Social Media is powered by CONTENT

Social Media includes:
- Text
- Photos
- Graphics
- Videos
- Audio
- Quotes
- Stories
- and so on...

And Oh So much more...

Some of these platforms are (primarily):

Distributors
- Facebook
- Twitter
- G+
- Blogs

Originators
- YouTube
- Vine
- Instagram
- Foursquare
- Blogs

Aggregators
- Pinterest
- Tumblr
- Blogs

Some do multiple things...
- Tumblr
- YouTube
- LinkedIn
- Blogs

While the vocabulary of each platform differs, all platforms boil down to a few core concepts that are the basis of SOCIAL MEDIA.

Posts: can be lots of different forms of MEDIA.

Interactions: the SOCIAL part of the platform, which breaks down into passive or active interactions.
Passive: “like” “love” “fav”
Active: “comment” “share” (also “re—”) Interactions are also referred to as “engagement” though these interactions are just a start of measuring engagement.
There are some appealing elements of social media that are the main reasons we should consider using it over or in addition to the things we currently do with communications.

**Organization**
- Tagging
- Data
- Keywords
- SEO
- Channels & Accounts

**Grander World Relevance**
- Trends
- Affiliation
- Context

**Extended Network Spread**
- Reach
- Viral
- Organic

**Multidimensional**
- Communications across platform & culture
- Live!
- Brings our campus alive beyond our campus

**Community**
- Yours + ours
- Connecting each other to each other
- Listening
- Crowd Sourcing

**User Behavior**
- Mobile
- Second Screen experience (across devices)
- Casual consumption
- Access
- The ability to make anything social with a photo/video/screenshot.
Short Descriptions of Popular Social Media Platforms

Facebook
Currently the largest and most popular social media platform: users create profiles, post status updates and friend other users to follow their posts. Facebook is most commonly used to communicate personal information among family and friends.

Foursquare
A platform that allows users to check-in to their current location and connect with other users.

Google+
A platform where users create “Circles” of contacts in order to share posts selectively. Users post status updates in the form of text, photos, link, video, or events. Google+ is also heavily integrated with Google Hangouts, Google Chats, and YouTube profiles.

Instagram
An exclusively visual platform where users share filtered photos or short videos for followers who view and “heart” posts within a feed.

LinkedIn
A professional social network that allows users to connect to potential employers and business associates. LinkedIn profiles act as online resumes and can feature users’ skills, academic and career history, leadership roles, and more.

Pinterest
A platform where users “pin” visual content to themed “boards.” Popular content includes fashion, home decor, food and how-to’s. Users can follow other users or individual boards and can “pin” posts to their own boards.

Tumblr
A multimedia blogging platform used primarily to post pictures, short text entries, and GIFs. Users may follow others and “note” posts in their newsfeed from other users they follow. Tumblr has been the foundation of many subcultures and communities around like-minded bloggers.
Twitter
A microblogging platform where users post short (140 characters or less), often news-related, text updates and links. Users follow each other to see their real-time tweets in a chronological timeline. Users often follow a combination of influencers and news sources along with acquaintances and friends.

Vine
A social media platform for seven-second-long videos made within a proprietary mobile application. Similarly to Twitter, users may view and “revine” videos of users they are following. Vine also tends to skew to a younger population and is popular among teenagers.

YouTube
A video-based publisher and platform where users upload original content to share with viewers and subscribers. YouTube is also commonly embedded on websites across the web.

Glossary of Terms Related to Social Media

Tweet
A 140-character post created by a Twitter user for his or her followers. May also include a picture, video, and the users’ location.

Hashtag
Denoted by the pound key, a hashtag is a word or short phrase that serves to categorize or tag a post. Other users may search for a hashtag to find all posts containing that keyword or phrase.

“Like”, +1, note
a. On Facebook, a user clicks on the “like” button on a post to show agreement or partiality for a post. A users’ friends and the creator of the post can see the “like.”
b. +1: The Google+ equivalent of a “like.”
c. Note: Tumblr equivalent of a “like.”

Retweet
Posting someone else’s tweet to your Twitter profile.
Glossary of Terms Related to Social Media (cont.)

**Mention**
When a user references another user in a tweet or post by using their name or handle (ex. @______)

**Follow**
a. When a user follows another user to receive their tweets or posts.
b. On Facebook, a Facebook user may choose to unfollow a Facebook friend to hide their posts from their newsfeed.

**URL shortener (Bitly, etc.)**
A service that allows you to shorten a link into a unique shortened URL that forwards to the original link. Some URL shortening services also provide click data.

**Blog**
A web page akin to a journal where users post original written content on a regular basis for followers. A blog can range widely in format and style and can be used for personal to business purposes.

**Google+ Hangout**
A live video call and chat with up to 10 active Google + users. Google Hangouts can also be broadcast so that many viewers can tune in to the conversation as it occurs. Google Hangouts on Air are automatically archived on Youtube for posterity.

**Webinar**
The web equivalent of a seminar where an expert teaches via video chat to online students. Many webinars integrate a chat function that allows the learners to ask questions and comment, or have an accompany hashtag to allow the conversation to occur on Twitter.

**Trending**
A term born from social sharing that indicates that a person, story or subject is being shared and talked about by a large number of people simultaneously. Twitter prominently features trending words and hashtags on its platform.
Crowdsourcing
To use the combined talents and resources of Internet users. For example, a crowdsourcing social media campaign can draw upon the efforts of followers to take photos and create multimedia that will ultimately be used for the campaign.

Internet Forum
An online meeting space where users can comment, advise, or hold conversations on a given subject.

Timeline
a. The new Facebook user profile that includes one column of user posts and one column of user information below a timeline and profile photo.
b. On Twitter, a timeline is where is a chronological feed of the tweets of the users they follow.

Viral
The phenomenon of a story, image, video or meme that is rapidly shared, resulting in an exponential popularity growth on the Internet.

Thread
A chronological collection of posts, frequently in a forum, within one conversation.

Handle (Twitter and Instagram)
A user’s unique identification or name on the platform. It begins with an @ symbol and ends with a string of alphanumerics and underscores.

Live-Tweeting
Tweeting as an event occurs. Live-tweets frequently occur in the form of quotes, pictures, or relevant links.

Channel (YouTube)
The equivalent of a profile page of a YouTuber where a user’s videos are listed and categorized.
Glossary of Terms Related to Social Media (cont.)

Embed
When a video or app originating on another website appears on another by an embedded link containing the chosen content.

Reach
Analytic of post interaction and views.

Keywords
Words in a post that highlight its subject or most important elements.

Meme
A repetition of an idea, joke, instance or event that uses base meaning to expand into new cultural understanding. A common meme usage is words typed on top of a known image that has new meaning based on the combination of content and popular understanding.

Organic vs. Paid vs. Earned
a. Organic – a post whose reach is not aided by paid promotion.
b. Paid – a post whose reach is aided through paid promotion.
c. Earned – a post whose reach is not paid, yet promoted by the poster and attains a higher reach than normal. May be posted on an associated account to gain additional reach.

Tag (YouTube and Tumblr)
Categorizing a YouTube video or Tumblr post with relevant phrases or words, allowing it to appear with other related videos and making it more easily searchable.

GIF
A compressed image file that frequently contains a series of looping animated frames.

Subtweet
Tweeting about another user, but not mentioning them using their Twitter handle.