



Learning About The . Net Social Networking Vocab Sheet

General

Meme

An item, such as a picture or phrase that is frequently retransmitted via the Internet. The item itself is often modified along a common theme (pop culture). For example changing the words on an image or by making it reference another topic. This is similar to an inside joke but is shared among a large number of people.

Phishing

Attempting to acquire personal information such as usernames, passwords, financial information, etc. This is typically done in a deceiving manner to make the user believe they are giving their information to a legitimate site, person, or business.

Platform

The social networking site you are using. For example: Facebook or Twitter.

Viral

Items on social networks that become popular very quickly. These might include trending news articles or a popular picture.

Wayback Machine

An Internet site that archives many web pages to allow visitors to request old versions of that website. This can allow users of this service to view content that has previously been deleted or altered.

Facebook

App Center

View the applications you have installed and manage them.

Friend

A term used to define the relationship between two profiles. Being friends with someone on Facebook allows you to see their updates, photos, and other information. Once you have become "friends" on Facebook they will be able to see your information as well.

Group

A virtual collection of people on Facebook that have gathered around a common interest. People can join groups and share information with other group members.

Messages

Private conversations between people on Facebook, similar to email. These messages can be sent to an individual or a group.



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News Feed

A list of updates from the people you have friended or the pages you have liked.

Pages

Business / organization pages are very similar to individual profiles but have been customized to include information specific to that business or organization. You can “like” a page which allows you to see the information about the business but does not allow the business to see your non-public information.

Twitter Terms

Direct Message

Private message sent between Twitter users. These are not transmitted as a public message.

Followers

These are the people who follow you. They will receive your updates in their news feed. This is a one way relationship, they can see your information but you cannot see theirs.

Following

Subscribing to someone in order to receive their updates. This process may require the other person to approve you as one of their followers before you are able to view their updates.

Hashtag

Used to help group posts that have a common theme. It was originally used on Twitter but has expanded to other social sites. For example, #election2012 would be added to the end of a tweet about the 2012 election. This allows users to search by common terms or themes.

Trending

Topics/Themes that are popular especially on Twitter.

Tweets

Short updates posted by Twitter users which are 140 or fewer characters (similar to the length of a text message).