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# SOCIAL MEDIA DIGITAL DICTIONARY

PART I: FACEBOOK, LINKEDIN, TWITTER  
AND INSTAGRAM

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# SOCIAL MEDIA DIGITAL DICTIONARY



The use of various social media platforms is vital for companies to include in their marketing and public relations programs. Not only is social media key to creating brand recognition with an online audience, but it's a quick and effective way to interact with your stakeholders. It's also a great way to measure how your messages are resonating with your audience and which digital assets make the biggest impact.

But what are impressions? And CPE? And Reach?

In Part 1 of our Digital Dictionary, we'll walk you through all of the definitions of today's most popular social media platforms so that you familiarize yourself with them and sound like a pro in your next meeting. And if there's something you're still unclear on, DM us!

## FACEBOOK

**Engaged People:** The number of people who engaged with your page.

**Reach:** The number of people who have seen any content associated with your page.

**Impressions:** The number of impressions seen of any content associated with your page. Users may see multiple impressions of the same post.

**Reach vs. Impressions:** Reach is the number of people who received impressions of a page post. Total reach may be less than impressions because one person can view the post multiple times. For example, if a person sees a page update in the news feed and then sees the same update when a friend shares it, that would represent one reach count.

**Organic Reach:** The number of people who visited your page or saw your page or one of its posts in News Feed or Ticker.

**Paid Reach:** The number of people who saw a sponsored story or ad pointing to your page.

**CPE (Cost Per Engagement):** A payout is triggered every time a user engages with an ad (or content).

**Engagement:** An engagement is any type of user interaction (likes, clicks, comments, etc.)

**Like Ads:** A paid advertising campaign aimed directly at increasing the number of likes for a Facebook page. The goal of a like ad is to target people who might be interested in your brand and the posts you share on Facebook.

**Sponsored (Boosted) Post:** Sponsored posts focus on maximizing visibility and engagement for a single post. Sponsoring a post allows a company to target specific users using demographics (location, job title, industry, etc.) and may also increase engagement from users. Ads are also a way to reach new users who are likely interested in your content but do not currently follow the page on Facebook.

## LINKEDIN

**Organic Followers Gained:** Followers you gained without advertising.

**Acquired Followers Gained:** Followers you gained through Sponsored Content and/or Company Follow Ads.

**Organic Reach:** The total number of unique people who were shown your post through unpaid distribution.

**Paid Reach:** The number of people who had a paid post from your Page enter their screen.

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## LINKEDIN CONT.

**CPM (Cost Per Mille):** This is the total you spent on your ad per 1,000 impressions. Cost per mille (CPM), also called cost per thousand (CPT), is a commonly used measurement in advertising. It is the cost an advertiser pays for one thousand views or clicks of an advertisement.

## TWITTER

**Tweet:** A message posted to Twitter containing text, photos, a GIF, and/or video.

**Profile visits:** The number of times users visited your profile page.

**Hashtag:** A keyword or a phrase used to describe a topic or a theme. Written with a # symbol, it is used to index keywords or topics. This function was created on Twitter and allows people to easily follow topics they are interested in.

**Mentions:** The number of times your @username was mentioned in Tweets.

**Impressions:** The number of times a user is served a Tweet in timeline or search results.

**Engagement Rate:** The number of engagements divided by impressions.

**Total Engagements:** The total number of times a user interacted with a Tweet.

**Media Engagement:** Is an interaction on a tweet that has a piece of media (photo, vine, YouTube, etc) in it.

**Link Clicks:** When a user either clicks directly on a promoted campaign or component of a promoted campaign.

**Detail Expands:** Clicks on the Tweet to view more details.

**Retweets:** Tweet by another user, forwarded to you by someone you follow. Often used to spread news or share valuable findings on Twitter.

**Likes:** The number of likes received on your tweets during the date range selected.

## INSTAGRAM

**Reach:** The number of unique users that saw your post or story on any given day.

**Impressions:** The number of times your content, whether a post or a story, was shown to users.

**Engagement:** The number of Likes and Comments received on Posts

**Engagement Rate:** This is your post engagement divided by post impressions.

**Likes:** The number of unique people who like your Page.

**Clicks:** When a user either clicks directly on a promoted campaign or component of a promoted campaign.

**Website Clicks:** The number of clicks to links you've included in your business profile description.

**Profile Visits:** The number of times your profile was viewed

**View Rate:** The number of times the video has been viewed, divided by the number of impressions the post has received.