Must Know Social Media Jargons by Kendrafowler

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Social Media has become the platform for a great number of things starting from making friends to promoting oneâ€™s business. It is rapidly evolving with numerous new innovations coming in at every minute of the day. It is essential that those who are active on the social media sites be fully updated with all the recent entries, so that they are on par with technological advancement.

Technical expertise is no longer required to be a part of the social media. Only when it comes to designing a website or so does this become very mandatory. So anybody with a basic knowledge of the internet can jump into the vast ocean of social media. However, staying afloat with the up surging tides is what is most difficult. Getting to know a few basic terms will be of great help and it is up to you to build a strong ship out of it or just remain a small bob in the sea.

Terminologies that rule Social Media

Is it possible to read a story without knowing the elementary English alphabets? Absolutely not! You will not understand head or tail of the story. The same applies to the relationship between the terminologies and social media. Unless one is well versed with the terms that are in use, there is no point in using the social media. There are so many terminologies in use but some are common to almost every application that knowing these will be enough for a beginner. You can always update your internet vocabulary in the long run.

Blogosphere â€“ It is the common term to denote the blogs and the activity that takes place within and between the blogs.

Content Management System â€“ It is shortly referred to as CMS. They provide the facility to create static pages, blogs and other tools as a comprehensive package. It is useful only if you have some pinch of technical knowledge.

Feeds â€“ They are similar to receiving updates from sites, blogs by subscribing to them.

Links â€“ They are used by bloggers or writers to make a reference. Usually a highlighted word will act as the anchor text for the link. Clicking on it will direct you to the link.

Permalink - It is the URL that contains a specific blog post or an update without referring to the whole blog or the page respectively.

Platform - It is the base on which any system works with its own set of tools. Say for example, Wordpress is the platform for blogging and content management. It has its own features and tools that differentiate it from the other platforms.

Podcast â€“ This refers to an audio or video that can be automatically downloaded by subscribing to the website that offers it.

RSS â€“ It is Really Simple Syndication. It is the means to subscribe to blog posts, articles, and websites to receive regular updates without visiting the site or blog.

Tags â€“ They are specific keywords that serve as an identity to a blog post, article, bookmark or any item on the net. Suppose a person wants to find about the hosting process of Wordpress application, you should use the keywords Wordpress hosting, hosting for Wordpress or in the likes

of it to get your answer. These tags are like shortcuts which will direct you to the main application.

Threads â€“ Continuous strands of conversation that can be usually seen on forums. One person may start a thread relating to a specific topic and others may continue to build up the same thread with their views.

Web 2.0 â€“ Second generation web which allows anybody, even a layman to make use of the social media techniques like blogging, networking etc. without having any prior technical knowledge.

Widgets - Standalone applications that can be incorporated in your sites, blogs to suit your needs. There are so many widgets like making a comment, making a donation, following etc.

The above mentioned are some of the most common terms that you will encounter in the present online scenario. This list is being constantly updated that you will be introduced to new terms almost every day. So constant learning is the only way to keep in tune with the rapid advancement.

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