Above the fold: It refers to the section of a web page that is visible to a visitor without the need to scroll down.

Access: It is the ability to see what you are trying to view (e.g. you can see a friend’s photo, but not his/her profile).

Blog: Blog is a word that was created from two words: “web log.” Blogs are usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. "Blog" can also be used as a verb, meaning to maintain or add content to a blog.

Chat: Can refer to any communication on the Internet. It can be one-on-one communication through a text-based application commonly referred to as instant messaging or and interaction on a Web site, with a number of people adding text items one after the other into the same space at (almost) the same time.

Comments: A comment is a response that is often provided as an answer or reaction to a blog post or message on a social network. Comments are a primary form of two-way communication on the social web.

Communities (online communities): They are groups of people communicating mainly through the Internet. They may simply have a shared interest to talk about or more formally learn from each other and find solutions. Online communities may use email lists or forums, where content is centralized. Communities may also emerge from conversations around or between blogs.

Content: It is used to describe text, pictures, video and any other meaningful material that is on the Internet.

Cyberspace: The term has been widely used as a general term for the Internet or World Wide Web.

Domain Name: It is the identifying name of an internet site. This is what Internet users type into the address bar in order to locate a specific site online. The domain name for the Archdiocese of Milwaukee is www.archmil.org. The first part, www identifies the server name of the domain. Archmil, the second part, states the unique name of the organization, company or individual; and the last part is the domain name extension which identifies the purpose of the Web site. In this case org represents a non-profit organization.
Domain Name Extensions: They indicates the purpose for which a Web site exists. Here are the most frequently registered extensions and their common usage, although it must be noted that any extension can be used for any purpose:

- .biz - Business
- .bz - Brazil (commonly used when .biz is unavailable)
- .cc - Commonly used when .com is unavailable
- .com - Commercial, for-profit businesses (commonly used for everything)
- .edu - 4-year, degree-granting colleges/universities (schools, libraries, and museums should register under country domain names)
- .gov - United States federal government agencies (state and local governments should register under country domain names)
- .info - Information
- .name - Personal Web sites
- .net - Internet administrative sites (commonly used for other things)
- .org - Non-profit organizations (commonly used for other things)
- .us .wi.us - Used by state, and counties, or cities in Wisconsin

Embedding: Is the act of adding code to a Web site so that a video or a photo can be displayed while it’s being hosted at another site. Many users now watch embedded YouTube videos or Flickr photos on blogs rather than on the original site. This can also be used to cross-promote and drive users to different sites.

Event Blog: It is a blog specifically launched as a companion to an event.

Facebook: See Social Networking Sites.

Flickr: See Social Networking Sites.

Forums: Also known as a message board, a forum is an online discussion site where people can post messages or comment on existing messages. It is the modern equivalent of a bulletin board.

Friend (noun): A person with whom you have a mutually-agreed connection.

Friend (verb): The act of adding a person to your social graph on a particular social network (e.g., asking someone to “friend me on Facebook”).

Friend List: It is a user’s personal sub-categorization of friends on a social network (e.g., current friends, old friends, co-workers, clients).
Groups: They are collections of individuals with some sense of online unity through their activities, interests or values.

Hits: It is a measurement used in Web analytics. A “hit” measures how popular your site is by tallying how many visitors it’s had.

Hyperlink: It is a navigational reference to another document or page on the World Wide Web; typically activated by clicking on a highlighted word or icon at a particular location on the screen.

Instant Messaging (IM): Instant messaging is a form of real-time, direct, text-based communication between two or more people.

Links: They are highlighted text or images that, when clicked, jump from one web page or item of content to another. Bloggers use links, when writing, to reference their own or other content. Linking is another way of sharing; it acknowledges the value of others’ contributions by linking to them.

Message Boards: They are online discussion sites which virtually house people looking to discuss particular issues. Individuals post messages on the forum or message boards hoping to gain more information or start a conversation.

MySpace: See Social Networking Sites.

Navigation: It is a Facebook term for a broader social grouping such as a city, large company or university.

Offline: It indicates someone is not connected to the Internet (or online).

Online: It indicates someone is connected to the Internet, and may read or produce content.

Online Community: It is a group of people using social media tools and sites on the Internet.

Poke: It is the smallest unit of communication on a social network (e.g., you have just been poked by John, so do you want to poke back (respond)?).

Profile: The online representation of an individual’s identity; the information one puts online to define him/herself.
Search Engine Optimization (SEO): It is the process of arranging your Web site to give it the best chance of appearing near the top of search engine. It improves the volume or quality of traffic to a Web site, ensuring that your web pages are accessible to search engines and focused in ways that help improve the chances they will be found. Search engines are one of the primary ways that Internet users find Web sites.

Share: The act of sharing a piece of content with specific friends or “posting to profile” so that those friends interested in you will read it.

Social Media: This refers to any online technology that lets people publish, converse and share content online (e.g., blogs, podcasts, webinar, forum or video hosting site).

Social Network: It is an online environment where individuals can contact other individuals, share information, join groups, promote businesses, etc.

Social Networking: It is the act of socializing or networking in an online community.

Social Networking Sites: They are large sites that host multiple communities comprised of people with profiles who have similar interest. These sites offer a place where people engage with one another online and share content. Examples of these communities include the following:

- **Facebook:** It is an online community for people to connect or re-connect with others. It enables people to share information, pictures and videos of themselves.
- **LinkedIn:** It is a professional online community used to network with fellow professionals; an online resume sharing site.
- **MySpace:** It is a site where people can meet others with similar interests and create online communities by sharing information, pictures and videos.
- **YouTube:** It is an online site for uploading and discussing videos. YouTube videos can also be embedded onto other social media sites such as blogs or social networks.
- **Flickr:** It is an online site for storing, sharing and commenting on photos.
- **Twitter:** It is a micro-blogging community where posts and links are 140 characters or less. Users can follow each other’s messages. You can use the @username command to direct a message towards another Twitter user. Additional Twitter terminology includes the following words/phrases:
  - **Tweet:** It is a post/entry made on Twitter.
Hashtag: It is similar to regular tags. They are keywords associated and assigned to an item of content with a hashmark (#) attached to the front of the word. Hashtags make it easier to follow a topic of interest discussed on Twitter.

Twitter Search: It is a search engine that filters real-time tweets.

Tags: They are keywords or terms added to a photo, video or blog post to help users find related topics or media either through browsing on the site or as a term to make an entry more relevant to search engines.

Upload: It is to transfer a file or other content from an individual’s computer to an Internet site.

URL: It stands for Uniform Resource Locator and is the technical term for a web address (e.g., http://www.archmil.org is a URL).

Wall: It is a shared discussion board specifically about an individual and displayed on the individual’s profile.

Web 2.0: This refers to the second generation of the Web, which enables people with no specialized technical knowledge to create their own Web sites in order to self-publish, create and upload audio and video files, share photos and information and complete a variety of other tasks.

Web analytics: It is the measurement, collection, analysis and reporting of Internet data for the purpose of understanding who visitors to a Web site are and optimizing the overall Web site.

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

Webinar: This is short for Web-based seminar; a webinar is used to conduct live meetings, lectures, presentations or workshops over the Web.