

Term	Definition / Description	Use / Relevance	Category
Algorithm Transparency	Disclosure of how algorithms make decisions.	Builds confidence and accountability in AI models.	Artificial Intelligence & Automation
Algorithmic Bias	Systematic unfairness in model outputs.	Must be monitored to ensure fairness.	Artificial Intelligence & Automation
Analytics Culture	Mindset emphasizing evidence-based decision-making.	Promotes adoption of analytics across teams.	Organizational Strategy & Optimization
Anomaly Detection	Identifies unusual or unexpected data patterns.	Detects errors or emerging issues early.	Analytical & Modelling Concepts
API (Application Programming Interface)	A connector that enables systems to exchange data automatically.	Extracts social-platform data (e.g., Meta, TikTok) into dashboards.	Data Management & Infrastructure
Authenticity	Perceived genuineness of brand communication.	Builds emotional trust with audiences.	Listening & Content Strategy
Automation	The use of tools or scripts to complete repetitive data tasks.	Improves efficiency by reducing manual reporting work.	Data Management & Infrastructure
Automation Loop	A repeating cycle of collection, cleaning, and updating using automation.	Keeps dashboards up-to-date without human intervention.	Data Management & Infrastructure
Benchmark	Standard or past result used for comparative evaluation.	Provides context for interpreting campaign performance.	Analytical & Modelling Concepts
Bias Audit	Review identifying bias or discrimination in data or algorithms.	Ensures ethical AI use.	Artificial Intelligence & Automation
Blueprint Workshop	A planning meeting defining data sources, owners, and refresh schedules.	Aligns analytics workflow before implementation.	Data Management & Infrastructure
Brand Voice	Consistent tone and style used across communications.	Strengthens brand personality and recognition.	Listening & Content Strategy
Call-to-Action (CTA)	Prompt encouraging a specific user behavior.	Converts engagement into measurable action.	Listening & Content Strategy
Change Management	Structured process for analytics adoption.	Facilitates cultural and technical transition.	Organizational Strategy & Optimization
Cluster	A group of connected users in a social network.	Identifies audience communities or sub-groups.	Network Analytics
Community Detection	Identifies clusters of users who frequently interact.	Reveals micro-communities within audiences.	Network Analytics
Connectivity	Degree of linkage among users or groups.	Shows how messages or influence spread.	Network Analytics

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Consent Management	Recording and maintaining user permissions.	Ensures legal and ethical data collection.	Ethics, Privacy & Governance
Content Calendar	Schedule for publishing and managing content.	Coordinates timing and message consistency.	Listening & Content Strategy
Conversation Mining	Extraction and analysis of online discussions.	Identifies trends, topics, and audience sentiment.	Listening & Content Strategy
Creative Attribute	Emotional or stylistic characteristic affecting engagement.	Guides content design and storytelling.	Listening & Content Strategy
Cross-Functional Data Council	Interdepartmental team managing analytics priorities.	Aligns departments and ensures governance.	Data Management & Infrastructure
Cross-Platform Integration	Combining multiple social-media datasets into one environment.	Enables unified cross-platform performance analysis.	Data Management & Infrastructure
Dashboard Governance	Oversight ensuring dashboards are accurate and consistent.	Ensures reliability of data presentation.	Reporting, Visualization & Storytelling
Data Anonymization	Removing identifiers to protect user privacy.	Enables ethical data analysis.	Ethics, Privacy & Governance
Data Ethics Audit	Review assessing fairness and compliance in data use.	Confirms adherence to ethical standards.	Ethics, Privacy & Governance
Data Governance	Framework of rules for data ownership, privacy, and quality assurance.	Maintains data integrity and ethical use.	Data Management & Infrastructure
Data Literacy	Ability to interpret and apply data insights.	Enhances informed decision-making.	Organizational Strategy & Optimization
Data Quality Framework	Model evaluating accuracy, completeness, and validity of data.	Ensures datasets meet reliability standards.	Data Management & Infrastructure
Data Story Arc	Narrative structure linking problem, insight, and impact.	Transforms analysis into an engaging story.	Reporting, Visualization & Storytelling
Descriptive Analytics	Summarizes what has already happened.	Used to explain historical performance.	Analytical & Modelling Concepts
Diagnostic Analytics	Identifies why outcomes occurred.	Explains underlying causes behind data trends.	Analytical & Modelling Concepts
Differential Privacy	Technique introducing random noise to data to protect identities.	Enables safe sharing of aggregated analytics.	Data Management & Infrastructure

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Drill-Down Analysis	Exploring deeper levels of summarized dashboard data.	Reveals granular insights behind high-level results.	Data Management & Infrastructure
Edge	Connection between two nodes in a network graph.	Represents mentions, replies, or interactions.	Network Analytics
Engagement Funnel	Describes user depth of interaction.	Links engagement metrics to conversion outcomes.	Analytical & Modelling Concepts
Ethical Analytics	Fair, transparent, and responsible analytics practice.	Builds stakeholder trust and compliance.	Ethics, Privacy & Governance
Explainable AI (XAI)	AI whose decision-making process is interpretable.	Improves trust in automated analytics.	Artificial Intelligence & Automation
Funnel Approach	Maps audience journey from awareness to conversion.	Organizes campaign objectives and KPIs.	Analytical & Modelling Concepts
Human-in-the-Loop	Integration of human oversight in automated workflows.	Maintains accountability in AI pipelines.	Artificial Intelligence & Automation
Influencer Ecosystem	Interconnected creators shaping audience perception.	Identifies amplification patterns and key voices.	Network Analytics
Insight	Actionable understanding derived from interpreting data.	Translates analytics into business action.	Analytical & Modelling Concepts
Knowledge Sharing Network	System enabling teams to share insights.	Encourages learning and collaboration.	Organizational Strategy & Optimization
Listening Dashboard	Real-time interface tracking mentions and sentiment.	Captures live audience feedback.	Listening & Content Strategy
Listening Data	Posts, hashtags, and comments analyzed for tone.	Provides qualitative insight into audience emotion.	Listening & Content Strategy
Node	A single user or entity represented in a network graph.	Core unit in social network mapping.	Network Analytics
Optimization Loop	Continuous cycle of measure, refine, and test.	Enhances campaign performance iteratively.	Organizational Strategy & Optimization
Owned, Earned, Paid Media	Classification of brand communication channels.	Defines mix and evaluation of marketing channels.	Listening & Content Strategy
Predictive Analytics	Uses historical data to forecast outcomes.	Supports forecasting and decision-making.	Analytical & Modelling Concepts
Prescriptive Analytics	Suggests optimal actions based on insights.	Improves future strategies through recommendations.	Analytical & Modelling Concepts

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Privacy by Design	Embedding privacy controls into system design.	Ensures proactive data protection.	Ethics, Privacy & Governance
Responsible Analytics Framework	Embedding ethics and accountability in analytics.	Ensures responsible and fair analytics practice.	Ethics, Privacy & Governance
Social Listening	Monitoring public conversations around a brand.	Tracks brand health, reputation, and sentiment.	Listening & Content Strategy
Stakeholder Alignment	Consensus among leaders on shared analytics goals.	Improves coordination and focus.	Organizational Strategy & Optimization
Storytelling with Data	Presenting insights visually and narratively.	Makes analytics more persuasive and accessible.	Reporting, Visualization & Storytelling
Test-and-Learn Culture	Experimentation-driven approach to learning.	Fosters innovation and continuous improvement.	Organizational Strategy & Optimization
Transparency	Openness about data sources and usage.	Reinforces accountability and credibility.	Ethics, Privacy & Governance
Visualization Layer	Stage where data is transformed into visuals.	Turns datasets into dashboards and charts.	Reporting, Visualization & Storytelling