GENEVA PUBLIC LIBRARY DISTRICT
127 James Street, Geneva, IL 60134
Ph: 630-232-0780 Fax: 630-232-0881

Introduction to Social Media Platforms

Ellen Anderson
Geneva Public Library District

Facebook

https://www.facebook.com/

A social networking service that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues.

News feed: The News Feed is a list of updates on your own Facebook Profile home page.

Profile: your personal home on Facebook, which allows you to share interesting work experiences, personal information, and much more

Post: an online message or status update submitted by the user.

Like: when you click "Like" on a post on Facebook, you are making a connection. The connection will be displayed to your Friends.

Comment: a response to a user's post

Share: allows you to share a post that someone else created with your followers

Friend: personal contacts you share updates with

Google+

https://plus.google.com/

The Google owned social networking service that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues.

Stream: the list of posts that is displayed on the Google+ home screen and for each contact in a circle

Profile: your personal home on Google+, which allows you to share interesting work experiences, personal information, and much more

Post: an online message submitted by the user.

+1: the equivalent of the Facebook Like button for Google+. A user can +1 an item shared on Google+.

Comment: a response to a user's post

Share: allows you to share a post that someone else created with your followers

Circle: the method of organizing connections into groups for more targeted sharing and better privacy

Hangouts: video chat for up to 10 people at any given time.

Adding to your Circle: someone you subscribe to in order to receive their updates.

Added you to Circle: someone who subscribes to receives your updates.

Twitter

https://twitter.com

The online social networking service that enables users to send and read short 140-character messages called "tweets".

News feed: list of your updates on your own Twitter Profile home page

Profile: your personal homepage, which allows you to share 140-character message updates

Tweet: 140-character messages or updates such as personal messages, random thoughts, post links, or anything else that fits in the character requirements.

ReTweet: sharing or tweeting something that was posted by another user to your followers

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

Followers: someone who subscribes to receives your updates.

Following: someone you subscribe to in order to receive their updates.

Pinterest

https://www.pinterest.com/

A visual discovery, collection, sharing, and storage tool where users create and share the collections of visual bookmarks.

News feed: list of pins uploaded by those you are following

Profile: your personal homepage, which displays your pins collected into boards

Pin: visual bookmark for things you find around the web or right on Pinterest.

Board: where you collect Pins by theme or topic.

RePin: share another pin on your board and to your followers

Pinning: act of uploading a pin to Pinterest

Send a pin: send a pin through personal message

Comment: a response to a user's pin

Followers: someone who subscribes to receives your updates.

Following: someone you subscribe to in order to receive their updates.

Instagram

http://instagram.com/

An online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as Facebook

Newsfeed: list of updates on your own Instagram profile home page

Profile: your personal homepage, which displays your visual posts

Post: a visual online message or status update submitted by the user.

Comment: a response to a user's post

Followers: someone who subscribes to receives your updates.

Following: someone you subscribe to in order to receive their updates.

Tumblr

https://www.tumblr.com/

A microblogging platform and social networking website that allows users to post content to their blog.

Dashboard: list of updates on your own Tumblr profile home page

Profile: your personal homepage, which displays your visual posts

Post: a visual online message or status update submitted by the user.

Followers: someone who subscribes to receives your updates.

Following: someone you subscribe to in order to receive their updates.

LinkedIn

https://www.linkedin.com/

A business-oriented social networking service which allows users to find jobs and share job skills and work experience.

News feed: list of updates on your own LinkedIn profile home page

Profile: your personal homepage, which displays your posts

Post: an online message or status update submitted by the user.

Comment: a response to a user's post

Connections: personal contacts you share updates with

Vine

https://vine.co/

A video sharing service which allows users to record and edit five to six-second long looping video clips with followers.

News feed: list of updates on your own Vine profile home page

Profile: your personal homepage, which displays your posts

Vine: a short six second video

Comment: a response to a user's post

Followers: someone who subscribes to receives your updates.

Following: someone you subscribe to in order to receive their updates.

Snapchat

https://www.snapchat.com/

A photo messaging application which allows users to add text and drawings to photos, and send them to their contacts. Photos are deleted after 1-10 seconds.

Snap: the photo that is sent to your contacts that is deleted after 1-10 seconds

Contacts: personal contacts you share updates with

YouTube

https://www.flickr.com/

Video sharing service which allows users to upload videos, follow users and comment on videos.

Channel: your personal homepage, which displays your videos

Comment: a response to a user's video

Followers: someone who subscribes to receives your updates.

Following: someone you subscribe to in order to receive their updates.

Flickr

https://www.flickr.com/

An image hosting website that allows users to share photos.

Photostream: list of photos on your own Flickr profile home page of your uploaded photos

Profile: your personal homepage, which displays your account information

Foursquare

https://foursquare.com/

Find and share restaurants you love.

Profile: your personal homepage, which displays your tips

Tip: a review or comment submitted by you or a user for a location

Followers: someone who subscribes to receives your updates.

Following: someone you subscribe to in order to receive their updates.

Swarm

https://www.swarmapp.com/

Location sharing service.

Profile: your personal homepage, which displays your check ins.

Check In: update followers when you arrive at a location

goodreads

http://www.goodreads.com/

A social cataloging service which allows users to search for books, update followers of books their reading, keep lists of books and create book discussion groups.

News feed: list of updates on your own goodreads profile home page.

Profile: your personal homepage, which displays your reading log.

Followers: someone who subscribes to receives your updates.

Following: someone you subscribe to in order to receive their updates.

WhatsApp

http://www.whatsapp.com/

Messaging service, including text messaging, image, video, and audio media messages.

Profile: your personal homepage, which displays your account information

Contacts: personal contacts you text chat with

Skype

http://www.skype.com/en/

A free video and voice messaging platform that allows users to video chat.

Profile: your personal homepage, which displays your account information

Contacts: personal contacts you video chat with