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Online and Social Media Terms explained

Your comprehensive guide explaining today's most popular online and social media terms



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a message from
ALEX STOJKOVIC

Hello my fellow communication enthusiasts and welcome to my attempt to create a comprehensive guide explaining 200 of today's most popular on-line and social media terms!

My 200 Online and Social Media Terms explained aims to make this ever-growing world of social media a little easier to digest and understand. Ever wondered what HootSuite is? Perhaps you've heard of the terms Joomla, Klout and wondered "what the heck is that?" Wait no longer! This comprehensive guide provides terms, descriptions, explanations and links to popular social media terminology like Crowdfunding, Gowalla and Social Media Optimization?

Great American chefs like Julia Child taught us cooking one recipe at a time, while great NFL coaches like Vince Lombardi taught football plays to eager players one play at a time. **200 Online and Social Media Terms explained** attempts to help you to understand one social media term at a time. I've done my best to make this a comprehensive guide explaining today's most popular online terms.

I truly hope this becomes a source of reference for you to download and use on an on-going basis. I do admit however I have a selfish request; if I've missed an online or social media term, please reach out to me with your suggestion. I promise I'll include them in future editions of this guide.

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What is AddThis?

AddThis is a social bookmarking website/service that provides a unique code that users can put on their websites so that when people visit that site, they have the option to share via Facebook, Twitter, etc.

It features an analytics service that can provide information such as which pages from that site are trending, where people are visiting and how they are interacting.

For more information visit:

<http://www.addthis.com>



What is Aggregation?

Aggregation is the real-time process of gathering content from blogs and other websites that provide RSS feeds (see RSS feeds for more information). The results may be displayed in an aggregator website like Bloglines or Google Reader. Results can also be viewed directly on your desktop using software often also called a newsreader.

For more information visit:

<http://www.bloglines.com>

<http://www.google.com/reader>

What is an Alert?

Alerts search engines allow you to specify words, phrases or tags that you want checked periodically (daily, monthly, weekly). Results of from your alerts can returned to you by email or via a smart-phone app. 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 so to respond if you wish.

For more information visit:

<https://mention.net>

<http://www.google.com/alerts>

What is an Algorithm?

An algorithm is a set of logically formulas developed to perform certain functions or display certain results. This is important in the social and sphere as the algorithms sites like Facebook and Google use are critical to the ongoing developing content-sharing strategies. Search engine optimization (SEO) strategies are formed around search engine algorithms.

What is an API?

An API (or Application programming interface) allows users to get a certain data feeds directly into their own sites, providing continual updates. API's can include things like streaming data — text, images, video.

What is an App?

An app is simply an application that performs a specific function on your hand-held device like a smart-phone. Apps run the entire gamut of functionality from games to specialized programs like heart monitors, exercise monitors, calculators, browsers etc...

What is an Archive?

An archive may refer to topics from an on-line discussion that has been closed but saved for later reference.

What is Astroturfing?

Astroturfing is a reference to organizations / individuals who fake grassroots campaign that seeks to create the impression of legitimate buzz or interest in a product, service or idea. Often this movement is motivated by a payment or gift to those behind Astroturfing.

What is Asynchronous Communications?

Examples of asynchronous communication are email lists, bulletin boards and forums. They are independent of time or place, and messages go to and fro rather than appearing in one place at almost the same time.

What is Authenticity?

Authenticity is the sense that something or someone is “real”. Blogs enable people to publish content, and engage in conversations, that show their interests and values, and so help them develop an authentic voice on-line.

What is an Avatar?

An Avatar is a small image or user-name that represents a person on-line within forums and social networks.

What are Back Channel Communications?

Back Channel Communications are private emails or other messages sent by the facilitator or between individuals during public conferencing or webinar.



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What is BackType?

Recently purchased by Twitter, BackType is a social media analytics company that helps companies measure their on-line social engagement.

For more information visit:

<http://www.backtype.com/>

What is a B Corporation?

A B corporation is a designation for a company that is socially responsible that takes not just profits into account but also employees, communities and the environment.

What is Bit.ly ?

Bit.ly is a free service that allows users to shorten their URL's while providing statistics. Bit.ly is popularly used to condense long URLs to make them easier to share on social networks such as Twitter.

For more information visit:

<https://www.bitly.com/>

What is Blip.TV?

Blip.TV is a on-line video sharing website that provides both a free and paid platform for individuals and companies who host on-line video shows.

For more information visit:

<http://blip.tv/>

What is a Blog?

A blog is journal that is on-line that's updated on a regular basis with entries. Blogs range in topic discussions and can be about any subject. They typically contain comments by other readers, links to other sites and permalinks.

What is a Blogger?

Blogger is a free blogging platform owned by Google that allows individuals and companies to host and publish their own blog.

For more information visit:

<http://www.blogger.com/>

What is a Blogosphere?

Blogosphere is the term used to describe the totality of blogs on the Internet. The conversations taking place within that sphere of blogs is usually referred to a Blogosphere.

What is Blog Talk Radio?

Blog Talk Radio is a free web application that allows users to host live on-line radio shows from the world's largest social radio network.

For more information visit:

<http://www.blogtalkradio.com/>

What is BoardReader?

BoardReader is a free search engine that allows users to search for keywords only in posts and titles of on-line forums, a popular forum of social networking.

For more information visit:

<http://www.boardreader.com>

What is Bookmarking?

Bookmarking is the process of saving the address of a website, either in your internet browser, or on a social bookmarking site like del.icio.us.

For more information visit:

<https://delicious.com/>

What is Boxee?

Boxee is a social video application that allows users to watch on-line videos on their TVs and computers. Users can share and watch videos from a variety of on-line videos sources for free.

Boxee also offers a set top box that allows streaming tv.

For more information visit:

<http://www.boxee.tv/>



What is a browser?

A browser is a piece of free software used to view and surf Internet website.

For more information visit:

<http://www.google.com/chrome/>

<http://www.mozilla.org/>

<http://www.opera.com/>

What are bulletin boards?

Bulletin boards were the early forms of on-line collaboration. Users connect into a central computer and post and read email-like messages. They were the electronic equivalent of public notice boards.

What is cause marketing?

Cause marketing is a business relationship in which a for-profit and a nonprofit form a partnership that results in increased business for the for-profit and a financial return for the nonprofit.

What are champions?

Champions are groups of enthusiasts willing and confident to get things moving in an on-line context by posting messages and responses.

What is civic media?

Civic media is any form of communication that strengthens the social bonds within a community or creates a strong sense of civic engagement among its residents.

What is an campaign (online)?

An online campaign is a set of coordinated marketing messages that are delivered at timely intervals with a specific goal at hand. Goals could include things like raising funds or increasing sales of a product.

Like

GOAL!!!

STRATEGY

SUCCESS

PRODUCT

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What is Chat or Chatting?

Chatting refers to any kind of communication over the Internet. Traditionally, chatting refers to one-to-one communication through a text-based chat application commonly referred to as instant messaging applications.

What are Circles?

Circles is a portion of Google's social platform, Google+ and allows users to put various people into specific groupings or lists.

What are Collecta?

Collecta is a real-time search engine that includes results from from blogs, microblogs, news feeds and photo sharing services as they are published.

For more information visit:

<http://www.collecta.com/>

What is Collective Intelligence?

Collective Intelligence is a shared or group intelligence that emerges from the collaboration and competition of many individuals and appears in consensus decision-making in social networks.

What is a Comment (blog)?

When talking about blogs, a comment refers to a response that is often provided as an answer or a reaction to a blog or message post on a social network. Comments typically are a primary form of two-way communication on the social web.

What are Communities (online)?

Online communities are groups of people communicating mainly through the Internet who share a common interest.

What is Community Building?

(Online) community building is the process of recruiting and growing a potential community or networks of participants who share similar interests and/or goals.

What is Compete?

Compete is a web-based application that offers users and businesses web analytics. Compete is also a great place to download on-line reference guides.

For more information visit:

<https://www.compete.com/>

What is a Conference (online)?

An online conference is what happens in a forum: it is the conversations of those involved, organized around topics, threads, and a theme or subject.

What are Connections?

Connections are the LinkedIn equivalent of Facebook's "friend." LinkedIn is a social networking site designed for professionals

For more information visit:

<https://www.linkedin.com>

What is Content?

Content is used to describe any text, pictures, video and any other meaningful material that is found on an Internet website.

What is a CMS?

A CMS (or Content Management System) is a computer program that allows the publishing, editing and modifying of content from a central interface. Front-end modifications are done through a backend allowing users to centralize data editing, publishing and modifications.

For more information visit:

<http://drupal.org/>

<http://wordpress.org/>

<http://radiantcms.org/>

<http://www.magentocommerce.com/>

<http://www.silverstripe.org/>

<http://www.joomla.org/>

What is a Conversation?

Conversation through blogging, commenting or contributing to forums is the currency of social networking.

What is Copyleft?

Copyleft is a play on the word copyright. Copyleft is 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.

What is Craigslist?

Craigslist is a website that contains a collection of centralized of on-line communities featuring free on-line classifieds and advertisements. Users can sell a variety of goods and services to other users.

Site's like Craigslist and Kijiji have been credited with causing a reduction of classified advertisement globally in newspapers

For more information visit:

www.craigslist.org

What is Creative Commons?

Creative Commons is a not-for-profit organization and licensing system that offers authors, artists and educators the ability to fine-tune their copyright, spelling out the ways in which others may use their works.

For more information visit:

www.creativecommons.org

What is Crowdfunding?

Crowdfunding refers to the act of soliciting donations or investments from on-line users outside your organization who collectively raise money to support a cause or to underwrite a project.

What is Crowdsourcing?

Crowdsourcing refers to the act of soliciting content, ideas, skills or needed services from on-line users outside your organization who collectively help you solve a problem and considered an alternate to traditional employees or suppliers.

What is CSR?

CSR is short for corporate social responsibility, a concept whereby businesses and organizations are self-regulated to perform social good or take responsibility for the impact of their organization's activities.

What is Delicious?

Delicious is a free on-line bookmarking service that lets users save website addresses publicly and privately on-line so they can be accessed from any device connected to the Internet and shared with friends.

For more information visit:
www.delicious.com

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What is Digg?

Digg is a very popular social news site that lets people discover, share and vote on content from anywhere on the Web. Users can submit links and stories and the community vote web content up or down called digging and burying.

For more information visit:

<http://digg.com>

What is a Digital Book?

A Digital Book (or ebook, e-book or electronic book) is an electronic version of a traditional printed book that can be downloaded from the Internet. These ebooks are typically read on a computer, smart phone or tablet.

What is Digital Inclusion?

Digital inclusion, or e-inclusion, is an effort to help people who are not on-line gain access with affordable hardware, software, tech support/information and broadband Internet service, so they can begin to use this technology to improve their lives.

What is Disqus?

Disqus is a global comment system and moderation tool that improves discussion on websites and conversations for your website.

This service lets you add next-gen community management and social integration to any site on any platform.

For more information visit:

<http://disqus.com/>

What is DocStoc?

DocStoc is an on-line sharing service for documents and videos. Users can view, upload, share and sell documents and videos.

For more information visit:

<http://www.docstoc.com>

What is Double Bottom Line?

The double bottom line refers to a business's attention to both conventional profit and loss as well as their performance in terms of positive social impact.

An increasing number of companies and organizations in both the public and private sector look to a second bottom line to measure their performance.

What is Drupal?

Drupal is a free open source content management (CMS) platform powering millions of websites and applications. It's built, used, and supported by an active and diverse community of people around the global.

For more information visit:

www.drupal.com



Drupal™

What are Ebooks?

An ebook, e-book, digital book or electronic book is an electronic version of a traditional printed book that can be downloaded from the Internet.

These ebooks are typically read on a computer, smart phone or tablet.



What is an Email?

Electronic mail, email or e-mail are messages transmitted over the Internet from an author to a recipient. Emails contain simple text or accompanied by attachments like documents, images, video or other digital files.

What are Email lists?

Email lists or electronic mailing lists are large lists of emails used to allow for widespread distribution of information to many Internet users.

Similar to traditional mailing lists, organizations/ companies use email lists to typically send messages and publications to its members or customers.

What is Embedding?

Embedding is the act of adding programming source code to a website so that a video or photo can be displayed while it's being hosted from another site. Many users watch embedded YouTube videos/streams or see Flickr photos on blogs rather than on the original site.

For more information visit:

<http://www.youtube.com/>

<http://www.flickr.com/>

What is Eventbrite?

Eventbrite is a facilitator who provides on-line tools for people to sell tickets to events.

For more information visit:

<http://www.eventbrite.com/>

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What is Facebook?

Facebook is a popular social networking site that has over 1.06 billion monthly active members. Facebook was founded in 2004 by Mark Zuckerberg and his college roommates while attending Harvard University.

Users must register before becoming members to the site, after which they create a personal profile. Once a profile is created, other users in the form of friends can exchange messages, videos and photos.

For more information visit:
<https://www.facebook.com>

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What is a Face-to-face meeting?

While social media is all the rage these days, face-to-face meeting is used to describe people or groups who meet off-line and actually meet in person.

What is a Facilitator?

A facilitator is someone who helps people in an on-line group or forum, manage discussions and conversations. They assist by helping groups understand common objectives and assists them to achieve them without taking a particular stance or position in the discussion.

What is Fair Use?

Fair use with respect to copyright laws is the limit and exception to the exclusive rights granted by copyright law to the author of a creative work. In United States copyright law, fair use is a doctrine that permits limited use of copyrighted material without having to acquiring permission from the rights holders.

What are Web Feeds?

A web feed, news feed or RSS feed is a type of data format that provides users with frequently updated content. There are many global content distributors who syndicate information feeds, enabling users to subscribe to them.

What is Firefox?

Firefox is a free and open-source web browser. It has emerged as one of the most popular web browsers on the Internet and developed for Windows, OSX and Linux with mobile versions also available.

For more information visit:

<http://www.mozilla.org/>

What is Flickr?

Flickr is a on-line photo and video management and sharing website. It has over 51 million registered members who share and embed photos in blogs and social media sites.

For more information visit:

<http://www.flickr.com>

What are Followers?

Followers are the individuals who subscribe to a persons / organizations RSS feeds, have connected with a networking space (like Facebook, Twitter, or Flickr – anywhere that allows users to “friend” other users), or have joined a network based on ones blog, website, or group.

What are Forums?

Forums are discussion areas on websites, where people can post messages or comment on existing messages. Before blogs developed, email lists and forums were the main means of conversing on-line.

What is Foursquare?

Foursquare is a social network that helps you and your friends find great places making the most of your visits. Friends share their locations and connect with others in close physical proximity to each other.

For more information visit:

<https://foursquare.com/>

What are Friends?

Friends, on social networking sites, are contacts whose profile you link or share your profile. On most sites people have to accept the link, in others, not.

What is Geotagging?

Geotagging is the process of adding location based metadata to media such as photos, websites, SMS messages, QR codes or RSS feeds.

Geotagging can help users find a wide variety of businesses and services based on location.



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What is Gmail?

Gmail is a advertisement-supported, free email service provided by Google.

For more information visit:

mail.google.com/

What is Google Buzz?

Google Buzz is a discontinued service offered by Google. Google Buzz was a social networking and messaging tool that was developed for users to share links, photos, videos, status messages and comments that were visible in users in-box.

What is Google Chrome?

Google Chrome is a free web browser produced by Google that fully integrates into its on-line search system as well as other applications and plug-ins.

For more information visit:

www.google.com/chrome/

What is Google Documents?

Google Documents is a collection of various web-based office applications that includes tools for word processing, presentations, and spreadsheet analysis.

All documents are stored and edited on-line and allow multiple people to edit and modify documents in real-time.

For more information visit:

docs.google.com/

What is Google+?

Google+ is a multilingual social network and identity service from offered from Google.

For more information visit:

<https://plus.google.com/>

What is Google Reader ?

Google Reader is a content application and platform designed by Google that allows you to aggregate various blogs and sites and collect updates to new content in one location. Google announced that Google Reader will be closed July 2013 due to a declining use.

What is Google Wave?

Google Wave is a web-based collaboration tool developed by Google as a next-generation communication solution. Wave was designed to merge key features of communications media such as email, instant messaging, wikis, and social networking. A wave is a live, shared space on the web where people can discuss and work together using richly formatted text, photos, videos, maps, and more. Google announced that Google Wave will be closed April 2012.

What is Gowalla?

Launched in 2007 and closed in 2012, Gowalla is a social network in which friends share their locations and connect with others in close psychical proximity to each other.

What is Government 2.0?

Government 2.0 is the term for attempts to utilize collaborative technologies to create an open sourced, computing platform in which citizens, companies and government can improve transparency of government.



What is a Hangout?

A Hangout is a video service provided by Google+ and are on-line places used to facilitate group video chat. The service allows a maximum of 10 Google+ users at a time.

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What is a Hashtag?

A hashtag (or hash tag) is a word or phrase that has a prefix of “#” symbol. It is a form of metadata tag that first appeared within the community-driven roots of IRC networks.

What is hi5?

hi5 is an online social network designed to make it easy to meet and socialize with new people through an entertainment-driven social experience. People meet through games, shared interests, friend suggestions and browsing profiles.

For more information visit:

www.hi5.com/

What is HootSuite?

HootSuite is a website dedicated to social media management and is a system that helps brands streamline campaigns across social networks such as Twitter, Facebook, LinkedIn, and Google+.

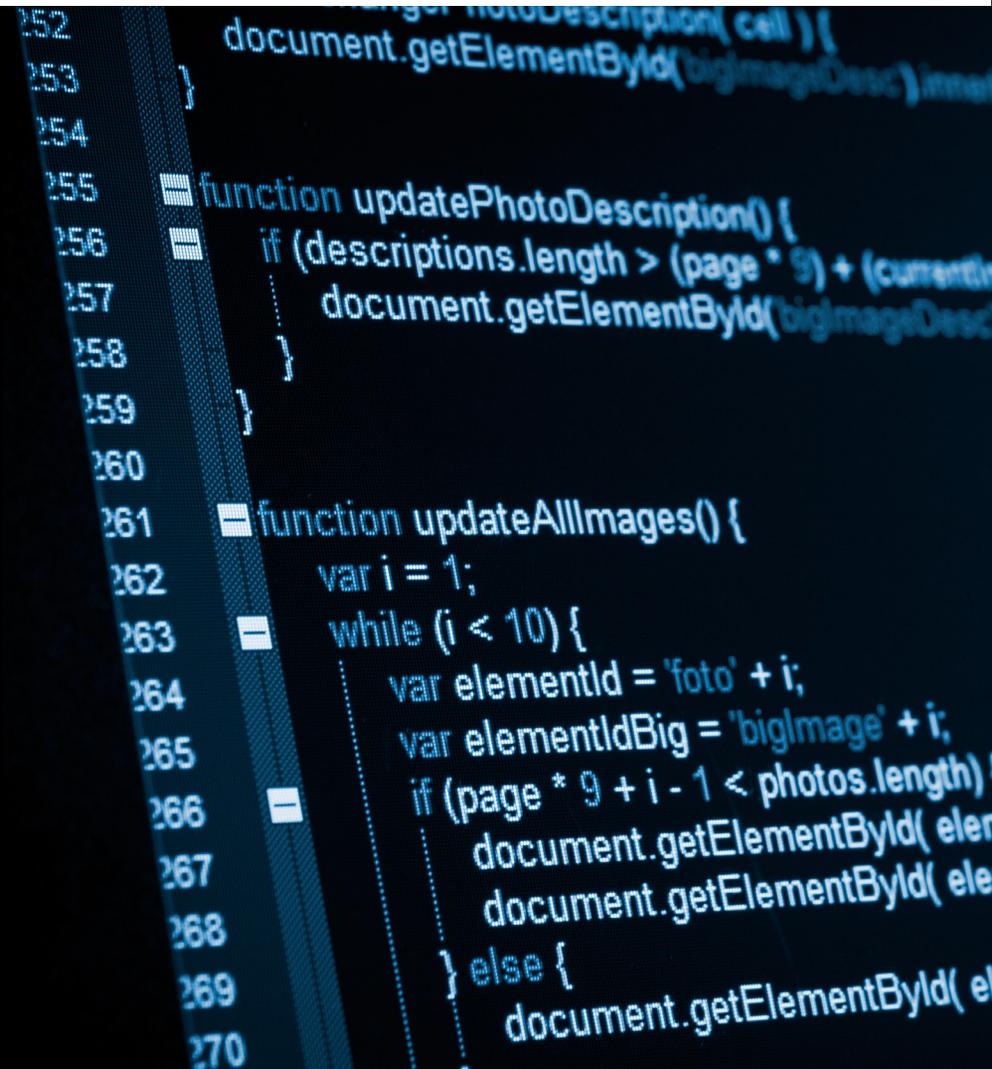
Teams can collaboratively manage, engage, monitor and measure the results of social campaigns from one web-based dashboard.

For more information visit:

<https://hootsuite.com/>

What is HyperText Markup Language (HTML)?

HyperText Markup Language (HTML) is the main programming language for web pages. Web browsers read HyperText Markup Language (HTML) documents and compose them into visible or audible web pages.





What is Inbound Marketing?

Inbound marketing is a style of marketing that essentially focuses permission-based marketing techniques that businesses can use to get found by potential customers, convert those prospects into leads and customers, and analyze the process along the way. Inbound marketing leverages tactics such as SEO, blogging, social media, lead generation, email marketing, lead nurturing, and analytics. It is in direct contrast to outbound marketing, which utilizes traditional interruptive marketing tactics such as direct mail, trade shows, print and TV advertising, and cold calling.

What is Instagram?

Instagram is an online photo sharing application and social network service that allows users to take and share photos. Once a photo has been taken, users can apply a large selection of digital filters then share them on social networks like Twitter and Facebook.

For more information visit:

<http://instagram.com/>

What is Instant Messaging ?

Instant messaging or “IM’ing” is a type of on-line chat, which offers real-time text transmission between two or more participants over the Internet, or other types of networks.

For more information visit:

<http://www.aim.com/>

<http://www.icq.com/>

<http://www.skype.com/>

<http://windows.microsoft.com/>

<http://messenger.yahoo.com/>

What is Joomla?

Joomla is an award-winning content management system (CMS), which allows users to build secure enterprise-size Web sites that can also incorporate powerful on-line modules. Many aspects, including its ease-of-use have made Joomla one of the most popular CMS website software available. Joomla is also an open source solution that is available to download for free.



For more information visit:

<http://www.joomla.org/>

What is Klout?

Klout is a website and mobile app that uses social media analytics to measure social influence. The service allows users to connect various social accounts such as Facebook, Flickr, YouTube, etc and generates a numeric value between 1 to 100. The higher the score, the more influential you are in the social world.

For more information visit:

<http://klout.com/>





What is Lifecasting?

Lifecasting is the continual around-the-clock broadcast of events in a person's life through digital media.

Typically, lifecasting is transmitted over the Internet and can involve mountable and wearable cameras.

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What is Lifestreaming?

Lifestreaming is the practice of collecting an online user's disjointed on-line presence in one central location or site. Facebook, Friendfeed and Tumblr are examples of lifestreaming services.

For more information visit:

<https://www.facebook.com/>

<http://friendfeed.com/>

<https://www.tumblr.com/>

What is a "Like"?

A "Like" is an action that can be made by a Facebook user to another user as a way to give positive feedback. Additionally, it's a way to connect to comments, photos, status updates and links posted by friends and advertisers.

For more information visit:

<https://www.facebook.com/>

What is Link Building?

Link building is an aspect of website search engine optimization that describes the strategic actions aimed at increasing the quality of inbound links to a page or website.

What is LinkedIn?

LinkedIn social media site dedicated to people in professional occupations. It is used mainly for professional networking and was launched in 2003.

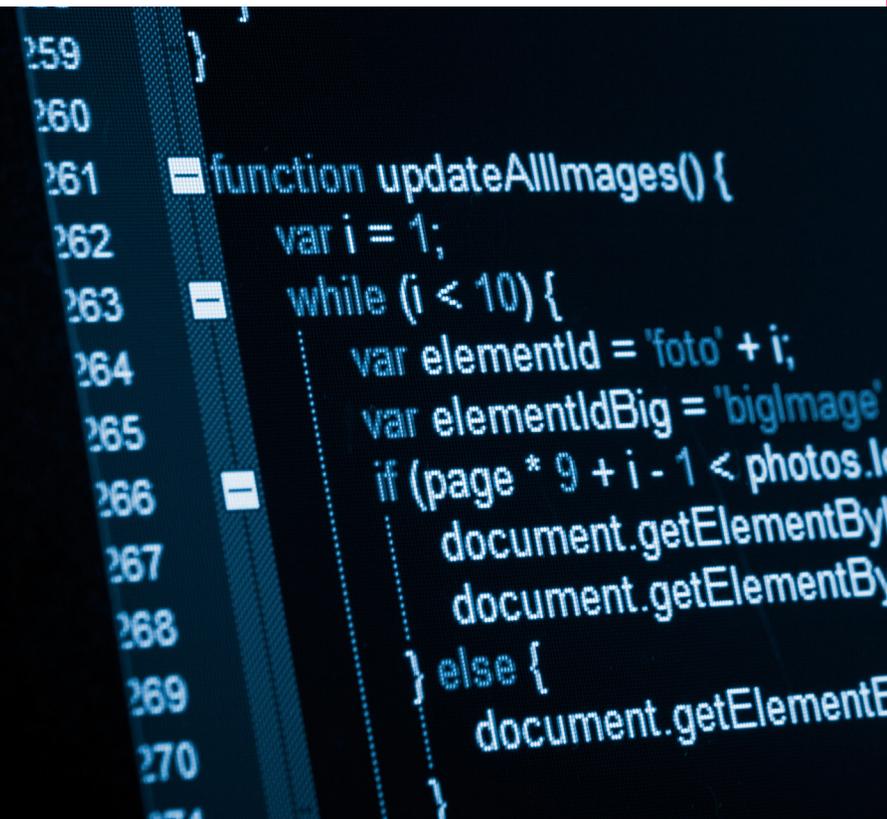
As of January 2013, there are more than 200 million users in more than 200 different countries.

For more information visit:

<https://www.linkedin.com>

What are Links (or Hyperlinks)?

Links (or hyperlinks) are the highlighted text or images that web users can directly follow or that is followed automatically.



What is LinkedIn Today?

LinkedIn Today is LinkedIn's own version of a social news product for business users.

LinkedIn today is a social newspaper that displays stories based on an algorithm that weighs what your connections are looking at, what industry professionals are interested in, and which stories have been recommended, posted on Facebook or Tweeted.

For more information visit:

www.linkedin.com/today/

What is Logging in?

Logging in is the process to gaining access to a website that restricts content. Registration to protected content usually involves typing in a username and password.

What are Lurkers?

In Internet culture, lurkers are on-line people who read and observe but don't contribute or actively participate or add comments to forums.

What are Mashups?

Mashups, mash-ups or bootlegs have several cultural and online meanings.

Music mashups are the creating of a single song by combining two or more pre-recorded songs. Musical mashups are created by overlaying vocal tracks of one song seamlessly over the instrumental track of another.

Video mashups are the creating of a single video by combining two or more videos. Typical video mashups are created by videos like news footage with original commentary.

Web mashups are the extraction of data from one website and the incorporation of that data onto another website. An example of a web mashup would be take homes for sale on Craigslist and plotting that data onto Google Maps.

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What are Memberships?

Membership involves belonging to a group. Networking can offer some of the benefits of group membership, without the need for as much central co-ordination. A rise in networking may present challenges for organizations who depend on membership for funds or to demonstrate their credibility.

What is meme?

A meme is used to describe thoughts, ideas, jokes or even concepts that are shared online. A meme is typically an image with text above and below it, but can also come in video and link form.

What is Metadata?

Metadata refers to data about data. Metadata information can include things like titles, descriptions, tags and captions.

What is Microblogging?

Microblogging is the broadcasting of short messages to other subscribers of a Web service.

Microposts websites like Twitter allow entries that are limited to 140 characters, and applications like Plurk and Jaiku take a similar approach with sharing bite-size media.

For more information visit:

<https://twitter.com/>

What is Moblog?

A moblog is a blog post directly from a mobile device. Mobloggers tend to be more reactive and update their sites more frequently than regular bloggers as they don't need a computer to make their posts.

What is MyPunchbowl?

MyPunchbowl is a free web-based social network site provides party planning services and digital greeting cards.

For more information visit:

<http://www.punchbowl.com>

What is MySpace?



MySpace is an on-line social network similar to Facebook however it has a strong emphasis on music.

MySpace is a free service that caters to artists and bands, who enjoy the flexibility of creating an individual “look” for their page. Similar to Facebook, MySpace allows users to “friend” each other and create groups of similar interests.

For more information visit:

<http://www.myspace.com>



What is Net neutrality?

Net neutrality (also known as Internet neutrality) is the principle requiring Internet providers treat all data on the Internet equally. The principle is to not discriminate or charge differently by content, website visited, platform or user.

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What are Networks?

Networks are platforms developed to build communication among people who as an example share common interests, activities or connections.

What is a newsreader (usenet)?

Usenet is a worldwide distributed on-line discussion system that was developed 1980. Newsreaders are software programs designed to read and post messages (called articles or posts) to Usenet newgroup forums.

What is a NGO?

NGO stands for non-governmental organization and are legally constituted corporations created to operate independently from any form of government or government sectors.

What is Nptech?

Nptech stands for Non-profit technology and comprises information and communication technologies that support the goals of nonprofit, NGO, grassroots and other cause organizations.

What is Offline?

Off-line means not on-line, that is, not connected to the Internet. It may refer to an unconnected computer, or activities taking place without the benefit (or perhaps distraction) of a connection.

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What is Online ?

Online means being connected to the Internet, and also being there in the sense of reading or producing content.

What is Open Media?

Open media in its most common of usage, refers to audio, video, text and other media that can be freely shared, often by using Creative Commons or GPL licenses.

What is Open Platform ?

Open platform refers to a software system that permits any device or application to connect to and operate on its network.

What is Openness?

Openness in a strict sense, refers to software code that is free to distribute and build upon. Well-known open-source projects include the Linux operating system, the Apache Web server and the Firefox browser.

What is Open Video?

OpenID is a single sign-on system that allows 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.

What is Opera?

Opera is an open-source internet web browser. While not as popular as Google Chrome or Firefox, Opera is used as the default browser on various mobile devices and gaming systems.

For more information visit:

<http://www.opera.com/>

What is Orkut?

Orkut is an online social networking website that is owned by Google. Orkut is less popular in places like United States than Facebook, it is still one of the most visited websites in India and Brazil.

For more information visit:

<http://www.orkut.com/>

What is open video?

Open video refers to 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.



What is Pandora?

Pandora is a free personalized on-line radio that allows users to create stations based on their favorite artists and types of music.

For more information visit:

<http://www.pandora.com>

What is a Permalink?

A permalink (or permanent link) is a URL that directly links to a blog entry. A blog contains multiple posts, and if you cite an entry you'll want to link directly to that post.

What is Personal media?

Personal media in its most general terms is user-created media. It refers to grassroots works such as user created video, audio and text. When the works are shared in a social space, the works are more commonly referred to as social media.

What is a Platform?

A platform refers to the backside framework or content management system that runs software to present content. WordPress, for example, is a platform service that serves as a platform for a community of blogs.

What is a Podcast?

A podcast is a multimedia file made available on-line that is either made of audio or video. A podcast uses subscription based feeds that give you access to these multimedia files.

What is Posterous?

Posterous is an on-line blogging and content syndication platform that allowed users to post content from any computer or mobile device by sending an e-mail.

As of May 2013, Posterous' service is no longer available.

What is PostRank?

PostRank was a analytics service that monitors and collects social engagement related content from around the web.

As of May 2013, the PostRank service is no longer available.

What are Profiles?

Profiles are the information that people provide about themselves when signing up for a social networking site. As well as a picture (avatar) and basic information, this may include personal and business interests, a "blurb" about oneself, and tags to help people search for like-minded people.

What is Proprietary?

Proprietary software is the direct opposite of Open-source software. Proprietary software is owned by someone - whether Microsoft or an individual developer.

What is Prosumer?

The term prosumer is a combination of the words "proactive" and "consumer." The word commonly refers to consumers who become active to help personally improve or design goods or services within a marketplace, transforming it and their roles as consumers.

What is public domain?

Public domain refers to works of intellectual property whose rights have expired or have been forfeited.

Works in the public domain can be freely used in any way, including commercial uses.

What is Punchbowl?

Punchbowl is an award-winning online social site that facilitates party planning. This free site provides members with ideas, invitations, favors, gift registries, photo/video sharing, and more.

For more information visit:
<http://www.punchbowl.com>



What is Proprietary?

Real-time search is a set of technologies and practices that enable indexed content to be published online into search engine results with virtually no delay.

What is Proprietary?

Reddit is similar in technology to Digg.com. It is a user-generated social news site that is built upon a community of users who share and comment on stories.

For more information visit:
<http://www.reddit.com>

What is Qik?

Qik is an on-line video streaming service that lets users stream video live from their mobile phones to your friends, family or your favourite social network.

For more information visit:
<http://www.qik.com>



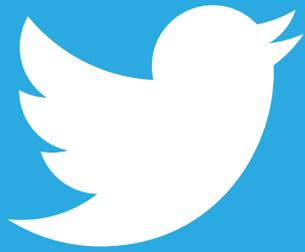
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What is Quantcast?

Quantcast is a media measurement service that provides website traffic and demographics to websites. The website is used primarily by on-line advertisers looking to measure the effectiveness of their marketing efforts.

For more information visit:
<http://www.quantcast.com>



re tweet

What is a retweet or retweeting?

A retweet is when someone sees a Twitter message and decides to share it with his/her followers. A retweet button allows them to quickly resend the message with attribution to the original sharer's name.

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What is a RSS (Rich Site Summary)?

Is a family of web feed formats used to publish frequently updated blog entries, news headlines, audio and video that's issued in a standardized format.



What is a RSS reader?

An RSS reader allows users to aggregate articles from multiple websites into one place using various types of blog, news, audio or video RSS feeds. These aggregators allow for a faster and more efficient consumption of information.



What is Scribd?

Scribd is an on-line digital document library that allows users to publish document formats such as Word PDF and PowerPoint.

For more information visit:
<http://www.scribd.com/>

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What is Search Engine Marketing (SEM)?

Search engine marketing (SEM) is a series of strategic on-line tactics that when combined with Search Engine Optimization and advertising increase search engine result pages.

What is Search Engine Optimization (SEO)?

Search engine optimization (SEO) is the process of strategically editing your website and on-line content to give your website the best chance of appearing near the top of search engine results.

For more information visit:

www.exclaimit.ca

What is Seesmic?

Seesmic is a popular suite consisting of mobile, desktop and mobile applications. Using the supplied APIs, Seesmic allows users to share content on social networks such as Twitter and Google Buzz from the same application.

For more information visit:

<http://www.seesmic.com/>

What is Sentiment?

Sentiment is normally referred to as the attitude of user comments related to a brand on-line. Some social media monitoring tools measure sentiment.

What is Short Code?

Short codes (or short numbers) are special numbers that are shorter in length. Telephone numbers consisting of four to six digits that makes it easier for subscribers to vote, subscribe to a service or order a ringtone.

What is Skype ?

Skype is a free program that allows for text, audio, and video chats between users.

For more information visit:

<http://www.skype.com/>

What is SMS?

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

What is Social Bookmarking?

Social bookmarking is a method by which users locate, store, organize, share and manage bookmarks of Web pages without being tied to a particular machine. Delicious is the best-known social bookmark site.

For more information visit:

www.delicious.com

What is Social Capital?

Social capital is the collective or economic benefit derived from the cooperative between individuals and groups.

What is a Social Enterprise?

A social enterprise is an organization that applies commercial strategies to maximize improvements in human and environmental well-being rather than maximizing profits for external shareholders.

What is Social Entrepreneurship?

Social entrepreneurship is the practice of simultaneously pursuing innovative solutions both financially and a socially. Social entrepreneurs commonly offer system-changing solutions to some of the world's most urgent social problems.

What is Social Media?

Social media are works of interaction among user-created video, audio, text or multimedia that are published and shared in virtual on-line communities and networks. In its broadest of context, social media refers to any technology that lets people publish, converse and share on-line content.

What is Social Media Monitoring?

Social media monitoring is a process of monitoring and responding to mentions related to a business that occurs in social media.

What is Social Media Optimization?

Social media optimization (SMO) refers to the strategic use of a number of social media resources, outlets and communities to generate publicity to increase the awareness of a product, service, brand or event.

What is Social Networking?

Social networking is the act of socializing among people who share similar interests, activities, backgrounds, or real-life connections.

Social network like Facebook, LinkedIn or MySpace you to create a profile, add friends, communicate with other members and add your own media.

For more information visit:

<https://www.facebook.com/>

<https://www.linkedin.com/>

<https://myspace.com/>

What is a Social Return on Investment (SROI)?

A social return on investment (SROI) refers to the non-financial returns sought by a social entrepreneur. It is principles-based method for measuring extra-financial value (i.e., environmental and social value not currently reflected in conventional financial accounts) relative to resources invested.

What is Social News?

Social news website are sites that feature user-posted stories that are ranked based upon popularity. Users of these sites can comment on these posts, and these comments may in-turn be ranked.

For more information visit:

<http://slashdot.org/>

<http://www.metafilter.com/>

<http://www.fark.com/>

<http://digg.com/>

<http://www.reddit.com/>

What are Splogs?

Splogs (or called simply spam blog, blog spam, comment spam, or social spam) are blogs that don't provide 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.

What is Streaming Media?

Unlike downloadable podcasts or video, streaming media refers to video or audio that can be watched or listened to on-line 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.

What is Sustainability?

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

What are Tags (metadata)?

Tags (or metadata) are keywords added to a blog posts, photos or videos to help users find related topics or media, either through browsing on a website or as a term to entered into search engines.

What is a Technology Steward?

Technology stewards are people with ample amounts of experience of the inner workings of a community to understand its technological needs. They have enough knowledge, “know-how” and experience with technology to take leadership in addressing these complex needs.

What is Technorati?

Technorati is a popular real-time search engine for user-generated media by tag or keywords.

For more information visit:

<http://technorati.com/>

What is Teleconferencing ?

Teleconferencing (or teleseminar) is the holding of live meetings without being in the same place. Using a network connection and tools like Voice over IP (VOIP), Instant Messaging, Video, and Whiteboards people are able to have live meetings.

What is Terms of Service (TOS)?

Terms of Service (or TOS) are the rules and legal basis upon which one must agree to abide by in order to use a website, service and/or product.

What are Threads?

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

What is a Timeline?

Timeline is a Facebook feature that displays events, photos, information in chronological order.

For more information visit:

<https://www.facebook.com/>

What are Triple Bottom Line?

The triple bottom line (or TBL or 3BL) is rapidly gaining recognition as a framework for measuring business performance. This framework captures an expanded spectrum of values and criteria for measuring organizational (and societal) success: economic, ecological, and social.

What is a Troll?

Troll is Internet slang for someone who posts controversial, inflammatory, and irrelevant or off-topic messages in an on-line community, forum or chat room.

The primary intent of a troll is to provoke other users into an emotional response or to generally disrupt normal discussion topics.

What is a Tweet?

A tweet is what a post on Twitter is called.

For more information visit:

<https://twitter.com/>

What is Tumblr

Tumblr is a free social media network and blogging platform that allows users to post multimedia and other content to a short-form blog.



What is a twitter?

Twitter is a free and popular online social networking and blogging service that enables its users to send and read text-based messages of up to 140 characters that are called tweets.

For more information visit:
<https://twitter.com/>



twitter search

What is a twitter search?

Twitter Search is a search engine that is owned and operated by Twitter to search for Twitter messages and users in real-time.



tweetup

What is a tweetup?

A group of friends on Twitter that are planning an organized or impromptu gathering.

What is UGC?

UGC (or user-generated content) covers a wide range of media content available in a range of technologies. It is an industry term that refers to all forms of user-created materials such as blog posts, personal reviews, podcasts, videos, comments etc...

What is Unconference?

An unconference is collaborative learning event organized and created for its participants by its participants. BarCamp is a great example of a well-known unconference platform.

For more information visit:

<http://barcamp.org/>

What is a URL?

URL (or Unique Resource Locator) is the technical term given for a web address, like <http://www.exclaimit.ca>

What is USTREAM ?

USTREAM is an easy and powerful way to broadcast live interactive video to anyone with an Internet connection and a camera.

For more information visit:

<http://www.ustream.tv/>

What is Viddler ?

Viddler is a popular video sharing site similar to YouTube that provides on-line hosting and custom solutions for business.

For more information visit:

<http://www.viddler.com/>

What is a Videoblog?

A videoblog (or vlog or video log) is simply a blog that contains video entries.

What is Vimeo?

Vimeo is a popular website dedicated to video sharing. Users can easily upload, share and view videos. Vimeo videos typically are more artistic and the service does not allow commercial video content.

For more information visit:

<https://vimeo.com/>

What is Viral Marketing?

Viral marketing (viral advertising, or marketing buzz) refers to a marketing technique that uses pre-existing social networks to produce increases in brand awareness or to achieve other marketing objectives through self-replicating viral processes.

What is Voice Over Internet Protocol (VOIP)?

Voice over Internet Protocol (or VOIP) is a technology that enables computers or other Internet device to make phone calls without additional charges. The most popular VOIP tool is Skype.

For more information visit:

<http://www.skype.com/>

What is Web 2.0?

Web 2.0 refers to a second generation of Internet web technologies 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.



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What are Web Analytics?

Web analytics is the analytical measurement, collection, analysis and reporting of Internet data for the purpose of understanding who your website visitors are and how to optimize your website content to attract more of them.

For more information visit:

<http://www.google.ca/analytics/>

What are Web-Based Tools?

Google, Yahoo and a range of other commercial organizations provide a range of free or low-cost tools including email, calendars, word processing, and spreadsheets that can be used on the web rather than your desktop.

What is Web Conferencing?

Web conferencing (or webinars) is a term to describe an on-line service that allows conferencing events to be shared with remote locations. Web Conferencing typically are used from everything from meetings, training events, lectures or short presentations from any computer.

What is Webcasting?

Webcasting refers to an online media presentation that's distributed over the Internet using media streaming technology. Distributed to many simultaneous listeners / viewers, a webcast may be distributed live or on demand.

What is a Webinar?

A webinar is a Web-based seminar. A webinar in short is an online presentation, lecture, workshop or seminar that is transmitted over the internet.

What are Whiteboards?

Whiteboards are the on-line equivalent of glossy surfaces where you can write with an erasable marker and wipe off later.

What are Widgets?

A widget (or a gadget, badge or applet) is a small block of user selected content, typically displayed in a small box, with a specific purpose. Widgets typically provide things like weather forecasts, news or sports scores that are constantly updating themselves via a RSS feed.

What is a Wiki?

A wiki is a collaborative website that is developed to allow a community of users to add and edit content.

What is Wikipedia?

Wikipedia is 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.

For more information visit:

<http://www.wikipedia.org>

What is Word-of-Mouth Marketing?

Word-of-mouth marketing (or grassroots marketing and conversational marketing) is an umbrella term for dozens of techniques that can be used to engage target audiences. By building relationships with influencers through word-of-mouth marketing, marketers can get people to become so enthusiastic about a cause, product or service that they drive sales through conversations.

What is WordPress?

WordPress is a popular free and open source blog tool and content management system (CMS).

For more information visit:

<http://wordpress.com/>

What is Yammer?

Yammer is an enterprise communication tool that operates as an internal messaging system for employees within an organization. It is a real-time communication tool that's reduced the need for e-mail.

For more information visit:

<https://www.yammer.com/>



What is Yelp?

Yelp is a local business social network and search website that provides users with a platform to review, rate and discuss local businesses.

For more information visit:

<http://www.yelp.com/>

What is YouTube?

YouTube is the world's most popular video-sharing site. Users upload and share videos with friends, family and the world.

For more information visit:

<http://www.youtube.com/>

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What is a Zoho?

Zoho is a collection of on-line web applications (word processing, spreadsheets, presentations, databases, note-taking, wikis, customer relationship management (CRM), project management, invoicing) geared towards business productivity and collaboration.

For more information visit:

<http://www.zoho.com/>

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