Garland ISD Social Media Glossary

@ Reply – Tweeting a specific user. Posts are public

Bit.ly – A shortener that converts a regular URL into a more condensed format. Can customize and track analytics

Caption – A brief description that appears underneath an Instagram photo

Check-in – Allows users to let others know where they are or have been. Can be geographical locations or events

DM or Direct Message – A private conversation between users

Facebook Page – Encouraged for professional accounts. No friend requests are required. All posts are public

Facebook Profile – Encouraged for personal accounts. Posts are shared with friends—those who have sent a request and been approved

FF – Abbreviation for Follow Friday. Usually posted as a hashtag with accompanying usernames for others to notice

Forum – A message board where people can hold discussions

Handle – A user's name on Twitter (ex: @gisdnews)

Hashtag – Preceding a word or phrase with the # sign to denote a specific topic. Hyperlinked and searchable on certain social media sites

ICYMI – Abbreviation for In Case You Missed It

Likes – Showing approval of posts in some social media sites. Following a page to receive posts in others

Notifications – Alerts about activity from friends, followers and other users

Pin – A favorite link stored on Pinterest

Quote Tweet – A way to retweet where a user can include their own comments along with the tweet

RT or Retweet – Reposting or forwarding a post from someone else

Screenshot – A photo taken of screen activity

Selfie – A self-portrait photograph usually taken with a smartphone

Share – Reposting or forwarding a post from someone else

Status Update – A post made on Facebook

Tagging – Mentioning another user's handle or account name in a post or photo. Triggers a notification for that user

TBT – Abbreviation for Throwback Thursday. Usually posted as a hashtag with an accompanying picture from the past

Trending – The most popular topics at any given time

Tweet – A post on made on Twitter

Twitter Chat – Hosting a public, real-time conversation among users via hashtags