

Time(PST)	Username	Update
2/7/12 9:00	shonali	And... it's time! Welcome to our bi-weekly chat on all things PR (and SM) measurement. Who's here today? #measurePR
2/7/12 9:00	kdpaine	@shonali me :)_ #measurePR
2/7/12 9:01	shonali	As you settle in (and before we kick off with special guest @kdpaine) do introduce yourself, who you are, what you do, etc. #measurePR
2/7/12 9:01	iamchristine_d	Happy to be joining my first #measurePR chat today! #measurePR
2/7/12 9:01	shonali	@John_Trader1 Yes it is and she is! @kdpaine #measurePR
2/7/12 9:01	shonali	@John_Trader1 Yes it is and she is! @kdpaine #measurePR
2/7/12 9:01	ancitasatija	@shonali meeee!! :) #measurePR
2/7/12 9:01	shonali	@kdpaine I'm SO glad you're here, it would be the same without you. :p #measurePR
2/7/12 9:02	ancitasatija	RT @shonali: @John_Trader1 Yes it is and she is! @kdpaine #measurePR
2/7/12 9:02	shonali	@ancitasatija LOL. Remember to introduce yourself, and @iamchristine_d you too (and welcome!) #measurePR
2/7/12 9:02	John_Trader1	@shonali Happy to be joining the chat today...great folks, great topic and great guest. #measurepr
2/7/12 9:02	shonali	@jenzings You made it! #measurePR
2/7/12 9:03	jenzings	@shonali I did! Had to walk the pup first. She gets fussy without her midday stroll. #MeasurePR
2/7/12 9:03	shonali	Me, I'm a #pr pro based in the DC area, measurement geek (hence this chat) and @SAISHopkins prof (any students here?) #measurePR
2/7/12 9:03	shonali	A few things before we get started... #measurePR
2/7/12 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
2/7/12 9:04	shonali	@John_Trader1 Lovely to see you and @jenzings too! #measurePR
2/7/12 9:04	deannaboss	Greetings! Deanna Boss with Maccabee - a PR and social media marketing agency based in Minneapolis, MN. #measurepr
2/7/12 9:04	shonali	2, if you have specific questions for @kdpaine/the chat, please DM to me so I can add to the question stream. #measurePR
2/7/12 9:04	integratePR	I'll be joining our first #measurePR chat today! @integratePR is a PR firm based in Houston, TX
2/7/12 9:04	shonali	3rd, this is where all chat recaps/transcripts are posted: http://t.co/oMJmBule Might want to bookmark it. #measurePR
2/7/12 9:05	shonali	@deannaboss Great to see you! Did you get your coffee? #measurePR

2/7/12 9:05 shonali @integratePR welcome, newbie! #measurePR

2/7/12 9:05 iamchristine_d @shonali Thanks for the welcome! I work in PR in the Hampton Roads area of Virginia for a large corp #measurePR

2/7/12 9:06 kdpaine @iamchristine_d I LOVE your part of the world. The Maritime museum there is wicked cool. #measurePR

2/7/12 9:06 deannaboss @shonali yes! Although I probably could have skipped it with the liveliness of #measurepr today

2/7/12 9:06 shonali @rohanarora29 Nothing to stop you, and if you're interested in PR/SM measurement, you should. #measurePR

2/7/12 9:06 shonali Hi! I'm following the chat today for the 1st time, I'm a nonprofit communications specialist based in NY. #measurePR

2/7/12 9:06 bexband @iamchristine_d Ooh, Hampton Roads. Never been there & now it looks like I'll know someone there! #measurePR

2/7/12 9:06 shonali #measurePR

2/7/12 9:07 dskaletsky I'm listening in for a little bit - @traackr is a fan of Katie... #measurePR

2/7/12 9:07 shonali OK! Q1 coming up (directed to @kdpaine but all are welcome to chime in)... #measurePR

2/7/12 9:07 LKodagolian @shonali Hi Shonali, I'm a measurement consultant with Dow Jones, glad to join my second #measurePR

2/7/12 9:07 shonali @bexband Welcome to your first chat! #measurePR

2/7/12 9:07 shonali @dskaletsky Awesome! And *cough cough*... :p #measurePR

2/7/12 9:07 iamchristine_d @kdpaine Great to hear! I have to admit I have never been to the Maritime museum but its on my to-do list! #measurePR

2/7/12 9:08 shonali @LKodagolian Welcome back! #measurePR

2/7/12 9:08 floridagirlindc @shonali Hey there, Tammy over at @AARP dropping in for #measurePR chat. Hi everyone.

2/7/12 9:08 shonali OK, here we go: Q1 - @kdpaine What is your measurement outlook for 2012? #measurePR

2/7/12 9:08 bexband @deannaboss Hi there! My husband is moving to Minneapolis this week, I'm considering joining him... would be great to connect. #measurePR

2/7/12 9:08 shonali @floridagirlindc Hey, Tammy, so nice to see you virtually after a while! #measurePR

2/7/12 9:08 marioOlckers @shonali and cute too :)

2/7/12 9:08 marioOlckers #justsaying

2/7/12 9:08 HimmelrichPR #measurePR

2/7/12 9:08 HimmelrichPR We are joining our first #measurePR chat this afternoon. @HimmelrichPR is PR firm based in Baltimore,

MD.

2/7/12 9:08 ancitasatija Hi @kdpaine -This is Ancita, a budding PR professional, social media enthusiast with a love for technology @shonali #measurePR

2/7/12 9:09 rachaelseada @shonali @iamchristine_d I love Hampton Roads, went to high school in VA Beach and my family lives there still! #measurepr

2/7/12 9:09 shonali @ancitasatija And you're joining the chat all the way from India, right? @kdpaine #measurePR

2/7/12 9:09 shonali @HimmelrichPR Welcome! #measurePR

2/7/12 9:09 kdpaine @shonali #measurePR Re: Q1 - there'll be more of it, more integrated with business outcomes & boundary between trad & social will go away

2/7/12 9:10 iamchristine_d @rachaelseada It's a small world! @shonali You should come visit - trip to the beach :) #measurePR

2/7/12 9:10 bowlofcheese RT @camilleatx: So many good tweetchats at 11am CT. #ITChat, #MomChat, #measurePR.

2/7/12 9:10 JeffCutler RT @camilleatx: So many good tweetchats at 11am CT. #ITChat, #MomChat, #measurePR.

2/7/12 9:10 NewFulcrumPoint RT @camilleatx: So many good tweetchats at 11am CT. #ITChat, #MomChat, #measurePR.

2/7/12 9:10 John_Trader1 @HimmelrichPR I bleed purple. Balt born and raised! #measurepr

2/7/12 9:10 MissBrittanyMac Joining my first #measurePR chat! Brittany from Norfolk, VA here!

2/7/12 9:10 ancitasatija @shonali @kdpaine Yes, that's correct :) #measurePR

2/7/12 9:10 shonali RT @kdpaine: Re: Q1 there'll be more of it, more integrated with business outcomes & boundary between trad & social will go away #measurePR

2/7/12 9:11 kdpaine #measurePR Re: Q1 - tinstead of top tier vs tier 2, we'll be measuring mobile vs non-mobile, influence vs general in all forms of media

2/7/12 9:11 bexband MT @kdpaine boundary between trad & social [media] will go away in 2012 #measurePR

2/7/12 9:12 John_Trader1 RT @kdpaine: A1 - instead of top tier vs tier 2, measuring mobile vs non-mobile, influence vs gen in all media forms #measurepr

2/7/12 9:12 shonali MT @kdpaine: A1: instead of top tier vs tier 2, we'll be measuring mobile v non-mobile, influence v general in all forms of media #measurePR

2/7/12 9:12 bexband MT @kdpaine: we'll be measuring mobile vs non-mobile, influence vs general in all forms of media #measurePR

2/7/12 9:12 kdpaine #measurePR re Q1. Also AVE will finally die!

2/7/12 9:12 QinPR RT @kdpaine: #measurePR Re: Q1 - tinstead of top tier vs tier 2, we'll be measuring mobile vs non-mobile, influence vs general in all f ...

2/7/12 9:12 John_Trader1 @kdpaine Have you seen empirical evidence that more companies are requiring measurement results to

justify #SM investments? #measurepr

2/7/12 9:13 MissBrittanyMac RT @bexband: MT @kdpaine boundary between trad & social [media] will go away in 2012 #measurePR

2/7/12 9:13 deannaboss R.I.P. RT @kdpaine: #measurePR re Q1. Also AVE will finally die!

2/7/12 9:13 rachaelseda RT @bexband: MT @kdpaine boundary between trad & social [media] will go away in 2012 #measurepr
Q1: Currently measuring enterprise wide reach, activity & engagement by 40+ campaign labels.
#measurePR

2/7/12 9:13 floridagirlindc #measurePR

2/7/12 9:14 shonali LOL! I certainly hope so! RT @kdpaine: re Q1. Also AVE will finally die! #measurePR
Re: Q1 - More importance on social media since the voice is the customer (or potential customer) rather than a news source #measurePR

2/7/12 9:14 iamchristine_d Q1: Moving towards measuring customer/member service in social platform, membership sales, sponsored social etc #measurepr

2/7/12 9:14 floridagirlindc @John_Trader1 #SM #measurepr not so much to justify but to make better decisions.. I've seen a 225% increase in RFPs year on year

2/7/12 9:14 kdpaine @LKodagolian Actually, that will be Q5, I'll add it to the queue. Thanks! @kdpaine #measurePR

2/7/12 9:14 shonali @iamchristine_d Yes I told @shonali one day when I move back she'll have a beach vacation house ;) #measurepr

2/7/12 9:15 rachaelseda @LKodagolian Please can you DM them to me? thanks! #measurePR

2/7/12 9:15 shonali @kdpaine Wow. 225% is a big leap - thanks for the feedback. #measurepr

2/7/12 9:16 John_Trader1 Q2: @kdpaine Is there a difference between "measurable objectives" for PR/SM and "KPIs"? So many get confused... #measurePR

2/7/12 9:16 shonali @John_Trader1 #measurepr 44% increase in sales, too

2/7/12 9:16 kdpaine RT @kdpaine: @John_Trader1 #SM #measurepr not so much to justify but to make better decisions.. I've seen a 225% increase in RFPs yea ...

2/7/12 9:17 jenzings @rachaelseda That sounds like the perfect arrangement! #measurePR

2/7/12 9:17 iamchristine_d @shonali #measurePR re: Q1: YES, objectives are what you are trying to achieve. KPIs are the actual metrics you use to measure

2/7/12 9:17 kdpaine yes i do! RT @shonali Q2: @kdpaine Is there a difference between "measurable objectives" for PR/SM & "KPIs"? So many get confused. #measurePR

2/7/12 9:18 bexband @kdpaine Appears that it's a good time to be in the measurement business! #measurepr

2/7/12 9:18 John_Trader1 @kdpaine on #measurepr right now - jump on if you have some time!

2/7/12 9:18 traackr RT @kdpaine: re: Q1: YES, objectives are what you are trying to achieve. KPIs are the actual metrics you

2/7/12 9:18 shonali

use to measure #measurePR

2/7/12 9:18 John_Trader1 RT @kdpaine: @shonali A1: YES, objectives are what you are trying to achieve. KPIs are the actual metrics you use to measure #measurepr

2/7/12 9:19 kdpaine @shonali #measurePR Q2: Goal: Reposition brand as provider of safety & security. KPI: % of conversation discussing brand as safe/secure

2/7/12 9:19 shonali @kdpaine Can you give examples of a good "measurable objective" and how the "KPI" would be different? Re: Q2 #measurePR

2/7/12 9:19 jenzings Yes pls!RT @shonali: @kdpaine Can you give examples of a good "measurable objective" and how the "KPI" would be different? Re: Q2 #measurePR

2/7/12 9:19 shonali RT @kdpaine: Q2: Goal: Reposition brand as provider of safety & security. KPI: % of conversation discussing brand as safe/secure #measurePR

2/7/12 9:20 shonali @kdpaine Thanks for that example! (Re: Q2), but what about goals v objectives v KPIs? #measurePR

2/7/12 9:20 CourtV Diff. b/w measureable objectives and KPIs - objectives are what ur trying to achieve, KPIs actual metrics you use to measure #measurepr

2/7/12 9:20 LKodagolian RT @kdpaine: @shonali #measurePR Q2: Goal: Reposition brand as provider of safety & security. KPI: % of conversation discussing brand ...

2/7/12 9:20 deannaboss re Q1: My analogy for KPI and objective - objective = I want to be well-rested, KPI = get 8 hours of sleep night. #measurepr

2/7/12 9:20 CARMA_Tweets measurement outlook for 2012? RT @kdpaine#measurePR there'll be more of it, more integrated with business outcomes

2/7/12 9:21 iamchristine_d @deannaboss Good analogy! #measurePR

2/7/12 9:21 traackr RT @CARMA_Tweets: measurement outlook for 2012? RT @kdpaine #measurePR there'll be more of it, more integrated with business outcomes

2/7/12 9:21 deannaboss re Q1: sorry that wasn't a PR/SM analogy but it is something EVERYONE can relate to. :-) #measurepr

2/7/12 9:21 jenzings RT @deannaboss: re Q1: My analogy for KPI and objective - objective = I want to be well-rested, KPI = get 8 hours of sleep night. #measurepr

2/7/12 9:21 John_Trader1 @deannaboss Clever. #measurepr

2/7/12 9:21 kdpaine @shonali #measurePR Objective : Protect and enhance the brand. Goal: Improved perception of brand. KPI: % increase in preference

2/7/12 9:22 shonali @deannaboss Re: Q2, I tend to think of KPIs in %ages... @kdpaine...? #measurePR

2/7/12 9:22 John_Trader1 RT @deannaboss: re Q1: My analogy for KPI and objective - objective = I want to be well-rested, KPI =

		get 8 hours of sleep night. #measurepr
2/7/12 9:22	jetsnow	RT @kdpaine: @shonali #measurePR Objective : Protect and enhance the brand. Goal: Improved perception of brand. KPI: % increase in ...
2/7/12 9:22	shonali	Re: Q2 - RT @kdpaine: Objective: Protect and enhance the brand. Goal: Improved perception of brand. KPI: % increase in preference #measurePR
2/7/12 9:23	John_Trader1	RT @kdpaine: @shonali Obj : Protect & enhance the brand. Goal: Improved perception of brand. KPI: % increase in preference #measurepr
2/7/12 9:23	kdpaine	@deannaboss #measurepr actually the KPI for that might be a 10% increase in @Zeo4BetterU sleep score. ;)
2/7/12 9:23	CourtV	Re: Q2 RT @kdpaine: Objective: Protect and enhance the brand. Goal: Improved perception of brand. KPI: % increase in preference #measurePR
2/7/12 9:23	ancitasatija	RT @John_Trader1: RT @deannaboss: re Q1: My analogy for KPI and objective - objective = I want to be well-rested, KPI = get 8 hours of s ...
2/7/12 9:24	shonali	LOL! RT @kdpaine: @deannaboss actually the KPI for that might be a 10% increase in @Zeo4BetterU sleep score. ;) #measurePR
2/7/12 9:24	kdpaine	@shonali #measurePR Objectives are descriptive. KPIs should have \$\$ or % in them.
2/7/12 9:24	ancitasatija	RT @shonali: LOL! RT @kdpaine: @deannaboss actually the KPI for that might be a 10% increase in @Zeo4BetterU sleep score. ;) #measurePR
2/7/12 9:24	CourtV	RT @kdpaine: @shonali #measurePR Objectives are descriptive. KPIs should have \$\$ or % in them.
2/7/12 9:24	John_Trader1	RT @kdpaine: @shonali #measurePR Objectives are descriptive. KPIs should have \$\$ or % in them. #measurepr
2/7/12 9:24	kdpaine	@shonali #measurePR KPIs should reflect improvement not activity
2/7/12 9:25	shonali	RT @kdpaine: Objectives are descriptive. KPIs should have \$\$ or % in them. #measurePR
2/7/12 9:25	rachaelseda	RT @kdpaine: Obj: Protect and enhance the brand. Goal: Improved perception of brand. KPI: % increase in preference #measurepr
2/7/12 9:25	deannaboss	@kdpaine always a number though - %age or not. thanks for example! #measurepr #measurepr cc: @shonali
2/7/12 9:25	traackr	Great tidbits from @kdpaine: Objectives are descriptive. KPIs should have \$\$ or % in them. #measurePR
2/7/12 9:25	shonali	Re: Q2 - RT @kdpaine: KPIs should reflect improvement not activity #measurePR
2/7/12 9:25	rachaelseda	RT @kdpaine: KPIs should reflect improvement not activity #measurepr
2/7/12 9:26	shonali	Q3: @kdpaine What is the biggest measurement trap PR pros fall into, and how can they avoid it?

2/7/12 9:26 shonali #measurePR

2/7/12 9:26 integratePR #measurePR
Thx 4 clarifying RT @CourtV Diff. b/w MOs and KPIs - objectives= what ur trying to achieve, KPIs= actual #s used to measure #measurepr

2/7/12 9:26 jenzings Very efficient description. RT @shonali: Re: Q2 - RT @kdpaine: KPIs should reflect improvement not activity #measurePR

2/7/12 9:26 kdpaine @shonali #measurePR Q3: Measuring to justify or to get a gold star rather than to find out what is working /not working.

2/7/12 9:26 deannaboss @jenzings @John_Trader1 @iamchristine_d thanks. glad you like the analogy. #measurepr

2/7/12 9:27 John_Trader1 RT @jenzings: Very efficient description. RT @shonali: Re: Q2 - RT @kdpaine: KPIs should reflect improvement not activity #measurepr

2/7/12 9:27 HimmelrichPR RT @kdpaine What is the biggest measurement trap PR pros fall into, and how can they avoid it? #measurePR

2/7/12 9:27 jenzings Good one! RT @shonali: Q3: @kdpaine What is the biggest measurement trap PR pros fall into, and how can they avoid it? #measurePR

2/7/12 9:27 rachaelseda RT @kdpaine: Q3: Measuring to justify or to get a gold star rather than to find out what is working /not working. #measurepr

2/7/12 9:28 LKodagolian RT @kdpaine: @shonali #measurePR Objective : Protect and enhance the brand. Goal: Improved perception of brand. KPI: % increase in ...

2/7/12 9:28 shonali RT @kdpaine: Q3: Measuring to justify or to get a gold star rather than to find out what is working /not working. #measurePR

2/7/12 9:28 kdpaine @shonali #measurePR Q3: Forgetting that you learn more from failure than from success,. The data is the data. Learn from it.

2/7/12 9:28 shonali @pierreloic Heh!!! #measurePR

2/7/12 9:28 integratePR A3 Forgetting to put a measurement in at all. Always remember that anything you do must be tactical and for a reason #measurePR

2/7/12 9:28 John_Trader1 @kdpaine Now I understand the context of your answer 2 my question. We should be past justification and into results/adjustments. #measurepr

2/7/12 9:29 iamchristine_d Yes-we can get rather creative:) MT @kdpaine Q3: Measuring to justify/get a gold star rather than find out what is working or not #measurePR

2/7/12 9:29 shonali RT @kdpaine: Q3: Forgetting that you learn more from failure than from success. The data is the data. Learn from it. #measurePR

2/7/12 9:29	rachaelseda	Good point! RT @kdpaine: Q3: Forgetting that you learn more from failure than from success,. The data is the data. Learn from it. #measurepr
2/7/12 9:29	CARMA_Tweets	biggest measurement trap? RT @kdpaine Measuring to justify rather than to find out what is working /not working #measurePR #eb
2/7/12 9:29	kdpaine	@shonali #measurePR Q3: Falling 4 "the dream of perfect measurement" -- there is no "easy button" -- u need to spend time to get it right
2/7/12 9:30	traackr	RT @kdpaine: #measurePR Q3: Forgetting that you learn more from failure than from success. The data is the data. Learn from it.
2/7/12 9:30	nathankam	Yes! RT @kdpaine #measurePR re Q1. Also AVE will finally die!
2/7/12 9:30	shonali	RT @kdpaine: Q3: Falling 4 "the dream of perfect measurement" - there is no "easy button" - u need to spend time to get it right #measurePR
2/7/12 9:30	colleenovate	RT @CARMA_Tweets: biggest measurement trap? RT @kdpaine Measuring to justify rather than to find out what is working /not working #measu ...
2/7/12 9:30	deannaboss	RT @kdpaine: @shonali #measurePR Q3: Forgetting that you learn more from failure than from success. The data is the data. Learn from it.
2/7/12 9:31	jenzings	RT @kdpaine #measurePR Q3: Falling 4 "the dream of perfect measurement" - there is no "easy button" --u need to spend time to get it right
2/7/12 9:31	elizabeth_carma	RT @kdpaine: #measurePR Q3: Forgetting that you learn more from failure than from success. The data is the data. Learn from it.
2/7/12 9:31	SoMattKelly	RT @kdpaine: @shonali #measurePR Q3: Falling 4 "the dream of perfect measurement" -- there is no "easy button" -- u need to spend tim ...
2/7/12 9:32	pierreloic	@kdpaine ah! you had me lose money on your response to Q3.. I was so certain you'd answer would just be one word: AVE #measurePR
2/7/12 9:32	CourtV	GREAT point RT @kdpaine: Q3: Forgetting that you learn more from failure than from success,. The data is the data. Learn from it. #measurepr
2/7/12 9:32	shonali	Q4: @kdpaine How can we standardize PR measurement? #measurePR
2/7/12 9:32	kdpaine	@shonali #measurePR Re Q4: There is no ONE goal for PR, so there is not going to be one standard metric.
2/7/12 9:32	ancitasatija	RT @kdpaine: @shonali #measurePR Objective : Protect and enhance the brand. Goal: Improved perception of brand. KPI: % increase in ...
2/7/12 9:32	paolabrussels	#measurepr sorry all, do you mind re-meeting original questions?
2/7/12 9:33	shonali	RT @kdpaine: Re Q4: There is no ONE goal for PR, so there is not going to be one standard metric.

#measurePR

2/7/12 9:33 kdpaine @shonali #measurePR A3: We can agree on a common language across disciplines the way AAA, IAB, ARF have.

2/7/12 9:33 kenburbary +1 for Marketing and Advertising RT @kdpaine: #measurePR: There is no ONE goal for PR, so there is not going to be one standard metric.

2/7/12 9:33 rachaelveda Yes! Oh the creativity! RT @kdpaine: Q4: There is no ONE goal for PR, so there is not going to be one standard metric. #measurepr

2/7/12 9:33 shonali @pierreloic You didn't lose money, @kdpaine mentioned AVE in her response to Q1... so you still win. :p #measurePR

2/7/12 9:34 deannaboss need some standard. RT @kdpaine: @shonali #measurePR A3: We can agree on a common language across disciplines the way AAA, IAB, ARF have.

2/7/12 9:34 SandraSays RT @rachaelveda: Yes! Oh the creativity! RT @kdpaine: Q4: There is no ONE goal for PR, so there is not going to be one standard metric. ...

2/7/12 9:34 shonali RT @kdpaine: A4: We can agree on a common language across disciplines the way AAA, IAB, ARF have. #measurePR

2/7/12 9:34 SoMattKelly @kdpaine I wish there were actually industry-sanctioned gold stars for measurement. Maybe everyone would try harder. #measurepr

2/7/12 9:34 kdpaine @shonali #measurePR We need to remember that the customer doesn't care what department you're in or what channel ur using.

2/7/12 9:35 iamchristine_d That would be so helpful! RT @kdpaine A3: We can agree on a common language across disciplines the way AAA, IAB, ARF have. #measurePR

2/7/12 9:35 integratePR A4 PR is an analytical science, and with new technologies, it is important to examine each measure to create the best tactics #measurePR

2/7/12 9:35 kdpaine @SoMattKelly #measurepr there are, its called The Barcelona Principles go to <http://t.co/J2o2M3jP>

2/7/12 9:35 jenzings yes RT @SoMattKelly: I wish there were actually industry-sanctioned gold stars for measurement. Maybe everyone would try harder. #measurepr

2/7/12 9:35 shonali MT @kdpaine: A4 We need to remember that the customer doesn't care what department you're in or what channel you're using. #measurePR

2/7/12 9:36 shonali MT @kdpaine: (Re: Q4) @SoMattKelly there are, its called The Barcelona Principles go to <http://t.co/kOla4ZZH> #measurePR

2/7/12 9:36 kdpaine @iamchristine_d #measurePR @tmarklein @richardbagnall @FrankIPR are all working on it

2/7/12 9:36 paolabrussels RT @kdpaine: @shonali #measurePR We need to remember that the customer doesn't care what

department you're in or what channel ur using.

2/7/12 9:37 jenzings @kdpaine @SoMattKelly too many are still unfamiliar w/ Barcelona. Still getting ?s about AVEs. Public gold stars would be nice. #MeasurePR

2/7/12 9:37 kdpaine @shonali #measurePR Don't try to do it all, I get customers to define their own standard definition of success across all LOB & divisions.

2/7/12 9:38 shonali MT @jenzings: @kdpaine @SoMattKelly many are unfamiliar w Barcelona. Still getting ?s abt AVEs. Public gold stars would be nice. #measurePR

2/7/12 9:38 midnighthaircut RT @kenburbary: +1 for Marketing and Advertising RT @kdpaine: #measurePR: There is no ONE goal for PR, so there is not going to be one s ...

2/7/12 9:38 kdpaine @jenzings #MeasurePR @shonali that's a terrible idea. We become what we measure. do you really want "the industry" defining ur success?

2/7/12 9:39 shonali MT @kdpaine: (A4) Don't try to do it all, get customers to define own standard definition of success across all LOB/divisions. #measurePR

2/7/12 9:39 rachaelveda RT @kdpaine:Dont try to do it all, I get customers to define their own standard definition of success across all LOB & divisions. #measurepr

2/7/12 9:40 ancitasatija RT @shonali: MT @kdpaine: (A4) Don't try to do it all, get customers to define own standard definition of success across all LOB/divisio ...

2/7/12 9:40 jenzings @kdpaine @shonali Good point. But there really needs to be...a PR campaign? ;-) to get info out there 2 many still cut corners #MeasurePR

2/7/12 9:40 kdpaine @shonali #measurePR we have public gold stars now in Silver Anvil etc. They don't necessarily encourage good behavior

2/7/12 9:40 MissBrittanyMac RT @rachaelveda: RT @kdpaine:Dont try to do it all, I get customers to define their own standard definition of success across all LOB & ...

2/7/12 9:41 John_Trader1 RT @shonali: MT @kdpaine: (A4) Dont try 2 do it all, get custs 2 define own standard def of success across all LOB/divisions. #measurepr

2/7/12 9:41 ancitasatija @kdpaine @shonali true that! #MeasurePR

2/7/12 9:41 shonali @kdpaine That's true. I think @jenzings is talking more about acceptance/abiding by Barcelona... am I right, Jen? #measurePR

2/7/12 9:42 LKodagolian Define measurement: RT @kdpaine @shonali #measurePR Don't try to do it all, get customers to define their own standard definition of success

2/7/12 9:42 kdpaine @shonali #measurePR uccess should be defined & agreed upon & standardized at highest level of the organization, not just the industry

2/7/12 9:42 jenzings @shonali @kdpaine Indeed you are correct! #MeasurePR

2/7/12 9:42 HimmelrichPR A4: What once worked for a client, may not work now. Measurement must be viewed similarly. One standard metric won't allow that. #measurePR

2/7/12 9:43 kdpaine RT @HimmelrichPR: A4: What once worked for a client, may not work now. Measurement must be viewed similarly. One standard metric won't a ...

2/7/12 9:43 shonali Q5 via @LKodagolian: @kdpaine how should orgs choose from so many tools for SM measurement? Aside from biz goals, where to begin? #measurePR

2/7/12 9:44 colleenovate RT @kdpaine: #measurePR success should be defined & standardized at highest level of the organization, not the industry

2/7/12 9:44 kdpaine @shonali #measurePR first define marketing/PR/Comms goals, then pick measurement tool. Too often orgs pick tool that wont' measure goals

2/7/12 9:45 SandraSays RT @kdpaine: @shonali #measurePR first define marketing/PR/Comms goals, then pick measurement tool. Too often orgs pick tool that wont ...

2/7/12 9:45 kdpaine #measurepr @shonali: Q5 people waste many \$\$\$ on tools that can't measure the KPIs that they define. Or, they already have the data,

2/7/12 9:45 shonali MT @kdpaine: A5 1st define marketing/PR/Comms goals, then pick measurement tool. Often orgs pick tool that won't measure goals #measurePR

2/7/12 9:45 rachaelveda MT @kdpaine: 1st define Mkt/PR/Comms goals, then pick measurement tool. Too often orgs pick tool that wont measure goals. #measurepr

2/7/12 9:45 tweetlevel @kdpaine @shonali Better still, define the biz objectives, or your measurement will be KPIs for mtking goals not biz bottom line #measurePR

2/7/12 9:45 CarterLangston RT @HimmelrichPR: A4: What once worked for a client, may not work now. Measurement must be viewed similarly. One standard metric won't a ...

2/7/12 9:46 shonali RT @kdpaine: Q5 people waste many \$\$\$ on tools that can't measure the KPIs that they define. Or, they already have the data, #measurePR

2/7/12 9:46 John_Trader1 Re: measurement RT @kdpaine: @shonali 1st def mktg/PR/Comm goals, then pick tool. 2 often orgs pick tool that wont measure goals #measurepr

2/7/12 9:46 integratePR RT @kdpaine: #measurePR success should be defined & standardized at highest level of the organization, not the industry

2/7/12 9:46 paolabrussels Q5: let the team involved in collecting data have a say in final choices of tools/software = higher buyin & motivation #measurePR

2/7/12 9:46 shonali We have time for a couple more questions, so if you have any, please DM to me! #measurePR

2/7/12 9:47 John_Trader1 RT @kdpaine: @shonali: Q5 ppl waste \$ on tools that cant measure the KPIs that they define. Or, they already have the data, #measurepr

2/7/12 9:47 karimacatherine Not every group will have same objectives so it is important to define what you want to measure against ur objectives @shonali #measurePR

2/7/12 9:48 kdpaine @shonali #measurePR Q5: first define goal, then KPI, then take your finance and research department to lunch. Bet they have answers

2/7/12 9:48 shonali Q6: @kdpaine You're authoring a book on #nonprofit measurement with @kanter (discl: I did a peer review). Top tips? #measurePR

2/7/12 9:49 kdpaine @shonali #measurePR tools are the last thing you should be looking at. Defining success, competition/benchmark/audience all come first.

2/7/12 9:49 rachaelveda RT @kdpaine: first define goal, then KPI, then take your finance and research department to lunch. Bet they have answers #measurepr

2/7/12 9:50 kdpaine @shonali #nonprofit #measurePR Q6: Non-profits should focus on mission & impact, not just \$\$

2/7/12 9:50 John_Trader1 RT @kdpaine: @shonali tools r last thing you sh/be looking at. Defining success, competition/benchmark/audience all come first. #measurepr

2/7/12 9:50 ioanapiscociu @shonali speaking of tools, what's the most effective monitoring tool? CC: @kdpaine #measurepr

2/7/12 9:50 kdpaine @shonali #nonprofit #measurePR Q6: lots of ways social helps NPs, far beyond fund raising, and highly measurable.

2/7/12 9:51 shonali RT @kdpaine: #nonprofit Q6: Non-profits should focus on mission & impact, not just \$\$ #measurePR

2/7/12 9:51 kdpaine @ioanapiscociu #measurepr Google Alerts.

2/7/12 9:51 rachaelveda Well put RT @kdpaine: Q6: Non-profits should focus on mission & impact, not just \$\$ #measurepr

2/7/12 9:51 shonali RT @kdpaine: #nonprofit Q6: lots of ways social helps NPs, far beyond fundraising, and highly measurable. #measurePR

2/7/12 9:52 kdpaine @shonali #measurePR Q5: lots of contracts for tools are up for renewal right now & not alot of happy customers. Tools over promise.

2/7/12 9:52 kdpaine RT @karimacatherine: Not every group will have same objectives so it is important to define what you want to measure against ur objectiv ...

2/7/12 9:52 shonali RT @kdpaine: #measurePR Q5: lots of contracts for tools are up for renewal right now & not a lot of happy customers. Tools over promise.

2/7/12 9:53 jenzings @kdpaine @ioanapiscociu Yikes. I'd have to disagree a bit. I have some set up, and they've been very wonky info 2 wks late, etc. #measurePR

2/7/12 9:53 matthewcarberr RT @integratePR: RT @kdpaine: #measurePR success should be defined & standardized at highest level of the organization, not the industry

2/7/12 9:53 ioanapiscociu @kdpaine surprisingly indeed! I've expected radian6 or sth similar. Thank you very much! #measurepr @jenzings @ioanapiscociu #measurePR yes, but at least you're not paying \$20K per year for wonky info.. ;)

2/7/12 9:53 kdpaine Q7 @kdpaine via @colleenovate How do PR pros avoid spending too much time/effort measuring v. doing? Does it ever get systematic? #measurePR

2/7/12 9:54 shonali RT @shonali: RT @kdpaine: #nonprofit Q6: Non-profits should focus on mission & impact, not just \$\$ #measurePR

2/7/12 9:54 MegBiallas @kdpaine @ioanapiscociu Ha, good point. But if time is critical, 2 wks late isn't something I'd rely on.

2/7/12 9:55 jenzings Depends on use. #MeasurePR

2/7/12 9:55 kdpaine @ioanapiscociu #measurepr @shonali there is a cost/value issue. If a sexy tool doesn't measure ur KPIs, is it worth it?

2/7/12 9:55 shonali "Wonky" is my WOTD. RT @kdpaine: @jenzings @ioanapiscociu yes, but at least you're not paying \$20K per year for wonky info.. ;) #measurePR

2/7/12 9:55 ioanapiscociu @jenzings thank you! yet to test it, but most certainly I will! #measurepr

2/7/12 9:56 kdpaine @shonali @jenzings @ioanapiscociu #measurepr tools should measure what matters, not what's easy Q6 With NPs you want to make sure that you provide value by bringing in \$\$ as well as awareness, it's a balancing act #measurePR

2/7/12 9:56 integratePR @kdpaine @jenzings @ioanapiscociu For me, a combo of Google Alerts & a paid service is the only I'm able to capture everything #measurePR

2/7/12 9:56 iamchristine_d Q7 It's important to measure before to figure out best practices, as well as after to asses faults. The PR circle of life #measurePR

2/7/12 9:56 integratePR 2 wks late would never work for me. MT @jenzings: @kdpaine @ioanapiscociu 2 wks late isn't something I'd rely on. #MeasurePR

2/7/12 9:57 deannaboss @jenzings @ioanapiscociu #MeasurePR even the expensive tools don't get every thing on time. Test them all

2/7/12 9:57 kdpaine @kdpaine @shonali so true! costs are really important #measurepr

2/7/12 9:57 ioanapiscociu Trying to find the right measurement tool? RT @kdpaine @shonali #measurePR: tools should measure what matters, not what's easy

2/7/12 9:58 LKodagolian @integratePR #measurePR @shonali Q6: I respectfully disagree. Value is not always \$\$\$. If you achieve mission without \$\$ isn't it good?

2/7/12 9:58 kdpaine

2/7/12 9:59 deannaboss RT @kdpaine: @shonali @jenzings @ioanapiscociu #measurepr tools should measure what matters, not what's easy

2/7/12 9:59 shonali Q7 @kdpaine via @colleenovate How do PR pros avoid spending too much time/effort measuring v doing? Does it ever get systematic? #measurePR

2/7/12 10:00 ioanapiscociu @iamchristine_d @kdpaine @jenzings Just out of curiosity, may I ask what paid service? :) #measurepr

2/7/12 10:00 kdpaine @shonali #measurePR define "too much" time. if 3 hrs of measurement saves you from wasting a week on project that fails, is that too much?

2/7/12 10:01 shonali @kdpaine Don't know (you know me, I could do it all day!), that was @colleenovate: Colleen, how much is "too much" time? Q7 #measurePR

2/7/12 10:01 ioanapiscociu RT @kdpaine: @jenzings @ioanapiscociu #MeasurePR even the expensive tools don't get every thing on time. Test them all

2/7/12 10:02 iamchristine_d @ioanapiscociu We use Radian6 for SM and Meltwater News for traditional - will look to combine in the future. #measurePR

2/7/12 10:02 HimmelrichPR RT @kdpaine: @shonali #measurePR define "too much" time. if 3 hrs of measurement saves you from wasting a week on project that fails, i ...

2/7/12 10:03 jenzings @ioanapiscociu I work for a monitoring company @CustomScoop. We monitor both social and traditional media. #MeasurePR #disclosures

2/7/12 10:03 ioanapiscociu @iamchristine_d tnx! I've been on Radian6 too, but consider to do some changes #measurepr

2/7/12 10:03 kdpaine @iamchristine_d @ioanapiscociu #measurePR good luck with that ;) might want to read this first <http://t.co/gMn2Ohgz>

2/7/12 10:04 kdpaine #measurepr @shonali My check list for people looking for monitoring tools <http://t.co/gMn2Ohgz>

2/7/12 10:05 iamchristine_d @kdpaine Thanks for the great info! Might not happen...but I can dream :) #measurePR

2/7/12 10:05 JoanneMaly Thank you @kdpaine RT @kdpaine: #measurepr @shonali My check list for people looking for monitoring tools <http://t.co/L3pR3VT5> #marketing

2/7/12 10:05 shonali MT @kdpaine: My check list for people looking for monitoring tools <http://t.co/fRVCd3e3> (Re: Q5) #measurepr

2/7/12 10:05 deannaboss invaluable checklist. RT @kdpaine: #measurepr @shonali My check list for people looking for monitoring tools <http://t.co/DS0CGccu>

2/7/12 10:06 kdpaine #measurepr @shonali can I put in a blatant plug -- we're looking for measurement geeks, esp. those who can develop software dm resumes

2/7/12 10:06 jenzings @shonali @kdpaine Thanks again for another informative #MeasurePR chat!

2/7/12 10:06 shonali Oops! We're out of time. Thanks so much @kdpaine for visiting today, you need to come back SOON! #measurePR

2/7/12 10:06 shonali @kdpaine Yes, of course! #measurePR

2/7/12 10:06 John_Trader1 A total gem -- RT @kdpaine: #measurepr @shonali My check list for people looking for monitoring tools <http://t.co/tKsHcinS> #measurepr

2/7/12 10:07 deannaboss thanks @kdpaine @shonali for another good #measurepr chat. enjoy the day and happy measuring!

2/7/12 10:07 kdpaine @shonali #measurePR you are very welcome. thanks to everyone for hanging out!

2/7/12 10:07 John_Trader1 I second that -- RT @jenzings: @shonali @kdpaine Thanks again for another informative #MeasurePR chat! #measurepr

2/7/12 10:07 shonali Job alert! MT @kdpaine: We're looking for measurement geeks, esp. those who can develop software DM resumes (Katie, not me). #measurePR

2/7/12 10:07 iamchristine_d @shonali Thanks for hosting! @kdpaine Great insight! Have a great day everyone! #measurePR

2/7/12 10:08 shonali @deannaboss @jenzings @John_Trader1 @iamchristine_d You're so welcome! #measurePR

2/7/12 10:08 traackr Really great #measurepr session by @shonali with @kdpaine today - check out the convo. if you missed it.

2/7/12 10:09 rachaelseda Thank you @kdpaine and @shonali for an insightful chat! Wishing you all a fabulous day! #measurepr

2/7/12 10:09 integratePR Loved our first #measurePR chat! Great insights @kdpaine thanks @shonali Can't wait for next week!

2/7/12 10:09 CourtV Thanks to @shonali and @kdpaine for great insights in #measurepr today!

2/7/12 10:09 accrete RT @kdpaine: #measurepr @shonali My check list for people looking for monitoring tools <http://t.co/gMn2Ohgz>

2/7/12 10:10 shonali @integratePR It's bi-weekly, so 2 weeks hence, but glad you had fun! @rachaelseda @traackr Thanks for joining! #measurePR

2/7/12 10:10 shonali Fyi, the next chat is on Feb. 21, 12-1 pm ET, and we'll be talking to @prtini. Save the date! #measurePR

2/7/12 10:10 rachaelseda @shonali Yes, I'm so happy I finally remembered. I'm looking forward to many more #measurepr chats! Today's chat is over, but do use the hashtag for relevant conversations, and I hope to see you back in 2 weeks! #measurePR

2/7/12 10:10 shonali @CourtV My pleasure! It's always great to have @kdpaine visit & teach. #measurePR

2/7/12 10:11 ioanapiscociu @jenzings brilliant! I was just about to ask about a trial programme. #measurepr

2/7/12 10:19 bbourdon RT @deannaboss: re Q1: My analogy for KPI and objective - objective = I want to be well-rested, KPI = get 8 hours of sleep night. #measurepr

2/7/12 10:28 susandiz @kdpaine Thanks for all these great resources Katie! #PR #measurepr

