



LOCATIONS HAWAII
SOCIAL CLUB



A GLOSSARY OF TERMS SO YOU DON'T FEEL LEFT BEHIND.

KIKI KING

IT'S TIME!



Be Your Best!

You gotta be on social media!

As if that statement hasn't been shouted from the rooftop enough times to make your eardrums ring.

Most of us get an Instagram account, and/or a Facebook page... and then...

crickets

Either we don't know what to post, don't know how, or don't want to inundate our friends and family with "business stuff". Then what happens, is the profiles that you started for your business become filled with images of...

...food,

...puppies,

...babies

...memes

...and TBT's.



LOLLLLLLLLLLLLL *amiright?!!!!!* 😂

The **Social Club** was started to help our Realtors gain confidence and comfort in the digital space by learning how to leverage different social media platforms strategically for their business.

Pull up a chair, pour yourself a drink, and **join us!** *This invite's open only a few times a year... so don't wait!*

Kiki King

For more information or to enroll, email:

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Pull up a chair...

let's talk social

Here are definitions to some frequently used phrases throughout this course, and social media lingo translations to help you navigate the digital universe.

Aesthetic	Often refers to the look and feel of your social media feed or blog.
Caption	Refers to the text which accompanies a photo, appearing either below or above the posted photo, on social media platforms.
Comment	When you want to comment on another user's post, you can type your remarks in the space provided below their post. Comments shared here will be made public for any of the user's followers to see.
Content	This term refers to everything that you are posting on your social platforms. i.e. photos, captions, video, infographics, posts, stories, etc.
Copy	Written material, in contrast to photographs or other elements of layout, in contents such as magazines, advertising, and books.
CTA (Call to Action)	A CTA or "Call to Action" is a sentence which prompts the reader to engage in a particular action. Examples are: " <i>Drop an emoji below if you agree!</i> ", " <i>DM me for more information.</i> "; " <i>Call/Text me to set up a free, no-obligation consultation.</i> "
DM (Direct Message)	A private message that other users can send to you, and vice versa. This is similar to an email inbox for your social platforms.

Highlights	A static collection of stories that can be manually grouped by topic and preserved on your profile page, past the 24-hour expiration of the original story.
Hook	A sentence or two which immediately captures the readers attention and entices him/her to keep reading. Typically, the hook will be at the beginning of your caption or copy.
Ideal Customer Avatar (ICA)	A detailed profile of your ideal customer – as if you were describing an actual person. Knowing this profile helps you to define your brand pillars, voice and messaging.
Infographic	A visual image/graphic used to represent information or data. i.e. charts, graphs, pie charts, side-by-side comparisons, etc.
Re-post / Re-gram	When you re-share another user's post or story on your feed or story. Proper etiquette is to give credit to the original user.
Social Platforms	This term refers to the various social media applications such as: Instagram, Facebook, YouTube, Twitter, LinkedIn, etc.
Social Proof	This refers to evidence that others approve of your services and/or personal brand.
User Generated Content (UGC)	This term refers to the phenomenon that happens when your customers/fans post about your product or services, and you re-share their content on your feed or story.
Vanity Metrics	These are measurable results which make you feel better about yourself (i.e. likes, comments, impressions, followers, etc), but don't necessarily provide performance indicators that will influence future profitability.

social talk

translated

AMA	Ask Me Anything
BRB	Be Right Back
BTS	Behind The Scenes
BTW	By The Way
CTA	Call To Action
DM	Direct Message
FB	Facebook
FBF	FlashBack Friday
FOMO	Fear Of Missing Out
FTW	For The Win
FYI	For Your Information
GOAT	Greatest Of All Time
ICYMI	In Case You Missed It
IDC	I Don't Care
IDK	I Don't Know
IG	Instagram
ILY	I Love You
IMO	In My Opinion
IRL	In Real Life
IYKYK	If You Know, You Know
JK	Just Kidding
LMAO	Laughing My A** Off
LMK	Let Me Know
LOL	Laugh Out Loud
NSFW	Not Safe For Work
OMG	Oh My Gosh/Goodness
OOTD	Outfit Of The Day
PC	Photo/Photographer Credit (goes to):
PM	Private Message
QOTD	Quote Of The Day
RN	Right Now
ROFL/ROTFL	Rolling On The Floor, Laughing
SMH	Shaking My Head
S/O	Shout Out
TBH	To Be Honest
TBT	ThrowBack Thursday
TFTI	Thanks For The Invite (or not)
TLDR	Too Long ; Didn't Read
TMI	Too Much Information
WFH	Work/Working From Home
WTF	What The F*ck
YOLO	You Only Live Once

