**Definitions**

**Symbols:**

**# (Pound Sign)** – “Hashtag” – a way of categorizing content or expressing opinion. For example, a photo posted on Instagram with the hashtags #pizza #Spokane #itwassogood! would appear if someone searched for the keywords: “pizza”, “Spokane” or “itwassogood!”. (Note: If your account is set to private, your content will not appear when someone does a hashtag search.)

**@ (At Sign)** – “At” – typing @ followed by a person’s social media **handle** tags that user in a post. “Ats” are often used to start an argument or antagonize someone on Twitter, so when someone says, “Don’t *at* me!” they mean, “Don’t start a fight with me!” Additionally, @ is used in email addresses, indicating the site in which the user has an account. Ex: jajobseeker**@**gmail.com

**A**

**Algorithm** – a procedure for making calculations or solving problems. In social media, constantly shifting algorithms control which content its users see, as well as what topics and **hashtags** are **trending.**

**Artificial Intelligence (AI)** – machines that mimic human abilities. Amazon Alexa and Siri are examples of AI because they are able to answer questions and give recommendations as though they were human.

**Archive/Archiving** – the act of storing social media posts, interactions and data, often for the purpose of regulation. Even if you delete a post, it most likely still exists in the website’s archive.

**Authenticity** – The practice of using a tone and voice online that expresses who you really are. For brands, being open and authentic on social media means a great deal to those who want to engage with them.

**Avatar** – an image that represents a person online.

**App/Application Software** – a **software** program downloaded onto a computer. The word “app” most commonly refers to a small program downloaded onto a mobile device, like a smartphone or tablet, but it also applies to computer software as well. Microsoft Word and Google Chrome are examples of computer apps. App is short for application software.

1

**Autocorrect** – software often present on **smartphones** that fixes misspellings as you type. Autocorrect often changes or replaces words that you do not want changed, and as such can cause confusion.

**Autofill** – software that automatically enters your personal data in web forms and spreadsheets, usually present in web browsers. Autofill gets your data from other forms that you have filled out in the past. Autofill can be turned off under you browser’s settings.

**B**

**Beta Mode/Beta Version** – a trial of software or a website in the final stages of its development, short for beta test. Beta versions of something are safe to use, but do not be surprised if they are slow or crash frequently.

**Bio** – the small portion of any social media profile that tells new or prospective followers who you are. Short for biography.

**Bitcoin** – see **cryptocurrency**.

**Bitmoji** – customized cartoon **avatars** that can be added to social media sites or messages.

**Block** – a feature that allows you to prevent another user from **following** you, **direct messaging** you, and **tagging** you in photos.

**Blog** – a type of social media that allows the user (whether an individual or business) to post regular entries of content, including text, videos and photos. Comes from the words, “web” and “log”. Blog can also be used as a verb, meaning to maintain or add content to a blog. People who actively run a blog are called “bloggers”.

**Bot** – an autonomous program on a **network** (especially the internet) that can interact with computer systems or users.

**Brand Advocate or Brand Representative** – a social media user who advertises certain brands on their personal accounts. They often post **sponsored content**.

**Browser** – anything that gets you to a **search engine** in order to “browse” the internet. Safari, Internet Explorer and Google Chrome are all examples of browsers. Also known as a web browser.

2

**C**

**CAPTCHA** – a way to protect users from **data harvesting** by displaying a code and tests that only humans can verify to ensure the user is not a bot.

**Caption** – a brief description that appears beneath a photo.

**Cellular Data** – the internet you use on your mobile device through your phone plan. Cellular data is measured and billed separately from phone calls and text messaging and often has a limited amount. Cellular data is not being used when the device is connected to **Wi-Fi**.

**Check-in** – an announcement on Facebook that a user has physically visited a geographical location or event. Checking in allows the user to let their friends know where they are and that they are safe.

**Clickbait** – web content with misleading or sensationalist headlines that entices readers to click through to the full story, which is generally a disappointment. Clickbait’s goal is usually to generate pageviews and advertising revenue.

**Cloud** – **software** and services that are housed on the internet instead of on your computer’s **hard drive**. Often referred to as “the cloud,” “cloud computing,” or “cloud storage,” the cloud is most commonly used as a way to store files on the internet. iCloud, OneDrive and Google Drive are examples of cloud storage.

**Coding** – implementing an **algorithm** using a series of numbers and letters (known as a programming language) that tell a computer what to do, like **HTML**.

**Comment** – a response to someone’s **post**, sometimes called a **reply**. Comments can be seen by all of the user’s followers/friends; this means that if you reply to Jane’s post, your comments can be viewed by all of Jane’s followers/friends.

**Compliance** – adherence to the rules and **Terms of Service** of a site. Every social platform has a detailed set of rules that you agree to when creating a profile; if at any point you violate those terms, you can be banned from the service or have your account deleted.

**Computer Network** – see **Network**.

**Computer Programming** – designing and building **software**. Computer programming includes analyzing existing software, generating **algorithms** and **coding**.

3

**Connections** – the LinkedIn equivalent of a Facebook ‘friend’. Because LinkedIn is a social networking site, the people you are connecting with are not necessarily people you are friends with, but rather professional contacts that you’ve met, heard speak, done business with, or know through another connection. Connections are categorized by 1st degree, 2nd degree, and 3rd degree.

**Content Curation** – the process of scouring the internet for the best, most relevant content for an audience and then presenting it to them in a meaningful way. Unlike **content marketing**, content curation doesn’t involve creating new content.

**Content Marketing** – the practice of attracting and retaining customers through the creation and distribution of valuable content, such as videos, photos and infographics. Marketers hope to earn customer loyalty and influence decisions with the content they post.

**Cookies** – a small text file created by a website that is stored in the user’s computer, either temporarily or permanently. *First-party cookies* are harmless and are used by websites to recognize you and keep track of your preferences. *Third-party cookies* are considered an invasion of privacy because they track your behavior on the web, not just on one specific site. Most **browsers** automatically block third-party cookies, and those that do not can be configured to do so.

**Cover Photo** – the large, horizontal image at the top of your Facebook profile or business page.

**Craigslist** – A popular online commerce site in which users sell a variety of goods and services to other users. The service has been credited for causing the reduction of classified advertising in newspapers across the United States.

**Creep** – the practice of whiling away the hours browsing someone’s profiles, photos, and videos on social media. Also referred to as stalking.

**Crowdsourcing** –similar to outsourcing, crowdsourcing refers to the act of soliciting ideas or content from a group of people, typically in an online setting.

**Cryptocurrency** – a digital currency with encryption techniques used to regulate and verify the transfer of funds. *Bitcoin* is an example of a cryptocurrency.

**CSS** – “Cascading Style Sheet”, software used to format the layout and style of webpages.

4

**D**

**Dashboard** – a single screen where marketers can view their **feeds** and view or interact with other users’ posts.

**Digital Footprint** – the information about a particular person that exists on the internet as a result of their online activity, including **cookies**, browser **history** and social media **posts**.

**Direct Message (DM)** – a private social media message. Some sites only allow DMs between “friends” or mutual followers.

**Disappearing Content** – media that vanishes after a set amount of time, such as **Snaps** and **stories**.

**Domain/ Domain Name** – used in URLs to identify a particular web page. For example, in the URL <http://www.example.com/index.html>, the domain name is “example.com”.

**Download** – transferring something from the internet to your computer, such as saving a picture from Google. The opposite of **upload**.

**Data** – individual facts, statistics, or items of information. Data can be personal, and include things like names, **IP addresses**, and ID card numbers. Data is often used as an abbreviation of **cellular data**, though they are very different things.

**Data Harvesting** – a process where a malicious **bot** is used to extract large amounts of data from websites and use it for other purposes. This technique is often used without permission to steal website information such as text, photos, email addresses, and contact lists.

**Data Mining** – the process whereby large sets of data are analyzed in order to find patterns, relationships, and trends. Data mining aids **algorithm** creation.

5

**E**

**Ebook** – an ebook is an electronic version of a book that can be read on computers, **tablets**, phones, and e-readers, like Kindle.

**E-copy** – a file on the computer. Short for “electronic copy,” an e-copy is the opposite of a **hard copy**. For example, a flyer that has been printed onto paper is a hard copy. A flyer that you receive by email is an e-copy.

**Embedded Media** – digital content that is displayed outside of its native setting, such as within another piece of content (e.g., a **GIF** included in a Facebook **comment** or a YouTube video shared in a **tweet**).

**Emoji** – tiny images used to convey a wide spectrum of emotions in text messages and social media. Emojis include smiley faces, cartoon animals and flowers, country flags, and much more.

**Endorsement** – a **connection**’s recognition of another person’s skill on LinkedIn. A form of social proof, endorsements boost your credibility through third-party confirmation that you actually have the skills you say you do. Users can endorse the skills of only their first-degree LinkedIn connections.

**Engagement** – interacting with other people on social media. Social media engagement broadly encompasses many types of actions, from **commenting** on posts to **live streaming**, and is central to any social media strategy.

**F**

**Facebook** – a social media platform founded by Mark Zuckerberg in 2004. The site connects people with friends, family, acquaintances, and businesses from all over the world and enables them to post, share, and engage with a variety of content such as photos and status updates.

**Fans** – the terms used to describe people who **like** your **Facebook Page**.

**Facebook Group** – a space on Facebook where you can communicate and share content with a select group of people. There are three types of groups: public, closed, and secret.

**Facebook Live** – a Facebook feature that allows you to stream video to your family, friends, and followers in real time. Facebook’s version of **live streaming**.

6

**Facebook Page** – places on Facebook where artists, public figures, businesses, brands, organizations and nonprofits can connect with their fans and customers. You must have a Facebook **profile** in order to create a page or help manage one. When someone likes or follows a page, they can start seeing updates from that page in their **News Feed**.

**Favorite** – an indication that someone likes your tweet, given by clicking the heart icon.

**Feed** – a page that provides users with a steady stream of updates and information, often the homepage of a social networking site. Also called a *news feed*or *timeline*.

**Filter** – a photographic effect that can be applied to images before publishing them, from simple black-and-white or sepia to flower crowns and puppy ears.

**Flash Drive** – see “**USB Drive**.”

**Follower** – a person who subscribes to your account in order to see your posts on their **feed**.

**Forum** – an online discussion site, also known as a message board. Forums originated as the modern equivalent of a traditional bulletin board.

**Friend** – a person that you connect with on Facebook or another social network. Unlike a **fan** or **follower**, a friend is a two-way connection – both you and the other user have to endorse the relationship.

**G**

**Geofilter** – special overlays for Snapchat users that reflect the geographic location they are in.

**Geotagging** – adding a specific location to a photo, video or social media message.

**GIF** – most commonly a short mute video, often used as a way to react on social media without words. Pronounced “giff” with a hard G, GIF is an acronym for Graphics Interchange Format.

7

**H**

**Handle** – the term used to describe someone’s **username** on social media.

**Hard Copy** – something that exists in real life. A hard copy is the opposite of an **e-copy**. For example, a flyer that has been printed onto paper is a hard copy. A flyer that you receive by email is an e-copy.

**Hard Drive** – the part of your computer that stores all of your data, like documents and photos. Also known as the hard disk drive, hard disk or fixed disk.

**Hardware** – the physical parts of the computer that you can touch. Monitors, computer mice, and keyboards are examples of hardware.

**Hashtag** – see **#** under Symbols.

**Header Image** – the banner image at the top of a user’s Twitter profile

**History** – a list of sites you have visited on the internet. History is stored in your browser and can be cleared if desired. Also known as browser history.

**Home/Home Page** – often the first page you see when you sign into your social media account. It usually displays the user’s **feed**. Home is also often referred to as the **dashboard**.

**HTML (HyperText Markup Language)** – a programming language for webpages. Think of HTML as the brick-and-mortar of pages on the web; it provides content and structure while **CSS** supplies style.

**Hyperlink** – a line of text that, when clicked, takes you from one place to another. For example, clicking a hyperlink to Facebook on Google will take you from Google.com to Facebook.com. Often abbreviated just to *link****.***

**I**

**Icon** – an image that represents something else on the computer. For example, a circle with a blue center and green, red and yellow portions represents the Google Chrome browser.

**Influencer** – A social media user with a significant audience who can raise awareness about a trend, topic, company, or product.

**Instagram** – a photo-sharing application that lets users take photos, apply filters to their images, and share the photos instantly on the Instagram network. Often abbreviated to “Insta” or “IG.”

8

**Instant Messaging (IM)** – a form of real-time text-based communication between two or more people through the internet. More advanced instant messaging software clients also allow enhanced modes of communication, such as voice or video calling, like Skype, WhatsApp and Facebook Messenger.

**IP Address (Internet Protocol Address)** – a code that identifies a computer network or a particular computer/device on a network.

**iPad** – see **Tablet**.

**L**

**Like** – an expression of support for content. Likes can be tracked as proof of **engagement**, and **algorithms** adjust individual content **feeds** based on “like” patterns.

**Link** – see **Hyperlink**.

**LinkedIn** – a business-oriented social networking site that is mainly used for professional networking.

**LinkedIn Publishing** – a LinkedIn platform that functions as a place where members can publish long-form posts that relate to their professional experience and expertise.

**LinkedIn SlideShare** – an online social network for sharing presentations and documents. Users can favorite and embed presentations as well as share them on other social networks.

**Livetweet** – to post comments and participate in Twitter conversations while an event is happening in real-time. Users might livetweet anything from a conference keynote to the latest protest they’re attending.

**Live Streaming** – the act of delivering video content over the internet in real-time. Also known as going live.

**Login** – a **username** and password that allows a person to access a computer system, network, mobile device or online account.

9

**M**

**Mac/Macintosh** – a type of computer sold by Apple. Macs are known for their graphic design capabilities and are often favored by artists. Though Mac computers are technically a type of PC, they are often categorized differently due to their **operating systems**. PCs typically use Windows as their operating system, while Macs use macOS or OS X.

**Meme** – a thought, idea, joke, or concept that’s widely shared online. It is typically an image with text above and below it, though it can also come in video and **GIF** form.

**Mention** – a Twitter term used to describe an instance in which a user includes someone else’s social media **handle** using the @ symbol in their tweet to attribute a piece of content or start a discussion. Ex: “Had such a great time with @janejobseeker yesterday!”

**Mute** – a feature that allows you to edit users out of your feed without their knowledge. They still see that you follow them, and they can still like, repost, comment and reply to your content, but you don’t see any of their activity in your timeline. Muting a user is not the same as **blocking** them or **unfriending** them.

**N**

**News Feed** – see **Feed**.

**Notification** – a message or update sharing new social media activity. For example, if somebody Likes one of your Instagram photos, you can choose to receive a notification on your phone that lets you know.

**Network** – a number of computers, machines or operations connected to share **data** and resources electronically. The internet is an example of a network because it connects people all over the world and allows them to share electronic information.

**O**

**Operating System (OS)** – a type of software that is responsible for making a computer run. Operating systems manage a computer’s hardware and software. Every type of technological device includes an operating system. Common operating systems include Windows, macOS, OS X, and iOS.

10

**P**

**Pandora** – an online radio station that allows users to create stations based on their favorite artists and types of music.

**PayPal** – a company that supports online money transfers and operates as a payment processor for online sales. You often have the option to pay using your PayPal account on websites.

**PC (Personal Computer)** – a type of computer whose size, capabilities and price make it feasible for individual use. Though Mac computers are technically a type of PC, they are often categorized differently due to their **operating systems**. PCs typically use Windows as their operating system, while Macs use macOS or OS X.

**PDF (Portable Document Format)** – a specific format for computer documents (**e-copies**). When a document is saved as a PDF, nothing about it can be altered by anyone, including text, layout and font. Many people prefer to only send PDF files because it ensures that the layout and content of the document remains the same, regardless of what device or software it is viewed with.

**Phishing** – an attempt to fraudulently acquire sensitive information such as usernames, passwords or credit card information by authentic-looking electronic communication, usually email. Also a method of spreading electronic viruses by exploiting security weaknesses.

**Pinterest** – a photo sharing social network that provides users with a platform for uploading, saving and categorizing “pins” through collections called “boards”. Boards are typically organized by theme, such as Food & Drink, Knitting, etc. Users have the ability to “pin” and “re-pin” content that they like to their respective boards.

**Podcast** – a series of audio files that are released episodically and available to be downloaded or streamed through apps/sites like Spotify or Apple Podcasts. Podcasts are very similar to radio talk shows.

**Post** – a social media status update, or an item on a blog or forum. A post can be anything from pictures and videos to a poll or news article **shared** with **followers**. When used as a verb, *posting* implies that you made the content uploaded to social media.

**Private** – a setting on social media accounts that protects content from the public. When an account is made private, its content is only viewable to approved **followers** or **friends**.

11

**Profile** – a description of individuals’ characteristics that identify them on social media sites, including interests, expertise, and location. Tagged photos will show up on a person’s profile, as will the other content they **post** or **share**.

**R**

**Recommendation** – a LinkedIn term used to describe a note from another LinkedIn member that aims to reinforce the user’s professional credibility or expertise.

**Recycle Bin** – where files or folders go after you delete them. Once items are in the recycle bin, they can either be restored or permanently deleted. On **Macs**, the recycle bin is called the *Trash*.

**Reddit** – a social news site that contains specific, topic-oriented communities of users who **share** and comment on **posts**.

**Repost** – when someone decides to distribute your post among their followers, also known as **sharing** or **retweeting**. Reposting is often done by clicking the “share” icon, which allows users to quickly resend the post (and add their own comments) while giving credit to the original person who uploaded the post.

**Reply** – a response to someone’s post, often called a **comment**. Replies can be seen by all of the user’s **followers**/**friends**; this means that if you reply to Jane’s post, your comments can be viewed by all of Jane’s followers/friends.

**Retweet** **(RT)** – when someone decides to distribute your post among their followers on Twitter. Retweeting is done by clicking the “retweet” icon, which allows users to quickly resend the post (and add their own comments) while giving credit to the original person who uploaded the post. Retweet is Twitter’s version of **share** or **repost**.

12

**S**

**Screenshot** – a photo that captures an image displayed on a smartphone or computer screen

**Search Engine** – software that allows you to navigate the internet. Google, Bing and Yahoo are examples of search engines.

**Selfie** – a self-portrait photograph

**Server** – a computer that stores or provides data for other computers. A server may serve data to systems on a local area network (LAN) or a wide area network (WAN) over the internet.

**Share** – when someone decides to distribute your post among their followers, also known as **reposting**. Sharing is often done by clicking the “share” icon, which allows users to quickly resend the post (and add their own comments) while giving credit to the original person who uploaded the post.

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

**Smartphone**  - a mobile device that performs many of the same functions of a computer, typically having a touchscreen surface, internet access, and an **operating system** capable of running **apps**.

**SMS (Short Messaging Service)** – the technical term for texting

**Snapchat** – a social app that allows users to send and receive time-sensitive photos and videos known as “snaps”, which are hidden from the recipients once the time limit expires (images and videos still remain on Snapchat’s **archive**). Users can add text and drawings to their snaps and choose which **friends** they send them to.

**Snaps** – the picture or video messages sent between Snapchat users that have a time limit. Snaps are **disappearing content**.

**Snapstreak** – what happens when two Snapchat users send **Snaps** to each other for a consecutive number of days. This will be reflected next to the users’ names with a flame emoji and a number representing how many days the Snapstreak has lasted.

**Social Network** – a dedicated website or other application which enables users to communicate with each other by posting information, comments, messages, images, etc. This term is often used interchangeably with **social media**.

13

**Social Networking** – the use of dedicated websites and applications to interact with other users, or to find people with similar interests to oneself, often through a social media site.

**Social Media** – websites and applications that enable users to create and share content or to participate in **social networking**. This term is often used interchangeably with **social network**.

**Software** – the programs used to direct the operation of a computer. The opposite of hardware, software is virtual and cannot be touched. Microsoft Word, Google Chrome and Windows 10 are examples of software. There are specific types of software, such as **application software**, but most people generally just use the term software to describe the intangible aspects of a computer.

**Spam** – unnecessary and repetitive content, like advertisements, that often appear in social media, web searches or email inboxes.

**Sponsored Posts** – content posted on a social media site by a user (typically an **influencer**) that has been paid for by a brand or organization. Sponsored posts are a type of advertisement.

**Spotify** – site that provides an audio streaming platform that provides music, videos and podcasts from record labels and media companies. Users can create, edit and share playlists, and browse for music by artist, genre, etc.

**Status** – a posting on a social networking website that indicates a user’s current situation, state of mind, or opinion about something. Typically, a status is just a text post and does not include any pictures of videos.

**Stories** – a string of pictures/videos that disappear after 24 hours. Users can often specify who is able to view their stories. Snapchat, Facebook and Instagram all have the ability to add stories.

**Streaming** – Also known as data streaming, streaming means watching a video or listening to audio through the internet. Netflix, Spotify and YouTube are examples of streaming services.

14

**T**

**Tablet** – a type of computer with a touchscreen surface that usually resembles a large **smartphone** with a touchscreen surface. iPads and e-readers (like Kindles) are examples of tablets.

**Tag** –most commonly refers to the act of identifying someone in a social media post. Tagging someone creates a link to their social media profile and associates them with the content. The content will also show up on their **profile**.

**Terms of Service (ToS)** – the rules individuals must follow to use a product or service. Every social platform has a detailed set of rules that you agree to when creating a profile; if at any point you violate those terms, you can be banned from the service or have your account deleted.

**Thread** – a string of posts that make up a conversation or tell a continuous story. Threads begin with an initial post and then continue as a series of replies or comments by other users or the original user. Threads are viewable either to the entire public or to friends depending on the user’s or site’s privacy settings.

**Thumb Drive** – see “**USB Drive**.”

**TikTok** – a video-sharing social networking service that lets users create and share videos up to 15 seconds long.

**Timeline** – see “**Feed**.”

**Timestamp** – the date and time content is posted to a social network, usually located at the top or bottom of a post

**Top Level Domain (TLD)** – the last part of a **domain** **name**, like .com or .org. There are also other types of TLDs, like ccTLD, which is a country code. *For a list of TLDs, go to page 20.*

**Top Tweets** – the most popular and engaging tweets for a given search, as determined by a Twitter **algorithm**. Searches on Twitter return top tweets by default.

**Trash**  - see “**Recycle Bin**.”

**Trend, Trending** – a topic or **hashtag** that is popular on social media at a given moment. Trends are highlighted by social networks to encourage discussion and **engagement** among their users.

**Troll** – a social media user who makes deliberately offensive or annoying postings with the sole aim of provoking other users.

15

**Tumblr** – a **blogging** platform that allows users to post text, images, video, audio, links, and quotes to their blog. Users can also follow other blogs and **repost** content to their own blog.

**Tweet** – a Twitter post. Tweets are limited to 280 characters of text and could include photos, videos, and some other forms of media.

**Twitch** – a video live streaming service that primarily focuses on video game **live streaming**, including broadcasts of competitions, music broadcasts, and creative content.

**Twitter** – a real-time social network that allows users to share updates with their followers. Users can favorite and retweet the posts of other users, as well as engage in conversations using **mentions**, **replies** and **hashtags** for categorizing their content.

**Twittersphere** – a nickname for the community of users who are active on Twitter, also referred to as the Twitterverse.

**U**

**Unfollow/Unsubscribe** – the act of preventing another user’s content from showing up on your **feed**. When done on Facebook, unfollowing someone keeps them as a friend (meaning you are still able to view their profile and they are able to view yours), but their content no longer appears on your news feed.

**Unfriend** – Removing someone from a list of social media contacts. Not only does this prevent the other user from seeing your content, but you cannot see theirs.

**Upload** – to transfer something from your computer to the internet, like posting a picture to Facebook. Opposite of **download**.

**Upvote** – a sign of approval or agreement with a post or comment on **Reddit**. Posts with the most upvotes get top placement on the Reddit **home page**.

**URL (Uniform Resource Locator)** – the location of a website page or other resource on the internet.

**USB (Universal Serial Bus) Port** – a type of computer socket that can be used to connect equipment to a computer. Computer mice or **thumb drives** are usually connected to a computer through a USB port.

**USB Drive** – a small storage device that plugs into a computer via the **USB port**. Users can store a number of files on a USB drive and plug it into any computer to access their files remotely. Also called a *thumb drive* or *flash drive*.

16

**Username** – an identification used to access a computer, network or online service. Most social media sites require a username (also known as a **handle**) in order to access them.

**V**

**Verified** – An account whose owner has proven their identity with the social media platform provider. This is usually reserved for brands, journalists and other public figures as a way of preventing fraud and protecting the integrity of the person or organization behind the account.

**Views** – the number of people who have watched a video

**Viral** – a term used to describe an instance in which a piece of content  (YouTube video, blog article, photo, etc.) achieves noteworthy awareness. Viral distribution relies heavily on word of mouth and the frequent sharing of one particular piece of content all over the internet.

**Vlog** – a piece of content that employs video to tell a story or report on information. Vlogs are common on video sharing networks like YouTube. People who actively “vlog” are called “vloggers.”

**VPN (Virtual Private Network)** – an encrypted connection over the internet from a device to a network. The encrypted connection helps ensure that sensitive data is safely transmitted. Many offices have their own unique VPNs to prevent hacking, though people can purchase them for their homes as well.

**Venmo** – an **app** used for transferring money from one user to another or used to make online purchases.

17

**W**

**WhatsApp** – an **instant messaging** application that allows smartphone users to exchange text, image, video and audio messages for free. WhatsApp is especially popular with users communicating internationally.

**Web Browser** – see **Browser**.

**Webcam** – a part of your computer that acts as a camera. Most new computers have a webcam built in, but some have external webcams that can be purchased and attached through a USB port.

**Webinar** – A digital broadcast of a presentation intended to educate or inform. Webinars allow users to see or hear a presentation from their own computer or other device, and often interact directly with the presenter or fellow attendees through chat or video.

**Wi-Fi** – wireless internet access, an abbreviation for wireless fidelity.

**Word Processing** – typing things on the computer. Microsoft Word is an example of word processing **software**.

**Y**

**YouTube** – a video-sharing platform that allows users to upload, view, rate, share, create playlists, comment on videos and subscribe to other users. YouTube offers a wide variety of user-generated and corporate media videos, including video clips, music videos, audio recordings, movie trailers, **live streams**, educational tutorials, and **vlogs**.

18

**Email Terminology**

**Attach File** – a way to add a file (picture, document, etc.) to an email. When the **recipient** receives the email, they will be able to open the attachment and/or save it to their computer.

**Blind Carbon Copy (BCC)** – a type of **carbon copy (CC)** that does not allow other recipients to see who has received the email.

**Carbon Copy (CC)** – copying an email to send to someone else. All recipients will be able to see who has been CCed on the message. CC is often used in business settings when a message is intended for one person but is relevant to others as well.

**Delete** – erasing an item from your inbox. When an email is deleted, it is moved to your email’s **delete folder**.

**Delete Folder** – where your erased emails go. From the delete folder, you can choose to erase items forever, or restore them. Also called “*trash*” or “deleted items”.

**Drafts** – emails you have been working on but have not sent yet will appear in the “drafts” folder.

**Folders** – places in your email account where emails are stored. Folders like the **inbox**, **delete** folder or the **junk mail** folder come with every email account, but the user has the option of creating personal folders to organize their emails.

**Flag** – when an email has been flagged, it usually changes color so that you can find it easier in your **inbox**. Users often flag their emails that they want to remember to respond to promptly.

**Forward** – a feature that allows you to send an email you received to another email address. For example, if a customer sent you a question that you did not have the answer to, you might forward that email on to your boss.

**Inbox** – the main **folder** that your emails are stored in.

**Junk Mail Folder** – a **folder** where perceived unwanted emails are automatically stored. The goal of the junk mail folder is to decrease the number of unnecessary and advertisement-based email in a user’s **inbox**. If someone sent you an email and it is not appearing in your **inbox**, check your junk mail folder. Also known as your *spam folder****.***

19

**Outbox** – when an email is in the process of sending, it will appear in the outbox folder. After the email was successfully sent, it appears in the **Sent** folder.

**Recipient** – the person who receives your email. You would type the recipient’s email address in the “To:” section of the email. There can be more than one recipient listed in the “To:” section.

**Reply** – a response sent only to the sender of an email. Anyone CCed or otherwise listed in the “To:” section of the original email will not receive the reply.

**Reply All** – a response sent to every recipient, includingCC recipients and other recipients listed in the “To:” section of the email.

**Send/Receive** – clicking the Send/Receive button refreshes your email and

**Sender** – the person who sent an email. The opposite of **recipient**.

**Sent Folder** – where emails appear after you have successfully sent them. If you just sent an email and it is not showing up in your sent folder, check your **outbox**.

**Spam Folder** – see **“Junk Folder”**.

**Starred** – when you indicate that a message is important, you can click the “star” icon and the email will potentially change color and have a star icon beside it. Starred emails generally stay in your main inbox, but you should also be able to find it in your email’s “Starred” file.

**Trash** – see “**Delete Folder**”

20

**ACRONYMS**

**AF**  - As F\*ck – used to mean “very” ex: cute AF = very cute

**AKA** – Also Known As

**AMA** – Ask Me Anything – typically used by social media influencers to engage with their followers

**BAE** – Before All Else – moniker usually referring to a person’s significant other

**BF** – Boyfriend

**BFF** – Best Friend Forever

**BRB** – Be Right Back

**BTS** – Behind The Scenes

**BTW** – By The Way

**FOMO** – Fear Of Missing Out – the worry that others might be having rewarding experiences that you are not.

**HBD** – Happy Birthday

**HMU** – Hit Me Up – another way of saying “let me know” or “get in touch with me”

**FAQ** – Frequently Asked Questions – there is often an FAQ section of a website to answer customers’ questions

**FB** – Facebook

**FBF** – Flashback Friday – posting old pictures on social media on Fridays

**FML** – F\*ck My Life – used to express dissatisfaction with a situation

**FYI** – For Your Information

**GF** – Girlfriend

**GTG/G2G** – Got To Go

**ICYMI** – In Case You Missed It

**IDC** – I Don’t Care

**IDK** – I Don’t Know

**IG** – Instagram

21

**IK/IKR** – I Know/I Know Right

**ILY** – I Love You

**IMO/IMHO** – In My Opinion/In My Humble Opinion

**IRL** – In Real Life – as opposed to in a fictional or online setting

**JK** – Just Kidding

**JOMO** – Joy Of Missing Out – used to describe the pleasure of taking a break from social activity to enjoy personal time, the opposite of **FOMO**

**JSYK** – Just So You Know

**KK** – Okay

**LMAO/LMFAO** – Laugh My \*ss Off/Laugh My Fat \*ss Off

**LMK** – Let Me Know

**LOL** – Laugh Out Loud

**NBD** – No Big Deal

**NSFW** – Not Safe For Work – used to warn users of explicit or inappropriate content in a post

**NVM** – Never Mind

**OFC** – Of Course/Of F\*\*king Course

**OMG** – Oh My God

**PLS/PLZ** – Please

**OMW** – On My Way

**RN** – Right Now

**ROFL** – Rolling On Floor Laughing

**SFW** – Safe For Work – used to signify that a post does not contain inappropriate or sensitive content

**SMH** – Shaking My Head – often used to show disappointment, disapproval, frustration or impatience

**TBA** – To Be Announced

**TBD** – To Be Determined

22

**TBH/TBQH** – To Be Honest/To Be Quite Honest

**TBT** – Throwback Thursday – posting old photographs on social media on Thursdays

**TGIF** – Thank God It’s Friday

**THX/TY** – Thank You

**TMI** – Too Much Information

**TTYL** – Talk To You Later

**WTH/WTF** – What The Hell/What The F\*\*k

**YOLO** – You Only Live Once – frequently used to justify an ill-advised or irresponsible action

23

**TOP LEVEL DOMAINS & MEANINGS**

***Top Level Domain (TLD)*** *– the last part of a* ***domain******name****, like .com or .org. There are also other types of TLDs, like ccTLD, which is a country code.*

 **.au** – country code for Australia

**.biz** – intended for business use

**.ca** – country code for Canada

**.co** – country code for Colombia often used by businesses due to the similarity of .co to the abbreviation of corporation

**.com** – considered commercial and is the most widely used TLD on the internet

**.edu** – educational institutions

**.eu** – country code for the European Union

**.fr** – country code for France

**.gov** – US government agencies

**.info** – used for informational purposes

**.jobs** – used for employment and job-related websites

**.ly** – country code for Libya, but used by many tech startups outside of Libya

**.mil** – reserved for use by the US military

**.mobi** – dedicated to sites that are made for mobile device use

**.net** – usually used by Network Providers, but used widely by businesses and individuals for other purposes

**.sch** – reserved for schools

**.org** – commonly used by nonprofit organizations

**.uk** – country code for the United Kingdom

**.us** – country code for the United States

24

**ADDITIONAL RESOURCES**

All information used in this dictionary was found at the following websites. Without the aid of the various websites listed below, the Tech-Tionary would not exist. Visit them to learn more about the concepts discussed in this book!

**For general definitions of terms, visit:**

ComputerHope.com

Dictionary.com

GoDaddy.com

Lexico.com

TechTerms.com

Wikipedia.org

**For online tech dictionaries consulted, please visit:**

“The Ultimate List of Social Media Definitions You Need to Know in 2019” by Paige Worthy at <https://blog.hootsuite.com/social-media-glossary-definitions/>

“Social Media Definitions: The Ultimate Glossary of Terms You Should Know” by Carly Stec at <https://blog.hubspot.com/marketing/social-media-terms>

25

**Additional sources:**

Cloud Storage: <https://www.vox.com/2015/4/30/11562024/too-embarrassed-to-ask-what-is-the-cloud-and-how-does-it-work>

Cookies: <https://www.pcmag.com/encyclopedia/term/cookie>

Data: <https://ec.europa.eu/info/law/law-topic/data-protection/reform/what-personal-data_en>

Data Mining & Data Harvesting: <https://www.import.io/post/the-difference-between-data-mining-data-harvesting/>

Facebook Information: <https://www.facebook.com/help/337881706729661>

Profile Page Definition: <https://www.gartner.com/en/information-technology/glossary/social-profiles>

TLD Information: <https://www.howtogeek.com/435266/what-does-tldr-mean-and-how-do-you-use-it/> & <https://www.godaddy.com/help/glossary-of-tlds-4511>

USB Definition: <https://www.yourdictionary.com/usb>

VPN Information: <https://www.cisco.com/c/en/us/products/security/vpn-endpoint-security-clients/what-is-vpn.html>

WhatsApp Definition: <https://searchmobilecomputing.techtarget.com/definition/WhatsApp>

26

**Table of Contents**

Definitions………………………………………. 1

Email Terminology……………………………. 19

Acronyms………………………………………. 21

Top-Level Domains…………………………… 24

Additional Resources………………………… 25

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