



Hispanic Print's Online Presence

Best practices on the new mix:
print, online & mobile

Social Media Terms:

Facebook - A social network where users maintain a [profile](#) of their personal interests, add friends and exchange messages.

Friend - On [Facebook](#), a user who is accepted into an individual's social network. (Verb) - The act of requesting admittance into an individual's social network on [Facebook](#).

Like - Functionality shared by several social networks, including [Facebook](#) and [LinkedIn](#), which allows users to recommend content or demonstrate agreement with commentary. This recommendation is shared with the social network, and also serves to move popular content up in the [news feed](#) or search rankings.

Twitter - A popular microblogging tool, which allows users to share updates of no more than 140 characters, also known as tweets.

Twitter Handle - Another word for a [Twitter](#) username, designated by an '@'.

Tweet - A 140 character update shared through [Twitter](#).

Follow - The act of signing up to receive the tweets of another [Twitter](#) user.

Retweet - to re-post a message on Twitter (denoted by "RT"). Would look like this: RT- Fascinating and informative! @keewood: 10 Mind Blowing Facebook Games Statistics –<http://ow.ly/2LxiX> #fb #socmedia

Mention - to reference another Twitterer (denoted by "@" followed by the Twitter handle). In the example above, "@keewood" is the one being mentioned (and, in this case, also being RTed). This does not function in Twitter the same way it does in Facebook, with it giving you a "menu" of choices to select from. In other words you must type the entire username.

Direct Messages (DMs) - you can send a private message to anyone you follow who also follows you back. Remember, in Twitter, it can be a one-way relationship, thus preventing the use of the DM with that person.

Hashtag - Indicated by a hash symbol (or '#'), it is a tag used to index tweets by adding context and [meta-data](#). Hashtags can be used to search and organize tweets on similar subject matter, in the same way that [keywords](#) can be used to find content through search engines.

HootSuite - A popular [Twitter dashboard](#).

Foursquare - a GPS-based social network, usually accessed by mobile applications, which allows users to share their whereabouts with others in their network.

Status Update - Brief description, posted to a [microblog](#), or social network with microblogging features (e.g. [Facebook](#)), of what a user is doing or feeling in real time.

Influencer - A [subject matter expert](#) who is vocal in an online community and respected for his or her opinion, and therefore has the capacity to shape the opinions of others.



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LinkedIn - A professional social networking tool where users maintain a profile of their professional expertise and accomplishments, connect with other users, join interest groups, post and search for jobs, and more.

Connect - The act of requesting admittance into an individual's social network on [LinkedIn](#).

Connection - On [LinkedIn](#), a user who is accepted into an individual's social network.

Keyword - A subject or descriptive term that identifies the topic of a document, used to index documents for retrieval by search engines or other categorization. A keyword can appear in the body of the text, subject heading, [meta-data](#), etc., and are the basis for [pay-per-click](#) advertising.

URL - Stands for Uniform Resource Locator; the technical term for a Web address, e.g. <http://www.ibm.com/us/en/sandbox/ver1/>

URL shortener - A Web tool that converts a long [URL](#), e.g. <http://www.ibm.com/us/en/sandbox/ver1/>, into a shortened version that is easier to share. Shortened [URLs](#) are especially prevalent on microblogs such as [Twitter](#), which only allow a limited number of characters. Examples of popular [URL](#) shorteners include [Bit.ly](#) and [Tiny URL](#).

Vlog - A video [blog](#), or [blog](#) that contains video entries.

Web 2.0 - A term describing the generation of Web media such as blogs, social networks, etc., that emphasize self-publishing, collaboration and interactive information sharing, rather than the more traditional publishing approach of Web 1.0.

Web Analytics - The measurement, analysis and reporting of Web data and trends. Web analytics can be used for many purposes, including [search engine optimization](#), market segmentation and targeting, understanding usage patterns, etc.

Aggregator - A Web site or software application that amasses information from multiple sources, for example news sites, search engines, or social media.

RSS Feed - A web standard that lets users subscribe to content from blogs, news stories, etc., through a feed reader, instead of by browsing from site to site.

Search Engine Optimization (also known as **SEO**) - The process of optimizing a Web site, [blog](#) post or other digital media for favorable placement in search engine results by taking into account the methods that search engines use to rank pages.

Sentiment - A metric that measure the tone of a conversation on a [blog](#) post, [tweet](#), discussion, etc., usually by categorizing it as positive, negative or neutral.



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Technology Terms:

Content Management System - A software suite with multiple functionalities, allowing for the ability to create static Web pages, blogs, wikis, document stores, etc.

Open-source - A software production & development methodology which allows unrestricted access to the end product. Open-source software is the opposite of proprietary software, which requires ownership or a structured relationship with the owner, such as a license, in order to access the end product.

Proprietary software is computer software licensed under exclusive legal right of the copyright holder. The licensee is given the right to use the software under certain conditions, but restricted from other uses, such as modification, further distribution, or reverse engineering.

Sources:

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