***Social media vocabulary***

**Follower**

A **follower** is a person who can see the content you share on your social medium. Once the content is shared, he or she will be able to react to your social media **posts** which are most likely to appear on their **feed**.

**Feed**

Your feed, or your **news feed**, is the continuously updated page you see on a social media website. Content is renewed automatically every time you **refresh** your feed without human interference.

**Meme**

**Meme** refers to the images, photos and videos, or texts shared on the internet to spread a specific idea, style, or behavior. Memes can circulate very quickly from user to user in social networks, blogs, and other platforms

**Platform**

An **online platform** is a website which promotes or sells products and services. Both buyers and sellers are connected through these platforms. A few examples of platforms are Amazon, eBay, Airbnb, etc.

**Post**

Posts refer to the **content** you **upload** on the internet, including texts, videos, images, and audio files. To post data is to make it available for other users, who are given access to the content you share, to see it.

**Trending**

On social media websites, if a topic, video, or another type of content marketing is **trending**, it is extremely **popular** and widely discussed on the internet. On YouTube, for example, if a video is trending, it appears on the **home page**.

**Hashtag**

[HubSpot defines a hashtag](https://blog.hubspot.com/blog/tabid/6307/bid/4694/Why-Twitter-Hashtags-and-Trending-Topics-Are-Useless-to-Marketers.aspx) as a “word or string of characters that starts with a number sign.” Identical hashtags are then grouped into a search thread.

**Blog**

A site updated frequently by an individual or group to record opinions or information.

**Twitter**

Twitter is a free social networking site where users broadcast short posts known as tweets

**Tweeter**

a person who uses the twitter is the tweeter

**YouTuber**

Anybody who makes videos on youtube

**Influencer**

Someone who is in any social media platform having many followers

**Troll**

Putting negative comments and waiting for the answers

**Cyber bully**

Because of anonymity on social media sites it is difficult to fight this social phenomena

**Fan base**

All the people who are following your content

**Content**

Things that people put online to share with each other

**Vlog**

Video log: on youtube people can share any thing

**Post**

Every thing that you put on your social media platform

**Viral**

It spreads very quickly and becomes popular

**Live streaming**

You take a video and instead of recording it and post it later you do it live

**App**

The abbreviation of Applications