCOUNT-U10] **Exposure** is the state of being seen or noticed.

favorites [N-PLURAL-U13] **Favorites** is a function on most browsers where a user can add and save the addresses of his/her favorite or most visited websites.

feed [N-COUNT-U5] A **feed** is a system that provides subscribers with regularly updated content.

filter [N-COUNT-U7] A **filter** is a function often present in social media that gives users the possibility to edit an image in a desired way.

flaw [N-COUNT-U4] A **flaw** is an imperfection or weakness of something.

fluctuate [V-I-U15] To **fluctuate** is to change regularly.

follower [N-COUNT-U13] A **follower** is someone who chooses to receive updates and information from another person or organization on social media.

friend [N-COUNT-U9] A **friend** is an online person that someone shares similar interests, values etc. with, but who is not a family member.

Glossary

gaming [N-UNCOUNT-U9] **Gaming** is the activity of playing video games on a computer.

gatekeeper [N-COUNT-U11] A **gatekeeper** is a person or organization that has the power to decide who has access to something.

global [ADJ-U12] If something is **global**, it includes or affects the entire world.

group [N-COUNT-U9] A **group** is a set of people who share a common interest or idea, or who are connected in some way.

hashtag [N-COUNT-U7] A **hashtag** is a word or phrase with a "#" symbol in front of it that people use to find subjects of interest on the Internet, particularly through social media.

host [N-COUNT-U6] A **host** is a person who conducts and is responsible for an entertainment program and introduces guests to their audience.

hybrid media [N-UNCOUNT-U1] **Hybrid media** is a communication strategy that combines the use of traditional media and new media so as to pass on content more effectively.

image [N-COUNT-U7] An **image** is a still picture that someone views on an electronic display or other means.

imaginable [ADJ-U9] Something is **imaginable** when it is possible to be thought of or believed.

impression [N-COUNT-U13] An **impression** is an instance in which an online user views particular content.

increase [V-I-U15] To **increase** is to become larger or greater in number or value.

information sharing [N-UNCOUNT-U5] **Information sharing** is an exchange of data between a sender and a recipient.

instant message [N-COUNT-U5] An **instant message** is a short, typed form of communication that people quickly exchange through an online service.

interactive [ADJ-U5] Something is **interactive** when it relates to a program that responds to user activity.

interactivity [N-UNCOUNT-U1] **Interactivity** is a two-way communication in which users are allowed to exchange information and respond to input.

interest [N-COUNT-U9] An **interest** is an activity that someone likes to do or a topic that someone likes to learn about.

interface [N-COUNT-U2] An **interface** is the presentation of a piece of software on a screen of a mobile device.

Internet [N-COUNT-U2] The **Internet** is a computer network that lets people from different parts of the world share and exchange information.

Internet meme [N-COUNT-U7] An **Internet meme** is a phrase, text, video or photo that can be easily copied and shared among Internet users.

invite [V-T-U3] To **invite** someone online to do something is to ask him or her to participate in something.

journalism [N-UNCOUNT-U11] **Journalism** is the activity of reporting current events for radio, television, or other media.

keyword [N-COUNT-U14] A **keyword** is a word or brief phrase that describes the content of a document, image, database or webpage.

laptop [N-COUNT-U2] A **laptop** is a small lightweight computer that it is easy to carry and use in different places.

launch [V-T-U6] To **launch** means to release or introduce something new.

limit [V-T-U12] To **limit** means to put restrictions on something.

link [N-COUNT-U5] A **link** is a reference in an electronic document or webpage that activates another webpage or document when someone clicks on it.

listen [V-I-U6] To **listen** to a sound or music is to pay attention to it.

live [ADV-U8] If something occurs **live**, it is heard or viewed at the same time as it happens rather than being recorded for later use.

log in [PHRASAL V-U4] To **log in** is to gain access to a computer system or website, usually by typing in a username and password.

log out [PHRASAL V-U4] To **log out** is to end a session with a computer system or website by pressing a button and instructing the computer to temporarily delete your username and/or password.

loyalty [N-UNCOUNT-U10] **Loyalty** is the support and devotion to something or someone.

mainstream media [N-UNCOUNT-U13] **Mainstream media** refers to large organizations that convey news to a large segment of the public.

marginal [ADJ-U14] Something is **marginal** when it is barely adequate or within a lower limit compared to other values.

marketing [N-UNCOUNT-U11] **Marketing** is the activity of determining how to get people to buy a product or service. Marketing involves analyzing a product and its potential users in order to determine pricing, advertising, and other factors.

messaging [N-UNCOUNT-U5] **Messaging** is the process of exchanging typed communications with someone on an electronic device.

metrics [N-PLURAL-U13] **Metrics** is a system of related measures that facilitates the quantification of some particular characteristic.

mobile [ADJ-U2] If something is **mobile**, it is easy to carry and use in multiple locations.

music [N-UNCOUNT-U6] **Music** is sound from voices or instruments that people listen to.

navigate [V-T-U7] To **navigate** means to make one's way over or through something.

network [V-I-U10] To **network** is to meet and talk to people with the goal of giving or receiving information, particularly about business.

new visitor [N-COUNT-U14] A **new visitor** is a user who navigates a website for the first time on a specific device.

news feed [N-COUNT-U14] A **news feed** is an ongoing transmission of data that provides information about people or current events.

notification [N-COUNT-U9] A **notification** is a message that users of electronic devices receive about something that has happened or is about to happen.

offline [ADV-U3] When something is completed on a computer **offline**, it is done without being directly connected to the Internet.

online [ADV-U3] If something occurs **online**, it happens or is available through the Internet.

opinion [N-COUNT-U11] An **opinion** is someone's belief or attitude about something.

opportunity [N-COUNT-U10] An **opportunity** is a chance to do something, especially in business.

optimize [V-T-U2] To **optimize** a system or a procedure is to improve it so that it is as good and efficient as possible.

owned media [N-UNCOUNT-U1] **Owned media** is a means of communication that is created and controlled by a particular company or individual.

page view [N-COUNT-U14] A **page view** is a single page a visitor views or reloads once he or she visits a website. For example, if a visitor views a page and then refreshes it, this is tracked as an additional page view.

password [N-COUNT-U3] A **password** is a secret word, phrase or set of characters that is used for authentication.

personal [ADJ-U9] If something is **personal**, it belongs to or is associated with a specific person.

persuasion [N-UNCOUNT-U13] **Persuasion** is the process of convincing someone to do or believe something.

photo [N-COUNT-U7] A **photo** is a picture that someone captures using a camera.

physical [ADJ-U12] If an action or thing is **physical**, it is something that people can touch, feel or see.

platform [N-COUNT-U12] A **platform** is a social networking site or app.

plug-in [N-COUNT-U8] A **plug-in** is a piece of computer software that works with existing software in order to make specific programs operate correctly.

plummet [V-I-U15] To **plummet** is to fall very low very quickly.

podcast [N-COUNT-U6] A **podcast** is a digital audio file that is available on the Internet for people to either stream or download onto an electronic device.

political [ADJ-U10] If something is **political**, it relates to politics.

popularity [N-UNCOUNT-U13] **Popularity** is the state of being liked by a large number of people.

post [V-T-U4] To **post** something is to put a message, image or video on the Internet so that others can see it.

post [N-COUNT-U3] A **post** is a message that someone places online for others to view.

Glossary

presence [N-UNCOUNT-U5] **Presence** refers to the existence of something or someone in a particular place.

privacy [N-UNCOUNT-U12] **Privacy** is the state of not sharing one's personal information and actions with other people.

privately [ADVERB-U4] When something is done **privately**, it is intended only for one person or specific group.

professional [ADJ-U10] If something is **professional**, it relates to an activity undertaken as a means to earn money.

profile [N-COUNT-U9] A **profile** is a brief description that provides all the basic information about a person, group, or organization.

public relations [N-PLURAL-U10] **Public relations** is the practice and methods used to inform the public about an individual, organization, product, service, etc. in order to create a favorable image about it.

ratings [N-PLURAL-U6] **Ratings** refers to the figures based on statistical sampling indicating what proportion of the total audience tune in to a specific program or network.

record [V-T-U6] To **record** something is to create an electronic or physical copy of sounds and/or images.

referral [N-COUNT-U14] A **referral** is a link on a website that refers visitors to another site through a link.

registered [ADJ-U8] If someone is **registered**, he or she has established an account with a website or other service, usually by providing personal details in exchange for certain privileges.

reject [V-T-U7] To **reject** means to rule out or dismiss something.

repost [V-T-U4] To **repost** something is to post something on the Internet after someone else has already posted it.

represent [V-T-U12] To **represent** an idea is to express a belief in that idea.

resolution [N-UNCOUNT-U7] **Resolution** is a measurement of the clarity and detail in a photograph or video.

retention [N-UNCOUNT-U13] **Retention** is the act of ensuring customers of a brand keep buying products from that brand.

returning visitor [N-COUNT-U14] A **returning visitor** is a user who has visited a website before.

rise [N-COUNT-U15] A **rise** is the process of increasing in quality or amount.

risk [N-COUNT-U12] A **risk** is the possibility that something harmful or damaging may occur.

search [N-COUNT-U14] A **search** is the process of using a computer to gather information, usually from the Internet.

selfie [N-COUNT-U7] A **selfie** is a photo that someone takes of himself or herself, usually in order to share it through social media.

sentiment [N-COUNT-U13] A **sentiment** is a belief or attitude that someone has about something.

series [N-PLURAL-U6] A **series** is a group of several similar things that follow one after the other.

share [V-T-U4] To **share** something is to tell or show it to others online.

shift [N-COUNT-U11] A **shift** refers to a movement from one position to another.

shrink [V-I-U15] To **shrink** is to get smaller.

smartphone [N-COUNT-U2] A **smartphone** is a type of mobile phone that performs the functions of a computer as well. Smartphones can connect to the Internet, usually have touchscreen interfaces, and are able to download apps.

social media [N-UNCOUNT-U1] **Social media** is computer applications and websites that allow people to create or exchange information, ideas, images or videos over an online network.

social networking [N-UNCOUNT-U1] **Social networking** is the activity of exchanging information with others in a website or online community.

social networking site (SNS) [N-COUNT-U1] A **social networking site (SNS)** is a service that connects different people through online technology.

spawn [V-T-U7] To **spawn** means to bring about or to cause something else to happen.

spike [V-I-U15] To **spike** is to increase by a large quantity very quickly before becoming lower or smaller again.

stabilize [V-I-U15] To **stabilize** is to become balanced.

status [N-COUNT-U9] A **status** is a message that someone puts on a social networking site that describes what he or she is thinking, feeling, or doing.

steady [ADJ-U15] If a value is **steady**, it is changing unvaryingly.

streaming [N-UNCOUNT-U6] **Streaming** is the process of transmitting sound or video from the Internet directly to an electronic device without having to download it.

subscribe [V-T-U5] To **subscribe** to an online service is to send a request asking to become a member and receive automatic updates, news, etc. from a particular source.

tablet [N-COUNT-U2] A **tablet** is a small portable computer with a touchscreen panel rather than a keyboard.

tag [V-T-U7] To **tag** someone in a social networking site is to label him or her in a photo that appears online.

traceable [ADJ-U12] If something is **traceable**, it is possible to locate or track it.

track [V-T-U2] To **track** something such as a trend, tendency, etc. is to follow its progress within a period of time.

traditional media [N-UNCOUNT-U1] **Traditional media** is all the means of communication that existed before the Internet which typically involve one source that broadcasts to multiple receivers, i.e. television, radio, newspapers, magazines.

traffic [N-UNCOUNT-U14] **Traffic** refers to the volume of visitors a particular online site receives in a given period.

unique visitor [N-COUNT-U14] A **unique visitor** is a user who has visited a website at least once within a given period of time on a particular device.

unrelated [ADJ-U10] Something is **unrelated** when it is not linked or connected to something else.

update [N-COUNT-U5] An **update** is the most current information or news about something.

upload [V-T-U3] To **upload** something is to send information from an individual electronic device to a larger network like a website.

user review [N-COUNT-U11] A **user review** is user-generated content that expresses someone's views on a product or service, usually including whether or not a person recommends it.

user [N-COUNT-U2] A **user** is someone who interacts with a computer system or website.

user-generated [ADJ-U1] If a website is **user-generated**, it consists of material that users voluntarily provide.

username [N-COUNT-U3] A **username** is a name that someone uses to identify himself or herself, usually to gain access to a computer system or to the Internet.

vibrant [ADJ-U12] If something is **vibrant**, it is lively and attractive.

video [N-COUNT-U8] A **video** is a digital film that people can watch onscreen.

video conferencing [N-UNCOUNT-U8] **Video conferencing** is a system that enables people in different places to see and hear each other.

view [V-T-U4] To **view** something is to look at it for a specific purpose.

viral [ADV-U8] If something goes **viral**, it is extremely popular and spreads rapidly, particularly online.

virtual [ADJ-U3] If something is **virtual**, people create it, do it, or view it on the Internet.

visit [N-COUNT-U14] A **visit** is a single browsing period to a specific website where there may be one or consecutive page views.

vital [ADJ-U10] Something is **vital** when it is urgent and necessary to something else.

vlog [N-COUNT-U8] A **vlog** is a blog that mostly consists of videos from a particular source or on a particular subject.

voice [N-COUNT-U6] A **voice** is the sound that someone makes when he or she speaks.

watch [V-T-U8] To **watch** something is to view it for a period of time.

webcast [N-COUNT-U6] A **webcast** is a broadcast of an event that someone views or listens to on the Internet.

website [N-COUNT-U2] A **website** is a place on the Internet where information is available about a specific topic or organization.

CAREER PATHS

SOCIAL MEDIA MARKETING

Career Paths: Social Media Marketing is a new educational resource for social media professionals who want to improve their English communication in a work environment. Incorporating career-specific vocabulary and contexts, each unit offers step-by-step instruction that immerses students in the four key language components: reading, listening, speaking, and writing. *Career Paths: Social Media Marketing* addresses topics including types of online communication, social media in journalism, social media in public relations, social media in advertising and marketing, and the cultural impact of social media.

The series is organized into three levels of difficulty and offers over 400 vocabulary terms and phrases. Every unit includes a test of reading comprehension, vocabulary, and listening skills, and leads students through written and oral production.

Included Features:

- A variety of realistic reading passages
- Career-specific dialogues
- 45 reading and listening comprehension checks
- Over 400 vocabulary terms and phrases
- Guided speaking and writing exercises
- Complete glossary of terms and phrases

The **Teacher's Guide** contains teacher's notes, a full answer key and audio scripts.
The **audio CDs** contain all recorded material.

Sylvia Davidson is a public relations and marketing consultant who uses various social media platforms to reach consumers and raise awareness about events and organizations. She advises clients on how best to harness social networking resources in order to maximize exposure and influence public perception.

Express DigiBooks

The **Digital** version of the book contains subject specific videos, instant feedback on all tasks and progress monitoring reports.

Express Publishing