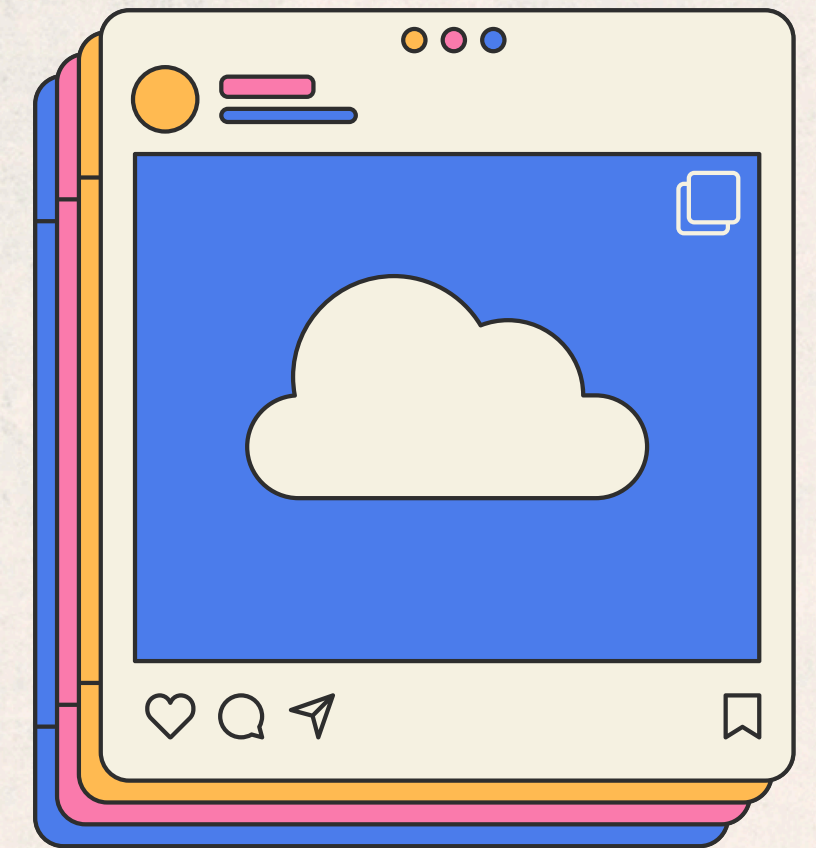
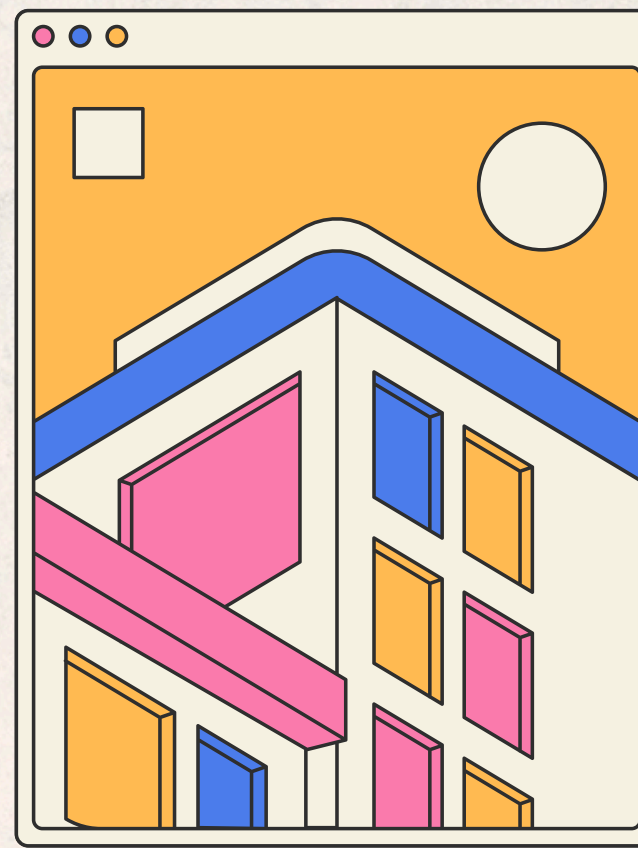
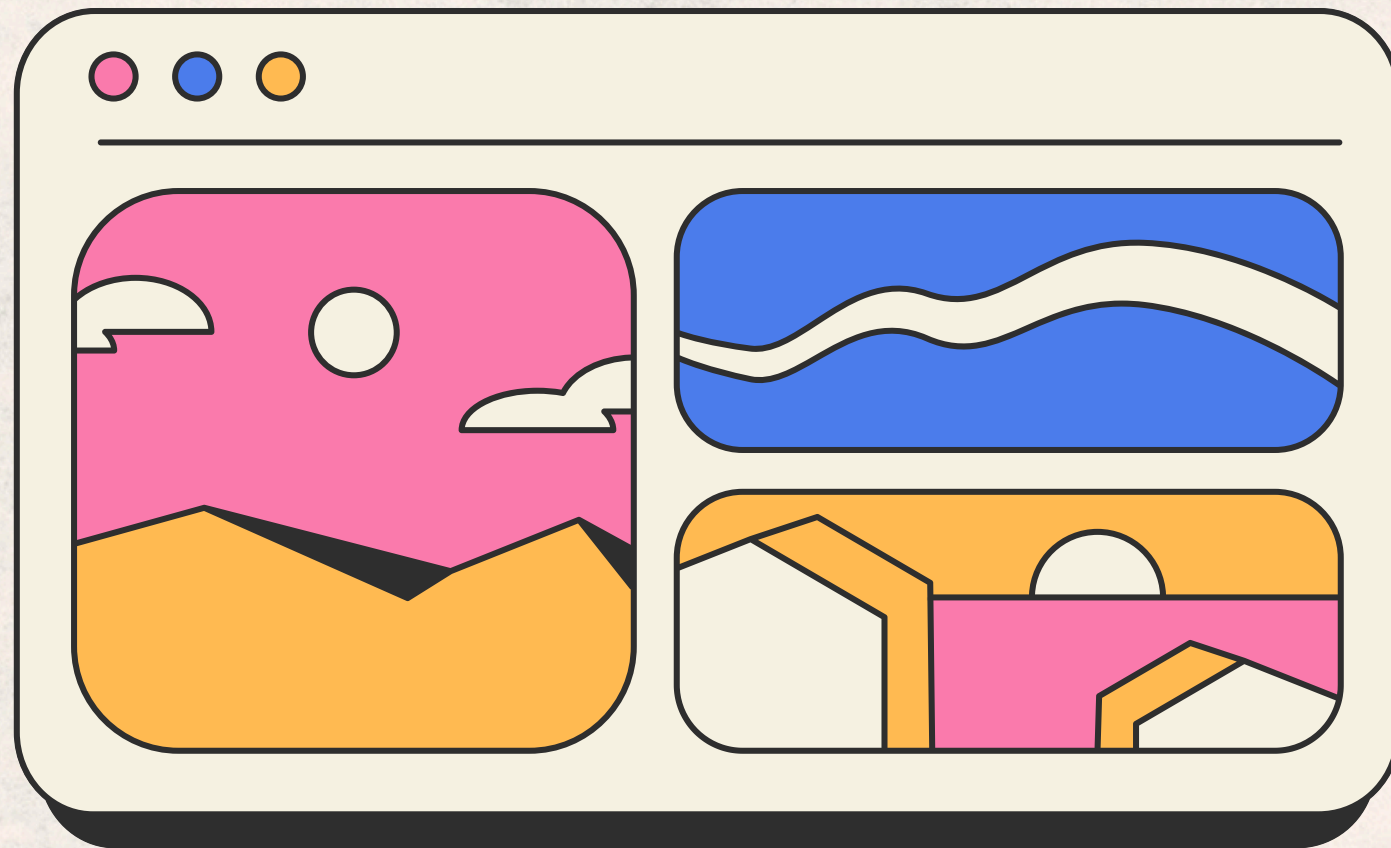
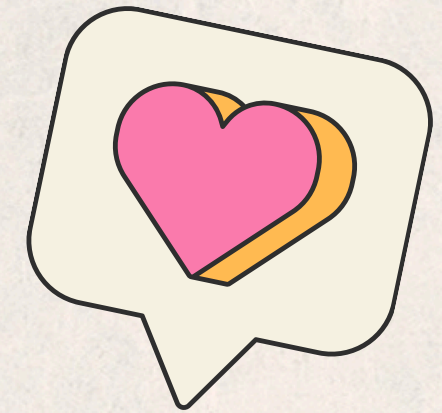
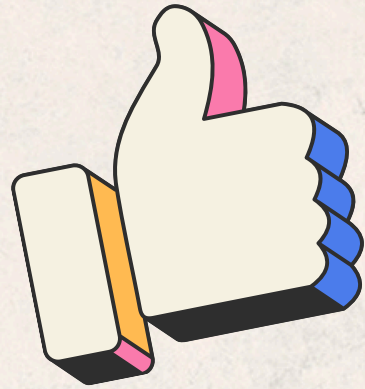


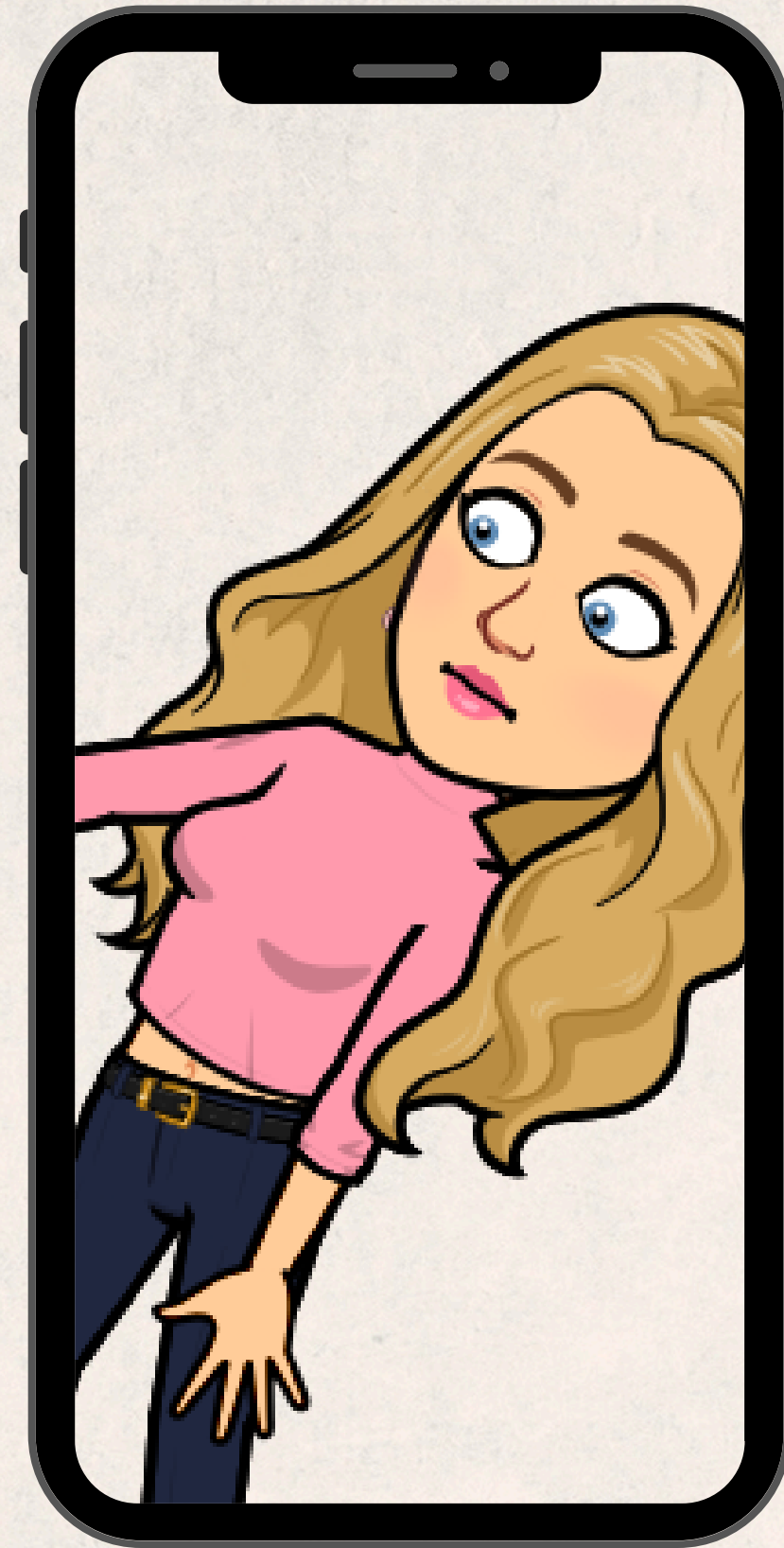
Social Media Vocabulary



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Introduction

Social media has its own unique set of vocabulary. Understanding these terms is essential for navigating platforms like Instagram, Twitter (now X), Facebook, TikTok, LinkedIn, and others. This lesson covers key social media terms, their meanings, and examples of how they are used.

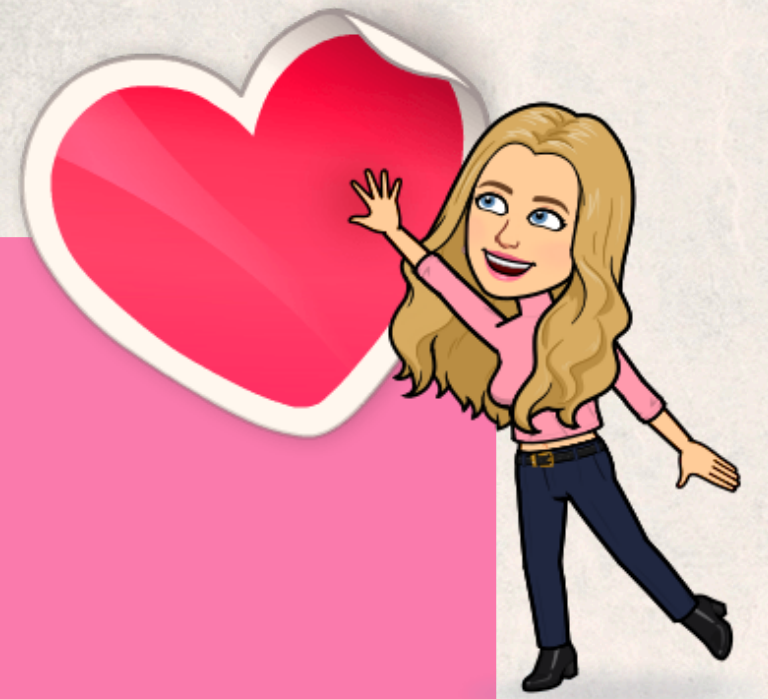


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Post

A "post" refers to content shared on a social media platform. It can be text, an image, a video, or a link.

- Example: She posted a picture of her holiday on Instagram.

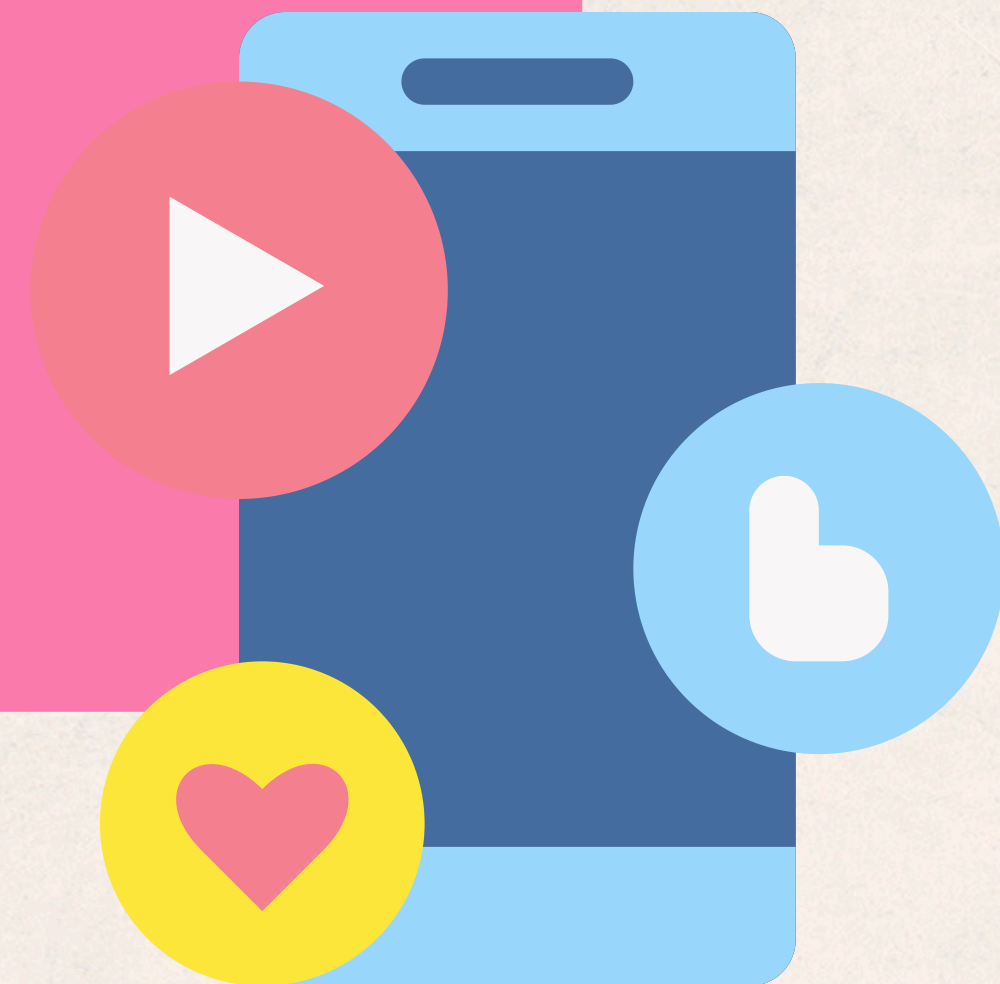
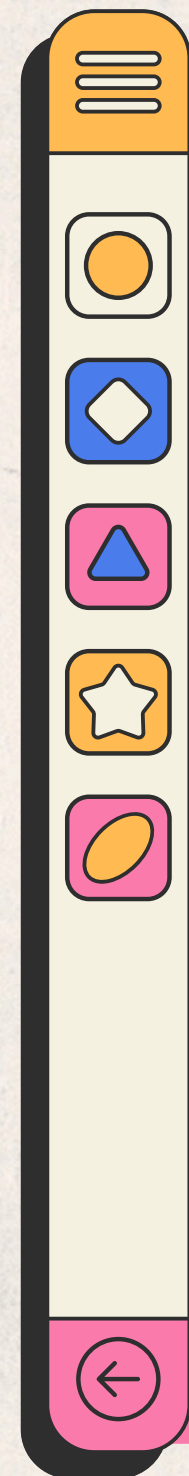


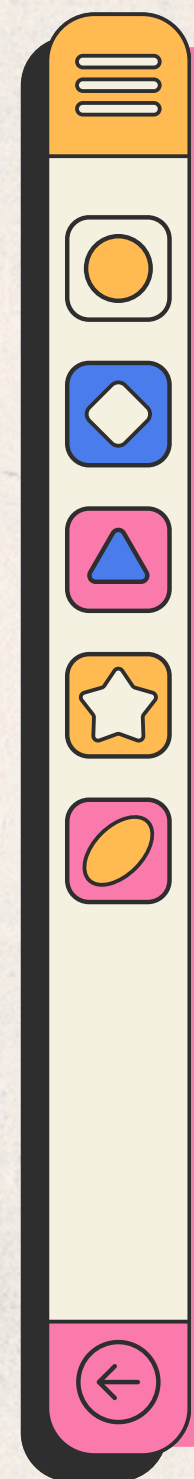
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Feed

A "feed" is the stream of posts that you see when you open a social media app. It shows posts from people you follow and, often, recommended content.

- Example: My instagram feed is full of posts about the concert last night.
A content.

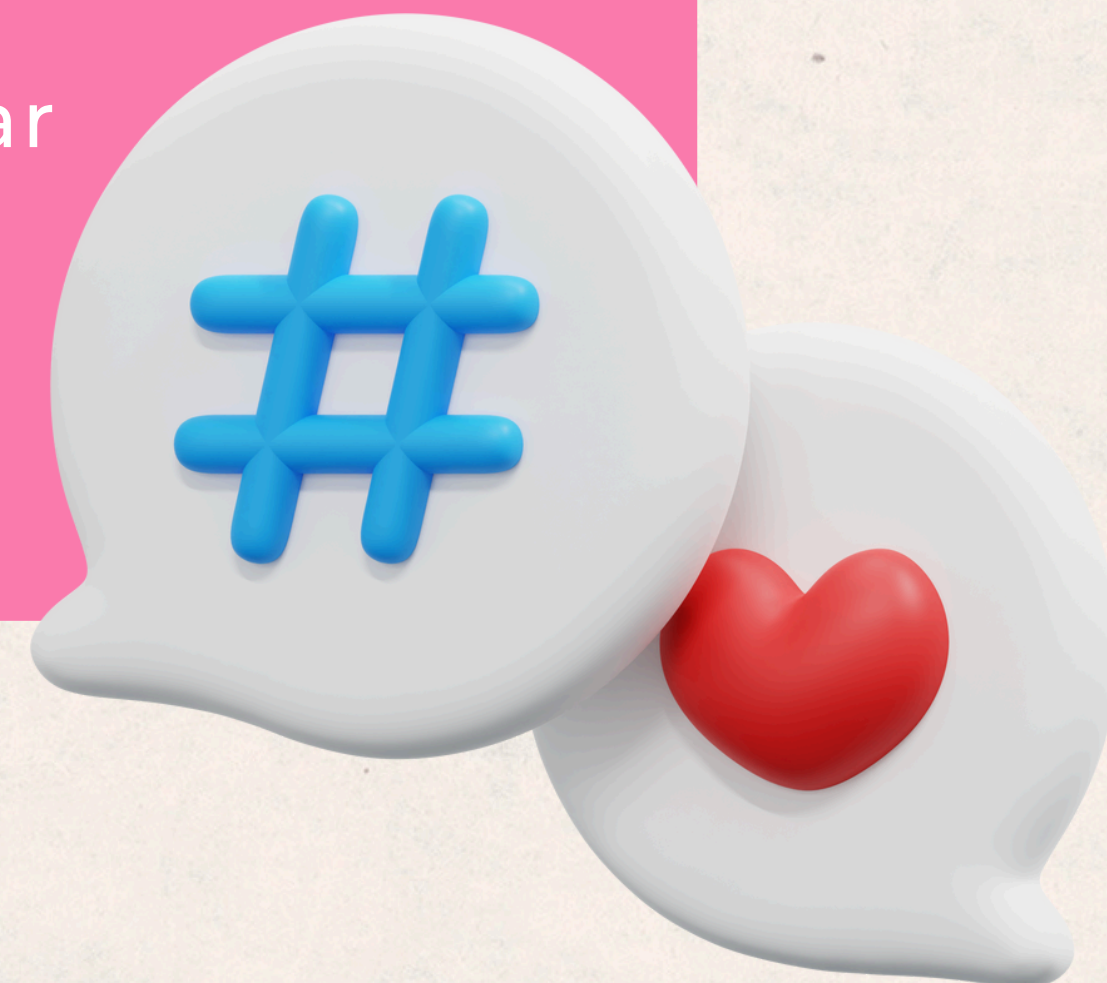


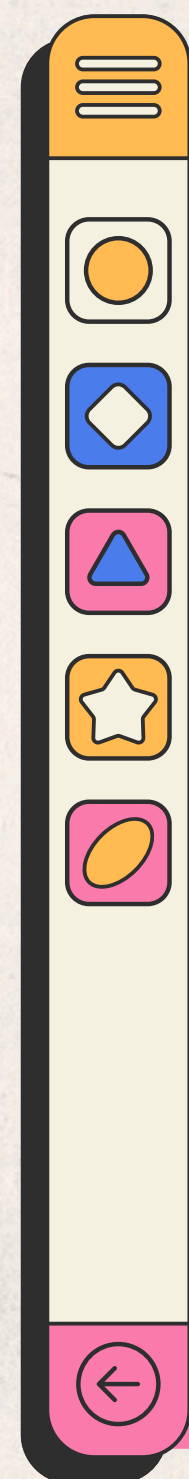


Hashtag

A "hashtag" is a word or phrase preceded by the pound sign (#), used to categorize content and make it searchable.

- Example: #MondayMotivation is a popular hashtag to start the week positively.

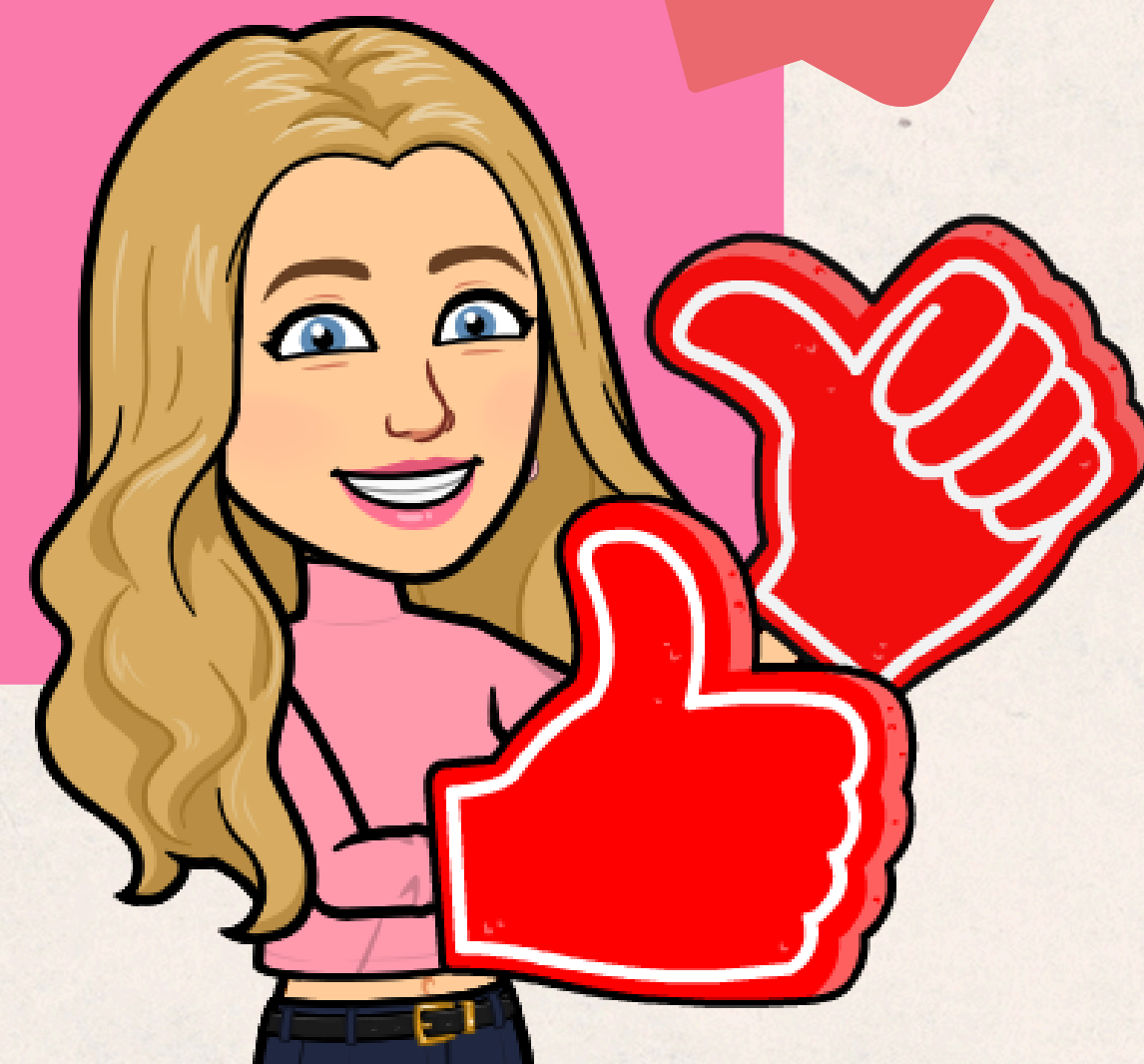




Like

A "like" is a way to show approval or support for a post by clicking a heart, thumbs-up, or similar icon.

- Example: I liked her post about environmental conservation.



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Sharing

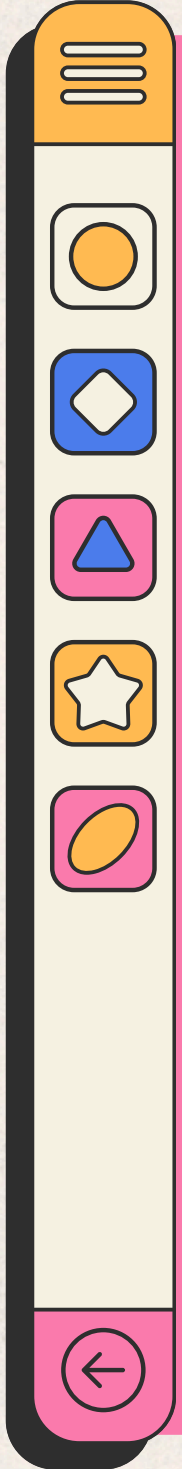
"Sharing" means reposting or forwarding someone else's content to your own followers or feed.

- Example: He shared a funny video from TikTok to his Instagram story.



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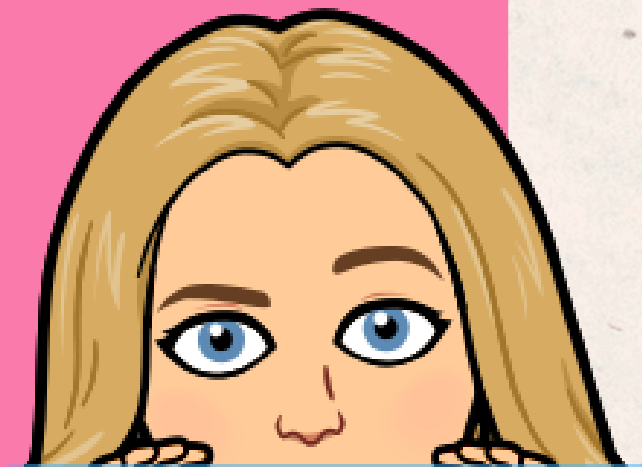
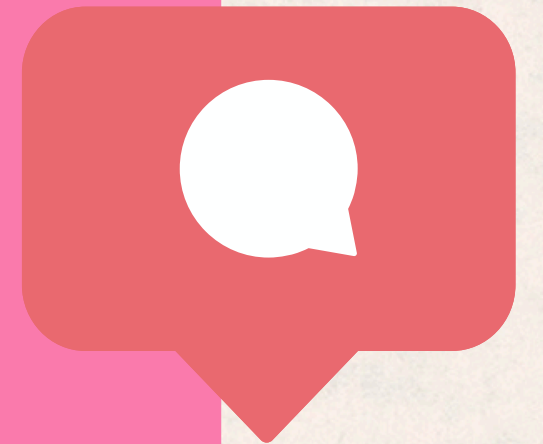




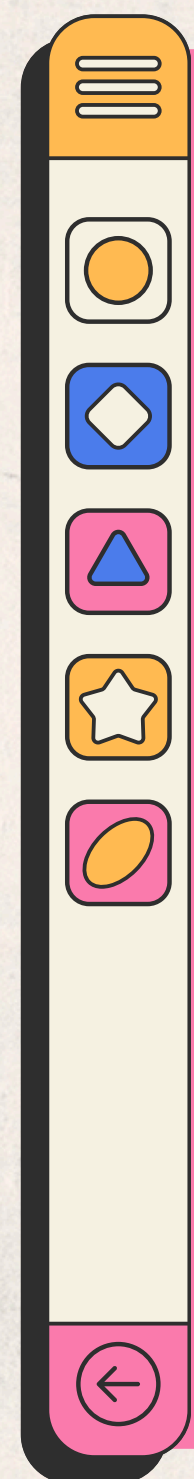
Comment

A "comment" is a written response to a post, often used to engage with the content or its creator.

- Example: I commented on her post to congratulate her on the new job.



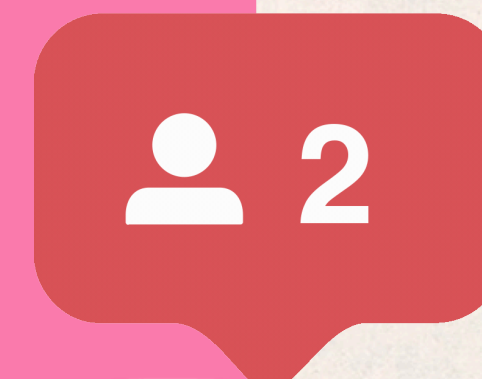
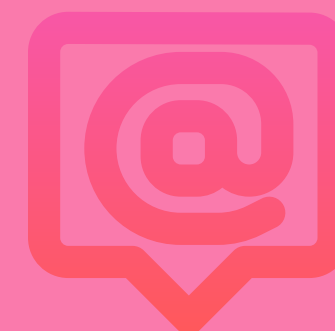
u there?



Tag

"Tagging" means mentioning someone in a post by using the "@" symbol followed by their username, notifying them about the post.

- Example: She tagged me in her photo from the concert.



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DM

A "DM" is a private message sent directly to another user on a social media platform, rather than posted publicly.

- Example: I sent her a DM to ask about the details of the event.

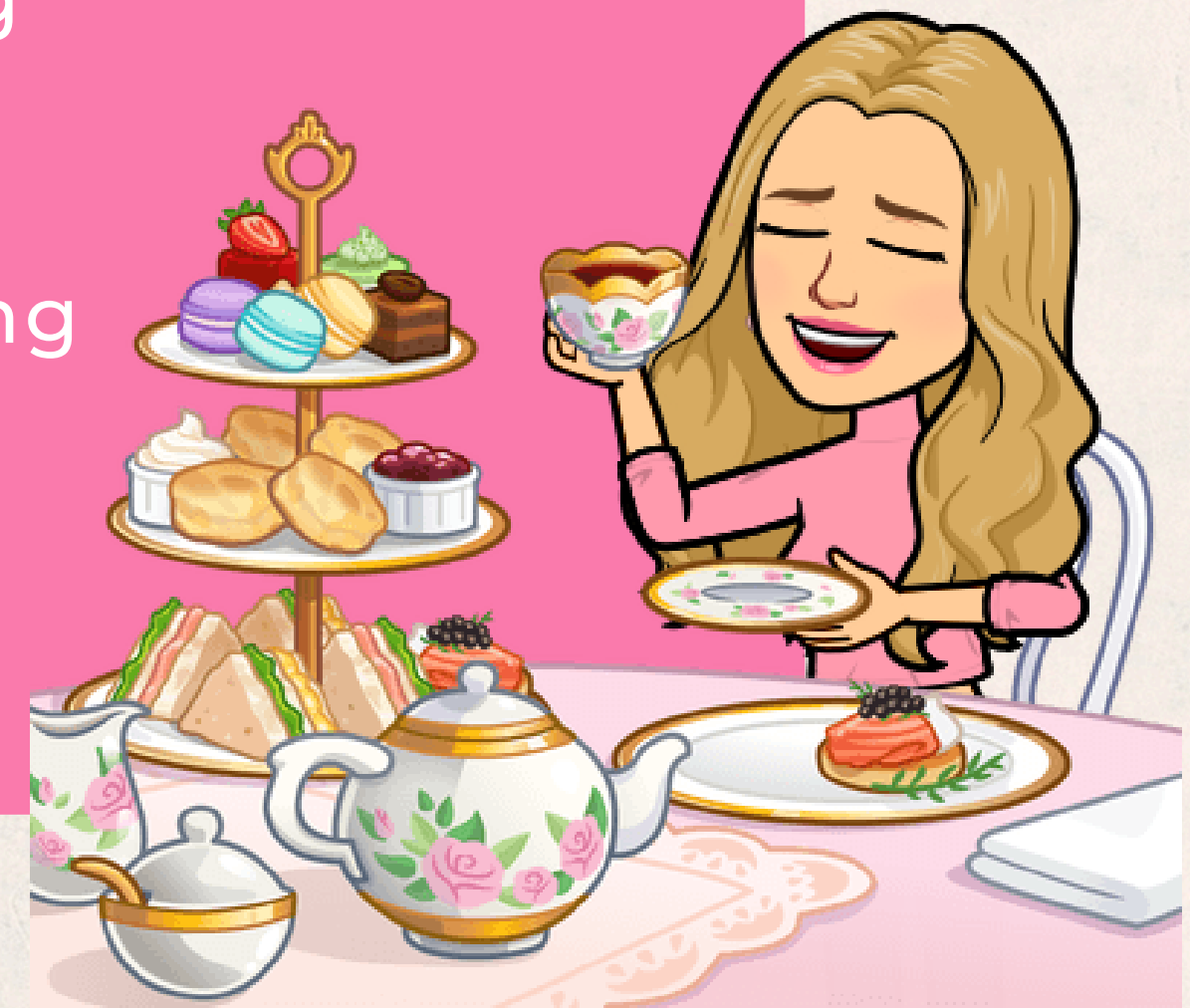


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Story

A "story" is a temporary post that disappears after 24 hours. It's often used for sharing moments throughout the day.

- Example: I posted a story of my morning coffee on Instagram.



Meme

A "meme" is a funny image, video, or text that is copied and spread rapidly by internet users, often with slight variations.

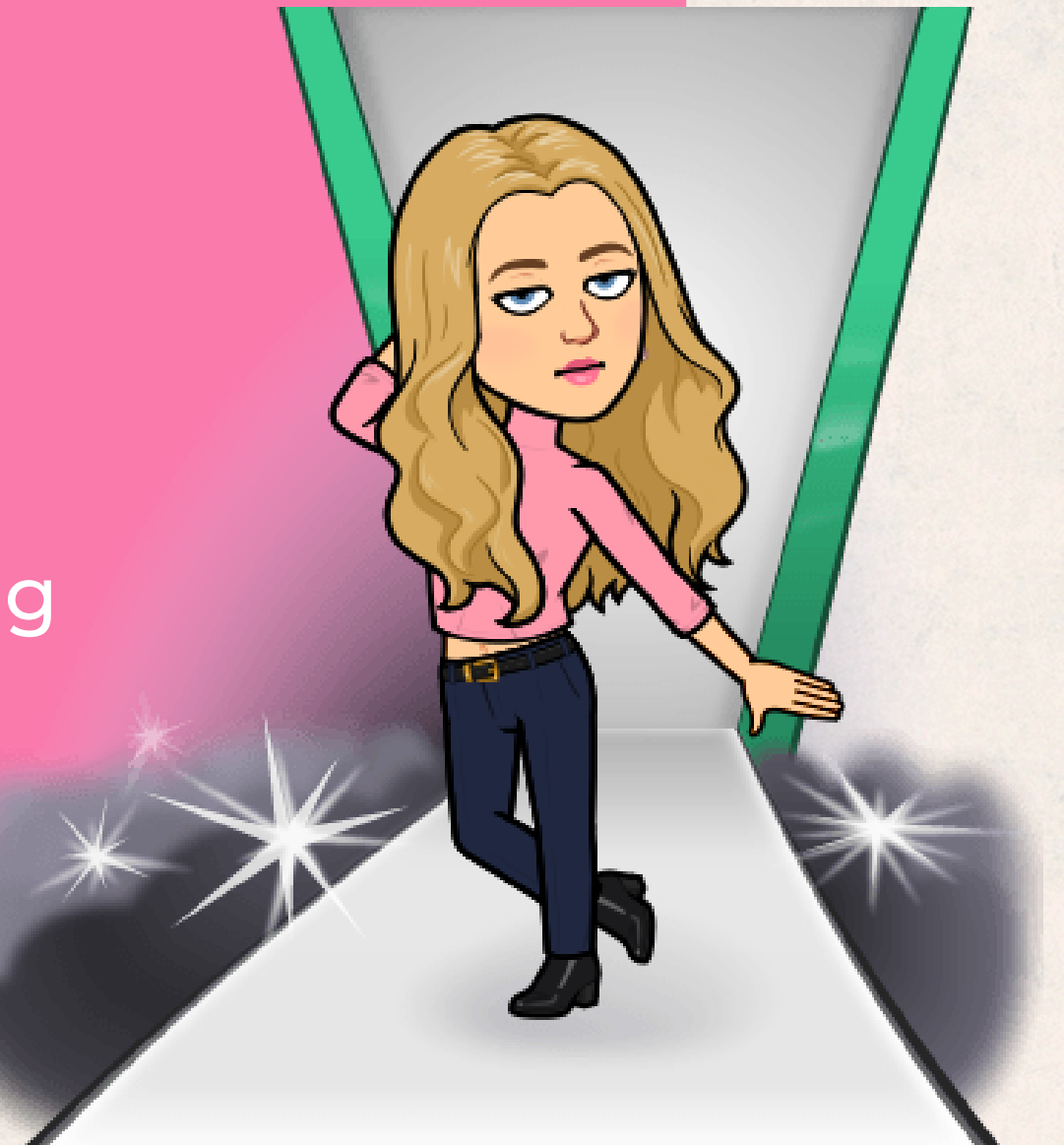
- Example: The cat meme that went viral had everyone laughing.



Influencer

An "influencer" is someone with a large following on social media who can sway the opinions or behaviors of their audience.

- Example: Fashion influencers often collaborate with brands to promote clothing lines.

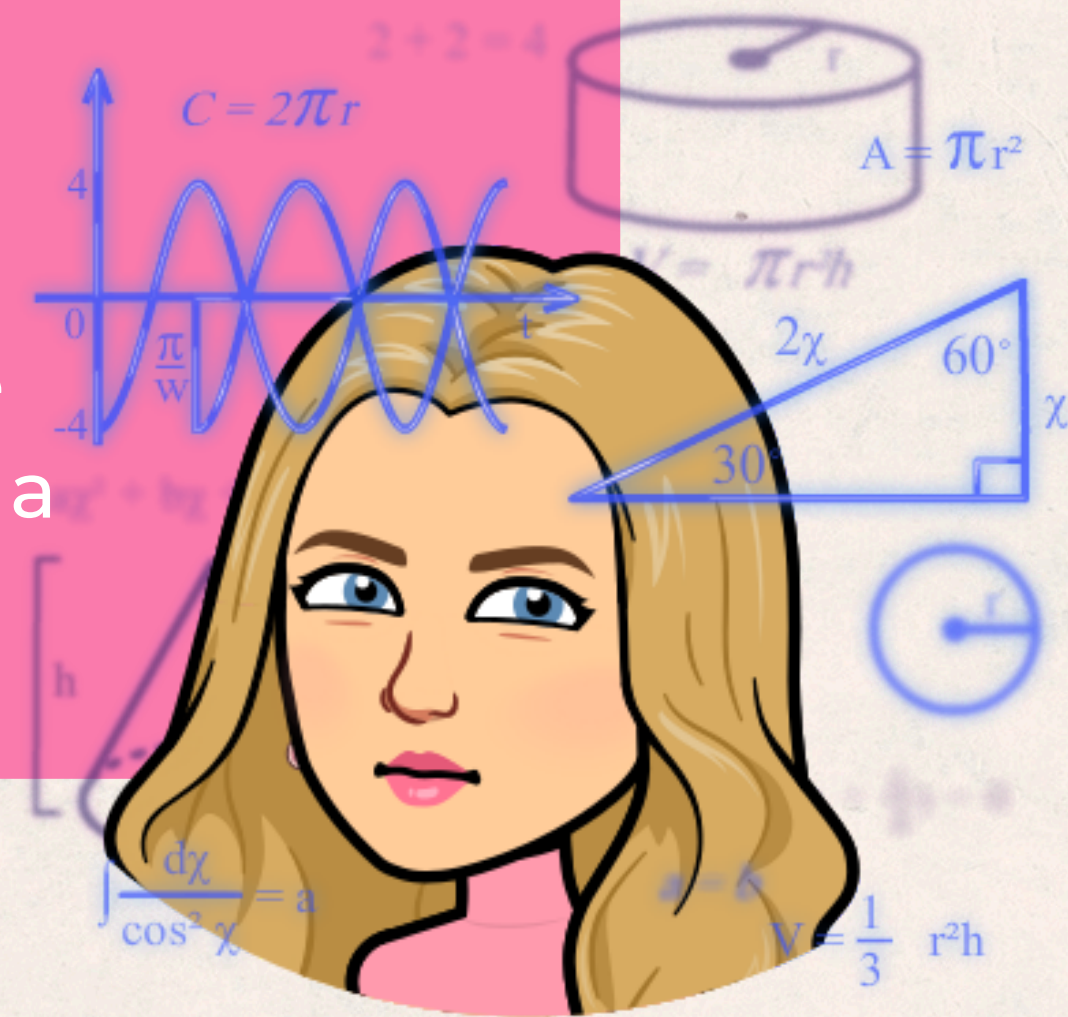


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Algorithm

The "algorithm" is a system used by social media platforms to determine which posts appear in a user's feed based on their interests and interactions.

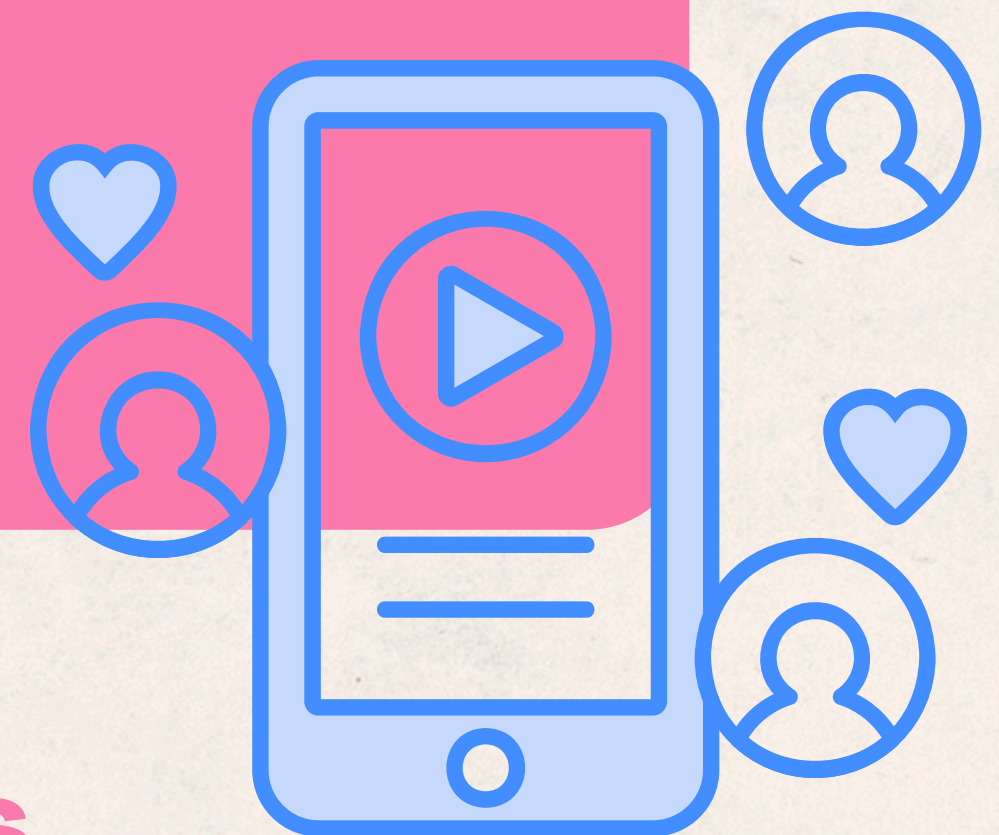
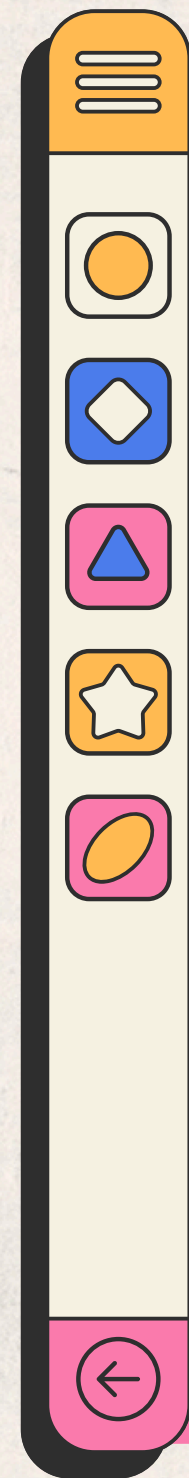
- Example: Instagram's algorithm shows me more fitness content since I engage with it a lot.

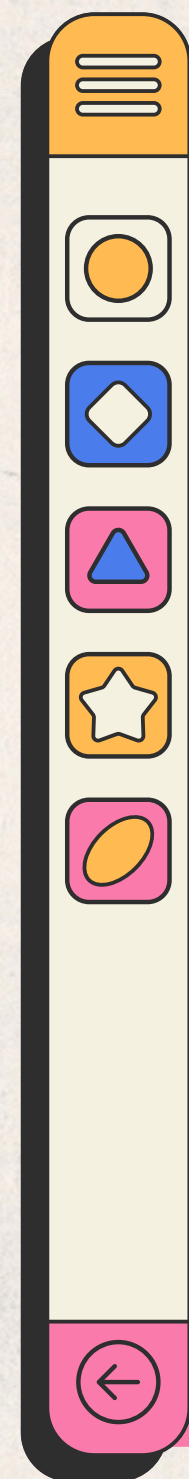


Viral

When a post or piece of content is shared rapidly across the internet, it's said to "go viral."

- Example: Her dance video went viral and was 🍷 shared by millions of people.





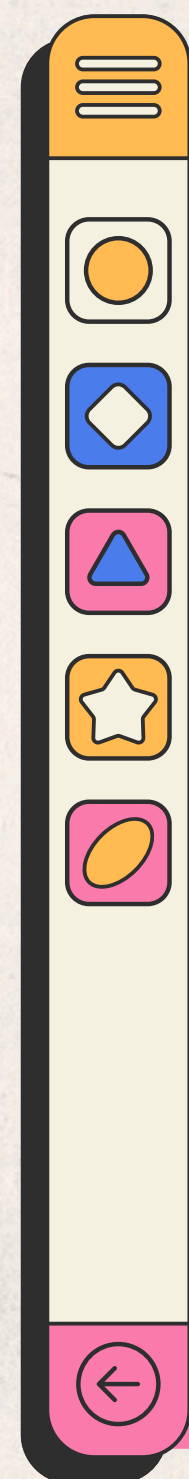
Engagement

"Engagement" refers to how people interact with a post, including likes, shares, comments, and other forms of interaction.

- Example: Her post had high engagement with over 500 likes and 50 comments.



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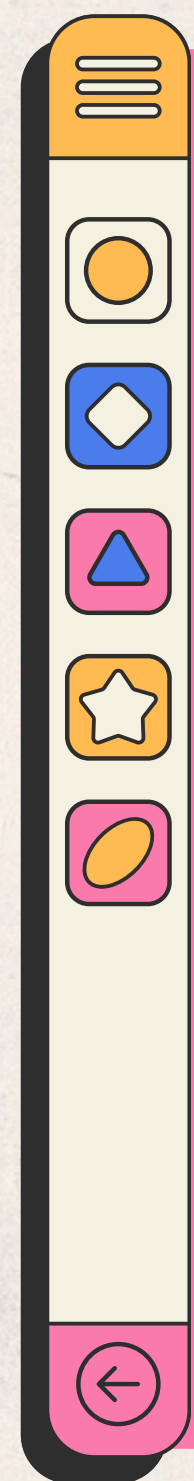
Follower

A "follower" is someone who subscribes to your profile to see your posts and updates in their feed.

- Example: I gained 100 new followers after my last blog post.

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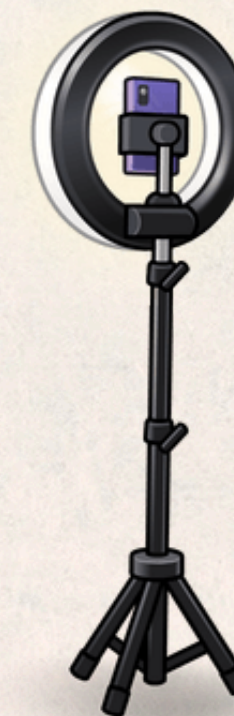




Trend

A "trend" is a topic or activity that is currently popular on social media, often marked by hashtags or challenges.

- Example: The ice bucket challenge was a huge trend on social media a few years ago.



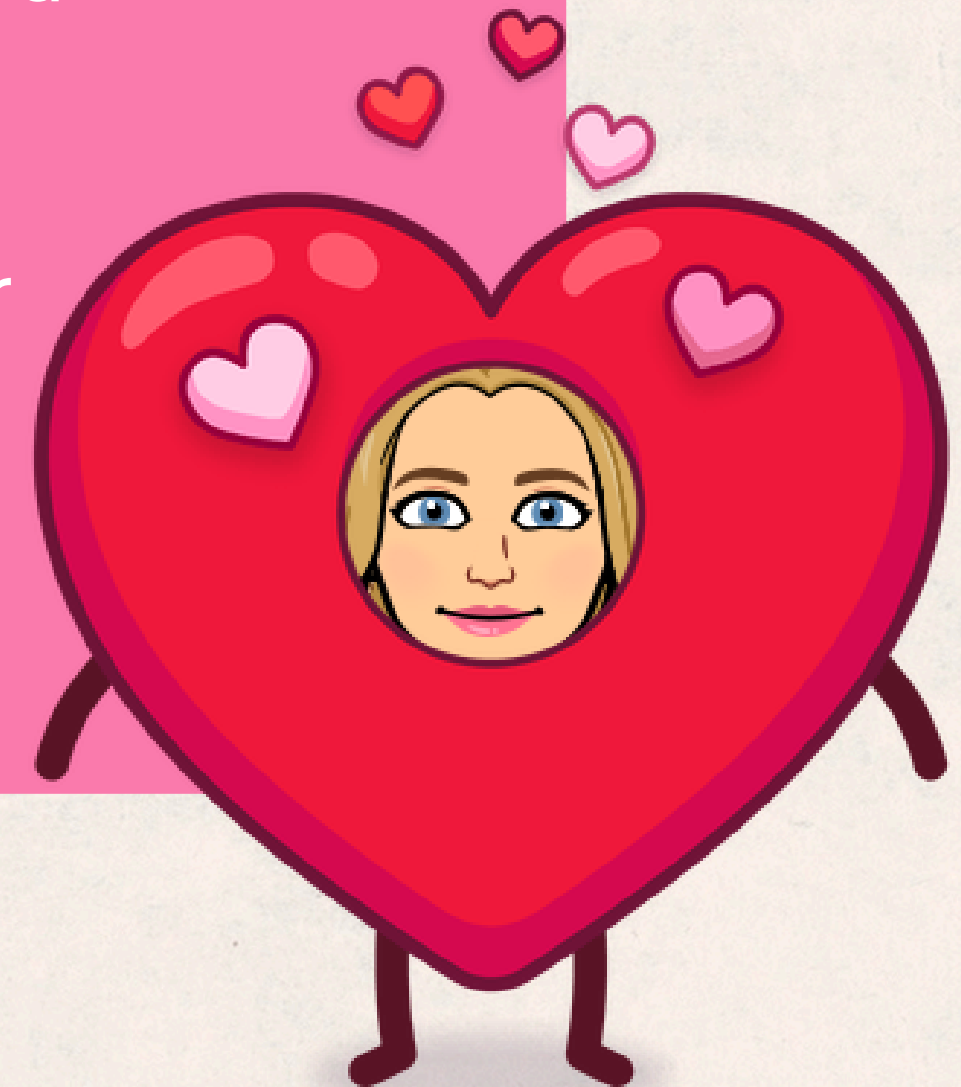
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Filter

A "filter" is an effect applied to a photo or video to enhance it, change its appearance, or add a creative twist.

- Example: She used a vintage filter on her Instagram photo.



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Username

A "username" is the unique identifier you choose for your profile on a social media platform.

- Example: Her instagram username is @mariaenglishlessons



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Block

"Blocking" means preventing another user from seeing your posts or interacting with you on a social media platform.

- Example: He blocked that account after they sent too many spam messages.

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Troll

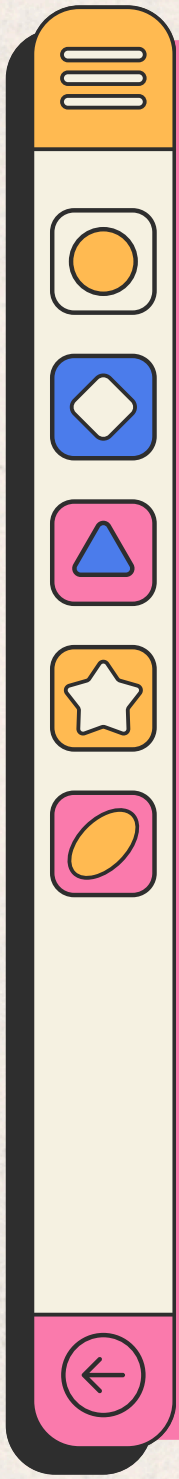
A "troll" is someone who deliberately posts provocative or offensive content to upset others or create controversy.

- Example: She ignored the troll who left rude comments on her post.

HELP!



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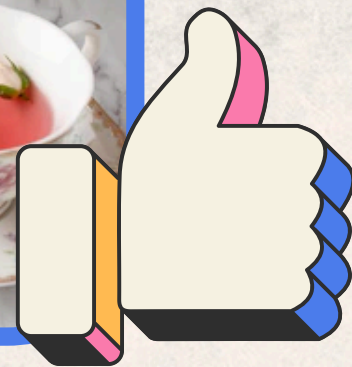
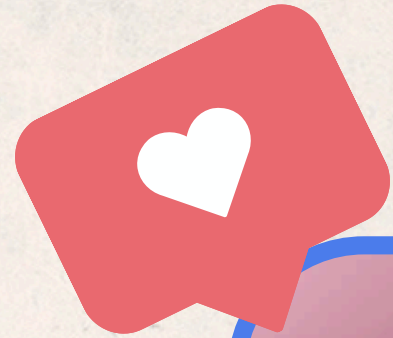
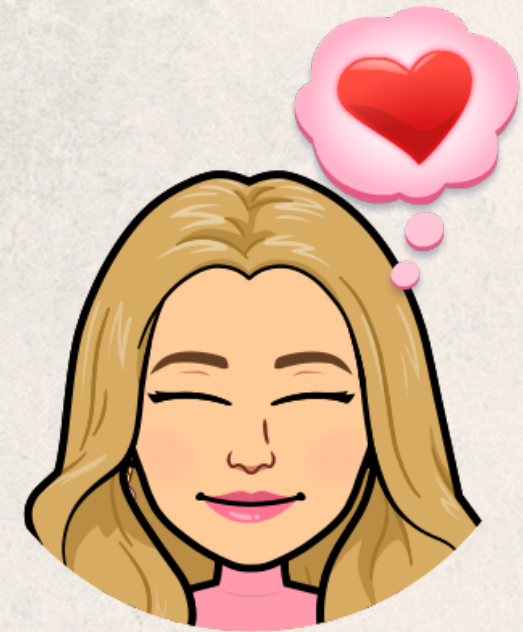


Activity: Practice the Vocabulary

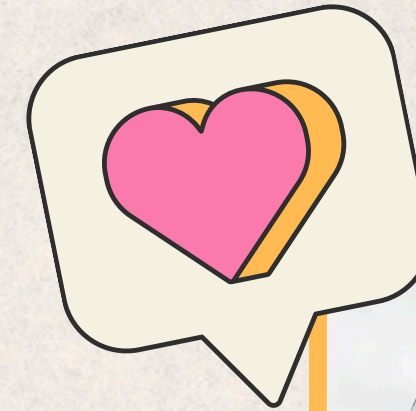
Now that you've learned the key terms, try to practice using them:

- Describe a viral moment: Share a post you saw recently that "went viral" and explain why.
- Create a hashtag: Think of a creative hashtag you would use to promote a cause or event.
- Engage with a post: Write a sample comment or reaction to a social media post about something you're passionate about.

If you liked...



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COMMENT

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Thank you!

