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Social Media Cheat Sheet

key terms to learn

Facebook

Facebook is a free social networking Web site that is used to find and interact with business contacts, prospects, and customers.

Fan: User who has selected to follow a Page (business).

Friend: Relationship between two people who know, or want to know one another on Facebook.

Group: Online group created around a special interest.

Wall: Featured section on profiles and Pages to post public messages (like a message board).

Tag: Marking a photo or video with text to identify the image; associates pictures with others' profiles.

Like: Users can "Like" a friend's status update, uploaded photo, or video by clicking the "Like" link associated with the post; comments can be included.

YouTube

YouTube is a free video sharing Web site where users can upload, view, and share videos online.

Channel: Page which contains a user's profile information, videos, and favorites.

Comment: Users can post comments on videos, profiles, or other users' comments.

Favorites: A saved list of videos you have selected as your favorites.

Subscribe: Users can follow a specific channel's updates and new content.

Featured Videos: Videos featured in a special section; primarily from YouTube's partners.

Rating: Viewers can rate videos using 1 to 5 stars.

Insights: Detailed statistics including views, popularity, and geographic regions of viewers.

Twitter

Twitter is a free microblogging Web site that allows users to post updates about news, their lives—anything. All messages are limited to 140 characters or less.

Tweet: A post or status update—must be 140 characters or less.

Following: People whose tweets you select to receive in your feed.

Follower: Those who have selected to receive your tweets.

@Username: Public message sent from one person to another.

Direct Message: Private message sent from one person to another.

Hashtags: Characterized by the # symbol preceding a keyword, hashtags help add tweets to categories.

Retweet: Reposting something that is already in the Twitter stream.

Learn more about the business applications for social media. Contact the integrated marketing communications experts at AVS Group.