

Social Media Glossary

We have compiled some of the most common terms you will come across while managing your businesses social media profiles. Learning the language will help make it easy to better understand how to work with these sites.

Twitter Glossary

Activity

Lives in the "Connect" tab. Activity is a real-time dashboard to view what the users you're following are up to on Twitter. You can view Tweets they've favorited and discover other useful accounts to follow based on the accounts they've recently followed.

Application (Third-Party)

A third-party application is a product created by a company other than Twitter that's used to access Tweets and other Twitter data.

Avatar

The personal image uploaded to your Twitter profile in the Settings tab of your account.

Bio

A short personal description of 160 characters or fewer used to define who you are on Twitter.

Blocking

To block someone on Twitter means they will be unable to follow you or add you to their lists, and we will not deliver their mentions to your mentions tab.

Connect

The Connect tab lets you view Interactions, Mentions, recent Follows and Retweets. Using the Connect tab you're able to view who has favorited or retweeted your Tweets, who has recently followed you, and all of your @replies and @mentions.

Connections

The Applications tab in your Twitter settings shows all third party websites and applications to which you've granted access your public Twitter profile. Revoke access at any time.

Deactivation

A way to remove your profile from Twitter. Information from deactivated profiles remains in our system for 30 days.

Direct Message

Also called a **DM** and most recently called simply a "message," these Tweets are private between the sender and recipient. Tweets sent over SMS become DMs when they begin with "d username" to specify who the message is for.

Discover

The Discover tab is where you'd find Stories, Who to Follow, Activity, Find Friends, and Browse Categories. The Discover tab is all about, you guessed it, discovering new and engaging things to do on Twitter!

DM

See Direct Message.

Email Notifications

Preferences set by Twitter users to regulate notifications via email about events on your account, such as new followers and new direct messages.

Favorite

To favorite a Tweet means to mark it as one of your favorites by clicking the yellow star next to the message. You can also favorite via SMS.

FF

#FF stands for "Follow Friday." Twitter users often suggest who others should follow on Fridays by tweeting with the hashtag #FF.

Follow

To follow someone on Twitter is to subscribe to their Tweets or updates on the site.

Follow Count

The numbers that reflect how many people you follow, and how many people follow you. Found on your Twitter Profile.

Follower

A follower is another Twitter user who has followed you.

Following

Your following number reflects the quantity of other Twitter users you have chosen to follow on the site.

Geolocation / Geotagging

The use of location data in Tweets to tell us where you are in real time. Is also called "Tweet With Your Location."

GFF (Get Followers Fast)

Sites that promise to get you more followers if you provide your username and password. After signing up, these sites send spam from your account. Don't use them.

Handle

A user's "Twitter handle" is the username they have selected and the accompanying URL, like so: <http://twitter.com/username>.

Hashtag

The # symbol is used to mark keywords or topics in a Tweet. It was created organically by Twitter users. Read more about hashtags.

Home

A real-time list of Tweets from those you follow. It appears on your Twitter home page.

Impersonation

To pretend to be someone on the internet that you are not. Impersonation that is intended to deceive is prohibited under the Twitter Rules. Parody accounts are allowed.

Interactions

Interactions lives in the Connect tab and is a place for you to view all actions taken on your account by other users. Whether it be adding you to a list, sending you a @reply, favoriting one of your Tweets, retweeting one of your Tweets, or new follower notifications, the Interactions timeline is a valuable place to engage with other users.

Listed

To be included in another Twitter user's list. Listed numbers and details appear in the statistics section of your profile.

Lists

Curated groups of other Twitter users. Used to tie specific individuals into a group on your Twitter account. Displayed on the right side menu of your homepage.

Log In

The act of signing in to one's Twitter account on www.twitter.com or any third party application.

Mention

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.

Mobile Web

Twitter's website tailored to fit your mobile device. Visit it at mobile.twitter.com.

Name

A name that can be different from your username and is used to locate you on Twitter. Must be 20-characters or fewer.

OH

"OH" most often means "overheard" in Tweets. Used as a way to quote funny things people overhear.

Over Capacity Page

Users sometimes refer to this page as the "Fail Whale" page. The "Twitter is over capacity" message and a whale image shows up when our site is having trouble keeping up with traffic.

Phishing

Tricking a user to give up their username and password. This can happen by sending the user to fake login page, a page promising to get you more followers, or just simply asking for the username and password via a DM or email.

Profile

A Twitter page displaying information about a user, as well as all the Tweets they have posted from their account.

Promoted Tweets

Tweets that selected businesses have paid to promote at the top of search results on Twitter.

Protected/Private Accounts

Twitter accounts are public by default. Choosing to protect your account means that your Tweets will only be seen by approved followers and will not appear in search.

Query

A search performed to retrieve information from a database.

Reply

A Tweet posted in reply to another user's message, usually posted by clicking the "reply" button next to their Tweet in your timeline. Always begins with @username.

Restoration / Reactivation

The act of bringing a deactivated account back to life on Twitter.

Retweet (noun)

A Tweet by another user, forwarded to you by someone you follow. Often used to spread news or share valuable findings on Twitter.

Retweet (verb)

To retweet, retweeting, retweeted. The act of forwarding another user's Tweet to all of your followers.

Robot (Something's Not Working Error)

An error message when something on our site is not working. (Hint: try refreshing the page to make him go away.)

RSS Feed

Most commonly expanded as Really Simple Syndication. A family of web feed formats used to publish frequently updated works - such as blog entries or news headlines - in a standardized format.

RT

Abbreviated version of "retweet." Placed before the retweeted text when users manually retweet a message. See also [Retweet](#).

Screenshot

An image captured on your computer or phone displaying your screen's output. Often used to share information with Twitter support agents while troubleshooting.

Search (Integrated Search)

A box on your Twitter homepage that allows you to search all public Tweets for keywords, usernames, hashtags, or subject. Searches can also be performed at search.twitter.com.

SMS

Short Message Service (SMS) is most commonly known as text messaging. Most messages are a maximum of 140 characters.

Spam

Unwanted messaging or following on Twitter. We work hard to eliminate it.

Stories

Stories on Twitter are found in the Discover tab. Think of Stories as expanded Trends complete with the most relevant video, images, and links to the spaces on the web the content generated from.

Suspended

The act of being prevented from using Twitter due to breach of our Terms of Service.

Timeline

A real-time list of Tweets on Twitter. See also Home Timeline.

Timestamp

A note displaying when a Tweet was posted to Twitter. Can be found in grey text directly below any Tweet. Is also a link to that Tweet's own URL.

Top Tweets

Tweets determined by a Twitter algorithm to be the most popular or resonant on Twitter at any given time.

Trending Topic

A subject algorithmically determined to be one of the most popular on Twitter at the moment

Tweet (verb)

Tweet, tweeting, tweeted. The act of posting a message, often called a "Tweet", on Twitter.

Tweet (noun)

A message posted via Twitter containing 140 characters or fewer.

Tweet Button

A button anyone can add to their website. Clicking this button allows Twitter users to post a Tweet with a link to that site.

Tweeter

An account holder on Twitter who posts and reads Tweets. Also known as Twitterers.

Twitterer

An account holder on Twitter who posts and reads Tweets. Also known as "Twitter user".

Unfollow

To cease following another Twitter user. Their Tweets no longer show up in your home timeline.

URL

A Uniform Resource Locator (URL) is a web address that points to a unique page on the internet.

URL Shortener

URL shorteners are used to turn long URLs into shorter URLs. Shortening services can be found online.

Username

Also known as a Twitter handle. Must be unique and contain fewer than 15 characters. Is used to identify you on Twitter for replies and mentions.

Verification

A process whereby a user's Twitter account is stamped to show that a legitimate source is authoring the account's Tweets. Sometimes used for accounts who experience identity confusion on Twitter.

Who to Follow

Who to Follow can be found in the Discover tab. Here, you should see a few recommendations of accounts we think you might find interesting. These are based on the types of accounts you're already following and who those people follow.

Widget

A bit of code that can be placed anywhere on the web. Updates regularly with one's Twitter updates in real time.

Google+ Glossary

+1 Button

The +1 button publicly shows what you like, agree with, and/or recommend on the web. Once you "+1" something, it will appear in the +1 tab in your profile.

Chat

Must be enabled before it may be used. Select circles that can see when you're online by clicking the drop-down arrow next to "Chat" and select "Circles." Google+ chat list will automatically show people you've chosen to chat with in other Google services (iGoogle, Gmail, etc.)

Circles

This allows users to share certain posts, updates, interests, announcements, information, and articles with certain people by grouping friends, family, and co-workers into specific categories.

Extended Circles

This includes the circles that you are in as well as those in circles related to yours.

Hangouts

This is a feature that permits users to video chat with their friends and family. It also allows users to create a video chat with numerous users so that they can collaboratively coordinate plans with multiple people.

Page

A listing for anything on Google+ that is not a person. For example you could have a page for a company, book, product or service. Pages can interact with other pages and people (who have already +1'ed them through their profiles.)

Photos

Create a new post from the stream or Google+ bar. Upload photos from Google+ Photos homepage or from the Photos tab on your Google profile. Share instantly from mobile device. You may create albums, add captions or name tags, and share with circles.

Facebook Glossary

Account Settings

Use your account settings to manage basic account preferences. You can edit your name or email info, change your notifications preferences, turn on extra settings and more.

Activity Log

Your activity log is a tool that lets you review and manage everything you share on Facebook. Only you can see your activity log.

Admin

Admins are people who create and manage activity in groups and pages.

You can block someone from seeing your profile, adding you as a friend, and sending you messages.

Chat

Chat is a feature that lets you send instant messages to online friends.

Cover Photo

Your cover photo is the large picture at the top of your timeline, right above your profile picture.

Event

Events is a feature that lets your organize gatherings, respond to invites, and keep up with what your friends are doing.

Facebook Questions

Facebook Questions is a feature that lets you get recommendations, conduct polls and learn from your friends and other people on Facebook.

Friend

Friend

Games And Apps

The games and apps you use on Facebook are created by outside developers on the Facebook Platform.

Group

Groups are close circles of people that share and keep in touch on Facebook.

Like

Clicking Like is a way to give positive feedback and connect with things you care about.

Link

You can share a link from the web on Facebook.

Messages

Messages is a central place to exchange private messages, chats, emails and mobile texts with friends.

Mobile

You can update your status, browse News Feed, and view friends' profiles (timelines) all from your mobile phone.

Networks

Networks are affiliations with schools or workplaces on Facebook.

News Feed

Your news feed is the ongoing list of updates on your home page that shows you what's new with the friends and pages you follow.

Notes

Notes is a feature that lets you publish what's on your mind in a full rich format.

Notifications

Notifications are email, onsite, or mobile updates about activity on Facebook.

Page

Pages allow businesses, brands, and celebrities to connect with people on Facebook.

Photos is a feature that lets you share images and tag the people in them.

Places

You can share where you are with your friends by checking into places. You can also find friends nearby.

Poke

You can poke someone to get their attention or say hello.

Privacy Settings

Your privacy settings let you manage basic privacy preferences, such as who can send you friend requests and messages.

Profile

Your profile (timeline) is a complete picture of yourself on Facebook.

Profile Picture

Your profile picture is the main photo of you on your profile (timeline).

Search

Search is a tool to find people and content on Facebook.

Subscribe

Subscribe is a way to hear from people you're interested in, even if you're not friends.

Tagging

A tag links a person, page, or place to something you post, like a status update or a photo.

Ticker

Ticker, on the right-hand side of your home page, lets you see all your friends' activity in real-time.

Timeline

Your timeline is your collection of the photos, stories, and experiences that tell your story.

Top story

Your top stories are stories published since you last checked News Feed that we think you'll find interesting.

Wall

Your Wall is the space on your profile where you and friends can post and share.

Video

Upload short videos to share your experiences.

LinkedIn Glossary

Connection

The people you invite or invite you to connect. When you "accept" to form a connection with someone you form a first level relationship with them in your LinkedIn network.

Degrees

A second degree connection means it is a friend of a friend, you are separated by two degrees. Three degrees away is someone you can reach through a friend of a friend and one of their connections.

Inbox

Where you can check personal messages sent to you by other LinkedIn members.

Introduction

Introductions are requests made to other LinkedIn members that you do not have a direct connection with. It's a way to introduce yourself to someone you do not necessarily know.

Invitation

This is what you send when you ask someone to connect with you. You invite them to join your network.

Groups

Groups of other LinkedIn users that can be used as discussions or forums for people to connect or get advice and job postings.

Network

Your network is the group of your connections; you are the center of your network.

Profile

This is the page you control. It holds your picture and credentials. You have the ability to post job history and upload a resume.

Recommendation

This is a request you can send out to have another LinkedIn member. If they agree, they will then write a short paragraph recommending you. This is visible to anyone who views your profile.