



The Online Project
Social Media Terms for Non Technical Backgrounds
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Paid media: media that is paid for such as advertising.

Earned media: the long lasting effect of a promotion gained through a campaign such as word of mouth, buzz and the effect of online promotions that reach a wide audience.

Owned media: is a channel that brand controls, such as a brand's website, Twitter account, Facebook page, blog, etc.

Fan page: is your company's official community on Facebook. It acts as a company's profile. A page differs from a user's profile and differs from a Facebook group.

Landing page/welcome page: is the page that appears when a non-fan first arrives to a fan page. It is the first thing a non-fan sees and encourages Facebook users to become fans.

Tab: tabs are listed under the profile picture on the left side of the page. A tab is a section within a fan page that displays different content. Certain tabs are permanent such as the wall and info tabs. Other tabs can be added such applications, YouTube player, products etc. Through a tab we can organize applications, multimedia and links to other portals such as YouTube/Twitter.

Recruiting fans: is when Facebook users "like" a page and become fans of the page. Fans are a page's audience and can interact with the page. Fans can see a page's posts, updates, they can engage with the page by commenting, liking, posting on a page's wall and install applications. Recruiting can be done through advertising, online/offline promotion and other tactics.

Organic fans: this is the term given to fans acquired naturally, not through advertising or incentives. Those are Facebook users who "like" a page when seeing it on the news feed or going directly to the page.

Applications: are technical platforms that allow us to customize a Facebook page beyond the basic features. An application should add value for its users; it could be



entertaining, offer a service or exclusive incentive such as games, surveys and tools that enhance a fan page.

Application page: is automatically created when an interactive application is developed. It contains tabs such as the info, wall, discussion and reviews. It is not the brand's official fan page.

Review tab: is an application that we can add to a page. It allows fans to rate the brand, page or games. The rating is in the form of stars; with 5 stars as the highest rating a fan can give a page or application. An average rate can be calculated and gives an indication of how satisfied fans are with a brand, page or game. Fan reviews are available in the newsfeed for their friends to read and potentially try your brand.

Tweet: is the name given to the updates/ posts/ information/ links an account shares. Each Tweet is limited to 140 characters.

Follow/unfollow: on Twitter "following" someone means you will see their Tweets on your Twitter home page. Unfollow, is when you remove an account from your timeline and no longer see their Twitter home page.

Followers: Followers are the people who can see an account's Tweets and profile.

Tweeps: informal term that refers to people using Twitter.

Timeline: a timeline is the home-page and the first thing people see when signing into their Twitter account. It displays the Tweets of those you follow in reverse chronological order.

Retweet/RT: a retweet is a way of sharing a Tweet you have read and forwarding it to your followers. A re-tweet is abbreviated with the letters RT and then credits the user who already Tweeted it.

Mention: a mention is the format in which Twitter users can address or reply to each other. A mention is any Twitter update that contains @username anywhere in the body of the Tweet.

Hashtag/#: is used to mark keywords or topics in a Tweet (Good morning #Jordan). It was created organically by Twitter users as a way to categorize messages. It is a way of organizing Tweets for Twitter search engines. Users simply prefix a message



with a hash tag to enable others to discover relevant posts. If the account is public, anyone who does a search for that hash tag may find your Tweet.

Listening tools: are programs and methods used to monitor a brand's mentions/comments/feedback online. These tools allow us to measure a brand's share of voice online and the buzz about the brand. Listening tools can be used to measure a brand's presence online or the effectiveness of online/offline campaigns.