

# #tcchat20

## #tcchat20 2/15/12 S1 . global terminology

#tcchat20 Twitter chat for tech comm.  
Topic: terminology considerations for  
localization. Also, integrating  
localization into company planning

## Trending Words

@tc\_chat, &, @kemulholland, it's, :),  
rt, english, #techcomm,  
@robocolumn, think, good, chat,  
company, customer, that's

## Event Participants





Funny how things work. I just happened to come across that article just now. #tcchat20

15-Feb-12 21:32 | TC\_Chat



As part of social strategy, I think companies have to include localization reqs in their crisis plans, at the very least. #tcchat20

15-Feb-12 21:31 | TC\_Chat



An ex of what I was trying 2 say in #tcchat20 2day <http://t.co/WjOPURvG> Retreat frm SocMed Backfires on Carnival Afrt Italy Ship Disaster

15-Feb-12 21:26 | TC\_Chat



RT @CharJTF: RT @klaritidotcom: 13 Common Problems When Writing American English <http://t.co/3Vs9CTtx> h/t @paulaberger #techcomm #tcchat20

15-Feb-12 21:18 | jaredmorgs



@conniewinch Glad you think so, Connie. :) There are usually good links posted. #tcchat20

15-Feb-12 20:49 | TC\_Chat



@sarahmaddox Great! Ok to go with that for next week, then? Or I'd be glad to have one tonight/2moro. :) #tcchat20

15-Feb-12 20:48 | TC\_Chat



RT @TC\_Chat ...you'll be able to go back to a chat day & find the links posted during a chat. #tcchat20 | Finally, a good use for 1 of those

15-Feb-12 20:44 | ConnieWinch



@TC\_Chat Sounds great! #tcchat20

15-Feb-12 20:44 | sarahmaddox



@sarahmaddox Also, may not always have informal #tcchat20 each week. Trying to get sched so ppl can put on their calendars

15-Feb-12 20:43 | TC\_Chat



@sarahmaddox Could do that. Go with the main formal bi-weekly chats. I'll spend more time announcing those & prepping ques #tcchat20

15-Feb-12 20:42 | TC\_Chat



@TC\_Chat Maybe hold S2 every 2nd week, since there are fewer people? #tcchat20

15-Feb-12 20:40 | sarahmaddox



The idea behind the paper is that you'll be able to go back to a chat day & find the links posted during a chat. #tcchat20

15-Feb-12 20:37 | TC\_Chat



The idea behind the paper is that you'll be able to go back to a chat day & find the links posted during a chat. #tcchat20

15-Feb-12 20:37 | 2moroDocs



New tag, new Daily paper. <http://t.co/6RXrDYWA> #tcchat20

15-Feb-12 20:35 | TC\_Chat



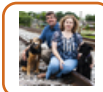
New tag, new Daily paper. <http://t.co/MEVIK163> #tcchat20

15-Feb-12 20:35 | 2moroDocs



@TC\_Chat Hallo Julie! Is there a #tcchat20 S2 today?

15-Feb-12 19:46 | sarahmaddox



RT @CharJTF: RT @klaritidotcom: 13 Common Problems When Writing American English <http://t.co/3Vs9CTtx> h/t @paulaberger #techcomm #tcchat20

15-Feb-12 18:42 | equusnyder



Ok, I'm really going this time. See you later! Have a great day. :) #tcchat20

15-Feb-12 18:37 | TC\_Chat



... as a result of today's discussion, I can just see that it's possibly a way to find out what customers want #tcchat20

15-Feb-12 18:35 | TC\_Chat



BTW, I wasn't looking at today's chat from that proactive/reactive viewpoint when I set it up. ... #tcchat20

15-Feb-12 18:34 | TC\_Chat



I want to try a virtual unconference at one of these chats. I think it's possible. Would be fun. #tcchat20

15-Feb-12 18:34 | TC\_Chat



Set up the framework. Then let the participants determine the content. What do people want to discuss? #tcchat20 Can u do that at ur co?

15-Feb-12 18:32 | TC\_Chat



Today's #tcchat20 was informal. A flowing discussion. Convo changed from where we started. An example of both proactive & reactive combined

15-Feb-12 18:31 | TC\_Chat



Next week's #tcchat20 is a formal bi-weekly chat. Will have more planned convo discussion points, set ques, announcements, and the like.

15-Feb-12 18:29 | TC\_Chat



Next week's #tcchat20: localization/translation process. How-to. Where do you find translators? What is the cost? That sort of info.

15-Feb-12 18:27 | TC\_Chat



@kemulholland Thx, Karen. I've missed them too. It's so nice to talk to people all around the planet :) #tcchat20

15-Feb-12 18:22 | TC\_Chat



Sheesh. Another typo! I better stop typing for now :) #tcchat20

15-Feb-12 18:21 | TC\_Chat



Also, thanks for using the new tag. :) Appreciate it! I'll be transitioning refs in diffs places. #tcchat20

15-Feb-12 18:20 | TC\_Chat



So glad to see #tcchat20 today - I've missed the #techcomm chats!

15-Feb-12 18:20 | kemulholland



I will post transcripts later. Great informal convo today. Thx! #tcchat20

15-Feb-12 18:19 | TC\_Chat



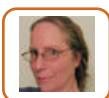
@TC\_Chat It's a know-your-audience problem: what forms of message will get through? Customer surveys? Tech support requests? #tcchat20

15-Feb-12 18:13 | kemulholland



@TC\_Chat It's not just marketing, and not all marketing is created equal. If they're the engagement silo, big problem! #tcchat20

15-Feb-12 18:13 | GlobalScript



@GlobalScript Exactly right. #tcchat20

15-Feb-12 18:12 | kemulholland



All this just another uphill battle for techcomm in companies. Trying to convince everyone abt what we c so clearly #tcchat20

15-Feb-12 18:12 | TC\_Chat



@TC\_Chat @kemulholland It's the localization principle at play. There's no one size fits all answer. #tcchat20

15-Feb-12 18:11 | GlobalScript



I'd suggest talking to Marketing about engagement. Everything's changed. How do they handle proactive/reactive #tcchat20

15-Feb-12 18:10 | TC\_Chat



@kemulholland @TC\_Chat Ideal is always @proactive, of course. But what that looks like varies for many reasons. #tcchat20

15-Feb-12 18:10 | GlobalScript



@kemulholland Yes, I'm thinking of large firms. Disconnect btwn global customer relationships & dev process + US team can dominate #tcchat20

15-Feb-12 18:10 | Kristil



@globalscript But will you b proactive or reactive? Makes a big diff in social. Ties into @kemulholland point abt failed companies #tcchat20

15-Feb-12 18:08 | TC\_Chat



@kemulholland @TC\_Chat Customer engagement needs to be what it needs to be. Varies based on intended/needed UX. #tcchat20

15-Feb-12 18:07 | GlobalScript



If you don't actively ask them, you could miss a lot, or go down a wrong path. Don't assume anything #tcchat20 (my take on that)

15-Feb-12 18:06 | TC\_Chat



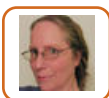
What really struck me was this simple fact. ASK the customer what they want. Go to them. Social an excellent way to do that #tcchat20

15-Feb-12 18:06 | TC\_Chat



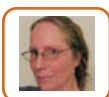
You know, I sat in on an excellent preso last year from a big company (I forget which one). Talked about using social ... #tcchat20

15-Feb-12 18:05 | TC\_Chat



@TC\_Chat Yes, I think you absolutely have to give your customers a say in it. #tcchat20

15-Feb-12 18:05 | kemulholland



@Kristil I haven't much insight into that - no experience with very large organizations. In small ones, it's natural & crucial. #tcchat20

15-Feb-12 18:04 | kemulholland



@GlobalScript I think you need all three - metrics, open communication, customer advocacy. Remove any one of them, and you fail. #tcchat20

15-Feb-12 18:02 | kemulholland



@kemulholland Nope, can't scale caring. :) I mean scaling the system of incorporating customer preferences. #tcchat20

15-Feb-12 18:01 | Kristil



@globalscript I can that social can help in that regard. Tweets, postings in FB - all of that. That's customer visibly speaking #tcchat20

15-Feb-12 18:01 | TC\_Chat



There ideally needs to be a culture of customer advocacy. Without it, metrics are indeed critical, as is comms path to C-level. #tcchat20

15-Feb-12 17:59 | GlobalScript



Oh - and let's not forget Business Intelligence. That's about collecting/organizing data needed for analysis. Get it in2 data defs #tcchat20

15-Feb-12 17:59 | TC\_Chat



Work from within to bubble up to top (???). Work with individuals in depts: what's in it for them? #tcchat20

15-Feb-12 17:57 | TC\_Chat



Work from the top to get to get into long-term plans. Prove ROI. Stats needed??? #tcchat20

15-Feb-12 17:56 | TC\_Chat



Both forms of translation can be done effectively, but each requires specific approaches for success. No 1:1 model for them. #tcchat20

15-Feb-12 17:56 | GlobalScript



Corp Comm: PR, company branding. Sales: obvious, IMO. Marketing: social media. Support: what customers need/want #tcchat20

15-Feb-12 17:56 | TC\_Chat



It's not so much lack of localization but poor approach to it as well. Enter human vs machine translation... @kemulholland #tcchat20

15-Feb-12 17:55 | GlobalScript



A quick recap of depts I see as possible points of contact (if I'm interpreting correctly) #tcchat20

15-Feb-12 17:55 | TC\_Chat



@TC\_Chat For healthy customer-aware companies, many new sales stem from recommendations. Localization only helps this! #tcchat20

15-Feb-12 17:54 | GlobalScript



Those would be great stats @kemulholland ! #tcchat20

15-Feb-12 17:53 | TC\_Chat



@kemulholland I've seen this, but I wonder if it's overwhelm: no \*system\* in place for scaling care about customer preferences. #tcchat20

15-Feb-12 17:53 | Kristil



Research I'd love to see: Of companies that fail in global markets, what % did not localize their products & documentation? #tcchat20

15-Feb-12 17:52 | kemulholland



Tapping into sales to support localization is like tapping into a major artery. They can show ROI via sales metrics. #tcchat20

15-Feb-12 17:48 | GlobalScript



@globalscript Right. And don't forget the argument that they generate income & tech comm just spends it #tcchat20

15-Feb-12 17:48 | TC\_Chat



Sales is a very powerful ally. After all, they're tied directly to the company's bottom line. @TC\_Chat #tcchat20

15-Feb-12 17:46 | GlobalScript



@kemulholland So true. and you can run into turf battles #tcchat20

15-Feb-12 17:46 | TC\_Chat



@cofrenchy Yep. Noticed that, too. Thx to @kemulholland for noting that distinction #tcchat20

15-Feb-12 17:45 | TC\_Chat



It comes back to contact level and advocacy. Low-level contact or low advocacy = stagnation. @TC\_Chat @angelostzelepis #tcchat20

15-Feb-12 17:43 | GlobalScript



@TC\_Chat Nothing changes without a business case. "It's the right thing to do" is not usually a business case. #tcchat20

15-Feb-12 17:43 | kemulholland



Includes providing info for salespeople with the info they need to make a sale. Another avenue to pursue, perhaps #tcchat20

15-Feb-12 17:42 | TC\_Chat



@TC\_Chat That's the thing. You can't make a difference without powerful allies. Find people who might be persuaded to care. #tcchat20

15-Feb-12 17:42 | kemulholland



You know, here's something to think about. I'm learning about Sales Enablement (a term; look it up) for some work... #tcchat20

15-Feb-12 17:42 | TC\_Chat



Departments may "get it", but needs to be a core corporate understanding to truly succeed. Brand is at stake! #tcchat20

15-Feb-12 17:41 | GlobalScript



@kemulholland Good point. Time to pull in Support teams. #tcchat20

15-Feb-12 17:41 | TC\_Chat



@kemulholland @TC\_Chat "Just get it done..." THEN they ask why it's expensive. #tcchat20

15-Feb-12 17:40 | AngelosTzelepis



Noting the 'failed' RT @kemulholland: I've worked at failed co's that only provided docs in English while selling eqpt worldwide #tcchat20

15-Feb-12 17:40 | cofrenchy



@angelostzelepis Do you see that changing at all now? Hasn't the overall landscape changed more? #tcchat20 I hope so. 2 years! Yikes.

15-Feb-12 17:40 | TC\_Chat



Very true that companies are too hurried to plan ahead... Which is why they need to plan ahead in order to save money! #tcchat20

15-Feb-12 17:37 | GlobalScript



... and what metrics? What are they looking for? #tcchat20

15-Feb-12 17:37 | TC\_Chat



@techcommdood To whom are said metrics provided? What departments in a company? #tcchat20

15-Feb-12 17:36 | TC\_Chat



@techcommdood Encourage your customers to ask for localized docs. You're there for THEM. They're your allies, & money talks. #tcchat20

15-Feb-12 17:36 | kemulholland



Oops, realized I was double-posting... Now switching over to @GlobalScript #tcchat20

15-Feb-12 17:36 | techcommdood



@robocolumn @TC\_Chat Everyone is in too much of a hurry to stop and do things right. They'd rather pay more than think. #tcchat20

15-Feb-12 17:36 | AngelosTzelepis



...also worked at (successful) companies that localize their product help to their major markets, so had US & UK English versions. #tcchat20

15-Feb-12 17:35 | kemulholland



You need to tie the justification for localization to the bottom line. Whatever metrics support the bottom line will work. #tcchat20

15-Feb-12 17:35 | techcommdood



You need to tie the justification for localization to the bottom line. Whatever metrics support the bottom line will work. #tcchat20

15-Feb-12 17:35 | GlobalScript



I forgot all about working with Business Intelligence and database designers (I know that's not correct term) #tcchat20

15-Feb-12 17:34 | TC\_Chat



@techcommdood That's an excellent point Bill and one that often gets lost in the big "localisation" debate. #tcchat20

15-Feb-12 17:34 | robocolumn



I've worked at (failed) companies that only provided docs in English while selling equipment worldwide... #tcchat20

15-Feb-12 17:33 | kemulholland



@robocolumn Yes, English is present all over, but location matters (culture). Thus localization/localisation is critical. #tcchat20

15-Feb-12 17:32 | techcommdood



@robocolumn Yes, English is present all over, but location matters (culture). Thus localization/localisation is critical. #tcchat20

15-Feb-12 17:32 | GlobalScript



What works? What argument did you use to explain the need & justify it? I'm sure stats are needed #tcchat20 ROI, metrics - all that

15-Feb-12 17:32 | TC\_Chat



@TC\_Chat Think it depends. Cost is a huge factor and sometimes good docs becomes second fiddle to a sale. #tcchat20

15-Feb-12 17:27 | robocolumn



There are those who do "get it", though. They are generally the ones succeeding in their area of business. #tcchat20

15-Feb-12 17:27 | techcommdood



and toss social into the mix, and a major PR disaster could ensue. That would get their attention. :) #tcchat20

15-Feb-12 17:27 | TC\_Chat



We should all start collecting examples of what \*could\* go wrong if they don't pay attention to it. #tcchat20

15-Feb-12 17:26 | TC\_Chat



If a company is serious about going global, they might be more interested (I'm hoping) #tcchat20

15-Feb-12 17:25 | TC\_Chat



The importance of clear, consistent communication (aka content, aka BACON) is not universally understood. Yet. #tcchat20

15-Feb-12 17:25 | techcommdood



Re getting buy-in and vision from the top. Would be good to get in on convos about 5-year plans & such, & get translation in there #tcchat20

15-Feb-12 17:24 | TC\_Chat



@kemulholland ... makes a big difference #tcchat20

15-Feb-12 17:23 | TC\_Chat



.@TC\_Chat As @AngelosTzelepis mentioned, we do try but it's hard to convince many companies that this is important. #tcchat20

15-Feb-12 17:23 | techcommdood



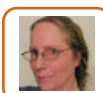
@robocolumn ...only then did I realize how much variation there is in English. :) Thinking of many embarrassing conversations! #tcchat20

15-Feb-12 17:22 | kemulholland



@AngelosTzelepis @TC\_Chat This needs a vision from the top to get it started. Well worth persuing though. #tcchat20

15-Feb-12 17:21 | robocolumn



@robocolumn Guessing that's a high number. I wasn't aware at all of the need until I worked for a lady from Oz. :) #tcchat20

15-Feb-12 17:21 | kemulholland



I think that Corp Comm can have a lot of influence in a company #tcchat20

15-Feb-12 17:21 | TC\_Chat



@TC\_Chat Could be right. I also have a feeling that as most English is US English that it is more of a UK thing. #tcchat20

15-Feb-12 17:20 | robocolumn



@angelostzelepis I bet. But Corp Comm might be a good place to start. That's more about PR, company brand, etc. #tcchat20

15-Feb-12 17:20 | TC\_Chat



@robocolumn There is? What plugin might that be? Forgot all about WP. #tcchat20

15-Feb-12 17:15 | TC\_Chat



@globalscript HI there. Thanks for joining in. #tcchat20

15-Feb-12 17:14 | TC\_Chat



@PattyBlount @kemulholland Re abbreviations, synonyms, & such. One more reason to work w/dev up front. #tcchat20

15-Feb-12 17:14 | TC\_Chat



Interestingly there is a Wordpress plugin that uses synonyms that allows users searching using US /UK English to get results. #tcchat20

15-Feb-12 17:14 | robocolumn



RT @CharJTF: RT @klaritidotcom: 13 Common Problems When Writing American English <http://t.co/3Vs9CTtx> h/t @paulaberger #techcomm #tcchat20

15-Feb-12 17:13 | techcommdood



RT @CharJTF: RT @klaritidotcom: 13 Common Problems When Writing American English <http://t.co/3Vs9CTtx> h/t @paulaberger #techcomm #tcchat20

15-Feb-12 17:13 | GlobalScript



I'll probably make some tag errors. This transition will take a little while, I'm sure. #tcchat20

15-Feb-12 17:11 | TC\_Chat



@techcommdood \*waves\* HI! #tcchat20 Yes.

15-Feb-12 17:10 | PattyBlount



RT @pattyblount: Be consistent. When a new term is introduced, avoid synonyms, abbreviations, short-hand. #tcchat20

15-Feb-12 17:10 | TC\_Chat



Oops! wrong tag. RT @tc\_chat: BTW - pls assume any wording I use has the correct accents that are language-specific #tcchat20

15-Feb-12 17:10 | TC\_Chat



@techcommdood Yes there is. Howdy! #tcchat20

15-Feb-12 17:10 | kemulholland



@charjtf @klaritidotcom @paulaberger Bookmarking this site :) #tcchat20

15-Feb-12 17:10 | PattyBlount



@charjtf Thx for that ref. Looks like another good one #tcchat20

15-Feb-12 17:10 | TC\_Chat



Is there a #tcchat20 going on right now?

15-Feb-12 17:10 | techcommdood



ALWAYS a good practice! RT @PattyBlount: Be consistent. When a new term is introduced, avoid synonyms, abbreviations, short-hand. #tcchat20

15-Feb-12 17:10 | kemulholland



... I asked some about abbreviations #tcchat20

15-Feb-12 17:05 | TC\_Chat



One I'd like to add: abbreviations in tweets, text messages. When @hletutour translated chat tweets into French, ... #tcchat20

15-Feb-12 17:04 | TC\_Chat



@TC\_Chat trans/loc - beware of variations that we don't think of as jargon/colloquialisms, such as pants vs trousers :) #tcchat20

15-Feb-12 17:04 | kemulholland



people mentioned a number of refs to use for all of this. Check the transcripts. #tcchat20

15-Feb-12 17:04 | TC\_Chat



Hi, #tcchat20 !

15-Feb-12 17:04 | PattyBlount



graphics, icons: even using those in lieu of words can be tricky #tcchat20

15-Feb-12 17:03 | TC\_Chat



suggesting to dev: use translation-friendly terms #tcchat20

15-Feb-12 17:03 | TC\_Chat



simplified English, tech terms should be written out, use common terms #tcchat20

15-Feb-12 17:03 | TC\_Chat



consistency is impt, consistent terminology #tcchat20

15-Feb-12 17:03 | TC\_Chat



@TC\_Chat I'm here :-). And keep words and sentences short. #tcchat20

15-Feb-12 17:02 | CharJTF



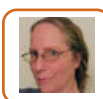
symbols, communication metaphors, colloquial slang, tech jargon maybe OK if well-defined #tcchat20

15-Feb-12 17:02 | TC\_Chat



@tc\_chat Hi from NY! #tcchat20

15-Feb-12 17:02 | PattyBlount



@TC\_Chat I'm here! Hooray for #techcomm #tcchat20!

15-Feb-12 17:02 | kemulholland



Avoid: jargon, cultural refs, word choice, vocabulary #tcchat20

15-Feb-12 17:02 | TC\_Chat



Will list some thoughts from last week's #tcchat20. If noone interested in a convo today, you'll have a quick ref :) Here goes...

15-Feb-12 17:02 | TC\_Chat



RT @tc\_chat: Remember: the tech comm #tcchat tag is now #tcchat20. There's an informal chat in just over a half hour.

15-Feb-12 16:27 | mlottner



RT @tc\_chat: It's Weds! Having informal chat at 9am PT (45 mins from now) 4 anyone interested. I'll be around at 9/watch 4 tweets #tcchat20

15-Feb-12 16:25 | 2moroDocs



That's 5pm GMT @TC\_Chat: It's Weds! Informal chat at 9am PT (37 mins from now) for anyone interested. #techcomm #tcchat20

15-Feb-12 16:24 | robocolumn



Remember: the tech comm #tcchat tag is now #tcchat20. There's an informal chat in just over a half hour. Check my other tweets just now.

15-Feb-12 16:23 | TC\_Chat



Anyhoo, drop by if you'd like. Would be great. :) #techcomm #tcchat20 & remember the tag changed...

15-Feb-12 16:22 | TC\_Chat



This will be more of a free-flowing convo, as I'm leaving major prep for the bi-weekly main chats #tcchat20 #techcomm

15-Feb-12 16:21 | TC\_Chat



.... Topic: terminology/wording for global/translation/localization. Could have easily spent an entire hour last week #techcomm #tcchat20

15-Feb-12 16:20 | TC\_Chat



It's Weds! Having an informal chat at 9am PT (45 mins from now) for anyone interested. I'll be around at 9 ... #techcomm #tcchat20

15-Feb-12 16:19 | TC\_Chat



It's Weds! Having an informal chat at 9am PT (45 mins from now) for anyone interested. I'll be around at 9 & will watch 4 tweets.. #tcchat20

15-Feb-12 16:18 | TC\_Chat



@afox98 Thanks for the RT. :) #tcchat20

15-Feb-12 00:08 | TC\_Chat