



## Social Media Glossary

Archiving - the process of storing or preserving public records or historical materials (such as documents)

Avatar - a cartoonish image that represents a person online, mostly within social networks

Bio - a brief statement within a profile of the user's life and accomplishments

Bitmoji - a mobile app that allows users to create personalized avatars and use them in messaging apps

Block - to stop someone from being able to see, access, or post a user's social media site

Blog - an online space where a company or user posts regular entries of content on a specific topic of common interest; short for web log; can also be used as a verb meaning to maintain or add content to a blog

Chat - web-based communication, typically through a text-based instant messaging app

Check-In - to indicate on a social media site that a user has visited a geographic location or an event

Click Bait - a term that describes advertising material that employs a sensationalized headline to attract clicks

Creep - to browse, sometimes excessively, another user's social media profiles, photos and videos

Designated Public Forum - a space in which the government intentionally opens or designates a non-traditional area for First Amendment activity based on policy or practice

E-Discovery - any process in which electronic data is sought, located, secured, and searched with the intent of using it as evidence in a civil or criminal legal case

Emoji - a small, digital image used to express an idea or emotion in electronic communication

Facebook - a social media and social networking service that lets users add other users as "friends," post status updates, share photos, videos and links, and receive notifications of other users' activity

- Cover Photo - a large, horizontal image at the top of your Facebook profile or page that can be seen regardless of whether your page is public or private
- Friend - a person you connect with on Facebook
- FB Notes - a feature in Facebook that enables users to publish blogs
- Profile - the opening page of your Facebook site that introduces you to other users
- Profile Photo - the photo that is placed on the opening page of your Facebook site
- FB Reactions - a feature in Facebook that allows users to apply expanded responses to posts, such as the original FB "like," plus "love," "haha," "wow," "sad" and "angry"
- FB Live - a feature on Facebook that allows you to stream live video and get live reactions to your broadcast
- FB Messenger - a feature in Facebook that allows users to direct message other users; i.e. the Facebook messaging app



Filter - a photographic effect that can be applied to enhance images on social media

Follow - the act of formally monitoring someone's social media activity

Follow for Follow (F4F) - an invitation to follow a user on Twitter or Instagram with the guarantee that they will follow back

Forum - an online discussion site

Google+ - a social network owned by Google that allows users to connect with friends and family and enables them to share photos and send messages

- Circles - the community of Google users you are connected with through Google+
- Extended circles - the community of Google users included in your circles' circles

Hashtag - a social media character (#) that adds emphasis to messages and allows social networks to categorize information and make it easily searchable for users

Instagram - a photo sharing app that lets users take and share photos

- Instagram Direct - an Instagram feature that allows users to send threaded messages, including images or video in the feed, with one or more other users
- Instagram Stories - an Instagram feature that allows users to share photos and videos for just a 24-hour period

Kik - a mobile messaging app

Limited Public Forum - a space in which the government opens a non-public forum to First Amendment activity, but limits such access to certain groups or topics

LinkedIn - a career-oriented social media site

- Connection - another LinkedIn contact that you know and that has accepted your invitation to connect
- Endorsement - a LinkedIn member's recognition of another person's skill
- Influencer - an high-profile professional or industry leader who has been invited to publish on LinkedIn
- Recommendation - an accolade from one of your LinkedIn connections that remains displayed on your LinkedIn profile

Meme - an idea, behavior, or style that spreads from person to person within a culture

Mention - the act of tagging another user's handle or account name in a social media message

Nonpublic Forum - a government-owned space that is not traditionally open to the free exchange of ideas (e.g. courthouse lobby, military base or prison)

Notification - a message generated by the social media site to let you know that someone has shared new social media activity



Pinterest - is a social media site that organizes, saves, and shares links to webpages and other media

- Pins - favorite links saved and shared on Pinterest
- Pinboard - a user's collection of pins on Pinterest
- Repin - a feature in Pinterest that allows users to add an image while maintaining the original source; if you find a Pin on another user's Pinboard that you like, you can save it to your board by Repinning it.

Post - a status update on a social media site or a new item created for a blog

Private - the setting on a social media site that keeps it from public view

Public Forum - a government-owned space where people traditionally have been able to express ideas and opinions (e.g. parks, sidewalks, public streets)

Selfie - a self-portrait taken with a cell phone

Screen Shot - the image created when a photo of phone screen activity is taken

Share - the act of reposting content on a social media site through another social media site

SMS - the text messaging service component of phone, web, or mobile communication systems

Snapchat - a photo and video messaging app that allows users to add images and text before sending to recipients

- Friend Emoji - a reflection of a user's relationship with another user
- Snapchat Filter - an attractive screen that can be applied to a photo or video
- Snapchat Lenses - a feature of Snapchat that allows users to add animated masks to their selfies
- Snapchat Trophies - a feature of Snapchat that allows users to collect emoji trophies after completing Snapchat challenges and activities

Social Media - using technology to turn communication into an interactive dialogue

Social Networking - a social structure with people who are joined by a common interest

Tag - a keyword added to a social media post for help with categorizing content

Thread - a strand of messages which represent a social media or email conversation

Troll - a user of social media who makes deliberately offensive posts with the sole aim of provocation and annoyance

Twitter - a social media site that enables users to publish and interact with messages that are no longer than 280 characters

- Blocking - a Twitter feature that enables you to prevent another user from following you, adding you to their Twitter lists, having their mentions and replies appear in your notifications or mentions tab, and tagging you in a photo
- Direct Message - a message sent directly to a user through Twitter's messaging app



- Favorite - a signal indicating you liked a user's content or post, marked by the small star icon on Twitter
- Handle - someone's user name on Twitter
- Meerkat - a live-streaming video app that allows users to broadcast live video through Twitter
- Muting - a feature on Twitter that allows you to remove select people from your feed without them knowing; muting a user is not the same as blocking them
- Reply - a response to a user's Tweet that begins with @username
- Retweet - a tweet that is re-shared to the followers of another user's Twitter account
- Tweet - a Twitter message

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