

## follow

Since the launch of Twitter in 2006, the verb 'follow' has acquired extended meaning. Previously, 'following' the career, a cause or an organisation was an activity that suggested a certain distance and even anonymity of the follower. Now, a fan or consumer can follow, comment, criticise, influence, support the object of their interests and even be followed in return. {March 2012}

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**follow** {see also branding, conversation}

