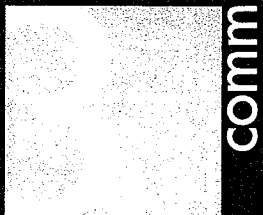


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[3foldcomm.com](http://3foldcomm.com)

## Social Media Glossary

### General Terms

**Apps:** Abbreviation for Applications. An app is a piece of software. It can run on the Internet, on your computer, or on your phone or other electronic device. There are thousands of apps for iPhones, Facebook, Twitter, and other social media platforms.

**Avatars:** Graphical images representing people. They are what you are in virtual worlds. You can build a visual character with the body, clothes, behaviors, gender and name of your choice.

**Bookmarking:** Saving the address of a website or item of content, either in your browser, or on a social bookmarking site like del.icio.us. If you add tags, others can easily use your research too, and the social bookmarking site becomes an enormous public library.

**Content:** Describes text, pictures, video and any other meaningful material that is on the Internet.

**Culture:** social media only works well in a culture of openness, where people are prepared to share. For that reason, commitment and attitude are as important as tools. Creative two-way communication and collaboration is unlikely to flourish in an organization where the norm is top-down control. When people in that sort of culture talk about networking they may have a hub and spokes model in mind, with them having some central control.

**Email List:** Offers a facility for reading and replying through a web page—so they can also operate like forums. This web page may offer an RSS feed—so joining up old and new tools.

**Feeds:** The means by which you can read, view or listen to items from blogs and other RSS-enabled sites without visiting the site, by subscribing and using an aggregator or newsreader. Feeds contain the content of an item and any associated tags without the design or structure of a web page.

**Networks:** Structures defined by nodes and the connections between them. In social networks the nodes are people, and the connections are the relationships that they have. Networking is the process by which you develop and strengthen those relationships.

**Online Communities:** Groups of people communicating mainly through the Internet. Online communities may use email lists or forums, where content is centralized. Communities may also emerge from conversations around or between bloggers.

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**Online Presence:** Has (at least) two aspects. One is whether you show up when someone does a search on your name. The second is whether you use tools that show you are available for contact by instant messaging, voice over IP, or other synchronous methods of communication.

**Photo Sharing:** Uploading your images to a website like Flickr. You can add tags and offer people the opportunity to comment or even re-use your photos if you add an appropriate copyright license.

**Platform:** The framework or system within which tools work. The platform may be as broad as a mobile telephone, or as narrow as a piece of software that has different modules like blogs, forums, and wikis in a suite of tools.

**Podcasts:** Online audio or visual recordings syndicated on the Internet and available to download to portable media players such as an iPod.

**Post:** An item on a blog or forum.

**Profiles:** Information that you provide about yourself when signing up for a social networking site. As well as a picture and basic information, this may include your personal and business interests, a "blurb" about yourself, and tags to help people search for like-minded people.

**RSS:** Short for Really Simple Syndication. This allows you to subscribe to content on blogs and other social media and have it delivered to you through a feed.

**Social Media:** A term for the tools and platforms people use to publish, converse and share content online. The tools include blogs, wikis, podcasts, and sites to share photos and bookmarks.

**Social Networking:** Online sites where users can create a profile for themselves, and then socialize with others using a range of social media tools including blogs, video, images, tagging, lists of friends, forums and messaging.

**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 less interactive publishing (Web 1.0). It is associated with the idea of the Internet as platform.

**Widgets:** Stand-alone applications you can embed in other applications, like a website or a desktop, or view on its own on a PDA. These may help you to do things like subscribe to a feed, do a specialist search, or even make a donation.



## Blogging Terms

**Blogs:** Websites with dated items of content in reverse chronological order, self-published by bloggers.

**Blogroll:** List of sites displayed in the sidebar of blog, showing who the blogger reads regularly.

**Permalink:** is the address (URL) of an item of content, for example a blog post, rather than the address of a web page with lots of different items. You will often find it at the end of a blog post.

**Subscribing:** The process of adding an RSS feed to your aggregator or newsreader. It's the online equivalent of signing up for a magazine, but usually free.

**Tags:** Keywords attached to a blog post, bookmark, photo or other item of content so you and others can find them easily through searches and aggregation.

## Facebook Terms

**Ads:** A paid advertisement. Users can create Facebook Ads to market their products and ideas.

**Cause:** An advocacy group or online campaign for collective action. Any Facebook user can start one and it can be used to raise money or promote one's position on an issue.

**Friends:** Contacts whose profile you link to in your profile. On some sites people have to accept the link, in others, not.

**Group:** A group is not a page or profile. It is a Facebook site created by bands, companies and other organizations to promote their activities.

**News Feed:** The News Feed is the first thing a user sees upon logging in to Facebook. It's an automatically-generated list of all the activity of the user's Facebook friends.

**Pages:** Facebook Pages (possibly called "public profiles" now) are for any entity that's not an individual. They were created as a way for users to connect with brands and organizations

**Stream:** The Stream is the new real-time version of the News Feed, which (as far as I can tell as of this writing) will be automatically refreshed to show the latest stories. The Stream will include not just a user's Friends' activities, but also the user's Fan Pages.



**Threads:** Strands of conversation. Strands of conversation. On an email list or web forum threads are defined by messages that use the same subject. On blogs they are less clearly defined, but emerge through comments and trackbacks.

## Twitter Terms

**@Reply:** To direct a tweet specifically at another Twitter user, even though the tweet will be viewed by all of your followers, you start the tweet with their user name preceded by the @ symbol. Ex: @adage

**Direct Message (DM):** A private tweet that can only be read by the person to whom it is addressed.

**Follower:** Somebody who subscribes to your Twitter stream.

**Hashtag:** A keyword preceded by the hash symbol (#), used in a tweet to categorize the subject matter and make it easier for other Twitter users to find. Ex: #socialmedia

**Re-Tweet (RT):** The act of forwarding on another Twitter user's tweet to your own followers, like forwarding an email. Ex: RT @adage: Check out link...

**Stream:** The collective name for all of a Twitter user's tweets.

**Tweet:** A message posted on Twitter.

## YouTube Terms

**Channel:** A Channel is the page which is viewable by the general public and contains a user's profile information, videos, favorites, etc.

**Video:** Many digital cameras and mobile phones take videos good enough to view on the Net. Sites like YouTube and blip.tv now make it easy to open an account, upload and share your videos. These sites will also provide some unique code for each video so you can, if you wish, embed the video in a blog post.

**Video Responses:** A video response is a video which is posted in response to another video. If the owner of a video has allowed video responses, you can post a video response by clicking the "Post a Video Response" button, located under the video on its watch page.

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**VLog:** VLogs are most often a video of someone talking into the camera about their thoughts on a particular subject matter. VLogs are generally a frequent posting of videos which are personal in nature keeping with the idea of a blog or diary.

This social media glossary was compiled from the following sources:

<http://socialmedia.wikispaces.com/A-Z+of+social+media>  
<http://www.livingstonbuzz.com/2009/02/24/social-media-glossary/>  
<http://www.howdoifacebook.com/glossary.htm>  
<http://help.youtube.com/support/youtube/bin/topic.py?hl=en&topic=13660>

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## Learn from the Pros

The best way to learn about social media is to follow people and organizations who are using the tools effectively. Here you'll find a few of our favorite tweeters, bloggers, and resources—including us, of course!

**Delicious:** [www.delicious.com/lesley3fold](http://www.delicious.com/lesley3fold)

**Blog:** [www.3foldcomm.com/wordpress](http://www.3foldcomm.com/wordpress)

**Facebook Fan Page:** <http://3foldcomm.com/facebook>

**Twitter:** [www.twitter.com/lesley3fold](http://www.twitter.com/lesley3fold)

**YouTube:** [www.youtube.com/3foldcomm](http://www.youtube.com/3foldcomm)

## U.S. Government Thought Leaders on Twitter

1. **United States Government** @govgab
2. **The U.S. Department of State** @dipnote
3. **USA.gov** @USAGov
4. **The Environmental Protection Agency** @greenversations
5. **U.S. House of Representatives** @HouseFloor
6. **U.S. Senate** @SenateFloor
7. **U.S. Department of Labor** @usdol
8. **U.S. Department of Education** @usedgov
9. **Homeland Security Leadership Journal** @dhsjournal
10. **PeaceCorps** @PeaceCorps

## U.S. Government Officials on Twitter

1. **Barack Obama, President** @BarackObama
2. **Joe Biden, Vice President** @JoeBiden
3. **Hilda Solis, U.S. Secretary of Labor** @hildasolisdol
4. **Joe Miller, Senator (ND)** @senmiller

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## U.S. Government Blogs

1. **The White House** <http://www.whitehouse.gov/blog>
2. **Department of Health & Human Services – AIDS.gov** <http://blog.aids.gov>
3. **U.S. Department of State** <http://blogs.state.gov>
4. **Homeland Security** <http://www.dhs.gov/journal/theblog>
5. **Minority Business Development Agency** <http://mdbagov.wordpress.com>
6. **FEMA – FEMA in Focus** <http://fema.typepad.com>
7. **U.S. Department of Education** <http://www.edgovblogs.org>
8. **U.S. Senate Committee on Environment & Public Works**  
<http://epw.senate.gov/public/index.cfm?FuseAction=Minority.Blogs>
9. **United We Serve Initiative** <http://takeprideblog.blogspot.com>
10. **The Hill – Congress Blog – Where lawmakers come to blog**  
<http://thehill.com/blogs/congress-blog>

## North Dakota Government Blogs/Twitter/Flickr/YouTube

1. **Senator Tom Seymour** <http://senator-tom-seymour.blogspot.com/>
2. **North Dakota Tourism** <http://legendarynd.wordpress.com/>  
**North Dakota Tourism Flickr page** <http://www.flickr.com/groups/northdakota/>
3. **North Dakota Tourism Twitter page** @NorthDakotaTour
4. **North Dakota Tourism YouTube Page – LegendaryND**  
<http://www.youtube.com/legendarynd>
5. **North Dakota Senator Kent Conrad YouTube Page**  
<http://www.youtube.com/user/SenatorConrad>
6. **Senator Byron Dorgan Flickr Page**  
<http://www.flickr.com/photos/senatordorgan>
7. **Senator Byron Dorgan YouTube Page** <http://www.youtube.com/senatordorgan>