

**A Social Media Glossary for  
Members of the Association of Proposal Management Professionals  
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## Social Media Glossary

### A

**Aggregation** – Gathering and remixing of content from blogs and other websites that provide RSS feeds; typically displayed in an aggregator such as Google Reader or Bloglines or direct-to-desktop software called newsreaders. Think of it as a one-stop-click to get your headlines and stories from multiple sites.

**Alerts** – Search engines, like Google, allow you to specify words, phrases or tags that you wanted checked periodically (daily, weekly, etc), with results of the those searches being sent to your designated email.

**Augmented Reality** – Real-world experiences enhanced by computer-generated graphics, sounds, smells, and more or by user-generated content like tweets, posts, videos, and more. These additions to the real world are most commonly experienced through a mobile phone or other hardware device.

**Authenticity** – The sense that something or someone is real; a hallmark of good social media outreach.

**Avatars** – Graphical images representing people within the new media arena. It could be your headshot or a fancy “built” character that you create. You could also call this your online photo, but avatar is the nerdy term used.

### B

**Bandwidth** – The capacity of an electronic line, such as communications network or computer channel to transmit bits per second (bps). Also used in technological arenas and business-speak referring to a company’s or object’s capacity.

**Bit.ly** – A popular URL shortening service that allows users to easily track the statistics of links shared online. The site is helpful when you need to share a specific web address but need it to take up as few characters as possible (e.g. a Tweet). URLs can be customized with keywords.

**Blogs** – Originally called web-logs and now just called blogs, these are self-published websites with dated items of content in reverse chronological order and written by authors called bloggers. Examples of online platforms that allow you to create your own blog include Blogger, Typepad, Tumblr, and WordPress (these are often the platforms used behind a corporate blog as well).

**Bookmarking** – In the social media sphere you can share stories and information from online sources with other readers through online services. Simply save the web address or item of

content to your browser or a shared bookmarking service such as StumbleUpon, Digg, Del.icio.us, Reddit, or Newsvine.

**Browser** – The tool used to view websites, and access all the content available there onscreen or by downloading. Examples include Firefox, Microsoft Explorer.

## C

**Chat** – An interaction on a website with a number of people adding text items one after the other into the same space at (almost) the same time. Conversations happen in near real-time.

**Comments** – Typically found on blogs, comments are posted by readers and/or users providing comments on a particular subject.

**Content** – Text, pictures, video and any other meaningful material that is on the Internet.

**Cookie** – Information, typically web addresses, created by a Web server and stored on a user's computer. This information lets web sites the user visits keep a history of a user's browsing patterns and preferences. There is a function on your browser to allow-or not the placement of cookies.

**CoTweet** – a Twitter application that allow multiple users to post tweets to any number of accounts; allows users to track, assign, and manage their Twitter activity.

**Crowdsourcing** – Refers to the harnessing of skills and enthusiasm of those outside an organization who are prepared to volunteer their time contributing to content and solving problems.

## D

**Domain Name** – a method of identifying computer addresses.

## E

**Embedding** – the act of inserting video or photos to a website or email.

## F

**Facebook's Open Graph** – An online platform, based in Facebook, that allows sites and apps to share information about users in order to tailor offers and services to each user's interests.

**Facilitator** – Someone who helps people in an online group or forum manage their conversations.

**Feeds** – The means by which you can read, view or listen to items from blogs and other RSS-enabled sites without visiting the site by subscribing and using an aggregator.

**Flash** – Animation software used to develop interactive graphics. Currently found on a lot of homepages for website.

**Flash Mob** – A gathering of people who assemble suddenly in a particular place (usually public) to perform some kind of act and then quickly disperse. The event is typically coordinated via social media or email.

**Forums** – Discussion areas on websites where people can post messages or comments on existing messages, does not have to happen in real time.

**Friends** – On social networking sites, contacts whose profile you link to in your profile thereby creating your network. On some sites, people have the option to accept your link or not.

## G

**Geo-location** – The identification of the real-world geographic location of any Internet-connected object, such as your computer, your mobile phone, your iPad. Examples include FourSquare, Gowalla, Whrrl and Akoha.

**Geo-tag** – The ability through software or applications to mark the real-world geographic location of anything such as a tweet, a photo, a video, etc.

**Gesturing** – The ability of any individual to publicly “like” any piece of online content which then shares his/her gesture with the broader community; also called “social gesturing” (see also “Like”).

## H

**Hashtag (#)** – A common use in Twitter that “marks” a tweet under a certain category. It’s created to help people who use the term in search to get all the related tweets. The most common hashtags relate to conferences or industries.

## I

## J

## K

## L

**Like** – A relatively new action (it used to be called “fan”) made by Facebook users for a particular object, event, person, place, etc. It’s an easy action that allows users to show approval and/or quickly share a message.

## M

**Mashups** – Mixes of technology, audio, video and maps combining several tools to create a new concept, visual or web service.

**Microblogging** – The furthest evolution in the social media space, this platform brings together geographically diverse people with similar interests or backgrounds to share what has their attention. Several social networks have integrated this feature into their platforms. Top examples include Twitter, Yammer, FriendFeed, Plurk.

## N

**Networks** – Structures defined by nodes and the connections between them. In social networks, the nodes are people and the connections are the relationships they have.

**Newsreader** – Website or desktop tool that acts an aggregator, gathering content using RSS feeds so you can read it in one place.

## O

**Oneforty.com** – Comprehensive website that posts and rates Twitter applications and tools.

**Opt-In/Opt-Out** – Terms used to define the two options users are given to receiving additional information, e.g. emails. Opt-in allows people to choose to receive the information by actively selecting to be included. Opt-out automatically includes users unless they actively select to be excluded.

## P

**Plug-ins** – Technically, it's a set of software components that you download and install onto a larger software application to enhance features, measurement, usability. An easier way to think of plug-ins is to think of these downloads as bits of code (that someone else wrote for you) that add value to your website by serving a function like blocking spam, adding widgets, or allowing online transactions.

**Podcasts** – taped interviews with an interviewer and one or more interviewees that are then posted onto a website or distribution service like iTunes. Think of these as radio interviews in the social media sphere. A great place to start is [www.blogtalkradio.com](http://www.blogtalkradio.com).

**Post** – An item on a blog or forum, placed for others to read, view, comment.

**Posterous** – An online sharing site that allows users to easily share any kind of information using a simple email.

**Profiles** – Information that users provide about themselves when signing up for social networking sites.

**Q**

**R**

**Real Time** – The notation of events, occurrences happening and being shared as they happen, nearly instantaneously. For example, you share a photo of the car you just bought on Facebook or post a restaurant meal review on Yelp before you've even paid the check – that's sharing in Real Time.

**RSS** – Phrase stands for Really Simple Syndication which is a widget that allows people to opt-in to get the latest updates, news, information from a website. Users typically feed RSS feeds into a news aggregator service that feeds the headlines from selected websites, blogs, onto a single source (page) for viewing.

**RT** – Shorthand for "re-tweet," it's used when sharing someone else's tweet with your followers.

**S**

**Search Engine Optimization (SEO)** – The process of improving the volume and quality of traffic to a website from search engines via "natural" (aka "organic" or "algorithmic") search results.

**Semantic Web** – A term referring to the evolved Internet, one that enables people and Internet-connected machines to share content beyond the boundaries of applications and websites. It was coined by World Wide Web Consortium (W3C) director Sir Tim Berners-Lee.

**Skype** – A free software program that enables audio, text or video chats between users.

**Smart Phone** – Any mobile phone that includes enhanced features such as computing abilities and connectivity to the Internet. Any phone without these enhancements (i.e. one that is used simply to make and receive phone calls) is simply referred to as a Feature Phone.

**Social Media** – Content and conversations shared through online channels.

**Social Networks** – An online community that brings together people regardless of geographic barriers. Requires a profile and participation. Top examples: LinkedIn, Facebook, MySpace, Nings.

**T**

**Tags** – Keywords added to web copy, graphics, videos, podcasts, or posts to help users find related topics.

**Threads** – Strands of conversation online. As in “I read through the thread on that blog posting.”

**Trackback** – A way for other bloggers to leave a ‘calling card’ automatically instead of commenting on a blog post. It’s a quick reference, usually the web link address, to a blog post posted on another blog or news site.

**Transparency** – Enhances searching, sharing, self-publish and commenting across networks.

**Tweet** – A posting on Twitter, limited to 140 characters.

**Tweetdeck** – A personal browser to organize your Twitter streams by topic, groups, direct messages or @replies. Another popular tool is called **HootSuite**.

**Twitpic** – A photo sharing platform used on Twitter; also the photo shared can be sourced from mobile applications or share sites likes Flickr, Picaso, or Twitpic.

**Twitter** – A social network based on a microblogging platform. People from geographically diverse area with similar interest share what has their attention in 140 characters or less.

## U

**URL** – Unique Resource Locator, also called a web address by us non-technical types.

**URL Shorteners** – Online sites that allow users to shorten a URL for the purpose of having it take as few characters as possible. Examples include bit.ly, tinyURL, memURL.

**User-Generated Content** – Text, photos, and other material produced by people who previously just consumed content.

**Ustream** – An interactive broadcast platform that allows anyone with an Internet connection and a web camera the ability to share live video to as many people as possible.

## V

**Virtual Worlds** – Think of SecondLife as the prime example; online places where you create representations of yourself or your business and socialize with other “residents.”

**Visitor Enhanced Optimization (VEO)** – The practice of making sure that your readers can enjoy, understand and relate to your blog, site, content, message, call to action and more. For

example, you can't dump keywords into your site copy if the paragraphs they sit in don't make any sense. VEO is about building relationships and trust with your visitors. It's about offering quality content, value and information.

**Vodcasts** – Videotaped interviews with an interviewer and one or more interviewees that are then posted onto a website or other video sharing service. Think of these as television interviews in the social media sphere.

## **W**

**Web 2.0** – Coined by O'Reilly Media in 2004 to describe blogs, wikis, social networking sites and other web-based services that emphasize collaboration and sharing.

**Widgets** – Stand alone applications that can be embedded in website (and other applications) that are usually represented by graphic "buttons" that users can click on to share, subscribe, comment, or even make a donation.

**Wiki** – A web page or set of pages that can be edited and built collaboratively, members must first gain permission from the wiki owner to share, edit, alter or add to existing pages. Most popular example is Wikipedia.

**WordPress** – A free, open source platform for personal publishing of websites (it's commonly used by bloggers). The .com version includes web hosting but cannot be easily customized. The .org version is more flexible and offers more dynamic potential but does not include web hosting.

## **X**

## **Y**

**Yammer** – A private microblogging network (think Twitter) set up by individual users; commonly used by companies on an internal basis.

**Yelp** – A popular website and mobile application that allows registered users to find, recommend and talk about local businesses. The site's largest areas of contribution are from users who review restaurants.

**YouTube** – A video-sharing website where users can upload original content.

## **Z**

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## Note Bene – Or Additional Info Which Is Helpful

### Popular Sites

**Social Networking Sites:** LinkedIn (professional), Facebook (social, 18+), MySpace (social 15 and younger, music, movies)

**Microblogging Sites:** Twitter (most popular), FriendFeed, Plurk, Yammer (private group you create)

**Sharing Sites – News:** Digg, Delicious, NewsVine; **Photo:** Flickr, Twitpic, Picaso; **Video:** YouTube, Vimeo, Gawkk, iFilm

**News Aggregators:** Bloglines, Google Reader, MyAOL

**Blog Platforms:** WordPress, Typepad

**Blog Influence/Reach:** [www.popuri.us](http://www.popuri.us) and [www.socialmeter.com](http://www.socialmeter.com)

**Listening (Free):** [www.socialmention.com](http://www.socialmention.com), Google Alerts, Google Trends, TweetAlerts, Collecta



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