

# Social Media Guide

social networks | blogs | podcasts | video | twitter

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## **Using this Guide:**

Please note that this guide, if being viewed as a PDF, is interactive.

Each section of the contents page is clickable, bringing you to the relevant page. Similarly, throughout the guide, you will come across text written in blue, [like this](#). These are hyperlinks, which, when clicked, will open up a new page in your internet browser and direct you to a page online.

There is also a Glossary towards the back of the guide should you need help with any of the terms used throughout the text.

# Introduction

Welcome to the MUBU Social Media Guide.

The internet now has many opportunities for you to communicate with users and engage new audiences using free online resources. This guide has been developed to introduce you to these social media options, help you to assess which will best help you to achieve your objectives, and give you the basic skills to start using them.

Whether you've ventured into the world of social media already, or are taking your first tentative steps in social networks, blogging, podcasting, video or unraveling the mysteries of Twitter, we hope this guide will help you to navigate the changing media landscape and find some exciting new ways to get your museum's voice heard.

We've laid out the basics of Web 2.0 and social media, and outlined the pros and cons of a range of tools for you to try out. You'll also find great examples of museums that are already using social media effectively, which we hope will inspire you and encourage you to get onboard.

Have fun!

MuBu Project Team



# What is Web 2.0 and Social Media?

'Web 2.0' is just a name for how the internet looks nowadays. What makes today's internet different from the internet in the past is the way people use it, and particularly the rise of social media tools.

In the late 90s and early 2000s, the internet was a very passive medium. Users sought out and read content, but rarely interacted with it. The arrival of Web 2.0 and the growth of social media, mean that content is increasingly being brought *to* the reader. And they in turn are interacting with content and its makers – commenting, engaging, sharing, enhancing.

So, in its simplest form, the term 'social media' refers to any web-based medium through which people can share content, personal opinions, spread news, swap perspectives and generally communicate with other people.

This kind of interaction is the basis of Web 2.0 and social media.



## Why should we care?

Because...

- Visiting social sites is now the 4th most popular online activity – putting it ahead of personal email
- Two thirds of the global internet population visit social network sites
- There are 314.5 million unique social network users worldwide
- Of this group, Facebook holds 52% of the market share, while Twitter holds 10%

Source: Nielsen, 2009 & 2010

## What can we use Social Media for?

- Communication and conversation
- Listening to and responding to feedback
- Marketing and advertising
- Gaining a better understanding of your users
- Engaging new audiences

# How much of a commitment is it?

Social Media isn't something that should be taken on lightly. While it is relatively easy to learn the basics and get your organisation's social media presence up and running, keeping your accounts active (regularly updating blogs, sending messages out on Twitter and so forth) *takes time*.

You will need to put aside a short period of time every day to spend on your chosen social media applications. As well as updating content, you'll also need time to respond to any comments, and react to other users within your networks.

However, one of the great things about social media is how easy it is to share the load. Every tool mentioned in this guide can be controlled by more than one person, so it's simple to allocate the workload between several members of your team.

By simply sharing access passwords or adding moderators (which is easily done through the settings of any of these tools), any number of your team can help to keep your social media presence up to date. Not only does this reduce the amount of work it takes to keep on top of things, but it also keeps your shared content fresh and interesting for those who are interacting with you.

By being realistic about what you have time to do, you can create a truly great social media presence!



# Blogging

## What is a Blog?

An abridgment of the term “web log,” a blog is simply a website (usually maintained by individuals as opposed to a webmaster) populated with regular entries that can include commentary, descriptions of events or other material such as graphics or audio. Entries are commonly displayed in reverse chronological order, and are written in a conversational, friendly style. Blogs are often used to talk to audiences in a less formal way.

While many blogs provide commentary or news on a particular subject, others function more like a personal online diary. Readers can usually comment on the content of blogs and the writer can respond. This interactivity is what sets blogs apart from more traditional websites.

### EGYPT AT THE MANCHESTER MUSEUM

Everything Egyptian at the Manchester Museum

Feeds:  Posts  Comments



#### The Life and Work of the 5th Earl of Carnarvon and the Discovery of Tutankhamun

March 24, 2010 by egyptmanchester

12th April 2010, 7.30pm

Days Inn, Sackville Street, Manchester

Entrance fee for Egyptology Society member £3, Guests £5

A lecture by Lord and Lady Carnarvon, hosted by the Manchester Ancient Egypt Society

#### ARCHIVES

March 2010 (4)  
February 2010 (4)  
January 2010 (5)  
December 2009 (2)  
November 2009 (3)  
October 2009 (2)  
September 2009 (1)  
August 2009 (2)  
July 2009 (5)

## Blogging Platforms:

There are many sites where you can set up your blog quickly and easily. The most commonly used of these sites are:

**Blogger** - <http://www.blogger.com>

One of the longest-established blog sites, Blogger is a basic blogging platform. The system is free to use, and allows up to 100 bloggers to write on one individual blog. However, there isn't much scope to customise your blog.

**TypePad** - <http://www.typepad.com>

Typepad is a subscription-only blogging service. It is heavily used by larger organisations, such as BBC and the British Library. The successful Mersey Basin Campaign blog was hosted on TypePad.

**WordPress** - <http://wordpress.com>

WordPress is the most popular blogging platform today. It is available both as a highly customisable free version, or a paid for version which can also act as a content management system for your website.



Any of these blogging sites will provide you with a user-friendly and simple way to set up your blog. You could, of course, host your blog on your own site, there are several advantages to using a blogging tool.

For example, using an established blogging tool means that search engines will index the site, increasing the number of people who will be pointed towards your blog. There are also inbuilt tools which make it easy for you to tag your content and for readers and other bloggers to link back to your blog

Using a blog site to host your blog is common practice and doesn't detract from your main website in any way. It's very easy to link your blog to your existing website.

### **Who's using it? And how?**

[Egypt at the Manchester Museum - http://egyptmanchester.wordpress.com](http://egyptmanchester.wordpress.com)

- Frequently updated
- Personable
- Interesting content that wouldn't be seen elsewhere in the museum

[Liverpool Museums Blog - http://blog.liverpoolmuseums.org.uk](http://blog.liverpoolmuseums.org.uk)

- Very diary-like, sharing stories and memories
- Written by several volunteers, reducing the workload and keeping content fresh
- Regular recurring features

### **Top Tips - Getting People to read your Blog:**

- Post regularly!!
- Read other similar blogs, comment on people's posts and get involved. Always link back to your own blog in your comment!
- Use catchy titles and post pictures
- Write different types of blogs – lists, how-tos, summaries, reviews, links to relevant content or other bloggers' work
- Link to your blog from other platforms – Facebook, Twitter etc
- Use your existing website to promote your blog's existence

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#### **Benefits:**

- Free
- Easy to use
- Interactive
- Adds a personal voice to your organisation
- Accessible

#### **Considerations:**

- Lack of control over "the message" unless you are the sole writer
- Can sound like a PR person if not written well
- Can be time consuming
- Opening door to comments can, sometimes, be risky

# Micro-blogging with Twitter

Twitter is a microblogging service that allows you to answer the question “what are you doing?” by sending short, 140 character messages - called “tweets” - to your “followers” (other Twitter users who have chosen to see your tweets).

Your tweets are displayed on your profile page and appear on the home page of each of your followers. You can also “follow” other users so that their tweets appear on your home page.

Twitter is often used by museums to broadcast the latest news, advertise blog posts and interact with visitors. Twitter enables easy group communication. What makes it so valuable is its immediacy – as soon as you post, your followers can see what you’ve written and respond.



## **Who’s using it? And how?:**

**British Postal Museum & Archive** - <http://twitter.com/postalheritage>

- Regularly updated
- Asks for follower’s opinions
- Personable – replies to questions, tweets like a person

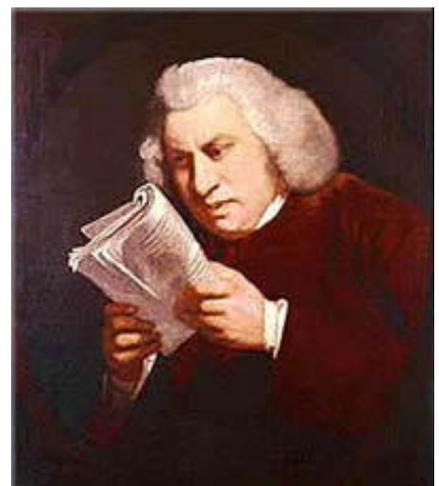
**British Museum** - <http://twitter.com/britishMuseum>

- Lots of information on events and new exhibitions at the museum
- Answers questions, pointing people towards sections of their website
- Frequently link to the museum’s other social media profiles

## **Dr. Samuel Johnson and Dr. Johnson’s House Museum**

The Dr. Samuel Johnson account demonstrates a particularly creative and interesting way to use Twitter. Someone has taken on the persona of Dr. Samuel Johnson (d. 1784) and tweets using the kind of language he would have used when alive. Surprisingly, the account isn’t connected to the Dr. Johnson’s House museum, but if it were, it would be an imaginative way to get people involved.

This approach might seem challenging or time consuming, but the fact that @drsamueljohnson has over 12,000 followers, while the official Dr. Johnson’s House account has just over 300, speaks for itself. Creative ideas like this work well, and it’s worth taking time to consider what style you’re going to adopt while tweeting. You don’t need to be deathly serious - light-heartedness can go a long way.



Look at and compare these Twitter accounts. Consider which one you find more interesting.

**Dr. Samuel Johnson** - <http://twitter.com/drsamueljohnson>

**Dr. Johnson’s House Museum** - <http://twitter.com/drjohnsonshouse>



**DrSamuelJohnson**  
Samuel Johnson

@SarahSiddons Madam, strick'n of my  
Periwig I do resemble Master Bruno  
MARTELLI from Fame or hapless  
Clown Mister Ronald MCDONALD

5:31 AM Mar 27th via web in reply to SarahSiddons

### **Twitter Basics:**

- Tweets are sent by logging in to your account and using the option on your home page
- If you wish to send a public message to someone, you must start the message with @ followed by their username without a space – for instance @sounddelivery. It is important to remember that this message can be seen by your other followers
- You can send private messages by selecting "Direct Message" on your home page and choosing who you want to send the private message to
- A retweet is when you find something interesting and re-post it for your followers to see. This is how topics get popular on Twitter. To do this, type "RT @" followed by the username of the original poster, then copy their message in and post. Be aware that because of the 140 character limit, it may be necessary to shorten the original message somewhat.
- A hashtag is a type of tag used within Twitter. It is written as a word or a term with a hash symbol (#) before it, e.g. #mubu or #sounddelivery. Using hashtags makes tracing comments on particular topics easier.
- Using hashtags will increase the amount of people who view your posts as you will more frequently turn up in twitter searches. Try using the hashtag for this guide - #mubusmg

### **Top Tips:**

- When choosing your username, always try to be as accurate as possible - for instance, the Museum of London's twitter username is MuseumofLondon. This will make it easier for your audience to find you.
- Set up your account and complete your profile before posting – add an image, a link to your website and a short bio explaining who you are
- Announce your arrival on Twitter on other platforms - your website, Facebook, blog etc. People will share this info with their contacts, increasing your followers
- Reach out and send messages to organisations you find interesting.
- Respond to questions and comments from followers. Thank them for retweeting your posts
- Be yourself – if your followers don't feel a connection, they will stop following you
- Focus on relevance – what will your followers and visitors be interested in?
- Share links to images, interesting articles, your new blog posts, podcasts, videos – Twitter is an instant and easy way to spread the word!
- Be *interested* in others and you will *be* interesting
- Don't be afraid to make mistakes!

#### **Benefits:**

- Instant
- Quick, easy way to promote projects or campaigns
- Network with peers
- Communicate easily with your audience
- Can build traffic to your website

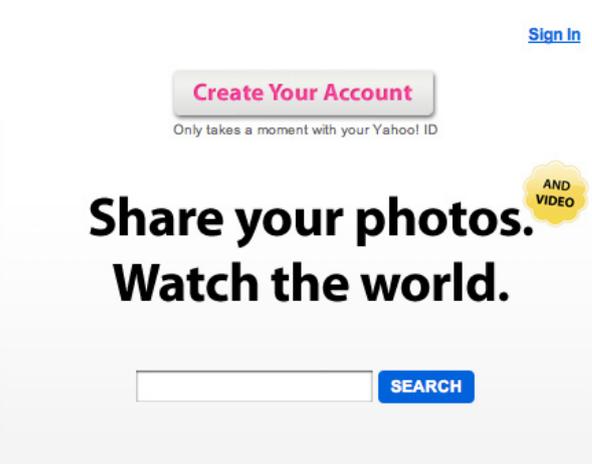
#### **Considerations:**

- Risk of over-posting or spamming your audience
- Your messages can be retweeted by anyone, even those you don't want to be associated with

# Flickr

Flickr is an image and video hosting service that lets you manage and share your images and videos. It allows you to give each image a title, add a description and tags which make it easy for people to search for images by keywords, then set the security of your images. If you choose to make images public, anyone can see them, opening up your content to a far wider audience than your own website might attract, and providing an opportunity to engage with people.

Flickr allows you to store images in different folders – for instance, you might set up different folders for each exhibition or project. You can also create an open group which other users can add images to.



## Who is using it? And how?

**Museum of London** - <http://www.flickr.com/groups/museumoflondon>

- Public group encouraging people to add their images of the museum
- Creating an archive of images of closed exhibitions

**National Railway Museum** - <http://www.flickr.com/groups/nationalrailwaymuseum>

- Another group encouraging users to add their images. Some of the images uploaded are then used on the NRM website
- The museum also encourages people to upload images of their own train journeys to help build up an archive of railway trip photos, old and new, entitled "The Day We Caught the Train". These could potentially be used in a future exhibition – <http://www.flickr.com/groups/1238773@N24/>

**Bolton Museums** - <http://www.flickr.com/photos/boltonmuseums>

- Dedicated to images from Bolton's museums, this group has sub-folders for different events and collections

### **Benefits:**

- Creates an online archive that is easily accessible to your audience
- Reach – your pictures are viewed by people who might otherwise miss them
- Allows you to embed pictures easily on other sites
- One of the most powerful image storage and sharing sites online, available for free!

### **Considerations:**

- You can't control what other photographers upload to your group without restricting access to the public
- Groups can get big and drift from the core purpose without proper moderation
- You may be tagged in photos you don't like



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[Search](#)



## Day We Caught The Train

[Group Pool](#) | [Discussion](#) | [13 Members](#) | [Map](#) | [Join This Group](#)

**Group Pool** [42 items](#) | Only members can add to the pool. [Join?](#)



From [Thomas C...](#)



From [mia!](#)



From [mia!](#)



From [mia!](#)



From [mia!](#)



From [mia!](#)



From [National Railway...](#)



From [National Railway...](#)



From [National Railway...](#)



From [National Railway...](#)



From [moojieturtle](#)



From [National Railway...](#)

# Social Networking

Social networking sites are the way many people connect and interact online today. People use social networks to connect with friends, or with strangers who have the same interests, goals or beliefs as themselves. Members of an online social network interact by sending messages, posting content, uploading or commenting on images, promoting events and so on.

Online social networks first became popular with the rise of Friendster and MySpace in the early 2000s. Social networking use has developed hugely in recent times with the growth of sites like Facebook and Bebo. In most English-speaking countries Facebook is now the social network of choice.



## **What is Facebook?**

Facebook is a social networking site which is used to connect to friends, family, business associates and fans of organisations. Organisations tend to use Facebook to connect to fans and users in their own environment, on a more personal level than through a standard website.

The average Facebook user in the UK spends 55 minutes per day logged in and becomes a fan of four Fanpages every month, so it is clearly an application which can help museums reach a wide audience.

As an organisation, the options open to you on Facebook are to set up a Group or a Fanpage (officially known as a "Page"). While Groups simply collect people around an organisation, Fanpages offer a more direct way of reaching your audience. When you update the status on your Fanpage, the message will appear in all of your fans' news feeds. In a Group, the information you post is only seen if followers actively choose to visit the Group.

Having your content appear in your fan's news feed ensures that they are kept aware of your presence, and for this reason we recommend Fanpages over Groups.

## **Who's using it? And how?**

**Museum of London** - <http://www.facebook.com/pages/Museum-of-London/...>

- Often used to discuss exhibitions with fans
- Frequent "on this day" feature, giving information about major events on particular dates through history
- The museum regularly upload photos giving sneak peeks at upcoming exhibitions

**Horniman Museum & Gardens** - <http://www.facebook.com/London-United-Kingdom...>

- Used mainly as a marketing tool; advertising new events, tours etc
- Displays uploaded images of the animals you can see at the museum
- Regularly used to ask fans' opinions about relevant topics

**Museum of Childhood, Edinburgh** - <http://www.facebook.com/pages/Edinburgh/Museum-...>

- Regular offers for fans including gift shop discounts
- Includes opening times, location and contact information
- Features regularly uploaded photos of their exhibitions – the page also encourages visitors to upload their own photos

## Top Tips:

- Post regularly
- Keep your posts relevant to your audience
- Post links to your Twitter profile, Flickr, YouTube, website etc
- Ask opinions and respond to people - this will let them know you are listening and keep them interested
- It's worth considering giving special offers and/or competitions exclusively to your fans from time to time
- Encourage fans to add their images/ideas etc, which helps create a sense of community



## Niche Social Networks

While Facebook is by far the most popular social network in the UK, there are many others to explore. In particular, there are a huge number of niche social networks which are aimed at particular audiences. Museum and heritage-wise, these include;

- [Museum 3.0](#)
- [Museum iD](#)
- [Our Place \(English Heritage\)](#)

These groups are similar to Facebook, in that they allow you to create a profile, connect with people, upload images and discuss topics with likeminded people. The main difference is that all users are usually interested in one particular issue or field.

Niche social networks are easily created. There are several user-friendly services which allow you to set them up, including;

- [Ning - http://www.ning.com](http://www.ning.com)
- [Wetpaint - http://www.wetpaint.com](http://www.wetpaint.com)
- [Webjam - http://www.webjam.com](http://www.webjam.com)



### **Benefit:**

- Huge potential audience to connect with
- Easy to add links that may interest your fans
- Fanpages are made specifically for organisations to connect with their audience

### **Considerations:**

- Can become stagnant unless they're regularly updated
- Can be subject to spam if not properly moderated
- Can be tagged in content you don't want to be associated with

# Wikis

A Wiki is a website that allows the easy creation and editing of any number of interlinked pages by multiple users, using a simple text editor. They are often used to create collaborative websites, intranets and as a “go-to” for any subject.

Wikis are particularly useful for museums because entire collections can easily be logged online. Users can then add information on the items, creating a sort of online exhibition. They can also be used to add additional information on the background of particular items or exhibitions that may not have been included within the actual museum due to space restrictions etc.



It's also possible to include images and information on items that, for one reason or another, may not have been included in a particular collection. This expands the collection beyond the museum walls, allowing visitors to continue their experience at home.

Wikis can be made open or closed, meaning that you can allow the public and people within your organisation to edit the content of your wiki.

## **Examples of Museum Wikis:**

- Museums Wiki - <http://museums.wiki.com/wiki/MuseumsWiki>
- Coventry Transport Museum Wiki - <http://wiki.transport-museum.com>

## **Free Wiki Creation Sites:**

There are several websites where you can create your own Wiki. Some of these include:

- Wikia - <http://www.wikia.com>
- MediaWiki - <http://www.mediawiki.org>
- Twiki - <http://www.twiki.org>

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### **Benefits:**

- Wikis allow users to refine and perfect content using their expertise. The end result is one cohesive idea by a group rather than a series of scattered thoughts
- Building a wiki creates an archive of information. This means you can add legal documents, old memos and anything else that might be useful to your team in the future
- Easy to create and grow quickly
- Can be made public or to authorised users only

### **Considerations:**

- Can be time consuming
- As wikis provide open forum, there is always the chance of content you don't agree with or is inaccurate being added. However, this can be controlled by limiting access to authorised users

# Podcasts

A podcast is a regularly updated piece of audio, often presented in a radio show format. They are usually hosted on websites or blogs, and can be listened to online or downloaded to a computer for listeners to play at their convenience. Listeners can subscribe to an audio feed using a system such as iTunes. Once subscribed, the user's computer will automatically download any new audio added.

Audio is a powerful and cost effective medium. There is a level of anonymity that can't be obtained with video, and this often results in dynamic, emotive and honest content.

Audio lends itself to a wide range of styles, including:

- Magazine
- Standalone interviews
- Conferences and events coverage
- Case studies or profiles
- Audio tours, descriptions and diaries
- Dramas/comedies



## **Who's using Podcasts? And how?**

RAF Museum - <http://www.rafmuseum.org.uk/podcasts/>

- Regularly updated
- Clear instructions on how to subscribe
- Varied types of material, from dramatisations to interviews and audio tours

British Postal Museum & Archive - <http://postalheritage.org.uk/podcast>

- Publishes content from museum events and talks
- Increases accessibility to the museum's lectures

## **What are the Possibilities?**

Audio content can be used in lots of different ways, whether as a podcast or a standalone audio file. Some of the other options include:

- Audio press releases and clips for journalists (especially useful for radio)
- Audio slideshows (see *Digital Storytelling*)
- Citizen or social reporting
- Readymade clips that can be sent to broadcasters to be played on air
- A more human, engaging way to update trustees and stakeholders
- Liven up funding presentations

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### **Benefits:**

- Emotive, moving content
- Can be anonymous
- Multiple uses
- Content is timeless
- Can be passed on to third parties – newspapers, radio stations etc

### **Considerations:**

- Can be time consuming
- Can't control what happens to the content once it is online
- Not everyone is happy to allow you to use their voice
- Deciding on the right style can be challenging

# Video

Video is a powerful medium. It is attention-grabbing and stimulating, and thanks to modern technology, it is now relatively cheap and easy to produce your own content.

83% of internet users have watched videos online, and over 100 million videos are watched on YouTube everyday, which offers a massive potential market for your content.



## **Who's using Video? And how?**

REME Museum of Technology - <http://www.youtube.com/user/therememuseum>

- A large collection of videos of old equipment in action at the museum
- Recording of events taking place within the museum
- Also a great archive of wartime technology videos

Bowes Museum - <http://www.youtube.com/user/TheBowesMuseum>

- Introduction to the museum and new exhibitions
- Descriptions of objects from the collections and the skills employed to preserve them
- Videos detailing the museum's recent expansion and refurbishment project

## **What are the Possibilities?**

Much like audio, video does not need to simply sit on your website. It can be used in;

- Presentations
- Sent to broadcasters and journalists for use on other website/TV
- End of year reports to actually *show* what's been going on, rather than just telling
- Advertisements and marketing

# Audio Slideshows

Digital storytelling with audio slideshows is a format that lies somewhere between audio and video. Consisting of still images with an audio soundtrack (perhaps a profile, interview or audio diary etc), slideshows can be an engaging way to get your message across. Audio slideshows are usually created by putting together your audio in an audio editor, such as Audacity, then importing it into a video editor, where still images are added.

## **Some examples of Audio Slideshows:**

Tyne and Wear Museum - <http://www.cultureshock.org/stories/build-and-launched.html>

V&A Museum of Childhood - <http://www.kingsmeadeyes.org>

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### **Benefits:**

- Creates engaging content
- Can showcase a more human side to your organisation
- Increases accessibility, particularly if transcripts are provided
- Content is re-useable
- Can be passed on to third parties – newspapers, radio stations etc

### **Considerations:**

- Time consuming
- Can't control what happens to the content once it is online
- You'll need to be aware of the [laws regarding defamation](#)

# Glossary

<b>Aggregator</b>	Software that collects news from websites, podcasts and blogs and delivers them to you in a simple format, usually by email or a chosen personal homepage. Sometimes referred to as a News Reader.
<b>Blog</b>	Abbreviation of the term "web log," a blog is an online journal on any one subject. Entries, or posts, are presented in reverse chronological order. See also <i>Blogger</i> .
<b>Blogger</b>	A person who writes a blog. Also a Google-owned blogging platform.
<b>Feeds</b>	See <i>Web Feeds</i> .
<b>Groups</b>	A collection of people brought together online by similar interests, goals or concerns. This can be through any medium, for example niche social networking sites or online forums. See also <i>Facebook Groups</i> .
<b>Keywords</b>	Words added to your blog post, podcast, tweet etc that are relevant to the content, to make it easier for search engines to find your content. See also <i>Tag</i> .
<b>Message Boards</b>	Websites where visitors are able to leave messages, start topics and discuss about particular subjects.
<b>Micro-blogging</b>	A web-based service which allows the user to broadcast short messages to others who have chosen to see their messages. Twitter is the most common micro-blogging service.
<b>Old Media</b>	Refers to the more traditional ways of communicating, such a TV, radio, newspapers etc. Also referred to as traditional media.
<b>New Media</b>	Older term for social media. Refers interactive online media such as social networks, blogs podcasts and social bookmarks.
<b>News Feed</b>	A list, displayed in reverse chronological order, of updates to your friends' activities on social networking and micro-blogging sites. See also <i>Status</i> .
<b>Podcast</b>	An audio piece that is made available on the Internet, through streaming, download or both.
<b>RSS</b>	Stands for "Real Simple Syndication." This is a system which automatically finds articles, information and content from any site and brings it to you. You must choose what information they would like to receive, such as blog updates, new podcasts etc and these are delivered either by email or to a personal homepage, such as iGoogle.
<b>Social Bookmark</b>	A system which allows you to bookmark links on a public, web-based service such as Delicious or Digg. This is much the same as bookmarking on your computer, but is publicly viewable.
<b>Social Media</b>	The name given to new ways of communicating online, such as social networks, podcasts, blogs, wikis etc. Interactivity - as opposed to the passive reading of information - is the defining feature of social media tools.
<b>Social Network</b>	Refers to Internet applications such a Facebook, MySpace and Orkut which help you connect and interact with friends and audiences.
<b>Spam</b>	Refers to unsolicited emails, blog comments and online messages received, usually selling a product or attempting to divert traffic to a website. These can often be malicious.
<b>Status</b>	An online description of what you are doing, used primarily on social networking sites such as Facebook, e.g. "John is going out for lunch".
<b>Streaming</b>	When audio or video files are watched online, within a browser, rather than downloaded to a computer.

<b>Tags</b>	Tags are words that describe the content of websites, blogs, photos or videos. Tags contain keywords which provide a useful way of organising, retrieving and finding information. They also make it easier for others to find your content. For instance, a blog post about an exhibition with a sword and a shoe in it may contain the tags "museum," "exhibition," "sword" and "shoe."
<b>Technorati</b>	A search engine specifically for searching blogs. Currently tracking over 70 million blogs.
<b>UGC</b>	Stands for "User Generated Content." Refers to content created by people, usually in the forms of blogs, forums, wikis, videos, audio and photos.
<b>Web 2.0</b>	A term for how the internet looks today. What makes it different to the Internet in the past is how people use it, particularly through the use of interactive social media tools.

## Twitter Glossary

<b>@ Reply</b>	This is the system designed to ensure any messages you send publicly to another user is seen by them.
<b>DM</b>	Short for "Direct Message." This is a private tweet sent to individual followers, which cannot be seen by anyone else.
<b>Follow</b>	Similar to a friend on any other social network site, you follow people so that their tweets are displayed to you.
<b>Follower</b>	A person who has chosen to see your tweets is called a follower
<b>Hashtag</b>	A keyword or tag that ties together tweets from many users. Usually done to make posts about particular events or news stories stand out from other tweets. You can search for active Hashtags by using the search function on the Twitter homepage. Try using the Hashtag for this guide - #mubusmg
<b>Retweet</b>	The act of re-posting someone else's tweet. See Tweet.
<b>Trending Topic</b>	A topic that is popular on Twitter. This changes constantly, and is usually defined by the number of identical hashtags appearing. For instance, if many people use the hashtag #mubu, it will become a trending topic.
<b>Tweet</b>	The name given to each of your Twitter updates. Each tweet can be no longer than 140 characters.
<b>Tweeting</b>	The act of using Twitter or sending out tweets.
<b>Twitter Apps</b>	Downloadable software applications that allows you to use Twitter without having to open your browser. Some options include TweetDeck, Tweetie and Twhirl. Also known as APIs or Twitter Clients.



This guide has been developed by **sounddelivery**, a digital media agency working with organisations in the public, non-profit, community, cultural and heritage sectors.

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