| Time(PDT)     | Username        | Update   |
|---------------|-----------------|--|
| 0/0/44 0 04   |                 | Hey, all! Time for your bi-weekly #measurepr chat, where we talk all things PR   |
| 8/2/11 9:01   | shonali         | (and social media) measurement. Welcome - who's here? As you settle in/join, please introduce yourself & tell us who you are, what you |
| 8/2/11 9:01   | shonali         | do, etc. #measurepr  |
| 8/2/11 9:01   | shonali         | @jenzings @deannaboss Hiya! <waves back=""> :) #measurepr</waves>  |
| 8/2/11 9:01   | mikedonatello   | @shonali I think I am :-/ #measurepr   |
| 0,2,113.01    | mikedonateno    | I'm Jen Zingsheim with @CustomScoop (we monitor online news & social   |
| 8/2/11 9:02   | jenzings        | content) #MeasurePR  |
| -, ,          | ,- 0-           | I am. This is my first time. I'm Letizia and Im a self proclaimed "Data Queen".  |
|               |                 | hehe   |
| 8/2/11 9:02   | InsightsDigital | #measurepr   |
|               |                 | I'll start: I'm a #solopr pro based in DC, #wgbiz editor & measurement fanatic   |
| 8/2/11 9:02   | shonali         | (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.   |
|               |                 | @ExtremelyAvg Oh, I'm SO happy to have you here! You just brung the cool. :)   |
| 8/2/11 9:03   | shonali         | #measurepr   |
|               |                 | Good morning/afternoon! Deanna Boss, Maccabee Group - Minneapolis, MN.   |
| 8/2/11 9:03   | deannaboss      | #measurepr   |
| 8/2/11 9:03   | ExtremelyAvg    | I'm interested in learning some good stuff from you pros. #measurepr   |
| 0/0/44 0 04   |                 | Our guest today is @smanalyticsbook (authored by @webmetricsguru), and hot   |
| 8/2/11 9:04   | shonali         | 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                                   |
| 0/2/11 9.04   | JNaviai         | 1, remember to use the hashtag AND index your tweets w/ Q no. E.g. "Re: Q1" or   |
| 8/2/11 9:04   | shonali         | "A1," etc., when you're chatting. #measurepr   |
| 0/2/11 3.04   | 311011411       | 2nd, we have groups on Facebook & LinkedIn, if you'd like to join, just search for   |
| 8/2/11 9:04   | shonali         | the hashtag. #measurepr  |
| 8/2/11 9:05   | shonali         | @JKaviar Welcome! #measurepr   |
| .,,           |                 | 3rd, this is where all chat recaps/transcripts are posted: http://ow.ly/3OdC8  |
| 8/2/11 9:05   | shonali         | Might want to bookmark it. #measurepr  |
| 8/2/11 9:05   | aniamaja        | I'm Ania @MagnoliaSky, a small PR agency in Houston #measurepr   |
|               |                 | 4th: I'll be sending questions to @smanalyticsbook, but all are welcome to chime   |
| 8/2/11 9:05   | shonali         | 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   |
|               |                 | OK, let's start! THRILLED that @smanalyticsbook is here today. I've followed   |
| 8/2/11 9:07   | shonali         | Marshall's work forevah. Welcome, Marshall! #measurepr   |
| 8/2/11 9:07   | bexxco          | Ready for some #measurepr  |
| 0/0/11/00=    |                 | Hi Everyone!   |
| 8/2/11 9:07   | smanalyticsbook | #measurepr   |
| 0/2/11 0:07   | doonnoboss      | good idea! RT @shonali: all chat recaps/transcripts are posted:  |
| 8/2/11 9:07   | deannaboss      | http://ow.ly/3OdC8 Might want to bookmark it. #measurepr If you're new to @smanalyticsbook, it's hot off the presses & a new book on   |
| 8/2/11 9:07   | shonali         | social media measurement: http://ow.ly/5Tf6s #measurepr  |
| 0/2/11 9.0/   | Siluliali       | Q1: @smanalyticsbook: Why is social media ROI so difficult to measure?   |
| 8/2/11 9:08   | shonali         | #measurepr   |
| 5, 2, 11 5.00 | Silonan         |  |

| 8/2/11 9:08                | shonali             | @bexxco Welcome! #measurepr   |
|----------------------------|---------------------|---|
|                            |                     | A1: excellent question - it's difficult because we don't have the data we need and  |
| 8/2/11 9:09                | smanalyticsbook     | we have no standard formulas for SMROI #measurepr   |
| 0/0/11 0 00                |                     | RT @shonali: Q1: @smanalyticsbook: Why is social media ROI so difficult to  |
| 8/2/11 9:09                | karimacatherine     | measure? #measurepr   |
| 8/2/11 9:09                | KatrinaME           | tuning in to #measurepr   |
| 0/2/11 0:10                | ah anali            | RT @smanalyticsbook: A1: It's difficult because we don't have the data we need  |
| 8/2/11 9:10                | shonali             | and we have no standard formulas for SMROI #measurepr   |
| 0/2/11 0:10                | kathleenmcf         | You can't show a client the direct business \$\$\$ they got from a post, but if   |
| 8/2/11 9:10<br>8/2/11 9:10 | shonali             | they're not on SM, they're missing the conversation #measurepr @KatrinaME Great to see you here! #measurepr                             |
| 6/2/11 9.10                | SHUHali             | A1: http://www.webmetricsguru.com/archives/2009/09/social-media-  |
| 8/2/11 9:10                | smanalyticsbook     | campaigns-take-time-3-months-1-year-for-results/ #measurepr   |
| 0/2/11 3.10                | Silialiary (ICSDOOK | RT @shonali: Q1: @smanalyticsbook: Why is social media ROI so difficult to  |
| 8/2/11 9:10                | tatitosi            | measure? #measurepr   |
| 0, =, == 0.10              |                     | A1 It really depends on whether the client is looking for sales or communication  |
| 8/2/11 9:11                | bexxco              | objectives. #measurepr  |
| -, , -                     |                     | RT @shonali: Q1: @smanalyticsbook: Why is social media ROI so difficult to  |
| 8/2/11 9:11                | socialmedia247      | measure? #measurepr: RT http://bit.ly/reC003 #socialmedia   |
|                            |                     | A1: http://www.scribd.com/doc/38176762/Tracking-Social-Media-ROI-using-   |
| 8/2/11 9:11                | smanalyticsbook     | Spectrum-Analytics it hard to track #measurepr  |
|                            |                     | RT @smanalyticsbook: A1: http://ow.ly/5Tflg [SM campaigns take 3 mo-1 yr for  |
| 8/2/11 9:11                | shonali             | results] #measurepr   |
|                            |                     | Amen. RT @shonali: RT @smanalyticsbook: A1: http://ow.ly/5Tflg [SM  |
| 8/2/11 9:12                | spiral16            | campaigns take 3 mo-1 yr for results] #measurepr  |
|                            |                     | A1: It's not hard, but people make it difficult because they won't measure it like  |
| 8/2/11 9:12                | RichBecker          | any other communication program. #measurepr   |
| 0/2/44 0 42                |                     | Social media is ROI is difficult to measure because most people who want to   |
| 8/2/11 9:12                | karimacatherine     | 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   |
| 0/2/11 9.12                | петуекаріа          | people who want to measure do not have objectives to attac  RT @karimacatherine: RT @shonali: Q1: @smanalyticsbook: Why is social media |
| 8/2/11 9:12                | JoAnnLefebvre       | ROI so difficult to measure? #measurepr   |
| 0/2/11 3.12                | JOAIIILEIEDVIE      | Sometimes it's hard because people are unsure about what ROI actually is  |
| 8/2/11 9:12                | jenzings            | #MeasurePR  |
| 0, 2, 11 3.12              | Je.1211183          | Here's another great link from @smanalyticsbook re: A1: http://ow.ly/5Tfsn  |
| 8/2/11 9:13                | shonali             | #measurepr  |
|                            |                     | RT @jenzings: Sometimes it's hard because people are unsure about what ROI  |
| 8/2/11 9:13                | shonali             | actually is (re: Q1) #measurepr   |
|                            |                     | RT @spiral16: Amen. RT @shonali: RT @smanalyticsbook: A1: http://ow.ly/5Tflg  |
| 8/2/11 9:13                | JoAnnLefebvre       | [SM campaigns take 3 mo-1 yr for results] #measurepr  |
|                            |                     | a1: I'll take issue with that @hervekabla because it is hard - but it's the same  |
| 8/2/11 9:13                | smanalyticsbook     | argument going on in Web Analytics -easy/hard #measurepr  |
|                            |                     | RT @jenzings Sometimes it's hard because people are unsure about what ROI   |
| 8/2/11 9:13                | bexxco              | actually is I think you hit the nail on the head. #measurepr  |
| - 1- 1                     |                     | Challenging is if you want to measure social media programs ROI, you have to  |
| 8/2/11 9:14                | karimacatherine     | 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   |
|----------------------------|-------------------------|--|
|                            |                         | RT @RichBecker: A1: It's not hard, but people make it difficult because they   |
| 8/2/11 9:14                | shonali                 | won't measure it like any other comm program. #measurepr   |
| 0/0/44.0.44                | 1 1                     | A1: In fact, I'm looking forward to having it out with @thebrandbuilder on this  |
| 8/2/11 9:14                | smanalyticsbook         | #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 |
| 0/2/11 9.13                | SHOHali                 | A1: Btw, if followers is all your looking for to measure SMROI -that's easy, but   |
| 8/2/11 9:15                | smanalyticsbook         | 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  |
| 0, 2, 11 3.10              | Silialial y closs ook   | RT @smanalyticsbook: A1: Btw, if followers is all you're looking 4 to measure  |
| 8/2/11 9:16                | shonali                 | 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?   |
|                            | , 3                     | RT @shonali: I'll start: I'm a #solopr pro based in DC, #wgbiz editor &  |
| 8/2/11 9:17                | maguzzy                 | measurement fanatic (hence this chat). #measurepr  |
|                            |                         | Q2: How do you find your audience (for your campaign or message) and   |
| 8/2/11 9:18                | shonali                 | measure their activity? #measurepr   |
|                            |                         | RT @shonali: Q2: How do you find your audience (for your campaign or   |
| 8/2/11 9:18                | ExtremelyAvg            | message) and measure their activity? #measurepr  |
|                            |                         | A1: I think you have to break down your business goals and match them up with  |
| 8/2/11 9:19                | smanalyticsbook         | measurement goals - bttr with 2 or 3 Dim -c CH8 #measurepr   |
|                            |                         | @shonali @smanalyticsbook Followers aren't anything more than potential  |
| 8/2/11 9:19                | RichBecker              | 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  |
| 0/2/44 0.20                | 4                       | A1: since it hasn't been said yet I have to add calculating ROI on social media less   |
| 8/2/11 9:20                | deannaboss              | difficult than traditional media IMHO #measurepr   |
| 0/2/11 0.20                | shonali                 | RT @smanalyticsbook: A2: I use FollowerWonk as one way to find them  |
| 8/2/11 9:20                | SHUHAH                  | #measurepr a2: www.followerwonk.com is one way - what's in the Twitter Bio is more   |
| 8/2/11 9:20                | smanalyticsbook         | accurate than what SMM picks up #measurepr   |
| 0/2/11 3.20                | 3111dilary (163500K     | I have to check it out RT @smanalyticsbook: A2: I use FollowerWonk as one  |
| 8/2/11 9:20                | deannaboss              | way to find them #measurepr  |
| 0, =, == 0.20              |                         | RT @smanalyticsbook: a2: www.followerwonk.com is one way - what's in the   |
| 8/2/11 9:21                | shonali                 | Twitter Bio is more accurate than what SMM picks up #measurepr   |
|                            |                         | A1: true if your only looking at your online efforts - and you have measure for it -   |
| 8/2/11 9:21                | smanalyticsbook         | but not otherwise #measurepr   |
|                            |                         | RT @smanalyticsbook a2: www.followerwonk.com is one way - what's in the  |
| 8/2/11 9:21                | bexxco                  | 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   |
|                            |                         | RT @smanalyticsbook: a2: www.followerwonk.com is one way - whats in the  |
| 8/2/11 9:21                | SuzieLin                | Twitter Bio is more accurate than what SMM picks up #measurepr   |
|                            |                         | @deannaboss I said it, and I agree with you 100 percent. I think SM just made  |
| 8/2/11 9:21                | RichBecker              | people aware they weren't measuring anything. #measurepr   |
| 0/2/44 0 22                |                         | RT @RichBecker: @deannaboss I said it, and I agree with you 100 percent. I think   |
| 8/2/11 9:22                | JoAnnLefebvre           | SM just made people aware they weren't measuring anythi  |
| 0/2/11 0.22                | EvtromolyAya            | #measurepr I think the ROI calculation depends upon the client, and what they  |
| 8/2/11 9:22<br>8/2/11 9:22 | ExtremelyAvg<br>shonali | expect their customers to do(buy, stay with co, evangalize)  RT @ExtremelyAvg: I calculated ROI on sending paper surveys to GEICO new  |
| 0/2/11 3.22                | SHUHAH                  | M & LAGETHETYAVE. I calculated NOT OIL SETIDING Paper Surveys to detect New  |

| RT @shonali: 02: 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  RZ @shonalii: 02: How do you find your audience (for your campaign or message) and measure their activity? #measurepr @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 @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 @Mishtala I think that one needs to consider how their throughput is measured, then build the analytics from that. #measurepr RX @ExtremelyAvg #measurepr I think the ROI calculation depends upon the client, and what they expect their customers to do…(buy, sta  A1: I deal with that in fismabook - there's a method of getting all your data sources against all campaigns + KPI's =c what u got #measurepr @ExtremelyAvg Perfectly said Brian. Intent vs. outcome is the return. #measurepr A2: remember if you are a bricks and mortar business you can do offline research to assess the relevant channel #measurepr A2: http://www.webmetricsguru.com/archives/2009/10/video-tracking-using-youtube-statistics/ is a way to look at viral #measurepr A2: http://www.webmetricsguru.com/archives/2009/10/video-tracking-using-youtube-statistics/ is a way to look at viral #measurepr RX @shanali ti's not measurable, it's not really a goal. #measurepr RX @shanali ti's not measurable, it's not really a goal. #measurepr RX @shanali ti's not measurable, it's not really a goal. #measurepr RX @shanali ti's connection of the fight mix for fall (buy, evangelize, etc.) of them right? #measurepr May lask a question of the gipt mix for fall (buy, evangelize, etc.) of them right? #measurepr May lask a question of the gipt mix fall (buy, evangelize, etc.) of @shanali ti'n indexi in the measurepr in extremelyAvg RX/1    |               |                    | policy holders based on days retained vs. control group #measurepr  |
|--|---------------|--------------------|---|
| 8/2/11 9:23         CraigKessler         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         actionable data is the question always right? #measurepr           @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           @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         Client, and what they expect their customers to do., Lbuy, sta.           8/2/11 9:25         smanalyticsbook         A1: I deal with that in #smabook - there's a method of getting all your data           8/2/11 9:25         SuzieLin         that's a good place to start, depends on clients needs #measurepr           Q2 Hard to monitor activity but if use et he message drove someone to act, that's a good place to start, depends on clients needs #measurepr           8/2/11 9:25         RichBecker         #measurepr           8/2/11 9:25         KrishnaDe         ExtremelyAvg Perfectly said Brian. Intent vs. outcome is the return.           8/2/11 9:25         Shonali         ExtremelyAvg Perfectly said Brian. Intent vs. outcome is the return.           8/2/11 9:26         Shonali         ExtremelyAvg The ROI calculation depends upon  | 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 @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 @extremelyAvg Agreed it's defined by the client - that's why it's customized - @extremelyAvg Agreed it's defined by the client - that's why it's customized - @extremelyAvg Agreed it's defined by the client - that's why it's customized - @extremelyAvg Agreed it's defined by the client - that's why it's customized - @extremelyAvg Agreed it's defined by the client - that's why it's customized - @extremelyAvg agreed it's defined by the client - that's why it's customized - @extremelyAvg #measurepr (think that one needs to consider how their throughput is measured, then build the analytics from that. #measurepr RT @ExtremelyAvg: #measurepr 1 think the ROI calculation depends upon the client, and what they expect their customers to do[buy, sta 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 QE 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 QE 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 RT @ExtremelyAvg Perfectly said Brian. Intent vs. outcome is the return.  #### ### ### ### ### ### ### ### ###   |               | , 60               | , ,   |
| 8/2/11 9:23       JoAnnLefebvre @deannaboss lagree there is a lot of data in SM. But how to convert that into actionable data is the question always right? #measurepr @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 @Nishtala I think that one needs to consider how their throughput is measured, then build the analytics from that. #measurepr RT @ExtremelyAvg: #measurepr I think the ROI calculation depends upon the client, and what they expect their customers to do(buy, sta 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 @ExtremelyAvg Perfectly said Brian. Intent vs. outcome is the return.         8/2/11 9:25       Suzielin (EichBecker (Eich and What they expect their customers to do(buy, sta A2: 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 @ExtremelyAvg Perfectly said Brian. Intent vs. outcome is the return.         8/2/11 9:25       Suzielin (EichBecker (Eich and What they expect their customers to do(buy, sta A2: remember if you are a bricks and mortar business you can do offline research to assess the relevant channel #measurepr RT @ExtremelyAvg" The ROI calculation depends upon the client & what they expect customers to do (buy, stay with co, evangalize) #measurepr & measurepr & measurep  | 8/2/11 9:23   | CraigKessler       |   |
| ### Actionable data is the question always right? ##measurepr  @extremelyAvg Agreed it's defined by the client - that's why it's customized -  ### Word of the client - why it | 8/2/11 9:23   | IoAnni efehyre     |   |
| ### ### ### ### ### ### ### ### ### ##   | 0/2/11 3.23   | JOANNEEREDVIC      |   |
| 8/2/11 9:24       smanalyticsbook       you would not want to buy a suit and - tailored? #measurepr         8/2/11 9:24       ExtremelyAvg       then build the analytics from that. #measurepr         8/2/11 9:24       RichBecker       EichBecker       Element on that the ROI calculation depends upon the client, and what they expect their customers to do(buy, sta)         8/2/11 9:25       Smanalyticsbook       sources against all campaigns + KPI's = c what u got #measurepr         8/2/11 9:25       SuzieLin       Late on that's a good place to start, depends on clients needs #measurepr         8/2/11 9:25       RichBecker       #measurepr         8/2/11 9:25       KrishnaDe       #measurepr         8/2/11 9:25       KrishnaDe       research to assess the relevant channel #measurepr         8/2/11 9:26       shonali       pextremelyAvg" The ROI calculation depends upon the client & what they expect customers to do (buy, stay with co, evangalize) #measurepr         8/2/11 9:26       Mishtala       Into measurement goals? #measurepr         8/2/11 9:27       Smanalyticsbook       2/2/11 9:27         8/2/11 9:27       Smanalyticsbook       RichBecker       @RichBecker oops - sorry if I missed your tweet. very good point. #measurepr         8/2/11 9:27       Smanalyticsbook       RichBecker       RichBecker       QRishtala if it's not measurable, it's not really a goal. #measurepr   | 8/2/11 9:23   | Nishtala           | actionable data is the question always right? #measurepr            |
| 8/2/11 9:24 ExtremelyAvg then build the analytics from that. #measurepr 8/2/11 9:24 RichBecker client, and what they expect their customers to do(buy, sta A1: I deal with that in #smabook - there's a method of getting all your data 8/2/11 9:25 smanalyticsbook sources against all campaigns + KPI's = c what u got #measurepr Q2 Hard to monitor activity but if u see the message drove someone to act, 8/2/11 9:25 RichBecker #measurepr 8/2/11 9:25 RichBecker #measurepr 8/2/11 9:25 RichBecker #measurepr 8/2/11 9:25 RichBecker #measurepr 8/2/11 9:26 Shonali #measurepr 8/2/11 9:27 RichBecker #measurepr 8/2/11 9:28 Shonali #measurepr 8/2/11 9:28 Shonali #measurepr 8/2/11 9:29 Shonali #measurepr 8/2/11 9:29 Shonali #measurepr 8/2/11 9:27 RichBecker #measurepr 8/2/11 9:27 Shonali #measurepr 8/2/11 9:27 Shonali #measurepr 8/2/11 9:27 Shonali #measurepr 8/2/11 9:28 Shonali #measurepr 8/2/11 9:27 Shonali #measurepr 8/2/11 9:28 Shonali #measurepr 8/2/11 9:27 Shonali #measurepr 8/2/11 9:28 Shonali #measurepr 8/2/11 9:29 Shonali #measurepr 8/2/11 9:28 Shonali #measurepr 8/2/11 9:29 Shonali #measurepr 8/2/11 9:2        | 0/0/44 0 00   | 1 1                |   |
| 8/2/11 9:24         ExtremelyAvg         then build the analytics from that. #measurepr           8/2/11 9:24         RichBecker         If ield with the Roll calculation depends upon the client, and what they expect their customers to do(buy, sta A1: I deal with that in #smabook - there's a method of getting all your data sources against all campaigns + KPI's = cwhat u got #measurepr           8/2/11 9:25         SuzieLin         that's a good place to start, depends on clients needs #measurepr           8/2/11 9:25         RichBecker         #measurepr           8/2/11 9:25         RichBecker         #measurepr           8/2/11 9:25         KrishnaDe         #measurepr           8/2/11 9:25         KrishnaDe         #measurepr           8/2/11 9:26         Shonali         #measurepr           8/2/11 9:27         Shonali         #measurepr         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         Shonali         #measurement goals? #measurepr           8/2/11 9:27         Smanalyticsbook         #measurement goals? #measurepr           8/2/11 9:27         Smanalyticsbook         #measurepr           8/2/11 9:27         Smonali         #measurepr           8/2/11 9:28         BrichBecker         #measurepr         #measurepr           8/2/11  | 8/2/11 9:23   | smanalyticsbook    | ·   |
| RT @ExtremelyAvg: #measurepr   think the ROI calculation depends upon the client, and what they expect their customers to do(buy, sta  | 8/2/11 9:24   | ExtremelyAvg       |   |
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| Q3: @smanalyticsbook Can you discuss the challenges/advantages with 8/2/11 9:29 shonali monitoring social media internationally and multi-culturally? #measurepr @ExtremelyAvg Actually, can you DM it to me, so that I can add it to the queue?   | 8/2/11 9:29   | Nishtala           |   |
| @ExtremelyAvg Actually, can you DM it to me, so that I can add it to the queue?  |               |                    | Q3: @smanalyticsbook Can you discuss the challenges/advantages with |
|  | 8/2/11 9:29   | shonali            |   |
| OFFI TE STOOL SHOULD THE TOUR WITH HINCHINE OF THILE SUITED.   | 8/2/11 0.30   | shonali            |   |
| , ,  | 5, =, 11 5.50 | 0.10.1411          |   |

|               |                      | @Nishtala Everyone "wants" everything, but they still have to prioritize, no?   |
|---------------|----------------------|---|
| 8/2/11 9:30   | shonali              | #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                           |
| 0/2/11 3.31   | Silialialyticsbook   | RT @smanalyticsbook: A3 It's extremely challenging to do International  |
| 8/2/11 9:31   | shonali              | Monitoring well, need people who understand the languages #measurepr  |
|               |                      | A3: Crawling data in different character sets than our own - and we don't always  |
| 8/2/11 9:32   | smanalyticsbook      | 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.   |
|               |                      | A3: http://www.docstoc.com/docs/59408697/Linguistic-Challenges-Associated-with-Monitoring-Social-Media  |
| 8/2/11 9:32   | smanalyticsbook      | #measurepr  |
| 0,2,113.32    | 3111dilary (163500K  | RT @shonali: @Nishtala Everyone "wants" everything, but they still have to  |
| 8/2/11 9:32   | RichBecker           | prioritize, no? #measurepr  |
|               |                      | A3: http://www.criticism.com/linguistics/sociolinguistic-variable.php   |
| 8/2/11 9:32   | smanalyticsbook      | #measurepr  |
|               |                      | RT @shonali: RT @smanalyticsbook: A3 It's extremely challenging to do   |
| 8/2/11 9:33   | KyleeCoffman         | International Monitoring well, need people who understand the lang  |
| - 1- 1        |                      | RT @smanalyticsbook: A3: Crawling data in different character sets than our   |
| 8/2/11 9:33   | shonali              | own, don't always have a handle on slang #measurepr   |
| 0/2/11 0.22   | smanalytisshook      | A3: people also express themselves differently all over the world + knowing that  |
| 8/2/11 9:33   | smanalyticsbook      | to listen to in each region is problematic #measurepr RT @deannaboss: @RichBecker and that's the real value of #measurepr -                               |
| 8/2/11 9:33   | RichBecker           | building the community.   |
| 0,2,113.33    | Menbecker            | RT @deannaboss: @RichBecker and that's the real value of #measurepr -   |
| 8/2/11 9:34   | JoAnnLefebvre        | building the community.   |
|               |                      | @RossBecker yes, A3: one does have to work this out with whomever is going to   |
| 8/2/11 9:34   | smanalyticsbook      | do the monitoring for you, unless your doing it #measurepr  |
|               |                      | Sad to be leaving early, but I must do work now! Keep the good conversation   |
| 8/2/11 9:35   | bexxco               | going! #measurepr   |
| 0/2/44 0.26   | ah a mali            | RT @smanalyticsbook: A3 Ppl express themselves dfrtly all over world, knowing   |
| 8/2/11 9:36   | shonali              | that to listen to in each region is problematic #measurepr Q4: (from @ExtremelyAvg): @smanalyticsbook: How do you set up your control                     |
| 8/2/11 9:40   | shonali              | group, for the campaign? #measurepr   |
| 0/2/11 3.40   | 311011411            | A3: you pick your sources first, crawl them and extract just relevant data you  |
| 8/2/11 9:41   | smanalyticsbook      | need and then pair that - analytics+analysts #measurepr   |
|               | •                    | A3: there is some A/B testing in Online Listening - but not like what we do with  |
| 8/2/11 9:42   | smanalyticsbook      | Paid Search - not the same thing #measurepr   |
|               |                      | A4: Ideally, just like any psychology or sociology experiment. But most   |
| 8/2/11 9:43   | RichBecker           | 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  |
| 0/2/44 0.42   | Diele De elver       | RT @smanalyticsbook: A3: there is some A/B testing in Online Listening - but not  |
| 8/2/11 9:43   | RichBecker           | 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<br>Wow this is a great chat and sorry all but I have to jump. Will read the transcript. |
| 8/2/11 9:44   | SuzieLin             | #measurepr  |
| 8/2/11 9:44   | followerwonk         | RT @smanalyticsbook: A2: I use FollowerWonk as one way to find them   |
| J/ L/ 11 J.74 | TOTIO VV CT VV OTTIC | AT & STITELING TO BOOK! AZ. I USE I OHOWE! WORK US OHE WAY TO HIM THEM  |

#measurepr

|                |                     | #measurepr   |
|----------------|---------------------|--|
| 0/0/44 0 44    | 1 1                 | A3: generally speaking people dont set up control groups with social monitoring -  |
| 8/2/11 9:44    | smanalyticsbook     | its' not that it can't be done - though #measurepr   |
| 0/2/44 0 44    |                     | RT @smanalyticsbook: A3: there is some A/B testing in Online Listening - but not   |
| 8/2/11 9:44    | JoAnnLefebvre       | like what we do with Paid Search - not the same thing #  |
| 8/2/11 9:45    | followerwonk        | @smanalyticsbook thanks for the mention! #measurepr  |
| - 1- 1         |                     | RT @smanalyticsbook: A4: generally speaking people dont set up control groups  |
| 8/2/11 9:45    | shonali             | with social monitoring - not that it can't be done #measurepr  |
| 0/0/11/0/17    |                     | A3: and the monitoring platforms aren't really built for that - not to say they  |
| 8/2/11 9:45    | smanalyticsbook     | can't do it - but's not something people asked 4 #measurepr  |
| 0/0/11/0/10    |                     | RT @smanalyticsbook: A2: I use FollowerWonk as one way to find them  |
| 8/2/11 9:46    | JoAnnLefebvre       | #measurepr   |
| 0/0/44 0 46    | 1 11                | Q5: @smanalyticsbook: How do we separate signal from noise in Social Media?  |
| 8/2/11 9:46    | shonali             | What are some of the breakthroughs here? #measurepr  |
| 0/0/44 0 46    | 1 1                 | A4: I will look up what is out there about Control Groups for SMROI and listening  |
| 8/2/11 9:46    | smanalyticsbook     | and get back to you during next chat #measurepr  |
| 0/2/44 0 47    | W                   | #measurepri would think the only reason for A/B testing in SM is to see what   |
| 8/2/11 9:47    | KatrinaME           | works best and ditch/improve what doesn't.   |
| 0/2/44 0:47    | -11:                | RT @smanalyticsbook: A4: I'll look up what's out there abt Control Groups for  |
| 8/2/11 9:47    | shonali             | SMROI/listening & get back to you during next chat #measurepr  |
| 0/2/11 0.47    | line ala a una u    | RT @shonali: RT @smanalyticsbook: A4: I'll look up what's out there abt Control  |
| 8/2/11 9:47    | lizscherer          | Groups for SMROI/listening & get back to you during next   |
| 0/2/11 0.40    | ah a a a li         | Q5: @smanalyticsbook: How do we separate signal from noise in Social Media?  |
| 8/2/11 9:48    | shonali             | 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  |
| 0/2/11 9.31    | Silialialyticsbook  |  |
| 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 9.31    | Michibecker         | RT @smanalyticsbook: A5: one attempt is writing very long queries in SMM   |
| 8/2/11 9:51    | RichBecker          | platforms - often doesn't work that well and most platforms can  |
| 8/2/11 3.31    | Michibecker         | RT @smanalyticsbook: A5: 1 attempt- writing v long queries in SMM platforms,   |
| 8/2/11 9:52    | shonali             | often doesn't work well, most platforms can't run em #measurepr  |
| 6/2/11 9.52    | Silonan             | RT @smanalyticsbook: A5: one attempt is writing very long queries in SMM   |
| 8/2/11 9:52    | JoAnnLefebvre       | platforms - often doesn't work that well and most platforms can  |
| 0,2,11 3.32    | JOHNNECTEDVIC       | A5: also, using AI - Machine Learning - such as Crimson Hexagon, Glide   |
| 8/2/11 9:52    | smanalyticsbook     | Intelligence - etc - Bayesian logic - #measurepr   |
| 0,2,113.32     | Silialiary clessook | .@shonali You can measure by responses/conversation generated. Also think  |
| 8/2/11 9:53    | apsheehan           | this depends a lot on what overall goals all. #measurepr   |
| 0,2,113.33     | арэпсспап           | RT @smanalyticsbook: A5: also, using AI - Machine Learning - such as Crimson   |
| 8/2/11 9:53    | ExtremelyAvg        | Hexagon, Glide Intelligence - etc - Bayesian logic - #meas   |
| 0, 2, 11 3.33  | Extremely 118       | A5: http://www.needlebase.com/videos Needlebase was created by ITA - now   |
| 8/2/11 9:53    | smanalyticsbook     | owned by Google, #measurepr  |
| 8/2/11 9:54    | whitegyr            | RT @followerwonk: @smanalyticsbook thanks for the mention! #measurepr  |
| 5, -, ±± 5.5 t |                     | A5: http://www.webanalyticsworld.net/2010/11/google-indexes-only-0004-of-  |
| 8/2/11 9:54    | smanalyticsbook     | all-data-on.html Google indexes ~1% of all web content #measurepr  |
| 5, -, - + 5.51 | 21.10.10.7 (100000) | RT @smanalyticsbook: A5: also, using AI - Machine Learning - such as Crimson   |
| 8/2/11 9:54    | shonali             | Hexagon, Glide Intelligence - etc - Bayesian logic #measurepr  |
| 8/2/11 9:55    | shonali             | RT @smanalyticsbook: A5: http://www.needlebase.com/videos Needlebase was   |
| 5, =, ±± 5.55  | J.1011411           | C single group of the property of the control o |

|                 |                    | created by ITA - now owned by Google #measurepr  |
|-----------------|--------------------|--|
| - 4- 4          |                    | A5: http://www.webmetricsguru.com/archives/2010/11/qr-codes-and-analytics-   |
| 8/2/11 9:55     | smanalyticsbook    | 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    |
| 0/2/11 3.33     | Menbecker          | RT @smanalyticsbook: A5:   |
|                 |                    | http://www.webmetricsguru.com/archives/2010/11/qr-codes-and-analytics-   |
| 8/2/11 9:56     | ExtremelyAvg       | tracking/ QR Codes also help with offline  |
|                 |                    | A5: There's a case study on using QR codes to get offline actions in CH 12 of  |
| 8/2/11 9:56     | smanalyticsbook    | Social Media Analytics #smabook #measurepr   |
|                 |                    | A5: however, it's always going to come down to the Analysts running all of the AI  |
| 8/2/11 9:57     | smanalyticsbook    | - just like it is for listening, in general #measurepr   |
| 0/0/44 0 57     |                    | RT @smanalyticsbook: A5: There's a case study on using QR codes to get offline   |
| 8/2/11 9:57     | JoAnnLefebvre      | 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 9.5/     | apsileellall       | RT @smanalyticsbook: A5: There's a case study on using QR codes to get offline   |
| 8/2/11 9:58     | ExtremelyAvg       | actions in CH 12 of Social Media Analytics #smabook #meas  |
| 0, 2, 22 0.00   |                    | RT @smanalyticsbook: A5: It's always going to come down to the Analysts  |
| 8/2/11 9:58     | shonali            | running the AI, just like it is for listening in general #measurepr  |
|                 |                    | It's almost 1 pm ET - where did the time go?! Thanks so much @smanalyticsbook  |
| 8/2/11 9:59     | shonali            | for joining, as well as to everyone else. #measurepr   |
| 8/2/11 9:59     | ExtremelyAvg       | @smanalyticsbook Thanks! You were great. #measurepr  |
|                 |                    | But we're not finished with @smanalyticsbook; he'll be back on Aug. 16, for a  |
| 8/2/11 9:59     | shonali            | 2nd round - 12-1 pm ET, so save the date! #measurepr   |
| - 4- 4          |                    | RT @shonali: But we're not finished with @smanalyticsbook; he'll be back on  |
| 8/2/11 9:59     | ExtremelyAvg       | Aug. 16, for a 2nd round - 12-1 pm ET, so save the date! #me   |
| 8/2/11          | Havananhat         | RT @shonali: RT @smanalyticsbook: A5: also, using AI - Machine Learning - such   |
| 10:00<br>8/2/11 | Hexagonbot         | as Crimson Hexagon, Glide Intelligence - etc - Bayesian I  And everyone, feel free to buy my book and read it - and then come back ask   |
| 10:00           | smanalyticsbook    | some questions in two weeks #measurepr   |
| 8/2/11          | Silialialyticsbook | RT @smanalyticsbook: A5: also, using AI - Machine Learning - such as Crimson   |
| 10:00           | Hexagonbot         | Hexagon, Glide Intelligence - etc - Bayesian logic - #meas   |
|                 |                    | RT @2032media: The Economy Sucks Contest   2032media.com   |
| 8/2/11          |                    | http://fb.me/tnwBKD36 #smchat #pr20chat #measurepr #u30pro #fitblog  |
| 10:00           | 2032media          | #smmeasure   |
| 8/2/11          |                    | Also, @smanalyticsbook has an evening with the author coming up on Aug. 18, if   |
| 10:00           | shonali            | you can make it: http://ow.ly/5TiLd #measurepr   |
| 8/2/11          |                    | Thanks so much again @smanalyticsbook and all! The "official" chat is now over,  |
| 10:01           | shonali            | 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<br>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          | JOAIIIITEIENVIE    | We'll see @smanalyticsbook and *hopefully* all of you back on August 16, 12-1  |
| 10:02           | shonali            | pm ET, to talk more about social media msmt. #measurepr  |
| 10.02           | J. Torrain         | p 1., to tak more about oodar media monte initedourepr   |