

## Brief - Facebook marketing terminology

- Global Page - The Facebook page on which posts are made. Represents posts made globally, but localized for each country.
- Post - An article posted on the global page
- Reach - The number of *unique* people who see the posts
- Impressions - The total number of times the posts were seen (which could be *multiple times per person*)
- Like - An individual approval of a page (by hitting the like button). The number of Likes on a Global page is the sum of the people who like all the regional versions of the page.
- Fans - A user who “likes” a page.
- EngagedFans - The measure of how many fans are interacting with posts by liking, sharing, clicking, commenting or mentioning your page
- Population - The total number of people in the country
- AverageIncome - The average income of an individual in a country in USD