



## Dictionary of Social Media Terms

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## A

**Aggregator:** A web-based tool or desktop application that collects syndicated content.

**Akismet:** Comment spam filter popular with WordPress blogs.

**Anonoblog:** A blog site authored by a person or persons who don't publish their name.

**Archives:** Most often an index page, often organizing posts or entries by either category or date.

**AstroTurfing:** A fake grass roots push to generate buzz or interest in a product, service, or idea. Often this movement is motivated by a fee or gift to the writer of a post or comment or may be written under a phony pseudonym.

**Atom:** A popular feed format used for syndicating content.

**Autodiscovery:** In RSS terminology, autodiscovery is the process used by spiders to look for RSS content. When autodiscovery is enabled for your RSS feed, browsers and aggregators can then automatically detect the RSS feed, making it easier for users to subscribe to it.

**Avatar:** A graphical image or likeness that replaces a photo of the author of the content on a blog.

## B

**Blog:** Short for Web log, a blog is a Web page that serves as a publicly accessible personal journal for an individual. Typically updated daily, blogs often reflect the personality of the author. (v.) To author a Web log. Other forms: Blogger (a person who blogs).

**Blog and Ping:** An online marketing term applied to a system that utilizes blogs and pings (short for pingback) to deliver content and/or sites for indexing in search engines with the ultimate aim of profit.

**Blogroll:** Found on blogs it is a list of links to other blogs and Web sites that the blog author commonly references or is affiliated with. Blogrolls help blog authors to establish and build upon a their blogger community. In Web 1.0 terminology, a blogroll would be the equivalent of a list of hyperlinks on a personal Web page.

**Blogosphere:** Meaning all blogs, it is an expression used to describe the 'world of blogs'.

**Blogsnob:** A slang term used to describe a blogger who doesn't respond to blog comments left by people outside his or her own circle of blogger friends.

**Book:** A slang term used to describe a book that was derived from blog content.

## C

**Captcha:** A small computer program that displays a message and requires the user to input the message into an entry box. The captcha tool is used to make sure that it is a person and not a software program that is trying to access something on a computer.

**Chicklet:** A feed button that normally contains a feed reader logo and has a specific blog or feed information attached to it. It is coded to easily allow users to subscribe to a feed.

**Comment Spam:** In search engine optimization (SEO) terminology it is any comment that has been posted to a blog for the purpose of generating an Inbound link to the comment author's own site or blog.

**Cookie:** Information that your web browser keeps in memory as a record of what websites you visited and sometimes information that you entered into the website like your password. Cookies are helpful if you are often filling out forms, because they remember what you had previously entered.

**Corante:** A blog network that consists of blogs written by leading commentators, analysts and observers in their respective field. Blog categories on Corante include technology, law, business, management, science and culture.

**Creative Commons license:** A licensing concept created by Creative Commons that builds upon traditional copyright practices to define possibilities that exist between the standard "all rights reserved" full copyright and public domain "no rights reserved". A Creative Commons license lets you dictate how others may use your work. The Creative Commons license allows you to keep your copyright but allows others to copy and distribute your work provided they give you credit and only on the conditions you specify. For online work you can select a license that generates "Some Rights Reserved" or a "No Rights Reserved" button and statement for your published work.

## D

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

**Date-Based Archives:** The archives of a blog site, organized by time-stamp. Almost every blog will have some form of time-stamp and many archives are listed along the sidebar. Some list in weekly, but most on a month-by-month basis.

**Dynamic content:** Web site or blog content that changes frequently and engages the reader, dynamic content can include animations, video or audio.

## E

**Ecosystem:** A community and their environment functioning as a whole. The blogosphere can be viewed as an ecosystem (See It's the Conversation Economy, Stupid)

**Ecto:** A stand-alone publishing application, allowing users to compose posts offline.

**Embed:** To copy HTML from one website and paste it into another. Embedding is very common with videos and widgets.

**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. (See Blog Posts are Inventory)

**Event Blog:** A blog specifically launched as a companion to an event (e.g. Blogger Social)

**Eye Rest:** Using "gifts" in your posting to give your readers a rest. Includes images, bold text, bullet points, lists, and hyperlinks. May go against writing like your teacher taught you - but does she read your blog?

## F

**Faceosphere:** A loosely used slang term to describe the emerging Facebook ecosystem of application developers, groups, bloggers, innovators and so on. Similar to the term blogosphere, faceosphere is used to describe the people and events connected both inside and outside of the popular social networking service, Facebook.

**Feed aggregator:** In Internet technology it is software or a hosted application that collects feeds from various sources and displays it in a single consolidated view, either in a window on your desktop or in a Web browser. Also called feed aggregator or RSS aggregator.

**FeedBlitz:** An RSS service that makes it easy for those addicted to email. Read FeedBlitz in a Nutshell for more.

**FeedBurner:** FeedBurner is a Google company/tool allowing web sites, blogs and podcasts to "burn" content into a simple way for readers to subscribe (incl. email). I don't just recommend this tool - it's a must-have.

**Feed Reader:** An aggregator of content, subscribed to by the user, so that specific content or search results arrives in their "reader". Among the popular (and free) tools are GreatNews, Feed Demon and Google Reader.

**Findability:** Refers to being locatable. Though tied closely with Information Architecture on the Web, particularly within one site, findability has also become a popular term in creating a findable, locatable and navigable presence on and across the web and social networking. Also see [findability.org](http://findability.org)

**Flogs:** Fake blogs or reviews by employees or other profit motivated people. It appears that this marketing method finally came to the attention of the right people and marketers have to watch out not to face legal action.

**Folksonomy:** The collective indexing by use of tags, labels or keywords by the consumers of the content. The tagging system of Flickr or Delicious are examples of this social indexing.

**Friendster:** The name of an online social networking site (SNS) that provides the tools and applications for people to connect with friends, family and co-workers and stay in touch online. As of June 2008, Friendster has more than 70 million registered users and is available in eight languages.

## H

**Haloscan:** A free, easy to use commenting, ratings and trackback service for weblogs and websites, allowing visitors to leave instant feedback. Popular on Blogger sites.

**Hat Tip:** A hat tip is a public acknowledgment to someone (or a website) for bringing something to the blogger's attention.

**Hits:** A measurement used in Web analytics, a "hit" is often defined as any request for a file from a Web server. In one web page, there could be several files embedded in it. If on one page you have four images, two JavaScript items and you use an auxiliary CSS file -- you'd have eight hits on one page.

**Hyperlink:** A navigational reference to another document or page on the World Wide Web.

## I

**Instant Messaging/Chat/Txt Messaging/Chat rooms:** Instant messaging tools support instant communication between two or more people. most chat tools support text only, others support audio and video as well. A chat room is environment where more than two people can chat so that others can participate.

## K

**Keywords:** Descriptive words that summarize the contents of a piece of media for the purpose of making it easy to find in a search of the words. Website designers use keywords in the background of the site so that when someone types that word into a search engine the website can be found. This process is known as a search engine optimization.

**Klog:** Short for knowledge blog, klog is a type of blog usually used as an internal / Intranet blog that is not accessible to the general public and that serves as a knowledge management system. The term klog is also being used to describe a blog that is technical content oriented. (v.) To author a knowledge blog. Other forms: klogger (a person who knowledge blogs).

## L

**Library:** Where media assets are stored, organized and served. Analogy: Similar to a school or public library, online libraries provide the storage, organization, search and display tools for media. Many times online libraries are called galleries and include photo, audio and video assets.

**Linkbait:** A type of Web site marketing used to increase your Web site link popularity. Linkbait is actual content within a Web site or blog that is included by the author to encourage (or "bait") other bloggers and webmasters into linking back to that content from their own page. The content is usually sensational in nature or, at the very least, interesting enough to catch other's attention.

## M

**Mashup:** The term mash-up refers to a new breed of Web-based applications created by hackers and programmers (typically on a volunteer basis) to mix at least two different services from disparate, and even competing, Web sites. A mash-up, for example, could overlay traffic data from one source on the Internet over maps from Yahoo, Microsoft, Google or any content provider. The term mash-up comes from the hip-hop music practice of mixing two or more songs. This capability to mix and match data and applications from multiple sources into one dynamic entity is considered by many to represent the promise of the Web service standard (also referred to as on-demand computing).

**Mashboard:** Also called real-time dashboard, a mashboard is a Web 2.0 buzzword that is used to describe analytic mash-ups that allow businesses to create or add components that may analyze and present data, look up inventory, accept orders, and other tasks without ever having to access the system that carries out the transaction.

**Meme:** Keeping things simple, here's a partial definition from "The Daily Meme": In the context of web logs / 'blogs / blogging and other kinds of personal web sites it's some kind of list of questions that you saw somewhere else and you decided to answer the questions. Then someone else sees them and does them and so on and so on.

**MicroBlogging:** A form of blogging allowing users to compose brief text updates and publish them. These messages can be submitted and received by a variety of means and devices, including text messaging, instant messaging, email, mobile device, MP3 or the web.

**Moblogs:** A blog published directly to the web from a phone or other mobile device.

**Movable Type:** Movable Type is a publishing platform a served web publishing platform (it sits on your server) created by SixApart, the same folks who operate Typepad (a hosted web publishing platform -- hosted on their server).

**MyBlogLog:** A Yahoo-owned community and social networking site that tracks traffic and visits to member sites. One of the better community-building applications available. Also read: Faces on a Blog...

**MySpace:** The name of a social networking site (SNS) that consists of a network of member's profiles, Web logs, photos, e-mail, forums, group, and more. MySpace was founded in August 2003 by the Internet company eUniverse. In 2006 News Corp. bought Intermix Media, parent company of MySpace for \$580 million.

## N

**Navigation:** A menu of links or buttons allowing users to move from one web page to another within a site. Top navigation is what I use on this site. You will often see links as a footer on a site. That would be bottom nav or footer nav.

**NetNewsWire:** A free RSS news aggregator for the MAC

**New Media:** The style, content and medium enabled by web 2.0 publishing and collaboration. Publishing mass media one way designed communications on the web is not new media. New Media is a style of communication characterized by collaboration and participation. I like to sometimes call it direct media because it is direct between people, does not go through the mediums of print, radio and TV.

**News Aggregator:** A web-based tool or desktop application that collects syndicated content.

**NewsGator:** An RSS company that provides us with FeedDemon, NetNewsWire, its own web-based feed reader and powers the feeds in Microsoft Outlook.

**Newsvine:** An open source, community news service, which lets members customize the news viewed by "seeding" articles or posting for others to view and rate.

## O

**OpenID:** A shared identity service that enables users of multiple OpenID-enabled Web sites to sign in under one single profile, or single user identity. It's a free and open standard under which users are able to control the amount of personal information they provide on Web sites, and in particular social networking sites (SNS). To use OpenID across multiple sites, users must first choose an Open ID provider. Once you create an OpenID it stays with you, even if you choose at a later time to switch to a different OpenID provider. OpenID works by using existing Internet technologies such as URI, HTTP, SSL and Diffie-Hellman to transform the information you provide on one site (or service) into an account that can be used at other sites that support OpenID logins. Some of the online and Internet services supporting OpenID include AOL, Blogger, Flickr, LiveDoor, LiveJopiurnal, Vox, Yahoo, WordPress, and others.

**Open profile:** When referring to social networking sites (SNS), the term open profile describes a dynamic user profile that can be openly shared on (or exported to) other SNS where the user is a member. Social networking sites that support open profiles would enable users to update their profile on one site and have those changes reflected on partnering sites.

## P

**Permalink:** Short for permanent link, a permalink is a direct link to a single entry on content on a blog. As a blog is updated with a new post, that specific post will get its own page with a URL that can be used rather than linking to the main URL of the blog. On many blogs the text "permalink" will appear below a blog post as a hyperlink that takes users to the post as its own page.

**Photoblog (or photolog):** A form of photo sharing and publishing in the format of a blog, but differentiated by the predominant use of and focus on photographs rather than text. Photoblogging (the action of posting photos to a photoblog) gained momentum in the early 2000s with the advent of cameraphones.

**Podcasting:** Is similar in nature to RSS, which allows subscribers to subscribe to a set of feeds to view syndicated Web site content. With podcasting however, you have a set of subscriptions that are checked regularly for updates and instead of reading the feeds on your computer screen, you listen to the new content on on your iPod (or like device). The format used for podcasting is RSS 2.0 with enclosures. The podcasting enclosures refer to all binary (non-text) downloads. You can read the text description of the enclosure before downloading the item to view.

## R

**RSS:** Is the acronym used to describe the de facto standard for the syndication of Web content. RSS is an XML-based format and while it can be used in different ways for content distribution, its most widespread usage is in distributing news headlines on the Web. A Web site that wants to allow other sites to publish some of its content creates an RSS document and registers the document with an RSS publisher.

## S

**SaaS:** Short for Software as a Service, SaaS is a software delivery method that provides access to software and its functions remotely as a Web-based service. SaaS allows organizations to access business functionality at a cost typically less than paying for licensed applications since SaaS pricing is based on a monthly fee. Also, because the software is hosted remotely, users don't need to invest in additional hardware. SaaS removes the need for organizations to handle the installation, set-up and often daily upkeep and maintenance. Software as a Service may also be referred to as simply hosted applications.

**Second Life:** A 3D virtual world where residents create their own images, Avatars, and real estate

**SEO:** Acronym for Search Engine Optimization.

**Sidebar:** A column (or multiple columns) along either or both sides of a blog site's main content area. The sidebar is often includes contact information of the author, the blog's purpose and categories, links to archives, honors and other widgets the author includes on the site.

**Skyping:** Chatting or phoning by using a free downloadable computer program that allows you to communicate with anyone who is also using Skype or any of the numerous peer-to-peer telephony technologies.

**SMO:** Acronym for Social Media Optimization.

**SOB:** A badge of honor in the spirit of community and knowledge sharing.

**Social Bookmarks:** A method for Internet users to store, search, organize, and most importantly - share web pages. Two favorites are Delicious and StumbleUpon. For a great video on how social bookmarking works, check out CommonCraft's Social Bookmarking in Plain English.

**Social Calendar:** An online schedule that allows more than one user to read and enter data.

**Social Media:** The tool set (including blogs) which everyone can use to publish content to the web. This can include audio, video, photos, text, files...just about anything. And these days, everyone is a content producer.

**Social Media Monitoring:** The act of monitoring a companies or competitor's social activity across the social media landscape, including sources such as social media networks, microblogs, forums, etc.

**Social network:** social structure made of nodes that are generally individuals or organizations. A social network represents relationships and flows between people, groups, organizations, animals, computers or other information/knowledge processing entities.

**Social network analysis:** Abbreviated as SNA, social network analysis is the mapping and measuring of relationships and flows between people, groups, organizations, animals, computers or other information/knowledge processing entities. The nodes in the network are the people and groups while the links show relationships or flows between the nodes. SNA provides both a visual and a mathematical analysis of human relationships.

**Social networking site:** Abbreviated as SNS a social networking site is the phrase used to describe any Web site that enables users to create public profiles within that Web site and form relationships with other users of the same Web site who access their profile. Social networking sites can be used to describe community-based Web sites, online discussions forums, chatrooms and other social spaces online.

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Visit [GuestPulse.com](http://GuestPulse.com) for more information on social media services for the hospitality industry



**Social software:** A type of software or Web service that allows people to communicate and collaborate while using the application. E-mail, blogs, and even instant messaging are all examples of social software.

**Spambot:** Automatic software robots that post spam on a blog

**Splog:** Nickname for Spam Blogs, or blogs not providing their own or real content. Sploggers use automated tools to create fake blogs full of links or scraped content from other sites in order to boost search engine results.

**Stream:** As with a stream of water that flows by, streaming an audio or video file is the processing of watching or listening to the file as it goes by. The local computer is not storing the information for any longer than it takes for you to view it or watch it. YouTube and other video services like it are primarily streaming video services. Streaming is useful when the content owner does not want to allow users to download the content.

**Style or Style sheet:** CSS that determines the look/feel of a site.

**Syndication:** Allows your blog content to be distributed online.

## T

**Tagging:** Commonly used in blogs, site authors attach keyword descriptions (called tags) to identify images or text within their site as a categories or topic. Web pages and blogs with identical tags can then be linked together allowing users to search for similar or related content. If the tags are made public, online pages that act as a Web-based bookmark service are able to index them. Tags can be created using words, acronyms or numbers. Tags are also called tagging, blog tagging, folksonomies (short for folks and taxonomy), or social bookmarking.

**Tag cloud:** A tag cloud is a stylized way of visually representing occurrences of words used to described tags. The most popular topics are normally highlighted in a larger, bolder font. Visitors to a blog or site using a tag cloud, are able to easily see the most popular tags within the page — making it easy to discern the topics covered in one quick look. Also called a weighted list.

**Technorati:** An Internet search engine that indexes and searches blogs. Technorati tracks blogs and other forms of citizen media, including video blogs (vlogs), podcasts and amateur movies and videos in real-time. All this activity is monitored and indexed within minutes of posting.

**Thread:** A related line of conversation. A thread is a series of entries in a forum or discussion environment that are related. For example, in a discussion forum on education there may be a thread on how to improve K-12 learning and another on best practices for using a certain technique or tool.

**TrackBack:** TrackBack is a type of peer-to-peer communication system that was designed to send notification of updates between two Web sites via a Trackback Ping. Ping in reference to TrackBack refers to a small message sent from one Web server to another. TrackBacks are useful for informing a Web site that you have referenced its Web site within your own Web site, and is popular with bloggers. TrackBack was first released as an open specification in August 2002.

## V

**Viral:** Something that designed to spread. Viral videos are created to be interesting and unique enough to cause the viewers to share them with their friends. Saying something is viral is like saying it has a strong word of mouth essence about it.

**Virtual World:** An online environment that mimics our physical world. While all activity online represents some part of our physical world, when we use the term virtual world we are typically referring to a 2D or 3D environment that has objects representing physical objects. i.e. This online document is in the virtual world of the World Wide Web but it does not have images of desks, chairs and people as a virtual world would have.

**Vlog:** Short for video blog, it is the term used to describe a blog that includes or consists of video clips. Typically updated daily (or with regular frequency) vlogs often reflect the personality or cause of the author. Also called vlog. (v.) To author a video blog. Other forms: vlogger (a person who video blogs).

**Vlogosphere:** Meaning all vlogs, vlogosphere is an expression used to describe the "world of video blogs."

**Voice 2.0:** A buzzword used to describe the trends, technologies and applications used to bring IP telephony to the Web to create a new class of voice-enabled applications. Applications such as Skype is an example of Voice 2.0.

**VOIP (Voice over internet protocol):** The technology that enables phone calls on the internet instead of the phone system. Skype and Vonage are two popular VOIP service providers.

## W

**Web 2.0:** Is the term given to describe a second generation of the World Wide Web that is focused on the ability for people to collaborate and share information online. Web 2.0 basically refers to the transition from static HTML Web pages to a more dynamic Web that is more organized and is based on serving Web applications to users. Other improved functionality of Web 2.0 includes open communication with an emphasis on Web-based communities of users, and more open sharing of information. Over time Web 2.0 has been used more as a marketing term than a computer-science-based term. Blogs, wikis, and Web services are all seen as components of Web 2.0. Web 2.0 was previously used as a synonym for Semantic Web, but while the two are similar, they do not share precisely the same meaning.

**Widget:** A generic term for the part of a graphical user interface that allows the user to interface with the application and operating system. Widgets display information and invite the user to act in a number of ways. Typical widgets include buttons, dialog boxes, pop-up windows, pull-down menus, icons, scroll bars, resizable window edges, progress indicators, selection

**Wiki:** A collaborative Web site comprises the perpetual collective work of many authors. Similar to a blog in structure and logic, a wiki allows anyone to edit, delete or modify content that has been placed on the Web site using a browser interface, including the work of previous authors. In contrast, a blog, typically authored by an individual, does not allow visitors to change the original posted material, only add comments to the original content. The term wiki refers to either the Web site or the software used to create the site. Wiki wiki means "quick" in Hawaiian.