#measurepr
wthashtag.com/measurepr

Transcript from February 15, 2011 to February 15, 2011

All times are Pacific Time

February 15, 2011

3:25 am	**JGoldsborough:**	#measurePR RT @bergerchris: DON'T MISS IT: $30 webinar for @IABC membrs with expert @kdpaine on SM Measurement http://tinyurl.com/4dkbhsj
4:11 am	**jimsterne:**	Join me tomorrow - 2/15 - for a Twitter chat on measuring PR with #measurepr
4:11 am	**shashib:**	RT @jimsterne: Join me tomorrow - 2/15 - for a Twitter chat on measuring PR with #measurepr
4:11 am	**annettepriest:**	RT @jimsterne Join me tomorrow - 2/15 - for a Twitter chat on measuring PR with #measurepr
4:13 am	**jimsterne:**	Measuring online PR Twitter chat 2/15 12-1pm Eastern #measurepr
4:33 am	**SuzieLin:**	Looking forward to it RT @jimsterne: Join me tomorrow - 2/15 - for a Twitter chat on measuring PR with #measurepr
8:21 am	**gojohnab:**	@jimsterne I'll be in transit during your 2/15 #measurepr chat w/ @shonali but I look forward to the transcript. Good luck:)
11:46 am	**kdpaine:**	RT @ThePRCoach: Valuable view: Getting Attention: Is Online Popularity A Great Big Lie? #smmeasure #measurepr #PR http://bit.ly/fD85sY
12:05 pm	**andywomyn:**	RT @ThePRCoach: Valuable view: Getting Attention: Is Online Popularity A Great Big Lie? #smmeasure #measurepr #PR http://bit.ly/fD85sY
12:34 pm	**alanchumley:**	Reco (but missing) @shonali's #measurepr chat 2day w/ web analytics @jimsterne. Check out his book & others: http://tinyurl.com/45qw6mp
12:36 pm	**alanchumley:**	Book Bag for Social Media Measurement: http://tinyurl.com/45qw6mp What's in yours? #measurepr #emetrics #socialmediaroi #socialanalytics
12:37 pm	**CARMA_Tweets:**	Book Bag for Social Media Measurement: http://tinyurl.com/45qw6mp What's in yours? #measurepr #emetrics #socialmediaroi #socialanalytics
1:48 pm	**logginsc:**	RT @ThePRCoach: Valuable view: Getting Attention: Is Online Popularity A Great Big Lie? #smmeasure #measurepr #PR http://bit.ly/fD85sY
1:51 pm	**shonali:**	@alanchumley @gojohnab We'll miss both of you on #measurepr today with @jimsterne - promise to get transcript up soon. :)
1:56 pm	**ShannonRenee:**	@shonali is there a guest for #measurePR today?
2:04 pm	**AdriNFletcher:**	Measuring online PR Twitter chat today 12-1pm EST #measurepr
2:12 pm	**shonali:**	@shannonrenee I'm glad it's going well. Whip that beotch! Yes, today @jimsterne is the guest on #measurepr, we'll be talking web analytics.
2:55 pm	**JGoldsborough:**	What's the most compelling research you read in 2010? This was mine: http://bit.ly/fb0fbT #pr20chat #imcchat #measurePR #u30pro
3:00 pm	**ClaritySol:**	Most compelling research of 2010? This was mine: http://bit.ly/fb0fbT RT @JGoldsborough #pr20chat #imcchat #measurePR #u30pro
3:01 pm	**MediaCollective:**	@shonali does today happen to be the every other Tuesday #measurePR
3:08 pm	**shonali:**	@mediacollective It does indeed! @jimsterne is today's guest on #measurepr.
3:34 pm	**shonali:**	Just under 1.5 hours to today's #measurepr chat with @jimsterne - don't miss it, he'll be talking PR & web analytics. Good stuff.
3:37 pm	**JohanTill:**	RT @shonali: Just under 1.5 hours to today's #measurepr chat with @jimsterne - don't miss it, he'll be talking PR & web analytics.

3:39 pm	**PRMillennial:**	MT @shonali Under 1.5 hours to today's #measurepr chat with @jimsterne - talking #PR & web analytics. Good stuff.
3:40 pm	**SuzieLin:**	RT @shonali: Just under 1.5 hours to today's #measurepr chat with @jimsterne - don't miss it, he'll be talking PR & web analytics. Good stuff.
3:41 pm	**InBoundMktgPR:**	RT @shonali: Just under 1.5 hours to today's #measurepr chat with @jimsterne - don't miss it, he'll be talking PR & web analytics. Good stuff.
3:49 pm	**MediaCollective:**	@shonali @jimsterne topic to be optimizing your marketing budget perhaps? #measurepr. CU 9am pt.
3:49 pm	**KellyeCrane:**	RT @shonali: Just under 1.5 hours to today's #measurepr chat with @jimsterne - don't miss it, he'll be talking PR & web analytics.
4:08 pm	**deannaboss:**	fl ipping through my copy of Social Media Metrics to prep for #measurepr chat today w/ @jimsterne. thanks @shonali for coordinating!
4:23 pm	**parsonskb:**	RT @ThePRCoach: Valuable view: Getting Attention: Is Online Popularity A Great Big Lie? #smmeasure #measurepr #PR http://bit.ly/fD85sY
4:25 pm	**ajeffrey1:**	#measurepr @shonali @jimsterne I look forward to today's chat because I read Social Media Metrics with great care. Great book!
4:31 pm	**susan_w:**	Anyone have experience using Research.ly? RT @imediatweet Top 10 analytics tools for social media - http://bit.ly/fFFANn #in #pr #measurePR
4:39 pm	**JourAlba:**	@shonali I am a PR student and this will be my first time participating in #measurepr any advice for a newcomer?
4:40 pm	**VMSVoice:**	RT @ddrevik: Todd Defren expresses many of the current frustrations over #pr #measurement. http://ow.ly/3WNkJ #allmedia #measurePR #sm
4:48 pm	**shonali:**	@jouralba Welcome! This post I wrote might help: http://ow.ly/3WRzB Look forward to seeing you soon at #measurepr.
4:51 pm	**gnosisarts:**	RT @shonali: Just under 1.5 hours to todays #measurepr chat with @jimsterne - dont miss it, hell be talking PR & web analytics. #measurepr
4:55 pm	**jimsterne:**	RT @shonali: @jimsterne is today's guest on #measurepr Starts in ~5 min
4:57 pm	**Sheldrake:**	Big shout to @jimsterne (referenced in my upcoming book of course). Have fun on #measurepr... shame I'm on the tube.
4:57 pm	**MediaCollective:**	Pardon the twee-olum (twitter volumn) heading into chat talking PR & analytics w/ @jimsterne, join in #measurePR
4:57 pm	**Drafted_Boy:**	Starting in 5 mins @ 1 pm EST w/ eMetrics founder! RT @jimsterne - Join me & @shonali for a Twitter chat on measuring PR with #measurepr
4:59 pm	**shonali:**	I'm heading into #measurepr - snooze me if the tweets are too much for you, and I'll get back on all other tweets asap. Thanks!
4:59 pm	**deannaboss:**	I <3 analytics and am ready for today's #measurepr chat with @jimsterne & @shonali!
5:00 pm	**jimsterne:**	RT @MediaCollective: Pardon the twitter volume w/ chat talking PR & analytics w/ @jimsterne, join in #measurePR #measurepr
5:00 pm	**shonali:**	And...it's time! Welcome (back) to the bi-weekly #measurepr chat, where we talk about all things PR & SM measurement. Who's here?
5:00 pm	**jenzings:**	*clapping hands* Hello @Shonali, here to listen and learn #MeasurePR
5:00 pm	**SuzieLin:**	Looking forward to today's chat! #measurepr
5:00 pm	**shonali:**	I'm THRILLED that @jimsterne is our guest today, but before we get started, tell us who you are and what you do? #measurepr
5:00 pm	**EvolveTom:**	@shonali #measurepr would love to be... but I can't seem to get off the phone today! Have a fun chat :)
5:00 pm	**gnosisarts:**	Hi Shonali. Eric, NYC. Dir. of Gnosis Arts Media Group. Joining in. #measurepr
5:00 pm	**rockstarjen:**	Lurking and hoping to chime in from time to time over the next hour at #measurepr chat.
5:01 pm	**gnosisarts:**	But I will have to leave midway thru for a mtg so I'll catch what I can #measurepr

5:01 pm	**shonali:**	@jenzings LOL, I love that. Great to see you, and @deannaboss @gnosisarts @Drafted_Boy @mediacollective @rockstarjen too! #measurepr
5:01 pm	**shonali:**	@EvolveTom @sheldrake Bummer! #measurepr
5:01 pm	**captainlauren:**	Lauren, from Halifax. #measurepr mostly lurking today
5:02 pm	**ronsamuelson:**	sounds interesting #measurepr
5:02 pm	**TRGioia:**	I'm here for #measurepr!!
5:02 pm	**shonali:**	Me: I'm a #solopr pro based in DC. Measurement geek, hence this chat. Also editor of @wgbiz [client] and @BNET blogger. #measurepr
5:02 pm	**annebuchanan:**	Hi #measurePR folks. Anne Buchanan, PR firm principal joining in from Philadelphia, home of the next World Series champs. ;)
5:02 pm	**BuchananPR:**	Hello! We're a PR firm based outside Philadelphia. Excited to speak with all of you today. #measurePR
5:02 pm	**KateRobins:**	I'm here. Hi. #measurepr
5:03 pm	**shonali:**	@KateRobins @BuchananPR @annbuchanan @TRGioia @ronsamuelson @captainlauren Welcome! #measurepr
5:03 pm	**SuzieLin:**	Hey All, I'm Suzie, pr pro trying to stay warm in NY and wine blogger #measurepr
5:03 pm	**KateRobins:**	@gnosisarts bummer about you too! #measurepr
5:03 pm	**ronsamuelson:**	jeweler in MD and opening in DC soon, using SM through many outlets like @diamondfans #measurepr
5:04 pm	**dfriez:**	Excited to actually be able to participate in #measurepr. I'm Debbie and based in #DC for @BurrellesLuce .
5:04 pm	**Cision:**	Just joining for a little bit today - glad to be back! Hello to @shonali and all the other measurement peeps :) #measurepr
5:04 pm	**lawfirmPRwriter:**	As my handle gives away, I'm a PR writer (for law firms, mostly). Will be interesting to join the #measurePR chat
5:04 pm	**stacieberger:**	I'm in! #measurePR - looking forward to it!
5:04 pm	**brelow:**	#MeasurePR Hello everyone! I'm Brendan Lowry, a senior PR major and intern at @BuchananPR. Looking forward to today's chat...
5:04 pm	**shonali:**	Can we get some Twapplause for our guest @jimsterne? Founder #emetrics http://bit.ly/fRybiv and #WAA http://bit.ly/hA87fI #measurepr
5:05 pm	**shonali:**	@lawfirmPRwriter Oh! You and I should talk offline. But for now, welcome. #measurepr
5:05 pm	**hanner66:**	#measurePR folks are in good hands with @annebuchanan on the docket. But not baseball prognosticator?
5:05 pm	**gnosisarts:**	@KateRobins Hi Kate. Ah, it's no biggie :) #measurepr
5:05 pm	**shonali:**	@Cision @dfriez @ronsamuelson @SuzieLin @KateRobins Great to see you! #measurepr
5:05 pm	**smadesign:**	@diamondfans #measurepr. Talk to BRITSMA Design Group for the success of your retail store planning and design @ http://britsma.com
5:05 pm	**KateRobins:**	@shonali @jimsterne applause noise #measurepr
5:05 pm	**ajeffrey1:**	Hi, I'm Angela Jeffrey, vice president of integrated media for VMS and excited about learning what Jim has to teach us. #measurepr
5:06 pm	**shonali:**	Not to forget that @jimsterne runs Target Marketing: http://www.targeting.com/ #measurepr
5:06 pm	**SuzieLin:**	RT @shonali: Not to forget that @jimsterne runs Target Marketing: http://www.targeting.com/ #measurepr
5:06 pm	**shonali:**	@brelow @stacieberger Welcome! #measurepr
5:06 pm	**annebuchanan:**	Have you seen our pitching line-up? RT @Hanner66: #measurePR folks in good hands with @annebuchanan. But not baseball prognosticator?

5:07 pm	**shonali:**	W00t! RT @KateRobins: @shonali @jimsterne applause noise #measurepr
5:07 pm	**MediaCollective:**	Hi everybody Im June principal at full serve advertising agency who loves to dance tango & eat chocolate #measurePR
5:07 pm	**shonali:**	@annebuchanan @Hanner66 LOL, it's gonna be a feisty one today, eh? :p #measurepr
5:07 pm	**jimsterne:**	@shonali Thanks for the applause! Happy to be aboard for #measurepr tweet chat
5:07 pm	**shonali:**	@ajeffrey1 GREAT to see you here, Angie! Folks, Angie's awesome - please welcome her as well. #measurepr
5:07 pm	**Cision:**	I'm Andrea and I'm the social media marketing manager for Cision in sunny Chicago. Seriously, it's actually nice here today. #measurepr
5:07 pm	**shonali:**	OK, about to get started, but a few reminders first... #measurepr
5:08 pm	**40deuce:**	@shonali sorry I can't participate in #measurepr today, but I have a meeting in 15 mins
5:08 pm	**ddrevik:**	Glad to be here! Welcome, Jim! #measurepr
5:08 pm	**shonali:**	1, remember to use the hashtag AND index your tweets w/ Q no. E.g. "Re: Q1" or "A1," etc., when you're chatting. #measurepr
5:09 pm	**shonali:**	2nd, we have groups on Facebook & LinkedIn, if you'd like to join, just search for the hashtag. #measurepr
5:09 pm	**shonali:**	3rd, this is where all chat recaps/transcripts are posted: http://ow.ly/3OdC8 Might want to bookmark it. #measurepr
5:09 pm	**SuzieLin:**	RT @shonali: 2nd, we have groups on Facebook & LinkedIn, if youd like to join, just search for the hashtag. #measurepr
5:09 pm	**ShannonRenee:**	I'm here #measurePR
5:10 pm	**shonali:**	4th: I'll be sending questions to @jimsterne, but all are welcome to answer. If you have MORE qns for him, please DM to me. #measurepr
5:10 pm	**shonali:**	And... we're off! Q1 coming up... #measurepr
5:11 pm	**therealprmoment:**	RT @shonali: And... we're off! Q1 coming up... #measurepr
5:11 pm	**MuslimNewMedia:**	Mustafa here, PR/media advising on Muslim issues ....busy but will be lurking on this chat #measurepr
5:11 pm	**shonali:**	Q1: @jimsterne - What are some of the most basic mistakes PR pros make when it comes to using web analytics? #measurepr
5:11 pm	**SuzieLin:**	RT @shonali: Q1: @jimsterne - What are some of the most basic mistakes PR pros make when it comes to using web analytics? #measurepr
5:12 pm	**jimsterne:**	A1a: Thinking mentions are the same as "ink" - they are much less valuable #measurepr
5:12 pm	**Cision:**	RT @shonali: Q1: @jimsterne - What are some of the most basic mistakes PR pros make when it comes to using web analytics? #measurepr
5:12 pm	**lawfirmPRwriter:**	RT @shonali: Q1: @jimsterne - What are some of the most basic mistakes PR pros make when it comes to using web analytics? #measurepr
5:12 pm	**ShannonRenee:**	RT @shonali: Q1: @jimsterne - What are some of the most basic mistakes PR pros make when it comes to using web analytics? #measurepr
5:12 pm	**jimsterne:**	A1b Thinking a lot of noise is good without studying the sentiment of the conversations #measurepr
5:12 pm	**shonali:**	@MuslimNewMedia @therealprmoment @ShannonRenee @ddrevik Welcome! @40deuce Have a good meeting. :) #measurepr
5:12 pm	**Drafted_Boy:**	#measurepr - Recently discovered analytics and loving it! Here to learn from the best! :)
5:12 pm	**annebuchanan:**	RT @jimsterne: A1a: Thinking mentions are the same as "ink" - they are much less valuable #measurepr

5:13 pm	jimsterne:	A1c: Treating social media as a broadcast channel. It's far more Social than Media - Hi Mom! #measurepr
5:13 pm	shonali:	RT @jimsterne: A1a: Thinking mentions are the same as "ink" - they are much less valuable. #measurepr
5:13 pm	annebuchanan:	RT @jimsterne: A1b Thinking a lot of noise is good without studying the sentiment of the conversations #measurepr
5:13 pm	shonali:	RT @jimsterne: A1b Thinking a lot of noise is good without studying the sentiment of the conversations. #measurepr
5:13 pm	SuzieLin:	RT @jimsterne: A1b Thinking a lot of noise is good without studying the sentiment of the conversations #measurepr
5:13 pm	JasonDKing:	@jimsterne #measurePR Q:1 Can you explain?
5:13 pm	MediaCollective:	Q1: @jimsterne - What are some of the most basic mistakes PR pros make when it comes to using web analytics? #measurePR
5:13 pm	MediaCollective:	RT @jimsterne: A1b Thinking a lot of noise is good without studying the sentiment of the conversations #measurePR
5:13 pm	ShannonRenee:	RT @jimsterne: A1b Thinking a lot of noise is good without studying the sentiment of the conversations #measurepr [yes, context is key]
5:13 pm	JenNicoleMarie:	Agreed! RT @jimsterne A1a: Thinking mentions are the same as "ink" - they are much less valuable #measurepr
5:14 pm	KateRobins:	RT @annebuchanan: RT @jimsterne: A1a: Thinking mentions are the same as "ink" - they are much less valuable #measurepr
5:14 pm	shonali:	@jimsterne Love it. Can you elaborate on "mentions" v. "ink" please? #measurepr
5:14 pm	lawfirmPRwriter:	RT @jimsterne: A1c: Treating social media as a broadcast channel. It's far more Social than Media - Hi Mom! #measurepr
5:14 pm	rockstarjen:	RT @jimsterne: Thinking a lot of noise is good without studying the sentiment of the conversations (pr pro analytis mistakes) #measurepr
5:14 pm	Drafted_Boy:	@shonali - can I get a follow so I can DM you in case I have a question for @jimsterne? Thanks! #measurepr
5:15 pm	jimsterne:	A1a Mentions are just that - social media comments - "Ink" is printed in edited media - well considered #measurepr
5:15 pm	shonali:	@Drafted_Boy Done. :) #measurepr
5:15 pm	dfriez:	RT @jimsterne: A1a Mentions are just that - social media comments - "Ink" is printed in edited media - well considered #measurepr
5:15 pm	ShannonRenee:	A1: PR pros (and others) report stats, showing growth w/o having set a baseline...leaving folks w/o clear understanding #measurePR
5:16 pm	mickLatimer:	RT @ShannonRenee: RT @shonali: Q1: @jimsterne - What are some of the most basic mistakes PR pros make when it comes to using web analytics? #measurepr
5:16 pm	shonali:	LOL. RT @jimsterne: A1c: Treating social media as a broadcast channel. It's far more Social than Media - Hi Mom! #measurepr
5:16 pm	Drafted_Boy:	RT @shonali - Q1: @jimsterne - What are some of the most basic mistakes PR pros make when it comes to using web analytics? #measurepr
5:16 pm	stacieberger:	RT @ShannonRenee: A1: PR pros (and others) report stats, showing growth w/o having set a baseline...leaving folks w/o clear understanding #measurePR
5:16 pm	mickLatimer:	RT @ShannonRenee: RT @jimsterne: A1b Thinking a lot of noise is good without studying the sentiment of the conversations #measurepr [yes, context is key]
5:17 pm	shonali:	RT @jimsterne: A1a Mentions are just that - social media comments - "Ink" is printed in edited media - well considered. #measurepr
5:17 pm	jimsterne:	A1a: If somebody mentions your name in a tweet in passing, that's nice. If somebody mentions you in print, that's much better #measurepr
5:17 pm	MediaCollective:	RT @jimsterne: A1a Mentions are just that - social media comments - "Ink" is printed in edited media - well considered #measurePR

5:17 pm	**ShannonRenee:**	MT @jimsterne: A1a Mentions are just that-social media comments & "Ink" is printed in edited media #measurepr [consider the source]
5:18 pm	**lawfirmPRwriter:**	RT @jimsterne: A1a: If somebody mentions your name in a tweet in passing, that's nice. If somebody mentions you in print, that's much better #measurepr
5:18 pm	**annebuchanan:**	Why? RT @jimsterne: A1a: If somebody mentions you in a tweet in passing, nice. If somebody mentions you in print, much better #measurepr
5:18 pm	**shonali:**	RT @jimsterne: A1a: If somebody mentions your name in a passing tweet: nice. If somebody mentions you in print, much better #measurepr
5:18 pm	**KateRobins:**	@jimsterne A1 and by print you don't necessarily mean paper and ink. online editions of papers? #measurepr
5:19 pm	**TRGioia:**	RT @jimsterne A1a: If some1 mentions ur name in a tweet in passing that's nice. If some1 mentions you in print that's much better #measurepr
5:19 pm	**shonali:**	@jimsterne When you say "print," are you including online pubs, etc.? (I'm asking the obvious but just to be clear...) #measurepr
5:19 pm	**annebuchanan:**	Good question. RT @KateRobins: @jimsterne A1 and by print you don't necessarily mean paper and ink. online editions of papers? #measurepr
5:19 pm	**SuzieLin:**	A1a - What about print and the online version? #measurepr
5:19 pm	**Zimana_:**	RT @jimsterne: RT @shonali: @jimsterne is today's guest on #measurepr Starts in ~5 min
5:19 pm	**jimsterne:**	@annebuchanan "In print" means they wrote an article and it was edited and published rather than just online chatter = value #measurepr
5:20 pm	**MediaCollective:**	A1 keep in mind though some mainstream media are pulling comments & sm to ink and online - track funnels #measurePR
5:20 pm	**jimsterne:**	@SuzieLin Yes - online versions of "print" are = to print in value. Ie., *Edited* = considered rather than chit chat #measurepr
5:20 pm	**shonali:**	@jimsterne I can't DM you back (aargh!), but the answer to your question is "yes." :) #measurepr
5:21 pm	**BuchananPR:**	RT @jimsterne If somebody mentions your name in a tweet, that's nice. If somebody mentions you in print, that's much better #measurepr
5:21 pm	**Drafted_Boy:**	RT@jimsterne - A1a: Your name mentioned in a tweet in passing, that's nice. If somebody mentions you in print, that's much better #measurepr
5:21 pm	**rockstarjen:**	RT @jimsterne: @annebuchanan "In print" means wrote article and it was edited/published rather than just online chatter=value #measurepr
5:21 pm	**KateRobins:**	@MediaCollective A1. Yes, the lines are fuzzy paper loses its place. #measurepr
5:21 pm	**annebuchanan:**	@MediaCollective So fact that it was edited and vetted makes it more valuable -- not the number of eyeballs who saw it, correct? #measurePR
5:21 pm	**shonali:**	I think @jimsterne is making a really important distinction when he says "edited" media. #measurepr
5:22 pm	**MuslimNewMedia:**	@jimsterne A1a: not hard and fast tho.Depends on how influential Tweeter is vs print reach. Niche,market, cstmr use all play. #measurepr
5:22 pm	**gnosisarts:**	Edited/moderated/peer reviewed = Also, holds more weight in Google ranking algoriths than chatter, blogs, etc #measurepr
5:22 pm	**shonali:**	RT @jimsterne: "In print" means they wrote an article and it was edited and published rather than just online chatter = value #measurepr
5:22 pm	**annebuchanan:**	RT @GnosisArts: Edited/moderated/peer reviewed = Also, holds more weight in Google ranking algoriths than chatter, blogs, etc #measurepr
5:22 pm	**KateRobins:**	@shonali @jimsterne Yeah. Also like considered vs. chatter. #measurepr
5:22 pm	**ShannonRenee:**	RT @jimsterne If somebody mentions your name in a tweet, that's nice. If somebody mentions you in print, that's much better #measurepr
5:22 pm	**SuzieLin:**	@jimsterne Yep, I agree. I believe a wider audience sees the news in both versions. I still know many who rely on print only #measurepr

5:22 pm	**shonali:**	Ditto. RT @KateRobins: @shonali @jimsterne Yeah. Also like considered vs. chatter. #measurepr
5:23 pm	**ajeffrey1:**	Jim - your book recommends tools like Tweetbeep, but warns against measuring bots vs humans. How can you tell? #measurepr
5:23 pm	**KateRobins:**	RT @gnosisarts: Edited/moderated/peer reviewed = Also, holds more weight in Google ranking algoriths than chatter, blogs, etc #measurepr
5:23 pm	**MediaCollective:**	@annebuchanan I would say eyeball grabbing that gets snapped up ='s a more valued than eyes alone a 1-2 punch #measurePR
5:23 pm	**shonali:**	Q2: @jimsterne: In PR and social media, we talk a lot about "engagement." What are some ways to measure engagement? #measurepr
5:23 pm	**jimsterne:**	@annebuchanan Yes Anne - it has to do with the perception of the speaker. If I say it vs. W$J 'prints' it #measurepr
5:23 pm	**SuzieLin:**	RT @shonali: Q2: @jimsterne: In PR and social media, we talk a lot about "engagement." What are some ways to measure engagement? #measurepr
5:23 pm	**annebuchanan:**	RT @jimsterne: @annebuchanan Yes Anne - it has to do with the perception of the speaker. If I say it vs. W$J 'prints' it #measurepr
5:24 pm	**research4comms:**	Q1a HuffPost: considered or chatter? #measurepr
5:24 pm	**cloudspark:**	@shonal - pits, i'm missing #measurePR to meet client deadlines. #thankfulfortranscripts
5:24 pm	**Drafted_Boy:**	RT @jimsterne - A1c: Treating social media as a broadcast channel. It's far more Social than Media - Hi Mom! #measurepr
5:24 pm	**lawfirmPRwriter:**	@GnosisArts Really? Online "chatter" includes blogs? I would think they fall into the "print" category, no? #measurepr
5:24 pm	**BuchananPR:**	RT @jimsterne: @annebuchanan Yes Anne - it has to do with the perception of the speaker. If I say it vs. W$J 'prints' it #measurepr
5:24 pm	**jimsterne:**	A2 Engagement - Eeek! "It depends" always right answer. Do they follow? re-tweet? Comment on yr blog? Interested & enthused? #measurepr
5:24 pm	**annebuchanan:**	@jimsterne You are building a strong case for "traditional media relations." Welcome news for some us traditionalists. ;) #measurepr
5:24 pm	**deannaboss:**	Q2: comments on posts and how often the article is shared are my main criteria for engagement #measurepr
5:24 pm	**KateRobins:**	A1 Isn't the audience as important as the weight of the pub? Considering fbook revolutions and twitter sensations #justinbieber:) #measurepr
5:25 pm	**ShannonRenee:**	RT @gnosisarts: Edited/moderated/peer reviewed = Also, holds more weight in Google ranking algoriths than chatter, blogs, etc #measurepr
5:25 pm	**MediaCollective:**	RT @shonali: Q2: @jimsterne: In PR and social media, we talk a lot about "engagement." What are some ways to measure engagement? #measurePR
5:25 pm	**ShannonRenee:**	MT @annebuchanan: @jimsterne You are building a strong case for "traditional media relations." #measurepr
5:25 pm	**KateRobins:**	@shonali @jimsterne Q2 I thought I read that engagement's dead. #measurepr
5:25 pm	**gnosisarts:**	@lawfirmPRwriter Not all blogs. But many. It's b/c too many blogs haver no editorial oversight. Now, a NYT blog ... #measurepr
5:25 pm	**shonali:**	@ajeffrey1 I'll add that question to the queue - thank you! #measurepr
5:25 pm	**lawfirmPRwriter:**	RT @shonali: Q2: @jimsterne: In PR and social media, we talk a lot about "engagement." What are some ways to measure engagement? #measurepr
5:25 pm	**ronsamuelson:**	RT @Drafted_Boy: RT @jimsterne - A1c: Treating social media as a broadcast channel. It's far more Social than Media - Hi Mom! #measurepr
5:25 pm	**SuzieLin:**	Q2 Engagement - how much are people commenting, not only retweeting but adding thoughts to it #measurepr
5:25 pm	**jimsterne:**	@KateRobins Don't confuse mentions by the masses va by formal pubs vs. celebrities. All have different weight #measurepr

5:26 pm	**ShannonRenee:**	RT @shonali: Q2: @jimsterne: In PR and social media, we talk a lot about "engagement." What are some ways to measure engagement? #measurepr
5:26 pm	**shonali:**	@KateRobins It's funny how many things are proclaimed "dead" until they're not... #measurepr
5:26 pm	**gnosisarts:**	@lawfirmPRwriter Another factor is number of contributors to the blog #measurepr
5:26 pm	**deannaboss:**	RT @SuzieLin: Q2 Engagement - how much are people commenting, not only retweeting but adding thoughts to it #measurepr
5:26 pm	**gnosisarts:**	RT @shonali: @KateRobins Its funny how many things are proclaimed "dead" until theyre not... #measurepr
5:26 pm	**shonali:**	RT @jimsterne: A2 Engagement - Eeek! "It depends" is right answer. Do they follow? RT? Comment on blog? Interested & enthused? #measurepr
5:27 pm	**Katie_CARMA:**	RT @GnosisArts Edited/moderated/peer reviewed = Also, holds more weight in Google ranking algorithms than chatter, blogs, etc #measurepr
5:27 pm	**BuchananPR:**	The buzz word: "engagement." It's about interacting with those in your social media space. Talk with them, not at them. #measurePR
5:28 pm	**gnosisarts:**	@lawfirmPRwriter Most blogs are soliloquies #measurepr
5:28 pm	**shonali:**	RT @jimsterne: Don't confuse mentions by the masses va by formal pubs vs. celebrities. All have different weight #measurepr
5:28 pm	**lawfirmPRwriter:**	@KateRobins Good point re bieber fever ;) #measurepr
5:28 pm	**dfriez:**	@deannaboss @SuzieLin Q2 some do comment in tweets, so it shouldn't be overloooked, right? #measurepr
5:28 pm	**MediaCollective:**	A2 first you have to measure the right things for the situation/goals ie a clear idea #measurePR
5:28 pm	**Drafted_Boy:**	RT @shonali - Q2: @jimsterne: In PR and social media, we talk a lot about "engagement." What are some ways to measure engagement? #measurepr
5:29 pm	**RobinDally:**	A2 Engagement - time spent on a page or site can be useful #measurepr
5:29 pm	**gnosisarts:**	A2 Engagement is hard to measure but easy to observe #measurepr
5:29 pm	**SuzieLin:**	@dfriez @deannaboss Absolutely, I see that a lot on twitter and often it leads to an expanded conversation #measurepr
5:30 pm	**jimsterne:**	RT @GnosisArts Edited/moderated/peer reviewed = Also, holds more weight in Google ranking than chatter, blogs, etc #measurepr #measurepr
5:30 pm	**shonali:**	@jimsterne Re: Q2, I see "it depends" from a lot of experts (real ones, like you). Sounds like each program should be customized #measurepr
5:30 pm	**Zimana_:**	I am sitting in on #measurepr -- great point from @JimSterne about print media -- and from a web analytics leader! How abt them apples! :-)
5:30 pm	**shonali:**	@jimsterne ... based on each org's unique needs & objectives. (Re: Q2 cont). #measurepr
5:30 pm	**lawfirmPRwriter:**	@GnosisArts I can't disagree with that! RE: Most blogs are soliloquies #measurepr
5:30 pm	**stacieberger:**	RT @shonali: RT @jimsterne: Don't confuse mentions by the masses va by formal pubs vs. celebrities. All have different weight #measurepr
5:31 pm	**shonali:**	RT @jimsterne: RT @GnosisArts Edited/moderated/peer reviewed = Also, holds more weight in Google ranking than chatter, blogs, etc #measurepr
5:31 pm	**jimsterne:**	@shonali Yes! A) What are your goals? B) Measure KPI's that help you meet goals. "Engagement" is campaign specific #measurepr
5:32 pm	**SuzieLin:**	RT @jimsterne: RT @GnosisArts Edited/moderated/peer reviewed = Also, holds more weight in Google ranking than chatter, blogs, etc #measurepr
5:32 pm	**ajeffrey1:**	RT @jimsterne: RT @GnosisArts Edited/moderated/peer reviewed = Also, holds more weight in Google ranking than chatter, blogs, etc #measurepr
5:32 pm	**MuslimNewMedia:**	agreed! some cases, audience may be *more* important - RT @KateRobins: A1 Isnt the audience as important as the weight of pub? #measurepr

5:32 pm	**lawfirmPRwriter:**	RT @gnosisarts: Edited/moderated/peer reviewed = Also, holds more weight in Google ranking algorithms than chatter, blogs, etc #measurepr
5:32 pm	**shonali:**	Whee! RT @jimsterne: @shonali Yes! A) What are your goals? B) Measure KPI's that help meet goals. "Engagement": campaign specific #measurepr
5:33 pm	**ShannonRenee:**	A2 you can measure no. of tweets, RTs, etc., sentiment just as important, I can like popcorn, am I buying it tho? #measurePR
5:33 pm	**annebuchanan:**	Ah! KPI's. That loaded term again! RT @jimsterne: @shonali Measure KPI's that help you meet goals. "Engagement"=campaign specific #measurepr
5:33 pm	**TRGioia:**	RT @shonali: @jimsterne ... based on each org's unique needs & objectives. (Re: Q2 cont). #measurepr
5:33 pm	**deannaboss:**	@dfriez @SuzieLin yes! don't overlook Twitter. for reports if there's a lot I give it its own section or include it in sharing. #measurepr
5:34 pm	**SuzieLin:**	RT @ShannonRenee: A2 you can measure no. of tweets, RTs,etc.,sentiment just as important, I can like popcorn, am I buying it tho? #measurepr
5:34 pm	**ajeffrey1:**	RT @jimsterne: @shonali Yes! A) What are your goals? B) Measure KPI's that help you meet goals. "Engagement" is campaign specific #measurepr
5:34 pm	**KateRobins:**	@MuslimNewMedia @KateRobins Yeah, just backed up to see what we were talking about measuring again. An overthrown gov is big. #measurepr
5:34 pm	**gnosisarts:**	Agreed. I find 2 often people want 2 measure stuff w/ out having an objective serving as the context of what they're measuring #measurepr
5:34 pm	**Drafted_Boy:**	RT @GnosisArts - A1 Edited/moderated/peer reviewed = Also, holds more weight in Google ranking algorithms than chatter, blogs, etc #measurepr
5:34 pm	**jimsterne:**	KPI's are never useful when generic or "standard". They are purpose-built for the moment #measurepr
5:34 pm	**JourAlba:**	RT @shonali Yes! A) What are your goals? B) Measure KPI's that help you meet goals. "Engagement" is campaign specific #measurepr
5:34 pm	**dfriez:**	RT @jimsterne: KPI's are never useful when generic or "standard". They are purpose-built for the moment #measurepr
5:34 pm	**mprovement:**	RT @jimsterne: KPI's are never useful when generic or "standard". They are purpose-built for the moment #measurepr
5:34 pm	**SuzieLin:**	Yep RT @jimsterne: KPIs are never useful when generic or "standard". They are purpose-built for the moment #measurepr
5:35 pm	**BuchananPR:**	What are some concrete tools you turn to for "engagement" measurement? @klout? #measurepr
5:35 pm	**shonali:**	This might be the QOTD. RT @jimsterne: KPI's are never useful when generic or "standard". They are purpose-built for the moment #measurepr
5:35 pm	**ShannonRenee:**	A2 generating buzz can be good for brand awareness/bldg, converting to sales is harder #measurePR
5:35 pm	**eMetricsDE:**	RT @jimsterne: KPI's are never useful when generic or "standard". They are purpose-built for the moment #measurepr
5:35 pm	**deannaboss:**	more on KPIs? #dejavu #measurepr
5:35 pm	**annebuchanan:**	@GnosisArts This conversation reminds me of the last #measurepr chat: the importance of tying a campaign to a desired BUSINESS outcome.
5:35 pm	**TRGioia:**	RT @gnosisarts: Agreed. I find 2 often people want 2 measure stuff w/ out having an objective serving as the context of what they're measuring #measurepr
5:35 pm	**jimsterne:**	QOTD? There's still time to hot one out of the park! #measurepr
5:35 pm	**shonali:**	Moving along (lots of qns in the queue!). Q3: @jimsterne: What, in your opinion, is the best way to measure influence? #measurepr
5:35 pm	**KateRobins:**	@MuslimNewMedia @KateRobins I know kids who don't read papers, sadly. But they influence peers behaviors, spending, tastes. #measurepr
5:36 pm	**MediaCollective:**	A2 keep in mind that re-posts & referrals ie linked to articles, comment posts count in measurment, = indicator #measurePR

5:36 pm	Drafted_Boy:	RT @jimsterne - A2 Engagement - "It depends" always right answer. Do they follow? RT? Comment on yr blog? Interested & enthused? #measurepr
5:36 pm	gnosisarts:	@annebuchanan I was just thinking that. #measurepr
5:36 pm	shonali:	@annebuchanan @GnosisArts Me too. It's one of those things we say over and OVER again b/c people forget/don't pay attention #measurepr
5:36 pm	gnosisarts:	Sry all, I have to leave. I'll catch the transcript later #measurepr
5:36 pm	shonali:	@jimsterne LOL! You bet. #measurepr
5:36 pm	ShannonRenee:	RT @shonali: Q3: @jimsterne: What, in your opinion, is the best way to measure influence? #measurepr
5:36 pm	ajeffrey1:	RT @jimsterne: KPI's are never useful when generic or "standard". They are purpose-built for the moment #measurepr Read this one! Smart.
5:36 pm	jimsterne:	A3 Business results. If person X tweets to as many as Y but gets more biz results then X is more meaningfully influential #measurepr
5:36 pm	lawfirmPRwriter:	RT @jimsterne: KPI's are never useful when generic or "standard". They are purpose-built for the moment #measurepr
5:37 pm	SuzieLin:	@gnosisarts Yep you have to have measurable objectives for campaigns or else what are you really measuring #measurepr
5:37 pm	JourAlba:	@shannonrenee how simple/complicated is it to bridge the gap b/n awareness and sales? #measurepr
5:37 pm	stacieberger:	@jimsterne KPI's are never useful when generic or "standard". They are purpose-built for the moment #measurepr (Set business goals)
5:37 pm	mariano69:	Great tweet chat at #measurePR with @jimsterne
5:37 pm	shonali:	RT @jimsterne: A3 Biz results. If person X tweets to as many as Y but gets more biz results X is more meaningfully influential #measurepr
5:38 pm	jimsterne:	@JourAlba Overwhelmingly complicated! "Attribution" is the problem of the century. #measurepr
5:38 pm	MediaCollective:	RT @jimsterne: A3 Business results. If person X tweets to as many as Y but gets more biz results =X is more influential #measurePR
5:38 pm	ajeffrey1:	RT @ShannonRenee: A2 generating buzz can be good for brand awareness/bldg, converting to sales is harder #measurePR. Shannon is dead on.
5:38 pm	annebuchanan:	@shonali @GnosisArts One of most important lessons jr PR folks should maste: Tie PR to a business objective. Not PR for PR sake #measurepr
5:38 pm	Drafted_Boy:	RT @jimsterne - A) What are your goals? B) Measure KPI's that help you meet goals. "Engagement" is campaign specific #measurepr
5:38 pm	lawfirmPRwriter:	RT @ShannonRenee: RT @shonali: Q3: @jimsterne: What, in your opinion, is the best way to measure influence? #measurepr
5:38 pm	ShannonRenee:	@JourAlba bridge the gap b/n awareness and sales: "It depends" on brand/prod & fi nding the right audience to hear the message #measurepr
5:39 pm	shonali:	@annebuchanan Ha, tell me about it. Head, meet wall. #measurepr
5:39 pm	grahamhill:	@jimsterne RE X, Y & Sales. The management fallacy of correlation (rather than its big brother, causation). #measurepr
5:39 pm	SuzieLin:	RT @jimsterne: A3 Business results. If person X tweets to as many as Y but gets more biz results then X is more meaningfully influential #measurepr
5:39 pm	Drafted_Boy:	RT @jimsterne - A2. KPI's are never useful when generic or "standard". They are purpose-built for the moment #measurepr
5:39 pm	RobinDally:	@jimsterne: reA3.. so measuring biz results super important #measurePR
5:39 pm	jimsterne:	Influence is based on recency, frequency, reach, retweets, but mostly Biz RESULTS #measurepr
5:39 pm	annebuchanan:	I just laughed out loud -- literally -- at this! RT @shonali: @annebuchanan Ha, tell me about it. Head, meet wall. #measurepr

5:40 pm	**MuslimNewMedia:**	yep. dont think @ghonim needed to be vetted or in "print" RT @KateRobins An overthrown gov is big. #measurepr
5:40 pm	**Drafted_Boy:**	RT @shonali - Q3: @jimsterne: What, in your opinion, is the best way to measure influence? #measurepr
5:40 pm	**annebuchanan:**	Amen. RT @jimsterne: Influence is based on recency, frequency, reach, retweets, but mostly Biz RESULTS #measurepr
5:40 pm	**shonali:**	@grahamhill I don't think @jimsterne implied that Sales is/are the only business result(s). #measurepr
5:40 pm	**iUCKIDZ10:**	RT @annebuchanan: Amen. RT @jimsterne: Influence is based on recency, frequency, reach, retweets, but mostly Biz RESULTS #measurepr
5:40 pm	**stacieberger:**	@GnosisArts One of most important lessons jr PR folks should master: Tie PR to a business objective. Not PR for PR sake #measurepr Amen!
5:40 pm	**TRGioia:**	RT @jimsterne: Influence is based on recency, frequency, reach, retweets, but mostly Biz RESULTS #measurepr
5:40 pm	**shonali:**	RT @jimsterne: Influence is based on recency, frequency, reach, retweets, but mostly Biz RESULTS #measurepr
5:40 pm	**lawfirmPRwriter:**	RT @jimsterne: Influence is based on recency, frequency, reach, retweets, but mostly Biz RESULTS #measurepr
5:40 pm	**dfriez:**	Can u expand on how u r connecting? RT @jimsterne: Influence is based on recency, frequency, reach, RTs, but mostly Biz RESULTS #measurepr
5:41 pm	**mariano69:**	RT @jimsterne: KPI's are never useful when generic or "standard". They are purpose-built for the moment #measurepr
5:41 pm	**JourAlba:**	RT @annebuchanan: @shonali @GnosisArts One of most important lessons jr PR folks should maste: Tie PR to a business objective. Not PR for PR sake #measurepr
5:41 pm	**Drafted_Boy:**	RT @jimsterne - A3 Business results. If person X tweets to as many as Y but gets more biz results then X is more influential #measurepr
5:41 pm	**shonali:**	RT @ajeffrey1: RT @ShannonRenee: A2 generating buzz can be good for brand awareness/bldg, converting to sales is harder #measurepr
5:41 pm	**jimsterne:**	Social results: retweets, posts, shares, etc. Biz Results = registrations, downloads, etc... on the way to Sales #measurepr
5:41 pm	**MediaCollective:**	@jimsterne amen on that! reaction equaling action otherwise your just blowing in the wind #measurePR
5:41 pm	**KateRobins:**	@MuslimNewMedia @ghonim be interesting to see weight in sm and conventional media. #measurepr
5:41 pm	**prdreamer:**	To live by. RT @jimsterne: KPI's are never useful when generic or "standard". They are purpose-built for the moment #measurepr
5:41 pm	**mattledford:**	RT @jimsterne: Social results: retweets, posts, shares, etc. Biz Results = registrations, downloads, etc... on the way to Sales #measurepr
5:42 pm	**mariano69:**	RT @jimsterne: Influence is based on recency, frequency, reach, retweets, but mostly Biz RESULTS #measurepr
5:42 pm	**ajeffrey1:**	RT @jimsterne: A3 Business results. If person X tweets to as many as Y but gets more biz results then X is more influential #measurepr
5:42 pm	**shonali:**	RT @jimsterne: Social results: retweets, posts, shares, etc. Biz Results = registrations, downloads, etc... on the way to Sales #measurepr
5:42 pm	**Drafted_Boy:**	RT @jimsterne - A3. Influence is based on recency, frequency, reach, retweets, but mostly Biz RESULTS #measurepr
5:42 pm	**ShannonRenee:**	RT @annebuchanan: @shonali @GnosisArts An important lessons jr PR folks: Tie PR to biz objective. Not PR for PR sake #measurepr [preach!]
5:42 pm	**vargasl:**	Great #measurepr chat today with @jimsterne - Will need to look at transcript later.
5:42 pm	**stacieberger:**	RT @jimsterne: Influence is based on recency, frequency, reach, retweets, but mostly Biz RESULTS #measurepr

5:43 pm	**shonali:**	@grahamhill LOL, sunspots! #measurepr
5:43 pm	**SuzieLin:**	Yes RT @jimsterne: Social results: retweets, posts, shares etc Biz Results = registrations, downloads, etc... on the way to Sales #measurepr
5:43 pm	**Drafted_Boy:**	RT @jimsterne - A3. Social results: retweets, posts, shares, etc. Biz Results = registrations, downloads... on the way to Sales #measurepr
5:43 pm	**rockstarjen:**	RT @vargasl: Great #measurepr chat today with @jimsterne - Will need to look at transcript later. [ditto - had to jump out]
5:43 pm	**shonali:**	Q4 for @jimsterne is from @mattkellypr: How do I ask my IT people how to leverage their data for PR? #measurepr
5:43 pm	**ajeffrey1:**	RT @jimsterne: @JourAlba Overwhelmingly complicated! "Attribution" is the problem of the century. #measurepr. So true for me. You?
5:44 pm	**SuzieLin:**	RT @shonali: Q4 for @jimsterne is from @mattkellypr: How do I ask my IT people how to leverage their data for PR? #measurepr
5:44 pm	**hughmacken:**	@jimsterne funny you mention KPI's this morning, i just commented (http://bit.ly/hirZtq) on @chrisbrogan & @cspenn CORE/KPI posts #measurepr
5:44 pm	**jimsterne:**	A4 You don't. Ask IT to help answer specific ?s They cannot provide insight out of the blue. But they have data - so be nice. #measurepr
5:44 pm	**theladywrites:**	RT @shonali: RT @jimsterne: Social results: retweets, posts, shares, etc. Biz Results = registrations, downloads, etc... on the way to Sales #measurepr
5:44 pm	**MediaCollective:**	RT @shonali: Q4 for @jimsterne is from @mattkellypr: How do I ask my IT people how to leverage their data for PR? #measurePR
5:44 pm	**ShannonRenee:**	RT @jimsterne: Social results: retweets, posts, shares, etc. Biz Results = registrations, downloads, etc... on the way to Sales #measurepr
5:44 pm	**TRGioia:**	RT @shonali: Q4 for @jimsterne is from @mattkellypr: How do I ask my IT people how to leverage their data for PR? #measurepr
5:44 pm	**lawfirmPRwriter:**	RT @shonali: Q4 for @jimsterne is from @mattkellypr: How do I ask my IT people how to leverage their data for PR? #measurepr
5:45 pm	**BuchananPR:**	For influencers, is it quality or quantity of followers they have? If you're a trusted thought-leader in field, you have power #measurePR
5:45 pm	**WebTrendsQandA:**	RT @jimsterne: Influence is based on recency, frequency, reach, retweets, but mostly Biz RESULTS #measurepr
5:45 pm	**annebuchanan:**	RT @jimsterne: A4 Ask IT to help answer specific ?s They can't provide insight out of blue. But they have data, so be nice. #measurepr
5:45 pm	**jimsterne:**	A4 IT are there to serve, but they can't guess what you want. YOU have to understand data well enough to ask good ?s #measurepr
5:45 pm	**ShannonRenee:**	RT @shonali: Q4 for @jimsterne is from @mattkellypr: How do I ask my IT people how to leverage their data for PR? #measurepr
5:46 pm	**ajeffrey1:**	RT @jimsterne: Influence is based on recency, frequency, reach, retweets, but mostly Biz RESULTS #measurepr Here's the secret formula!
5:46 pm	**shonali:**	RT @jimsterne: A4 Ask IT to help answer specific ?s They can't provide insight out of blue. But they have data, so be nice. #measurepr
5:46 pm	**msbruschetta:**	Definitely want to check out #measurePR transcript later. No time to join in now, but have been loving the @BuchananPR Tweets I've seen! :-)
5:46 pm	**SuzieLin:**	Yep influencers drive action RT @jimsterne: Influence is based on recency, frequency, reach, retweets, but mostly Biz RESULTS #measurepr
5:46 pm	**Drafted_Boy:**	RT @shonali - Q4 for @jimsterne is from @mattkellypr: How do I ask my IT people how to leverage their data for PR? #measurepr
5:47 pm	**jimsterne:**	@BuchananPR Quantity of followers simply increase the likelihood that some will be quality. #measurepr
5:47 pm	**shonali:**	RT @jimsterne: A4 IT is there to serve, but they can't guess what you want. YOU have to "get" data well enough to ask good qns #measurepr
5:47 pm	**JourAlba:**	@buchananpr my thoughts exactly, frequency can be misleading #measurepr

5:48 pm	**annebuchanan:**	True. RT @jimsterne: @BuchananPR Quantity of followers simply increase the likelihood that some will be quality. #measurepr
5:48 pm	**shonali:**	RT @jimsterne: @BuchananPR Quantity of followers simply increase the likelihood that some will be quality. #measurepr
5:48 pm	**JourAlba:**	RT @jimsterne: @BuchananPR Quantity of followers simply increase the likelihood that some will be quality. #measurepr
5:48 pm	**ajeffrey1:**	RT @jimsterne: Social results: retweets, posts, shares, etc. Biz Results = registrations, downloads, etc... on the way to Sales #measurepr
5:48 pm	**MediaCollective:**	@mattkellypr what do you mean legerage their data? provide you data, or take action on PR initiaves #measurePR
5:48 pm	**JHamlin:**	RT @jimsterne: A1b Thinking a lot of noise is good without studying the sentiment of the conversations #measurepr
5:48 pm	**shonali:**	Q5 for @jimsterne from @ajeffrey1: yr bk recos tools like Tweetbeep, but warns agnst measuring bots vs humans. How can you tell? #measurepr
5:49 pm	**jimsterne:**	@BuchananPR One tweet from Bill Gates to 5 of his peeps can change the world. Especially if one is Steve Jobs ;-) #measurepr
5:49 pm	**Drafted_Boy:**	RT @jimsterne - A4 Ask IT to help answer specific ?s They can't provide insight out of blue. But they have data, so be nice #measurepr
5:49 pm	**shonali:**	RT @jimsterne: One tweet from Bill Gates to 5 of his peeps can change the world. Especially if one is Steve Jobs ;-) #measurepr
5:49 pm	**jimsterne:**	A5 Filtering bots from humans is an algorithmic problem we count on the tool builders to solve #measurepr
5:50 pm	**SuzieLin:**	RT @jimsterne: A5 Filtering bots from humans is an algorithmic problem we count on the tool builders to solve #measurepr
5:50 pm	**lawfirmPRwriter:**	RT @shonali: Q5 for @jimsterne from @ajeffrey1: yr bk recos tools like Tweetbeep, but warns agnst measuring bots vs humans. How can you tell? #measurepr
5:50 pm	**shonali:**	RT @jimsterne: A5 Filtering bots from humans is an algorithmic problem we count on the tool builders to solve. #measurepr
5:50 pm	**Drafted_Boy:**	RT @jimsterne - A4 IT is there to serve, but can't guess what you want. YOU have to understand data well enough to ask good ?s #measurepr
5:51 pm	**JourAlba:**	RT @jimsterne A5 Filtering bots from humans is an algorithmic problem we count on the tool builders to solve #measurepr
5:51 pm	**ShannonRenee:**	RT @jimsterne: A5 Filtering bots from humans is an algorithmic problem we count on the tool builders to solve #measurepr
5:51 pm	**Drafted_Boy:**	RT @jimsterne - A4. @BuchananPR Quantity of followers simply increase the likelihood that some will be quality. #measurepr
5:52 pm	**Drafted_Boy:**	RT @jimsterne - A4 One tweet from Bill Gates to 5 of his peeps can change the world. Especially if one is Steve Jobs ;-) #measurepr
5:52 pm	**MediaCollective:**	when using measurment tools best to use more than one, check & balance #measurePR
5:52 pm	**VaBeachKevin:**	RT @jimsterne: A5 Filtering bots from humans is an algorithmic problem we count on the tool builders to solve #measurepr
5:53 pm	**jimsterne:**	RT @grahamhill: Sunspots may have a bigger impact on business results than many management actions http://is.gd/25jzsO #measurepr
5:53 pm	**lawfirmPRwriter:**	RT @MediaCollective: when using measurment tools best to use more than one, check & balance #measurePR
5:53 pm	**SuzieLin:**	Absolutely, no two are the same RT @MediaCollective: when using measurment tools best to use more than one, check & balance #measurepr
5:53 pm	**jimsterne:**	RT @MediaCollective: when using measurment tools best to use more than one, check & balance #measurepr
5:53 pm	**shonali:**	Related to Q5 - re: tools, IMHO, too many people get hung up on measuring tools and NOT business results. Think straight, people. #measurepr

5:53 pm	**Drafted_Boy:**	RT @shonali - Q5 from @ajeffrey1: yr bk recos tools like Tweetbeep, but warns agnst measuring bots vs humans. How can you tell? #measurepr
5:53 pm	**lawfirmPRwriter:**	@MediaCollective Makes sense. Which tools do you use though? #measurepr
5:53 pm	**ShannonRenee:**	RT @MediaCollective: when using measurement tools best to use more than one, check & balance #measurePR [yep, provides validity]
5:53 pm	**shonali:**	RT @grahamhill: Sunspots may have a bigger impact on business results than many management actions http://is.gd/25jzsO Enjoy #measurepr
5:54 pm	**KaryD:**	Crazy morning...loooks like I am missing out on good chats in both #measurepr and #sm98
5:54 pm	**shonali:**	Q6 from @shannonrenee: @jimsterne: As print readership is waning, is it still as effective as it once was? #measurepr
5:54 pm	**dfriez:**	Agreed! RT @shonali: Related to Q5 - re: tools, IMHO, too many people get hung up on measuring tools and NOT business results. #measurepr
5:54 pm	**shonali:**	Tweeps, we're likely to go slightly over time today... not too much, so hope you can stay for a few more mins. #measurepr
5:55 pm	**jenzings:**	@shonali Here for the duration; this is v. interesting #measurePR
5:55 pm	**ShannonRenee:**	RT @shonali: Q6 from [me]: @jimsterne: As print readership is waning, is it still as effective as it once was? #measurepr
5:55 pm	**Drafted_Boy:**	RT @jimsterne - A5 Filtering bots from humans is an algorithmic problem we count on the tool builders to solve #measurepr
5:55 pm	**lawfirmPRwriter:**	RT @shonali: Q6 from @shannonrenee: @jimsterne: As print readership is waning, is it still as effective as it once was? #measurepr
5:55 pm	**shonali:**	@jenzings Awesome! #measurepr
5:55 pm	**MediaCollective:**	@lawfirmPRwriter it depends on what is being measured+ budget ie free tools vs. enterprise systems $ #measurePR
5:55 pm	**KateRobins:**	That'd get old for a cust pretty fast RT @shonali: Too many people get hung up on measuring tools and NOT business results. #measurepr
5:55 pm	**jimsterne:**	A6 Can be argued that as print readership declines, impact increases. When did you last receive hand-written note? Read it? YES! #measurepr
5:56 pm	**jenzings:**	Re: Q6--how are you defining "print"? Dead-tree, or legacy outlets (can include online)? #MeasurePR
5:56 pm	**ajeffrey1:**	RT @jimsterne: A5 Filtering bots from humans is an algorithmic problem we count on the tool builders to solve #measurepr - Thx for answer
5:56 pm	**SuzieLin:**	RT @shonali: Q6 from [me]: @jimsterne: As print readership is waning, is it still as effective as it once was? #measurepr
5:56 pm	**dfriez:**	RT @jimsterne: A6 Can be argued that as print readership declines, impact increases. When did you last receive hand-written note? #measurepr
5:57 pm	**Drafted_Boy:**	RT @shonali - Q6 from @shannonrenee: As print readership is waning, is it still as effective as it once was? #measurepr
5:57 pm	**jimsterne:**	A6 I'm a big believer in direct mail for PR as it has become so rare. #measurepr
5:57 pm	**lawfirmPRwriter:**	@MediaCollective Everything "depends" in sm. haha! Can be online all day & spin in circles =) #measurepr
5:57 pm	**annebuchanan:**	Brilliant idea. RT @jimsterne: A6 I'm a big believer in direct mail for PR as it has become so rare. #measurepr
5:57 pm	**shonali:**	RT @jimsterne: A6 Can argue as print readership declines, impact incr. When did u last receive handwritten note? Read it? YES! #measurepr
5:57 pm	**SuzieLin:**	Q6 Print stops being effective when it fully disappears. Until then it is important and effective #measurepr
5:57 pm	**shonali:**	RT @jimsterne: A6 I'm a big believer in direct mail for PR as it has become so rare. #measurepr

5:57 pm	**lawfirmPRwriter:**	RT @jimsterne: A6 Can be argued that as print readership declines, impact increases. When did you last receive hand-written note? Read it? YES! #measurepr
5:58 pm	**annebuchanan:**	Me, too. RT @lawfirmPRwriter: @MediaCollective Everything "depends" in sm. haha! Can be online all day & spin in circles =) #measurepr
5:59 pm	**KateRobins:**	@annebuchanan @jimsterne print on paper that people can compost and they'll subscribe to it! #measurepr
5:59 pm	**ShannonRenee:**	@jenzings "print" media includes paper & online versions of newspapers...their print & online influence gives way to "new media" #MeasurePR
5:59 pm	**annebuchanan:**	@lawfirmPRwriter @MediaCollective The more I learn about social media, the less I know. Sigh. #measurepr
5:59 pm	**deannaboss:**	case for traditional media relations RT @jimsterne: A6 Can be argued that as print readership declines, impact increases. #measurepr
5:59 pm	**JourAlba:**	I def maintain brand loyalties to those that make a personal effort RT @jimsterneWhen did you last receive hand-written note? #measurepr
5:59 pm	**annebuchanan:**	RT @KateRobins: @annebuchanan @jimsterne print on paper that people can compost and they'll subscribe to it! #measurepr
6:00 pm	**mariano69:**	RT @jimsterne: A6 Can be argued that as print readership declines, impact increases. When did you last receive hand-written note? Read it? YES! #measurepr
6:00 pm	**jenzings:**	@ShannonRenee Thxs--wanted to make sure I was clearly understanding the parameters. That's mixed up often (we track online media) #measurePR
6:00 pm	**lawfirmPRwriter:**	@shonali @jimsterne I almost don't want to share this. Feels like a big secret. lol (re direct mail) #measurepr
6:00 pm	**shonali:**	Q7 fm @Drafted_Boy: @jimsterne: In most mediums, demographics r imp. How to do on platforms (eg Twitter) where info isn't avlble? #measurepr
6:00 pm	**ShannonRenee:**	RT @jimsterne: A6 I'm a believer in direct mail for PR as it has become so rare #measurepr [yes, folks don't believe, but direct mail works]
6:00 pm	**Drafted_Boy:**	RT @jimsterne - A6 I'm a big believer in direct mail for PR as it has become so rare. #measurepr
6:00 pm	**lawfirmPRwriter:**	RT @shonali: RT @jimsterne: A6 I'm a big believer in direct mail for PR as it has become so rare. #measurepr
6:00 pm	**zjuul:**	RT @jimsterne: A6 Can be argued that as print readership declines, impact increases. When did you last receive hand-written note? Read it? YES! #measurepr
6:00 pm	**jimsterne:**	RT @annebuchanan: @lawfirmPRwriter @MediaCollective The more I learn about social media, the less I know. Sigh (Yup!) #measurepr
6:01 pm	**ShannonRenee:**	@annebuchanan I'm a huge fan of direct mail...message delivery, fundraising, etc....it works #measurepr
6:01 pm	**lawfirmPRwriter:**	@annebuchanan @MediaCollective Crazy, isn't it? I always have about 20 "to do" windows open. smh #measurepr
6:01 pm	**jenzings:**	Path 2 enlightenment? RT @annebuchanan: @lawfirmPRwriter @MediaCollective The more I learn about social media, the less I know. #measurepr
6:01 pm	**jimsterne:**	A7 On SM, demographics give way to psycho graphics which are on constant display! Sentiment Segments #measurepr
6:01 pm	**shonali:**	RT @jimsterne: RT @annebuchanan @lawfirmPRwriter @MediaCollective The more I learn abt social media, the less I know. Sigh (Yup!) #measurepr
6:02 pm	**JourAlba:**	Excellent point! RT @suzielin Q6 Print stops being effective when it fully disappears. Until then it is important and effective #measurepr
6:02 pm	**Drafted_Boy:**	RT @shonali - Q7 from [me!]: In most mediums, demographics r imp. How to do on platforms (eg Twitter) where info isn't available? #measurepr
6:02 pm	**lawfirmPRwriter:**	RT @shonali: Q7 fm @Drafted_Boy: @jimsterne: In most mediums, demographics r imp. How to do on platforms (eg Twitter) where info isn't avlble? #measurepr

6:02 pm	**SuzieLin:**	RT @jimsterne: A7 On SM, demographics give way to psycho graphics which are on constant display! Sentiment Segments #measurepr
6:02 pm	**shonali:**	RT @jimsterne: A7 On SM, demographics give way to psycho graphics which are on constant display! Sentiment Segments #measurepr
6:02 pm	**ajeffrey1:**	RT @jimsterne: A6 ... as print readership declines, impact increases. When did you last receive hand-written note? Read it? YES! #measurepr
6:02 pm	**jimsterne:**	A7 "Sentiment Segments" - just made that up - means groups and feelings shift constantly and we're not after #s but trends #measurepr
6:03 pm	**MediaCollective:**	@annebuchanan: @lawfirmPRwriter I hear you , need a "bestbuy like" SM buy back if tech changes program. #measurePR
6:04 pm	**annebuchanan:**	RT @jimsterne: A7 "Sentiment Segments" (just made that up)means groups and feelings shift constantly, not after #s but trends #measurepr
6:04 pm	**ShannonRenee:**	RT @shonali - Q7 from [me!]: In most meds, demographics r imp. How to do on platforms (eg Twitter) where info isn't available? #measurepr
6:04 pm	**jimsterne:**	A7 Here's best representation of realtime tweet tracking: http://www.youtube.com/watch?v=sBF6PQnWpQc #measurepr
6:04 pm	**annebuchanan:**	@jimsterne You should trademark that right away: Sentiment Segments. It's good! #measurepr
6:04 pm	**lawfirmPRwriter:**	@jimsterne That's a great description. Better blog about it before someone else claims it ;) "Sentiment Segments" #measurepr
6:04 pm	**deannaboss:**	Sentiment Segments. I like it... #measurepr
6:04 pm	**ShannonRenee:**	RT @jimsterne - A7 On SM, demographics give way to psycho graphics which are on constant display! Sentiment Segments #measurepr
6:05 pm	**lawfirmPRwriter:**	RT @jimsterne: A7 "Sentiment Segments" - just made that up - means groups and feelings shift constantly and we're not after #s but trends #measurepr
6:05 pm	**shonali:**	Copyright it! RT @jimsterne: A7 "Sentiment Segments" (just made up) => groups, feelings shift constantly, not after #s but trends #measurepr
6:05 pm	**Drafted_Boy:**	RT @jimsterne - A7 "Sentiment Segments" - means groups and feelings shift constantly and we're not after #s but trends #measurepr
6:05 pm	**shonali:**	RT @jimsterne: A7 Here's best representation of realtime tweet tracking: http://www.youtube.com/watch?v=sBF6PQnWpQc #measurepr
6:06 pm	**JourAlba:**	Thnks 4 allowing me 2 participate in #measurepr, learned a lot from @jimsterne and others. I will definately participate again. Off 2 class
6:06 pm	**jimsterne:**	A7 SentimentSegments.com is available... who wants it?? #measurepr
6:06 pm	**ShannonRenee:**	RT @jimsterne: A7 "Sentiment Segments" (just made up) => groups, feelings shift constantly, not after #s but trends #measurepr
6:06 pm	**ajeffrey1:**	RT @jimsterne: A7 On SM, demographics give way to psycho graphics which are on constant display! Sentiment Segments #measurepr
6:07 pm	**SuzieLin:**	RT @jimsterne: A7 "Sentiment Segments" just made that up -means groups & feelings shift constantly & were not after #s but trends #measurepr
6:07 pm	**Drafted_Boy:**	RT @jimsterne - A7 "Sentiment Segments" (just made that up) means groups and feelings shift constantly, not after #s but trends #measurepr
6:07 pm	**MediaCollective:**	RT @shonali: RT @jimsterne: A7 Here's best representation of realtime tweet tracking: http://www.youtube.com/watch?v=sBF6PQnWpQc #measurePR
6:07 pm	**shonali:**	@JourAlba Great to see you here! #measurepr
6:07 pm	**lawfirmPRwriter:**	@jimsterne Ha! Is that a swarm? (re best representation of realtime tweet tracking) #measurepr
6:07 pm	**shonali:**	Wow, that was a great chat. Thanks so much @jimsterne - and all for hanging around even though we're past time. #measurepr
6:08 pm	**ajeffrey1:**	RT @jimsterne: A7 "Sentiment Segments" - means groups and feelings shift constantly and we're not after #s but trends #measurepr

6:08 pm	**jimsterne:**	Totally, awesomely, massively my pleasure. Thanks for having me! #measurepr
6:08 pm	**shonali:**	If you enjoyed @jimsterne's smarts today (how could you NOT?!) check out #emetrics http://bit.ly/fRybiv esp if in Bay Area. #measurepr
6:08 pm	**shonali:**	Personal plug for #emetrics - I spoke last year and it's AWESOME. And @jimsterne tells me @kdpaine is speaking. So go register! #measurepr
6:09 pm	**annebuchanan:**	Thank you@shonali @jimsterne and fellow #measurepr tweeps. Always a thought-provoking hour!
6:09 pm	**SuzieLin:**	Great chat today! Thank you @shonali and @jimsterne #measurepr
6:09 pm	**lawfirmPRwriter:**	@shonali @jimsterne Yes, thank you. This was my first time attending this chat - well worth it! #measurepr
6:09 pm	**MediaCollective:**	@shonali better hurry @jimsterne someone in the wine or pond draining industry might like that one #measurePR
6:09 pm	**shonali:**	Here's the link again for #emetrics, in case you joined the chat late: http://bit.ly/fRybiv Go go go go go! #measurepr
6:09 pm	**shonali:**	Thanks again, @jimsterne - we want to have Jim back, right tweeps? #measurepr
6:10 pm	**jimsterne:**	@shonali Thanks for the plug! See you at #eMetrics in SF March 13-17 http://bit.ly/fRybiv #measurepr
6:10 pm	**annebuchanan:**	Yes, please. RT @shonali: Thanks again, @jimsterne - we want to have Jim back, right tweeps? #measurepr
6:10 pm	**ajeffrey1:**	RT @jimsterne: A7 Here's best representation of realtime tweet tracking: http://bit.ly/gBCj69 #measurepr
6:10 pm	**shonali:**	Thanks so much all for joining & sharing great thoughts & energy. Recap/transcript up soon. The "official" chat's now over. #measurepr
6:10 pm	**SuzieLin:**	Yes! RT @shonali: Thanks again, @jimsterne - we want to have Jim back, right tweeps? #measurepr
6:10 pm	**lawfirmPRwriter:**	@shonali @jimsterne Definitely. #measurepr
6:11 pm	**dfriez:**	Thanks, all! RT @shonali: Thanks so much all for joining & sharing great thoughts & energy. #measurepr
6:11 pm	**shonali:**	@jimsterne I know it will rock. Thanks again! #measurepr
6:11 pm	**MediaCollective:**	Thanks for your time & sharing @jimsterne and fearless leader of Pr tweets host @shonali #measurePR
6:11 pm	**jimsterne:**	Many thanks - Please consider my arm well twisted! "I'll Be Back!" #measurepr
6:11 pm	**shonali:**	@MediaCollective Ha, that's a good one. :p @jimsterne #measurepr
6:12 pm	**shonali:**	W00t! RT @jimsterne: Many thanks - Please consider my arm well twisted! "I'll Be Back!" <<no "hasta la vista" for Jim. :p #measurepr
6:13 pm	**SuzieLin:**	@deannaboss @dfriez @jimsterne @shonali @JourAlba @lawfirmPRwriter @annebuchanan Thanks for a great chat today #measurepr
6:13 pm	**MediaCollective:**	@lawfirmPRwriter Im with you on the multiple tabs, bigger monitors are like getting a bigger purse - fills up quick #measurePR
6:14 pm	**Drafted_Boy:**	Thanks to @jimsterne, @shonali & the rest of the #measurepr group for making my 1st #measurepr session a memorable one!
6:14 pm	**shonali:**	#measurepr totally RAWKED today with @jimsterne. Now I need to come down from that high. See you in a bit!
6:14 pm	**deannaboss:**	thank you @jimsterne @shonali for another lively #measurepr chat.
6:31 pm	**MediaHorizons:**	RT @jimsterne: A6 I'm a big believer in direct mail for PR as it has become so rare. #measurepr
7:25 pm	**ThePRCoach:**	Must-read: #PR Measurement Formula #Fails? #measurepr smmeasure http://bit.ly/gFzdHa
7:33 pm	**deannaboss:**	must read the comments too... RT @ThePRCoach: Must-read: #PR Measurement Formula #Fails? #measurepr smmeasure http://bit.ly/gFzdHa

7:36 pm	**lawfirmPRwriter:**	RT @deannaboss: must read the comments too... RT @ThePRCoach: Must-read: #PR Measurement Formula #Fails? #measurepr smmeasure http://bit.ly/gFzdHa
7:59 pm	**BuchananPR:**	@lizcies Thanks for sharing the @IABUK social media measurement guide! We just discussed measurement in #measurePR.
8:14 pm	**lizcies:**	@buchananpr I saw the tweets today! Hoping to join #measurePR one of these days -- measurement very much appeals to my analytical side.
8:19 pm	**lizcies:**	Interesting... RT @theprcoach: Must-read: #PR Measurement Formula #Fails? #measurepr #smmeasure http://bit.ly/gFzdHa

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