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A Glossary of Web 2.0 and Social Media Terms, Tools and Sites discussed in the Return on Engagement Social Media Marketing workshop.

Avatar – is a computer user’s visual representation of themselves or their alter ego. An Avatar is used in video games, on forums, chat rooms and blogs as opposed to a photo/headshot.

Blog – a simple webpage that is updated frequently (often takes the form of an online personal diary) with commentaries or personal viewpoints about one or a range of topics. Blogs are usually highly interactive, as other readers can post their feedback on the site). The word “blog” is derived from Web log and blogging subjects are as varied as human interests.

Community-there are a number of ways of defining communities and together they make up the interconnected systems of society. Some approaches include:

- Geographic communities, such as cities, suburbs or towns that are often referred to as "the local communities",
- Communities of interest, identity, or circumstance, such as business and various industry sectors
- Non-profit and voluntary sectors
- Ethnic and cultural communities
- Communities of interest such as those for sports, hobbies or politics,
- Communities of circumstance, such as youth, parents, singles, moms, senior citizens or the disabled.

Connectivity refers to the ability to use an electronic network to send and receive information between any locations, devices or business services.

Digital divide is the term coined in the 1990s to describe the perceived growing gap between those who have access to and the skills to use the web and those who, for socio-economic and/or geographical reasons, have limited or no access. There was a particular concern that ICT would exacerbate existing inequalities. A number of areas of specific concern were identified both here and abroad, namely that people could be disadvantaged by their geographic location, age, gender, culture and/or economic status.

Digital literacy is defined as the ability to use digital technology, communication tools or networks to locate, evaluate, use and create information.

www.Del.icio.us.com is original social bookmarking Web site. It enables individuals to save their favorite articles, blogs, music and reviews; share them with friends, family, co-workers and the del.icio.us community; and browse other people's favorites.

www.Digg.com is a social news tool which allows people to collectively determine the value of content. Everything on Digg—from news to videos to images to podcasts—is submitted by users (open to everyone). Once something is submitted, other people see it and Digg (rate) what they like best.

www.Facebook.com is a social networking site that uses e-mail addresses to verify users as members of already existing social networks and then becomes an online extension of that network. People use Facebook to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet.

Facebook is made up of many networks, each based around a company, region, or school. People join the networks that reflect their real-life communities to learn more about the people who work, live, or study around them. And, Facebook's Platform enables anyone, anywhere, to build complete applications that are useful and relevant to them.

www.Flickr.com is a photo-sharing Web site. Not only an online photo album, its focus on the art of photography encourages and supports the growth of social networks through common creative interests. Video sharing is the newest feature of the site.

Folksonomies (also known as collaborative tagging, social classification, social indexing, social tagging and other names) is the practice and method of collaboratively creating and managing tags to annotate and categorize content. Examples of sites that permit tagging include Flickr and Del.icio.us.

FTP is a file transfer protocol for exchanging files over any TCP/IP based network to manipulate files on another computer on that network regardless of which operating systems are involved (if the computers permit FTP access). There are many existing FTP client and server programs. FTP servers can be set up anywhere between game servers, voice servers, internet hosts, and other physical servers.

www.Furl.com saves a personal copy of any page on the Web with a single click.

GoogleAlert is an automated search tool for monitoring your professional interests online. It tracks the entire web for your personalized topics and sends you new results by daily email. You can use www.GoogleAlert.com to help you manage your reputation, monitor your competitors, and generate critical leads for your business. You can also use GoogleAlert to track mentions of your name, your website, your place of work, or any people or projects that are important to you.

GoogleVideo is similar to YouTube. It allows users to upload their own content, provides access to stock content and a marketplace for music videos, TV episodes and trailers.

GoToMeeting is a Web-hosted service created and marketed by Citrix Online. It is remote meeting and desktop sharing software, which means that it enables the user to meet with other computer users via the Internet.

iMovie is a piece of software designed to make editing and producing professional-looking videos intuitive and quick in order to reduce obstacles to home video creation.

iTunes is music library management software that allows users to import music from CDs, organize it into play lists, play music, purchase it from an online store and load it on to their iPod.

www.LinkedIn.com is an online network of 40+ million professionals from around the world, representing 150 industries. When you join you create a profile that summarizes your professional accomplishments. Your profile helps you find and be found by former colleagues, clients and partners. Your network consists of your connections, your connections' connections, and the people they know, linking you to thousands of qualified professionals.

Mashups combine data elements from multiple sources, hiding this behind a simple unified graphical interface. An example is the use of cartographic data from GoogleMaps or MapQuest to add location information to real-estate data from Craigslist (<http://www.craigslist.org>), thereby creating a new and distinct Web service that was not originally provided by either source.

www.MySpace.com is one of the largest social networking sites with over 100 million registered members globally (age 13+). It offers an interactive, user-submitted network of friends, personal profiles, blogs, photos, music and videos.

www.Meetup.com is the largest network of local groups. Meetup makes it easy for individuals to organize a local group or find one of the thousands of groups already meeting face-to-face. Meetups mission is to revitalize local community and help people around the world to self organize.

www.Newsvine.com is a Web service that provides a system for social news, similar to Digg.

www.ning.com is a social network platform that allows you to customize and build a social network to include the features you want and need. If you have the time and inclination, you can access the Ning software build your unique network.

Online international multiplayer games take place in a computer-generated imaginary world. Players guide their custom-designed character through a virtual life. They are open-ended games that provide players with almost limitless possibilities. Popular examples include World of Warcraft and www.SecondLife.com .

www.Piczo.com is another social networking and blog site distinguished by its "walled garden" approach protecting user privacy by not providing search facilities for users.

Podcasts are audio or video recordings that are downloaded automatically by software on subscribers' computers every time a new edition is posted on a Web site. Easy to produce and distribute, the consumer can, and often does, turn creator.

www.Reddit.com is a Web service that provides a system for social news, similar to Digg.

RSS feed – sometimes referred to as Web feed or syndicated feed, is a data format used for providing users with frequently updated content. Content providers publish a feed link on their site which end users can register with program called a feed reader, news reader or aggregator.

SharePoint is a web-based collaboration and document management platform from Microsoft. It can be used to host web sites that access shared workspaces and documents, as well as specialized applications like wikis and blogs from a browser.

SharePoint functionality is exposed as web parts, such as a task list or discussion pane. These web parts are composed into web pages, which are then hosted in the SharePoint portal. SharePoint sites are actually ASP.NET 2.0 applications, which are served using IIS and use a SQL Server database as data storage backend.

www.Skype.com is a software program that allows users to make telephone calls over the Internet. Calls to other users of the service are free of charge, while calls to landlines and cell phones can be made for a fee. Additional features include instant messaging, file transfer, and video conferencing. Skype has experienced rapid growth in popular usage since the launch of its services. It is owned by www.eBay.com.

Social networking refers to the aspect of Web 2.0 that allows users to create links between their online presence such as a Web page or a collection of photos. These links may be through joining online groups or by assigning direct links to other users through lists of "friends", "connections" or "contacts".

www.Stumbleupon.com – a popular social bookmarking Web site very similar to del.icio.us. You plug in a topic or website that you find interesting and Stumbleupon will generate "other sites" that you are likely to find interesting. Great for sharing with friends, colleagues and user groups.

www.Technorati.com is an internet search engine for searching blogs, competing with www.Google.com, www.Yahoo.com and www.IceRocket.com. As of December 2007, Technorati indexes over 112 million weblogs.

Text Messaging, or **texting** is the common term for the sending of "short" (160 characters or fewer, including spaces) text messages from mobile phones using **Short Message Service (SMS)**. It is available on most digital mobile phones and some **Personal Digital Assistants (PDA)** with on-board wireless telecommunications. The individual messages which are sent are called *text messages*, or in the more colloquial text speak *texts*.

SMS gateways exist to connect mobile SMS services with **Instant Message (IM)** services, the web, desktop computers, and even landline telephones (through speech synthesis). Devices which can connect to mobile phones and PDAs through protocols such as Bluetooth can also sometimes use that link to send SMS messages over the wireless network.

www.twitter.com Twitter is a Microblog service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to

one simple question: **What are you doing?** Your Answers (called tweets) are limited to 140 characters.

USG"-User Generated Content, also known as **Consumer Generated Media (CGM)** or **User created Content (UCC)**, refers to various kinds of media content, publicly available, that are produced by end-users.

The term entered mainstream usage during 2005 after arising in web publishing and new media content production circles. It reflects the expansion of media production through new technologies that are accessible and affordable to the general public. These include digital video, blogging, podcasting, news, gossip, research, mobile phone photography and wikis. In addition to these technologies, user generated content may also employ a combination of open source, free software, and flexible licensing or related agreements to further diminish the barriers to collaboration, skill-building and discovery.

Often UGC is partially or totally monitored by website administrators to avoid offensive content or language, copyright infringement issues, or simply to determine if the content posted is relevant to the site's general theme.

Types of User Generated Content

- Discussion boards
- Blogs
- Wikis
- Social networking sites
- News Sites
- Trip planners
- Customer review sites
- Experience, video or photo sharing sites
- Any other website that offers the opportunity for the consumer to share their knowledge and familiarity with a product or experience

USG and Mainstream Media: The British Broadcasting Corporation (BBC) set up a user generated content team as a pilot in April 2005 with 3 staff. In the wake of the 2005 London bombings, the team was made permanent and was expanded, reflecting the arrival in the mainstream of the 'citizen journalist'.

In 2006 CNN launched **CNN iReport**, a project designed to bring user generated news content to CNN. Its rival Fox News Channel launched its project to bring in user-generated news, similarly titled **Fox uReport**. This was typical of major television news organisations in 2005-2006, who realised, particularly in the wake of the 7th July bombings, that **citizen journalism** could now become a significant part of broadcast news. Sky News, for example, regularly solicits for photographs and video from its viewers.

Videoconference (also known as a *videoteleconference*) is a set of interactive telecommunication technologies which allow two or more locations to interact via two-way video and audio transmissions simultaneously. It has also been called **visual collaboration** and is a type of groupware. It differs from videophone in that it is designed to serve a conference rather than individuals.

Web 1.0 refers to the state of the World Wide Web, and website design style before the Web 2.0 craze, and included most websites in the period between 1994 and 2004. It is important to note that "Web 1.0" is a retronym. That is to say that it has been retroactively named only after the introduction of the term "Web 2.0", and has very loosely defined boundaries. For the most part websites were a strictly one-way published media.

Personal web pages were common in Web 1.0, consisting of mainly static pages hosted on free hosting services such as Geocities, nowadays dynamically generated blogs are more popular, often keeping real-time statistics and allowing for readers to comment on posts.

Web 2.0 refers to a "second generation" of Internet-based services. **Web 2.0** is a term describing the trend in the use of World Wide Web technology and web design that aims to enhance creativity, information sharing, and, most notably, collaboration among users. These concepts have led to the development and evolution of web-based communities and hosted services, such as social-networking sites, wikis, blogs, and folksonomies.

WebEx is a **Cisco Systems, Inc.** company that provides on-demand collaboration, online meeting, web conferencing and video conferencing applications. Its products include "**Meeting Center**", "**Training Center**", "**Event Center**", "**Support Center**", "**MeetMeNow**", "**PCNow**", "**WebEx AIM Pro Business Edition**", "**WebEx WebOffice**", "**WebEx Connect**" and others.

Widget is anything that can be embedded within a page of HTML, i.e. a web page. A widget adds some content to that page that is not static. Generally widgets are third party originated, though they can be home made. Widgets are also known as modules, snippets, and plug-ins.

Widgets are now commonplace and are used by bloggers, social network users, auction sites and owners of personal web sites. They exist on home page sites such as **iGoogle**, **Netvibes**, **Pageflakes**, **SpringWidgets** and **yourminis**. Widgets distribution platforms such as Clearspring are now used to seed and distribute widgets as Rich media Advertisement units. Widgets are used as a distribution method by ad networks such as **Google's AdSense**, by media sites such as **Flickr**, by video sites such as **YouTube** and by hundreds of other organizations.

Wiki is a collection of web pages designed to enable anyone who accesses it to contribute or modify content, using a simplified markup language. Wikis are often used to create collaborative websites and to power community websites. For example, the collaborative encyclopedia **Wikipedia** is one of the best-known wikis. Wikis are used in businesses to provide affordable and effective intranets and for Knowledge Management.

www.Wikipedia.com – an online encyclopedia providing free content to all visitors and to which any visitor can add their own information or make corrections simply by clicking the *edit this page* link.

Yahoo! My Web 2.0 is a social bookmarking tool similar to del.icio.us.

www.YouTube.com allows people to post their own videos for others to watch, to give their opinions on the content that is there, and to make links between videos. YouTube has grown into an entertainment destination with people watching more than 70 million videos on the site daily.

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