

# ITP E-Glossary: Social Media Lingo

## facebook

Facebook is a popular social networking Web site that allows friends, classmates, colleagues and others to connect and share photos, messages and information about their lives with people in their network.

### *Profile*

A profile is your individual page that allows you to upload your picture and share photos, videos, notes and information about yourself with others in your network.

### *Friend*

When you add an individual as your friend, they have access to the information you share on your profile.

### *Wall*

Your wall is a display board on your profile on which you and others can write public messages. You have the ability to delete any messages on your wall you do not want to be displayed publicly. "Wall-to-wall" messages are displayed publicly too.

### *Message*

A message is similar to an e-mail and allows you to send private messages to individual or multiple Facebook users at a time.

### *Notes*

You can post notes on your profile that then become visible to your friends. Notes are similar to blog posts and can include personal thoughts and insights, along with links to articles, Web sites, and videos.

### *News Feed*

The news feed is the information provided about your Friends and Pages (of which you're a Fan) on your homepage. Conversely, your Facebook activity appears on your friends' news feeds as well, such as when you update your status or your profile picture, add photos to your profile, become a Fan, etc.

### *Tagging*

When someone posts a photo or a note with your name on it, they can "tag" you so the photo and note also show up on your profile. If you do not want the photos and notes to show up on your profile, you have the ability to "un-tag" yourself.

### *Application*

There are an array of applications you can add to your page that allow you to enhance your profile by adding various features such as an RSS feed and Twitter updates.

### *Fan Pages*

Celebrities, authors, elected officials, candidates, businesses and organizations can create Fan Pages to communicate with a wide variety of people, publicize an event, or rally people around a product or cause. Similar to a personal profile, a fan page has its own wall and allows you to provide fans with status updates, post events, photos and videos.

### *Groups*

Groups are formed around interests or issues. Group pages provide a forum for people to share information through notes and wall posts and members can upload photos, videos and information on events related to the group's issue or interests.

### *Events*

You can post events on your personal profile as well as fan pages and groups where you are an administrator. You can also attend events you are invited to through Facebook, however be mindful, when you accept an event invitation on Facebook, it may show up on the mini-feed on your profile.

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### ***People You May Know***

Based on your friends' networks, Facebook determines individuals with whom you have friends in common, and suggests additions to your friend list.

### ***Privacy Settings***

Through your privacy settings, Facebook allows you to determine your searchability along with who sees what on your profile (just your friends, friends of friends, etc)



Twitter is a cross between text messaging and blogging, where users are prompted to answer the question, "What are you doing?" in 140 characters or less.

### ***@Name***

Each individual or organization has their own username, which starts with an "@" sign, followed by a unique Twitter account name. For example, ITP is displayed as @iltechpartner.

### ***Tweet***

A Tweet is a 140 character response to the question "What are you doing?" Users have adapted their responses, not just to answer this question, but to share news articles and personal insights, pose questions of their own, and engage with other Twitter users.

### ***Follow***

By clicking the word "Follow" under another user's name, you sign up to receive other people's updates.

### ***Follower***

People who choose to follow your updates are your "Followers".

### ***Home***

A feed of only the users you follow.

### ***Everyone***

A feed of the entire Twittersphere.

### ***Re-Tweet (RT)***

If you like what others are saying, you can re-Tweet their posts by adding the letters "RT" in front of their username and copying and pasting their Tweet into your status. For example, RT @iltechpartner means you are re-Tweeting something ITP has already posted.

### ***Direct Message (DM)***

A direct message is a Tweet that you send directly to another user, which will *not* be displayed on your public timeline.

### ***Privacy options***

You can choose to protect your updates, so that only your followers can view them.

### ***Crowdsourcing***

Taking a task or activity normally performed by an individual and leveraging the mass collaboration enabled by Web 2.0 technology to achieve the end goal. Wikipedia, a user-generated encyclopedia, is a popular example of crowdsourcing as well as message boards where people pose questions or problems and ask the online community to help them with a solution.