



# 8<sup>th</sup> October International Podiatry Day®

**OCTOBER 8, 2019**

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INTERNATIONAL FEDERATION OF PODIATRISTS  
Social Media Impact Report



**FIP** FÉDÉRATION INTERNATIONALE  
DES PODOLOGUES  
**IFP** INTERNATIONAL FEDERATION  
OF PODIATRISTS

# Executive Summary

## Introduction

The second edition of International Podiatry Day (IPD) was held this year on October 8<sup>th</sup> to draw attention to foot health and Podiatry with the general public, other health professions and government health officials. This special day, organized by the International Federation of Podiatrists, provides the worldwide podiatric community an opportunity to recognize and celebrate the good work that is done in providing foot and ankle care by podiatrists.

## Objectives

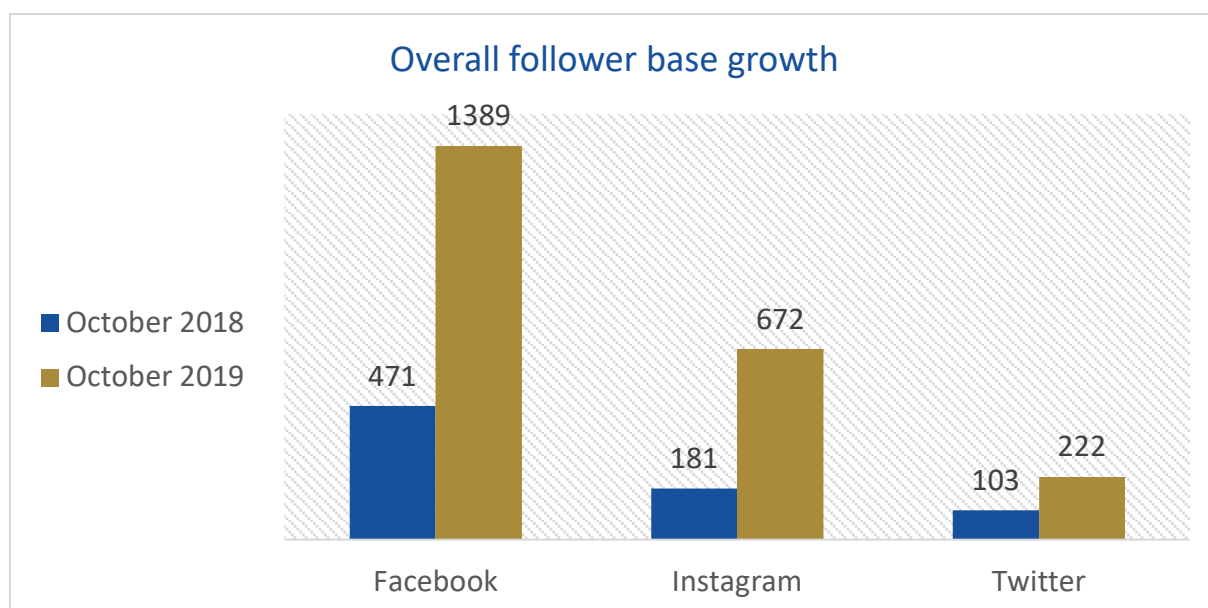
The purpose of IPD is to create awareness and to reach as many people as possible. This year's campaign was launched in June with weekly posts of IPD on social media leading up to the day. On International Podiatry Day itself we created a big buzz around the podiatric community by having people using the IPD frame on Facebook and make a selfie at work, with colleagues or with their favorite instrument.

## Data analysis

All data used in this report was collected from the respective social media channels: Facebook, LinkedIn, Instagram and Twitter. Data collection was finalized on 13 October 2019.

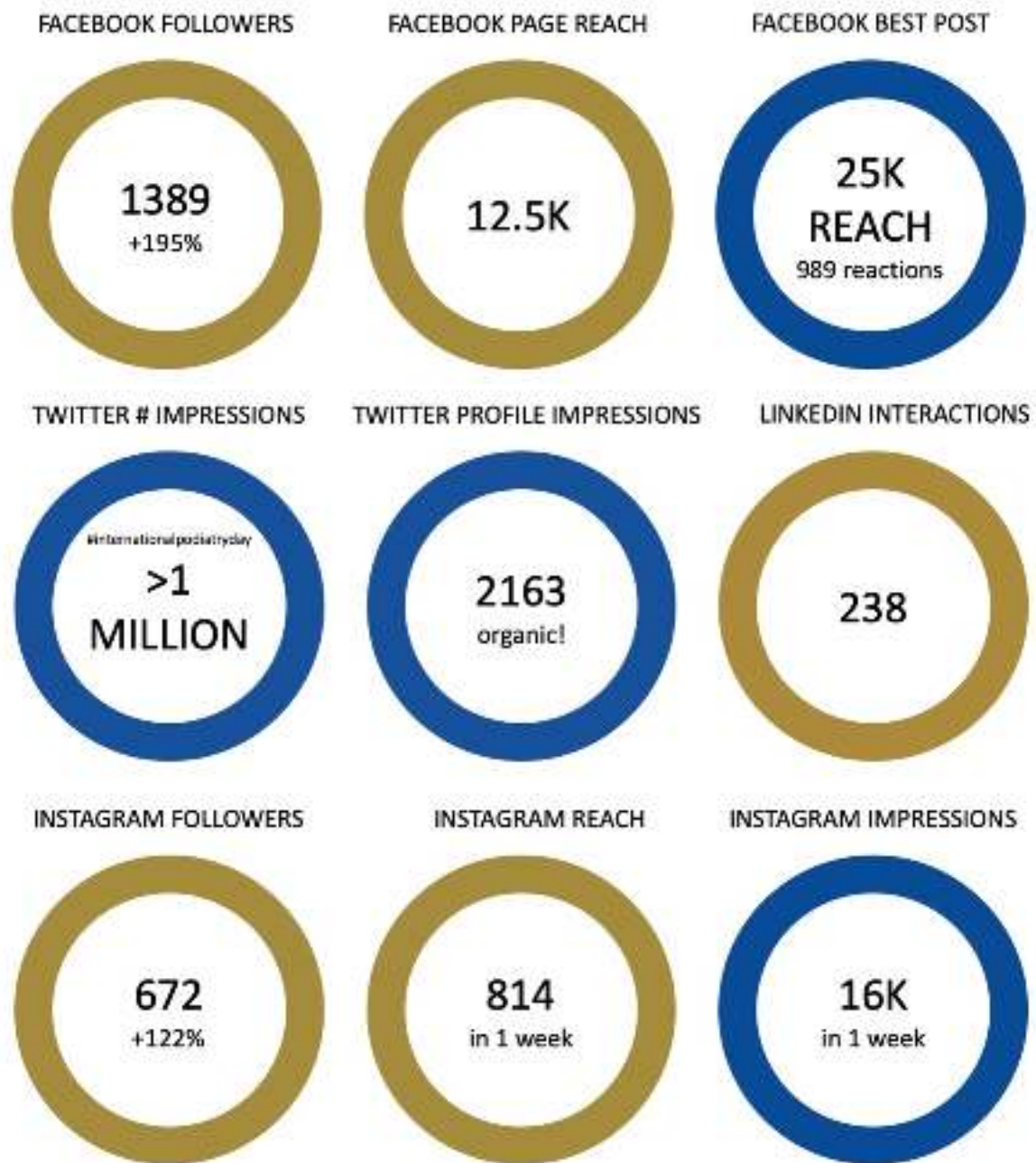
## Social community growth

Our social community more than tripled compared to this time last year. We focus on follower growth rather than fan growth, since followers choose to receive future updates whereas fans don't necessarily see future content.

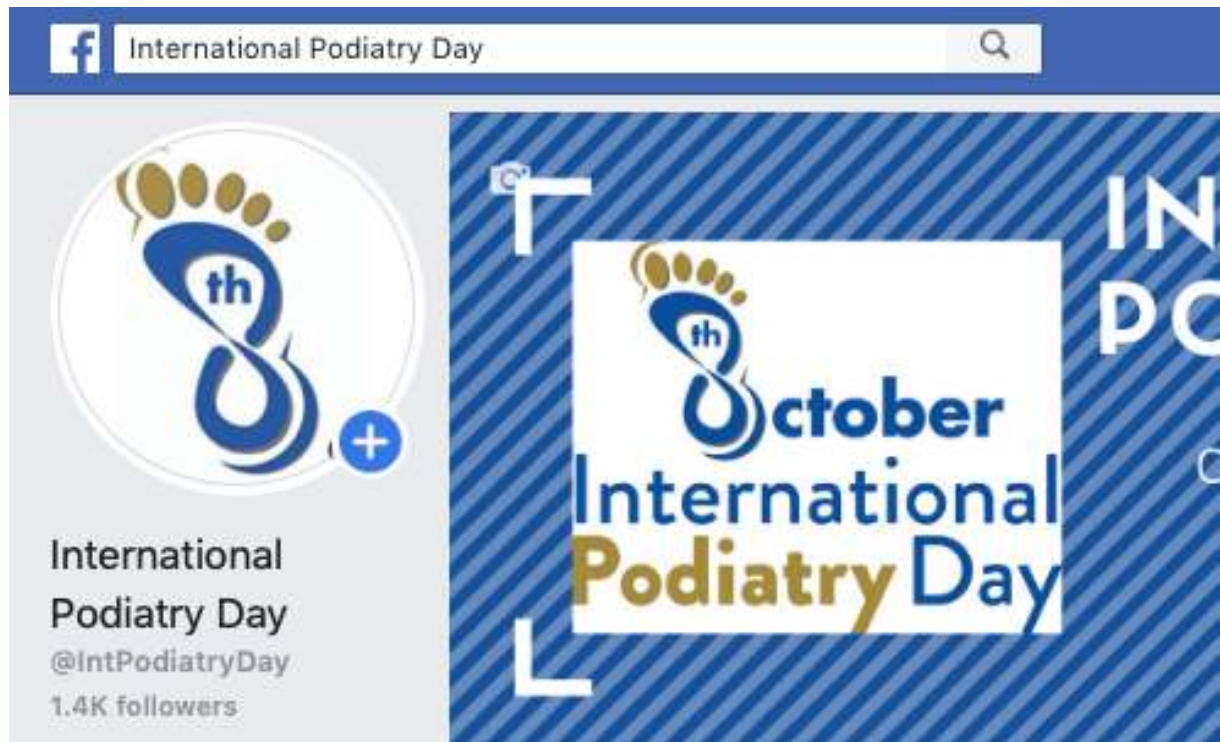


## Success Snapshot

In 2019 we achieved the following:



# Facebook



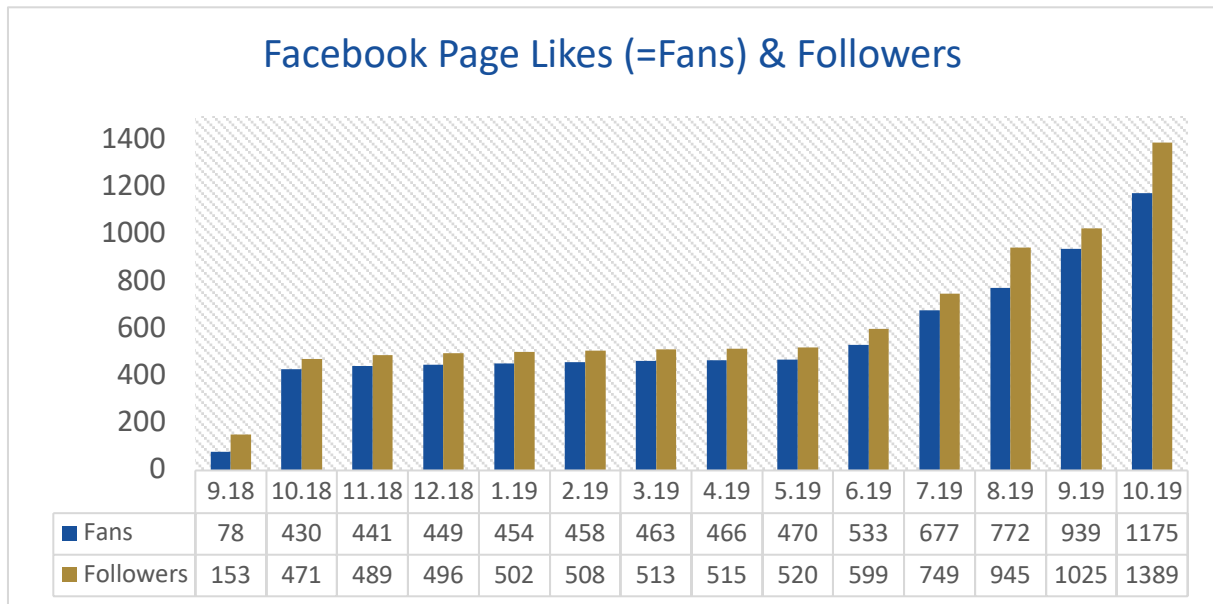
## Brand Awareness on Facebook

Facebook is still king of social media. On average, users spend 43 minutes per day on the social networking website to post comments, share photographs, post links, chat live, watch videos, etc. Like other social media networks, Facebook uses an algorithm to rank all available posts that can display on a user's News Feed based on how likely that user will have a positive reaction.

In order to beat the algorithm, it is important to post value-added content. The main reason for fans to unlike or unfollow a brand's page is because they post too much uninteresting content.

## IPD Impact

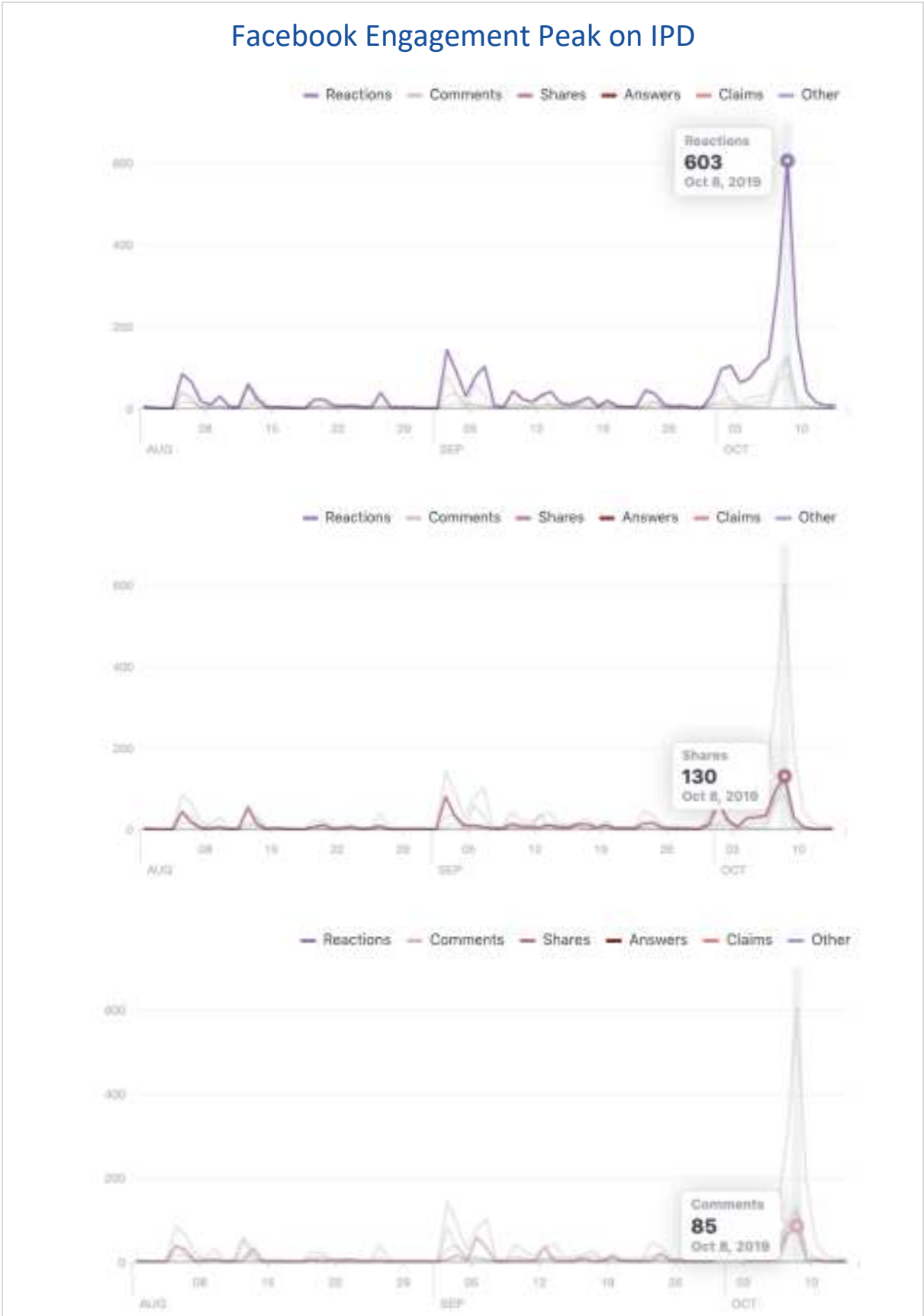
Since last year, our Facebook fanbase increased with 173% to 1175 Facebook Page Likes. Our Facebook Followers grew even faster with 195%.



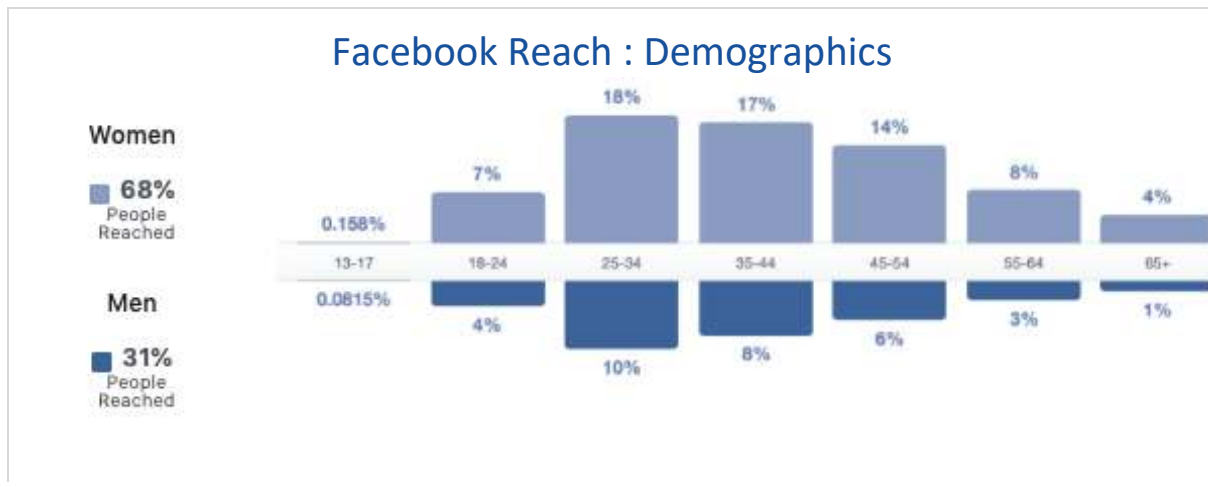
On October 8<sup>th</sup>, our total page reach peaked to an estimate of over 12500 Facebook users.



Engagement exploded as well, with 603 positive reactions (= like, wow, love, haha), 130 shares and 85 comments.



We reach 68% women and 31% men. A lot of the people we reached are not living in member countries. On the 8<sup>th</sup> of October 27 public posts from all over the world tagged @InternationalPodiatryDay on Facebook.



Country (members = ■ )	Reach
Australia	4,981
United Kingdom	4,446
<b>Norway</b>	<b>3,706</b>
<b>Belgium</b>	<b>3,524</b>
<b>Spain</b>	<b>2,872</b>
<b>South Africa</b>	<b>2,830</b>
<b>Greece</b>	<b>2,804</b>
<b>France</b>	<b>2,115</b>
Romania	992
Portugal	971
<b>Sweden</b>	<b>960</b>
<b>Ireland</b>	<b>934</b>
<b>Italy</b>	<b>886</b>
<b>United States of America</b>	<b>806</b>
<b>Cyprus</b>	<b>715</b>
<b>Netherlands</b>	<b>494</b>
<b>Germany</b>	<b>445</b>
<b>Malta</b>	<b>336</b>
Algeria	323
Tunisia	261
<b>Finland</b>	<b>260</b>
Singapore	254
<b>Switzerland</b>	<b>251</b>

Country (members = ■ )	Reach
<b>Canada</b>	<b>233</b>
Iceland	160
<b>Peru</b>	<b>122</b>
Mexico	115
Chile	109
Brazil	100
India	89
Argentina	77
New Zealand	75
<b>Denmark</b>	<b>42</b>
<b>Poland</b>	<b>42</b>
<b>Czech Republic</b>	<b>41</b>
<b>Morocco</b>	<b>34</b>
Kuwait	31
United Arab Emirates	29
Brunei	19
Russia	18
Malaysia	18
Luxembourg	17
Ecuador	16
Turkey	16
<b>Israel</b>	<b>16</b>

Buzz also in non-member countries

### 16 Facebook Videos from Romania

 **Asociatia de Podiatrie** October 8 at 6:00 AM · 🌐

Conf. Dr. @Ioan Andrei Veresiu, Președintele Asociației de Podiatrie, vorbește despre importanța podiatriei, "o măsură a sistemului de sănătate", în contextul Zilei Internaționale a Podiatriei - 8 Octombrie - #PăgesteCuÎncredere

Vertaling bekijken



  30 13 Shares





## Repost by Singapore



Podiatry Association - Singapore

\*\*\*

October 8 at 10:35 AM · 🌐

Happy International Podiatry Day! Today, podiatrists around the world come in one accord to say your #feetmatters! We join you in #defeatingfootdiseases

Spread the love, share the inspiration for the goals of healthy, pain-free, ulcer-free feet ❤️👣 Let's do this!

#podiatrysingapore #yourfeetareingoodhands #feetforlife

#podiatry #caretogobeyond #alldhealthprofessionals...

See More

DEFORMITIES  
PATHOLOGIES and INJURIES  **the FOOT and  
ASSOCIATED STRUCTURES**

7,204 Views

International Podiatry Day

Published by Raphaella De Sousa B (1) · September 2 ·



👍 Like Page

Still wondering what Podiatry is about? 🤔

No more hesitation after this video! 🤩

Watch 📺, learn 📖 and get enthusiastic. 🤩

... See More



6

3 Comments · 2 Shares



Post by Pakistan



The Pakistani Association of Podiatric Medicine & Surgery

\*\*\*

October 9 at 2:03 AM · 🌐



New York College of Podiatric Medicine  
October 8 at 7:14 PM · 🌐

👍 Like Page

Happy International Podiatry Day!

Podiatric medicine is a highly specialized branch of medicine dedicated to the diagnosis, treatment and prevention of disease...  
[See More](#)

🌐 1

1 Share



## Post by Australia



Australian Podiatry Association

\*\*\*

October 8 at 9:12 AM · 🌐

Happy International Podiatry Day!! Today podiatrists all around the world come together as a single voice to spread the message of the importance of foot health. Help us spread the word by liking and sharing the message, and include the hashtags #FeetMatter and #DefeatFootDisease.



Australian  
Podiatry  
Association

👍❤️ 116

8 Comments · 86 Shares



**IFP** FÉDÉRATION INTERNATIONALE  
DES PODOLOGUES  
**IFP** INTERNATIONAL FEDERATION  
OF PODIATRISTS

## Best Performing Posts

Post Details
View | Post | 00 likes
see metrics for all posts

### The Definition of PODIATRY

Podiatry is the profession of which podiatrists are qualified with the education, experience, knowledge and skill to diagnose, prevent, and treat podiatric conditions of the foot and ankle, and to provide podiatric medical and podiatric orthopedic services to patients.

**International Podiatry Day. What is podiatry? It's the profession of podiatrists. It's the profession of podiatrists. It's the profession of podiatrists. It's the profession of podiatrists.**

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#### Performance for Your Post

- 👁️ Impressions Viewed: 2,095
- 👤 Profile Views: —
- 👤 18-24-year-olds Viewed: 2,043
- 👤 25-34-year-olds Viewed: 3,312
- 🕒 Average Watch Watch Time: 0:05
- 👤 Audience Retention
- 👤 Audience and Engagement

**International Podiatry Day**

Still wondering what Podiatry is about? No more hesitation about it is video. Watch, like, and get notified.

### The Definition of PODIATRY

Podiatry is the profession of which podiatrists are qualified with the education, experience, knowledge and skill to diagnose, prevent, and treat podiatric conditions of the foot and ankle, and to provide podiatric medical and podiatric orthopedic services to patients.

**What is podiatry? It's the profession of podiatrists. It's the profession of podiatrists. It's the profession of podiatrists. It's the profession of podiatrists.**

**Get More Likes, Comments and Shares**  
Boost this post for 42¢ to reach up to 3,220 people.

**25,887** Profile Visited | **2,241** Engagement

👤 You and 55 others | 2 Comments | 234 Shares

👍 Like | 💬 Comment | 📤 Share | 🗖️ More

#### Performance for Your Post

**25,887** Profile Visited

**7,202** Reached in the News

**888** Mentions, Comments & Shares

227 Likes	99 On Post	669 On Shares
154 Love	4 On Post	107 On Shares
2 Wow	0 On Post	2 On Shares
115 Comments	3 On Post	112 On Shares
227 Shares	206 On Post	2 On Shares

**1,262** Post Clips

170 Clipped by 🇺🇸 | 3 Clipped by 🇸🇪 | 1,079 Clipped by 🇺🇸

**RELATIVE PERFORMANCE**

1 Like Post | 2 18-24 Profile | 2 Reposted Share | 2 Liked Page


Reported rates are calculated and applied to posts.

#### Highlighted Shares

Post	Views	Shares	Engagement	Avg. Watch Time
<b>NYT</b> "What is podiatry? It's the profession of podiatrists."	10,076	20	23	0:04
<b>Colégio Profesional de Podólogos d...</b>	6,800	116	13	0:04
<b>Consejo General de Colegios Oficia...</b>	6,800	168	20	0:04
<b>Inspección de Colegios</b>	6,800	150	14	0:04
<b>IT Beauty Boutique</b>	6,800	137	8	0:04

Post Details

Views
Post
Shares
See more for details



**International Podiatry Day: Ebeanna Kakhola will also celebrate International Podiatry Day on October 20th...**

Why do we celebrate? Learn more about the history, importance, and how to celebrate International Podiatry Day. #PodiatryDay #Podiatrists

100+ likes · 10 comments · 10 shares · 10 views


#### Performance for Your Post

- 1,039 Minutes Viewed
- 1-Second Video Views
- 1,039 15-Second Video Views
- 3,315 3-Second Video Views
- 0:07 Average Video Watch Time
- Audience Retention
- Audience and Engagement

**International Podiatry Day**

Published by [Ebeanna Kakhola](#) on October 19 at 10:00 AM

Why do we celebrate? Learn more about the history, importance, and how to celebrate International Podiatry Day. #PodiatryDay #Podiatrists



**Ebeanna Kakhola will also celebrate International Podiatry Day on October 20th...**

and I am a podiatrist in G...

Get more likes, comments and shares

6,287 People Reached · 441 Engagements

35 Comments · 2 Comments · 50 Shares

Like · Comment · Share

#### Performance for Your Post

8,287 People Reached

3,315 3-Second Video Views

276 Reach From Comments & Shares

196 All	53 On Post	100 On Shares
27 Like	4 On Post	23 On Shares
24 Comments	2 On Post	22 On Shares
50 Shares	50 On Post	0 On Shares

609 Post Likes

138 Comments · 0 Likes · 50 Shares

**NEGATIVE FEEDBACK**

0 Hate Speech · 0 Spam · 0 Fake Post

0 Report on Spam · 0 Unlike Post

Estimated reach might be reduced from what is reported on other...

#### Highlighted Shares

Post	View Date	Video Views	Post Engagement	Avg. Watch Time
Podiatry Careers "Reasons to Celebrate International Podiatry Day..."	10/19/23 10:00 AM	126	30	0:07
Dr. Abbie Gibbs & ADG Footcare "A special celebration for the profession of Podiatry..."	10/20/23 4:00 PM	90	6	0:00
Living Side Podiatry   PodiatryCare.com "Celebrating a day dedicated to podiatrists..."	10/20/23 9:41 AM	66	17	0:09
Charles Inward "Podiatrists are..."	10/20/23 9:31 AM	57	3	0:00
South Devon Podiatrists	10/20/23 10:27 AM	54	7	0:00



Post details

Video
Post
Stories
See more for details



**International Podiatry Day: Paul Bergins - ambassador of the IPO & speaker at the World Congress of Podiatry...**

Mr Paul Bergins wishes you a happy international Podiatry Day 🎉 He will be attending for a conference for the 2019 World Congress of Podiatry. If you want to hear him, don't hesitate to register 📅 [www.podiatry2019.org](http://www.podiatry2019.org)

4:32 · Updated on 12/14/2018 · View history · See how it's done

**Performance for Your Post**

- 👁️ Minutes Viewed 1,086
- 📺 1-Minute Video Views 354
- 📺 10-Second Video Views 1,099
- 📺 3-Second Video Views 2,035
- ⌚ Average In-Post Watch Time 0:08
- 👤 Audience Retention
- 👤 Audience and Disengagement

**International Podiatry Day** 👍 Like 🗨️ Comment 🔗 Share

Published by [Natalie De Saad](#) on October 9 at 10:28 AM · G

Mr Paul Bergins wishes you a happy International Podiatry Day! 🎉 Mr Bergins also going to be a speaker at the 2019 World Congress of Podiatry. If you want to hear him, don't hesitate to register 📅 [www.podiatry2019.org](http://www.podiatry2019.org)... See More



Paul Bergins - Ambassador of the IPO & speaker at the World Congress of Podiatry

👍 Get More Likes, Comments and Shares  
Boost this post for 427 to reach up to 5,193 people

7,802 People Reached    484 Engagements    [Boost Post](#)

👍 Like    🗨️ Comment    🔗 Share    📌 Save

**Performance for Your Post**

7,802 People Reached

2,838 1-Minute Video Views

328 Reactions, Comments & Shares




	Like	On Post	On Share
👍 Like	26	2	26
🗨️ Comment	0	0	24
🔗 Share	42	0	2

556 Post Clicks

	Click to Play	Click to Share	Click to Like
👍 Like Post	1	0	1
🗨️ Comment Post	0	0	0

Reaction data may be skewed from interactions on posts


**Highlighted Shares** 📌

Post	Share Date	View Shares	Post Engagement	Eng. Velocity Rate
 <b>Fettegøstforbundet</b>	📅 10/15/18 🕒 11:22 AM	182	36	0.11
 <b>Rørskålgøreren Mads og Polaris</b>	📅 10/25/19 🕒 11:11 AM	366	2	0.04
 <b>RØRskåle</b>	📅 10/24/18 🕒 9:51 AM	170	12	0.09
 <b>Kineses hud og forklækkelse</b>	📅 10/25/19 🕒 11:2 AM	80	2	0.02
 <b>Jensen Pilleruge</b>	📅 10/25/18 🕒 10:32 AM	80	2	0.02



International Podiatry Day  
 Published by [Michelle De Gooijer](#) · Like Page

Are you soon planning to shop for some shoes? 🛒  
 First 📌 tips for proper shoe shopping 🛒  
 #InternationalPodiatryDay #FootHealth #DiabeticFootDisease #FDPF



## NEED NEW SHOES? TIPS FOR PROPER SHOE SHOPPING

- 1 Only buy new pair of shoes after you have been on your feet for a few hours
- 2 Take orthotics and socks that you intend to wear with the shoes
- 3 Measure both your feet and buy the size that fits the larger foot
- 4 Make sure you have 1,5 cm of space between your longest toe and the end of the shoe
- 5 Walk around in the shoes to determine how they feel to make sure they fit well

**Performance for Your Post**

11,592 People Reached

258 Accounts, Comments & Shares

100 Likes	22 On Post	144 On Share
5 Comments	2 On Post	4 On Share
3 Shares	0 On Post	3 On Share
1 Save	0 On Post	1 On Share
3 Comments	0 On Post	0 On Share
74 Shares	74 On Post	0 On Share

740 Post Clicks

488 From Video	1 Like Clicks	350 Other Clicks
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**NEGATIVE FEEDBACK**


- 0 Hate Posts
- 0 Hate All Posts
- 0 Report on Page
- 0 Report Page

Reported posts may be removed from what appears on your profile.

International Podiatry Day  
 Published by [Michelle De Gooijer](#) · Like Page

The right shoe for the right purpose...  
 Don't forget the left shoe too 🛒  
 #FootHealth #DiabeticFootDisease #InternationalPodiatryDay #FDPF

## THE RIGHT SHOE FOR THE RIGHT PURPOSE



**High heels** > 3cm  
**High heels** < 3cm  
**Smart shoes**  
**Daily shoes**

International Podiatry Day  
 #FDPF

Get More Likes, Comments and Shares  
 Boost this post for \$27 to reach up to 8,320 people.

10,134 People Reached  
 400 Engagement  
 Boost Post

**Performance for Your Post**

10,134 People Reached

250 Accounts, Comments & Shares

144 Likes	21 On Post	123 On Share
5 Comments	3 On Post	2 On Share
1 Shares	0 On Post	1 On Share
1 Save	0 On Post	1 On Share
21 Comments	0 On Post	0 On Share
17 Shares	14 On Post	3 On Share

631 Post Clicks

179 From Video	1 Like Clicks	451 Other Clicks
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**NEGATIVE FEEDBACK**

- 0 Hate Posts
- 0 Hate All Posts
- 0 Report on Page
- 0 Report Page

Reported posts may be removed from what appears on your profile.







# LinkedIn



## Brand Awareness on LinkedIn

LinkedIn is a professional platform, designed specifically for the business community. The goal of this social networking site is to allow registered members to establish and document networks of people they know and trust professionally.

While building brand awareness is usually focused on company brand, a personal brand and personal connection are necessary to establish trust. On LinkedIn, personal networks are the key to both access and visibility. The more members you are connected to, the more people who will be exposed to your content.

General information about IPD is provided on a LinkedIn Page that was set up to act as a digital business card: [www.linkedin.com/company/intpodiatryday/](http://www.linkedin.com/company/intpodiatryday/)

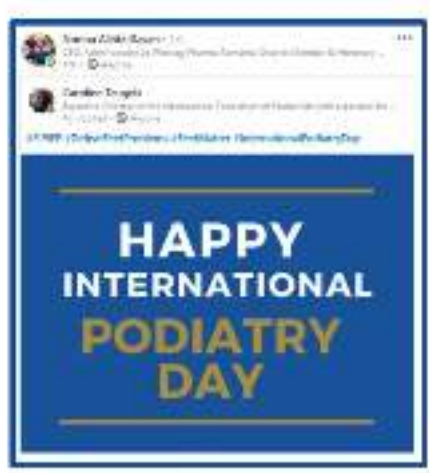
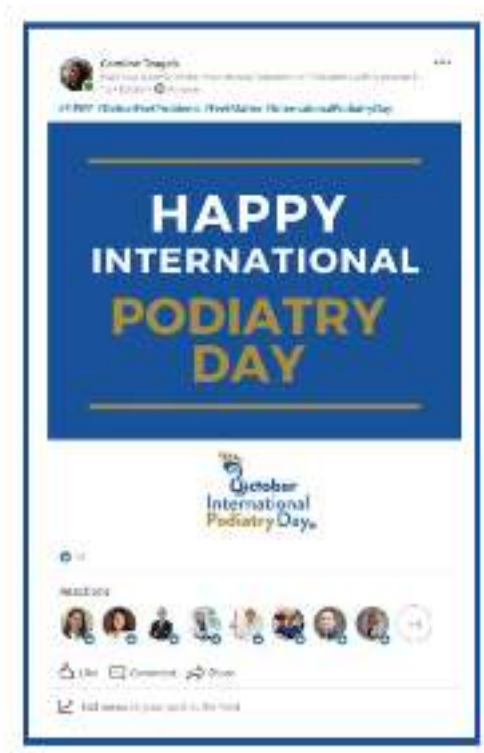
In order to spread awareness about IPD, additional content was created on LinkedIn Profiles. We mainly used the Dr. Phalange profile, which was created to represent the World Congress of Podiatry: <https://www.linkedin.com/in/dr-phalange-93194017a/>

We used hashtags to make the content more discoverable for LinkedIn members that could be interested in IPD. In addition to that, we encouraged people to use the same hashtags.

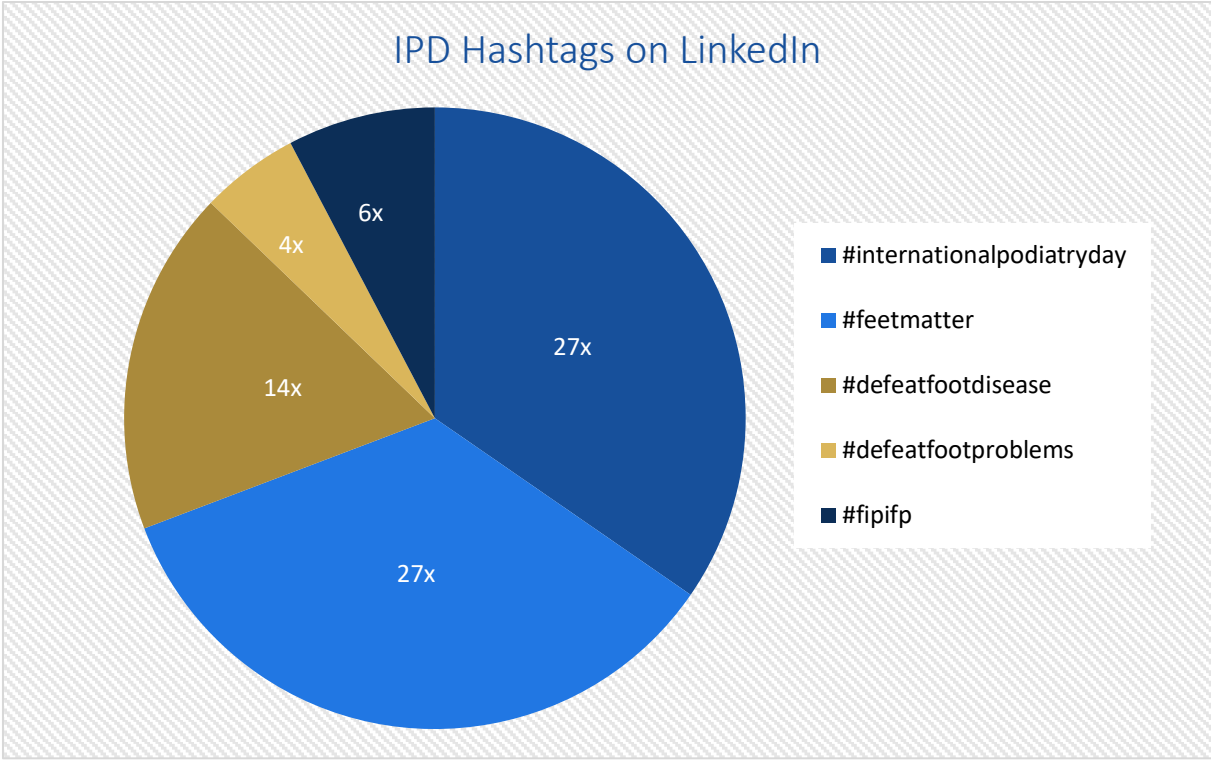
## IPD Impact

Analyzing profile-based campaign performance on LinkedIn is a challenge, since users can limit the visibility of posts and links they share. When limited visibility is selected as a preference, even posts with hashtags will not be public. All the following results are solely based on public posts.

In addition to that, it is not possible to measure reach of posts created by variable sources. The following example is a post created by the LinkedIn Profile of Caroline Teugels. This post resulted in 544 views, which is a private statistic only visible to Mrs. Teugels. Engagement can be measured by counting the number of interactions (=see glossary) on the respective post.



15 LinkedIn Pages with a combined following of 5974 users posted about IPD and 57 users interacted with these posts. 17 public user posts were shared with a total of 149 interactions. The most used hashtags were #internationalpodiatryday and #feetmatter:

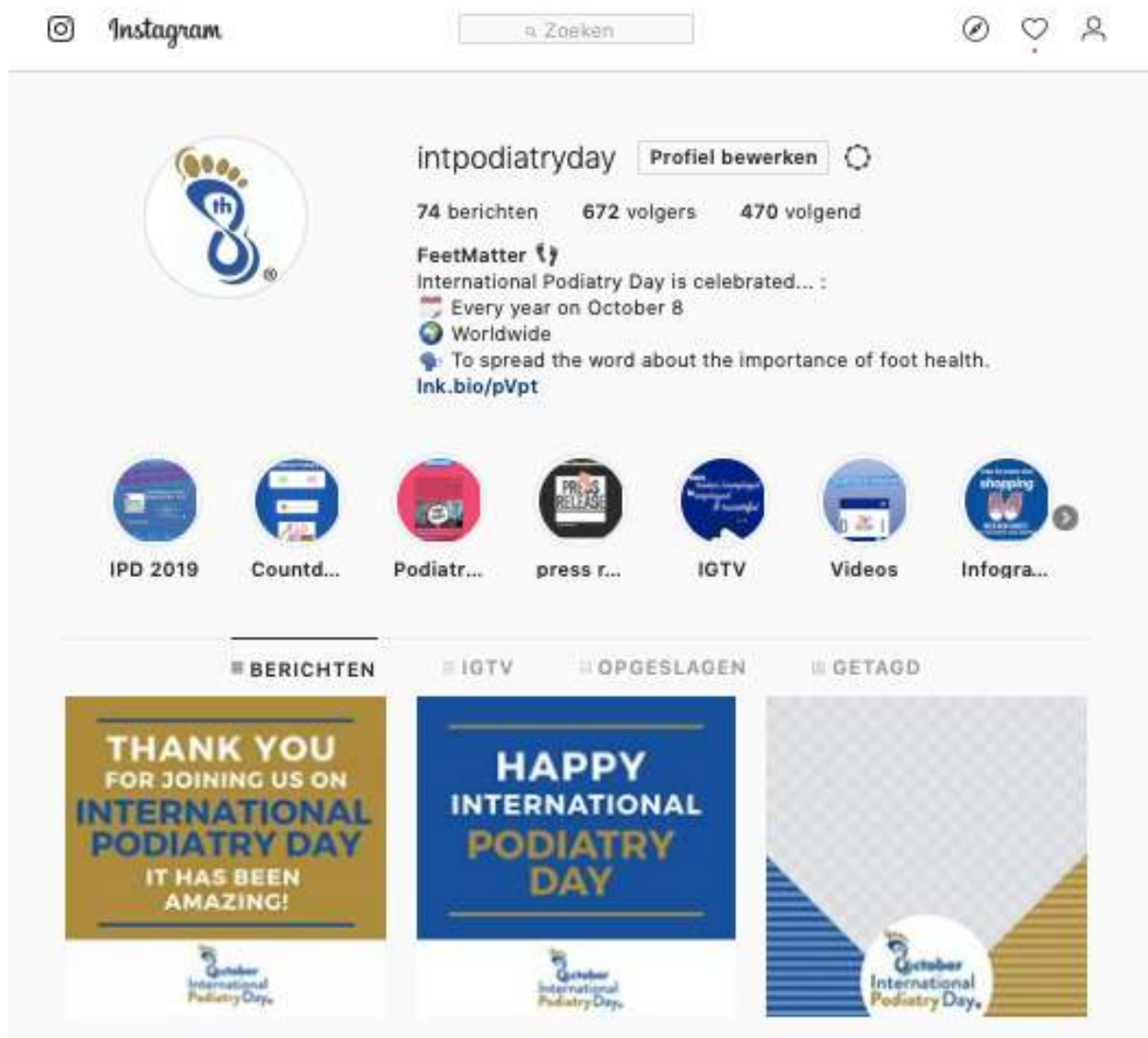


LinkedIn Company Page	Reactions	Total Page Followers
ALGEOS	11	1986
Bako Diagnostics	11	2243
Dimple	8	530
Hanssen Footcare	8	138
BONE 3D	6	532
DBC Medical	4	287
HealthyStep	3	29
eQuez	3	35
Care For Feet	1	30
Alpine Foot & Ankle Clinic	1	15
Podotherapieapic Oost-Nederland	1	25
Westfield Foot and Ankle Specialists, LLC	0	2
Bailey Instruments	0	91
PLS Medical Ltd	0	16
Talar Medical	0	15

LinkedIn User Profile	Reactions
Gemma Bailey	23
Caroline Teugels	21
André Ferreira	14
Thamsanqa Kubeka	13
Romeu Araujo	4
Mirna Cinti	3
Lucas Breedt	3
Robin Li Laing-Wilson	2
Dre Sophie Roy	2
Dr. Phalange	2
Heidi Corcoran	2
Thamsanqa Kubeka	2
Javier Ordoyo Martin	1
Alma Thompson	0
Leana Huntley	0
Lee Lambourne	0
Elite HomeCare	0



# Instagram



## Brand Awareness on Instagram

Instagram is an image-based social networking app where users can easily share their updates by taking photos or videos and tweaking them using filters. The order of photos and videos in user feeds are based on the likelihood they'll be interested in the content, their relationship with the person posting and the timeliness of the post (older posts are considered to be less relevant).

We focused on value-added content creation and a result-oriented hashtag strategy. The right hashtags helped other users discover IPD and inspiring content in a fresh design encouraged them to like our post and/or visit our profile.

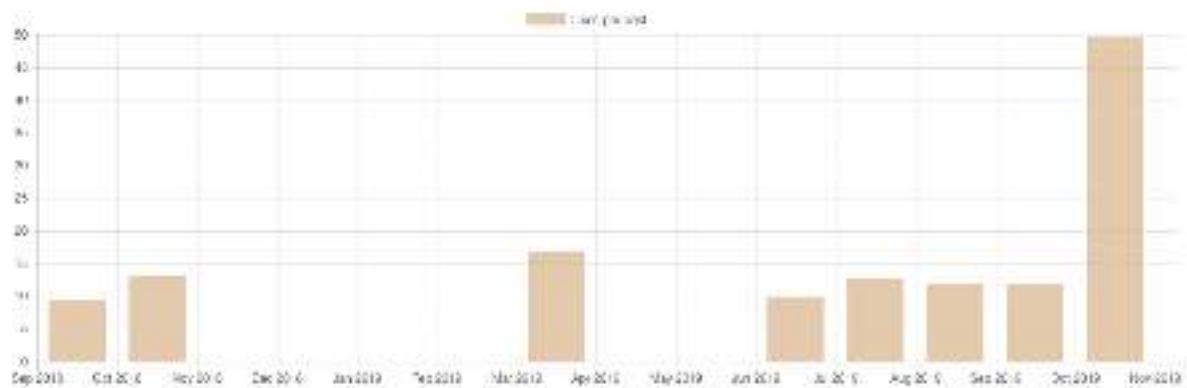
## IPD Impact

Our follower base grew with 271% to 672 followers.

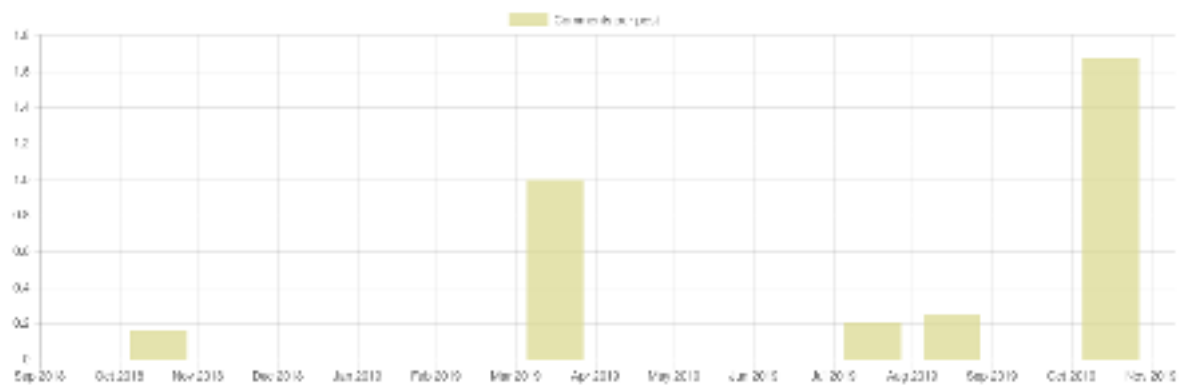
Month	Followers	Posts
June	181	44
October	672	74

Our followers are dedicated to our brand and have a positive impact on engagement. The number of likes and comments per posts increased in October.

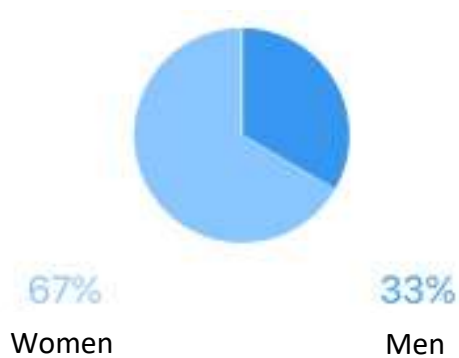
Average likes per post



Average comments per post

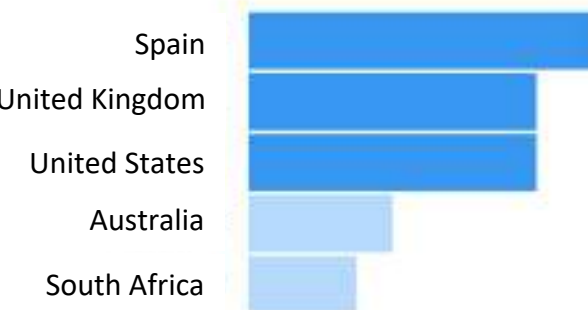


67% of our followers are women and 33% are men.

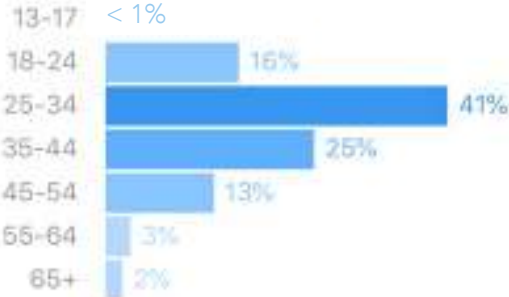


Most of our followers are from Spain, the United Kingdom, the United States, Australia or South-Africa.

**Popular locations**



**Age distribution**



## Instagram Top Performers

Best performing Instagram posts sorted by engagement.





Best performing Instagram posts sorted by reach.



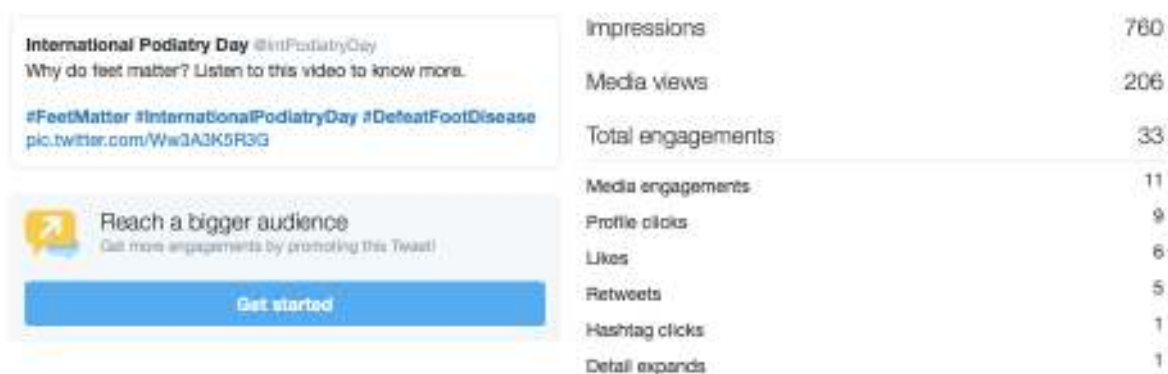
# Twitter

## Brand Awareness on Twitter

Twitter - Twitter is a real-time social network that allows users to share 140-character updates with their following. Users can favorite and retweet the posts of other users, as well as engage in conversations using @ mentions, replies, and hashtags for categorizing their content.

## IPD Impact

Our best performing post received 760 impressions. On October 8<sup>th</sup> we earned 2163 organic impressions, 13 retweets, 25 likes and 2 replies. We mostly reached an audience in the United Kingdom and the United States.



## Your Tweets earned 9.7K impressions over this 28 day period



Engagement rate

1.4%



Link clicks

19



On average, you earned 1 link clicks per day

Likes

59



On average, you earned 2 likes per day

Retweets

33



On average, you earned 1 Retweets per day

Replies

5

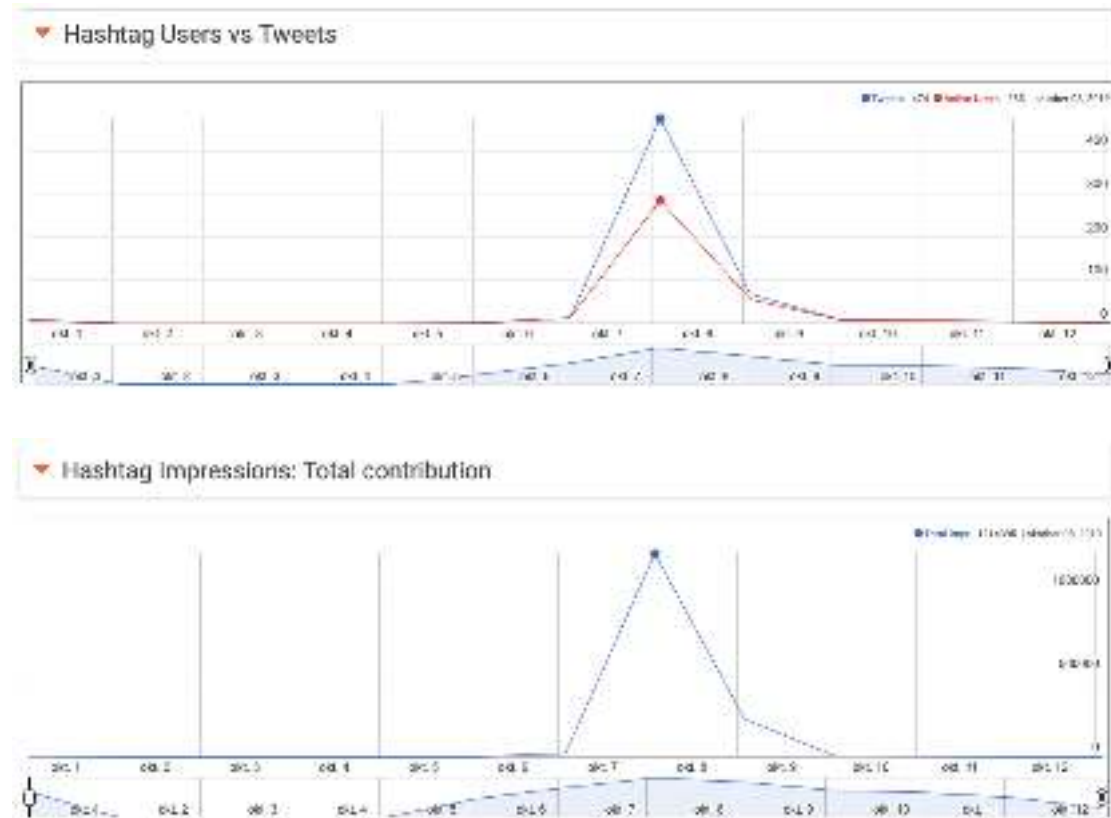


On average, you earned 0 replies per day

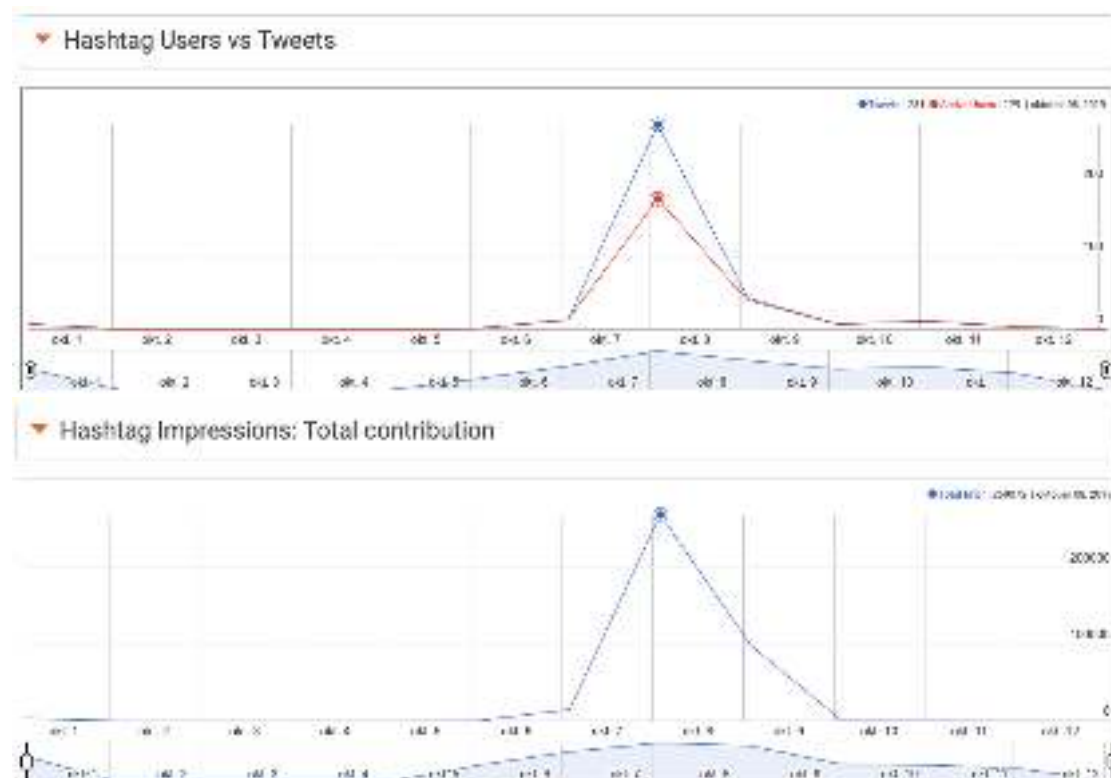
Country name	% of audience
United Kingdom	51%
United States	12%
Spain	9%
Belgium	7%
Ireland	4%
Saudi Arabia	1%
Canada	1%
Australia	1%
Russia	< 1%
Mali	< 1%



#InternationalPodiatryDay was tweeted 474 times by 285 users resulting in 1.214.395 impressions!



#Feetmatter was tweeted 281 times by 179 users resulting in 269.072 impressions!



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# Recommendations

## Value-added content strategy

High-quality content that is interesting and informative to our target audience should remain a key component of our online content marketing strategy. Value-added content ranks better than fun social media posts. We need unique content to grab our audience's attention and in order to reach as many people as possible, it should be interesting enough for them to share.

## Community management with a personal touch

Social media is not a one-way street. It's not just about content creation, adding friends and finding followers. Building strong connections is crucial to long-term success. Social media algorithms prioritize content from accounts that users interact with a lot. Regular interactions are time-consuming, but they are a necessary part of establishing a strong brand.

Our social media community management should be an extension of our offline network. We need to address our network more often by posting on pages, sending e-mails and individual messages. This can't be outsourced or automated, since the people responsible need to know who to address.

# Supporting partners



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# Glossary

## Brand Awareness

= the level of consumer consciousness of a particular brand of goods or services. It measures a potential customer's ability to not only recognize a brand image, but to also associate it with a certain company's product or service.

## Reach

= an indicator of the impact social media content has on brand awareness. Reach refers to the number of unique users who viewed a particular post on a social media platform, including those who see it when someone shares or reposts content.

## Impressions

= the total number of circumstances where content has been shown on a social timeline. While reach measures how many people see your content, impressions measure how many times this content is displayed.

## Engagement

= At its core, social media engagement is whenever someone interacts with your social media account. This can be in the form of:

### Likes

= Users can “Like” by clicking the “Like” button as a quick way to show approval. On Facebook and LinkedIn, the “Like” button is a thumbs up icon. On Pinterest, Twitter and Instagram, it’s a heart icon.

### Comments

= A “Comment” is a written response that is provided as a reaction to a post.

### Shares

= A “Share” means that social media users broadcast content to their connections, groups, or specific individuals.

### Follows

= A “Follow” represents a user who chooses to see all of another user's posts in their content feed. Whereas likes, retweets and shares indicate that people find value in an individual post, a follow expresses interest in receiving constant updates.

### Saved

= The number of unique accounts that saved your post. Facebook and Instagram offer users the option to “Save” content in a designated space within the platform.

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### Retweets

= A “Retweet” is when someone on Twitter sees your message and decides to re-share it with his or her followers. A “Retweet” (RT) button allows them to quickly resend the message with attribution to the original sharer's name.

### Profile Visits

= A “Profile Visit” is the number of times your profile was viewed because of your post.

### Click-throughs

= A “Click-through” is the number of times your website or a link you referred to was clicked because of your post.

## Facebook Page Likes

= When someone likes a Page, they're showing support for the Page and that they want to see content from it. The Page will show up as being liked in the About section of that person's profile. Even if people like a Page, they can still choose to unfollow it, which means they'll stop receiving updates about the Page.

## Facebook Page Followers

= When someone follows a Page, it means they may receive updates about the Page in their News Feed. People can follow a Page, even if they haven't liked it.

## Hashtag

= A hashtag is a word or phrase preceded by a “#”. Social networks use hashtags to categorize information and make it easily searchable for users.

## Tag

= Tagging is a social media functionality commonly used on Facebook and Instagram that allows users to create a link back to the profile of the person shown in the shared picture or video.

## Mention

= A mention is a Twitter/Instagram term used to describe an instance in which a user includes someone else's @username in the text of the post to attribute a piece of content or start a discussion.



**8<sup>th</sup> October  
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