

Social Media glossary



General Social Media Terms

Term	Definition
Post	Any content (text, image, video, or link) that is shared on a social platform.
Feed	The stream of content you see from people or pages you follow.
Story	A short-lived photo or video post that disappears after 24 hours.
Reel	Short, entertaining videos (up to 90 sec) often set to music, mainly on Instagram.
Like	A way to show appreciation for a post.
Comment	A response or message left on a post.
Share	Reposting someone else's content to your own followers.
Tag	Identifying and linking another user in a post using @username.
Mention	Referring to another user in a post or comment using their @handle.
Hashtag	A word or phrase preceded by # that categorizes content (e.g., #Travel).
DM (Direct Message)	A private message sent to another user.
Follower	Someone who subscribes to see your posts.
Following	Accounts you subscribe to.

Facebook-Specific Terms

Term	Definition
Timeline	Your personal profile page showing your posts and activity.
News Feed	The main page showing updates from friends, pages, and groups.

Term	Definition
Profile	Your personal page with your info, photos, and activity.
Page	A public profile created for businesses, brands, or public figures.
Group	A community space for people to discuss shared interests.
Friend Request	An invitation to connect with someone on Facebook.
Reaction	Emoji-based responses to a post (e.g., ❤️ 😂 😮 😞 😡).
Event	A scheduled activity you can invite others to attend.
Check-in	Tagging your location in a post.
Marketplace	A platform for buying and selling items locally.
Boost Post	A paid promotion to increase the reach of a post.

Instagram-Specific Terms

Term	Definition
Profile Grid	The layout of your posted photos and videos on your profile.
IGTV	Long-form video content (now merged with Reels and video posts).
Explore Page	A discovery tab that shows content based on your interests and activity.
Bio	A short description about you at the top of your profile.
Link in Bio	A common phrase pointing users to click the website link in someone's bio.
Saved	A way to bookmark posts for later viewing.
Highlight	A collection of saved stories that stay permanently on your profile.
Carousel	A post containing multiple photos/videos you can swipe through.
Pinned Post	A post you manually keep at the top of your profile.