Acronym Anxiety!

What do all those letters mean!?

mediacurrent

Who We Are

Mediacurrent is a **full-service digital agency** that implements world class **open source software development, strategy and design** to achieve defined goals for **enterprise organizations seeking a better return on investment**.

Today's Presenters

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Today's Agenda

I.   Origins
II. Definitions
III. Commonly misused/overused
IV. Multiple meanings
V.   Terms mistaken for acronyms
VI. Best Practices
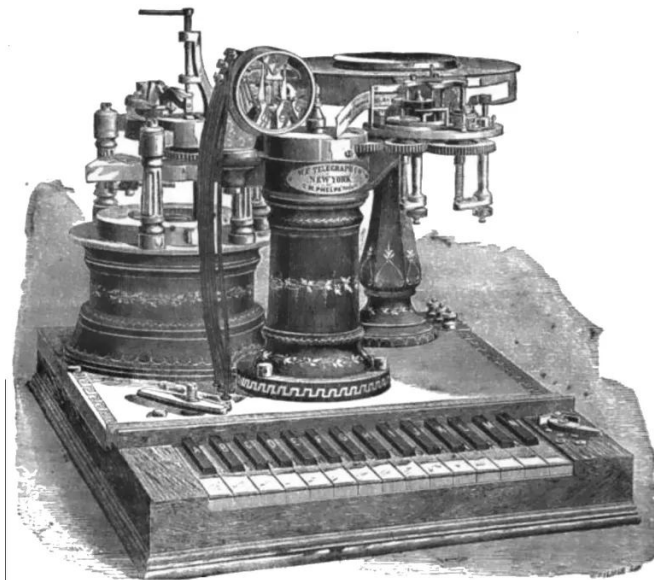
Acronyms
Initialism
Abbreviations

Origins

Morse Telegraph Club, Inc.
Sampling of the Phillips Code

The Phillips Code is a telegraphic shorthand devised in 1879 by Walter P. Phillips, an expert press telegrapher and later head of United Press.

The code has been revised several times. Most of these examples are from the 1923 edition, edited by E.E. Bruckner and published by *Telegraph & Telephone Age*, 253 Broadway, New York City.

A

AB	ABOUT
ACG	ACCORDING
ADS	ADDRESS
AFN	AFTERNOON
AJM	ADJUSTMENT
ANR	ANOTHER
APC	APPRECIATE
AVB	AVAILABLE
AYB	ANYBODY
AYG	ANYTHING
AY	ANY

B

B	BE
BF	BEFORE
BFL	BEAUTIFUL
BFT	BREAKFAST
BH	BOTH
BKN	BROKEN
BLDG	BUILDING

DFC	DIFFERENCE
DFI	DIFFERENT
DNR	DINNER
DQD	DISCOVERED
DT	DON'T

E

EA	EACH
EH	EITHER
EJO	ENJOY
ENH	ENOUGH
ESPY	ESPECIALLY
EV	EVER
EXA	EXTRA
EXK	EXPECT
EXQ	EXCUSE
EYB	EVERYBODY
EYG	EVERYTHING

F

F	OF THE

HP	HOPE
HPN	HAPPEN
HR	HERE
HVR	HOWEVER
HVU	HAVE YOU

I

IFN	INFORMATION
IH	IT HAS
IKD	INDICATED
IKN	INDICATION
IM	IMMEDIATELY
IMA	IMAGINE
IMMY	IMMENSELY
IMT	IMMEDIATE
INXD	INSTRUCTED
INXN	INSTRUCTION
IP	IMPROVE
IPT	IMPORTANT
IQ	INQUIRE
IQG	INQUIRING

KMP	COMPARE
KMPD	COMPARED
KNV	CONVERSATION
KP	KEEP
KT	CONTAIN
KTD	CONTAINED
KU	CONTINUE
KUD	CONTINUED

L

LAF	LAUGH
LBR	LUMBER
LG	LONG
LK	LIKE
LRJ	LARGE
LTR	LETTER
LUK	LOOK
LV	LEAVE

M

M	MORE

Modern Telegraph

Business & Development Acronyms

(somewhere in between the telegraphs)

Marketing & Strategy Acronyms

- SEM: Search Engine Marketing
- SEO: Search Engine Optimization
- SERP: Search Engine Results Page
- PPC: Pay-per-click
- GTM: Google Tag Manager
- GA: Google Analytics
- CTA: Call to Action
- UX: User Experience
- KPI: Key Performance Indicator

Business Acronyms

- B2B: Business to Business
- B2C: Business to Consumer
- RFP: Request for Proposal
- FY: Fiscal Year
- ROI: Return on Investment
- CRM: Customer Relationship Management
- CMS: Content Management System

Project Management Acronyms

- PM: Project Manager
- CSM: Certified Scrum Master
- CSPO: Certified Scrum Product Owner
- SOW: Statement of Work
- SMART: Specific, Measurable, Attainable, Realistic, Time-bound
- MVP: Minimum Viable Product
- WIP: Work in Progress

SMRT Goals?

I am so smart

Development Acronyms

- HTML/CSS: Hypertext Markup Language & Cascading Style Sheets
- JS: JavaScript
- GIF: Graphics Interchange Format
- TFA/2FA: Two-Factor Authentication
- API: Application Programming Interface
- LAMP: Linux, Apache, MySQL, and PHP
- QA: Quality Assurance
- UAT: User Acceptance Testing
- WYSIWYG: What You See Is What You Get
- Grunt / Gulp: Weird stuff we think the front-end devs made up

Misused/Overused Acronyms

Misused Acronyms

- KPI
- Sass vs. SaaS
- SEM vs. SEO
- UX vs. UI

Overused Acronyms

- ASAP
- EOD
- COB
- MVP
- ROI

Acronyms with Multiple Meanings

Wait, what do you mean?

- SOW
  - Statement of Work
  - Scope of Work
- CSM
  - Certified Scrum Master
  - Client/Customer Success Manager
- SA
  - System Admin
  - Security Alert
- MVP
  - Minimum Viable Product
  - Most Valuable Player

Words Confused as Acronyms

Is it an acronym?

- Scrum
- Jira
- DevOps
- Git

Best Practices

Acronyms in Conversation

- Pay attention to context
- Be aware of your audience
- Confirm before sending
- Acronyms as words

Acronym Library

- Agile Glossary:
  - https://www.agilealliance.org/agile101/agile-glossary/
  - https://www.collab.net/services/training/agile-glossary
  - http://www.innolution.com/resources/glossary
- Marketing / Strategy Glossary:
  - http://www.addmustard.com/blog/20-common-marketing-acronyms/
  - https://blog.hubspot.com/marketing/marketing-acronym-glossary
  - https://econsultancy.com/blog/62179-100-frequently-used-digital-marketing-acronyms
- Business Terms
  - https://en.wikipedia.org/wiki/List_of_business_and_finance_abbreviations

Questions?

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