

# Glossary



## Posts

The total number of posts across all sources. This excludes reposts and comments on posts.



## Impressions

The number of times content was seen. True impressions are provided for owned content, and impressions for non-owned content are projected.



## Engagements

The total number of standard engagements on this post such as likes, reposts, comments and reactions



## Video Views

The total number of times this creator's videos have been viewed.



## Social Value

The full equivalent media value of this social post based applicable impressions, video views, and engagements. You can see the CPM, CPE, and CPV used in your account settings.



## Engagement Rate

Engagement Rate is calculated by dividing the number of engagements by the number of impressions.



## Follower Interaction Rate

Follower Interaction Rate is calculated by dividing the number of engagements by the number of followers for the author.



## Maximum Potential Impressions

The maximum number of potential views on the content in this feed. This differs from audience reach, which considers the number of unique viewers.



## Unique Authors

The total number of unique profiles that authored content collected by this feed. This does not include authors who only reposted content.



## Paid Impressions

Impressions generated by paid exposure on Facebook.



## Organic Impressions

Impressions generated by organic exposure on Facebook.



## Post Clicks

Post clicks generated by organic exposure on Facebook.



## Total Video Views

The total number of all video views across all clips.



## Clips

The total number of clips collect from Twitch.