

FACT SHEET 4

THE A TO Z OF SOCIAL MEDIA

A

AddThis: a social bookmarking service that provides a code users can put on their websites so that when people visit that site, they have the option to share via Facebook, Twitter, etc. Its analytics service can show you which pages are trending, where people are interacting with your brand, and what they're saying about your content on Twitter.

Algorithm: a set of formulas developed for a computer to perform a certain function. This is important in the social sphere as the algorithms sites like Facebook and Google use are critical for developing content-sharing strategies.

Application Programming Interface (API): a documented interface that allows one software application to interact with another application. An example of this is the Twitter API.

Avatar: an image or user name that represents a person online within forums and social networks.

B

BackType: a social media analytics company that helps companies measure their social engagement.

Bitly: a free URL shortening service that provides statistics for the links users share online. Bitly is popularly used to condense long URLs to make them easier to share on social networks such as Twitter, which have a 140 character limit.

Blip.TV: an online video sharing site that provides both a free and paid platform for individuals and companies.

Blog: An abbreviation of the words 'web log', blogs are sites or news feeds, usually maintained by an individual or a business with regular entries of commentary, descriptions of events, or other material such as graphics or video.

Blogger: a free blogging platform owned by Google that allows individuals and companies to host and publish a blog.

Blogosphere: the term used to describe the totality of blogs on the Internet, and the conversations taking place within that space.

Blogroll: a list of sites displayed in the sidebar of blog, showing which other blogs the blog-owner reads regularly.

BoardReader: a free search engine that allows users to search for keywords only in posts and titles of online forums.

Boxee: a social video application that allows users to watch online videos on their TVs and computers. Users can share and watch videos from a variety of online videos sources for free.

Bookmarking: allows you to mark something you found important, enjoyed, or where you left off to continue reading later. Bookmarking is made possible via online services such as Delicious.

C

Chat: refers 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.

Champions: the online enthusiasts willing and confident to get things moving by posting messages, responding, and helping others on your behalf.

Circles: groups of connections, such as colleagues or family, on Google+. When you want to share content with only these individuals, you include that specific Circle in your post's sharing options.

Collecta: a real-time search engine that includes results from blogs, microblogs, news feeds and photo sharing services as they are published.

Collective Intelligence: a shared or group intelligence that emerges from the collaboration and competition of many individuals and appears in consensus decision-making in social networks.

Comment: a response to a blog post or message on a social network. Comments are the primary form of two-way communication on the social web.

Community building: the process of recruiting followers, helping them to find shared interests and goals, use the technology, and develop useful conversations.

C continued

Compete: a web-based application that offers users and businesses web analytics and enables people to compare and contrast the statistics for different websites over time.

Connections: the contacts you 'connect' with on a LinkedIn account.

Content: text, pictures, video and any other meaningful material that is posted on the Internet.

Content management systems (CMS): software packages designed to give the user control over the design and update of web pages, document stores, blogs, wikis, and other tools.

Creative Commons: a nonprofit corporation dedicated to making it easier for people to share and build upon the work of others, consistent with the rules of Copyright. It provides free licenses and other legal tools to mark creative work with the freedom the creator wants it to carry, so others can share, remix, use commercially, or any combination thereof.

Crowd sourcing: a means of harnessing the skills and enthusiasm of those outside an organisation who are prepared to volunteer their time or resources contributing content and solving problems.

D

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

Digg: 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.

Disqus: a comment system and moderation tool that lets you add next-gen community management and social web integration to any site on any platform.

E

Ebook: the electronic equivalent of a book, with page turn technology.

Eventbrite: a free or paid-for online event management and ticketing service.

F

Facebook: 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 1 billion users.

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

Flickr: a social network designed to help people share their photographs.

Flipboard: an app for Android and iOS that aggregates online content and presents it in a magazine-format.

Forum: an online discussion site or message board that originated as the modern equivalent of a traditional bulletin board.

Follow Friday: a trend established on Twitter that uses the hashtag #ff. Users select other usernames and tweet them with #ff in their post, meaning they recommend following those Twitter users.

Foursquare: a geo-based social network that allows people to share their location and connect with others in close physical proximity.

Friends: Individuals you have invited or accepted as contacts on Facebook.

G

Google Chrome: a free web browser produced by Google that fully integrates into its online search system as well as other applications.

Google Documents: a number of web-based 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.

Google+: The social network developed by Google to rival Facebook.

G continued

Google Reader: an RSS reader that allows you to aggregate various blogs and sites and collect updates to new content in one location. Google closed this service down in May 2013.

Gowalla: a social network in which friends share their locations and connect with others in close psychological proximity.

Groundswell: a social trend in which people use technologies to get the things they need from each other, rather than from traditional institutions.

H

Hangout: a video service on Google+ that allows you to video chat with up to 10 Google+ users at a time.

Hashtag: a tag used on Twitter, Facebook and Instagram to allow people to search for similar content. A hashtag is a word or phrase preceded by a '#'.

hi5: a social network focused on the youth market.

HootSuite: a social media management system that helps brands streamline campaigns across social networks such as Twitter, Facebook, LinkedIn, and Google+ Pages.

I

Inbound Marketing: a style of marketing that essentially focuses permission-based marketing techniques that businesses can use to get found by potential customers, convert those prospects into leads and customers, and analyse the process along the way. Inbound marketing leverages tactics such as SEO, blogging, social media, lead generation, email marketing, lead nurturing, and analytics. It is in direct contrast to outbound marketing, which utilises traditional interruptive marketing tactics such as direct mail, trade shows, print and TV advertising, and cold calling.

Instagram: a photo and video sharing application that lets users take photos and videos, apply filters, and share their content instantly on the Instagram network and other social networks like Facebook, Flickr, Twitter, and Foursquare.

Instant Messaging (IM): a form of real-time, direct text-based communication between two or more people, conducted online.

J

Joomla: a content management system (CMS) that enables users to build websites and online applications.

K

Klout: an online tool designed to measure a person's or brand's influence across social media platforms.

L

Lifecasting: the continual broadcast of events in a person's life through digital media.

Like: a quick way of showing approval of another's post on Facebook.

Link Building: part of search engine optimisation in which website owners develop strategies to generate links to their site from other websites with the hopes of improving their search engine ranking.

LinkedIn: 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.

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

M

Malware: short for 'malicious software', is software used or programmed by attackers to disrupt computer operation, gather sensitive information or gain access to private computer systems.

Mashup: a post containing multiple types of media drawn from pre-existing sources to create new content.

M continued

Meme: a thought, idea, joke, or concept typically presented as an image with text above and below it.

MySpace: 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.

Punchbowl.com: a social site that facilitates party planning and provides members with ideas, invitations, favours, gift registries, photo/video sharing, and more.

N

News Feed: a real-time feed of news from a certain source, such as Facebook.

O

Opera: an open-source web browser, used as the default browser on some gaming systems and mobile devices.

Orkut: a social networking website owned and operated by Google. The website is named after its creator, Google employee Orkut Büyükkökten. Although Orkut is less popular in the United States than competitors Facebook and MySpace, it is one of the most visited websites in India and Brazil.

P

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

Permalink: an address or URL of a particular post within a blog or website.

Podcast: a series of digital media files, either audio or video, that are released episodically and often downloaded through an RSS feed.

Posterous: a blogging and content syndication platform that allowed users to post content from any computer or mobile device by sending an e-mail. It was closed in 2012.

PostRank: monitors and collects social engagement related to content around the web.

Q

Qik: an online video streaming service that lets users stream video live from their mobile phones to the web.

Quantcast: an online tool that provides information on website traffic and demographics for websites and is primarily used by online advertisers looking to target specific demographics.

R

Real-Time Search: the method of indexing content being published online into search engine results with virtually no delay.

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

Renren: a Chinese social networking service that exists as the Chinese remake of Facebook. It is popular amongst college students and has around 31 million active users.

Retweet: the action of 're-posting' someone else's Twitter post.

RSS (Really Simple Syndication): a web feed format that users can subscribe to, which is used to publish frequently updated content such as blogs and videos.

RSS Reader: an RSS aggregator that allows users to aggregate articles from multiple websites into one place using RSS feeds.

S

Scribd: a tool for turning document formats such as PDF, Word, and PowerPoint into a web document for viewing and sharing online.

Search Engine Optimization (SEO): the process of improving the volume or quality of traffic to a website from search engines via unpaid or organic search traffic.

S continued

Seesmic: a popular desktop and mobile social application. Using APIs, Seesmic allows users to share content on social networks such as Twitter and Google Buzz from the same application.

Sentiment: the attitude of user comments related to a brand online. Some social media monitoring tools measure sentiment.

SlideShare: an online social network for sharing presentations and documents.

Skype: a free tool that allows for text, audio, and video chats between users. Additionally, users can purchase plans to receive phone calls through their Skype account.

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

Social Media Monitoring: the process of monitoring and responding to mentions related to a business that occur in social media.

StumbleUpon: a free web-browser extension that acts as an intelligent browsing tool for discovering and sharing web sites.

T

Tag Cloud: a visual depiction of user-generated tags, or the most frequently used words in a site, typically used to describe the content of web sites.

Technorati: a popular blog search engine that also provides categories and authority rankings for blogs.

Timeline: the name given to the current Facebook user interface.

TweetDeck: a social media dashboard application designed to help the management of multiple Twitter and Facebook accounts.

U

URL: Unique Resource Locator is the technical term for a web address.

V

Vine: a mobile app owned by Twitter that enables its users to create and post video clips. Video clips created with Vine have a maximum length of 6 seconds.

Vimeo: a video-sharing website on which users can upload, share and view videos.

W

Widget: a generic type of software application comprising portable code intended for one or more different software applications and platforms.

Wiki: a web page or set of pages that can be edited collaboratively.

WordPress: a free and open source blogging tool and a content management system (CMS). WordPress is used by over 14.7% of Alexa Internet's 'top 1 million' websites, and as of August 2011 manages 22% of all new websites. It is currently the most popular blogging system in use on the Web, powering over 60 million websites worldwide.

Y

YouTube: a video-sharing website, created in February 2005 and owned by Google since late 2006, on which users can upload, view and share videos including movie clips, TV clips, and music videos, as well as amateur content such as video blogging, short original videos, and educational videos.