



Transcript from December 7, 2010 to December 7, 2010

All times are Pacific Time

December 7, 2010

- 12:37 pm **shonali:** @zoedisco @andrew_shippr @kim_staninger Hiya! #measurepr today from 12-1 ET, work & a doc appt. What about you?
- 12:41 pm **Andrew_ShipPR:** @shonali meeting this morn then a nice long day of hitting the grindstone, Ill take my lunch and participate in #measurePR See you there!
- 12:49 pm **shonali:** @andrew_shippr Don't hit that grindstone too hard, now. :p See you at #measurepr!
- 1:15 pm **dowjonesinsight:** Measuring PR in the Digital Age - The Ultimate Deck by @larsv and @derackermann <http://bit.ly/fNtO00> #measurepr #yam
- 1:15 pm **larsv:** Measuring PR in the Digital Age - The Ultimate Deck by @larsv and @derackermann <http://bit.ly/fNtO00> #measurepr #yam #pr #socialmedia
- 1:54 pm **alanchumley:** #measurepr chat today from 12-1 EST @shonali
- 1:54 pm **CARMA_Tweets:** #measurepr chat today from 12-1 EST @shonali
- 1:56 pm **CARMA_Tweets:** RT @larsv: Measuring PR in the Digital Age - The Ultimate Deck by @larsv and @derackermann <http://bit.ly/fNtO00> #measurepr #yam #pr #socialmedia
- 2:02 pm **kdpaine:** @shonali #measurepr Amazing. I'll actually be able to participate in #measurepr today!
- 2:06 pm **shonali:** The sun's risen in the west! Woo hoo! RT @kdpaine: @shonali Amazing. I'll actually be able to participate in #measurepr today!
- 2:08 pm **sacevero:** @shonali Morning! Looking forward to #measurepr today :)
- 2:10 pm **skypulsemedia:** @shonali so let me get this straight. 13 straight weeks of #measurePR and you dont even have a baseline for Public Radio listenership yet?
- 2:21 pm **shonali:** Offline for a bit. Today's #measurepr is a community chat (no special guests except YOU), so DM me questions if you have 'em?
- 3:25 pm **Lauren_Horn:** Would like to pick #PRPros brain: Thoughts on #Flowtown? #pr #sm #measurepr www.flowtown.com
- 4:16 pm **CARMA_Tweets:** PR Measurement conference March 1 in DC <http://tinyurl.com/2a2o2lm> #measurepr
- 4:20 pm **CARMA_Tweets:** @shonali @alanchumley AND @carma_tweets wouldn't miss #measurepr for the world.
- 4:33 pm **shonali:** @carma_tweets @alanchumley LOL! I like that. Some #measurepr love.
- 4:35 pm **shonali:** .RT @lauren_horn: Would like to pick PR Pros brains: Thoughts on #Flowtown? #pr #sm #measurepr www.flowtown.com
- 4:35 pm **shonali:** Just about 25 minutes until today's #measurepr. I know @alanchumley @CARMA_Tweets and @kdpaine are coming. Are you?
- 4:51 pm **hopwood:** I'll be there RT @shonali: Just about 25 minutes until todays #measurepr. @alanchumley @CARMA_Tweets and @kdpaine are coming #measurepr
- 4:56 pm **KaryD:** Crazy day today. Probably going to have to resort to just evesdropping on #measurepr.
- 4:56 pm **GetPushing:** Chat starts in t-minus 5 minutes. Be there or be square! #measurepr
- 4:57 pm **shonali:** @karyd Eavesdropping is better than nothing! #measurepr @GetPushing glad to know you'll be there!

4:58 pm **shonali**: Two minutes to the chat... tick tock... #measurepr

4:58 pm **jenzings**: @shonali I'll be there! (Here?) #measurePR

4:58 pm **hopwood**: @Lauren_Horn Did you get any useful feedback on #fl owtow? #measurepr

4:59 pm **GetPushing**: @shonali Thanks... can't always make it, but doing my best today. May be in and out. "See" you soon. #measurepr

5:00 pm **Andrew_ShipPR**: I'm in! RT @shonali: Just about 25 minutes until today's #measurepr. I know @alanchumley @CARMA_Tweets and @kdpaine are coming. Are you?

5:00 pm **shonali**: And... it's time! Welcome to the bi-weekly #measurePR chat, where we discuss all things related to PR (and social media) measurement.

5:00 pm **MattLaCasse**: Soaking up the knowledge during #measurepr once again. I'll attempt to participate...assuming I can add to the convo.

5:01 pm **shonali**: If you're joining, please introduce yourselves. Tell us who you are, what you do, etc. #measurepr

5:01 pm **tedweismann**: RT @shonali: And... its time! Welcome to the bi-weekly #measurePR chat <<-glad to be here! #measurepr

5:02 pm **shonali**: @MattLaCasse You can ALWAYS add to the convo! @Andrew_ShipPR @jenzings @GetPushing @tedweismann great to see you! #measurepr

5:02 pm **ColbiPR**: Hi everyone! I'll be popping in and out of the discussion this morning :) #measurePR

5:02 pm **hopwood**: Hi Duncan Hopwood, md of hopwood pr in the UK, RT @shonali: If youre joining, please introduce yourselves. #measurepr

5:03 pm **GetPushing**: Hi, I'm Samantha and I own a PR/mixed marketing communications firm serving #SWFL and beyond. Nice to "meet" you. #measurepr

5:03 pm **tedweismann**: I'm SVP at Lois Paul & Partners (@LPP_PR) RT @shonali: If youre joining, please introduce yourselves. #measurepr

5:03 pm **shonali**: I'm a #solopr based in DC, editor @wgbiz, @SAISHopkins adjunct faculty, @BNET blogger & measurement fanatic, hence this chat. #measurepr

5:03 pm **shonali**: @ColbiPR Hey, there, welcome! #measurepr

5:04 pm **jenzings**: I'm Jen, and I work @CustomScoop - a monitoring, measurement & analysis co. #measurePR

5:04 pm **Andrew_ShipPR**: Hello all ~ Andrew Shipp from Cincinnati here ~ 1st time in #measurePR looking forward to connecting with some awesome people!

5:04 pm **ColbiPR**: @shonali Hi, I'm Colbi and I am publicist with a strong focus on #socialmedia. Nice to meet everyone! Look fwd to the chat #measurepr

5:05 pm **CoachCMJ**: I am a writer and do Online outreach for small businesses and nonprofits #measurepr

5:05 pm **shonali**: As you settle in, we have no special guests today. Or, looking at it another way, ALL of you are special guests. Community chat. #measurepr

5:05 pm **ScottHepburn**: I'm a #solopr in Charlotte, NC. Mostly lurking today and learning from the fabulous @shonali and her community. #measurepr

5:06 pm **shonali**: So, since this is a community chat, let's chat away. If you have specific questions, please DM to me. Oh, and do # your answers. #measurepr

5:06 pm **shonali**: @ScottHepburn @ColbiPR @Andrew_ShipPR Great to see all of you! #measurepr

5:06 pm **kdpaine**: #measurepr I'm here! I run KDPaine & Partners and write books on measurement

5:07 pm **CARMA_Tweets**: Hellow #measurepr chatters. Alan Chumley here. SVP at CARMA media analysis and measurement consulting.

5:07 pm **shonali**: Q1: What has been the biggest step forward for measurement this year, in your opinion? #measurepr

5:07 pm **mdbarber**: Good morning. PR/comm pro from Anchorage, AK. #measurepr

5:07 pm **shonali:** @kdpaine It's the queen herself! Everyone, stand to attention and salute the queen of measurement, please. :p #measurepr

5:08 pm **ColbiPR:** @shonali nice to meet you as well! Thanks for having us here today. #measurepr

5:08 pm **kdpaine:** @shonali #measurepr I may be queen but it's been a small kingdom for a long time. Happy to see so many new denizens of my realm :)

5:08 pm **CubanaLAF:** Q1: The Barcelona Principles have been a step forward for measurement. <http://bit.ly/ewep3Z> #measurepr

5:08 pm **CARMA_Tweets:** Saluting. #measurepr

5:09 pm **MattLaCasse:** I teach Marketing/PR principles to tweens for @bgckids in Sedalia, MO. #measurepr

5:09 pm **kdpaine:** #measurepr Q1: I agree with Barc Princ, but would add that the addition of soc. med folks to measurement has moved ind forward even more

5:09 pm **kdpaine:** @CARMA_Tweets #measurepr :)

5:10 pm **shonali:** @kdpaine LOL! #measurepr

5:10 pm **kdpaine:** @CARMA_Tweets #measurepr I didnt' think canadians did that ..

5:10 pm **40deuce:** hello #measurepr folks, sorry I'm late, but I'm here now #measurepr

5:10 pm **CubanaLAF:** Q1: Also a step forward? Clients seeing the value in asking questions/education of tools. #measurepr

5:10 pm **40deuce:** For anyone who cares, I'm Sheldon the community manager for @Sysomos #measurepr

5:11 pm **SamNickerson:** PR measurement debate going on at the moment in the US, follow on #measurepr

5:11 pm **MichaelWillett:** . RT @cubanalaf Q1: The Barcelona Principles have been a step forward for measurement. <http://bit.ly/ewep3Z> #measurepr

5:11 pm **shonali:** @kdpaine @CARMA_Tweets Canadians are also kickass horse riders, I'm told. #measurepr

5:11 pm **CARMA_Tweets:** @kdpaine...yes, well I'm 8-months Americanized, now. :) #measurepr

5:11 pm **WriterChanelle:** Popping into #measurePR Hello all

5:11 pm **shonali:** @40deuce LOL. I'm sure everyone cares. Welcome, and to @SamNickerson @CubanaLAF @MichaelWillett as well. #measurepr

5:11 pm **CARMA_Tweets:** @40deuce. I care, Sheldon. :) #measurepr

5:12 pm **mdbarber:** A1 -- Barcelona Principles definitely but I wonder how they will translate into changed measurement tactics among the masses. #measurepr

5:12 pm **shonali:** RT @kdpaine: Q1: I agree with Barc Princ, but would add that the addition of soc. med folks has moved ind forward more #measurepr

5:13 pm **40deuce:** awww, you all are a big confidence boost. Thanks for caring. So, what are we discussing today? #measurepr

5:13 pm **kdpaine:** RT @CARMA_Tweets: @40deuce. I care, Sheldon. :) #measurepr I care 2. Q1 the mergers & growth of soc med measurement firms.

5:13 pm **theelusivfish:** Jumping in late for #measurePR ... A to Q1: Barcelona Principles was big one. Less perceptible, but there, is growing demand for measurement

5:13 pm **kilnco:** Hi everyone, monitoring the discussion of #measurepr - not in PR, but am something of an #innovation and #creativity expert.

5:13 pm **shonali:** RT @mdbarber: A1 - Barcelona Principles definitely but wonder how they'll translate to changed measurement tactics among masses. #measurepr

5:13 pm **jenzings:** Q1 We received a request for AVE a week or so ago. How long is it going to take to disseminate the Barc. Princ & put into pract? #MeasurePR

5:14 pm **shonali:** @40deuce Today's a community chat. So it's a free for all - almost. Do DM me if you have specific questions/topics of discussion. #measurepr

5:14 pm **ScottHepburn:** Barcelona Declaration of Research Principles (standards for measurement & evaluation of PR) <http://ow.ly/3lIRH> #measurepr

- 5:14 pm **SidneyRHargro:** Community Fdn ED in south Jersey, lurking/learning #measurepr
- 5:14 pm **shonali:** @kilnco @theelusivfish @WriterChanelle Welcome! #measurepr
- 5:14 pm **kdpaime:** #measurepr A1 - with agencies coming on board to endorse, change will happen, if agencies ignore, nothing will happen
- 5:14 pm **ColleenRugg:** #measurepr Hello to all!
- 5:15 pm **shonali:** RT @jenzings: Q1 We received a request for AVE a week/so ago. How long will it take to disseminate the Barc. Princ into pract? #measurepr
- 5:15 pm **Dilennox:** #measurepr A1 it's up to all of us to disseminate to those who are asking. Show them the difference and ask the tough questions.
- 5:15 pm **40deuce:** @shonali thanks! I'm more here to just participate and learn and shed some light where I can. No Q's of my own... for now #measurepr
- 5:15 pm **mdbarber:** @jenzings How did you respond to request for AVE? Was it a "teaching moment" or is it easier to give it. #measurepr
- 5:15 pm **CARMA_Tweets:** Indeed/agreed. @kdpaime - with agencies coming on board to endorse, change will happen, if agencies ignore, nothing will happen #measurepr
- 5:15 pm **shonali:** @SidneyRHargro Nice to see you. :) #measurepr
- 5:16 pm **tedweismann:** A1. This year, social media has really forced PR people to draw a line between biz goals and metrics #measurepr
- 5:16 pm **tedweismann:** RT @ScottHepburn: Barcelona Declaration of Research Principles (standards for measurement & evaluation of PR) <http://ow.ly/3IIRH> #measurepr
- 5:16 pm **jenzings:** @mdbarber I used as a teaching moment. Response back was "our industry still uses" makes me feel a bit hopeless #measurePR
- 5:16 pm **CARMA_Tweets:** RT @tedweismann: A1. This year, social media has really forced PR people to draw a line between biz goals and metrics #measurepr
- 5:16 pm **kdpaime:** @mdbarber #measurepr after gagging and shooting myself, I give them Barc Princ & my book. If that doesn't do it, I run away
- 5:16 pm **ColbiPR:** Welcome! @ColleenRugg Glad you're joining the conversation #measurepr
- 5:16 pm **shonali:** @ColleenRugg Hi there, welcome! #measurepr
- 5:16 pm **clarqui:** hi all-I work in communications and web marketing but will mostly be lurking today while I try to complete a project on deadline! #measurepr
- 5:16 pm **40deuce:** A1- I think it will still take time for the Barcelona Principles to catch on widely. Too many people set in their old ways #measurepr
- 5:16 pm **shonali:** Re: Q1, anything else, other than the Barcelona Principles? #measurepr
- 5:16 pm **ColbiPR:** RT @tedweismann: A1. This year, social media has really forced PR people to draw a line between biz goals and metrics #measurepr
- 5:17 pm **WriterChanelle:** @shonali Thank you :-) #measurepr
- 5:17 pm **Dilennox:** Baby steps. Measure one thing differently. RT @shonali: Re: Q1, anything else, other than the Barcelona Principles? #measurepr
- 5:17 pm **kdpaime:** @shonali #measurepr the entrance of SAS and other big guns into the space
- 5:17 pm **svcathy:** #solopr Hi from Silicon Valley. I've been looking forward to catching a #measurepr chat. I'm lurking and learning today!
- 5:17 pm **susan_w:** Hi just jumping in for a few minutes! Gr8 discussion going on at #measurePR #PR
- 5:18 pm **mdbarber:** @jenzings That's going to be hard to break isn't it. Wonder if there are plans to go at industries w Barcelona Principles? #measurePR
- 5:18 pm **theelusivfish:** @jenzings people still buy packs of smokes... change for the better can be a long process. Won't happen overnight. #measurepr
- 5:18 pm **ScottHepburn:** A1: Biggest step forward for PR measurement in 2010? Growing recognition of PR as more than media relations. #measurepr
- 5:18 pm **40deuce:** A1- I also think that the more we talk about it, the more the Barcelona Principles will spread and get known #measurepr

- 5:18 pm **kilnco:** Can someone put up a link to what the Barcelona Principles are all about? [#measurepr](#)
- 5:18 pm **CARMA_Tweets:** Q2: why r'nt practitioners learning more and more quickly? They (I'm recovering) fl ock to conferences, then the wheels fall off [#neasurepr](#)
- 5:18 pm **deasurjadi:** Lurking in [#measurepr](#). As usual, I need my daily dose of @shonali :)
- 5:18 pm **jenzings:** @theelusivfish Great analogy. Just as dangerous! ;-) [#measurePR](#)
- 5:19 pm **kdpaine:** @jenzings [#MeasurePR](#) They are disseminated. AMEC and IPR have a great preso on putting them into action.
- 5:19 pm **shonali:** @deasurjadi Aw, isn't that a nice thing to say? Thank you and I'm glad you're here. :) [#measurepr](#)
- 5:19 pm **mdbarber:** @kdaine I hear you. Some industries are so engrained in "hits" as well that it will take time to change. [#measurepr](#)
- 5:19 pm **CARMA_Tweets:** Thanks you! Biggest step forward for PR measurement in 2010? Growing recognition PR as more than media relations. [#measurepr](#) @scotthepburn
- 5:19 pm **susan_w:** ths will help! RT @40deuce: A1- I also think the more we talk abt it, the more the Barcelona Principles will spread & get known [#measurepr](#)
- 5:19 pm **ColbiPR:** Agreed! @ScottHepburn A1 Biggest step forward for PR measurement in 2010? Growing recognition of PR as more than media relations. [#measurepr](#)
- 5:19 pm **mdbarber:** RT @ScottHepburn: A1: Biggest step forward for PR measurement in 2010? Growing recognition of PR as more than media relations. [#measurepr](#)
- 5:19 pm **Andrew_ShipPR:** RT @scotthepburn: Barcelona Declaration of Research Principles (standards for measurement & evaluation of PR) <http://ow.ly/3IIRH> [#measurepr](#)
- 5:20 pm **kdaine:** RT @tedweismann: A1. This year, social media has really forced PR people to draw a line between biz goals and metrics [#measurepr](#)
- 5:20 pm **PaulReports:** RT @tedweismann: A1. This year, social media has really forced PR people to draw a line between biz goals and metrics [#measurepr](#)
- 5:20 pm **shonali:** Q2: @Lauren_Horn posed this earlier today: Would like to pick PR Pros brain: Thoughts on [#Flowtown](#)? www.flowtown.com [#measurepr](#)
- 5:20 pm **amoyal:** RT @tedweismann: A1. This year, social media has really forced PR people to draw a line between biz goals and metrics [#measurepr](#)
- 5:20 pm **theelusivfish:** RT @Andrew_ShipPR: RT @scotthepburn: Barcelona Declaration of Research Principles (standards for measurement & evaluation of PR) <http://ow.ly/3IIRH> [#measurepr](#)
- 5:21 pm **shonali:** @mdbarber @ScottHepburn Sadly, I don't think that's true. Almost all the posts, etc., that I see on "PR" refer to publicity. [#measurepr](#)
- 5:21 pm **ColleenRugg:** [#measurepr](#) I agree - AVE's do not measure the value of PR - but some of our clients are asked to report these #'s to their board
- 5:22 pm **shonali:** @susan_w Welcome! [#measurepr](#)
- 5:22 pm **shonali:** @kilnco I think @ScottHepburn shared one earlier. [#measurepr](#)
- 5:22 pm **CARMA_Tweets:** I say we start our own [#measurepr](#) reality TV show to take it mainstream. Hey it works for cupcakes.
- 5:22 pm **tedweismann:** Sad, but true. RT @ScottHepburn: Biggest step forward for PR measurement? Growing recognition of PR as more than media relations. [#measurepr](#)
- 5:22 pm **shonali:** @svcathy Hey, welcome! [#measurepr](#)
- 5:22 pm **mdbarber:** @shonali @ScottHepburn water on stone and eventually the stone will break. I hope [#measurepr](#)
- 5:22 pm **shonali:** LOL. RT @CARMA_Tweets: I say we start our own [#measurepr](#) reality TV show to take it mainstream. Hey it works for cupcakes.
- 5:23 pm **40deuce:** A2- I've met the creator of FlowTown (@danmartell) & while I haven't used it fully yet, I think it has great potential [#measurepr](#)

- 5:23 pm **mdbarber:** @tedweismann Why do you think it's sad people realize PR is > MR? Seems good to me! @ScottHepburn #measurepr
- 5:23 pm **dunn_lauren:** RT @tedweismann: Sad, but true. RT @ScottHepburn: Biggest step forward for PR measurement? Growing recognition of PR as more than media relations. #measurepr
- 5:23 pm **shonali:** Q2 again: @Lauren_Horn posed this earlier today: Would like to pick PR Pros brain: Thoughts on #Flowtown? www.flowtown.com #measurepr
- 5:24 pm **dunn_lauren:** Lauren from Halifax, listening in, #measurepr
- 5:24 pm **tedweismann:** @mdbarber @tedweismann @ScottHepburn By sad, I meant that it's too bad it's taken this long to realize PR>MR #measurepr
- 5:24 pm **shonali:** RT @40deuce: A2- I've met the creator of FlowTown (@danmartell); haven't used it fully yet, I think it has great potential #measurepr
- 5:24 pm **ColleenRugg:** RT @CARMA_Tweets: I say we start our own #measurepr reality TV show to take it mainstream. Hey it works for cupcakes.
- 5:24 pm **40deuce:** A2- I love that FlowTown can help turn your email lists in useful ways to track your clients, etc, through other social channels #measurepr
- 5:25 pm **shonali:** @dunn_lauren Hello, Lauren from Halifax :) #measurepr
- 5:25 pm **hopwood:** A2 Maybe it's me but I had a test run and got zero info back and an errors on page warning. #measurepr
- 5:25 pm **mdbarber:** @tedweismann Okay cool! :-) @ScottHepburn #measurepr
- 5:26 pm **kdaine:** #measurepr @kilnco <http://kdaine.blogs.com/themeasurementstandard/2010/06/everything-you-need-to-know-about-the-barcelona-summit-2010.html>
- 5:26 pm **CARMA_Tweets:** @tedweismann @mdbarber I think it's sad that some thing PR = ONLY MR. #measurepr
- 5:26 pm **kdaine:** @justinhuntsman are you listening in on #measurepr?
- 5:26 pm **shonali:** RT @40deuce: A2- FlowTown can help turn email lists in useful ways to track clients, etc, through other social channels #measurepr
- 5:27 pm **dunn_lauren:** A2: I think it's falling into old habits, not enough ONGOING training for current #pr practitioners #measurepr
- 5:27 pm **shonali:** @ColleenRugg @CARMA_Tweets What would our "drama" be, though? 'Cos you know reality shows thrive on drama... #measurepr
- 5:27 pm **shonali:** @hopwood Was that when you were testing #flowtown? #measurepr
- 5:28 pm **40deuce:** A2- It does do more than that, but that's it's biggest selling feature for me right now #FlowTown #measurepr
- 5:28 pm **djenningspr:** Don Jennings, VP @LPP_PR first time listener, long time fan (of the topic(s)), #measurepr
- 5:28 pm **Andrew_ShipPR:** Not familiar with Flowtown, but taking a peek and looks cool ~ ability to turn emails into valuable social interaction = awesome #measurePR
- 5:28 pm **shonali:** Related to Q2: has anyone tried #glerts? Thoughts? #measurepr
- 5:28 pm **kdaine:** RT @ScottHepburn: A1: Biggest step forward for PR measurement in 2010? Growing recognition of PR as more than media relations. #measurepr
- 5:29 pm **susan_w:** Just chkd out #flowtown interesting need to play with it more #measurePR
- 5:29 pm **hopwood:** A2 Don't want to dis this app but would be uneasy about feeding email addresses into a third party without safeguards #measurepr
- 5:29 pm **kdaine:** @mdbarber #measurepr that's why soc med is so important. it will force change because AVE don't exist in soc med space
- 5:29 pm **susan_w:** good point RT @hopwood: A2 dont wnt 2 dis ths app but wld B uneasy abt feeding email addresses in2 a third party w/out safeguards #measurepr
- 5:30 pm **kdaine:** @ColleenRugg #measurepr # Boards aren't stupid. If u point out flaws, and provide solid business metrics, they'll change

- 5:30 pm **40deuce:** RT @kdpaine: Everything you need to know about the Barcelona Summit 2010 - <http://bit.ly/gNWAMn> #measurepr
- 5:30 pm **mdbarber:** True: RT @kdpaine: @mdbarber #measurepr thats why soc med is so important. it will force change; AVE dont exist in soc med space #measurepr
- 5:30 pm **ColbiPR:** @hopwood @shonali @lauren_horn A2: I've taken a test run of #fl owtowrand didn't find it to be that useful either. #measurepr
- 5:31 pm **shonali:** @djenningspr Welcome! #measurepr
- 5:31 pm **kdpaine:** @dunn_lauren #measurepr I LOVE Halifax!
- 5:31 pm **shonali:** RT @hopwood: A2 Don't want to dis this app but would be uneasy about feeding email addresses into a 3rd party without safeguards #measurepr
- 5:32 pm **shonali:** Q3: If you could banish one word - ONE - from the measurement dictionary, what would it be? #measurepr
- 5:32 pm **tedweismann:** Not impressed with it. Seems half-baked. RT @shonali: Related to Q2: has anyone tried #glerts? Thoughts? #measurepr
- 5:32 pm **ScottHepburn:** @kdpaine @ColleenRugg I agree. Key is showing board alternative metrics + validating those metrics. Show WHY they're better. #measurepr
- 5:33 pm **shonali:** @tedweismann Yea, I was excited when I first saw it, but it seems to need much more work. I suppose that's why it's in beta... #measurepr
- 5:33 pm **kdpaine:** @dunn_lauren #pr #measurepr very good point. PR students learn SPSS/SAS. Senior PR ppl falling behind in learning, and cling to old ways
- 5:33 pm **dunn_lauren:** Why do we need to import contacts?..forced engagement? Monitor mentions and engage in relevant covos #fl owtowr#measurepr
- 5:33 pm **MattLaCasse:** Q2 I started experimenting with #glerts last week. Not sure what the whole point is. Seems to do the same thing as Google Alerts #measurepr
- 5:33 pm **40deuce:** INFLUENCER (but it won't happen) RT @shonali: Q3: If you could banish one word from the measurement dictionary, what would it be? #measurepr
- 5:34 pm **ColbiPR:** RT @ScottHepburn: @kdpaine @ColleenRugg I agree. Key is showing board alternative metrics + validating those metrics. Show WHY they're better. #measurepr
- 5:34 pm **Andrew_ShipPR:** #PRStudChat RT @kdpaine: @dunn_lauren #pr #measurepr very good point. PR students learn SPSS/SAS. Senior PR ppl falling behind in learning
- 5:34 pm **kdpaine:** @Andrew_ShipPR #measurePR how is it any different from Constant Contact of iContact?
- 5:34 pm **CARMA_Tweets:** Q3: a toss up for me 'tween ROI (it's just so misunderstood in our context) and 'representative sample'. Drives me nutty. #measurepr
- 5:34 pm **shonali:** Heh! RT @40deuce: A3: INFLUENCER (but it won't happen). #measurepr
- 5:34 pm **PRResearch:** @shonali re Q3: That's an easy one--"ROI" (because it's constantly misused) #measurepr
- 5:34 pm **hopwood:** Heading out into icy English street now. Enjoyed being here. Couldn't think of A to Q3. Maybe if I read @kdpaine's book... #measurepr
- 5:35 pm **ScottHepburn:** @shonali I've been demoing #glerts. Not much value add. Also bad: Had to provide my GOOG log-in info. Also, no way to close acct. #measurepr
- 5:35 pm **shonali:** @MattLaCasse A2, I think it's trying to give you analytics for Google Alerts, but they do need to do a lot more work on it. #measurepr
- 5:35 pm **shonali:** Nice answers, @pablosabio @PRResearch: they'd banish "impressions" and "ROI" (re: Q3). What about you? #measurepr
- 5:36 pm **shonali:** @CARMA_Tweets You have to go with ROI, then, 'cos the other is two words. :p #measurepr
- 5:36 pm **shonali:** A3: Me, I'm leaning towards banishing "ROI" myself. But again, it won't happen. #measurepr
- 5:36 pm **kdpaine:** @shonali #measurepr Q3 equivalency

5:36 pm **shonali:** @ScottHepburn No way to close the account? Hmm... #measurepr

5:36 pm **WriterChanelle:** RT @kdpaine: @mdbarber #measurepr that's why soc med is so important. it will force change because AVE don't exist in soc med space

5:36 pm **tedweismann:** A3. I would ban impressions. What is that exactly? (re: measurement word to ban) #measurepr

5:37 pm **40deuce:** @CARMA_Tweets good point. My 2nd choice of words to banish would be ROI in terms of social media. there must be something better #measurepr

5:37 pm **shonali:** @hopwood Be safe - don't slip! We'll see you again soon, I hope. #measurepr

5:37 pm **kdpaine:** @shonali #measurepr Q3 because there is no equivalent to PR

5:37 pm **mdbarber:** RT @ScottHepburn: @shonali Ive been demoing #glerts. Not much value add. Bad: Must give GOOG log-in info; no way to close acct. #measurepr

5:37 pm **alhoug:** @shonali agreed. I'm hesitant to take any words (ROI) out of the measurement dictionary that the c-suite will respond to... #measurePR

5:37 pm **shonali:** Q4 (from @WriterChanelle): what role does employee engagement play in measuring outcomes? #measurepr

5:38 pm **CARMA_Tweets:** Q3: I'd like to banish an idea: that a person reached is, without question, a person easily, immediately, directly influenced. #measurepr

5:38 pm **CARMA_Tweets:** @shonali...yes the c-suite does so enjoy it's range or 'Return-Ons' #measurepr

5:39 pm **kdpaine:** @ScottHepburn #glerts #measurepr they disabled mine when I asked.

5:39 pm **kilnco:** @40deuce @kdpaine - Thanks! #measurepr

5:39 pm **dunn_lauren:** A3: ROI in terms of #SMis irrelevant, its like asking whats the ROI on mowing my lawn. I agree with removing it from the dict. #measurepr

5:39 pm **40deuce:** +1,000,000,000 RT @shonali: A3: Me, Im leaning towards banishing "ROI" myself. But again, it wont happen. #measurepr

5:40 pm **mdbarber:** A3 -- Equivalency, impressions and ROI all good. Also influence. It has become so overused it's meaningless. #measurepr

5:40 pm **ColbiPR:** @alhoug I agree! ROI in terms of social media is important- execs recognize the term & we can refer to it to showcase our efforts #measurepr

5:40 pm **WriterChanelle:** RT @CARMA_Tweets: Q3: I'd like to banish an idea: that a person reached is, without question, a person immediately influenced. #measurepr

5:40 pm **ColbiPR:** Sorry everyone - must get back to #client work this morning. Thanks for the gr8 insight #measurepr @shonali

5:40 pm **alhoug:** Q3... maybe "influencer" - influence is on a spectrum. #measurePR

5:40 pm **shonali:** Love it. RT @CARMA_Tweets: Q3: I'd like to banish an idea: that a person reached is, w/o qn, easily, immed, directly influenced. #measurepr

5:41 pm **dorasmith:** very good read/resource for PR folks, love the principles cklist RT @kdpaine: #measurepr @kilnco <http://tinyurl.com/27wsevp>

5:41 pm **shonali:** @ColbiPR Good luck with your work, and thanks for stopping by! #measurepr

5:41 pm **40deuce:** @ColbiPR @alhoug but it doesn't translate properly (most of the time). Just because it's familiar doesn't mean it's right #measurepr

5:41 pm **shonali:** @alhoug I know, that's why we have to be so careful in how we use it, right @PRResearch? #measurepr

5:41 pm **mdbarber:** RT @CARMA_Tweets: Q3: banish an idea: that a person reached is, wo ?, a person easily, immediately, directly influenced. #measurepr

5:41 pm **WriterChanelle:** RT @40deuce: +1,000,000,000 RT @shonali: A3: Me, Im leaning towards banishing "ROI" myself. But again, it wont happen. #measurepr

5:42 pm **shonali:** Q4 again (from @WriterChanelle): what role does employee engagement play in measuring outcomes? #measurepr

5:43 pm **ScottHepburn:** @kdpaine I disabled alerts, but didn't see a link to close #glerts acct. It's a peace of mind issue more than anything, I s'pose. #measurepr

- 5:43 pm **PRResearch:** @shonali @alhoug Exactly. Unless the metric's in units of dollars (or Euros, etc.) it's not ROI #measurepr
- 5:43 pm **WriterChanelle:** RT @shonali: Q4: what role does employee engagement play in measuring outcomes? #measurepr
- 5:43 pm **kdpaine:** RT @CARMA_Tweets: Q3: here here! I'd like to banish: that a person reached is, without question, a person directly influenced. #measurepr
- 5:44 pm **JillianBezner:** RT @kdpaine @shonali #measurepr Q3 because there is no equivalent to PR #untj5100
- 5:44 pm **dunn_lauren:** Q4, if your employees don't buy in, how can a consumer? Live your brand #measurepr
- 5:44 pm **alhoug:** @40deuce Good point - but how would we replace it? #measurePR
- 5:44 pm **40deuce:** @shonali @WriterChanelle that's kind of a broad question. In what context are we talking? #measurepr
- 5:45 pm **kdpaine:** @alhoug #measurePR engagement too.. engagement isn't one thing, its a continuum. we measure it on a 1 to 5 scale. Imps =0 Action =5
- 5:45 pm **shonali:** @40deuce Dunno, it's @WriterChanelle's question, Chanelle, can you elaborate on Q4, please? #measurepr
- 5:45 pm **WriterChanelle:** RT @dunn_lauren: Q4, if your employees don't buy in, how can a consumer? Live your brand #measurepr
- 5:45 pm **CARMA_Tweets:** Q4:engaged employees = a better perf co. internally & externally. So, meas it. Do it right. Link to other research/objectives #measurepr
- 5:46 pm **40deuce:** @alhoug I don't think we need a fancy abbreviation. I think we can just show correlations between SM efforts and objectives #measurepr
- 5:46 pm **alhoug:** THIS. @kdpaine #measurePR engagement too.. engagement isn't one thing, its a continuum. we measure it on a 1 to 5 scale. Imps =0 Action =5
- 5:46 pm **PRResearch:** @kdpaine @dunn_lauren SPSS/SAS are essential for measuring large digital datasets-- these are "must haves" for PR now #measurepr
- 5:46 pm **Dilennox:** RT @kdpaine: RT @CARMA_Tweets: Q3: here here! I'd like to banish: that a person reached is a person directly influenced. #measurepr
- 5:46 pm **kdpaine:** RT @PRResearch: @kdpaine @dunn_lauren SPSS/SAS are essential for measuring large digital datasets-- these are "must haves" for PR now #measurepr
- 5:47 pm **RobinMarie:** @kdpaine Yes! So important to remember that behavior is the ultimate goal. #measurepr
- 5:47 pm **shonali:** RT @kdpaine: engagement too.. engagement isn't one thing, its a continuum. we measure it on a 1 to 5 scale. Imps =0 Action =5 #measurepr
- 5:47 pm **WriterChanelle:** @40deuce @shonali Behaviors related to making a purchase decision #measurepr
- 5:47 pm **susan_w:** RT @kdpaine: @alhoug #measurePR engagement too it isn't one thing, its a continuum. we measure it on a 1 to 5 scale. Imps =0 Action =5
- 5:47 pm **CARMA_Tweets:** Tired of the how we replace AVE Q. Some things don't / shouldn't have a direct rep. What do u replace blood letting with? #measurepr
- 5:48 pm **shonali:** RT @CARMA_Tweets: Q4:engaged employees=better perf co. internally/externally. Link to other research/objectives. #measurepr
- 5:48 pm **mdbarber:** @PRResearch @kdpaine What is SPSS/SAS? #measurepr
- 5:48 pm **shonali:** RT @40deuce: I don't think we need a fancy abbreviation. I think we can just show correlations between SM efforts and objectives #measurepr
- 5:49 pm **debbielaskeymba:** @dunn_lauren If your employees don't buy in, how can a consumer? Live your brand - very true! #measurepr
- 5:49 pm **WriterChanelle:** The Barcelona Principles seem to be taking a more serious look at employee engagement. Wondering why now? #measurepr
- 5:50 pm **kdpaine:** @CARMA_Tweets #measurepr or the buggy whip? lets reinvent the thing & make it better, rather than replace w/ more uptodate bad reasearch

- 5:50 pm **shonali:** Q5 (last one for today): Can you share a great measurement resource from someone else, in the spirit of good karma? #measurepr
- 5:50 pm **PRResearch:** RT @CARMA_Tweets Q3: I'd like to banish: that a person reached is, without question, a person directly influenced. #measurepr #measurepr
- 5:50 pm **kdspaine:** @WriterChanelle #measurepr because people realize that communications doesn't happen in silos. Emp. are everywhere ur customers are
- 5:51 pm **mdbarber:** RT @RobinMarie: @kdspaine Yes! So important to remember that behavior is the ultimate goal. #measurepr
- 5:52 pm **cloudspark:** @shonali you mean aside from your blog and a few others? #measurepr
- 5:52 pm **40deuce:** A5- (shameless plug) on Thursdays at noon(EST) I co-host a chat that looks at measurement in social media called #smmeasure #measurepr
- 5:52 pm **dunn_lauren:** Q5: Measurement starts at home...look at what your doing, make a plan. Look for change. #measurepr
- 5:52 pm **kdspaine:** @shonali #measurepr Q5 Jim Stern's book Social Media Metrics.. great how to stuff in there.
- 5:52 pm **mdbarber:** RT @dunn_lauren: Q5: Measurement starts at home...look at what your doing, make a plan. Look for change. #measurepr
- 5:53 pm **tedweismann:** So true. RT @dunn_lauren: Q5: Measurement starts at home...look at what your doing, make a plan. Look for change. #measurepr
- 5:53 pm **shonali:** @mokshjuneja @kdspaine If it's PR, then PR department/agency. Not sure why anyone else would want to be responsible for act of #measurepr.
- 5:53 pm **40deuce:** A5- it is a good resource despite my shamelessly plugging of it #measurepr
- 5:53 pm **kdspaine:** @mdbarber #measurepr @Dilennox would give u a better answer, statistical analysis software 4 correlations/regressions modeling etc.
- 5:53 pm **alhoug:** Q4: I've seen employees make anon posts to defend a company w/o approval, ultimately skews #s - transparency is key. #measurepr
- 5:54 pm **shonali:** RT @kdspaine: Q5 Jim Stern's book Social Media Metrics.. great how to stuff in there. #measurepr
- 5:54 pm **CARMA_Tweets:** RT @kdspaine: @shonali #measurepr Q5 Jim Stern's book Social Media Metrics.. great how to stuff in there.
- 5:54 pm **shonali:** @40deuce It is, which is why I'll let it pass... this time. :) #measurepr
- 5:55 pm **mdbarber:** @kdspaine Thanks. It was a new acronym to me. @Dilennox #measurepr
- 5:55 pm **shonali:** @cloudspark Well, not our "own" blogs, so, for example, I couldn't plug my own, but someone else could. :p #measurepr
- 5:55 pm **WriterChanelle:** @kdspaine Are companies allowing communication between all employees and customers? #measurepr
- 5:55 pm **djenningspr:** RT @kdspaine: @shonali #measurepr Q5 Jim Sterne's book Social Media Metrics.. great how to stuff in there. <-reading now, great resource
- 5:55 pm **CARMA_Tweets:** Q5: sharing an excellent resource: @kdspaine 's book on measuring public relationships. Get it. Read it. Regard it. #measurepr.
- 5:55 pm **kdspaine:** @shonali #measurepr @mokshjuneja I actually prefer Market Research to run measurement programs they at least understand statistics
- 5:55 pm **shonali:** A5: Make sure you follow @MichelleIPR and bookmark IPR's website for amazing resources. #measurepr
- 5:55 pm **40deuce:** @shonali appreciated. but you did ask soo.... ;) #measurepr
- 5:56 pm **CARMA_Tweets:** Huge fan of SPS #measurepr
- 5:56 pm **shonali:** @40deuce I did, but I also asked for someone else's resource. Not your own. #measurepr
- 5:56 pm **cloudspark:** Q5: i highly recommend the blogs of @shonali @commammo @kdspaine and @scottmonty for #measurepr

- 5:56 pm **Dilennox:** @mdbarber @kdpaine #measurepr it's about real analysis: understand trends, relationships, predict future behavior; fact-based, not gut.
- 5:56 pm **WriterChanelle:** @alhoug Right. I know we're against silos, but should all employees connect with customers? #measurepr
- 5:57 pm **PRResearch:** @mdbarber SPSS and SAS are data analysis programs. This is an oversimplification, but they are like Excel on steroids. #measurepr
- 5:57 pm **shonali:** A5: Also, some really smart minds: @kdpaine @PRResearch @alanchumley @jenzings @richardbagnall (not here today). Great resources. #measurepr
- 5:57 pm **Dilennox:** me too! RT @cloudspark: Q5: i highly recommend the blogs of @shonali @commammo @kdpaine and @scottmonty for #measurepr
- 5:57 pm **kdpaine:** @WriterChanelle #measurepr good ones do. @zappos @SouthwestAir ibm. Bad, poor performing, control-freak dinosaurs don't- no bias here :)
- 5:57 pm **40deuce:** @shonali technically it's the community's chat, I just help to direct it =) #measurepr
- 5:57 pm **mdbarber:** @PRResearch Thanks so much. #measurepr
- 5:57 pm **kdpaine:** @CARMA_Tweets #measurepr thank you. Get it while you can. It will be out of print in a month!
- 5:58 pm **CARMA_Tweets:** RT @PRResearch: @mdbarber SPSS and SAS are data analysis programs. This is an oversimplification, but they are like Excel on steroids. #measurepr
- 5:58 pm **mdbarber:** @Dilennox Thanks for the info. #measurepr
- 5:58 pm **40deuce:** @shonali ok, I'll stop now. I had my fun #measurepr
- 5:58 pm **shonali:** A5 cont: Also @commAMMO @donbart @leeodden @kamichat. Wonderful people, very smart and sharing. #measurepr
- 5:58 pm **kdpaine:** @CARMA_Tweets #measurepr just to make it easy.. <http://bit.ly/aryPf7>
- 5:59 pm **kdpaine:** @shonali #measurepr and follow #iprmeasure for good tips too
- 5:59 pm **shonali:** @40deuce Whew. I'd hate to see you when you were on a roll, then. :p #measurepr
- 5:59 pm **alhoug:** #measurePR heading out. sorry to come in late, but was lurking/multitasking. Psyched to research Barcelona this pm. Thanks, folks!
- 5:59 pm **mdbarber:** @WriterChanelle @alhoug You need to be prepared for all emp to connect with customers...even off the clock. All emp rep the co. #measurepr
- 5:59 pm **dunn_lauren:** @PRResearch @Mdbarber #SM doesn't need to focus so much on analysis, its about being a part of the community/convo. #measurepr
- 5:59 pm **shonali:** @kdpaine @cloudspark @Dilennox Thank you! #measurepr
- 5:59 pm **shonali:** OK, time's almost up. Tweeps - was this fun? Or do you want more structured chats each time? #measurepr
- 6:00 pm **WriterChanelle:** @kdpaine Hehehe...I sensed no bias whatsoever in that comment. ;-) #measurepr
- 6:00 pm **tedweismann:** A5. Subscribe to Occam's Razor, Avinash Kaushik's blog on web analytics. Gr8 way to advance learning here. <http://me.it/3RBS> #measurepr
- 6:00 pm **kdpaine:** @WriterChanelle #measurepr it's about what customers want. Customers want to talk to the person who knows the answer -- i.e. employees
- 6:00 pm **mdbarber:** Thanks @shonali. I like to mix it up with guests some times and "free chat" other times. #measurepr
- 6:00 pm **shonali:** PLMK your thoughts: we do get great guests on the chat, but I thought once in a while a "campfire" style chat would be nice. #measurepr
- 6:01 pm **Dilennox:** @dunn_lauren if you don't analyze, how do you know what matters, what works, what to act on? Where do you put resources? #measurepr
- 6:01 pm **shonali:** YES! RT @tedweismann: A5. Subscribe to Occam's Razor, Avinash Kaushik's blog on web analytics. <http://me.it/3RBS> #measurepr
- 6:01 pm **Vestadvertising:** RT @ScottHepburn: A1: Biggest step forward for PR measurement in 2010? Growing recognition of PR as more than media relations. #measurepr

6:01 pm **shonali:** @mdbarber Thanks! #measurepr

6:01 pm **CARMA_Tweets:** What's in your #measurepr Book Bag? Some suggestions: <http://tinyurl.com/265nwsb>

6:01 pm **kdaine:** RT @tedweismann: A5. Subscribe to Occam's Razor, Avinash Kaushik's blog on web analytics. Gr8 way to advance learning here. <http://me.lt/3RBS> #measurepr

6:02 pm **mdbarber:** @shonali No problem. Thank you. I'm sending you the pix you asked for earlier via email. #measurepr

6:02 pm **kdaine:** @RobinMarie #measurepr right on!

6:02 pm **inKV:** RT @shonali: YES! RT @tedweismann: A5. Subscribe to Occam's Razor, Avinash Kaushik's blog on web analytics. <http://me.lt/3RBS> #measurepr

6:02 pm **dunn_lauren:** So true, RT @WriterChanelle #measurepr it's about what customers want. Customers want to talk to the person who knows the answer , employees

6:02 pm **kdaine:** @shonali #measurepr okay, time to go for my run... great to chat with y'all. So glad I could make one of these.

6:03 pm **40deuce:** thanks for the chat today folks, but I must return my regularly scheduled bat-channel now #measurepr

6:03 pm **WriterChanelle:** @mdbarber That is true. Giving me something to think about. #measurepr

6:03 pm **tedweismann:** RT @kdaine: @WriterChanelle #measurepr Customers want to talk to the person who knows the answer -- i.e. employees <- +1 #measurepr

6:03 pm **shonali:** OK, today's chat is over. Thanks so much for participating. Next chat: 12/21 12-1 pm ET, last one of the year! Hope to see you. #measurepr

6:03 pm **shonali:** @kdaine @40deuce Thank you BOTH for stopping by. #measurepr

6:03 pm **tedweismann:** @shonali Thanks again for a good chat today. See you on the Facebook group. #measurepr

6:04 pm **djenningspr:** #measurepr heading out as well, gr8 conversation and looking forward to following up on some awesome resource suggestions

6:04 pm **mdbarber:** @WriterChanelle This chat always gives me something to think about :-)
#measurepr

6:04 pm **shonali:** @tedweismann Definitely! #measurepr

6:04 pm **dunn_lauren:** @Dilennox Bepart of the convo you know what the hottopics are. I'm not saying don't analyze. Dont let it be your focus. Monitor! #measurepr

6:04 pm **shonali:** Before I forget, we have a Facebook group (just look for the hashtag) if you'd like to join. Also LinkedIn (ditto). #measurepr

6:05 pm **shonali:** @djenningspr @mdbarber @alhoug Thanks for being here! #measurepr

6:05 pm **Dilennox:** Thanks @shonali - today's #measurepr went where it needed to. One of us needs to blog that list of resources! :-)