



# Understand Social Media Buzzwords

Facebook & Twitter



## Understand Your Report: Facebook

**DM's** Facebook Report helps you understand your audience and how they interact with your content. We use this information to analyze your audience and build a publishing and engagement strategy that speaks to your brand's demographics and drives performance.

### IMPRESSIONS & UNIQUE USERS

**Impressions:** represents the total number of times any Facebook user (fan or non fan) could have potentially seen any content associated with your Page in their News Feed or Ticker or by visits to your Page directly.

**Users:** The number of unique users (fans or non fans) that have seen any content associated with your page (generated an impression).

### IMPRESSION BREAKDOWN

**Fan:** The number of impressions generated by the people that have liked your page.

**User Post:** The number of impressions generated from user posts to your wall.

**Page Post:** The number of impressions generated from likes, shares, and comments on your Page posts.

**Mention:** The number of impressions generated by people who have tagged your Facebook page in a post or comment.

**Organic:** The number of times your posts were seen in News Feeds or Tickers or on visits to your Page. These impressions can be Fans or non-Fans.

**Viral:** The number of impressions generated from a story published about your Page (aka from a Page Post, User Post, Mention or Fan as described under Impression Breakdown).

**Paid:** The number of impressions generated from a Sponsored Story or Ad pointing to your Page.

## IMPRESSIONS BY AGE & GENDER

View a breakdown of age and gender of Facebook users (fans and non fans) that could have potentially seen content associated with your Page in their News Feed or Ticker or by visiting your Page directly. This is based on the data that people enter in their Facebook profile.

## IMPRESSIONS BY LOCATION

Unique Impressions of your Facebook Page broken down by city and by country.

**NOTE** This demographic data is for people creating impressions rather than your fan base.

## SHARING

**Stories Created:** A story on Facebook is created when a user likes your Page, posts to your Page's Wall, answers a Question you posted, RSVP's to one of your events, mentions your Page, phototags your Page, checks in at your Place or likes, or comments on / shares one of your Page posts.

**Users:** The number of people that created stories about your page over the duration of your report.

## SHARE TYPE

This chart shows the ways in which users are creating stories about your Page over the duration of your report.

**Fan:** The number of people that have liked your page.

**Page Post:** The number of people that have commented on a page post.

**User Post:** The number of people who have posted to your wall.

**Mention:** The number of people who have tagged your Facebook page in a post or comment.

## SHARING BY AGE & GENDER

The age and gender of the people sharing your posts.

## SHARES BY LOCATION

The number of People 'Talking About the Page' (see definition below) by user country and by user language.

**NOTE** There must be 30 sharing interactions per day on your page for Facebook to provide TY with Age, Gender, and Location demographics. This demographic data is for people creating stories rather than your fan base.

## YOUR CONTENT

A breakdown of your content by type: Photo, Link, Status, or Video.

**Total Reach:** The sum of each post's reach

**Total Engagement %:** Add each post's engaged number / Total Reach \* 100

**Average Reach:** Total Reach / Number Of Posts

**Average People Talking About This:** Total People Talking About This / Number Of Posts

**Average Engagement %:** Add each post's engaged percentage / Number Of Posts \* 100

**Date:** The date that your post was published.

**Reach:** The number of unique people who saw any content about that post. This will include both fans and non-fans.

**Engaged Users:** The number of people who clicked anywhere in your post without generating a story plus the number of unique people who created a story about your Page post.



**Talking About This:** The number of people who have created a story from this post. Stories are created when someone likes, comments on or shares your post, answers a question you posted or responds to an event.

**Likes:** The number of people who liked this post.

**Comments:** The number of people that commented on your post.

**Shares:** The number of people that shared your post.

**Engagement:** Engagement is a ratio of engaged users to reach. As an example, a post with 4 engaged users and 100 reach should yield 4.00% engagement.

### A breakdown of how your individual posts performed.

Messages Sent	Reach	Engaged	Talking	Likes	Comments	Shares	Engagement
 This applies to a lot of people! Please share. <i>December 07, 2014 5:26 pm</i>	1.4k	139	96	84	6	17	9.81%
 I wear body fluids! #bodyfluids <i>December 06, 2014 12:50 pm</i>	15.7k	1.8k	1.0k	878	123	149	11.48%
 The only full service social media strategy program craft... <i>December 05, 2014 12:42 pm</i>	4.8k	183	40	37	--	5	3.80%
 This one is for the ladies #funeralhumor #funeraldirector... <i>December 04, 2014 9:02 pm</i>	7.4k	858	425	374	66	69	11.61%
 Photographer Describes the Beautiful Experience of Dressi... <i>December 04, 2014 7:00 pm</i>	1.3k	104	9	8	2	--	8.20%
 CG Labs announces launch of their newest brand, Pet DNA M... <i>December 04, 2014 2:30 pm</i>	253	8	1	1	--	1	3.16%
 French Funerals and Cremations Report Significant Busines... <i>December 04, 2014 11:00 am</i>	787	46	6	5	--	1	5.84%
 This dove release went terribly wrong. Have you ever expe... <i>December 03, 2014 7:10 pm</i>	3.2k	406	40	23	17	8	12.67%
 A Self-Help Book For People Who Share Life With A Funeral... <i>December 03, 2014 4:15 pm</i>	8.7k	766	195	142	24	60	8.76%

## Understand Your Report: Twitter

TY's Twitter Profiles Report helps you understand your audience and how they interact with your content. We use this information to analyze your audience and build a publishing and engagement strategy that speaks to your brand's demographics and drives performance.

### GENERAL STATS

**Total Followers:** The total number of Twitter followers on your account to date.

**Connections Made:** The NET number of new people you have connected with on Twitter over the duration of your report (Your new followers less any unfollows plus the number of contacts you have started following).

**New Followers:** The total number of followers you have received in the given time period (does not include the number of unfollows).

**You Followed:** The number of people you follow at the beginning of the report subtracted from the number of people you followed on the last day of your report.

**Messages Received:** This includes @mentions sent to your account and DMs Received.

**Messages Sent:** This number includes Twitter @mentions and @replies sent (DM's are excluded).

### KEY INDICATORS

#### MY SOCIAL SCORES

**Engagement:** Your engagement score indicates how well you are communicating with your audience. We use an algorithm measuring the number of @replies or @mentions you've sent in relation to status updates (basically a percentage of @replies out of all of your sent tweets). This helps to see the conversation you are having with your Twitter followers.

**Influence:** This score is an indicator of your growth and interest level among your audience. These numbers are commonly low but increasing them over time will result in greater brand awareness and enthusiasm for your business.

## TWEETING BEHAVIOR

**Conversation vs Updates:** Tweets that are tracked as a "conversation" are ones you send as an @reply to another Twitter handle, whereas "updates" are tweets that you send out to your entire audience.

**New Contacts vs Existing:** When you send a reply to a Twitter user for the first time we count that as a new contact. Existing contacts are Twitter users that you have previously engaged with that you you have contacted again during your specified date range.

## FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns.

**By Age Range:** We use a mix of 3rd party tools to connect the dots between a Twitter user and their age range.

**By Gender:** Gender breakdowns are calculated using a name-based algorithm applied to your Twitter following.

## PUBLISHING

Measure the performance of your outbound content.

## DAILY ENGAGEMENT

**Mentions:** The number of times your handle was mentioned over the date range of your report.

**Retweets:** The number of times you were retweeted over the date range of your report.

## OUTBOUND TWEET CONTENT

**Plain Text:** Tweets that you sent out that did not include a link or a photo during the specified date range.

**Links to Pages:** These are Tweets that have [bit.ly](#) links (other links do not count) during the specified date range.

**Photo Links:** The number of tweets that contain a 'pic.twitter.com' link.

**Retweets:** The number of times you were retweeted