Time(PDT)	Username	Update
9/10/2013 9:00	shonali	And... it's time! Welcome to #measurepr, the monthly Twitter chat about all things #PR & #socialmedia measurement. Who's here today?
9/10/2013 9:00	40deuce	@shonali I'm ready! Here to lend some moral support to @JeffCann #measurepr
9/10/2013 9:01	JeffCann	Ready to go as well - happy Tuesday everyone #measurepr
9/10/2013 9:01	shonali	Before we begin our chat, please introduce yourself, tell us who you are, what you do, etc. #measurepr
9/10/2013 9:01	shonali	@JeffCann Happy Tuesday to you, and thank you for being here! #measurepr
9/10/2013 9:02	GnosisArts	#measurepr: public relations measurement, including social media. Tuesdays, 12-1 pm ET. #tweetchatshappeningnow
9/10/2013 9:03	40deuce	Hi everyone! I'm Sheldon the community manager for @Marketwired. Nice to be back in this chat #measurepr
9/10/2013 9:03	shonali	@GnosisArts Actually, #measurepr is just the first Tuesday of every month, 12-1 pm ET.
9/10/2013 9:03	eccushing	@shonali @JeffCann this is my first #measurePR - I'm excite to join in and Twitter-meet some peers! #PR #love
9/10/2013 9:03	deannaboss	Good morning #measurepr! (it is still morning here) Deanna with Maccabee Public Relations in Minneapolis, MN. Excited to reconnect with...
9/10/2013 9:03	shonali	@40deuce Nice to have you back! How's things up North? #measurepr
9/10/2013 9:03	JeffCann	I manage our agency strategy and service here @marketwired. Have been involved with digital for over 10 years #measurepr
9/10/2013 9:03	shonali	Me: I'm CEO of a social PR biz, measurement geek (hence this chat), foodie & dog-mom. I <3 Elvis & ABBA. Don't be hatin'. #measurepr
9/10/2013 9:04	JeffCann	@eccushing welcome aboard! #measurepr
9/10/2013 9:04	shonali	@deannaboss Great to see you back, Deanna! Btw, have you connected with @dfriez IRL yet? #measurepr
9/10/2013 9:04	40deuce	@shonali Today is nice. Yesterday was cold. Weird weather. How's things with you? #measurepr
9/10/2013 9:04	tweettaps	#measurepr Raje, Agilist, just curious about the chat, glad to hangout and network
9/10/2013 9:04	shonali	@eccushing Great to have you at #measurepr, welcome!
9/10/2013 9:04	shonali	@40deuce Crazy busy but that's life, right? #iwanttosleepinmyhammock ;) #measurepr
9/10/2013 9:04	shonali	@tweettaps Welcome! #measurepr
9/10/2013 9:05	deannaboss	Elvis! I had no idea. MT @shonali: Me: I'm CEO of a social PR biz, measurement geek. I <3 Elvis & ABBA. Don't be hatin'. #measurepr
9/10/2013 9:05	shonali	I'm really happy to welcome @JeffCann of @marketwired as today's #measurepr guest. Thanks for making the time, Jeff!
9/10/2013 9:05	JeffCann	@deannaboss Thanks for joining - enjoy your morning coffee #measurepr
9/10/2013 9:05	shonali	@deannaboss Oh, BIGtime! #measurepr
9/10/2013 9:05	40deuce	RT @shonali I'm really happy to welcome @JeffCann of @marketwired as today's #measurepr guest. Thanks for making the time, Jeff!
9/10/2013 9:06	shonali	Before we get started, just a few guidelines to make the chat easier for you... #measurepr
9/10/2013 9:06	shonali	Ok, rules of thumb: 1, don't forget to use the hashtag with your tweets, else they won't show up when we pull the transcript #measurepr
9/10/2013 9:07	eccushing	Me: PR & #socialmedia manager for Boston #mktg firm @inSegment, book lover, lax player, love meeting new ppl! #measurePR
9/10/2013 9:07	shonali	2, When prefacing your tweets, pls use "re" Q1" or "A1" (or similar) convention so it's easy to follow the conversation thread #measurepr
9/10/2013 9:08	shonali	@eccushing I almost read "lax player" as "tax player" and was duly impressed. ;) #measurepr
9/10/2013 9:08	deannaboss	@shonali no, and I need to! didn't realize @dfriez was back in Mpls. #measurepr
9/10/2013 9:08	MilaU5	RT @shonali: And... it's time! Welcome to #measurepr, the monthly Twitter chat about all things #PR & #socialmedia measurement. Who's here …
9/10/2013 9:09	shonali	3: Do participate in the discussion with @JeffCann, but if you have a specific question for him, pls DM it to me (to manage flow) #measurepr
9/10/2013 9:10	shonali	4: Chat transcripts & recaps are posted here: http://t.co/2PvqMYZ5CC, so you may want to bookmark that. #measurepr
9/10/2013 9:11	shonali	OK, ready? Let's go... #measurepr
9/10/2013 9:12	40deuce	Let's do this! #measurepr
9/10/2013 9:12	shonali	Q1: @JeffCann, How are clients using location-based data from social? Are there any unique use cases you can share? #measurepr
9/10/2013 9:12	shonali	@MilaU5 Thanks! #measurepr
9/10/2013 9:13	40deuce	RT @shonali Q1: @JeffCann, How are clients using location-based data from social? Are there any unique use cases you can share? #measurepr
9/10/2013 9:14	JeffCann	A1 - Location is a game changer and will only grow. Its expanding use cases and driving value #measurepr
9/10/2013 9:14	40deuce	RT @JeffCann A1 - Location is a game changer and will only grow. Its expanding use cases and driving value #measurepr
9/10/2013 9:14	shonali	RT @jeffcann: A1 - Location is a game changer and will only grow. Its expanding use cases and driving value #measurepr

9/10/2013 9:15	40deuce	A1: Location is interesting as marketers can gain a lot of knowledge about customers through it and better target #measurepr
9/10/2013 9:15	40deuce	A1: However, consumers do not feel the same as marketers and don;'t want to give their location up a lot of the time #measurepr
9/10/2013 9:15	jessicagsharp	RT @JeffCann: A1 - Location is a game changer and will only grow. Its expanding use cases and driving value #measurepr
9/10/2013 9:15	JeffCann	A1 - we have clients expanding franchise locations based on city level info. They look for and index based on population v buzz #measurepr
9/10/2013 9:15	RachelCWhite	RT @40deuce A1: Location is interesting as marketers can gain a lot of knowledge about customers through it and better target #measurepr
9/10/2013 9:15	HayleyCalhoon	Q1 - Agreed! We use location info from social to make offline marketing decisions #measurepr
9/10/2013 9:16	RachelCWhite	RT @40deuce A1: However, consumers do not feel the same as marketers and don;'t want to give their location up a lot of the time #measurepr
9/10/2013 9:16	RachelCWhite	RT @HayleyCalhoon Q1 - Agreed! We use location info from social to make offline marketing decisions #measurepr
9/10/2013 9:17	JeffCann	A1 Location is also helping supply chain. Flu and cold season trends measured by social = product on the right shelves #measurepr
9/10/2013 9:17	shonali	MT @jeffcann: A1 we have clients expanding franchise locations based on city level info. They look for/index based on pop v buzz #measurepr
9/10/2013 9:17	40deuce	MT @JeffCann A1 - we have clients expanding franchise locations based on city level info. They index based on population v buzz #measurepr
9/10/2013 9:17	jessicagsharp	@40deuce A1: how do you address that? re: consumers don't feel the same way? #measurePR
9/10/2013 9:17	40deuce	RT @JeffCann A1 Location is also helping supply chain. Flu & cold season trends measured by social= product on the right shelves #measurepr
9/10/2013 9:18	40deuce	@jessicagsharp You have to make them feel like they're getting something for giving you something #measurepr
9/10/2013 9:19	shonali	RT @JeffCann A1 Location is also helping supply chain. Flu, cold season trends measured by social = product on the right shelves #measurepr
9/10/2013 9:19	40deuce	@jessicagsharp For example, people gave up their location on FourSquare because they got a deal for doing so #measurepr
9/10/2013 9:19	eclectitech	RT @40deuce: RT @JeffCann A1 Location is also helping supply chain. Flu & cold season trends measured by social= product on the right shel…
9/10/2013 9:19	RachelCWhite	Social monitoring allows for companies to send medicine to stores with known flu/cold outbreaks. #measurepr #health
9/10/2013 9:20	jessicagsharp	@40deuce okay that makes sense. Has to be compelling I assume #measurePR
9/10/2013 9:20	tressalynne	Measuring the Value of Public Relations: What Really Matters http://t.co/1tMuAp7gUE by @hughforth #PR #MeasurePR
9/10/2013 9:20	40deuce	@jessicagsharp I never check in with FB because there's nothing in it for me. See what I mean? #measurepr
9/10/2013 9:20	RachelCWhite	Incentivize sharing location for users in order to get better data #measurepr #socialmonitoring
9/10/2013 9:21	40deuce	@jessicagsharp For sure. They have to want to give you that data, not feel like you're being sneaky and taking it from them #measurePR
9/10/2013 9:21	deannaboss	RT @rachelcwhite: Incentivize sharing location for users in order to get better data #measurepr #socialmonitoring
9/10/2013 9:21	jessicagsharp	@40deuce I actually never check in anywhere, which is why I asked #measurePR
9/10/2013 9:21	JeffCann	RT @RachelCWhite Incentivize sharing location for users in order to get better data #measurepr #socialmonitoring
9/10/2013 9:22	shonali	Q2: @JeffCann: Are impression counts from social really possible? Are they accurate?#measurepr
9/10/2013 9:22	40deuce	@JeffCann @RachelCWhite incentivize EVERYTHING for better data =) #measurepr
9/10/2013 9:22	HayleyCalhoon	Keep in mind you can get location info through FB Insights without anyone having to "check in". #measurePR
9/10/2013 9:22	40deuce	RT @shonali Q2: @JeffCann: Are impression counts from social really possible? Are they accurate?#measurepr
9/10/2013 9:23	JeffCann	A2- Impression counts are possible but if you don't understand the methodology then don't quote them #measurepr
9/10/2013 9:23	shonali	RT @hayleycalhoon: Keep in mind you can get location info through FB Insights without anyone having to "check in". #measurePR
9/10/2013 9:23	RachelCWhite	RT @JeffCann A2- Impression counts are possible but if you don't understand the methodology then don't quote them #measurepr
9/10/2013 9:23	shonali	@hayleycalhoon That's true, but you can only get that for likes/fans. #measurePR
9/10/2013 9:24	shonali	RT @JeffCann A2 - Impression counts are possible but if you don't understand the methodology then don't quote them #measurepr
9/10/2013 9:24	40deuce	RT @JeffCann A2- Impression counts are possible but if you don't understand the methodology then don't quote them #measurepr
9/10/2013 9:24	40deuce	@HayleyCalhoon Ish. You can get where they say they're from. Not always their exact location, like in your store #measurepr
9/10/2013 9:24	JeffCann	A2- We use Alexa for blog traffic as its fairly global, using the same yard stick consistently will yield better data #measurepr
9/10/2013 9:25	40deuce	MT @JeffCann A2- We use Alexa 4 blog traffic as its fairly global, using the same yard stick consistently will yield better data #measurepr
9/10/2013 9:26	shonali	RT @JeffCann A2 We use Alexa for blog traffic as its fairly global, using same yard stick consistently will yield better data #measurepr
9/10/2013 9:26	JeffCann	A2 Twitter can be difficult as the unknown variable is how many tweets are actually seen #measurepr
9/10/2013 9:26	JeffCann	A2 some clients accept that others build in correction factors #measurepr
9/10/2013 9:26	HayleyCalhoon	@40deuce @shonali You are right, but this has proven useful to me for big picture items. Ex: choosing new Int'l market to target #measurepr

9/10/2013 9:27	HayleyCalhoon	RT @JeffCann: A2 Twitter can be difficult as the unknown variable is how many tweets are actually seen #measurepr
9/10/2013 9:27	shonali	RT @JeffCann A2 Twitter can be difficult as the unknown variable is how many tweets are actually seen #measurepr
9/10/2013 9:27	shonali	RT @JeffCann A2 some clients accept that others build in correction factors #measurepr
9/10/2013 9:29	40deuce	@HayleyCalhoon @shonali Right, and it is useful for stuff like that. Other location stuff needs to be more specific and timely #measurepr
9/10/2013 9:29	40deuce	RT @JeffCann A2 Twitter can be difficult as the unknown variable is how many tweets are actually seen #measurepr
9/10/2013 9:29	shonali	Q3: @JeffCann, you authored @spinsucks post on building relationships w influencers. http://t.co/5GNvwMMbG2. Any recent advances? #measurepr
9/10/2013 9:31	shonali	Remember, if you have additional questions for @JeffCann on today's #measurePR, please DM to me (we're halfway through the chat).
9/10/2013 9:32	JeffCann	A2 - 70% of tweets get no reaction but that does not mean they are not seen http://t.co/ZuGzs2aXih #measurepr
9/10/2013 9:32	40deuce	Check this out RT @JeffCann A2 - 70% of tweets get no reaction but that does not mean they are not seen http://t.co/ROc4xAZHla #measurepr
9/10/2013 9:33	RachelCWhite	RT @JeffCann A2 - 70% of tweets get no reaction but that does not mean they are not seen http://t.co/2idR14aYsy #measurepr
9/10/2013 9:33	HayleyCalhoon	@40deuce @shonali Agreed! #measurepr
9/10/2013 9:33	shonali	RT @JeffCann A2 - 70% of tweets get no reaction but that does not mean they are not seen http://t.co/1VAkV7xmFK #measurepr
9/10/2013 9:34	eccushing	That's a lot! RT @JeffCann: A2 - 70% of tweets get no reaction but that does not mean they are not seen http://t.co/CPQmFwRUIL #measurePR
9/10/2013 9:34	JeffCann	A3 Influencer relationship management has no shortcuts, technology can only do so much. Its about people not product #measurepr
9/10/2013 9:34	LindseyMGrant	RT @shonali: RT @JeffCann A2 - 70% of tweets get no reaction but that does not mean they are not seen http://t.co/1VAkV7xmFK #measurepr
9/10/2013 9:35	JeffCann	A3 Technology CAN help in finding needles in the haystack however as well as true advocates #measurepr
9/10/2013 9:36	40deuce	RT @JeffCann A3 Technology CAN help in finding needles in the haystack however as well as true advocates #measurepr
9/10/2013 9:36	abigail_e	Oh hai #measurepr! Jumping in late but happy to join for a bit.
9/10/2013 9:36	JeffCann	A3 e.g. Twitter bio search can find dentists in Chicago that have kids and >1000 followers #measurepr
9/10/2013 9:36	shonali	MT @jeffcann: A3 Influencer relationship management has no shortcuts, tech can only do so much. Its about people not product #measurepr
9/10/2013 9:37	howiegoldfarb	@jeffcann I estimate 97% of the potential viewers of your tweet will never see it. A2 #measurepr I don't believe that graphic cc @shonali
9/10/2013 9:37	deannaboss	Exactly! MT @jeffcann: A3 Influencer relationship mgmt has no shortcuts, tech can only do so much. Its about people not product #measurepr
9/10/2013 9:38	abigail_e	RT @JeffCann: A2 - 70% of tweets get no reaction but that does not mean they are not seen http://t.co/R887ZOpJhx #measurepr
9/10/2013 9:38	tweepforce	Engagement Matrix is key than impression for #SocialMediaMarketing #measurepr
9/10/2013 9:38	HollyNielsen	RT @shonali: RT @JeffCann A2 - 70% of tweets get no reaction but that does not mean they are not seen http://t.co/1VAkV7xmFK #measurepr
9/10/2013 9:39	shonali	@abigail_e Hey, there! Better late than never. :) @howiegoldfarb nice to see you too! #measurepr
9/10/2013 9:39	JeffCann	A3 New search tools can better find niche audiences and highly targeted interests. Not always about the celebrity #measurepr
9/10/2013 9:39	shonali	RT @JeffCann A3 e.g. Twitter bio search can find dentists in Chicago that have kids and & >1000 followers #measurepr
9/10/2013 9:39	shonali	RT @JeffCann A3 New search tools can better find niche audiences and highly targeted interests. Not always about the celebrity #measurepr
9/10/2013 9:40	eccushing	A3: aren't engagement metrics more important than impression metrics? Clients seem to think so #measurePR
9/10/2013 9:40	shonali	But you never believe anything. :) RT @howiegoldfarb @jeffcann A2 #measurepr I don't believe that graphic
9/10/2013 9:41	jessicagsharp	@JeffCann re A3 - which do you recommend? I work primarily in B2B #measurePR
9/10/2013 9:41	RachelCWhite	MT @JeffCann A3 New search tools can better find niche audiences/highly targeted interests. Not always about celebrity #measurepr
9/10/2013 9:42	shonali	Q4 from @howiegoldfarb: @jeffcann, how do you determine who is influential? #measurepr
9/10/2013 9:43	JeffCann	@eccushing A3 #measurepr I think it depends on the objective. I would say engagement is king however a promotion may just want exposure
9/10/2013 9:44	DanielGHebert	RT @shonali: Q4 from @howiegoldfarb: @JeffCann, how do you determine who is influential? #measurepr
9/10/2013 9:44	InNetworkInc	RT @shonali: Q4 from @howiegoldfarb: @JeffCann, how do you determine who is influential? #measurepr
9/10/2013 9:44	40deuce	@jessicagsharp Jeff will recommend @Marketwire's Sysomos products. As do I. (we're both biased about it though) #measurepr
9/10/2013 9:44	40deuce	@jessicagsharp Jeff will recommend @Marketwired's Sysomos products. As do I. (we're both biased about it though) #measurepr #measurepr
9/10/2013 9:45	InNetworkInc	@shonali @howiegoldfarb @JeffCann I think it depends on your end goal - there are many layers of data to consider #measurepr
9/10/2013 9:45	sarahvanslette	RT @tressalynne: Measuring the Value of Public Relations: What Really Matters http://t.co/1tMuAp7gUE by @hughforth #PR #MeasurePR
9/10/2013 9:46	tweepforce	A sophisticated rule based semantic tech with automation might help brands to take care unattended tweets! #SMTLive #measurepr
9/10/2013 9:46	HayleyCalhoon	RT @JeffCann: @eccushing A3 #measurepr I think it depends on the objective. I would say engagement is king however a promotion may just wa…

9/10/2013 9:46	eccushing	@JeffCann thanks Jeff! I agree, but most of my B2Bs are all about sales, less about branding. It all ties together though #measurePR
9/10/2013 9:47	JeffCann	@howiegoldfarb A4 Influence can be a highly concentrated audience/ an expert voice/ a prominent position. All can be found #measurepr
9/10/2013 9:47	deannaboss	@40deuce @jessicagsharp @Marketwired and what do you suggest for budgets under $10k? #measurepr
9/10/2013 9:47	howiegoldfarb	@shonali @JeffCann #measurepr I see that alot. Accounts with 100k's or 1mil+ get often 100 RTs. That is a platform or content fail?
9/10/2013 9:48	40deuce	@eccushing @jessicagsharp But awareness leads to sales. How does someone know they want your product if they don't know it exists #measurePR
9/10/2013 9:48	shonali	@howiegoldfarb I don't think that's necessarily a fail, but not necessarily a "win" either. Context is everything. @JeffCann #measurePR A3
9/10/2013 9:49	shonali	MT @jeffcann: @howiegoldfarb A4 Influence can be v concentrated audience/an expert voice/prominent position. All can be found #measurepr
9/10/2013 9:50	40deuce	@howiegoldfarb @JeffCann @shonali it's a mix. Popular people get more popular. Doesn't mean their content is better though #measurepr
9/10/2013 9:50	40deuce	@howiegoldfarb @shonali @JeffCann If you were to get more "popular" your content would go further too #measurepr
9/10/2013 9:51	eccushing	@40deuce @jessicagsharp I'm with you 100% there! #measurePR
9/10/2013 9:51	InNetworkInc	@shonali @howiegoldfarb @JeffCann Agree! Context and segmented audience data should be things you look at #measurepr
9/10/2013 9:52	DanielGHebert	RT @innetworkinc: @shonali @howiegoldfarb @JeffCann Agree! Context and segmented audience data should be things you look at #measurepr
9/10/2013 9:52	shonali	Q5 (last for today): @JeffCann What are some major challenges we should consider (and surmount) in social listening? #measurepr
9/10/2013 9:52	40deuce	RT @shonali Q5 (last for today): @JeffCann What are some major challenges we should consider (and surmount) in social listening? #measurepr
9/10/2013 9:52	shonali	@InNetworkInc When you're segmenting, aren't you putting them in context? ;) @howiegoldfarb @JeffCann #measurepr
9/10/2013 9:53	InNetworkInc	@shonali @InNetworkInc @howiegoldfarb @JeffCann Lol, I guess they work hand in hand ;) #measurepr
9/10/2013 9:55	JeffCann	A5 The more time spent upfront, the better the analytic scan become. Do your homework on false positive and sources to omit #measurepr
9/10/2013 9:55	shonali	RT @JeffCann A5 Social data can be messy. Look for tools that can clean, refine, filter and pinpoint the signal you are after #measurepr
9/10/2013 9:55	RachelCWhite	MT @JeffCann A5 The more time spent upfront, the better the analytic scan become. #measurepr
9/10/2013 9:56	shonali	AMEN. RT @JeffCann A5 The more time spent upfront, the better the analytic scan become. Do your homework. #measurepr
9/10/2013 9:56	40deuce	RT @RachelCWhite MT @JeffCann A5 The more time spent upfront, the better the analytic scan become. #measurepr
9/10/2013 9:56	InNetworkInc	RT @shonali: Q5 (last for today): @JeffCann What are some major challenges we should consider (and surmount) in social listening? #measurepr
9/10/2013 9:56	DanielGHebert	RT @jeffcann: A5 The more time spent upfront, the better the analytics. Do your homework on false positive and sources to omit #measurepr
9/10/2013 9:56	InNetworkInc	RT @jeffcann: A5 The more time spent upfront, the better the analytics. Do your homework on false positive and sources to omit #measurepr
9/10/2013 9:57	JeffCann	A5 Global teams need consideration on workflow. While all content can be classified by language, geo is not always possible #measurepr
9/10/2013 9:57	DanielGHebert	RT @JeffCann A5 Social data can be messy. Look for tools that can clean, refine, filter and pinpoint the signal you are after #measurepr
9/10/2013 9:57	InNetworkInc	RT @JeffCann A5 Social data can be messy. Look for tools that can clean, refine, filter and pinpoint the signal you are after #measurepr
9/10/2013 9:57	shonali	MT @JeffCann A5 Global teams need consideration on workflow. While all content can be classified by language, geo not always poss #measurepr
9/10/2013 9:58	DanielGHebert	RT @jeffcann: A5 Global teams need consideration on workflow. All content can be classfd by language, geo is not always possible #measurepr
9/10/2013 9:58	InNetworkInc	RT @jeffcann: A5 Global teams need consideration on workflow. All content can be classfd by language, geo is not always possible #measurepr
9/10/2013 9:58	SocMedWriter	RT @tweepforce: Engagement Matrix is key than impression for #SocialMediaMarketing #measurepr
9/10/2013 9:58	shonali	Well, that's all we have time for today, folks. @JeffCann, TYVM for being our guest today, great to have you! #measurepr
9/10/2013 9:58	abigail_e	RT @JeffCann: A5 Social data can be messy. Look for tools that can clean, refine, filter and pinpoint the signal you are after #measurepr
9/10/2013 9:59	40deuce	I may be biased, but I think @jeffcann did a great job here today! Thanks for having him @shonali! #measurepr
9/10/2013 9:59	shonali	The "official" #measurepr chat is now over, please feel welcome to continue the convo using the hashtag (that's what it's there for).
9/10/2013 9:59	RachelCWhite	Thanks so much for a great chat, @jeffcann #measurepr
9/10/2013 9:59	40deuce	And now, I must glue my eyes to my screen about some sort of new iPhone thingamabob #measurepr
9/10/2013 9:59	JeffCann	@shonali Thanks for having me! Can't wait for the next session. Thanks for the questions all #measurepr
9/10/2013 10:00	eccushing	Thank you @shonali and @JeffCann for today's #measurePR
9/10/2013 10:00	shonali	We'll post a recap of today's #measurepr with @JeffCann soon. Save the date for the next chat: Oct. 1, 12-1 pm ET with @sallyfalkow (w00t!)
9/10/2013 10:00	JeffCann	@RachelCWhite thanks Rachel! #measurepr
9/10/2013 10:01	shonali	Special thanks again to @JeffCann and to all for joining #measurepr today, it was great to have you! Newbies, I hope you'll be back.