#glossary

#: Symbol for hashtag, which is a clickable link in Twitter that represents common thoughts or topics.

Above the Fold: A reference to prominent placement in a newspaper.

Affinity: A Facebook term referencing the strength of the relationship between a user and a post's creator.

Ambassador: An official or unofficial agent who sustains a certain storyline and promotes a specific point of view.

Belief Statement: A one or two word definition of a company's philosophy.

Blog: A term combining "web" and "log," blogs are online journals, a type of website.

Call to Action: A request for a reader to do something.

CMS: An acronym for content management system, this online tool allows users to post and edit content online without requiring knowledge of Internet coding techniques.

Content Strategy: A plan for broadcasting content to reinforce a brand's market position.

Demographics: A common set of attributes that set a group of people apart from the general population.

If your goal is to sleep earlier, a strategy might be to avoid caffeinated beverages. Therefore, a tactic is to switch from coffee to chamomile (perhaps with with mango) herbal tea. Photo of steeped tea taken in Vienna, Austria, by Lawrence Chan at 24mm f/1.4 for 1/80 second.

DM: Acronym for Direct Message, which is a private message sent directly from a user to another user via Twitter and is out of view from the general audience.

EdgeRank: Facebook's system for ranking posts.

Feeds: A term that refers to the area that aggregates all announcements posted to a social media site.

Folksonomy: A term for social tagging or social indexing, which highlights individuals or groups shown or referenced in photos and text-based posts on social media sites.

Funneling: A marketing process aimed at guiding different audience groups to the point-of-sale.
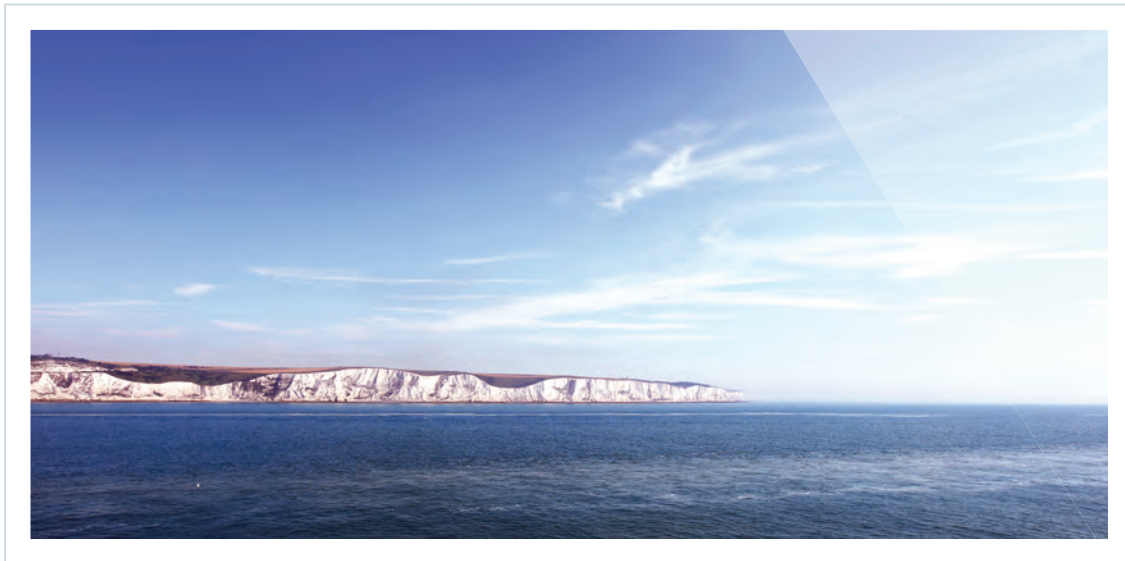
Goal: Desired end point for a program or effort.

Inbound Marketing: An approach of audience recruitment that results in clients seeking information about goods and services instead of a company blasting out messages that an audience may or may not want to hear or see.

Landing Page: The place where visitors first hit your account or site.

Link Shortener: An online tool that consolidates URLs.

Market Norms: Actions and behaviors that relate to business transactions, including contracts, invoicing, collections, deposits.

A website landing page should be clear about what you represent. Viewers should be able to "get it" easily. Similarly, if you see the White Cliffs of Dover while crossing the English Channel, you will know that you have arrived in England. Photo taken by Lawrence Chan at 16mm f/6.3 for 1/250 second.

Market Position: A term that describes how the market perceives a business in terms of status and capability in its field of focus.

Media: In a traditional sense, this refers to static, one-way modes of communication that broadcast information to a large population of people.

Microblog: A site that operates as a regular blog but features short posts instead of full articles.

Mission: A definition of what a company does. A mission statement defines the purpose of a business or organization.

Noise: Useless information on a social media site that sometimes drowns out higher quality content.

Outbound Marketing: A method of communicating promotional messages based on a repeated pattern of interrupting an audience with a desired message.

Photo Galleries: Groups of images posted online.

Photo Strip: A series of five photos that run across the top of your Facebook or Google+ Wall.

Photostream: A collection of images.

Pingback: An online endorsement created by commenting on a person's blog posts or linking to them.

Profile: A summary of a social media account user that usually includes a photograph and basic information, like hometown, college attended, employer, and birthday.

QR Codes: Quick Response codes are matrix barcodes that are readable by smart phones with QR code-reading applications.

Real Proof: Physical, visible validation that the darn thing works.

RSS: An acronym that stands for Really Simple Syndication, which is a web format that's used to push information to a reader whenever updates are made.

SEO: An acronym for Search Engine Optimization, which is a combination of coding and keyword selection that strengthens online content, so it appears higher in search results by engines.

SMART Formula: SMART is an acronym for Specific, Measurable, Achievable, Relevant, and Time-Bound, and the SMART Formula is frequently used to establish meaningful action goals.

Social Bookmarking: An online tool that gives people a way to save access to and manage links to their favorite places on the Internet.

Social Currency: One's value to those in his/her network.

Social Media: A set of online tools that offers users a platform to interact in real time and on demand.

Social Networks: Online platforms that are designed primarily to offer users a way to connect with groups and people who share interests.

Social News: Online platforms designed to summarize news (by industry or topic) for users by aggregating based on user criteria.

Social Norms: Authentic personal sharing that typically focuses on topics related to community, leisure, or society.

Social Proof: A psychological phenomenon whereby trust is created based on the opinion and/or action of outside entities.

Social Sharing: A type of social media platform that makes it easy to circulate images, especially among those who are members of the site community.

With a line this long, the doughnuts have to be good. While this serves as perfect social proof, the real proof is when one actually eats it. But be wary that overwhelming social proof can influence how one thinks. Photo of American Doughnut Kitchen in West Melbourne, Australia, taken by Lawrence Chan at 16mm f/2.8 for 1/200 second.

Strategic Planning: The process of defining how a business will compete in its marketplace.

Strategy: A planned set of actions that function together to achieve a goal.

SWOT Analysis: SWOT is an acronym for Strengths, Weaknesses, Opportunities, and Threats, and a SWOT Analysis is a popular exercise for identifying where a business currently fits into the market in relation to competitors and in the minds of consumers.

Tactics: Specific decisions and actions that support a strategy.

Tag: A method for identifying specific individuals and places in text and images. A tag functions as a category button. On Facebook, a tag is a form of folksonomy to indicate people or brands in a particular photo or thought that's broadcast through the site.

Target Audience: The specific group(s) of people at which a particular message or campaign is intended to reach and influence.

Tweets: A social media slang term referencing posts to Twitter.

A Wall is a place to share. In today's Verona, Juliet's Wall is filled with declarations of love ... before it's repainted. Photo taken by Lawrence Chan at 24mm f/1.4 for 1/100 second.

Validation: Proof of your expertise. Validation can be in the form of social proof or real proof.

Vision: A long-range, potentially impossible aspiration that articulates a business' ultimate goal and thereby communicates its primary values.

Wall: This is where Facebook users post photos, links, and general updates.

Web 1.0: The original version of the World Wide Web, which served much like traditional communication platforms, but online. Information was projected to audiences without offering an opportunity to actively engage.

Web 2.0: A term that relates not to a technical upgrade, but to how developers and users approach and utilize the Internet.

WOMM: An acronym for word-of-mouth marketing. ★★★★★