



JARGON

Learning the Lingo

Analytics - The approach of collecting data from social media sites and evaluating that data to make best practice decisions. This process goes beyond the usual monitoring or a basic analysis of retweets or “likes” to develop an in-depth idea of your social audience.

Feed - The News Feed or feed of information given to a person in real time to display news and updates from other users that the person follows on a variety of social media platforms.

Handle - Contrary to a door handle, a handle will refer to a person’s username on Twitter.

Hashtag - Indicated by the # symbol, is a way to be involved in a conversation or help in searching a

topic or term. Primarily used on Twitter and Instagram, but can be used on Facebook.

Impressions - The number of times a post from your page is displayed, whether the post is clicked or not. People may see multiple impressions of the same post. For example, someone might see a page update in their News Feed once, and then a second time if their friend shares it.

Like - Facebook users can “like” a post through the social media site or on content outside of Facebook and share it with their friends. The more likes something gets in its first moments the better chance the post has of being seen on people’s News Feed.

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Reach - The number of people who received impressions of a Page post. Reach might be less than impressions since one person can see multiple impressions.

Share - Facebook users can share content from your page on their own. This step is one that you should strive for because the user is taking your post and making it their own. It also opens up the content to the sharer's friends, which broadens your audience.

#TBT - Throwback Thursday is an Instagram, Twitter, and Facebook phenomenon that often refers to sharing a photo that recalls something from the past.

Trending - A Hashtag that has become popular across a certain region or country that will be highlighted often on the left or right side of a person's feed.

Viral - A topic or post that has organically been shared across a wide network of users (that often is picked up for stories on news stations, as well).

NOTES:

VIRAL

TRENDING

SH

ANALYTICS

**“Don’t fear the social
media monster!”**

