

Social Media Glossary of Terms

A

Adsense: Google's pay-per-click, context-relevant program available to blog and web publishers as a way to create revenue.

Adwords: advertiser program that populates the Adsense program. The advertiser pays Google on a per click basis.

Aggregator: a web-based tool or desktop application that collects and presents content from a variety of news sources (i.e. The Daily Beast, The Huffington Post, The Drudge Report)

Avatar: a graphical image or representation of a user's self or alter ego. Avatars are used in blogs, forums, twitter etc.

B

Badge: a small image that's displayed on a blog and signifies the blogger's participation in an event, contest, or social movement.

Backlinks (BLs): backlinks, or inbound links (IBLs), are links to you - whether it's your blog, website or online profile. They drive traffic to your site and build credibility with search engines.

Blogs: a website - sometimes in the form of a personal journal - with different types of content including links, embedded videos, podcasts, traditional text and photos. Content usually appears in reverse chronological order. Popular blogging platforms include WordPress (www.wordpress.com), Typepad (www.typepad.com) and Blogger (www.blogger.com).

Blogosphere: the total sphere where all blogs and bloggers are found.

Blogroll: a list of blogs that the blogger reads and likes displayed on the sidebar of their blog.

C

Champions: the people who champion you in the social media sphere through posting message, responding, commenting and helping others. A bit like "Tribes". You want to find your champions and encourage them.

D

Dashboard: the admin section of your blog software where you can post, check traffic, upload files, manage comments, etc. Analytics software also has a dashboard.

Direct Message (DM): a Directing Message to someone on Twitter. You can only send a DM to someone who is following you. Watch for Twitter Spam via DM.

E

Entry: an individual blog post or article. Each entry is also an individual web page.

F

Facebook: the most popular Social Media site. It allows users to connect with friends, send messages, post videos and pictures, create events and groups and much more. It also allows businesses to create Fan Pages and communicate with their fans. Facebook is for people you used to know, Twitter is for people you'd like to know.

Fan: a person who has joined or "liked" a page because they like it or want to hear from that company.

Favicon: or "favourite icon" is a website icon, shortcut icon, url icon or bookmark icon that's associated with a particular website. Browsers like Firefox that provide favicon support display a page's favicon in the browser's address bar and next to the page's name in a list of bookmarks.

Feed: the RSS or Atom feeds used by news aggregators (aka feed readers).

FeedBurner: FeedBurner (www.feedburner.com) is a Google tool that allows web sites, blogs and podcasts to "burn" content into a simple way for readers to subscribe (incl. email).

Feed Reader: an aggregator of content, subscribed to by the user, to "feed" them specific content or search results. Some of the most popular (and free) readers are GreatNews (www.curiostudio.com), Feed Demon (www.newsgator.com) and Google Reader (www.newsgator.com).

Flickr: a Social Media site that specializes in photo and video sharing. It's often used as an outlet for bloggers to post their images and videos and publicists also use it to publish event pix or pix relating to their business.

Friends: becoming someone's "friend" on a social media site allows you to view their content, profiles and activities. On Facebook you're someone's friend, on Twitter you follow them and on LinkedIn you're a connection.

H

Hashtags: hashtags unite global tweets around a particular topic or community. They are literally the pound symbol (#) followed by a name. You can follow trending topics on Twitter by searching on a hashtag.

HootSuite: a Canadian Twitter client that allows you to manage multiple Twitter profiles, pre-schedule tweets, and measure your success.

Hyper-local community: a site rooted in a specific location which often makes use of online communities and uses social media tools

I

Influencer: someone who's highly recognized in an online community and has the ability to sway others' thoughts. It's important to find and recognize the influencers in your community.

L

LinkedIn: is a professional Social Networking site that acts as an online resume and allows you to post past and current work experience, education credentials, make connections and even personal recommendations from other LinkedIn users.

M

Mashup: A mashup integrates elements from two or more sources into one application. Mash-ups are often created by using a development approach called Ajax. HousingMaps which combines Google Maps and Craigslist rental ads to display geographical information on rental properties is an example of a mashup.

Microblogging: basically super short blog posts. Twitter is often described as a micro-blogging platform.

P

Page Rank (PR): the method developed by Google to help identify the importance of a web page. The higher the PR number (ranges from 0 - 10), the better a page generally ranks in a Search Engine Results Page (SERP). A major

contributing factor is number and quality of inbound links. PR is only one of the many factors in the algorithm used to determine the ranking of a web page.

Platform: a framework or system within which tools work. It may be as broad as mobile telephony, or as narrow as a piece of software that has different modules like blogs, forums, and wikis in a suite of tools. More and more tools are operating “out there” on the web, rather than on your desktop. That has advantages, but presents challenges in learning lots of different tools, and getting them to join up.

Podcast: audio recording that can be downloaded automatically through a subscription to a website so you can view or listen offline. Podcasts were made popular by the iTunes Store which offers a variety of radio programs and more.

Profiles: on most Social Media sites you start by creating your personal profile. These profiles often provide personal information such as name, age, occupation, education, interests, etc. Profiles often feature a profile picture that can be posted by the user.

R

Retweets (RT): copying a Tweet and sharing it with your network. Retweeting is how important and valuable information is spread into other various networks, it's also the most viral aspect of Twitter.

RSS Feeds: RSS stands for Really Simple Syndication. These feeds allows users to subscribe to content on blogs and other Social Media sites and have it delivered to you through a feed without actually visiting the site.

S

Search Engine Optimization (SEO): the process of improving the organic ranking position of a website in Search Engine Results Pages. It's an art all of its own.

Sidebar: a column (or multiple columns) along either or both sides of a blog's main content area. The sidebar can include contact information, the blog's “about us” and categories, links to archives, honors and other widgets the author includes on the site.

Social Bookmarks: an easy way for Internet users to store, search, organize and share web pages. Popular social bookmarking sites include Delicious (delicious.com), StumbleUpon (www.stumbleupon.com) and Digg (digg.com).

Social Media: tools and platforms used to produce, publish and share online content and to interact with others. Social Media allows everyone to be a content producer. Tools include blogs, podcasts, videos, microblogs, wikis, etc.

T

Tags: Tags can be keywords attached to an item such as a blog post to help readers search and sort through the content. On Facebook however, tags are used to indicate individuals in pictures, videos and notes. Twitter uses hashtags to identify keywords.

Tweets: tweets originally were short, 140-character answers to the question “What are you doing” asked by Twitter. Now they’re basically 140-characters about anything - your latest blog post, Retweets of things that strike your fancy, answers to other people’s questions. You can tweet via the web, instant messaging or text messaging or platforms like TweetDeck (www.tweetdeck.com) and HootSuite (hootsuite.com).

Twitter: a free online Social Networking site that allows users to connect with one another and communicate using real-time short messages, known as Tweets. Twitter is for people you’d like to know, Facebook is for people you used to know.

TweetDeck: A personal browser that allows you to manage your contacts in groups and search your competitors and yourself to keep track about what people are saying about you and your industry.

U

User-generated content: online content or media that is produced by users rather than administrators.

V

Vimeo: a video-driven Social Media site that allows embedding, sharing, video storage, and user-commenting on each video page. Unlike YouTube, Vimeo is aimed at a higher-end, more artistic crowd with a higher bitrate, resolution and HD support and does not allow any obscene videos or commercials

Viral Video: an online video clip that gains widespread popularity through a variety of Social Media outlets such as Facebook, Vimeo, YouTube and blogs. When something “goes viral” its popularity is spread by word of mouth.

Vlogs: a video blog.

W

Web Analytics: capturing and collecting web traffic data to analyze the behavior of website visitors and improve your website and content. Google Analytics is an excellent, free tool (www.google.com/analytics/).

Web 2.0: a buzzword that describes the second-generation shift to a more collaborative use of the internet. In Web 1.0 the web had few publishers and many readers. In Web 2.0 everyone has the power to publish as well as read. Web 3.0 is next.

Webinar: a web based seminar, lecture or workshop delivered online. Participants can ask questions, swap stories and share advice.

Widget: a window gadget that can be embedded on to a webpage, blog or social media page. Widgets include weather forecasts, Facebook updates, Twitter feeds, stock market reports and news headlines.

Wiki: allows a group of people to collaboratively develop a Website. Anyone can add to or edit wiki pages. Wikipedia (www.wikipedia.org) is probably the most well known wiki.

Y

YouTube: a free online Social Media where users to upload and share videos.