


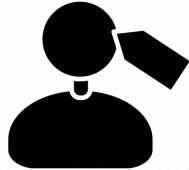


# “What the Tech?!”: Common Social Media Terms

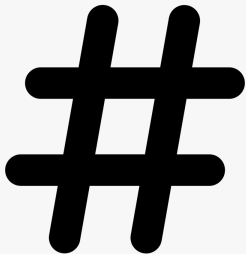



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***Terms, icons, format & layout vary across different platforms. This is an overview of the most commonly used terms & functions in today’s most popular social media platforms.***

Term	Definition	Examples and Icon(s)-may vary across platforms
Emoji	A small digital image or icon used to express an idea or emotion. Used in text fields in electronic communication to express the emotional attitude of the writer, convey information succinctly, communicate a message playfully without using words, etc.	
Share/Repost/Retweet	To show someone else's post on your timeline.	
Notification	An alert indicating new social media activity. Example, if somebody Likes one of your Instagram photos, you can receive a notification on your phone that lets you know.	
Tag	“Tagging” a keyword added to a post to categorize content. You can also “tag” individuals in a post/photo, creating a link to their social media profile & associates them with the content. Users have the option to remove unwanted tags from their profile.	



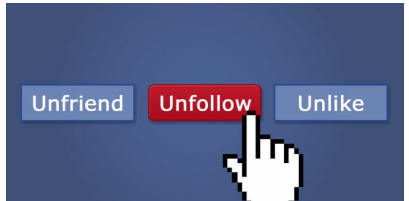


# “What the Tech?!”: Common Social Media Terms

2

Hashtag	A word or phrase preceded by the “#” sign. Hashtags are used on social media to tag posts as part of a larger conversation (such as #HootChat) or topic (such as #Superbowl). Clicking a hashtag reveals the latest posts with that hashtag. Hashtags are searchable.	
Thread	A string of messages within a post that make up a conversation. Threads begin with an initial post & then continue as a series of replies or comments. Threads are essential to keeping track of conversations in most forms of online communication, including social media & email.	
Trending	A trending topic (or hashtag) is one that is popular on social media at a given moment. Trends are highlighted by social networks such as Twitter & Facebook to encourage discussion & engagement among their users. The “trending” concept was first popularized by Twitter & has since been adopted by other networks. The trends that you see are based on your algorithms.	
Troll	A troll is a social media user who makes deliberately offensive or annoying postings with the sole aim of provoking others. <b>Don't be a troll.</b>	


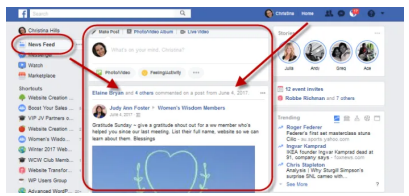
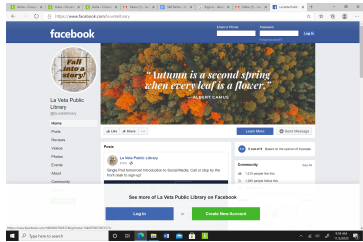


# “What the Tech?!”: Common Social Media Terms

3

Viral	To go viral on social media is to have a particular post bring in an unusually large number of engagements. An exceptional number of shares is the clearest sign of going viral, as your post spreads across the internet like a virus.	
Follower	Followers are people who have liked (or “followed”) your accounts on social media.	
Unfollow	To unfollow someone is to unsubscribe from their social media account. If you would prefer to maintain the social connection but don’t want to see their posts, you can mute them instead.	
Groups	An online community within a social network. Groups can be public or private. Within a group, community members with a common interest can share information & discuss relevant topics. Both Facebook & LinkedIn offer groups on their platforms.	
Like	A form of engagement on social media. It’s a quick way of showing that you—literally—like the content posted by simply clicking a button. On Facebook, the Like button is a thumbs-up, while on Instagram & Twitter, a Like is indicated by a heart. Liking content also works like bookmarking, since you can go back later to view the content you have Liked.	

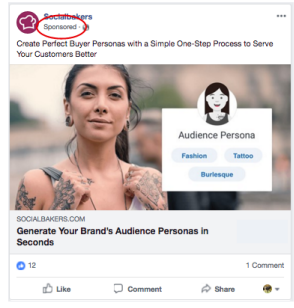
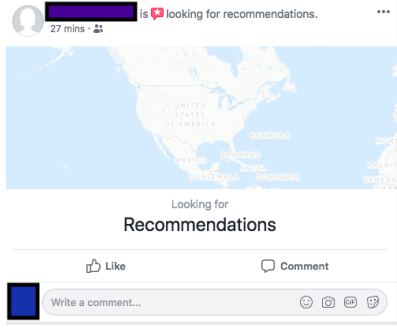
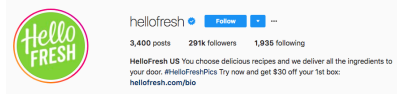

# “What the Tech?!”: Common Social Media Terms

4

Reactions	Reactions are a form of engagement on Facebook. In addition to Likes, reactions include Love, Care, Haha, Wow, Sad, & Angry. Each of these reactions is indicated by an emoji. Facebook users can access the reaction option by hovering over or holding the Like button.	
News Feed	The Facebook term for the screen showing all the latest updates posted by people the user follows. On other social networks, this is simply called the feed.	
Timeline	A collection of online posts or updates associated with a specific social media account, in reverse chronological order.	
Boosted Post	A form of social media advertising in which a brand pays to show a social post to people who do not already follow the brand's social accounts.	
Promoted Post	A term used in different contexts by the various social networks, but it always indicates some form of payment to gain access to a wider audience than could be achieved through organic content.	




# “What the Tech?!”: Common Social Media Terms

5

<p>Sponsored Post</p>	<p>Social media posts in which an influencer or celebrity highlights a brand or product that they have been paid to promote. These posts must be identified as ads using a hashtag like #ad or #sponsored.</p>	
<p>Recommendations</p>	<p>A testimonial provided on a social media platform. You can provide recommendations for pages, people or businesses you had experiences with, or ask friends to provide a recommendation for you. Recommendations appear on your public profile.</p>	
<p>Bio/About</p>	<p>Your bio, short for biographaphy, is the section of any digital profile that tells new or prospective followers who you are. All social platforms offer space to write a bio. It's the first thing users see when they discover your profile, &amp; a good one can greatly improve how often you show up in keyword searches.</p>	
<p>Caption</p>	<p>A description that accompanies a photo on social media. Captions can include text, hashtags, @ mentions, &amp; emojis. Captions are an important part of telling your photo's story on social media &amp; a key driver of engagement.</p>	

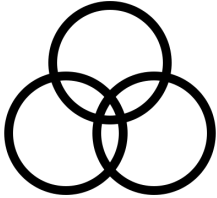

# “What the Tech?!”: Common Social Media Terms

6

<p>Comment</p>	<p>A form of engagement in which a user replies to your social media post. Comments can offer praise, ask a question, express disagreement, &amp; otherwise contribute to the online conversation about your social content. Comments can include text, hashtags, @ mentions, &amp; emojis. A large number of comments shows that your post is engaging &amp; may boost its position in the newsfeed based on a social network’s algorithm.</p>	
<p>Chat/Messenger</p>	<p>An online conversation with one or more people. Whether one-on-one or in a group, chats are usually private &amp; text-based, although they may incorporate GIFS, photos, &amp; even recordings. Common chat platforms include WhatsApp &amp; Facebook Messenger.</p>	
<p>Check-In</p>	<p>A way of location tagging a social media post to indicate where the user is, or where the content in the post was created. It’s a way of showing followers that you have physically visited a geographical location or event. It can be particularly useful to check in at large, high-profile events, since it can help people connect in the real world while also providing credibility &amp; demonstrating that you’re an insider in your industry.</p>	

# “What the Tech?!”: Common Social Media Terms





7

Feed	An updated list of all the new content posted by the accounts a user follows on social media. Rather than being purely chronological, most social media feeds are controlled by an algorithm.	
Clickbait	Web content with a misleading or sensationalist headline designed to get readers to click through to the full story, which is generally a disappointment. Clickbait’s goal is usually to generate page views & advertising revenue. All social networks have taken a stance against clickbait, & algorithms are designed not to surface clickbait posts. In other words, it’s a practice to avoid.	
Filters	A photo effect that can be applied to images before publishing them, from simple black-and-white or sepia to flower crowns & puppy ears. Filters are available on Instagram, Snapchat, Facebook Messenger, & many other apps with camera integrations.	
Friend	A friend is a person that you connect with on Facebook. Unlike a fan or follower, a friend is a two-way connection—both you & your friend have to endorse the relationship. Facebook business pages cannot have “friends,” only fans or followers.	



## “What the Tech?!”: Common Social Media Terms



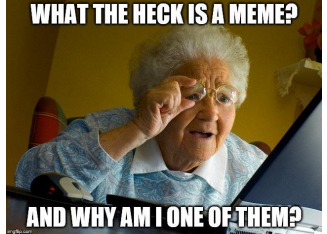
8

Post	Refers to any social media status update, photo, or video, or an item shared on a blog or forum.	
Pinned Post	A social media post saved to the top of your page or profile on Facebook or Twitter. Pinning a post is a great way to feature an important announcement or highlight some of your best content.	
Platform	A platform is a social network or a component of a social network. Twitter, Facebook, & Instagram are all social platforms.	
Profile	A specific space or field in which users can provide various types of personal information on their platform page.	
Messenger	Messenger is Facebook’s instant messaging app. Originally called Facebook Messenger, the app allows Facebook users to send direct messages to each other through a mobile device. Users can also use Messenger through a desktop web browser.	






# “What the Tech?!”: Common Social Media Terms

9

Direct Message	A direct message (DM) is a private message sent through a social platform. By default, DMs from non-followers are blocked or filtered into a secondary inbox.	
Mentions	The act of tagging a user in a social media message. Sometimes called @ mentions, these usually trigger a notification for that user & allow your audience to click through to their bio or profile.	
Algorithm	In the context of social media, an algorithm is how a social platform determines which content to display at any given time to a particular user. Social networks are notoriously secretive about how their algorithms work, but in general, they use clues based on a user's social relationships & interactions to determine which content that user will find most appealing.	
Target Audience	A group of people defined by certain demographics and behavior.	
Meme	A joke or comment made for sharing on social networks in the form of a graphic or image.	

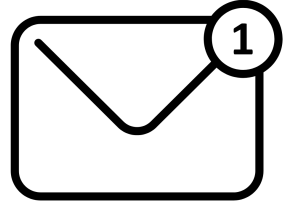

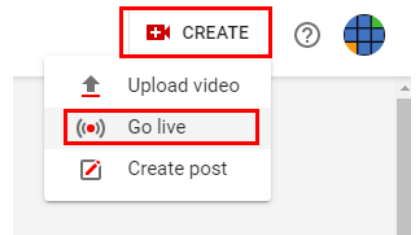


# “What the Tech?!”: Common Social Media Terms

10

GIF	GIF is an acronym for Graphics Interchange Format, a file format that supports both static & animated images. GIFs are a way to react on social media without words. Facebook & Twitter both support animated GIFs. Basically a short video version of a meme without audio.	
Profile Picture	The image that represents a social media account. Profile pictures are displayed as an avatar next to the account name on posts, comments & mentions (depending on the platform).	
Cover Photo	An image on the top of a Facebook profile. Unlike a profile picture, cover photos are large banner graphics that introduce visitors to an individual or brand.	
Avatar	A visual representation of a person for use in digital contexts. A computer-generated image, such as a bitmoji. On social media, the term “avatar” refers to your profile picture. Most individual users choose a photo as their social media avatar, sometimes supplemented by a digital frame or filter. For brands, the company logo is usually the best avatar choice.	

# “What the Tech?!”: Common Social Media Terms

11

Inbox	An inbox is the screen on which you read, organize, and respond to messages. Email inboxes are a common example. Social messaging services also use inboxes.	
Instant Message	An instant message (IM) is a real-time text message sent using an online platform.	
Live Stream	A real-time video shared over social media. Most social networks now offer live streaming options that include the possibility to interact with viewers, who can submit written comments & questions throughout the broadcast.	
Reply	A social media function allowing you to respond publicly to another user's comment, creating a comment thread.	
Regram	To regram is to repost another Instagram user's image or video. Make sure you have permission to do so, either through a branded hashtag or by asking the user directly.	
Reach	Refers to the total number of people exposed to a social post or ad. Reach simply indicates that the content appeared in the user's social feed at least once.	

## “What the Tech?!”: Common Social Media Terms

12

Spam	Unnecessary, unwanted, or repetitive content that clogs inboxes & clutters social media feeds. The term “spam” has been used to refer to junk messages since the earliest days of the Internet.	
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