



## Social Media Glossary

**above the fold:** the section of a Web page that is visible to a visitor without the need to scroll down

**Adsense:** Google's pay-per-click, context-relevant program available to blog and web publishers as a way to create revenue

**Adwords:** advertiser program that populates the Adsense program. The advertiser pays Google on a per click basis

**affiliate:** partnership site that links to your own site is called an affiliate

**affiliate marketing:** partnership between a website owner (affiliate) and a retailer (affiliate merchant) whereby the website owner advertises the retailer on their site and receives a fee for every lead or sale generated

**affiliate network:** ads for multiple retailers across multiple publishers. Ex. Affiliate Window, TradeDoubler

**aggregation:** gathering information from multiple web sites, typically via RSS or multiple social network services. Aggregation lets web sites remix the information from multiple sources, for example by republishing all the news related to a particular keyword.

**AJAX:** acronym (Asynchronous Java Script and XML) representing a way to create real-time Web applications

**alerts:** search engines allow you to specify words, phrases or tags that you want checked periodically, with results of those searches returned to you by email. You may also be able to read the searches by RSS feed. This form of search allows you to check whether you, your organization, your blog or blog item has been mentioned elsewhere, and to respond if you wish

**algorithm:** technology that a search engine uses to deliver results to a query. Search engines utilize several algorithms in tandem to deliver a page of search results or keyword-targeted search ads.

**anonoblog:** blog site authored by a person or persons who don't publish their name

**API:** application programming interface) allows users to get a data feed directly into their own sites, providing continually updated, streaming data.

**app:** application that performs a specific function on your computer or handheld device.

**astroturfing:** fake grassroots campaign seeking to create impression of legitimate buzz or interest in a product, service or idea.

**asynchronous communications:** transmission of data without the use of an external clock signal. Any timing required to recover data from the communication symbols is encoded within the symbols. Examples of asynchronous communication are email lists, bulletin boards and forums.

**augmented reality:** an enhanced visualization of real and virtual data in real time, such as via cell phone viewer, camera display, windshield, or mobile device eyewear. Typically, the view is of a segment of the user's environment, with a semi-transparent overlay of one or more data streams generated from user or remote sources, intended to give the user information on objects within the field of view well beyond what the user could access without the enhanced data overlay.

**avatar:** graphical image or likeness that replaces a photo of the author of the content on a blog

**badge:** image, usually squared and displayed on a blog, which signifies the blogger's participation in an event, contest, or social movement

**bliki:** blog that can be edited by readers or an agreed group of collaborators. A combination of a blog and a wiki

**blog:** online journal updated on a regular basis with entries that appear in reverse chronological order.

**blogroll:** list of recommended sites that appears in the sidebar of a blog. These sites are typically on similar topics, sites that the blogger reads regularly, or sites that belong to the blogger's friends or colleagues. Bloggers often reciprocate by posting links to blogs that link back to their own blogs.

**blog storm:** A blog storm or blog swarm is bloggers in the blogosphere writing thousands of posts about a subject which then forces the story into the mainstream media

**bulletin boards:** early vehicles for online collaboration, where users connected with a central computer to post and read email-like messages. They were the electronic equivalent of public notice boards. The term is still used for forums

**business intelligence (BI):** compendium of online news and social media reports addressing a variety of client needs, including reputation management, image development, tracking of competitor movement, and other meaningful analyses of customer trends, preferences and sentiments. Collected current and critical marketplace feedback can be used for strategy development in such areas as branding, customer service, and new product/service introductions.

**chat:** interaction on a web site, with a number of people adding text items one after the other into the same space at (almost) the same time

**civic media:** a form of communication that strengthens social bonds within a community or creates a strong sense of civic engagement among its residents.

**click through rate (CTR):** rate (expressed in a percentage) at which users click on an ad. This is calculated by dividing the total number of clicks by the total number of ad impressions. CTR is an important metric for Internet marketers to measure the performance of an ad campaign.

**cloud computing:** system to allow users to access their data on demand from anywhere within a network rather than being tied to a particular machine. This is analogous to provision of electricity, gas, or water from a public utility company.

**Computer Fraud and Abuse Act (“CFAA”):** The Act, 18 U.S.C. §1030, prohibits intentionally accessing a computer without permission when damage or impairment of data results.

**Communications Decency Act (“CDA”):** The Act, 47 U.S.C. §230(c)(1), was Title V of the Telecommunications Act of 1996. It was an early attempt by Congress to regulate pornographic material and has been interpreted to say that operators of Internet services are not to be construed as publishers, and therefore not legally liable for the words of third parties who use their services.

**content:** text, pictures, video and any other meaningful material that is on the Internet.

**content management systems (CMS):** software suites offering the ability to create static web pages, document stores, blog, wikis, and other tools.

**context ads:** advertisements placed directly inside or next to relevant content or features. Eg. Celebrity ads on Spotted!, FMCG goods as virtual gifts.

**copyleft:** the practice of using copyright law to remove restrictions on distributing copies and modified versions of a work for others and requiring that the same freedoms be preserved in modified versions. The term uses a play on the word copyright.

**Creative Commons:** not-for-profit organization and licensing system offering creators the ability to fine-tune their copyright and spelling out the ways in which others may use their works.

**crowdsourcing:** harnessing the skills and enthusiasm of those outside an organization who are prepared to volunteer their time contributing content or skills and solving problems.

**CSR:** corporate social responsibility, a concept whereby businesses and organizations perform a social good or take responsibility for the impact of their activities.

**Delicious:** social bookmarking site and a property of Yahoo! Allows users to quickly store, organize (by tags) and share favorite web pages. You can also subscribe to RSS feeds of other users and share a page specifically with another user

**Digg:** popular social news site that lets people discover and share content from anywhere on the Web. Users submit links and stories and the community votes them up or down and comments on them. Users can “digg” stories they like or “bury” others they don’t.

**dooced:** term associated with someone getting fired for the content written in a blog post or web site (not for the act of writing, but for what was published)

**Drupal:** free, open-source platform and content management system written in php and often used as a “back end” system to power community features on many different types of sites, from personal blogs to large corporate and political sites.

**ebooks:** electronic version of a traditional printed book that can be downloaded from the Internet and read on a computer or handheld device.

**embedding:** the act of adding code to a website so that a video or photo can be displayed while it’s being hosed at another site.

**Facebook:** one of the most popular social networking site in the world, with more than 200 million members.

**fair use:** doctrine in U.S. law that permits limited use of copyrighted material without obtaining the permission of the copyright holder, such as use for scholarship or review as delineated in Section 107 of the U.S. Copyright Code.

**feed:** Web feed or RSS feed is a format that provides users with frequently updated content. Content distributors *syndicate* a Web feed, enabling users to *subscribe* to a site’s latest content. By using a news reader to subscribe to a feed, you can read the latest posts or watch the newest videos on your computer or portable device on your own schedule.

**FeedBurner:** Google tool allowing web sites, blogs and podcasts to “burn” content into a simple way for readers to subscribe (incl. email)

**flash mob:** a group of individuals who gather and disperse with little notice for a specific purpose through text messages, social media or viral emails. It’s now generally considered a somewhat dated term.

**Flickr:** currently the world’s premier photo sharing and hosting site. Its members have uploaded more than 3 billion photos

**folksonomy:** categorization taxonomy agreed by democracy rather than by authority. Eg. del.icio.us Folksonomy: Taxonomies are centralized ways of classifying information - as in

libraries. Folksonomies are the way folk create less structured ways of classifying by adding tags.

**forum:** discussion area on a website, where people can post messages or comment on existing messages asynchronously (i.e. independently of time or place)

**friend (noun):** person with whom you have a mutually agreed connection

**friend (verb):** the act of adding a person to your social graph on a particular social network. Eg. "friend me on Facebook"

**friend list:** A user's personal sub-categorization of friends on a social network eg. co-workers, current friends, clients, old friends

**fuzzy logic:** concept, principle, or mathematical model of vagueness dealing with reasoning based upon the premise that there are degrees of truth, such as a glass being partially full or partially empty.

**geotagging:** the process of adding location-based metadata to media such as photos, video or online maps. Geotagging can help users find a wide variety of businesses and services based on location.

**geo-targeting:** delivery of ads specific to the geographic location of the searcher. Geo-targeting allows the advertiser to specify where ads will or won't be shown based on the searcher's location, enabling more localized and personalized results.

**Googlebot:** Google uses several user-agents to crawl and index content in the Google.com search engine. Googlebot describes all Google spiders. All Google bots begin with "Googlebot;" for example, Googlebot-Mobile: crawls pages for Google's mobile index; Googlebot-Image: crawls pages for Google's image index.

**GPL:** GPL is short for GNU General Public License, often used with the release of open source software. An example of a copyleft license, requires derived works to be made available under the same license.

**GPS:** Global Positioning System, a global navigation satellite system. GPS-enabled devices, most commonly mobile handhelds or a car's navigation system, enable precise pinpointing of the location of people, buildings and objects.

**groundswell:** social trend in which people use technologies to get the things they need from each other, rather than from traditional institutions like corporations

**hashtag:** hashtag (or hash tag) is a community-driven convention for adding additional context and metadata to your tweets. Similar to tags on Flickr, you add them in-line to your Twitter posts

by prefixing a word with a hash symbol (or number sign). Twitter users often use a hashtag like #followfriday to aggregate, organize and discover relevant posts.

**hat Tip:** public acknowledgment to someone (or a website) for bringing something to the blogger's attention

**hits:** Web analytics measurement often defined as any request for a file from a Web server

**hosting:** a service that runs Internet servers, allowing organizations and individuals to serve content to the Internet. There are various levels of service and various kinds of services offered. A common kind of hosting is web hosting. Most hosting providers offer a combined variety of services. Web hosting services also offer e-mail hosting service, for example. DNS hosting service is usually bundled with domain name registration. A blog, video or podcast needs a hosting service before it can appear online. Companies sometimes host their blogs on their own servers.

**inbound link:** hyperlink to a particular Web page from an outside site, bringing traffic to that Web page. Inbound links are an important element that most search engine algorithms use to measure the popularity of a Web page.

**infographic:** visual representation of information, data, or knowledge, typically used to quickly communicate complex information, such as trends, timelines, and flowcharts. These can be dynamic, with the graphic elements changing based upon real time input from automated tools.

**instant messaging (IM):** a chat with one other person, using an IM tool like AOL Instant Messenger, Microsoft Live Messenger or Yahoo Messenger

**intelligent agent:** an autonomous system, also known as an intelligent agent or abstract intelligent agent, that can learn, use knowledge to adapt, and improve as part of achieving its goal.

**Internet newsroom:** an area of a corporate website that communicates corporate messages and makes content available to the news media and the public. Rather than just feature little-read press releases, a true Internet newsroom incorporates features such as videos, podcasts, high-resolution image galleries, surveys, forums, blogs and other online marketing communications materials.

**keyword:** a word or phrase entered into a search engine in an effort to get the search engine to return matching and relevant results. Many Web sites offer advertising targeted by keywords, so an ad will only show when a specific keyword is entered.

**lifecasting:** an around-the-clock broadcast of events in a person's life through digital media. Typically, lifecasting is transmitted over the Internet and can involve wearable technology.

**lifestreaming:** the practice of collecting an online user's disjointed online presence in one central location or site. Lifestreaming services bring photos, videos, bookmarks, [microblog](#) posts and blog posts from a single user into one place using RSS. [Friendfeed](#) and [Tumblr](#) are examples of lifestreaming services.

**link bait:** editorial content, often sensational in nature, posted on a Web page and submitted to social media sites in hopes of building inbound links from other sites.

**LinkedIn:** the largest social network for professionals. According to Wikipedia, as of April 2010, LinkedIn had more than 65 million registered users, spanning more than 200 countries and territories worldwide. <http://www.linkedin.com>

**logging in:** the process to gaining access to a website that restricts access to content, and requires registration. This usually involves typing in a username and password. The username may be your "real" name, or a combination of letters and/or numbers chosen for the purpose.

**lurker:** someone who reads social media content but rarely contributes.

**mashup:** a music mashup is a combination of two or more songs, generally the vocals of one song overlaid on top of the melody of another. A video mashup is the result of combining two or more pieces of video, such as news footage with original commentary. A Web mashup results when a programmer overlays information from a database or another source on top of an existing website, such as homes for sale taken from Craigslist and plotted on a Google Map.

**metadata:** information including titles, descriptions, tags and captions that describe a media item such as a video, photo or blog post. Some kinds of metadata such as camera settings such as exposure, aperture, focal length and ISO speed, can be captured automatically from the device without needing a human to enter the data.

**Metcalf's Law:** The value of a telecommunications network is proportional to the square of the number of users connected to the network.

**microblogging:** the act of broadcasting short messages to other subscribers of a Web service. On [Twitter](#), entries are limited to 140 characters, and applications like [Plurk](#) and [Jaiku](#) take a similar approach with sharing bite-size media.

**Moblog:** a blog published directly to the Web from a phone or other mobile device. Mobloggers may update their sites more frequently than other bloggers because they don't need to be at their computers to post.

**MySpace:** online social network similar to [Facebook](#). MySpace caters to artists and bands, who enjoy the flexibility of creating an individual "look" for their page. As with Facebook, MySpace allows users to "friend" each other and create groups.

**net neutrality:** the principle requiring Internet providers to act as common carriers and not discriminate among content or users — for example, by providing degraded service to rich-media sites, by throttling file-sharing services, by penalizing customers who watch or download a lot of videos or by blocking Internet applications and content from competitors.

**news reader:** a news reader (sometimes called a feed reader, RSS reader or news aggregator) gathers the news from multiple blogs or news sites via RSS feeds selected by the user, allowing her to access all her news from a single site or program. Popular examples include Google Reader, NetVibes and Bloglines (all accessed through a Web browser) and FeedDemon or NetNewsWire(applications that runs on one machine).

**NGO:** nongovernmental organization, (i.e. an entity apart from the business and government sectors)

**nptech:** shorthand for nonprofit technology. nptech encompasses a wide range of technologies that support the goals of nonprofit, NGO, grassroots and other cause organizations.

**oedipost complex:** the curious neurosis that compels folks to sleep with their Blackberry or iPhone. The afflicted can't stop checking -- even in late hours -- for responses to tweets or blog and Facebook posts.

**open innovation:** an innovation process that incorporates outside expertise and opinions as well as internal expertise. In the case of online communities, this usually involves using your consumers for ideas and solutions relating to research and development.

**open media:** In its most common usage, open media refers to video, audio, text and other media that can be freely shared, often by using Creative Commons or GPL licenses.

**open platform:** a software system that permits any device or application to connect to and operate on its network.

**open source:** in its strict sense, open source refers to software code that is free to build upon. Open source has taken on a broader meaning, such as open source journalism and open source politics, to refer to the practice of collaboration and free sharing of media and information to advance the public good. Well-known open-source projects include the Linux operating system, the Apache Web server and the Firefox browser.

**open video:** the movement to promote free expression and innovation in online video. With the release of HTML5, publishers will be able to publish video that can be viewed directly in Web browsers rather than through a proprietary player.

**OpenID:** single sign-on system that allowing Internet users to log on to many different sites using a single digital identity, eliminating the need for a different user name and password for each site.

**paid search marketing:** placement of paid ads for a business or service on a search engine results page. An advertiser pays the search engine if the visitor clicks on the ad (pay-per-click or PPC).

**pay-per-click (or PPC):** a form of advertising online wherein the advertiser pays per click on the advertisement. PPC is possible both on Google and now on Facebook. An alternative to ppc would be paying per "impression," or by how many times your ad actually appears on a users monitor.

**permalink:** direct link to a blog entry. A blog contains multiple posts, and if you cite an entry you'll want to link directly to that post.

**personal media:** user-created material, such as grassroots works such as video, audio and text. When the works are shared in a social space, the works are more commonly referred to as social media.

**phishing:** the act of obtaining private or confidential information, typically by sending an e-mail to the target, which appears to be from a legitimate business, such as a bank or credit card company. The e-mail asks the target to verify the target's information related to the legitimate business, such as a password or PIN number. The fraudulent e-mail will often mimic the legitimate business by containing some links to a legitimate Web site, as well as logos and other information gathered from the legitimate business. The purpose of phishing is to send out a large number of such e-mails and to rely upon a small percentage of the recipients to believe statements in the e-mail that the target must send the confidential information back to the mimicking sender in order to verify a valid account and avoid some threat, such as cancellation.

**platform:** the framework or content management system that runs software and presents content. WordPress, for example, is a service that serves as a platform for a community of blogs. In a larger context, the Internet is becoming a platform for applications and capabilities, using cloud computing.

**podcast:** a digital file (usually audio but sometimes video) made available for download to a portable device or personal computer for later playback. A podcast also refers to the show that comprises several episodes. A podcast uses a feed that lets you subscribe to it so that when a new audio clip is published online, it arrives on your digital doorstep right away.

**podsafe:** any work that allows the legal use of the work in podcasting, regardless of restrictions the same work might have in other realms, such as radio or television use.

**pretexting:** creating of an invented personality or situation in order to engage a target individual for the purpose of obtaining information from them which they would be unlikely to divulge if the target knew the true identity, purpose, or situation of the attacking party.

**profile:** online representation of an individual's identity, which can but does not have to include biographical information, expertise, professional, social, and interest group associations,

"friends," and other data sometimes generated by persons other than the individual. Increasingly, the other data is generated by the platform's artificial intelligence agents, with varying degrees of user control.

**public domain:** a work enters the public domain when it is donated by its creator or when its copyright expires. A work in the public domain can be freely used in any way, including commercial uses.

**public media:** any form of media that increase civic engagement and enhance the public good. The term often brings to mind public broadcasting such as PBS and NPR, but many initiatives and organizations that receive no public funding fall within the scope of public media.

**Real-Time Web:** a paradigm based on pushing information to users as soon as it's available, instead of requiring that they or their software check a source periodically for updates. It's being implemented in social networking, search, news and elsewhere – making those experiences more like Instant Messaging and facilitating unpredictable innovations. Early benefits include increased user engagement (“flow”) and decreased server loads, but these are early days. Real-time information delivery will likely become ubiquitous, a requirement for almost any website or service.

**Remix:** any work that takes elements from two or more media files and mashes them together to create a new piece of media Often, these are called mashups.

**retention Loop:** the application dynamic that encourages a visitor to return regularly to an application or Web page.

**return on investment (ROI):** the amount of money an advertiser earns from their ads compared to the amount of money the advertiser spends on their ads.

**retweet:** reposting something from another person's tweet. Users add RT in a tweet if they are doing this on Twitter.

**Rich Media Ad:** a display advertisement that includes video or interactivity

**RSS:** Really Simple Syndication, sometimes called web feeds, is a Web standard for the delivery of content, such as blog entries, news stories, headlines, images, video, enabling readers to stay current with favorite publications or producers without having to browse from site to site.

**screencast:** a video that captures what takes place on a computer screen, usually accompanied by audio narration. It is often created to explain how a website or piece of software works, but it can be any explanatory video that strings together images or visual elements.

**search engine marketing:** (SEM) is a series of online tactics that, when combined with SEO, helps attract customers, generate brand awareness and build trust. SEM (sometimes called search

marketing) seeks to increase websites' visibility chiefly through the purchase of pay-per-click ads and paid inclusion.

**search engine optimization:** (SEO) is the process of arranging a website to give it the best chance of appearing near the top of search engine rankings. As an Internet marketing strategy, SEO considers how search engines work and what people search for. Optimizing a website primarily involves editing its content, identifying high-traffic keywords and improving the site's layout and design.

**Semantic Web:** term coined by Tim Berners-Lee, the inventor of the World Wide Web. "I have a dream for the Web [in which computers] become capable of analyzing all the data on the Web – the content, links, and transactions between people and computers. A 'Semantic Web', which should make this possible, has yet to emerge, but when it does, the day-to-day mechanisms of trade, bureaucracy and our daily lives will be handled by machines talking to machines. The 'intelligent agents' people have touted for ages will finally materialize."  
– Tim Berners-Lee, 1999

**sidebar:** a column (or multiple columns) along either or both sides of a blog site's main content area. The sidebar is often includes contact information of the author, the blog's purpose and categories, links to archives, honors and other widgets the author includes on the site

**smart phone:** handheld device capable of advanced tasks beyond those of a standard mobile phone. Capabilities might include email, chat, taking photos or video or hundreds of other tasks.

**SMS:** Short Message Service, is a system that allows the exchange of short text-based messages between mobile devices.

**social bookmarking:** method by which users locate, store, organize, share and manage bookmarks of Web pages without being tied to a particular machine. Users store lists of personally interesting Internet resources and usually make these lists publicly accessible. Delicious is the best-known social bookmark site.

**social capital:** concept used in business, nonprofits and other arenas that refers to the good will and positive reputation that flows to a person through his or her relationships with others in social networks.

**social engineering:** manipulation of an individual to divulge confidential information which the target would otherwise not disclose,

**social enterprise:** a social mission driven organization that trades in goods or services for a social purpose.

**social entrepreneurship:** the practice of simultaneously pursuing both a financial and a social return on investment (the "double bottom line"). A social entrepreneur is someone who runs

a social enterprise (sometimes called a social purpose business venture), pursuing both a financial and social return on investment.

**social media:** works of user-created video, audio, text or multimedia that are published and shared in a social environment, such as a blog, podcast, forum, wiki or video hosting site. More broadly, social media refers to any online technology that lets people publish, converse and share content online.

**social media optimization:** (SMO) is a set of practices for generating publicity through social media, online communities and social networks. The focus is on driving traffic from sources other than search engines, though improved search ranking is also a benefit of successful SMO.

**social networking:** the act of socializing in an online community. A typical social network such as Facebook, LinkedIn, MySpace or Bebo allows you to create a profile, add friends, communicate with other members and add your own media.

**social news:** sometimes called social sites, social news sites encourage users to submit and vote on news stories or other links, thus determining which links are showcased.

**social return on investment:** a social return on investment (SROI) refers to the non-financial returns sought by a social entrepreneur.

**social tools:** social tools (sometimes called social software) are software and platforms that enable participatory culture, such as blogs, podcasts, forums, wikis and shared videos and presentations.

**spear phishing:** an attack on a specific user or group of users, which attempts to deceive the user into performing an action, such as opening a document, which in turn will launch the attack. The method relies upon harvesting of personal information about the user from social media networks and other sources.

**spider:** a search engine spider is a program that crawls the Web, visiting Web pages to collect information to add to or update a search engine's index. The major search engines on the Web all have such a program, which is also known as a "crawler" or a "bot."

**splogs:** short for spam blogs, refers to blogs not providing their own or real content. Unscrupulous publishers use automated tools to create fake blogs full of links or scraped content from other sites in order to boost search engine results.

**Stored Communications Act ("STA"):** The Act, 18 U.S.C. §2701, provides for both criminal and civil penalties for a person who "intentionally accesses without authorization a facility through which an electronic communication service is provided or... intentionally exceeds an authorization to access that facility; and thereby obtains, alters, or prevents authorize access to a wire or electronic communication while it is in electronic storage in such system." The STA was enacted as Title II of the Electronic Communications Privacy Act.

**streaming media:** unlike downloadable podcasts or video, streaming media refers to video or audio that can be watched or listened to online but not stored permanently. Streamed audio is often called Webcasting. Traditional media companies like to stream their programs so that they can't be distributed freely onto file-sharing networks.

**subscribing** is the process of adding an RSS feed to your aggregator or newsreader . It's the online equivalent of signing up for a magazine, but usually free.

**sustainability:** in the nonprofit sector, sustainability is the ability is to fund the future of a nonprofit through a combination of earned income, charitable contributions and public sector subsidies.

**tag cloud:** a visual representation of the popularity of the tags or descriptions that people are using on a blog or website. Popular tags are often shown in a large type and less popular tags in smaller type.

**tags:** keywords added to a blog post, photo or video to help users find related topics or media, either through browsing on the site or as a term to make your entry more relevant to search engines.

**taxonomy:** an organized way of classifying content, as in a library. Providing contributors to a site with a set of categories under which they can add content is offering a taxonomy. Allowing people to add their own keywords is to endorse folksonomy.

**technology steward:** someone who can facilitate community and network development. Technology stewards are people with enough experience of the workings of a community to understand its technology needs, and enough experience with technology to take leadership in addressing those needs. Stewardship typically includes selecting and configuring technology, as well as supporting its use in the practice of the community.

### **terms of service**

Terms of service (TOS) are the legal basis upon which you agree to use a website, video hosting site or other place for creating or sharing content.

**threads:** strands of conversation. On an email list or web forum they will be defined by messages that use the use the same subject. On blogs they are less clearly defined, but emerge through comments and trackbacks

**trackback:** some blogs provide a facility for other bloggers to leave a calling card automatically, instead of commenting. Blogger A may write on blog A about an item on blogger B's site, and through the trackback facility leave a link on B's site back to A. The collection of comments and trackbacks on a site facilitates conversations

**transliteracy:** the ability to read, write and interact across a range of platforms, tools and media from signing and orality through handwriting, print, TV, radio and film, to digital social networks.

**triple bottom line:** the triple bottom line (sometimes abbreviated as “TBL” or “3BL”) is rapidly gaining recognition as a framework for measuring business performance. It captures the values that some organizations embrace: people, planet, profit, social, environmental and economic factors.

**troll:** Internet slang meaning someone who posts controversial, inflammatory, irrelevant or off-topic messages in an online community, such as an online discussion forum or chat room, with the primary intent of provoking other users into an emotional response or to generally disrupt normal on-topic discussion.

**tweet:** a post on Twitter, a real-time social messaging system. While all agree on usage of tweet as a noun, people disagree on whether you “tweet” or “twitter” as a verb. RT stands for retweet: Users add RT in a tweet if they are reposting something from another person’s tweet.

**Tweetup:** an organized or impromptu gathering of people who use Twitter. Users often include a hashtag, such as #tweetup or #sftweetup, when publicizing a local tweetup.

**Twitter:** a popular social network, unveiled to the public in July 2006, that lets members post updates of no more than 140 characters. People have begun using Twitter in interesting ways to point to news stories, to raise funds for charity, and other unexpected uses. <http://twitter.com/>

**Twitterverse:** akin to blogs and the blogosphere, the Twitterverse is simply the universe of people who use Twitter and the conversations taking place within that sphere.

**UGC:** user-generated content, an industry term that refers to all forms of user-created materials such as blog posts, reviews, podcasts, videos, comments and more.

**URL:** Uniform Resource Locator is the technical term for a web address, (ex. <http://bizlawblog.wordpress.com/>)

**unconference:** a collaborative learning event organized and created for its participants by its participants. BarCamp is an example of a well-known unconference.

**USA PATRIOT Act (Patriot Act):** The Act, Public Law 107–56, was a response to the terrorist attacks of September 11th, dramatically reduced restrictions in law enforcement agencies' gathering of intelligence within the United States; expanded the definition of terrorism to include domestic terrorism, expanded the Secretary of the Treasury’s authority to regulate financial transactions, and particularly those involving foreign individuals and entities.

**vertical Intelligence:** content collection that drills down into specific industries and interests, countries, and languages.

**videoblog:** a blog that contains video entries. It is also called a vlog, is video podcasting, vodcasting or vlogging.

**viral marketing and viral advertising:** refers to marketing techniques that use pre-existing social networks to produce increases in brand awareness or to achieve other marketing objectives (such as product sales) through self-replicating viral processes, analogous to the spread of pathological and computer viruses. It can be word-of-mouth delivered or enhanced by the network effects of the Internet.[1] Viral promotions may take the form of video clips, interactive Flash games, advergames, ebooks, brandable software, images, or even text messages. The goal of marketers interested in creating successful viral marketing programs is to identify individuals with high Social Networking Potential (SNP) and create Viral Messages that appeal to this segment of the population and have a high probability of being taken by another competitor.

**virtual retinal display:** technology that draws a display on the retina of the eye so that the user can see the actual environment plus the data from the display, which appears to be a semi-transparent image floating within the field of view.

**virtual world:** an online computer-simulated space like Second Life that mixes aspects of real life with fantasy elements. Typically, you can create a representation of yourself (an avatar) and socialize with other residents for free, though you can also buy currency (using real money) to purchase land and trade with other residents. Second Life is being used by some nonprofits and businesses to run discussions, virtual events and fundraising.

**Voice over Internet Protocol (VOIP):** enables you to use a computer or other Internet device for phone calls without additional charge, including conference calls, ex Skype

**Web 2.0:** the second generation of the Web, which enables people with no specialized technical knowledge to create their own websites to self-publish, create and upload audio and video files, share photos and information and complete a variety of other tasks. In this new world, the Internet becomes a platform for self-expression, education and advocacy that “regular people” can use on their own without having to go to an expert to do it for them in contrast to the less interactive publishing sites of Web 1.0. Some of the best-known Web 2.0 websites include Wikipedia, MySpace, Digg, Flickr and YouTube.

**web analytics:** the measurement, collection, analysis and reporting of Internet data for the purpose of understanding who your visitors are and optimizing your website.

**Web conferencing:** is used to conduct live meetings or presentations over the Internet. In a web conference, each participant sits at his or her own computer and is connected to other participants via the Internet. This can be either a downloaded application on each of the attendees computers or a web-based application where the attendees will simply enter a URL (website address) to enter the conference.

**Webcasting:** the ability to use the Web to deliver live or delayed versions of audio or video broadcasts. The chief distinctions between webcasting and traditional radio broadcasting include the following: Listeners can tune into webcasts from anywhere in the world, whereas radio broadcasting is generally local; webcasts may be “interactive” (for example, users may rewind the show) whereas radio broadcasting generally is not; listeners may receive textual or visual data (artist and song titles, ads, album artwork, etc.) during a webcast; if music is included, a “copy” is stored in the memory of the listener’s computer and thus webcasters are required to obtain a license from and make payments to a licensing agency such as BMI, ASCAP or SESAC.

**webinar:** a Web-based seminar, a webinar is a presentation, lecture, workshop or seminar that is transmitted over the Web. Participants typically register in advance and access the presentation in real time over the Internet and listen to the presenter either through computer speakers or a telephone connection. Webinars are generally one-way but can involve chat or polls.

**wi-fi:** Wi-fi (or wifi) stands for wireless fidelity, a simple system allowing enabled devices to connect to the Internet within short range of any access point without cables or adaptors.

**widget:** a widget, sometimes called a gadget, badge or applet, is a small block of content, typically displayed in a small box, with a specific purpose, such as providing weather forecasts or news, that is constantly updating itself (typically via RSS). Widgets make it easy to add dynamic content to your site or blog.

**wiki:** a collaborative website that can be directly edited by anyone with access to it. Small teams often find that they can accomplish a task easier by creating a collaborative online workspace.

**Wikipedia:** a Web-based, multi-language, free-content encyclopedia written collaboratively by volunteers. Sponsored by the nonprofit Wikimedia Foundation, it has editions in about 200 different languages.

**word-of-mouth marketing:** sometimes called grassroots marketing or conversational marketing, it is an umbrella term for dozens of techniques that can be used to engage and energize customers. By building relationships with influencers through WOM, marketers can get people to become so enthusiastic about a cause, product or service that they drive sales through conversations.

**WordPress:** popular open source blog publishing application.

**XML (or Extensible Markup Language):** an advanced language developed by the World Wide Web consortium (W3C) to complement HTML. HTML is about displaying information, while XML is about describing information

**YouTube:** the world’s most popular video hosting site, estimated to make up more than ten percent of all bits that travel across the entire Internet.