

# Social Media Glossary

<b>API</b>	An acronym for Application Programming Interface <a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a>
<b>App</b>	An acronym for Application. See also app filename
<b>App Filename</b>	The filename .app indicates that the file is an application <a href="http://en.wikipedia.org/wiki/Blogosphere">http://en.wikipedia.org/wiki/Blogosphere</a>
<b>Application</b>	The term has been used as shorthand for "application" in the IT community for decades but has become newly popular for mobile applications, especially since the advent of Apple's App Store in 2008. See also APP file <a href="http://www.pcmag.com/encyclopedia_term/0,2542,t=app&amp;i=37865,00.asp">http://www.pcmag.com/encyclopedia_term/0,2542,t=app&amp;i=37865,00.asp</a>
<b>Application Programming Interface (API)</b>	Represents a computer system or application allowing for requests to be made of it by other programs and allows for data to be exchanged <a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a>
<b>Avatar</b>	An image or a username that represents a person online <a href="http://blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-101-Social-Media-Marketing-Terms-Explained.aspx">http://blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-101-Social-Media-Marketing-Terms-Explained.aspx</a>
<b>Badge</b>	An image, usually squared and displayed on a blog, which signifies the blogger's participation in an event, contest, or social movement <a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a>
<b>Blog</b>	The word is created from "web log", an online diary. They are usually maintained by an individual and show entries in chronological order <a href="http://blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-101-Social-Media-Marketing-Terms-Explained.aspx">http://blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-101-Social-Media-Marketing-Terms-Explained.aspx</a>
<b>Blog digest</b>	A blog digest reports on, and summarizes, other related blogs on a daily basis <a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a>
<b>Blog Post/Entry</b>	Content published on a blog. Entries may include pictures or embedded videos and links URLs for online sources used <a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a>
<b>Blog Storm</b>	A blog storm or blog swarm is when bloggers in the blogosphere write thousands of posts about a subject which then forces the story into the mainstream media <a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a>
<b>Blogger</b>	A person who keeps and updates a blog <a href="http://www.wordnetweb.princeton.edu/perl/webwn">www.wordnetweb.princeton.edu/perl/webwn</a>

<b>Blogging</b>	<p>Is the act of writing in one's blog</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Blogosphere</b>	<p>The blogosphere is made up of all blogs and their interconnections. The term implies that blogs exist together as a connected community (or as a collection of connected communities) or as a social network in which everyday authors can publish their opinions.</p> <p><a href="http://en.wikipedia.org/wiki/Blogosphere">http://en.wikipedia.org/wiki/Blogosphere</a></p>
<b>Blogroll</b>	<p>List of recommended blogs</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Categories</b>	<p>Are pre-specified ways to organize content – for example, a set of keywords that you can use but not add to when posting on a site</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Chat</b>	<p>A can refer to any kind of communication over the Internet, but traditionally refers to one-to-one communication through a text-based chat application commonly referred to as instant messaging applications.</p> <p><a href="http://blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-101-Social-Media-Marketing-Terms-Explained.aspx">http://blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-101-Social-Media-Marketing-Terms-Explained.aspx</a></p>
<b>Cloud Computing</b>	<p>Computing in which services and storage are provided over the Internet (or "cloud")</p> <p><a href="http://www.en.wiktionary.org/wiki/cloud_computing">www.en.wiktionary.org/wiki/cloud_computing</a></p>
<b>Cluster</b>	<p>Groupings of content with similar tags. E.g. Flickr Clusters</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>CMS</b>	<p>An acronym for Content Management System</p>
<b>Comment</b>	<p>A comment is a response that is often provided as an answer of reaction to a blog post or message on a social network. Comments are a primary form of two-way communication on the social web.</p> <p><a href="http://blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-101-Social-Media-Marketing-Terms-Explained.aspx">http://blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-101-Social-Media-Marketing-Terms-Explained.aspx</a></p>
<b>Comments</b>	<p>Blogs may allow readers to add comments under items, and may also provide a feed for comments as well as for main items</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Communities</b>	<p>Are groups of people communicating mainly through the Internet. They may simply have a shared interest to talk about or more formally learn from each other and find solutions. Online communities may use email lists or forums, where content is centralized. Communities may also emerge from conversations around or between bloggers</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>

**Connect (on Facebook, LinkedIn etc)**

The ability for me to bring my friends with me to existing sites, the ability for existing web sites to allow users to login with their Facebook or Google accounts

<http://thesocialmediaguide.com/2009/09/01/social-media-glossary/>

**Content**

Is used here to describe text, pictures, video and any other meaningful material that is on the Internet

<http://thesocialmediaguide.com/2009/09/01/social-media-glossary/>

**Content Management System (CMS)**

Software used to enter, edit, import, export, schedule and publish websites and other files and information

[www.comandsolutions.com/resources/glossary.html](http://www.comandsolutions.com/resources/glossary.html)

**Creative Commons**

Creative Commons is a nonprofit corporation dedicated to making it easier for people to share and build upon the work of others, consistent with the rules of copyright. It provides free licenses and other legal tools to mark creative work with the freedom the creator wants it to carry, so others can share, remix, use commercially, or any combination thereof

<http://blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-101-Social-Media-Marketing-Terms-Explained.aspx>

**Dashboard**

The administration area on your blog software that allows you to post, check traffic, upload files, manage comments, etc

<http://thesocialmediaguide.com/2009/09/01/social-media-glossary/>

**Digg**

Is a popular social news site that lets people discover and share content from anywhere on the Web. Users submit links and stories and the community votes them up or down and comments on them. Users can “digg” stories they like or “bury” others they don’t

<http://thesocialmediaguide.com/2009/09/01/social-media-glossary/>

**eBook**

Is an electronic version of a traditional printed book that can be downloaded from the Internet and read on your computer or handheld device

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**Embedding**

The act of adding code to a website so that a video or photo can be displayed while it’s being hosted at another site. Many users now watch embedded YouTube videos or see Flickr photos on blogs rather than on the original site

<http://thesocialmediaguide.com/2009/09/01/social-media-glossary/>

**Entry**

An individual post or article published on a blog. Each of these entries, while appearing in an index, are also web pages unto themselves

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**Face-to-Face**

Is used to describe people meeting offline

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<b>Fans</b>	<p>A Facebook "fan" is a user who "likes" a particular page. If a user chooses to "like" a page, they are then able to get updates from that page's administrator through status updates, link posts, and event invitations.</p> <p><a href="http://whatis.techtarget.com/definition/facebook--fan-.html">http://whatis.techtarget.com/definition/facebook--fan-.html</a></p>
<b>Feed</b>	<p>Content served at regular intervals eg. the latest articles from a blog or social actions by your friends</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Forum</b>	<p>Also known as a message board, a forum is an online discussion site</p> <p><a href="http://blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-101-Social-Media-Marketing-Terms-Explained.aspx">http://blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-101-Social-Media-Marketing-Terms-Explained.aspx</a></p>
<b>Geotagging</b>	<p>Is the process of adding location-based metadata to media such as photos, video or online maps. Geotagging can help users find a wide variety of businesses and services based on location</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Groups</b>	<p>Are collections of individuals with some sense of unity through their activities, interests or values</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Hashtag</b>	<p>A hashtag is a tag used on the social network Twitter as a way to annotate a message. A hashtag is a word or phrase preceded by a "#". Example: #worldeconomicforum. Hashtags are commonly used to show that a tweet, a Twitter message, is related to an event or conference</p> <p><a href="http://blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-101-Social-Media-Marketing-Terms-Explained.aspx">http://blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-101-Social-Media-Marketing-Terms-Explained.aspx</a></p>
<b>Identity</b>	<p>The general term for ensuring the correct representation of a particular individual on a web application</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Influencer</b>	<p>A person specialized in a specific subject matter and highly recognized in an online community that has the ability to sway others' thoughts</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>iTunes store</b>	<p>A software-based online digital media store operated by Apple Inc</p> <p><a href="http://en.wikipedia.org/wiki/iTunes_Store">http://en.wikipedia.org/wiki/iTunes_Store</a></p>
<b>Life streaming</b>	<p>Is the practice of collecting an online user's disjointed online presence in one central location or site. Life streaming services bring photos, videos, bookmarks, micro blog posts and blog posts from a single user into one place</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Like</b>	<p>The Like option allows to to acknowledge content on social media in a positive way without needing to add actual comments</p> <p><a href="http://www.webopedia.com/TERM/F/Facebook_Like.html">http://www.webopedia.com/TERM/F/Facebook_Like.html</a></p>

**Links**

are the highlighted text or images that, when clicked, jump you from one web page or item of content to another. Bloggers use links a lot when writing, to reference their own or other content. Linking is another aspect of sharing, by which you offer content that may be linked, and acknowledge the value of other's people's contributions by linking to them. It is part of being open and generous

<http://thesocialmediaguide.com/2009/09/01/social-media-glossary/>

**Listening**

In the blogosphere is the art of skimming feeds to see what topics are bubbling up, and also setting up searches that monitor when you or your organization is mentioned

<http://thesocialmediaguide.com/2009/09/01/social-media-glossary/>

**Mapping**

Networks enables you see who are the main connecting people. To do that you may need to ask people who they communicate with most frequently. If you want to grow an online community or network from an existing "real world" network, it will be important that the key people in the network overlap with the champions for online networking

<http://thesocialmediaguide.com/2009/09/01/social-media-glossary/>

**Mashup**

Combining two or more web services to create something new. Eg. combining Twitter posts with Google maps to create TwitterVision

<http://thesocialmediaguide.com/2009/09/01/social-media-glossary/>

**Message Board**

An online discussion site; people looking to discuss particular issues or needing support post threads (a message) on the forum or message board in hopes to gain more information or start a conversation

<http://thesocialmediaguide.com/2009/09/01/social-media-glossary/>

**Metadata**

Refers to information — including titles, descriptions, tags and captions — that describes a media item such as a video, photo or blog post

<http://thesocialmediaguide.com/2009/09/01/social-media-glossary/>

**Micro-philantropy**

Donating in small amounts (\$1, \$5, \$10, \$20)

<http://thesocialmediaguide.com/2009/09/01/social-media-glossary/>

**Microblogging**

Is the act of broadcasting short messages to other subscribers of a Web service. On Twitter, entries are limited to 140 characters, and applications like Plurk and Jaiku take a similar approach with sharing bite-size media

<http://thesocialmediaguide.com/2009/09/01/social-media-glossary/>

**Moblogging**

Posting to your blog via your mobile phone

<http://thesocialmediaguide.com/2009/09/01/social-media-glossary/>

**Modified Tweet**

A tweet that is a paraphrase of a tweet originally written by someone else

<http://www.businessinsider.com/twitter-abbreviations-2010-8>

<b>Monetization</b>	<p>The approach to making money from your online property usually by display advertising, subscription, affiliate links, or context advertising (e.g. sponsored ads on search)</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>MT</b>	<p>An acronym for Modified Tweet</p>
<b>Multimedia</b>	<p>Media and content in different forms such as videos, pictures, etc. Examples include YouTube and Flickr</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>MySpace</b>	<p>An online social network. MySpace caters to artists and bands, who enjoy the flexibility of creating an individual “look” for their page. MySpace allows users to “friend” each other and create groups</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Navigation</b>	<p>A menu of links or buttons allowing users to move from one web page to another within a site</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Network</b>	<p>A Facebook term for a broader social grouping such as a city, large company or university. E.g. London, Yahoo, King’s College</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>News Feed</b>	<p>A list of updates on a user's Facebook home page. The updates include status updates by friends as well as by official pages</p> <p><a href="http://www.facebook.com">www.facebook.com</a></p>
<b>News Feed</b>	<p>Throttled, filtered amalgamation of friend generated stories over the past 48 hours</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Notification</b>	<p>A low importance message either generated automatically or as a result of a friend’s action</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Online Community</b>	<p>A group of people using social media tools and sites on the Internet</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Open media</b>	<p>Refers to video, audio, text and other media that can be freely shared</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Openness</b>	<p>Is being prepared to share and collaborate – something aided by social media</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>

<b>Page Impression</b>	<p>Also known as page requests or page views. Page impressions refer to the number of times that a web page is requested from a server. This is the preferred method for counting traffic</p> <p><a href="http://www.internetmarketingdefinitions.com/Pagelmpression">http://www.internetmarketingdefinitions.com/Pagelmpression</a></p>
<b>Permalink</b>	<p>Are the permanent URLs to your individual blog posts, as well as categories and other lists of weblog postings. A permalink is what another blogger will use to link to your article (or section), or how you might send a link to your story in an e-mail message</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Platform</b>	<p>The ability for third parties to serve additional applications to users eg. The Facebook Platform</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Plugin</b>	<p>A small program linked to the web browser that will increase the number of file formats that may be processed by the browser</p> <p><a href="http://www.publications.europa.eu/vademecum/vademecum/9313fdfe-c49e-119e-45c6a6441e63e066_en.html">www.publications.europa.eu/vademecum/vademecum/9313fdfe-c49e-119e-45c6a6441e63e066_en.html</a></p>
<b>Podcast</b>	<p>An audio or video file that is made available on the Internet for download and playback using a computer or a mobile device such as an iPod. Most podcasts have RSS capability, which can automate the download process for the user</p> <p><a href="http://www.library.hsc.unt.edu/researchtools/LibraryInformationTechnologyGlossary.cfm">www.library.hsc.unt.edu/researchtools/LibraryInformationTechnologyGlossary.cfm</a></p>
<b>Poke</b>	<p>Smallest unit of communication on a social network e.g. you have just been poked by Jane, do you want to poke back?</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Post</b>	<p>See Blog Post</p>
<b>Privacy settings</b>	<p>The ability to limit social content by network or friend lists</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Profile</b>	<p>The online representation of an individual's identity</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Public Domain</b>	<p>A work enters the public domain when it is donated by its creator or when its copyright expires. A work in the public domain can be freely used in any way, including commercial uses</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Registration</b>	<p>Is the process of providing a username, password and other details when seeking to access a website that has restricted access</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Retweet</b>	<p>A tweet on Twitter that is repeated (retweeted) by another user</p> <p><a href="http://www.twitter.com">www.twitter.com</a></p>

<b>RSS</b>	<p>An acronym for (Really Simple Syndication): Is a Web standard for the delivery of content — blog entries, news stories, headlines, images, video — enabling readers to stay current with favorite publications or producers without having to browse from site to site. RSS feeds let users subscribe to content automatically and read or listen to the material on a computer or a portable device</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Search Engine Optimization (SEO)</b>	<p>This is the act of improving a website's search engine compatibility by more effectively formatting site code, structure, and content to maximize keyword exposure</p> <p><a href="http://www.anduro.com/glossary.html">www.anduro.com/glossary.html</a></p>
<b>SEO</b>	<p>An acronym for Search Engine Optimization</p>
<b>Share</b>	<p>The act of sharing a piece of content with specific friends or “posting to profile” so that those friends particularly interested in me will read it</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary">http://thesocialmediaguide.com/2009/09/01/social-media-glossary</a></p>
<b>Skype</b>	<p>Skype is a software application that allows users to make voice calls over the Internet</p> <p><a href="http://www.en.wikipedia.org/wiki/Skype">www.en.wikipedia.org/wiki/Skype</a></p>
<b>SlideShare</b>	<p>A website for sharing presentations</p> <p><a href="http://www.slideshare.net/">http://www.slideshare.net/</a></p>
<b>SMO</b>	<p>An acronym for Social Media Optimization</p>
<b>Social Capital</b>	<p>Is a concept used in business, nonprofits and other arenas that refers to the good will and positive reputation that flows to a person through his or her relationships with others in social networks</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Social Media</b>	<p>Are works of user-created video, audio, text or multimedia that are published and shared in a social environment, such as a blog, podcast, forum, wiki or video hosting site. More broadly, social media refers to any online technology that lets people publish, converse and share content online</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Social Media Optimization (SMO)</b>	<p>Is a set of practices for generating publicity through social media, online communities and social networks. The focus is on driving traffic from sources other than search engines, though improved search ranking is also a benefit of successful SMO</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Social Network</b>	<p>An online environment to share, communicate and play with your friends . eg. Myspace, Bebo, Hi5, Friendster, Orkut (See also social network platforms that allow you to create your own social network such as Ning)</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>



<b>Social Networking</b>	<p>Is the act of socializing in an online community. A typical social network such as Facebook, LinkedIn, MySpace or Bebo allows you to create a profile, add friends, communicate with other members and add your own media</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Status</b>	<p>140 character description of what a user is doing right now. E.g. Toby is writing a glossary of Social Media terms</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Streaming Media</b>	<p>Unlike downloadable podcasts or video, streaming media refers to video or audio that can be watched or listened to online but not stored permanently</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Style or Style Sheet</b>	<p>CSS (Cascading Style Sheet) that determines the look/feel of a site</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Tag Cloud</b>	<p>A tag cloud (or weighted list in visual design) is a visual depiction of user-generated tags, or simply the word content of a site, typically used to describe the content of web sites. Tags are usually single words and are normally listed alphabetically, and the importance of each tag is shown with font size or color</p> <p><a href="http://en.wikipedia.org/wiki/Tag_cloud">http://en.wikipedia.org/wiki/Tag_cloud</a></p>
<b>Tagging</b>	<p>The slightly secretarial act of allocating particular keywords to content eg. Flickr photos</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Tags</b>	<p>Keywords that describe the content of a web site, bookmark, photo or blog post. Multiple tags can be assigned to the same online resource</p> <p><a href="http://www.socialmedia-strategy.com/social-media-glossary.html">http://www.socialmedia-strategy.com/social-media-glossary.html</a></p>
<b>Threads</b>	<p>Are strands of conversation. On an email list or web forum they will be defined by messages that use the use the same subject. On blogs they are less clearly defined, but emerge through comments and trackbacks</p> <p><a href="http://www.socialmedia-strategy.com/social-media-glossary.html">http://www.socialmedia-strategy.com/social-media-glossary.html</a></p>
<b>Trackback</b>	<p>Some blogs provide a facility for other bloggers to leave a calling card automatically, instead of commenting. Blogger A may write on blog A about an item on blogger B's site, and through the trackback facility leave a link on B's site back to A. The collection of comments and trackbacks on a site facilitates conversations</p> <p><a href="http://www.socialmedia-strategy.com/social-media-glossary.html">http://www.socialmedia-strategy.com/social-media-glossary.html</a></p>
<b>Tweet</b>	<p>A tweet is a post or status update on Twitter and consists of 140 characters or less</p> <p><a href="http://webtrends.about.com/od/glossary/g/what-is-a-tweet.htm">http://webtrends.about.com/od/glossary/g/what-is-a-tweet.htm</a></p>

<b>Tweetup</b>	<p>A real-life meeting organized on the social networking site Twitter</p> <p><a href="http://www.en.wiktionary.org/wiki/tweetup">www.en.wiktionary.org/wiki/tweetup</a></p>
<b>Twitterverse</b>	<p>Akin to blogs and the blogosphere, the Twitterverse is simply the universe of people who use Twitter and the conversations taking place within that sphere</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>UGC</b>	<p>An acronym for User Generated Content</p>
<b>Unique Visitor</b>	<p>A unique visitor is a statistic describing a unit of traffic to a Web site, counting each visitor only once in the time frame of the report.</p> <p><a href="http://www.en.wikipedia.org/wiki/Unique_visitor">www.en.wikipedia.org/wiki/Unique_visitor</a></p>
<b>User Generated Content (UGC)</b>	<p>Stands for user-generated content, an industry term that refers to all forms of user-created materials such as blog posts, reviews, podcasts, videos, comments and more</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Videoblog (or vlog)</b>	<p>Is simply a blog that contains video entries. Some people call it video podcasting, vodcasting or vlogging</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Virtual World</b>	<p>Is an online computer-simulated space like Second Life that mixes aspects of real life with fantasy elements</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Vlog</b>	<p>An acronym for Videoblog</p>
<b>Voice Over Internet Protocol (VOIP)</b>	<p>Enables you to use a computer or other Internet device for phone calls without additional charge, including conference calls, e.g. Skype</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>VOIP</b>	<p>An acronym for Voice over Internet Protocol</p> <p><a href="http://thesocialmediaguide.com/2009/09/01/social-media-glossary/">http://thesocialmediaguide.com/2009/09/01/social-media-glossary/</a></p>
<b>Wall</b>	<p>A wall is a section on a Facebook profile where others can write messages, post pictures etc.</p> <p><a href="http://www.facebook.com">www.facebook.com</a></p>
<b>Web 2.0</b>	<p>Web 2.0 (or Web 2) is the popular term for advanced Internet technology and applications including blogs and wikis. The most significant differences between Web 2.0 and the traditional World Wide Web (retroactively referred to as Web 1.0) is greater collaboration among Internet users and other users, content providers, and enterprises</p> <p><a href="http://whatis.techtarget.com/definition/0,,sid9_gci1169528,00.html">http://whatis.techtarget.com/definition/0,,sid9_gci1169528,00.html</a></p>

**Web Analytics**

Is the measurement, collection, analysis and reporting of Internet data for the purpose of understanding who your visitors are and optimizing your website

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**Web Conferencing**

Is used to conduct live meetings or presentations over the Internet

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**Web Feed**

Such as RSS or Atom, allow you to read, listen or watch new content on a blog or a website without having to revisit that site

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**Web-based Tools**

Google, Yahoo and a host of other commercial organizations provide an increasing range of free or low-cost tools including email, calendars, word processing, and spreadsheets that can be used on the web rather than your desktop

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**Webcasting**

Refers to the ability to use the Web to deliver live or delayed versions of audio or video broadcasts

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**Webinar**

Short for Web-based seminar, a webinar is a presentation, lecture, workshop or seminar that is transmitted over the Web

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**Widget**

A widget is mini applications embedded within a web page that add dynamic content frequently supplied by a third party

[www.blueprintdata.com/glossary.html](http://www.blueprintdata.com/glossary.html)

**Wiki**

A collaborative website which can be directly edited by anyone with access to it

[www.en.wiktionary.org/wiki/wiki](http://www.en.wiktionary.org/wiki/wiki)

**Word-of Mouth Marketing**

Sometimes called grassroots marketing or conversational marketing, is an umbrella term for dozens of techniques that can be used to engage and energize customers

<http://thesocialmediaguide.com/2009/09/01/social-media-glossary/>