Time(PDT)	Username	Update
8/2/11 9:01	shonali	Hey, all! Time for your bi-weekly #measurepr chat, where we talk all things PR (and social media) measurement. Welcome - who's here?
8/2/11 9:01	shonali	As you settle in/join, please introduce yourself & tell us who you are, what you do, etc. #measurepr
8/2/11 9:01	shonali	@jenzings @deannaboss Hiya! <waves back> :) #measurepr
8/2/11 9:01	mikedonatello	@shonali I think I am :-/ #measurepr
8/2/11 9:02	jenzings	I'm Jen Zingsheim with @CustomScoop (we monitor online news & social content) #MeasurePR
8/2/11 9:02	InsightsDigital	I am. This is my first time. I'm Letizia and Im a self proclaimed "Data Queen". hehe #measurepr
8/2/11 9:02	shonali	I'll start: I'm a #solopr pro based in DC, #wgbiz editor & measurement fanatic (hence this chat). #measurepr
8/2/11 9:02	shonali	@mikedonatello Awesome! #measurepr
8/2/11 9:02	ExtremelyAvg	Hello #measurepr chat, I may hang out with you cool kids, if you all don't mind.
8/2/11 9:03	shonali	@ExtremelyAvg Oh, I'm SO happy to have you here! You just brung the cool. :) #measurepr
8/2/11 9:03	deannaboss	Good morning/afternoon! Deanna Boss, Maccabee Group - Minneapolis, MN. #measurepr
8/2/11 9:03	ExtremelyAvg	I'm interested in learning some good stuff from you pros. #measurepr
8/2/11 9:04	shonali	Our guest today is @smanalyticsbook (authored by @webmetricsguru), and hot off the presses! But before we start, a few things: #measurepr
8/2/11 9:04	JKaviar	I'm Julie with @EmergingMediaPR, new pro looking to learn - thanks in advance for sharing #measurePR
8/2/11 9:04	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
8/2/11 9:04	shonali	2nd, we have groups on Facebook & LinkedIn, if you'd like to join, just search for the hashtag. #measurepr
8/2/11 9:05	shonali	@JKaviar Welcome! #measurepr
8/2/11 9:05	shonali	3rd, this is where all chat recaps/transcripts are posted: http://ow.ly/3OdC8 Might want to bookmark it. #measurepr
8/2/11 9:05	aniamaja	I'm Ania @MagnoliaSky, a small PR agency in Houston #measurepr
8/2/11 9:05	shonali	4th: I'll be sending questions to @smanalyticsbook, but all are welcome to chime in. If you have MORE qns for him, please DM me. #measurepr
8/2/11 9:06	shonali	@aniamaja @MagnoliaSky Very nice to have you! #measurepr
8/2/11 9:07	shonali	OK, let's start! THRILLED that @smanalyticsbook is here today. I've followed Marshall's work forevah. Welcome, Marshall! #measurepr
8/2/11 9:07	bexxco	Ready for some #measurepr
8/2/11 9:07	smanalyticsbook	Hi Everyone! #measurepr
8/2/11 9:07	deannaboss	good idea! RT @shonali: all chat recaps/transcripts are posted: http://ow.ly/3OdC8 Might want to bookmark it. #measurepr
8/2/11 9:07	shonali	If you're new to @smanalyticsbook, it's hot off the presses & a new book on social media measurement: http://ow.ly/5Tf6s #measurepr
8/2/11 9:08	shonali	Q1: @smanalyticsbook: Why is social media ROI so difficult to measure? #measurepr

8/2/11 9:08	shonali	@bexxco Welcome! #measurepr
8/2/11 9:09	smanalyticsbook	A1: excellent question - it's difficult because we don't have the data we need and we have no standard formulas for SMROI #measurepr
8/2/11 9:09	karimacatherine	RT @shonali: Q1: @smanalyticsbook: Why is social media ROI so difficult to measure? #measurepr
8/2/11 9:09	KatrinaME	tuning in to #measurepr
8/2/11 9:10	shonali	RT @smanalyticsbook: A1: It's difficult because we don't have the data we need and we have no standard formulas for SMROI #measurepr
8/2/11 9:10	kathleenmcf	You can't show a client the direct business $$$ they got from a post, but if they're not on SM, they're missing the conversation #measurepr
8/2/11 9:10	shonali	@KatrinaME Great to see you here! #measurepr
8/2/11 9:10	smanalyticsbook	A1: http://www.webmetricsguru.com/archives/2009/09/social-media-campaigns-take-time-3-months-1-year-for-results/ #measurepr
8/2/11 9:10	tatitosi	RT @shonali: Q1: @smanalyticsbook: Why is social media ROI so difficult to measure? #measurepr
8/2/11 9:11	bexxco	A1 It really depends on whether the client is looking for sales or communication objectives. #measurepr
8/2/11 9:11	socialmedia247	RT @shonali: Q1: @smanalyticsbook: Why is social media ROI so difficult to measure? #measurepr: RT ... http://bit.ly/reC003 #socialmedia
8/2/11 9:11	smanalyticsbook	A1: http://www.scribd.com/doc/38176762/Tracking-Social-Media-ROI-using-Spectrum-Analytics it hard to track #measurepr
8/2/11 9:11	shonali	RT @smanalyticsbook: A1: http://ow.ly/5Tflg [SM campaigns take 3 mo-1 yr for results] #measurepr
8/2/11 9:12	spiral16	Amen. RT @shonali: RT @smanalyticsbook: A1: http://ow.ly/5Tflg [SM campaigns take 3 mo-1 yr for results] #measurepr
8/2/11 9:12	RichBecker	A1: It's not hard, but people make it difficult because they won't measure it like any other communication program. #measurepr
8/2/11 9:12	karimacatherine	Social media is ROI is difficult to measure because most people who want to measure do not have objectives to attache measures to #measurepr
8/2/11 9:12	HerveKabla	RT @karimacatherine: Social media is ROI is difficult to measure because most people who want to measure do not have objectives to attac ...
8/2/11 9:12	JoAnnLefebvre	RT @karimacatherine: RT @shonali: Q1: @smanalyticsbook: Why is social media ROI so difficult to measure? #measurepr
8/2/11 9:12	jenzings	Sometimes it's hard because people are unsure about what ROI actually is #MeasurePR
8/2/11 9:13	shonali	Here's another great link from @smanalyticsbook re: A1: http://ow.ly/5Tfsn #measurepr
8/2/11 9:13	shonali	RT @jenzings: Sometimes it's hard because people are unsure about what ROI actually is (re: Q1) #measurepr
8/2/11 9:13	JoAnnLefebvre	RT @spiral16: Amen. RT @shonali: RT @smanalyticsbook: A1: http://ow.ly/5Tflg [SM campaigns take 3 mo-1 yr for results] #measurepr
8/2/11 9:13	smanalyticsbook	a1: I'll take issue with that @hervekabla because it is hard - but it's the same argument going on in Web Analytics -easy/hard #measurepr
8/2/11 9:13	bexxco	RT @jenzings Sometimes it's hard because people are unsure about what ROI actually is -- I think you hit the nail on the head. #measurepr
8/2/11 9:14	karimacatherine	Challenging is if you want to measure social media programs ROI,you have to decide where your SM falls into.Cost/revenue centers #measurepr
8/2/11 9:14	ExtremelyAvg	A1: I'm measuring PR by looking at #followers who receive a tweet about my

		book. I track it by day. My return = exposure, not $ #measurepr
8/2/11 9:14	shonali	RT @RichBecker: A1: It's not hard, but people make it difficult because they won't measure it like any other comm program. #measurepr
8/2/11 9:14	smanalyticsbook	A1: In fact, I'm looking forward to having it out with @thebrandbuilder on this #measurepr
8/2/11 9:15	shonali	Ringside seat, please! RT @smanalyticsbook: A1: In fact, I'm looking forward to having it out with @thebrandbuilder on this #measurepr
8/2/11 9:15	smanalyticsbook	A1: Btw, if followers is all your looking for to measure SMROI -that's easy, but what about all the things u do offline? #measurepr
8/2/11 9:16	smanalyticsbook	A1: Yes! lets do it! Get the ring ready! #measurepr
8/2/11 9:16	shonali	RT @smanalyticsbook: A1: Btw, if followers is all you're looking 4 to measure SMROI it's easy, but what abt things u do offline? #measurepr
8/2/11 9:17	ExtremelyAvg	#MeasurePR Do you use QR codes for your Analog pieces?
8/2/11 9:17	maguzzy	RT @shonali: I'll start: I'm a #solopr pro based in DC, #wgbiz editor & measurement fanatic (hence this chat). #measurepr
8/2/11 9:18	shonali	Q2: How do you find your audience (for your campaign or message) and measure their activity? #measurepr
8/2/11 9:18	ExtremelyAvg	RT @shonali: Q2: How do you find your audience (for your campaign or message) and measure their activity? #measurepr
8/2/11 9:19	smanalyticsbook	A1: I think you have to break down your business goals and match them up with measurement goals - bttr with 2 or 3 Dim -c CH8 #measurepr
8/2/11 9:19	RichBecker	@shonali @smanalyticsbook Followers aren't anything more than potential reach, and certainly not an end to measurement. #measurepr
8/2/11 9:19	smanalyticsbook	A2: I use FollowerWonk as one way to find them #measurepr
8/2/11 9:20	deannaboss	A1: since it hasn't been said yet I have to add calculating ROI on social media less difficult than traditional media IMHO #measurepr
8/2/11 9:20	shonali	RT @smanalyticsbook: A2: I use FollowerWonk as one way to find them #measurepr
8/2/11 9:20	smanalyticsbook	a2: www.followerwonk.com is one way - what's in the Twitter Bio is more accurate than what SMM picks up #measurepr
8/2/11 9:20	deannaboss	I have to check it out... RT @smanalyticsbook: A2: I use FollowerWonk as one way to find them #measurepr
8/2/11 9:21	shonali	RT @smanalyticsbook: a2: www.followerwonk.com is one way - what's in the Twitter Bio is more accurate than what SMM picks up #measurepr
8/2/11 9:21	smanalyticsbook	A1: true if your only looking at your online efforts - and you have measure for it - but not otherwise #measurepr
8/2/11 9:21	bexxco	RT @smanalyticsbook a2: www.followerwonk.com is one way - what's in the Twitter Bio is more accurate than what SMM picks up #measurepr
8/2/11 9:21	SuzieLin	Jumping in late, it's a crazy, busy morning #measurepr
8/2/11 9:21	SuzieLin	RT @smanalyticsbook: a2: www.followerwonk.com is one way - whats in the Twitter Bio is more accurate than what SMM picks up #measurepr
8/2/11 9:21	RichBecker	@deannaboss I said it, and I agree with you 100 percent. I think SM just made people aware they weren't measuring anything. #measurepr
8/2/11 9:22	JoAnnLefebvre	RT @RichBecker: @deannaboss I said it, and I agree with you 100 percent. I think SM just made people aware they weren't measuring anythi ...
8/2/11 9:22	ExtremelyAvg	#measurepr I think the ROI calculation depends upon the client, and what they expect their customers to do...(buy, stay with co, evangalize)
8/2/11 9:22	shonali	RT @ExtremelyAvg: I calculated ROI on sending paper surveys to GEICO new

		policy holders based on days retained vs. control group #measurepr
8/2/11 9:22	maricarjagger	RT @shonali: Q2: How do you find your audience (for your campaign or message) and measure their activity? #measurepr
8/2/11 9:23	CraigKessler	@ExtremelyAvg #measurepr That can be difficult to predict, measure, and set expectations because it's only one aspect
8/2/11 9:23	JoAnnLefebvre	RT @shonali: Q2: How do you find your audience (for your campaign or message) and measure their activity? #measurepr
8/2/11 9:23	Nishtala	@deannaboss I agree there is a lot of data in SM.But how to convert that into actionable data is the question always right? #measurepr
8/2/11 9:23	smanalyticsbook	@extremelyAvg Agreed it's defined by the client - that's why it's customized - you would not want to buy a suit and - tailored? #measurepr
8/2/11 9:24	ExtremelyAvg	@Nishtala I think that one needs to consider how their throughput is measured, then build the analytics from that. #measurepr
8/2/11 9:24	RichBecker	RT @ExtremelyAvg: #measurepr I think the ROI calculation depends upon the client, and what they expect their customers to do...(buy, sta ...
8/2/11 9:24	smanalyticsbook	A1: I deal with that in #smabook - there's a method of getting all your data sources against all campaigns + KPI's =c what u got #measurepr
8/2/11 9:25	SuzieLin	Q2 Hard to monitor activity but if u see the message drove someone to act, that's a good place to start, depends on clients needs #measurepr
8/2/11 9:25	RichBecker	@ExtremelyAvg Perfectly said Brian. Intent vs. outcome is the return. #measurepr
8/2/11 9:25	KrishnaDe	A2: remember if you are a bricks and mortar business you can do offline research to assess the relevant channel #measurepr
8/2/11 9:26	shonali	RT @ExtremelyAvg" The ROI calculation depends upon the client & what they expect customers to do (buy, stay with co, evangalize) #measurepr
8/2/11 9:26	Nishtala	@smanalyticsbook Q1 : Is it possible to completely break down business goals into measurement goals? #measurepr
8/2/11 9:26	smanalyticsbook	A2: http://www.webmetricsguru.com/archives/2009/10/video-tracking-using-youtube-statistics/ is a way to look at viral #measurepr
8/2/11 9:27	deannaboss	@RichBecker oops - sorry if I missed your tweet. very good point. #measurepr
8/2/11 9:27	smanalyticsbook	A1: Yes, it is - but it takes a bit of work - the Business + Measurement functions need to be defined at the same time- #measurepr
8/2/11 9:27	RichBecker	@Nishtala If it's not measurable, it's not really a goal. #measurepr
8/2/11 9:27	shonali	RT @smanalyticsbook: A2: http://ow.ly/5Tgtt is a way to look at viral. #measurepr
8/2/11 9:28	bexxco	RT @Nishtala If it's not measurable, it's not really a goal. #measurepr
8/2/11 9:28	JoAnnLefebvre	Shop talk with @shonali & @webmetricsguru aka @smanalyticsbook #measurepr on Now!! 12-1 pm ET, Aug. 2. #socialPR
8/2/11 9:28	deannaboss	@Nishtala it's all about finding that actionable data! best part about the research is connecting it to meaningful next steps. #measurepr
8/2/11 9:28	RichBecker	@deannaboss Heh, I'm glad people more people think like this. :) #measurepr
8/2/11 9:29	ExtremelyAvg	#measurepr May I ask a question of the group? is that allowed?
8/2/11 9:29	Nishtala	@shonali I think clients would want the right mix of all (buy, evangelize,etc.) of them right? #measurepr @ExtremelyAvg
8/2/11 9:29	shonali	Q3: @smanalyticsbook Can you discuss the challenges/advantages with monitoring social media internationally and multi-culturally? #measurepr
8/2/11 9:30	shonali	@ExtremelyAvg Actually, can you DM it to me, so that I can add it to the queue? Helps with indexing. :) #measurepr

8/2/11 9:30	shonali	@Nishtala Everyone "wants" everything, but they still have to prioritize, no? #measurepr
8/2/11 9:31	smanalyticsbook	A3: Yes, it's extremely challenging to do International Monitoring well - need people who understand the languages + #measurepr
8/2/11 9:31	shonali	RT @smanalyticsbook: A3 It's extremely challenging to do International Monitoring well, need people who understand the languages #measurepr
8/2/11 9:32	smanalyticsbook	A3: Crawling data in different character sets than our own - and we don't always have a handle on "linguistic variants" /slang #measurepr
8/2/11 9:32	Nishtala	@RichBecker Good point that! #measurepr
8/2/11 9:32	deannaboss	@RichBecker and that's the real value of #measurepr - building the community.
8/2/11 9:32	smanalyticsbook	A3: http://www.docstoc.com/docs/59408697/Linguistic-Challenges-Associated-with-Monitoring-Social-Media #measurepr
8/2/11 9:32	RichBecker	RT @shonali: @Nishtala Everyone "wants" everything, but they still have to prioritize, no? #measurepr
8/2/11 9:32	smanalyticsbook	A3: http://www.criticism.com/linguistics/sociolinguistic-variable.php #measurepr
8/2/11 9:33	KyleeCoffman	RT @shonali: RT @smanalyticsbook: A3 It's extremely challenging to do International Monitoring well, need people who understand the lang ...
8/2/11 9:33	shonali	RT @smanalyticsbook: A3: Crawling data in different character sets than our own, don't always have a handle on slang #measurepr
8/2/11 9:33	smanalyticsbook	A3: people also express themselves differently all over the world + knowing that to listen to in each region is problematic #measurepr
8/2/11 9:33	RichBecker	RT @deannaboss: @RichBecker and that's the real value of #measurepr - building the community.
8/2/11 9:34	JoAnnLefebvre	RT @deannaboss: @RichBecker and that's the real value of #measurepr - building the community.
8/2/11 9:34	smanalyticsbook	@RossBecker yes, A3: one does have to work this out with whomever is going to do the monitoring for you, unless your doing it #measurepr
8/2/11 9:35	bexxco	Sad to be leaving early, but I must do work now! Keep the good conversation going! #measurepr
8/2/11 9:36	shonali	RT @smanalyticsbook: A3 Ppl express themselves dfrtly all over world, knowing that to listen to in each region is problematic #measurepr
8/2/11 9:40	shonali	Q4: (from @ExtremelyAvg): @smanalyticsbook: How do you set up your control group, for the campaign? #measurepr
8/2/11 9:41	smanalyticsbook	A3: you pick your sources first, crawl them and extract just relevant data you need and then pair that - analytics+analysts #measurepr
8/2/11 9:42	smanalyticsbook	A3: there is some A/B testing in Online Listening - but not like what we do with Paid Search - not the same thing #measurepr
8/2/11 9:43	RichBecker	A4: Ideally, just like any psychology or sociology experiment. But most campaigns rely on varied offers, creating A and B groups. #measurepr
8/2/11 9:43	deannaboss	have to run but thanks @shonali and @smanalyticsbook! #measurepr
8/2/11 9:43	RichBecker	RT @smanalyticsbook: A3: there is some A/B testing in Online Listening - but not like what we do with Paid Search - not the same thing # ...
8/2/11 9:44	shonali	@deannaboss So glad you joined, hope to have you back! #measurepr
8/2/11 9:44	SuzieLin	Wow this is a great chat and sorry all but I have to jump. Will read the transcript. #measurepr
8/2/11 9:44	followerwonk	RT @smanalyticsbook: A2: I use FollowerWonk as one way to find them

		#measurepr
8/2/11 9:44	smanalyticsbook	A3: generally speaking people dont set up control groups with social monitoring - its' not that it can't be done - though #measurepr
8/2/11 9:44	JoAnnLefebvre	RT @smanalyticsbook: A3: there is some A/B testing in Online Listening - but not like what we do with Paid Search - not the same thing # ...
8/2/11 9:45	followerwonk	@smanalyticsbook thanks for the mention! #measurepr
8/2/11 9:45	shonali	RT @smanalyticsbook: A4: generally speaking people dont set up control groups with social monitoring - not that it can't be done #measurepr
8/2/11 9:45	smanalyticsbook	A3: and the monitoring platforms aren't really built for that - not to say they can't do it - but's not something people asked 4 #measurepr
8/2/11 9:46	JoAnnLefebvre	RT @smanalyticsbook: A2: I use FollowerWonk as one way to find them #measurepr
8/2/11 9:46	shonali	Q5: @smanalyticsbook: How do we separate signal from noise in Social Media? What are some of the breakthroughs here? #measurepr
8/2/11 9:46	smanalyticsbook	A4: I will look up what is out there about Control Groups for SMROI and listening and get back to you during next chat #measurepr
8/2/11 9:47	KatrinaME	#measurepr ..i would think the only reason for A/B testing in SM is to see what works best and ditch/improve what doesn't.
8/2/11 9:47	shonali	RT @smanalyticsbook: A4: I'll look up what's out there abt Control Groups for SMROI/listening & get back to you during next chat #measurepr
8/2/11 9:47	lizscherer	RT @shonali: RT @smanalyticsbook: A4: I'll look up what's out there abt Control Groups for SMROI/listening & get back to you during next ...
8/2/11 9:48	shonali	Q5: @smanalyticsbook: How do we separate signal from noise in Social Media? What are some of the breakthroughs here? #measurepr
8/2/11 9:51	smanalyticsbook	A5: one attempt is writing very long queries in SMM platforms - often doesn't work that well and most platforms can't run them #measurepr
8/2/11 9:51	RichBecker	RT @shonali: Q5: @smanalyticsbook: How do we separate signal from noise in Social Media? What are some of the breakthroughs here? #measurepr
8/2/11 9:51	RichBecker	RT @smanalyticsbook: A5: one attempt is writing very long queries in SMM platforms - often doesn't work that well and most platforms can ...
8/2/11 9:52	shonali	RT @smanalyticsbook: A5: 1 attempt- writing v long queries in SMM platforms, often doesn't work well, most platforms can't run em #measurepr
8/2/11 9:52	JoAnnLefebvre	RT @smanalyticsbook: A5: one attempt is writing very long queries in SMM platforms - often doesn't work that well and most platforms can ...
8/2/11 9:52	smanalyticsbook	A5: also, using AI - Machine Learning - such as Crimson Hexagon, Glide Intelligence - etc - Bayesian logic - #measurepr
8/2/11 9:53	apsheehan	.@shonali You can measure by responses/conversation generated. Also think this depends a lot on what overall goals all. #measurepr
8/2/11 9:53	ExtremelyAvg	RT @smanalyticsbook: A5: also, using AI - Machine Learning - such as Crimson Hexagon, Glide Intelligence - etc - Bayesian logic - #meas ...
8/2/11 9:53	smanalyticsbook	A5: http://www.needlebase.com/videos Needlebase was created by ITA - now owned by Google, #measurepr
8/2/11 9:54	whitegyr	RT @followerwonk: @smanalyticsbook thanks for the mention! #measurepr
8/2/11 9:54	smanalyticsbook	A5: http://www.webanalyticsworld.net/2010/11/google-indexes-only-0004-of-all-data-on.html Google indexes ~1% of all web content #measurepr
8/2/11 9:54	shonali	RT @smanalyticsbook: A5: also, using AI - Machine Learning - such as Crimson Hexagon, Glide Intelligence - etc - Bayesian logic #measurepr
8/2/11 9:55	shonali	RT @smanalyticsbook: A5: http://www.needlebase.com/videos Needlebase was

		created by ITA - now owned by Google #measurepr
8/2/11 9:55	smanalyticsbook	A5: http://www.webmetricsguru.com/archives/2010/11/qr-codes-and-analytics-tracking/ QR Codes also help with offline actions CS #measurepr
8/2/11 9:55	RichBecker	@apsheehan @shonali Good answer, provided time in invested in the analysis because respond/converse for different reasons. #measurepr
8/2/11 9:56	ExtremelyAvg	RT @smanalyticsbook: A5: http://www.webmetricsguru.com/archives/2010/11/qr-codes-and-analytics-tracking/ QR Codes also help with offline ...
8/2/11 9:56	smanalyticsbook	A5: There's a case study on using QR codes to get offline actions in CH 12 of Social Media Analytics #smabook #measurepr
8/2/11 9:57	smanalyticsbook	A5: however, it's always going to come down to the Analysts running all of the AI - just like it is for listening, in general #measurepr
8/2/11 9:57	JoAnnLefebvre	RT @smanalyticsbook: A5: There's a case study on using QR codes to get offline actions in CH 12 of Social Media Analytics #smabook #meas ...
8/2/11 9:57	apsheehan	A5: Interesting to note that most folks who are in SM still are using fairly primitive tools to measure conversation. #measurepr
8/2/11 9:58	ExtremelyAvg	RT @smanalyticsbook: A5: There's a case study on using QR codes to get offline actions in CH 12 of Social Media Analytics #smabook #meas ...
8/2/11 9:58	shonali	RT @smanalyticsbook: A5: It's always going to come down to the Analysts running the AI, just like it is for listening in general #measurepr
8/2/11 9:59	shonali	It's almost 1 pm ET - where did the time go?! Thanks so much @smanalyticsbook for joining, as well as to everyone else. #measurepr
8/2/11 9:59	ExtremelyAvg	@smanalyticsbook Thanks! You were great. #measurepr
8/2/11 9:59	shonali	But we're not finished with @smanalyticsbook; he'll be back on Aug. 16, for a 2nd round - 12-1 pm ET, so save the date! #measurepr
8/2/11 9:59	ExtremelyAvg	RT @shonali: But we're not finished with @smanalyticsbook; he'll be back on Aug. 16, for a 2nd round - 12-1 pm ET, so save the date! #me ...
8/2/11 10:00	Hexagonbot	RT @shonali: RT @smanalyticsbook: A5: also, using AI - Machine Learning - such as Crimson Hexagon, Glide Intelligence - etc - Bayesian l ...
8/2/11 10:00	smanalyticsbook	And everyone, feel free to buy my book and read it - and then come back ask some questions in two weeks #measurepr
8/2/11 10:00	Hexagonbot	RT @smanalyticsbook: A5: also, using AI - Machine Learning - such as Crimson Hexagon, Glide Intelligence - etc - Bayesian logic - #meas ...
8/2/11 10:00	2032media	RT @2032media: The Economy Sucks Contest	2032media.com http://fb.me/tnwBKD36 #smchat #pr20chat #measurepr #u30pro #fitblog #smmeasure
8/2/11 10:00	shonali	Also, @smanalyticsbook has an evening with the author coming up on Aug. 18, if you can make it: http://ow.ly/5TiLd #measurepr
8/2/11 10:01	shonali	Thanks so much again @smanalyticsbook and all! The "official" chat is now over, but do use the hashtag for related convos! #measurepr
8/2/11 10:01	JoAnnLefebvre	@shonali Thanks for a great chat! #measurepr #SMAbook
8/2/11 10:02	JoAnnLefebvre	RT @shonali: But we're not finished with @smanalyticsbook; he'll be back on Aug. 16, for a 2nd round - 12-1 pm ET, so save the date! #me ...
8/2/11 10:02	shonali	We'll see @smanalyticsbook and *hopefully* all of you back on August 16, 12-1 pm ET, to talk more about social media msmt. #measurepr