

Social Media Glossary

Adapted from <http://blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-101-Social-Media-Marketing-Terms-Explained.aspx>

App – An “app” (application) is a web application that shares the user interface of the iPhone or iPad. Apps can be downloaded directly by a smart phone or iPad, or downloaded to a computer and transferred to the phone. You buy the app through an app store. The cost varies, but is generally less than \$2 per app. An iPad app may provide a number of different functions, depending on the program. Some are meant to show news, sports, weather information and others act as interactive tools for communication and learning. Others are used to provide maps and perhaps even GPS services. The apps can be purely for entertainment, including games, or serve a more practical function.

Avatar - An Avatar is an image or username that represents a person online within forums and social networks.

Bit.ly - Bit.ly is a free URL shortening service that provides statistics for the links users share online. Bit.ly is popularly used to condense long URLs to make them easier to share on social networks such as Twitter. www.bit.ly.com

Blog - Blog is a word that was created from two words: “web log”. Blogs are usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. “Blog” can also be used as a verb, meaning *to maintain or add content to a blog*.

Blogger - Blogger is a free blogging platform owned by Google that allows individuals and companies to host and publish a blog typically on a subdomain. Example: yourblogname.blogspot.com www.blogger.com

Chat - Chat can refer to any kind of communication over the Internet, but traditionally refers to one-to-one communication through a text-based chat application commonly referred to as instant messaging applications.

Comment - A comment is a response that is often provided as an answer or reaction to a blog post or message on a social network. Comments are a primary form of two-way communication on the social web.

Craigslist - Craigslist is a popular online commerce site in which users sell a variety of goods and services to other users. The service has been credited for causing the reduction of classified advertising in newspapers across Canada. www.craigslist.org

Delicious - Delicious is a free online bookmarking service that lets users save website addresses publicly and privately online so that they can be accessed from any device connected to the Internet and shared with friends. www.delicious.com

Digg - Digg is a social news website that allows members to submit and vote for articles. Articles with the most votes appear on the homepage of the site and subsequently are seen by the largest portion of the site's membership as well as other visitors. www.digg.com

Facebook - Facebook is a social utility that connects people with friends and others who work, study and live around them. Facebook is the largest social network in the world with more than 500 million users. www.facebook.com

Firefox - Firefox is an open-source web browser. It has emerged as one of the most popular web browsers on the Internet and allows users to customize their browser through the use of third-party extensions. www.mozilla.com

Flash Mob - A flash mob is a large group of people who assemble suddenly in a public place, perform an unusual and pointless act for a brief time, then quickly disperse. The term *flash mob* is generally applied only to gatherings organized via telecommunications, social media, or viral emails.

Flickr - Flickr is a social network based around online picture sharing. The service allows users to store photos online and then share them with others through profiles, groups, sets and other methods. www.flickr.com

Forums - Also known as a message board, a forum is an online discussion site. It originated as the modern equivalent of a traditional bulletin board, and a technological evolution of the dialup bulletin board system.

Google Chrome - Google Chrome is a free web browser produced by Google that fully integrates into its online search system as well as other applications. www.google.com

Google Documents - Google Documents is a group of web-based office applications that includes tools for word processing, presentations and spreadsheet analysis. All documents are stored and edited online and allow multiple people to collaborate on a document in real-time. www.docs.google.com

Hashtag - A hashtag is a tag used on the social network Twitter as a way to annotate a message. A hashtag is a word or phrase preceded by a "#". Example: #yourhashtag. Hashtags are commonly used to show that a tweet, a Twitter message, is related to an event or conference.

HootSuite - HootSuite is a web-based Twitter client. With HootSuite, you can manage multiple Twitter profiles, pre-schedule tweets, and view metrics. www.hootsuite.com

HTML - HyperText Markup Language (HTML) is a programming language for web pages. Think of HTML as the brick-and-mortar of pages on the web -- it provides content and structure while CSS supplies style. HTML has changed over the years and it is on the cusp of its next version: HTML5.

Instant Messaging - Instant messaging (IM) is a form of real-time direct text-based

communication between two or more people. More advanced instant messaging software clients also allow enhanced modes of communication, such as live voice or video calling.

Lifecasting - Lifecasting is a continual broadcast of events in a person's life through digital media. Typically, lifecasting is transmitted through the Internet and can involve wearable technology.

Like - A "Like" is an action that can be made by a Facebook user. Instead of writing a comment for a message or a status update, a Facebook user can click the "Like" button as a quick way to show approval and share the message.

LinkedIn - LinkedIn is a business-oriented social networking site. Founded in December 2002 and launched in May 2003, it is mainly used for professional networking. As of June 2010, LinkedIn had more than 70 million registered users, spanning more than 200 countries and territories worldwide. www.linkedin.com

Lurker - A lurker online is a person who reads discussions on a message board, newsgroup, social network, or other interactive system, but rarely or never participates in the discussion.

MySpace - MySpace is a social networking website owned by News Corporation. MySpace became the most popular social networking site in the United States in June 2006 and was overtaken internationally by its main competitor, Facebook, in April 2008. www.myspace.com

News Reader - A news reader allows users to aggregate articles from multiple websites into one place using RSS feeds. The purpose of these aggregators is to allow for a faster and more efficient consumption of information.

Permalink - A permalink is an address or URL of a particular post within a blog or website.

Podcast - A podcast, or non-streamed webcast, is a series of digital media files, either audio or video, that are released episodically and often downloaded through an RSS feed..

RSS is a family of web feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format.

SlideShare - SlideShare is an online social network for sharing presentations and documents. Users can favorite and embed presentations as well as share them on other social networks such as Twitter and Facebook. www.slideshare.net

Skype - Skype is a free program that allows for text, audio and video chats between users. Additionally, users can purchase plans to receive phone calls through their Skype account on smart phones and iPads. www.skype.com

Social Media - Social media is media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques.

StumbleUpon - Free web-browser extension which acts as an intelligent browsing tool for discovering and sharing web sites. www.stumbleupon.com

Twitter - Twitter is a platform that allows users to share 140-character-long messages publicly. User can "follow" each other as a way of subscribing to each others' messages. Additionally, users can use the @username command to direct a message towards another Twitter user. www.twitter.com

Tumblr - Tumblr lets users share content in the form of a blog. Users can post text, photos, quotes, links, music, and videos from your browser, phone, desktop, or email. www.tumblr.com

URL - A URL is most popularly known as the "address" of a web page on the World Wide Web, e.g. <http://www.example.com>

Video Blog - A video blog is a blog the produces regular video content often around the same theme on a daily or weekly basis. An example of a successful video blog is Wine Library TV.

Webinar - A webinar is used to conduct live meetings, training, or presentations via the Internet.

Wiki - A wiki is a website that allows the easy creation and editing of any number of interlinked web pages via a web browser, allowing for collaboration between users.

Wikipedia - Wikipedia is a free, web-based, collaborative, multilingual encyclopedia project supported by the non-profit Wikimedia Foundation. Its 15 million articles (over 3.3 million in English) have been written collaboratively by volunteers around the world, and almost all of its articles can be edited by anyone with access to the site. www.wikipedia.org

WordPress - WordPress is a content management system and contains blog publishing tools that allow users to host and publish blogs. www.wordpress.org

Yelp - Yelp is a social network and local search website that provides users with a platform to review, rate and discuss local businesses. Over 31 million people access Yelp's website each month, putting it in the top 150 U.S. Internet websites. www.yelp.com

YouTube - YouTube is a video-sharing website on which users can upload, share, and view videos. Three former PayPal employees created YouTube in February 2005. In November 2006, YouTube, LLC was bought by Google Inc. for \$1.65 billion, and is now operated as a subsidiary of Google. YouTube is the largest video sharing site in the world. www.youtube.com