

FacTract™  
***Social Media Facts for Project Managers***

**TERMINOLOGY**

Activity Stream	A list of recent activities fed to a social media platform.
Ambient Awareness	Being aware of the communications “buzz” around you.
Atom	A web feed format written in XML. (See “Feeds”)
Asynchronous Collaboration	Non-concurrent team collaboration on a set of activities.
Avatars	Graphical images representing people.
Blog	Website used for posting information; akin to a newsletter.
Cloud Computing	Software applications that are accessed over the Internet.
Collaborative Software	Any software designed to help teams work collaboratively.
Crowdsourcing	Inviting “outsiders” to contribute to product development.
Feeds	Means of collecting information streams from many sources.
Hashtags	Reference tags used in Twitter; prefaced with a # sign.
Instant Messaging (IM)	Synchronous dialogue using a text-based format.
Lurker or Social Loafer	A person who reads message posts but rarely contributes.
Microblogging	Character-limited messages, as with Twitter and Tumblr.
Permalink	A URL that doesn’t change after an entry location changes.
Provisioning	Preparing and equipping a network to service users.
Remixing	Mixing and rearranging content from multiple web sources.
Retweet (RT)	Reposting someone else’s “tweet” on your Twitter account.
RSS	A family of web feed formats. (See “Feeds”)
SaaS	Software as a Service. (See “Cloud Computing.”)
SMS	Short Message Service. Official label for text messaging.
Social Media	Web apps that allow exchanging user-generated content.
Social Networking	Utilizing any form of social media to network with others.
Social Project Management	Project management philosophy based on social dynamics.
Synchronous Collaboration	Concurrent collaboration by a team on a set of activities.
Trackback	Notification to an author when a link is made to his/her content.
Tweet	A Twitter message. Is limited to 140 characters.
Twitter	A social media application for sending “Tweets.”
Yammer	An enterprise social media tool, similar to Twitter.
Web 2.0	Evolutionary stage of the web that facilitates user content.

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**USES OF SOCIAL MEDIA IN PROJECTS**

**NEED:** To compensate for the loss of informal communication that occurs when project teams are not co-located. Also known as “water cooler communications.”

**Solution:** Social media tools that encourage the instantaneous exchange of short message dialogue that can be shared with one or many. Tools such as Twitter groups and Yammer are possibilities to consider.

**NEED:** To have the ability for distributed project teams to collaborate on the development and/or revision of documents, charts, tables, and graphics.

**Solution:** Some of the web based tools that support these functions, to varying degrees, include Google Docs, Microsoft SharePoint, and Vyew.

**NEED:** For distributed project teams to have the ability to feel a sense of connectedness to the project team as a whole, and to benefit from the general discussion and camaraderie that would otherwise occur if the team were co-located. Also known as “ambient awareness.”

**Solution:** Social media tools that may assist with this need include Twitter groups, Facebook, groups, Yammer, and RSS feeds. PMs may need to encourage everyone to participate.

**NEED:** To build an interactive “information base” for capturing and updating knowledge and insights from all project team members.

**Solution:** Consider creating a project blog using Google Blogger and sharing PowerPoint slides using SlideShare.