



[@gnosisarts](#) PR needs a consistent methodology to [#measurepr](#). AVE is great for Marketing tie in but not PR efficacy. -2:52 PM Apr 12th, 2011



[thealexisagency](#) RT [@commammo](#): RT [@tmccorkindale](#): Using AVE to measure PR is like using a measuring cup to assess distance. Its not a valid tool [#measurepr](#) -2:50 PM Apr 12th, 2011



[agailhouse](#) RT [@ThePRCoach](#): A measured approach: Surveys: Essential to the [#PR](#) Pro's Toolbox [#publicrelations](#) [#measurepr](#) <http://bit.ly/fEiLAy> -2:37 PM Apr 12th, 2011



[ThePRCoach](#) A measured approach: Surveys: Essential to the [#PR](#) Pro's Toolbox [#publicrelations](#) [#measurepr](#) <http://bit.ly/fEiLAy> -2:31 PM Apr 12th, 2011



[kateschackai](#) RT [@commammo](#): AVE stands for...RT [@kdpaine](#): assessment by voodoo economics [#measurepr](#) -2:30 PM Apr 12th, 2011



[kateschackai](#) Have to get back in the twitter swing; missed [#measurepr](#) this morning. But spring is in the air & I'm going to make focus out of vitamin D. -2:27 PM Apr 12th, 2011



[CommAMMO](#) AVE stands for...RT [@kdpaine](#): assessment by voodoo economics [#measurepr](#) -2:25 PM Apr 12th, 2011



[Efhta](#) RT [@mikedonatello](#): I think that researchers have a responsibility, just like accountants, not to supply info known to be erroneous. [#measurepr](#) -2:20 PM Apr 12th, 2011



[thealexisagency](#) RT [@mikedonatello](#): I think that researchers have a responsibility, just like accountants, not to supply info known to be erroneous. [#measurepr](#) -2:15 PM Apr 12th, 2011



[stuartbruce](#) RT [@tmccorkindale](#) Using AVE to measure PR is like using a measuring cup to assess distance. It's not a valid tool [#measurepr](#) -2:09 PM Apr 12th, 2011



[DesireeMahr](#) RT [@tmccorkindale](#): Using AVE to measure PR is like using a measuring cup to assess distance. It's not a valid tool [#measurepr](#) -2:01 PM Apr 12th, 2011



[kdpaine](#) [@tmarklein](#) [@CommAMMO](#) [@alanchumley](#) [@thornley](#) [#measurepr](#) would love your perspective on this <http://nyti.ms/ex9V2S> -1:59 PM Apr 12th, 2011



[kdpaine](#) [@GnosisArts](#) [#measurepr](#) ur mixing terms. ROI is an acct term. measurement can & should be both qual. and quant. Not mutually exclusive -1:58 PM Apr 12th, 2011



[kdpaine](#) RT [@tmccorkindale](#): Using AVE to measure PR is like using a measuring cup to assess distance. It's not a valid tool [#measurepr](#) -1:53 PM Apr 12th, 2011



[kdpaine](#) [@GnosisArts](#) I totally disagree. good measurement is both quantitative and qualitative. Need multiple variables [#measurepr](#) -1:53 PM Apr 12th, 2011



[kdpaine](#) [@CommAMMO](#) assessment by voodoo economics [#measurepr](#) -1:51 PM Apr 12th, 2011



[CommAMMO](#) [@tmccorkindale](#) [@GnosisArts](#) [@PRSA](#)'s project on proving the value of PR is apropos. Marketing Mix Modeling has promise [#measurepr](#) -1:49 PM Apr 12th, 2011



[tmccorkindale](#) [@GnosisArts](#): I just don't think some have the research background to do so with stats, generalizability, etc. [#measurePR](#) -1:46 PM Apr 12th, 2011



[karlawachter](#) RT [@CommAMMO](#): Q3 - AVE, aside from a scourge on humanity, an evil pseudo-metric... Absolutely Valueless Evasion... [#measurepr](#) -1:44 PM Apr 12th, 2011



[tmccorkindale](#) U can measure qualitatively or quantitatively. There's an issue of reliability with qual, but still valid [@GnosisArts](#) [#measurepr](#) -1:43 PM Apr 12th, 2011



[alanchumley](#) If you're not familiar with the Institute for PR - Google it. No membership, free research, Measurement Commission. [#measurepr](#) RT [@CommAMMO](#) -1:41 PM Apr 12th, 2011



[gnosisarst](#) [@tmccorkindale](#) Therefore, why focus so much on "measuring" it, quantifying it, [#measurepr](#) -1:37 PM Apr 12th, 2011



[Efhta](#) RT [@gnosisarst](#) 2/2 And, the value calc makes no differentiation among tone, msg presc/absc. And, rates are book, not negot. AVE=0 [#measurepr](#) -1:37 PM Apr 12th, 2011



[gnosisarst](#) [@tmccorkindale](#) pt im trying 2 make: PR is PRIMARILY a qualitative discipline, NOT a quantitative one. (1/2) [#measurepr](#) -1:37 PM Apr 12th, 2011



[Efhta](#) RT [@commammo](#): [@gnosisarts](#) The base concept of AVE is the E - it req's us to believe perception of editorial and ad are equiv. 1/2 [#measurepr](#) -1:37 PM Apr 12th, 2011



[gnosisarts](#) [@tmccorkindale](#) ok. I can dig that. But then let's stop trying so hard to "measure" PR. Measure implies quantitative [#measurepr](#) -1:35 PM Apr 12th, 2011



[CommAMMO](#) If you're not familiar with the Institute for PR - Google it. No membership, free research, Measurement Commission. [#measurepr](#) -1:35 PM Apr 12th, 2011



[accesogroup](#) RT [@CommAMMO](#): Re Q2 - let's use ROI for financial matters - a known, accepted metric. VALUE is another matter - can be qualitative. [#measurepr](#) -1:34 PM Apr 12th, 2011



[CommAMMO](#) RT [@tmccorkindale](#): Using AVE to measure PR is like using a measuring cup to assess distance. Its not a valid tool [#measurepr](#) -1:33 PM Apr 12th, 2011



[tmccorkindale](#) Using AVE to measure PR is like using a measuring cup to assess distance. It's not a valid tool [#measurepr](#) -1:31 PM Apr 12th, 2011



[accesogroup](#) RT [@CommAMMO](#): YES. RT [@rmpapag](#): multiplies may exist, but really, so what? Its more important to understand outcomes, cause/effect [#measurepr](#) -1:29 PM Apr 12th, 2011

[CommAMMO](#) [@gnosisarts](#) Here's [@ajeffrey1](#) on volume impact. Incldes msg presc <http://bit.ly/fBarBy> [#measurepr](#) -1:25 PM Apr 12th, 2011



[CommAMMO](#) BTW, find [#measurepr](#) on Facebook and LinkedIn so you won't miss a thing! Recap coming soon. [#measurepr](#) -1:24 PM Apr 12th, 2011



[CommAMMO](#) [@gnosisarts](#) Descriptive qualitative metrics are useful in talking Value - and [@ajeffrey1](#)'s work shows better correl w/msg presc. [#measurepr](#) -1:22 PM Apr 12th, 2011



[gnosisarts](#) [@CommAMMO](#) You too. Until nxt time :) [#measurepr](#) -1:21 PM Apr 12th, 2011



[CommAMMO](#) [@gnosisarts](#) Eric, thanks for a spirited discussion and for your participation today. Cheers for now! [#measurepr](#) -1:20 PM Apr 12th, 2011



[gnosisarts](#) [@CommAMMO](#) "tone, msg presc/absc" - bur these are qual. elements, tho, not quantitative. If ROI is only quant., these don't matter [#measurepr](#) -1:20 PM Apr 12th, 2011



[CommAMMO](#) [@gnosisarts](#) See [@ajeffrey1](#)'s work on Weighted Media Cost -- Barcelona Princ's mentioned negotiated metrics - but AVE is OUT. ;-) [#measurepr](#) -1:20 PM Apr 12th, 2011



[gnosisarts](#) [@commammo](#) My view is, ok AVE may be limited so let's improve it, build on it. Not throw out the baby w/ the bathwater [#measurepr](#) -1:17 PM Apr 12th, 2011



[gnosisarts](#) [@CommAMMO](#) I hear you. I'm not for AVE. I see its limitations. Just saying it was a 1st attempt at trying to calc ROI in PR [#measurepr](#) -1:17 PM Apr 12th, 2011



[CommAMMO @gnosisarts](#) 2/2 And, the value calc makes no differentiation among tone, msg presc/absc. And, rates are book, not negot. AVE=0 [#measurepr](#) -1:15 PM Apr 12th, 2011



[gnosisarts @rmpapag](#) I hear u but it is ironic 2 me (click link for rest) [#measurepr](#) <http://bit.ly/fBgVkq> -1:15 PM Apr 12th, 2011



[CommAMMO @gnosisarts](#) The base concept of AVE is the E - it requires us to bleive that perception of editorial and ad are equiv. 1/2 [#measurepr](#) -1:14 PM Apr 12th, 2011



[alanchumley](#) Calling all [#iprmeasure](#) [#prmeasure](#) and [#measurepr](#) [#roi](#) [#avemustdie](#) folks. We've got a run away in [@gnosisarts](#). I wish you luck, sir. -1:12 PM Apr 12th, 2011



[CommAMMO @PRMillennial](#) Thanks so much for being here - much appreciated. [#measurepr](#) -1:12 PM Apr 12th, 2011



[gnosisarts](#) I don't think many smart PR/mktg folk really think that AVE means I'm saying placement is same thing as an ad [#measurepr](#) -1:12 PM Apr 12th, 2011



[CommAMMO](#) ;-) RT [@gnosisarts](#): Probably. And look at the mess the financial svc industry is in now [#justsayin](#) [#measurepr](#) -1:12 PM Apr 12th, 2011



[rmpapag @gnosisarts](#) I understand but what does that tell you? Was it a good story/bad story/ did it resonate with the customer base? [#measurepr](#) -1:11 PM Apr 12th, 2011



[PRMillennial](#) Awesome first time on [#measurepr](#)! Thanx for the great conversations all!
-1:11 PM Apr 12th, 2011



[gnosisarts @CommAMMO](#) Probably. And look at the mess the financial svc industry is in now [#justsayin](#) [#measurepr](#) -1:11 PM Apr 12th, 2011



[alanchumley](#) Agree!! RT [@CommAMMO](#): [@gnosisarts](#) Maybe I spent 2 long in financial services, or other big companies - ROI=I spend X, get Y. [#measurepr](#) -1:11 PM Apr 12th, 2011



[CommAMMO](#) a worthy benediction! Tx! RT [@deannaboss](#): thanks for hosting today! may the rest of your day be AVE free. [#measurepr](#) -1:11 PM Apr 12th, 2011



[gnosisarts @CommAMMO](#) I understand all that, the diff. b/t earned and paid media, I get it. [#measurepr](#) -1:11 PM Apr 12th, 2011



[CommAMMO @gnosisarts](#) Maybe I spent too long in financial services, or other big companies - ROI=I spend X, get Y. Value is diff. [#measurepr](#) -1:10 PM Apr 12th, 2011



[gnosisarts @CommAMMO](#) And AVE was not supposed to mean "equiv to ads" just the value of a particular placement, if it WERE an ad [#measurepr](#) -1:10 PM Apr 12th, 2011



[deannaboss @CommAMMO](#) thanks for hosting today! may the rest of your day be AVE free. [#measurepr](#) -1:10 PM Apr 12th, 2011



[CommAMMO](#) [@gnosisarts](#) Except the editorial is won, not bought; assumes messages are equiv, but research sez not. Assumes uptake same... [#measurepr](#) -1:09 PM Apr 12th,

2011



[deannaboss](#) [@karlawachter](#) [@CommAMMO](#) thanks for RTs. [#measurepr](#) -1:09 PM Apr 12th, 2011



[gnosisarts](#) [@CommAMMO](#) No they don't. I'm a member of the C-suite and I don't use just 1 def. of anything! [#measurepr](#) -1:09 PM Apr 12th, 2011



[CommAMMO](#) [@gnosisarts](#) I hear ya - but the C-suite uses just one def for ROI - \$. Now, they have sed perf vs objs is most import meas! [#measurepr](#) -1:08 PM Apr 12th,

2011



[gnosisarts](#) [@rmpapag](#) A news story of such size = X amount of \$\$ in advertising in the same newspaper. At least it's a metric [#measurepr](#) -1:08 PM Apr 12th, 2011



[PRMillennial](#) [@jenzings](#) [@dibbler46](#) [@CommAMMO](#) Agreed!!! And I do support any means necessary to educate... even clubbings. [#MeasurePR](#) -1:08 PM Apr 12th, 2011



[alanchumley](#) ROI is mis-used in this case. RT [@GnosisArts](#): [@CommAMMO](#) All I'm saying, there are smart folks arguing that ROI isn't just quant [#measurepr](#) -1:08 PM Apr 12th, 2011



[CommAMMO](#) [@gnosisarts](#) Short version: AVE assumes all comms are equal to ads, research sez not. AVE expresses value as media placement only [#measurepr](#) -1:07 PM

Apr 12th, 2011



[@gnosisarts](#) [@CommAMMO](#) All I'm saying, there are smart folks arguing that ROI isn't just quant. [#measurepr](#) -1:07 PM Apr 12th, 2011



[@rmpapag](#) [@gnosisarts](#) I'd turn this around and ask ...what is logical about AVE? [#measurepr](#) -1:06 PM Apr 12th, 2011



[@CommAMMO](#) If you'd like to talk [#internalcommunications](#), join me Thurs, 21 April at 10a ET for [#icchat](#). [#measurepr](#) -1:05 PM Apr 12th, 2011



[@rmpapag](#) [@gnosisarts](#) please say you are just trying to get a rise out of everyone who [#measurepr](#) for a living, please. -1:05 PM Apr 12th, 2011



[@CommAMMO](#) [@gnosisarts](#) Yeow. Um, well, <http://bit.ly/commammo11-7>, or <http://bit.ly/hFruLO> & [@kdpaine](#). [#measurepr](#) -1:05 PM Apr 12th, 2011



[@CommAMMO](#) YES. RT [@rmpapag](#): multiplies may exist, but really, so what? Its more important to understand outcomes, cause/effect [#measurepr](#) -1:04 PM Apr 12th, 2011



[@gnosisarts](#) There's nothing illogical w/ the concept of AVE in itself. What's so wrong with it? [#dontthrowanything](#) [#measurepr](#) -1:03 PM Apr 12th, 2011



[@CommAMMO](#) Folks, that's all the time we have for this edition! Greatchat, thanks so much! [#measurepr](#) -1:03 PM Apr 12th, 2011



[rmpapag](#) [@commammo](#) Multipliers may exist, but really, so what? It's more important to understand outcomes, cause/effect [#measurepr](#) -1:03 PM Apr 12th, 2011



[alanchumley](#) Who's Down with AVE? Ya you know me. NOT!! Naughty by nature. [#measurepr](#) -1:03 PM Apr 12th, 2011



[dibbler46](#) [@commammo](#), [@mikedonatello](#), [@alanchumley](#) thanks for the information, insight. Helpful. [#measurepr](#) -1:03 PM Apr 12th, 2011



[gnoisarts](#) [@CommAMMO](#) [@alanchumley](#) Disagree. Just as best PR minds insist PR != promos, best statisticians insist ROI != \$\$ <http://gnos.tk/69> [#measurepr](#) -1:02 PM Apr 12th, 2011



[CommAMMO](#) [@rmpapag](#) Multipliers - might be some research that suggests they exist, but recent expermts say NO. [#measurepr](#) -1:02 PM Apr 12th, 2011



[CommAMMO](#) Our industry has thoroughly condemned AVE - but it's hard to say, "I don't want your money." [#measurepr](#) -1:01 PM Apr 12th, 2011



[alanchumley](#) Counselling clients insist on AVE? Correlate to tangibl... (cont) <http://deck.ly/~dyChr> [#measurepr](#) -1:01 PM Apr 12th, 2011



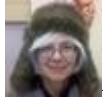
[rmpapag](#) And Yet, we run into to it as a request (with Multipliers) regularly :(AVE must die [#measurepr](#) -1:01 PM Apr 12th, 2011



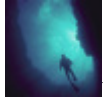
[jenzings](#) [@CommAMMO](#) [@PRMillennial](#) Those teachers need to be addressed. How horrible that this is still being taught. [#MeasurePR](#) -1:00 PM Apr 12th, 2011



[CommAMMO](#) [@mikedonatello](#) Back to our observation that people want easy. CISION shows "publicity value" - want to puke... [#measurepr](#) -1:00 PM Apr 12th, 2011



[dibbler46](#) . [@prmillennial](#) I understand. Interns come in with the it-wasn't-in-the-book problem & we try to help them. Hard. [#measurepr](#) -1:00 PM Apr 12th, 2011



[mikedonatello](#) [@CommAMMO](#) Excellent chat today, THANK YOU! [#measurepr](#) -1:00 PM Apr 12th, 2011



[CommAMMO](#) [@PRMillennial](#) I have clubbed students into understanding that AVE is AV-Over... [#measurepr](#) -1:00 PM Apr 12th, 2011



[mikedonatello](#) [@CommAMMO](#): Yup, I've written up a one-page summary of all the research I could find, with refs. Some ppl refuse listen. [#measurepr](#) -12:59 PM Apr 12th, 2011



[jenzings](#) [@PRMillennial](#) WHHHAATT??? They are still teaching AVE? Okay, there's one place 2 address this. [#MeasurePR](#) -12:59 PM Apr 12th, 2011



[CommAMMO](#) We're almost out of time for today. Next chat is 26 April... [#measurepr](#) -12:59 PM Apr 12th, 2011



[PRMillennial](#) I cant help but feel bad for fresheyed [#prstudents](#) who dont know better about AVE. It was part of my last class txtbk 1.5 yr ago. [#measurepr](#) -12:58 PM Apr 12th, 2011



[CommAMMO](#) TruDAT. RT [@mikedonatello](#): I think researchers have responsy, just like accountants, not to supply info known to be erroneous. [#measurepr](#) -12:58 PM Apr 12th, 2011



[dibbler46](#) . [@mikedonatello](#) That's a tough one. I also deal with decision-makers who love numbers, everything else is bs to them. [#measurepr](#) -12:58 PM Apr 12th, 2011



[mikedonatello](#) [@jenzings](#): Yup. It's like, here's a gun, please don't point it at yourself. [#measurepr](#) -12:58 PM Apr 12th, 2011



[CommAMMO](#) [@mikedonatello](#) I'm never for taking bread out of someone's mouth. Have you shown the Barcelona Principles? [#measurepr](#) -12:58 PM Apr 12th, 2011



[mikedonatello](#) I think that researchers have a responsibility, just like accountants, not to supply info known to be erroneous. [#measurepr](#) -12:58 PM Apr 12th, 2011



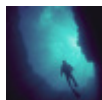
[jenzings](#) [@mikedonatello](#) I think that is the biggest challenge in PR and Marketing. Getting ppl 2 stop using AVE. [#MeasurePR](#) -12:58 PM Apr 12th, 2011



[CommAMMO](#) RT [@mikedonatello](#): Q3.5: How do you deal with clients who insist on AVE? I try to educate, but some are very adamant. [#measurepr](#) -12:57 PM Apr 12th, 2011



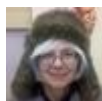
[CommAMMO](#) Only if they buy. ROI is \$\$ RT [@gnosisarts](#): [@alanchumley](#) If SoMe promo generates widespread buzz, there is an ROI there [#measurepr](#) -12:57 PM Apr 12th, 2011



[mikedonatello](#) Q3.5: How do you deal with clients who insist on AVE? I try to educate, but some are very adamant. [#measurepr](#) -12:57 PM Apr 12th, 2011



[alanchumley](#) Not financial ROI. Valuable yes. RT [@GnosisArts](#): create a SoMe promo that generates buzz w/ followers in minutes, that's ROI [#measurepr](#) -12:57 PM Apr 12th, 2011



[dibbler46](#) RT [@commammo](#): We're the choir - what's the fun in preaching anti-AVE to us ? [#measurepr](#) Right but I always enjoyed singing in the choir. -12:56 PM Apr 12th, 2011



[PNWrancher](#) [@jenzings](#) I know there has to be a way, just struggling with it, so if you have any tips/resources, let me know! [#measurepr](#) -12:56 PM Apr 12th, 2011



[CommAMMO](#) RT [@alanchumley](#): Have batton firmly in hand and poised to whack AVE--the whack-o-mole metric of PR. keep whacking everyone. [#measurepr](#) -12:56 PM Apr 12th, 2011



[jenzings](#) Nice one - RT [@mikedonatello](#): Appropriately Villified Equation? [#measurepr](#) -12:55 PM Apr 12th, 2011



[CommAMMO](#) RT [@mikedonatello](#): Appropriately Villified Equation? [#measurepr](#) -12:55 PM Apr 12th, 2011



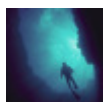
[gnosisarts](#) [@CommAMMO](#) [@alanchumley](#) If I create a SoMe promo that generates widespread buzz among followers in minutes, there is an ROI there [#measurepr](#) -12:55 PM Apr 12th, 2011



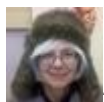
[CommAMMO](#) Preach it and teach it - RT [Dibbler46](#) AVE-A Vapid Example. [#measurepr](#) -12:55 PM Apr 12th, 2011



[alanchumley](#) Have batton firmly in hand and poised to whack AVE--the whack-o-mole metric of PR. Start and keep whacking everyone. [#measurepr](#) -12:55 PM Apr 12th, 2011



[mikedonatello](#) Appropriately Villified Equation? [#measurepr](#) -12:55 PM Apr 12th, 2011



[dibbler46](#) [@CommAMMO](#) AVE= A Vapid Example. [#measurepr](#) -12:54 PM Apr 12th, 2011



[CommAMMO](#) We're the choir - what's the fun in preaching anti-AVE to us ? [#measurepr](#) -12:54 PM Apr 12th, 2011



[jenzings](#) A3: it doesn't--and shouldn't--stand for anything. AVE is a nonsense metric that should be relegated to the graveyard. [#MeasurePR](#) -12:54 PM Apr 12th, 2011



[alanchumley](#) RT [@CommAMMO](#): Q3 - AVE, aside from a scourge on humanity, an evil pseudo-metric... Absolutely Valueless Evasion... [#measurepr](#) -12:54 PM Apr 12th, 2011



[CommAMMO](#) Q3 - AVE, aside from a scourge on humanity, an evil pseudo-metric... Absolutely Valueless Evasion... [#measurepr](#) -12:54 PM Apr 12th, 2011



[CommAMMO](#) [@gnosisarts](#) [@alanchumley](#) Gotta agree w/Alan. ROI is estab'd financial metric. [#measurepr](#) -12:53 PM Apr 12th, 2011



[mikedonatello](#) A3: As typically defined, AVE stands for nothing. It's a metric based on a false premise (or a bunch of them). [#measurepr](#) -12:53 PM Apr 12th, 2011



[alanchumley](#) THANK YOU!! RT [@CommAMMO](#): Re Q2 - let's use ROI for financial matters - a known, accepted metric. VALUE is another matter - [#measurepr](#) -12:53 PM Apr 12th, 2011



[jenzings](#) RT [@CommAMMO](#): Re Q2 - let's use ROI for financial matters - a known, accepted metric. VALUE is another matter - can be qualitative. [#measurepr](#) -12:52 PM Apr 12th, 2011



[alanchumley](#) skool me. RT [@GnosisArts](#): RT [@alanchumley](#): If it aint real calculable financial ROI its roi & its a Return-Off not sure I agree [#measurepr](#) -12:52 PM Apr 12th, 2011



[CommAMMO](#) Re Q2 - let's use ROI for financial matters - a known, accepted metric. VALUE is another matter - can be qualitative. [#measurepr](#) -12:52 PM Apr 12th, 2011



[jenzings](#) [@PNWrancher](#) You can still determine the "real" ROI there. It takes work, but can be done [#MeasurePR](#) -12:52 PM Apr 12th, 2011



[gnosisarts](#) RT [@alanchumley](#): If it aint real calculable financial ROI its roi and its a Return-Off <-- not sure I agree [#measurepr](#) -12:51 PM Apr 12th, 2011



[kauaiianSun](#) RT [@gnosisarts](#): Q2 Yes but my personal view is ROI isnt just quantitative. It does have a qualitative component [#measurepr](#) -12:51 PM Apr 12th, 2011



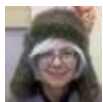
[alanchumley](#) What in the heck is a qualitative ROI?! RT [@GnosisArts](#): Q2 And, if ROI is solely quantitative, PR pros are in trouble! [#measurepr](#) -12:51 PM Apr 12th, 2011



[PNWrancher](#) RT [@GnosisArts](#): Q2 Yes but my personal view is ROI isn't just quantitative. It does have a qualitative component [#measurepr](#) -12:51 PM Apr 12th, 2011



[CommAMMO](#) [@kdpaine](#) says HITS is How Idiots Track Success. What should AVE stand for? Q3 [#measurepr](#) -12:51 PM Apr 12th, 2011



[dibbler46](#) . [@commammo](#) [#measurepr](#) Good point. -12:50 PM Apr 12th, 2011



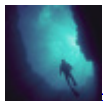
[alanchumley](#) If it ain't real calculable financial ROI it's roi and it's a Return-Off [#measurepr](#) -12:50 PM Apr 12th, 2011



[CommAMMO](#) Q3 coming up - you know it's A### [#measurepr](#) -12:50 PM Apr 12th, 2011



[gnosisarts](#) Q2 And, if ROI is solely quantitative, PR pros are in trouble! [#measurepr](#) -12:50 PM Apr 12th, 2011



[mikedonatello](#) [@CommAMMO](#): When do we get to bash AVE some more?!? [#measurepr](#) -12:49 PM Apr 12th, 2011



[alanchumley](#) so agree!!! RT [@jenzings](#): [@CommAMMO](#) We lose credibility when we

start w/the "return on influence" or "return on interest" stuff. [#measurepr](#) -12:49 PM Apr 12th, 2011



[laurenkgray](#) Wow haha - RT [@Worob](#) 9 Ways Social Media is Like Sex bit.ly/6kS4yJ
[#prstudchat](#) [#measurepr](#) [#pr](#) -12:49 PM Apr 12th, 2011



[gnosisarts](#) Q2 Yes but my personal view is ROI isn't just quantitative. It does have a qualitative component [#measurepr](#) -12:49 PM Apr 12th, 2011



[CommAMMO](#) RT [@jenzings](#): [@CommAMMO](#) We lose credibility when we start w/the "return on influence" or "return on interest" stuff. [#measurepr](#) -12:49 PM Apr 12th, 2011



[PRMillennial](#) RT [@mikedonatello](#): IMO, this fractionalization is part of problem. We silo whn we nd 2become more integrated, broad-visioned. [#measurepr](#) -12:48 PM Apr 12th, 2011



[CommAMMO](#) [@dibbler46](#) Nope. Comms may all have main goal of "make people more llikely to do biz," but sub-goals are diff, req sep meas. [#measurepr](#) -12:48 PM Apr 12th, 2011



[research4comms](#) Interesting survey on What Brand Marketers Expect from Social Media Followers <http://j.mp/gXYMNI> - financial output not important [#measurepr](#) -12:48 PM Apr 12th, 2011



[alanchumley](#) ROI vs. roi yes. RT [@CommAMMO](#): So we can say Q2 - that most ROI models are BS -- poor data, poor methods, esp socmed? [#measurepr](#) -12:48 PM Apr 12th, 2011



[jenzings](#) [@CommAMMO](#) We lose credibility when we start w/the "return on influence" or "return on interest" stuff. [#measurePR](#) -12:48 PM Apr 12th, 2011



[PRMillennial](#) [@kdpaine](#) [@GnosisArts](#) Agree! That's why (even though our obj diff) PR, marketing, & sales teams must be insync with each other. [#measurepr](#) -12:47 PM Apr 12th, 2011



[CommAMMO](#) RT [@PRResearch](#): A2: easy way 2measure actual pr/mkting ROI is to use panels. With enough FB likes you can use ComScore or similar [#measurepr](#) -12:47 PM Apr 12th, 2011



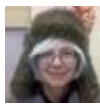
[jenzings](#) [@CommAMMO](#) [@PNWrancher](#) Need to remember it's a formula, stick w/proper definitions. Find the \$ amounts attached. [#measurePR](#) -12:47 PM Apr 12th, 2011



[CommAMMO](#) So we can say Q2 - that most ROI models are BS -- poor data, poor methods, esp socmed? [#measurepr](#) -12:47 PM Apr 12th, 2011



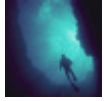
[PRResearch](#) A2: An easy way to measure actual pr/mkting ROI is to use panels. With enough FB likes you can use ComScore or similar [#measurepr](#) -12:46 PM Apr 12th, 2011



[dibbler46](#) [@CommAMMO](#) If pr is an element of marketing & not the other way around, then all ROI could be attributed to marketing. So, simple. [#measurepr](#) -12:46 PM Apr 12th, 2011



[KATIE_MBT](#) LOL RT [@IanBragg](#): [#Wellplayed](#) RT [@Worob](#): 9 Ways Social Media is Like Sex <http://bit.ly/6kS4yJ> [#prstudchat](#) [#measurepr](#) [#pr](#) -12:45 PM Apr 12th, 2011



[mikedonatello](#) [@alanchumley](#) Right [#measurepr](#) -12:45 PM Apr 12th, 2011



[mikedonatello](#) A2: Really good research and modeling (e.g., SEM) can help untangle that. [#measurepr](#) -12:45 PM Apr 12th, 2011



[alanchumley](#) Butnot impossible w/ right model RT [@mikedonatello](#): A2: Too many intervening factors (e.g., silo walls) make demo of ROI tough. [#measurepr](#) -12:45 PM Apr 12th, 2011



[CommAMMO](#) [@PNWrancher](#) [@jenzings](#) Proving ROI needs data, clear objectives, ability to isolate variables. What else? [#measurepr](#) -12:45 PM Apr 12th, 2011



[mikedonatello](#) A2: Too many intervening factors (e.g., silo walls) make demo of ROI tough. [#measurepr](#) -12:44 PM Apr 12th, 2011



[PRMillennial](#) [#measurepr](#) I def agree with that philsophy [@GnosisArts](#), I like to look at it as Value (content), Values (philosophy) & Voice. - [#prnedu](#) -12:44 PM Apr 12th, 2011



[mikedonatello](#) [@GnosisArts](#) Potential issue with any research (or ROI determination) is in application. [#measurepr](#) -12:43 PM Apr 12th, 2011



[PNWrancher](#) How do you prove ROI? RT [@jenzings](#): A2: Soc Med/Mnstream PR both investments (I). Want to have a budget? Prove the R on the I. [#MeasurePR](#) -12:43 PM Apr 12th, 2011



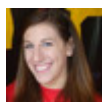
[CommAMMO](#) RT [@mikedonatello](#): IMO, this fractionalization is part of problem. We silo whn we nd 2become more integrated, broad-visioned. [#measurepr](#) -12:43 PM Apr 12th, 2011



[CommAMMO](#) [@dibbler46](#) [@mikedonatello](#) Let's tie this back to Q2 - ROI. How do you see the integration affecting measurement? [#measurepr](#) -12:42 PM Apr 12th, 2011



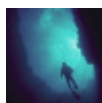
[gnosisarts](#) [@kdpaine](#) yes. but the best mktg can b ruined by subpar sales. I can throw a perfect alleyoop but if you can't jump ... [#measurepr](#) -12:42 PM Apr 12th, 2011



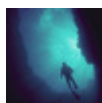
[Lindsey_Sherman](#) Tee-hee. Great info, attention-grabbing title. I dig. RT [@Worob](#) 9 Ways Social Media is Like Sex bit.ly/6kS4yJ [#prstudchat](#) [#measurepr](#) [#pr](#) -12:41 PM Apr 12th, 2011



[rmpapag](#) RT [@alanchumley](#): Previously disparate disciplinary lines are eroding. Embrace the dissolve strategically and from a [#measurepr](#) perspective. -12:41 PM Apr 12th, 2011



[mikedonatello](#) [@alanchumley](#) Awesome summary! [#measurepr](#) -12:41 PM Apr 12th, 2011



[mikedonatello](#) RT [@alanchumley](#): Previously disparate disciplinary lines are eroding. Embrace the dissolve strategically and from a [#measurepr](#) perspective. -12:41 PM Apr 12th, 2011



[alanchumley](#) Previously disparate disciplinary lines are eroding. Embrace the dissolve strategically and from a [#measurepr](#) perspective. -12:41 PM Apr 12th, 2011



[jenzings](#) Marketing can sometimes have very diff. objectives than PR. [#measurePR](#) -12:40 PM Apr 12th, 2011



[gnosisarts @PRResearch](#) All tht really is required: Why, how does stat. analysis improve top line? Communicate that & half the battle is won [#measurepr](#) -12:40 PM Apr 12th, 2011



[dibbler46 . @mikedonatello](#) Ok. I can see the other two but how is issues management marketing? [#measurepr](#) -12:40 PM Apr 12th, 2011



[kdpaine @GnosisArts @mikedonatello](#) fair enough, it's preparing the market to be sold. but results are typically tied to sales/visibility [#measurepr](#) -12:39 PM Apr 12th, 2011



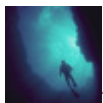
[mikedonatello](#) IMO, this fractionalization is part of industry's problem. We self-silo when we need to become more integrated, broad-visioned. [#measurepr](#) -12:39 PM Apr 12th, 2011



[CommAMMO @gnosisarts @mikedonatello](#) Yes, but the symmetrical part is still escaping most PR folks. [#measurepr](#) -12:39 PM Apr 12th, 2011



[gnosisarts @PRResearch](#) Agree re: rare talent [#measurepr](#) -12:39 PM Apr 12th, 2011



[mikedonatello @dibbler46](#) all that stuff is marketing [#measurepr](#) -12:38 PM Apr 12th, 2011



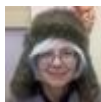
[PRResearch](#) [@gnosisarts](#) [@CommAMMO](#) It also takes (a rare) talent to translate statistical models into biz strategy and biz speak [#measurepr](#) -12:38 PM Apr 12th, 2011



[gnosisarts](#) [@mikedonatello](#) [@kdpaine](#) I'd argue mktg is not abt "selling stuff" at all. Sales is about "selling stuff". [#measurepr](#) -12:38 PM Apr 12th, 2011



[CommAMMO](#) RT [@alanchumley](#): ROI easy if youve set meas objs, chosen right metrics methods. Can;t skip to the end and still calc. ROI [#measurepr](#) -12:38 PM Apr 12th, 2011



[dibbler46](#) . [@mikedonatello](#) issues management, reputation, media relations, etc. See some connection to marketing but seems like a stretch. [#measurepr](#) -12:38 PM Apr 12th, 2011



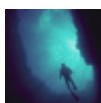
[gnosisarts](#) [@mikedonatello](#) Top PR thinkers seem 2b moving toward PR as reputation, value, relationship building cf. Grunig & Hunt [#measurepr](#) -12:38 PM Apr 12th, 2011



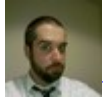
[GradyT](#) Funny RT [@TechSF](#) LMAO! -->RT [@Worob](#): 9 Ways Social Media is Like Sex <http://bit.ly/6kS4yJ> [#prstudchat](#) [#measurepr](#) [#pr](#) -12:37 PM Apr 12th, 2011



[kauaiianSun](#) A2: I agree, it depends on business goals, qualitative and quantitative. [#measurepr](#) -12:37 PM Apr 12th, 2011



[mikedonatello](#) [@kdpaine](#): and marketing is not just about "selling stuff" [#measurepr](#) -12:37 PM Apr 12th, 2011



[IanBragg](#) HAHA! [#Wellplayed](#) RT [@Worob](#): 9 Ways Social Media is Like Sex
<http://bit.ly/6kS4yJ> [#prstudchat](#) [#measurepr](#) [#pr](#) -12:36 PM Apr 12th, 2011



[gnoisarts](#) [@mikedonatello](#) However, it appears top thinkers in PR are moving away from the idea that PR = promotion/awareness/publicity (2/2) [#measurepr](#) -12:36 PM Apr 12th, 2011



[CommAMMO](#) A prob w/all high analytics. RT [@gnoisarts](#): statisticians could if remember who the main stakeholders are [#measurepr](#) -12:36 PM Apr 12th, 2011



[PRMillennial](#) I like to throw in core competencies too =) [@jenzings](#) A2: tie to business goals, like [@kdpaine](#) just referenced. [#MeasurePR](#) -12:36 PM Apr 12th, 2011



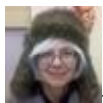
[alanchumley](#) ROI easy a pie if you've set meas' objectives and chosen the right metrics methods. [#measurepr](#). Can;t skip to the end and still calc. ROI -12:36 PM Apr 12th, 2011



[kdpaine](#) [@mikedonatello](#) tell that to the public affairs officers and community teams. PR builds relationships not just sells stuff [#measurepr](#) -12:36 PM Apr 12th, 2011



[gnoisarts](#) [@mikedonatello](#) I hear u mike. I run an Internet PR firm & we mainly sell promotion/publicity services (1/2) [#measurepr](#) -12:36 PM Apr 12th, 2011



[dibbler46](#) A2 [#measurepr](#) [@jenzings](#) I like business goals. For me, need to tie my efforts to virtual & live event registrations & subscriptions. -12:36 PM Apr 12th, 2011



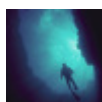
[mikedonatello](#) [@CommAMMO](#): Give me an example of PR activity that you would not classify as marketing-related? [#measurepr](#) -12:35 PM Apr 12th, 2011



[CommAMMO](#) RT [@jenzings](#): A2: tie to business goals, like [@kdpaine](#) just referenced. [#measurepr](#) -12:35 PM Apr 12th, 2011



[CommAMMO](#) [@mikedonatello](#) tough to be broad with a specific term - promotional has its own intrinsic meaning. [#measurepr](#) -12:34 PM Apr 12th, 2011



[mikedonatello](#) What she said! RT [@jenzings](#): A2: tie to business goals, like [@kdpaine](#) just referenced. [#MeasurePR](#) -12:34 PM Apr 12th, 2011



[gnoisarts](#) [@PRResearch](#) Well, statisticians could b btr if they remember who the main stakeholders are they need to convince c [@CommAMMO](#) [#measurepr](#) -12:34 PM Apr 12th, 2011



[alanchumley](#) ROI If it ain't a workable (not conceptual) equation it ain't ROI Mis-used often as an intermediate loose proxy metric. [#measurepr](#) -12:33 PM Apr 12th, 2011



[jenzings](#) A2: tie to business goals, like [@kdpaine](#) just referenced. [#MeasurePR](#) -12:33 PM Apr 12th, 2011



[gnoisarts](#) [@dibbler46](#) If u think of mktg as generating a prospect, putting prod./svc in front of those with power to buy it, it helps IMHO [#measurepr](#) -12:33 PM Apr 12th, 2011



[mikedonatello](#) [@CommAMMO](#): Again, "promotional" needs to be viewed broadly, not merely as pushing sales. [#measurepr](#) -12:33 PM Apr 12th, 2011



[CommAMMO](#) [@mikedonatello](#) I feel your pain. Specially when [@tweetchat](#) pauses... [#measurepr](#) -12:33 PM Apr 12th, 2011



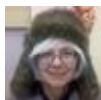
[PRResearch](#) [@CommAMMO](#) [@gnosisarts](#) I tend agree that professional statisticians aren't the best communicators [#measurepr](#) -12:33 PM Apr 12th, 2011



[kdpaine](#) [@CommAMMO](#) you translate it into quantifiable savings like [@SodexoCareers](#) did or into revenue the way [@uso](#) did [#measurepr](#) -12:32 PM Apr 12th, 2011



[CommAMMO](#) RT [@jenzings](#): A2: IMHO, Soc Med/Mnstream PR are both investments (I). Want to have a budget? Prove the R on the I. [#measurepr](#) -12:32 PM Apr 12th, 2011



[dibbler46](#) . [@alanchumley](#) Love the history of pr. I am off topic. Sorry. [@CommAMMO](#) [#measurepr](#) -12:32 PM Apr 12th, 2011



[rmpapag](#) A2 ROI in the strict sense doesn't apply. Tie outcomes, actions & goals to show "ROI" or rather reach & resonance with customers [#measurepr](#) -12:32 PM Apr 12th, 2011



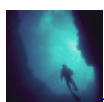
[CommAMMO](#) Disagree, as purpose not nec promotional! RT [@mikedonatello](#): PR under "Promotion" regrdls of whr promo sales supprt or rep mgmt. [#measurepr](#) -12:32 PM Apr 12th, 2011



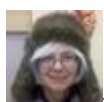
[gnosisarts @dibbler](#) & this new to me: apparently contemp. PR pros have coined the term "Marketing PR" to define this new hybrid. e.g Hutton [#measurepr](#) -12:31 PM Apr 12th, 2011



[jenzings](#) A2: IMHO, Soc Med/Mnstream PR are both investments (I). Want to have a budget? Prove the R on the I. [#MeasurePR](#) -12:31 PM Apr 12th, 2011



[mikedonatello @CommAMMO](#) Hey, I can;t type fast enough to keep up with Q1! :) [#measurepr](#) -12:30 PM Apr 12th, 2011



[dibbler46](#) Thanks! RT [@gnosisarts](#): [@dibbler46](#) Marketing is not sales. It is throwing the alley oop for sales. (1/2) [#measurepr](#) -12:30 PM Apr 12th, 2011



[kbciver](#) RT [@worob](#): 9 Ways Social Media is Like Sex <http://bit.ly/6kS4yJ> [#prstudchat](#) [#measurepr](#) [#pr](#) -12:30 PM Apr 12th, 2011



[PRMillennial](#) Read these earlier today & they were hilarious! RT [@Worob](#). 9 Ways Social Media is Like Sex <http://bit.ly/6kS4yJ> [#measurepr](#) -12:30 PM Apr 12th, 2011



[CommAMMO](#) Q2: ROI is a financial term. How does it apply to SocMed & mainstream PR? [#measurepr](#) -12:29 PM Apr 12th, 2011



[gnosisarts @dibbler46](#) 3 ppl u need 2 talk 2 are [@jgombita](#), [@proconversations](#) & of course [@commammo](#) re: dist. b/t PR & Marketing [#measurepr](#) -12:29 PM Apr 12th, 2011



[alanchumley](#) RT [@rmpapag](#): RT [@commammo](#): All Mktg is Comms, not all Comms are mktg. RT [@mikedonatello](#): In fact, PR is an element of marketing, not a separate [#measurepr](#) -12:29 PM Apr 12th, 2011



[rmpapag](#) RT [@commammo](#): All Mktg is Comms, not all Comms are mktg. RT [@mikedonatello](#): In fact, PR is an element of marketing, not a separate [#measurepr](#) -12:29 PM Apr 12th, 2011



[mikedonatello](#) PR falls under "Promotion" in the 4P's, regardless of whether promo is narrowly def. as sales supprt or more broadly as rep mgmt. [#measurepr](#) -12:29 PM Apr 12th, 2011



[alanchumley](#) Oh man! gauntlet thrown down. Publicity and PR in the same sentence. [#measurepr](#) Late 1800's are calling they want Barnum & Bailey back. -12:29 PM Apr 12th, 2011



[jenzings](#) Yup! RT [@kdpaine](#): [@mikedonatello](#) not necessarily. PR is part of corp. reputation in many organizations- goals are very different [#measurepr](#) -12:28 PM Apr 12th, 2011



[CommAMMO](#) All Mktg is Comms, not all Comms are mktg. RT [@mikedonatello](#): In fact, PR is an element of marketing, not a separate animal. [#measurepr](#) -12:28 PM Apr 12th, 2011



[gnosisarts](#) [@dibbler46](#) PR is not just abt promotion/publicity (tho these are the easiest to sell b/c they're the LCD) [#measurepr](#) -12:28 PM Apr 12th, 2011



[kdpaine](#) [@mikedonatello](#) not necessarily. PR is part of corp. reputation in many organizations- goals are very different [#measurepr](#) -12:28 PM Apr 12th, 2011



[CommAMMO](#) [@dibbler46](#) Don't forget about reputation mgt, internal comms, community relations... [#measurepr](#) -12:27 PM Apr 12th, 2011



[dibbler46](#) . [@mikedonatello](#) [#measurepr](#) That's good. Looking for thoughts on it. Can you broaden my understanding. -12:27 PM Apr 12th, 2011



[gnoisarts](#) [@dibbler46](#) Marketing is not sales. It is throwing the alley oop for sales. (1/2) [#measurepr](#) -12:27 PM Apr 12th, 2011



[mikedonatello](#) In fact, PR is an element of marketing, not a separate animal. [#measurepr](#) -12:27 PM Apr 12th, 2011



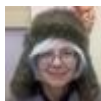
[TechSF](#) LMAO! -->RT [@Worob](#): 9 Ways Social Media is Like Sex <http://bit.ly/6kS4yJ> [#prstudchat](#) [#measurepr](#) [#pr](#) -12:26 PM Apr 12th, 2011



[CommAMMO](#) There's research that says we help mktg...not the only purpose...RT [@dibbler46](#): what comes 1st PR or Marketing.? [#measurepr](#) -12:26 PM Apr 12th, 2011



[kdpaine](#) [@dibbler46](#) [#measurepr](#) that's the ticket! -12:26 PM Apr 12th, 2011



[dibbler46](#) RT [@prmillennial](#): [@kdpaine](#) Indeed! Ad metrics have no place in [#sm](#) as

much as it has no place in print. Its just too flawed [#measurepr](#) Yes. -12:25 PM Apr 12th, 2011



[PRMillennial @alanchumley](#) I still laugh about that comment on the Ragan PR Daily post. Considering adding it to my eraseboard of quotes. [#measurepr](#) -12:25 PM Apr 12th, 2011



[mikedonatello @dibbler46](#): Sry, but i could not disagree more. Very narrow view of mktg. RT [@dibbler46](#): PR=Awareness, brand development. Marketing=sales? [#measurepr](#) -12:25 PM Apr 12th, 2011



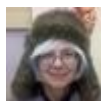
[Worob](#) 9 Ways Social Media is Like Sex <http://bit.ly/6kS4yJ> [#prstudchat](#) [#measurepr](#) [#pr](#) -12:25 PM Apr 12th, 2011



[CommAMMO](#) RT [@gnosisarts](#): [@joannalord](#) wrote grt 2 pt on stat. web analy <http://gnos.tk/webanalyst> . Tho focused on SEO still apropos [#measurepr](#) -12:24 PM Apr 12th, 2011



[CommAMMO](#) RT [@alanchumley](#): [@jenzings](#): Unless tie a result to a like purch/activity means 0. Not even permiss 2advertise, acc'g 2 studies. [#measurepr](#) -12:24 PM Apr 12th, 2011



[dibbler46](#) Agreed. But what comes first PR or Marketing. PR=Awareness, brand development. Marketing=sales? [@commammo](#) [#measurepr](#) -12:23 PM Apr 12th, 2011



[gnosisarts @joannalord](#) wrote grt 2 pt series on stat. web analysis <http://gnos.tk/webanalyst> . Tho it is focused on SEO still apropos [#measurepr](#) -12:23 PM Apr 12th, 2011



[CommAMMO](#) But you know, <http://bit.ly/cz4URS> there's a lot of bad research, not just on FB... Q2 coming up. [#measurepr](#) -12:23 PM Apr 12th, 2011



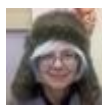
[sparker9](#) RT [@CommAMMO](#): RT [@alanchumley](#): value of a Facebook fan. Menaingless metric if we arbitrary assign loose value to it. If drives 2transcn grt. [#measurepr](#) -12:22 PM Apr 12th, 2011



[PRMillennial](#) [@kdpaine](#) Indeed! Ad metrics have no place in [#sm](#) as much as it has no place in print. Its just too flawed [#measurepr](#) -12:22 PM Apr 12th, 2011



[alanchumley](#) RT [@jenzings](#): Unless tie a result to a like purch/activity means 0. Not even permission to advertise, according 2 some studies. [#measurePR](#) -12:21 PM Apr 12th, 2011



[dibbler46](#) Using unique urls to track origins of traffic coming to our website. Social media is a significant driver. [@kdpaine](#) [#measurepr](#) -12:21 PM Apr 12th, 2011



[karlawachter](#) RT [@deannaboss](#): re Q1: igiving \$ value to FB fans fits old style msmt, applying yesterday's rules to today's practices. [#measurepr](#) -12:21 PM Apr 12th, 2011

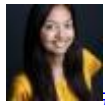


[CommAMMO](#) There surely are good reasons to build a FB community, even if only marketing-related. But Marketing and PR are not the same! [#measurepr](#) -12:20 PM Apr 12th, 2011



[jenzings](#) Unless tie a result to a like purch/activity it means nothing. Not even permission to advertise, according 2 some studies. [#measurePR](#) -12:20 PM Apr 12th,

2011



[kauaiianSun](#) [@kdpaine](#) True, sounds like a whole other measurement project in itself! [#measurepr](#) -12:20 PM Apr 12th, 2011



[CommAMMO](#) [@alanchumley](#) Stick w/FB for now - AVE is the clean-up hitter...;-) [#measurepr](#) -12:19 PM Apr 12th, 2011



[deannaboss](#) RT [@alanchumley](#): The PR industry mis-appropriates "value" just like it does "ROI." [#measurepr](#). got to be careful w/ our terminology. -12:19 PM Apr 12th,

2011



[CommAMMO](#) RT [@kdpaine](#): [@kauaiianSun](#) but you need to prove that it does those things [#measurepr](#) -12:18 PM Apr 12th, 2011



[CommAMMO](#) RT [@kauaiianSun](#): Q1: I think it depends on context, what is "value"? More fans, more sales, more positive mentions? [#measurepr](#) -12:18 PM Apr 12th, 2011



[alanchumley](#) AVE whack-a-mole rears ugly head early (record time) on [#measurepr](#) chat. -12:18 PM Apr 12th, 2011



[CommAMMO](#) RT [@alanchumley](#): The PR industry mis-appropriates "value" just like it does "ROI." got to be careful with our terminology. [#measurepr](#) -12:18 PM Apr 12th,

2011



[kdpaine](#) [@kauaiianSun](#) but you need to prove that it does those things [#measurepr](#) -

12:17 PM Apr 12th, 2011



[CommAMMO](#) RT [@PRMillennial](#): Yikes, earned media transln of impressions scarily reminds me of AVE & undermines the true engagement purpose. [#measurepr](#) -12:17 PM Apr 12th, 2011



[alanchumley](#) The PR industry mis-appropriates "value" just like it does "ROI." [#measurepr](#). we've got to be careful with our terminology. [#measurepr](#) -12:16 PM Apr 12th, 2011



[CommAMMO](#) [@PRResearch](#) is exception. RT [@gnosisarts](#): Real, hardcore web stat analysts havent done best job communicating their value. [#measurepr](#) -12:16 PM Apr 12th, 2011



[kauaiianSun](#) [@CommAMMO](#) Thank you for the welcome! Excited for all the great insight streaming in. [#measurepr](#) -12:16 PM Apr 12th, 2011



[kdpaine](#) [@PRMillennial](#) that's exactly the problem [#measurepr](#) -12:16 PM Apr 12th, 2011



[kdpaine](#) RT [@gnosisarts](#): Real, hardcore web statistical analysts haven't done the best job in communicating to us their value. [#measurepr](#) -12:16 PM Apr 12th, 2011



[alanchumley](#) [@kdpaine](#) here here. agreed. no such thing as value to f-book fan or sentiment until/unless it drives financial conversion. [#measurepr](#) -12:15 PM Apr 12th, 2011



[kauaiianSun](#) Q1: I think it depends on context, what is "value"? More fans, more sales, more positive mentions? [#measurepr](#) -12:15 PM Apr 12th, 2011



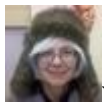
[gnosisarts](#) Real, hardcore web statistical analysts haven't done the best job in communicating to us their value. [#measurepr](#) -12:15 PM Apr 12th, 2011



[CommAMMO](#) re Q1 - will say that if you look at interaction, you may get percept of value from having FB friends - PotteryBarn, e.g. [#measurepr](#) -12:15 PM Apr 12th, 2011



[PRMillennial](#) Yikes, the earned media translation of those impressions scarily reminds me of AVE & undermines the true engagement purpose. [#measurepr](#) -12:15 PM Apr 12th, 2011



[dibbler46](#) RT [@commammo](#): <http://bit.ly/euJkRh> My rant against the "Facebook Fan Value"... [#measurepr](#) Learned this at a conference in March. [#measurepr](#) -12:14 PM Apr 12th, 2011



[CommAMMO](#) RT [@alanchumley](#): Facebook fan has no literal value until or unless it drives some financially-based conversion. [#measurepr](#) -12:14 PM Apr 12th, 2011



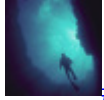
[CommAMMO](#) RT [@deannaboss](#): re Q1: igiving \$ value to FB fans fits old style msmt, applying yesterdays rules to todays practices. [#measurepr](#) -12:13 PM Apr 12th, 2011



[CommAMMO](#) [@mikedonatello](#) there's a broad political metaphor but I'll keep us on topic! [#measurepr](#) -12:12 PM Apr 12th, 2011



[deannaboss](#) re Q1: igiving \$ value to FB fans fits old style msmt, applying yesterday's rules to today's practices. [#measurepr](#) -12:12 PM Apr 12th, 2011



[mikedonatello](#) Well, easy and CHEAP. RT [@CommAMMO](#): Everyone wants [#measurement](#) to be easy - IMO why the facile [#prmetrics](#) keep coming up. [#measurepr](#) -12:12 PM Apr 12th, 2011



[CommAMMO](#) [@kauaiianSun](#) Welcome! [#measurepr](#) -12:12 PM Apr 12th, 2011



[jenzings](#) Exactly. | RT [@CommAMMO](#): Everyone wants [#measurement](#) to be easy - IMO why the facile [#prmetrics](#) keep coming up. [#measurepr](#) -12:12 PM Apr 12th, 2011



[kdpaine](#) [@alanchumley](#) [#measurepr](#) that's my argument about sentiment analysis as well [#sas11](#) -12:12 PM Apr 12th, 2011



[kauaiianSun](#) Btw, I'm Ligaya w/ CRT/tanaka [#measurepr](#) -12:12 PM Apr 12th, 2011



[CommAMMO](#) [@kdpaine](#) [@jenzings](#) [@gnosisarts](#) HI! Thanks for stopping in today... [#measurepr](#) -12:12 PM Apr 12th, 2011



[CommAMMO](#) Everyone wants [#measurement](#) to be easy - IMO why the facile [#prmetrics](#) keep coming up. [#measurepr](#) -12:11 PM Apr 12th, 2011



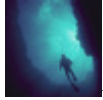
[gnosisarts](#) Hi everyone. Eric B, Gnosis Arts Media Group. Checking in to [#measurepr](#) -12:11 PM Apr 12th, 2011



[kauaiianSun](#) Listening in, learning more re: measurement is a personal goal for my agency. [#measurepr](#) -12:11 PM Apr 12th, 2011



[kdpaine](#) [@jenzings](#) [#measurePR](#) I'm at the Sentiment Analysis Symposium [#sas11](#) and will jump in when I can -12:11 PM Apr 12th, 2011



[mikedonatello](#) [@CommAMMO](#), your first reason is the same flaw we see over and over in commercial research. Drives me nuts. [#measurepr](#) -12:10 PM Apr 12th, 2011



[jenzings](#) Slightly tardy, but checking in for [#measurePR](#) -12:10 PM Apr 12th, 2011



[CommAMMO](#) RT [@alanchumley](#): value of a Facebook fan. Menaingless metric if we arbitrary assign loose value to it. If drives 2transcn grt. [#measurepr](#) -12:10 PM Apr 12th, 2011



[alanchumley](#) Facebook fan has no literal value until or unless it drives some financially-based conversion. [#measurepr](#) -12:10 PM Apr 12th, 2011



[CommAMMO](#) [@dibbler46](#) Thanks for stopping by! [#measurepr](#) -12:09 PM Apr 12th, 2011



[deannaboss](#) RT [@CommAMMO](#): <http://bit.ly/euJkRh> My rant against the "Facebook Fan Value"... [#measurepr](#) -12:09 PM Apr 12th, 2011



[CommAMMO](#) <http://bit.ly/euJkRh> My rant against the "Facebook Fan Value"... [#measurepr](#) -12:09 PM Apr 12th, 2011



[dibbler46](#) Participating in a chat this noon hour. [#measurepr](#) -12:08 PM Apr 12th, 2011



[alanchumley](#) [#measurepr](#) value of a facebook fan. Menaingless metric if we arbitrary assign a loose value to it. If it drives to a transaction great. -12:08 PM Apr 12th, 2011



[CommAMMO](#) [@PNWrancher](#) [@CARMA_Tweets](#) [@PRMillennial](#) Welcome! [#measurepr](#) -12:07 PM Apr 12th, 2011



[CommAMMO](#) Each of us has a personal Bete Noir -- mine is "value of a Facebook fan. Q1: Why do people think 1 size fits all? [#measurepr](#) -12:07 PM Apr 12th, 2011



[PRMillennial](#) Hi, I'm Andrew and this is my first on [#measurepr](#). -12:07 PM Apr 12th, 2011



[PNWrancher](#) Just checking out [#measurepr](#) - Erica here and work in ag comm in north Idaho. -12:06 PM Apr 12th, 2011



[CARMA_Tweets](#) Katie here - Analyst at our fair media measurement firm [#measurepr](#) - 12:06 PM Apr 12th, 2011



[CommAMMO](#) We have a quorum, so let's get it going. Q1 coming up... [#measurepr](#) -12:05 PM Apr 12th, 2011



[CommAMMO](#) [@mikedonatello](#) and [@deannaboss](#), welcome! [#measurepr](#) -12:05 PM

Apr 12th, 2011



[deannaboss](#) Greetings [#measurepr](#)! Deanna Boss - Maccabee Group, Minneapolis. fully caffeinated and ready for the chat! -12:04 PM Apr 12th, 2011



[mikedonatello](#) VP of research at Bulletin News, LLC [#measurepr](#) -12:04 PM Apr 12th, 2011



[CommAMMO](#) Welcome [@alanchumley](#) - thanks for dropping by! [#measurepr](#) -12:03 PM Apr 12th, 2011



[alanchumley](#) SVP at [@CARMA_Tweets](#), global traditional + social media measurement firm. University-level instructor of PR measurement. [#measurepr](#) -12:03 PM Apr 12th, 2011



[CommAMMO](#) Let's start with intros: I'm [#solopr](#) in CLE, practice focused on measurement and internal comms. And you are? [#measurepr](#) -12:02 PM Apr 12th, 2011



[alanchumley](#) Take 'er down Sean! [#measurepr](#) BAD measurement. BS, all wet and dumb. -12:02 PM Apr 12th, 2011



[CommAMMO](#) Welcome! Many thanks to [@Shonali](#) for asking me to host today. Today's format: We take B.A.D. measurement down... [#measurepr](#) -12:00 PM Apr 12th, 2011