



# Social Media Glossary

## From Web Success Team

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• A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

• **B**

**Badge:** an image, usually squared and displayed on a blog, which signifies the blogger's participation in an event, contest, or social movement.

**Blog:** read, write, or edit a shared on-line journal.

**Blog Post/Entry:** content published on a blog. Entries may include pictures or embedded videos and links URLs for online sources used.

**Blogroll:** an assembly of blog URLs – blogs that the blogger reads regularly – displayed at the sidebar of the blog.

**Blogs:** a website where individual(s) provide entries of any type of content from video and podcasts to traditional text and photos in order to inform or create discussions; presented in reverse chronological order.

**Boardreader:** an aggregator of message boards and forum discussions.

**Bookmarking:** is saving the address of a website or item of content, either in your browser, or on a social bookmarking site like del.icio.us. If you add tags, others can easily use your research too, and the social bookmarking site becomes an enormous public library. If groups agree the tags they'll use, it makes collaborative research much easier.

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- **C**

**Comments:** replies or opinions in reference to the topic at hand; usually left on blog posts.

**Compete:** provides web analytics (i.e. unique monthly visitors to the site) and enables people to compare and contrast up to 5 different sites at a time.

- **D**

**“Do-good” networks:** online communities aimed at making the world a better place.

- **F**

**Fanminder:** a subscription-based, online mobile marketing service designed to help small businesses communicate with their customers.

**Facebook:** an online community for people to connect or re-connect with others. Enables people to share videos, pictures and information about themselves. One of the fastest growing social networks of the past two years.

**Facebook Causes:** a Facebook Application where members sign up to connect with various Causes across the world.

**Facebook Fanpage:** used to become a fan of someone on Facebook.

**Facebook Wall:** a space on every user's profile page that allows friends to post messages for the user to see.

**Flickr:** online site for storing, sharing and commenting on photos.

**Foursquare:** an app on your phone that gives you & your friends new ways of exploring your city. You can Earn points & unlock badges for discovering new things. It also connects with your Facebook and Twitter accounts.

**FriendFeed:** a social platform that enables you to keep up-to-date on the web pages, photos, videos and music that your friends and family are sharing.

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• **G**

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

• **H**

**HashTags:** similar to regular tags, these are keywords associated and assigned to an item of content with a hash mark (#) attached to the front of the word. Hashtags make it easier to follow a topic of interest discussed on Twitter.

**Hyper-local community:** a group of people from a specific location who interact in online communities and use social media tools.

• **I**

**igoogle:** this list of Google products includes all major desktop, mobile and online products released or acquired by Google Inc.

**iHatch:** an iPhone application that features a baby-making engine with a few nice built-in iPhone features.

**InFluencer:** a person specialized in a specific subject matter and highly recognized in an online community that has the ability to sway others' thoughts; key influencers are seen as references or for assistance on specific subject matters.

**Interactive Agency:** an agency offering a mix of web design and development, Internet advertising and online marketing. I'll make it easy, the Web Success Team is a good example of this definition.

• **L**

**Landing Page:** in online marketing a landing page, sometimes known as a lead capture page, is the page that appears when a potential customer clicks on an advertisement or a search-engine result link.

**LinkedIn:** a professional online community used to network with fellow professionals; an online resume sharing site.

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## • M

**Message Boards/Forums:** an online discussion site; people looking to discuss particular issues or needing support post threads (a message) on the forum or message board in hopes to gain more information or start a conversation.

**MicroBlog:** Microblogging is a form of blogging that allows users to write brief text updates (called microposts -- usually less than 200 characters) and publish them, either publicly on a Web site and/or distributed to a private group of subscribers.

**Micro-philanthropy:** donating in small amounts (\$1, \$5, \$10, \$20).

**Multimedia:** media and content in different forms such as videos, pictures, etc. Examples include YouTube and Flickr.

**MySpace:** a site where people can meet others with similar interests, creating online communities by sharing videos, photos, and personal information.

## • O

**Online community:** a group of people using social media tools and sites on the Internet.

## • P

**Platform:** the framework or system within which tools work; That platform 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. As more and more tools operate “out there” on the web, rather than on your desktop, people refer to “the Internet as the platform”. It has advantages, but presents challenges in learning lots of different tools, and getting them to join up.

**Podcasts:** online audio or visual recordings syndicated on the Internet and available to download to portable media players such as an iPod.

## • Q

**Quantcast:** used to measure the amount of traffic a URL receives, as well as data about the readership (demographics, psychographics, etc.).

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## • R

**RSS Feed:** Really Simple Syndication; a system that generates frequently updated information from a site (i.e. blog posts, online articles).

**Reader:** Aggregates information from RSS Feed into one site.

**Retweet:** taking a twitter message someone else has posted, and rebroadcasting that same message to your followers.

## • S

**Search Engine Marketing (SEM):** is a form of Internet marketing that seeks to promote websites by increasing their visibility in search engine result pages (SERPs). According to the Search Engine Marketing Professional Organization, SEM methods include: search engine optimization (or SEO), paid placement, contextual advertising, and paid inclusion.

**Search Engine Optimization (SEO):** is the process of improving the volume and quality of traffic to a web site from search engines via “natural” (“organic” or “algorithmic”) search results.

**Sentiment:** a level of assessment that determines the tone of an article, blog post, a company, etc.; usually positive, negative, or neutral.

**Short URL:** makes it easier to shorten and share links.

**Social Bookmarking:** a method for people to search, organize, store and share items (i.e. blog posts, online articles, pictures, etc.) of interest using the item's URL.

**Social Marketing:** defined as “seeking to influence social behaviors not to benefit the marketer, but to benefit the target audience and the general society.”

**Social Media:** a term used to describe tools and platforms people use to produce, publish and share online content and to interact with one another. Social media tools include blogs, podcasts, videos, microblogs, wikis, etc.

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**Social Networking Sites:** large sites that host multiple communities comprised of people with profiles who have similar interests. These sites offer a place where people engage with one another online and share content.

• **T**

**Tags:** a keyword or term associated and assigned to an item of content (i.e. blog post, video, photo, etc.). Usually added to an item of content to enhance search engine optimization and make it content easier to organize and find.

**Technorati Authority:** used to determine the number of times a keyword or URL are mentioned and linked in blogs.

**Twalking:** slang term used to describe someone who is walking while they tweet (a Twitter message) using a mobile device.

**Twantrum:** tantrum thrown by excessively tweeting!

**Tweeps:** your Twitter followers, as in your peeps (people).

**Tweet:** the post/entry made on Twitter.

**TweetDeck:** a beta program that allows users to organize updates from Twitter and FaceBook with real-time notifications and personalized dashboard.

**Tweet Penguin:** a new Twitter tool that enables users to organize their interests and follow people with similar ones. Tweet Penguin is gaining popularity with its promise to expand users' social networks.

**Tweetpic:** sending a picture via Twitter.

**Tweetup:** an event where people who Twitter come together to meet in person.

**Twishing:** the act of sending a message to a Twitter user in an attempt to obtain his or her name and password. The message may instruct the recipient to visit a Web site where he or she is asked to log in.

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**Twitpic:** a new Twitter widget where users can share photos.

**Twitter:** a micro-blogging community where posts and links are 140 characters or less.

**Twitter Handle:** the name (nametage) that you use on twitter (to tweet, retweet etc).

**Twitterhea:** a condition resulting in tweeting frequent, short bursts of the most minute daily activities, it is feeling compelled to tweet constantly about every meaningless thing you do.

**Twitterholic:** Provides a list of the 100 best twitterers based on their followers, the people they follow and the number of their updates..

**Twitterizer:** a simple, developer-oriented, object-oriented, library for rapid Twitter integration.

**Twitter Search:** a search engine that filters out real-time tweets.

**Twitbertise:** is a newly incubated startup that allows twitter users to advertise and track the success of their 'branded communications' with customers.

**Twitiverse:** slang for the Twitter universe, it stands for the community of Twitter users and their collective voice.

**Twitzee:** a tool for secretive Teeting. Essentially, through the site it is possible to tweet out messages without having to employ your regular Twitter account. In this way, you will able to say whatever you want without tarnishing your reputation, or the reputation of your brand.

## • V

**Viral Marketing:** Explosive growth in sales, or spread of product information through customer contact (referrals). The term was coined by the US venture capital firm Draper, Fisher, Jurveston.

## • W

**Webinar:** an online seminar.

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*A Direct Response Web Development and Marketing Company.*

**Web 2.0:** is the "business revolution in the computer industry caused by the move to the Internet as a platform, and an attempt to understand the rules for success on that new platform" – Tim O'Reilly.

**Widget:** placeholder name for an object or, more specifically, a mechanical or other manufactured device. It is an abstract unit of production.

**Wiki:** webpage(s) used to collect content about a topic. Anyone with access to the page(s) can edit or modify the information.

**Wordpress Blog:** free blogs managed by the developers of the WordPress software.

## • Y

**YouTube:** an online site for uploading and discussing videos; Videos can also be embedded from YouTube onto other social media sites such as blogs or social networks.

**Sources:** Wikipedia, LivingstonBuzz, WebSuccessTeam, NetLingo, SocialMedia, SocialBrite

The Web Success Team specializes in developing comprehensive marketing plans and budgets to position its customers to succeed on the Internet. The TEAM can help take your business to the next level with proven direct response strategies and techniques. Contact the TEAM today for a consultation. For appointments, contact [Bob@websuccessteam.com](mailto:Bob@websuccessteam.com) or call us at (818) 222-5643. To your Web Success!

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