

Social Media Vocabulary

Match the words with the definition.

1. A set of rules or calculations used by social media platforms to determine the content shown to users based on their preferences and behavior.
2. The level of interaction, such as likes, comments, and shares, that a post or account receives on social media.
3. A person who chooses to subscribe to another user's social media account to receive updates from them.
4. A person who has a significant following on social media and has the power to influence the opinions and behaviors of their followers.
5. A word or phrase preceded by the '#' symbol used on social media platforms to categorize content and make it searchable.
6. The stream of content that appears on a user's social media homepage, showing updates from the accounts they follow.
7. When a piece of content, such as a video or a meme, spreads rapidly and widely across social media platforms.
8. The customizable options that allow users to control who can view their content and interact with them on social media.
9. Someone who purposely provokes and harasses others online, often by posting inflammatory or offensive comments.
10. A photograph that a person takes of themselves, typically with a smartphone, often shared on social media.
11. A topic or hashtag that becomes popular and widely discussed on social media for a specific period of time.
12. A private message sent between users on social media platforms, usually not visible to the public.

Privacy Setting
Hashtag
Engagement
Viral
Influencer
Trending
Algorithm
Feed
Troll
Direct Message (DM)
Follower
Selfie

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Use the words from the list to complete the following sentences.

1. Many social media platforms use complex _____ to determine what content is shown to users.
2. She posted a photo on Instagram and received a lot of _____ from her followers.
3. The popular travel blogger has thousands of _____ on her social media accounts.
4. Make sure to include relevant _____ in your posts to increase their visibility on social media.
5. I spend hours scrolling through my social media _____ to stay updated on the latest news and updates.
6. The funny cat video went _____ and was shared by millions of people within a few hours.
7. You can adjust your _____ on social media platforms to control who can see your posts and personal information.