

# Social Media Cheat Sheet

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## Facebook: founded in 2004

A social media platform that enables users to maintain personal online profiles and share posts with friends. Users often connect with friends and family, and can also follow accounts of interest, such as organizations.

- 71% of online adults use
- 77% of online women, 66% men
- 87% of online ages 18-29, 73% 30-49, 71% 14-17, 63% 50-64, 56% 65+
- 74% college+, 71% some college, 70% high school or less
- **Friend:** mutual connection between individuals
- **Fan/Follower:** one-way connection between an individual and another account
- **Profile:** account display of an individual, connects with friends
- **Page:** account display, often of an organization or brand, connects with fans
- **Timeline/News Feed:** user's home content feed
- **Wall:** section of a profile or page that displays the user's posts and posts they are tagged in
- **Post:** can include links or media
- **Like:** shows positive feedback on a post
- **Comment:** users can comment on posts and media
- **Share:** sharing a friend or page's post on your profile
- **Tag:** including a user's name in a post, which hyperlinks to their profile
- **Private Message (PM):** a private message
- **Group:** a public or private community, independent of friend and fan connections



## LinkedIn: founded in 2003

A business-oriented social media platform that enables users to maintain professional online profiles and share posts with connections. Users often connect and network with professional connections, rather than friends and family.

- 28% of online adults use
- 28% of online men, 27% women
- 31% of online ages 30-49, 30% 50-64, \*23% 18-29, 21% 65+
- 50% college+, 22% some college
- 44% \$75,000+, 31% \$50,000+
- 32% employed, 21% not employed
- 32% urban, 29% suburban
- **Connection:** mutual connection between individuals
- **Follower:** one-way connection between an individual and another account
- **Profile:** account display of an individual, connects with connections
- **Page:** account display of an organization or brand, connects with followers
- **Timeline/Feed:** user's home content feed
- **Post:** can include links or a photo
- **Like:** shows positive feedback on a post
- **Comment:** users can comment on posts
- **Share:** sharing a friend or page's post on your profile, in a group or in a message
- **Tag:** including a user's name in a post, which hyperlinks to their profile
- **Message or InMail:** a private message
- **Group:** a public or private community, independent of connections and followers

\*LinkedIn is the only platform analyzed by Pew where ages 18-29 are less likely to be users than ages 30-64



### Twitter: founded in 2006

A micro-blogging platform that enables users to share brief posts, which can include text, links or media. Users often follow accounts based on interest, rather than friends and family. Many posts are public, making it a popular platform for analyzing conversations.

- 23% of online adults use
- 24% of online men, 21% women
- 37% of online ages 18-29, 33% 14-17, 25% 30-49, 12% 50-64, 10% 65+
- 30% college+, 24% some college
- 27% \$75,000+, 27% \$50,000+
- 25% urban, 23% suburban, 17% rural

- **Follower:** one-way connection between accounts
- **Profile or Page:** account display
- **Handle (@):** a username (ex: @SyracuseU)
- **Timeline/Feed:** a user's home content feed
- **Tweet:** a <140 character post, can include text, links, photos and videos
- **Retweet (RT):** sharing a user's tweet on your profile
- **Modified Tweet (MT):** sharing a user's tweet on your profile, but altering it in some way
- **Favorite:** similar to a "like," also saves the tweet in your account similar to a bookmark
- **Reply:** a tweet in response to a tweet, includes a mention
- **Mention (@):** a user's handle in a tweet, which hyperlinks to their profile and sends them a notification (can be independent of a reply)
- **Direct Message (DM):** a private message
- **Trending:** a real-time, popular topic of discussion
- **\*Hashtag (#):** originated on Twitter, heavily used feature  
\*See the Hashtags section for more details



### Instagram: founded in 2010

A simple platform that enables users to share photos and videos. Users often connect with friends and accounts of interest. Instagram confines media to a square and has built-in editing features. Users can simultaneously share Instagram posts to other platforms, such as Twitter and Facebook.

- 26% of online adults use
- 29% of online women, 22% men
- 53% of online ages 18-29, 52% 14-17, 25% 30-49, 11% 50-64, 6% 65+
- 28% less than \$30,000, 26% \$50,000+, 26% \$75,000
- 26% suburban, 28% urban

- **Follower:** one-way connection between accounts
- **Profile or Page :** account display
- **Home Tab:** a user's home content feed from accounts followed
- **Explore:** a content feed from accounts not followed, but identified as of possible interest to the user
- **Post:** a photo or <15-second video
- **Like:** shows positive feedback on a post
- **Comment:** users can comment on posts
- **Filter:** an image editing feature - preset overlays that alter how the photo or video looks
- **Tag:** identifies which user is in a photo and hyperlinks to their profile
- **Instagram Direct:** private message of an image

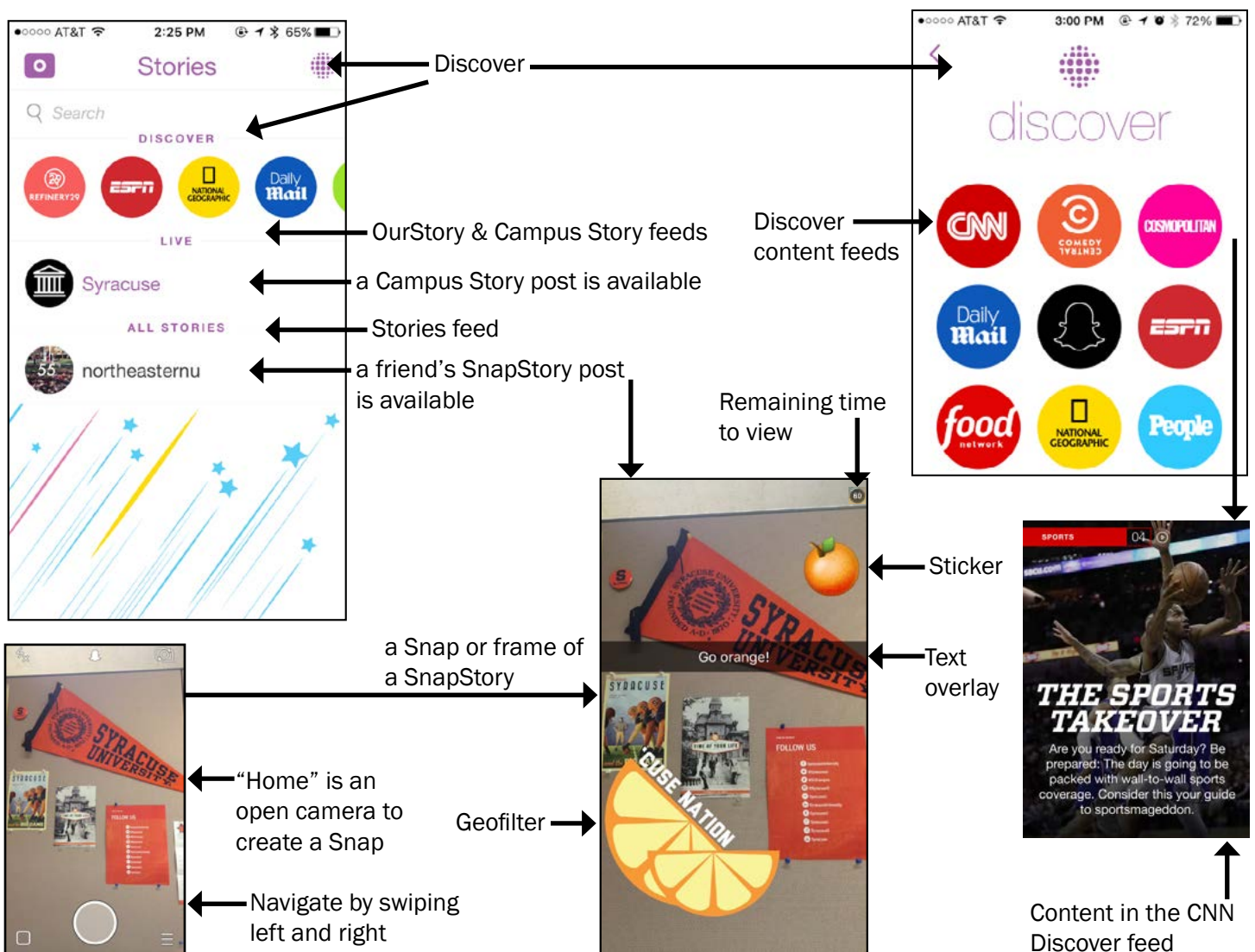


## Snapchat: founded in 2011

A mobile-only app, similar in function to text messaging, that enables users to send private photo or video posts to select friends and aggregate posts into a more public post available to all friends. The messages only last for a brief time and then disappear. Popular features enable users to caption and draw on the images.

- Most popular people between the ages of 18-24, earning less than \$50,000 per year
- 41% of online ages 14-17 use

- **Friend:** mutual connection between individuals
- **Snap:** an ephemeral photo or video-based post viewable for up to 10 seconds, often with text and doodle overlays, that is sent to select friends or MyStory. It can only be viewed once by each friend.
- **SnapStory:** a series of Snaps
- **My Story:** an ephemeral SnapStory, available to all of a user's friends for 24 hours, that can be re-watched
- **Campus Story:** a curated SnapStory from users on a campus - it's ephemeral, location-based and opt-in
- **Our Story/Live:** a curated SnapStory from users at a major event - it's ephemeral, location-based and opt-in
- **Geofilters:** a set of graphic overlays for Snaps that are available based on a user's location
- **Stickers:** emojis that can be placed on a Snap
- **Stories:** user's home content feed of friends' MyStories
- **Discover:** Content from editorial services
- **Chat:** text-based chat feature, messages are temporary
- **Snapcash:** a money exchange service

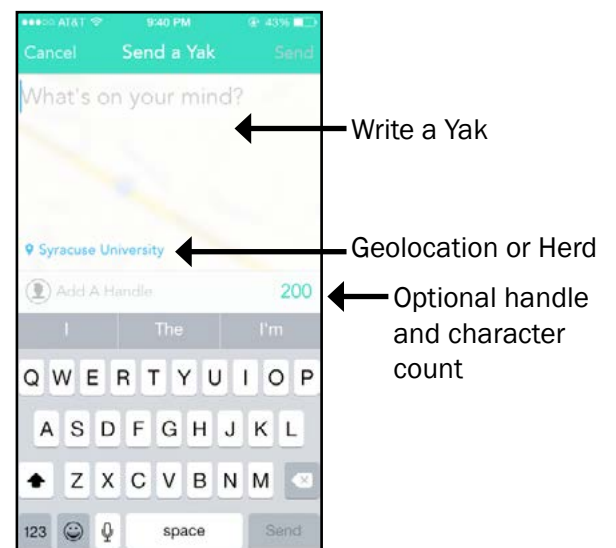
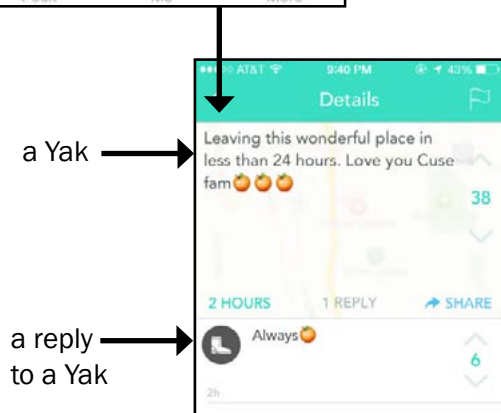
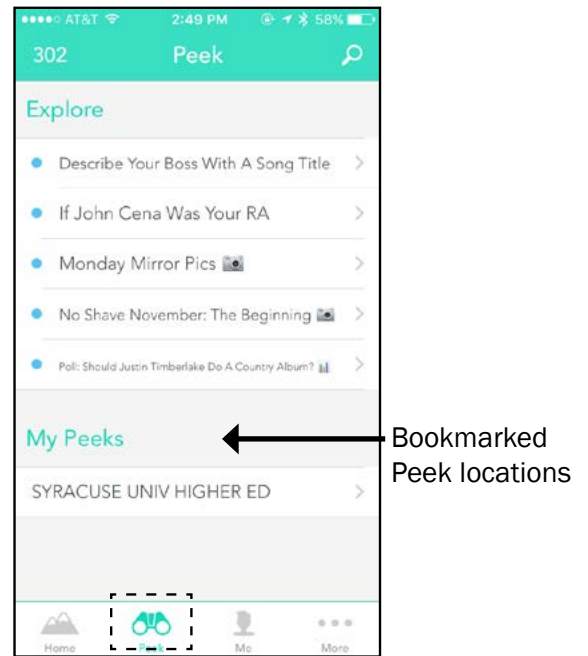
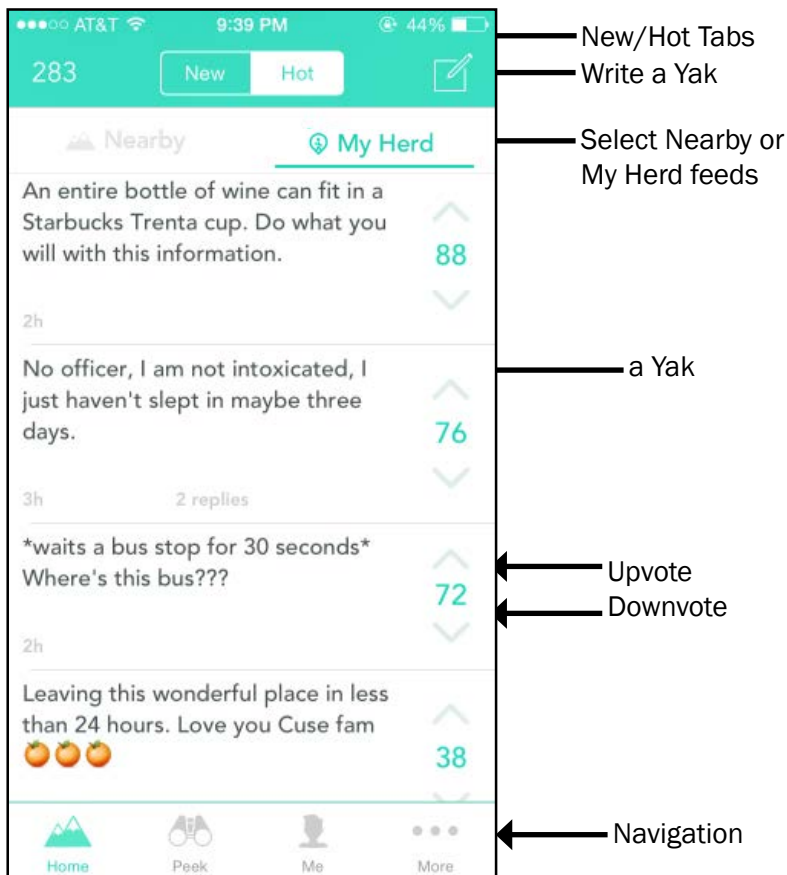




### YikYak: founded in 2013

An anonymous, mobile only app that enables users to post brief messages and view other users' posts within a small geographic radius. Similar in function to a message board, users in the geographic location can comment on posts and can determine which posts display by voting them "up" or "down."

- **Yak:** a brief and anonymous post, <200 characters, visible to users within a small geographic location
- **New Tab:** home display of most recent nearby Yaks
- **Hot Tab:** home display of most popular nearby Yaks
- **My Herd:** home display of Yaks from a user's preferred geolocation
- **Peek:** display of Yaks from other locations, or about selected topics
- **Upvote/downvote:** "like" and "dislike" - determines content and order of "Hot Tab" Yaks
- **My Yaks:** a user's Yaks
- **Handle:** optional screen name
- **Yakarma:** a score based on a user's activity and upvotes their Yaks generate





### **Tumblr: founded in 2007**

An easy-to-use, mobile friendly, blogging platform that enables users to post text, links, media and share content from other blogs. Users often follow blogs based on interest and view posts in a home feed.

- Most popular among 18-34
- 14% of online ages 14-17 use

- **Post:** often includes multimedia or a link
- **Timeline or page:** home feed
- **Reblog:** when a user shares another user's post on their own page, often adding on to it
- **Favorite:** shows positive feedback on a pin



### **Pinterest: founded in 2010**

A visual, bookmarking platform that enables users to collect, or "pin," items of interest onto "boards," similar to a folder with files. Users can follow other users or individual boards. Pinterest is a major driver of traffic to retail websites.

- 28% of online adults uses
- 42% of online women, 13% men
- 34% of online ages 18-29, 28% 30-49, 27% 50-64, 22% 14-17, 17% 65+
- 32% college+, 30% some college
- 34% \$75,000+, 30% \$50,000+
- 30% rural, 29% suburban, 25% urban

- **Profile:** an account display of a user's boards
- **Pin:** an image-based post, often with a link
- **Board:** a collection of Pins, similar to a folder with files
- **Repin:** a repost of a user's pin onto your board
- **Favorite:** shows positive feedback on a Pin
- **Comment:** users can comment on Pins



### **Hashtags: a feature of social media platforms that originated on Twitter in 2007**

- A label or tag, identified with a hash symbol (#), that makes it easy for users to find and contribute posts related to specific topics, such as #SuperBowl. It can also be thought of as a temporary group or message board about a topic. Functionally, when a user clicks on a hashtag, they can view all posts with the hashtag, independent of who they follow.
- Hashtags have also been adopted in colloquial language. Separate from the indented functionality, hashtags are used online and offline to summarize or add additional meaning to a thought or statement. #SoManyUses
- Hashtags originated on Twitter and now exist in some way on Instagram, Facebook, Tumblr, Pinterest, YouTube, and Google+.