

18 Social Media

Glossary of Terms

@

The @ sign is used to call out usernames in Tweets, Facebook posts and other social media sites. E.g. "Hello @TLDSB!" People will use your @username to mention you in Tweets or link to your profile.

@username

A username is how you're identified on Twitter, and is always preceded immediately by the @ symbol. For instance, the Ministry of Education is @OntarioEdu.

Bio

Your bio is a short personal description that appears in your profile that serves to characterize your persona on various social networks.

Block

If you block a user, that account will be unable to follow you on whichever social network you have blocked them on.

Blog

A regularly updated website or web page, typically one run by an individual or small group, that is written in an informal or conversational style.

Channel or Channel Page (YouTube)

A channel is the public page for a user account on YouTube. It contains uploaded videos, playlists, "liked" videos, "favorited" videos, channel comments and general activity. Some creators manage or create content across multiple channels.



Company Page (LinkedIn)

A place for organizations to include information about their business and create updates about their organization and industry.

Connection (LinkedIn)

An indicator that you and a person are connected to each other.

Crowdsourcing

Crowdsourcing is the process of getting work, ideas or funding, usually online, from a crowd of people. The word is a combination of the words 'crowd' and 'outsourcing'. The idea is to take work and outsource it to a crowd of workers. (Source: dailycrowdsource.com)

Degrees (LinkedIn)

This feature shows you how you are connected to a person even if it's through a number of people.

Direct Message (Twitter)

Use Direct Messages to have private conversations with people you follow who also follow you on Twitter. Messages have a 140-character limit and can contain text, hashtags, links, photos and video.

Event (Facebook)

Events is a feature that lets you organize gatherings, respond to invites and keep up with what your friends are doing.

Groups (Facebook)

Groups are private spaces where you can keep in touch with people by sharing updates, photos or documents.



Favorite (Twitter)

“Favoriting” a Tweet indicates that you liked a specific Tweet. You can find all of your favourite Tweets by clicking on the favourites link on your profile page. Tap the star icon to favorite a Tweet and the author will see that you liked it.

#FF – Follow Friday (Twitter)

This Twitter hashtag allows users to suggest other users for their followers to follow. If you think someone posts good content, give them a #FF suggestion.

Follow/Following

Subscribing to a social media account is called “following.” This terminology primarily stems from Twitter but is now used on other social media networks. To start following, click the Follow button next to the user name or on their profile page to see their Tweets as soon as they post something new. Anyone on Twitter can follow or unfollow anyone else at any time, with the exception of blocked accounts.

Follower

A follower is another social media user who has followed you to receive your posts in their home streams.

Geolocation, geotagging

The use of location data in social media posts (a geolocation or geotag) tells those who see your post where you are in real time.

Hashtag (Twitter)

A hashtag is any word or phrase immediately preceded by the # symbol. When you click on a hashtag, you'll see other Tweets containing the same keyword or topic. Hashtags are also used on other social media sites like Instagram and Facebook.



HT or H/T (Twitter)

These both mean "hat tip," and are generally used to express endorsement or admiration of the content or user being referenced.

Invitation (LinkedIn)

The act of inviting someone to join your network and connect with you.

Like (Facebook)

Clicking Like is a way to give positive feedback and connect with things you care about.

List (Twitter)

From your own account, you can create a group list of other Twitter users by topic or interest (e.g., a list of friends, colleagues, other trustees). Twitter lists also contain a timeline of Tweets from the specific users that were added to the list, offering you a way to follow individual accounts as a group on Twitter.

Live-tweet (Twitter)

The act of sending tweets from a live event as a way of providing up-to-the-minute coverage to your followers.

Mention

Mentioning other users in your post by including their usernames is called a "mention."

Metadata (YouTube)

The textual information that describes a video, channel or playlist. Video metadata includes title, tags and description. Playlist metadata includes title and description. Channel metadata includes a description.



MT

Similar to RT, an abbreviation for "Modified Tweet." Placed before the retweeted text when users manually retweet a message with modifications, e.g. shortening a Tweet.

News Feed (Facebook)

Your News Feed is an ongoing list of updates on your homepage that shows you what's new with the friends and Pages you follow.

Page (Facebook)

Pages allow businesses, brands and organizations to connect with people on Facebook.

Pins (Pinterest)

An image uploaded ("pinned") from any webpage to a Pinterest board. All pins link back to their original source, so make sure you choose the right webpage.

Pinboard (Pinterest)

A grouping of pins under a category you've created. It allows you to organize your thoughts, images, and websites.

Playlist (YouTube)

A playlist is a collection of videos that can be viewed, shared and embedded like an individual video. You can create playlists using any videos on YouTube. Videos can be in multiple playlists. Uploaded videos and favorited videos are default playlists on your channel.

Profile

Your social media profiles display information you choose to share publicly, as well as all of the information you've posted.



Promoted Tweets (Twitter)

Promoted Tweets are Tweets that are paid for by Twitter's advertisers. These appear in your Home timeline, at the top of search results on Twitter and elsewhere on the platform, and are clearly marked as "Promoted." Any user can pay Twitter to promote their tweets.

Protected/private accounts

Many social media accounts are public by default. Choosing to protect your account means that your posts will only be seen by approved followers and will not appear in search. These settings are usually easily accessible in your account settings. Your privacy settings let you manage basic privacy preferences. For sharing on Facebook, you can choose your audience right when you post.

Repin (Pinterest)

The act of sharing someone else's pin.

Reply (Twitter)

A response to another user's Tweet that begins with the @username of the person you're replying to is known as a reply. Reply by clicking the "reply" button next to the Tweet you'd like to respond to.

Retweet, RT (Twitter)

A Tweet that you forward to your followers is known as a Retweet. Often used to pass along news or other valuable discoveries on Twitter. Retweets always retain original attribution.

Subscriber/Subscription (YouTube)

By subscribing to a channel, users will see that channel's activity in their homepage feed. Subscribers can also opt into email communication from subscribed channels on a per-upload and weekly digest basis.

Tagging

A tag links a person, page or place to something you post, like a status update or a photo. For example, you can tag a photo to say who's in the photo or post a status update and say who you're with.



#TBT – Throwback Thursday

This hashtag, used primarily on Instagram, gives users an opportunity to post photos of an earlier time. #TBT is a great way to share fun and interesting times in your past that you'd like your followers to know about.

Timeline (Facebook)

Your Timeline is where you can see your posts or posts you've been tagged in displayed by date. Your Timeline is also part of your profile on Facebook and used to be known as your "Facebook Wall."

Timeline (Twitter)

A timeline is a real-time stream of Tweets. Your Home stream, for instance, is where you see all the Tweets shared by your friends and other people you follow.

Trends (Twitter/Facebook)

A Trend is a topic or hashtag determined algorithmically to be one of the most popular on Twitter or Facebook at that moment.

Troll

A person who creates discord on the internet by deliberately starting arguments and upsetting people. Usually this involves posting inflammatory or off-topic messages with the sole purpose of provoking others users into responding emotionally.

URL, URLs

A URL (Uniform Resource Locator) is a web address that points to a unique page on the internet. E.g. opsba.org or ontarioschooltrustees.org.



Verification (Twitter)

A process whereby a Twitter account receives a blue check icon to indicate that the creator of these Tweets is a legitimate source. Verified users include public figures and those who may have experienced identity confusion on Twitter.

Vine

A short video, up to six seconds in length, posted using the eponymous social media application Vine.

Vlog (YouTube)

A video-blog. A casual, conversational video format or genre featuring a person talking directly to camera.

Sources:

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