

**Psychographic** - people's attitudes, aspirations, and other psychological criteria that we can use to categorise and target them.

**Measurement** - how we will measure our work to evaluate its impact.

**Surveys** - collecting real data from real people to identify patterns or trends

**Newsjacking** - taking advantage of current events or news stories to drive coverage or awareness of our clients.

**Consumer** - someone that might buy a product or service or engage with a brand.

**Analysis** - reviewing data from our work to measure results - for example PR coverage, website traffic or social media activity.

**Algorithm** - this is how Google and Facebook and other social networks decide to show in their news feeds.

**Objectives** - the specific, measurable goals we set at the beginning of a campaign.

**Audience** - the people we are targeting with a campaign.

**AI (artificial intelligence)** - using systems like ChatGPT to help us to write, research, design and much much more!

**Environment** - the world around us and how we look after it!

**Economic** - money money money and what we do with it!

**Coverage** - when magazines or newspapers write about our clients (still the very best bit of the job!)

**SEO (search engine optimisation)** - making a website visible in search results - often focussed on Google.

**Data** - this might be clients sales figures, customer demographics, industry information etc...

**Backlinks** - an incoming hyperlink from a web page to our client's website.

# Data Glossary Cheat Sheet

**Impact** - measurable results such as bums on seats or moving products off shelves.

**INTELLIGENCE** - using data to inform planning and strategy when creating campaigns

**Ideas** - content that tells stories.

**PR (Public relations)** - what we do! We drive word of mouth, build awareness and sell products and services.

**News Agenda** - what the newspapers or broadcast media are talking about right now.

**Trends** - what's hot? What's not? What's emerging in an industry or taking over a social network.

**Research** - using websites, newspapers, talking to people and anything else we can think of to find out as much as there is to know about a subject before we dive in!

**Stakeholder** - the people with a vested interest in the clients we work for and the campaigns we deliver.

**PR story** - targeting media with stories about a business and the people behind the scenes, it gives a brand personality, making it easier for people to know who they are, and to understand their values and trust them.

**User Generated Content (UGC)** - original, brand-specific content created by customers and published on social media.

**Influence** - engaging with advocates such as journalists or influencers to amplify messaging.

**Machine learning** - using computer systems to help us to read data and inform future decisions at scale - think reading social media analytics data and learning what and when to post.

**KPIs (Key performance indicators)** - targets that help us to measure our results against our objectives.

**Social media** - you know this one - Facebook, Twitter, Instagram, Threads, Pinterest, LinkedIn, YouTube - etc.