



SOCIAL MEDIA GLOSSARY

This is a *very brief* overview of social media platforms and terminology that you may have heard and wondered about.

# (hashtag)	A group of words or phrases (with no spaces or punctuation), preceded by a # sign, such as #Interact and #endpolio. Ties various social media posts together and relates them to a topic. Used on Facebook, Pinterest, Instagram, Vine, Google+, and Tumblr.
blog	A web publishing tool for self-publishing posts. Popular blogging tools include Blogger, Typepad, and WordPress.
cloud	The virtual location of computing resources such as servers, applications, and data. Cloud computing allows traditional IT services to be housed on the Internet, usually to increase capabilities without needing enhanced physical infrastructure, software, or training.
Digg	News site where you can vote for articles, videos, and blog posts you like.
Facebook	A social network where you can maintain a profile of personal interests, add friends, post pictures, and exchange messages.
Flickr	A site that lets you upload and share photographs and pictures.
follower	A person who has signed up to get your postings; for example, on Twitter to receive your tweets.
Foursquare	A location-based social media platform.
Friend	(verb) To add or remove someone from your Facebook contact list.
Google+	Google's social networking platform that combines multiple online functions including text and video chat.
Hangout	On Google+, a group video chat that allows up to 10 users to send messages, talk to each other via webcams, and watch YouTube videos together.
HootSuite	A social media dashboard that lets you set up team collaboration; schedule updates to Twitter, Facebook, LinkedIn, Wordpress, and other social media sites; and track trends and conduct searches across social media platforms.
Instagram	A combination of photo tools and social networking. Use it to enhance, stylize and share photos with others in your network. Now part of Facebook.
Like	Functionality shared by several social networks, including Facebook and LinkedIn, which lets you recommend content or agree with commentary. Your recommendation is shared with your social network, and also moves content up in the news feed or search rankings.
LinkedIn	A professional social networking tool where you maintain a profile of your professional expertise and accomplishments, connect with other users, join interest groups, post and search for jobs, and more.
MySpace	One of the earliest social networking sites, largely replaced by Facebook. Today, trying to be the go-to site for younger people interested in music and pop culture.
Picasa	A photo organizing, editing, and sharing site that's owned by Google.
Pinterest	Bulletin board where you can 'pin' interesting graphic content.
reach (or views)	The number of people who saw your Facebook post.
Reddit	A source for what's new and popular on the web. You can vote articles up or down on the site and check out the hot, trending topics from blogs, newspapers, and other sources around the globe.

SlideShare	A popular slide sharing site.
Snapchat	App for sharing self-destructing photos and videos.
Social media	A category of Internet-based resources that integrate user-generated content and user participation. Includes social networking sites (Facebook, MySpace), microblogging sites (Twitter), photo- and video-sharing sites (Flickr, YouTube), wikis (Wikipedia), blogs, and news sites (Digg, Reddit).
tag	Keywords added to a blog post, photo or video to help you find related topics or media, either through browsing on the site or as a term to make your entry more relevant to search engines. For example, you can tag friends in Facebook photos.
tweet	The content you share with your Twitter followers: no more than 140 characters.
Twitter	A microblogging tool that lets you send short messages (up to 140 characters) that are immediately distributed to your network of followers.
Twitter handle	Another word for a Twitter username, designated by an '@'.
Tumblr	A very social blogging platform with easy posting and integration with other networks.
Vimeo	A video-sharing site (think high-end YouTube).
Vine	Video app that lets you splice together clips that play on a loop and share them. Clips can be no longer than 6 seconds long.
viral	Term used to describe online content that has become increasingly popular across the web.
WordPress	A blogging platform. Can be used for an easy-to-create and maintain website.
YouTube	A popular video-sharing web site.