



Social Media Lingo Lexicon

Architecture of Participation - a term coined by O'Reilly Media in 2003 referring to applications encouraging user input, feedback, content contributions (see "UGC", "Prosumer") and adoption. While Tim O'Reilly's original comment referred to technical systems architected for inclusion, the term has broadened to include both technical and organizational systems designed for inclusion.

Blog – a web log, or blog is an online journal listed in reverse chronological order. Blogs can be personal or a series of articles on a particular topic. Entries or "posts" are most effective when frequently updated (at least several times a week). Posts can be "tagged" with keywords so that blog content is easily found by search engines. Readers can comment, creating a dialogue within communities of interest. "Blogger" (blogger.com) is a free blogging software. Other common blogging tools are Wordpress (also free - Wordpress.com) and Typepad (Typepad.com).

Blogroll – a list of blogs. Often a blogger will list *their* favorite blogs on the main page, allowing readers to easily link to similar or interesting content.

Cloud Computing – applications hosted outside the organization's firewall. Increasing numbers of social media and other applications are hosted externally and "skinned" or branded to appear as if hosted internally.

Conference Calls – while not typically considered "social media" there are a growing number of free conference calling resources (including freeconferencecall.com, mrconference.com) which, when paired with other free resources such as slideshare.net can allow users to create their own "webinar".



Social Media Lingo Lexicon

Discussion Forums, Discussion Groups, Online Forums – groups of people with similar interests - either personal or professional – collaborating, asking and answering questions. Users of a community discussion forum send a question or comment to a central email address that forwards the question / comment to all community members. A response by any one member goes to all members. Discussion groups are most effective with a moderator who will keep the ‘conversation’ on track and link members with similar interests and challenges. While there are a variety of free and fee-based discussion forums Yahoo (groups.yahoo.com) is a favorite because it allows members to set preferences, receiving email notifications once daily, weekly, never, or whenever there’s a new post.

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Enterprise 2.0 - a term used to describe an organization that embraces web 2.0 values and tools: perpetual beta, authentic, evolving, fast-paced, energetic. Enterprise 2.0 organizations are among the best living examples of web 2.0 in action.

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frank – a social media strategy company that works with organizations and individuals to enable conversation, both online and off. Through branding, organization effectiveness and social media frank (areyoufrank.com) enables leaders to engage in conversation with employees, suppliers, distributors and consumers for the sake of continuous collaboration, innovation and knowledge integration. The result is improved engagement, knowledge retention and ROI.

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IM or instant message, or online chat – free software allowing two or more users to “talk” online in a synchronous conversation. Most software offers video camera and audio calling, creating a more personal conversation among participants. Messenger.yahoo.com is Yahoo’s version, get.live.com is Microsoft’s version. Both work with either pc or Mac computers.



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Moblog or Mobile Blogging - posting, commenting or performing other blogging activities from a mobile device such as a cell phone.

M-Learning or Mobile Learning - content distributed to cell phones, allowing learners to review and absorb content and respond to quizzes and surveys on the go. Mobipocket.com and hotlavasoft.com offer free authoring software to create mobile learning content and surveys. The sites also offer a library of free and paid downloadable content. Organizations use m-learning to update remote and mobile workers.

Open Source - freely available content. Often refers to software code (“open source code”) available for download and modification. Benefits include lower cost of acquisition. Drawbacks include unsupported or inconsistent updates as individual users modify the content or code for their own use. Examples include the internet browser Firefox (mozilla.com/en-US/firefox).

Optimize – optimizing your blog or web site includes tagging, pinging and site optimization structures to make your content findable by search engines such as Google or Yahoo or GoodSearch. For great free and paid site optimization tips, articles and user community visit seomoz.org. This topic is primarily aimed at those who wish to connect with external audiences such as customer communities and shareholders.

Ping – as a blogger you want to let servers know when you’ve written a new post so that readers are notified by RSS feed that new content is available. Pinging is the process of letting the server know you’ve posted fresh content. Most blogging software (Typepad, Wordpress, Blogger) have simple instructions on how to ping.



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Photo sharing – “A picture is worth a thousand words.” Flickr (flickr.com) is a free and easy-to-use online software that allows users to post and tag photos. You can search and view photos for free, or you can post photos and tag the content with a keyword that makes the images easy to find by others who share your interests and passions. Organizations use internal photo sharing to celebrate, and recognize individuals and teams.

Podcast -- Personal On Demand -- a short audio or video article or clip in the format generally in the form of an .mp3 or .wav file, playable on any portable media such as an iPod, mp3 player, CD or online. Research indicates that the majority of podcasts are accessed using a computer or CD player rather than a portable mp3 player. Free and paid podcasts are available at podcast.net, podcast.com and iTunes.com. To create your own podcast you'll need recording software such as Audacity (free at audacity.sourceforge.net). You can post podcasts on podcast aggregators such as those listed above, or you can post a podcast on your web site or blog.

Polls – an easy way to find out what matters to your employees, colleagues, friends and community. Free polling software is available on many wikis and blogs, as well as discussion forum software such as Yahoo Groups (groups.yahoo.com). Survey Monkey (surveymonkey.com) offers free and fee-based online survey distribution, while Zoomerang (zoomerang.com) also offers mobile-based surveys.

Prosumer - a content producer and consumer, this refers to the high level of UCG or User Generated Content that is a hallmark of social media. One of the most well-known examples is Wikipedia (Wikipedia.org) where all content entries are contributed by unpaid volunteer individuals.



Social Media Lingo Lexicon

RSS – “**R**really **S**imple **S**yndication” is a way to aggregate content that interests you. You can aggregate passively using an aggregator or actively using an RSS feed that emails you when new content is posted on a site. Bloglines is a free service that aggregates content that you choose, including weather, business news or other topics. You can also offer your own content through Bloglines and other aggregators.

SMS – “**S**hort **M**essage **S**ystem” is a mobile device- or pc-based text message allowing writers to quickly send a short (160 character or less) note to a mobile or pc recipient.

Social Media – see “Web 2.0”. While Social Media is similar to Web 2.0, it also includes offline collaboration tactics.

Social Networking – online communities connecting people with similar interests. The software that allows user communities to connect includes profile pages, blogging, emailing, chatting, games and other interactive software. Membership is generally free. Facebook and LinkedIn are currently popular sites for business collaboration and networking, linking “known” people a la Six Degrees of Separation. MySpace, Friendster, Bebo and Yahoo 360 are other social networking sites connecting user communities. As well, Zanby is an example of a customizable social networking enterprise platform for organizations.

Tagging – the process of adding key words to blog posts, online photos or other published content so that search engines can easily find categorized content.

TM or Text message – text message or SMS (short message system) allows people to quickly send a short (160 character or less) note from mobile device to mobile device. *Many cell phone plans charge for each message sent.*



Social Media Lingo Lexicon

Tweet, Twitter – Twitter is a micro-blogging software allowing users to post SMS updates or “Tweets”. Other Twitter users “follow” your Tweets by subscribing to your updates.

UE, UX, UID or User Interface – the visual and /or audio experience of a technology user. User Experience (UE, UX), User Interface Design (UID) include experience-shaping elements such as screen / audio layout, color & tone, formatting, speed, language and navigation.

UGC - User Generated Content. See “Prosumer” and “Architecture of Participation”.

Viral Content – highly “contagious” word-of-mouth (or word-of-web) content passed along from user to user. Examples include YouTube videos (YouTube.com where you can view, search or post video clips for free), slide show content (SlideShare.com where you can view, search or post PowerPoint or other slide content for free), podcasts and other portable media.

Web 2.0 – a term created by O’Reilly Media in 2003 to describe the collection of online tools helping people to self-express, connect, share, create. Common “web 2.0” tools include blogs, wiki’s, podcasts, discussion forums as well as the rest of the tools listed here. While the technology is constantly evolving the values behind the tools remain constant: transparency, authenticity, user-generated content, meritocracy, affordability, emergence, action over perfection are all characteristics of Web 2.0. Note: Social media is another common term for Web 2.0 that includes offline collaboration tactics.



Social Media Lingo Lexicon

Webinar – an online seminar. Many webinars are free, and they’re a great way to get your expertise out there. Webinar participants log in and view slides while listening to audio of the facilitator. Some software allows participants to “raise their hand” and submit questions either verbally or by typing their question. Webinar software captures both audio and visual content for later access. WebEx is currently the most well-known webinar software.

Widget – a small application that often sits on a desktop. Typically one-function individually-focused applications, widgets can be easily added or deleted. Examples include clocks, weather reports, notepads and horoscopes. A widget can be a plug-in that interacts with a remote host application.

Wiki – a wiki (the Hawaiian word for “quick”) is an online platform for sharing and editing content, typically a text file. One person posts a document and other viewers edit the document stored online. The wiki tracks who made changes and when. Work teams typically use wikis to gain everyone’s input and edits to a document. Other uses include calendar and schedule collaboration, recipe sharing and user manuals. The most famous wiki is Wikipedia (Wikipedia.com). Free wiki software is available at wetpaintcentral.com. PBWiki.com also offers inexpensive wiki software.

Yahoo!Answers – the epitome of user-generated content, Yahoo!Answers (answers.yahoo.com) allows users to post questions, answer each other’s questions, search for content answers, and rank best answers. Free. While a lot of the site’s content is puerile and frankly grammatically shocking, the idea epitomizes the best of social media: community helping community, free.

Bonus Game: Buzzword Bingo!



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Do you keep falling asleep in meetings and seminars? What about those long and boring conference calls? Here's a way to change all of that! Enjoy our Web 2.0 twist on traditional Buzzword Bingo.

How to play: check off each box when you hear these words during a meeting, seminar or phone call. When you get five horizontally, vertically or diagonally, stand up and yell "BINGO!"

Collaborative Technologies	Viral Content	User Interface	Blogroll	Moblog
Optimize	Open Source	UGC, or User Generated Content	Out of the Loop	UX, UE, UID
Google Analytics	White Label Social Network	Widget	Pro-sumer	Twitter, Tweet
Community Development Manager	Empower / Empowerment	Knowledge Base (or Knowledge Management)	Plug-in	Enterprise 2.0
Client Focus(ed)	Yahoo!	Cloud Computing	Discussion Forum	Dashboard

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