



# Social Media Toolkit

## SECTION 6: GLOSSARY

**#**

Also known as a hashtag, which is any word or phrase with the # symbol immediately in front of it. This symbol turns the word into a link that makes it easier to find and follow a conversation about that topic.

**@**

Used to call out usernames on Twitter and Instagram - “Hello @Twitter!” - or to tag people on Facebook.

**Check-in**

Used predominantly on Facebook, a check-in (noun) is a display of your current location created when you check in (verb) to that venue.

**Cover Photo**

Your cover photo on Facebook and Twitter is the large picture at the top of your timeline, right above your profile picture.

**DM**

A ‘Direct Message’ in the world of Twitter, Facebook, and Instagram is a private message from one person to another person or a group that is not visible to people outside of the message. To send a direct message to an account on Twitter, they must be following your account.

**Engagement**

Interaction on a social media post, including likes, comments, and shares or retweets.

**Feed**

A stream of information constantly being updated. Found on most social media platforms.

**Follower**

Another Twitter or Instagram user who has followed you and will receive your tweets and posts in their timeline.

**Friends**

People you connect and share with on Facebook.

**GIF**

An animated or static image on loop.

**Handle**

Your Twitter, Instagram, or Snapchat username. It also becomes your URL on Twitter and Instagram: [www.twitter.com/username](http://www.twitter.com/username).

**Like**

You can ‘like’ something on Facebook by clicking the ‘like’ button. Clicking Like is a way to give positive feedback and connect with things you care about.

**Meme**

An idea or behavior that spreads culturally through repetition in the form of a humorous image or video usually with text overlay.

**Messages**

Your message inbox houses your ongoing conversations with people on Facebook, Twitter, and Instagram.

**News Feed**

Your News Feed is an ongoing list of updates on your homepage that shows you what's new with the friends and Pages you follow.

**Organic Reach**

The number of unique people who saw your post in their news feed or on your page, including people who saw it from a story shared by a friend when they liked, commented on, or shared your post.

**Pages**

Allows businesses, brands, and celebrities to connect with people on Facebook. Admins can post information and News Feed updates to people who like their page but don't have all the same capabilities as a personal profile, such as inviting guests to an event.

**Places**

You can share on Facebook where you are with your friends by checking into places. You can also find friends nearby.

**Reach**

How many people saw your post in their news feed or on your page, both organically and sponsored.

**Reaction**

A response to a Facebook post beyond a ‘like’. Reactions include love, haha, wow, sad, and angry.

**Reply**

A tweet posted in response to another user's message, usually posted by clicking the “reply” button next to that user's tweet in your timeline.

**Retweet**

You can pass along someone's tweet by clicking the retweet icon. Retweeting is a lot like forwarding an email — you'll send along someone else's tweet to all of your followers.

**Story**

A collection of images and short videos that offer an intimate look at someone's day. All content added to a Story expires after 24 hours.

**Tag/Tagging**

A Facebook or Instagram tag links a person or page to something you post, like a status update or a photo. For example, you can tag a photo to say who's in the photo or post a status update and say what venue you are at.

**Timeline**

Your Facebook Timeline is your collection of posts, photos, and experiences that tell your story.

**Tweet**

A post sent on Twitter.

**Unfollow**

To stop following another Twitter or Instagram user. Their tweets or posts will no longer show up in your feed.