

Social Media & Entrepreneurial Glossary

A

Avatar – Your picture or the image that you create for yourself that connects you to your social media profile. It is also a term used in identifying a target audience when you are building a business (ICA – Ideal Client Avatar) is understanding who your client really is.

B

Board – In Pinterest it is a location that you post your “pins” and you can create multiple boards to reflect different interests or areas of your life.

Boosted Post - A Facebook post that reaches a much larger audience based on you paying a fee to reach them.

Bump – When comments are made on a post, it “bumps” it back up to the top of the newsfeed. When someone is following something in a group, they will sometimes post the word “bump” which means they want it to go back to the top because others are looking for it or should see it.

C

Check-In – An opportunity for you to establish your location in reference to a business or an event that has been included in the options. Check-In's are available through Facebook and Foursquare. You can share this information to connect with other friends in the area or to recommend the establishment to others.

Circles - A reference on Google+ that allows users to include a specific circle of friends and specified groups of friends which can be segmented like other social media platforms.

Comment – A response to something that has been posted via social media.

Community – Similar to Groups in Facebook, a Community is a place where individuals and circles can come together based on a common interest or goal. These can either be Public or Private but there is no Secret option like Facebook.

Connection – This is what LinkedIn calls the relationship between you and another member. Facebook calls them “friends”, LinkedIn calls them Connections.

Content – Is the information you post on social media. Your goal is for people to refer to yours as Valuable Content.

Creepers – A term I use for the people on Facebook that try to infiltrate your Groups to sell stuff to your members and SPAM them instead of trying to become valuable members of the community.

Crowd Funding – An opportunity to generate the funds needed to do something specific or expand an enterprise.

D

Dashboard – A virtual screen where you can handle social media or program tasks in one place. For example Hootsuite has a dashboard to review your social media accounts in one place.

Direct Message (DM) – Twitter's title for a personal message between 2 Twitter users.

E

Emoji – A digital image or icon used to show emotions or express a feeling or an idea.

Emoticon – A combination of keys on the keyboard that make expressions. For example colon + right parenthesis equals smiley face : +) = ☺

Engagement – The interaction of people, fans, followers, etc. on your social media accounts. The comments, likes, shares, retweets, etc. is engagement and your goal is to get high engagement from your tribe.

Ethical Bribe – A Freebie you give to encourage potential customers to give you their contact information, most importantly their email address.

F

Facebook – The largest social media platform in the world boasting over 1 Billion active users per month.

Facebook Ad – Paid advertising on Facebook to get your message out to a specific, highly targeted group of consumers.

Facebook Jail – This is not a physical place but more an expression of what happens if someone deems your content is inappropriate or that you've been tagged as a "Spammer" You can immediately, with no notice, lose access to Facebook, your account, groups, etc. You want to be careful to follow FB guidelines so neither you or your business ever end up here.

Fan – A Facebook member who "Likes" a page becomes a "fan" of the page.

Fan Page – The same thing as a Page but often still referred to as a Fan Page.

Favicon – The symbol that represents your company at the top of the search engine tabs

Favorite – A Twitter term that is the equivalent of a "Like" of Facebook.

Filter – An option to customize a photo with some pre-designed adjustments.

Flickr – A place to share photos and receive comments from other photographers.

Follower – Someone who wants to keep up to date with you and your content on Twitter. .

Foursquare – A social media platform that is based on physical locations where you can Check-In and leave comments about the service or location.

Freebie – The free gift you offer up to a contact who joins your mailing list. Also referred to as an Ethical Bribe.

Friend – People you want to connect with on Facebook. Being friends is an option and you can "unfriend" someone at any time which revokes their access to see your private information.

G

Google+ – Google's social network that allows users and groups of users to communicate and adds in the unique option of allowing their hangouts to connect directly with YouTube and to stream live worldwide if you choose to do so. This can also increase your SEO which increases exposure dramatically.

Google Hangout – A Google Hangout is an instant messaging and live video chat platform that allows communication between groups of up to 10 people.

Google Hangout on Air – A Google Hangout on Air is a live streaming event platform with an unlimited number of viewers that can be instantly streamed worldwide by anyone with a computer and an internet connection. These Hangouts can be recorded and viewed later on your personal YouTube Channel.

Group – A community of people created to share a common purpose, goal, interest or enterprise. Popular on Facebook and LinkedIn. A powerful way to build relationships and your reputation as an authority in your specific market.

H

Hangout – See Google Hangout above

Hangout on Air – See Google Hangout on Air above

Hashtag – noted by the # sign, a hashtag is used with a word or phrase to identify a group of comments and information across social media platforms. (i.e. #rockthatdream is the hashtag of my Facebook Group the Entrepreneurial Rock Stars. Since it is unique, members often use it to share content with each other across different platforms.) It is also used to accentuate a feeling or emotion (i.e. #imisshimalready emphasizing the feeling that the user is emotional about the event)

Handle – Your handle is the @ sign before the given name that people can find you on Twitter. For example @parklanevp is one of my Twitter handles. Although the term is typically used in reference to Twitter, others often refer to their name for other social media platforms as a "handle"

Hootsuite – A Social Media management tool – an auto scheduler to help you schedule out your social media posts across multiple platforms in advance.

I

ICA – Ideal Client Avatar – The client that is most likely to get involved with your business. They have a unique set of needs and knowing who they are will help you market your products and services.

Influencer – People that typically have a large following and have pull with their peeps. They are usually very active in an online community or several and are key people to build relationships with to build your business and your brand.

Instagram – This on line photo sharing site is owned by Facebook and is very popular with the 17-25 year old demographic and an important step in your social media presence.

K

Kik – Is an Instant Messaging application that allows you to send text messages using WiFi (or your data plan) It is popular with kids from 8-14. When they get a message they refer to it as Getting Kik'd or ask others to "Kik" Me.

L

Lead Magnet – aka Ethical Bribe - A Freebie or Opt In that is given away to get contact information, usually an email address.

Like – This is a Facebook term which means someone is acknowledging your post. Sometimes the material in the post is sad or upsetting like a car accident but it is still acceptable to "Like" the post, not meaning you actually like the difficulty but that you acknowledge reading it and are interested in the topic. It is also used on Facebook Pages as you Like the page, you become a fan and will see some of their products come up in your news feed.

LinkedIn – This social media platform is for business professionals. It is a structured environment where you can make connections by industry as well as look for work, gain credibility by positioning yourself as an expert.

Lists – Similar to groups on Facebook these Lists on Twitter help you target the right set of people with your information.

M

Meme – A piece of content that tends to be funny and go viral very quickly.

Message – A message is a private communication between two or more users on Facebook.

Messenger – An app that you must use on your mobile devices if you want to be able to Message your Facebook friends. It is like Facebook's private texting.

N

Newbie – Someone who is new to something. You may be a newbie to social media and if so we hope this glossary is helpful!

Newsfeed – This is where all new content for each social media platform is posted and is a constantly changing.

O

Opt-In – A contact that has "opted in" to being on your email list. A freebie is often involved but not always.

Organic Reach – The audience your information reaches is either Organic (from people sharing with other people or them seeing it on your wall) or Paid where you boost posts or pay for advertising.

P

Page – A Page is for a business, group, club, etc. It is a public place for people to follow and receive content from the organization that created the page.

Paid Reach – Unlike Organic Reach which is the preference of any business. Paid Reach gives the Page owner an opportunity to share the message with a much wider highly customized audience for a fee of course.

Pinterest – An incredibly active social media site that provides you a series of pin boards to allow you to digitally track things you like without having to print them out. There are both public and secret boards to work with and you can share or collaborate on projects as well.

Pin – The content you post on one or more of your Pinterest boards.

PM (Private Message) – A term used across all forms of social media that means to provide information off the public format.

Poke – An action in Facebook that allows you to get the attention of another FB user. It is not widely used as there are other more effective ways of trying to reach people.

Polyvore – The world's largest on line fashion and style community. It is like a digital paper dolls or a design layout scrapbook. You can pull content from all over the internet and use it in your style boards which you can then post your master creations for the world to like, and can gain followers.

Post – Adding content to your wall or newsfeed

Profile – The place where your followers and potential followers can see get a little information on who you are on each platform of social media. You get to choose what data you share on each platform.

R

Retweet – Forwarding out a tweet you received on Twitter.

S

SEO – Search Engine Optimization – The tool that search engines use to help users find you and your content.

Share – Like a forward in email. The information you share from somewhere else gets posted on your social media platform for your friends and followers to see.

Snapchat – A mobile photo messaging app that is best known for its deletion of the information within 10 seconds.

Status Update – Your opportunity to share “What’s Up” with you. Where you are, what you are feeling or to ask a question.

T

Thread – The place inside of a post where you reply to the content mentioned in the Post so it doesn’t get lost.

Timeline – The place your content is posted chronologically and can be viewed by any of your friends. Friends can also post things to your timeline but you are able to set up parameters to prevent that or at least to allow you to review them before they are posted there. Highly recommended that you implement this safeguard.

Trending Topic – Topics that are going viral across social media platforms.

Tribe – The group of people that is following you and/or has opted in to your email list.

Tumblr – A blog platform owned by Yahoo that gives people an opportunity to blog and share with the world without having a website.

Tweet – Your status update on Twitter.

Twitter – A highly engaging, very fast moving social media platform that allows you a total 140 characters per tweet to instantly share your message.

U

Unfriend – A Facebook term that means you have revoked access to your private information to the person you “unfriended”

URL Shortener – A tool to convert websites and URL’s to shorter links. This is especially helpful on Twitter where you only get 140 characters to share your message.

V

Vine – A mobile app that is owned by Twitter for the purpose of providing a platform of sharing short videos that play over and over again in a loop.

Viral – When a piece of content is shared repeatedly and gains traction that is organic.

W

Wall – The area on your profile or page where friends and fans can post thoughts, views, questions, etc.

WhatsApp – A popular mobile messaging app that was acquired by Facebook.

Y

Yelp – A social platform to recommend or discourage patrons from using a particular location or business.

YouTube – A place to house your own collection of videos either for business or personal and allow specific access to the public or a specific set of individuals or groups. It is owned by Google so using YouTube increases your SEO engagement.