Social Media Glossary

Connect with us! Visit optimist.org/socialmedia

A

@: A symbol used in mircoblogging websites like Twitter to mention or reply to a user. Example: Adding @OptimistOrg to the beginning or end of a tweet shows that you are speaking to or about Optimist International

Avatar: An avatar is an image or username that represents a person online within forums and social networks.

B

Blog: A website that is used to record events, ideas and opinions.

Blogger: Free blogging platform owned by Google used for personal , private or business Blog Sites.

C

Comment: A comment is left on a blog or social media website. Comments are a form of two-way communication in social media.

F

Feed: A constantly updated stream of information delivered at regular intervals.

Follow: The action of suscribing to a microblog feed, such as Twitter.

Friend: A "friend" is a person who has agreed to connect with you on a social network.

G

Google Reader: An RSS reader that allows you to pull various blogs and websites and collect updates to new content in one location.

H

hashtag (#): A symbol that allow yo to tag, or categorize your microblog posts. On Twitter, using #optimistclub marks your tweets as Optimist related.

I

Instagram: A photo sharing application that lets users take photos, apply filters to their images, and share the photos instantly on the social networks.

J

Joomla: Joomla is a content management system (CMS) that enables users to build websites and online applications.

L

Like: A "Like" is an action that can be made on Facebook to show approval and share the message.

N

News Feed: On Facebook, the news feed is the homepage of an accounts where users can see all the latest updates from their friends.

P

Post: An article, message or entry published on a blog or social networking website.

Profile: An online representation of someone's personal identity.

R

Retweet (RT): Twitter allows you to repeat or report a tweet from another user by typing RT @ plus the original author's username and message.

RSS Feed: RSS (Really Simple Syndication) is a web feed format used to publish frequently updated content such as blogs and videos in a standardized format.

S

Status: A short description of what you're doing right now.

T

Tag: To add keywords to a bookmark, video, photo or blog post to help users search for media by topic.

Timeline: On Facebook, timeline is a digital scrapbook of a user's life.

U

Username: The name or user ID you use when you log in to a website and identify yourself to others.

URL: A URL is most popularly known as the "address" of a web page on the web. Example: http://www.optimist.org.

W

Wall: On Facebook, a feed of a user's latest activities displayed on his or her profile page.

OPTIMIST
INTERNATIONAL