 **Department of Digital & Creative Technology**

**BTEC National Level 3 in IT**

**Unit 3: Using Social Media in Business Glossary of Terms**

As you work through Unit 3 you will come across key words used within the context of Social Media in Business. Gradually add to this glossary by adding definitions for each of the key terms and where possible examples of how each relates to social media in business.

Continually add more terms to the table to demonstrate that your knowledge and understanding of the subject has developed.

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| **Term** | **Definition & Example** |
| Brand  |  |
| Unique value proposition |  |
| Target audience |  |
| Core values |  |
| Mission Statement |  |
| Brand Identity |  |
| Ideal buyer |  |
| Competition/Competitors |  |
| Characteristics of a Brand |  |
| Brand Personality |  |
| Customer Feelings |  |
| Building Trust  |  |
| Company Logo |  |
| Communication style |  |
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|  |  |