

You've just heard an overview of social media tools, values and examples. There's lots of info there, so let's recap!

***Instructions:*** Match the definitions on the left with the social media phrase on the right. You all have three minutes to create one group answer for each table. Ready.....go!

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|---|--|
| <p>1. A _____ is also called an SMS (short message system). Allows you to quickly send a short note from your mobile device to another mobile device.</p>   | <p><b>A.</b> Social Networking</p>                                   |
| <p>2. A _____ is the Hawaiian word for 'quick'. But here in Web 2.0-land it is an online platform for sharing and editing content, typically a text file. Work teams typically use these to gain everyone's input and edits to a single document.</p>   | <p><b>B.</b> RSS</p>   |
| <p>3. _____ Highly "contagious" word-of-mouth (or word-of-web) content passed along from user to user.</p>  | <p><b>C.</b> Discussion Forums, Discussion Groups, Online Forums</p> |
| <p>4. A _____ is an online seminar.</p>   | <p><b>D.</b> Podcast</p>   |
| <p>5. A _____ is an online community that connects people with similar interests. The software that allows user communities to connect includes profile pages, blogging, emailing, chatting, games and other interactive software. Membership is generally free.</p>  | <p><b>E.</b> Blog</p>  |
| <p>6. _____ is a term created by O'Reilly Media in 2003 to describe the collection of online tools helping people to self-express, connect, share, create. Common examples include blogs, wiki's, podcasts, discussion forums. While the technology is constantly evolving the values behind the tools remain constant: transparency, authenticity, user-generated content, meritocracy, affordability, emergence, action over perfection are all shared characteristics.</p> | <p><b>F.</b> TM or Text message</p>                                  |
| <p>7. Like #6 above, _____ is also a common term for the same set of tools.</p>   | <p><b>G.</b> Viral content</p>                                       |
|   | <p><b>H.</b> Web 2.0</p>   |
|   | <p><b>I.</b> Webinar</p>   |
|   | <p><b>J.</b> IM, Instant Message or online chat</p>                  |
|   | <p><b>K.</b> Social Media</p>  |
|   | <p><b>L.</b> Polls</p>   |
|   | <p><b>M.</b> Wiki</p>  |

8. \_\_\_\_\_ or 'Really Simple Syndication' allows you to sign up for "feeds" or emails of information whenever online content is updated. Allows the feed receiver to passively receive any content updates such as news, coupons, project updates.
  
9. A web log, or \_\_\_\_\_ is an online journal listed in reverse chronological order. These can be personal or a series of articles on a particular topic. Entries or 'posts' are most effective when frequently updated (at least several times a week).
  
10. \_\_\_\_\_ is an easy way to find out what matters to your employees, colleagues, friends and community.
  
11. A \_\_\_\_\_ is a short audio article or clip in the format of an .mp3 or .wav file, playable on any portable media such as an iPod, mp3 player, CD or online. Research indicates that the majority of these audio snippets are accessed using a computer or CD player rather than a portable mp3 player.
  
12. \_\_\_\_\_ are groups of people with similar interests, either personal or professional: collaborating, asking and answering questions. Users of this tool send a question or comment to a central email address that forwards the question / comment to all community members. A response by any one member goes to all members.
  
13. This \_\_\_\_\_ is free software allowing two or more users to 'talk' online in a synchronous conversation. Most software offers video camera and audio calling, creating a more personal conversation among participants.