

## A SOCIAL MEDIA GUIDE FOR FLORAL RETAILERS AND WHOLESALERS

### Glossary of Social Media Terms

*API* - An acronym (Application Programming Interface) representing a computer system or application allowing for requests to be made of it by other programs and allows for data to be exchanged. Think “programmable web”.

*Avatar* - A graphical image or likeness that replaces a photo of the author of the content on a blog.

*Beta* – Early release of an application usually to allow early adopters a chance to provide feedback to the developer regarding bugs, etc.

*Blog* - A Web publishing tool that allows self-published posts, listed in reverse chronological order. Blog entries, or posts, usually allow for commenting by readers.

*Bloggng* – The practice of publishing content for a defined audience with the objective of encouraging interaction and community.

*Bookmarking* - Bookmarking online follows the same idea of placing a bookmark in a physical publication--you're simply marking something you found important, enjoyed, or where you left off to continue reading later. The only difference online is that it's happening through websites using one of the various bookmarking services available, such as Delicious.

*Domain Name* -The identifying name of an Internet site.

*Facebook* - A social network where users maintain a profile of their personal interests, add friends, and exchange messages.

*Friending* - The act of requesting access to the information shared by another user of the same social network, with Facebook being one example.

*Following* - The act of signing up to receive the tweets of another Twitter user.

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

*Google +* - Google's social network that serves as the linchpin for many of the other Google properties. It promotes social sharing that is more similar to how people share in real life by providing features such as one that limits who you are talking to, creating 1-on-1 conversation.

*Hootsuite* (and others like it) - A dashboard that allows users to simultaneously monitor and activity and publish status updates on multiple social networks.

*Hashtag* - Indicated by a hash symbol (#), it is a tag used to index tweets by adding context and meta-data. They can be used to search and organize tweets on similar subject matter.

*HTML* - The acronym for HyperText Markup Language. The coding language used to create and link together documents and files on the World Wide Web. The code is embedded in and around text and multimedia files in order to define layout, font, colors, and graphics.

*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.

*Liking* - When users recommend content or demonstrate agreement with the commentary of another user. This recommendation is shared with the social network, and also serves to move popular content up in the news feed or search rankings.

*Link Building* - Link building is an aspect of search engine optimization in which website owners develop strategies to generate links to their site from other websites with the hopes of improving their search engine ranking. Blogging has emerged as a popular method of link building

*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.

*Link Shortener* - A Web tool that converts a long Web address into a shortened version that is easier to share. This is most prevalent on microblogs such as Twitter, which limits the number of characters.

*Lurking* - A lurker online is a person who reads discussions on a message board, newsgroup, social network, or other interactive system, but rarely or never participates in the discussion.

Meetup and Tweetup

*Meta-data* - Information about a web page, blog post, photo, video, etc. that is not part of the core content of the page, but is used by browsers, search engines, or other software applications to categorize the content of that page.

*Newsfeed* - On Facebook, a live feed of status updates and wall posts, filtered by an algorithm which brings the items that are most relevant to each user to the top of the list.

*Open-source* - A software production and development methodology, which allows unrestricted access to the end product. It does not require ownership or a license to access the product.

Pinterest –

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

*QR Code* - A matrix bar code providing encoded information, most commonly in the form of a URL, which can be read by a QR scanner, camera phone, or smart phone.

*SEO* - Search Engine Optimization: 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.

*Social Search* - The search capabilities of social networks as defined less by content and more by contextual relationships that color content and suggest influence.

*Sharing* – The web is a network of interconnected links. The nodes in that network are the result of sharing and form of digital content, including photos, videos, and new articles.

*Skype* - Skype is a free program that allows for text, audio, and video chats between users. Additionally, users can purchase plans to receive phone calls through their Skype account.

*Status Update* - A brief description, posted to a microblog or social network, of what a user is doing or feeling in real time.

*Twitter Chat* - A Twitter Chat is a chat or discussion that is held on Twitter and is open to all users. Questions are prompted from the user hosting the chat, while anyone else can respond using a particular hashtag. The hashtag is the marker for someone participating in the chat. Tweetchat.com is a useful interface for managing a Twitter Chat using the appropriate hashtag.

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

*URL* - Uniform Resource Locator: the technical term for a Web address

*Widget* - A simple software application that can either be downloaded to the desktop or run through a Web site, and which often take the shape of on-screen tools, such as clocks, event countdowns, auction-tickers, stock market tickers, flight arrival information, weather, etc.

*Webinar* - A live or prerecorded seminar that is aired via the Web

*Wiki* - A Web page that is designed to be edited by multiple users, facilitating collaboration on page content.

*YouTube* - A popular videosharing Web site.

**Sources:**

Hubspot: <http://bit.ly/sy7Zpd>

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IBM: <http://ibm.co/pkunuX>