u: you

ur: your

r: are

idk: i don't know

btw: by the way

omg: oh my god

lol: laugh out loud

brb:be right back

gtg: got to go

smh: shaking my head

tbh: to be honest

wth: what the heck

rofl: rolling on the floor laughing

stfu: shut the fuck up

icymi: in case you missed it

tl;dr: too long, didn’t read

tmi: too much information

afaik: as far as i know

lmk: let me know

nvm: nevermind

ftw: for the win

byob: bring your own beer

bogo: buy one get one

jk: just kidding

jw: just wondering

tgif: thank goodness it’s friday

tbh: to be honest

tbf: to be frank

rn: right now

fubar: fucking up beyond all recognition

brb: be right back

iso: in search of

brt: be right there

btw: by the way

ftfy: fixed that for you

gg: good game

bfd: big freaking deal

irl: in real life

dae: does anyone else?

lol: laugh out loud

smh: shaking my head

ngl: not gonna lie

bts: behind the scenes

ikr: i know right

ttyl: talk to you later

hmu: hit me up

fwiw: for what it’s worth

imo: in my opinion

wyd: what are you doing?

imho: in my humble opinion

idk: i don’t know

idc: i don’t care

idgaf: i don’t give a fuck

nbd: no big deal

tba: to be announced

tbd: to be decided

afk: away from keyboard

abt: about

iykyk: if you know you know

b4: before

bc: because

jic: just in case

fomo: fear of missing out

snafu: situation normal, all fucking up

gtg/g2g: got to go

h8: hate

lmao: laughing my ass off

iykwim: if you know what i mean

myob: mind your own business

pov: point of view

tlc: tender loving care

hbd: happy birthday

w/e: whatever

wtf: what the fuck

wysiwyg: what you see is what you get

fwif: for what it’s worth

tw: trigger warning

eod: end of day

faq: frequently asked question

aka: also known as

asap: as soon as possible

diy: do it yourself

lmgtfy: let me google that for you

np: no problem

n/a: not applicable

ooo: out of office

tia: thanks in advance

cob: close of business

fyi: for your information

nsfw: not safe for work

wfh: work from home

omw: on my way

wdyt: what do you think?

wygam: when you get a minute

smp: social media platform

dm: direct message

fb: facebook

ig: instagram

li: linkedin

yt: youtube

sc: snapchat

br: bereal

x: previously named twitter

wa: whatsapp

tt: tiktok

ff: follow friday

im: instant message

pm: private message

op: original post

qotd: quote of the day

ootd: outfit of the day

rt: retweet

tbt: throwback thursday

til: today i learned

ama: ask me anything

eli5: explain like i’m 5

fbf: flashback friday

mfw: my feeling when

hmu: hit me up

grwm: get ready with me

ily: i love you

mcm: man crush monday

wcw: woman crush wednesday

bf: boyfriend

gf: girlfriend

bae: before anyone else

lysm: love you so much

pda: public display of affection

ltr: longterm relationship

dtr: define the relationship

ldr: long-distance relationship

xoxo: hugs and kisses

otp: one true pairing

loml: love of my life

cta: call to action

ugc: user-generated content

ux: user experience

sms: [short message service](https://www.slicktext.com/blog/2018/10/difference-between-sms-and-mms/)

mms: [multimedia messaging service](https://www.slicktext.com/mms-marketing.php)

rcs: [rich communication services](https://www.slicktext.com/blog/2018/10/what-is-rcs-messaging-how-does-it-work/)

roi: return on investment

ctr: click-through rate

cpc: cost per click

cr: conversion rate

smb: small/medium business

tos: terms of service

scn: [short code number](https://www.slicktext.com/sms-short-code-service.php)

5g: 5th generation, meaning the newest generation of mobile communications

tcpa: telephone consumer protection act

[text broadcast](https://www.slicktext.com/text-broadcast-service.php): a single message sent to a large group of people

[text to join](https://www.slicktext.com/text-marketing-features/text-to-join.php): a method people can use to opt into your text list

[text to win](https://www.slicktext.com/text-marketing-features/text-to-win-contests.php): a contest you run through text message

[text to landline](https://www.slicktext.com/text-to-landline.php): when you send or receive text messages on a landline phone