

VOCABULARY

SOCIAL

MEDIA



Social Media

Meaning: Online platforms and websites that allow users to interact and share content.

Example: Facebook and Twitter are popular social media platforms.

Profile

Meaning: A user's personal page on a social media platform.

Example: She updated her profile picture on Instagram.

Followers

Meaning: Individuals who subscribe to another user's updates on social media.

Example: He has thousands of followers on his Twitter account.

Timeline

Meaning: A chronological display of posts and updates on a user's social media page.

Example: I scrolled through my timeline to see recent posts.

Status

Meaning: A short message or update shared by a user on their profile.

Example: She posted a status about her upcoming vacation.

Newsfeed

Meaning: The stream of updates and content from friends and followed accounts on social media.

Example: I check my newsfeed every morning to see what's happening.

Like

Meaning: A feature to show approval or appreciation for a post.

Example: Many people liked her photo from the party.

Share

Meaning: To repost or forward content from one's feed to others.

Example: I shared an interesting article with my friends.

Comment

Meaning: To provide feedback or engage in discussion on a post.

Example: She left a thoughtful comment on the blog post.

Tag

Meaning: To label or mention a user in a post or photo.

Example: I tagged my friends in the group picture.

Hashtag

Meaning: A keyword or phrase preceded by a "#" symbol to categorize and search for content.

Example: The hashtag #ThrowbackThursday is popular for sharing old photos.

Follow

Meaning: To subscribe to updates from a specific user or account.

Example: I decided to follow the new fitness page.

DM (Direct Message)

Meaning: A private message sent to another user on social media.

Example: I sent her a DM to discuss the project.

Trending

Meaning: Topics or hashtags that are currently popular on social media.

Example: The hashtag #FridayFeeling is trending today.

Influencer

Meaning: A social media user who has a significant following and impacts the opinions of others.

Example: She is a fashion influencer known for her style tips.

Privacy Settings

Meaning: Controls that allow users to customize who can see their content.

Example: I adjusted my privacy settings to limit access to my posts.

Algorithm

Meaning: A set of rules used by social media platforms to determine content visibility.

Example: The algorithm prioritizes posts from friends and family.

Engagement

Meaning: Interaction with a user's content, such as likes, comments, and shares.

Example: High engagement on a post indicates its popularity.

Viral

Meaning: Content that spreads rapidly and widely across social media.

Example: The video went viral, gaining millions of views.

Emoji

Meaning: Small digital images or icons used to convey emotions or reactions.

Example: She added a laughing emoji to her funny post.

Meme

Meaning: A humorous image, video, or concept shared and modified by users.

Example: Internet memes often go viral for their humor.

Filter

Meaning: An effect applied to photos to enhance or alter their appearance.

Example: I used a filter to make the picture brighter.

Analytics

Meaning: Data and statistics about social media performance.

Example: I reviewed the analytics to track post engagement.

Live Streaming

Meaning: Broadcasting real-time video content on social media platforms.

Example: He started a live streaming session to interact with his followers.

Block

Meaning: To prevent a user from contacting or interacting with you on social media.

Example: I had to block someone who was harassing me online.

Geotagging

Meaning: Adding location information to a post to show where it was created.

Example: I geotagged the photo to show I was at the beach.

Notification

Meaning: Alerts that inform users of activity on their social media accounts.

Example: I received a notification about a new message.

Friend Request

Meaning: A request from one user to connect with another on social media.

Example: I accepted her friend request on Facebook.

Unfollow

Meaning: To stop receiving updates from a specific user without unfriending or blocking them.

Example: I decided to unfollow the page because of too many posts.

Cyberbullying

Meaning: Harassment or intimidation conducted online, often on social media.

Example: Schools are working to combat cyberbullying among students.

Hacker

Meaning: A person who attempts to gain unauthorized access to computer systems or accounts.

Example: The company's social media account was hacked.

Troll

Meaning: Someone who posts inflammatory or disruptive comments to provoke reactions.

Example: Don't engage with online trolls; it's best to ignore them.

Unfriend

Meaning: To remove someone from your list of friends or contacts on social media.

Example: After the argument, she decided to unfriend him.

Platform

Meaning: The website or app where users access and interact with social media.

Example: Instagram is a popular photo-sharing platform.

Verification Badge

Meaning: A symbol indicating that an account is authentic, often seen on celebrity profiles.

Example: The blue verification badge confirms the account's authenticity.

Caption

Meaning: A text description or comment accompanying a social media post.

Example: She wrote a heartfelt caption for her vacation photo.

Follower Count

Meaning: The number of users subscribed to a particular social media account.

Example: His follower count reached 100,000.

Podcast

Meaning: Audio content, often in the form of interviews or discussions, available for streaming or download.

Example: They discussed current events in their podcast.

Emoji Reaction

Meaning: Using emojis to express reactions to a post, such as thumbs up or heart emojis.

Example: Many users gave the post a heart emoji reaction.

Social Media Campaign

Meaning: A coordinated effort to achieve specific goals on social media.

Example: The company launched a successful social media campaign.

Story

Meaning: Temporary posts that disappear after a set time, common on platforms like Instagram and Snapchat.

Example: She shared a behind-the-scenes story from the event.

Mention

Meaning: To include someone's username or handle in a post to draw their attention.

Example: I mentioned you in my thank-you post.

Shareable Content

Meaning: Content designed to be easily shared by users with their networks.

Example: Infographics are highly shareable on social media.

Microblogging

Meaning: Posting short, concise updates or thoughts, as seen on Twitter.

Example: Twitter is a popular platform for microblogging.

Social Media Manager

Meaning: A professional responsible for managing and curating content on a company's social media accounts.

Example: The social media manager scheduled daily posts for the brand.

Social Media Influencing

Meaning: The practice of individuals promoting products or brands on social media to influence consumer behavior.

Example: She turned her passion for makeup into social media influencing.

Vlog

Meaning: Video blogs or diaries shared on platforms like YouTube.

Example: He started a vlog to document his travels.

Engagement Rate

Meaning: A metric measuring the level of interaction and participation with a post or account.

Example: The high engagement rate indicated a successful campaign.

Online Community

Meaning: A group of people with shared interests who interact and engage on social media.

Example: The online community provided support for those with similar challenges.

Ghosting

Meaning: Suddenly and intentionally ceasing all online communication with someone.

Example: He ghosted his former friend on social media after a falling out

THANK YOU

