

Social Media Jargon – A Quick Reference Glossary

Pertaining to Facebook:

Application – a program that allows users to share content and interact with other users

Fan – Facebook users who choose to become a “fan” and follow an organization’s page. Remember, you are basically endorsing the page/product/group.

Friend – 1.) (n) personal connection on Facebook; 2.) (v) “friending”- to add a Facebook friend

Friend List – organized groupings of friends (i.e. your book club & baseball team, could be separate lists)

Group - any Facebook user can create and join a Facebook group, which is a collection of Facebook users with a common interest

Network – an collection of Facebook users based on a region, school, or workplace

News feed –updates of content posted to one’s Wall (like a personal page); accumulation of one’s friends’ newsfeeds published on a user’s Facebook homepage

Page – official presence for businesses & celebrities and public figures to share information and interact with fans on Facebook

Profile – presence for individuals to share information & interact with friends & organizations on Facebook

Wall – the core of a profile or page that aggregates new content, including posted items (i.e. status updates) and recent actions (i.e. becoming a fan of a page)

Pertaining to Twitter:

Twitter Handle: a username. This is the name you select to represent yourself, and should be identifiable to you, and not contain underscores

To Follow: You subscribe to someone’s updates on Twitter. When you follow someone, their tweets will be displayed on your Twitter page so you know what they are involved with.

Follower: A person who has subscribed to receive your updates. You can see your total number of followers on your Twitter profile page.

To Follow Back: *To subscribe to the updates of someone who has recently started following you. Whenever a new person follows you, you receive an email alert from Twitter. In the email, there will be a link to that person's profile. Follow the link, and you can check out who they are and decide to follow them back or not. It is not required to follow everyone back, but many people like to. If the account is for a company or association, then there is an expectation that you will also follow your followers to see what they are chatting about, and engage them.*

Update: *Also known as a **tweet**. They can be no longer than 140-characters, as this was originally based on a texting (i.e. for cell phones) system*

@Reply: *A public message sent from one Twitter user to another by putting @USERNAME at the beginning of the tweet, creating a public conversation.*

Direct Message (or DM): *A private message (like a direct text message) sent from one Twitter user to another by either clicking the "message" link on their profile or typing **D USERNAME** .*

Twitter Stream: *A list of an account's real-time updates. Every time you post an update, it goes into your Twitter stream, which is found on your account page also <http://twitter.com/USERNAME> .*

Tweet-up: *An event specifically organized for Twitter-users to meet up and network, usually informal.*

Hashtag (#): *A tool to aggregate the conversation related to an event or theme. Created by combining a # with a word, acronym or phrase (**#WORD**). For Example: a conference or networking group could have their own hashtag, so attendees can Tweet about the events in preparation and while attending.*

Retweet (or RT): *To resend what someone else has already tweeted. People do this if someone has said something very useful and they want their own followers to see the information too.*

Pertaining to LinkedIn:

Homepage *An overview of what's going on in your network with Network Updates and the latest news, jobs, and answers. Use your homepage to:*

- *View your latest messages and get network updates from colleagues and connections*
- *Read the latest news about your company, competitors, and industry & discuss it with colleagues*
- *Browse the latest jobs, questions, and answers that match your interests*

Profiles *Personal Information that you choose to share about career, education, interests and locations, etc. Some information can be publically viewed, and search by the search engines, and other sections, are only for people you approve as connections.*

Snapshot *Your snapshot features an overview of your name, location, current title, past positions, education, recommendations, and links to your websites. It is a next-generation business card.*

When viewing other profiles, you will see options to the right of the snapshot.

- *Send a message to the user if you are connected, an inMail if you are not*
- *Adds the user to your network*
- *Write a recommendation for your connection*
- *Forward profile: Have someone you know in common introduce you*
- *Get introduced: Write a recommendation for your connection*
- *Search for references: Search through the user's companies for potential references*
- *Download vCard: Download your connections details into your address book*

Status *A status message allows you to share professional updates with your network. By displaying things like what you're currently working on, and where you're planning on traveling to, etc., you invite your network to help you with advice and recommendations.*

Photo *Your professional photo allows the people you've met and previously worked with to quickly remember you.*

Public Profile *Your snapshot also includes a link to your "Public Profile" – the profile that will be shown to users not signed-in to LinkedIn that are searching for you via search engines. You control which parts your profile will be visible to search engine users. You can make your profile completely private (it will not come up with web searches), turn it to totally public, or customize the display of specific elements.*

Vanity URL *You can also create a personalized "Vanity URL" for your public profile – giving you a custom web address for linking to and promoting your profile. You can your profile by featuring it on business cards, email signatures, your blog etc.*

Recommendations *These testimonials help illustrate your achievements, project credibility, and show why people enjoy working with you.*

LinkedIn Groups *communities of professionals based on common interest, experience, affiliation, and goals. Stay in touch with organizations, schools, and companies that you are and were a part of, network with professionals with similar interests and goals, and collaborate in a professional community online. This feature allows group/organizations to extend and strengthen the brand with existing users by providing additional value.*

LinkedIn Answers *is a great place to share business knowledge. You can:*

- *Ask questions & get fast, accurate answers from your network & other global experts*
- *Demonstrate your knowledge ,and expertise, by answering questions*
- *Keep current on the latest in your industry or discipline*