

Time(PDT)	Username	Update
10/25/11 9:00	shonali	And... we're off! Welcome to your bi--weekly chat on all things PR & SM measurement. Delighted to have @jenzings back today! #measurepr
10/25/11 9:00	jenzings	@shonali Happy to be here! #MeasurePR
10/25/11 9:00	shonali	Heh! RT @jenzings: FWIW, "be there or be oval" is my new mantra. Maybe. #measurepr
10/25/11 9:00	shonali	As you settle in/join, please introduce yourself & tell us who you are, what you do, etc. #measurepr
10/25/11 9:02	MRPdatadotcom	Check this out! CDN data archive from @comScore on mobile, regional data, demographics http://t.co/64uqpSW7 @datagems #cprs #measurepr
10/25/11 9:02	Soulati	RT @shonali: @soulati Wonderful! See you in #measurepr shortly! Saying hi; don't like to be a lurker. #PR "guru?"
10/25/11 9:02	fhachtmann	RT @fhachtmann: Frauke Hachtmann, associate professor @unl_cojmc, teaching media strategy #adpr460 #measurepr
10/25/11 9:02	shonali	I'll start: I'm a #solopr pro based in DC & measurement fanatic (hence this chat). You? #measurepr
10/25/11 9:03	shonali	@fhachtmann @soulati Great to see you! #measurepr
10/25/11 9:03	jenzings	I work for @CustomScoop and am also a measurement fanatic. #MeasurePR @shonali My name is Cris and I do Social PR for @morecabbage in Dallas, Texas. #measurepr
10/25/11 9:03	momnonstop	Hello! Deanna with Maccabee in Minneapolis - measurement specialist working with a variety of clients! #measurepr
10/25/11 9:03	deannaboss	We are Critical Mention, a real-time broadcast monitoring service based in NYC. Very happy to join you all at #measurePR :) @momnonstop Lovely to see you here, welcome! And to @deannaboss too! #measurepr
10/25/11 9:04	criticalmention	@shonali Thanks! I hope my #adpr460 students are in the audience. We have class in a little while. #measurepr
10/25/11 9:04	shonali	Hi everyone, I am Karina from NJ & I do PR, marketing & social media for small-mid sized businesses. #measurepr
10/25/11 9:04	prforsmallbiz	@criticalmention Oh, fab! I caught your booth briefly at #prsaicon. It didn't run very fast. :p #measurepr
10/25/11 9:04	shonali	@shonali Thank you, first time in this chat as I usually attend the #cmgrchat every Wednesday when I have time. #measurepr
10/25/11 9:04	momnonstop	Morning All, first time here!!! I'm Brandie, Community Mgr @SenseiMarketing #measurepr
10/25/11 9:04	litlewys	@fhachtmann I hope so too, we'll get the chat going shortly so that #adpr460 students get a taste of it. :) #measurepr
10/25/11 9:05	shonali	Hi all - I'm with @LPP_PR in Boston. Happy to be back after a few weeks away from this great chat #measurepr
10/25/11 9:05	TedWeismann	@momnonstop We love first-timers. Also old-timers, heh. :) #measurepr
10/25/11 9:05	shonali	@litlewys @prforsmallbiz @TedWeismann Great to see you and welcome! #measurepr
10/25/11 9:05	shonali	We'll get started soon, but before that, some housekeeping... #measurepr
10/25/11 9:06	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
10/25/11 9:06	shonali	Just finished hosting a webinar on Twitter for non-profit cause awareness but def making it to #measurepr
10/25/11 9:06	BlueprintCG_PR	

10/25/11 9:07 shonali 2nd, we have groups on Facebook & LinkedIn, if you'd like to join, just search for the hashtag. #measurepr

10/25/11 9:07 shonali @BlueprintCG_PR Oh, lovely, I'm so glad you could make it! #measurepr @criticalmention Maybe you could take a leaf out of @decillis book...;) #measurepr

10/25/11 9:08 shonali RT @shonali: we have groups on Facebook & LinkedIn, if youd like to join, just search for the hashtag. #measurepr

10/25/11 9:08 momnonstop 3rd, this is where all chat recaps/transcripts are posted: <http://t.co/oMJmBule> Might want to bookmark it. #measurepr

10/25/11 9:08 shonali Hi #measurePR Jason Mollica, solo PR/SM marketing pro. First time participant, long-time lurker.

10/25/11 9:09 JasMollica 4th: I'll be sending questions to @jenzings, but all are welcome to chime in. If you have MORE qns for her, please DM me. #measurepr

10/25/11 9:09 shonali @shonali @decillis We are always accepting suggestions :) #measurePR

10/25/11 9:09 criticalmention RT @shonali: 3rd, this is where all chat recaps/transcripts are posted: <http://t.co/IZTDDRfa> Might want to bookmark it. #MeasurePR

10/25/11 9:09 jenzings @JasMollica We love long-time lurkers who turn into participants. Welcome! #measurepr

10/25/11 9:09 shonali So y'all know that @jenzings is our guest today, after moderating some of the recent chats. Welcome, Jen! #measurepr

10/25/11 9:09 shonali Thanks @shonali! Glad to be here. #MeasurePR

10/25/11 9:10 jenzings @JasMollica Love it! #measurepr

10/25/11 9:10 shonali Btw @jenzings is very modest but she is one of the smartest people around, so if you're not already doing so, follow her. #measurepr

10/25/11 9:10 shonali OK, Q1 coming up... #measurepr

10/25/11 9:11 shonali Often look at #measurepr heashtag, but 1st time actually doing it during chat!

10/25/11 9:11 SceneStealrEric Nice to catch it live! (work for @spiral16)

10/25/11 9:11 IABCDetroit Follow the #measurePR hashtag for a hearty discussion about the importance of metrics in PR led by the fabulous @shonali.

10/25/11 9:11 deannaboss RT @IABCDetroit: Follow the #measurePR hashtag for a hearty discussion about the importance of metrics in PR led by the fabulous @shonali.

10/25/11 9:11 shonali @IABCDetroit Thank you and @SceneStealrEric great to see you here! Hope you're well? #measurepr

10/25/11 9:11 jenzings *Blushing* Thanks @shonali. #MeasurePR

10/25/11 9:12 teewhyare Good morning everyone, this is my first #measurepr I hope to learn lots and contribute value where I can. =)

10/25/11 9:12 shonali Q1: @jenzings, how do you approach measuring influence in social media? #measurepr

10/25/11 9:12 prforsmallbiz RT @IABCDetroit: Follow the #measurePR hashtag for a hearty discussion about the importance of metrics in PR led by the fabulous @shonali

10/25/11 9:12 IABCDetroit @shonali @SceneStealrEric Very well, thanks. Hope you are, too. Thanks as always, for hosting. #measurePR

10/25/11 9:12 shonali @teewhyare Welcome, we love seeing new people! #measurepr

10/25/11 9:12 shonali @IABCDetroit I'm doing much better, thanks so much for asking. #measurepr

10/25/11 9:12 prforsmallbiz RT @shonali Q1: @jenzings, how do you approach measuring influence in social media? #measurepr

10/25/11 9:12 jenzings A1: Ah influence. 1st step is to determine goals--preferably tied to biz goals.

Why are you measuring? #MeasurePR

10/25/11 9:13 JasMollica A1: I approach influence by looking at an "influencers" tweets, how they interact with followers. Klout scores rank low to me. #measurepr

10/25/11 9:13 shonali RT @jenzings: A1: Ah influence. 1st step is to determine goals--preferably tied to biz goals. Why are you measuring? #measurepr

10/25/11 9:13 Soulati RT @shonali: Q1: @jenzings, how do you approach measuring influence in social media? #measurepr And, does Klout have anything to do with it?

10/25/11 9:13 teewhyare @shonali thank you so much for the kind welcome. You have such a beautiful name #measurepr

10/25/11 9:14 fhachtmann RT @IABCDetroit: Follow #measurePR for a hearty discussion about the importance of metrics in PR led by the fabulous @shonali @unl_cojmc

10/25/11 9:14 JasMollica A1: for a biz, it has to come back to your overall PR plan and what you've laid out. #measurepr

10/25/11 9:14 prforsmallbiz A1) I love Facebook's new insights with reach, engaged users & virality. #measurepr

10/25/11 9:14 shonali RT @JasMollica: A1: I approach influence by looking at an "influencers" tweets, how they interact w followers. Klout ranks low. #measurepr

10/25/11 9:14 JasMollica RT @prforsmallbiz: A1) I love Facebook's new insights with reach, engaged users & virality. #measurepr

10/25/11 9:14 DanFuoco RT @iabcdetroit: Follow the #measurePR hashtag for a hearty discussion about the importance of metrics in PR led by the fabulous @shonali.

10/25/11 9:14 prweb RT @jenzings: A1: Ah influence. 1st step is to determine goals--preferably tied to biz goals. Why are you measuring? #MeasurePR

10/25/11 9:14 jenzings A1 Then determine context. Without context, influence doesn't mean anything. #MeasurePR

10/25/11 9:14 momnonstop @jenzings Setting up goals prior to implementing our social media is always important. Tis helps lay out your measurement later #measurepr

10/25/11 9:15 Soulati A1. #MeasurePR Do people with larger followings have more challenging time interacting and thus is "influence measurable? @jenzings @shonali

10/25/11 9:15 lttlewys A1: Influence is all subjective, must know what ur looking for to use analytics to measure, what is the goal? #measurepr

10/25/11 9:15 shonali Amen. RT @jenzings: A1 Then determine context. Without context, influence doesn't mean anything. #measurepr

10/25/11 9:15 RichBecker RT @prweb: RT @jenzings: A1: Ah influence. 1st step is to determine goals--preferably tied to biz goals. Why are you measuring? #MeasurePR

10/25/11 9:15 deannaboss Right on! RT @jenzings: A1 Then determine context. Without context, influence doesn't mean anything. #MeasurePR

10/25/11 9:15 MattLaCasse RT @JasMollica: A1: I approach influence by looking at an "influencers" tweets, how they interact with followers. Klout scores rank low ...

10/25/11 9:15 criticalmention A1: numbers can be great but social media's a whole other ball game. It's all about listening and engaging with your audience #measurePR

10/25/11 9:15 TedWeismann @jenzings Can you give examples of context? #measurepr

10/25/11 9:15 shonali @Soulati That's a good question, how about we keep it for later in the chat? @jenzings #measurepr

10/25/11 9:15 momnonstop A1 If your goal is to get people talking then you can count positive and negative conversations. (while also responding to all) #measurepr

10/25/11 9:15 SceneStealrEric A1: At @spiral16, its all by specific topic/context and determined by things like e algorithms and inbound links #measurepr

10/25/11 9:16 Soulati @shonali: @jenzings: A1 Then determine context. Without context, influence doesn't mean anything. #measurepr "Context is defined as...?"

10/25/11 9:16 jenzings A1: so once you have goals and context, *then* start looking at who influencers are. #MeasurePR

10/25/11 9:16 SceneStealrEric "search engine" algorithms, sorry! #measurepr

10/25/11 9:16 Soulati RT @shonali: @Soulati That's a good question, how about we keep it for later in the chat? @jenzings #measurepr OK Sorry; Ignore that!

10/25/11 9:17 shonali RT @jenzings: A1: so once you have goals and context, *then* start looking at who influencers are. #measurepr

10/25/11 9:17 JasMollica RT @shonali: RT @jenzings: A1: so once you have goals and context, *then* start looking at who influencers are. #measurepr

10/25/11 9:17 jenzings @TedWeismann sure. Context means relevance to your audience. Can Justin Bieber sell motor oil to 50YO Males? #MeasurePR

10/25/11 9:17 shonali @Soulati No, I won't ignore it, it deserves its own Q#. :) Cool @jenzings? #measurepr

10/25/11 9:17 prforsmallbiz RT @jenzings A1: so once you have goals and context, *then* start looking at who influencers are. #MeasurePR

10/25/11 9:17 Soulati RT @criticalmention: A1: numbers can be great but social media's a whole other ball game. It's about listening, engaging #measurepr

10/25/11 9:17 jenzings @shonali @Soulati Absolutely! #MeasurePR

10/25/11 9:17 TedWeismann RT @jenzings: @TedWeismann sure. Context means relevance to your audience. Can Justin Bieber sell motor oil to 50YO Males? #measurepr

10/25/11 9:17 shonali LOL. RT @jenzings: @TedWeismann Context means relevance to your audience. Can Justin Bieber sell motor oil to 50YO Males? #measurepr

10/25/11 9:18 momnonstop @jenzings If he packages it for the teens ;) then the dadas will buy it for them as a keepsake #measurepr

10/25/11 9:18 PlayDateMiami A1 @radian6 has a good paper on social influence & talks about soft vs hard metrics <http://t.co/4Lf7PHML> #measurepr

10/25/11 9:18 prforsmallbiz RT @jenzings @TedWeismann sure. Context means relevance to your audience. Can Justin Bieber sell motor oil to 50YO Males? #MeasurePR

10/25/11 9:18 SceneStealrEric True! RT @jenzings: @TedWeismann sure. Context means relevance to your audience. Can Bieber sell motor oil to 50YO Males? #measurepr

10/25/11 9:18 Soulati RT @jenzings: @TedWeismann sure. Context =relevance to audience. Can Justin Bieber sell motor oil to 50YO Males? #MeasurePR Thx. Had same Q

10/25/11 9:18 BlueprintCG_PR A1 @radian6 has a good paper on social influence & talks about soft vs hard metrics slidesha.re/uBLvYm #measurepr

10/25/11 9:19 shonali Q2: Do we, as an industry, get our definitions wrong? Eg, many people say "measuring" when they are really "monitoring." Y/N? #measurepr

10/25/11 9:19 jenzings LOL. RT @momnonstop: @jenzings he packages it for the teens ;) then they will buy it for them as a keepsake #measurepr #MeasurePR

10/25/11 9:19 JasMollica RT @shonali: Q2: Do we, as an industry, get our definitions wrong? Eg, many people say "measuring" when they are really "monitoring." Y/ ...

10/25/11 9:19 fhachtmann RT @BlueprintCG_PR: A1 @radian6 has good paper on social influence & talks about soft vs hard metrics slidesha.re/uBLvYm #measurepr #adpr460

10/25/11 9:19 criticalmention RT @momnonstop: A1 If your goal is to get people talking then you can count positive and negative conversations. (while also responding ...

10/25/11 9:19 superdumb RT @SceneStealrEric: True! RT @jenzings: @TedWeismann sure. Context means relevance to your audience. Can Bieber sell motor oil to 50YO ...

10/25/11 9:19 teewhyare @BlueprintCG_PR I am a huge @radian6 fan. #measurepr
A2: I think there is some confusion. But that is where, a PR pros, we need to

10/25/11 9:20 JasMollica guide the discussion/planning. #measurepr
A2 I think yes, sometimes. Monitoring is essential, but some of the data

10/25/11 9:20 jenzings collected can be measured #MeasurePR

10/25/11 9:20 shonali @AARP LOL! #measurepr
Q2: Perhaps. I see monitoring as a quick snapshot, and measurement as the

10/25/11 9:20 kauaiianSun deeper dive. Jumping in for a bit! #measurepr

10/25/11 9:20 BlueprintCG_PR A2 I would think that "monitoring" & "measuring" go together #measurepr
A1 What makes an influencer? We did a study w/ @briansolis that we think

10/25/11 9:20 prweb explains it well: <http://t.co/JR405rLL> #measurepr
I agree! RT @jenzings: A2 I think yes, sometimes. Monitoring is essential, but

10/25/11 9:20 momnonstop some of the data collected can be measured #measurepr

10/25/11 9:20 SceneStealrEric A2: Gotta have benchmarks to measure, gotta start with monitoring #measurepr
RT @SceneStealrEric: True! RT @jenzings: @TedWeismann sure. Context means

10/25/11 9:20 supermartie relevance to your audience. Can Bieber sell motor oil to 50YO ...

10/25/11 9:20 IABCDetroit @DanFuoco @fhachtmann @deannaboss Thanks for the #measurePR RTs!

10/25/11 9:21 momnonstop Without monitoring you could have a crisis erupt and miss the lava. #measurepr
A2: This is something I personally see a lot of. Eg, data is being collected

10/25/11 9:21 shonali (monitoring), but then nothing is done with it. #measurepr
A2: To me, there is no confusion. But that's because I lay it out for clients. Can't

10/25/11 9:21 JasMollica measure if you don't monitor, right? #measurepr
RT @momnonstop: Without monitoring you could have a crisis erupt and miss

10/25/11 9:21 jenzings the lava. | Indeed!! #MeasurePR
A2 Well monitoring is being aware, responding to queries...measuring = looking

10/25/11 9:21 prweb at trends in data and making adjustments to strat #measurepr
Agree RT @SceneStealrEric: A2: Gotta have benchmarks to measure, gotta start

10/25/11 9:21 kauaiianSun with monitoring #measurepr
A2: To me, both monitoring *and* measuring are important to do consistently.

10/25/11 9:21 shonali @jenzings do you agree? #measurepr
RT @JasMollica: A2: To me, there is no confusion, because I lay it out for clients.

10/25/11 9:22 SceneStealrEric Can't measure if you don't monitor, right? #measurepr
Good Q RT @shonali: Q2: Do we get our definitions wrong? Eg, many people say

10/25/11 9:22 TedWeismann "measuring" when they are really "monitoring." Y/N? #measurepr
RT @prweb: A2 Well monitoring is being aware, responding to

10/25/11 9:22 IABCDetroit queries...measuring = looking at trends in data and making adjustments to st ...
RT @fhachtmann @BlueprintCG_PR: A1 @radian6 has good paper on social

10/25/11 9:22 Soulati influence about soft/hard metrics <http://t.co/7ia69yQ4> #measurepr
RT @momnonstop: Without monitoring you could have a crisis erupt and miss

10/25/11 9:22 shonali the lava. #measurepr
A2: I don't think we get definations are wrong, there r several standards based

10/25/11 9:22 lttlewys on industry as to what meaning is! i.e influence #measurepr
@shonali exactly. You need analyze and draw conclusions from data and make

10/25/11 9:22 sacevero improvements to your actions. #measurepr
@shonali Or it's reported in a measurement report..lacks context and what data

10/25/11 9:22 kauaiianSun means to biz goals. #measurepr
A2 we definitely do. Part of the issue is that they are both so closely related.

10/25/11 9:22 criticalmention Monitoring can usually be a basis for measuring #measurePR

10/25/11 9:22 prforsmallbiz A2) I think a big part of monitoring is locating the key influencers in your audience & engaging with them. #MeasurePR

10/25/11 9:22 momnonstop How do you measure anything without monitoring? #measurepr

10/25/11 9:22 alex_m_perez monitoring describes real-time measuring. the industry moves too fast to wait for results then measure #measurePR

10/25/11 9:22 jenzings @shonali A2: - absolutely both are important. #MeasurePR

10/25/11 9:22 shonali @kauaiianSun Yes, exactly. #measurepr

10/25/11 9:23 prweb @JasMollica I like that. "Can't measure if you don't monitor" #measurepr

10/25/11 9:23 deannaboss RE Q2: you can't measure if you don't monitor! it does make me crazy how the terms are often mixed up. #measurepr

10/25/11 9:23 prforsmallbiz Measuring is tracking how your initiatives performed. #MeasurePR

10/25/11 9:23 JasMollica @prweb Thanks! That is something I mention to current/potential clients. VERY important. #measurepr

10/25/11 9:23 shonali @sacevero Right! You can't do that w/o the data, but you need to hear the stories the data are telling you too. (A2) #measurepr

10/25/11 9:23 BlueprintCG_PR Same thing I said...they go together RT @SceneStealrEric: RT @JasMollica: A2: Can't measure if you don't monitor, right? #measurepr

10/25/11 9:23 teewhyare If you don't use social to both monitor and measure, you've wasted the entire social experience. Both are important to a campaign #measurepr

10/25/11 9:24 JasMollica @BlueprintCG_PR Absolutely... Glad we are thinking the same! :) #measurepr

10/25/11 9:24 BlueprintCG_PR And why monitor if u won't measure? RT @momnonstop: How do you measure anything without monitoring? #measurepr

10/25/11 9:24 shonali RT @jenzings: A2 cont: thus, there is some confusion. Clip volume =/= measurement though. This is "old school" thinking #measurepr

10/25/11 9:24 momnonstop Have to head out early, see everyone again in a couple of weeks! #measurepr

10/25/11 9:24 prweb PRWeb tweeps, if you have a spare moment, head over to @shonali's #measurepr having a good discussion on #PR #SM measurement & influence

10/25/11 9:24 teewhyare RT @kauaiianSun Q2: Perhaps. I see monitoring as a quick snapshot, and measurement as the deeper dive. Jumping in for a bit! #measurepr

10/25/11 9:24 jenzings Yes! good differentiation. RT @Soulati: OOPS. Repeat. A2: To me monitoring is tactical while measuring is strategic. #MeasurePR

10/25/11 9:24 shonali @BlueprintCG_PR @momnonstop Exactly. Drives me nuts. (A2) #measurepr

10/25/11 9:25 TedWeismann @jenzings @shonali both are important but folks don't know what do with data because goals and context aren't set - to your point #measurepr

10/25/11 9:25 shonali @momnonstop Bye, thanks for stopping by! #measurepr

10/25/11 9:25 SceneStealrEric Yep. RT @BlueprintCG_PR: And why monitor if u won't measure? RT @momnonstop: How do you measure anything without monitoring? #measurepr

10/25/11 9:25 kauaiianSun Love this answer. Agree! RT @Soulati: OOPS. Repeat. #MeasurePR A2: To me monitoring is tactical while measuring is strategic. #measurepr

10/25/11 9:25 shonali RT @Soulati: OOPS. Repeat. A2: To me monitoring is tactical while measuring is strategic. #measurepr

10/25/11 9:25 jenzings @TedWeismann Yes. This is exactly why it's critical to goal-set FIRST. #MeasurePR

10/25/11 9:25 shonali @TedWeismann Kind of a vicious "chicken and egg" cycle, almost. @jenzings (A2) #measurepr

10/25/11 9:25 JasMollica RT @shonali: RT @Soulati: OOPS. Repeat. A2: To me monitoring is tactical while

measuring is strategic. #measurepr
RT @jenzings: @TedWeismann Yes. This is exactly why it's critical to goal-set FIRST. #measurepr
10/25/11 9:26 shonali
And adjusting/refining accordingly RT @prforsmallbiz: Measuring is tracking how your initiatives performed. #MeasurePR
10/25/11 9:26 BlueprintCG_PR
Very good point RT @Soulati: Repeat. #MeasurePR A2: To me monitoring is tactical while measuring is strategic.
10/25/11 9:26 criticalmention
lots of companies come to us 1st just to listen, before they set goals--monitoring helps them do that #measurepr
10/25/11 9:27 SceneStealrEric
A2 w/o monitoring, you don't know what's happening. w/o measuring, you don't know if you're successful. Both impt. #MeasurePR
10/25/11 9:27 jenzings
RT @jenzings: A2 w/o monitoring, you don't know what's happening. w/o measuring, you don't know if you're successful. Both impt. #MeasurePR
10/25/11 9:27 deannaboss
This does seem to be a frequent issue RT @shonali: Data is being collected (monitoring), but then nothing is done with it. #measurepr
10/25/11 9:27 LTreu
Agree! RT Do we as an industry get our definitions wrong? Eg many people say "measuring" when they are really "monitoring." Y/N? #measurepr
10/25/11 9:27 SHIFTcomm
@SceneStealrEric That's a valid use of monitoring IMHO. Very important to listen first. #MeasurePR
10/25/11 9:28 jenzings
RT @prweb: PRWeb tweeps, if you have a spare moment, head over to @shonali's #measurepr having a good discussion on #PR #SM measurement ...
10/25/11 9:28 pictoronto
Q3: @matthewwideout posits influence measurement tools (eg Klout) measure outputs not outcomes <http://t.co/DOrSsl0h> Thoughts? #measurepr
10/25/11 9:28 shonali
@jenzings Thx--To be honest, its almost always the 1st step for our clients cuz they have to start somewhere #MeasurePR
10/25/11 9:29 SceneStealrEric
@criticalmention Thank you! #MeasurePR
10/25/11 9:29 Soulati
RT @shonali: Q3: @matthewwideout posits influence measurement tools (eg Klout) measure outputs not outcomes <http://t.co/DOrSsl0h> Thought ...
10/25/11 9:29 JasMollica
@SceneStealrEric I think listening is a great first step (and should be done consistently). (A2) #measurepr
10/25/11 9:29 shonali
RT @shonali: Amen. RT @jenzings: A1 Then determine context. Without context, influence doesn't mean anything. #measurepr
10/25/11 9:29 amysept
RT @litlewys: A1: Influence is all subjective, must know what ur looking for to use analytics to measure, what is the goal? #measurepr
10/25/11 9:30 amysept
A3 I think @matthewwideout wrote a great post about why outcomes are important, and holes in tools like #klout #MeasurePR
10/25/11 9:30 jenzings
RT @jenzings: A2 w/o monitoring, you don't know what's happening. w/o measuring, you don't know if you're successful. Both impt. #measurepr
10/25/11 9:30 shonali
A3: I agree with @matthewwideout... I'm not sold on Klout, etc. as a way to measure influence. Never have been. #measurepr
10/25/11 9:30 JasMollica
RT @shonali: @matthewwideout posits influence measurement tools (eg Klout) measure outputs not outcomes <http://t.co/QGQfmrRA> #measurepr
10/25/11 9:30 TedWeismann
A3) The jury is still out for me on influence measurement tools. I like the idea of them but I don't think they "tell the future" #MeasurePR
10/25/11 9:30 prforsmallbiz
Q3: Influence measurement tools (eg Klout) measure outputs not outcomes Thoughts? #measurepr Totally agree! Increase score=More output
10/25/11 9:31 Soulati
I rather measure someone's influence by their followers, RT's, virality, etc. #MeasurePR
10/25/11 9:31 prforsmallbiz

10/25/11 9:31 jenzings A3- Matt's "Molly" example is spot on. Influence tools can't get to offline influence. #MeasurePR

10/25/11 9:31 SHIFTcomm @SHIFTcomm @shonali great q about measuring vs. monitoring... the definitions are not interchangeable #measurepr

10/25/11 9:31 bikespoke RT @litlewys: A2: I don't think we get definitions are wrong, there r several standards based on industry as to what meaning is! i.e inf ...

10/25/11 9:31 Soulati @prforsmallbiz A3) Would you hire a candidate with a higher Klout score than another? Just askin' re jury still out...#MeasurePR

10/25/11 9:32 criticalmention A3 these tools measure how active you are in social media, not necessarily how effective your communicatoin is #measurePR

10/25/11 9:32 shonali RT @jenzings: A3- Matt's (@matthewrideout) "Molly" example is spot on. Influence tools can't get to offline influence. #measurepr

10/25/11 9:32 bikespoke RT @SHIFTcomm: @SHIFTcomm @shonali great q about measuring vs. monitoring... the definitions are not interchangeable #measurepr

10/25/11 9:32 Soulati RT @jenzings: A3- Matt's "Molly" example is spot on. Influence tools can't get to offline influence. #MeasurePR

10/25/11 9:32 litlewys A3: Disagree, outcomes can be pulled from such places as Klout or Tweetlevel. Again, you must know what ur tryin to measure #Measurepr

10/25/11 9:33 JasMollica @Soulati @prforsmallbiz I wouldn't even use Klout score in hiring process. #measurepr

10/25/11 9:33 deannaboss RT @criticalmention: A3 these tools measure how active you are in social media, not how effective your communication is #measurePR

10/25/11 9:33 kauaiianSun RT @criticalmention: A3 these tools measure how active u r in social media, not necessarily how effective your communicatoin is #measurepr

10/25/11 9:33 jenzings @Soulati Some are doing this. Klout shouldn't be a hiring tool IMHO. Why do they have a high klout score? Work or play? #MeasurePR

10/25/11 9:33 prforsmallbiz @Soulati If I was hiring for an SM mgr & they knew or were on Klout, that would definitely make them stand out. #MeasurePR

10/25/11 9:33 shonali @litlewys Can you give an example of how you'd pull outcomes from, say, Klout or Tweetlevel? I'm genuinely curious. (A3) #measurepr

10/25/11 9:33 prforsmallbiz I think it is important for SM & PR managers to know about the diff tools out there to measure influence & engagement #MeasurePR

10/25/11 9:34 prforsmallbiz Agree 100% RT @jenzings Klout shouldn't be a hiring tool IMHO. Why do they have a high klout score? Work or play? #MeasurePR

10/25/11 9:34 teewhyare On @klout top Reps are influential re: @barackobama & die hard dems influential re: Reps. Influencer context is SO important. #measurepr

10/25/11 9:34 jenzings @prforsmallbiz I think the problem there is assuming the score will be transferable. Not always. #MeasurePR

10/25/11 9:34 shonali @prforsmallbiz Technically everyone has a Klout score, though, even without signing up for it. @soulati (A3) #measurepr

10/25/11 9:34 deannaboss @jenzings @Soulati don't forget about context if you're looking at a candidate's Klout score! #measurepr

10/25/11 9:34 BlueprintCG_PR And we know active doesn't = effective RT @kauaiianSun: RT @criticalmention: A3 these tools measure how active u r in SM #measurepr

10/25/11 9:35 SceneStealrEric A3 Nobody ever talks about URL influence, its always people. What about URLs that rank high in search about yr topic/market? #measurepr

10/25/11 9:35 jenzings Exactly. RT @deannaboss: @Soulati don't forget about context if you're looking at a candidate's Klout score! #measurepr #MeasurePR

10/25/11 9:35 shonali RT @jenzings: Klout shouldn't be a hiring tool IMHO. Why do they have a high klout score? Work or play? #measurepr

10/25/11 9:35 kauaiianSun A3 Outputs and outcomes sounds like a quantity vs quality thing to me. #measurepr

10/25/11 9:35 prforsmallbiz RT @shonali Yes, but you don't know what it is until you sign up, right? lol #measurepr

10/25/11 9:35 lttlewys @shonali If u run a campaign or rebrand, will give u a glimpse as to what a particular social profile is doin, interacting. #measurepr

10/25/11 9:35 prforsmallbiz What do you all think about Twitter having users scored but not releasing that info yet? #measurepr

10/25/11 9:36 shonali @prforsmallbiz I don't know, it's been a while. :p If someone asked me that in an interview, though, I'd be gobsmacked. #measurepr

10/25/11 9:36 Soulati RT @jasmollica: @Soulati @prforsmallbiz I wouldn't even use Klout score in hiring process. #measurepr Am with you! Some biz are! #Fail

10/25/11 9:36 kauaiianSun @prforsmallbiz Scored, like Klout? #measurepr

10/25/11 9:36 lttlewys MT @prforsmallbiz: I think it is import for SM & PR mgrs to know abt the diff tools out to measure influence & engagement #MeasurePR ~YES

10/25/11 9:37 prforsmallbiz #measurepr Yes, scored or ranked - @mashable link here: <http://t.co/bL5yFjdB>

10/25/11 9:37 shonali RT @jenzings: I think the problem there is assuming the score will be transferable. Not always. #measurepr

10/25/11 9:37 Soulati RT @jenzings: @Soulati Some are doing. Klout not hiring tool IMHO. Why do they have high klout score? Work/play? #MeasurePR AGREE!

10/25/11 9:37 teewhyare @Kuhn mentioned in a social media week LA talk that actors are being denied roles b/c @klout score or perceived lack of influence #measurepr

10/25/11 9:37 jenzings A3: Klout measures ability to transmit information online. If you're looking solely at that, use the score. #MeasurePR

10/25/11 9:37 Soulati RT @prforsmallbiz: @Soulati If hiring SM mgr & they knew or were on Klout, that would definitely make them stand out. #MeasurePR Good Point!

10/25/11 9:38 Soulati RT @jenzings: A3: Klout measures ability to transmit information online. If you're looking solely at that, use the score. #MeasurePR

10/25/11 9:38 prforsmallbiz That's ridiculous IMO. MT@teewhyare @Kuhn actors are being denied roles b/c @klout score or perceived lack of influence #measurepr

10/25/11 9:38 shonali RT @jenzings: A3: Klout measures ability to transmit information online. If you're looking solely at that, use the score. #measurepr

10/25/11 9:38 JasMollica A3: Klout gives you perks for your score. I believe that limits the use for an "influence." #measurepr

10/25/11 9:38 CourtV Agreed RT @prforsmallbiz: That's ridiculous IMO. MT@teewhyare @Kuhn actors are being denied roles b/c @klout score #measurepr

10/25/11 9:38 jenzings @teewhyare Oh for Heaven's sake. Really? That's awful. #MeasurePR

10/25/11 9:39 Soulati RT @teewhyare: @Kuhn mentioned in SM week LA talk actors denied roles b/c @klout score or perceived lack of influence #measurepr Really?

10/25/11 9:39 TedWeismann @jenzings For me, Klout is just one data point about *potential* influence that should be looked at as part of a mix #measurepr

10/25/11 9:39 shonali Q4. What are some simple steps people can take to create an effective social media measurement program? #measurepr

10/25/11 9:39 JasMollica RT @shonali: Q4. What are some simple steps people can take to create an effective social media measurement program? #measurepr

10/25/11 9:40 kauaiianSun RT @shonali: Q4. What are some simple steps people can take to create an

effective social media measurement program? #measurepr

10/25/11 9:40 jenzings @TedWeismann Yes. One of many data points, and can help filter. It's useful but shouldn't be the sole end. #MeasurePR

10/25/11 9:40 teewhyare @jenzings I agree it's ridiculous & excessive to put so much weight into a @klout. #measurepr

10/25/11 9:40 jenzings A4: Plan first, tools second. This is a mistake I think many make. You end up measuring to fit the tool. h/t @donbart #MeasurePR

10/25/11 9:40 shonali RT @TedWeismann: For me, Klout is just one data point about *potential* influence that should be looked at as part of a mix #measurepr

10/25/11 9:40 JasMollica A4: Understand first what you are looking to get from the program. Goals, objectives, etc. Then begin to measure... #measurePR

10/25/11 9:41 kauaiianSun A4 Perhaps define biz goals 1st, monitor (listen) 2nd.. #measurepr

10/25/11 9:41 prfsmallbiz A4) Indicate what is important to biz goals. Audience size, impressions/engagement, etc #measurepr

10/25/11 9:41 shonali RT @jenzings: A4: Plan first, tools second. A mistake I think many make. You end up measuring to fit the tool. h/t @donbart #measurepr

10/25/11 9:41 shonali A4: Love that @donbart @jenzings and something else I stress - don't measure the tool. It's a TOOL. ;P #measurepr

10/25/11 9:41 deannaboss tough for 140 characters. RT @shonali: Q4. What are steps people can take to create an effective social media measurement prog? #measurepr

10/25/11 9:41 criticalmention A4 Figure out what you want to get out of your social media strategy. Who you want to reach, call to action etc. #measurePR

10/25/11 9:42 jenzings A4, pt. 2: Then pick the right tool. (secret: it might not be the one you are using. Or the one that's free.) #MeasurePR

10/25/11 9:42 shonali @deannaboss That's ok, you can spread it out over several tweets. :) #measurepr

10/25/11 9:42 lttlewys A4: Use the tools to effectively listen across all SoMe platforms in a way that aligns with ur goals #measurepr

10/25/11 9:42 prfsmallbiz RT @shonali: A4: Love that @donbart @jenzings and something else I stress - don't measure the tool. It's a TOOL. ;P #measurepr

10/25/11 9:42 shonali RT @jenzings: A4, pt. 2: Then pick the right tool. (secret: it might not be the one you are using. Or the one that's free.) #measurepr

10/25/11 9:42 teewhyare RT @criticalmention: A4 Figure out what you want to get out of your social media strategy. Who you want to reach, call to action etc. #m ...

10/25/11 9:42 jenzings A4, pt. 3--really important: Build in enough time to do things right. #MeasurePR

10/25/11 9:43 prfsmallbiz RT @criticalmention: Fig out what you want to get out of your social media strategy. Who you want to reach, call to action etc. #measurePR

10/25/11 9:43 SceneStealrEric A4: Listen, Set business goals & benchmark, tie into SM program, set targets, measure KPIs, improve #measurepr

10/25/11 9:43 jenzings A4, pt. 4--Research. Research, research, research. No getting around the homework folks. Shortcuts never end well. #MeasurePR

10/25/11 9:43 shonali RT @jenzings: A4, pt. 3--really important: Build in enough time to do things right. #measurepr

10/25/11 9:44 JasMollica Thanks for the great discussions, #measurePR... Need to run. Look forward to joining in again.

10/25/11 9:44 prfsmallbiz Yes! RT @SceneStealrEric A4: Listen, Set business goals & benchmark, tie into SM program, set targets, measure KPIs, improve #measurepr

10/25/11 9:44 shonali RT @jenzings: A4, pt. 4--Research. Research, research, research. No getting

around the homework folks. Shortcuts never end well. #measurepr

10/25/11 9:44 shonali @JasMollica Thanks for joining in! #measurepr

10/25/11 9:44 deannaboss @shonali I know if someone could get all steps in 140 character is would be @jenzings! I think you could too. #measurepr

10/25/11 9:44 TedWeismann YES! RT @jenzings: A4, pt. 3--really important: Build in enough time to do things right. (re: building SM measurement prog) #measurepr

10/25/11 9:44 shonali RT @SceneStealrEric: A4: Listen, Set business goals & benchmark, tie into SM program, set targets, measure KPIs, improve #measurepr

10/25/11 9:44 shonali @deannaboss LOL! Thank you. :) @jenzings #measurepr

10/25/11 9:45 jenzings @deannaboss @shonali: LOL. 140characters + a 4 part answer...oh well! #MeasurePR

10/25/11 9:45 jenzings RT @SceneStealrEric: A4: Listen, Set business goals & benchmark, tie into SM program, set targets, measure KPIs, improve #MeasurePR

10/25/11 9:46 TedWeismann @shonali @jenzings all - need to duck out a little early. Thanks for a great chat! #measurepr

10/25/11 9:46 shonali Q5 (from @soulati): Do people with larger followings have more challenging time interacting and thus is influence measurable? #measurepr

10/25/11 9:46 teewhyare @jenzings right! lack of homework means you end up w/ a Ragu or Bloggess PR Fail disaster. Research who you're reaching out to #measurepr

10/25/11 9:46 shonali @TedWeismann Great to see you, thanks for stopping by! @jenzings #measurepr

10/25/11 9:46 markingegno RT @Soulati: Q3: Influence measurement tools (eg Klout) measure outputs not outcomes Thoughts? #measurepr Totally agree! Increase score= ...

10/25/11 9:47 jenzings A5: this is a really interesting question. I think w/large followings, it's the info dispersal that gets measured as influence #MeasurePR

10/25/11 9:47 prforsmallbiz A5) No. Ppl w large SM followings & are successful at SM make the time/see the value to interact. Look at @garyvee #measurepr

10/25/11 9:47 criticalmention A5 We will let you know when we get there! =P #measurePR

10/25/11 9:47 shonali RT @jenzings: A5: Really interesting question. I think w/large followings, it's info dispersal that gets measured as influence #measurepr

10/25/11 9:48 jenzings A5...in other words, those folks' words go far, and they chat w/other large-following types, thus their words have weight. #MeasurePR

10/25/11 9:48 shonali Hahah! Well played. :) RT @criticalmention: A5 We will let you know when we get there! =P #measurepr

10/25/11 9:48 jenzings A5: is that influence? Well, it goes back to goals and context. Ans. could be yes or no. #MeasurePR

10/25/11 9:49 shonali RT @jenzings: A5... i.e. those folks' words go far, and they chat w/other large-following types, thus their words have weight. #measurepr

10/25/11 9:49 SceneStealrEric A5 Agreed--but impressions are a silly metric, yes? RT @jenzings: info dispersal that gets measured as influence #measurepr

10/25/11 9:49 shonali RT @jenzings: A5: is that influence? Well, it goes back to goals and context. Ans. could be yes or no. #measurepr

10/25/11 9:49 lttlewys A5: Larger following doesn't mean harder to interact, doesn't mean they are highly influencing either. Social is all subjective #measurepr

10/25/11 9:50 deannaboss re Q5: ties into earlier Q - w/ good monitoring interacting with large followings can be done. look at engagement. #measurepr

10/25/11 9:50 jenzings @SceneStealrEric Ugh. @Markstory says impressions=window shopping. What matters is the sale, no one cares how many walk by. #MeasurePR

10/25/11 9:50 BlueprintCG_PR A5 That's why following isnt what it's cracked up 2 be if u can't engage. So I use lists to follow the masses #measurepr

10/25/11 9:50 prforsmallbiz MT @litlewys Lrgr following doesn't mean hard to interact, doesn't mean they are highly influencing either. Social is subjective #measurepr

10/25/11 9:50 teewhyare @mayhemstudios has 73K followers&does his best 2 interact w/ everyone who engages him w/ a goal is to meet all followers offline #measurepr

10/25/11 9:50 shonali RT @jenzings: @Markstory says impressions=window shopping. What matters is the sale, no one cares how many walk by. #MeasurePR

10/25/11 9:51 shonali RT @deannaboss: re Q5: ties into earlier Q - w/ good monitoring interacting w/ large followings can be done. look at engagement. #measurepr

10/25/11 9:51 Mustlovepopcorn Just looked in on the #measurepr chat, sad I caught it so late! When will the next one be, I'd love to join.

10/25/11 9:51 jenzings and, ack, that should have referenced @mstory123 #MeasurePR

10/25/11 9:52 shonali @teewhyare I will have to test that, then. :) @mayhemstudios #measurepr

10/25/11 9:52 teewhyare w/o engagement, I can only assume the you're pushing a message. Like twitter streams that only tweet PR news. Total #socialfail #measurepr

10/25/11 9:52 criticalmention @BlueprintCG_PR Very good point RT That's why following isnt what it's cracked up 2 be if u can't engage. #measurepr

10/25/11 9:53 jenzings @SceneStealrEric Ugh. @mstory123 says impressions=window shopping. What matters is the sale, no one cares how many walk by. #MeasurePR

10/25/11 9:53 shonali RT @jenzings: @mstory123 says impressions=window shopping. What matters is the sale, no one cares how many walk by. #measurepr

10/25/11 9:53 SceneStealrEric Agreed! RT @deannaboss: w/ good monitoring, interacting w/ large followings can be done. look at engagement. #measurepr

10/25/11 9:53 allenmireles RT @shonali: RT @jenzings: @mstory123 says impressions=window shopping. What matters is the sale, no one cares how many walk by. #measurepr

10/25/11 9:53 prforsmallbiz What do you think about people who don't have too large of a follow but don't choose to engage w/ you anyway? #measurepr

10/25/11 9:53 fhachtmann @jenzings @shonali Thanks for a great chat. Have to run to #adpr460 class, where we will talk about today's #measurepr chat. @unl_cojmc

10/25/11 9:53 BlueprintCG_PR That's a rarity RT @teewhyare: @mayhemstudios has 73K followers&does his best 2 interact w/ everyone #measurepr

10/25/11 9:54 stephskordas RT @shonali: RT @jenzings: @mstory123 says impressions=window shopping. What matters is the sale, no one cares how many walk by. #measurepr

10/25/11 9:54 shonali @fhachtmann Great to see you here, please say hello to the #adpr460 class for me! I'd love their feedback... @jenzings #measurepr

10/25/11 9:54 teewhyare @prforsmallbiz I say that's why they don't have too large of a following. #measurepr

10/25/11 9:55 jenzings @prforsmallbiz I think the question is why aren't they interacting. Busy? Scheduled tweets? (yuck, but does happen) Not of int? #MeasurePR

10/25/11 9:55 litlewys RT @jenzings: @mstory123 says impressions=window shopping. What matters is the sale, no one cares how many walk by. #measurepr~THIS! #profit

10/25/11 9:55 shonali @prforsmallbiz I think you can find people w/small *and* large followings who don't engage. They basically don't get it. #measurepr

10/25/11 9:56 ProfNet @prforsmallbiz I'm great, thanks! How are you? I'm enjoying the #measurepr highlights. Good stuff. :-)

10/25/11 9:56 deannaboss RT @shonali: @prforsmallbiz you can find people w/small *and* large followings who don't engage. They basically don't get it. #measurepr

10/25/11 9:56 shonali We're almost out of time today, any last questions for @jenzings? DM me!
#measurepr

10/25/11 9:56 teewhyare @BlueprintCG_PR @mayhemstudios is authentic in that. We went to a movie & meeting up again @ #bwela. He's a genuinely nice guy #measurepr

10/25/11 9:56 prfsmallbiz I have clients who have done their own SM, tried 2 engage & never received a response. I always being salesy might b the problem. #measurepr

10/25/11 9:57 shonali @mustlovepopcorn Hi! The next #measurepr chat will be 2 weeks from today, i.e. Nov. 8, 12-1 pm ET. See you then!

10/25/11 9:57 SceneStealrEric @shonali @jenzings Thank you all for a great discussion! #measurepr #yourock

10/25/11 9:57 prfsmallbiz Yes RT @shonali I think you can find people w/small *and* large followings who don't engage. They basically don't get it. #measurepr

10/25/11 9:57 shonali @prfsmallbiz Probably... or maybe they never approached it strategically at first? #measurepr

10/25/11 9:57 jenzings I'd like to give @spiral16 props for creating a one-size-fits-all monitoring tool: <http://t.co/8p5siPo5> #MeasurePR #humor

10/25/11 9:58 prfsmallbiz @ProfNet Good, just cold! The #measurepr chat is very interesting today. :)
@shonali @prfsmallbiz Don't get it or just have differ goals? SoMe is a lot of things!! Social is different for everyone! #measurepr

10/25/11 9:58 lttlewys @prfsmallbiz being salesy is the problem. People don't want to be "sold." In social, the relationship is everything. #chats help #measurepr

10/25/11 9:58 teewhyare RT @shonali: @mustlovepopcorn Hi! The next #measurepr chat will be 2 weeks from today, i.e. Nov. 8, 12-1 pm ET. See you then!

10/25/11 9:58 kauaiianSun @SceneStealrEric Thanks for joining in to chat for a bit! #MeasurePR

10/25/11 9:58 jenzings RT @teewhyare: @prfsmallbiz being salesy is the problem. People don't want to be "sold." In social, the relationship is everything. #ch ...

10/25/11 9:58 prfsmallbiz RT @lttlewys: @shonali @prfsmallbiz Don't get it or just have differ goals? SoMe is a lot of things!! Social is different for everyone ...

10/25/11 9:58 bikespoke Here's a good resource: 13 Resources for PR Measurement

10/25/11 9:59 BlueprintCG_PR <http://t.co/hh3Gwz3S> #measurepr

10/25/11 9:59 prfsmallbiz I say it all the time, @teewhyare , don't use SM to pimp your product!
#measurepr

10/25/11 9:59 criticalmention Thanks for letting us join! @shonali you've been a great host. Very impressed with these knowledgeable fellow chattees :) #measurePR

10/25/11 9:59 deannaboss couldn't have said it better myself! RT @SceneStealrEric: @shonali @jenzings

10/25/11 10:00 shonali Thank you all for a great discussion! #measurepr #yourock

10/25/11 10:00 jenzings ROFL! RT @jenzings: Props to @spiral16 for creating a one-size-fits-all monitoring tool: <http://t.co/FM6EzqyB> #humor #measurepr

10/25/11 10:00 prfsmallbiz RT @prfsmallbiz: Yes RT @shonali I think you can find people w/small and large followings who don't engage. They don't get it. #MeasurePR

10/25/11 10:00 teewhyare RT @shonali: ROFL! RT @jenzings: Props to @spiral16 for creating a one-size-fits-all monitoring tool: <http://t.co/FM6EzqyB> #humor #measurepr

10/25/11 10:00 shonali @prfsmallbiz RIGHT! Pimp your KNOWLEDGE. Knowledgeable is killer. Show em what you KNOW first then they'll see what you're about #measurepr

10/25/11 10:00 shonali Yikes! Time's up. Thanks so much to all for joining today's chat and especially to @jenzings for being a terrific guest! #measurepr