Social Media Dos & Don'ts
Which Social Network is right for YOU

Cheerleading vs Storytelling

Measuring Impact

Online Privacy

Connecting with Industry Leaders

#Hashtags & Hashtag Abuse
To stay connected with friends, family and colleagues, to discover what's going on in the world, and to share and express what matters to you.

To give everyone the power to create and share ideas and information instantly, without barriers.

Connect the world's professionals to make them more productive and successful.

To allow you to experience moments in your friend's lives through pictures as they happen.

The visual bookmarking tool that helps you discover and save creative ideas.

Real time sharing of impermanent content.
Measurement

Reach - the number of people who can potentially see your post. (number of friends or followers + Number of friends or followers of each person who shares your post.)

Impressions - the number of times a post is displayed on a visitor's screen.

Engagement - any click within your post or stories generated about your post.

CTR - Click-Through Rate at which your audience clicks on a link within a post. (Number of clicks on a post divided by the number of impressions for the post.)

Relationships - building, strengthening and maintaining relationships with colleagues, clients, donors, partners, volunteers, advocates, thought leaders and community.

*Organizations and social media platforms each measure reach, views and engagement differently. Each organization measures differently depending on the end goals.
Hashtags

a word or phrase preceded by a hash aka pound sign (#) and used to identify and link messages on a specific topic.

#HouVote
#HouTurkeyTrot
#volunteers
#immigration
#education
#GivingTuesday
#nptech
#humanrights
#sustainability
#TBT
@goodspero
@FancyCapitalist
@NelsonV713

@crowdfundbeefcakes
@FancyCapitalist
@NelsonV713

Jessica Bolaños Vanegas
Nelson Vanegas

/Goodspero
/FancyCapitalist
/NelsonV713

FancyCapitalist
NelsonV713

Goodspero
SOCIAL MEDIA TERMS

Check-In – an action that connects a person to a physical location. People can “check-in” to locations on social networks like Facebook to let their friends know they are there.

Connections - 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 you met in brief, heard speak, or know through another connection. When you accept a connection, you agree to accept their updates in your news feed, which is located on the Home page.

Direct Message (DM) – a private conversation between two users.

Engagement - Engagement or Social Engagement, refers to the amount of participation in an online community. Comments, likes, shares and re-tweets are all forms of social engagement.

Facebook - Facebook is a social networking site that connects people with friends, family, colleagues and other users. Facebook is the largest social network in the world.

Fan – a Facebook user who follows/likes a brand or business Page.

Favorite – a feature on Twitter that allows you to mark a tweet as one you like. Once a tweet is identified as a “Fave,” Twitter will automatically save the message to your account for reference later.

Follow – On Facebook, to agree to receive public posts from another user on your news feed. On Twitter, to agree to receive tweets from another user.

Follower – someone who has chosen to receive your posts in their timeline.

Friends – On Facebook, a confirmed connection between two people. Both parties must agree to become “friends” before a connection is made. These are individuals you consider to be friendly enough with you to see your Facebook profile and engage with you.

Geotagging – The process of finding, determining and providing the exact location of a computer or networking device. Used on Facebook to “check-in” to a location.

Group – this feature is available on both LinkedIn and Facebook. It enables users to create a niche community where people with similar interests can communicate with each other.
Handle – the user name a Twitter or Instagram user chooses to represent themselves. To “tag” another user, you must address them with the “@” symbol preceding the person’s handle, such as: @Goodspero

#Hashtag - A word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic. A hash tag is simply a way for people to search for posts that have a common topic and to join conversations with other users who are discussing a topic using the same hashtag. Hashtags are commonly used to show that a message is related to an event or conference, online or offline. Example: #FORGOOD.

Instagram - Instagram is a photo sharing application that lets users take photos, apply filters to their images, and share the photos instantly on multiple platforms at one time: Facebook, Twitter, Flickr and Foursquare. The app is targeted toward mobile social sharing, users can only upload photos using their cell phones/mobile devices.

Instagram Direct – a communication method that allows Instagram users to send private photos and videos privately to another user or multiple users in one message.

Like - A “Like” is an action that can be made by a user. Instead of writing a comment for a message or a status update, users can click the "Like" button as a quick way to show approval and share the message. Just like a comment, the fact that you liked another user’s post is noted beneath the item.

LinkedIn - LinkedIn is a business-oriented social networking site used by professionals. Registered users may list their employment and educational history on their profiles, connect with friends and colleagues, follow companies, join interest groups, share content and have discussions. LinkedIn is the largest professional directory of individuals and companies.
**LinkedIn First-Degree Connections** – LinkedIn users with whom you’ve worked or shared information with in one of LinkedIn’s groups, or colleagues whose email addresses you have.

**LinkedIn Second-Degree Connection** – LinkedIn users who are connected to your first-degree connections but aren’t directly connected to you yet.

**LinkedIn Third-Degree Connection** – People who are connected to your second-degree connections. You will be unable to connect with this category of user on your own; you’ll need to ask another connection to introduce you to third-degree connections.

**LinkedIn Today** - LinkedIn Today is LinkedIn's own version of a social news service. Every industry on LinkedIn (marketing, journalism, technology, etc.) has its own LinkedIn Today. Stories are selected based off which ones are posted and shared the most by users of LinkedIn.

**Lists** – On Twitter, Facebook, and LinkedIn, lists are used to group certain connections together. On Facebook you can post status updates

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

**News Feed** – A news feed is literally a feed full of news. On Facebook, the News Feed is the homepage of your account where you can see all the latest updates from your friends and organization or brand pages you follow. The news feed on Twitter is called Timeline, (not to get confused with you’re your Facebook profile, also called Timeline).

**Page (on Facebook)** – a Facebook profile for a business or a brand. Facebook users can “like” pages but they cannot be friends with pages.

**Pin** – a piece of content shared by Pinterest users.

**Pinterest** – A pin board-style photo-sharing social network that allows users to create and manage theme-based image collections (called “boards”) such as events, interests, and hobbies. Users can “pin” content found around the web to boards they’ve created.

**Promoted Content** – a way to increase the reach of a profile or a specific piece of content on social networks. Promoted content is paid for and thus an advertisement.

**@Reply or @Mention (on Twitter):** – Use the “@” symbol followed by a username to mention and tag the user a tweet. **(on Facebook):** – Use the “@” symbol to tag a person or profile in a status update. *Ex on Twitter: “Career & Education Day is February 13th, 2016, hosted by @Hispanic_Forum! We’ll see you at the GRB! #CED2016*
.@Reply or .@Mention (on Twitter): When a period is added before another user's username, the tweet will appear on your profile and your followers feeds. If a tweet begins with a username and does not include the period before the username, the tweet will only be seen by the recipient mutual followers of both the sender and the recipient.

Retweet – A re-posting of someone else’s Twitter post. Users retweet messages to re-share them with their followers. A retweet button allows them to quickly resend the message with attribution to the original sharer's name. (Similar to a “Share” on Facebook)

Share – an action that allows someone to publish content from another source. The content is “shared” to that user’s personal social network.

Tag – Tags occur whenever you type “@” before a user’s name, (precedes a username). When you tag someone, you create a link to his or her profile. The post you tag the person in may also be added to that person’s profile. For example, you can tag a photo to show who’s in the photo or post a status update and say who you’re with. If you tag a friend in your status update, anyone who sees that update can click on your friend's name and go to their profile. Your status update may also show up on that friend’s profile.

When you tag someone, they’ll be notified. Also, if you or a friend tags someone in your post, the post could be visible to the audience you selected plus friends of the tagged
person. Tags in photos and posts from people you aren't friends with may appear in your Activity log where you can decide if you want to allow them on your profile.

**Timeline** – On Facebook, the timeline is a profile layout that display's a user's collection of shared content. You can allow others to post on your timeline or you can adjust your privacy settings so that comments have to be approved by you.

**Trending Topic** – Trending topics are the most popular topics being discussed on a social network. On Twitter they are listed to the left of the main column and are updated in real-time.

**Tweet** – A message posted via Twitter containing 140 characters or less. It can contain links to other websites, blogs, pictures and videos.

**Twitter** – Twitter is a micro-blogging social network, where registered users can post short (140 character or less) updates, known as tweets, about what they are doing, thinking, reading, eating or many more subjects.

**Twitter Chat or Twitter Party** – An active discussion occurring on Twitter at a specific time. As long as you know the hashtag and time of the chat/party, you can join the conversation online.

**Unfollow** – You have the option to unfollow—no longer receive—tweets your followers send you. Or in Facebook’s case, the unfollow option allows you to remain friends with a user but their posts will no longer show up in your news feed.

**Viral** – a piece of content that is rapidly and organically shared.
MORE TERMS & RESOURCES

**Algorithm** - An algorithm is a set of formulas developed for a computer to perform a certain function. Search engines, like Google, use algorithms to display the most relevant results. This is important in social media, as the algorithms are critical for developing content-sharing strategies.

**Bitly** - 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. (See: [www.bitly.com](http://www.bitly.com))

**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 commentary, descriptions of events, ideas, or other material such as graphics or video. Think of a blog as an online journal of sorts. "Blog" can also be used as a verb, meaning to maintain or add content to a blog.

**Bookmarking** - Bookmarking online follows the same idea of placing a bookmark in a physical publication—you're simply marking something you found important, enjoyed, or where you left off to continue reading later. The only difference online is that it's happening through websites using one of the various bookmarking services available, such as [Delicious](http://delicious.com).

**Buffer** - Buffer is a social media manager, providing the means for a user to schedule posts to Twitter, Facebook and LinkedIn. Buffer suggests content for users to post based on topics and allows users to schedule posts with one click. (See [www.bufferapp.com](http://www.bufferapp.com)).

**Creative Commons** - Creative Commons is a nonprofit corporation dedicated to making it easier for people to share and build upon the work of others, consistent with the rules of copyright. It provides free licenses and other legal tools to mark creative work with the freedom the creator wants it to carry, so others can share, remix, use commercially, or any combination thereof.

**Crowdfunding** - The practice of funding a project, venture or cause by raising many small amounts of money from a large number of people, typically via the Internet and social media platforms. (See [www.indiegogo.com](http://www.indiegogo.com) and [www.kickstarter.com](http://www.kickstarter.com)).

**Eventbrite** – Eventbrite.com 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.

**Flickr** – Flickr allows users to store photos online and then share them with others through profiles, groups, sets, and other methods.
Flipboard – Flipboard is an app that allows you to collect and share news you care about. You can also use it to add your social networks, publications and blogs to stay connected to the topics and people closest to you. (Flipboard isn’t considered a social media manager, but you can use it to share posts easily to your social networks.)

HootSuite – HootSuite.com is a social media management system that helps streamline monitoring across social networks such as Twitter, Facebook and LinkedIn. Teams can collaboratively monitor, engage, and measure the results of social campaigns from one secure, web-based dashboard.

Hyperlapse – Hyperlapse is an app (created by the Instagram team) for filming time-lapse videos on mobile devices. Users can record up to 45 minutes of video through the app and then speed that video up as much as 12 times the initial speed. Hyperlapse supports videos nearly 4 minutes in length. (Only available for Apple/iOS, Android doesn’t have the camera technology needed for this app.)

Infographic - An infographic (information graphic) is a graphical representation of information or data designed to be engaging and easily understandable.

Klout - 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 you have on certain topics in the social world.

Organic Reach - the number of unique people who visited the page or saw an item in their news feed or ticker as a direct result of the page posting the content.

QR Codes – Quick Response codes are square-shaped matrix barcodes that can be scanned with a smart phone and take a potential buyer directly from a product on the shelf to a website (or event on a flyer) and information. There are numerous QR Code generators, including this one: http://www.qr-code-generator.com

Viral reach - the number of unique people who were exposed to content as a result of another user generating a story (“talking about” the page or post – liking, sharing, commenting, etc.)