



STACK STRATEGIES SOCIAL MEDIA VOCABULARY



Profile - Your profile is your personal account with the social media.

Facebook Page – Your business page is your business’s public profile with particular settings that categorizes it within the social media.

Facebook Group – Groups are a place to communicate about shared interests with certain people. You can create a group for anything .

Facebook Event - A calendar-based resource which can be used to notify users of upcoming occasions. Events can be created by anyone, and can be open to anyone or private. The creator can invite his friends, members of a group, or fans of a page.

Instagram Personal Account vs Professional Account - You must have a personal profile to create a business profile.

Social Media Timeline – Otherwise known as News Feed – the feed of posts from friends and pages that you follow or who may relate to you.

Social Media Hashtags – A way to categorize or identify posts on social media sites.

Social Media Algorithms - The way of sorting posts in a users’ feed based on relevancy instead of publish time. Social networks prioritize which content a user sees in their feed first by the likelihood that they’ll actually want to see it.

Keywords – Main words are tracked for algorithms to work. The keywords in your descriptions and posts make your post relatable to your followers. This is part of how algorithms decide who sees what.

Social Media Handles – The @ that points to your page; acts as a link; can vary by platform but is preferably the same.

Social Media Stories – Posts that only last 24 hours, can be saved, and are featured as highlights that are full phone screen in size.

Boosting - Paid ads to get more likes.

Ads – Paid ways to get more views, engagement, page likes, website views, or collect leads.

Analytics – The ways that your posts and the way your followers engage with them are tracked.