

American Land Title Association

Social Media Dictionary 2013



A M E R I C A N

L A N D T I T L E

A S S O C I A T I O N



Terms To Know:

Likes

A "Like" is virtual nod to your Facebook friends and connections that essentially "I like this activity." You can like individual activity on your News Feed or you can like entire pages for organizations you want news and information about (such as businesses, sports teams, schools, and politicians).

Your "like" is a powerful tool. Your "like" sets off an exponential domino effect on Facebook that shows your friends the activity you enjoy. The more "likes" on a page or on various activity greatly increases the amount of people that have access to information.

News Feeds

Your News Feed is 24-7 portal to keep up with your friends and "liked" pages. Your News Feed displays status updates, location check-in's, links, photos, and other applications your friends are interacting with. You can sort your News Feed to show only the most recent activity from your friends or you can view highlighted activities that are gaining momentum.

Timeline

Your Timeline is the way to sell your complete story on Facebook. Timeline allows you to start from the beginning and post photos and pictures from your childhood or from the start of business. You have complete control over your Timeline and the information you share on it.

Pages

Pages are public profiles designed for leaders, artists, businesses, churches, etc. to create a presence and engage with individuals on Facebook. Pages owners have complete control of their page and are able to post status updates, photos, message followers, create events and poll questions and more.

When a person "likes" a page, such as the American Land Title Association page, they will begin to see ALTA's activity in their News Feed. When followers like specific stories on a page's timeline, their activity will be shared on their own News Feed increasing activity and viewership for the page.

Subscribe

Recently Facebook announced the ability to subscribe to friends to ensure you see and share information with the exact people you intend to. You can create lists of subscribers such as Friend Lists, etc.

"LIKE" the American Land Title Association on Facebook – www.facebook.com/altaonline

Terms to Know:

Profile

Your LinkedIn Profile is the public page that your connections can view. Depending on your security settings, it can also show up when individuals search for your name or for job credentials you may possess. Your profile should highlight your professional ability and your personality.

Connection

A connection is your acknowledgement of an existing relationship (or the desire to create a new relationship) with a friend, colleague or networker on the LinkedIn network.

Invitation

An invitation to connect on LinkedIn is the equivalent of a “friend request” on Facebook. This represents an individual reaching out to you for approval to join your LinkedIn network.

Group

A group on the LinkedIn network can range in both topic and size. The largest groups include 100,000 members and the smallest groups contain just five or six connections. Some groups are private and require approval from a group manager prior to officially joining the group. Depending on the activity of the group, this can take several hours or many days.

Manager

A manager on LinkedIn refers to the individual(s) that have been granted advisory power over the group. Managers are also able to moderate discussions in a group and ban members if their posts do not meet the group guidelines.

Endorsements

Often on LinkedIn you will see a notice asking, “Does this person have these skills?” These are called endorsements. Endorsements are added to your LinkedIn profile, however, they offer very little in the way of explaining your worth or ability to a future employer or colleague.

Recommendation

A recommendation is a public endorsement of your role at either your current or previous employer. You can request a recommendation from your connections. Your connections may ask for recommendations from you. Any approved recommendation shows up on your profile.

Join the American Land Title Association on LinkedIn – “American Land Title Association”

Terms to Know:

Tweet

A tweet is a message sent on Twitter. It must be 140-characters or less, and can include multimedia links, hashtags, usernames and more.

Hashtag - #

A hashtag, or “#”, shows a keyword or phrase. It is often the best way to search for and find out what Twitter users are currently talking about (i.e. #ALTAbsc). Hashtags can be any string of characters without spaces. The most-talked-about Hashtags at any given time are located in the Trends sidebar on the left panel of your Twitter home page.

Mention (@)

When you want to mention another twitter user, such as @ALTAonline, in a tweet, you must use the “@” symbol before their handle in order to link to the user and show up in their mentions. You can mention multiple handles in a single tweet.

@reply

When written at the beginning of a tweet, the “@” sign indicates a direct conversation between you and the other Twitter handle. An @ reply does not show up on your timeline.

Direct Message (DM)

A direct message (DM) is a private message sent to you that can only be seen by you. A user must be following you to be able to send a DM.

Trending

Only the most tweeted topics show up as “trending” on Twitter. Trends can be hashtags, keywords, names, current events and a variety of other topics. These days, most major news can be expected to trend on Twitter prior to breaking on television or even online.

Retweet (RT)

A retweet is a tweet that has been repeated. If you retweet something, the original tweet will be sent to your followers in its entirety. This is often used to share news or insight with your followers. Retweet is often shortened to “RT”.

Terms to Know: (continued)

Timeline

The Twitter timeline is the real-time feed of all of the tweets from those you follow. Each user has a different timeline depending on who they follow.

Following

Your “following” is the list of individuals that you have chosen to follow. The tweets of those you are following will show up in your timeline.

Followers

Your followers are the Twitter users that have decided you are interesting enough to follow your tweets.

Unfollow

An “unfollow” is when you decide to stop following a Twitter user. His or her tweets will no longer show up in your timeline.

Lists

You can create specific lists on Twitter to better organize the people you have chosen to follow. Lists vary in scope and size and not all Twitter users use lists. You have the ability to follow other users’ entire lists if you feel they are interesting enough.

Follow the American Land Title Association on Twitter - [@altaonline](#)

Terms to Know: *Pinterest*

Pinterest

Pinterest is a virtual bulletin (pin) board that allows you to organize and share your favorite ideas, recipes, products and more from around the internet.

Pinner

The term most often used for Pinterest users.

Pin

A pin is each individual favorite product, recipe, or web project you choose to store on Pinterest. You can have as many pins as you want. Once you have many pins about one particular topic (such food or fashion) you can organize them into boards.

Board

A board is an online clipboard to house varying topics of your pins. The most common board types include: recipes, event planning, organization, fashion, photos, and animals.

Repin

As you build up your friend list on Pinterest, you'll see their boards start to fill your main Pinterest page. If you see something you like, you can repin it. It will alert the other pinner that you like their idea and share the new pin with your followers as well.

Join the American Land Title Association on Pinterest – www.pinterest.com/altaonline