

GLOSSARY OF SOCIAL MEDIA TERMS

Analytics (social media) - the analysis of data gathered from social media sites.

Analytics Tools - tools either built-in to social media sites or accessed through third-party sites, which assist in the collection and analysis of data.

Blogger - the author of a blog.

Blog - a self-publishing tool on the Web.

Blog Post - an entry in a blog, listed in reverse chronological order; it can contain text, images, links or other media.

Brand - the unique identify of an organization, business or product that differentiates it from competitors; it can include a combination of design, logo, colors and fonts.

Channel (YouTube) - the homepage for an account on YouTube which displays the account name, account type, uploaded public videos and other user information or information the user has chosen to highlight.

Chat - to communicate in real-time on a Web interface with at least one other person by typing messages to one another. It is also known as Instant Messaging (IM).

Circle (Google+) - a Google+ feature which allows users to organize people according to your relationship with them or by their specific interest in your organization.

Click - the ability to select a hyperlinked image or text to reach another website or document.

Community (online) - a network of people with a common interest who interact using social tools such as message boards, e-mails, chat rooms, or online forums.

Community (Google+) - a Google+ feature which allows users to create a group on a particular topic and invite others with a shared interest to join.

Community Building - the process of recruiting an online community built around a common interest and encouraging active engagement and conversation among community members.

Communication Strategy - a plan which outlines goals and methods for an organization's outreach activities.

Company Page (LinkedIn) - a page created on LinkedIn by a business or organization which allows the entity to share information on their purpose, brand, products, services and job opportunities. Any LinkedIn user can follow a Company Page to learn more about the company and receive updates.

Content - the text, photos, videos, infographics or any other material placed online (e.g., website, blog, Facebook Page, etc.) for the audience to consume.

Copyright - the legal rights to a published work, whether it is published in print or electronically. By default all the rights to use and reuse the work belong to the author for a set number of years, unless they have contractually given up their rights (usually to an employer), given permission for the work to be reused/licensed or released some or all of the rights to the public domain.

Creative Commons - a form of standardized licensing, which easily allows the full or partial release of copyright rights to the world. The work can either be fully released for anyone to use in any way they like, or it can restrict usage by requiring attribution, restricting any changes to the work or requiring users of the work to be non-commercial.

Crowdfunding - the practice of funding a project in small increments through large groups of people, usually online.

Crowdsourcing - to outsource a task, generally large in scope, to an online community. Contributors are usually volunteers.

Digital Divide - the term used to describe the discrepancy between those who have access to the Internet and advanced technology tools and those who do not. It can also refer to the discrepancy between those who have the skills to use these tools and those who do not.

Engagement Rate - a metric used to measure the number of interactions, such as likes, comments or shares a post receives on a particular social networking page.

Facebook Group - an online forum for a group of people with a common interest, dedicated to fostering dialogue on a common topic,

issue or activity. Facebook groups have more flexibility in privacy settings than Pages.

Facebook Page Insights - offers page administrators a platform to examine a wide range of measurable data related to their Page's content displayed through interactive graphs and visuals.

Fair Use - the limited use of copyrighted material, such as text, or a very small-scale reproduction of a photo, in order to inform the audience about something that has been written, photographed or produced.

Fan (Facebook) - a term used to reference Facebook users who follow Facebook Pages, which are profiles set up by public figures, organizations or business on Facebook.

Favorite (Twitter) - otherwise known as favoriting a Tweet, lets the original poster of a Tweet know that you liked their tweet by clicking on the small star icon next to the Tweet. Favoriting a Tweet also saves the Tweet in reverse chronological order under the Favorite tab on your page.

Filters - a tool that transforms and outputs data in a manner preferred to the user. For example, to sort names in a database in alphabetical order.

Follower - a person who subscribes to receive updates from a particular user on a social media site. The term is commonly referred to followers on Twitter, but it can refer to blogs and other social media sites.

Friend - a user, typically on Facebook, who is linked to another user's profile Page and can their updates. For Facebook, you must submit and/or accept a Friend request to be included among a user's Friends.

Hangouts (Google+) - Video chats on Google+ for up to 10 participants.

Hangouts on Air - public video chats on Google+ that can be broadcast to an unlimited audience and viewed through YouTube in real-time or saved for later viewing.

Hashtag - a word or unspaced phrase preceded by the hash symbol (#) used to add context to a message and allow users to track topics and keywords. It is used on social media sites such as Facebook, Twitter, Instagram, Google+ and Pinterest.

Infographic - a graphic representation of information to help present complex data quickly and clearly.

InMaps - a LinkedIn tool which allows users to visualize and understand their growing networks on LinkedIn.

Instant Messaging (IM) - a service that enables real-time rapid communication with another individual or group over the Internet. It is available for desktop and mobile applications.

Key Influencer - social media users with a substantial and loyal following.

Key Performance Indicator (KPI) - a performance measurement used to identify factors critical to the success of a particular activity or objective of a business or organization.

Like - to show agreement with content or a post shared on a social media site such as Facebook, LinkedIn or Pinterest. It can serve to move the item up in news feeds or search engines, garnering more attention.

Malicious Link - a link which causes a computer or device to inadvertently download a virus, spyware or adware. It is often presented in a way to hide the true purpose of the link.

Mention - to reference another person by preceding their username with an @ symbol.

Microblog - brief social media posts, most commonly associated with Twitter, where posts can be limited to as few as 140 characters. It can also refer to posts on other social networking sites such as Tumblr.

Mobile Application (app) - software designed to run on mobile devices such as smartphones and tablets or other handheld mobile devices to facilitate the use and access of websites and other tools.

Mobile Operating System (Mobile OS) - an operating system (OS) run on devices like mobile phones and tablets, iOS and Android being the most common.

Mobile Phone - a cellular phone which offers more basic features compared to a smartphone; it can connect to a wireless network through radio waves or satellite transmissions and provide short message service (SMS).

Multimedia - using more than one type of media to convey a message. This can include any combination of text, audio, video, graphics or animation.

News Feed - a live feed of updates and posts that appear in a central space on a social networking site. On Facebook, the feeds are filtered by an algorithm which brings topics more relevant to a user to the top of the feed. On Twitter, the feed appears in reverse chronological order.

Page - a dedicated space on a social networking site where content is displayed and managed by the owner, user or administrator of the Page.

Phishing - the act of sending an e-mail to a person and falsely posing as a legitimate company to scam the person into surrendering private information to be used for identify theft. The e-mail directs the person to a fake website setup to steal the user’s private information.

Pin - to post an image or video to a Pinboard on Pinterest from a website or from a computer’s hard drive.

Plain Language - text which is highly technical, or written with many acronyms or jargon can be incomprehensible to a wider audience. Writing in plain language avoids many of the technical terms and acronyms.

Platform - either an operating system or another electronic environment which allows programs or applications/apps to run. Generally a program running on one platform (for example the Mac) cannot run on a different platform (such as Microsoft Windows) unless a different version has been written for the other platform.

Privacy Setting - a setting which determines how much of your information is shared either with the public or with the site owners. Privacy settings should be reviewed frequently as they change, often without notice.

Profile - in social media a profile is a page, a box or a blurb about either an individual or an organization.

Public Domain - content which is free to be used by anybody, for any purpose. This could be because the creators chose to share it with the world for free, or it could be due to an expired copyright.

Qualitative Analysis - to analyze audience sentiment, with no attempt made at assigning numeric counts to the audience or demographic.

Quantitative Analysis - to analyze data that can be counted.

Reach - an indicator of the overall number of individuals following and visiting a site, their geographic location and frequency of their visits.

Reply - to join a conversation on Twitter by @replying to another user and mentioning them in a Tweet. It can be done by clicking on the Reply button on a Tweet or composing a new Tweet.

Retweet (RT) - to share another user’s Tweet on Twitter.

Short Message Service (SMS) - a text messaging service on mobile phones.

Showcase Page (LinkedIn) - a page that features a particular initiative a business or organization would like to drive attention to. An administrator of a LinkedIn Company Page can create a Showcase Page.

Smartphone - a mobile phone built with a mobile operating system which offers advanced computing features such as mobile browsing, photography, GPS navigation and other features common with a desktop or handheld computer.

Social Click-Through Rate (CTR) - a metric to measure the number of times a user clicks on a link shared on one of a social media platform.

Social Gaming - playing a game online as a way of social interaction, instead of playing in solitude.

Social Media - an online medium, such as blog, wiki and social networking site that allows people to socially interact with one another or share information.

Social Media Management Tool - a tool to help page administrators manage, monitor and analyze social media activities from a central location. The tool can be Web based or downloaded to a desktop.

Social Media Policy - a policy that provides guidelines on posting content on social media platforms and sets expectations for appropriate behavior.

Social Media Strategy - a comprehensive plan targeting a specific audience which guides an organization’s social media efforts

Social Networking Site - online platforms where users can create profiles and share information with a network of friends and followers.

Status Update - a brief update posted on a social networking site to share relevant information or to express what a user is doing or feeling in real-time.

Subscribe - an action performed to receive and follow updates posted by a specific social media user or page.

Tag - a label attached to content, such as a blog post or photo on a social networking site, to indicate what the content is about, or in the case of a photo, to identify individuals in the photo. If the tag is used for a photo, the tag can link to the person’s personal page.

Timeline (Facebook) - a reverse chronological detail of a Facebook user’s life events and posts displayed in a visually pleasing way on the user’s profile Page.

Trending - a topic that is popular in real-time. A list of trending topics can be featured on a social networking site.

Tweet - an update or post on Twitter. Tweets are limited to 140 characters.

Typography - is the way that text is presented to viewers, including the font type, size, spacing, alignment, kerning, etc. Whatever text viewers see is a presentation of typography.

Updates - in the context of social media, refers to new content being pushed out to inform an audience about news, updates projects, successes or anything else deemed worthy of sharing with the audience. The updates can be Tweeted, posted to Facebook, added to blogs, emailed or a combination of these actions.

URL - short for Universal Resource Link, a URL is a unique address on the Internet which points to specific content. URLs beginning in http or https will direct the user to a website, while other types of URLs may refer to email addresses or other resources.

URL Shortener - an application that shortens a URL, but directs it to the original, much longer, URL once the user clicks on it. The shorter address often has a string of random characters after the domain name. A URL shortener can also be used to track traffic originating in a specific ad or email campaign.

Viewership - the people who are exposed to a user's content comprise the user's viewership. Most organizations try to determine how many people their content is reaching, and who those people are.

Visualization - a graphic representation of data or concepts to increase understanding.

Webinar - short for Web-based seminar, a tool that allows presentations, lectures or workshops to be transmitted over the Web with interactive features for the presenter and the audience.

Wiki - a website that has the built-in functionality which allows users of the site to edit the content of the pages. Some wikis are set up to require membership to edit, or are locked to most people, while others are completely open to editing by anybody.

YouTube Analytics - an internal YouTube tool which allows channels to assess their performance and investigate trends across key metrics.