

Social Media Metrics Glossary

Metric	Definition	Instagram Specific	Facebook Specific
Reach	Total number of unique users who have seen your content.	Indicates how many unique accounts have viewed your posts, stories, or profile.	Shows how many unique users have seen your posts, ads, or page.
Impressions	Total number of times your content has been displayed, regardless of whether it was clicked or not.	The number of times your posts, stories, or profile were displayed on users' screens.	The total number of times your posts, ads, or page have been shown in users' feeds.
Engagement	Total number of interactions (likes, comments, shares) your content has received.	Includes likes, comments, shares, saves, and interactions on posts and stories.	Includes likes, comments, shares, and reactions to posts and ads.
Followers	Number of users who have subscribed to see your updates.	The total number of accounts following your Instagram profile.	The total number of users who like your Facebook page.
Likes	Number of times users have clicked the "like" button on your posts.	The count of likes on your posts and stories.	The count of likes on your posts and pages.
Comments	Number of user comments on your posts.	The total number of comments on your posts and stories.	The total number of comments on your posts and ads.
Shares	Number of times users have shared your content with others.	The number of times users have shared your posts or stories via direct message or other platforms.	The number of times users have shared your posts or ads.
Saves	Number of times users have saved your content to revisit later.	The number of times users have saved your posts or stories to their collections.	Not applicable.
Story Views	Number of times users have viewed your Instagram Stories.	The total number of views each of your Stories has received.	Not applicable.
Click-Through Rate (CTR)	Percentage of users who clicked on a link after viewing your content.	The percentage of users who clicked on a link in your Instagram bio or Stories.	The percentage of users who clicked on a link in your Facebook posts or ads.
Conversion Rate	Percentage of users who completed a desired action after interacting with your content.	The percentage of users who took an action (like purchasing or signing up) after interacting with your Instagram content.	The percentage of users who took an action (like purchasing or signing up) after interacting with your Facebook content.
Page Views	Number of times users have visited your Facebook Page.	Not applicable.	The total number of visits to your Facebook Page.
Profile Visits	Number of times users have visited your Instagram profile.	The total number of times users have viewed your Instagram profile.	Not applicable.