

## Social Media Jargonbuster

**Direct Message/DM:** a private message between two people on Twitter. You can only message people who follow you.

**Feed/newsfeed/timeline:** the string of posts or tweets on your home page from people/organisations you follow or like

**Follower:** someone who gets your posts.

**Hashtag/#:** a way of tagging posts so people can search and find similar posts eg. #unforgettablegardens #hampshiregardentrust #conservation #orchards

**Homepage:** the page you normally see when you log in

**Like:** what you do to a page/organisation on Facebook to get their posts, rather than becoming a 'friend'.

**Mention:** Refer to another user by their username, so that they are notified about your post

**Notifications:** let you know when someone has liked, shared or commented on your post, known as engagement

**Organic:** any activity that you haven't paid for. Who sees it is controlled by the social network's algorithm, a computer programme which works out which posts are shown on newsfeeds – you can partially control this in your settings.

**Profile:** the page with information about your account

**Re-tweet/RT:** share someone else's tweet, with or without a comment

**Status update:** a post which appears in the newsfeed of those who like or follow you.



[thegardentrust.org](http://thegardentrust.org)

 [@thegardentrust](https://twitter.com/thegardentrust)

**Tag:** Mention a person or topic in your post so that it can be found more easily. Tagging is particularly important on Instagram, as it is organised around interests rather than individuals.

**Tweet:** a message of no more than 280 characters (including spaces and punctuation)

**Tweetdeck:** part of Twitter that allows you to schedule posts in advance, and monitor messages and activity.

**Username:** the name you use starting with @ eg. @thegardenstrust, @EssexGT, on Twitter also known as your handle

Susannah Charlton, October 2019,

updated April 2020, thanks to Lottery players



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