

SCROLL SMARTER

YOUR SOCIAL MEDIA DICTIONARY



INTRODUCTION

Social media is fun and scary at the same time!

By learning how apps work behind the screens, you will gain control over your online experience. It means that you can enjoy all the fun parts of the internet without falling into the traps.

Here's a glossary of common terms relating to social media.

A

ALGORITHM

A secret robot that watches what you like and decides which posts to show on your feed next.

AUTOPLAY

A next video starts playing right after the old one finishes, making it harder to put your phone down.

B

BLOCK

Completely stop someone from finding your profile.

It is what you should do to cyberbullies or people who make you feel uncomfortable.

BOT

A robot, not a real person, that likes or comments on posts automatically.

Some bad bots try to pretend to be a real person and get you to click sketchy links.

C

CHALLENGE

A dance, joke, or dare that suddenly everyone is copying on social media. Some are fun, but others are dangerous tricks played for views.

CHATBOT

A robot who works behind accounts that reply to your messages instantly (like Snapchat's My AI or automated customer service accounts).

CLICKBAIT

A shocking title or thumbnail that tricks you into clicking it, but the actual video or post ends up being totally different.

COOKIES

Hidden trackers that remember what you saw online.

It's why if you look at sneakers online, you suddenly see sneaker ads on Instagram.

CYBERBULLYING

Using social media, texts, or games to send mean messages, spread rumors, or intentionally hurt someone.

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D

DEEPFAKE

A fake video made by AI that looks incredibly real, like making a celebrity or politician appear to say something they never actually said.

DIGITAL CITIZENSHIP

Being a kind and responsible person online. It means treating others with respect, thinking before you post, and staying safe.

DIGITAL DETOX

Choosing to put your phone away for a while to give your brain a break from social media.

DIGITAL FOOTPRINT

Everything you have ever posted, liked, or commented on. It leaves a permanent trail that schools, police, and everyone might see in the future.

DOOMSCROLLING

Getting stuck scrolling through sad, scary, or angry posts for hours, even when you know it's making you feel anxious or terrible.

E

ECHO CHAMBER

When the algorithm only shows you posts from people who already agree with you, making you forget there are other opinions out there.

ENCRYPTION

Scrambling your private messages (like on WhatsApp) into a secret code so hackers or the app itself can't read them.

F

FOMO (FEAR OF MISSING OUT)

The anxious feeling you get when you see other people talk about things you don't know about.

I

INFINITE SCROLL

When an app just keeps loading new posts forever as you swipe, and there is no stopping point.

INFLUENCER

A person online who can convince people what to buy, wear, or care about.

M

MISINFORMATION

Fake news, rumors, or edited photos that spread online. People often share it without realizing it's fake.

MUTE

Hide someone's posts without them knowing.

You can mute someone if you feel uncomfortable seeing someone's posts.

P

PHISHING

Scam messages or direct messages that trick you into clicking a link and typing in your password so hackers can steal your account.

R

RAGE BAIT

A post or content made specifically to make you angry. The creator just wants people arguing in the comments because it boosts their views.

S

SCREENTIME

The total hours and minutes you spend staring at your phone, tablet, or computer every day.

SHADOWBAN

When a social media platform quietly hides your posts from other people because you broke a rule, but they don't actually tell you they did it.

SPAM

Junk comments or messages sent to tons of people at the same time, usually trying to sell something or scam you.

SPONSORED CONTENT (#AD)

Junk comments or messages sent to tons of people at the same time, usually trying to sell something or scam you.

T

TERMS OF SERVICE (TOS)

The long list of rules you agree to when you sign up for an app or game (which most people don't read, but should!).

TROLL

Someone who leaves mean or annoying comments just to make people mad and start internet fights for their own entertainment.

TWO-FACTOR AUTHENTICATION (2FA)

An extra lock for your account. Even if a hacker guesses your password, they can't log in without a secret code sent to your phone.

V

VIRAL

When a post explodes and gets a lot of views, likes, and shares in a super short amount of time.

