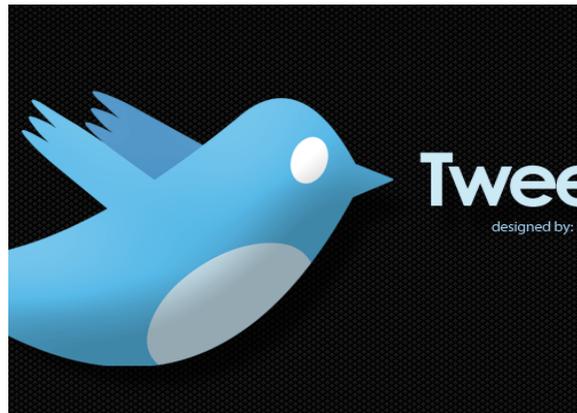


Social Media Networking for Job Seekers



twitter

Linked 

Table of Contents

- [Overview and Introduction](#)
- [Definitions](#)..... pages 3-6
- [Who Uses Social Media and Networking](#)..... page 7
- [Why it is Important for Job Seekers](#)..... pages 8-9
- [Best Practices for Using Online Social Media for Job Search](#) page 10
- [Common Aspects of Social Media Sites](#)..... pages 11-12
- [Common Social Media Sites and Other helpful Websites](#) pages 13-14
- [Websites and Twitter Profiles for Job Seekers](#) pages 15-16
- [Social Media Networking Glossary](#) pages 17-21

Web 2.0 is the broad term, or catch phrase, often used to refer to how we use the internet. Here are three definitions that may clarify:

World English Dictionary

Web 2.0—*n*

the internet viewed as a medium in which interactive experience, in the form of blogs, wikis, forums, etc, plays a more important role than simply accessing information

Collins English Dictionary - Complete & Unabridged 10th Edition
2009 © William Collins Sons & Co. Ltd. 1979, 1986 © HarperCollins Publishers 1998, 2000, 2003, 2005, 2006, 2007, 2009

Dictionary.com

Part of Speech: *n*

Definition: the second generation of the World Wide Web in which content is user-generated and dynamic, and software is offered that mimics desktop programs

Dictionary.com's 21st Century Lexicon Copyright © 2003-2010 Dictionary.com, LLC

Computing Dictionary

Web 2.0 definition

jargon

A loosely defined term for web applications that go beyond displaying individual pages of static content and allow a community of users to interact with the site and each other by adding or updating the content.

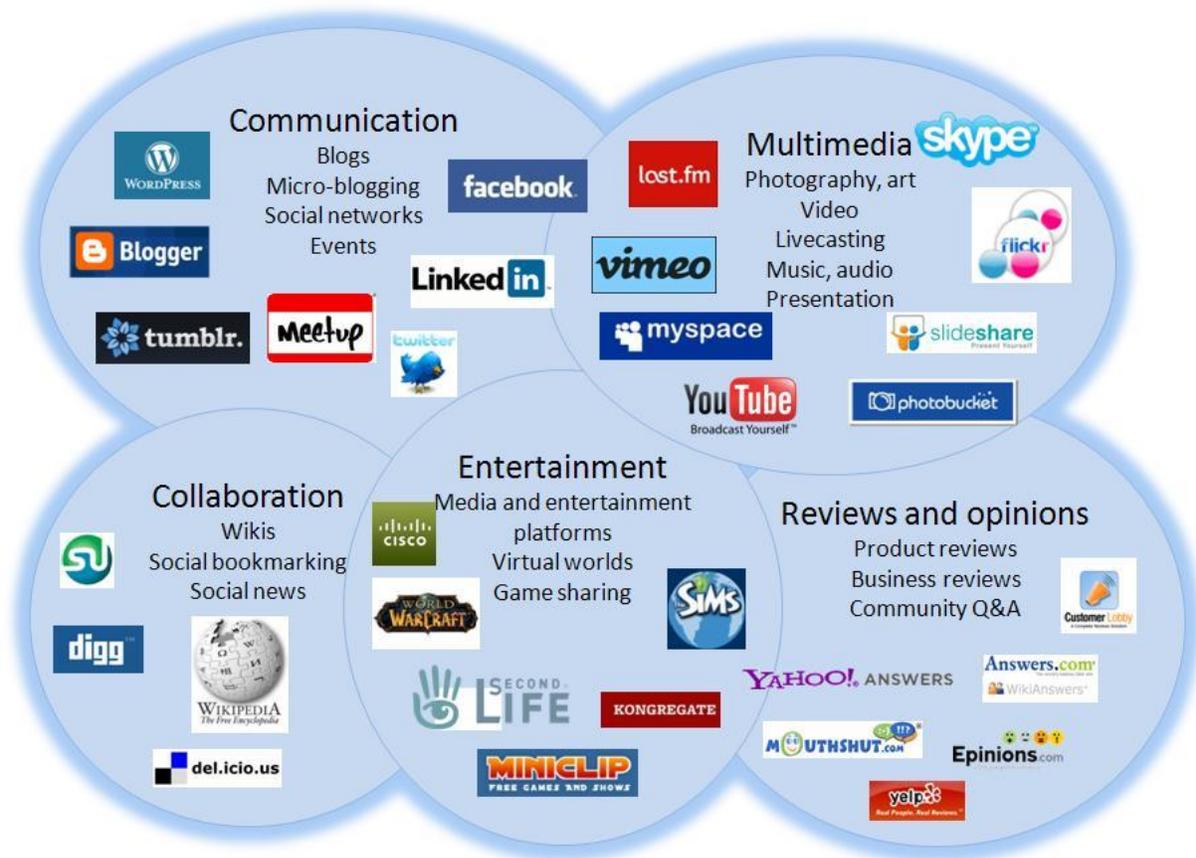
Examples include social-networking sites like Facebook and other web-based communities, hosted services like Google Docs, web applications like GMail, video-sharing sites (Youtube), wikis (Wikipedia), web logs, mashups and folksonomies.

While Web 2.0 applications often use advanced web features like AJAX to improve the speed of interaction, the term is more about the type of applications than the technology used.

The Free On-line Dictionary of Computing, © Denis Howe 2010 <http://foldoc.org>

Although there are varying opinions on whether Web 2.0 is anything new, as opposed to Web 1.0, it does represent an evolution of the use of the internet and online applications. It has become much more of a social domain and has more user generated content than ever before. This includes the rapid rise in social media.

SOCIAL MEDIA



From Wikipedia:

Social media are media for social interaction, using highly accessible and scalable publishing techniques. Social media use web-based technologies to transform and broadcast media monologues into social media dialogues. They support the democratization of knowledge and information and transform people from content consumers to content producers.

Social media are online sites that allow for interaction. As opposed to traditional (or industrial) media, i.e. TV, newspapers, magazines, and static web pages, social media allows for the consumer or person viewing the page to participate in conversations and also provide input. The platforms used are usually low cost or no cost so it is accessible to almost everyone. Some examples of the different types of social media are:

- Communication-
 - Blogs: Blogger, WordPress
 - Micro-blogging/ Presence applications: Twitter, Tumblr
 - Social networking: Facebook, LinkedIn
 - Events: Meetup.com

- Collaboration
 - Wikis: Wikipedia
 - Social bookmarking: Delicious, StumbleUpon
 - Social news: Digg
- Multimedia –
 - Photography and art sharing: Photobucket, Flickr
 - Video Sharing: YouTube, Vimeo
 - Livecasting: Skype
 - Music and audio sharing: MySpace, Last.fm
 - Presentation sharing: Slideshare
- Reviews and opinions –
 - Product reviews: epinions.com, MouthShut.com
 - Business reviews: Customer Lobby, yelp.com
 - Community Q&A: Yahoo! Answers, WikiAnswers
- Entertainment-
 - Media and entertainment platforms: Cisco Eos
 - Virtual worlds: Second Life, The Sims Online, massively multiplayer online role-playing games (MMORPG) such as *World of Warcraft*
 - Game sharing: Miniclip, Kongregate

SOCIAL MEDIA NETWORKING



Some people use the words “social media” and “social networking” interchangeably. However, social networking involves communication and interaction between “friends” or “connections”. These are the people that are a part of your online community. If we look at social media as the platform, then social networking is the act of communicating with the community of participants. Social media networking, or simply social networking, is using social media to network with people in much the same way that you would face to face. It is just a different medium used. This does not replace face to face interaction; only adds to it.

[\(return to table of contents\)](#)

Who Uses Social Media and Networking

Some statistics have been gathered regarding the use of social media and networking. Below is from Wikipedia:

- Social networking now accounts for 22% of all time spent online in the US. ^[14]
 - A total of 234 million people age 13 and older in the U.S. used mobile devices in December 2009. ^[15]
 - Twitter processed more than one billion tweets in December 2009 and averages almost 40 million tweets per day. ^[15] As of March 2011 has 200 million users, generating over 200 million tweets a day and handling over 1.6 billion search queries per day
 - Over 25% of U.S. internet page views occurred at one of the top social networking sites in December 2009, up from 13.8% a year before. ^[15]
 - Australia has some of the highest social media usage in the world. In usage of Facebook Australia ranks highest, with over 9 million users spending almost 9 hours per month on the site. ^{[16][17]}
 - The number of social media users age 65 and older grew 100 percent throughout 2010, so that one in four people in that age group are now part of a social networking site. ^[18]
 - As of June 2011 Facebook has 750 Million users. ^[19]
14. <http://blog.nielsen.com/nielsenwire/global/social-media-accounts-for-22-percent-of-time-online/>
 15. <http://www.socialmedianews.com.au/social-media-stats-in-australia-facebook-blogger-myspace/>
 16. <http://www.socialmedianews.com.au/>
 17. "Boomers Joining Social Media at Record Rate". *CBS News*. 2010-11-15. <http://www.cbsnews.com/stories/2010/11/15/national/main7055992.shtml>
 18. <http://techcrunch.com/2011/06/23/facebook-750-million-users/>

Other significant statistics showing the use of social media as of April 2010 (updated statistics in parenthesis):

- YouTube – second largest search engine, after Google, 32.4 billion videos watched in January 2010
- LinkedIn – as of 22 March 2011, LinkedIn reports more than 100 million registered users
- Yelp – more than 39 million monthly unique visitors as of late 2010
- Wikipedia – 3,246,027 content pages or articles, 12,054,067 registered users

(from www.slideshare.net/socialmediamc/social-media-statistics-2010-update-3645254)

[\(return to table of contents\)](#)

Why it is Important for Job Seekers

So what does this mean for job seekers? Being online and involved in social media and networking is essential for job search. It is an easy and affordable way to broadcast your job search. You can reach many people at once. Employers and recruiters are announcing jobs and looking online to fill positions. They are using social media to do that. To emphasize, let's look at some more statistics.

Jobvite, a company that produces social search applications for recruitment, has done an online survey each year for the past four years between about social recruiting. Some of the results for the past two years are:

2010	2011
<p>73.3% use social networks or social media to support recruitment efforts</p> <ul style="list-style-type: none"> • LinkedIn 78.3% • Facebook 54.6% • Twitter 44.8% • Blog 18.7% • YouTube 13.7% • none 14.4% 	<p>80.2% use social networks or social media to support recruitment efforts</p> <ul style="list-style-type: none"> • LinkedIn 86.6% • Facebook 55.3% • Twitter 46.6% • Blog 16% • YouTube 11.6% • None 9.4%
<p>58.1% have successfully hired through social network</p> <ul style="list-style-type: none"> • LinkedIn 89.4% • Facebook 27.5% • Twitter 14.2% • Blog 6.3% 	<p>63.6% have successfully hired through social network</p> <ul style="list-style-type: none"> • LinkedIn 94.5% • Facebook 24.2% • Twitter 15.9% • Blog 3.1%
<p>How do you use online profiles when reviewing candidates?</p> <ul style="list-style-type: none"> • 32% always search • 38.3% occasionally search • 16.2% do not review • 13.5% review if provided by client 	<p>How do you use online profiles when reviewing candidates?</p> <ul style="list-style-type: none"> • 45.1% always search • 29% occasionally search • 13% do not review • 12.9% review if provided by client

From Jobvite Social Recruiting Survey Results 2010 and 2011. www.jobvite.com

With these kind of statistics job seekers cannot afford *not* to use social media and networking!

To summarize, and provide additional compelling reasons to use social media and networking as part of job search:

1. It is usually no cost or low cost. There is no charge to join LinkedIn, Facebook, or Twitter. All that is needed is a computer with an internet connection. Even if you do not have private access to this, there are places where the internet can be accessed, such as the public library or a friend's home.
2. The number of people who can be reached is limited only by the user's choice and preferences. Users can choose who they connect with and whether the profile information may be viewed publicly. The more connections, and the more public the privacy options are set, the more people that can be reached. One must be aware of what is being displayed, however.
3. For the most part the platforms (sites) are relatively easy to use. You do not have to have any specialized training or programming skills to use Facebook, LinkedIn, Twitter or Blogger. There is even the ability to personalize the page in Twitter and Blogger with different images. Just be sure to keep it professional and appropriate for job search.
4. It is real time. Whatever is input is updated immediately. This applies to what the job seeker says as well as the employer.
5. It can be easily changed and updated at any time. This makes it useful for continued job search and career advancement. However, what you have already posted may be accessible by some people through notifications that have been sent, so be thoughtful about what you post the first time!

And, finally....

6. Be aware: What goes online stays forever! There is probably already information about you online. Google yourself and find out. Social media and networking gives you a way to have some control over the content of what is online. Make it positive.

[\(return to table of contents\)](#)

Best Practices for Using Online Social Media for Job Search

1. Before posting anything online, think how it could look to a potential employer.
2. Create your own personal brand. Decide what image you want to portray and stay with that in all of your social media platforms: Twitter, LinkedIn, Facebook, and blogs. Using the same professional picture, username, and consistent bio gives a unified message.
3. Create a user-friendly profile. Use your real name and keep it professional.
4. Link to your online resume and/or blog. Use VisualCV or LinkedIn to give details about your experience. Use a blog to give a full representation of yourself.
5. Build your audience. Find friends to connect to. Follow other people and companies of interest to you.
6. Start sharing and commenting on the posts of others. As you become more active, more people will discover you and start following you.
7. Let people know that you are looking for “opportunities” (work) and what kind. Call attention to the type of work you are looking for and what your expertise is. Help others and they will help you.
8. Be consistent. Update regularly to stay visible, however, do not “over-share”. One or two updates a day are good; one or two every hour is not.
9. Promote others before promoting yourself. Don’t just make it “I, I, I” or “me, me, me”. Share information of interest to others and about others.

“Your online objective is not to sell. It’s to attract people who want to buy with value messages about them, not you.” – Jeffrey Gitomer

[\(return to table of contents\)](#)

Common Aspects of Social Media Sites

1. Account creation and profile set up

Users must first create an account and set up a profile on the site. All require a username and password to access your own account. Users must have an email address so the account can be verified and your password can be reset if forgotten. There is usually a birth date entry to ensure that you are over 13 years old and to further distinguish you from someone else, but you can choose whether to display it on your profile or not. Other elements that may be added but are usually optional are: gender, marital status, occupation, school, a bio or summary.

2. Privacy

It is very important to decide how you want your profile to be viewed and by whom. LinkedIn, Twitter and Facebook all allow you to choose how much can be viewed by whom: whether it is only you, your connections, their connections, or the general public. The more that you allow to be seen and the more people that can see it, the more it will expand your network. You may choose to allow some parts of your profile to be seen by everyone but other parts to be viewed by only your connections.

3. Connections

The more connections, or “friends”, that you have, the larger your network is. This helps to reach out to more people and help your job search. You may want to be a little discriminating about some connections, however, if they could be harmful to your image. For example, someone who would make inappropriate comments on your page would not be a good connection. Also, try to expand your network with people who are outside of your usual circle: other industries and occupations, age groups, positive influencers.

4. Status updates

What are you doing? What is happening in your life? What do you have to say? These are the questions that you ask yourself when you post status updates on social media sites. They can be limited to 140-character tweets on Twitter, or unlimited blog posts. You always want to ask yourself, “How is this going to help me?” particularly when job searching. How would an employer view what is said? It doesn’t always have to be all “rosy” but try to keep it positive. Share links and information that are relevant to other people. Keep on top of your “game” and be an active participant, not just passive voyeur.

5. Pictures

A picture helps identify you and personalizes your profile. It is also your “brand” if you have more than one social media account. All sites allow at least one picture for your profile. Make it a professional looking one. It doesn’t have to necessarily be a stuffy one, but don’t put a picture of you in your Halloween costume or holding a bottle of beer. Some sites, such as Facebook, allow you to post nearly unlimited pictures. Facebook does let you set privacy options to choose who can see your pictures, so you can still post them for family and close friends but not for business connections. Still, be cautious about what you have out there because others can download those pictures and share them from their site.

6. Company connections

It is important to follow companies on social media sites to be knowledgeable about what they are doing. Some companies post job announcements through social media sites. It is also extremely helpful when interviewing to know what is the culture and current news. It may help you decide if this is a good fit for you, as well.

[\(return to table of contents\)](#)

Common Social Media Sites and Other Helpful Websites

Blogger – (will soon change to Google blogs) - Free, automated weblog publishing tool that sends updates to a site via file transfer protocol (FTP).

Digg - Technology focused news site where the stories are chosen by community members rather than editors.

Facebook - A social utility that connects people, to keep up with friends, upload photos, share links and videos.

Flickr - Picture galleries available with chat, groups, and photo ratings.

Foursquare - Members note their locations with a mobile device and can find out where friends are.

Google+ - The “newest” social networking site operated by Google Inc.

HootSuite - A social media dashboard that allows you to connect to multiple social networks from one website. HootSuite lets organizations use the social web to launch marketing campaigns, identify and grow their audience, and distribute targeted messages across multiple channels. You may schedule updates to Twitter, Facebook, LinkedIn, Wordpress and other social networks via web, desktop or mobile platforms plus track campaign results and industry.

LinkedIn - Networking tool for professional connections. Also used to recommend job candidates, industry experts and business partners.

Mashable - News weblog about social networking web sites and social media.

Meetup.com - Helps groups of people with shared interests plan events and facilitates offline group meetings in various localities around the world.

MySpace – A social networking site started mainly by musicians to share their music. It became the top social networking site in 2006, until early 2008 when it was overtaken by Facebook in popularity. MySpace has had a steady decline since.

Ping.fm – A free social networking and micro-blogging web service that enables users to post to multiple social networks simultaneously.

Tumblr - A feature-rich and free blog hosting platform offering professional and fully customizable templates, bookmarklets, photos, mobile apps, and social network integration.

Twitter - Social networking and micro-blogging service utilizing instant messaging, SMS or a web interface. It allows users to post 140-character updates.

Wordpress - Free blogs managed by the developers of the WordPress software. Includes custom design templates, integrated statistics, automatic spam protection and other features.

Yelp - Members share their favorite recommendations - everything from the latest restaurants and shops, to the best hair salons and spas, to doctors and yoga instructors.

YouTube - YouTube is a way to get your videos to the people who matter to you. Upload, tag and share your videos worldwide.

[\(return to table of contents\)](#)

Websites and Twitter Profiles for Job Seekers

There are several websites that are helpful for job seekers and most of them also have Twitter profiles. Here is a list of some with the Twitter usernames that job seekers can follow. The descriptions are supplied by the sites.

1. [Applicant](#) : A blog helping job hunters find their dream job with job tips that work. [@applicants](#)
2. [BrazenCareerist](#) : A community of top Gen Y thought leaders, forward-thinking organizations and everyone else who realizes that the way we define ourselves in both work and in life needs to change. [@BrazenCareerist](#)
3. [Career-Advice \(Monster\)](#) : Career advice and job tips from [Monster.com](#) [@MonsterCareers](#)
4. [CareerBuilder](#) : CareerBuilder offers a vast online and print network to help job seekers connect with employers. [All Career Builder Twitter Accounts](#)
5. [Careerealism](#) : Blog offering you career tips and above all helping you deal with career realism. [@careerealism](#)
6. [Careeropportunities](#) : Career blog managed by Douglas E. Welch whose work has been published in Wired, MacWorld, and Los Angeles Times. [@careertips](#)
7. [Elance](#) : The leading site for online work where businesses connect with independent professionals to get work done. [@elance_jobs](#) or [@elance](#)
8. [Execetweets](#) : ExecTweets is a resource to help you find and follow the top business executives on [Twitter](#). [@exectweets](#)
9. [Execsearches](#) : A job board that has been serving the nonprofit, government, education and health sectors since 1999. Our goal is to be the most efficient, online source for connecting mission and talent. [@execSearches](#)
10. [Indeed](#) : A search engine for jobs, allowing job seekers to find jobs posted on thousands of company career sites and job boards. [@indeed](#)
11. [Jobacle](#) : Get useful 411, expert interviews and a forum to speak your mind on everything work related. The blog is updated daily and the Working Podcast is produced at least twice a month. [@Jobacle](#)
12. [Jobangels](#) : A site helping bring people together in a community setting where each person commits to a single goal: to help a person find gainful employment. [@JobAngels](#)
13. [Job-Hunt](#) : Job-Hunt is dedicated to the millions of people who have had their personal lives disrupted by the loss of a job. [@JobHuntOrg](#)

14. [Jobnob](#) : Jobnob was founded to empower employees with real information about jobs and companies. [@jobnob](#)
15. [Jobshouts](#) : A job board built for employers, recruiters, and job seekers to find each other through social media avenues. Recruiters and employers can post basic free jobs at no cost. [@jobshouts](#)
16. [JobsinPods](#) : Jobs In Pods is the internet's first ever audio recruitment platform built with social media. [@chrisrussell](#)
17. [oDesk](#) : oDesk is the marketplace for online workteams, with the best business model for both buyers and providers. [@odesk](#)
18. [Paradigmstaffing](#) : A service helping client companies and agencies build their public relations and communications teams by making successful matches. [@PRjobs](#)
19. [Resumebear](#) : A resume building site with a blog that features exceptional content for job hunters. [@ResumeBear](#)
20. [Simplyhired](#) : A vertical search engine company based in Silicon Valley with one of the largest job databases. [@SimplyHired](#)
21. [Snagajob](#) : A service that has been ranked no.1 for hourly and part time jobs. [@snagajob](#)
22. [Thejobsguy](#) : Online recruiting and job search resources with daily job posting. (Last blog post was 6/29/10) [@thejobsguy](#)
23. [TheSocialExecutive](#) : Helping senior executives better utilize technology and social media to grow their networks and create more meaningful professional relationships. [@execjobs](#)
24. [TweetMyJobs.com](#): TweetMyJobs is the leading job distribution network for employers and job seekers, and a pioneer in the shift toward social recruiting.
25. [TwitterJobSearch](#) : A social media job search engine. [@TwitJobSearch](#)
26. [Workerswork](#) : Find Careers, jobs and work-related news [@workerswork](#)
27. I wasn't able to find a website but this is an additional Twitter profile to follow [@JobSearchAdvice](#)

[\(return to table of contents\)](#)

Social Media Networking Glossary

Alert: Tool to get a search engine to tell you whenever a new page is published on the web which includes your specific keyword.

App: An app is simply an application that performs a specific function on your computer or handheld device.

Authentication: You are who you say you are.

Avatar: A graphical image or likeness that replaces a photo of the author of the content on a blog.

Badge: An image, usually squared and displayed on a blog, which signifies the blogger's participation in an event, contest, or social movement.

Blog: A **blog** (a blend of the terms **web** and **log**) is a type of website or part of a website. 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: 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. Can also be one-on-one, such as instant messaging.

Cloud computing (also called "the cloud"): Refers to the growing phenomenon of users accessing their data online from anywhere rather than being tied to a particular machine or electronic device.

Dashboard: The administration area on your blog software that allows you to post, check traffic, upload files, manage comments, etc.

Digg: A popular social news site that lets people discover and share content from anywhere on the Web. Users submit links and stories and the community votes them up or down and comments on them. Users can "digg" stories they like or "bury" others they don't.

Domain Name: The identifying name of an internet site.

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

Forums: Discussion areas on websites, where people can post messages or comment on existing messages asynchronously – that is, independently of time or place.

Hashtag: A community-driven convention for adding additional context and metadata to your tweets. Similar to tags on Flickr, you add them in-line to your Twitter posts by prefixing a word with a hash symbol (or number sign). Twitter users often use a hashtag like #followfriday to aggregate, organize and discover relevant posts.

Hits: A measurement used in Web analytics, a “hit” is often defined as *any request* for a file from a Web server.

Hosting: A blog, video or podcast needs a hosting service before it can appear online. Web hosts are companies that provide space on a server they own or lease for use by their clients, as well as providing Internet connectivity, typically in a data center.

Hyperlink: A navigational reference and means of conveyance to another document or page on the World Wide Web.

Instant messaging (IM): Chat with one other person. using an IM tool like AOL Instant Messenger, Microsoft Live Messenger or Yahoo Messenger.

Links: The highlighted text or images that, when clicked, jump you from one web page or item of content to another. Bloggers use links a lot when writing, to reference their own or other content. Linking is another aspect of sharing, by which you offer content that may be linked, and acknowledge the value of other people's contributions by linking to them. It is part of being open and generous.

Mashup: Combining two or more web services to create something new, e.g., combining Twitter posts with Google maps to create TwitterVision.

Microblogging: The act of broadcasting short messages to other subscribers of a Web service. On Twitter, entries are limited to 140 characters, and applications like Plurk and Jaiku take a similar approach with sharing bite-size media.

Multimedia: Media and content in different forms such as videos, pictures, etc. Examples include YouTube and Flickr.

Navigation (Nav): A menu of links or buttons allowing users to move from one web page to another within a site.

News feed (activity stream or feed): Throttled, filtered amalgamation of friend generated stories, usually showing the most recent first, on a web page.

Notification: A low importance message either generated automatically or as a result of a friend's action.

Offline: Not online, that is, not connected to the Internet.

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

Permalinks: The permanent URLs to your individual blog posts, as well as categories and other lists of blog postings. A permalink is what another blogger will use to link to your article (or section), or how you might send a link to your story in an e-mail message.

Platform: A platform is the framework or content management system that runs software and presents content. WordPress, for example, is a service that serves as a platform for a community of blogs. In a larger context, the Internet is becoming a platform for applications and capabilities, using cloud computing.

Profile: The online representation of an individual's identity.

RSS (Really Simple Syndication): A web standard for the delivery of content — blog entries, news stories, headlines, images, video — enabling readers to stay current with favorite publications or producers without having to browse from site to site. RSS feeds let users subscribe to content automatically and read or listen to the material on a computer or a portable device.

Search engine marketing (SEM): A series of online tactics that, when combined with SEO (see below), helps to attract customers, generate brand awareness and build trust. SEM (sometimes called search marketing) seeks to increase websites' visibility chiefly through the purchase of pay-per-click ads and paid inclusion.

Search engine optimization (SEO): The process of arranging your website to give it the best chance of appearing near the top of search engine rankings. As an Internet

marketing strategy, SEO considers how search engines work and what people search for. Optimizing a website primarily involves editing its content, identifying high-traffic keywords and improving the site's layout and design.

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

Sidebar: A column (or multiple columns) along either or both sides of a blog site's main content area. The sidebar often includes contact information on the author, the blog's purpose and categories, links to archives, honors and other widgets the author includes on the site.

SMS: SMS stands for Short Message Service, a system that allows the exchange of short text-based messages between mobile devices.

Social Media: Works of user-created video, audio, text or multimedia that are published and shared in a social environment, such as a blog, podcast, forum, wiki or video hosting site. More broadly, social media refers to any online technology that lets people publish, converse and share content online.

Social networking: The act of socializing in an online community. A typical social network such as Facebook, LinkedIn, MySpace or Bebo allows you to create a profile, add friends, communicate with other members and add your own media.

Streaming media: Unlike downloadable podcasts or video, streaming media refers to video or audio that can be watched or listened to online but not stored permanently.

Tagging: The act of allocating particular keywords to content, e.g. Flickr photos.

Tags: Keywords added to a blog post, photo or video to help users find related topics or media, either through browsing on the site or as a term to make your entry more relevant to search engines. On Facebook, tags are often also links to another person's profile or page.

Upload: To transfer a file or other content from your computer to an Internet site.

URL: Uniform Resource Locator is the technical term for a web address, e.g., <http://thesocialmediaguide.com>

Wall: Shared discussion board specifically about an individual and displayed on the individual's profile.

Web 2.0: Refers to the second generation of the Web, 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.

Web analytics: The measurement, collection, analysis and reporting of Internet data for the purpose of understanding who your visitors are and optimizing your website.

Webcasting: Refers to the ability to use the Web to deliver live or delayed versions of audio or video broadcasts.

Webinar: Short for Web-based seminar, a webinar is a presentation, lecture, workshop or seminar that is transmitted over the Web.

Wi-Fi: A system allowing enabled devices to connect to the Internet within short range of any access point without cables or adaptors. Wi-Fi is a brand name and a trademark of the Wi-Fi Alliance.

Widget (sometimes called a gadget, badge or applet): A small block of content, typically displayed in a small box, with a specific purpose, such as providing weather forecasts or news that is constantly updating itself (typically via RSS). Widgets make it easy to add dynamic content to your site or blog.

Wiki: A technology designed to allow many different people to edit a web page by providing an easily reversible audit trail of edits and changes. The best example of this in practice is the Wikipedia project.

Sources:

- http://thesocialmediaguide.com/social_media/social-media-glossary#ixzz1SIJNellz
- <http://en.wikipedia.org>

[\(return to table of contents\)](#)