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## Social Media Glossary


**Aggregator** – a web application that draws together syndicated content from various online sources and displays it in a single location for the user's convenience. Example: Feedly.com.


**Blog** –   a type of website in journal format with “posts” that convey information and allow interaction with readers through comments. Example: *Creative Gene*, *GeneaBloggers*.


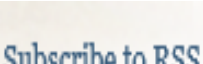
**Facebook** –  an online social networking service that connects people with friends and others who work, study and live around them.

**Feed** –  (The feed icon used in several browsers.) A feed is used to collect recently updated content. Users can subscribe to a feed so as to receive an alert whenever a blog is updated by a blogger. It is known by names such as web feed, syndicated feed or a news feed. Popular feed formats include RSS and Atom.

**Feedly** –  <feedly.com> a news aggregator application for various web browsers and mobile devices running iOS and Android. It compiles news feeds from a variety of online sources for the user to customize and share with others.


**Flipboard** –  <flipboard.com> a social-network aggregation, magazine-format mobile app localized in more than 20 languages. The software collects content from social media and other websites, presents it in magazine format, and allows users to “flip” through their social-networking feeds and feeds from websites that have partnered with the company.


**Pinterest** –  a web and mobile application company that offers a visual discovery, collection, sharing, and storage tool. Users create and share the collections of visual bookmarks (boards). Boards are created through a user selecting an item, page, website, etc. and pinning it to an existing or newly created board. Users save and share pins from multiple resources onto boards based on a plethora of criteria.

**RSS** –   Really Simple Syndication: a way of allowing web users to receive syndicated newsletters and email alerts.

**Search engine** – a tool designed to easily and rapidly find information on the Internet. Major search engines are Google, Bing and Yahoo.

**Social media** – is a method of providing content and information using applications and websites that allow others to follow your contributions and interact/share information with others.

**Twitter** –  a ‘real time social networking’ site, a place for sharing information as it happens, and connecting with others in real time, often resulting in lasting friendships and contacts. Registered users can read and post tweets, but unregistered users can only read them.

**YouTube** –  a video-sharing website; subsidiary of Google. Hosts user-generated videos. Includes network and professional content. Unregistered users can watch videos, and registered users can upload videos to their channels.

**URL** – Uniform Resource Locator, is the web address of a site on the Internet.

**Web browser** – used to access and display websites on the Internet.

**Website** – an Internet site that a user must visit in order to utilize information. For social media users, websites are a way to set up an account but not always a convenient way of sharing information or interacting with others.

