Social Media Analytics Terms To Know

Facebook

Page Likes: How many people like/follow your page
Reach: How many people saw your post (although just because the post showed up in someone's news feed doesn't necessarily mean it was seen)
Organic reach: How many people you reached for free
Paid reach: Measures how many people you reached through a paid Facebook ad or promoted post
Reactions: Measures how many people reacted to a post by "liking" or choosing another reaction
Shares: How many people shared your posts
Comments: How many comments you had on posts
Engagement: The total amount of reactions, comments and shares on your posts
Video views: Measures how many times your video was actually played and watched (different from reach, and only applies to videos)

Twitter

Impressions: How many people saw your tweet (similar to reach on Facebook)
Link clicks: Measures how many times a link was clicked in your tweet (only applies to tweets that include a link)
Retweets: How many times your tweet was shared by someone else
Likes: Measures how many times someone clicked on the "heart" icon on your tweets (similar to reactions on Facebook)
Mentions: How many times people referenced your Twitter handle in a tweet

YouTube

Watch time - the amount of time that a viewer has watched a video. This gives you a sense of what content viewers actually watch (as opposed to videos that they click on and then abandon).
Average view duration - estimated average minutes watched per view for the selected content, date range, region and other filters.
Views - the number of legitimate views for your channels or videos.

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Compare data - to compare data across content, click the Comparison... button at the top of the page and enter the information you want to compare, like content, location, or time frame.

Sharing - shows how many times your content has been shared through the Share button on YouTube, and what sites viewers are using to share your videos (e.g. Facebook, tumblr, and Blogger). Click the Sharing service button underneath the Line chart/Map to view detailed information about those sites.

Google Analytics (also used for WordPress Blogs)

Session: the duration of time a user spends on a website in a single visit. This means the user opens a browser, arrives at a website, and browses to pages within that site. A session to the site is over when the user browses away from the site or closes the browser window. A single user can be responsible for multiple sessions.

User: counted only once per IP address. A person with multiple sessions to your website would only be counted ONCE as a user.

Page views: are counted for every time a page on your site is loaded. This means that every visit to any page on your site is counted. When a user refreshes a page and reloads it, this will count as an additional pageview.

Bounce: recorded for each single-page session to your site. These are sessions in which the user left your site from the landing page without interacting with the page. A bounce can be caused by a user who:

- leaves the site by clicking an external link on the web page
- presses the browser back button
- types in another URL into the web browser
- closes the browser window or tab
- doesn't interact with the web page for a long time (usually 30 minutes). This is called a "session time-out."

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