



National Panhellenic Conference Communications Glossary

Advertising: The placement of announcements and messages in time or space to inform and/or persuade members of a particular target market or audience about products, services, organizations, events or ideas.

Benchmark: A metric or measure that is used as a standard or average against which to measure future performance.

Brand ambassador: A person who embodies the identity of an organization or event in appearance, demeanor, values and ethics.

Brand recognition: The ease with which the public can identify an individual, company, product or event.

College Panhellenic Association: The cooperative campus organization of all collegiate members of NPC member organizations on the campus.

College Panhellenic Council: The governing body of a campus College Panhellenic Association. Each member chapter of the College Panhellenic Association chooses a delegate to sit on the College Panhellenic Council.

College Panhellenic executive board: The officers of a College Panhellenic Association, responsible for running the day-to-day business of the College Panhellenic Association.

Communications campaign: The execution of a strategic plan that includes advertising and public relations for a specific period of time with outlined goals and objectives.

Creative brief: A short document that provides a creative team with a succinct overview of the most important items to consider when developing advertising, a brand or a campaign.

Crisis management: An attempt by an individual, company or organization to reduce, minimize or control the impact of a calamitous event through various communication techniques.

Direct digital marketing: Digital marketing that provides relevant communications or advertising to a specific individual through an email address, a mobile phone number or a Web browser cookie.

Direct mail: The use of the mail delivered by the U.S. Postal Service or other delivery services to deliver a message or advertisement.

Engagement: An active response to a message that reaches a person or persons, e.g. a retweet.

Exposure: The extent to which a target audience becomes aware of a message.

External stakeholder: Those who are not directly connected to an organization or event, but may be indirectly affected by the organization or event.

Frequency: The number of times a message is communicated, e.g. a weekly Instagram post.



Influence: The change to someone's attitudes, opinions, beliefs and/or behaviors as a result of an individual, company or organization's messaging.

Internal stakeholder: Those who are directly connected to an organization or event.



Key messages: A brand's vocabulary that includes the values, words and phrases the public associates with the brand.

Logo: A graphic that uniquely represents the identity of an individual, company, organization or event.

Logomark: The complete symbol including both type and graphic artwork designed to uniquely represent an individual, company, organization or event.

Media kit: A package that contains promotional material and associated information about an individual, product or event.

Media relations: The activities involved in working with the media to generate publicity for a product, service, organization or event.

Media list: A compilation or database of reporters, editors and producers for newspapers, radio stations, magazines and television stations that a company or organization uses to distribute its messages to the press.

Medium: The tool employed to carry messages to potential audiences or target markets. The plural is media.

National Panhellenic Conference (NPC): The umbrella organization for 26 inter/national sororities.

Objective: A measurable achievement toward a specific goal.

Op-ed: A piece typically published by newspapers, magazines and the like, that expresses the opinions of a named author usually not affiliated with the publication's editorial board.

Press/news release: An announcement that is distributed or released by a company or organization to the public and the media.

Public relations: A strategic communication process that builds mutually beneficial relationships between organizations and their publics.

Reach: The number of different persons or households exposed to a particular message during a specific period of time.

Social media: Sites where users actively participate to determine what is popular.

Stakeholder: Those directly or indirectly affected by a company or organization's actions or events.

Tactic: An action undertaken to achieve implementation of a broader strategy.

Tagline: A short phrase or sentence that identifies the mission or purpose of an individual, company, organization or event.

Target audience: The identified people or organizations an individual, company or organization would like to reach with a message.

Visual branding: The discernible elements of a brand including colors, images, icons and fonts.

Wordmark: A specific design for the written name of an organization, company or product that aids in the recognition of a brand.