TweetReach

Facebook

Friend-based social network

How Does Facebook Work?

- Individuals can create profiles with information about themselves and create a network by "adding friends."
- Organizations, companies, politicians, and causes create pages to organize grassroots support, disseminate information, and engage in conversations about specific topics via Facebook "chat."
- Users upload photos and videos, install applications to their profiles, utilize email, blog (through the "notes" function), create and invite people to events, join groups, subscribe to or "like" pages, and interact with their network by commenting on other users' pages.
- The Facebook "news feed" is a real-time display of updates of friends within a user's network. Users can customize this feed to display updates of friends they prefer.
- The core user interface and template cannot be modified.
- The Facebook "timeline" is an interactive display that allows friends and "likes" to look back at an individual's or organization's activities, photos, or posts during a given period of time. Timelines may be populated with information that begins with the user's first appearance on Facebook or the user's birth or founding.

Who Uses Facebook?

- Facebook recently became the second most visited Web site in the United States.[1]
- Facebook boasted 901 million monthly active users at the end of March 2012.[2]
- On average, more than 300 million photos were uploaded to Facebook per day in the first 3 months of 2012.
- Facebook offers translations of its site into more than 70 languages.
- 80 percent of users are outside of the United States.
- The average user has 130 friends and spends more than 55 minutes each day on Facebook.
- 488 million monthly active users used Facebook mobile products in March 2012, and more than 500 million mobile monthly active users used Facebook as of April 20, 2012.
- All types of organizations and individuals have embraced Facebook, including large corporations, small businesses, nonprofit organizations, politicians, and advocacy groups.
- The average user is 38 years old; 57 percent of users are over the age of 35.[3]
- American users are mostly female, make less than $50K/year, and have completed some college.[4]

Why Would My Organization Use Facebook?

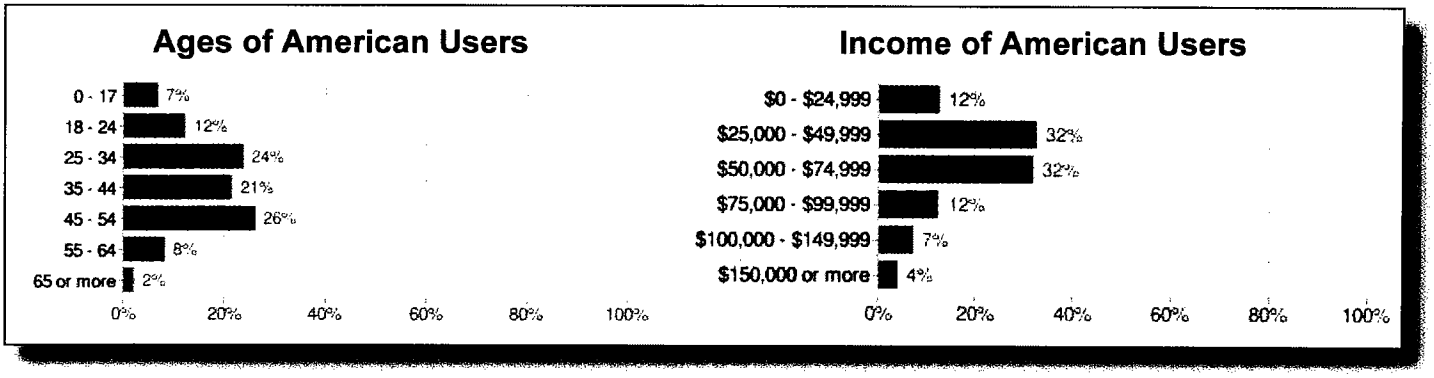
- Facebook aims to replace search engines with content recommendations from friends, which could increase the reach of brand pages to new audiences.

- Facebook has been used to organize at the grassroots level to boost event attendance, increase issue awareness, start a discussion, or generate action around a cause.
- Facebook allows an organization to share content that fans can easily distribute through the "share" button with their friends, family, colleagues, and other contacts.
- Facebook has become one of the top traffic referral sites in the world.[5] Organizations should ensure that each of their posts includes a link, preferably back to its own Web site or blog, to take advantage of this incredible reach.
- Some people are using Facebook to find professional and personal development opportunities. Organizations should post volunteer opportunities, job openings, and other activities open to the public.
- Facebook ads allow organizations to create ads and target them to key audiences based on location, demographics, and interests.
- Facebook events can help your organization promote upcoming activities and invite followers. Other promotional materials for the activity(s) promoted as a Facebook event should link to the event page to encourage new people to become fans.
- The timeline layout on Facebook pages allows an organization to capture its history in "milestones" that can include a photo and description. Facebook fans can view and comment on a brand's milestones, becoming more aware of an organization's history and accomplishments.

Insider Tips

- Facebook posts that include photos get the most interaction.
- Facebook pages should include links to an organization's other social media accounts. Through Facebook "apps" an organization can create links to its other social media sites that will appear at the top of the page.
- The time of day to get the highest click-through rate on a post is between 1 and 4 p.m. ET.[6]
- The best day of the week to post is on Wednesday.[7]

Figure 1: Facebook Users in the U.S.



Source: Chart retrieved from *https://www.google.com/adplanner/?pli=1#siteSearch?uid=domain%253A%2520facebook.com&geo=US&lp=false*

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[7] Ibid.

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Twitter

Micro-blogging service

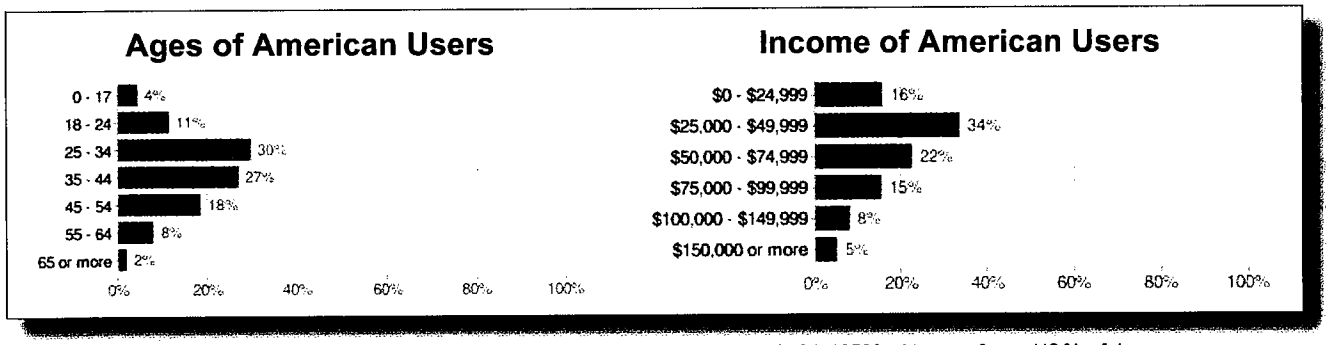
How Does It Work?

- Users create short profiles with information about themselves or their organization, including an image and a username (maximum of 15 characters).
- Users publish messages with a maximum of 140 characters; these messages comprise a user's "feed." Messages often include links to other Web sites.
- Users follow one another's feeds for live updates that are included in each user's "friend feed."
- Users address messages to one another using the "@" symbol in front of a username. This format creates a hyperlink to a user's profile.
- Messages often contain "hashtags," which serve to categorize posts by subject matter. Hashtags are generated by users.
- Twitter updates content in real time. Many users make use of external software—or "clients"—to make Twitter more accessible. Popular clients include TweetDeck and HootSuite.
- Users can customize their Twitter page's background, but not the core functionality of the site.

Who Uses It?

- As of February 2012, there are more than 465 million accounts in the world.[1]
- As of March 2012, the network has 140 million active users.[2]
- In March 2012, there were more than 1 billion Tweets every 3 days.[3]
- Marketers, businesses, celebrities, journalists, and personalities use the network to send messages related to their brand, product, or area of expertise.
- News organizations have begun using Twitter to communicate breaking news.
- The average user is 39 years old.[4]

Figure 1: Twitter Users in the U.S.



Source: Chart from *https://www.google.com/adplanner/?pli=1#siteSearch?uid=domain%253A%2520twitter.com&geo=US&lp=false*

Why Would My Organization Use It?

- To disseminate unfiltered information in a public forum where it can be accessed and republished by other users.
- To communicate directly with your audience.
- To provide journalists, bloggers, and influencers with information about you or your organization.
- To monitor ongoing conversations about given topics.
- To provide coverage of events as they happen.
- To drive traffic to your Web site and other social networking properties.
- To make use of real-time updates as part of crisis communications.
- To join conversations already happening on Twitter about related topics through the use of hashtags.

Insider Tips

- Use TweetDeck or HootSuite to set up searches for hashtags related to your work. For example, #mentalhealth or #behavioralhealth or #trauma. This can allow you to see what people are talking about and join in the conversation when relevant.
- Include "@[your username]" in your character count to encourage retweets without followers having to modify your message.
- Links posted to Twitter between 1 and 3 p.m. ET have the highest click-through rate.[5]
- Make "lists" in Twitter to filter noise for content worth reading. This will allow you to follow and retweet the right posts, and following others' lists will help others find your profile.

Examples of Tweets

DC Police Department @DCPoliceDept 37m
Final Update: (Accident) at NY Ave/Bladensburg Rd NE has cleared; all travel lanes are now open to traffic/7066
Abrir

SAMHSA @samhsagov 5h
Know someone who has done great work in substance abuse prevention? Nominate them for the National Exemplary Awards ow.ly/aOZ2u
Abrir

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[3] Ibid.

[4] Pingdom. (2010, February 16). Study: Ages of Social Network Users. Retrieved from *http://royal.pingdom.com/2010/02/16/study-ages-of-social-network-users/.*

[5] Murphy, S. (2012, May 9). The Best and Worst Times to Share on Facebook, Twitter. Retrieved from *http://mashable.com/2012/05/09/best-time-to-post-on-facebook/.*

LinkedIn

Professional social network

How Does It Work?

- LinkedIn is a professional social network that can be used to share resources, connect with people, network with like-minded organizations and individuals, and find jobs.
- A contact network consists of direct connections, the connections of each of those connections (termed "second-degree connections"), and also the connections of second-degree connections (termed "third-degree connections"). This can be used to gain an introduction to someone a user wishes to know through a mutual contact.
- Users can upload their résumé or design their own profile in order to showcase work and community experience.
- Employers can list jobs and search for potential candidates.
- Job seekers can review the profile of hiring managers and companies; similarly they can discover if their existing contacts have a connection and can make an introduction.
- Users can post their own photos and view photos of others to aid identification.
- Users can share their blogs with individual contacts or groups.
- Users can follow different companies and can get notifications about new opportunities as they become available.

Who Uses It?[1]

- As of March 31, 2012, LinkedIn operates the world's largest professional network on the Internet with 161 million members in more than 200 countries and territories.
- Sixty-one percent of LinkedIn members are located outside of the United States.
- LinkedIn members conducted nearly 4.2 billion professionally oriented searches on the platform in 2011 and are on pace to surpass 5.3 billion in 2012.
- LinkedIn is currently available in 17 languages.

Why Would My Organization Use It?

- LinkedIn groups allow users to start a conversation with like-minded individuals. By starting or joining a LinkedIn group, an organization can discover influencers, take part in conversations, and share information that is limited to the group.

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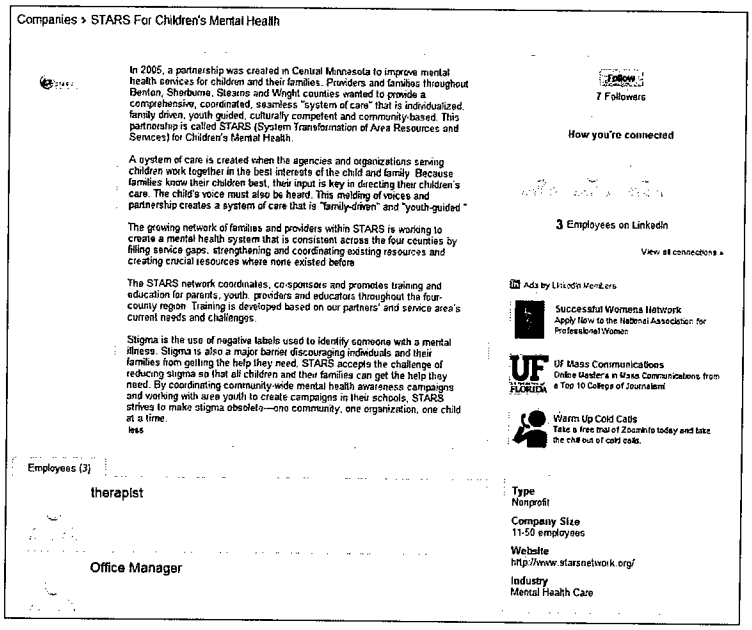
[1] LinkedIn Press Center: About Us. Retrieved from *http://press.linkedin.com/about.*

- Organizations can create a "company page" to showcase their history, expertise, services, and career opportunities. This provides an official presence for an organization on LinkedIn for colleagues, job seekers, and like-minded individuals.
- Organizations can feature original content, links to news items, and videos on their company page that users can comment on to highlight their interests. In this way, organizations can engage new followers.
- Organizations that have blogs can populate their company page with the blog content using the really simple syndication (RSS) feed, allowing followers to stay current with an organization's news and information.
- Organizations can highlight their services in the "Products and Services" tab.
- The "News Module" allows organizations to integrate their news mentions into the company page to highlight recent media coverage.

Insider Tips

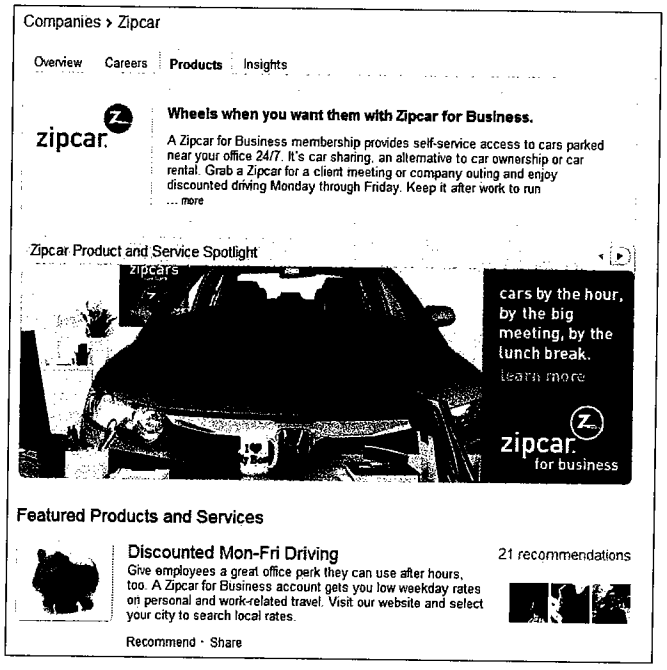
- Feature a discussion, news article, or RSS item as the "Manager's Choice" in your LinkedIn group to highlight the top five discussions in a section on the top of the page.
- Fill out the "keywords" section of the company page with words that describe the organization and its brand to allow like-minded users to easily find you.
- Use the "overview" section of their company page to tell followers what they can expect updates about.

Figure 1: STARS for Children's Mental Health's LinkedIn Page



Source: *http://www.linkedin.com/company/stars-for-children's-mental-health*

Figure 2: Zipcar's LinkedIn Page



Source: *http://www.linkedin.com/company/zipcar*

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YouTube | Vimeo | Flickr | Picasa | Instagram

Multimedia hosting and sharing sites

How Do These Sites Work?

- These sites serve as hosts for multimedia content such as video and pictures.
- Users create accounts that enable them to upload and share multimedia content across other platforms.
- Users frequently can upload a photo to represent them on the site, as well as fill out basic identifying information about themselves.
- YouTube allows customization of your "channel," or the page that hosts your video content, to manipulate the design.
- These sites frequently have basic accounts that can be used free of charge, and expert or "pro" accounts that require some form of validation—either in the form of popularity on the site or by paying a usage fee.
- With permission from the content owner, users can easily comment on, share, and embed multimedia content hosted on these sites.
- Content is organized through tags affixed to the content by the account that owns it; these tags help other users find content on the sites.
- Groups with similar interests use these sites to organize discussions and feedback centered around a given topic, such as a type of photography or video production.
- These sites often have specific features that can benefit nonprofits, such as YouTube's advertising options for nonprofit organizations.

Who Uses These Sites?

- In short, almost everyone. Multimedia hosting sites have become very popular.
- Web sites and blogs frequently draw their multimedia content from these sites to avoid developing their own content or paying hosting fees, which can prove expensive.

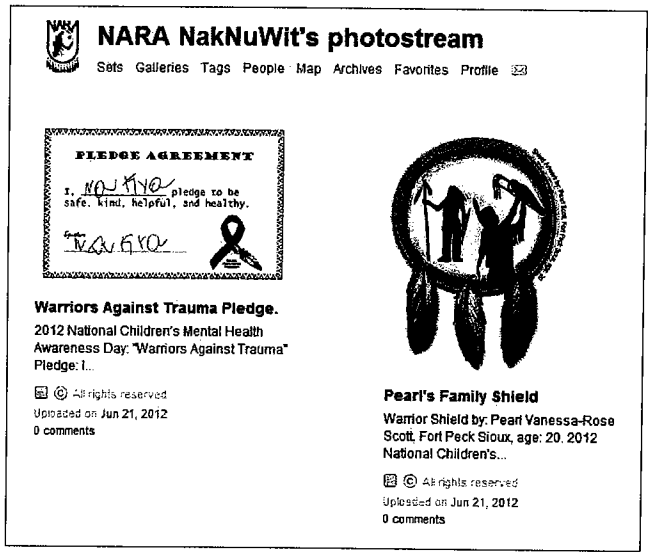
Why Would My Organization Use Them?

- To host multimedia content such as photos or videos that can be used on your Web site or social networks.
- To easily share multimedia content with fans and supporters.
- To improve search engine optimization by providing links back to your Web site.
- To increase overall awareness of an issue or subject by using more engaging, interactive tools.

Figure 1: To Write Love on Her Arms' Instagram account

Source: *http://instagram.com/p/K1mHVXi_kN/*

Figure 2: NARA NakNuWit's Flickr Page



Source: *http://www.flickr.com/photos/68583403@N05/*

Figure 3: SAMHSA's YouTube Channel

Source: *http://www.youtube.com/user/SAMHSA*

WordPress | Tumblr

Blog

How Does Blogging Work?

- Blogging is an interactive form of publishing content on the Web.
- Blogs and microblogs are typically not intended for information dissemination (such as news stories), but are instead used to share opinions and analysis of topics and themes.
- Today, there are many types of blogs to choose from: personal, corporate/organizational, genre-specific, media-specific, and device-specific.
- WordPress is a blogging and content management tool.
- Tumblr is a microblogging platform and social networking Web site. The service allows users to post multimedia content to a short-form blog, named a "tumblelog."
- Much of a WordPress blog's features are accessed from the "dashboard" interface, or from a content management system that the blog hosts. The option to post content as well as posts of followed blogs appears on the content management system.
- You can post text, photos, quotes, links, music, and videos from your browser, phone, desktop, or email. These services allow users to pick customizable template themes, from colors to the theme's HTML, to create distinct blog styles and functions.
- Users can follow other users' blogs, and can make their own blogs private.

Why Would My Organization Blog?

- To share your organization's view or opinion about a topic or recent news story. This can help establish your organization as an industry expert.
- To give a voice to your company's or organization's brand.
- To help your organization's search engine optimization (SEO), assuming you update consistently.

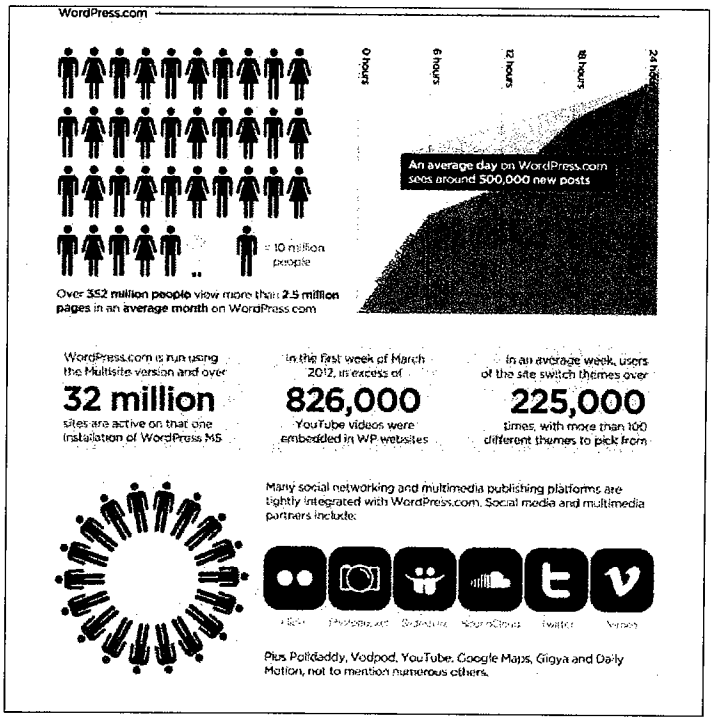
Blogs by the Numbers

- As of July 2012, WordPress is the most popular content management system on the Internet.[1]
- In its fifth year, Tumblr had 59.3 million blogs and 24.9 billion posts.[2]
- In the U.S., 53.5 percent of blog users are women.[3]
- The majority of bloggers are between 25 and 34 years old.[4]
- Tumblr is available in 12 languages.[5]
- More than 341 million people view more than 2.5 billion pages on WordPress each month.[6]

Insider Tips

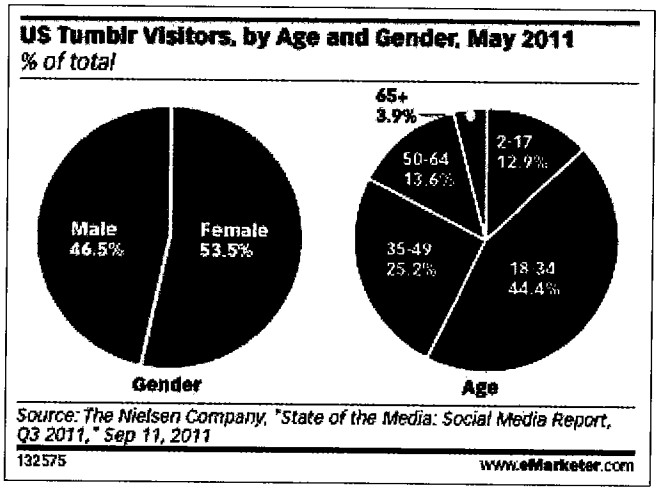
- Add URLs to the bottom of photography for photo-heavy blogs. This will ensure that any photos re-pinned to Pinterest or other sites will promote your site. For an example see skinnytaste.com.
- Link to other like-minded blogs. If using WordPress, send a "trackback" to let other bloggers know when you have linked to their blog in any way. When you send a trackback, a link with a short excerpt of your entry will appear on the referenced Web site.
- Friday is the best day to post on Tumblr.[7]
- No need to stick to one platform; promote new blog posts on each of your organization's social network pages.

Figure 1: WordPress Stats Infographic



Source: *http://yoast.com/wordpress-stats/*

Figure 2: Who Uses Tumblr?



Source: Chart excerpted from eMarketer Digital Intelligence, *http://www.emarketer.com/Article.aspx?R=1008608*

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Storify

Social storytelling

How Does It Work?

- Storify allows you to curate social networks to build stories, bringing together social media updates scattered across the Web into a coherent narrative.
- You can search social media networks such as Twitter, Facebook, YouTube, Flickr, and Instagram to find the topic or user you want to include in your story.
- You can select status updates, photos, or videos to bring together the social media elements that will best illustrate your story. You can include a headline, introduction, and other explanatory text to guide your viewers through the narrative.
- Storify notifies the users quoted in your story, interfaces with other social media sites, and provides short links and HTML codes to embed into blogs and Web sites.

Why Would My Organization Use It?

- To arrange various social media messages across platforms into a cohesive story to describe a promotional effort, activity, or event.
- To archive material from social networks as stories by topic area, event, and other online activities your organization wants to archive.
- To promote the story by linking to Storify in emails, social networks, and Web sites.
- To enhance social media activities by providing your audience with the entire story, including an introduction with an opportunity to provide links to resources.

Figure 1: SAMHSA's #HeroesofHope Highlights Storify

Source: *storify.com/samhsagov/heroesofhope-highlights*

Pinterest

Virtual pinboard

How Does Pinterest Work?

- Pinterest is a pinboard-style social photo sharing Web site that allows users to create and manage theme-based image collections such as events, interests, hobbies, and more.
- Users can browse other pinboards for inspiration, "re-pin" images to their own collections, and/or "like" images. Images can be linked to a corresponding Web site.
- To join Pinterest, you have to request an invite or receive an invite from someone who is already a member.
- Pinterest allows its users to share "pins" on both Twitter and Facebook, which allows users to interact with a broad online community.
- Last year, Pinterest added the ability for users to pin videos to the site as well. These include everything from DIY tutorials to cooking lessons, music videos, and more.

Who Uses Pinterest?

- Pinterest is now the third most popular social network in the U.S. in terms of traffic.[1]
- Pinterest reached 11.7 million unique visitors in January 2012, meaning it passed the 10 million mark faster than any other stand-alone site in the United States.[2]
- More than 80 percent of pins are re-pins.[3]
- More than 68 percent of Pinterest's users are female; 30 percent of Pinterest users are women 25–34 years old.[4]
- As of January 2012, American users spent an average of **97.8** minutes on Pinterest[5] per month.

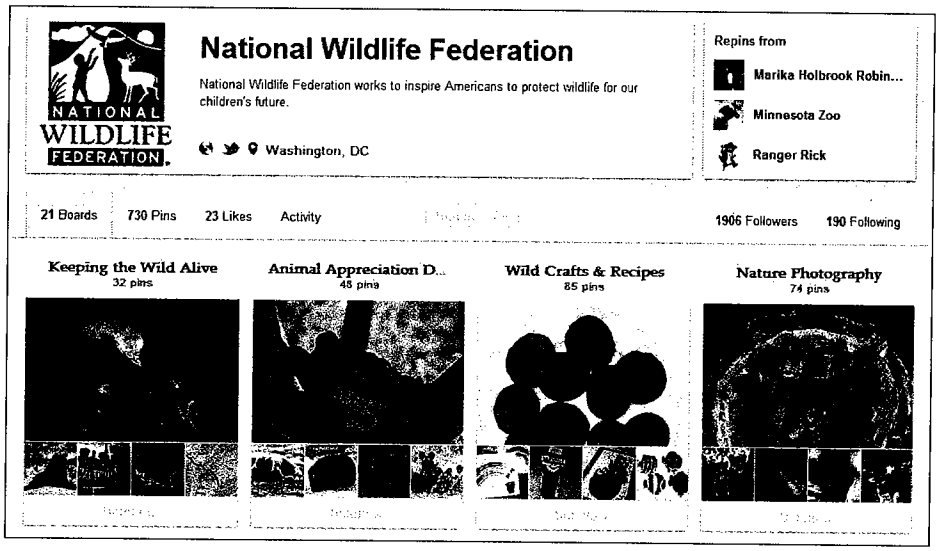
Why Should My Organization Use Pinterest?

- To drive traffic back to your Web site or blog—a recent study found that Pinterest is driving more referral traffic than Google+, LinkedIn, and YouTube combined.[6]
- To engage with your audience and gain new followers and supporters.
- To network with others, keep an eye on your competition and build new relationships in your sector.
- To educate others about who your organization is and what you do. Your pinboards and pins should be visual representations of your brand.

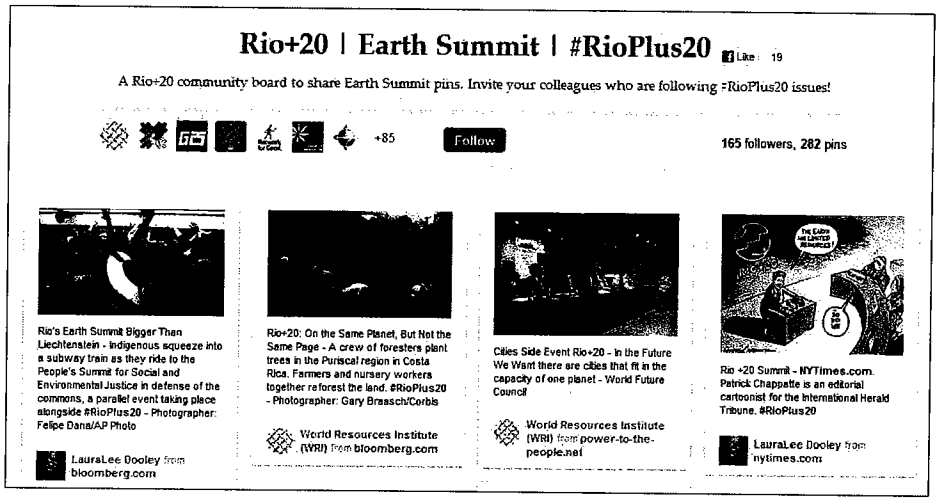
Insider Tips

- Pin from the original source whenever possible.
- Use hashtags in the descriptions of your pins. These work the same way as hashtags on Twitter.

- Remember that direct promotion is not allowed; for example, Starbucks cannot pin photos of their products asking Pinterest users to buy them, though they can create a board of "Beautiful Objects" that may include some items sold in Starbucks stores.
- Make sure to "re-pin" other items that follow your themes or are in line with your branding efforts.
- Be user-friendly—make sure all of your boards and pins have a detailed description, and rearrange boards so that the most helpful ones appear first.
- Encourage interaction with followers and respond to their comments and questions.



Source: National Wildlife Federation's Pinterest page *(http://pinterest.com/nwfpins/)*



Source: Collaborative Pinterest board for Rio+20 *(http://pinterest.com/worldresources/rio-20-earth-summit-rioplus20/)*

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Evaluation

In the context of digital media, what should my organization consider?

- **Reach:** Refers to the combined total of the audience, their friends/followers, and everyone engaging with the organization
  - ➢ Visits, views, followers, fans, and subscribers can show the reach of your messages on each platform.
- **Engagement:** Refers to audiences engaging, contributing, participating, or creating content in collaboration with your organization
  - ➢ What is the audience's overall sentiment: positive, neutral, or negative?
  - ➢ Clicks, Retweets, Shares, @replies, repins, reshares, mentions, and comments can all show engagement.
- **Action:** Refers to the conversion of reach, influence, and engagement into results
  - ➢ Is your audience downloading content from your Web page, attending webinars, or seeking more services?

What evaluation tools are available?

- **Bit.ly (https://bitly.com/)**
  - ➢ URL-shortening and bookmarking service that allows you to share links and track how many times they were shared or clicked
  - ➢ Platforms: Twitter, Facebook, Google Plus, WordPress, and emails
  - ➢ Pricing: Free
- **Facebook Page Insights (http://ads.ak.facebook.com/ads/creative/insights/page-insights-guide.pdf)**
  - ➢ Provides instant access to insights such as People Talking About This, and Page post metrics including reach and engaged users
  - ➢ Platform: Facebook
  - ➢ Pricing: Free
- **Google Analytics (http://www.google.com/analytics/)**
  - ➢ Generates detailed statistics about Web site visitors
  - ➢ Platform: Web sites
  - ➢ Pricing: Standard package is free

- **HootSuite (http://hootsuite.com/)**
  - Allows users to manage social networks and efficiently track conversations and measure campaign results
  - Platforms: Facebook, Twitter, LinkedIn, Google+, Foursquare, Mixi, MySpace, Ping.fm, and WordPress
  - Pricing: Standard account is free; Pro account is $9.99/month.
- **Klout (http://klout.com/home)**
  - Determines your social media influence by calculating true reach, amplification, and network impact. True reach is the number of people you influence, amplification is how much you influence people, and network impact indicates the influence of the people in your true reach.
  - Platforms: Twitter and Facebook
  - Pricing: Free
- **Pinerly (http://www.pinerly.com/landing)**
  - Allows you to collect and analyze click-throughs, likes, and repins
  - Platform: Pinterest
  - Pricing: Free
- **Social Mention (http://www.socialmention.com/)**
  - Social media search tool that aggregates user-generated content from across the Internet
  - Platforms: Twitter, Facebook, FriendFeed, YouTube, Digg, Google, and 100+ social media properties
  - Pricing: Free
- **Storify (http://storify.com/)**
  - Allows users to tell stories by curating social media
  - Platforms: Twitter, Facebook, YouTube, Flickr, Instagram, and Google
  - Pricing: Free
- **tweetreach (http://tweetreach.com/)**
  - Lets you search for a URL, Twitter name, phrase, or hashtag. It then analyzes the Tweets that match your search. TweetReach reports the reach and exposure data for those Tweets.
  - Platform: Twitter
  - Pricing: One free report; monthly plans range from $84 to $899, depending on the number of topics you want to track.
- **Twitter Counter (http://twittercounter.com/)**
  - Analytical tool that provides statistics of Twitter usage and offers widgets and buttons that people can add to their social media sites
  - Platform: Twitter
  - Pricing: Free

Digital Media Glossary of Terms

Aggregation—The act of compiling Web content to be displayed through a single source.

Alerts—Messages designed to notify a user of new content on the Web. Alerts are offered by search engines and are often delivered via RSS, email, and sometimes text message (SMS).

Application (App)—A piece of software developed to accomplish a task(s). Applications can exist online or offline, and are often specific to the platform for which they are developed. Facebook and MySpace both have applications that act as extensions of their core services and can be installed on a profile.

Application programming interface (API)—A programming interface for an existing program or application such as Facebook or Twitter that is free to programmers and enables other programs to interact with it.

Avatar—An image representing a user on a Web site. On Facebook, Twitter, and MySpace, avatars are simple images. In some instances, such as on gaming platforms or in virtual worlds, avatars are animated versions of the user.

Badge—An icon representing an affiliation or recognition online. Badges have become popular in blogging and are a core feature of the new social network Foursquare. They are also frequently used on MySpace.

Blog—A shared online journal where people write about personal experiences, insights, and opinions.

Blogosphere—Term used to refer to the entire media space created by blogs and blog writers.

Blogroll—Section of a blog containing links to other authors, Web sites, and blogs.

Bounce rate—Web analytics term referring to the number of visitors that "bounce" away to a different Web site rather than continue to a page within the current site.

Broadband—In computing, generally refers to high data rate Internet access.

Broken link—Refers to a URL that no longer exists, often resulting in an error message indicating that "the page cannot be found."

Browser—A computer application that allows you to access the Internet. Examples include Microsoft Internet Explorer, Mozilla Firefox, Google Chrome, Apple Safari, and others.

Comments—A section of a blog or Web-based article where users and readers can contribute their thoughts and feedback.

Click-through rate (CTR)—Refers to the proportion of those viewers who clicked on a link, typically in online advertising or email marketing, divided by the total number of impressions delivered (CTR = Clicks / Impressions).

Content Management System (CMS)—Refers to the programming infrastructure that oversees content layout, additions, edits, and updates for a Web site. Popular content management systems include WordPress and Drupal.

Cost-per-thousand (CPM)—Online advertising option that delivers a guaranteed number of impressions based on a fixed cost per 1,000 impressions. Pricing for cost-per-thousand advertising is generally a fixed figure for a given Web site, but can also be determined on a bid system where advertisers set a maximum price that they're willing to pay per thousand impressions, and then ads are delivered in priority order of bid amount.

Cost-per-click (CPC)—Online advertising option where advertisers pay only for ads where a user clicks through to a link in the advertisement. Pricing for cost-per-click advertising is generally built upon a bid system, where advertisers set a maximum price that they're willing to pay for each click and ads are then delivered in priority order of bid amount.

Creative Commons—A type of content license that is overseen by a nonprofit organization dedicated to "making it easier for people to share and build upon the work of others, consistent with the rules of copyright." These free licenses enable content creators to share their content under copyright protections that facilitate online usage by content consumers. Visit *www.creativecommons.org* for more information.

Cross-linking—Refers to the process of linking Web pages together by using hyperlinks. Cross-linking can occur between different Web sites, within a single Web site, and often both.

Crowdsourcing—Large-scale collaboration enabled by digital and social media to help achieve a task or develop a singular product by drawing on collective input.

Digital story—A personal narrative told using digital media such as video or audio.

Embedding—A function enabling a program, video, audio file, photo, banner, or other Web-based media item to be integrated into another Web site, generally facilitated by making code available to be copied and pasted. Embedding is a popular feature on YouTube.

Flash mob—A group of people that come together quickly, generally organized through digital media, to perform some kind of act for a set period of time. While many flash mobs are often silly or ridiculous, other flash mobs have been used for political protests or other forms of activism.

Folksonomy—Similar to "taxonomy," folksonomy is a way of categorizing and sorting content and data by using a system of user-generated and -managed tags.

Handle—A user's selected username and the accompanying URL (see URL).

Hashtag—A specific form of content tagging for social network Twitter. Hashtags are part of Twitter's folksonomy and are identified with the "#" sign preceding the tag. Hashtags become clickable links that will display all posts using that tag. Hashtags can be words, phrases, abbreviations, or acronyms, but never contain spaces. For example, the hashtag for National Children's Mental Health Awareness Day 2012 was #HeroesofHope.

Incoming links—Hyperlinks that are directed to pages on a Web site from an external Web site.

Influencer—An individual with a great deal of influence in a particular subject area. Traditional influencers include subject experts, members of the media, industry leaders, and so on, but increasingly an influencer also can be a social network user that is widely connected and respected among their peer group.

Keyword—An indexing term that captures the essence of the topic in a document. For Internet search purposes, keywords are those terms that a search engine will recognize as indicative of the content on a Web site.

LISTSERV—An electronic mailing list. LISTSERV was the first electronic mailing list software application and remains a brand name to this day, even though the name has been used to refer to many online mailing lists regardless of the software provider behind it.

Lurker—A term referring to a person who reads a message board, forum, comment board, or other form of online discussion without contributing.

Mashup—Refers to taking two or more pieces of content and combining them to make something new. Mashups originally became popular in music, but have been extended to other types of content.

Message board/forum—An online community in which users create posts and replies sorted by topic area. Some message boards require a user to register and create an account, while others permit open participation.

Metrics—The varying data and ways traffic can be analyzed on the Web.

Micro-blogging—An abbreviated form of "blogging," in which writers post simple, short status updates, typically not longer than 160 characters. Twitter is the most popular micro-blog, while Facebook and MySpace "status update" fields reflect a different form of micro-blogging.

MMS (multimedia messaging service)—A standard way of sending messages via a mobile phone that contains multimedia content, such as photos or video.

Open rate—Web analytics term that refers to the number or percentage of people that open an email message.

Open source—Sometimes considered a philosophy and sometimes a methodology, this term refers to practices in production and development where access is granted to the end product's source materials (i.e., an open source software platform allows everyone access to the source code that produced the software and use it to develop their own modifications, improvements, or applications).

Page views—A Web analytics term referring to the total number of times a page has been viewed by Web site visitors.

Peer-to-peer (P2P)—A network architecture where computer users, or peers, make resources available to one another from their computers directly (without a server or hosts).

Permalink—The formal name of a permanent URL for a blog story or forum post after it has left the front page of a blog and entered the archives.

Pin—Refers to a bookmark/photo added to the social networking site Pinterest. Pins can be added from any source on the Web, or uploaded and linked back to the original source.

Podcast—A recorded audio or video broadcast series distributed on the Internet; frequently features regular episodes or installments.

Portal—A Web tool that presents a series of links or diverse resources in an organized, reasoned manner.

Post—A blog or micro-blog update.

Profile—A page that contains user-supplied information about themselves, generally including identifying information such as gender and age, as well as information about interests and preferences.

Referrer—A site that directs Web traffic to another site.

Repurpose—To adapt a product for a purpose other than the one for which it was originally intended, such as utilization online or for a social network.

Retweet (RT)—Term on Twitter that refers to sending out another user's tweet through your own feed and giving them credit for their post. The "RT" language generally precedes their account name, identified by the "@" symbol.

RSS (really simple syndication)—A type of Web-feed format that publishes Web site updates in a manner that can be delivered to an RSS Reader without a user having to visit the individual Web site. RSS feeds can often be integrated into blogs or social networking sites.

RSS Reader—A program used to read and manage RSS feed updates, such as Google Reader.

Search engine marketing (SEM)—The process of using search term advertising to market a brand or product.

Search engine optimization (SEO)—The process of honing Web site content to generate better results from search engines, generally translating into higher placement in search results for key search terms.

Smartphone—A phone offering advanced capabilities, often featuring computer-like features such as email and Web browsing. Examples of smart phones include the Apple iPhone, Research in Motion Blackberry, or Palm Pre.

SMS (short messaging service)—Also referred to as "texting" or "text messaging," it is a text-based communications medium featured on most cell phones and utilizes standard communications protocols.

Social bookmarking—A method for Internet users to catalogue and share content online by using Web-based bookmarking tools, such as Digg, Delicious, or Reddit.

Social media—Content created for the purpose of being shared on a social network or some other online social environment, such as a blog, video or photo hosting site, or social networking site.

Social networking sites—Web sites designed to facilitate social interaction among their users, often requiring the creation of a profile that can help with connections, communication, and information-sharing. Popular social networking sites include Facebook, Twitter, and Pinterest.

Streaming media—Audio, video, or interactive content that can be played back via a Web site in real time, without a user having to download the content to their computer. Streaming media requires a streaming provider.

Tags—A system of organizing content based upon subject matter. Tags frequently reference the key ideas, terms, or subjects that are part of online content.

Tag cloud—A visual representation of the popular tags on a given Web site, blog, or social networking site such as Flickr or Twitter where more popular tags appear larger and less popular tags appear smaller.

Technorati Authority—A ranking system for the blog aggregation site Technorati that "measures a site's standing and influence in the blogosphere." A higher number reflects a greater degree of influence.

Troll—Term referring to a type of user on a forum, social networking site, or Web site whose only goal is to be insulting, offensive, or disruptive.

Tweet—A message on Twitter.

Tweetup—A real-life meeting organized and supported on Twitter.

Twittersphere—Term used to refer to the entire media space created by Twitter users.

URL—The address of a Web page.

User-generated content—Web material—such as a blog, video, photos, and more—that has been created by a user.

Viral video—Video that becomes popular through sharing on Web sites/social media sites and via email.

Visits—Web analytics term referring to the number of times users have been to a site.

Web 2.0—A blanket term that loosely refers to Web sites and Web content allowing for multi-way communication between content creators and content consumers.

Web analytics—The measurement, collection, and analysis of data about Web site usage.

Webcast—An online video or audio broadcast of an event distributed via streaming media, either pre-recorded or live.

Webinar—An online educational session or seminar often containing interactive elements that is able to accommodate large audiences.

Widget—A small, portable application that can be embedded in a Web site to perform a certain task. Widgets can be very complex, such as those used for Web-based video games, or very simple, such as those pulling and displaying an RSS feed from a blog.

WiFi—A local area network that can transmit data wirelessly.

Wiki—A Web site that allows easy creation, modification, and manipulation of all pages by any user with access to it.