what the hashtag?!

#measurepr
wthashtag.com/measurepr

Transcript from March 16, 2010 to March 16, 2010

All times are Pacific Time

March 16, 2010

1:04 am	**shonali:**	@MichaelWillett Hope you're going to join us at #measurePR tomorrow?
1:35 am	**shonali:**	@P_C_M Impressions are useless unless they're in context and tied to outcomes. You should join #measurePR sometime. #tweenPR
2:01 am	**shonali:**	Nice to see you tonight. If you're interested in measurement, we're doing #measurePR tom'w 12-1 pm ET (remember Daylight Savings). #tweenPR
2:01 am	**NicolePRexec:**	@shonali will be joining us for this convo of course! She runs #measurePR, a bi-weekly chat on the PR measurement! :) #TweenPR
2:01 am	**NicolePRexec:**	RT @shonali: Nice to see you tonight. If you're interested in measurement, we're doing #measurePR tom'w 12-1 pm ET (remember Daylight Savings). #tweenPR
2:02 am	**balemar:**	I'll be there! RT @shonali: If you're interested in measurement, we're doing #measurePR tom'w 12-1 pm ET
2:02 am	**P_C_M:**	RT @shonali: Nice 2 c you tonight. If you're interested in measurement, we're doing #measurePR tom'w 12-1 pm ET (Daylight Savings). #tweenPR
2:03 am	**TweenPRChat:**	RT @shonali: Nice to see you tonight. If you're interested in measurement, we're doing #measurePR tom'w 12-1 pm ET (remember Daylight Savings). #tweenPR
2:04 am	**TweenPRChat:**	Got questions for next week's topic on Measurement & PR? E-mail us! tweenprchat@yahoo.com @shonali of #measurepr joins! #TweenPR
2:05 am	**BethHarte:**	PR FOLKS: #measurePR tomorrow at 12-1 pm ET with @Shonali
2:10 am	**julielandry:**	RT @BethHarte: PR FOLKS: #measurePR tomorrow at 12-1 pm ET with @Shonali
2:35 am	**Britopian:**	RT @BethHarte: PR FOLKS: #measurePR tomorrow at 12-1 pm ET with @Shonali
2:52 am	**TTaxChels:**	RT @BethHarte: PR FOLKS: #measurePR tomorrow at 12-1 pm ET with @Shonali /via @Britopian - she rocks. Do it!
3:31 am	**bhaven:**	@shonali Have a good convo. on #measurePR tomorrow 12-1 ET. I realized that Twitter is blocked from where I work Tuesday morning Pacific.
3:40 am	**shonali:**	@balemar @P_C_M @marissamed @SuzieLin @NicolePRexec Thanks! Hope to see you #tweenPR folk at #measurePR tomorrow, 12-1 pm EDT. :)
3:41 am	**shonali:**	@julielandry @Britopian @TTaxChels Thanks & hope to see you at #measurePR tomorrow 12-1 pm EDT. @bhaven that's a bummer. :(
3:42 am	**SuzieLin:**	@shonali I'll be there and I'm looking forward to #measurePR chat tomorrow
12:50 pm	**alanchumley:**	Looking forward to #measurePR today at 12-1 pm EDT.
1:43 pm	**balemar:**	@shonali Looking forward to it! #measurePR
1:55 pm	**shonali:**	Good morning! Bit of a late start (on Twitter, not to the day). How're you doing? Ready for #measurePR at 12 pm EDT today?
1:56 pm	**shonali:**	@balemar @SuzieLin Looking forward to seeing you at #measurePR!
2:00 pm	**khirek:**	@shonali hello to you! I hope to be there for a bit #measurePR 12-1 today
2:16 pm	**KateErdy:**	Following #measurePR today at 12 pm EDT, thanks for the idea @reillybri!
2:27 pm	**ErinOrr:**	WOOT! So there....RT @KateErdy: Following #measurePR today at 12 pm EDT, thanks for the idea @reillybri!
3:36 pm	**akenn:**	@ErinHanley #measurePR starts in just a bit...12 pm EDT today!

3:45 pm	**SuzieLin:**	Excited to join today's chat! #measurepr
3:46 pm	**NicolePRexec:**	Sad to miss it! Internal mtg at noon. RT @SuzieLin: Excited to join today's chat! #measurepr
3:51 pm	**ericabuteau:**	Don't forget #measurePR at 12 pm EDT today~
3:56 pm	**JNoncek:**	Looking forward to it! RT @shonali: Just over 10 minutes left until #measurePR begins, who's joining today?
4:01 pm	**shonali:**	It's time! Welcome (and welcome back) to #measurePR, your bi-weekly Twitterchat on all things PR (and SM) measurement related.
4:01 pm	**shonali:**	Before we start chatting, please take a moment to introduce yourselves. #measurePR
4:02 pm	**balemar:**	Hello, everyone. I'm so excited to be a part of my first #measurePR
4:03 pm	**theelusivefish:**	Hi @shonali and all the other folks stepping in for today's #measurePR.
4:03 pm	**shonali:**	Tweeps who join us from outside the US, note we (US) are on Daylight Savings Time now (+1 hr), do note for your chat calendar. :) #measurePR
4:03 pm	**CrissyLavery:**	Ditto! RT@balemar: Hello, everyone. I'm so excited to be a part of my first #measurePR
4:03 pm	**robinhlane:**	hi all! Excited for today's chat #measurepr
4:03 pm	**shonali:**	@balemar @theelusivefish Welcome! #measurePR
4:04 pm	**JNoncek:**	Hi all! Jen Noncek, Chicago PR gal. Excited to join #measurepr for the first time. #measurepr
4:04 pm	**shonali:**	I'm #soloPR pro w/14+ yrs, agency & inhouse exp. before I went solo. Measurement fiend, hence the creation of #measurePR
4:04 pm	**KateErdy:**	Hi everyone #measurePR , my first time joining today.
4:05 pm	**MadelineLaFave:**	Likewise! - First time with #measurePR
4:05 pm	**RebeccaDenison:**	Hey y'all! Young PR pro works with SM monitoring/measurement. Will try to participate as much as work allows! :) #measurepr
4:05 pm	**SuzieLin:**	I'm Suzie, PR professional with over 4yrs of agency exp. and Wine Consultant #measurepr
4:05 pm	**walkercomms:**	First time at #measurepr Looking forward to the discussion
4:06 pm	**alanchumley:**	#measurePR Intro: measurement consultant from Toronto. Hi all.
4:06 pm	**theelusivefish:**	Everything you'd need to know about me can be found at http://disclz.me/RobClark or at http://ca.linkedin.com/in/theelusivefish #measurePR
4:07 pm	**balemar:**	@SuzieLin @RebeccaDension Nice to meet you! #measurePR
4:07 pm	**ErinOrr:**	Maiden voyage of #measurepr for me! Is @reillybri on the payroll? He has been pumping this up!
4:07 pm	**SarahDawley:**	Going to be eavesdropping on the #measurePR convo this morning. Suggest you do the same, PR pros!
4:07 pm	**RebeccaDenison:**	@balemar Likewise! Happy to see more and more folks around these parts. #measurepr
4:08 pm	**balemar:**	Marketing coordinator with a combined 3 years of exp. with interests in ditigal marketing and social media #measurePR
4:08 pm	**DoctorJones:**	@alanchumley hi, alan. Nice to meet you. #measurePR
4:08 pm	**rajean:**	Jumping in on my first #measurepr chat with @shonali - 'Seasoned' PR pro who thinks much younger :) representing Denver COLORado
4:08 pm	**robinhlane:**	I'm here with @P_C_M! Combining resources;) #measurepr
4:09 pm	**shonali:**	If you're new to #measurePR, here's how/when it started: http://ow.ly/1mWs5
4:09 pm	**shonali:**	@aanzalone You bet, I've pulled transcripts for all the chats to date, will make sure to post at my blog. #measurePR

4:09 pm	Lex_D:	Checking in from Orlando! AE with 3 years exp, social media nut #measurepr
4:09 pm	shonali:	@Lex_D We'll feel your eyes on us. :) #measurePR
4:10 pm	balemar:	RT @shonali: If you're new to #measurePR, here's how/when it started: http://ow.ly/1mWs5
4:10 pm	rajean:	RT @shonali: If you're new to #measurePR, here's how/when it started: http://ow.ly/1mWs5
4:10 pm	rob_e_smith:	Hi I'm from Rob. U of L grad and volunteering with @GreenBizNetwork here in DC. #measurepr
4:11 pm	robinhlane:	RT @shonali: If you're new to #measurePR, here's how/when it started: http://ow.ly/1mWs5
4:11 pm	akenn:	RT @shonali: If youre new to #measurePR, heres how/when it started: http://ow.ly/1mWs5 #measurepr
4:11 pm	RebeccaDenison:	RT @shonali: If youre new to #measurePR, heres how/when it started: http://ow.ly/1mWs5
4:12 pm	SuzieLin:	RT @shonali: If you're new to #measurePR, here's how/when it started: http://ow.ly/1mWs5 #measurepr
4:12 pm	shonali:	@rajean Great to see you at #measurePR!
4:12 pm	ericabuteau:	RT @shonali: If you're new to #measurePR, here's how/when it started: http://ow.ly/1mWs5
4:13 pm	shonali:	Sorry, y'all, Tweetgrid's acting weird on me, so I'm switching back to Hootsuite. 2 secs & then Q1 will come at you. #measurePR
4:13 pm	PRVille:	Great #measurepr chat happening right now with @shonali and lots of smart PR folks. Come join us!
4:13 pm	CrissyLavery:	RT @shonali: If you're new to #measurePR, here's how/when it started: http://ow.ly/1mWs5
4:14 pm	ericabuteau:	@shonali I'm Erica, Research Director for PR Measurement company, KDPaine. #measurePR
4:14 pm	robinhlane:	@shonali having issues with hootsuite, had to switch to tweetdeck.. might be twitter #measurePR
4:14 pm	shonali:	@SuzieLin @RebeccaDenison @akenn @robinhlane @rob_e_smith @bonnieupright @rajean @DoctorJones Great to see you & so many others! #measurePR
4:14 pm	KateRobins:	RT @shonali: Sorry, y'all, Tweetgrid's acting weird on US, switching back to Hootsuite. 2 secs & then Q1 will come at you. #measurePR
4:15 pm	shonali:	I thought today we'd have a "community" chat. So, Q1: what is your most pressing problem (pick 1, I know it's tough) w.r.t. #measurePR?
4:16 pm	rajean:	A proper intro might be to share LinkedIn, here's where you'll find me: http://www.linkedin.com/in/rajean Happy to connect! #measurepr
4:16 pm	RebeccaDenison:	@shonali Most pressing? Probably trying to figure out how to tie SM to sale or other real value for clients. #measurepr
4:17 pm	balemar:	@shonali Q1: Biggest Problem - Figuring out WHAT to measure. #measurePR
4:17 pm	RebeccaDenison:	@ericabuteau Hey Erica! I used to intern with @kdpaine! :) Worked closely with Jeremy, nice to meet ya! #measurepr
4:17 pm	alanchumley:	#measurePR. #1 challenges. Education. ie. what measure can do. misocnceptions re: time and budget. calls for 'standards.'
4:18 pm	KateRobins:	ECHO RT @RebeccaDenison: @shonali Q1 Probably trying to figure out how to tie SM to sale or other real value for clients. #measurepr
4:19 pm	shonali:	@ericabuteau Hey, LOVELY to see you here at #measurePR!
4:19 pm	SuzieLin:	RT @alanchumley: #1 challenges. Education. ie. what measure can do. misocnceptions re: time and budget. calls for standards. #measurepr

4:19 pm	**bonnieupright:**	Most pressing measurement issue is demonstrating value in SM convos. Not the # of followers/fans. #measurepr
4:19 pm	**alanchumley:**	@KateRobins #measurePR ...try Tealium
4:19 pm	**rajean:**	@JNoncek @shonali @KateRobins :) Most pressing problem? Yrs since I've done PR measurement. Best tips/sources now? #measurepr
4:19 pm	**shonali:**	This is really important/good that you brought it up! RT @balemar: Q1: Biggest Problem - Figuring out WHAT to measure. #measurePR
4:20 pm	**ericabuteau:**	@shonali Thanks! Happy to join. Miss chatting with you! It's #measurePR so where else would I be? ;-)
4:20 pm	**robinhlane:**	@bonnieupright agreed!! #measurePR
4:20 pm	**KateErdy:**	Agreed. RT @bonnieupright: Most pressing measurement issue is demonstrating value in SM convos. Not the # of followers/fans. #measurepr
4:20 pm	**JNoncek:**	Q1 Identifying standard SM measurement tactics, how do we quantify engagement? #measurepr #measurepr
4:20 pm	**shonali:**	Another prob many face: RT @RebeccaDenison: Re: Q1: Trying to figure out how to tie SM to sale or other real value for clients. #measurepr
4:20 pm	**theelusivefish:**	Q1 have the data indicating value of SM convs. Now it's communicating it succinctly and clearly. Getting right visualization #measurePR
4:21 pm	**KateRobins:**	@alanchumley Thanks. Also see I'm mispelling #measurePR and tweeting into some black hole of #fasttypers #sloppyspellers
4:21 pm	**alanchumley:**	#measurePR challenge: getting away from data for data sake. SM provides tonnes of data...knowing what to include and what not to
4:21 pm	**pgladney:**	#measurePR, I think the most important thing to measure is ADVOCACY - this a concept that clients already understand.
4:21 pm	**ericabuteau:**	@rajean Huge shift to social media. Don't measure just for the sake of measuring. Make it meaningful! #measurePR
4:22 pm	**RebeccaDenison:**	@alanchumley That's a really good point/way to put it. What metrics are actually worthwhile and which are just noise? #measurepr
4:22 pm	**bonnieupright:**	Like this. RT @pgladney: #measurePR, the most important thing to measure is ADVOCACY - this a concept that clients already understand.
4:22 pm	**alanchumley:**	#measurePR: great social media measurement book coming: @jimsterne New ship date for "Social Media Metrics": April 5.
4:22 pm	**ericabuteau:**	@shonali Measuring relationships, engagement has got to be a priority. Its Quality over Quantity now~ #measurePR
4:23 pm	**JNoncek:**	Yes! RT @ericabuteau: @rajean Huge shift to social media. Dont measure just for the sake of measuring. Make it meaningful! #measurepr
4:23 pm	**alanchumley:**	#measurePR measuring conversationships is critical
4:23 pm	**rajean:**	Gr8 point & g28 Q's so far in #measurePR @ericabuteau - look 4ward to answers & transcript. Yes, I've not measured since onslaught of SM
4:23 pm	**shonali:**	RT @alanchumley: #measurePR #1 challenge: Education. ie what measure can do. misocnceptions re: time and budget. calls for 'standards.'
4:24 pm	**theelusivefish:**	Q1 fortunate we do it here, but for others I'd say UTILIZING the data. What good is #measurePR if you don't use it to adjust strategy?
4:24 pm	**KateRobins:**	@RebeccaDenison Seeing my biggest problem is just wanting answers. Like, now. Ambiguity makes me really nervous. #measurepr
4:24 pm	**SuzieLin:**	Exactly! RT @ericabuteau: @shonali Measuring relationships, engagement has got to be a priority. Its Quality over Quantity now~ #measurepr
4:24 pm	**walkercomms:**	RT @bonnieupright: Most pressing measurement issue is demonstrating value in SM convos and other comms.#measurePR
4:24 pm	**pgladney:**	#measurePR clients can place a monetary value on ADVOCATES, measure can be extended to SM, factoring in degree of infuence.

4:25 pm	shonali:	@rajean 1 thing that won't change is focusing on outcomes for #measurePR best practices. Too many focus on outputs. @JNoncek @KateRobins
4:25 pm	rajean:	RT @theelusivefish: Q1 fortunate we do it here, but for others I'd say UTILIZING the data. What good is #measurePR if you don't use it to adjust strategy?
4:25 pm	balemar:	RT @KateRobins: @RebeccaDenison biggest problem just wanting answers. Like, now. Ambiguity makes me really nervous. #measurepr #measurePR
4:25 pm	robinhlane:	@SuzieLin: @ericabuteau: Absolutely, people need to get over the number of followers and focus on Quality #measurepr
4:25 pm	alanchumley:	#measurePR measure how much? how good? how inter-connected? how far how fast? with what effect?
4:26 pm	priteshpatel9:	Any of the #measure community listening 2 the #measurepr chat? I think some of them could do with listening/engaging with the #measure group
4:26 pm	shonali:	@pgladney Yes and no, if advocacy is important to your org, then measure it, if it isn't, what's the point, right? #measurePR
4:26 pm	balemar:	@theelusivefish True, once you have it - what do you do with it? #measurePR
4:26 pm	KateRobins:	Value intelligible to customer. RT @walkercomms: RT @bonnieupright: Most pressing:demonstrating value in SM convos / other comms.#measurePR
4:26 pm	alanchumley:	#measurePR measure the 7 C's: counting, content, connections, community, conversations, conversationships, commerce (where possible)
4:27 pm	bonnieupright:	@theelusivefish SM provides an opp to IMMEDIATELY shift strategies due to real-time issues. I could def do better job using data #measurepr
4:27 pm	RebeccaDenison:	@KateRobins I can agree with that! Getting answers fast is even more important with SM. But just have to be sure to qualify. #measurepr
4:27 pm	shonali:	Interesting, many of the "most pressing prob" responses point to the same thing: knowing *what* to measure. #measurePr
4:27 pm	ericabuteau:	@theelusivefish Way to go! Great point! "What good is #measurePR if you don't use it to adjust strategy?" The value is help w/decisions!
4:27 pm	RebeccaDenison:	@KateRobins We can give clients answers today, but they may not be the answers that they want or as much as they want. #measurepr
4:27 pm	shonali:	So, re: knowing what to measure - you won't know that unless you have some research that indicates what moves the needle. #measurePR
4:27 pm	balemar:	RT @alanchumley: #measurePR 7 C's:counting, content, connections, community, conversations, conversationships, commerce
4:28 pm	robinhlane:	RT @alanchumley: #measurePR the 7 C's: counting, content, connections, community, conversations, conversationships, commerce (if possible)
4:28 pm	SuzieLin:	@robinhlane @ericabuteau Yep, without quality you just have fluff #measurepr
4:28 pm	KateRobins:	Important not to get so lost in measurements that custs can't see/feel effect on what they care about: sales, donations or stock.#measurePR
4:28 pm	shonali:	You won't know what moves the needle unless you've identified your measurable objectives, outcomes - what you want to see happen. #measurePR
4:28 pm	RebeccaDenison:	RT @shonali Interesting, many of the "most pressing prob" responses point to the same thing: knowing *what* to measure. #measurepr
4:28 pm	bonnieupright:	RT @shonali: So, re: knowing what to measure - u won't know unless you have some research that indicates what moves the needle. #measurepr
4:28 pm	balemar:	@alanchumley Love your 7 C's! #measurePR
4:29 pm	pgladney:	@shonali #measurePR, what brand does not want advocates - move people to customers > loyalists > advocates is a universal business goal
4:29 pm	KateRobins:	@rebeccadenison Exactly. I worry about getting into weeds of jargon development. Customers don't need to pick up tab for that. #measurepr
4:29 pm	shonali:	The question to ask yourself when starting out to #measurePR is, "what am I going to do with this data? How will it help the business/org?"

4:29 pm	JNoncek:	RT @shonali Interesting, many of the "most pressing prob" responses point to the same thing: knowing *what* to measure. #measurepr
4:29 pm	balemar:	First Step: Research and Identify measurable objectives and outcomes #measurePR
4:30 pm	theelusivefish:	@shonali knowing what to measure comes from knowing the goals... #measurePR has to be involved in the strategy, can't just be chklist of kpi
4:30 pm	walkercomms:	Measure what's required by planned objectives; without direction, are we measuring for the sake of it? #measurePR
4:30 pm	rajean:	Agreed @shonali focus on value/outcomes rather than outputs/followers/numbers #measurePR If one gr8 hit is valuable, client is happy
4:30 pm	debbieswider:	RT @shonali: The question to ask when starting out 2 #measurePR, "what am I going to do with this data? How will it help the business/org?"
4:31 pm	CommAMMO:	Same w/any research RT @shonali: The ques 2 ask yourself starting out to #measurePR is, "what am I going to do with this data?" #measurepr
4:31 pm	alanchumley:	#measurePR can't measure if you don;t have a benchmark to compare to. find one. Set a measurable objective. measure again.
4:31 pm	christhomasuk:	RT @priteshpatel9: Any of the #measure community listening 2 the #measurepr chat? I think some of them could do with listening/engaging with the #measure group
4:31 pm	SuzieLin:	Objectives have to be measurable when being laid out so you have direction #measurepr
4:31 pm	shonali:	I loved this post from @avinashkaushik on the "so what" test for web analytics. Apply the same principles to #measurePR. http://ow.ly/1mXcw
4:31 pm	khirek:	RT @alanchumley: #measurePR 7 C's: counting, content, connections, community, conversations, conversationships, commerce (where possible)
4:32 pm	CommAMMO:	truth! RT @alanchumley: #measurePR cant measure if u don't hv benchmark to compare to. find 1. Set a meas objective. meas again. #measurepr
4:33 pm	robinhlane:	@shonali: #measurePR "How will it help the business/org?" Defining that baseline first and then setting objectives can be the struggle
4:33 pm	ericabuteau:	@alanchumley Right. But, if you can't find your own benchmark (at least 6mo's data), use your peers for comparison. #measurePR
4:33 pm	shonali:	@theelusivefish Of course it does, but KPIs are critical. You won't know the KPIs if you're not involved in the strategy. #measurePR
4:33 pm	KateErdy:	@alanchumley where/how does one find a benchmark to compare to for measuring? #measurePR
4:34 pm	CommAMMO:	The ROPE method is more and more relevant (research, objective, plan, execute) #measurepr
4:34 pm	KateRobins:	@bonnieupright I like that. Have you written more on that? Would be helpful salespoint. #measurepr
4:34 pm	SuzieLin:	RT @CommAMMO: The ROPE method is more and more relevant (research, objective, plan, execute) #measurepr
4:34 pm	KateRobins:	@shonali What and why #measurePr
4:35 pm	shonali:	@priteshpatel9 Great to see you, I was hoping you'd be here! #measurePR
4:35 pm	rajean:	Refreshing discussion #measurePR! Need 2 jump off 4 mtg, nice 2 meet all, hope 2 make this a habit! Thx @shonali Look 4ward 2 transcript
4:35 pm	KateRobins:	@RebeccaDenison So need to build in what's-in-it-for-them or it's a beta ex on their time. (Last place I worked concluded that.) #measurepr
4:36 pm	CommAMMO:	@alanchumley I like the 7 C's, would caution that we still must link to outcomes (commerce, yes, but others too) #measurepr
4:36 pm	bonnieupright:	@KateRobins Looking for more on the immediacy of shifting strategies? I have one doc that addresses it a little. Can share. #measurepr

4:37 pm	shonali:	@rajean You bet, thanks for joining! #measurePR
4:38 pm	CommAMMO:	@KateRobins Measure what: dep's on org's objs. Why? We've gotten away for years with being he "trust me" dept. Game's over now. #measurepr
4:38 pm	shonali:	RT @CommAMMO: @alanchumley I like the 7 C's, would caution that we still must link to outcomes (commerce, yes, but others too) #measurepr
4:38 pm	KateRobins:	@christhomasuk Come on in! #measure #measurepr
4:38 pm	shonali:	@KateRobins That depends on what you're trying to accomplish/achieve, right? #measurePR #measurePR
4:39 pm	priteshpatel9:	@KateErdy - i think you need 2 define your own benchmark, every client, industry & customer is different & reacts differently too #measurepr
4:39 pm	shonali:	RT @CommAMMO: The ROPE method is more and more relevant (research, objective, plan, execute) #measurepr
4:40 pm	shonali:	@KateErdy Re: benchmarks, set those yourself, based on your research & objectives. Someone else's benchmarks won't work for you. #measurePR
4:40 pm	KateRobins:	@bonnieupright Please. robinskann@gmail.com #measurepr
4:41 pm	CommAMMO:	aware that some don't call those outcomes (outtakes) but still... worthy objectives for us to affect. #measurepr
4:41 pm	walkercomms:	Was RACE then RPIE now ROPE. RT @CommAMMO: The ROPE method is more and more relevant (research, objective, plan, execute) #measurepr
4:41 pm	shonali:	@rajean Yup, again, it just means you/client have to define what "valuable" means. #measurePR
4:41 pm	ericabuteau:	#measurePR How do PR efforts effect sales, market share, thought leadership,relationship improvement, correlate to web traffic, dollars, etc
4:42 pm	CommAMMO:	@walkercomms lol - we need new acronyms to stay in biz! AMMO works well for me... #measurepr
4:43 pm	alanchumley:	@ericabuteau #measurePR: use market mix modeling.
4:43 pm	shonali:	@robinhlane True, but unless that's done, don't really see point in "measurement" per se, then just numbers for numbers' sake. #measurePR
4:43 pm	bonnieupright:	@shonali @rejean By working w/ client/employer to define "value" you are demonstrating your expertise in the field. Sets u apart. #measurepr
4:43 pm	KateRobins:	@CommAMMO Totally agree. Over for ineffective wheel-spinning. #measurepr
4:43 pm	shonali:	ROFL! RT @CommAMMO: Measure what: dep's on org's objs.We've gotten away for years with being he "trust me" dept. Game's over now. #measurepr
4:43 pm	RebeccaDenison:	RT @CommAMMO Other outcomes: Reputation, empl commit/advocacy, willingness to recommend, brand disposition, commy relations goals #measurepr
4:44 pm	KateRobins:	@CommAMMO All comms should support an org's objs. But orgs objs aren't nec full-time measurement dev. #measurepr
4:44 pm	balemar:	How do you take an objective like brand awareness and make it measurable? #measurePR
4:44 pm	shonali:	RT @CommAMMO: Other outcomes: Reputation, employee commitmt/advocacy, willingness to recommend, brand disposition, comm rel goals #measurepr
4:44 pm	robinhlane:	@shonali absolutely, just reaffirming that you need to make sure you know how you want to move the needle before starting :) #measurePR
4:45 pm	walkercomms:	RT @bonnieupright: Yes, please. Thanks for sharing doc on shifting strategies.#measurePR
4:45 pm	JNoncek:	We are constantly asking this Q too. RT @balemar: How do you take an objective like brand awareness and make it measurable? #measurepr
4:45 pm	shonali:	Yes. RT @robinhlane: Just reaffirming that you need to make sure you know how you want to move the needle before starting #measurepr
4:46 pm	KateRobins:	@CommAMMO They are. Absolutely. 360 scope's critical. #measurepr

4:46 pm	**khirek:**	RT @CommAMMO: #measurePR outcomes: Reputation, employee commitment/advocacy, willingness to recommend, brand disposition, comm'y relations
4:46 pm	**ericabuteau:**	@balemar Pre and post effort awareness surveys... #measurePR
4:46 pm	**walkercomms:**	Marketing does it all the time!RT @balemar: How do you take an objective like brand awareness and make it measurable? #measurePR
4:47 pm	**CommAMMO:**	@balemar Is the org doing cust research? Here's how I added PR metrics to brand research. http://bit.ly/bgCz8h #measurepr
4:47 pm	**priteshpatel9:**	@JNoncek - conduct regular surveys. Ask your audience if they have heard of your brand and what they think of ur brand. #measurepr
4:47 pm	**AnnHastings:**	So true! RT @shonali:ask yourself when starting out to #measurePR is, "what am I going to do with this data? How will it help the business?"
4:48 pm	**shonali:**	We're all in violent agreement (as @kdpaine would say)! @priteshpatel9 @commAMMO @ericabuteau Awarness measures <- surveys. #measurePR
4:49 pm	**shonali:**	Nice. RT @CommAMMO: @balemar Is the org doing cust research? Heres how I added PR metrics to brand research. http://bit.ly/bgCz8h #measurePR
4:50 pm	**SuzieLin:**	Great chat going on here. Sorry I have to drop out but looking forward to joining this again. #measurepr
4:50 pm	**balemar:**	Thank you! RT @shonali: We're all in violent agreement @priteshpatel9 @commAMMO @ericabuteau Awarness measures <- surveys #measurePR
4:50 pm	**ericabuteau:**	RT @shonali: We're all in violent agreement @kdpaine @priteshpatel9 @commAMMO @ericabuteau Awareness measures <- surveys. #measurePR
4:50 pm	**balemar:**	@alanchumley Thank you for the advice! #measurePR
4:50 pm	**khirek:**	RT @shonali @priteshpatel9 @commAMMO @ericabuteau Awareness measures <- surveys. #measurePR
4:50 pm	**theelusivefish:**	@balemar As SM becomes a more pervasive part of life, scans of mentions can give indication of brand awareness in add to survey #measurePR
4:50 pm	**CommAMMO:**	Let's be sure what we're measuring-awareness isn't outcome. We can look at correls betw it and outcomes. purch intent is closer #measurepr
4:51 pm	**getthemessagepr:**	RT @alanchumley: #measurePR measure the 7 C's: counting, content, connections, community, conversations, conversationships, commerce (where possible)
4:52 pm	**Jenniferwah:**	RT @walkercomms: Was RACE then RPIE now ROPE. RT @CommAMMO: ROPE method is more relevant (research, objective, plan, execute) #measurepr
4:52 pm	**alanchumley:**	#measurePR beware of and understand the difference 'tween the correlation (proxy) vs. causality (proof)
4:52 pm	**PRVille:**	RT @CommAMMO: @balemar Is the org doing cust research? Here's how I added PR metrics to brand research. http://bit.ly/bgCz8h #measurepr
4:53 pm	**bonnieupright:**	Great reminder. RT @alanchumley: #measurePR beware of and understand the difference 'tween the correlation (proxy) vs. causality (proof)
4:53 pm	**CommAMMO:**	@theelusivefish But that's more anecdotal, which can cause grief int he c-suite. gd for quick view though. #measurepr
4:53 pm	**CommAMMO:**	RT @alanchumley: #measurePR beware of and understand the difference tween the correlation (proxy) vs. causality (proof) #measurepr
4:55 pm	**CommAMMO:**	@bonnieupright @alanchumley Proof is nice if you can get it - but don't quit measuring if not. can b too $ to get proof #measurepr
4:55 pm	**shonali:**	Re: SM mentions->awareness, yes and no: if your target audience isn't paying attention, does it matter? Thoughts? #measurePR
4:55 pm	**JNoncek:**	Yes, surveys to measure brand awareness. How can you measure one's SM influence? (Potential spokesperson for example) #measurepr #measurepr
4:56 pm	**shonali:**	@SuzieLin Great to see you, come back next time! #measurePR

4:56 pm	CommAMMO:	Anyone still searching #iprrc2010, this is a great bi-weekly chat. Don't miss it. #measurepr
4:56 pm	shonali:	Just 4 minutes left for this week's chat. Did you enjoy the "community" chat element? Please let me know for future planning. #measurePR
4:57 pm	shonali:	The next chat will be on 3/30, 12-1 pm EDT, so mark your calendars & spread the word! #measurePR
4:57 pm	CommAMMO:	RT @KateRobins: @KateRobins Used to be visible to naked eye: protests, stock, pickup, sales, legislation. Minutias come to term. #measurepr
4:58 pm	balemar:	Really enjoyed it-easy to engage. RT @shonali: Did you enjoy the "community" chat element? Please let me know #measurePR
4:58 pm	balemar:	RT @shonali: The next chat will be on 3/30, 12-1 pm EDT, so mark your calendars & spread the word! #measurePR
4:58 pm	alanchumley:	@shonali Did you enjoy the "community" chat element? Please let me know for future planning. #measurePR Brilliant idea. Love it.
4:58 pm	KateRobins:	@shonali If SM brings more into the fold/target audience, nice , even valuable lesson learned. If not, not best use of time. #measurePR
4:58 pm	robinhlane:	Thanks Shonali and everyone, great chat! #measurePR
4:58 pm	ericabuteau:	@shonali Re: SM mentions->awareness,. if target audience isn't paying attention, you've wasted efforts. Get engaged! #measurePR
4:58 pm	walkercomms:	Lots of interesting points made with plenty to consider; will follow up; already looking forward to next chat #measurePR
4:58 pm	ericabuteau:	RT @shonali: The next chat will be on 3/30, 12-1 pm EDT, so mark your calendars & spread the word! #measurePR
4:59 pm	bonnieupright:	Thanks Shonali! Can't wait to see you in May here in Jacksonville! So much to learn! #measurepr
4:59 pm	kathy_moore:	@shonali Sorry, head down in work and I missed #measurePR - I will check transcript, your chat is ALWAYS worth following.
4:59 pm	shonali:	Amen. RT @CommAMMO: Proof is nice if you can get it - but dont quit measuring if not. can b too $ to get proof. #measurePR
4:59 pm	robinhlane:	RT @shonali: The next chat will be on 3/30, 12-1 pm EDT, so mark your calendars & spread the word! #measurePR
4:59 pm	KateRobins:	RT @shonali: The next chat will be on 3/30, 12-1 pm EDT, so mark your calendars & spread the word! #measurePR
5:00 pm	CommAMMO:	We nd btr tgtg. RT @shonali: Re:SM mentions->awareness, y & no: if your target audience isnt paying attention, does it matter? #measurepr
5:00 pm	bonnieupright:	Great meeting some new folks too! Looking forward to continued convos and sharing of info! #measurepr
5:00 pm	shonali:	@kathy_moore Why, thank you! I'll look forward to seeing you the next time. :) #measurePR
5:01 pm	bryanccampbell:	Speaking of which, I'll call you this PM @shonali . RT @bonnieupright: Can't wait to see you in May here in Jacksonville! #measurepr
5:01 pm	theelusivefish:	Thanks all for a good #measurePR and for all my other followers ... ok, I'll be quiet now. ;P
5:02 pm	KateRobins:	RT @bonnieupright: Great meeting some new folks too! Looking forward to continued convos and sharing of info! #measurepr
5:02 pm	shonali:	That's the official end of this week's chat (time flies!). Thanks all for participating, see you on 3/30 from 12-1 pm EDT. #measurePR
5:02 pm	CommAMMO:	Are u in E Mich, N Ohio, W PA or NY? @shonali is in CLE on 3/25 - Lunch & 1/2 day seminar http://bit.ly/aUL2nE #measurepr
5:03 pm	shonali:	@bryanccampbell Cool, after 3 pm would be lovely! @bonnieupright Me too, really excited to see you all again! #measurePR

5:04 pm	**CommAMMO:**	@shonali Sorry I was late-grt chat as usual. #measurepr
5:05 pm	**ashleypeck3:**	RT @shonali: The next chat will be on 3/30, 12-1 pm EDT, so mark your calendars & spread the word! #measurePR
5:06 pm	**JNoncek:**	Thanks for an insightful chat, @shonali and all who tuned in! #measurepr #measurepr
5:07 pm	**walkercomms:**	RT @shonali: The next chat will be on 3/30, 12-1 pm EDT, so mark your calendars & spread the word! #measurePR
5:07 pm	**marianmangoubi:**	RT @RebeccaDenison: RT @shonali: If youre new to #measurePR, heres how/when it started: http://ow.ly/1mWs5
5:11 pm	**walkercomms:**	RT @shonali: I loved this post from @avinashkaushik on the "so what" test for web analytics. Apply the same principles to #measurePR. http://ow.ly/1mXcw
5:12 pm	**marianmangoubi:**	RT @ashleypeck3: RT @shonali: The next chat will be on 3/30, 12-1 pm EDT, so mark your calendars & spread the word! #measurePR
5:14 pm	**walkercomms:**	RT @shonali: If you're new to #measurePR, here's how/when it started: http://ow.ly/1mWs5
5:18 pm	**shonali:**	Ditto and you're welcome! RT @JNoncek: Thanks for an insightful chat, @shonali and all who tuned in! #measurepr
5:19 pm	**shonali:**	RT @CommAMMO: Are u in E Mich, N Ohio, W PA or NY? @shonali is in CLE on 3/25 - Lunch & 1/2 day seminar http://bit.ly/aUL2nE #measurepr
7:18 pm	**hlatiri:**	@shonali How can I get a transcript for today's #measurepr chat?

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