

Web 2.0 glossary

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aggregation: Gathering information from multiple web sites, typically via RSS. Aggregation lets web sites remix the information from multiple web sites, for example by republishing all the news related to a particular keyword.

blog: Originally short for "weblog", a blog is just a web page that contains entries in reverse chronological order, with the most recent entry on top. But blogging has taken off because the explosion in blogging software and services -- like Blogger, TypePad and WordPress -- has turned blogging into one of the easiest ways for people to maintain a constantly updated web presence. In addition to the classic text blog, we now have photo blogs (consisting of uploaded photos), audio blogs (a.k.a. "podcasts") and video blogs (which consist of regularly uploaded video files).

blogroll: A list of recommended sites that appears in the sidebar of a blog. These sites are typically sites that are either on similar topics, sites that the blogger reads regularly, or sites that belong to the blogger's friends or colleagues. The term "blogroll" also evokes the concept of political logrolling (when legislators promise to vote for one another's pet bills) -- which is not unlike bloggers' habit of reciprocating links by posting links to blogs that link back to their own blogs.

mashup: A web service or software tool that combines two or more tools to create a whole new service. A leading example is ChicagoCrime, which merges Google Maps with the Chicago police department's crime tracking web site to offer a map of crime in different parts of Chicago.

newsreader: A newsreader gathers the news from multiple blogs or news sites via RSS (see below), allowing readers to access all their news from a single web site or program. Online newsreaders (like Bloglines, Pluck, or Newsgator) are web sites that let you read RSS feeds from within your web browser. Desktop newsreaders download the news to your computer, and let you read your news inside a dedicated software program.

podcast: An audio blog, typically updated weekly or daily. You don't have to have an ipod to listen to a podcast; although you can download podcasts to an ipod, you can also listen to podcasts on a desktop computer, or many other mp3 players.

RSS: A format for storing online information in a way that makes that information readable by lots of different kinds of software. Many blogs and web sites feature RSS feeds: a constantly updated version of the site's latest content, in a form that can be read by a newsreader or aggregator.

social bookmarking: The collaborative equivalent of storing favorites or bookmarks within a web browser, social bookmarking services (like del.icio.us or Furl) let people store their favourite web sites online. Social bookmarking services also let people share their favourite web sites with other people, making them a great way to discover new sites or colleagues who share your interests.

social networking: Social networking sites help people discover new friends or colleagues by illuminating shared interests, related skills, or a common geographic location. Leading examples include Friendster, LinkedIn, and 43people.

tags: Keywords that describe the content of a web site, bookmark, photo or blog post. You can assign multiple tags to the same online resource, and different people can assign different tags to the same resource. Tag-enabled web services include social bookmarking sites (like del.icio.us), photo sharing sites (like Flickr) and blog tracking sites (like Technorati). Tags provide a useful way of organizing, retrieving and discovering information.

wiki: A collaboratively edited web page. The best known example is wikipedia, an encyclopedia that anyone in the world can help to write or update. Wikis are frequently used to allow people to update a document together, or to share reference material that lets colleagues or even members of the public contribute content.

Engage audiences

*with an online presence
where your users generate the content.*

We're experts at turning site visitors into site contributors. Our practice is based on a decade of research into online participation, a decade of experience in online campaigning, and more than twenty-five years of collective wisdom on social marketing, strategy and communications.

Build trust

*with a public whose interests and values
are reflected on your site.*

Social Signal has a proven ability to create online communities that foster a trusted relationship between your organization and your site's users. Through user-created content, a successful online community brings you closer to your audience – because it ties your identity directly to an online presence that intimately reflects your audience's interests and values.

Deepen relationships

*with a community that cares
about your mission as much as you do.*

We understand that your online community efforts are tied to real-world goals, and keep all our online efforts focused on your real-world success. An online community isn't an end in itself. Online community matters because it connects real-world people and organizations... helps us to be more effective and satisfied in our real-world work and lives... and, at its most powerful, triggers positive change in the real world.

Our principals

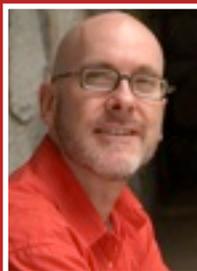


**Alexandra
Samuel, CEO**

Alexandra is an online strategist whose recent projects include CompuMentor's NetSquared, The Elders' web

strategy and a Facebook application and social media strategy for BC Hydro. The social network she conceived for the PLAN Institute recently received a major grant from the Robert Wood Johnston Foundation to fund a 15-month pilot.

Alexandra holds a Ph.D. in Political Science from Harvard University, where she researched new frontiers in online political engagement.



**Rob Cottingham,
President**

Rob is a seasoned communications strategist and veteran speechwriter whose projects have ranged from the Confeederation.ca

election blog aggregator to Vancity's Webby-nominated ChangeEverything.ca. He is a frequent speaker and workshop leader on social media, for audiences that range from the Canadian Marketing Association to NetSquared.

Rob maintains a long-running blog at robcottingham.ca and draws the popular Noise to Signal cartoon at socialsignal.com/n2s.