PUBLIC HEALTH GUIDE TO SOCIAL MEDIA 101

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Public Health Guide to Social Media 101

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INTRODUCTION

The Michigan Public Health Training Center (PHTC), a part of the Region V Great Lakes Public Health Training Center, is pleased to offer this introductory guide to using social media in public health. There are many established resources available to support your use of technology in advancing health messages – however, social media in particular is an ever-evolving technology. The Michigan PHTC was pleased to partner with the University of Michigan Taubman Health Sciences Library to offer an online training entitled *Social Media Tools* since 2011, but recognized a need for updated information in 2015. The information presented here builds upon the foundational principles put forth in the Centers for Disease Control and Prevention (CDC) Social Media Toolkit (2011) and Writing for Social Media (2012) guides. We recommend exploring those and other resources for additional strategies that could be utilized with the current social media platforms described here.

WHAT IS SOCIAL MEDIA?

> **According to Merriam-Webster, social media is a form of "electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content."[i]**

According to the CDC, increasing evidence indicates that the Internet and social media can influence health behavior.[ii] Using social media to disseminate public health messages has grown significantly and continues to trend upward. Social media and other emerging communication technologies can connect millions to:

- TIMELY, CREDIBLE HEALTH INFORMATION AND GUIDANCE

- AWARENESS OF HEALTH CARE SERVICES

- BROADER, MORE DIVERSE AUDIENCES

- TAILORED PUBLIC HEALTH MESSAGES

- INTERACTIVE COMMUNICATION, CONNECTION, AND PUBLIC ENGAGEMENT

- FEELING EMPOWERED TO MAKE SAFER AND HEALTHIER DECISIONS

With over 2.8 billion profiles, social media represents approximately half of all internet users worldwide. As of 2014, 74% of online adults use social networking sites, with approximately 71% of online adults using Facebook and 23% using Twitter. The Pew Research Center, Social Networking Fact Sheet is an important resource for keeping up with trends in current usage by your focus audiences.[iii]

SETTING A SOCIAL MEDIA STRATEGY

Social media has changed the way people connect with one another and how organizations effectively market themselves and their services. Social media marketing is not like traditional marketing – this allows organizations to engage in conversation with people who use their services and are affected by their organization.

The CDC's Social Media Toolkit[iv] provides useful guidance on setting a social media strategy: A social media marketing strategy should be included as one part of your organization's overall communications plan and integrated into communication planning, activities and evaluation. Your organization's overall communication goals should be considered when developing your social media goals.

Keys to effective social media marketing are identifying your target population, determining objectives and the best social media platforms for your organization, as well as the amount of time and resources that can be allotted to social media activities.

Clear objectives will help build your strategy and knowing your target population will help to determine the best social media platform for your agency.

SOCIAL MEDIA PLATFORMS

Facebook

Facebook[v] is a social networking website that makes it easy for people to connect and share online with family, friends, and businesses. Individuals can have Facebook Profiles, while businesses and organizations have Facebook Pages. As described by Facebook, "Pages are for businesses, brands, and organizations to share their stories and connect with people. Like profiles, you can customize Pages by publishing stories, hosting events, adding apps and more. People who like your Page and their friends can get updates in their News Feed."[vi]

Today, Facebook is the world's largest social network, with more than 1 billion users worldwide. Approximately 72% of online American adults use Facebook. Figure 1 shows 2015 statistics on Facebook users compiled by the Pew Research Center.[vii] Ongoing trends over previous years show that Facebook is popular across age groups, including older adults, and widely used among women.[viii]

FACEBOOK RESOURCES:

- CDC's Facebook Guidance and Best Practice [ix]

- Common Craft video, "Social Networks in Plain English" [x]

- GovLoop[xi]

Figure 1. Facebook Demographics Among Internet users, the % who use Facebook	
	Internet Users
Total	72%
Men	66
Women	77
White, Non-Hispanic	70
Black, Non-Hispanic (n=85)	67
Hispanic	75
18-29	82
30-49	79
50-64	64
65+	48
High school grad or less	71
Some college	72
College+	72
Less than $30,000/yr	73
$30,000-$49,000	72
$50,000-$74,999	66
$75,000+	78
Urban	74
Suburban	72
Rural	67
Source: Pew Research Center, March 17-April 12, 2015	

Twitter

Twitter[xii] is an information network made up of 140-character messages called "tweets." While less commonly used than Facebook, it still reaches millions of users including individuals, organizations, and businesses. Individual users "follow," or subscribe, to receive other users' tweets. These messages appear in the user's timeline along with tweets from others that they have subscribed to follow.

Because tweets are short, public, and easy to read, Twitter is a powerful tool for sharing health and safety information widely and quickly.

As shown in Figure 2, nearly a quarter of online adults in America use Twitter. Twitter is more common among young adults than older adults, and utilized more by those with a college education.[xiii] According to the Pew Research Center[xiv], Twitter use has grown among the following demographic groups since 2013: men, whites, older adults ages 65 and older, those who live in households with an annual household income of $50,000 or more, college graduates, and urbanites.

TWITTER RESOURCES:

- Twitter at CDC [xv]

- CDC Social Media Tools Guidance on Twitter [xvi]

Figure 2. Twitter Demographics Among Internet users, the % who use Twitter	
	Internet Users
Total	23%
Men	25
Women	21
White, Non-Hispanic	20
Black, Non-Hispanic (n=85)	28
Hispanic	28
18-29	32
30-49	29
50-64	13
65+	6
High school grad or less	19
Some college	23
College+	27
Less than $30,000/yr	21
$30,000-$49,000	19
$50,000-$74,999	25
$75,000+	26
Urban	30
Suburban	21
Rural	15
Source: Pew Research Center, March 17-April 12, 2015	

Instagram

Instagram [xvii] is an online social media site based on mobile sharing of photos and videos across social media networking platforms.

As indicated in Figure 3[xviii], Instagram is used by over a quarter of American adult online users, an increase from 17% in late 2013.[xix] In fact, this increasing trend was shown across demographics. Now more young adults, women, and people in urban settings are more commonly using this service. It is particularly increasing among Black and Hispanic online users.

INSTAGRAM RESOURCES:

- Business 2 Community – 9 Instagram Marketing Tips from the Best Brands [xx]

- Instagram for Business [xxi]

- SearchEngine Journal – 5 Instagram Marketing Best Practices to Build a Massive Following [xxii]

- Firebelly – 10 Instagram Best Practices for 2015 [xxiii]

Figure 3. Instagram Demographics Among Internet users, the % who use Instagram	Internet Users
Total	28%
Men	24
Women	31
White, Non-Hispanic	21
Black, Non-Hispanic (n=85)	47
Hispanic	38
18-29	55
30-49	28
50-64	11
65+	4
High school grad or less	25
Some college	32
College+	26
Less than $30,000/yr	26
$30,000-$49,000	27
$50,000-$74,999	30
$75,000+	26
Urban	32
Suburban	28
Rural	18
Source: Pew Research Center, March 17-April 12, 2015	

Pinterest

Pinterest [xxiv] is a visual bookmarking tool that allows users to find and save creative ideas. This social media platform relies on image-based content. Organizations can share images found online, from their own website or can directly upload images onto Pinterest. Using the Pin It button, it can be shared from any web page. Pins can also be shared on Twitter and Facebook.

Pinterest is a virtual "how-to" where users go to learn. Public health organizations can share items such as how to test your well, how to breastfeed a baby, or how to calm a child during vaccinations. It is also a source of knowledge - showing users how to prepare for an emergency, why flu shots are needed, and a plethora of healthy (and unhealthy) recipes!

Nearly one-third of all American online adults use Pinterest.[xxv] Year to year, this site is used more by women than men.[xxvi] This platform is used across age groups, with increases in older adults in particular, and has increased in use among suburban and rural populations. See Figure 4 for details.

PINTEREST RESOURCES:

- Pinterest – Business Best Practices [xxvii]

- Pinterest for Business Guide [xxviii]

- Oak Creek Trail – 19 Tips for Marketing Your Business on Pinterest [xxix]

- Firebelly – Infographic: Pinterest Best Practices Pinterest [xxx]

Figure 4. Pinterest Demographics Among Internet users, the % who use Pinterest	
	Internet Users
Total	31%
Men	16
Women	44
White, Non-Hispanic	32
Black, Non-Hispanic (n=85)	23
Hispanic	32
18-29	37
30-49	36
50-64	24
65+	16
High school grad or less	25
Some college	37
College+	31
Less than $30,000/yr	24
$30,000-$49,000	37
$50,000-$74,999	41
$75,000+	30
Urban	26
Suburban	34
Rural	31
Source: Pew Research Center, March 17-April 12, 2015	

LinkedIn

LinkedIn ˣˣˣⁱ is a social media platform designed specifically for professional networking. Users can post or apply for job openings, document their professional network, and connect with potential partners. LinkedIn's mission is to "connect the world's professionals to make them more productive and successful." Similar to Facebook, individual users can create profiles to share their professional experience, and organizations can create Company Pages.

As of 2015, about 25% of American online adults are LinkedIn users. The site is growing in use among specific populations, and as shown in Figure 5, is most popular among those with a college education, those who are employed, and those in mid- or high-income households. Per the Pew Research Center, "it is the only major social media platform for which usage rates are higher among those ages 30- to 49-year-olds than among 18- to 29-year olds"ˣˣˣⁱⁱ

LINKEDIN RESOURCES:

- LinkedIn Company Pagesˣˣˣⁱⁱⁱ

- Moz – The Beginner's Guide to Social Media: Chapter 9. LinkedInˣˣˣⁱᵛ

- Firebelly – LinkedIn Best Practices for 2015ˣˣˣᵛ

- This is The Point – LinkedIn Best Practices for Developing Your Personal Brandˣˣˣᵛⁱ

Figure 5. LinkedIn Demographics Among Internet users, the % who use LinkedIn	Internet Users
Total	25%
Men	26
Women	25
White, Non-Hispanic	26
Black, Non-Hispanic (n=94)	22
Hispanic (n=99)	22
18-29	22
30-49	32
50-64	26
65+	12
High school grad or less	9
Some college	25
College+	46
Less than $30,000/yr	17
$30,000-$49,000	21
$50,000-$74,999	32
$75,000+	41
Employed	32
Not employed*	14
Urban	30
Suburban	26
Rural	12
Source: Pew Research Center, March 17-April 12, 2015 *Not employed includes those who are retired, not employed for pay, disabled, or students	

USING SOCIAL MEDIA FOR PUBLIC HEALTH

The Robert Wood Johnson Foundation Culture of Health Blog quotes the National Association of County and City Health Officials (NACCHO) Director of Media and Public Relations Alisa Blum as describing how "Social media plays a vital role in public health and is a strong tool for advocacy, communication, and education…Many local health departments use social media creatively to engage their communities and it has proven to be an important resource for public health preparedness and local health department response to disease outbreaks, emergencies, and other disasters." [xxxvii]

According to the CDC's Social Media Toolkit[xxxviii], social media can enable local public health organizations to enhance the reach and impact of their communication efforts by leveraging existing social networks and increasing community engagement. They state that "social media also helps to reach people when, where and how they want to receive health messages; it improves the availability of content and may influence satisfaction and trust in the health messages delivered." [xxxix]

Healthy People 2020

Healthy People 2020, a set of evidence-based, 10-year national objectives for improving the health of all Americans, has included a goal around health communication and health information technology. The goal states "Use health communication strategies and health information technology (IT) to improve population health outcomes and health care quality, and to achieve health equity."

> **Healthy People 2020 recognizes that "ideas about health and behaviors are shaped by the communication, information, and technology that people interact with every day. Health communication and technology are central to health care, public health, and the way our society views health." It affects the framework and "ways that professionals and the public search for, understand, and use health information, significantly influencing their health decisions and actions."**

The Healthy People 2020 objectives in this topic area include:

- Supporting shared decision-making between patients and providers.
- Providing personalized self-management tools and resources.
- Building social support networks.
- Delivering accurate, accessible, and actionable health information that is targeted or tailored.
- Facilitating the meaningful use of health IT and exchange of health information among health care and public health professionals.
- Enabling quick and informed action to health risks and public health emergencies.
- Increasing health literacy skills.
- Providing new opportunities to connect with culturally diverse and hard-to-reach populations.
- Providing sound principles in the design of programs and interventions that result in healthier behaviors.
- Increasing Internet and mobile access.

For interventions and resources from Healthy People 2020 about health communications and technology, visit Healthy People 2020: Health Communications and Technology[xl]

Emergency Preparedness

As suggested above, health communication and specifically social media play important roles in emergency preparedness and response. The Federal Emergency Management Agency (FEMA) and American Red Cross suggest that the public uses social media during and after emergencies:

- To obtain current information
- To share information such as reporting emergencies or calling for help

This sharing provides situational context for public health and other emergency responders. Furthermore, the American Red Cross' Social Media in Disasters and Emergencies 2012 survey suggests that about one-fifth of Americans have used apps to obtain emergency information, and about three-quarters of Americans expect help within three hours of posting a call for help on social media. Survey findings also indicate that **the majority of respondents agree that emergency response agencies should monitor their website and social media accounts in order to respond quickly.**[xli]

There are a number of emergency assistance apps that have been developed in response to the increasing trend in using social media in crisis situations. For example, the Michigan Prepares Emergency Plan App, developed by the Michigan Department of Health and Human Services, has received national recognition.[xlii]

In summary, **public health agencies can use social media during emergencies to**:

- REACH A WIDER AUDIENCE
- SEND AND RECEIVE EMERGENCY ALERTS
- MONITOR THE CONVERSATION
- INTEGRATE DATA SOURCES FOR SITUATIONAL AWARENESS
- COLLABORATE WITH RESPONDERS
- DELIVER BREAKING NEWS IN REAL-TIME

If you are interested in more information, FEMA offers a web-based course on this particular use of social media.[xliii]

WRITING FOR SOCIAL MEDIA

The CDC's Guide to Writing for Social Media[xliv] offers in-depth, valuable suggestions for getting your messages in front of your intended audience. They emphasize the importance of understanding the demographics of your specific audience in order to **tailor your message and the social media channel you use** to best reach them, and to **consider health literacy** principles and the **use of plain language.**

Social media content generally has a more informal tone than other communications. The CDC suggests the following to help you achieve a professional yet conversational tone:

- USE CONTRACTIONS (CAN'T, DON'T, HAVEN'T)
- WRITE IN FIRST OR SECOND PERSON (I, WE, YOU)
- AVOID COLLOQUIAL LANGUAGE (Y'ALL, AIN'T, YOU GUYS)
- AVOID TRENDY ABBREVIATIONS (UR FOR "YOU ARE")

Active Writing

Plainlanguage.gov[xlv] provides a number of resources and examples regarding health literacy and health communications. Using active voice results in clearer, more concise messages as it identifies the action and the subject who performs that action. In passive voice, the subject is the receiver of the action. The Plain Language Action and Information Network (PLAIN) provides the following example:

- Passive Voice: the subject is the receiver of the action.

  The tax return (subject) was completed (action) before the April 15 deadline by Mr. Doe.

- Active Voice: the subject does an action to an object.

  Mr. Doe (subject) completed (action) the tax return (object) before the April 15 deadline.

PLAIN suggests that using active voice is also important because it indicates who is accountable for the action. For example, instead of stating that "restaurants are inspected regularly" you can say that "the health department regularly inspects restaurants." The website www.plainlanguage.gov offers additional examples of active vs. passive voice for further reference.

Type of Content

The CDC Guide to Writing for Social Media[xlvi] states that social media content should be:

- Relevant, useful, and interesting

- Easy to understand and share

- Friendly, conversational, and engaging

- Action-oriented

People best relate to social media when it is tailored specifically to them, whether an interest, desire, or demographic characteristic. Keep in mind that your audience may be inundated with messages in their daily lives. To help ensure yours get through to them, include information **relevant** to your target audience based on time, geography or location, and interests (hot topics). Consider including **practical** suggestions, resources, and credible statistics or findings to help your audience apply what you are sharing. Keep it **interesting**! What is novel or new about what you are sharing? Do you include images? You want your message to capture your clients' attention, but still be professional and related to a health topic.

Health Literacy

It is important to consider your audience's level of health literacy when developing social media and other health communications. Per the CDC[xlvii], "the Patient Protection and Affordable Care Act of 2010, Title V, defines health literacy as the degree to which an individual has the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions."

Whether by law or to align with the mission of serving the community, public health organizations and other governmental agencies are required to communicate in ways that are clear and user-friendly so that the public can act accordingly. The CDC[xlviii] suggests that approximately **90% of adults "have difficulty using the everyday health information that is routinely available** in health care facilities, retail outlets, media, and communities." You can help address that impressive statistic by considering the health literacy of your audience when creating content for social media and other health communications.

Check out the following resources for more health literacy statistics and practical tools and resources to apply to your communications:

- CDC's Health Literacy Site
- AHRQ's Health Literacy Universal Precautions Toolkit

Writing for Specific Platforms

Using social media, your public health messages can reach more audiences and have an even greater impact on the public. Check out 10 Writing Tips for Great Social Media Tips[xlix].

FACEBOOK

Facebook allows for more content space than Twitter. Each Facebook post can be a maximum of 420 characters, although it is strongly recommended to keep posts at 250 or less characters. This allows the post to be completely viewed while in the newsfeed.

Facebook is where people go to share what is going on in their lives and the tone is casual and conversational, yet professional. Each post should include either an image, a link or video.

TWITTER

Twitter only allows for 140 characters (including spaces) or less. This also includes links and/or images. It is recommended to keep tweets to 100 characters or less to allow for retweeting.

Due to the character limit, abbreviations are needed. Use only standard abbreviations that are easily understood and professional. Use US for United States, MI for Michigan, info for "information," or & for "and." Do not use abbreviations such as numbers (2 for "to" or 4 for "for") or abbreviations commonly used in texting such as U for "you" or UR for "your / you're".

Hashtags

Hashtags have become such a common practice these days that people have started using them outside of their intended purpose. People use them in text messages, chats, songs, and advertisements. They can also be found on most social media platforms. An article on Hootsuite by Evan LePage[l] describes hashtags and provides some suggestions for what to do and not to do in order to use them effectively.

The hashtag is a means of categorizing content on social media. It makes your own content searchable and allows you to find relevant content from other people and businesses. The hashtag also allows you to connect with and engage other social media users based on a common theme or interest.

Checklist

In the CDC Guide for Writing for Social Media, there is a great checklist to help when writing. Check it out: CDC Social Media Checklist[li]. The guide also provides more in-depth details about writing for specific platforms.

ENGAGING ON SOCIAL MEDIA

Social media helps public health organizations to build awareness and community support, as well as to create relationships and engage citizens and businesses. Engagement on social media is important for organizations because it can provide valuable feedback, build a good reputation, increase public trust, and attract new clients through word-of-mouth marketing. Engagement is all about creating conversations and encouraging clients to communicate directly with your organization and build a relationship with them.

Use social media as a way to communicate directly with your clients by following these tips:

- RESPOND TO ALL QUESTIONS, COMMENTS, MESSAGES WITHIN 24 HOURS – THIS TAKES DAILY MONITORING OF YOUR SITES BUT YOU CAN SET UP ALERTS TO BE NOTIFIED.

  - BE SURE TO ACKNOWLEDGE COMMENTS WHETHER THEY ARE POSITIVE OR NEGATIVE. DIRECT NEGATIVE COMMENTS OFF THE SOCIAL MEDIA PLATFORM BY MOVING THE CONVERSATION TO A PRIVATE EMAIL MESSAGE.

- BE FRIENDLY AND APPROACHABLE – SOCIAL MEDIA IS ANOTHER MEANS OF CUSTOMER SERVICE.

- ACTIVELY ENGAGE WITH OTHER AGENCIES – SOCIAL MEDIA IS ALSO A WAY TO CONNECT WITH OTHER PUBLIC HEALTH ENTITIES. RETWEET OR SHARE THEIR CONTENT, COMMENT ON POSTS, AND FOLLOW PARTNER AGENCIES.

- ASK QUESTIONS TO START A CONVERSATION AND ALLOW OTHERS TO EXPRESS THEIR OPINIONS.

- BE ACTIVE – POST DAILY ON SOCIAL MEDIA, IF NOT MULTIPLE TIMES A DAY. THIS WILL TELL THE PUBLIC THAT YOUR INFORMATION IS CURRENT AND RELEVANT.

ANALYTICS AND EVALUATION OF SOCIAL MEDIA

Evaluation is an important component of your social media strategy, as it is with any communication strategy. Ongoing evaluation and monitoring help to measure success based on goals and objectives. Monitoring social media trends and discussions can better help you to understand your audience's current interests and hot topics, knowledge levels and potential misunderstandings about public health.[lii]

The majority of the larger social media platforms, such as Facebook, Twitter, and Pinterest, have analytics built into the site that will allow you to monitor reach, demographic, and engagement. Monitoring this data weekly, monthly, and quarterly will help to gauge who is being reached, what they are interested in learning

about, and how you can improve your social media strategy. This data can be used to help focus and improve communication efforts. For social media, these can include traffic driven back to your website, influence and reach, as well as user interactions and engagement.

There are also many tools that can assist with social media analytics. For a list of 19 free social media analytic tools, visit Social Media Analytics Tools. Here are additional tools to use as well:

- Venture Beat - Top 10 social media analytics tools: The VentureBeat index

- Hootsuite - Get Social Media Insights

- Entrepreneur - 4 Free Must-Use Analytics Tools for Social-Media Marketers

- Inc. - 60 Awesome Social-Media Tools for Entrepreneurs

- Hubspot – How the News Feed Algorithms Work on Facebook, Twitter & Instagram[liii]

BEST PRACTICES AND OTHER RESOURCES

Social media and communication technology is constantly changing. There are a number of resources from professional blogs, commercial organizations, and federal agencies that can help you stay up to date. The list below compiles several resources recommended by the CDC in their Social Media Toolkit and Guide to Writing for Social Media.

- Mashable[liv] – A global blog with information about technology, social media, and digital culture.
- Pew Internet & American Life Project[lv] – This project is a tremendous resource for statistics and information on internet and technology trends, issues, and attitudes in the U.S. and the world. See their report, Social Networking Sites and Our Lives.[lvi]
- Quantcast[lvii] - Site providing detailed audience profile information.
- Technorati[lviii]- A blog search engine.
- HubSpot[lix] - Leading marketing analytic company that provides social media information and training.
- Nielson Online[lx] - The world's leading marketing and media information company measuring audience and demographic information.
- comScore[lxi] - A source of digital marketing intelligence providing online audience measurement information.
- CTIA The Wireless Association[lxii] - An international nonprofit membership organization that represents the wireless communications industry.
- Fierce Mobile Healthcare[lxiii] - Weekly newsletter that provides the latest news on the rapidly evolving mobile healthcare environment.
- Hootsuite[lxiv] and Buffer[lxv] are additional tools for social media management.
- YouTube[lxvi] – A video-based social media platform owned by Google that you might also consider for sharing your messages.

CDC's Social Media and Writing Resources

- CDC Social Media Tools, Guidelines & Best Practices[lxvii]
- Health Communicators' Social Media Toolkit (PDF)[lxviii]
- Simply Put: A guide for creating easy-to-understand materials (PDF)[lxix]
- CDC Facebook Comment Policy[lxx]

Federal Agencies' Social Media and Writing Resources

- AIDS.gov: Using New Media – <u>Guidance on audience, social media strategy, text messaging, and Twitter</u>[lxxi]
- DoD Social Media Hub – <u>Education and training section</u>[lxxii]
- DigitalGov's Social Media Site – <u>Social media blog geared towards government agencies</u>[lxxiii]
- Plain Language Action and Information Network – <u>Federal Plain Language Guidelines</u>[lxxiv]
- The Social Media Navigator – <u>GSA's Guide to Official Use of Social Media</u>[lxxv]

GLOSSARY OF TERMS

The HubSpot 2015 article Social Media Definitions: The Ultimate Glossary of Terms You Should Know by Carly Stec provides definitions for a number of terms that you may encounter as you use social media in your work.[lxxvi] The terms below are a selection of those included in the article, and links are provided for further information.

A

Algorithm - An algorithm is a set of formulas developed for a computer to perform a certain function. This is important in the social sphere as the algorithms sites like Facebook and Google use are critical for developing content promotion strategies.

Avatar - An avatar is an image or username that represents person online, most often within forums and social networks.

B

Bitly[lxxvii] - Bitly is a free URL shortening service that provides statistics for the links users share online. Bitly is popularly used to condense long URLs to make them easier to share on social networks such as Twitter.

Blog - Blog is a word that was created from two words: "web log." Blogs are usually maintained by an individual or a business with regular entries of content on a specific topic, descriptions of events, or other resources such as graphics or video. "Blog" can also be used as a verb, meaning *to maintain or add content to a blog*.

C

Canva [lxxviii]- Canva is an easy-to-use design tool for non-designers and designers alike. The tool offers several templates that adhere to the required dimensions for sharable social images on Twitter, Facebook, Instagram, etc.

Chat - Chat can refer to any kind of communication over the internet but traditionally refers to one-to-one communication through a text-based chat application, commonly referred to as instant messaging (IM) applications.

Compete[lxxix] - Compete is a web-based application that offers users and businesses web analytics. It also enables people to compare and contrast the statistics for different websites over time.

Connections[lxxx] - The LinkedIn equivalent of a Facebook 'friend' is a 'connection.' Because LinkedIn is a social networking site, the people you are *connecting* with are not necessarily people you are friends with, but rather professional contacts that you've met, heard speak, done business with, or know through another connection. Connections are categorized by: 1st degree, 2nd degree, and 3rd degree.

D

Direct Message[lxxxi]- Direct messages -- also referred to as "DMs" -- are private conversations that occur on Twitter. Both parties must be following one another to send a message.

E

Endorsement[lxxxii] - An endorsement on LinkedIn refers to an instance in which another LinkedIn user recognizes you for one of the skills you have listed on your profile.

Engagement Rate - Engagement rate is a popular social media metric used to describe the amount of interaction -- likes, shares, comments -- a piece of content receives.

Eventbrite[lxxxiii] - Eventbrite is a provider of online event management and ticketing services. Eventbrite is free if your event is free. If you sell tickets to your event, Eventbrite collects a fee per ticket.

F

Flickr[lxxxiv] - Flickr is a social network for online picture sharing. The service allows users to store photos online and then share them with others through profiles, groups, sets, and other methods.

Forums - Also known as a message board, a forum is an online discussion site. It originated as the modern equivalent of a traditional bulletin board, and a technological evolution of the dial-up bulletin board system.

Follower - In a social media setting, a follower refers to a person who subscribes to your account in order to receive your updates.

Friends - Friends is the term used on Facebook to represent the connections you make and the people you follow. These are individuals you consider to be friendly enough with you to see your Facebook profile and engage with you.

G

Geotag - A geotag is the directional coordinates that can be attached to a piece of content online. For example, Instagram users often use geotagging to highlight the location in which their photo was taken.

GIF - GIF is an acronym for Graphics Interchange Format. In social media, GIFs serve as small-scale animations and film clips.

Google+[lxxxv] - Google+ is Google's social network. It serves as a platform for users to connect with friends, family, and professionals while enabling them to share photos, send messages, and engage with content. Google uses the "+1" to serve as the equivalent to a Like on Facebook or Instagram.

H

Handle[lxxxvi]- Handle is the term used to describe someone's @username on Twitter.

Header image - A header image refers to the large photo displayed at the top of your profile on Twitter. The header image is also commonly referred to as the banner image on LinkedIn or the cover image on Facebook.

Hangout[lxxxvii] - A Hangout is a video service on Google+ that allows you to video chat with up to 10 Google+ users are a time. You can name these chats, watch YouTube videos during them, open a Google Doc with colleagues, and much more.

Hashtag - A hashtag is a tag used on a variety of social networks as a way to annotate a message. A hashtag is a word or phrase preceded by a "#" (i.e. #InboundMarketing). Social networks use hashtags to categorize information and make it easily searchable for users.

I

Instant Messaging - Instant messaging (IM) is a form of real-time, direct text-based communication between two or more people. More advanced instant messaging software clients also allow enhanced modes of communication, such as live voice or video calling.

K

Klout[lxxxviii] - Klout is a measure of social influence. The service allows users to connect various social accounts such as Facebook, Flickr, YouTube, etc., and then provides every user with his or her Klout score. The score is out of 100 -- the higher the score, the more influence it estimates you have in the social world.

L

Like - A Like is an action that can be made by a Facebook or Instagram user. Instead of writing a comment or sharing a post, a user can click the Like button as a quick way to show approval.

LinkedIn Publishing[lxxxix] - LinkedIn's publishing platform functions as a place where members can publish long-form posts that related to their professional interests and expertise.

Listed[xc] - The act of being "listed" on Twitter refers to when a user curates a custom list of Twitter users to more easily monitor their tweets.

Live streaming - Live streaming is the act of delivering content over the internet in real-time. This term was popularized in social media by apps such as Meerkat and Periscope.

M

Mashup - A content mashup contains multiple types of media drawn from pre-existing sources to create a new work. Digital mashups allow individuals or businesses to create new pieces of content by combining multiple online content sources.

Meerkat[xci] - Meerkat is an app that allows users to stream live video from their mobile devices. Periscope[xcii] is a similar app made especially for Twitter.

Meme - A meme on the internet is used to describe a thought, idea, joke, or concept that's widely shared online. It is typically an image with text above and below it, but can also come in video and link form.

Mention[xciii]- A mention is a Twitter term used to describe an instance in which a user includes someone else's @username in their tweet to attribute a piece of content or start a discussion.

N

News Feed - On Facebook, the News Feed is the homepage of users' accounts where they can see all the latest updates from their friends. The news feed on Twitter is called Timeline.

P

Podcast - A podcast is a series of digital media files, usually audio, that are released episodically and often downloaded through an RSS feed.

Q

Quantcast[xciv] - Quantcast provides website traffic and demographics for websites. The tool is primarily used by online advertisers looking to target specific demographics.

R

Real-Time Search - Real-time search is the method of indexing content being published online into search engine results with virtually no delay.

Real-Time Marketing - Real-time marketing is a strategy that requires marketers to publish timely content as news breaks.

Recommendation[xcv] - A recommendation on LinkedIn is a term used to describe a written note from another LinkedIn member that aims to reinforce the user's professional credibility or expertise.

Reddit[xcvi] - Reddit is a social news site that contains specific, topic-oriented communities of users who share and comment on stories.

Reply[xcvii]- A reply is a Twitter action that allows a user to respond to a tweet through a separate tweet that begins with the other user's @username. This differs from a mention, because tweets that start with a @username only appears in the timelines of users who follow both parties.

Retweet[xcviii]- A retweet is when someone on Twitter sees your message and decides to re-share it with his or her followers. A retweet button allows them to quickly resend the message with attribution to the original sharer's name.

RSS Feed - RSS is a family of web feed formats used to publish frequently updated content such as blogs and videos in a standardized format. Content publishers can syndicate a feed, which allows users to subscribe to the content and read it when they please from a location other than the website (such as Feedly or other RSS readers).

RSS Reader - An RSS reader allows users to aggregate articles from multiple websites into one place using RSS feeds. The purpose of these aggregators is to allow for a faster and more efficient information consumption.

S

Snapchat[xcix] - Snapchat is a social app that allows users to send and receive time-sensitive photos and videos known as "snaps," which are hidden from the recipients once the time limit expires (images and videos still remain on the Snapchat server). Users can add text and drawings to their snaps and control the list of recipients.

Social Media Monitoring - Social media monitoring is a process of monitoring and responding to mentions related to a business that occur in social media.

T

Tag - Tagging is a social media functionality commonly used on Facebook and Instagram that allows users to create a link back to the profile of the person shown in the picture or targeted by the update.

Trending Topic - Trending topics refer to the most talked about topics and hashtags on a social media network. These commonly appear on networks like Twitter and Facebook and serve as clickable links in which users can either click through to join the conversation or simply browse the related content.

Tumblr [c]- Tumblr is a microblogging platform that allows users to post text, images, video, audio, links, and quotes to their blog. Users can also follow other blogs and repost other users' content to their own blog.

Tweepi[ci] - Tweepi is a social media management tool that provides users with a platform for simplifying the way they manage their social following. It's typically used for mass following or unfollowing a group of people based on certain criteria.

Tweetdeck [cii]- Tweetdeck is a Twitter tool that provides users with a way to manage their Twitter presence through custom columns. The platform integrates with the Twitter API to allow users to both send and receive tweets.

Twitterverse - Also referred to as the Twittersphere, Twitterverse is a nickname for the community of users who are active on Twitter.

U

User-Generated Content - User-generated content is content -- blogs, videos, photos, quotes, etc. -- that is created by consumers. Marketers typically tap into their audience in an online setting to collect this type of content to support a campaign or initiative.

V

Vine [ciii]- Founded in 2012, Vine is a social video sharing service in which users create and engagement with short-form, six-second video clips. Videos published through the service are easily shared across other social platforms such a Twitter and Facebook.

Viral - Viral is a term used to describe an instance in which a piece of content -- YouTube video, blog article, photo, etc. -- achieves noteworthy awareness. Viral distribution relies heavily on word of mouth and the frequent sharing of one particular piece of content all over the internet.

Vlogging - Vlogging or a vlog is a piece of content that employs video to tell a story or report on information. Vlogs are common on video sharing networks like YouTube.

W

Webinar - A webinar, or webcast, is an online seminar or presentation that is hosted by an individual or a company. Most often, the host requires attendees to fill out a form before granting them access to stream the audio and slides. In marketing, webinars are held to educate audiences about a particular topic while opening up the floor for a discussion to occur on social media using the webinar's unique hashtag.

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