



Social Media: Intermediate Level

80 words

ENGLISH	TRANSCRIPTION
engagement	[ɪnˈɡeɪdʒmənt]
reach	[ri:tʃ]
impressions	[ɪmˈpreʃnz]
views	[vju:z]
click	[klɪk]
click-through	[ˈklɪk θru:]
call to action	[kɔ:l tu: ˈækʃn]
caption	[ˈkæpʃn]
content	[ˈkɒntent]
content plan	[ˈkɒntent plæn]
schedule	[ˈʃedju:l]
post schedule	[pəʊst ˈʃedju:l]
story	[ˈstɔ:ri]
reel	[ri:l]
short video	[ʃɔ:t ˈvɪdɪəʊ]
carousel	[ˌkærəˈsel]
pin	[pɪn]
highlight	[ˈhaɪlaɪt]
save	[seɪv]
share	[ʃeə]
mention	[ˈmenʃn]
tagging	[ˈtæɡɪŋ]
hashtag	[ˈhæʃtæɡ]
trend	[trend]

ENGLISH	TRANSCRIPTION
viral	['vaɪrəl]
audience	['ɔ:diəns]
target audience	['tɑ:ɡɪt 'ɔ:diəns]
niche	[ni:ʃ]
community	[kə'mju:nɪti]
moderation	[,mɒdə'reɪʃn]
comment section	['kɒment 'sekʃn]
direct message	[dɪ'rekt 'mesɪdʒ]
reply	[rɪ'plɑɪ]
thread	[θred]
poll	[pɒl]
quiz	[kwɪz]
giveaway	['ɡɪvəweɪ]
collaboration	[kə,læbə'reɪʃn]
influencer	['ɪnflʊənsə]
brand	[brænd]
branding	['brændɪŋ]
tone of voice	[təʊn əv vɔɪs]
caption style	['kæpʃn staɪl]
thumbnail	['θʌmneɪl]
cover image	['kʌvə 'ɪmɪdʒ]
link in bio	[lɪŋk ɪn 'baɪəʊ]
story sticker	['stɔ:ri 'stɪkə]
live stream	[laɪv stri:m]
engagement rate	[ɪn'ɡeɪdʒmənt reɪt]
analytics	[,æneɪ'lɪtɪks]
insights	['ɪnsaɪts]

ENGLISH	TRANSCRIPTION
follower growth	[ˈfɒləʊə grəʊθ]
content creator	[ˈkɒntent kriˈeɪtə]
user-generated content	[ˌjuːzə ˈdʒenəreɪtɪd ˈkɒntent]
engage	[ɪnˈɡeɪdʒ]
boost	[buːst]
promotion	[prəˈmɒʃn]
sponsor	[ˈspɒnsə]
ad	[æd]
sponsored post	[ˈspɒnsəd pəʊst]
engagement boost	[ɪnˈɡeɪdʒmənt buːst]
profile visit	[ˈprəʊfaɪl ˈvɪzɪt]
click rate	[klɪk reɪt]
content idea	[ˈkɒntent aɪˈdɪə]
content pillar	[ˈkɒntent ˈpɪlə]
editorial calendar	[ˌedɪˈtɔːrɪəl ˈkælɪndə]
social proof	[ˈsəʊʃl pruːf]
brand awareness	[brænd əˈweənəs]
story views	[ˈstɔːri vjuːz]
story replies	[ˈstɔːri rɪˈplaɪz]
post saves	[pəʊst seɪvz]
profile bio	[ˈprəʊfaɪl ˈbaɪəʊ]
link sticker	[lɪŋk ˈstɪkə]
caption length	[ˈkæpʃn leŋkθ]
content format	[ˈkɒntent ˈfɔːmət]
post frequency	[pəʊst ˈfriːkwənsi]
engagement spike	[ɪnˈɡeɪdʒmənt spaɪk]
comment moderation	[ˈkɒment ˌmɒdəˈreɪʃn]

ENGLISH**TRANSCRIPTION****community guidelines**

[kə'mju:niti 'gaɪdləɪnz]

content series

['kɒntent 'sɪəri:z]

onemoreword ONEMOREWORD**Learning words is easier in the app**

Spaced repetition, examples, audio, and smart topic-based collections.

onemoreword.app →

Open