

Social Media Glossary Of Terms

Terms	Definition
Application or app	A small program downloaded and run on a computer desktop, mobile device, or social network that is designed to help the user perform a specific task.
Blog (also Web log)	A journal-style Web site on which an individual or group enters text, called a “post,” resulting in a running conversation displayed in reverse chronological order.
Consumer-generated content	Digital content that is produced by self-publishers and sometimes picked up or referenced in traditional media.
Digital communications	Myriad of outbound communications tactics that leverage digital technology to deliver messages: email, video, text messaging, online advertising, optimized press releases, podcasts, videos, etc.
Digital news room (also online pressroom)	A robust source of news and media content such as news releases, contacts, background information, and digital media assets including photos, graphics, audio, video, and multimedia content. Often incorporated into an organization’s Web site.
Email marketing	A form of direct marketing that uses emails to deliver a message and promote a service or product to your target audience.
Facebook	A popular global social network where individuals may publish and maintain profiles and connect with other users. Businesses, organizations, and ideas may also publish and maintain special profiles
Influencer	An active and well-connected individual online. Usually, these individuals have large followings and reach a lot of people, but they can also be highly influential in molding the views of a specific audience or group of audiences you want to reach.
Microblogging	A form of online publishing that allows users to send very brief text updates and messages to a network of subscribers. These messages can be submitted by a variety of means, including text messaging, instant messaging, email, or the Web. Twitter is an example.
Mobile marketing	A form of marketing and communicating through cell phones and mobile devices. Can be used to deliver text messages, email, or applications to download.
Online monitoring	Tracking of online coverage and conversation, usually for reporting or responding purposes.
Podcast	Audio recording that is hosted on a Web page and accessible for individual downloads.
RSS	Acronym for Really Simple Syndication. RSS “readers” allow Web users to easily “feed out” or “pull in,” by way of subscription, selected Web content to or from another Web property.
RSS reader	Also called a news aggregator; allows users to electronically capture and display in a central location information and content from a variety of online media outlets, including e-zines, Web sites, and blogs using RSS feeds. Example: Google Reader.
Social bookmarking	A popular method of classifying, sharing, and storing electronic content to facilitate easy sorting or search. The bookmarks, or tags, help users identify relevant content as well as rank content based on the number of viewers, relevance, etc. Example: Delicious.
Social media	Online tools used to share and publish opinions, insights, experiences, and perspectives; include blogs, message boards, podcasts, wiki sites, and vlogs. Messages can be delivered via text, images, audio, and video. Social media tools also allow readers to respond to what they have read, listened to, or watched by posting
Social media news release (SMNR)	Also new media release or social media press release. Traditional press release content that is repurposed for optimal online visibility in Web search and encourages Web-user interaction. Key messages are “chunked” into shorter bits and include text links to relevant content, tags (keywords), multimedia, and other assets that encourage user dialogue and content sharing.
Social networking site (also social network)	Web site featuring focused, often user-generated content of interest to site visitors who openly converse; includes personal profiles, blogs, discussion groups, photos, music, and videos. Examples: Facebook, LinkedIn.
Tags	Keywords or phrases assigned to Web content, such as blog posts, wiki entries, photos, podcasts, etc., to facilitate easy organization, called indexing and searching.
Twitter	Free social networking and microblogging service that allows users to send and read other users’ updates (tweets), which are text-based posts of up to 140 characters. Updates are displayed on the user’s profile page and delivered to other users who have signed up to receive them.

Terms	Definition
Virtual world	Computer-based, simulated environment in which users access a downloadable program that lets them interact with one other via avatars, i.e., two- or three-dimensional graphical representations of real-world life forms. Example: Second Life.
Vlog	A blog consisting of video posts, accessible for individual downloads using “pull” technology such as RSS feeds and video-capable MP3 players.
Web 2.0	A term coined to loosely describe Web-based services such as blogs, wiki sites, and social networks that emphasize online collaboration and content-sharing among users.
Widget	A “mini-Web page” or a piece of content that you can “snag” and then embed in various personal Web sites. Distribution usually includes tools that allow users to easily port or grab code to embed the widget across their own sites and social network profiles. For example, a widget could be a graphical display of your most recent tweets on Twitter or of your Facebook fans and posts. Widgets are typically embedded in the sidebar of blogs.
Wiki	A Web environment that allows visitors to openly edit the content, used primarily for collaborative content development and publishing. Example: Wikipedia.