

# Social Media Glossary: An Introductory Primer of Terms for the Non-User

(Source: Edelman me2revolution)

- A** **Alexa** ([www.alexacom.com](http://www.alexacom.com)): A free, analytical tool for comparing traffic between major Web sites.
- B** **Blog**: Short for weblog, a blog is an easy-to-update webpage that places the most recent post at the top and all others are in reverse chronological order. Many blogs allow readers to leave comments, bloggers link to each other and websites to spread information.
- Blogger** ([www.blogger.com](http://www.blogger.com)): A person who blogs or a popular free blogging platform owned by Google that uses the domain blogspot.com.
- Blogpulse** ([www.blogpulse.com](http://www.blogpulse.com)): Offers a range of free analytical tools for searching and discovering trends in blogging. (See BuzzMetrics)
- BoardReader** ([www.boardreader.com](http://www.boardreader.com)): An online tool for searching forums.
- BuzzMetrics** ([www.nielsenbuzzmetrics.com](http://www.nielsenbuzzmetrics.com)): This site was bought by Nielsen and provides both free and fee analytical tools for studying traffic and trends in the blogosphere.
- C** **Chat Room**: An online resource in which participants can engage in real-time discussions with one another.
- F** **Feeds**: (Another term for RSS) Feeds are a way of syndicating information and allowing the user to decide how to consume the media.
- Flickr** ([www.flickr.com](http://www.flickr.com)): A photo-sharing site.
- G** **Google** ([www.google.com](http://www.google.com)): Originally just a search engine, Google Labs adds new options to users on a regular basis. It includes Google Blogsearch, Gmail, Chat, Sitemaps and many other options.
- H** **Hacker**: A person that is a clever programmer. A “good hack” is a clever solution to a programming problem and “hacking” is the act of doing it.
- I** **Ice Rocket** ([www.icerocket.com](http://www.icerocket.com)): A search engine for blogs, MySpace, news and images. Also offers free analytical tools for bloggers to track statistics.
- Inbound Links**: Part of the formula that Technorati uses to assign rank and authority. Inbound links are links from other sites to a particular blog.
- M** **Message Board**: A registration-driven Internet-based forum for an interest group (also referred to as a bulletin board, discussion board or interactive message board), typically arranged by topic and subtopic.
- N** **Newsgator** ([www.newsgator.com](http://www.newsgator.com)): A popular, free aggregator for syndicated online media using RSS feeds.
- P** **Podcast**: A multimedia distribution method by which publishers “syndicate” rich media (audio or video) via RSS, which enables subscribers to automatically download episodes as they are published.
- R** **RSS**: Really simple syndication is a system that allows users to subscribe their favorite Web sites. A program known as a news reader or aggregator can check a list of feeds on behalf of a user and display any updated articles that it finds.
- T** **Technorati** ([www.technorati.com](http://www.technorati.com)): An Internet search engine for searching blogs, competing with Google, Yahoo and IceRocket. As of September 2006, Technorati indexes over 51 million weblogs.
- W** **Wiki**: A collaboratively edited website. The most well-known wiki is Wikipedia, an encyclopedia that’s created, edited and maintained by the users.
- Y** **YouTube** ([www.youtube.com](http://www.youtube.com)): A website where individuals worldwide can upload, view and share video clips. Although is launched less than two years ago, today YouTube is one of the fastest-growing sites on the Web. Bought by Google in October 2006.