

| S                   | M                       | D                                   | A          | Y                          |
|---------------------|-------------------------|-------------------------------------|------------|----------------------------|
| Twitterverse        | Aggregator              | API                                 | Ecosystem  | Search Engine Optimization |
| Monetize            | Collective Intelligence | Tags                                | Paid media | App                        |
| Revolution          | Stockholders            | -1' OR 2<br>474-474-1=0<br>0 0 1 or | Video blog | Best practice              |
| Outbound Marketing  | Inbound marketing       | Streamline                          | Cloud      | Innovate                   |
| Social Media Expert | Logistics               | Real time                           | Startup    | Make it pop                |

|                   |                      |                                     |                  |                   |
|-------------------|----------------------|-------------------------------------|------------------|-------------------|
| <b>S</b>          | <b>M</b>             | <b>D</b>                            | <b>A</b>         | <b>Y</b>          |
| Social enterprise | Return on Engagement | Freemium                            | Streamline       | Inbound marketing |
| Fair use          | Multi-platform       | Innovate                            | Entrepreneurship | Beta              |
| CSR               | Organic              | -1' OR 2<br>474-474-1=0<br>0 0 1 or | Monitor          | Mashup            |
| Avatar            | Branding             | Semantic Web                        | IPO              | Best practice     |
| Influencer        | Tags                 | App                                 | Video blog       | Sustainability    |

| S          | M                  | D                                   | A                  | Y              |
|------------|--------------------|-------------------------------------|--------------------|----------------|
| Algorithm  | Outbound Marketing | Search Engine Optimization          | Mood Graph         | Avatar         |
| Influencer | Next Gen           | Subscribe                           | Klout              | Monitor        |
| Community  | Empathy            | -1' OR 2<br>474-474-1=0<br>0 0 1 or | ROI                | Web 2.0        |
| Sentiment  | Revolution         | Paradigm                            | Social Media Ninja | Best practice  |
| Campaign   | RSS                | Retention                           | Multi-platform     | Net Neutrality |