

Go-to Glossary

Social Media Edition



what does it all mean?

Search



About

This glossary serves as your essential reference for commonly used terms related to social media. Consult it whenever you're uncertain about the meaning of a specific term.



A**AI GENERATED**

A piece of content that has been created or transformed by artificial intelligence systems.

**ALGORITHM**

A system which analyses user behaviour and personalises a person's feed according to their preferences.

**AVATAR**

A digital character that represents you in the online world.

**B****BIO**

A brief description on your profile.

**BOT**

A robot that imitates human activity online.

**BLOCK**

The act of preventing someone from having access to your content on a platform.



C

CAROUSEL

A format for posting multiples photos or videos in a singular post.

**CAPTION**

The descriptive writing of a post.

**CLOSED CAPTIONS**

Text transcription feature of dialogue, sound effects and speaker identification.

**CROSS-POSTING**

Posting the same content on multiple platforms.

**CTA**

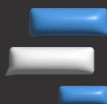
Call to action, often a prompt that encourages the audience to take a specific action.



D

DM

Direct Message.

**DP**

Display picture used for social profiles.



DUET

A feature on TikTok that allows you to pair your own content with another user's in a split screen format.



E

EXPLORE PAGE

This is a feed that recommends content from people that you do not follow. It is a place to discover new types of content and creators.



F

FEED

The main screen you see when you open a social media app; a scrollable collection of content from people or different pages you follow.



FINSTA

A secondary fake account that people may use for a different purpose alongside their 'real' account.



FYP

For You Page. This is a feed on TikTok with content from creators you do not follow.



G

GRWM

Get Ready With Me, a trend where an individual records their process of getting ready for an outing.



H

HANDLE/USERNAME

Your name on an online platform.

**HOOK**

The element of a piece of content that grabs attention.



I

INSIGHTS

Data that allows you to see the performance of content and learn about your audience.



L

LINKTREE

An online tool that enables users to attach all their relevant website links in one place for their audience to easily access at any time.



LIVE

Sharing content in real-time by video or audio broadcast.



M

MENTION (@)

Tagging another user of the platform to engage with them or attract attention.



MEME

A piece of amusing content that is shared across digital platforms.



MUTE

The ability to hide someone's content so you no longer see posts from them.



O

OPTIMISATION

The process of making something as effective as possible.



P

PINNED

The ability to pin a specific post so it shows at the top of your page or feed.

**PLAYLIST**

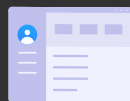
A playlist allows you to categorise your content, helping your audience to easily find the content they are interested in.

**POST**

Anything that you upload to a social media platform.

**PROFILE**

Your profile shows your bio and posts.



R

REEL

A short video feature on Instagram.

**REPOST**

The act of sharing someone else's posts on social media.

**RESTRICT**

Limiting access to a particular piece of content.



S

S.E.O

Search Engine Optimisation.

**SHADOW BANNED**

When a piece of content's visibility has been limited without the owner's knowledge, mostly happens on TikTok and Instagram.

**SPAM**

Unwanted engagement including repetitive content in your feed or direct messages, typically from bots, fake profiles, and suspicious sources.

**SPONSORED**

A piece of content that a creator has been paid to promote.

**STREAK**

Maintaining a continuous interaction without taking a break. For example, a snapchat streak is when daily snaps are sent to another user.



T

TAGGING

Mentioning another account user on a platform.



TROLL

Someone who posts negative or hateful comments to hurt or provoke others.



V

VERIFIED

The account has gone through a process of identification and the platform has issued a blue tick next to the account name.



VIRAL

When a post gains mass attention at an extremely fast pace across social media.

