



Transcript from January 4, 2011 to January 4, 2011

All times are Pacific Time

January 4, 2011

- 1:17 pm **ppnc09:** @shonali Will try to make it today. Looking forward to 2011's #measurepr.
- 2:08 pm **JGoldsborough:** Morning, all. Going to be hanging out with @Shonali and the #measurepr community today from 12-1 EST. Pls join us if u have time.
- 2:11 pm **khirek:** RT @jgoldsborough: Morning, all. Going to be hanging out with @shonali and the #measurepr community today from 12-1 EST.
- 2:17 pm **gnosisarts:** Please update your #measurepr details on our #tweetchat #wiki @shonali Thank you. <http://gnos.tk/tweetchatwiki>
- 2:33 pm **gnosisarts:** @shonali we've also added #measurepr to our #mobile #textmsg #app <http://gnos.tk/tweetchats>
- 3:09 pm **alanchumley:** PR Measurement curious? Join @shonali's #measurepr chat today at 12et with guest: @jgoldsborough
- 3:10 pm **CARMA_Tweets:** RT @alanchumley: PR Measurement curious? Join @shonali's #measurepr chat today at 12et with guest: @jgoldsborough
- 3:16 pm **shonali:** @alanchumley @carma_tweets W00t! I hope we'll be seeing you at #measurepr today with @JGoldsborough ?
- 3:24 pm **CARMA_Tweets:** You bet. wouldn't miss #measurepr for the world. @shonali @alanchumley @JGoldsborough
- 3:28 pm **shonali:** Gotta buckle down for a bit before today's #measurepr chat. See you in a bit!
- 3:39 pm **CubanaLAF:** Boss man @jgoldsborough is the #measurepr guest from 12-1 EST. You should join.
- 3:42 pm **AmyStewart82:** RT @CubanaLAF: Boss man @jgoldsborough is the #measurepr guest from 12-1 EST. You should join.
- 4:17 pm **Cision:** If you're not doing #measurepr chat today, get with the program! Come join @shonali and the rest of the crew today 12-1 EST. #measurepr
- 4:27 pm **SuzieLin:** Looking forward to it! RT @shonali: Gotta buckle down for a bit before today's #measurepr chat. See you in a bit!
- 4:28 pm **itsRobynwithay:** RT @cision: If you're not doing #measurepr chat 2day, get w/program! Come join @shonali and the rest of the crew today 12-1 EST. #measurepr
- 4:39 pm **JGoldsborough:** 20 minutes until #measurePR with @Shonali, the #measurePR community, me and hopefully you. See you at 12 EST!
- 4:41 pm **Frankie645:** Really hoping to change calendar around (last minute) - would like to join #measurepr. @shonali is a fave! #tweetchat
- 4:42 pm **YourCheapskate:** RT @Frankie645: Really hoping to change calendar around (last minute) - would like to join #measurepr. @shonali is a fave! #tweetchat
- 4:43 pm **toryk:** RT @cision: If you're not doing #measurepr chat today, get with the program! Come join @shonali and the rest of the crew today 12-1 EST. #measurepr
- 4:44 pm **deannaboss:** just over 15 minutes until today's #measurepr chat ... gotta work quick to get some things wrapped up!
- 4:50 pm **Shanan_S:** RT @JGoldsborough: 20 minutes until #measurePR with @Shonali, the #measurePR community, me and hopefully you. See you at 12 EST!
- 4:58 pm **shonali:** @frankie645 @annbevans @itsrobynwithay @suzielin @cision Thanks for sharing! 3 minutes to go to #measurepr with @JGoldsborough ...



4:59 pm **shonali:** @shanan_s @deannaboss @toryk @yourcheapskate @amystewart82 @cubanalaf @carma_tweets Thank you and see you in a minute! #measurepr

5:00 pm **JGoldsborough:** @shonali @frankie645 @annbevans @itsrobynwithay @suzielin @cision Looking forward to it! #measurePR

5:00 pm **hopwood:** About to listen in to the first measurepr of 2011 for half an hour before the gym #measurepr

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.

5:01 pm **SuzieLin:** Looking forward to today's chat! #measurepr

5:01 pm **shonali:** Before we start: happy new year! Does 2011 look promising for you so far? #measurepr

5:01 pm **rmpapag:** Hello everyone in #measurepr ! Looking forward to a great first chat of #2011

5:01 pm **jenzings:** Checking in, here for #MeasurePR - Jen Z from @customscoop

5:01 pm **toryk:** 4 days in...so far, so good @shonali Before we start: happy new year! Does 2011 look promising for you so far? #measurepr

5:02 pm **shonali:** @rmpapag @jenzings So glad you made the first chat of the new year. HNY! #measurepr

5:02 pm **JGoldsborough:** RT @shonali: And... it's time! Welcome to bi-weekly #measurePR chat, where we talk all things related to PR (and social media) measurement.

5:02 pm **Cision:** 2011 looks very promising! Mostly because I'm predicting that I win the lottery today. #measurepr

5:02 pm **shonali:** @toryk Excellent. @Cision that's a GREAT prediction, LOL. I need to work on that. #measurepr

5:02 pm **rmpapag:** You will have to share it w/me RT @cision 2011 looks very promising! Mostly because I'm predicting that I win the lottery today. #measurepr

5:03 pm **CARMA_Tweets:** Happy 2011 #measurepr folks. @alanchumley here. SVP with CARMA...media analysts and PR measurement consultants.

5:03 pm **SuzieLin:** Not sure yet tough decisions to make first RT @shonali: Before we start: happy new year! Does 2011 look promising for you so far? #measurepr

5:03 pm **hopwood:** Ask me again in 12 months RT @shonali: Before we start: happy new year! Does 2011 look promising for you so far? #measurepr

5:03 pm **JGoldsborough:** 2011 looks very promising...and busy :). Lot going on but what else is new. Happy NY to all. #measurePR

5:03 pm **mdbarber:** Good morning. Joining chat as I start my dark January day here in AK. Hope all are well. Thanks to @shonali and @jgoldsborough. #measurepr

5:03 pm **tedweismann:** Hello, all and happy New Year. Great to be back chatting measurement. #measurePR

5:03 pm **JGoldsborough:** Awesome. RT @Cision: 2011 looks very promising! Mostly because I'm predicting that I win the lottery today. #measurepr

5:03 pm **Shanan_S:** @shonali It does. But, I'm at the foot of the mountain. There is A LOT to do in 2011. :) #measurepr

5:03 pm **Cision:** @rmpapag Done! #measurepr

5:03 pm **shonali:** @SuzieLin Ooh, that sounds mysterious. Good luck with them! @Carma_Tweets Great to see you! @hopwood Got it. :) #measurepr

5:03 pm **MichaelWillett:** RT @shonali It's time! Welcome to the bi-weekly #measurePR chat, where we discuss all things related to PR (and social media) measurement.

5:04 pm **rmpapag:** #2011 looking good, hard work in #2010 paying off! #measurepr

5:04 pm **toryk:** you'll share w followers, right? @cision 2011 looks very promising! Mostly because I'm predicting that I win the lottery today. #measurepr

5:04 pm **ericaholt:** A new start is always nice :) RT @shonali: Before we start: happy new year! Does 2011 look promising for you so far? #measurepr #measurepr



5:04 pm **Cision:** Twitterheads: I'm doing #measurepr today from 12-1 EST so excuse the excessive tweeting. Better yet, come join!

5:04 pm **JGoldsborough:** @mbarber Hey there, Mary. How's things in Alaska? #measurePR

5:04 pm **shonali:** @Shanan_S LOL! @mbarber @tedweismann @MichaelWillett @ericaholt Great to see you! #measurepr

5:04 pm **mpapag:** With your mask I think we are all set to win! RT @cision: @mpapag Done! #measurepr

5:04 pm **MattMcNama:** Time to join the #measurePR chat!

5:04 pm **SuzieLin:** @shonali Haha I'm good at being mysterious but will update all once things are finalized and taken care of =) #measurepr

5:04 pm **Cision:** @toryk A dollar for every follower! ;) #measurepr

5:04 pm **mikedonatello:** Actually remembered to show up for #measurepr

5:05 pm **shonali:** Love it! RT @Cision: Twitterheads: I'm doing #measurepr today from 12-1 EST so excuse the excessive tweeting. Better yet, come join!

5:05 pm **mbarber:** @JGoldsborough Too warm believe it or not. Snow melting. But seems to be a busy start to the year anyway. #measurepr

5:05 pm **shonali:** @mikedonatello @MattMcNama Welcome! #measurepr

5:05 pm **shonali:** @SuzieLin I'll hold you to that. :) #measurepr

5:05 pm **JGoldsborough:** RT @Cision: Twitterheads: I'm doing #measurepr today from 12-1 EST so excuse the excessive tweeting. Better yet, come join!

5:05 pm **mikedonatello:** thanks, and HNY all #measurepr

5:06 pm **shonali:** OK, looks like we've got a full house. We'll kick off with our special guest @JGoldsborough soon. Welcome & TY Justin! #measurepr

5:06 pm **shonali:** Before we start, a few housekeeping things... #measurepr

5:06 pm **shonali:** First, here's where you can follow the history/recaps of the chat: <http://ow.ly/2SiQw> #measurepr

5:06 pm **akilahlake:** #measurepr, the poor economy is working my favor.

5:07 pm **SuzieLin:** RT @shonali: First, heres where you can follow the history/recaps of the chat: <http://ow.ly/2SiQw> #measurepr

5:07 pm **JGoldsborough:** @shonali Thanks for the invite. Learn a lot from this chat, so hopefully I can add some value and learn today :). #measurePR

5:07 pm **shonali:** 2, Tips for good "chatting": please reference the Q nos. in your tweets (eg "Re Q1" or "A1"), and remember to use the hashtag. #measurepr

5:07 pm **shonali:** 3, if you have more qns for @JGoldsborough as the chat progresses, please DM/email them to me to add to the queue. #measurepr

5:08 pm **shonali:** 4 & finally, you're welcome to join our LinkedIn &/or Facebook groups if you'd like. Just search for the hashtag. #measurepr

5:08 pm **shonali:** @JGoldsborough I know you will... add value, that is. And WE will all learn from you! #measurepr

5:08 pm **JGoldsborough:** RT @shonali: 4 & finally, you're welcome to join our LinkedIn &/or Facebook groups if you'd like. Just search for the hashtag. #measurepr

5:08 pm **shonali:** If you haven't as yet introduced yourself, please do so now. Who are you, where, what do you do, etc. #measurepr

5:09 pm **SuzieLin:** RT @shonali: 4 & finally, youre welcome to join our LinkedIn &/or Facebook groups if youd like. Just search for the hashtag. #measurepr

5:09 pm **JGoldsborough:** @shonali Cool. And I'll try to refrain from mentioning this value -- AVE :). #measurePR

5:09 pm **shonali:** Me: #solopr pro based in DC, @wgbiz editor & @BNET blogger. Measurement fi end, hence this chat. #measurepr

5:09 pm **shonali:** @JGoldsborough LOL! #measurepr

- 5:09 pm **SuzieLin:** Hi all, I'm Suzie, staying warm up here in Saratoga Springs, NY, PR pro with over 6 yrs of exp & wine blogger #measurepr
- 5:09 pm **CyberlandGal:** RT @shonali: 2, Tips for good "chatting": please reference the Q nos. in your tweets (eg "Re Q1" or "A1"), and remember to use the hashtag. #measurepr
- 5:09 pm **40deuce:** Hello #measurepr people! Happy new year! I'm Sheldon the community manager for @Sysomos #measurepr
- 5:10 pm **dunn_lauren:** Lauren, from Halifax. new PR grad. #measurepr
- 5:10 pm **JGoldsborough:** Hi, all. Justin Goldsborough from Fleishman-Hillard in Kansas City. Digital strategist and whatever else they let me do :). #measurePR
- 5:10 pm **Cision:** I'm the social media marketing manager for Cision in Chicago. I'm a measurepr chat rookie but I'm liking what I see so far :) #measurepr
- 5:10 pm **mikedonatello:** VP, Research at Bulletin News (www.bulletinnews.com) #measurepr
- 5:10 pm **mdbarber:** Mary here from Anchorage; 30-year PR pro;10 as a solo. #measurepr
- 5:11 pm **tedweismann:** Hi all - I'm focused on tech, HC and clean tech PR. SVP with @LPP_PR in Boston. 17 years. #measurePR
- 5:11 pm **JasonDKing:** Jason D King at #CTAM here in Maryland for the #measurepr
- 5:11 pm **deannaboss:** Happy New Year to the #measurepr community! Deanna Boss from Maccabee Group in Minneapolis (yes it is cold here today)
- 5:11 pm **ericaholt:** Hi, Erica Holt here, digital marketing consultant for health, non-profits, and public sector orgs, and I love measurement... #measurepr
- 5:11 pm **JDer_Pr:** Hello #measurepr folks James here from the #DMV interested in learning from the chat
- 5:12 pm **shonali:** @JasonDKing OH MY WORD!!! Great to see you! Tweeps, Jason is a fellow #iabcdc member & all-round great guy, fyi. #measurepr
- 5:12 pm **alisonjns:** Just wandered into #measurepr... Alison, newish PR pro at Insight Creative in Green Bay, WI. #measurepr
- 5:12 pm **shonali:** @JDer_Pr #mikedonatello @CyberlandGal Welcome! #measurepr
- 5:12 pm **JasonDKing:** @shonali too kind! #measurepr
- 5:13 pm **shonali:** @alisonjns Great to have you! #measurepr
- 5:13 pm **bonnieupright:** #measurepr I'm Bonnie, solo practitioner, Kenny Chesney stalker, and I'm hungry.
- 5:13 pm **Shanan_S:** Shanan Sorochny, I manage the University of Regina's blog. (Regina, Saskatchewan) <http://bit.ly/a58O3L> #measurepr
- 5:13 pm **shonali:** OK, let's get started. The last few chats, "influence" kept popping up. So I thought that would make for a good topic today. #measurepr
- 5:13 pm **shonali:** @bonnieupright ROFL! and HEYYYYY! #measurepr
- 5:13 pm **MattLaCasse:** A little late, but looking in on #measurepr so @shonali won't shun me. :)
- 5:13 pm **akenn:** My New Year resolution is to make PR efforts more measurable in 2011. I'm a Boston-area soloPR pro w/15 yrs exp. #measurepr
- 5:13 pm **40deuce:** @shonali great idea! Been talking a lot about it myself recently too #measurepr
- 5:14 pm **shonali:** The questions are directed to @JGoldsborough, but all please feel free to chime in. #measurepr
- 5:14 pm **JGoldsborough:** @deannaboss Hey there. Some great PR peeps in Minny. @angieandresen @lulugrimm @arikhanson @davefolkens @kmskala @GRIitman #measurePR
- 5:14 pm **onecoconut:** hi! First time here #measurepr
- 5:14 pm **MattMcNama:** Wow, loads of PR pros for #measurePR. Associate @ NATIONAL PR in Toronto here.
- 5:14 pm **JGoldsborough:** @MattLaCasse Hey, Matt. Glad to see you here. How's the new year. Nice win for your Hawkeyes :). #measurePR
- 5:14 pm **balear:** Lurking in on the #measurepr chat during lunch. Sounds like it will be a GOOD one.

- 5:15 pm **shonali:** Q1: @JGoldsborough you wrote a great post on influence & Klout last month: <http://bit.ly/fkibR1> Please elaborate on key points? #measurepr
- 5:15 pm **toryk:** RT @shonali: OK, let's get started. The last few chats, "influence" kept popping up. So I thought that would make for a good topic today. #measurepr
- 5:15 pm **JGoldsborough:** @shonali Definitely chime in as often as possible so I sound smarter :). #measurePR
- 5:15 pm **shonali:** @balemar @MattMcNama @onecoconut @akenn @MattLaCasse @40deuce Welcome! #measurepr
- 5:16 pm **JGoldsborough:** Q1: @Klout is a hot topic, and for good reason. A tool we all should consider when measuring influence. But only piece of puzzle. #measurepr
- 5:16 pm **shashib:** RT @shonali: Me: #solopr pro based in DC, @wgbiz editor & @BNET blogger. Measurement fiend, hence this chat. #measurepr
- 5:16 pm **MattLaCasse:** @JGoldsborough Thanks! I'm doing well, especially since the #Hawkeyes are now clearly superior to #Mizzou. #measurepr
- 5:16 pm **JGoldsborough:** Q1: My soapbox is this: If you are trying to measure universal influence, STOP! It doesn't exist. #measurePR
- 5:16 pm **toryk:** Influence, influence is key in 2011! @shonali Q1 @JGoldsborough you wrote a great post on influence & Klout <http://bit.ly/fkibR1> #measurepr
- 5:17 pm **megmroberts:** RT @JGoldsborough: Q1: My soapbox is this: If you are trying to measure universal influence, STOP! It doesn't exist. #measurePR
- 5:17 pm **MattLaCasse:** RT @JGoldsborough: Q1: My soapbox is this: If you are trying to measure universal influence, STOP! It doesn't exist. #measurePR
- 5:17 pm **jenzings:** RT @JGoldsborough: Q1: My soapbox is this: If you are trying to measure universal influence, STOP! It doesn't exist. #measurePR I YES. THIS.
- 5:17 pm **tedweismann:** A1. Saw @JGoldsborough post on Klout. Totally agree Klout's value is as ONE data point on influence. #measurePR
- 5:17 pm **shonali:** RT @JGoldsborough: Q1: My soapbox is this: If you are trying to measure universal influence, STOP! It doesn't exist. #measurepr
- 5:17 pm **toryk:** RT @JGoldsborough: Q1: @Klout is a hot topic, and for good reason. A tool we all should consider when measuring influence. But only piece of puzzle. #measurepr
- 5:17 pm **40deuce:** RT @JGoldsborough: Q1: My soapbox is this: If you are trying to measure universal influence, STOP! It doesnt exist. #measurepr
- 5:17 pm **rmpapag:** Agreed! RT @jgoldsborough: Q1: My soapbox is this: If you are trying to measure universal influence, STOP! It doesn't exist. #measurePR
- 5:17 pm **SuzieLin:** RT @JGoldsborough: Q1: My soapbox is this: If you are trying to measure universal influence, STOP! It doesnt exist. #measurepr
- 5:18 pm **Cision:** RT @JGoldsborough: Q1: My soapbox is this: If you are trying to measure universal influence, STOP! It doesnt exist. #measurepr
- 5:18 pm **CARMA_Tweets:** Influence IMHO, is related to authority and is contextual, topical, fluid. Depends also on how centrally located in network. #measurepr
- 5:18 pm **rmpapag:** A1: Must look at your target audience and see what is happening. #measurepr
- 5:18 pm **Cision:** @shonali @JGoldsborough Preach it! #measurepr
- 5:18 pm **JGoldsborough:** Q1: Do believe in influencers 4 brands we work w/. Finding them takes lot more rsrch than just tool like Klout, Technorati. #measurePR
- 5:18 pm **40deuce:** A1: I think that there is a big difference between popularity and influence #measurepr
- 5:18 pm **JGoldsborough:** Yep RT @rmpapag: A1: Must look at your target audience and see what is happening. #measurepr
- 5:18 pm **mdbarber:** RT @JGoldsborough: Q1: My soapbox is this: If you are trying to measure universal influence, STOP! It doesnt exist. #measurepr
- 5:18 pm **deannaboss:** RT @40deuce: A1: I think that there is a big difference between popularity and influence #measurepr



- 5:18 pm **GeoffLiving:** RT @shonali: RT @JGoldsborough: Q1: My soapbox is this: If you are trying to measure universal influence, STOP! It doesn't exist. #measurepr
- 5:18 pm **CARMA_Tweets:** ...and let's be clear that when we talk about 'influence' we're talking about potential to, not actual...unless we test for that #measurepr
- 5:19 pm **RayLinDairy:** Agreed RT @balemar: Lurking in on the #measurepr chat during lunch. Sounds like it will be a GOOD one.
- 5:19 pm **JGoldsborough:** @rmpapag And looking at that target audience takes a lit of work. Basing influence solely on a tool -- easy way out. #measurePR
- 5:19 pm **40deuce:** A1; and while I like @klout, I don't think they have the difference between popularity and influence fully worked out yet #measurepr
- 5:19 pm **MattLaCasse:** @JGoldsborough (Devil's Advocate here) Don't we need some kind of measurable to determine the diff btw popularity and influence? #measurepr
- 5:19 pm **SuzieLin:** Q1 I agree finding influencers takes research & they aren't always the most popular #measurepr
- 5:19 pm **johnarobertson:** RT @40deuce: A1; and while I like @klout, I don't think they have the difference between popularity and influence fully worked out yet #measurepr
- 5:19 pm **ericaholt:** Q1: Totally agree that influence in niche areas is reals, but an automated tool can't magically spout out an accurate number. #measurepr
- 5:19 pm **PRville:** Great chat happening at #measurepr right now. @shonali and @jgoldsborough leading the way!
- 5:19 pm **iBridgeforth:** RT @JGoldsborough: Yep RT @rmpapag: A1: Must look at your target audience and see what is happening. #measurepr
- 5:19 pm **JGoldsborough:** Q1: Will add @joefernandez from @Klout doesn't see his tool as an end-all for influence and he is very willing to talk abt it. #measurePR
- 5:19 pm **careysullivan:** @JGoldsborough What tool do you like to measure influence for a target audience? i.e. bloggers in KC, or Mom bloggers in Chicago? #measurepr
- 5:19 pm **CARMA_Tweets:** Influence topical/contextual: @shonali might be influential on PR measurement but not an authority on 18th century literature. #measurepr
- 5:20 pm **VCiccone:** I work for a boutique PR firm in #yyc specializing in a variety of industries. I love to #measurepr
- 5:20 pm **tedweismann:** Went to a Klout meetup last month and talked with @meganberry from Klout. They are using all discussion to make it better. #measurePR
- 5:20 pm **annebuchanan:** RT @mdbarber: RT @JGoldsborough: Q1: My soapbox is this: If you are trying to measure universal influence, STOP! It doesnt exist. #measurepr
- 5:20 pm **MVNUSID:** I agree! RT @JGoldsborough Q1: My soapbox is this: If you are trying to measure universal influence, STOP! It doesn't exist. #measurePR
- 5:20 pm **rmpapag:** A1: Must have the human analysis when #measurePR to uncover those nuggets automation can't do.
- 5:20 pm **40deuce:** A1; I actually wrote about the difference yesterday and would love any of the #measurepr people's thoughts <http://bit.ly/g25IF3> #measurepr
- 5:20 pm **mdbarber:** A1 -- Agree on influence and popularity being very different. Hope we can talk more about that. #measurepr
- 5:20 pm **40deuce:** after we're done chatting here of course #measurepr
- 5:20 pm **JGoldsborough:** @MattLaCasse Yes, popularity vs influence is important. But there's no 1 tool. Part of that is human research, digging. #measurePR
- 5:20 pm **ericaholt:** Q1: This article by @digiphile has some good point about issues w/ influence & influence contests <http://bit.ly/fkamh1> #measurepr
- 5:20 pm **rmpapag:** RT @mdbarber: A1 -- Agree on influence and popularity being very different. Hope we can talk more about that. #measurepr
- 5:20 pm **PaulReports:** RT @JGoldsborough: Q1: My soapbox is this: If you are trying to measure universal influence, STOP! It doesnt exist. #measurePR



- 5:21 pm **MattLaCasse:** Feel Klout is a step in the right direction, and is valuable, but I keep feeling like it's missing something and cld be misused. #measurepr
- 5:21 pm **shonali:** ROFL! RT @CARMA_Tweets: Influence topical/contextual: @shonali might be influential on PR msmt, not authority on 18th cent. lit. #measurepr
- 5:21 pm **toryk:** Agree @ericaholt Q1 Totally agree that influence/niche areas is reals, but automated tool can't magically spout accurate number #measurepr
- 5:21 pm **CARMA_Tweets:** RT @rmpapag: A1: Must have the human analysis when #measurePR to uncover those nuggets automation can't do.
- 5:21 pm **toryk:** RT @MattLaCasse: @JGoldsborough (Devil's Advocate here) Don't we need some kind of measurable to determine the diff btw popularity and influence? #measurepr
- 5:21 pm **40deuce:** agreed RT @JGoldsborough: popularity vs influence is important. But theres no 1 tool. Part of that is human research, digging. #measurepr
- 5:21 pm **hopwood:** I'd call them boulders rather than nuggets RT @rmpapag: A1: Must have human analysis to uncover nuggets automation cant do. #measurepr
- 5:21 pm **JGoldsborough:** @careysullivan We use Technorati and Compete a lot to measure blogger influence. But we also use the brain :). #measurePR
- 5:21 pm **JDer_Pr:** RT @mdbarber: A1 -- Agree on influence and popularity being very different. Hope we can talk more about that. #measurepr
- 5:21 pm **machC:** RT @mdbarber: Mary here from Anchorage; 30-year PR pro;10 as a solo. #measurepr
- 5:21 pm **SuzieLin:** Q1 Klout is a good starting point but doesn't tell the full picture when it comes to being an influencer #measurepr
- 5:21 pm **dunn_lauren:** A1: but popularity can breed infulence. See Oprah. #measurepr
- 5:21 pm **JGoldsborough:** @careysullivan IOW, a big part of influencers we recommend comes from ppl researching bloggers and their blogs. #measurePR
- 5:21 pm **gnosisarts:** Eric, NYC. joining in. #measurepr
- 5:21 pm **toryk:** RT @ericaholt: Q1: This article by @digiphile has some good point about issues w/ influence & influence contests <http://bit.ly/fkamh1> #measurepr
- 5:22 pm **nb1:** @JGoldsborough @MattLaCasse And just a basic vibe - how likely is our message to resonate with this person's audience #measurepr
- 5:22 pm **annebuchanan:** Influence is contextual. Looking at it any other way is dangerous. #measurePR
- 5:22 pm **Shanan_S:** @40deuce: Agreed. Influencers are catalysts for action. #measurepr
- 5:22 pm **JGoldsborough:** RT @ericaholt Q1 Totally agree that influence/niche areas is reals, but automated tool can't magically spout accurate number #measurepr
- 5:22 pm **MattLaCasse:** @JGoldsborough Exactly. Don't think we can ever TRULY measure influence. Perhaps anecdotally (ex Digital Death), but numerically? #measurepr
- 5:22 pm **PRVille:** RT @ericaholt: Q1: This article by @digiphile has good points about issues w/ influence & influence contests <http://bit.ly/fkamh1> #measurepr
- 5:22 pm **shonali:** RT @annebuchanan: Influence is contextual. Looking at it any other way is dangerous. #measurepr
- 5:22 pm **VCiccone:** RT @shonali: RT @JGoldsborough: Q1: My soapbox is this: If you are trying to measure universal influence, STOP! It doesn't exist. #measurepr
- 5:22 pm **PaulReports:** A1: Popularity leads to influence, as long as you have something logical to say... #measurePR
- 5:22 pm **40deuce:** A1: The real problem with measuring influence is that it's a feeling that comes from inside each of us... very hard to measure #measurepr
- 5:22 pm **JGoldsborough:** @toryk As one of my colleagues says -- There are plenty of measurement tools, but haven't seen 1 with an insight button yet :). #measurePR
- 5:22 pm **toryk:** RT @JGoldsborough: @careysullivan We use Technorati and Compete a lot to measure blogger influence. But we also use the brain :). #measurePR



- 5:22 pm **shonali:** @MattLaCasse Oh boy, don't get me started on Digital Death. @JGoldsborough #measurepr
- 5:22 pm **JGoldsborough:** #Like RT @annebuchanan: Influence is contextual. Looking at it any other way is dangerous. #measurePR
- 5:23 pm **onecoconut:** @TedWeismann where was the meetup? @Klout #measurePR
- 5:23 pm **MattLaCasse:** @shonali Wanted to make sure your anger reflex was still alive and well in 2011. ;) #measurepr
- 5:23 pm **tedweismann:** Determining influence is also based upon engaging with POTENTIAL influencers for real #measurePR
- 5:23 pm **BuchananPR:** RT @shonali: RT @annebuchanan: Influence is contextual. Looking at it any other way is dangerous. #measurepr
- 5:23 pm **JGoldsborough:** @nb1 @MattLaCasse Agree that "vibe" or a person's understanding of the blogosphere can play a role. No tool for that. #measurePR
- 5:23 pm **Cision:** @shonali @MattLaCasse @JGoldsborough Digital death could spark a four-hour chat. Honestly. But please, let's talk about it! #measurepr
- 5:23 pm **Ericbobmyers:** RT @JGoldsborough: Q1: @Klout is a hot topic, and for good reason. A tool we all should consider when measuring influence. But only piece of puzzle. #measurepr
- 5:23 pm **40deuce:** RT @annebuchanan: Influence is contextual. Looking at it any other way is dangerous. #measurepr
- 5:23 pm **mdbarber:** So true: RT @40deuce: The real problem w measuring influence is it's a feeling that comes fr inside each of us...hard to measure #measurepr
- 5:23 pm **JDer_Pr:** RT @annebuchanan: Influence is contextual. Looking at it any other way is dangerous. #measurePR
- 5:24 pm **tedweismann:** @onecoconut @TedWeismann @Klout Meetup in Boston as part of a series #measurePR
- 5:24 pm **nb1:** @JGoldsborough @toryk Hootsuite has an insight button. the first number it produces - Klout score #measurepr
- 5:24 pm **JGoldsborough:** @shonali @MattLaCasse Ah, #digitaldeath. Perfect e.g. of diff between popularity, influence and understanding what drives action. #measurePR
- 5:24 pm **CubanaLAF:** Q1: Influence depends on: campaign, outside factors, specific clients and your approach. Manual + automated sentiment is key. #measurepr
- 5:24 pm **SuzieLin:** Influencers drive people to action in some way #measurepr
- 5:24 pm **PaulReports:** A1: Popular, you'll have the followers; Make it short and sweet, they keep coming back; Then the level of uncertainty decreases #measurePR
- 5:24 pm **K_McKerrington:** #measurePR Whats this chat about if you don't mind me asking?
- 5:24 pm **mdbarber:** So true: RT @annebuchanan: Influence is contextual. Looking at it any other way is dangerous. #measurepr
- 5:24 pm **MattLaCasse:** @JGoldsborough @nb1 Measuring influence/human intuition is like trying to hold a moonbeam in your hand. #soundofmusic #measurepr
- 5:24 pm **JGoldsborough:** @40deuce Exactly! Has to be a human element to an influence metric for me to trust it. Has to! #measurePR
- 5:24 pm **onecoconut:** RT @PRVille: RT @ericaholt: Q1: This article by @digiphile has good points about issues w/ influence & influence contests <http://bit.ly/fkamh1> #measurepr
- 5:25 pm **khirek:** RT @40deuce: agreed RT @JGoldsborough: popularity vs influence is important. There's no 1 tool. Part of that is human research. #measurepr
- 5:25 pm **shonali:** @K_McKerrington We talk about topics related to PR & social media measurement. Bi-weekly on Tuesdays, 12-1 pm ET. #measurepr
- 5:25 pm **nb1:** @MattLaCasse @JGoldsborough I meant your own intuition on the person and their audience, not theirs... #measurepr
- 5:25 pm **toryk:** Well said! @SuzieLin Influencers drive people to action in some way #measurepr



- 5:25 pm **MelissaDobson:** RT @SuzieLin: Q1 Klout is a good starting point but doesn't tell the full picture when it comes to being an influencer #measurepr >>agree
- 5:25 pm **tweetforamrit:** RT @annebuchanan: Influence is contextual. Looking at it any other way is dangerous. #measurepr
- 5:25 pm **rmpapag:** Knowing what the goals are before hand helps measure success. RT @suzielin: Influencers drive people to action in some way #measurepr
- 5:25 pm **JGoldsborough:** @MattLaCasse @nb1 Have you tried holding said moonbeam before? Twitpic? :) #measurePR
- 5:25 pm **CARMA_Tweets:** RT @khirek: RT @40deuce: agreed RT @JGoldsborough: popularity vs influence is important. There's no 1 tool. Part of that is human research. #measurepr
- 5:26 pm **40deuce:** @JGoldsborough I wrote a post that talked about how popular people can show us new things, but true influence to try/buy these... #measurepr
- 5:26 pm **onecoconut:** RT @shonali: @K_McKerrington We talk about topics related to PR & social media measurement. Bi-weekly on Tuesdays, 12-1 pm ET. #measurepr
- 5:26 pm **khirek:** RT @suzielin: Influencers drive people to action in some way #measurepr
- 5:26 pm **JGoldsborough:** @nb1 @toryk So maybe it should be an "insights" button. @Klout is one piece of teh insight puzzle. #measurePR
- 5:26 pm **gnosisarts:** As I like to say, any tool is only as smart as the person manipulating it, whether it b a tool 2 meas. influence or anything else #measurepr
- 5:26 pm **Rick_Now:** RT @JGoldsborough: Q1: My soapbox is this: If you are trying to measure universal influence, STOP! It doesn't exist. #measurePR
- 5:26 pm **SuzieLin:** @rmpapag Agreed, always have to have measurable goals #measurepr
- 5:26 pm **40deuce:** @JGoldsborough new things will come through trust in people. Influence has a lot to do with trust levels, not followers #measurepr
- 5:26 pm **deannaboss:** A1: measuring influence is just like anything else, have to know the audience and impact #measurepr
- 5:26 pm **PaulReports:** :p RT @JGoldsborough: @MattLaCasse @nb1 Have you tried holding said moonbeam before? Twitpic? :) #measurePR
- 5:51 pm **csrodman:** @MattMcNama Tweaking some social media monitoring while checking in on fierce debate at #measurepr - thanks for letting me know about it!
- 5:51 pm **DavidSpinks:** @1winedude so with trust is the ONLY way a person can influence others? #measurepr
- 5:51 pm **akenn:** RT @JGoldsborough: Exactly. Trust takes a long time to build up, but when u have it, is HUGE. RT @SuzieLin: Trust is built on actions over time #measurepr
- 5:51 pm **JGoldsborough:** @DavidSpinks Agree, is a place 4 both. It;s often not an either, or scenario. Long-term, I'd prioritize relationships over celeb. #measurePR
- 5:51 pm **shonali:** RT @tedweismann: A3: @mdbarber Haven't used it, but Geochirp looks interesting for Twitter <http://bit.ly/fonPr7> #measurepr
- 5:51 pm **SuzieLin:** Yep, I agree RT @DavidSpinks: @suzielin influence can be earned in many ways. Trust is one of them. So is fear. #perspective #measurepr
- 5:51 pm **dunn_lauren:** YEP! RT @JGoldsborough Q2: research shows once u build a positive relationship w/ customer, they show allegiance to your brand. #measurePR
- 5:51 pm **mdbarber:** @tedweismann Thanks. I'll check that out. Interesting issue though w SM. Difficult to segment geographically in automated way. #measurepr
- 5:51 pm **40deuce:** @DavidSpinks to be honest, I think you'd need to trust in that fear to really have it influence you #measurepr
- 5:52 pm **annebuchanan:** RT @DavidSpinks: @suzielin influence can be earned in many ways. Trust is one of them. So is fear. #perspective #measurepr
- 5:52 pm **JGoldsborough:** @MattMcNama I think ppl buy products celebs push a lot. But if buy for that reason, likely very little brand allegiance. #measurePR
- 5:52 pm **shonali:** RT @DavidSpinks: influence can be earned in many ways. Trust is one of them. So is fear. #measurepr



- 5:53 pm **tweetforamrit**: RT @DavidSpinks: influence can be earned in many ways. Trust is one of them. So is fear. #measurepr
- 5:53 pm **JGoldsborough**: RT @tweetforamrit: IMO, when people go out of their way to help you out via SM, influence changes to trust. #measurepr
- 5:53 pm **RayLinDairy**: Earned Influence comes from Trust that is built on Relationships created with Conversations. #myhumbleopinion #measurepr
- 5:53 pm **tedweismann**: @mbarber @tedweismann It's a great point, and surprised there aren't more services leveraging location APIs #measurePR
- 5:53 pm **DavidSpinks**: @40deuce so... Trust in actions, whether positive or negative, will lead to influence? #measurepr
- 5:53 pm **JGoldsborough**: RT @DanielHindin: A3: 4 geography, like any other niche group, is lots of value n putting in legwork and learning who's who. #measurePR
- 5:53 pm **SuzieLin**: @DavidSpinks But I'm less likely to trust someone using fear to influence me. #measurepr
- 5:53 pm **akenn**: RT @DavidSpinks: influence can be earned in many ways. Trust is one of them. So is fear. #measurepr
- 5:53 pm **sabrina_scott**: RT @JGoldsborough: RT @tweetforamrit: IMO, when people go out of their way to help you out via SM, influence changes to trust. #measurepr
- 5:53 pm **shonali**: @JGoldsborough @tweetforamrit Even if it's something as little as just responding to you. #measurepr
- 5:54 pm **toryk**: RT @shonali: RT @DavidSpinks: influence can be earned in many ways. Trust is one of them. So is fear. #measurepr
- 5:54 pm **bonnieupright**: @alisonjns @akenn I would trust him for a mobile service provider and unlimited texts. #measurepr
- 5:54 pm **mbarber**: @tedweismann Agreed. This may need some additional investigation. #measurepr
- 5:54 pm **40deuce**: @DavidSpinks ex. I trust that I will get hurt if I don't listen to you. If I don't believe I will be hurt, I'm not rly influenced #measurepr
- 5:54 pm **K_McKerrington**: Well I believe that a PR company should be more than passionate about the client and willing to bust their butts for u. #measurepr #measurepr
- 5:54 pm **JGoldsborough**: Q3: I know it's the harder route, but agree w/ @danielhindin -- good 'ol research often the best way to target geographically. #measurePR
- 5:54 pm **tedweismann**: Politicians know this well RT @shonali: RT @DavidSpinks: influence can be earned in many ways. Trust is one of them. So is fear. #measurePR
- 5:54 pm **sabrina_scott**: @tweetforamrit And the opposite occurs when you call upon a company using SM about a problem and they don't respond #measurepr
- 5:54 pm **annebuchanan**: @tweetforamrit I see it a bit differently. If I allow someone to influence my thinking or behavior, I have already placed trust. #measurepr
- 5:54 pm **40deuce**: @DavidSpinks to some degree, yes. #measurepr
- 5:55 pm **gnosisarts**: Geochirps seems not much diff. than NearbyTweets. <http://nearbytweets.com/> Tells u what ppl in geo are tweeting. Not the same. #measurepr
- 5:55 pm **JGoldsborough**: @shonali @tweetforamrit Right. Don't forget that ppl know a celeb is being paid, which cuts into trust, long-term allegiance. #measurePR
- 5:55 pm **toryk**: Great #measurePR chat today - thanks @shonali and @JGoldsborough
- 5:55 pm **mattkellypr**: RT @shonali: RT @DavidSpinks: influence can be earned in many ways. Trust is one of them. So is fear. #measurepr
- 5:55 pm **BrookeZam**: RT @DavidSpinks: Trust isn't a prerequisite for influence. #measurePR
- 5:55 pm **DavidSpinks**: @suzielin That all depends on extent. A person with a gun to my head is influencing me more than someone I trust ever could. #measurepr
- 5:55 pm **tweetforamrit**: RT @JGoldsborough Right. Don't forget that ppl know a celeb is being paid, which cuts into trust, long-term allegiance. #measurePR
- 5:56 pm **shonali**: @toryk You're so welcome, thanks for joining! #measurepr



5:56 pm **mdbarber:** @JGoldsborough @danielhindin Agree on the research front but I think that's critical to measuring too. Can quick-meas geo target #measurepr

5:56 pm **DavidSpinks:** @40deuce I agree #measurepr

5:56 pm **annebuchanan:** Wondering if there is a subtle, but important, difference between respect and influence. #measurePR

5:56 pm **JGoldsborough:** @annebuchanan Yes, I don't think we always ID influence as it's happening. We see it evolve over time. #measurePR

5:56 pm **shonali:** @tweetforamrit LOL. I have a good feeling about these things... and people. :) #measurepr

5:56 pm **40deuce:** @DavidSpinks @suzielin but that's because you trust that the person w/ the gun will use it if you don't listen #measurepr

5:56 pm **SuzieLin:** @DavidSpinks LOL, that's what I call extreme but yes, good point #measurepr

5:57 pm **mdbarber:** @annebuchanan Agree. I believe there is a diff betwn respect & influence. They def don't go hand in hand. #measurepr

5:57 pm **K_McKerrington:** Well I have said my thoughts on PR. So I shall leave you all too it. @GnosisArts no word from ur company speak later bye x #measurepr

5:57 pm **JGoldsborough:** @toryk @shonali Absolutely. Thanks for joining! #measurePR

5:57 pm **shonali:** I know some of you have to head out early (or already have), so thank you for joining & thanks @JGoldsborough for a great chat! #measurepr

5:58 pm **gnosisarts:** For me, whether u call it "trust", "respect", "influence", "popularity", what I want to know is: Does it motivate to act? #measurepr

5:58 pm **JGoldsborough:** @BrookeZam @DavidSpinks But I would say trust is a prerequisite for long-term influence. Agree? #measurePR

5:58 pm **annebuchanan:** Huge shout out to @shonali & @JGoldsborough for hosting & sheparding a lively convo on #measurePR today. I'm the richer for it. Thx.

5:58 pm **KellyeCrane:** RT @shonali: Re: Q3, I try not to measure the tools so much as the impact we are trying to achieve... going back to objectives. #measurepr

5:58 pm **shonali:** Save the date for the next chat, 1/18, 12-1 pm ET, where we'll discuss research with @smallbizlabs. It should be GOOD. #measurepr

5:58 pm **deannaboss:** @shonali @JGoldsborough thanks for facilitating today. #measurepr

5:58 pm **gnosisarts:** @shonali Thank you for mod. an excellent tweetchat, shonali, and nice meeting you here. #measurepr

5:58 pm **mdbarber:** Thanks @shonali and @jGoldsborough for great chat. Lots of this is part of ongoing convo. Look forward to next chat. #measurepr

5:58 pm **JGoldsborough:** RT @shonali: Re: Q3, I try not to measure the tools so much as the impact we are trying to achieve... going back to objectives. #measurepr

5:58 pm **dunn_lauren:** There have been some great perspectives today. Thanks @JGoldsBorough & @Shonali for hosting! #measurepr

5:58 pm **SuzieLin:** RT @shonali: Save the date for the next chat, 1/18, 12-1 pm ET where well discuss research with @smallbizlabs. It should be GOOD. #measurepr

5:59 pm **40deuce:** @gnosisarts some of those things do and some don't. It's really hard to say, and each case/person is different #measurepr

5:59 pm **MattMcNama:** Thanks for the chat! Ironically, I have to get to an MRP report #measurePR

5:59 pm **tweetforamrit:** Thanks @shonali and @jGoldsborough for great chat.Lots to learn! #measurepr

5:59 pm **akenn:** @gnosisarts it depends on who you want to act and what will motivate THEM #measurepr

5:59 pm **shonali:** @deannaboss @annebuchanan @mdbarber @gnosisarts @dunn_lauren You're welcome & thank YOU for joining! #measurepr

5:59 pm **JGoldsborough:** @shonali Too many ppl focused on measuring tools, just using them cause think they should. Measure IMPACT! cc: @KellyeCrane #measurePR

- 5:59 pm **tedweismann:** Especially lively chat today. Thanks @shonali and @JGoldsborough. #measurePR
- 5:59 pm **deannaboss:** it's on the calendar! RT @shonali: Save the date for next chat, 1/18, 12-1 pm ET, where we'll discuss research with @smallbizlabs. #measurepr
- 5:59 pm **khirek:** yes! RT @annebuchanan: Huge shout out to @shonali & @JGoldsborough for hosting & sheparding a lively #measurePR chat. I'm the richer for it.
- 5:59 pm **alisonjns:** Thanks to @JGoldsborough @shonali and all for an interesting chat! #measurepr
- 5:59 pm **40deuce:** I really enjoyed the chat today! Thanks @shonali and @JGoldsborough #measurepr
- 6:00 pm **SuzieLin:** @shonali @JGoldsborough Thank you for a great chat today! #measurepr
- 6:00 pm **shonali:** The official chat is over. Good way to start 2011, eh? Have a good one, all, and hope to see you 1/18 with @smallbizlabs. #measurepr
- 6:00 pm **khirek:** RT @shonali: Save the date for the next chat, 1/18, 12-1 pm ET. We'll discuss research with @smallbizlabs. It should be GOOD. #measurepr
- 6:00 pm **PRville:** Awesome chat today! RT @shonali: Save the date for next chat, 1/18, 12-1 pm ET, where we'll discuss research with @smallbizlabs. #measurepr
- 6:01 pm **JakeRosen:** Hey @shonali @JGoldsborough Sorry I missed the #measurepr chat today. Caught the tail end and it looked good. Will join on 1/18
- 6:01 pm **DanielHindin:** Thanks to @shonali and @jgoldsborough for a great chat to kick off the New Year with lots of food for thought! #measurePR
- 6:01 pm **DavidSpinks:** @1winedude trusted for what? Good or bad? #measurepr
- 6:02 pm **JGoldsborough:** Re: respect vs influence. Think go together, at least that some 1 u respect is likely influential 2u. For brand, different story. #measurePR
- 6:02 pm **JGoldsborough:** @SuzieLin @40deuce @alisonjns @khirek @TedWeismann @TweetforAmrit @dunn_lauren @mbarber @deannaboss @annebuchanan Thx, all! #measurePR
- 6:03 pm **adriwall:** RT @mbarber: @JGoldsborough @shonali Seems silly to say but so many people forget the planning part... #measurepr [yes!]
- 6:03 pm **patrickbjohnson:** RT @JGoldsborough: Re: respect vs influence. Think go together, at least that some 1 u respect is likely influential 2u. For brand, different story. #measurePR
- 6:03 pm **JGoldsborough:** Thanks 2 @Shonali and #measurePR community 4 all the great perspectives on influence. Definitely learn by talking abt it. #measurePR
- 6:04 pm **shonali:** @davidspinks Great to see you at #measurepr today, thanks so much for joining!
- 6:04 pm **DavidSpinks:** Trust is earned through consistent action. Actions can be positive or negative. Trust in those actions can lead to influence. #measurePR
- 6:04 pm **DavidSpinks:** @shonali glad I caught the chat. I may have a blog post idea now ^_^ Thanks for hosting. #measurePR
- 6:04 pm **gnosisarts:** RT @akenn @gnosisarts it depends on who you want to act and what will motivate THEM #measurepr <-- I like that
- 6:05 pm **40deuce:** RT @DavidSpinks: Trust is earned through action. Actions can b positive or negative. Trust in those actions can lead 2 influence. #measurepr
- 6:05 pm **inowgb:** TopTag(3hrs) 1:#TLS 2:#measurePR 3:#tcot 4:#TDL 5:#fb 6:#p2 7:#carpool 8:#geniusbar 9:#News 10:#FreezingInArizona ..
- 6:07 pm **ValerieSimon:** Well said! RT @JGoldsborough Q2: Popularity does not equal relationship. Relationship does equal trust. Trust does equal action #measurePR
- 6:07 pm **jeremymeyers:** RT @kdpaine: RT @annebuchanan: Influence is contextual. Looking at it any other way is dangerous. #measurepr
- 6:09 pm **HMA_PR:** RT @ValerieSimon RT @JGoldsborough Q2: Popularity does not = relationship. Relationship does equal trust. Trust does equal action #measurePR
- 6:11 pm **SuzieLin:** @toryk @MelissaDobson @khirek @JDer_PR @MichaelWillett @JGoldsborough @mbarber Thanks for the RT & a great #measurepr chat!
- 6:12 pm **SamNickerson:** RT @CARMA_Tweets: POTENTIALLY influential and actually influential are v diff things. Meas doesn't have to only be qualitative. #measurepr



- 6:12 pm **gnosisarts:** "Well, if the chutes don't open, John, what's the point?" --Gary Senise, in "Apollo 13"
re: today's [#measurepr](#)
- 6:14 pm **SuzieLin:** [@1WineDude](#) [@RayLinDairy](#) [@DavidSpinks](#) Thanks for the RT and a fun
[#measurepr](#) chat =)
- 6:15 pm **shonali:** Back to my regularly scheduled day. If I didn't reply to an @ from you, please
re-send, [#measurepr](#) moved so fast today, I lost many of 'em!
- 6:15 pm **JasonDKing:** [@shonali](#) [@JGoldsborough](#) I agree. It was a great [#measurepr](#) chat. See you next
time.

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