Social Media Glossary

Backchannel: This term describes the ancillary conversations that happen during a live, hybrid or online event. These conversations typically take place via Twitter or through a chat service provided through a webcast. As a planner, it is crucial to monitor these conversations and address questions and concerns in a timely and professional manner. Backchannels communications can enhance the experience for attendees by turning them from listeners to active participants.

Blog: A blog is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. "Blog" can also be used as a verb, meaning *to maintain or add content to a blog*. This is an excellent way to demonstrate expertise on a particular subject manner. Many blogs are used to discuss hobbies, but can be a strong marketing tool.   Blogs can be used to enhance an event having attendees share their thoughts before, during and after an event. Additionally, speakers can be asked to contribute to an event blog to share knowledge with attendees that can complement their presentation.

Community: This definition refers to online communities**.** A virtual community that exists online whose members enable its existence through taking part in membership rituals. An online community can take the form of an information system where anyone can post content, such as a discussion board system or one where only a restricted number of people can initiate posts, such as blogs. Event related communities can be formed on Twitter using hashtags or maybe be a more formal platform like *MemberFuse, Pathable, Crowdvine* or *Social Collective*.

Delicious: Delicious is a social bookmarking service that allows users to tag, save, manage and share web pages from a centralized source. With emphasis on the power of the community, Delicious greatly improves how people discover, remember and share on the Internet. Social bookmarking makes it easy to find your favorite sites and articles even when you switch computers.

Digg: Digg is a place for people to discover and share content found on the web. From the biggest online destination to the most obscure blog, Digg surfaces the best stuff as voted on by our users. You won't find editors at Digg — instead it provides a place where people collectively determine the value of content. Digg and similar sites are changing the way people consume information online.

Digsby: Digsby is a "multiprotocol instant messaging application." It allows you to check all your emails and updates from your Facebook, MySpace, LinkedIn and Twitter. In addition, you can sign in to all of your IM accounts in one central location.

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Engagement: Engagement can mean many things from a precursor to marriage to being committed or involved. We like to think of engagement as an emotional and intellectual connection to someone or something. Engaged attendees actively participate in a program, share ideas, are entertained, educated and come away with a sense of belonging to something and a sense of community.

Facebook: Facebook connects people with friends and others who work, study and live around them. People use Facebook to keep in touch with friends, post photos, share links and exchange other information. Facebook users can see only the profiles of confirmed friends and the people in their networks. Originally a tool used by college students, Facebook is widely used for business networking. Event organizers can create event specific pages or organization pages to create an informal community on Facebook. Facebook recently enabled a new social-location feature called "Places" which allows for sharing of your location via GPS. This can be a potential tool for event planners as the feature is enhanced.

Flash Mob: This term is typically associated with social media and refers to random acts committed by a group of people at a seemingly indiscriminate time. Recently the National Restaurant Association and ASAE have incorporated flash mobs into their annual meetings as a way of creating engagement by choreographing dancers for the attendees to break into. One of the most famous flash mobs occurred when Oprah Winfrey opened her 2009 season with a choreographed dance of her very large audience. YouTube houses videos of flash mobs on their site.

Flikr: Flikr is a free photo-sharing site that can act as a central hub for all photos that have been taken during a particular event. Planners can create an account that allows everyone that has photos to upload them and share with other interested parties. Flikr is now owned by Yahoo.

FourSquare: FourSquare is a location-based social networking game which helps you connect with friends using GPS via your mobile device. Users play the game by "checking in" at various locales that they visit. Every foursquare checkin earns you points and the more points you earn give you the ability to become a mayor of certain locales and earn badges. Foursquare may be used by event planners or venues to create interactive experiences and reward participation and patronage.

FriendFeed: FriendFeed is a service that makes it easy to share with friends online. It offers a fun and interactive way to discover and discuss information among friends.

Groupon: This service provides daily specials in limited quantities to people by geographic area. Specials vary from spas to dining to everything in between. Planners can coordinate with Groupon to provide specials to their attendees in certain cities.

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Hashtag: Hashtags are community-driven references to help group and organize information on Twitter. They are depicted by the # symbol and are essentially a reference tool. Hashtags can be registered on wthashtag.com or on twubs.com. Major conferences today use hashtags to help their attendees connect with each other via Twitter.

HootSuite: is the professional social media management client that allows you to manage multiple Twitter profiles, pre-schedule post, and measure your success. It also integrates with Facebook, LinkedIn and Ping.fm. This tools has the ability to track link click-through and provides reports to help users measure success. There is a web-based version as well as mobile versions of Hootsuite.

Hulu: Hulu is a website that offers commercial-supported streaming video of TV shows and movies from NBC, Fox, ABC and many other networks and studios. Hulu videos are currently offered only to users in the United States.

Hybrid Event: This is an event that takes place with a face-to-face audience, as well as a remote audience participating via webcast, who are both viewing the same program at the same time. Many hybrid events allow both audiences to interact with each other and many times with the speaker using a *backchannel.*

Linkedin: LinkedIn is an interconnected network of experienced professionals from around the world, representing 170 industries and 200 countries. You can find, be introduced to, and collaborate with qualified professionals that you need to work with to accomplish your goals. LinkedIn makes it easy to stay in touch with countless business contacts and provides a platform for regular communication with your network. LinkedIn has many features that can be helpful to event planners including their events module which help to promote events. LinkedIn will be adding additional functionality to the events module over the next year.

Listserve: LISTSERV was the first electronic mailing list software application, consisting of a set of email addresses for a group in which the sender can send one email and it will reach a variety of people. Today Google Groups and the like provide an easy mechanism for groups of like-minded individuals to connect and share information via email. This is a basic form of an online community.

Ning: Ning is the social platform for the world's interests and passions online. Ning offers an easy-to-use service that allows people to join and create Ning Networks. With more than 2 million Ning Networks created and 40 million registered users, millions of people every day are coming

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together across Ning to explore and express their interests, discover new passions, and meet new people around shared pursuits. Associations may explore using Ning to create a private online community.

RSS: RSS stands for "Really Simple Syndication". It is a way to easily distribute a list of headlines, update notices, and sometimes content to a wide number of people. It is used by computer programs that organize those headlines and notices for easy reading. Many people who read blogs or regular online news columns use RSS rather than visiting individual websites. RSS readers can be found in Outlook, Mac Email and through Google Reader.

Skype: Skype is software that enables the world's conversations. Millions of individuals and businesses use Skype to make free video and voice calls, send instant messages and share files with other Skype users. People also use Skype to make low-cost calls to landlines and mobiles. This can be an asset to an event planner if travel prohibits a speaker from attending a presentation, they can use Skype to attend virtually.

SlideShare: Slideshare is a website that allows presentations to be uploaded and share with the public. This can be a great way to promote your event after-the-fact by allowing people to see presentations that they missed out on. LinkedIn has a SlideShare module that allows a presenter to share their presentation right on their LinkedIn profile.

SocialOOmph:
SocialOomph.com is a service that provides free and paid productivity enhancement services for social media users. This tool has strong Twitter management functions and the ability to track keywords that appear on Twitter.

Tweetchat: This website makes it easy to follow ongoing Twitter conversations that take place via a hashtag. This tool is helpful during specified chat times or to follow the rapid conversation associated with a certain event or trend.

Twitter: Twitter is a powerful networking tool that lets a person send brief text messages (tweets) up to 140 characters in length to a list of followers. Launched in 2006, Twitter was designed as a social network to keep friends and colleagues informed throughout the day. However, it became widely used for commercial and political purposes to keep customers, constituents and fans up-to-date as well as to solicit feedback. Most major events today incorporate Twitter into their program as a way to connect attendees, speakers, sponsors and the event organizers.

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Tweetdeck: TweetDeck is your personal browser for staying in touch with what's happening now, connecting you with your contacts across Twitter, Facebook, LinkedIn and more. TweetDeck shows you everything you want to see at once, so you can stay organized and up to date. This is a free program that is downloaded to your computer and makes social media easier to organize. It is also available for iPhone and iPad.

YouTube: YouTube is a video sharing website on which users can upload and share videos, and view them in MPEG-4 format. YouTube is the #2 search-engine in the world. Free to use, YouTube can help event planners promote their event, share content and create attendee engagement opportunities through contests and the like.

Wikipedia: Wikipedia is a multilingual, web-based, free-content encyclopedia project based on an openly-editable model. The name "Wikipedia" is a portmanteau of the words wiki (a technology for creating collaborative websites, from the Hawaiian word wiki, meaning "quick") and encyclopedia. Wikipedia's articles provide links to guide the user to related pages with additional information. Wikipedia is written collaboratively by an international group of volunteers. Anyone with internet access can write and make changes to Wikipedia articles. As a general rule, organizations should regularly monitor Wikipedia to ensure that they are being properly represented.

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