



Glossary of social media terms – Facebook, Twitter, Instagram, LinkedIn

Facebook

Badge – personalised box you create to share your profile or page on other websites

Chat – send instant messages

Event – create and manage events, invite and keep up with your friends

Follow – fine tunes your newsfeed to see who you're interested in

Friend – people you connect and share with

Groups – make it easy to connect with certain people, dedicated spaces for photos and documents and can be a private group for members only

Like – like is a positive way to give feedback and connect with things you care about. Liking appears on someone's timeline and liking a page also appears

Newsfeed – timeline of things your friends or pages you follow are sharing

Notifications – updates about activity on Facebook

Poke – to get someone's attention, poking someone means they'll receive a notification

Search – tool to find people, pages, posts, groups etc.

Tagging – tag a person, page or place to a post, status or photo, the person will then get a notification

Ticker – updated with your friends' activities in real time

Timeline – where you can see your own posts and posts you've been tagged in

Timeline review – here you can approve photos before they go on your profile

Top stories – trending topics

Activity log – list of comments etc. on your page

Boost post – paid for advertising to make your post appear higher in audience News Feed, cost depends on how many people you want to reach

Check-ins – action announces your location

Cover photo – photo at the head of your profile

Milestone – highlight key moments from your timeline

Offer – businesses share discounts with their followers on their newsfeed

Page admin – an admin can edit a page as well as post as the page

Suggested edits – people visiting your page can suggest amends such as your phone number

Tabs – keep your page organised and make it easier to see specific content

Daily active user – number of people who have interacted with your page in a day

Engaged users – number who have clicked anywhere on your post

Likes – people who like your page

Organic reach - number of unique individuals who saw a specific post from your page on their feed

Paid reach – number of unique individuals who saw Facebook post you boosted

Post reach – the total number of people who saw your post

Total likes – number who have liked your page

Total reach – number of people who have seen any content related to your page

When fans are online – shows when people are on their Facebook

Impressions – number of times a post from your page is displayed, clicked or not

Media consumption – number of times a video or photo is viewed

Twitter

(hashtag) – a word or a phrase that immediately follows this symbol. When clicked on, you'll see others using the same one. It collates tweets around that topic and acts as a hyperlink

@ - the call out to other usernames e.g. Hello @twitter

Alerts – highlights critical, time sensitive content

Bio – short (up to 160 characters) personal description

Block – unable to follow you and you can't see their tweets

Deactivation – deactivate account, it then goes into permanent deletion after 30 days

Direct messages – private messages sent from one account to another

Follow – subscribing to a Twitter account by 'following' their page. Anyone you follow will come up on your Twitter feed

Follow count – how many people you follow and how many people follow you

Follower – someone who has followed your page and will see your tweets on their homepage

Geolocation/Geotagging – adding a location to your tweet so others can see where you are when you posted it

Header photo - personal image you upload that appears at the top of your profile

Home – displays a timeline of tweets from those you follow

Like – shows you appreciate a tweet, done by clicking the heart icon

List – you can create a group list of twitter accounts by topic or interest, lists also contain a separate timeline of tweets specifically from those groups

Mobile web – Twitter's mobile version of the webpage

Mention – mention someone using the @ sign followed by their user name

Night mode – optimises using Twitter when in low light

Notifications – displays your interactions with other Twitter accounts, who likes, mentions, retweets and who has followed you

Pinned Tweets – pin one of your top tweets to the top of your profile so when people click on your page it's the first thing they see

Profile photo – personal image you assign to your account

Promoted moments – authored by a brand and featured in the moments section of your timeline

Promoted trends – display time, context and event sensitive trends that are promoted by our advertisers, they appear at the top of the trending list

Protected Tweets – Tweets are only seen by your followers not everyone

Reply – a response to another person's Tweet

Reactivation – opening up your account again

Retweet – the act of sharing another's tweet so that it appears on your own timeline

Timeline – stream of all the Tweets from people you follow

Top Tweets – shows the most popular or most recent Tweets

Tweet – may contain text, photos, videos and GIFs

Twitter Polls – allows you to weigh in on questions posed by other people on Twitter, you can easily create your own poll

Verification – a process where a Twitter account receives a blue check icon to indicate the creator of that Tweet is a legitimate source

Who to follow – automated list of suggestions on who to follow based on who you already follow

Instagram

Post – an image uploaded

Like – double tap the image itself, showing appreciation for image

Handle – your username

Follower – someone who can see every photo you publish on your feed

Bio – area designated to writing a small description of yourself

Filters – different effects that you can put on an image, changing the colour, exposure and so on, these include frames

Hashtag – able to see other people talking about the same thing

Caption – contextualizes the image and tells you a little about where you are, what you're doing etc.

Comments – people can write comments on your images or you can on theirs, similarly you can tag other people in comments, so they are notified @username

Feed – list of images from people you follow

Posts figure – how many photos you or others have posted

Activity feed – live feed of what the people you follow have uploaded, or liked

Explore tab – search or see category of images that are most popular on Instagram

LinkedIn

Update – content that you post.

Profile – you and your job history, your online CV

Company Page – like a profile, but for businesses and their company information and updates

Mention – like tagging on Twitter and Facebook

Connection – an indicator that you and a person have shared profiles

Degrees – how you are connected to a person, which could be through a number of people

Invitation – asking someone to join your network and connect with you

Introduction – like an invitation but to the people you're not connected to

Groups – forums for discussion either closed, or open

Network – the people you are connected to and the people they are connected to

Recommendation – an endorsement for your skills

LinkedIn Today – a source for all of your industry news in one place