fynl.io

FREE CHEAT SHEET

UTM source and medium cheat sheet

The right pair for every common link, and the GA4 channel it lands in.

The rule in one line

Source = who sent the visitor. **Medium** = what kind of link it was. Never the same word in both.

Common links

Link	utm_source	utm_medium	GA4 channel
Facebook page post	facebook	social	Organic Social
Facebook or Instagram ad	facebook / instagram	paid_social	Paid Social
Instagram bio or story	instagram	social	Organic Social
LinkedIn post	linkedin	social	Organic Social
Email newsletter	newsletter	email	Email
Email signature	signature	email	Email
Text message	sms	sms	SMS
Google Ads (auto-tagging off)	google	cpc	Paid Search
Microsoft Ads	bing	cpc	Paid Search
Google Business Profile website button	google	organic	Organic Search
Partner or directory website	partner's name	referral	Referral
QR code on a flyer	flyer	qr	Unassigned (by choice)
QR code on the menu	menu	qr	Unassigned (by choice)

For a new kind of link, ask

1. Who or what did they click through from? That is the source.
2. Did you pay for that click? Then the medium starts with paid, or is cpc for search.
3. Is it an email, a text or another website? Then email, sms or referral. Otherwise social.