Social media in real life

ATTENTION FRIENDS AND FOLLOWERS!

I JUST ATE A BURGER!

...AND IT WAS GOOD!!

LOOK!

LIKE

LIKE

SarahSeeAndersen.tumblr.com
1. **AddThis**: A service that you can add to your site (via HTML code) so that visitors have the option of sharing your content via various social networks, such as Facebook, Twitter, Pinterest, etc. It also provides analytics for your content.

2. **Aggregation**: The process of finding, remixing, and combining information from news sources with RSS feeds, displayed in RSS reader websites or software, such as Feedly.

3. **API**: “Application Programming Interface,” the interface that allows applications to respond to each other.

4. **Avatar**: a symbol, logo, or persona used to represent oneself on a social network.

5. **Bitly**: an online service that shortens URLs (if you want to Tweet a link, for example) and provides statistics for links that people are sharing.

6. **Blog**: from “web log,” a virtual journal. Blogs are presented in reverse chronological order, and organized by tags and keywords, with some hyperlinks and linked pages for other content. There are microblogs, like Twitter, community blogs, like LiveJournal, and self-hosted blogs, such as ours (hosted by WordPress.)

7. **Blogosphere**: The universe of blogs, an online community of bloggers

8. **Blogroll**: A published list of blogs/bloggers that a person follows. They show where the person gets their information or inspiration, and direct readers to other relevant bloggers.

9. **Bookmarking**: If you find a good article online and you want to keep it for reading in the future you ‘bookmark it’. This means you add it to a bookmarking application to keep a record of it. For example, I use Pocket. This allows me to bookmark a post and then read it later on my iPad, iPhone etc.

10. **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.

11. **Circles**: Circles are clusters of a user’s friends on Google+, meaning you can group certain people you choose to connect with on your Google+ into a certain Circle--such as colleagues, college connections, family, etc. When you want to share content with only these individuals, you include that specific Circle in your post’s sharing options.

12. **Collective Intelligence**: A sharing of intelligence to produce wisdom of a higher order.

13. **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.

14. **Connections**: The LinkedIn equivalent of a Facebook 'friend' is a 'connection.' Because LinkedIn is a social networking site, the people you are connecting with are not necessarily people you are friends with, but rather you met in brief, heard speak, or know through another connection.

15. **Cookie**: A small file stored on your machine by a website you visit. They store this file so that the next time you come to the website they know a little more about you!

16. **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 the United States.

17. **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 800 million users.

18. **Feeds**: Tools of reading aggregated news sources through an RSS reader. Feeds are useful as tailored news sources created by the readers themselves.

19. **#ff**: "Follow Friday," a hashtag trend on Twitter. Every Friday, people include the names of other people on Twitter that they follow and want to recommend to their own followers.

20. **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.

21. **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.

22. **Friends**: No, not your pals you play poker with on the weekends. We’re talking Facebook friends. These are individuals you consider to be friendly enough with you to see your Facebook profile and engage with you.

23. **Follow**: The act of signing up to receive the tweets of another Twitter user.

24. **Google+**: Google+ is Google’s new social network. It differs in that it promotes social sharing that is more similar to how people share in real life by providing features such as one that limits who you are talking to, creating 1-on-1 conversation.
25. **Hangout**: A Hangout is a video service on Google+ that allows you to video chat with up to 10 Google+ users at a time. You can name these chats, watch YouTube videos during them, open a Google Doc with colleagues, and much more.

26. **Hashtag**: Denoted by the pound symbol (#), these are tags that you can make on social networks. They started with Twitter, but Facebook, Tumblr, Pinterest, Instagram, and other sites use them too.

27. **Instagram**: Instagram is a photo sharing application that lets users take photos, apply filters to their images, and share the photos instantly on the Instagram network and other social networks like Facebook, Flickr, Twitter, and Foursquare. The app is targeted toward mobile social sharing, and in just over one year, it has gained more than 15 million users.

28. **Klout**: A score created by Klout the company which is out of 100 and assigned to an individual. Your score is based on how influential you are through social media channels. For example, if you are very active on Twitter, you hang out with influential people online and your content gets shared by them a lot your Klout score will increase. There are various competitors to Klout such as Peer Index and Kred.

29. **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.

30. **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.

31. **Lurkers**: Though it sounds sinister, this term means “people who read but do not comment on content found online.” The One Percent Rule states roughly that 1% of readers contribute content, 9% comment, and the rest lurk. However, content that lurkers read may show up elsewhere, so even without commenting, they still contribute to the community.

32. **Mashup**: A collection of content from variety of sources. You could have a mashup of video, photographs, text etc.

33. **Meme**: Like a building block of culture, a meme is a concept (usually a joke) shared online. These are commonly photos with captions, such as those made famous by I Can Has Cheezburger?

34. **News Feed**: A news feed is literally a feed full of news. On Facebook, the News Feed is the homepage of users’ accounts where they can see all the latest updates from their friends. The news feed on Twitter is called Timeline (not to get confused with Facebook’s new look, also called Timeline).

35. **Pandora**: Pandora is a social online radio station that allows users to create stations based on their favorite artists and types of music.

36. **Permalink**: The URL of a specific piece of content, such as a single blog post, as opposed to the address of a website with various content.

37. **Podcast**: A series of audio or video files which are made available through a download. You can subscribe to various podcasts which are weekly voice only recordings. Podcasting is becoming very popular again as people have limited time on their hands and you can listen to the podcast when you are driving the car, out walking etc.

38. **Profile**: An individual’s identifying information requested when that individual signs up for a social networking site or other service. Profile information may include a username, contact information, personal or business interests, a photo, bio, or other data.

39. **Reddit**: Reddit is similar to Digg. It is a social news site that is built upon a community of users who share and comment on stories.

40. **RSS Feed**: “Really Simple Syndication,” a means of subscribing to content online and having it aggregated through a feed or reader for you.

41. **Retweet (RT)**: A retweet is when someone on Twitter sees your message and decides to re-share it with his/her followers. A retweet button allows them to quickly resend the message with attribution to the original sharer’s name.

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

43. **Status Update**: When an individual posts an update to their Facebook page.

44. **Tags**: Keywords/categories attached to content to help organize it for you, and to make aggregating easier. Different sites have different means of tagging or categorizing content. These are usually freely chosen/created.

45. **Threads**: Strands of conversation. eg., a Facebook thread is a conversation in a private message or on a wall post.

46. **Trackback**: A calling card or link that someone can leave on a site that leads back to their own.

47. **Troll**: Unlike lurkers, trolls are actually sinister (and common on most sites, and annoying, but sometimes hard to detect.) A troll is someone who posts irrelevant, offensive, or inflammatory content on a site, for the purpose of being disruptive or causing a reaction.

48. **Tweet**: A 140 character update shared through Twitter.
49. **Twitter**: A popular microblogging tool, which allows users to share updates of no more than 140 characters, also known as tweets.

50. **Twitter Handle**: Another word for a Twitter username, designated by an '@'.

51. **Twitterverse**: The sum of all tweets and user tools in the Twitter ecosystem and the conversations taking place surrounding that ecosystem. Similar to the relationship between blogs and the blogosphere.

52. **URL**: Stands for Uniform Resource Locator; the technical term for a Web address, e.g. http://www.bates.ctc.edu

53. **URL Shortener**: This is a tool that shortens web addresses. You may want to reduce the web address size so it fits in a twitter update or you may want to make it easier to remember for users. You can also use them to help you track how many people clicked on the link and where they clicked on it. Bit.ly is the most well known URL Shortener.

54. **Viral**: Viral typically refers to something that goes beyond the reach of organic. For example, if you share a Facebook update and it is delivered to non fans that would be considered viral.

55. **Widgets**: Applications that you can embed on a site.

56. **Wiki**: A web page that can be edited collaboratively by people with appropriate permissions. Wikipedia is an example.

REFERENCES:

- [http://www.athgo.org/ablog/index.php/2013/05/03/social-media-terminology/](http://www.athgo.org/ablog/index.php/2013/05/03/social-media-terminology/)
- [https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/swg_com_sfw_social_media_glossary_terms#V](https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/swg_com_sfw_social_media_glossary_terms#V)