

Examples of Technical Terms/Jargon to Avoid for Lay Audiences

USE INSTEAD	DON'T USE
analytics, organizational analytics	BI/business intelligence
program or computer	client (to refer to program or computer that requests information from a server)
business continuity	disaster recovery
remote learning	distance learning
putting social media content on a web page	embedding
link	hyperlink
your department's IT administrator	LAN admin
on site, local	on premise
change	pivot
remove/replace	sunset
user interface, user experience	UI, UX
internet-based phone system	VoIP