



Transcript from April 13, 2010 to April 13, 2010

All times are Pacific Time

April 13, 2010

- 12:42 pm **shonali:** @dariasteigman In a word: Ugh. Except for #measurePR, I'm excited that @chuckhemann is joining today. How about yours?
- 12:55 pm **shonali:** @vedo Well, @chuckhemann probably will when he guests at #measurePR, 12-1 pm ET today. How about you?
- 1:04 pm **vedo:** @shonali Well it looks like I need to pencil in #measurePR to check out what @chuckhemann has to say today at 12-1pm ET :)
- 1:10 pm **shonali:** Yes! RT @vedo: @shonali Well it looks like I need to pencil in #measurePR to check out what @chuckhemann has to say today at 12-1pm ET :)
- 1:41 pm **shonali:** @alanchumley Great, see you at #measurePR, then!
- 1:43 pm **shonali:** Have to hop off for a bit now, back soon for #measurePR (12-1 pm ET, @chuckhemann joins today, I hope you'll be there). Toodleoo.
- 1:43 pm **storgaardconley:** RT @shonali: Have to hop off for a bit now, back soon for #measurePR (12-1 pm ET, @chuckhemann joins today, I hope you'll be there). Toodleoo.
- 1:58 pm **Narciso17:** Don't Forget Abt @chuckhemann Being the Featured Guests at Today's #measurePR with @shonali (12-1 pm ET)
- 3:34 pm **shonali:** 27 minutes till #measurePR (12-1 pm ET) with @chuckhemann <http://ow.ly/1xUoE>. Who's joining today?
- 3:54 pm **shonali:** RT @jayoconnor: Integrated PR Measurement on the Horizon? <http://post.ly/Zq6N> #measurePR
- 3:55 pm **chuckhemann:** @shonali Pumped to get the chat started! #measurePR
- 3:55 pm **CommAMMO:** Today's mock interviews will run until 1245, so I'll miss @chuckhemann and @shonali at #measurepr. Damn it! Have fun you two.
- 3:56 pm **shonali:** @KellyeCrane @mdbarber @richardbagnall @priteshpate19 @cloudspark @valeriesimon Hope you're joining #measurePR w/ @chuckhemann today, 12 ET!
- 3:57 pm **shonali:** @CommAMMO Oh no, we'll miss you at #measurePR! @chuckhemann But have a good time.
- 3:58 pm **shonali:** OK, I'm heading into #measurePR to get it started in 3 minutes, snooze me if I'm too talkative, woncha? ;-)
- 4:00 pm **shonali:** And, we're off! If you're interested in PR/SM measurement, this is the place to be, bi-weekly on Tuesdays, 12-1 pm. Welcome! #measurePR
- 4:01 pm **alanchumley:** hello fellow #measurePR chatters
- 4:01 pm **chuckhemann:** Good to get this party started! #measurePR
- 4:01 pm **shonali:** We've had some great conversations on PR measurement the last couple of months. Thanks to all who join & keep it going. #measurePR
- 4:01 pm **shonali:** @alanchumley Hey, Alan, great to see you! #measurePR
- 4:02 pm **shonali:** Today we're talking to @chuckhemann, a SNCR fellow, specifically on measuring social media. Hi & welcome Chuck! #measurePR
- 4:02 pm **shonali:** If you're joining the chat, please take a moment to introduce yourself. #measurePR
- 4:03 pm **susan_w:** Looking forward to today's chat #measurePR
- 4:03 pm **chuckhemann:** @shonali Thanks for having me! Looks like a great group of people! #measurePR

4:03 pm **shonali:** I'm a #soloPR pro w/*many* years exp, both agency/inhouse before going solo. Measurement fiend, hence this chat. #measurePR

4:03 pm **ThaoTT:** Who's had problems with @Verizon? Well my boss had with an outrageous \$7,000 roaming bill. UGH! How with they #measurepr? <http://ow.ly/1xVuS>

4:03 pm **shonali:** @chuckhemann That's the thing about the #measurePR crew, we may be small but we're LOUD. ;-)

4:03 pm **KellyeCrane:** RT @shonali: If you're interested in PR/SM measurement, this is the place to be, bi-weekly on Tuesdays, 12-1 pm. Welcome! #measurePR

4:04 pm **shonali:** @susan_w Welcome, lovely to see you at #measurePR! @ThaoTT, teach Verizon a thing or two. ;-)

4:04 pm **shonali:** @KellyeCrane w00t! So good to see you here! #measurePR

4:04 pm **vedo:** Stepping in for a little bit. Intro: I'm a public school district comm/PR guy from Texas. #measurePR

4:05 pm **shonali:** OK, let's get started. Q1: how can we use monitoring and analytics tools to inform benchmarks for social media campaigns? #measurePR

4:05 pm **shonali:** Please remember to use the hashtag & reference Q numbers so that we can sort through easily. Thanks! #measurePR

4:06 pm **shonali:** @vedo Great to see you here, thanks for joining! #measurePR

4:06 pm **chuckhemann:** @shonali ideally, your pre-defined analytics/listening tools help you define benchmarks/objectives. #measurePR

4:06 pm **jackie_smith:** Starting my day with #measurePR

4:07 pm **shonali:** RT @chuckhemann re: Q1: Ideally, your pre-defined analytics/listening tools help you define benchmarks/objectives. #measurePR

4:07 pm **chuckhemann:** Critical to have some pre-determined ideas on what you want to achieve so that analytics don't turn into quagmire. #measurePR

4:07 pm **shonali:** @mdbarber @jackie_smith Welcome! #measurePR

4:07 pm **sallyalbright:** Sally Albright, PR background, currently Dir. of New Media for a political campaign. #measurepr

4:07 pm **jackie_smith:** RT @chuckhemann: Critical to have some pre-determined ideas on what you want to achieve so that analytics don't turn into quagmire. #measurePR

4:08 pm **shonali:** Quagmire's not fun. RT @chuckhemann: Critical to pre-determine what you want to achieve so analytics don't turn into quagmire. #measurePR

4:08 pm **shonali:** @sallyalbright Welcome, great to see you! #measurePR

4:09 pm **vedo:** Q1 I agree w/ @chuckhemann those goals/objectives must be set first in order for metrics to be relevant. #measurePR

4:09 pm **shonali:** @chuckhemann Can you give some examples of "quagmire" v. "not quagmire"? #measurePR

4:09 pm **chuckhemann:** Analytics are amazing, but there's almost too much information unless you narrow the field a bit. #measurePR

4:09 pm **chuckhemann:** @vedo think it's important that they feed each other, actually #measurePR

4:10 pm **chuckhemann:** @shonali good example - if program is brand focused why spend a lot of time on corporate metrics? Keep focus on focus of program #measurePR

4:10 pm **rmpapag:** Joining #measurepr a bit late. Hello all. #SoloPR focused on business research

4:10 pm **shonali:** @chuckhemann Can you talk some more about how listening tools help define benchmarks? #measurePR

4:11 pm **shonali:** RT @chuckhemann: Eg: if program is brand focused why spend a lot of time on corporate metrics? Keep focus on focus of program #measurePR

4:11 pm **shonali:** Hi! #measurePR

- 4:11 pm **mdbarber:** @chuckhemann Adding to the ?s, can you talk about what makes a good objective? #measurepr
- 4:11 pm **priteshpatel9:** It is important to establish your what is it that you want to achieve first. Example, engagement = comments, traffic = visits etc #measurepr
- 4:11 pm **vedo:** @chuckhemann so in other words, you can let what you *can* measure help in fine-tuning your objectives? #measurePR
- 4:11 pm **chuckhemann:** @shonali Usually think of listening in the 5W's model - who, what, when, where and why. #measurePR
- 4:12 pm **aliciamarie112:** @shonali I'm interested. Is it a call or just a twitter chat? #measurePR
- 4:12 pm **rmpapag:** Yesterday SAS announced their new social media analytics tool...it really does traditional media too. Looks like a game changer #measurepr
- 4:12 pm **shonali:** @aliciamarie112 Twitter chat, bi-weekly on Tuesdays, from 12-1 pm ET. Welcome! #measurePR
- 4:12 pm **chuckhemann:** @shonali so, those W's help us define who we target, how we talk we use, where we use it ideally #measurePR
- 4:13 pm **shonali:** Funny, that's what I say. :) RT @chuckhemann: Think of listening in the 5W's model: who, what, when, where and why. #measurePR
- 4:13 pm **rmpapag:** Q1: I find an in-depth interview with the client helps establish those goals, especially when they aren't sure what to measure #measurepr
- 4:13 pm **shonali:** RT @chuckhemann: @shonali so, those W's help us define who we target, how we talk we use, where we use it ideally. #measurePR
- 4:13 pm **chuckhemann:** @mdbarber some component of %/amount change and time. often missing one of those two #measurePR
- 4:13 pm **KellyeCrane:** Agree! RT @chuckhemann: Analytics are amazing, but there's almost too much information unless you narrow the field a bit. #measurepr
- 4:13 pm **vedo:** I like this: RT @chuckhemann: @shonali Usually think of listening in the 5Ws model - who, what, when, where and why. #measurePR
- 4:14 pm **chuckhemann:** @vedo right. Think you start with an idea of what you want to pull together. then let the data guide where the obj end up #measurePR
- 4:14 pm **shonali:** @chuckhemann @mdbarber Yup, I think the "rate" of desired is really important when defining measurable objectives. #measurePR
- 4:14 pm **mdbarber:** I like objectives that define what you'll do, to whom, by who much, by when; also as measured by. Helps make sure it's poss. #measurepr
- 4:14 pm **CARMA_Tweets:** Many C's for measuring in our view: counting, content, connections, community, coalescence, conversationships, conversion #measurePR
- 4:15 pm **chuckhemann:** Important to know that we're talking a lot about listening, but there's a bunch of offline data points that are just as important #measurePR
- 4:15 pm **priteshpatel9:** Q1. You need to define the key business objective - define metrics 2 help you achieve KPI's, you can't set benchmarks immediately #measurepr
- 4:15 pm **KellyeCrane:** @rmpapag I saw the SAS announcement, too- hopefully similar solutions will come fwd at lower price points so SMBs can benefit #measurepr
- 4:15 pm **CARMA_Tweets:** re Q1: objectives. relatives (% change) are better than absolutes. #measurepr
- 4:15 pm **shonali:** RT @chuckhemann: Imp to know we're talking a lot abt listening, but there's a bunch of offline data points that are just as imp. #measurePR
- 4:15 pm **chuckhemann:** @priteshpatel9 totally true, but it's interesting when analytics change/alter that course. They often do! #measurePR
- 4:16 pm **vedo:** @chuckhemann It makes sense to have that adaptability or flexibility in measurement. Thanks. #measurePR
- 4:16 pm **rmpapag:** Agree @chuckhemann Important to know that we're talking abt listening, but there's offline data points that are just as important #measurePR

- 4:16 pm **shonali:** @KellyeCrane @rmpapag I agree, I think the measurement firms are missing out when they don't make it affordable to #soloPR's. #measurePR
- 4:17 pm **mdbarber:** Agree: @chuckhemann Yup, I think the "rate" of desired is really important when defining measurable objectives. #measurePR /via @shonali
- 4:17 pm **mdbarber:** Agree: Measurement firms are missing out when they don't make it affordable to #soloPR's. #measurePR #measurepr
- 4:17 pm **priteshpatel9:** @chuckhemann - surely you can't move the goalposts? you need to change your tactics or what you are currently doing. #measurepr
- 4:17 pm **chuckhemann:** one other point - budget should not be a constraint in social analytics. So many free tools available to you #measurePR
- 4:17 pm **rmpapag:** #measurepr will become much easier when vendors allow options like SAS has with user defined rules for tone, influencers etc.
- 4:18 pm **chuckhemann:** @priteshpatel9 Ideally your research has given you the correct goal posts in the first place, yes. #measurePR
- 4:18 pm **shonali:** RT @chuckhemann: one other point - budget should not be a constraint in social analytics. So many free tools available to you. #measurePR
- 4:18 pm **vedo:** @chuckhemann In your experience (or anyone else) aren't those 'offline data points' much more difficult and costly? #measurePR
- 4:18 pm **shonali:** @designershoe LOL! #measurePR
- 4:19 pm **CARMA_Tweets:** budgets are often misperceived... RT@chuckhemann budget should not be a constraint, many free tools available to you #measurePR
- 4:19 pm **vedo:** Yep RT @chuckhemann: one other point - budget should not be a constraint in social analytics. So many free tools available to you #measurePR
- 4:19 pm **sonnygill:** Lurking on #measurepr chat. @chuckhemann at the helm, is always a good thing.
- 4:19 pm **chuckhemann:** @vedo Sure, but I think we're going to see those offline data points move online sooner rather than later - still w/ strong data #measurePR
- 4:19 pm **shonali:** @sonnygill I think this is the first time you've joined, now I know the secret to getting you here. ;-) #measurePR
- 4:19 pm **rmpapag:** Kkey is knowing how to apply discoveries @chuckhemann budget should not be a constraint in social analytics, free tools available #measurePR
- 4:20 pm **richardbagnall:** Hello measurepr peeps, sorry to ne joing you late - what have I missed? ;-)
#measurepr
- 4:20 pm **KellyeCrane:** @shonali @rmpapag Not just #soloPR, but millions of dollars of potential revenue for measurement firm affordable to mid-sized biz #measurePR
- 4:20 pm **susan_w:** @chuckhemann do you have a list of free tools you recommend we check out?
#measurePR
- 4:20 pm **chuckhemann:** What we're kind of hitting around is the difference between information and actionable intelligence. We want the latter. #measurePR
- 4:20 pm **richardbagnall:** Hello @Chuckhemann @shonali et al - sorry to be joining late #measurepr
- 4:21 pm **shonali:** @richardbagnall Hey, there you are! We've been talking about using monitoring tools to inform SM campaigns with @chuckhemann. #measurePR
- 4:21 pm **chuckhemann:** @susan_w Google? ;-) anything from compete, to Alexa to quantcast. Kind of depends what you want to show. #measurePR
- 4:21 pm **shonali:** @KellyeCrane @rmpapag Yea, not to mention the clients we could potentially bring to them! #measurePR
- 4:21 pm **chuckhemann:** @richardbagnall hey, good to see you Richard! #measurePR
- 4:21 pm **shonali:** RT @chuckhemann: What we're hitting around is the difference between information and actionable intelligence. We want the latter. #measurePR
- 4:21 pm **kristinwadge:** RT @chuckhemann: Critical to pre-determine what you want to achieve so analytics don't turn into quagmire. #measurePR

- 4:21 pm **KellyeCrane:** @chuckhemann The tools are free, but the manpower required when using free tools can be a big expense. Do you agree? #measurepr
- 4:22 pm **AmeeHart:** I don't understand what you mean by measurement. What do you measure? Can we get back to basics? #measurepr
- 4:22 pm **rmpapag:** OMG you are in my head! @shonali @KellyeCrane @rmpapag Yea, not to mention the clients we could potentially bring to them! #measurePR
- 4:22 pm **shonali:** @kristinwadge AND @richardbagnall, a twofer! ;-) #measurePR
- 4:22 pm **chuckhemann:** @KellyeCrane 100% Manpower is the key, and it's not just something you can assign to anybody. #measurePR
- 4:22 pm **sonnygill:** @shonali It is first time, but it's been me being busy vs. sitting in on your smarts! Chuck just happened to be here today :) #measurePR
- 4:22 pm **shonali:** @AmeeHart When you get a moment, you might want to look through the recaps on my blog, may help you? #measurePR
- 4:23 pm **richardbagnall:** What has been the groups feedback on yesterday's launch of SAS new tool? #measurepr
- 4:23 pm **vedo:** Most of you have seen it, but I figured I'd share: A List of Social Media Monitoring Tools, <http://bit.ly/avqjEw> #measurePR
- 4:23 pm **rmpapag:** RT @chuckhemann What we're hitting around is the difference between information & actionable intelligence. We want the latter. #measurePR
- 4:23 pm **Jillfoster:** (+ brilliant) re: "I aka @shonali am a #soloPR pro w/ both agency/inhouse exp. Measurement fiend, hence this chat." #measurePR /via @shonali
- 4:23 pm **chuckhemann:** Oftentimes we miss the boat by providing insights with no particular action items. Disservice to all. #measurePR
- 4:23 pm **shonali:** Time for Q2: Is there a "right" suite of tools to utilize when measuring SM/campaigns? #measurePR
- 4:23 pm **rmpapag:** @richardbagnall Love what I saw...hate the price point.#measurepr
- 4:24 pm **richardbagnall:** @shonali We have a threefer actually, @jweekes is lurking too! :) #measurepr
- 4:24 pm **chuckhemann:** @richardbagnall Haven't spent much time looking yet, but definitely appears to be a possible game changer. #measurePR
- 4:24 pm **shonali:** @Jillfoster Aww, aren't you nice?! Are you staying to chat awhile? #measurePR
- 4:24 pm **KellyeCrane:** @chuckhemann Definitely! I think that's where many companies get stuck. If only I were a developer (sigh). ;-) #measurepr
- 4:24 pm **sonnygill:** @KellyeCrane @chuckhemann Also, don't waste manpower on measuring anything/everything. Have biz goals/objectives in mind. #measurepr
- 4:24 pm **CARMA_Tweets:** RT @ richardbagnall feedback SAS new tool? #measurepr Great marketing. Robust tool. But nothing particularly 'new.' Kudos to SAS though
- 4:24 pm **shonali:** @richardbagnall Very cool, hi @jweekes! #measurePR
- 4:24 pm **iBankcom:** RT @shonali: RT @chuckhemann: What we're hitting around is the difference between information and actionable intelligence. We want the latter. #measurePR
- 4:24 pm **chuckhemann:** Q2: "right" suite of tools depends on what you want to look for. #measurePR
- 4:25 pm **storyofme:** Am late joining the #measurePR chat. But finding good info scanning through previous questions/responses.
- 4:25 pm **mattceni:** @shonali @chuckhemann that's what makes the SaS entry into analytics interesting. @shannonpaul has some insights on it. #measurePR
- 4:25 pm **shonali:** Exactly, everything's relative. RT @chuckhemann: Q2: "right" suite of tools depends on what you want to look for. #measurePR
- 4:25 pm **rmpapag:** @chuckhemann SAS is now the lead dog when it comes to business intelligence. The tool appears to be very flexible. #measurepr
- 4:25 pm **shonali:** @storyofme Welcome! I've posted transcripts from previous chats on my blog, if you ever want to grab 'em. #measurePR

- 4:25 pm **chuckhemann:** Q2: ideally, you want a monitoring solution, web analytics tool(s), search analytics tools, adwords, etc... #measurePR
- 4:26 pm **LoriMillerWHNT:** RT @chuckhemann: Oftentimes we miss the boat by providing insights with no particular action items. Disservice to all. #measurePR
- 4:26 pm **sonnygill:** RT @chuckhemann: Oftentimes we miss the boat by providing insights with no particular action items. Disservice to all. #measurePR
- 4:26 pm **susan_w:** @vedo Thanks for the list! #measurePR
- 4:26 pm **shonali:** RT @chuckhemann: Q2: ideally, you want a monitoring solution, web analytics tool(s), search analytics tools, adwords, etc. #measurePR
- 4:26 pm **jweekes:** hi - I love a good lurk.... ;o) #measurePR #measurepr
- 4:26 pm **chuckhemann:** @mattceni agree. The possibilities around that tool are fantastic. #measurePR
- 4:27 pm **priteshpatel9:** @shonali - u can't build a house with just a hammer can you? However, it's imprt not 2 get too bogged down with the 'right' tools #measurepr
- 4:27 pm **vedo:** @susan_w You're welcome. Hope there's something useful for you. #measurePR
- 4:28 pm **rmpapag:** Q2 I find that evaluating the client as a unique entity yields the best tools to apply to their situation Not all 1 size fits all #measurepr
- 4:28 pm **priteshpatel9:** @shonali - every tool will give u different data. It's all about turning that data into insights > actionable insights! #measurepr
- 4:28 pm **chuckhemann:** @richardbagnall something @kenburbary and I talk about. Would be ideal if a solution rolled up all analytics tools in 1 suite #measurePR
- 4:29 pm **richardbagnall:** @rmpapag Yes, seems very expensive... #measurepr
- 4:29 pm **Jillfoster:** Oftentimes we miss boat by providing insights with no particular action items. Disservice to all. #measurePR /via @chuckhemann @sonnygill
- 4:29 pm **susan_w:** RT @rmpapag: Q2 I find that evaluating the client as a unique entity yields the best tools 2 apply 2 Not all 1 size fits all #measurepr
- 4:29 pm **shonali:** @priteshpatel9 I think that's what @chuckhemann said. #measurePR
- 4:29 pm **chuckhemann:** Q2: don't get totally hung up on tools, but it's important you do your due diligence on as many as possible. #measurePR
- 4:30 pm **shonali:** RT @chuckhemann: Q2: don't get totally hung up on tools, but it's important you do your due diligence on as many as possible. #measurePR
- 4:30 pm **storyofme:** @shonali Great I'll definitely check them out before next chat. #measurePR
- 4:30 pm **richardbagnall:** @rmpapag That sounds a cool feature. How does it cope with traditional media? #measurepr
- 4:30 pm **sonnygill:** @chuckhemann For big brands, do they mesh the numerous depts/ppl that touch those various monitoring/analytics solutions and how? #measurePR
- 4:31 pm **shonali:** @storyofme Fab! And we chat bi-weekly on Tuesdays using this hashtag, 12-1 pm ET. #measurePR
- 4:31 pm **sonnygill:** @chuckhemann Understand that it goes hand in hand with aligning biz goals, but is that integration necessary? #measurePR
- 4:31 pm **chuckhemann:** @sonnygill not sure I totally understand the ?. You asking if there's analytics/dept integration w/in big brands? #measurePR
- 4:31 pm **storyofme:** RT @chuckhemann: Q2: ideally, you want a monitoring solution, web analytics tool(s), search analytics tools, adwords, etc. #measurePR
- 4:31 pm **CARMA_Tweets:** key Q: RT@chuckhemann big brands, do they mesh the numerous depts/ppl that touch various monitoring/analytics solutions & how? #measurePR
- 4:32 pm **vedo:** Q2 If I don't evaluate a tool myself, I'll research writings of trusted pros who have taken them for a test-drive. #measurePR
- 4:32 pm **shonali:** @sonnygill I've found that the more you integrate, at least to define KPIs and objectives, the better your measurement will be. #measurePR

- 4:32 pm **sonnygill:** @chuckhemann Yes, I mean monitoring touches various depts. Does there need to be some sort of cohesiveness on that end? #measurePR
- 4:32 pm **chuckhemann:** Question related to tools: Have you identified your core suite of tools? Or are you using tools ad-hoc? #measurePR
- 4:32 pm **shonali:** @sonnygill No, not from the execution point of view. But to agree on what "needle" you want to move yes. @chuckhemann...? #measurePR
- 4:33 pm **shonali:** RT @chuckhemann: Question related to tools: Have you identified your core suite of tools? Or are you using tools ad-hoc? #measurePR
- 4:33 pm **chuckhemann:** @richardbagnall totally critical. Data is just data without actionable intelligence informed by that data. #measurePR
- 4:33 pm **jweekes:** Agree with @rmpapag Not all 1 size fits all. #measurePR That?s the inherent problem with proprietary scoring systems? #measurepr
- 4:33 pm **shonali:** RT @richardbagnall: Lots of talk about tools these days, lets not forget analysis, consultancy, interpretation #measurePR
- 4:33 pm **sonnygill:** RT @chuckhemann: Question related to tools: Have you identified your core suite of tools? Or are you using tools ad-hoc? #measurePR
- 4:34 pm **rmpapag:** Q from @chuckhemann I've got a core set of tools, but modify as new tools, or vendor improvements solve the need better #measurepr
- 4:34 pm **chuckhemann:** @sonnygill absolutely does. Lack of integration btw analytics folks and executors would/could lead to failing programs. #measurePR
- 4:34 pm **kristinwadge:** RT @shonali: I've found that the more you integrate, at least to define KPIs and objectives, the better your measurement will be. #measurePR
- 4:34 pm **richardbagnall:** RT @chuckhemann: @richardbagnall totally critical. Data is just data without actionable intelligence informed by that data. #measurePR
- 4:34 pm **vedo:** @chuckhemann Often the paid tools are too cost-prohibitive for non-profits to use. I tend to use ad-hoc group of tools. #measurePR
- 4:34 pm **storyofme:** RT @shonali: RT @richardbagnall: Lots of talk about tools these days, lets not forget analysis, consultancy, interpretation #measurePR
- 4:35 pm **sonnygill:** @shonali Totally agree. There are differences in execution/strategy, but high-level view of those needles is def important. #measurePR
- 4:35 pm **chuckhemann:** @vedo Have you found demonstrating the power of a paid tool helps that, or no? #measurePR
- 4:35 pm **shonali:** What are some examples of the ad hoc tools you use @vedo & others? #measurePR
- 4:35 pm **rmpapag:** @vedo you may want to look at a consultancy that can help do the work for you, they own the tool you pay for the report. #measurepr
- 4:35 pm **vargasl:** Q2: The right set of tools is dep on culture and objectives...also, time invested for finding the insights in the data. #measurepr
- 4:35 pm **richardbagnall:** @CARMA_Tweets Wouldn't the metrics be different as the biz objectives are totally different in different fields? #measurepr
- 4:35 pm **chuckhemann:** @sonnygill ideally, whatever the tools or data, information flows throughout the organization. #measurePR
- 4:35 pm **CARMA_Tweets:** Here here...RT @richardbagnall: Lots of talk about tools these days, lets not forget analysis, consultancy, interpretation #measurePR
- 4:36 pm **shonali:** @sonnygill And if you leave it to me, I'll always tell you the actual measurement should be driven by Comms. ;-) #measurePR
- 4:36 pm **kenburbarry:** @chuckhemann Important 2 point out that an analytics strategy needs 2 cover the consumer insights spectrum - <http://bit.ly/cV5fNz> #measurePR
- 4:36 pm **chuckhemann:** RT @vargasl: Q2: The right set of tools is dep on culture and objectives also time invested for finding the insights in the data. #measurePR
- 4:36 pm **vargasl:** @vedo @chuckhemann Not all tools are out of the range for nps... ;) #measurepr

- 4:37 pm **chuckhemann:** RT @kenburbary: Important 2 point out that an analytics strategy needs 2 cover the consumer spectrum - <http://bit.ly/cV5fNz> #measurePR
- 4:37 pm **shonali:** RT @kenburbary: Important 2 point out that an analytics strategy needs 2 cover consumer insights spectrum <http://bit.ly/cV5fNz> #measurePR
- 4:38 pm **vedo:** @chuckhemann demonstrating power has helped in budget discussions. But, a deliberate approach is necessary when using tax \$:) #measurePR
- 4:38 pm **vargasl:** Also, don't forget...how do these tools compliment what is already existing to get holistic view of community/consumer. #measurepr
- 4:38 pm **shonali:** Q3: Is there a new model of measurement/research in PR because of the explosion of social media? #measurePR
- 4:38 pm **vedo:** @rmpapag Thanks for the thought. #measurePR
- 4:39 pm **chuckhemann:** @kenburbary great visual representation. "the gold" is often missed. #measurePR
- 4:40 pm **shonali:** RT @richardbagnall: There's new ways to monitor & get market research, measurement is still about org goals. #measurePR
- 4:40 pm **shonali:** RT @chuckhemann: Q3: hit on this earlier, but some of the offline research methods have and will continue to move online. #measurePR
- 4:40 pm **vedo:** RT @shonali: Q3: Is there a new model of measurement/research in PR because of the explosion of social media? #measurePR
- 4:41 pm **kenburbary:** @shonali Definitely new methods for researching consumers and extracting insights. Social data analytics play a big role there #measurePR
- 4:41 pm **mdbarber:** @vedo @shonali Q3: Is it a new model or, again, new tools and opportunities? #measurepr
- 4:41 pm **CARMA_Tweets:** Q3: --would need to be less static/ more dynamic. Take into account the 'community' the 'network' #measurePR.
- 4:42 pm **rmpapag:** Q3: SM adds another dimension, to measurement/research. Not relevant for all companies. Should be viewed as another channel #measurepr
- 4:42 pm **shonali:** RT @vargasl: Q3: There are new tools, but must still be based on goals and objectives...going beyond to track action. #measurePR
- 4:43 pm **shonali:** RT @rmpapag: Q3: SM adds another dimension. Not relevant for all companies. Should be viewed as another channel #measurePR
- 4:43 pm **CARMA_Tweets:** Q3: --network analysis (around for moons) is vastly under adapted and utilized in soc med meas't. #measurepr
- 4:43 pm **chuckhemann:** Wonder whether the abundance of soc. analytics data points will help make traditional PR folks more research focused. Thoughts? #measurePR
- 4:43 pm **gacross:** RT @shonali: RT @richardbagnall: Lots of talk about tools these days, lets not forget analysis, consultancy, interpretation #measurePR
- 4:43 pm **vargasl:** Q3: What is the outcome? I don't care what tool you may have...track THAT. #measurepr
- 4:44 pm **shonali:** RT @chuckhemann: Wonder whether abundance of soc. analytics data points will make trad PR folks more research focused. Thoughts? #measurePR
- 4:44 pm **chuckhemann:** Related to that last point, reason I ask are the growing number of companies housing SM w/in the PR function. #measurePR
- 4:44 pm **shonali:** @chuckhemann As long as people measure "hits" and define "PR" as media relations, no, I don't think so, sadly enough. #measurePR
- 4:44 pm **CARMA_Tweets:** RT chuckhemann Wonder: the abundance of soc. analytics will help make traditional PR folks more research focused? #measurePR
- 4:44 pm **kenburbary:** @shonali Not sure social is really a channel though but I understand the point #measurePR
- 4:45 pm **Dilennox:** @richardbagnall "game changer" from @kdpaine. Ability to alter rules re sentiment, drew interest. No more black box. #measurepr #sassma

4:45 pm **vargasl:** @chuckhemann More researched focused? Call me cynical, but I don't think so. Too many want a magic button. #measurepr

4:45 pm **rmpapag:** @chuckhemann SM is mostly in PR, but should be a cross between marketing, comms, don't you think? #measurepr

4:45 pm **vedo:** @chuckhemann I'm certainly hearing more about the need/want to effectively measure/research much more in my PR circles #measurePR

4:45 pm **richardbagnall:** @chuckhemann I worry will lead to more confusion - repeating early days of PR measurement in the 90s with proprietary scores #measurepr

4:46 pm **shonali:** @vedo I hear that a lot too, but I also see a lot of people frightened to set measurable objectives. #measurePR

4:46 pm **shonali:** @kenburbary Interesting, why? #measurePR

4:47 pm **chuckhemann:** @shonali @vargasl Interesting. You're probably right, unfortunately. #measurePR

4:47 pm **vargasl:** @shonali @vedo It is not that they don't want to set objectives, just do not know how to define outcome objectives. #measurepr

4:47 pm **rmpapag:** Very true, means accountability @shonali: also see a lot of people frightened to set measurable objectives. #measurePR

4:47 pm **vedo:** @shonali Do you think that comes out of choosing not to or not knowing how to set measurable objectives? #measurePR

4:47 pm **chuckhemann:** @rmpapag yes, just wonder if our drive to make decisions in social will influence our traditional PR friends? #measurePR

4:47 pm **dslatter:** Q3 There's no shortage of tools & even data- uncovering real insights and acting on them is what's important for growth #measurepr

4:48 pm **kenburbary:** @shonali because social is that 1 thing that doesn't look like any of the other channels. It's glue across channels and mediums #measurePR

4:48 pm **shonali:** @vargasl @vedo That too, but I think people worry that if they actually *set* an objective, what'll happen if they don't meet it? #measurePR

4:48 pm **susan_w:** SM should penetrate all parts of a company - marketing, prod dev, customer service C-suite not just PR we're not there yet ;-) #measurePR

4:48 pm **CARMA_Tweets:** Both. But largely about choice. RT @vedo @shonali Choosing not to or not knowing how to set measurable objectives? #measurePR

4:49 pm **vargasl:** @vedo @shonali It is choosing NOT to...takes a lot of work. Tedious to map conversations and outcomes. #measurepr

4:49 pm **chuckhemann:** RT @kenburbary: @shonali because social is that 1 thing that doesn't look like any of the other channels. It's glue across all #measurePR

4:49 pm **shonali:** @vedo Learning how to set them is quickly done, but if not research-based, they're coming fm nowhere. That's what I see. #measurePR

4:49 pm **chuckhemann:** @shonali @vargasl @vedo Tend to think that issue is starting to happen less in social, actually. #measurePR

4:49 pm **rmpapag:** @chuckhemann I think it will influence traditional PR, I hope it will break down those walls & open communication/collaboration #measurepr

4:49 pm **vargasl:** @Shonali @vedo Right on...accountability is a frightening thing. :) #measurepr

4:50 pm **mdbarber:** RT: @shonali because social is that 1 thing that doesn't look like any of the other channels. It's glue across all #measurePR #measurepr

4:51 pm **shonali:** @kenburbary I think it *can* be glue, but one's missing its potential if it's not treated as a channel as well. #measurePR

4:51 pm **KellyeCrane:** @richardbagnall Your point about proprietary scores is an interesting one. Hadn't thought about it, but you're onto something... #measurepr

4:51 pm **vedo:** @shonali interesting point on not meeting objectives. But then how else are you supposed to know/show usefulness? cc @vargasl #measurepr

4:51 pm **shonali:** @mdbarber Actually that was @kenburbary. :) #measurePR

- 4:51 pm **kristinwadge:** RT @susan_w: SM should penetrate all parts of a company - marketing, prod dev, customer service C-suite - not just PR #measurePR
- 4:51 pm **kathy_moore:** RT @JasonFalls More on SAS Social Media Monitoring tool launch from @kdpaine <http://cot.ag/ds2p5h> - Looks like a strong play. #measurePR
- 4:51 pm **KellyeCrane:** @vargas!: @vedo @shonali It's not just tedious. It's costly in man hours, too. (yes, I seem to have a theme today!) #measurepr
- 4:52 pm **chuckhemann:** @KellyeCrane @richardbagnall propriety scores aren't necessarily the issue. What is are crappy data/analytics on the back end #measurePR
- 4:52 pm **Dilennox:** @rmpapag @chuckhemann isn't it all really one thing? social, traditional, CRM data, call centers - dare I say advertising?? #measurepr
- 4:52 pm **mdbarber:** @shonali @kenburbary -- Oops. Sorry. #measurepr
- 4:52 pm **shonali:** @vedo B/c people are human beings who like their egos fed by the "hits," regardless of whether they accomplished anything. #measurePR
- 4:52 pm **shonali:** @KellyeCrane LOL! #measurePR
- 4:52 pm **Marc_Meyer:** Twitter is buzzing with hashtags #sm55 #engageemail #measurepr #socialmedia
- 4:53 pm **richardbagnall:** @KellyeCrane Thanks - @treypennington interviewed me recently discussing my fear PR analysis could get bombed back to dark ages! #measurepr
- 4:53 pm **shonali:** @vedo But I completely agree w/you. Measurable objectives should be at the heart of comm/PR. #measurePR
- 4:53 pm **vargas!:** @KellyeCrane Correct...there is investment involved beyond cost of tool(s). #measurepr
- 4:54 pm **mdbarber:** Metrics/measurement isn't always about sales. It is often about changing beliefs. Measure tools are different then. #measurepr
- 4:54 pm **dslatter:** Problem with objective setting is that it is done within too many different silos/disciplines in the org- no shared vision #measurepr
- 4:54 pm **chuckhemann:** @KellyeCrane people investment is key. W/in a corp, important to spread analytics responsibilities across the org. #measurePR
- 4:54 pm **vedo:** @KellyeCrane man-hour costs is definitely a concern from other comm depts I speak with. It's the 'How do you have time' question #measurepr
- 4:54 pm **susan_w:** Ditto RT @shonali: @vedo But I completely agree w/you. Measurable objectives should be at the heart of comm/PR. #measurePR
- 4:55 pm **chuckhemann:** @richardbagnall as I mentioned, I'm OK with proprietary scores as long as there's a logical flow behind them. Often there isn't. #measurePR
- 4:55 pm **KellyeCrane:** @chuckhemann @richardbagnall I'm thinking any area of confusion makes it easy for those inclined to obfuscate for profit. #measurePR
- 4:55 pm **shonali:** RT @dslatter: Problem with objective setting is that it is done within too many different silos in the org- no shared vision #measurePR
- 4:55 pm **shonali:** Tweeps, 5 minutes until the "official" end of today's chat, of course you're welcome to keep chatting w/the hashtag. #measurePR
- 4:55 pm **vedo:** @shonali I completely get what you are saying. I think the discussion should also include management expectations. #measurePR
- 4:56 pm **shonali:** Next chat: 5/27, 12-1 pm ET. Please do mark your calendars, would love to see you here. #measurePR
- 4:56 pm **shonali:** Yes! RT @vedo: @shonali I completely get what you are saying. I think the discussion should also include management expectations. #measurePR
- 4:56 pm **richardbagnall:** @chuckhemann Right. They're fine as an index going up and down, but don't help the planning process. #measurepr
- 4:56 pm **chuckhemann:** @KellyeCrane @richardbagnall I'm probably naive, but I think a sound process will win in the end. Flashy objects die ultimately #measurePR
- 4:56 pm **shonali:** Word! RT @KellyeCrane: I'm thinking any area of confusion makes it easy for those inclined to obfuscate for profit. #measurePR

- 4:57 pm **chuckhemann:** @richardbagnall Totally misunderstood your point. Totally agree. Not using that to inform strategy in the least. #measurePR
- 4:57 pm **KellyeCrane:** RT @chuckhemann: @KellyeCrane people investment is key.W/in a corp, important to spread analytics responsibilities across the org #measurePR
- 4:57 pm **CARMA_Tweets:** RT shonali Next chat: 5/27, 12-1 pm ET. Please do mark your calendars, would love to see you here. #measurePR
- 4:58 pm **vedo:** RT @dslatter: Problem w/ objective setting is it's done w/in too many different silos/disciplines in the org- no shared vision #measurepr
- 4:58 pm **mdbarber:** Gotta run folks. Thanks @chuckhemann, @shonali & others for a great discussion. #measurepr
- 4:58 pm **shonali:** Oops, sorry! Next chat is 4/27, not 5, NOT FIVE, LOL. Thanks @susan_w. 4/27, 12-1 pm ET. Please RT! #measurePR
- 4:58 pm **shonali:** @mdbarber Thanks so much for joining so early in your day! #measurePR
- 4:58 pm **chuckhemann:** @vedo @dslater important that your analytics folks help the different departments bring that together IMO. #measurePR
- 4:58 pm **richardbagnall:** @KellyeCrane @treypennington has it in his editing suite as I type I understand...Trey, any sign of it yet? :) #measurepr
- 4:59 pm **shonali:** Thanks @chuckhemann for being our guest today, and to everyone else for joining in - great convo, hope to see you 4/27, 12-1 ET. #measurePR
- 5:00 pm **chuckhemann:** need to run, but thanks a ton for having me @shonali! Also, thanks to everyone for the fun chat! #measurePR
- 5:00 pm **susan_w:** Thanks everyone for the great discussion & info C U on 4/27! #measurePR
- 5:00 pm **richardbagnall:** @chuckhemann @shonali Thanks guys for a great chat today. Awesome as usual to connect. All best from a sunny London. #measurepr
- 5:00 pm **CARMA_Tweets:** Thanks Everyone. Gr8t discussion. Encourage following me @alanchumley. Enjoyed it. Cheers. #measurepr
- 5:01 pm **mdbarber:** @shonali Hah! Enjoyed my coffee and the #measurePR folks together today.
- 5:01 pm **rmpapag:** #measurePR was great as expected! Thanks @chuckhemann for your time. Thanks @shonali for putting it together!
- 5:01 pm **richardbagnall:** @susan_w Or 27/4 depending where you are ;-) #measurepr
- 5:01 pm **richardbagnall:** RT @shonali: Thanks @chuckhemann for being our guest today, and to everyone else for joining in - great convo, hope to see you 4/27, 12-1 ET. #measurePR
- 5:02 pm **KellyeCrane:** @vedo Hopefully more affordable solutions that streamline the process are coming down the pike (fingers crossed!) #measurepr
- 5:02 pm **vedo:** Gotta jump off #measurePR chat. Thanks to @shonali for facilitating convo and @chuckhemann for insights. Cheers.
- 5:02 pm **ActiveIngredients:** RT @Marc_Meyer: Twitter is buzzing with hashtags #sm55 #engageemail #measurepr #socialmedia #sm55
- 5:02 pm **KellyeCrane:** @chuckhemann Great chatting with you on #measurePR today - thanks for your insights!
- 5:03 pm **shonali:** @richardbagnall We'll have to have you (or the three-fer) back in a "formal" capacity soon. :) #measurePR
- 5:03 pm **vedo:** @KellyeCrane Yes, that would be great. #measurepr
- 5:03 pm **sharonmostyn:** So many topics, so little time. RT @ActiveIngredients RT @Marc_Meyer Twitter is buzzing w/hashtags #sm55 #engageemail #measurepr #socialmedia
- 5:05 pm **Dilennox:** @shonali thanks as always -- I may get to meet you in Seattle, November. IABC? #measurepr
- 5:07 pm **kristinwadge:** RT @shonali: Thanks @chuckhemann for being our guest, and everyone else for joining - great convo, hope to see you 4/27, 12-1 ET. #measurePR

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