



Transcript from July 20, 2010 to July 20, 2010

All times are Pacific Time

July 20, 2010

- 3:26 am **shonali**: <http://bit.ly/bDmYjv> is the last recap. Just log on at 12 ET & use #measurepr to chat.
- 3:26 am **shonali**: @CaseyChesh <http://bit.ly/bDmYjv> is the last recap. Just log on at 12 ET & use #measurepr to chat.
- 3:31 am **rosaliemo**: RT @shonali: Btw, don't forget tomorrow is #measurepr with @gojohnab, 12-1 pm ET. Hope to see you there!
- 10:32 am **kdpaine**: @shonali #measurepr #fb will try to sit in but we're having our company picnic this afternoon
- 12:21 pm **alanchumley**: Calling all PR measurement-curious types. Take part in today's #measurepr with @gojohnab, 12-1 pm ET. @shonali
- 12:28 pm **CARMA_Tweets**: Calling all PR measurement-curious types. Take part in today's #measurepr with @gojohnab, 12-1 pm ET. @shonali
- 12:28 pm **rmpapag**: RT @alanchumley: Calling all PR measurement-curious types. Take part in today's #measurepr with @gojohnab, 12-1 pm ET. @shonali
- 12:31 pm **ValerieSimon**: On vaca, but hope to check out #measurepr w/ @shonali & my @burrellesluce colleague @gojohnab 12-1 pm ET Hope to see u then!
- 12:33 pm **kkimberl**: Forrester Report talks measuring Social Marketing beyond Tweets & Fans. <http://nyti.ms/9smAD5>. What do you think? #measurepr
- 12:48 pm **MelyssaTweeting**: RT @alanchumley: Calling all PR measurement-curious types. Take part in today's #measurepr with @gojohnab, 12-1 pm ET. @shonali
- 12:55 pm **rmpapag**: @shonali Have a great time spreading #measurepr knowledge in Alaska! So wish I could be there too!
- 12:55 pm **SuzieLin**: Looking forward to it today! RT @shonali: Btw, don't forget tomorrow is #measurepr with @gojohnab, 12-1 pm ET. Hope to see you there! #fb
- 1:26 pm **shonali**: @ValerieSimon I'm hoping you'll be able to join the #measurepr chat today with @gojohnab roo!
- 1:27 pm **shonali**: @rmpapag @CARMA_Tweets @alanchumley @CommAMMO @khirek Thanks for reminding everyone about #measurepr today, 12-1 pm ET, with @gojohnab.
- 2:16 pm **iangentler**: RT @AdamVincenzini @TopRank Best PR chats #blogchat #journchat #pr20chat #socialmedia #commschat #measurepr #prstudchat <http://bit.ly/bk9gn2>
- 2:37 pm **KatTayls**: [Sorry that #solopr isn't on there - that's my fav.] Best PR chats #blogchat #journchat ... #measurepr #prstudchat <http://bit.ly/bk9gn2>
- 2:45 pm **rmpapag**: @kdpaine O'Dwyer misses the point. This barnacle helps PR & Corporate Communications show outcomes. AVE is Apples to Oranges #measurepr
- 2:48 pm **rmpapag**: Paine Calls PR Ad Values 'Cancer' - Wrong! <http://ht.ly/2dXDf> Actually, @kdpaine hits the nail on the head. #measurepr
- 2:50 pm **SuzieLin**: @shonali I really hope I can make the #measurepr chat today
- 2:53 pm **gojohnab**: @shonali likes shoes so I thought I'd share my shoes du jour before we start #measurepr :) <http://tweetphoto.com/33842602>
- 2:53 pm **pearl_brands**: Well put. RT @rmpapag: Paine Calls PR Ad Values 'Cancer'-Wrong! <http://ht.ly/2dXDf> Actually, @kdpaine hits the nail on the head. #measurepr
- 3:14 pm **gojohnab**: I'm looking forward to one of the best hours on twitter starting in about 50 minutes...#measurepr ...I hope you can join us. #measurepr

3:27 pm **ValerieSimon:** 30 min till @shonali kicks off #measurepr chat w/ @burrellesluce 's @gojohnab If you are in public relations, stop by!

3:29 pm **EmilyCSimmons:** RT @ValerieSimon: 30 min till @shonali kicks off #measurepr chat w/ @burrellesluce 's @gojohnab If you are in public relations, stop by!

3:30 pm **CommAMMO:** Just 30 minutes to #MeasurePR feat. @GoJohnaB and @Shonali, 12-1 ET.

3:33 pm **CARMA_Tweets:** Just 30 minutes to #MeasurePR feat. @GoJohnaB and @Shonali, 12-1 ET.

3:34 pm **a_mer17:** RT @AdamVincenzini: RT @TopRank: Best PR chats on Twitter: #blogchat #journchat #pr20chat #socialmedia #commschat #measurepr #prstudchat... <http://bit.ly/bk9gn2>

3:34 pm **alanchumley:** RT @CARMA_Tweets: Just 30 minutes to #MeasurePR feat. @GoJohnaB and @Shonali, 12-1 ET.

3:37 pm **MariaJamesPR:** RT @ValerieSimon: 30 min till @shonali kicks off #measurepr chat w/ @burrellesluce 's @gojohnab If you are in public relations, stop by!

3:39 pm **40deuce:** @CommAMMO oh good, I'll catch it this time! looking forward to my first #MeasurePR chat

3:46 pm **shonali:** Just about 15 minutes till #measurepr, who's coming?

3:48 pm **leah_jean25:** @shonali what is #measurepr -- never participated

3:48 pm **shawnaberger:** RT @ValerieSimon: 30 min till @shonali kicks off #measurepr chat w/ @burrellesluce 's @gojohnab If you are in public relations, stop by!

3:49 pm **gojohnab:** I'll be there...Shonali....your shoes du jour?? #measurepr #measurepr

3:50 pm **RebeccaDenison:** Probably just listenin' today unfortunately! Still can't wait! RT @shonali Just about 15 minutes till #measurepr, who's coming?

3:53 pm **gojohnab:** @shawnaberger GR8 to "see" you :) #measurepr

3:57 pm **shonali:** @40deuce Glad you're joining #measurepr today! @CommAMMO

3:58 pm **shonali:** 'Kay, I'm heading into #measurepr, so if I "talk" too much for your liking, snooze me, please. (Do wake me up when it's over, though.)

3:59 pm **dfriez:** I'll be there for #measurepr in a couple minutes. @gojohnab knows where I work and @shonali knows where I live. (the pressure!) :)

3:59 pm **susan_w:** Looking forward to joining #measurePR over lunch today!

4:00 pm **rmpapag:** Measurement barnacle on the hull of PR in MD. Looking forward to #measurepr today.

4:00 pm **40deuce:** @shonali me too. just need to run and do something quick before it starts, so don't say too much until I'm back #measurepr

4:00 pm **shonali:** Good one! RT @dfriez: I'll be there for #measurepr. @gojohnab knows where I work and @shonali knows where I live. (the pressure!)

4:01 pm **shonali:** And... it's time! Welcome to the bi-weekly #measurePR chat, where we discuss all things related to PR measurement.

4:01 pm **PRAMITASEN:** Excited to be here! #measurepr

4:02 pm **shonali:** I'll start: I'm a #solopr pro based in the DC area (currently enjoying Anchorage, AK), measurement fanatic (hence the chat). #measurePR

4:02 pm **m_dunn:** RT @shonali: And... it's time! Welcome to the bi-weekly #measurePR chat, where we discuss all things related to PR measurement.

4:03 pm **jenzings:** @shonali Howdy! I'm here to listen & learn, Jen Zingsheim from CustomScoop. #measurePR

4:03 pm **alanchumley:** Intro: Measurement groupie fast follower cheerleader evangelizer. Sen Mgmt. @CARMA_Tweets (traditional & media analysis firm). #measurepr

4:03 pm **shonali:** @PRAMITASEN @m_dunn @jenzings Great to see all of you! #measurePR

4:03 pm **rmpapag:** Business researcher for public relations and corporate communications based in MD #measurepr

4:03 pm **PRAMITASEN:** Marketing & Sales Assc. in the Financial Indus. Venturing into PR #measurepr

4:04 pm **shonali**: Fyi, @jenzings is a #measurepr "alum," btw: <http://ht.ly/2e112> #measurePR

4:05 pm **shonali**: @alanchumley "groupie?" LOL. @rmpapag Hiya! #measurePR

4:05 pm **leah_jean25**: First time here, excited to listen and learn! #measurepr

4:05 pm **susan_w**: Hi! I'm a PR pro in Herndon VA working for Network Solutions. Looking forward to listening & learning today! #measurePR

4:05 pm **PRAMITASEN**: Great to be here :) RT @shonali: @PRAMITASEN @m_dunn @jenzings Great to see all of you! #measurePR

4:06 pm **shonali**: Before we get started, a couple of things: 1) remember to use the hashtag w/your tweets so that they get indexed. #measurePR

4:06 pm **CommAMMO**: Greetings, fellow geeks or Those Who Merely Speak Geek. #measurepr

4:06 pm **shonali**: Also, 2) if you have questions for @gojohnab or the group, please DM them to me so that I can throw them out. It'll help us all. #measurePR

4:07 pm **rmpapag**: @rockstarjen #solopr chat is tomorrow! Did you mean #measurepr? Either way you will be missed!

4:07 pm **shonali**: @susan_w Hey, Susan, nice to see you here! #measurePR

4:08 pm **cindymariej**: @shonali I'll be in and out, a first-timer in #measurePR

4:08 pm **shonali**: OK, let's start. Our guest today is @gojohnab with @burrellesluce: <http://ht.ly/2e1bb> Thanks for joining, Johna! #measurePR

4:08 pm **shonali**: @CommAMMO "who merely speak geek," LOVE IT. Welcome and to @cindymariej as well. #measurePR

4:09 pm **leah_jean25**: I will participating in #measurepr for the next hour -- feel free to snooze me! <http://dev.tweetersnooze.com/>

4:09 pm **ValerieSimon**: Valerie Simon, @burrellesluce - mostly listening in to #measurePR conv (distracted by vacation schedule!)

4:10 pm **gojohnab**: @shonali Thank you for facilitating this chat and for having me today ...looking forward to the conversation! #measurepr

4:10 pm **40deuce**: ok, I'm here! first time in this chat, so please be gentle #measurepr

4:10 pm **Turinas**: RT @AdamVincenzini: RT @TopRank: Best PR chats on Twitter: #blogchat #journchat #pr20chat #socialmedia #commschat #measurepr #prstudchat... <http://bit.ly/bk9gn2>

4:10 pm **EmanatePR**: RT @AdamVincenzini: RT @TopRank: Best PR chats on Twitter: #blogchat #journchat #pr20chat #socialmedia #commschat #measurepr #prstudchat... <http://bit.ly/bk9gn2>

4:10 pm **shonali**: Q1 for @gojohnab but do all discuss: What's the biggest PR measurement challenge you see right now? #measurePR

4:10 pm **CommAMMO**: Go Go Go @GoJohnaB! #measurepr

4:11 pm **dbreakenridge**: RT @TopRank: Best PR chats on Twitter: #blogchat #journchat #pr20chat #socialmedia #commschat #measurepr #prstudchat... <http://bit.ly/bk9gn2>

4:11 pm **CommAMMO**: Yah, going to be on #measurepr 12-1 and #icchat 2-3, so snooze if thy wilt.

4:11 pm **alanchumley**: Q1: biggest PR measurement challenge? IMHO: Education. Educating practitioners/clients, that is. #measurepr

4:11 pm **CommAMMO**: RT @shonali: Q1 for @gojohnab but do all discuss: What's the biggest PR measurement challenge you see right now? #measurepr

4:12 pm **alanchumley**: RT @gojohnab: Q1- Sadly, that some #pr pros are still ?getting started? while #marketing seemingly owns metrics space for business decisions. #measurepr

4:12 pm **CommAMMO**: RT @gojohnab: Q1- Sadly, that some #pr pros still ?getting started? while #marketing seemingly owns metrics for business decs. #measurepr

4:12 pm **richardbagnall**: Hi @goJohnab, @shonali and all at #measurepr, sorry to be late and prob only a fl eeting visit!

- 4:12 pm **BrandiNeloms:** RT @toprank: Best PR chats on Twitter: #blogchat #journalchat #pr20chat #socialmedia #commschat #measurepr #prstudchat.. <http://fb.me/zxz9vKx0>
- 4:12 pm **40deuce:** @shonali in my opinion I'd say that PR people are having a hard time putting measurements to social media efforts #measurepr
- 4:12 pm **PRVille:** ?@shonali: And... it's time! Welcome to the bi-weekly #measurePR chat, where we discuss all things related to PR measurement.?
- 4:13 pm **shonali:** @richardbagnall Fleeting is better than nothing, thanks for stopping by! #measurePR
- 4:13 pm **cindymariej:** @shonali Clients who want to directly connect PR to sales #measurePR
- 4:13 pm **shonali:** @PRVille @KatTayls Hiya! #measurePR
- 4:13 pm **CommAMMO:** Sad but Tru Dat. RT @40deuce: @shonali IMO PR people are having a hard time putting measurements to social media efforts #measurepr
- 4:13 pm **susan_w:** Agree! RT @gojohnab: Q1: Sadly, sum pr pros R still getting started while marketing seemingly owns metrics space 4 biz decisions. #measurepr
- 4:13 pm **CubanaLAF:** PR struggles with not knowing what is imp't to report - little client direction and not having measurable objectives. #measurepr
- 4:14 pm **KatTayls:** Q1: biggest PR measurement challenge? IMHO: Education. Educating practitioners/clients, that is. #measurepr
- 4:14 pm **whitcombjrila:** Looking forward to the insight from @goJohnab in the measurement chat today #measurepr
- 4:14 pm **alanchumley:** Q1: #measurepr: biggest challenge in PR measurement: the right brain left brain gap. Artists vs. scientists.
- 4:14 pm **ValerieSimon:** RT @shonali: Q1 for @gojohnab but do all discuss: What's the biggest PR measurement challenge you see right now? #measurePR
- 4:14 pm **rockstarjen:** @rmpapag i know! i saw @shonali's post and got all confused. i'll miss both this week and next! #solopr #measurepr
- 4:14 pm **rmpapag:** Q1 Education is the biggest hurdle. I run across #PR pros who don't know where to start and choose AVE's as the "goal". #measurepr
- 4:15 pm **susan_w:** Q1: C-level still looking at AVE! #measurePR
- 4:15 pm **CubanaLAF:** Large v small brands and industry verticals play a role as well. Identify first instead of struggling with "magic button." #measurepr
- 4:15 pm **CommAMMO:** It's a reasonable desire, given that mktg is only MBA comms frame. RT @cindymariej: Clients want to directly connect PR to sales #measurepr
- 4:15 pm **shonali:** Re: Q1: RT @CubanaLAF: PR struggles w/ not knowing what is imp't to report, little client direction, no measurable objectives. #measurePR
- 4:15 pm **MariaJamesPR:** Hello everyone! This is my first time participating in #measurepr chat! I'm Maria James an AAE at Ogilvy PR Worldwide
- 4:15 pm **PRAMITASEN:** Agreed! RT @alanchumley: Q1: #measurepr: biggest challenge in PR measurement: the right brain left brain gap. Artists vs. scientists.
- 4:15 pm **gojohnab:** @Alanchumley agreed. I think academics are trying to make some headway & employers who support measurement PD the same #measurepr
- 4:15 pm **rmpapag:** Q1 Without understanding how to #measurepr #pr pros aren't getting the \$ needed to fund the effort either.
- 4:15 pm **CommAMMO:** RT @CubanaLAF: PR struggles with not knowing what is imp't to report - little client direction and not having measurable objs. #measurepr
- 4:15 pm **CubanaLAF:** @shonali getting my car fixed, but couldn't miss out! :) #measurepr
- 4:16 pm **KatTayls:** Q1: Biggest challenge for me is helping to educate that we can and should #measurepr by its impact/awareness - not by sales goals.
- 4:16 pm **gojohnab:** @cubanalaf The PR pros have to know the business so they can provide direction and counsel on what matters most. #measurepr

- 4:16 pm **susan_w**: RT @KatTayls: Q1: Biggest challenge 4 me is helping 2 educate that we cn & shld #measurepr by its impact/awareness - not by sales goals.
- 4:16 pm **CommAMMO**: RT @CubanaLAF: Large v small brands and industry verticals play a role as well. Identify 1st stead of strugl'g w "magic button." #measurepr
- 4:17 pm **CommAMMO**: RT @KatTayls: Q1: helping to educate that we can and should #measurepr by its impact/awareness - not by sales goals. #measurepr
- 4:17 pm **jenzings**: RT @susan_w: Q1: C-level still looking at AVE! #measurePR | Ack!
- 4:17 pm **ValerieSimon**: RT @gojohnab Q1 Sadly, some #pr pros are still ?getting started? while #marketing seemingly owns metrics space for biz decisions. #measurepr
- 4:17 pm **CommAMMO**: RT @rmpapag: Q1 Without understanding how to #measurepr #pr pros arent getting the \$ needed to fund the effort either. #measurepr
- 4:17 pm **alanchumley**: RT @susan_w: RT @KatTayls: Q1: Biggest challenge 4 me is helping 2 educate that we cn & shld #measurepr by its impact/awareness - not by sales goals.
- 4:17 pm **TowandaL**: RT @toprank: Best PR chats on Twitter: #blogchat #journchat #pr20chat #socialmedia #commschat #measurepr #prstudchat <http://bit.ly/bk9gn2>
- 4:17 pm **KatTayls**: Q1: Also, clients expecting too much too soon... need to see PR as a worthy investment center. #measurepr
- 4:17 pm **40deuce**: @KatTayls agreed. a lot of PR has to do with attitude change. Hard to measure that against sales because they're not immediate #measurepr
- 4:17 pm **CommAMMO**: RT @gojohnab: ...I think academics are trying to make some headway & employers who support measurement PD the same #measurepr
- 4:18 pm **richardbagnall**: Q1 the dunning down of metrics as a result of rise of social! Clients wanting nos not meaning #measurepr
- 4:18 pm **shonali**: Looks like education is a big one (re: Q1). How do you think we can educate ourselves/others/clients/bosses? #measurepr
- 4:18 pm **leah_jean25**: RT @KatTayls: Q1: Biggest challenge for me is helping to educate that we can and should #measurepr by its impact/awareness - not by sales goals.
- 4:18 pm **PRAMITASEN**: RT @KatTayls: Q1: Biggest challenge for me is helping to educate that we can & should #measurepr by its impact/awareness-not by sales goals.
- 4:18 pm **CommAMMO**: Q1 AVE is appealing to C-suite, PR pros who look for fast fix. Marketing Mix Modeling is 'spensive, still relies on correls. #measurepr
- 4:18 pm **richardbagnall**: Education even more of a problem now than any time in my 15 years in the pr measurement service #measurepr
- 4:18 pm **CubanaLAF**: Q1: Also, qualitative v quantitative metrics. Traditional PR has been mostly qualitative. #measurepr
- 4:18 pm **whitcombjrla**: RT @KatTayls: Q1: Also, clients expecting too much too soon... need to see PR as a worthy investment center. #measurepr especially with...
- 4:19 pm **KatTayls**: RT @CommAMMO: RT @rmpapag: Q1 Without understanding how to #measurepr #pr pros arent getting the \$ needed to fund the effort either.
- 4:19 pm **juleszunich**: Just found #measurepr and I have to go. Looks like I'm missing something cool. Would love a reminder for the next one.
- 4:19 pm **EFulwiler**: @40deuce I feel like lack of accurate measurements is common in most PR efforts, no? Or at least not more so w/ #socialmedia #measurePR
- 4:19 pm **leah_jean25**: How can we fix this? RT @40deuce: Hard to measure that against sales because they're not immediate #measurepr
- 4:19 pm **shonali**: @alanchumley @susan_w @KatTayls But you can't discount sales. The point is to measure holistically, not just 1 or other. #measurepr
- 4:19 pm **alanchumley**: @shonali people need to WANT to be educated on the topic...and they need to 'get' it when you try to...that's a hurdle. #measurepr
- 4:19 pm **whitcombjrla**: RT @shonali: Looks like education is a big one (re: Q1). How do you think we can educate ourselves/others/clients/bosses? #measurepr...

- 4:20 pm **gojohnab**: If you don't know WHAT your target is it's impossible to hit objectives that impact your business. [#measurepr](#)
- 4:20 pm **CommAMMO**: Possible that there is no holy grail? RT [@shonali](#): (re: Q1). How do you think we can educate ourselves/others/clients/bosses? [#measurepr](#)
- 4:20 pm **PRAMITASEN**: I think consistency on what is relevant and acceptable is an imp. criterion for learning how to [#measurepr](#)
- 4:20 pm **josephd**: Hi guys, jumping in late.. [#measurePR](#)
- 4:20 pm **CommAMMO**: RT [@gojohnab](#): If you dont know WHAT your target is its impossible to hit objectives that impact your business. [#measurepr](#)
- 4:20 pm **shonali**: Hear hear! RT [@gojohnab](#): If you don't know WHAT your target is it's impossible to hit objectives that impact your business. [#measurepr](#)
- 4:20 pm **KatTayls**: [@shonali](#) I think we should focus more on objectives that we can control: Audience impressions, fan/follow interactions, etc. [#measurepr](#)
- 4:21 pm **dfriez**: RT [@gojohnab](#): If you don't know WHAT your target is it's impossible to hit objectives that impact your business. [#measurepr](#)
- 4:21 pm **CommAMMO**: RT [@alanchumley](#): ppl need to WANT to be educated on the topic...and they need to get it when you try to...thats a hurdle. [#measurepr](#)
- 4:21 pm **whitcombjrla**: As we say where I'm from "You can't get there from here" rings especially true if you don't know where here is? [#measurepr](#)
- 4:21 pm **CubanaLAF**: [@gojohnab](#) Do they, though? Engagement is great, but they aren't researching. Some have no idea what questions to ask clients. [#measurepr](#)
- 4:21 pm **rmpapag**: Q1 Sometimes figuring out goals can be difficult. Easy 1, Conversion rate; # of reporters pitched vs. number of stories written. [#measurepr](#)
- 4:21 pm **shonali**: [@CommAMMO](#) I don't think there's a holy grail for anything, but there *can* be best practices. [#measurepr](#)
- 4:21 pm **ValerieSimon**: RT [@gojohnab](#): If you don't know WHAT your target is it's impossible to hit objectives that impact your business. [#measurepr](#)
- 4:21 pm **mdbarber**: 'morning all. Sorry I'm late. PR pro from Anchorage, AK. Catching up now... [#measurepr](#)
- 4:22 pm **CommAMMO**: Still need simple, direct metrics. RT [@shonali](#): I dont think theres a holy grail for anything, but there *can* be best practices. [#measurepr](#)
- 4:22 pm **CubanaLAF**: Education depends on what you want to accomplish. Identify, then correlate - where can I get info? [#measurepr](#)
- 4:22 pm **richardbagnall**: RT [@CommAMMO](#): RT [@gojohnab](#): If you dont know WHAT your target is its impossible to hit objectives that impact your business. [#measurepr](#)
- 4:22 pm **EFulwiler**: [@40deuce](#) Right, and it's the same with [#socialmedia](#) IMO. [#measurePR](#) (sorry i kind of jumped into the convo halfway in)
- 4:22 pm **KatTayls**: [@shonali](#) I agree! It should also only depend on pieces that we can control - can't control the sales team (usually) [#measurepr](#)
- 4:22 pm **whitcombjrla**: Until standards are established for different activities, it will be very difficult to sell the C-suite [#measurepr](#)
- 4:22 pm **alanchumley**: [#measurepr](#) PR's contribution to just about ANY tangible can be meas'd to some extent. Correlation (Proxy)...Causality (Proof(ish)).
- 4:22 pm **josephd**: Q1: Clients expecting specific sales goals from a single editorial placement and not considering it successful unless. [#measurePR](#)
- 4:23 pm **CommAMMO**: [@KatTayls](#) Output measures all -- we strive to connect the dots to outcomes. Web metrics are intermed step... need others. [#measurepr](#)
- 4:23 pm **KatTayls**: [@mdbarber](#) Hi there! Good to see you here :) [#measurepr](#)
- 4:23 pm **susan_w**: [@shonali](#) agree, need to measure holistically and define "impact" [#measurePR](#)
- 4:23 pm **mdbarber**: [@KatTayls](#) Hey. Good to see you too. Familiar faces from previous chats too. [#measurepr](#)

- 4:23 pm **SKFPR:** RT @gojohnab: If you don't know WHAT your target is it's impossible to hit objectives that impact your business. #measurepr
- 4:24 pm **KatTayls:** too true. RT @josephd: Q1: Clients expect specific sales goals frm 1 editorial placement & not considering it successful unless. #measurePR
- 4:24 pm **kgombita:** @CommAMMO I'm finding "best practices" term has fallen out of favour, as it's unclear how long it will be "best" for & to whom! #measurepr
- 4:24 pm **CommAMMO:** What if we frame PR/SocMed/Int Comms/CSR all as "contributing to the consideration set" for custs? #measurepr
- 4:24 pm **MariaJamesPR:** @CubanaLAF I agree you need to ask the client the right questions.which is why I enjoy watching/learning from senior level pros.. #measurepr
- 4:24 pm **CubanaLAF:** Education: e-books, white papers, specific industry case studies w/ industry verticals - also, discuss application #measurepr
- 4:25 pm **marketwire:** Switching back and forth #measurepr and #sm69. Great info being tweeted.
- 4:25 pm **leah_jean25:** @alanchumley do you think those principles/best practices need to be tweaked? #measurepr
- 4:25 pm **CommAMMO:** Good point. RT @kgombita: finding "best practices" has fallen out of favour, its unclear how long it will be "best" for & to whom! #measurepr
- 4:25 pm **CubanaLAF:** .@MariaJamesPR Senior level are sometimes wading the water, too - so group brainstorming with all sectors helps. #measurepr
- 4:25 pm **PRAMITASEN:** RT @CubanaLAF: Education: e-books, white papers, specific industry case studies w/ industry verticals - also, discuss application #measurepr
- 4:25 pm **danaeng:** Shouldn't our pr measurement best practices tie to our overall biz strategic plans? I don't care for standards that box in #measurepr
- 4:26 pm **alanchumley:** Chatters asking about how to get educated: I'm self-taught. Read everything you can from the IPR's Measurement Commission. #measurepr
- 4:26 pm **shonali:** Q2- Why do think PR pros are having a hard time implementing good social media measurement? #measurepr
- 4:26 pm **josephd:** RT @40deuce:hard to say, but the best way to see immediate results is to have some sort of call to action (not always purchase) #measurePR
- 4:26 pm **alanchumley:** @leah_jean25 perhaps. They need mass adoption and use first. #measurepr
- 4:27 pm **40deuce:** @CommAMMO @kgombita best practices are also hard because these days everyone is trying different things with different goals #measurepr
- 4:27 pm **MariaJamesPR:** @cubanalaf I agree! Senior doesn't always mean you have all the answers. #measurepr
- 4:27 pm **shonali:** RT @alanchumley: Chatters asking about how to get educated: I'm self-taught. Read everything you can from IPR's Measurement Comm. #measurepr
- 4:27 pm **shonali:** @danaeng Yes, of course they should! #measurepr
- 4:27 pm **CommAMMO:** Yes RT @danaeng: Shouldnt our pr measurement best practices tie to our overall biz strateg plans? I dont care 4standards that box in #measurepr
- 4:27 pm **mshahab:** @shonali Q2 - no standardization. SM measurement needs to cannibalize first #measurepr
- 4:27 pm **susan_w:** Like it RT @CommAMMO: wht if we frame PR/SocMed/Int Comms/CSR all as "contributing to the consideration set" 4 custs? #measurepr
- 4:27 pm **josephd:** Q2 - lack of understanding from the 'outside'. They believe followers = purchases.. to client: no IMMEDIATE buy = failure. #measurePR
- 4:28 pm **ReeseBY:** RT @KaryD: Two interesting chats going on right now: #sm69 and #measurepr .
- 4:28 pm **kgombita:** @40deuce @CommAMMO exactly. Different demographics. Different cultures. Different definitions of "best." #measurepr
- 4:28 pm **CubanaLAF:** Q2: PR sometimes silos - work with analytics/ad/etc for a combined report. Be open to saying "I don't know." #measurepr

- 4:28 pm **CommAMMO:** I'm biased, but TRU DAT! RT @alanchumley: how to get educated: Im self-taught. Read everything fr IPRs Measurement Commision. #measurepr
- 4:28 pm **KatTayls:** @CommAMMO @shonali I agree that sales is related, but I think we can only measure the parts we can control. i.e. leads generated. #measurepr
- 4:28 pm **shonali:** RT @alanchumley: PR's contrib to just abt ANY tangible can be meas'd to some extent. Correlation (Proxy)/Causality (Proof(ish)). #measurepr
- 4:29 pm **rmpapag:** Q2 I think the problem is with not viewing #sm as another channel #measurepr
- 4:29 pm **JenniferSondag:** It doesn't seem like it's really been done well b4 & ppl are hesitant to try something new. Plus msrmt doesn't happen overnight. #measurepr
- 4:29 pm **jackie_smith:** RT @shonali: RT @alanchumley: Chatters asking about how to get educated: I'm self-taught. Read everything you can fm IPR's Measurement Comm. #measurepr
- 4:29 pm **KatTayls:** RT @shonali: Q2- Why do think PR pros are having a hard time implementing good social media measurement? #measurepr
- 4:29 pm **ValerieSimon:** RT @shonali: Q2- Why do think PR pros are having a hard time implementing good social media measurement? #measurepr
- 4:29 pm **shonali:** @PRAMITASEN @mdbarber I do think they're parallel issues, b/c if you don't set measurable objectives at the beginning...! #measurepr
- 4:29 pm **alanchumley:** @KatTayls can you fully control reputation? we measure that, too, don't we? #measurepr
- 4:29 pm **EmilyCSimmons:** Q2: It's really hard to measure ROI of tweeting or other #SM since trad #PR has been about outbound rather than inbound marketing #measurepr
- 4:29 pm **CommAMMO:** RT @CubanaLAF: Q2: PR sometimes silos - work with analytics/ad/etc for a combined report. Be open to saying "I dont know." #measurepr
- 4:30 pm **MelyssaTweeting:** RT @alanchumley: Chatters asking about how to get educated: I'm self-taught. Read everything you can from the IPR's Measurement Commision. #measurepr
- 4:30 pm **CubanaLAF:** Q2: Also? Many claim they know how with no idea on execution. PR doesn't give you a right to measure. #measurepr
- 4:30 pm **40deuce:** @danaeng 100%. every campaign will have different goals and therefore need it's own way to measure it #measurepr
- 4:30 pm **richardbagnall:** And pr isn't always about sales! It can be about all sorts, including defending and maintaining a reputation #measurepr
- 4:30 pm **gojohnab:** Q2- ?Buzz? is being treated like clipping ?thud? factor if you don?t apply what you learn/ the intelligence to biz why bother? #measurepr
- 4:30 pm **MelyssaTweeting:** RT @EmilyCSimmons: Q2: It's really hard to measure ROI of tweeting or other #SM since trad #PR has been about outbound rather than inbound marketing #measurepr
- 4:30 pm **CommAMMO:** RT @alanchumley: PRs contribution to just abt ANY tangible can b measd 2 some extnt. Correlation (Proxy)...Causality (Proof(ish)). #measurepr
- 4:30 pm **mdbarber:** @shonali @PRAMITASEN But aren't many pros having trouble w SM measurement are also having trouble w traditional measurement. #measurepr
- 4:30 pm **kseniacoffman:** @shonali Q2 because not all of SM *is* PR? #measurePR
- 4:31 pm **jenzings:** Q2 Many are still trying to figure out which mix fits their objectives. Trying to apply trad. meas. (impressions) on socmed #measurePR
- 4:31 pm **KatTayls:** Q2: It is tough to stay consistent in the implementation or measurement of a social media program without a plan. #measurepr
- 4:31 pm **shonali:** @EmilyCSimmons IMHO, one problem is that we get stuck in "ROI" etc. terminology. If we know what outcomes we want, it's easier. #measurepr
- 4:31 pm **rmpapag:** RT @gojohnab: Q2- ?Buzz? is being treated like clipping ?thud? factor if you don?t apply lesson/ the intell to biz why bother? #measurepr
- 4:31 pm **marketwire:** Need to define goals. For some, it's not about sales/bottom line, but about building reputation and increasing + mentions. #measurepr

- 4:31 pm **alanchumley**: Q2: challenge to social media measurement: go beyond buzz peddling. Stop talking only about influencers and engagement. MORE! #measurepr
- 4:31 pm **richardbagnall**: And sometimes that's about what didn't appear as well as what did... #measurepr
- 4:31 pm **shonali**: RT @gojohnab: Q2- ?Buzz? is being treated like clipping ?thud? factor if you don't apply what you learn to biz why bother? #measurepr
- 4:32 pm **CommAMMO**: It's impossible. RT @KatTayls: Q2: tough 2 stay consist in implementation or measurement of socimedia program without a plan. #measurepr
- 4:32 pm **CubanaLAF**: Q2: PR is also too focused on impressions and multipliers. It doesn't fly easily in social. #measurepr
- 4:32 pm **shonali**: @kseniacoffman What do you mean? #measurepr
- 4:32 pm **PRAMITASEN**: @shonali @mdbarber But some clients just want to create a community & just create brand awareness. Is that still a parallel issue? #measurepr
- 4:32 pm **TowandaL**: Q2 SM measurement is diff than traditional measuring. Measuring not based on quantity, SM based on value of conversations. #measurePR
- 4:32 pm **40deuce**: @richardbagnall exactly, and measuring reputation is a hard thing to do (unless you have a brain scan machine) #measurepr
- 4:32 pm **KatTayls**: RT @josephd: Q2: lack of undrstdng frm the 'outside'. They believe followers=purchases. to client: no IMMEDIATE buy = failure. #measurePR
- 4:32 pm **CommAMMO**: RT @alanchumley: Q2: chall'g 2 socmedia measurement: go beyond buzz peddling. Stop tlkng about influ'rs & engagement. MORE! #measurepr
- 4:32 pm **rmpapag**: Very true, some clients don't wish to be in the Media !@richardbagnall sometimes it's about what didn't appear as well as what did #measurepr
- 4:33 pm **alanchumley**: Brilliant / often forgotten point!: RT @richardbagnall And sometimes that's about what didn't appear as well as what did... #measurepr
- 4:33 pm **shonali**: @PRAMITASEN It is a parallel issue if they don't know what they want to get out of creating the community, etc. @mdbarber #measurepr
- 4:33 pm **40deuce**: RT @TowandaL: SM measurement is diff than trad. measuring. Measuring not based on quantity, SM based on value of conversations. #measurepr
- 4:33 pm **PRAMITASEN**: @gojohnab can you explain what the "thud" factor is? #measurepr
- 4:34 pm **shonali**: RT @alanchumley: Q2: challenge to SM measurement: go beyond buzz peddling. Stop talking only abt influencers & engagement. #measurepr
- 4:35 pm **KathyHerrmann**: RT @CommAMMO: RT @alanchumley: Q2: challg 2 #SM measurement: go beyond buzz peddling. > Yes! To ROI (econ gains vs costs). #measurepr
- 4:35 pm **alanchumley**: RT @CommAMMO: Multip'ers debunked, impressions transitory. RT @CubanaLAF: Q2: PR also 2 foc'd on impressions, multipliers. doesnt fly in soc. #measurepr
- 4:35 pm **EmilyCSimmons**: RT @TowandaL: SM measurement is diff than trad. measuring. Measuring not based on quantity, SM based on value of conversations. #measurepr
- 4:35 pm **KatTayls**: @alanchumley true: rephrase we might be able to measure it, but we can't take full credit for the results. #measurepr
- 4:35 pm **40deuce**: RT @TowandaL: not abt clips, media mentions so much as it is abt relationship building. followers doesnt necessarily show success #measurepr
- 4:36 pm **KatTayls**: RT @richardbagnall: And pr isn't always about sales! It can be about all sorts, including defending and maintaining a reputation #measurepr
- 4:36 pm **alanchumley**: @pramitsen It's like piling up your clips. Lighting them on fire and measuring the height of the smoke! :) #measurepr
- 4:36 pm **CommAMMO**: @TowandaL and measuring value of conversations is the central issue of our PR time. Right now it's "Convo's Good!" Not a strategy #measurepr
- 4:36 pm **KatTayls**: RT @jenzings: Q2 Many are still trying to figure out which mix fits their objs. Trying to apply trad. meas. (impressions) on sm #measurePR
- 4:36 pm **gojohnab**: All- I apologize for the delayed responses...REALLY SLOOOOW updates on my end. #measurepr

- 4:37 pm **PRAMITASEN:** @mdbarber As per my observation, there r more probs measuring SM than Traditional media. #measurepr
- 4:37 pm **KatTayls:** RT @shonali: @EmilyCSimmons IMHO, one problem is that we get stuck in "ROI" etc. terminology. If we know what outcomes we want, it's easier. #measurepr
- 4:37 pm **alanchumley:** @KatTayls yes but a market mix model will isolate for PR's unique contribution to the outcome(s) #measurepr
- 4:37 pm **PRAMITASEN:** @mdbarber Maybe its just my experience...cud be becoz everyone is not exposed to it! #measurepr
- 4:37 pm **shonali:** RT @CommAMMO: Mmeasuring value of conversations is central issue of our PR time. Right now it's "Convo's Good!" Not a strategy #measurepr
- 4:37 pm **ReeseBY:** RT @40deuce: RT @TowandaL: SM measurement is diff than trad. measuring. Measuring not based on quantity, SM based on value of conversations. #measurepr
- 4:37 pm **KatTayls:** @CommAMMO :) in a word. I agree!! #measurepr
- 4:38 pm **CommAMMO:** @shonali - had one exec look at the Thud stack, said: "So what? What's that get me?" #measurepr
- 4:38 pm **40deuce:** @CommAMMO @towandaL sometimes just knowing people are having a positive convo about you is all your goal is, but how to show it? #measurepr
- 4:38 pm **mshahab:** RT @CubanaLAF: Q2: PR is also too focused on impressions and multipliers. It doesn't fly easily in social. #measurepr
- 4:38 pm **CommAMMO:** RT @alanchumley: @KatTayls yes but a market mix model will isolate for PRs unique contribution to the outcome(s) #measurepr
- 4:38 pm **shonali:** I love it! Wish more were like that! RT @commAMMO: had 1 exec look at Thud stack, said: "So what? What'd that get me?" #measurepr
- 4:39 pm **TowandaL:** @CommAMMO Absolutely! I show value to exec team by highlighting the value we provide in industry groups by answering questions. #measurePR
- 4:39 pm **josephd:** @richardbagnall They will ask for editorial, get it, and wonder why they didn't sell 100k pieces from that article. #measurePR
- 4:39 pm **40deuce:** @PRAMITASEN many more. traditional media is what is being pushed out, SM is about what is going back and forth #measurepr
- 4:39 pm **CommAMMO:** RT @shonali:IMHO, one problem is that we get stuck in "ROI" etc. terminology. If we know what outcomes we want, its easier. #measurepr
- 4:39 pm **josephd:** It ends up being about the perception of PR to the outside. It's not "magic" and it certainly doesn't happen overnight. #measurePR
- 4:40 pm **mdbarber:** @PRAMITASEN Could be. Different experiences mean diff results. One of the squishy things about our field that makes it fun too. #measurepr
- 4:40 pm **TowandaL:** @CommAMMO I then tie this to those people coming to our site and inquiring abt products or wanting more education. #measurePR
- 4:40 pm **gojohnab:** Engage & follower are relevant if they're UR target. 10 yr olds think Mercedes Maybach is cool...they can't buy or influence #measurepr
- 4:40 pm **KathyHerrmann:** RT @ReeseBY: RT @40deuce: #SM measurement is diff than trad measuring. Measuring quantity, SM based on value of conversations. #measurepr
- 4:40 pm **JenniferSondag:** @CommAMMO Thanks! I was wondering what the "thud factor" was. #measurepr
- 4:40 pm **40deuce:** apologies to everyone following me if I'm taking up your stream, but there's a great convo going on with #measurePR
- 4:40 pm **KatTayls:** you bet. RT @alanchumley: @KatTayls yes but a market mix model will isolate for PR's unique contribution to the outcome(s) #measurepr
- 4:40 pm **rmpapag:** Ding! That is the proper response! RT @CommAMMO @shonali had one exec look at the Thud stack, said "So what? What's that get me?" #measurepr
- 4:40 pm **susan_w:** I like how Forrester (via WSJ) defined perspectives of SM ROI: financial, digital, brand, & risk/reputation management #measurePR
- 4:40 pm **alanchumley:** @shonali: Agreed! What about RO objective, outcome, relationship? IMHO, 1 problem is that we get stuck in "ROI" etc. terminology #measurepr

- 4:40 pm **shonali**: RT @gojohnab: Engage & follower are relevant if UR target.10 yr olds think Mercedes Maybach is cool...they can't buy or influence #measurepr
- 4:40 pm **PRAMITASEN**: True! RT @40deuce: @PRAMITASEN many more. traditional media is what is being pushed out, SM is about what is going back and forth #measurepr
- 4:41 pm **marketwire**: I think the equivalent of impressions for PR folks is the # of followers/fans for SM folks. Basically useless... #measurepr
- 4:41 pm **CommAMMO**: @TowandaL Good! That's example of OUTTAKES -- intermed step to outcomes. #measurepr
- 4:41 pm **richardbagnall**: @josephd :-) I understand your pain, but it will depend on the clients... #measurepr
- 4:41 pm **alanchumley**: RT @marketwire: I think the equivalent of impressions for PR folks is the # of followers/fans for SM folks. Basically useless... #measurepr
- 4:41 pm **40deuce**: RT @marketwire: I think the equivalent of impressions for PR folks is the # of followers/fans for SM folks. Basically useless... #measurepr
- 4:42 pm **TowandaL**: @CommAMMO This shows execs how conversations are bridging relationships w/new generation (one of our goals) #measurePR
- 4:42 pm **nehadk**: Not like the conversation around trad pr and measurement being based on quantity. might as well rely on AVE's #measurepr
- 4:42 pm **swonderlin**: RT @marketwire: I think the equivalent of impressions for PR folks is the # of followers/fans for SM folks. Basically useless... #measurepr
- 4:42 pm **CubanaLAF**: .@PRAMITASEN But SM can also be about what is being pushed out? If you're working with ad/customer service, I'd disagree. #measurepr
- 4:42 pm **PRAMITASEN**: Glad didn't experience dat...yet! RT @CommAMMO: @PRAMITASEN The "haystack full of clips" makes a big thud on your boss's desk... #measurepr
- 4:42 pm **EmilyCSimmons**: Can there ever be a val. on a convo? It's good & can only help comm w/publics-can you measure WOM w/ur friends? Engagement is key #measurepr
- 4:43 pm **alanchumley**: Measuring Social Media? look @ counting/content/conversations/cohesion /community/connectedness/conversion (where feasible) #measurepr
- 4:43 pm **nehadk**: RT @marketwire: I think the equivalent of impressions for PR folks is the # of followers/fans for SM folks. Basically useless... #measurepr
- 4:43 pm **jgombita**: Good one! RT @Marketwire: think equivalent of impressions for PR folks is # of followers/fans for SM folks. Basically useless. #measurepr
- 4:43 pm **josephd**: @CommAMMO I see it on both sides.. we end up doing both. Clients still expecting the 'hard sell' #measurepr
- 4:43 pm **CommAMMO**: @marketwire @alanchumley Impressions are how marketing budgets - X million impressions=Y prospects=ZSales/ We don't do that. #measurepr
- 4:43 pm **EmilyCSimmons**: Exactly! RT @alanchumley Measuring Social Media? look @ counting/content /convos/cohesion/community/connectedness/conversion #measurepr
- 4:43 pm **shonali**: Q3: Qualitative measures are something that can be tricky. What advice can you give to PR pros on incorporating them? #measurepr
- 4:44 pm **TowandaL**: RT @CommAMMO@shonali:IMHO 1 problem is that we get stuck in "ROI" etc. terminology. If we know what outcomes we want, its easier. #measurepr
- 4:44 pm **KatTayls**: Unfortunately, I've got to split early for a lunch appointment, but I look forward to reading the remainder later! Thx! #measurepr
- 4:44 pm **CommAMMO**: Still nd outcomes. RT @alanchumley: Measuring SocMed? look @ counting/content/convos/cohesion/community/connectedness/conversion #measurepr
- 4:44 pm **40deuce**: @CubanaLAF @PRAMITASEN there is still the what is being pushed out, but that may not be as important as what's coming back #measurepr
- 4:44 pm **marketwire**: @CommAMMO LOL, noted. #measurepr
- 4:44 pm **gojohnab**: 1way to include engagement is use call-to-action in your outreach efforts. Landing pages w/ built in metrics work. #measurepr

- 4:44 pm **dfriez:** @EmilyCSimmons Agreed. Engagement is key. Afterall, it is social media. #measurepr
- 4:44 pm **ShelfgottPR:** RT @gojohnab: Engage & follower are relevant if they're UR target.10 yr olds think Mercedes Maybach is cool...they can't buy or influence #measurepr
- 4:45 pm **laurenkgray:** I think followers are important as long as they are engagers, not just bots! People not bots. #measurepr
- 4:45 pm **Katie_CARMA:** Perhaps approaching #prmeasurement from a PR/psych co-op rather than PR/marketing would help eliminate ROI connection #measurepr ...
- 4:45 pm **susan_w:** RT @gojohnab: 1way to include engagement is use call-to-action in your outreach efforts. Landing pages w/ built in metrics work. #measurepr
- 4:45 pm **gojohnab:** Doesn't answer outcomes, but starts you on the path to talking to your audience. There you can learn more & advise #measurepr
- 4:45 pm **PRAMITASEN:** @cubanalaf But, isn't the idea of SM is to have an open community. It's dfntly hard for certain indus. #measurepr
- 4:45 pm **swonderlin:** RT @laurenkgray: I think followers are important as long as they are engagers, not just bots! People not bots. #measurepr
- 4:46 pm **40deuce:** @dfriez @EmilyCSimmons without the engagement it's just traditional media all over again, just on my computer #measurepr
- 4:46 pm **khirek:** bingo! RT @gojohnab: use call-to-action in your outreach efforts. Landing pages w/ built in metrics work. #measurepr
- 4:46 pm **danaeng:** RT @swonderlin: RT @laurenkgray: I think followers are important as long as they are engagers, not just bots! People not bots. #measurepr
- 4:46 pm **CommAMMO:** What if we rly are? ;-) RT @laurenkgray: followers are important as long as they are engagers, not just bots! People not bots. #measurepr
- 4:46 pm **shonali:** RT @gojohnab: 1way to include engagement is use call-to-action in your outreach efforts. Landing pages w/ built in metrics work. #measurepr
- 4:46 pm **JenniferSondag:** Q3: Qualitative can help answer the WHY, which may be more important at times than the WHO and WHAT. #measurepr
- 4:46 pm **shonali:** RT @gojohnab: Doesn't answer outcomes, but starts you on the path to talking to your audience. There you can learn more & advise #measurepr
- 4:46 pm **CommAMMO:** RT @gojohnab: Doesnt answer outcomes, but starts you on the path to talking to your audience. There you can learn more & advise #measurepr
- 4:46 pm **CaSuPe15:** Good Q! RT @shonali Qualitative measures can be tricky. What advice can you give to PR pros on incorporating them? #measurepr
- 4:46 pm **CubanaLAF:** @PRAMITASEN Of course. Would you not have an open community by focusing as well what message is being pushed out? #measurepr
- 4:47 pm **EmilyCSimmons:** That's why I'm anti-linking FB/LI updates! RT @laurenkgray Followers are important as long as they are engagers, not just bots! #measurepr
- 4:47 pm **KathyHerrmann:** RT @EmilyCSimmons: Can there ever be a val. on convo? > Absolutely, there is. #measurepr
- 4:47 pm **CommAMMO:** Measurement can also be a tool for effective planning, not just for justification - knowing what works to drive sales, for ex. #measurepr
- 4:47 pm **40deuce:** @swonderlin @laurenkgray but how can you easily tell who's a real follower and who's a bot? #measurepr
- 4:47 pm **TowandaL:** RT @alanchumley: Measuring SM? look @ counting/content/conversations /cohesion/community/connectedness/conversion(where feasible) #measurepr
- 4:47 pm **danaeng:** Actions tied to strat obj RT @susan_w RT @gojohnab: 1way to include engagement is use call-to-action . . . #measurepr
- 4:47 pm **gojohnab:** Q3- In order 4 a program to B effective it must be holistic. (both Qualitative & Quantitative data points) #measurepr
- 4:47 pm **josephd:** We can show traffic from landing pages, but rarely can a client fathom how that will help sales & brand interaction ovr longterm #measurePR

- 4:47 pm **MediaMiser:** RT @CommAMMO: Tru Dat! RT @JenniferSondag: Q3: Qualitative can help answer the WHY, which may be more important at times than the WHO and WHAT. #measurepr
- 4:48 pm **CommAMMO:** @shonali must analyze must report must follow... #measurepr
- 4:48 pm **swonderlin:** @40deuce You can easily tell by their stream! Are they engaging? (@laurenkgray) #measurepr
- 4:48 pm **shonali:** It can be priceless. RT @CommAMMO: Measurement can also help effective planning, knowing what works to drive sales, for ex. #measurepr
- 4:48 pm **CommAMMO:** RT @josephd: can show traffic fr landing pages, but rarely can client fathom how will help sales & brand interaction ovr longterm #measurepr
- 4:48 pm **MediaMiser:** RT @40deuce: RT @CommAMMO: Measurement can also be a tool for effective planning, not just for justification - knowing what works #measurepr
- 4:48 pm **CubanaLAF:** @PRAMITASEN @40deuce It def comes down to what a specific brand feels is in-line with their measurable obj. Look at all areas. #measurepr
- 4:49 pm **alanchumley:** @CommAMMO that's what i mean by conversion. Conversion to any tangible outcome #measurepr
- 4:49 pm **TowandaL:** Being able to measure conversions are great! Everyone understands when you can show a complete cycle. #measurepr
- 4:49 pm **shonali:** @rmpapag LOL, I love that, "ding!" cc @commAMMO #measurepr
- 4:49 pm **gjombita:** @laurenkgray "followers" or people to "follow?" Potential to engage/be engaging definitely important, either way. Quality. #measurepr
- 4:49 pm **CubanaLAF:** Q3: Brands must have a mesh of qualitative and quantitative - but it all depends on their specific goals and objectives. #measurepr
- 4:49 pm **40deuce:** .@swonderlin but if you're a large brand, do you really have time to go through all your followers to qualify them? #measurepr
- 4:50 pm **danaeng:** @rmpapag Agree re: using measurement as planning tool #measurepr
- 4:50 pm **CubanaLAF:** Q3: Ctd: What works for one brand won't work for another - your qualitative approach must be specific to each brand/client. #measurepr
- 4:50 pm **richardbagnall:** Gotta shoot now - sorry to be so quiet... Regards to all & thanks to @gojohnab & @shonali for another great chat... #measurepr
- 4:50 pm **whitcombjrla:** RT @TowandaL: Being able to measure conversions are great! Everyone understands when you can show a complete cycle. #measurepr
- 4:50 pm **gojohnab:** Measurement w/out some initial research is vapor. If you don't know where U start how do U know where you've gone? #measurepr
- 4:50 pm **shonali:** @richardbagnall Thanks for stopping by - I'll ping you to catch up soon! #measurepr
- 4:50 pm **EmilyCSimmons:** RT @CubanaLAF Brands must have a mesh of qualitative and quantitative - but it all depends on their specific goals & objectives. #measurepr
- 4:50 pm **shonali:** RT @gojohnab: Measurement w/out some initial research is vapor. If you don't know where U start how do U know where you've gone? #measurepr
- 4:50 pm **CommAMMO:** @PRAMITASEN @Cubanalaf Open community dep's on objectives - purpose may b to forge small, exclusive comm'y #measurepr
- 4:51 pm **TowandaL:** RT @CommAMMO: Measurement can also help effective planning, knowing what works to drive sales, for ex. #measurepr
- 4:51 pm **whitcombjrla:** RT @gojohnab: Measurement w/out some initial research is vapor. If you don't know where U start how do U know where you've gone? #measurepr
- 4:51 pm **alanchumley:** RT @shonali: RT @gojohnab: Measurement w/out some initial research is vapor. If you don't know where U start how do U know where you've gone? #measurepr
- 4:51 pm **CommAMMO:** YES! RT @gojohnab: Measurement w/out initial research is vapor. If you dont know where U start how do U know where youve gone? #measurepr
- 4:51 pm **TheLTexpress:** @40deuce Fast way is to check out their Tweet history and see if they just post autopost or engage in convos #measurepr

- 4:51 pm **Movutta:** RT @CubanaLAF: Q3: Brands must have a mesh of qualitative and quantitative - but it all depends on their specific goals and objectives. #measurepr
- 4:51 pm **rmpapag:** When starting out with a new client, always recommend research of the landscape first and foremost. #measurepr
- 4:51 pm **TheLTExpress:** #measurepr
- 4:51 pm **40deuce:** @gojohnab great point. benchmarking for before, during and after is always key #measurepr
- 4:51 pm **CubanaLAF:** @CommAMMO Amen. It really is different for each specific brand. #measurepr
- 4:52 pm **TowandaL:** RT @gojohnab: Measurement w/out some initial research is vapor. If you don't know where U start how do U know where you've gone? #measurepr
- 4:52 pm **rmpapag:** RT @gojohnab: Measurement w/out some initial research is vapor. If you don't know where U start how do U know where you've gone? #measurepr
- 4:52 pm **CommAMMO:** RT @CubanaLAF: Q3: Ctd: What works 4 one brand wont for another - your qualitative approach must b specif 2 each brand/client. #measurepr
- 4:52 pm **PRAMITASEN:** RT @gojohnab: Measurement w/out initial research is vapor. If you dont know where U start how do U know where youve gone? #measurepr
- 4:52 pm **kgombita:** Beaut! RT @CommAMMO Measurmnt also tool for effective planning, not just for justification; e.g., knowwhat works to drive sales #measurepr
- 4:52 pm **swonderlin:** RT @gojohnab: Measurement w/out some initial research is vapor. If you don't know where U start how do U know where you've gone? #measurepr
- 4:53 pm **40deuce:** @TheLTExpress but if you're someone like @starbucks, do you have the time and man power to do that for each new follower? #measurepr
- 4:53 pm **gojohnab:** You have to get them into the pipeline before you can really tie activities to sales of any kind for any org. #measurepr
- 4:53 pm **PRAMITASEN:** Gr8 pt.! RT @CommAMMO: @PRAMITASEN @Cubanalaf Open community dep's on objectives - purpose may b to forge small, exclusive comm'y #measurepr
- 4:53 pm **Cheryl_Hilpert:** Measurement can also be a tool for effective planning, not just for justification- know what works #measurepr @MediaMiser @40deuce @CommAMMO
- 4:53 pm **whitcombjrla:** RT @gojohnab: You have to get them into the pipeline before you can really tie activities to sales of any kind for any org. #measurepr
- 4:53 pm **40deuce:** @swonderlin oh, well then yes I agree with that. I always look first before following, but hard to qualify your followers #measurepr
- 4:53 pm **CommAMMO:** Indeed. RT @gojohnab: You have 2get them in2 pipeline before you can really tie activities to sales of any kind for any org. #measurepr
- 4:54 pm **shonali:** Yes, or see what you can use that's already out there. RT @rmpapag: When starting out with a new client, research landscape 1st. #measurepr
- 4:54 pm **shonali:** @susan_w Great to see you, thanks for stopping by! #measurepr
- 4:54 pm **AstridVie:** RT @CommAMMO: Tru Dat! RT @JenniferSondag: Q3: Qualitative can help answer the WHY, which may be more important at times than the WHO and WHAT. #measurepr
- 4:54 pm **CommAMMO:** We're as worried as anyone abt our place in orgs - that's why justification - proving value - is so central rt now. #measurepr
- 4:55 pm **CommAMMO:** But really, we need a wider view to b effective - it's part of what makes PR/Comms ppl valuable to orgs - perspective. #measurepr
- 4:55 pm **kgombita:** @gojohnab @CommAMMO also of the opinion that #measurepr should not be limited to (or even predominantly focus on) SALES. That's marketing
- 4:56 pm **claytonblackham:** RT @rmpapag: When starting out with a new client, always recommend research of the landscape first and foremost. #measurepr
- 4:56 pm **CubanaLAF:** @CommAMMO Hence the "turf wars" when it comes to social media - everyone wants a piece of the pie, instead of a combined approach #measurepr
- 4:56 pm **josephd:** RT @CommAMMO: But really, we need a wider view 2b effective - its part of what makes PR/Comms ppl valuable to orgs - perspective. #measurePR

4:57 pm **CommAMMO:** Tru Dat. RT @jgombita: also of opinion that #measurepr should not b limited 2 (or even predom'ly focus on) SALES. Thats marketing #measurepr

4:57 pm **mattkellypr:** RT @CubanaLAF: Q3: Brands must have a mesh of qualitative and quantitative - but it all depends on their specific goals and objectives. #measurepr

4:57 pm **EmilyCSimmons:** RT @CommAMMO But really, we need a wider view 2b effective - its part of what makes PR/Comm ppl valuable to orgs - perspective. #measurepr

4:57 pm **gojohnab:** Many orgs struggle because they don't work well inter-departmentally to get good data...to correlate results #measurepr

4:58 pm **CommAMMO:** Tru Dat. RT @CubanaLAF: @CommAMMO Hence "turf wars" when it comes 2socmedia - every1 wants piece of pie, instead comb'd approach #measurepr

4:58 pm **CommAMMO:** Yes. RT @gojohnab: Many orgs struggle because they dont work well inter-departmentally to get good data...to correlate results #measurepr

4:58 pm **TheLTexpress:** @40deuce there is a tool that measures live profiles vs bots based on interaction, can't remember name now but I can get 4 u #measurepr

4:58 pm **ValerieSimon:** RT @gojohnab: 1 way to incl engagement is use call-to-action in your outreach efforts. Landing pages w/ built in metrics work. #measurepr

4:58 pm **40deuce:** @CubanaLAF @CommAMMO I read a good article by @davefleet today about how PR, marketing and ads need to work together for SM #measurepr

4:58 pm **gojohnab:** @susan_w Thanks for joining us and your participation in the chat! #measurepr

4:58 pm **alanchumley:** RT @gojohnab: Many orgs struggle because they don't work well inter-departmentally to get good data...to correlate results #measurepr

4:59 pm **40deuce:** @CubanaLAF @CommAMMO article here: <http://bit.ly/bWcW7A> #measurepr

4:59 pm **shonali:** Today's *official* chat is about over. Thanks so much all for joining and @gojohnab for guesting, we loved having you. #measurepr

4:59 pm **CommAMMO:** @40deuce Thanks Sheldon. #measurepr

4:59 pm **40deuce:** @TheLTexpress I would like to see that and see how well it works #measurepr

5:00 pm **gojohnab:** @jgombita @CommAmmo the point is that everyone in the org has to be "rowing" in the same direction.Good Communication is key #measurepr

5:00 pm **CubanaLAF:** @shonali Thanks for moderating, Miss Shonali! :) Your fave T-Rex loves you. #measurepr

5:00 pm **rmpapag:** Thank you @shonali and @gojohnab for today's #measurepr

5:00 pm **shonali:** The next chat will be on August 3, 12-1 pm ET. Do mark your calendars & I hope you'll join! If you have questions, email/DM me. #measurepr

5:01 pm **shonali:** RT @gojohnab: The point is that everyone in the org has to be "rowing" in the same direction. Good Communication is key. #measurepr

5:01 pm **shonali:** Woops, couldn't resist that last RT. :p OK, we're officially done now, you're welcome to keep chatting & using the hashtag. #measurepr

5:01 pm **alanchumley:** Thank you @shonali and @gojohnab for today's #measurepr

5:01 pm **rmpapag:** Corp Culture RT @gojohnab Many orgs struggle becs they don't work well inter-departmentally 2 get good data 2 correlate results #measurepr

5:01 pm **SuzieLin:** Looking forward to it & bummed I missed today's RT @shonali: The next chat will be on August 3, 12-1 pm ET. #measurepr

5:02 pm **khirek:** RT @alanchumley: Thank you @shonali and @gojohnab for today's #measurepr

5:02 pm **CommAMMO:** RT @shonali: The next chat will be on August 3, 12-1 pm ET. Do mark your calendars & I hope you'll join! Email/DM me w/Qs. #measurepr

5:02 pm **shonali:** Look for a recap/transcript soon, catch up on the chat history/transcripts here: <http://ht.ly/2e3df>. See you Aug. 3, 12-1 pm ET! #measurepr

5:02 pm **whitcombjrla:** RT @SuzieLin: Looking forward to it The next chat will be on August 3, 12-1 pm ET. #measurepr

- 5:02 pm **EmilyCSimmons:** RT @gojohnab The point is that everyone in the org has to be "rowing" in the same direction. Good Communication is key (@shonali) #measurepr
- 5:02 pm **40deuce:** thanks all for the great chat! I will definitely join in on the next one #measurepr
- 5:02 pm **gojohnab:** #measurepr @shonali Thanks for having me it was a pleasure to being with everyone! 1 of the best chats:)
- 5:02 pm **40deuce:** @CommAMMO no worries #measurepr
- 5:02 pm **PRAMITASEN:** Thanks for a great chat everyone! #measurepr
- 5:02 pm **CommAMMO:** RT @gojohnab: the point is that everyone in the org has to be "rowing" in the same direction.Good Communication is key #measurepr
- 5:03 pm **ValerieSimon:** RT @shonali: next chat Aug 3, 12-1 pm ET. Do mark your calendars & I hope you'll join! #measurepr
- 5:03 pm **swonderlin:** #measurePR Thanks for the great chat!!
- 5:03 pm **EmilyCSimmons:** Great discussion for my first #measurepr chat! Thanks @shonali and @gojohnab! I'll be here Aug 3! #measurepr
- 5:03 pm **khirek:** RT @gojohnab the point is that everyone in the org has to be "rowing" in the same direction.Good Communication is key #measurepr
- 5:03 pm **jgombita:** @gojohnab @CommAmmo true. But think goals of "PR" are wider-ranging than marketing's basically single focus. + harder to measure. #measurepr
- 5:04 pm **USFPRSSA:** RT @dbreakenridge: RT @TopRank: Best PR chats on Twitter: #blogchat #journchat #pr20chat #socialmedia #commschat #measurepr #prstudchat... <http://bit.ly/bk9gn2>
- 5:04 pm **shonali:** @gojohnab You were a great guest, thanks so much for making the time! #measurepr
- 5:04 pm **CommAMMO:** Fast hour gone! Thanks @shonali @gojohnab, and everyone! #measurepr
- 5:04 pm **khirek:** RT @shonali: The next chat will be on August 3, 12-1 pm ET. Do mark your calendars & I hope you'll join! #measurepr
- 5:05 pm **shonali:** @Pragsy I have to run; if you look at the #measurepr category on my blog (just tweeted the link) you'll find it.
- 5:05 pm **TheLTexpress:** #measurepr So sorry I missed most of today's chat will def join in Aug 3...will there be a takeaway of today's session?
- 5:05 pm **CommAMMO:** RT @jgombita: true. But think goals of "PR" are wider-ranging than marketings basically single focus. + harder to measure. #measurepr
- 5:05 pm **laurenkgray:** @emilycsimmons I never link my Twitter, FB or LinkedIn accounts. That's spamming to me & annoying. #measurepr