

# YOUR SOCIAL MEDIA DICTIONARY

BY LISA LARTER

Blog	Short for web log. A website or part of a website where you can post regular entries of opinion pieces, news, case studies, your email newsletter archive, or anything else you want to share with your customers or prospects.
Business Account (Facebook)	Accounts for individuals who only want to use the site to administer Pages and their ad campaigns. For this reason, business accounts do not have the same functionality as personal accounts. Business accounts have limited access to information on the site. An individual with a business account can view all the Pages and Social Ads that they have created, however they will not be able to view the profiles of users on the site or other content on the site that does not live on the Pages they administer. In addition, business accounts cannot be found in search and cannot send or receive friend requests.
Channel (YouTube)	The home page for each account's own video collection. You can customize a channel with your own logo, description, and colors. YouTube does have premium options for greater channel branding, customization, and promotion.
Companies (LinkedIn)	Pages designed for businesses that want a presence on LinkedIn. Company pages can be used to list all employees of an organization with accounts on LinkedIn.
Connections (LinkedIn)	There are three degrees of connections on LinkedIn. 1st-degree connections are people that you have mutually agreed to connect with on the network. 2nd- and 3rd-degree connections are people that are connected to your 1st-degree connections, but not directly with you. One of the benefits of LinkedIn is that 1st-degree connections can be used to introduce you to 2nd- and 3rd-degree connections.
Digest (NutshellMail)	The scheduled NutshellMail email that contains all the recent updates from your social media networks.
Direct Message (DM) (Twitter)	Also called a DM, these messages are private between only the sender and recipient. Tweets become DMs when they begin with "d username" to specify who the message is for
DM/Direct Message (Twitter)	A private note between two users on Twitter. The person receiving the message must follow the person sending it and the message is bound by the 140-character limit.
Facebook	The largest of the social networks (it boasts more than 500 million active users), Facebook has become a favorite destination for people, businesses, and organizations to connect and share information because of its easy-to-use interface and interactive features. It's the most multimedia-friendly of the big three networks as members can post text, pictures, audio, and video. It also offers tons of applications and widgets that can make your Facebook Page engaging and fun.
Fan (Facebook)	A person who has joined a page because they like what that page represents.
Follow (Twitter)	The act of connecting with someone on Twitter. People who have elected to follow you will see your tweets in their timeline. You are not obligated to follow people back and you have the ability to block followers (usually used only for spammers) from seeing your posts.
Following (Twitter)	Electing to see someone's tweets in your own timeline. Follow people and companies that you're interested in hearing from.

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LISA LARTER

Social Media Specialist  
www.lisalarter.com

FR - MY

Friend (Facebook)	When you want to connect with someone on Facebook through a personal profile, you "friend" them. The friend connection is two-way, meaning both parties have to agree before the connection is made.
Handle (Twitter)	Your Twitter username is referred to as your handle, and is identified with the @ symbol.
Hashtag (Twitter)	Words preceded by a # sign (i.e., #ctctsocial) can be used to tie various tweets together and relate them to a topic, be it a conference, TV show, sporting event, or any happening or trend of your choosing. Twitter automatically links all hashtags so users can search for other tweets using the same tag.
Insights	Facebook's answer to web page analysis. For each Facebook page, Insights tracks the number of page views, unique views, total interactions, wall posts, discussion topics, fans, new fans, removed fans, reviews, photo views, audio plays, and video plays.
Insights (Facebook)	Facebook Insights provides Facebook Page owners and Facebook Platform developers with metrics around their content. By understanding and analyzing trends within user growth and demographics, consumption of content, and creation of content, Page owners and Platform developers are better equipped to improve their business with Facebook.
Like (Facebook)	A feature that appears as a link underneath something you see on Facebook that allows users to let others know they appreciate that something, whether it be a video, a comment or something else.
LinkedIn	A social networking website geared towards companies and industry professionals looking to make new business contacts or keep in touch with previous co-workers, affiliates, and clients. Often described as the more professional of the big three social media networks, LinkedIn lets you connect with friends, colleagues, and other people you've worked for done business with. Your profile on the network is akin to an online resume, complete with the ability for others to write recommendations for you. Like with Facebook, connections made on LinkedIn must be verified by both parties.
Lists (Twitter)	A way to combine select people you follow on Twitter into a smaller feed. A list can be made up of friends, competitors, people in the same state: anything you want. Lists let you view a slice of your followers at a time and are a great way to focus on specific folks when you're following a large number of people.
Live-tweeting (Twitter)	The practice of documenting an event through tweets that are posted while an event is in progress.
Mention (Twitter)	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.
Microblogging	The act of broadcasting very short messages to an audience, such as on Twitter, where posts are limited to 140 characters each
MySpace	One of the first big social media networks, it's now mainly used by music acts and other entertainers. MySpace uses many of the same conventions as Facebook. It's not recommended for businesses outside the entertainment industry.

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LISA LARTER

Social Media Specialist  
www.lisalarter.com

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News Feed (Facebook)	What Facebook calls all the items that your friends and the businesses/ organizations you Like have posted. Users have two ways to view this content: You can see "Most Recent" items (i.e., everything that's been posted) or "Top News" items (i.e., those that have been most commented on).
NutshellMail	A free Constant Contact service that is like a digital video recorder (DVR) for your social media networks. It will keep track of all the happenings on your Facebook, Twitter, LinkedIn, and MySpace accounts and email you a digest of updates on a schedule of your choosing. For example, it eliminates the need to keep checking into Facebook 20 times a day; all the latest updates will be right there in your inbox to read on your time.
Page (Facebook)	A page is not a profile. It may look like one, but it's not. The features and capabilities are different. It is a Facebook site 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.
Page Views	The number of times a page was viewed.
Podcast	Audio programs or recordings that are syndicated online. They can be streamed or downloaded.
Profile (Facebook)	Facebook profiles are the pages that display a user's personal information, as well as all their interactions with friends.
Profile (Twitter)	A Twitter page displaying information about a user, as well as all the Tweets they have posted from their account
Quitters (Twitter)	People who unfollow you on Twitter
Real simple syndication (RSS)	A way to distribute content via the Internet A family of web feed formats used to publish frequently updated works—such as blog entries or news headlines—in a standardized format
Retweet (RT) (Twitter)	This is the Twitter equivalent of forward-to-a-friend. A Tweet by another user, forwarded to you by someone you follow. Often used to spread news or share valuable findings on Twitter
Search Engine Marketing (SEM)	A marketing tactic that, when combined with SEO, helps a business or organization attract customers, generate brand awareness, and build trust by increasing its website's visibility. This is done through the purchase of pay-per-click advertisements and paid inclusion in search engine results.
Search Engine Optimization (SEO)	This is the process for improving the chance that a webpage will rank high in the results for a specific search query. Different search engines use different algorithms for how they rank results, but some ways to improve results include using qualified keywords (i.e., frequently searched-for keywords) in headlines and first paragraphs of blog posts, and naming photos and videos with those same keywords.
Share	To post or re-post content on a social media site is to share it. Facebook specifically has a Share option, which allows you to post someone else's content on your page. On Twitter, this is called re-tweeting.

Share (Facebook)	Sharing is synonymous with posting or publishing. You can publish text, links, photos, videos, and events on Facebook using the share box at the top of your profile.
Share button or bar	A feature that people can add to their website or an email that will allow the content to be easily shared on a variety of social media sites
Social Media	Tools that allow the sharing of information and creation of communities through online networks of people.
Social Media Marketing	Word of mouth of the digital age. The use of social networks, online communities, blogs, wikis or any other online collaborative media for marketing, sales, public relations and customer service.
Status (Facebook)	A micro-blogging feature called which allows users to inform their friends of their current whereabouts, actions, or thoughts.
Trending Topics (Twitter)	Along the right side of the main web interface, Twitter lists 10 topics that are "hot" on Twitter at the given moment based on certain algorithms. You can see trending topics for all of Twitter or for certain geographic areas.
Tweet (Twitter)	A message posted via Twitter containing 140 characters or fewer
TweetDeck (Twitter)	A service that allows businesses, organizations, and individuals to monitor, manage, and schedule their social media marketing activity.
Tweetup (Twitter)	A term for events (i.e., meetups) that spring from Twitter connections. Tweetups are typically informal gatherings that let Twitter followers meet in real life, and coordinators often use a hashtag to unite tweets related to the event.
Twitter	The social media network based on 140-character micro-blog posts. Users post short updates that can be seen by anyone, even if they are not logged into the site. Posts can only include text and links; any multimedia content (photos, video, audio) must be linked to. The people who follow you will see your updates in their timeline when they log in. Unlike with Facebook, you do not have to confirm or reciprocate the follower connection, meaning people can follow your updates without you have to see theirs
Twitiverse (Twitter)	A fun term used to describe the world of Twitter.
Unfollow (Twitter)	To cease following another Twitter user. Their Tweets no longer show up in your home timeline.
Unfriend (Facebook)	Disconnecting with someone on Facebook. When you unfriend someone, the person does not get notice that you have done so
Uniform Resource Locator (URL)	The technical term for a web address
Viral	When a piece of content on the Internet is shared organically, without prodding or encouragement from the business, organization, or person who created it, it is said to have "gone viral." This means it has been shared on social networks, posted and reposted, tweeted and retweeted multiple times.
Viral Marketing	Any marketing technique that induces Web sites or users to pass on a marketing message to other sites or users, creating a potentially exponential growth in the message's visibility and effect

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LISA LARTER

Social Media Specialist  
www.lisalarter.com

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Vlog	A blog that contains videos instead of text entries.
Wall (Facebook)	A featured section inside a Facebook profile. It's a space on every user's profile page that allows friends and users themselves to post messages viewable by all your friends.
Webinar	A web-based seminar, where the presentation, lecture, or workshop is transmitted over the Internet instead of in person.
Widget	Similar to an app, a widget is a small block of content that one provider can offer to another, for use on another blog or website. Widgets have a specific purpose such as showing weather forecasts, stock quotes, or news updates and are constantly updated by the creator of the widget, not someone who hosts it on his site.
YouTube	A video sharing site owned by Google. Users can freely upload their own video content to the site (you must have the rights to the content), as long as it is less than 10 minutes in length and the file is less than 100MB in size. YouTube makes it easy for people to embed videos on their own site or blogs, which helps with viral marketing efforts. Google results include YouTube videos as well.



**Lisa Larter**

Social Media Specialist

www.lisalarter.com | lisa@lisalarter.com | twitter @lisalarter  
www.facebook.com/socialmediaforyourbusiness