

PR Newswire's Social Media Glossary

PR Newswire's Guide to Web 2.0

Compliments of PR Newswire

Contact us at www.prnewswire.com or 888.776.0942.

Welcome to the next generation news release from PR Newswire.

The landscape for news consumption is rapidly changing. Although traditional media remain an important part of this evolving environment, interaction directly with consumers online through social media is critical to a communications efforts success. Web 2.0 is changing the way the world communicates allowing consumers to share opinions, wants, needs and motivations. Once again, PR Newswire leads the way by optimizing, tagging, Podcasting and Webcasting your release so audiences searching the Web for content like yours, can share, engage, react and interact with your message and ultimately transact with your company.

Reaction. Interaction. Transaction. The Benefits of Web 2.0.

PR Newswire continually looks for efficient and innovative solutions for your distribution needs. The result, your release viewed by a multitude of people who are most interested in your product or service. Placing your content in PR Newswire's distribution pipeline creates a powerful viral life for your news.

Web 2.0 Glossary

Ajax

Ajax is shorthand for Asynchronous JavaScript and XML, a Web development technique for creating interactive Web applications. The intent is to make Web pages feel more responsive by exchanging small amounts of data with the server behind the scenes, so that the entire Web page does not have to be reloaded each time the user makes a change. This is meant to increase the Web page's interactivity, speed and usability.

Resources: http://developer.mozilla.org/en/docs/AJAX:Getting_Started

Blogs

The term "blog" is a contraction of "Web log." "Blog" can also be used as a verb, meaning to maintain or add content to a blog.

A blog is a Web site where entries are made in journal style and displayed in reverse chronological order. Blogs often provide commentary or news on a particular subject, such as food, politics or personal online diaries. A typical blog combines text, images and links to other blogs, Web pages and other media related to its topic.

Resources: <http://mediainsider.prnewswire.com/>

Flash

Since its introduction in 1996, Flash technology has become a popular method for adding animation and interactivity to Web pages; several software products, systems and devices are able to create or display Flash. Flash is commonly used to create animation, advertisements, various Web-page components, integrate video into Web pages and, more recently, develop rich Internet applications such as portals.

Resources: www.learnflash.com/flashtutorials2.htm

Multimedia News Releases (MNRs)

The multimedia news release is an interactive page combining traditional text news release with audio and video components, digital photos, graphics, corporate logos and links, that is distributed across a wire network and offers journalists a dynamic and informative view of your news. Online audiences will see your news release come alive via Web portals and online news sites.

MultiVu™, a PR Newswire company, offers expert guidance in determining the best way to prepare a story and can assist you in the creation or repurposing of multimedia assets and distribute your content utilizing both traditional PR tools and Web-based technologies, such as multimedia news releases, social media links, Webcasting, Podcasting and wireless devices.

Resources: www.prnewswire.com/mnr/

Real Simple Syndication (RSS)

Real Simple Syndication (RSS) is a family of Web feed formats used for Web syndication. A Web feed contains content items, often summaries of stories or Weblog posts with Web links to longer versions. Weblogs and news Web sites are common sources for Web feeds, but feeds are also used to deliver structured information ranging from weather data to "top ten" lists of hit tunes.

In addition to facilitating syndication, Web feeds allow a Web site's frequent readers to keep track on updates to a Web site using an aggregator or feed reader, which can combine the content of many Web feeds for display on a single screen or series of screens.

Resources: www.prnewswire.com/rss/main.shtml

Search Engine Optimization (SEO)

Search engine optimization improves the ranking of a Web site or content in search engine listings. Search engines index information into a database based on keywords and phrases, which are found in titles, headlines and generally the first paragraph of a Web page or content.

When you search the Web there are two different types of results Paid and Organic.

Paid results, also known as sponsored results, can be costly because of the competition for high-volume search terms. The different types of paid results can be paid placement (pay-per-click), paid inclusion (guaranteeing that a site is displayed by a search site), etc.

Organic results, also known as natural results, are what most people click when they are using search engines. Searchers tend to trust organic results over paid results.

PR Newswire's natural Search Engine Optimization is a comprehensive service that allows for any online content—which can include PDFs, Flash files, news releases or product descriptions—to be crawled, indexed and ranked on the leading search engines.

PR Newswire's partner, iCrossing, provides strategic optimization recommendations to ensure spiders find and read your content for higher search visibility.

Resources: www.icrossing.com/press_releases/?press_release=prnewswire_optimized_mobile



Podcasting

Podcasting is a stimulating method of distributing multimedia programming. It can be distributed in audio or video format over the Internet using syndication feeds, for playback on mobile devices and personal computers.

Resources: www.podcastalley.com/

ProfNet ExpertsSM

PR Newswire offers ProfNet Experts as an incredible social media mechanism. It is a collaborative network that links reporters to a company's expert sources to increase media coverage. The network sends queries submitted by journalists looking for expert commentary. Add your top executives and experts to this far-reaching database to increase your company's coverage potential.

Resources: <https://profnetwork.com/>

Social Bookmarking

The primary use of social tagging is to store your favorite content, which can include articles, blogs, music, restaurant reviews, or whatever is important to you, so you can access the information from anywhere. It also enables you to share it with others to create a social network. Tagging not only functions as an organizing tool, but also as a valuable marketing asset helping to move your message to those who you are specifically targeting. When someone posts related content with the same tags, a collaborative repository of related information is built, driven by shared personal interests and creative organization.

del.icio.us tagging

del.icio.us tagging is a type of social bookmarking. It works when users tag content by subject, category or terms they find relevant. Let's say for instance, you have a news release about an upcoming movie, or a new environmentally friendly automobile. A reader can create a "tag" like "movie" or "cars." One doesn't have to rely on the designer of the del.icio.us system to provide a category. Tags are created as users want them. Most importantly, people are pulling your news and information because they want it.

Resources: <http://del.icio.us/>

Social Media (Web 2.0)

When people speak of Social Media, or Web 2.0, they're referring to the way existing technologies are being used to create an entirely different online experience. The term Social Media also refers to a second generation of services available on the World Wide Web that lets people create, collaborate and share information online. The first generation of the Web, Web 1.0, is considered to be more static and treats the Web as millions of separate sites, each offering its own content. Web 2.0 (Social Media) operates as a gigantic cooperative effort, with everyone contributing directly to the community of aggregated content or related information, driven by interests. Social Media is changing the way the world communicates allowing consumers to share opinions, wants, needs and motivations.

Many recently developed concepts and technologies contribute to Social Media, including Weblogs, Podcasts, RSS feeds, social software, Web services, Ajax, and others. Some of the more well known examples of Social Media are Google Maps, Flickr, del.icio.us, digg, last.fm, and Technorati.

Resources: www.pr-squared.com/

Technorati

Technorati is the recognized leader in Internet search engine for searching blogs. As of August 2006, Technorati indexed over 55 million Weblogs. The name Technorati is a portmanteau, pointing to the technological version of literati or intellectuals.

Technorati uses and contributes to open source software. Technorati has an active software developer community, many of them from open-source culture.

Resources: www.technorati.com/

Technorati reports that PR Newswire is referenced in more than 205,2777 blogs. [October 20, 2006 www.technorati.com/]

Webcasting

A Webcast uses streaming media technology to take a single content source and distribute it to many simultaneous listeners/viewers.

Resources: www.prnewswire.co.uk/disclose2/multimedia.shtml

Wiki

A wiki is a type of Web site that allows the visitors themselves to easily add, remove and otherwise edit and change some content, which is an effective tool for collaborative authoring. The term wiki can also refer to the collaborative software itself (wiki engine) that facilitates the operation of such a Web site, or to certain specific wiki sites, including the computer science site (an original wiki), WikiWikiWeb, and online encyclopedias such as Wikipedia.

Resources: <http://en.wikipedia.org>

YouTube.com

YouTube is a popular free video sharing Web site allowing users to upload, view and share video clips utilizing Adobe Flash technology to display video. The wide variety of site content includes movie and TV clips and music videos, as well as amateur content such as videoblogging.

In October 2006, Google Inc., announced that it had reached a deal to acquire the company for \$USD1.65 billion in Google's stock.

Resources: www.youtube.com

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