

UTM naming convention sheet

Your allowed values on one page. Pin it next to whoever makes the links.

The three rules

1. Lowercase only. Underscores instead of spaces. No other symbols.
2. Source and medium come from the lists below. A new value is added to the list before it is used.
3. Never tag links from one page of your own website to another.

Allowed sources

Where the visitor comes from	utm_source
Facebook page or ads	facebook
Instagram	instagram
Email newsletter	newsletter
Google Business Profile, Google Ads	google

Allowed mediums (GA4 channel in brackets)

utm_medium	Use for
social	Unpaid posts, bios, stories (Organic Social)
paid_social	Facebook, Instagram, LinkedIn ads (Paid Social)
email	Newsletters and one-to-one emails (Email)
cpc	Search ads when auto-tagging is off (Paid Search)
referral	A link on someone else's website (Referral)
sms	Text messages (SMS)
qr	Printed QR codes (shows as Unassigned in the channel report)

Campaign pattern

topic_month_year, for example **spring_sale_apr_2027** or **new_menu_jun_2027**. Ours:

Link log

Date	Placed where	source	medium	campaign	content