

TERMINOLOGY

Facebook

Active engagement	A measure of how sharable a post is equal to the total number of likes, comments and shares
Average engagement/post type	A measure of how sharable a post is equal to the total number of likes, comments and shares divided by the number of total posts per type
Average engagement/day	A measure of how sharable a post is equal to the total number of likes, comments and shares divided by the number of days measured
Facebook engagement	When people perform actions on a page or a post
Fake Facebook account	An account where someone is pretending to be something or someone that does not exist
Imposter Facebook page	A page that falsely claims to represent a person or an entity
Interactions	The sum of shares, comments and reactions
Likes	The total number of likes earned during the selected time range
Page likes	The total number of likes the page has at the time of data collection
Page posts	The number of posts made by the page's administrators during a selected time range
Reactions	The total number of reactions earned during the selected time range
Shares	The total number of shares earned during the selected time range
Tweep	A Twitter user
TweetUp	A real-life gathering organised through Twitter
Total Facebook post likes	The total number of likes the Facebook post has at the time of data collection
Type of Facebook posts	<ul style="list-style-type: none"> ○ <u>Status Post</u>: Posts that only include text ○ <u>Link Post</u>: Posts that include Links with the text ○ <u>Photo/Image</u>: Posts that include photos or images ○ <u>Facebook video</u>: Posts that include videos
Video views	The number of times a video was viewed for three seconds or more

Media related terms

Disinformation	The intentional dissemination of false information to deliberately confuse or mislead
Misinformation	Information that is incorrect or inaccurate or false

Miscellaneous

Official media organisation	A known media organisation, TV channel, media network, radio or news agency
Official Facebook page	A page verified by Facebook
Unofficial Facebook page	An unverified and unofficial page, not registered in any capacity
Influencer page	A Libyan personality actively engaging in Libyan topics of interest