



## Facebook Key Terminology Cheat Sheet (Glossary of Terms)

### In this lesson, you will learn about:

- ★ Personal Profile Overview
  - Personal Profile DOs
  - Personal Profile DON'Ts
- ★ Business Pages Overview
  - Posting
  - Growth
  - Engagement
  - Analytics / insights

Facebook is so vast, that this lesson is more about showing you where to find key elements of a Facebook page. In the upcoming lessons, we'll break these elements down into much more detail.

### Personal Profile Overview

- ★ Facebook is the most personal of the four social media networks.
- ★ Many people use Facebook to connect with friends and family members.
- ★ A tour of a personal profile can be found in lesson 1 technical videos.

### Personal Profile DOs

- ★ You can post your own updates, photos and videos.
- ★ It is good practice to react or comment on updates, photos and videos posted by your friends and family.
- ★ You can react, comment on or share updates, photos and videos from business pages that you follow or that pop up in your feed (aka sponsored posts).

### Personal Profile DON'Ts

- ★ Using a Facebook profile as a business is a violation of Facebook's terms of service but you can set up a Facebook business page.
- ★ In order to set up a Facebook business page, you will need a personal profile and feed.

For the purposes of this course, we are going to focus on teaching you how to use Facebook as a business. You do not need to set up a Facebook business page in order to partake in this module. Only set one up if it is appropriate for you. If you know someone who has a Facebook page, you might ask them to let you work on it for a month in order to gain real insight into how running a page looks and feels. Alternatively, you can do a Facebook business page audit. More information on this can be found in the support document below.



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### Facebook Business Page Key PROFILE Terminology

- ★ Name
- ★ Username
- ★ Cover Image
- ★ Profile Image
- ★ About/bio
- ★ Tabs
- ★ Reviews/Recommendations
- ★ Call to Action Button
- ★ More on these key elements and related technical videos can be found in Lesson 2

### Facebook Business Page Key POSTING Terminology

- ★ Post
- ★ Pinned Post
- ★ Mentions

### Facebook Business Page Key GROWTH Terminology

- ★ Followers vs Page Likes
- ★ The Invitation Method

### Facebook Business Page Key ENGAGEMENT Terminology

- ★ Engagement
  - Reactions
  - Comments
  - Shares
- ★ Notifications
- ★ Inbox
- ★ Facebook Lives
- ★ Events
- ★ Groups

Our ★ 'Quick Start Guide to Facebook Groups' ★ Bonus can be found in your electronic documents.

### Facebook Business Page Key ANALYTICS/INSIGHTS Terminology

- ★ Insights
- ★ Reach
- ★ Post clicks



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### Key Takeaways

- ★ Facebook is the most private of the social media platforms, which is why individuals like it for personal use.
- ★ Facebook business pages are a very powerful tool for connecting your business with individuals.
- ★ It is a violation of Facebook rules and regulations to use a personal profile as a business.
- ★ You need a Facebook personal profile to set up a business page