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Social Media Definitions

We want to help you promote the American Saddlebred and yourself!

Below is a list of definitions and explanations for commonly used social media phrases and actions for expanding your audience on social media. Social media capabilities and trends are ever-changing. The ASHA understands that for many keeping up with the trends are daunting. We are providing the list below to support and educate our members to equip you to better promote the American Saddlebred.

Common Terms

Account/Handle - this is the term used to describe someone's @username on Facebook, Twitter or Instagram.

Check-in/Geotags/Location -The location attached to an image or posts, which corresponds to a longitude and latitude on a map, event or place of business. This means your image can be viewed alongside other photos or posts geotagged for this location. Available of Facebook, Instagram and Twitter.

Direct Message - also referred to as "DMs" - are private conversations that occur on Twitter or Instagram. Both parties must be following one another to send a message.

Hashtag - A hashtag is a tag used on a variety of social networks as a way to annotate a message. A hashtag is a word or phrase preceded by a "#" (i.e. #asbdreams). Social networks use hashtags to categorize information and make it easily searchable for users.

Influencer-A social media user who can reach a significant audience and drive awareness about a trend, topic, company, or product.

Mention - A mention is a term used to describe an instance in which a user includes someone else's @username in their tweet or post to attribute a piece of content or start a discussion. A mention also allows your audience to click through to the mentioned users' bio or profile.

Pinned Post/Tweet- A post that has been pinned to the top of a Facebook or Twitter profile page. Pinning a Post/Tweet is a great way to feature an important announcement or one of your greatest hits. Everyone who views your profile page will see the post.

Regram-The act of reposting another Instagram users image or video.

Share/ReGram/Retweet- The act of sharing another accounts post on your profile. It is a good way of gaining interest from that account or its followers. Each profile has its own mechanism for doing this.





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Stories- Photos and videos shared to your Instagram/Facebook feed that disappear after 24 hours. To share an Instagram Story, simply tap the top left of your screen or swipe left from anywhere in your Instagram Feed. Click the bottom of the screen to take a photo, or click and hold to record a video. Facebook is similar, but located near the top of your screen under status update.

Tag - Tagging is a social media functionality commonly used on Facebook and Instagram that allows users to create a link back to the profile of the person shown in the picture or targeted by the update.

Trend- A topic or hashtag that is popular on social media at a given moment. Trends are highlighted by social networks such as Twitter and Facebook to encourage discussion and engagement among their users. The trends that you see on Twitter and Facebook are personalized for you, based on your location as well as who you follow or what pages you like.

Basic Actions Currently Available for Expanding Reach

Facebook:

- You can tag or mention another account in your post
- You can check in your location to a post
- You can use hashtags
- You can share posts

Instagram:

- You can tag other accounts
- You can mention other accounts in caption or comments
- You can add a location to a post
- You can use hashtags
- You can post, highlight or share posts to your stories with hashtags and mentions

Twitter

- You can mention other accounts
- You can pin a location
- You can use hashtags
- You can tag accounts in photos

