

Social Media Terminology - General (Personal Branding)

Web technology is evolving faster than we could ever imagine. With new web tools on the rise there are a myriad of buzzwords. The list below will familiarise you with some new online social media and Web 2.0 terms.

App: Short for application, as in application software; this is a computer program that supports and improves a user's work (e.g. word processor, spreadsheet, accounts) or games. Increasingly, the word refers to applications created for smartphones and mobile devices. There are millions of applications to choose from.

Blogroll: A listing of blogs included as a sidebar on your own blog site.

Blogs: Short for Web Logs, a blog is a forum for interaction and dialogue and is an excellent vehicle for expressing a personal brand and establishing a digital presence.

Discussion Group: An online application that allows groups of people to share ideas, post messages and hold discussions. These are also referred to as Internet forums, bulletin boards and message boards.

Forum Spam: Spam is the creation of messages that are advertisements, abusive or otherwise unwanted on Internet forums. This is generally done by automated spambots.

Go Viral: Refers to Internet content that can be sent via email or social networking sites, such as an image, video or link, that spreads rapidly by being frequently shared by people.

Group: A virtual interest group on social media networking sites used to connect and share information; anyone can start or join a group. Facebook groups are not pages or profiles and are often created by bands, companies and other organisations to promote their activities.

Identity Management Sites: Web sites to help you take control of your digital footprint by allowing you to create and post a profile that gives accurate and up-to-date information about a person.

Inbox: Online networking sites' internal mail applications.

Instant Message (IM): A form of communication over the internet that offers real-time transmission and exchange of text messages. A form of online chat.

Lurker: A subscriber who simply monitors (listens in on) discussions without posting.

Member: A person who has joined and participates with a group.

Metadata: Metadata is information that describes, explains, locates or makes it easier to retrieve, use or manage an information resource. Often called data about data or information about information.

Netizen: A person who is actively involved in online communities. Netizens regularly share opinions and information online, helping to develop the Internet as an intellectual and social resource.

Online Community: A group of people who communicate via websites to share interests and/or activities or who are interested in exploring the interests and activities of others is known as an online community.

Podcasts: A digital audio file that allows you to record a radio-style broadcast for distribution over the Internet for playback on MP3 players and personal computers.

Post: A user-submitted message containing the user's details and the date and time it was entered. Members are usually allowed to edit or delete their own posts. Posts are contained in threads, where they appear as boxes one after another. The first post starts the thread; this may be called the original post or OP. Posts that follow in the thread are meant to continue discussion about that post or respond to other replies.

RSS / RSS Feeds: Really Simple Syndication (RSS) is a web application that compiles information and pushes it to a single location for ready access for the person who has subscribed to a site. It is a way to track updates to other blogs without having to visit each one.

SMS: Acronym for Short Message Service, whereby a short message can be sent instantly. Usually relates to text messages sent via mobile phone. Traditional SMS is becoming increasingly challenged by alternative messaging services such as Facebook Messenger and WhatsApp available on smart phones.

Sock Puppet: This refers to someone who simultaneously registers under different pseudonyms on a particular message board or forum. A sock puppet will create multiple accounts over a period of time, using each user to debate or agree with each other on a forum.

Spambots: Spambots are nasty little web creatures, called web crawlers, that generate spam. They collect email addresses from the internet and build mailing lists to send unsolicited email known as spam.

Status: A micro-blogging feature on online networking sites which allows users to inform their friends or connections of their current activities, actions or thoughts.

Thread: A thread is a collection of posts, usually displayed – by default – from oldest to latest. It is defined by a title, a summary of the intended discussion and the original post. A thread can contain any number of posts, including multiple posts from the same members.

Trackbacks: A mechanism for multiple blog sites to communicate with each other. This allows the blogger to see what is being said about their blog out in the blogosphere.

Troll: A user who repeatedly and intentionally breaches Internet etiquette (or netiquette), by posting derogatory or inflammatory messages about sensitive topics in an established online community to bait users into responding.

URL Shortener: URL shorteners are used to turn long URLs into shorter URLs. Shortening services can be found online.

URL: A Uniform Resource Locator (URL) is a web address that points to a unique page on the internet.

Vlog: Short for video blog. Instead of writing a blog you record a video. A vlog is a form of web television in that you can embed a video (or video link) with supporting text, images and other data. Particularly popular on YouTube.

Web 2.0: Web 2.0 is a term describing the trend in Internet technology and web design to enhance creativity, information sharing and collaboration among users. This does not refer to a technology update but to changes in the interactive way we use the web. Web 1.0 allowed the user to only read content.

Webfolios: Websites that serve as an online portfolio of you and your work. These are useful for job seekers as well as professionals who aren't actively looking for a new position but want to have a place where others can learn more about them.

Your webfolio can include your bio and CV, a summary of your career achievements, case studies demonstrating your expertise or work samples. You may choose to build your own website /webfolio or utilise a tool such as VisualCV. You could also use some of the LinkedIn applications that allow you to share documents.

Webinars: A seminar held on the Web or through a combination of Internet and telephone conferencing.

Wiki: Wikis are simple webpages anyone can edit together to correct factual errors, add, delete, modify or rewrite information, or introduce a new topic.

Social Media Terminology – Twitter



@: The @ sign is used to call out usernames in Tweets, like this: Hello @Twitter!

/ Hashtags: Used often on Twitter, putting a # sign in front of a word allows you to tag topics, adding additional context and metadata to your tweets. They are also used to save space. For example, if you are giving updates on FOWD conference, you can tweet “I’m at #FOWD meeting” Followers can then click #FOWD to search other related tweets.

Direct Message / DM: Direct message or DM is a private message sent via Twitter. You can only send a direct message to a user who is following you; you can only receive a direct message from users you follow.

Follow / Follower / Following: To follow someone means to subscribe to their tweets or updates on the site. A follower is another Twitter user who has followed you.

Handle: A user's "Twitter handle" is the username they have selected and the accompanying URL, like so: <http://twitter.com/username>. Must be unique and contain fewer than 15 characters. This is used to identify you on Twitter for replies and mentions. When a username is preceded by the @ sign, it becomes a link to a Twitter profile.

Mention: Mentioning another user in your tweet by including the @ sign followed directly by their username is called a "mention". Also refers to tweets in which your username was included.

Microblogs: A forum, such as Twitter, for interaction and dialogue where several authors use 140 characters or less to share, gather, or update information.

Protected / Private Accounts: Twitter accounts are public by default. Choosing to protect your account means that your tweets will only be seen by approved followers and will not appear in search.

Reply: A tweet posted in reply to another user's message, usually posted by clicking the "reply" button next to their tweet in your timeline. Always begins with @username.

RT / Retweet: Retweet is a quoted tweet, a repost. You retweet when you quote someone else's tweet in yours. (Like forwarding an email.)

Tweet: A tweet is a 140-character message, usually on Twitter.

Tweeter / Twitters: An account holder on Twitter who posts and reads tweets.

Twitterati: The big guys at Twitter; those with more followers than you can count.

Twittering: Twittering is the action of sending a Twitter message.

Twitterverse / Twiterville: Everyone on Twitter - the Twitter community.

Unfollow: To cease following another Twitter user. Their tweets no longer show up in your home timeline.

Social Media Terminology – LinkedIn



1st / 2nd / 3rd Degree Connections: These are the three levels of relationships visible through LinkedIn. First-degree connections are contacts in your direct network. Second-degree connections are the contacts of your friends. Third-degree connections are contacts of contacts of contacts and typically the most difficult to reach.

Connections: Online networking sites, such as LinkedIn, use the term “connections” to identify people who form your network on that website.

InMail: A special fee-based feature of LinkedIn that allows users to send an email directly to another user’s personal email, when users are not 1st degree connections, while keeping contact information for both hidden.

Introduction: A LinkedIn feature used to introduce one member to another through their mutual contact.

LION: Stands for LinkedIn Open Networker; these are users who have large networks and are open to receiving connection requests from people they don’t know.

Profile: A profile displays a user’s personal and/or professional information with other users of online networking sites. On LinkedIn it is an outline of professional experience and expertise that is available to other LinkedIn users. Facebook profiles share user-selected personal information and include interactions with friends. Twitter profiles also display all the tweets the user has posted from their account.

Public Profile: The public version of your LinkedIn profile that appears in an internet search; typically users choose a more abbreviated version than a user’s full LinkedIn profile.

Recommendations / Endorsements: Testimonials written by one LinkedIn user to vouch professionally for another; displays on the recommended user’s profile.

Six Degrees of Separation: The idea that, if a person is one step away from each person they know and two steps away from each person who is known by one of the people they know, then everyone is at most six steps away from any other person on Earth. This concept originated in social psychology studies decades ago. These days its put more at **Four** Degrees of Separation.

Vanity URL: A customized link to your LinkedIn profile; will typically be: [linkedin.com/in/firstnameandlastname](https://www.linkedin.com/in/firstnameandlastname).

Social Media Terminology – Facebook



Ads: An advertisement. Users can create Facebook Ads to market their products and ideas. Ads are not free.

Event: A calendar-based resource that users can add to their profiles, pages and groups that lets them share news about upcoming affairs or social gatherings.

Fan: A person who has joined a page because they like what that page represents.

Friends: Social networking websites, such as Facebook, use the term “friends” to identify the people with whom you are connected, forming your network.

Like: A feature that appears as a link next to status updates, photos, pages, etc. that allows users to let others know they either like or agree.

News Feed: Highlights what's happening in your social circles and are posted to profiles for all to see.

Notes: Like mini-blogs for your profile.

Notifications: Customisable alerts sent automatically as friends engage in activities on either their profile or yours.

Page: A page is not a profile, though it may resemble one. It is intended for and created by artists, musical groups, celebrities, businesses, brands and similar entities (not individuals). You can add pages to your profile to show your friends what you care about. Only the official representative of an artist or business can create and make changes to a page.

Poke: A feature used when people want to get someone’s attention. When someone is ‘poked’ they receive a notification saying so and by whom.

Tag: Labelling a photo or video with text that identifies the image or the person in the image.

Timeline: The area on your profile where you can see your own posts, posts from friends and stories you're tagged in organised by the date they were posted.

Trending: List of topics and hashtags that are currently the most popular topics on Facebook.