what the hashtag?!

Transcript from March 29, 2011 to March 29, 2011

All times are Pacific Time

March 29, 2011

12:12 am	**beyond:**	Our @prresearch will be the guest on #measurepr w/ @shonali tmrw at 12 EST. Will talk about how marketing measurement can learn from PR.
7:50 am	**THUPR:**	#measurepr March 29, 12-1 pm ET, with @PRResearch as special guest.
11:29 am	**Sheldrake:**	#CIPR social media measurement guidelines ? a blog post: http://mnwh.li/eJshWK #measurepr #amec #pr #socialmedia #ciprsm (cc @AMECLeggetter)
11:29 am	**meanwhile_:**	RT @Sheldrake: #CIPR social media measurement guidelines ? a blog post: http://mnwh.li/eJshWK #measurepr #amec #pr #socialmedia #ciprsm (cc @AMECLeggetter)
11:34 am	**TraceyCIPR:**	RT @Sheldrake: #CIPR social media measurement guidelines ? a blog post: http://mnwh.li/eJshWK #measurepr #amec #pr #socialmedia #ciprsm (cc @AMECLeggetter)
11:36 am	**dorando:**	RT @Sheldrake: #CIPR social media measurement guidelines ? a blog post: http://mnwh.li/eJshWK #measurepr #amec #pr #socialmedia #ciprsm (cc @AMECLeggetter)
12:51 pm	**kdpaine:**	looking for standards for Soc. Med Measurement? Start here w/ CIPR guidelines http://bit.ly/hJCWfu #iprmeasure #measurepr #smmeasure
12:52 pm	**therealprmoment:**	RT @kdpaine: looking for standards for Soc. Med Measurement? Start here w/ CIPR guidelines http://bit.ly/hJCWfu #iprmeasure #measurepr #smmeasure
12:54 pm	**jkerrstevens:**	RT @kdpaine: looking for standards for Soc. Med Measurement? Start here w/ CIPR guidelines http://bit.ly/hJCWfu #iprmeasure #measurepr #smmeasure
12:56 pm	**montelutz:**	RT @kdpaine: looking for standards for Soc. Med Measurement? Start here w/ CIPR guidelines http://bit.ly/hJCWfu #iprmeasure #measurepr #smmeasure
1:06 pm	**mikkdepriest:**	RT @kdpaine: looking for standards for Soc. Med Measurement? Start here w/ CIPR guidelines http://bit.ly/hJCWfu #iprmeasure #measurepr #smmeasure
1:06 pm	**TraceyCIPR:**	RT @kdpaine: looking for standards for Soc. Med Measurement? Start here w/ CIPR guidelines http://bit.ly/hJCWfu #iprmeasure #measurepr #smmeasure
1:31 pm	**Sheldrake:**	Hi @azeem, good to 'meet' you. What do you mean by "credit ratings"? cc @andismit #cipr #ciprsm #measurepr
1:31 pm	**DeniseFaulkner:**	RT @kdpaine: looking for standards for Soc. Med Measurement? Start here w/ CIPR guidelines http://bit.ly/hJCWfu #iprmeasure #measurepr #smmeasure
1:32 pm	**andismit:**	Sorry, how rude of me - @sheldrake, pls meet @azeem - #cipr #ciprsm #measurepr
1:35 pm	**jstone6341:**	RT @kdpaine looking for standards for SM Measurement? Start here w/ CIPR guidelines http://bit.ly/hJCWfu #iprmeasure #measurepr #smmeasure
1:45 pm	**conradts7:**	RT @kdpaine: looking for standards for Soc. Med Measurement? Start here w/ CIPR guidelines http://bit.ly/hJCWfu #iprmeasure #measurepr #smmeasure
1:54 pm	**CosimoAccoto:**	RT @kdpaine: looking for standards for Soc. Med Measurement? Start here w/ CIPR guidelines http://bit.ly/hJCWfu #iprmeasure #measurepr #smmeasure
2:26 pm	**shonali:**	Don't forget we're back with #measurepr today, with @PRResearch. Talking about what marketing can learn from PR analytics. 12-1 ET.
2:33 pm	**thealexisagency:**	What marketing can learn from PR analytics. #measurepr with @PRResearch today from 12-1 EDT.
2:38 pm	**AerialEllis:**	RT @shonali: Don't forget we're back with #measurepr today, with @PRResearch. Talking about what marketing can learn from PR analytics. 12-1 ET.

2:38 pm	**alanchumley:**	Darn. Missing another of @shonali's #measurepr today, with @PRResearch. Talking about what marketing can learn from PR analytics. 12-1 ET.
2:42 pm	**FrancieDalton:**	RT @shonali: Don't forget we're back with #measurepr today, with @PRResearch. Talking about what marketing can learn from PR analytics. 12-1 ET.
2:42 pm	**alanchumley:**	RT @kdpaine: looking for standards for Soc. Med Measurement? Start here w/ CIPR guidelines http://bit.ly/hJCWfu #iprmeasure #measurepr #smmeasure
2:48 pm	**SuzieLin:**	RT @shonali: Don't forget we're back with #measurepr today, with @PRResearch. Talking about what marketing can learn from PR analytics. 12-1 ET.
2:50 pm	**alanchumley:**	A CARMA paper on Social Media Measurement http://tinyurl.com/4g4ycad #iprmeasure #measurepr #smmeasure @CARMA_Tweets Welcome thoughts
3:19 pm	**CARMA_Tweets:**	RT @alanchumley: CARMA paper on Social Media Measurement http://tinyurl.com/4g4ycad #iprmeasure #measurepr #smmeasure Welcome thoughts
3:25 pm	**donbart:**	Nice work, Alan RT @alanchumley: A CARMA paper on Social Media Measurement http://tinyurl.com/4g4ycad #measurepr
3:32 pm	**RTRViews:**	RT @donbart: Nice work, Alan RT @alanchumley: A CARMA paper on Social Media Measurement http://tinyurl.com/4g4ycad #measurepr <Thx Don
3:47 pm	**shonali:**	@decillis I have to moderate #measurePR in about 15 minutes, I'll email you after that. Thanks again.
3:51 pm	**shonali:**	Just under 10 minutes to today's chat with @PRresearch... who's coming? #measurepr
3:51 pm	**shonali:**	@alanchumley We'll miss you too. :(I hope you're doing something REAL good... #measurepr
3:51 pm	**LauraGonzo:**	Can't wait! RT @shonali: Just under 10 minutes to today's chat with @PRresearch... who's coming? #measurepr
3:53 pm	**Narciso17:**	About 7 mins to Today's #measurepr With @shonali and @PRResearch ... Who's Going to Be There?
3:54 pm	**CARMA_Tweets:**	All ready to be there! RT @shonali: Just under 10 minutes to today's chat with @PRresearch... who's coming? #measurepr
3:59 pm	**shonali:**	I'm heading into #measurepr so apologies in advance for the soon-to-be-voluminous tweets. Snooze me if you need to.
4:00 pm	**Efhta:**	RT @thealexisagency: What marketing can learn from PR analytics. #measurepr with @PRResearch today from 12-1 EDT.
4:00 pm	**shonali:**	And... it's time! Welcome to the bi-weekly chat on PR (incl. social media) measurement. Who's here today? #measurepr
4:00 pm	**shonali:**	Today we'll be chatting with @PRResearch, but before we start, please introduce yourself: who/where you are, what you do, etc. #measurepr
4:01 pm	**PRResearch:**	I'm here. Looking forward to participating in the chat today @shonali #measurepr
4:01 pm	**kmohara:**	Katherine - The S3 Agency #measurepr
4:01 pm	**shonali:**	I'll start: I'm a #solopr pro based in DC. Measurement fiend, hence the chat. @wgbiz editor, @BNET blogger, @SAISHopkins teacher. #measurepr
4:02 pm	**shonali:**	@PRResearch I'm so glad you could come back, I think today's topic will be fascinating. We'll start shortly, after intros. :) #measurepr
4:02 pm	**CARMA_Tweets:**	Katie at CARMA Int. here today #measurepr
4:02 pm	**jennimacdonald:**	Online Community Manager at @winhomeinspect, live in Seattle, SM Consultant for @SKCR_YPN #measurepr
4:02 pm	**shonali:**	@emilygeesaman @kkmohara Welcome! #measurepr
4:03 pm	**PRResearch:**	I'm Seth Duncan, the R&D director at Beyond-- a digital comms and marketing company (bynd.com) #measurepr
4:03 pm	**mikedonatello:**	Also here. I'm VP of research at Bulletin News. #measurepr
4:03 pm	**shonali:**	@jennimacdonald @Carma_Tweets welcome! #measurepr

4:04 pm	**shonali:**	@mikedonatello Hi Mike, very nice to see you, thanks for making the time. #measurepr
4:04 pm	**shonali:**	As we settle in, a few announcements/notes first as reminders, and for first-timers... #measurepr
4:04 pm	**emilygeesaman:**	Associate at a small consulting firm for nonprofits, based outside Philly #measurepr
4:04 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
4:05 pm	**Narciso17:**	I'll be In-and-Out 4 Today's #measurePR ... But I'm Here Now
4:05 pm	**jacquemadden:**	Jacque - Marketing Coordinator in Chicago #measurepr
4:05 pm	**shonali:**	This will help to manage the conversation flow and ensure all your tweets are pulled into the transcript. #measurepr
4:05 pm	**shonali:**	@Narciso17 Woo Hoo! :p #measurepr
4:05 pm	**shonali:**	2nd, we have groups on Facebook & LinkedIn, if you'd like to join, just search for the hashtag. #measurepr
4:05 pm	**shonali:**	@jacquemadden Hi Jacque - welcome! #measurepr
4:05 pm	**LauraGonzo:**	#measurepr - Freelance marketing & PR gal, background in network media, non-profit, animal advocacy.
4:06 pm	**Efhta:**	Ryan - TAA, PR & Social Media Manager. #measurepr
4:06 pm	**rachel_acuna:**	Rachel-PR Senior at University of Oklahoma. Here to learn and gain insight! #measurepr
4:06 pm	**shonali:**	3rd, this is where all chat recaps/transcripts are posted: http://ow.ly/3OdC8 Might want to bookmark it. #measurepr
4:06 pm	**SuzieLin:**	Hey all! I'll be in and out of today's chat #measurepr
4:06 pm	**Narciso17:**	@shonali Woo-Hoo, Indeed! Good to be Here Now for Today's #measurePR
4:06 pm	**shonali:**	4th: I'll be sending questions to @PRResearch, but all are welcome to answer. If you have MORE qns for him, please DM to me. #measurepr
4:06 pm	**shawmarketing:**	Chris Shaw, Managing Dir, @shawmarketing. Listening in. #measurepr Hey Shonali.
4:07 pm	**shonali:**	@SuzieLin I'm glad you'll be in at least part of the time. I feel weird when you're not here! #measurepr
4:07 pm	**shonali:**	Again - if you have additional questions for @PRResearch, please DM to me, and I'll ask them if we have time left. #measurepr
4:07 pm	**ariherzog:**	@shonali What's that? #measurepr is synchronous on twiter, facebook, and linkedin at the same time? Hey all, my twitter bio explains me.
4:07 pm	**shonali:**	@shawmarketing Hey, Shawn, how's it going? Thanks for making it. #measurepr
4:08 pm	**shonali:**	Finally, if you're a chat newbie, the easiest way to follow is by using Tweetgrid (like me) or Tweetchat. #measurepr
4:08 pm	**vedo:**	I'm gonna try to listen in a bit on #measurepr chat. (Been a while since I caught it and I usually learn something good.)
4:08 pm	**SuzieLin:**	@shonali Thank you! I'm looking forward to today's chat. I've missed it with the semi- long break #measurepr
4:08 pm	**shonali:**	@vedo Great to see you! I think today's chat with @PRResearch will be cool... #measurepr
4:09 pm	**shonali:**	@ariherzog I said we have GROUPS on FB & LI. #measurepr
4:09 pm	**shonali:**	OK, let's start with Q1... #measurepr
4:09 pm	**shonali:**	Q1: @PRResearch: We usually talk about what PR can learn from marketing. Why frame the question the other way around? #measurepr
4:10 pm	**shonali:**	@ariherzog Ugh, I should have used *__* for clarification, I wasn't yelling, LOL. It's nice to see you here. #measurepr

4:10 pm	**PRResearch:**	Re Q1: Marketing has a lot to from PR in terms of analyzing earned media content for campaign planning #measurepr
4:11 pm	**shonali:**	RT @PRResearch: Re Q1: Marketing has a lot to from PR in terms of analyzing earned media content for campaign planning. #measurepr
4:11 pm	**PRResearch:**	Re Q1: social media marketing shares one key goal with media relations and PR: obtaining lots of good earned media (1/2) #measurepr
4:11 pm	**SuzieLin:**	Yep RT @PRResearch: Re Q1: Marketing has a lot to from PR in terms of analyzing earned media content for campaign planning #measurepr
4:11 pm	**Narciso17:**	Just What I Feared...Client Calling...Hope to Get Back on With #measurePR Soon
4:12 pm	**PRResearch:**	re Q1: The campaign content and its distribution tends to be different, but the media-related research questions are similar #measurepr
4:12 pm	**shonali:**	RT @PRResearch: Re Q1: social media marketing shares 1 key goal w media relations & PR: obtaining lots of good earned media (1/2) #measurepr
4:12 pm	**PRResearch:**	Re q1: what sort of reach did we get, was the response positive, were messages picked up, etc.? #measurepr
4:13 pm	**PRResearch:**	Re q1: PR has been answering these questions using media research for a long time #measurepr
4:13 pm	**jacquemadden:**	RT @PRResearch Re Q1: social media marketing shares one key goal with media relations and PR: obtaining lots of good earned media #measurepr
4:13 pm	**PRResearch:**	But these are much more new to marketing #measurepr
4:13 pm	**shonali:**	RT @PRResearch: re Q1: Campaign content & distribution tends to be different, but media-related research questions are similar. #measurepr
4:13 pm	**shonali:**	RT @PRResearch: Re q1: what sort of reach did we get, was the response positive, were messages picked up, etc.? #measurepr
4:13 pm	**PRResearch:**	Re q1: Marketing has lead the way in developing good KPIs-- but PR was first when it comes to media content analysis #measurepr
4:13 pm	**jennimacdonald:**	RT @PRResearch: social media marketing shares 1 key goal w media relations & PR: obtaining lots of good earned media #measurepr
4:13 pm	**shonali:**	RT @PRResearch: Re q1: PR has been answering these questions using media research for a long time. #measurepr
4:14 pm	**shonali:**	RT @PRResearch: Re: Q1: ... But these are much more new to marketing. #measurepr
4:14 pm	**msponhour:**	@PRResearch Re Q1: social media marketing shares one key goal with media relations and PR: obtaining lots of earned media #measurepr
4:15 pm	**shonali:**	RT @PRResearch: Re q1: Marketing has led the way in developing good KPIs-but PR was first when it comes to media content analysis #measurepr
4:15 pm	**PRResearch:**	Re q1: To get a sense of how new media content analysis is to marketing (1/2) #measurepr
4:15 pm	**shonali:**	@ariherzog Did @PRResearch's elaboration help any? #measurepr
4:15 pm	**shonali:**	RT @PRResearch: Re q1: To get a sense of how new media content analysis is to marketing (1/2) ... #measurepr
4:16 pm	**PRResearch:**	re q1: seniment analysis was just finally integrated into web analytics tools (i.e., Omniture SocialAnalytics). (2/2) #measurepr
4:16 pm	**clivehobson:**	RT @alanchumley: A CARMA paper on Social Media Measurement http://tinyurl.com/4g4ycad #iprmeasure #measurepr #smmeasure @CARMA_Tweets Welcome thoughts
4:17 pm	**shonali:**	RT @PRResearch: re q1: sentiment analysis was just finally integrated into web anlytc tools (ie, Omniture SocialAnalytics). (2/2) #measurepr
4:17 pm	**Efhta:**	RT @prresearch: social media marketing shares one key goal with media relations and PR: obtaining lots of good earned media (1/2) #measurepr
4:18 pm	**shonali:**	Q2: @PRResearch: Are there specific PR measurement processes marketing professionals should implement? If so, what? #measurepr

4:19 pm	**SuzieLin:**	RT @shonali: Q2: @PRResearch: Are there specific PR measurement processes marketing professionals should implement? If so, what? #measurepr
4:20 pm	**Efhta:**	Q2: @PRResearch: Are there specific PR measurement processes marketing professionals should implement? If so, what? #measurepr
4:21 pm	**PRResearch:**	Re Q2: Good analysts play a key role in the best comms monitoring and reporting programs (1/2) #measurepr
4:22 pm	**shonali:**	RT @PRResearch: Re Q2: First, they can learn a lot about how to best mine social media content for customer sentiment & messages #measurepr
4:22 pm	**PRResearch:**	Re q2: I think that marketers, at the moment, are relying too heavily on automated content analysis (2/2) #measurepr
4:22 pm	**shonali:**	RT @PRResearch: Re Q2: Good analysts play a key role in the best comms monitoring and reporting programs (1/2) #measurepr
4:22 pm	**SuzieLin:**	RT @PRResearch: Re Q2: Good analysts play a key role in the best comms monitoring and reporting programs (1/2) #measurepr
4:22 pm	**MediaCollective:**	Passive or active tweets alert heading into PR chat #measurepr
4:22 pm	**shonali:**	RT @PRResearch: Re q2: I think that marketers, at the moment, are relying too heavily on automated content analysis (2/2) #measurepr
4:22 pm	**CARMA_Tweets:**	RT @shonali: RT @PRResearch: re q1: sentiment analysis was just finally integrated into web anlytc tools (ie, Omniture SocialAnalytics). (2/2) #measurepr
4:22 pm	**jackie_smith:**	Catching up on #measurepr...
4:23 pm	**MediaCollective:**	RT @shonali: Q2: @PRResearch: Are there specific PR measurement processes marketing professionals should implement? If so, what? #measurepr
4:23 pm	**gnosisarts:**	Dropping in on #measurepr
4:23 pm	**CARMA_Tweets:**	RT @shonali: Q2: @PRResearch: Are there specific PR measurement processes marketing professionals should implement? If so, what? #measurepr
4:23 pm	**mikedonatello:**	RT @PRResearch: Re q2: I think that marketers, at the moment, are relying too heavily on automated content analysis (2/2) #measurepr
4:23 pm	**CARMA_Tweets:**	RT @PRResearch: Re Q2: Good analysts play a key role in the best comms monitoring and reporting programs (1/2) #measurepr
4:23 pm	**PRResearch:**	Re q2: I think marketing is at the same place PR was 2 or 3 years ago with social media content analysis (1/2) #measurepr
4:24 pm	**mikedonatello:**	@PRResearch: Re q2: Couldn't agree more, and most automated analysis is of poor quality #measurepr
4:24 pm	**Efhta:**	RT @prresearch: Re Q2: Good analysts play a key role in the best comms monitoring and reporting programs (1/2) #measurepr
4:24 pm	**shonali:**	RT @PRResearch: Re Q2: I think marketing is at the same place PR was 2 or 3 years ago with social media content analysis (1/2) #measurepr
4:24 pm	**CARMA_Tweets:**	RT @PRResearch: Re q2: I think that marketers, at the moment, are relying too heavily on automated content analysis (2/2) #measurepr
4:24 pm	**PRResearch:**	Re q2: Marketers are just starting to realize that tools like Radian6, Netbase, etc., don't work without analysts #measurepr
4:24 pm	**Efhta:**	RT @prresearch: Re q2: I think that marketers, at the moment, are relying too heavily on automated content analysis (2/2) #measurepr
4:24 pm	**jennimacdonald:**	RT @PRResearch: I think marketing is at the same place PR was 2 or 3 years ago with social media content analysis (1/2) #measurepr
4:24 pm	**conversition:**	@mikedonatello @PRResearch Maybe they're relying too heavily on unscientific automated content analysis #measurepr
4:25 pm	**shonali:**	RT @PRResearch: Re q2: Marketers are just starting to realize that tools like Radian6, Netbase, etc., don't work without analysts #measurepr
4:25 pm	**nejsnave:**	RT @PRResearch: Re q2: I think that marketers, at the moment, are relying too heavily on automated content analysis (2/2) #measurepr

4:25 pm	**conversition:**	@CARMA_Tweets @PRResearch Automated content analysis without valid validity processes are useless #measurepr
4:25 pm	**jacquemadden:**	RT @PRResearch: Re q2: I think that marketers, at the moment, are relying too heavily on automated content analysis (2/2) #measurepr
4:25 pm	**PRResearch:**	Re q2: I also think that the sort of content analysis that PR's been doing for years will replace marketers' focus groups #measurepr
4:26 pm	**shonali:**	RT @PRResearch: Re q2: I also think the sort of content analysis PR's been doing for years will replace marketers' focus groups #measurepr
4:26 pm	**conversition:**	@kdpaine ESOMAR and CASRO and the MRA have all published or are about to publish social media measurement guidelines #measurepr
4:26 pm	**tressalynne:**	From #measurepr RT @PRResearch: social media marketing shares 1 key goal with #MediaRelations & #PR - obtaining lots of earned media
4:26 pm	**gnosisarts:**	RT @PRResearch: Re q2: Marketers are just starting to realize that tools like Radian6, Netbase, etc., dont work without analysts #measurepr
4:27 pm	**jackie_smith:**	Agreed! @PRResearch Re q2: I think marketing is at the same place PR was 2 or 3 years ago with social media content analysis #measurepr
4:27 pm	**Efhta:**	RT @prresearch: Re q2: Marketers are just starting to realize that tools like Radian6, Netbase, etc., don't work without analysts #measurepr
4:27 pm	**CARMA_Tweets:**	Agreed. RT @conversition Automated content analysis without valid validity processes are useless #measurepr
4:27 pm	**mikedonatello:**	That's part of the "poorly done" RT @conversition: Maybe they're relying too heavily on unscientific automated content analysis #measurepr
4:27 pm	**conversition:**	@gnosisarts @PRResearch There is no such thing as data that doesn't need analysts. Survey, focus group data needs people! #measurepr
4:27 pm	**PRResearch:**	@conversition @mikedonatello I think that's part of it. But even the best tools don't approximate human analysis. #measurepr
4:28 pm	**Efhta:**	RT @prresearch:I also think that the sort of content analysis that PR's been doing for years will replace marketers' focus groups #measurepr
4:28 pm	**MediaCollective:**	RT @conversition: @kdpaine ESOMAR and CASRO and the MRA have all published or are about to publish social media measurement guidelines #measurepr
4:28 pm	**jennimacdonald:**	Sorry for the massive tweets, I'm in #measurepr tweet chat gaining ideas for creating a @winhomeinspect twitter chat :)
4:28 pm	**PRResearch:**	Re Q2: Some people even think that mining social media content will replace surveys: http://bit.ly/gNxuTh #measurepr
4:29 pm	**shawmarketing:**	Doesn't it seem like everything is coming full circle? We went from human to automated and now back to human again. #measurepr
4:29 pm	**conversition:**	@mikedonatello Yup, i'm quite tired of poorly done automated analysis reflecting on others who do a good job #measurepr
4:29 pm	**jennimacdonald:**	RT @PRResearch: I think that's part of it. But even the best tools don't approximate human analysis. #measurepr
4:29 pm	**shonali:**	RT @PRResearch: Re Q2: Some people even think that mining social media content will replace surveys: http://bit.ly/gNxuTh #measurepr
4:29 pm	**conversition:**	@PRResearch A LOT of people think SMR will replace surveys. But surveys will never die. #measurepr
4:29 pm	**shonali:**	@shawmarketing That's pretty much life, isn't it? :p #measurepr
4:29 pm	**jackie_smith:**	Our mktng leadership is just now discovering measurement. No one listened to me, but once someone said it at sxsw...all over it. #measurepr
4:30 pm	**conversition:**	@jennimacdonald @PRResearch Automated tools come close to humans though. We forget that humans aren't perfect. #measurepr
4:30 pm	**PRResearch:**	@shawmarketing Well, sort of. Because marketers have much larger budgets than PR, I think R&D dollars will improve automation #measurepr

4:30 pm	**mikedonatello:**	@PRResearch: Totally agree. But companies seem to get caught up in latest tool, even if a less glamorous alternative is better. #measurepr
4:31 pm	**conversition:**	@mikedonatello @PRResearch I wish companies got caught up in validity :) #measurepr
4:31 pm	**shonali:**	RT @PRResearch: Because marketers have much larger budgets than PR, I think R&D dollars will improve automation #measurepr
4:31 pm	**PRResearch:**	@mikedonatello Honestly, I think that marketers really like the automated charting more than the automated content analysis #measurepr
4:32 pm	**conversition:**	@PRResearch @mikedonatello Tracking is huge business among MR firms. Those charts are money. :) #measurepr
4:33 pm	**shonali:**	Moving onto Q3. @PRResearch: What can PR pros do to educate their marketing counterparts on this? #measurepr
4:33 pm	**conversition:**	@shonali @PRResearch Or educate me :) #measurepr
4:33 pm	**SuzieLin:**	RT @shonali: Moving onto Q3. @PRResearch: What can PR pros do to educate their marketing counterparts on this? #measurepr
4:34 pm	**MediaCollective:**	I think a pt missing is that with the evolution of tech & media PR & Marketing lines are converging #measurepr
4:35 pm	**Efhta:**	RT @shonali: Moving onto Q3. @PRResearch: What can PR pros do to educate their marketing counterparts on this? #measurepr
4:35 pm	**emilygeesaman:**	@MediaCollective I agree #measurepr
4:35 pm	**PRResearch:**	Re Q3: Well, social media marketing is starting to look like traditional comms in some ways (1/4) #measurepr
4:35 pm	**shonali:**	RT @PRResearch: Re Q3: Well, social media marketing is starting to look like traditional comms in some ways (1/4) #measurepr
4:35 pm	**Efhta:**	RT @mediacollective: I think a pt missing is that with the evolution of tech & media PR & Marketing lines are converging #measurepr
4:35 pm	**thealexisagency:**	RT @mediacollective: I think a pt missing is that with the evolution of tech & media PR & Marketing lines are converging #measurepr
4:36 pm	**PRResearch:**	Re Q3: Once the press release is sent out, you don?t exactly know where or how it will be picked up (2/4) #measurepr
4:36 pm	**Efhta:**	RT @prresearch: Re Q3: Well, social media marketing is starting to look like traditional comms in some ways (1/4) #measurepr
4:36 pm	**conversition:**	@PRResearch Maybe social media is causing marketers and PR to behave like real people, not the man behind the curtain #measurepr
4:36 pm	**shonali:**	RT @PRResearch: Re Q3: Once the press release is sent out, you don?t exactly know where or how it will be picked up (2/4) #measurepr
4:36 pm	**Sheldrake:**	RT @kdpaine: looking for standards for Soc. Med Measurement? Start here w/ CIPR guidelines http://bit.ly/hJCWfu #iprmeasure #measurepr #smmeasure
4:36 pm	**Efhta:**	RT @prresearch: Re Q3: Once the press release is sent out, you don?t exactly know where or how it will be picked up (2/4) #measurepr
4:36 pm	**PRResearch:**	Re Q3: With SM, the same can now be said about any form of marketing?it?s going to take on a life of its own (3/4). #measurepr
4:36 pm	**shawmarketing:**	@MediaCollective But in some ways, what used to be full service, is now fractured - making it harder for integrated efforts. #measurepr
4:37 pm	**MediaCollective:**	@shonali is the "this" measurment, analysis autommation or the human eye? #measurepr
4:37 pm	**vedo:**	yep RT @conversition: ...Maybe social media is causing marketers & PR to behave like real people, not the man behind the curtain #measurepr
4:37 pm	**jacquemadden:**	RT @mediacollective: I think a pt missing is that with the evolution of tech & media PR & Marketing lines are converging #measurepr
4:37 pm	**PRResearch:**	Re Q3: This has huge implications for measurement. Campaign evaluation is going to be more exploratory than it used to be. (4/4) #measurepr

4:37 pm	AnnetKing:	EXACTLY! @PRResearch: Well, social media marketing is starting to look like traditional comms in some ways (1/4) #measurepr @shonali
4:37 pm	jennimacdonald:	RT @PRResearch: With SM, the same can now be said about any form of marketing?it?s going to take on a life of its own (3/4). #measurepr
4:37 pm	shonali:	RT @PRResearch: Re Q3: With SM, the same can now be said about any form of marketing?it?ll take on a life of its own (3/4). #measurepr
4:37 pm	Efhta:	RT @prresearch: With SM, the same can now be said about any form of marketing?it?s going to take on a life of its own (3/4). #measurepr
4:37 pm	shonali:	@MediaCollective Huh? #measurepr
4:37 pm	conversition:	@PRResearch Ah, you mean people will have to actually test out campaigns first! me likey! #measurepr
4:37 pm	PRResearch:	Re Q3: Marketers can?t just rely on your media buyer to tell them where the content appeared. #measurepr
4:38 pm	MediaCollective:	@shawmarketing I've found that integrating has actually gotten easier as pr, adv & mktg get closer to the middle #measurepr
4:38 pm	petepigeon:	RT @kdpaine: looking for standards for Soc. Med Measurement? Start here w/ CIPR guidelines http://bit.ly/hJCWfu #iprmeasure #measurepr #smmeasure
4:38 pm	shonali:	RT @PRResearch: Re Q3: This=huge implications for msrmt. Campaign evaluation will be more exploratory than it used to be. (4/4) #measurepr
4:38 pm	PRResearch:	Re Q3: So, I think PR can provide marketers with their own experiences on how to fi nd and then analyze earned media #neasurepr
4:38 pm	Efhta:	RT @prresearch: Re Q3: Marketers can?t just rely on your media buyer to tell them where the content appeared. #measurepr
4:39 pm	conversition:	@MediaCollective @shawmarketing I suspect consumers would prefer all the activities to be combined. One company, one voice. #measurepr
4:39 pm	MediaCollective:	@shonali re: question "What can PR pros do to educate their marketing counterparts on this? (on this is the ?) #measurepr
4:39 pm	shonali:	RT @PRResearch: Re Q3: Marketers can?t just rely on your media buyer to tell them where the content appeared. #measurepr
4:39 pm	cloudspark:	RT @prresearch: Re Q3: Marketers can?t just rely on your media buyer to tell them where the content appeared. #measurepr
4:39 pm	shonali:	RT @PRResearch: Re Q3: So, I think PR can provide marketers with their own experiences on how to find & then analyze earned media #measurepr
4:39 pm	PRResearch:	Re Q3: Share PR data/reports. I think that comms reports with good analysis can spark a lot of new ideas for marketers. #measurepr
4:39 pm	kmohara:	Q3: PR SEO + web analytics are instrumental in identifying PR/SM successes. #measurepr
4:40 pm	shonali:	@MediaCollective Oh. That was a follow-up from Q2, which was about specific PR measurement process marketers can implement. #measurepr
4:40 pm	Efhta:	RT @prresearch: Share PR data/reports. I think that comms reports with good analysis can spark a lot of new ideas for marketers. #measurepr
4:40 pm	danielhonigman:	@shonali Agree, but what do you propose? #measurepr
4:40 pm	MediaCollective:	@conversition exactly efficiency all parts of the wheel working together or pulling the same end of the rope #measurepr
4:40 pm	PRResearch:	Re Q3: Comms teams should also marketers about the pros can cons of automated content analysis #measurepr
4:40 pm	gnosisarts:	RT @PRResearch: Re Q3: Share PR data/reports. comms rprts with good analysis can spark a lot of new ideas for marketers. <- agree #measurepr
4:40 pm	shonali:	RT @PRResearch: Re Q3: Share PR data/reports. I think that comms reports with good analysis can spark new ideas for marketers. #measurepr
4:41 pm	elizabeth_carma:	double agree! RT @Carma_Tweets Agreed. RT @conversition Automated content analysis without valid validity processes are useless #measurepr

4:41 pm	**MediaCollective:**	@shonali tks :) #measurepr
4:41 pm	**shonali:**	RT @PRResearch: Re Q3: Comms teams should also [teach] marketers about the pros/cons of automated content analysis #measurepr
4:41 pm	**gnosisarts:**	@PRResearch What do you mean by "automated content analysis"? Do you have an example? #measurepr
4:41 pm	**radian6:**	@PRResearch We agree- humanizing is key! Thanks for the mention. =) #measurepr
4:42 pm	**PRResearch:**	Re Q3: Also, PR folks should tell marketers they don't need to read every post or tweet. It's okay to sample content. #measurepr
4:42 pm	**jennimacdonald:**	RT @PRResearch: Also, PR folks should tell marketers they don't need to read every post or tweet. It's okay to sample content. #measurepr
4:42 pm	**shonali:**	RT @PRResearch: Re Q3: PR folks should tell marketers they don't need to read every post/tweet. It's okay to sample content. #measurepr
4:42 pm	**conversition:**	@gnosisarts @PRResearch We do automated content analysis. e.g., mentions of the color brown are pulled together in one group. #measurepr
4:43 pm	**MediaCollective:**	RT @radian6: @PRResearch We agree- humanizing is key! Thanks for the mention. =) #measurepr
4:43 pm	**Efhta:**	RT @shonali: RT @PRResearch: Re Q3: Comms teams should also [teach] marketers about the pros/cons of automated content analysis #measurepr
4:43 pm	**thealexisagency:**	RT @shonali: RT @PRResearch: Re Q3: Comms teams should also [teach] marketers about the pros/cons of automated content analysis #measurepr
4:43 pm	**conversition:**	@gnosisarts @PRResearch You can have thousand of automated content analysis variables which saves you a ton of time. #measurepr
4:43 pm	**AMECLeggetter:**	RT @kdpaine: looking for standards for Soc. Med Measurement? Start here w/ CIPR guidelines http://bit.ly/hJCWfu #iprmeasure #measurepr #smmeasure
4:43 pm	**conversition:**	@shonali @PRResearch Here here! Sampling! the results of a million tweets are the same as for 1000 tweets. I checked. :) #measurepr
4:44 pm	**mikedonatello:**	@PRResearch: But sampling scheme should be as rigorous as with any quantitative project. #measurepr
4:44 pm	**shawmarketing:**	@conversition It can be but I think full-service agencies are going to b 4ced to specialize to continue providing high quality. #measurepr
4:44 pm	**evoigt:**	RT @kdpaine: looking for standards for Soc. Med Measurement? Start here w/ CIPR guidelines http://bit.ly/hJCWfu #iprmeasure #measurepr #smmeasure
4:44 pm	**shonali:**	Btw, folks, if you have any questions for @PRResearch, please DM to me asap, else I will throw out the last question. Thanks! #measurepr
4:44 pm	**cloudspark:**	@PRResearch you'd think #pr pros would have learned the challenges of any automated content analysis to credible results #measurePR
4:45 pm	**MediaCollective:**	RT @evoigt: RT @kdpaine: looking for standards for Soc. Med Measurement? Start here w/ CIPR guidelines http://bit.ly/hJCWfu #measurepr
4:45 pm	**Efhta:**	RT @prresearch:: Also, PR folks should tell marketers they don't need to read every post or tweet. It's okay to sample content. #measurepr
4:45 pm	**thealexisagency:**	RT @prresearch:: Also, PR folks should tell marketers they don't need to read every post or tweet. It's okay to sample content. #measurepr
4:45 pm	**PRResearch:**	@mikedonatello Yep. Always report your confidence intervals and margin of error #measurepr
4:45 pm	**gnosisarts:**	@conversition What type of software do you use for this? #measurepr
4:45 pm	**conversition:**	@shawmarketing It depends where you specialize. You specialize in SMR or surveys or cars or food. #measurepr
4:45 pm	**shonali:**	RT @PRResearch: Always report your confidence intervals and margin of error #measurepr
4:46 pm	**conversition:**	@PRResearch @mikedonatello Don't get me started on stats! :) Rarely does any research we do now meet statistical requirements. #measurepr

4:46 pm	**shonali:**	OK, last question coming up... @PRResearch, thanks so much, this has been great. One more to go... #measurepr
4:46 pm	**conversition:**	@PRResearch @mikedonatello Here's a link to how things can go wrong with bad content analysis. :) http://tinyurl.com/6h3uc8g #measurepr
4:46 pm	**shonali:**	Q4: @PRResearch: Philosophically, what can marketing learn from PR, if anything? #measurepr
4:47 pm	**Efhta:**	RT @shonali: RT @PRResearch: Always report your confidence intervals and margin of error #measurepr
4:47 pm	**conversition:**	@gnosisarts We happen to have our own social media research method but the theory applies everywhere. #measurepr
4:47 pm	**MediaCollective:**	RT @conversition: ... Here's a link to how things can go wrong with bad content analysis. :) http://tinyurl.com/6h3uc8g #measurepr
4:47 pm	**mikedonatello:**	@conversition: Great, thx. Always love examples of getting what you pay for in research! #measurepr
4:48 pm	**thealexisagency:**	RT @efhta: RT @shonali: RT @PRResearch: Always report your confidence intervals and margin of error #measurepr
4:48 pm	**conversition:**	@Efhta @shonali @PRResearch How do you report confidence intervals and margin of error when your sample isn't random? #measurepr
4:48 pm	**Efhta:**	RT @shonali: Q4: @PRResearch: Philosophically, what can marketing learn from PR, if anything? #measurepr
4:48 pm	**PRResearch:**	Re Q4: Customers are going to talk about your campaign in ways you won't anticipate. #measurepr
4:48 pm	**MediaCollective:**	RT @shonali: Q4: @PRResearch: Philosophically, what can marketing learn from PR, if anything? #measurepr
4:48 pm	**jacquemadden:**	RT @shonali: RT @PRResearch: Always report your confidence intervals and margin of error #measurepr
4:49 pm	**conversition:**	@mikedonatello Welcome. Every conference I present at, I show new examples of social media measurement gone bad. #measurepr
4:49 pm	**shonali:**	RT @PRResearch: Re Q4: Customers are going to talk about your campaign in ways you won't anticipate. #measurepr
4:49 pm	**jackie_smith:**	RT @conversition: @PRResearch @mikedonatello Here's a link to how things can go wrong with bad content analysis. :) http://tinyurl.com/6h3uc8g #measurepr
4:49 pm	**kmohara:**	Q4: Perception vs Reality is revealed via PR.. Mkting should examine SM/PR convos to strengthen brand positioning #measurepr
4:49 pm	**jennimacdonald:**	RT @PRResearch: Customers are going to talk about your campaign in ways you won't anticipate. #measurepr
4:49 pm	**PRResearch:**	Re Q4: Consequently, you'll need to have analysts sample and read SM posts before you start quantifying anything #measurepr
4:50 pm	**shonali:**	RT @PRResearch: Re Q4: Consequently, you'll need to have analysts sample and read SM posts before you start quantifying anything #measurepr
4:50 pm	**Efhta:**	RT @prresearch: Re Q4: Customers are going to talk about your campaign in ways you won't anticipate. #measurepr
4:50 pm	**PRResearch:**	Re Q4: Also, don't just rely on sentiment (which I think is over-rated in measurement), search for messages and message accuracy #measurepr
4:50 pm	**vedo:**	Good reason to be listening RT @PRResearch: Re Q4: Customers are going to talk about your campaign in ways you won't anticipate. #measurepr
4:50 pm	**gnosisarts:**	Q4: I've always felt that branding really should be the province of PR more so than marketing #measurepr
4:50 pm	**Efhta:**	RT @prresearch: Re Q4: Consequently, you'll need to have analysts sample and read SM posts before you start quantifying anything #measurepr
4:50 pm	**shawmarketing:**	@conversition More like, ad agencies having to choose/specialize in pr OR marketing - not both. Harder to learn from each other. #measurepr

4:50 pm	**thealexisagency:**	RT @prresearch: Re Q4: Customers are going to talk about your campaign in ways you won't anticipate. #measurepr
4:51 pm	**conversition:**	@vedo @PRResearch But it's hard to listen to millions of websites at once, isn't it. :) #measurepr
4:51 pm	**jackie_smith:**	RT @vedo: Good reason to be listening RT @PRResearch: Re Q4: Customers are going to talk about your campaign in ways you won't anticipate. #measurepr
4:51 pm	**thealexisagency:**	RT @prresearch: Re Q4: Consequently, you'll need to have analysts sample and read SM posts before you start quantifying anything #measurepr
4:51 pm	**jackie_smith:**	RT @PRResearch: Re Q4: Also, don't just rely on sentiment (which I think is over-rated in measurement), search for messages and message accuracy #measurepr
4:51 pm	**shonali:**	RT @PRResearch: Re Q4: Don't just rely on sentiment (which I think is overrated in msmt), search for messages, message accuracy #measurepr
4:51 pm	**conversition:**	@shawmarketing Clients are no longer working with specializations. They want everything in one stop shopping. #measurepr
4:52 pm	**PRResearch:**	Re Q4: Ultimately, the biggest philosophical learning is the discovery component (1/2) #measurepr
4:52 pm	**shonali:**	RT @PRResearch: Re Q4: Ultimately, the biggest philosophical learning is the discovery component (1/2) #measurepr
4:52 pm	**vedo:**	@conversition good point. I suppose then it depends on other factors/filters for it make any sense. #measurepr
4:52 pm	**conversition:**	@jackie_smith @PRResearch Validity! Whether in sentiment or content analysis, you must always start with validity. #measurepr
4:52 pm	**PRResearch:**	Re Q4: Don't just look for what you think you're customers are saying-- look for what they're actually saying. (2/2) #measurepr
4:53 pm	**shonali:**	RT @PRResearch: Re Q4: Don't just look for what you think your customers are saying-look for what they're actually saying. (2/2) #measurepr
4:53 pm	**conversition:**	@shonali @PRResearch You must use sentiment and content analysis together. Apart, you have nothing. :(#measurepr
4:53 pm	**jennimacdonald:**	RT @PRResearch: Don't just look for what you think you're customers are saying-- look for what they're actually saying. (2/2) #measurepr
4:53 pm	**shonali:**	Thanks, @PRResearch! We had an interesting question from @conversition, think we can squeeze it in as Q5? #measurepr
4:53 pm	**Efhta:**	RT @prresearch: Don't just look for what you think you're customers are saying-- look for what they're actually saying. (2/2) #measurepr
4:54 pm	**shawmarketing:**	@conversition Interesting. That's actually a very traditional strategy. I know - I'm old! I've found the opposite in recent yrs. #measurepr
4:54 pm	**conversition:**	@jennimacdonald @PRResearch Ah, the serendipity of social media! You can never predict what the topic will be. :) #measurepr
4:54 pm	**PRResearch:**	@conversition What do you mean by "specializations"? #measurepr
4:54 pm	**MediaCollective:**	RT @PRResearch: Don't just look for what you think you're customers are saying-- look for what they're actually saying. #measurepr
4:54 pm	**shonali:**	Q5 (from @conversition): @PRResearch How do you report confidence intervals & margin of error when your sample isn't random? #measurepr
4:55 pm	**KimbaGreen:**	RT @shonali: @PRResearch: Re Q4: dont just look 4 wht U think yr customers R saying-look 4 wht they're actually saying. (2/2) #measurepr
4:55 pm	**conversition:**	@shonali @PRResearch You just can't. Researchers have finally agreed that most research isn't based on probability samples..... #measurepr
4:56 pm	**PRResearch:**	@conversition @jackie_smith-- It's just as much an issue of reliability as "validity" http://bit.ly/fH3p0h #measurepr
4:56 pm	**conversition:**	@shonali @PRResearch ...Understand WHY you can't use them, and then use statistics wisely, smartly. Not rigidly. #measurepr

4:56 pm	**MediaCollective:**	RT @shonali Q5 via @conversition @PRResearch How do U report confidence intervals & margin of error w/ your sample isn't random? #measurepr
4:57 pm	**shonali:**	RT @PRResearch: It's just as much an issue of reliability as "validity" http://bit.ly/fH3p0h #measurepr
4:57 pm	**conversition:**	@PRResearch @jackie_smith-- Absolutely, you need validity and reliability. Sometimes, these are rare concepts. #measurepr
4:58 pm	**shonali:**	OK, I think Q5 got lost, but we'll see if we can come back to it another time. We're almost out of time, folks. #measurepr
4:58 pm	**PRResearch:**	@MediaCollective @conversition: You don't report margin of error when you don't have a random sample... #measurepr
4:59 pm	**shonali:**	Thanks so much for participating (or lurking :p) - and many thanks to @PRResearch who made the time to chat with us tody. #measurepr
4:59 pm	**PRResearch:**	Re Q5: That's easy. You don't. #measurepr
4:59 pm	**Efhta:**	RT @shonali: Q5 (from @conversition):@PRResearch How do U report confidence intervals & margin of error when sample isn't random? #measurepr
4:59 pm	**shonali:**	The next chat will be on 4/12, 12-1 pm ET, with a guest moderator, since I'll be traveling, so please save the date! #measurepr
4:59 pm	**conversition:**	@shonali @PRResearch Thanks from me too! #measurepr
4:59 pm	**shonali:**	OK, we got it in. Thanks! RT @PRResearch: Re Q5: That's easy. You don't. #measurepr
4:59 pm	**Efhta:**	RT @prresearch: @MediaCollective @conversition: You don't report margin of error when you don't have a random sample... #measurepr
4:59 pm	**SuzieLin:**	RT @shonali: The next chat will be on 4/12, 12-1 pm ET, with a guest moderator, since Ill be traveling, so please save the date! #measurepr
5:00 pm	**PRResearch:**	Thanks for having me, @shonali. Hope this was an interesting topic for everyone. #measurepr
5:00 pm	**shonali:**	And then on 4/26, @smallbizlabs will be coming back for *his* encore performance. #measurepr
5:00 pm	**jennimacdonald:**	Great information, thank u! RT @shonali: Thanks for participating and many thanks to @PRResearch who made the time to chat w us. #measurepr
5:00 pm	**conversition:**	@Efhta @shonali @PRResearch People will wonder why you aren't report ME. They will think you don't know or forgot. Must explain. #measurepr
5:00 pm	**shonali:**	@PRResearch Absolutely my pleasure, you know you have a standing invitation to come back any time. I hope it'll be soon! #measurepr
5:00 pm	**mikedonatello:**	@shonali Could you please repost the archive URL for today? #measurepr
5:01 pm	**SuzieLin:**	Thanks @PRReseach and @shonali for a great chat. Sorry I couldn't participate but I learned a lot when lurking and reading tweets #measurepr
5:01 pm	**MediaCollective:**	@PRResearch interesting for sure but for a minute there almost had to hide the marketing hat in a brown bag , :) #measurepr
5:01 pm	**shonali:**	Thanks again, all, for making the time to chat today. It was great seeing many new faces. Remember: 4/12, 12-1 ET for next chat. #measurepr
5:01 pm	**shonali:**	@mikedonatello Sure, here you go: http://ow.ly/3OdC8 #measurepr
5:02 pm	**jacquemadden:**	Good #measurepr today - thanks @shonali @PRResearch
5:02 pm	**shonali:**	The "official" chat is over, do use the hashtag to index relevant conversations. Have a good rest of your day & thanks again! #measurepr
5:03 pm	**BigMont:**	RT @shonali: Thanks again, all, for making the time to chat today. It was great seeing many new faces. Remember: 4/12, 12-1 ET for next chat. #measurepr
5:03 pm	**shonali:**	@Efhta Great! The chat is bi-weekly, so the next one will be on 4/12, same time (12-1 pm ET). #measurepr
5:04 pm	**Efhta:**	@shonali @PRResearch First time here, thx for the great chat! I was def lurking and retweeting, but I look forward to next week! #measurepr

5:04 pm	jackie_smith:	Thank you #measurepr peeps! You've given me a lot to think about.
5:04 pm	SaaSCMO:	RT @shonali: RT @PRResearch: Re Q3: PR folks should tell marketers they don't need to read every post/tweet. It's okay to sample content. #measurepr
5:04 pm	MediaCollective:	@shonali tks for the chat today, very enlightening oh & safe travels on your journey #measurepr
5:04 pm	MediaCollective:	RT @shonali: @Efhta Great! The chat is bi-weekly, so the next one will be on 4/12, same time (12-1 pm ET). #measurepr
5:05 pm	wickedjava:	RT @kdpaine: looking for standards for Soc. Med Measurement? Start here w/ CIPR guidelines http://bit.ly/hJCWfu #iprmeasure #measurepr #smmeasure
5:05 pm	shonali:	@jacquemadden @MediaCollective @SuzieLin @jennimacdonald @vedo @jackie_smith @shawnmarketing Thanks! #measurepr
5:05 pm	CARMA_Tweets:	Thanks to @shonali for the always-interesting #measurepr chat (& this weeks guest @PRResearch). Looking forward to the next one on 4/12!
5:06 pm	beyond:	Miss our @PRResearch on #measurePR? Find the transcript later today on @shonali's Waxing UnLyrical: http://ow.ly/4oRIr
5:07 pm	vedo:	@shonali @PRResearch Thanks to you both for today's #measurepr chat. I appreciate your efforts, info, Q&A, but mostly your time. Cheers.
5:09 pm	Efhta:	@conversition My apologies, slipped by me then @shonali posed your question for the guest. Great question and point though! #measurepr
5:09 pm	G_Price:	RT @PRResearch: Re Q3: Share PR data/reports. I think that comms reports with good analysis can spark a lot of new ideas for marketers. #measurepr
5:11 pm	vargasl:	The quality of dialog from #measurepr and @shonali is always incredibly timely and actionable. Love reading through the chat stream.
5:21 pm	shonali:	@vargasl You're so kind. Thank you! How are you? And I haven't forgotten about getting @radian6 on #measurepr.
5:26 pm	vargasl:	@shonali Great. No rush...I am enjoying learning from the awesome group you have established around #measurepr.

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