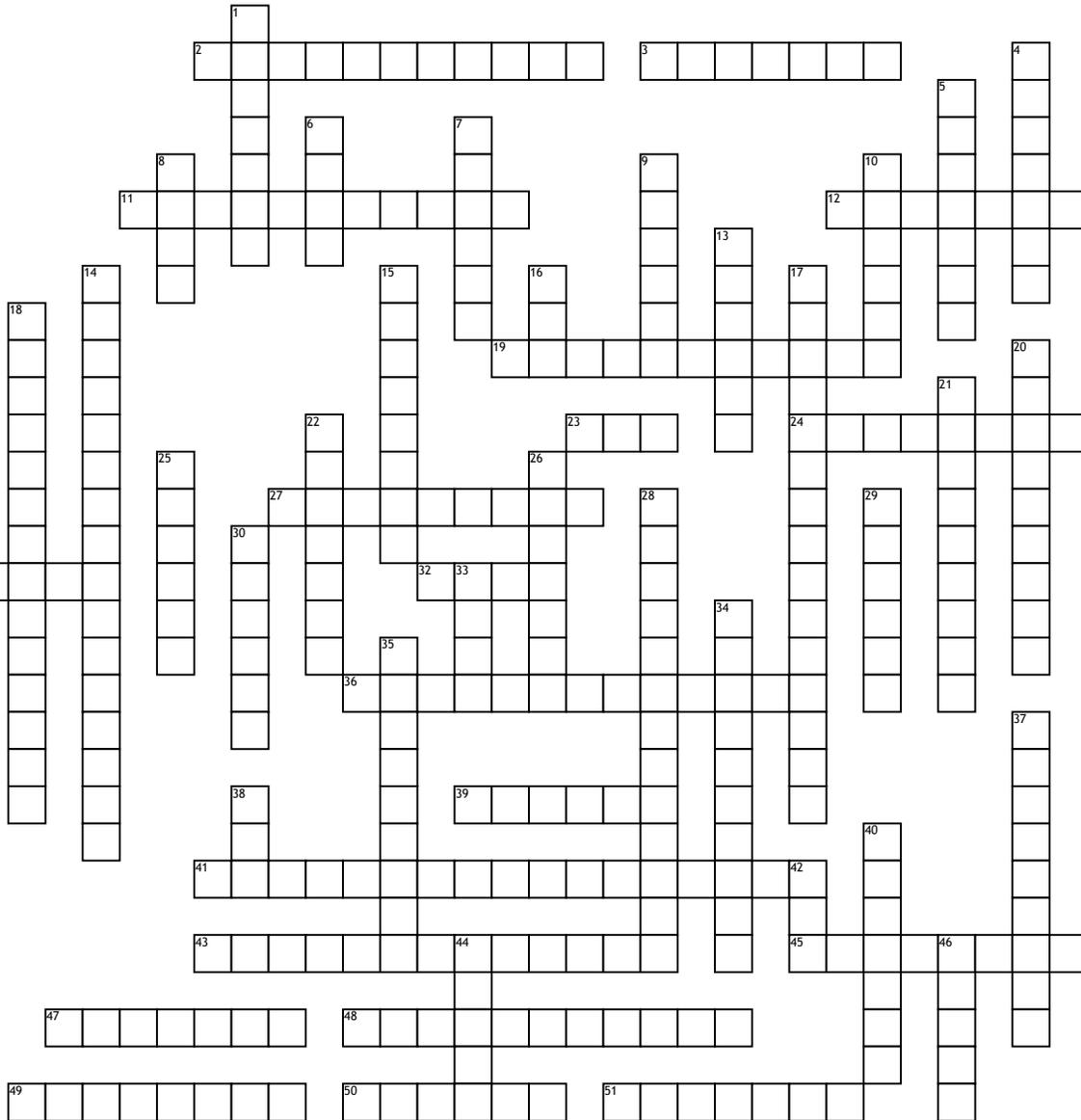


Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Social Media Terms



- Across**
- 2. Marking something you found important, enjoyed, or want to continue reading later. The only difference online is that it's happening through websites using one of the various services available, such as Pocket, or right within your browser.
  - 3. Google's social network. It serves as a platform for users to connect with friends, family, and professionals while enabling them to share photos, send messages, and engage with content. Google uses the "L" to serve as the equivalent to a Like on Facebook or Instagram.
  - 11. The practice of capitalizing on the popularity of a news story to amplify your sales and marketing success.
  - 12. A response that is often provided as an answer or reaction to a blog post or message on a social network.
  - 19. The LinkedIn equivalent of a Facebook Friend. Because LinkedIn is a social networking site, the people you are connecting with are not necessarily people you are friends with, but rather professional contacts that you've met, heard speak, done business with, or know through another member.
  - 23. Acronym for pay per click- an online advertising model in which advertisers display ads on various websites or search engines and pay when a visitor clicks through. Bid-based PPC involves an auction in which advertisers compete with other advertisers by setting the max bid or highest amount they're willing to pay for each click. Each time a visitor triggers the ad spot, the auction process pans out to select which ad will be displayed.
  - 24. Business oriented social networking site with over 380 million members in over 200 countries and territories. Founded in December 2002 and launched in May 2003, it is mainly used for professional networking.
  - 27. A photo sharing application that lets users take photos, apply filters to their images, and share the photos instantly on the Instagram network and other social networks like Facebook, Flickr, Twitter, and Foursquare. The app is targeted toward mobile social sharing, and has gained more than 300 million users.
  - 31. A thought, idea, joke, or concept that's widely shared online. It is typically an image with text above and below it, but can also come in video and link form.
  - 32. Created from two words: "web log." Usually maintained by an individual or a business with regular entries of content on a specific topic, descriptions of events, or other resources such as graphics or video. Can also be used as a verb, meaning to maintain or add content to one.
  - 36. Private conversations that occur on Twitter. Both parties must be following one another to send a message.
  - 39. A social network for online picture sharing. The service allows users to store photos online and then share them with others through profiles, groups, sets, and other methods.
  - 41. A type of online advertising in which the ad copy and format adheres to the format of a regular post on the network it's being published on. The purpose is to make ads feel less like ads, and more like part of the conversation.
  - 43. The act of delivering content over the internet in real-time. This term was popularized in social media by apps such as Meerkat and Periscope.
  - 45. Social media platform founded by Mark Zuckerberg in 2004. The site connects people with friends, family, acquaintances, and businesses from all over the world and enables them to post, share, and engage with a variety of content such as photos and status updates.
  - 47. Twitter term used to describe an instance in which a user includes someone else's @username in their tweet to attribute a piece of content or start a discussion.
  - 48. Refers to an instance in which another LinkedIn user recognizes you as one of the skills you have listed on your profile.
  - 49. In a social media setting, a person who subscribes to your account in order to receive your updates.
  - 50. A person who reads discussions on a message board, newsgroup, social network, or other interactive system, but rarely or never participates in the discussion.
  - 51. Tag used on a variety of social networks as a way to annotate a message. Word or phrase used to categorize information and make it easily searchable for users.

- Down**
- 1. A series of digital media files, usually audio, that are released episodically and often downloaded through an RSS feed.
  - 4. The term used on Facebook to represent the connections you make and the people you follow. These are individuals you consider to be friendly enough with you to see your Facebook profile and engage with you.
  - 5. A nonprofit corporation dedicated to making it easier for people to share and build upon the work of others, consistent with the rules of copyright. It provides free licenses and other legal tools to mark creative work with the freedom the creator wants it to carry, so others can share, remix, use commercially, or any combination thereof. Creative Commons.
  - 6. Any kind of communication over the internet but traditionally refers to one to one communication through a text-based chat application, commonly referred to as instant messaging (IM) applications.
  - 7. Someone's @username on Twitter.
  - 8. On Facebook, the homepage of users' accounts where they can see all the latest updates from their friends. Called Timeline on Twitter. News Feed.
  - 9. A free web browser produced by Google that fully integrates with its online search system as well as its other applications.
  - 10. Also known as a message board. It is an online discussion site. It originated as the modern equivalent of a traditional bulletin board, and a technological evolution of the dial-up bulletin board system.
  - 13. The directional coordinates that can be attached to a piece of content online. For example, Instagram users often use it to highlight the location in which their photo was taken.
  - 14. Form of real-time, direct text-based communication between two or more people. More advanced instant messaging software clients also allow enhanced modes of communication, such as live voice or video calling.
  - 15. Represented by the small star icon on Twitter, the action signals to the creator that you liked their content or post.
  - 16. In social media refers to a short bit of explainer text that explains who the user is.
  - 17. A group of web-based office applications that includes tools for word processing, presentations, spreadsheet analysis, etc. All documents are stored and edited online and allow multiple people to collaborate on a document in real time.
  - 18. Popular social media metric used to describe the amount of interaction - likes, shares, comments a piece of content receives.
  - 20. Marketing or advertising material that employs a sensationalized headline to attract clicks. They rely heavily on the "curiosity gap" by creating just enough interest to provoke engagement.
  - 21. An address or URL of a particular post within a blog or website that remains indefinitely unchanged.
  - 22. Social online radio station that allows users to create stations based on their favorite artists and types of music.
  - 25. An image or username that represents a person online, most often within forums and social networks.
  - 26. Video service on Google+ that allows you to video chat with up to 10 Google+ users at a time. You can name these chats, watch YouTube videos during them, open a Google Doc with colleagues, and much more.
  - 28. The act of soliciting ideas or content from a group of people, typically in an online setting.
  - 29. Content that contains multiple types of media drawn from pre-existing sources to create a new work.
  - 30. The large photo displayed at the top of your profile on Instagram.
  - 33. On Facebook or Instagram, instead of writing a comment or sharing a post, a user can click the button as a quick way to show approval.

- 34. A popular online commerce site in which users sell a variety of goods and services to other users. The service has been credited for causing the reduction of classified advertising in newspapers across the United States.
- 35. A photo sharing social network that provides users with a platform for uploading, saving, and categorizing "pins" through collections called "boards." Boards are typically organized by theme, such as: Food & Drink, Women's Fashion, Gardening, etc. Users have the ability to "pin" and "repin" content that they like to their respective boards.
- 37. Social video app that allows users to broadcast live video from wherever they are. App users also have the ability to engage with others videos, browse live or recent broadcasts, and follow users to receive notifications.
- 38. "ask me anything," which originated in a popular subreddit where users will use the term to prompt questions from other users.
- 40. Clusters of a user's friends, colleagues, family, or connections on Google+. You get to choose who goes in which, and when you want to share content with only these individuals, you include that specific \_\_\_\_ in your post's sharing options.
- 42. Acronym for Graphics Interchange Format. In social media, small-scale animations and film clips.
- 44. An electronic version of a book.
- 46. A free URL shortening service that provides statistics for the links users share online. Popularly used to condense long URLs to make them easier to share on social networks such as Twitter.