




Social Media In Higher Ed Resources

Glossary

RSS - really simple syndication - a family of web feed formats used to publish frequently updated digital content, such as blogs, news feeds or podcasts   
AKA news feeds, feed, web feed, xml feed

Podcast – a podcast is a media file which is distributed over the Internet using syndication feeds, for playback on portable media players and personal computers.

Blog – an online diary; a personal chronological log of thoughts published on a Web page;
AKA Weblog, Web log

Wiki– a collaborative website whose content can be edited by anyone who has access to it. An example of a wiki is wikipedia.

Web 2.0 – a perceived second generation of Web-based services—such as social networking sites, wikis, communication tools, and folksonomies—that emphasize online collaboration and sharing among users

Tags – a (relevant) keyword or term associated with or assigned to a piece of information (like picture, article, or video clip), thus describing the item and enabling keyword-based classification of information it is applied to.
AKA tagging

Links

[Myspace.com](#) – social network

[Facebook](#) – social network

[Wikipedia](#) – a wiki

[Del.icio.us](#) – social bookmarking

[Flickr](#) – photo sharing

[Youtube](#) – video sharing

[LinkedIn](#) – business network

[Upcoming.org](#) – social events calendar

[College Web Editor](#) – blog about college web marketing, lots of social media info