

SOCIAL MEDIA GLOSSARY



Social Media Glossary

Table of Contents

General Terms

Facebook

Twitter

Instagram

YouTube

Pinterest

Google+

Periscope

Vine

Blog

App

General Terms

Analytics - Analytics tell you what has happened on your social media platform, and use technology to gather data. This data can be examined looking for patterns in behavior. The most common way of gathering data is using a tracking tag on a website or software application. The tag registers a “session” when a user visits and then stores data about what pages they visited, what actions they completed, and how they interacted with different elements such as clicking on buttons or performing a search.

Engage - Attracting users attention and actively involving them in a conversation
Engagement can be measured by the number of people who have liked, commented, shared, and/or clicked on your posts.

Klout - A numerical rating of online social influence, ranging from 1 to 100
Klout rates a social media user based on the size of their social networks and how other users interact with their content.

Thread - An individual conversational trail within a social media platform, forum or bulletin board, typically beginning with an original post and continuing with comments and conversation attached to that original post

Trending - A topic or hashtag that is popular on social media at a given moment
Trends are highlighted by social networks such as Twitter and Facebook to encourage discussion and engagement among their users.

The “trending” concept was first popularized by Twitter and has since been adopted by Facebook, Google+, and other networks.

Viral - The rapid and widespread circulation of digital content from one user to another

Facebook

Facebook is a social networking site that connects people with friends, family, and others from all around the world.

The Archdiocese of Washington is spreading the good news everyday to over 13,000+ followers through our main Facebook page: facebook.com/adw.org. On this page followers and visitors can find daily reflections, information on archdiocesan events and initiatives, and resources for prayer.

Comments - User-generated feedback left on a post you’ve shared

Cover photo - The large, horizontal image at the top of your Facebook profile or page

Similar to a profile photo, a cover photo is public and can be seen by anyone. This is a great place for individuals, brands and organizations to use a unique image to represent who they are, what their business is or what they care about. If you add text to your image, it is best to save as a .png.

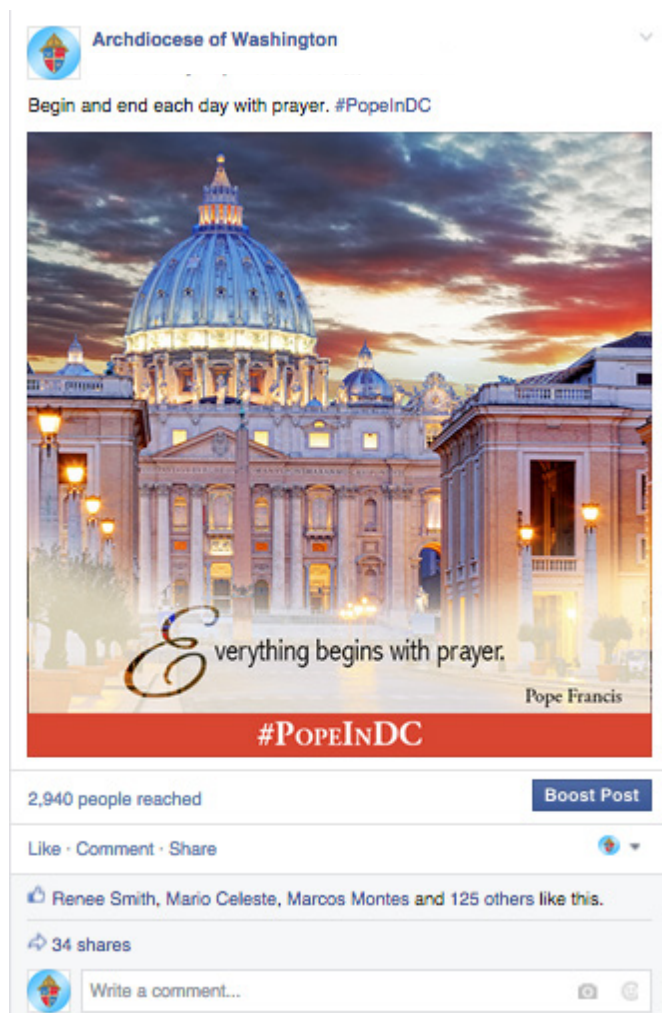
Events - created by a page or profile and used to share information about prayer services, business events, parties, etc.

Followers/Fan - A user who follows and receives updates from a particular Facebook page
The user must “like” the page in order to become a fan of it

Friend - A member of your Facebook contact list

Insights - Information provided by Facebook that measures the activity and engagement on your page

Like/unlike - To add or remove a page from your Facebook contact list



Create New Event by Archdiocese of Washington

Name: [jcx: Birthday Party]

Details: Add more info

Where: Archdiocese of Washington

Tickets: Add a link for guests to get tickets?

When: 6/23/2015 Add a time?

Weather: Partly Cloudy 96°F

Category: None

☐ Only admins can post to the event wall

Narrow Audience Potential Audience: 10,930

Cancel Create

Like - A one-click option allowing people to denote their enjoyment of your a post

Message - A private message seen only by the person or organization it is sent to

Newsfeed - A scrolling feed showing new posts from groups, pages and profiles which you have “Liked”

Organic Reach - The number of people who saw your post without you paying to promote it

Page - A profile designated for a business or organization

Paid Reach - The number of people who saw your post due to paid promotion

Post - Words, images, or video shared on Facebook

Privacy settings - Settings allowing a user to

decide what content other users are able to view, and who is able to contact them

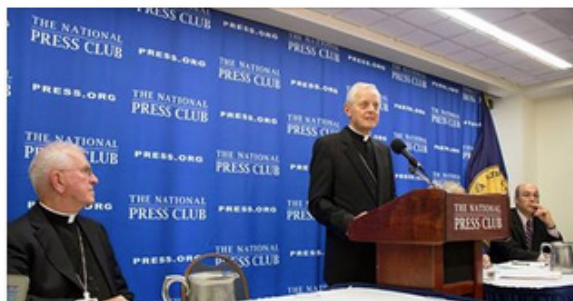
Profile - A user's personal, customizable page

Profile Picture - A square image, that is public and seen by anyone, at the top left of your profile represents your brand or organization

Reach - The total number of people who saw your post (includes organic and paid reach)

 **Archdiocese of Washington**  **Share** - A one-click way of sharing a status, link, or image with your friends

Read Cardinal Wuerl's remarks from the United States Conference of Catholic Bishops #LaudatoSi press event at the The National Press Club. #CultivatingCreation



Seek First the Kingdom: Catholic Blog by Cardinal Donald Wuerl - Archdiocese of Washington, DC
Archdiocese of Washington, DC Cardinal Donald Wuerl's blog on...
CARDINALSBLOG.ADW.ORG

The United States Conference of Catholics Bishops and The National Press Club were both “tagged” in this post.

Status update - Users can say what's on their mind, check-in, tag whom they're with, and/or upload photos

Tag - A link to a user's profile - users can be “tagged” in photos or status updates using the @ sign and the name of their page

Wall - The space on a profile or fan page where users share posts, photos and links

Twitter

Twitter is a social network and digital media platform that enables users to publish 140 (or less) character messages along with photos, videos, and other content. Twitter is famous for its real-time and emergent discussions on breaking news stories and trends.

The Archdiocese of Washington is on Twitter at the handle @WashArchdiocese. On our page followers get a front row seat to what's happening in the archdiocese through live-tweets during special Mass celebrations with Cardinal Wuerl and during special archdiocesan, parish and school events. Our most popular tweets are our morning and evening prayers, which allow our followers to start and end the day with the Lord! During the papal visit, @WashArchdiocese was a leading handle covering the Holy Father's visit.

Cardinal Wuerl has his own Twitter page at the handle @Cardinal_Wuerl. Followers can find links to his blog and his commentary on Church events and current local and national news as related to the Catholic Church and the Archdiocese of Washington.

Direct message (DM) - An instant, direct and private message from one Twitter user to another that appears in a user's “messages” box - not to be confused with a tweet, which appears on a user's timeline and is public

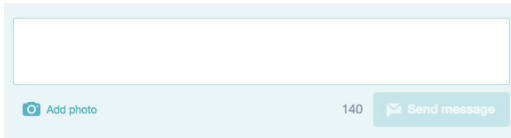


Thanks for following us!

Nov 11

Following - Users whose twitter feed you subscribe to
 Example: @WashArchdiocese is following Pope Francis (@Pontifex) on Twitter

Followee - A subscriber of another user's Twitter feed
 Example: The USCCB is one of @WashArchdiocese's followers



Hashtag - A mechanism in Twitter used to group posts under the same topic, by including a specific word preceded by the # symbol (a word, or tag, denoted with a hashtag)
 Example: #WalkwithFrancis | #iStand4Life

Handle - Unique name applied to each Twitter user and always begin with the "@" symbol

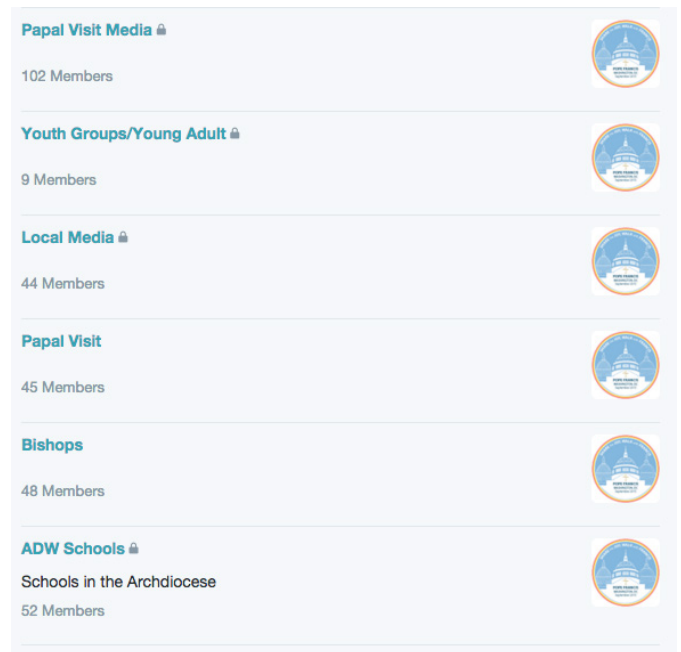
Header image - The banner image at the top of a users Twitter profile

Like - An indication that someone likes your Tweet, given by clicking the heart icon

Lists - A grouping mechanism where users can group other users into identifiable batches based on pre-defined criteria (Example: Journalist/Media lists, Diocese lists, Catholic Companies lists, etc.)

Live-tweeting - Using tweets to tell a story in real-time

Mention - Including someone's handle in your tweet (This is different from a 'Reply' in that you do not start your tweet using their handle @username and consequently everyone can see this tweet)



Pinned Tweet - A Tweet that has been pinned to the top a Twitter profile page (Pinning a Tweet is a great way to feature an important announcement or one of your greatest hits)

Profile picture - A square image at the top left of your profile that depicts you or a unique image to represent your brand or organization

Protected tweets - When a Twitter user restricts viewing of their tweets to approved followers

Reply - A response to someone's Tweet that begins with their @username (Note: Unlike direct messages, replies are public. When you click the reply button next to a Tweet, your conversation will be viewable in the public area of your profile)

In addition, any Tweet that begins with a @username will be treated as a reply, whether you're responding to a specific Tweet or not. It will not appear in your followers' timelines unless they also follow the Twitter handle that you're addressing. If you want to start your Tweet with someone's @username, add another character before the @ symbol (like ". ") so that Twitter treats the message as a mention, not a reply.

Retweet (RT) - When other Twitter users re-post a post made by another user



Timeline - A newsfeed of updates posted or retweeted by those a user follows

Tweet - A post on the site, Twitter (Note: Tweets can contain up to 140 characters of text, as well as photos, videos, and other forms of media. They are public by default and will show up in Twitter timelines and searches unless they are sent from protected accounts or as direct messages. Tweets can also be embedded in webpages.)

Instagram

Instagram is a photo sharing application enabling users to take photos, apply filters to their images, and share the photos instantly on the Instagram network and other social networks like: Facebook, Flickr, Twitter, and Foursquare.

The Archdiocese of Washington can be found on Instagram under the username @WashArchdiocese. Followers can take a visual trip around the archdiocese and through the liturgical year as we document special events, seasonal reflections, feast days, parishes throughout the area, and more!

Activity Feed 'You' - This section shows you all the users who have liked and commented on your posts or tagged you in their posts

Activity Feed 'Following' - This section shows a feed of images that people you are following have liked or commented on

Bio - An area designated for a short description about the account's user or brand

Caption - A post or explanation for your photo, regularly including hashtags

Comments - A comment left by a user on another user's image (Note: In order to ensure that the user sees the comment they must be tagged by using their @username in the comment box before writing your comment)

Feed - A scrolling feed of the images posted by users that you follow

Filters - Filters are Instagram's hallmark function. There are 23 filters, each containing a unique combination of different photo editing elements such as exposure, color balance and contrast.

Follower - A user who follows your account, and sees the photos you publish on their feed

Geotag - This is the location attached to an image

A list of locations appear based on your position as determined by your mobile devices location services. Geotags allow your photos to be viewed alongside all other photos geotagged at this location.

Instagram Direct - A feature that allows you to send a photo to a single or specific group of users (Note: This image will not appear on the news feed.)

Like - An indication that someone likes your image, given by either double tapping the image or clicking the heart icon

Post - An image uploaded to Instagram

Profile - Area displaying your bio, profile picture, and all the photos you've posted

Profile Picture - Circular image in the top left corner of your profile page

Username or handle - The name of your account, which people use to find you and tag you in images or comments

YouTube

Youtube is a video hosting site.

The Archdiocese of Washington's YouTube channel is @WashArchdiocese. Our multimedia team has produced hundreds of videos ranging from catechetical teaching videos to New Evangelization campaign videos.

Channel - A user's customizable homepage for their account



Like - A one-click option allowing people to denote their enjoyment of a video

Views - Number of times a YouTube video has been opened



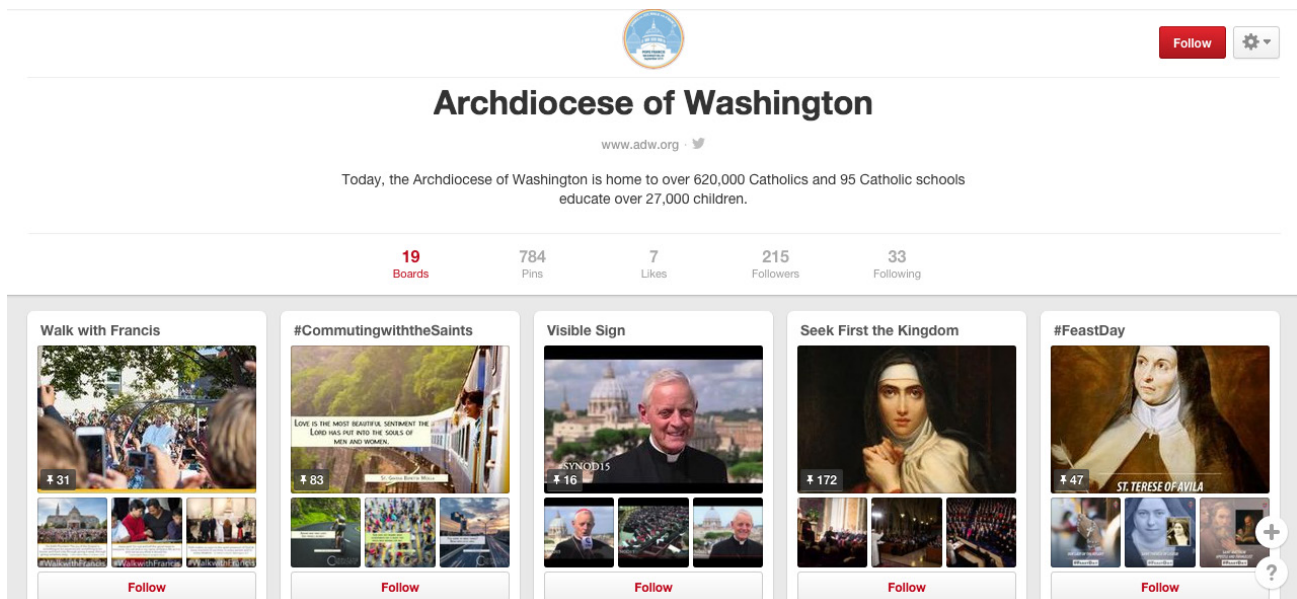
Pinterest

Pinterest is a visual organizer for saving and sharing links to webpages and other media that you like—otherwise known as Pins. Pins are represented by a picture and a description of your choosing. They can be organized into collections called Pinboards. Pinterest users can share their pins with others, or repin pictures they liked from other users. Think of Pinterest as a virtual scrapbook, or a bookmarks page with pictures.

The Archdiocese of Washington's Pinterest page at *WashArchdiocese* is a collection of initiatives and resources for followers. Pins for the Cardinal's blog, archdiocesan videos, prayer reflections, and saint feast days can all be found on pinboards.

Board - A collection of pins on Pinterest (Note: Pinboard can be organized by any theme of your choosing, and it can either be private or public. For example, a board titled, "Washington, DC Churches" could host pins related to all the churches in the District.)

Like - Similar to "favorite" on Twitter



Pin - Favorite links stored on Pinterest are called pins. Each pin is made up of a picture and a description given by the user. When clicked, pins direct users to the image source page. Pins can be liked or repinned by other users. Users can also organize pins by theme or event into visual collections called pinboards

Pinner - Technical term for someone who is pinning images

Repin - Ability to share another user's pin

Google+

Google+ is Google's social networking site, similar to Facebook, but optimized for Google.

Find the Archdiocese of Washington's Google+ page at WashArchdiocese. Here you'll find daily prayers and seasonal reflections, archdiocesan happenings, links to the Cardinal's blog, and resources to help deepen and share the faith.

+1 Button - Allows users to appreciate your content, much like a Facebook like

Circles - Categories that you can create to organize your followers and who you follow (Note: You can name them whatever you like, and when sharing content you can choose to share with people in specific circles, with people in your extended circles, or publicly.)

Communities - Forum created by brands or individuals to discuss certain topics, services, or to share information in general

Extended Circles - Ability to share with people in your circle's circles

Google+ Streams - Shows content that has either been posted publicly, or by people in your circles

Hangout - A video chat

Hangout on Air (HOA) - A broadcasted Google Hangout that can be watched live from a user's Google+ page (Note: After the Hangout has finished, it can be found both on the user's Google+ page or their YouTube page.)

Local - Allows for your company's contact information to be viewable in search engines

Page - A Google+ profile for a brand or business

Profile - Page displaying your information, profile picture, and the content that you've shared on Google Plus

Share - Action other users take to share your content on their streams.

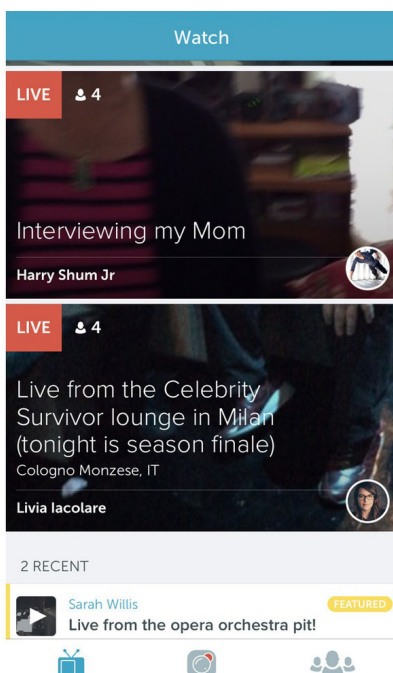
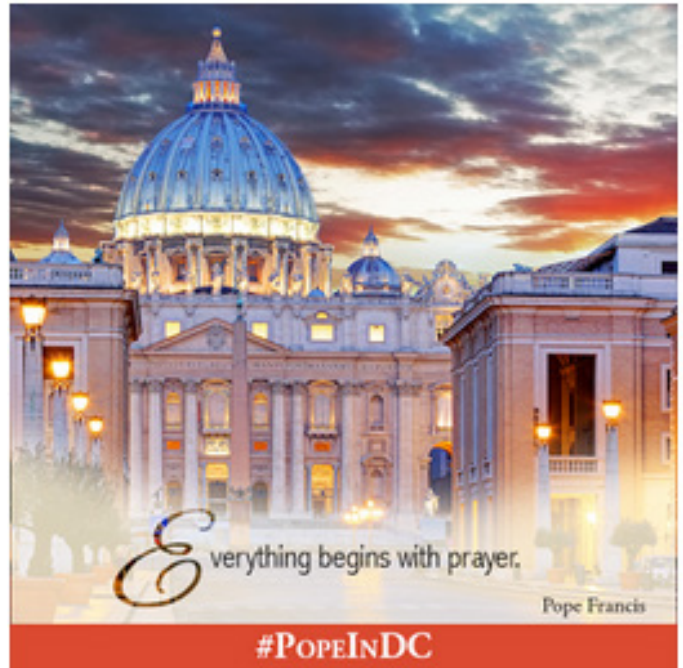
Tag - Option to tag someone in a Google+ post by typing "+" and finding their name from the dropdown menu



WashArchdiocese

Shared publicly - Jun 22, 2015

Begin and end each day with prayer. #PopeInDC



Periscope

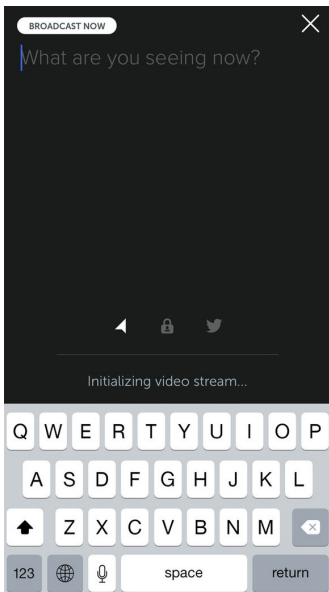
Periscope is a platform, connected to Twitter, for streaming live video from your iPhone or iPad.

Find the Archdiocese of Washington's live broadcasts on Periscope at WashArchdiocese. You'll find live streams of homilies, events, celebrations, and more!

Broadcast - Filming something as it happens for viewers to watch live

Comment - A post in response to a live video (Note: In Periscope this appears on the broadcaster's screen as they film)

Live Viewers - People who are watching your broadcast



Hearts - Likes on your broadcast by viewers (Note: These appear as floating hearts on the broadcaster's screen during the live stream)

Following - Users whose Vine feeds you subscribe to

Followers - A subscriber of another user's Twitter feed

Follow - Subscribing to the updates of fellow users

Handle - Unique name applied to each Vine user

Vine

Vine is a video-sharing service that lets users record and edit five to six second-long looping video clips.

The Archdiocese of Washington's vines can be found at WashArchdiocese. These vines share short clips of events giving viewers a glimpse into what's happening throughout the archdiocese.

Comment - Writing a response to a post

Flame Icon - If a Vine has a flame icon, that means it is "on fire", or being looped at a high rate. Timing is not a factor - these posts may have been created recently or it could be an older Vine that has resurfaced and is being watched again

Following - Users whose Vine feeds you subscribe

Follower - A subscriber of another user's Twitter fee

Follow - Subscribing to the updates of other users

Handle - Unique name applied to each Vine user

Hashtag - A mechanism used to group posts under the same topic, by including a specific word preceded by the # symbol

Home Feed - a newsfeed of updates posted or revined by others





Like - An indication that someone likes your vine, given by clicking the smiley face icon

Loop - Vine videos play over and over again (Note: Each time a vine video plays through once, that is called a loop. In addition to views from within the vine app, loop totals include views from tweets as well as views from embedded vines.)

Profile picture - A round image at the top of your profile that represents your brand or organization

Revine - Sharing another users video.

Share - Sharing a post with a friend on Vine or sharing on your Twitter or Facebook page

Mention - Including someone's handle in your vine

Blog

Short for weblog, a blog is collection of thoughts, media, links, etc. shared with others online. Most blogs are public, though blogs can be password protected. You can post latest news content at the top of the page and allow comments so readers can give feedback to the blog's author and continue the conversation.

The Archdiocese of Washington blog, *Community in Mission*, includes posts from various authors including Monsignor Charles Pope, Dr. Susan Timoney, Mark Rothe, and guest contributors. The blog is a means to help reinvigorate readers faith and help them to invite others to reconnect and rediscover Christ as well.

Cardinal Wuerl also has a blog, *Seek First the Kingdom*, reflecting on current events, feasts, and news topics.

About - Section where the blogger explains who they are and a little bit about what the blog is all about

Archives - Section where all of the past posts to a blog can be found. These are most often organized by month and year and can direct readers to a specific post from the past

Blogosphere - The entire network of blogs

Hyperlink - A word, phrase, or image that you click on to jump to a new document or a new section within a document

Text hyperlinks are often blue and underlined. When you move the cursor over a hyperlink it will change to a small hand pointing at the link- when you click it you'll be directed towards the new page or new place in the document.

Main Page - The main page of a blog shows a running feed of the most recent posts with the most recent first and the oldest last.

RSS Feed - RSS stands for Really Simple Syndication. It allows you to keep up with news and information that's important to you without having to browse or search for information on web-sites. Content you want can be delivered directly to you without cluttering your inbox with e-mail messages. This content is called a "feed." RSS is written in XML, the Internet coding language.

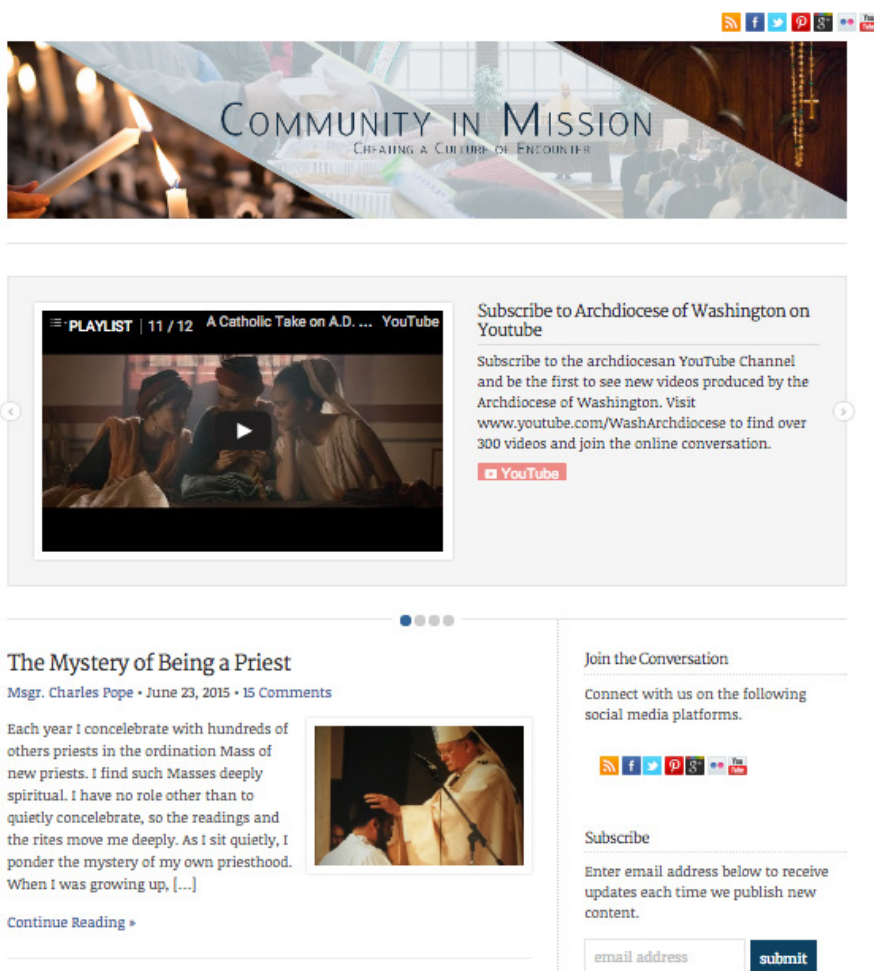
RSS Reader or Aggregator - An RSS reader is a web-based program that collects and displays RSS feeds. It allows you to scan headlines from a number of news sources in a central location

SEO - Stands for Search Engine Optimization and refers to how your blog ranks when someone searches a keyword relevant to your blog. There are many factors that go into SEO, some of which include keywords in your headings and article text, who is linking to you, relevant content, etc.

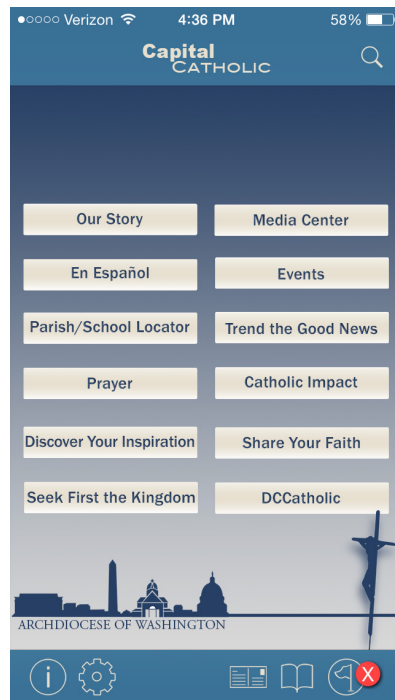
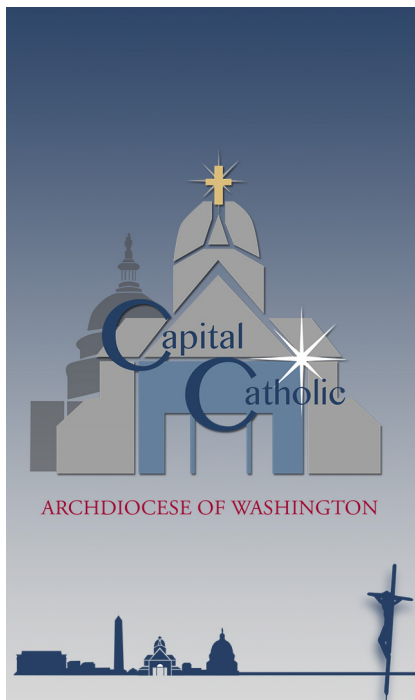
App (Application)

Applications, commonly referred to as Apps, are computer software programs designed to help users perform specific tasks. Mobile apps are designed specifically to make specific tasks easier on a mobile device.

The mobile app for the *Archdiocese of Washington: Capital Catholic*, can be found in the App Store and Google Play. The app allows users, in English and Spanish, to quickly locate parishes and schools, find common prayers, listen to radio spots, read the Cardinal's blog, find current



press releases, read *Catholic Standard* and *El Pregonero* articles, view upcoming events, and find archdiocesan social media sites.



SOCIAL MEDIA



@WASHARCHDIOCESE



FACEBOOK.COM/ADW.ORG



WASHARCHDIOCESE



@WASHARCHDIOCESE



WASHARCHDIOCESE



@WASHARCHDIOCESE



+WASHARCHDIOCESE



@WASHARCHDIOCESE



WASHARCHDIOCESE

TREND THE GOOD NEWS

CARDINAL WUERL



@CARDINALWUERL



SEEK FIRST THE KINGDOM
CARDINALSBLOG.ADW.ORG

ARCHDIOCESAN WEBSITES



ADW.ORG



CATHSTAN.ORG



ELPREG.ORG



CAPITALCATHOLIC APP



educate engage evangelize