

# Glossary of social media terms

*(excerpted from the Constant Contact blog at [blogs.constantcontact.com](http://blogs.constantcontact.com))*

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## Facebook



**Profile** – A personal page created for individual use.

**Page** – This is your business profile or page where customers can find your posts and business information.

**Page Like** – When a fan likes your page, anything you post or update will show up in their news feed.

**Activity Log** – A log that shows you all of your scheduled content, as well as past content posted to your page.

**Reach** – The number of people who saw your post. This includes the number of people you reached through organic and paid reach.

**Post Clicks** – The number of people who clicked on anything in your post. This could include someone clicking on an image with a “see more” call to action or a URL you included.

**Post** – A term used for sharing content on your Facebook Page.

**Link** – A post that includes a URL.

**Facebook Live** – Facebook’s livestreaming video feature.

**News Feed** – This is the first thing you see when you log in to Facebook. The feed shows new posts from pages and profiles you’ve liked.

**Timeline** – The stream of updates on your own personal profile or page.

**Like** – An engagement function that lets fans give positive feedback on a post.

**Share** – The share feature lets you share the content you enjoy with personal Facebook friends.

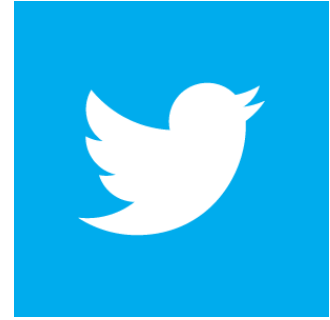
**Events** – Facebook Events can be created by a page or profile, and are used for parties, business events, and planned chats.

**Group** – This can be public or private, and gives users the chance to come together to talk about a specific subject in one place.

**Friends** – A friend is someone who received your friend request from your personal profile and accepted it. Once the request is accepted, you will start seeing their updates in your news feed.

**Fans** – These are the people who liked your business page. A business does not have to take any action for someone to become a fan.

# Twitter



**Tweet** – The content you share with your followers.

**Handle** – This is your “username” on Twitter that appears with an “@” symbol in front of it.

**Hashtags** – Although they were originally created and supported by Twitter, hashtags are now utilized on Facebook, Pinterest, Instagram, Vine, Google+, and Tumblr. A hashtag is a group of words or phrases (with no spaces), preceded by a # sign (i.e. #ONECON or #CCPin). It is used to tie various social media posts together and relate them to a topic. Topics are sometimes connected to an event, TV show, sporting event or any happening or trend etc.

**Reply** – You can reply directly to a tweet. Only the people following you and the person you’re replying to can see your reply (unless you place a character before the handle at the beginning of the tweet).

**Retweet** – A way to repost or share someone else’s tweet.

**Favorite** – This functions just as a Facebook “like” does. You can also use this as a saving tool and go back to your favorites later.

**Mention** – The act of including someone’s handle in your tweet. That person will then get a notification that they’ve been mentioned.

**Direct Message** – This is the only way to talk to someone on Twitter privately. You can create these by either starting your tweet with “DM” or going to someone’s profile and using the “message” function.

**Feed** – This is the first thing you see when you log in to Twitter. New posts from your followers are placed in your feed.

**Followers** – These are the people who have followed your handle and can see your updates in their feed. You do not have to follow them in order for them to become your follower.

**Following** – These are the people you follow so you can see their updates in your feed. They do not have to follow you for you to be able to follow them.