Social Media Glossary

Term	Definition
API	An API (Application Programming Interface) allows a software application to interact with the operating system of another software application.
App	Short for "application." In social terms, an app may be a mobile or web-based app that enables social functions, e.g. Facebook's mobile app for iPhone.
Blog	A web log where individuals or companies post content, which is published in reverse chronological order and typically open to user comments.
Blogger	Name for the person who is responsible for writing a blog.
Comment	A message left by a user on a Publisher's blog, Facebook page, or other social platform.
Community Manager	A job role where the employee engages with users of an online community, such as a forum, Facebook fan page, or comments on a blog. The Community Manager usually answers questions, promotes the community, and may also perform moderation duties.
CRM	Customer Relationship Management strategy for all customer facing interactions. Also called SCRM (Social CRM).
Engagement	A desired interaction by a user to a brand. This could be "likes" on a Facebook fan page, retweets of a tweet sent by a brand, comments on a blog, or time spent on a social game.
Embedding	Posting photos or video content within social media that is hosted by another network, i.e. YouTube.
Friends	The network of people an individual user is connected with on Facebook.
Follow Friday	A trend on Twitter each Friday, denoted by the hashtag #FF. People on Twitter use this to recommend following a certain user.
Forums	Threaded topical discussions where users can leave comments and react to other people's comments. Unlike pure blog comments, the topic of a particular forum thread is often started by another forum user, not a Publisher.
Gamification	Applying gaming principles to non-games. For example, Nike encourages its consumers to track their runs and share that data to Facebook. This action earns points for the consumer, which they can redeem for Nike product.
Hashtag	Use of the hash or pound symbol # used in front of a tag or keyword. Often used on Twitter to help people find discussion on the same topic.
Instant Messaging (IM)	Person-to-person electronic chat enabled through a social platform, like MSN or Skype. These clients also enable video messaging.
Influencers	A person or group of people who have a strong influential presence on social media and who are often targeted by marketers as social media brand advocates.
KPI	Key Performance Indicator. Used to determine benchmarks for social media strategy success or failure.
Mashup	Merging of two or more pieces of content together to create a new piece of media.
Meme	A piece of media, often a photo and copy together, that inspire copycat media which often go viral.
Moderation	The act of selecting media files for publication or not, based on rules and guidelines set out by the Publisher. Content can be pre-moderated, meaning they're reviewed before they're published, or post-moderated, meaning the media is published immediately after a user posts it, but a moderator may take the media down later if they find it violates their rules. Moderation can be done by people or by software.
Real Time Search	Search engine results which include media that is being generated on social networks at the point in time that the search was conducted.
Retweet	Originating in Twitter, a retweet or "RT" indicates a verbatim sharing of a social media update.
Reputation Monitoring	Analysis of social media conversations on a particular topic or brand which reveals the overall sentiment that users are expressing about that topic or brand.
Sentiment	A measure to determine users' emotional relationship to a social media post or social media presence. Defined further as positive, negative or neutral.
SoMoLo	Stands for, "social, mobile, local." Describes the trend that consumers are increasingly using local services on mobile devices, which have socially enabled services.
Social Action	An action taken by a user on a social network, such as liking a Facebook fan page, sharing a piece of content to a social network or retweeting a tweet by another Twitter user.
Social Bookmarking	A means for social media users to broadly share web URLs and content under a username, typically found via a tag (see tag).
Social Game	An interactive game which is either played with other people in a social space and/or highly encourages sharing of game content into social spaces. E.g. Farmville.
Social Media	Content, such as photos, videos or stories, that are shared.
Social Media Platform	Technologies which enable social networks, and tying services into those social networks. E.g. Facebook's Open Graph, Twitter's API.
Social Metric	Used to measure social media engagement.
Social Network	A service created to facilitate the publication, sharing and discussion of social media. E.g. Facebook, Twitter, or Pinterest.
Status	Short content a user posts on social media. Also called Status Update.
Tag	A short word or words used to describe a piece of content. E.g. a photo of the movie poster for Moneyball may be tagged with words like, "movie", "baseball", "Brad Pitt".
Trending	A piece of content or a topic that a large number of people are talking about, in real time, on social networks right now. Trending topics are often seen on Twitter, but people use this term on other social networks as well-- there is even an online show called, "What's Trending" which discusses what has been trending that day.
Troll	A term for users who post off-topic or offensive topics on a social media platform, often in violation of social media guidelines/agreements.
Tweet	Verb used to describe a message that is up to 140 characters long, that a user posts through their Twitter account.
Tweeps	Mashup of the words, "Twitter" and "people" to describe people using Twitter.
User Generated Content (UGC)	Media that is generated by users of a site, rather than producers of a site.
Video Messaging	A communications tool that facilities person to person, or group video based chat that let people hear one another, or sometimes both hear and see one another. E.g. Google+ Hangouts, Skype.
Viral	Used to describe media that becomes popular through widespread sharing.
Wiki	Software which enables users to co-create and co-publish content. E.g. Wikipedia lets users co-author an encyclopedia.