

Social Media Glossary of Terms

Social Networking in Law Enforcement – Legal Issues

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App: Short for Application, this is a program or add-on, usually for Facebook or for a mobile device (i.e., an iPhone, Blackberry, other smartphones). Its purpose is to deepen user interaction and provide greater depth of functionality and engagement.

Avatar: A graphical image that represents a person. It is who you are in a virtual world, a visual character with the body, clothes, behaviors, gender and name of your choice.

Blog: Short for “Web log” it is a type of website that consists of commentary and other content (pictures, video, and links) that the user posts periodically. They are typically in a reverse-chronological, journal-type format.

Blogosphere: Denotes the world of blogs and refers to all the blogs and blog interactions on the Internet.

Chat: An interaction on a website site, with a number of people adding text items one after another into the same space at nearly the same time – differs from a forum because conversations happen in “real time.”

Digg: A social news website that allows members to submit and vote for articles. Articles with most votes appear on homepage of website

Direct Message: A private tweet sent to a specific user.

Facebook: A social network site that allows users to create profiles, send messages, search for other users, create networks of friends and fans, post images and videos, and share content.

Feed: A list of a user’s recent tweets which can be posted on other sites such as Facebook or an agency’s website.

Flickr: A social network based around online picture sharing.

Follower: A person who subscribes to receive tweets from a registered user.

Forums: Discussion areas on websites where people can post messages or comment on existing messages at any time.

Friend: (verb) When you want to connect with someone on Facebook through a personal profile, you “friend” them. The friend connection is two-way, meaning both parties have to agree before the connection is made.

Hashtag or #: Precedes a term to allow that subject to appear in Twitter search results.

Hat tip: Publicly acknowledging someone for giving valuable information to the blogger.

Instant Messaging (IM): A form of real-time direct text-based communication between two or more people.

IP address: IP stands for Internet Protocol. It is the numerical label that is assigned to any device participating in a computer network that used IP for communication. Networks using IP route messages based on the IP address of the destination.

ISP: ISP stands for Internet Service Provider, a company that offers customers access to the Internet.

Link: Highlighted text or images that, when clicked, take you from one web page or item of content to another.

LinkedIn: A business-oriented social networking site mainly used for professional networking.

Lurkers: Silent spectators who visit social media sites but who do not comment or contribute to the conversation.

MySpace: One of the first big social networking sites using similar format as Facebook. Used in entertainment and music industries.

Online communities: Groups of people communicating mainly through the Internet.

Podcast: Audio or video content that can be downloaded automatically through a subscription to a website so you can view or listen offline.

Profiles: The information you provide about yourself when signing up for a social networking site.

Retweet or RT: Sending out a tweet to your followers that was generated by another user.

Tweet: A post or status update on Twitter of 140 characters or less.

Tweet guilt: A guilty feeling experienced by a user when she cannot reply to all of the tweets she receives.

Twibes: Group of twitter users interested in a particular topic.

Twitter: A real-time information network powered by people all around the world that lets users share and discover what's happening now.

Unfriending: Disconnecting with someone on Facebook. When you unfriend someone, the person does not get notice that you have done so.

Wall: This is your own profile page and the updates it contains. People can write updates on your wall that are viewable by all your friends.

Web 2.0: A term coined by O'Reilly Media in 2004 to describe blogs, wikis, social networking sites and other Internet-based services that emphasize collaboration and sharing rather than the less interactive Web 1.0.

Widget: Similar to an app, a widget is a small block of content that one provider can offer to another, for use on another blog or website. Widgets have a specific purpose such as showing weather forecasts, stock quotes, or news updates and are constantly updated by the creator of the widget, not someone who hosts it on his site.

Wiki: A web page or set of pages that can be edited collaboratively. Example: **Wikipedia**, an encyclopedia created by thousands of contributors across the world. Once people have appropriate permissions, set by the wiki owner, they can create pages and/or add to and alter existing pages.

YouTube: An online video community that allows users to upload video content, share that content, and view the videos uploaded by others. Viewers are able to rate videos and leave comments.

References:

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“Short version of key terms in social media and networking” located at <http://socialmedia.wikispaces.com/ShortAZ>

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International Association of Chiefs of Police: Blog Fact Sheet; YouTube Fact Sheet; Location-Based Fact Sheet; Facebook Fact Sheet; Social Media Fact Sheet; Twitter Fact Sheet

“The Ultimate Glossary: 101 Social Media Marketing Terms Explained” located at <http://blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-101-Social-Media-Marketing-Terms-Explained.aspx>