Source: <<https://blog.hootsuite.com/social-media-glossary-definitions/>>

**All the social media definitions you need to know**

**—A—**

**—B—**

**—C—**

**Completion rate**

A percentage calculated by the view time of a video divided by the video length.

**Click-through rate (CTR)**

A common metric for reporting on the number of people who clicked on an ad or link. The higher your CTR, the more effective your marketing is.

CTR is calculated by the number of link clicks divided by the number of impressions.

**—D—**

**—E—**

**Engagement**

An interaction with a post on social networks. Engagement broadly encompasses many types of actions, including likes, comments, shares, and link clicks. For the purpose of ISED metrics, engagement is separate from Video views and Completion rate.

**Engagement rate**

**—F—**

**Facebook**

A social network and media platform where users typically connect with friends and family, find communities, and grow businesses. Users can post text, photos, and multimedia, which is shared with any other users that have agreed to be their "friend", or, with a different privacy setting, with any reader. Users can also use various embedded apps, join common-interest groups, buy and sell items or services on Marketplace, and receive notifications of their Facebook friends' activities and activities of Facebook pages they follow.

**Facebook Live**

A Facebook feature that allows you to stream live video to your family, friends, and followers. You can get live reaction during your broadcast and interact with viewers in real-time.

**Facebook reach**

The number of unique users who have seen content from your Facebook Page. Reach is not the same as impressions, which is the total number of times your content is viewed (including multiple views from the same user).

Facebook provides two different reach metrics:

* **Total reach:** the number of unique users who saw any content associated with your Page during the last seven days, including those who view your Page posts, visit your Page after searching for it, and see ads associated with your Page. We rarely use this metric at ISED.
* **Post reach:** the number of unique users who have seen a particular Facebook Page post in their News Feed. This is the metric we use at ISED to determine how well a post performs.

These two categories can be broken down further:

* **Organic reach:** the number of unique users who saw your content without your having to pay for it.
* **Paid reach:** the number of unique users who saw your content because you purchased visibility for it, either by boosting it or buying an ad.

**Follower**

A Twitter user who has subscribed to your Twitter feed, in order to see your tweets in their feed.

**Friend**

A person that you connect with on Facebook or another social network. Unlike a fan or follower, a friend is a two-way connection—both you and your friend have to endorse the relationship.

**—G—**

**Geotagging**

Adding a specific location to a photo, video, or social media message.

**Geotargeting**

A feature on many social media platforms that allows users to share their content with geographically defined audiences. Instead of sending a generic message for the whole world to see, you can refine the messaging and language of your content to better connect with people in specific cities, countries, and regions. You can also filter your audience by language.

**GIF**

Pronounced “giff,” with a hard G, no matter what the actual creator of the GIF says. An acronym for Graphics Interchange Format, which refers to a file format that supports both static and animated images.

**—H—**

**Hashtag**

A word or phrase preceded by the “#” sign. Hashtags are a simple way to mark the topic (or topics) of social media messages and make them discoverable to people with shared interests. On most social networks, clicking a hashtag will reveal recently published messages with that hashtag. Some users use hashtags to express themselves, too: #thatsteakwas47ounces #yesiatethewholething #andimoreringdessert

**Hootsuite**

Hootsuite is a social media management platform. It takes the form of a dashboard, and supports social network integrations for Twitter, Facebook, Instagram, LinkedIn, and YouTube.

**—I—**

**Impressions**

The number of times a post is displayed. It could be once or several times in a single person’s feed. This is different from Reach, which measures the number of people a post has the potential to be seen by.

**Influencer**

A social media user with a significant audience who can drive awareness about a trend, topic, company, or product.

**Instagram**

A free online photo-sharing app that allows for the addition of several filters, editing, and sharing options.

**—J—**

**—K—**

**Key performance indicator (KPI)**

A metric that defines whether a marketing campaign or other initiative has succeeded or failed. KPIs for a social media marketing campaign might include brand mentions, replies and retweets, or click-throughs to your website from individual posts.

**—L—**

**Like**

Popularized digitally by Facebook—though derived from the dictionary definition—an understood expression of support for content. Along with shares, comments, and favorites, likes can be tracked as proof of engagement.

**LinkedIn**

A social network and media platform mainly used for professional networking, including employers posting jobs and job seekers posting their CVs.

**—M—**

**Mention**

The act of tagging another user in a social media message. Mentions typically trigger a notification for that user and are a key part of what makes social media “social.”

**Messenger**

An app that allows Facebook users to send one another instant messages through a smartphone. Facebook’s Messenger app is now a necessity to access messages from mobile; users can no longer see their messages through a web browser.

**—N—**

**—O—**

**Organic reach**

The number of unique users who view your content without paid promotion. People find social content organically through their own news feeds—either from companies whose pages they’ve liked themselves, or shared by friends or connections.

**Ow.ly**

A URL shortener that condenses your links into a shorter, more social-friendly format. [ow.ly](http://ow.ly/url/shorten-url) is Hootsuite’s proprietary URL shortener that’s built right into the platform.

**—P—**

**Paid reach**

The number of users who have viewed your published paid content, from ads to sponsored and promoted content. Paid reach generally extends to a much larger network than organic reach—messages can potentially be read by people outside of a concrete contact list.

**Pay per click (PPC)**

Also known as cost per click (CPC), a type of advertising where an organization pays each time a user clicks on an advertisement. The costs incurred during a PPC campaign vary based on the competitiveness of the keyword phrase an organization is targeting with its ads.

**Permalink**

The URL of an individual piece of content. Permalinks allow you to directly reference a specific piece of content instead of searching for it in the feed or timeline where you found it. You can quickly find an item’s permalink by clicking on its timestamp.

**Post**

A social media status update, or an item on a blog or forum.

**Promoted Tweets**

Promoted tweets are native advertisements targeted to a specific audience available through Twitter Ads. They look almost identical to organic tweets in users’ timelines but include a small “Promoted” marker. Promoted tweets are used by advertisers to reach an expanded audience.

**—Q—**

**—R—**

**Reach**

Reach is a data metric that determines the maximum potential audience for any given message. It is not a guarantee that the entire audience will see your social media post.

Reach is determined by a fairly complex calculation that includes number of followers, shares and impressions, as well as net follower increase over time.

**Reaction**

The total number of reactions (likes, loves, insightful, curious, etc.) of a particular post.

**Reply**

A response to someone’s tweet. Unlike direct messages, replies are public.

**Retweet**

When you click the retweet button on the Twitter website or app, you can opt to republish the tweet as is, or add a comment to explain why you’re sharing it or offer your own hot take on the topic.

**—S—**

**Sentiment analysis**

An attempt to understand how an audience feels about a brand, company, or product based on social data. Sentiment analysis typically involves natural language processing or another computational method to identify the attitude contained in a social media message. Different analytics platforms—such as [Hootsuite Insights](https://hootsuite.com/products/insights/uses)—classify sentiment in a variety of ways; for example, some use “polar” classification (positive or negative sentiment), while others sort messages by emotion or tone (Contentment/Gratitude, Fear/Uneasiness, etc.).

**Social listening**

The process of finding and assessing what is being said about a company, topic, brand, or person on social media channels.

**Social media ROI**

ROI stands for “return on investment.” Social media ROI is the sum of all social media actions that create value.

**Spam**

Unnecessary and repetitive content that clogs up inboxes and clutters social media feeds.

**Stories**

A form of ephemeral content on Facebook, Instagram, or Snapchat that disappears after 24 hours.

**—T—**

**Tag**

You can tag someone in a post or photo, which creates a link to their social media profile and associates them with the content. Many services also offer the option to remove unwanted tags from your profile.

**Thread**

A string of messages that make up a conversation. Threads begin with an initial message and then continue as a series of replies or comments.

**Timestamp**

The date and time that a message is posted to a social network, usually visible near the post’s title or corresponding username. Clicking on a timestamp will usually bring you to the content’s permalink.

**Top tweets**

The most popular and engaging tweets for a given search query, as determined by a Twitter algorithm.

**Trend, trending**

A topic or hashtag that is popular on social media at a given moment. Trends are highlighted by social networks such as Twitter and Facebook to encourage discussion and engagement among their users.

**Troll**

A social media user who makes a deliberately offensive or annoying postings with the sole aim of provoking other users.

**Tweet**

A Twitter message. Tweets are limited to 280 characters of text (including URLs) and could include embedded photos, videos, and some other forms of media. They are public by default and will show up in Twitter timelines and searches unless they are sent from protected accounts or as direct messages. Tweets can also be embedded in website pages.

Need more than 280 characters to get your message across? Hit the + button below your post to add an additional threaded tweet, then publish them all together.

**Twitter**

A social network and media platform where users communicate with 280-character messages along with photos, videos, and other content. Twitter is known for real-time discussions on breaking news stories and trends.

**Twitter card**

A media-rich tweet that includes an embedded video, photo gallery, page summary, or other interactive element beyond the text of the message. Cards invite followers to engage with your content directly from their timelines. They are automatically attached to tweets whenever a user includes a link to a webpage with the card’s simple HTML code embedded.

To enable Twitter cards, check out [Twitter’s guide for developers](https://dev.twitter.com/cards/overview).

**Twitter list**

A personalized, curated collection of Twitter accounts. On public accounts, lists are visible to all users, and users can follow other users’ lists if desired. Users can see a feed of tweets from just one list’s accounts by clicking the name of the list.

**—U—**

**URL**

Short for Uniform Resource Locator, the location of a website page or other resource on the Internet.

**URL shortener**

A tool that condenses a URL into a shorter (and more social media friendly) format. Users who click on a short link are redirected to the original web address.

**—V—**

**Vanity metric**

Analytics numbers that can be measured but aren’t a signifier of real return on investment. Number of Twitter or Instagram followers, website pageviews, and email opens are examples of vanity metrics. These metrics can offer an inflated sense of a brand’s success and are best when contextualized by more concrete numbers such as click-through rate or visitor-to-lead conversions.

Video views

A metric that measures the number of views a video has had. This is considered a vanity metric as a view is counted as having been watched for at least 3 seconds, which could capture videos that are set to play automatically. The better metric to measure video performance is Completion Rate.

**—W—**

**—Y—**