

# Technological terms

## digital or virtual

The word **virtual** is often used to refer to virtual reality (VR) technology. Use **digital** to refer to online content that does not use VR technology.

*Browse the digital content available on the AAD website.*

*Explore our virtual campus with 360 videos.*

## livestream

Use to describe watching the feed of a live, in-person event. This should be one word in all uses: livestreamed; livestreaming; livestreams.

*The livestream was on CornellCast.*

*I livestreamed the lecture from my desk.*

## online event, or online panel

Use these terms to describe **live** events taking place over the internet, **with no in-person attendance**. Online panels typically feature a small group discussion about one particular subject. Online events encompass a variety of online happenings which don't fall into other categories, or fall into more than one category.

*AAD hosts many online events, featuring a number of webinars, online meetings, panel discussions, and more.*

## webinar

Use webinar for academic seminars conducted over the internet, rather than using this term for any kind of online panel.

*The Cornell Small Farms Program has hosted many webinars over the years on everything from financing a farm to advanced vegetable production.*

## email

This should be lowercased (unless at the beginning of a sentence) and closed (i.e., no hyphen).

## internet, web, website, web pages

Lowercase all of these words. Keep "web page/s" as separate words, but treat "website/s" as one compound word.

## URLs

Keep the URL lowercased, and, whenever possible, drop the non-essential front element of URLs.

~~<http://www.alumni.cornell.edu>~~

[alumni.cornell.edu](http://www.alumni.cornell.edu)

Online, it's best to hyperlink key words and phrases, often in combination with an action. Avoid having to say "click here."

~~The AAD homepage offers many resources. [Click here](#) to visit.~~

Discover many resources on the [AAD homepage](#).

If it's important to bring awareness to a URL, you can use a "naked" link (a link where the URL is spelled out).

*More alumni, parents, and friends need to know about the many resources on [alumni.cornell.edu](http://www.alumni.cornell.edu).*

