

High Level Listening Transcripts:

Social Media: Twitter and Going Viral

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Twitter: Tweeting

Kat: I don't really use Twitter as a form of social media. I understand a little bit what tweeting is. I think it's like 140 characters and that is your tweet. That is what you get to kind of put out into the Internet. Um, this little short message that you get to put... it's kind of like a status update. So that's kind of why I guess I don't really like it. I know that Facebook is trying to get you to shorten your status updates by, um, making your text bigger if you have fewer words. And so I think they're just trying to copy Twitter in that way. Um, I've never been retweeted. I know a friend who got retweeted by someone famous and he absolutely went crazy. So apparently it was kind of important I guess.

Mark: I think that's almost the aim of Twitter in general is to tweet something funny and then get picked up and retweeted by someone even more famous or someone much more famous than you. So everyone sees your tweet. Twitter is also the granddaddy of hashtags. I think it brought hashtags to every other platform. Like Instagram and Facebook too, so you can see trending hashtags and you can join into conversations that everyone else is talking about on tv now. They'll often be a hashtag in the corner and it'll be a specific hashtag that they want everyone to tweet about and kind of boost their own trend and get some more attention and some free publicity. I think that way.

Twitter: Trending

Kat: When you get on Twitter, some of the hashtags will be trending. Um, you can also get on Facebook and you might see some hashtags that are trending now. Basically, it means that the hashtags are getting shared around so much that they're becoming really popular really quickly. Um, so a hashtag might get picked up because of a joke or something like that. It might be an article or it might come from a meme and what ends up happening is it gets shared around so fast that the internet just kind of goes crazy for a little while. It might even go viral and, um, yeah, so some of the

ones that I can think of or like throwback Thursday, #tbt, that's a really popular hashtag. It's not necessarily trending because it's become so popular, it's just a daily thing. But at the time when it did start to get really popular, it was trending

Mark: Trends don't normally last that long. I think trends usually have a lifespan of about 24 hours and then a new trend appears and everyone starts talking about something else. But yeah, around big events, especially big sports events, they'll start trending. If a public figure says something, whether it's good or bad, they might start trending and yet if you see the hashtag you can jump in and have you sit here as well.

Go Viral

Mark: So going viral is a little bit different from just trending. If something goes viral, it's usually some kind of strange or funny image, a video or a news article or any article that just gets wildly popular for whatever reason. It's... People start sharing it with each other and then their friends share it and then their friends share it and suddenly it's like skyrocketed in popularity. You might even see on TV, like it's so popular

Kat: If something's gone viral, you might have been one of the first of your friends to share it, but it'll probably be gone in about a week. Um, most people get so tired of it that it becomes cliché really quickly. So basically the difference between trending and going viral is trending is becoming popular kind of over time. And some, sometimes things are happening at the same time and they're just becoming popular. And then viral is just on another level. The, the amount of sharing and popularity is just like ridiculous.

Apps

Kat: The really cool thing about most messaging apps is you can kind of use them as a verb. So I Skyped my mom the other day, um, and you can even say something like, I Kakao'd my friend or talk to me on Kakao, send me a Kakao. Um, they kind of replaced the word "text" because it's that platform. You kind of use them instead of the word "text" or "message".

Mark: Some other really popular ones are WhatsApp. So you can say, just WhatsApp me or send me a WhatsApp. A lot of people do that. You don't even have to say, "WhatsApp message," you can just say, send me a WhatsApp or I'll WhatsApp you. Same rule applies with Facebook. You can say, just Facebook me or yeah, I'll Facebook you. Yeah, I'll tell you what time we're going to meet. I'll Facebook you. So it's a nice, easy way instead of saying "send" or "message".

Followers

Kat: When people use those trending hashtags, um, I guess the whole idea is that you gain followers. Um, so you can do "follow for follow" where you follow someone and they follow you back. Um, a lot of people who trend on Instagram and on Twitter will eventually get a ton of followers probably if they are trending or if they get retweeted or reposted or something like that.

Mark: They have different terms or different words for followers depending on which kind of platform you're using on Facebook, it's now friends or it's always been friends really. So having lots of Facebook friends is something some people want. Uh on Youtube you get subscribers, so people subscribed to your channel so they get updates every time you post a video. And yeah, it seems like the whole idea for some people on social media: get as many followers, subscribers and friends as possible.