

Time(PST)	Username	Update
2/4/2014 9:10	shonali	5, above all, kick your shoes off and have fun! Ready? Let's get started... #measurepr
2/4/2014 9:11	AmyL_Bishop	@shonali @KittyHasFleaz Great to see you both in #measurepr today. I'll be lurking around the chat while I'm doing some work! :)
2/4/2014 9:11	EngageGXD	@shonali Just got to #measurePR! Great to meet everyone! :)
2/4/2014 9:11	shonali	@AmyL_Bishop Haha, super! @KittyHasFleaz #measurepr
2/4/2014 9:12	shonali	@KittyHasFleaz I *just* realized what your handle is. HAHAAH!!!! #measurepr
2/4/2014 9:12	EngageGXD	@shonali @queenofmetrics Gotcha! great guidelines! Thanks Shonali! #MeasurePR
2/4/2014 9:12	shonali	OK. Folks, I'm thrilled to bring my dear friend/mentor @queenofmetrics back to #measurepr. Katie was our 1st guest, 4 years ago! (cont.)
2/4/2014 9:13	shonali	So today is also the chat's 4th birthday/anniversary, and we celebrate with the person who helped kick it off, @queenofmetrics! #measurepr
2/4/2014 9:13	shonali	@EngageGXD Great to have you! Brief intro? #measurepr
2/4/2014 9:14	richardbagnall	Happy 4th birthday #measurepr and the birthday girls: @shonali @queenofmetrics
2/4/2014 9:14	SandraSays	tuning in to #measurepr for a while, for the first time in a long time. {{waves}}
2/4/2014 9:16	EngageGXD	@shonali @queenofmetrics Happy birthday #measurePR! Great for a Twitter chat to turn 4 years old!
2/4/2014 9:16	richardbagnall	I'm Richard Bagnall, Ex MD of global insights business Metrica (now) Gorkana. I chair AMEC's social media measurement group #measurepr
2/4/2014 9:16	OhhSocialMedia	RT @shonali: 4, if you have NEW qns for @queenofmetrics, please DM to me, so I can field in order received #measurepr
2/4/2014 9:16	airaheta2305	@shonali @queenofmetrics Happy anniversary! This makes my first tweetchat four times as special! #measurePR
2/4/2014 9:16	richardbagnall	@SandraSays Wave back from London... #measurepr
2/4/2014 9:18	PChamero	Four years? That's a long time! Congrats! :) #measurepr
2/4/2014 9:19	EngageGXD	@shonali GenesisXD is an experience design firm. We focus on producing people-centered, forward-thinking branding and design. #MeasurePR
2/4/2014 9:19	shonali	@PChamero @airaheta2305 Thank you! #measurepr
2/4/2014 9:20	shonali	Hmm... Twitter's kinda hinky, I'm only just seeing a bunch of #measurepr tweets
2/4/2014 9:20	richardbagnall	Great to see so many students on #measurepr - education about credible #pr metrics is crucial. No better prof than @queenofmetrics
2/4/2014 9:21	KittyHasFleaz	@shonali Funny you should mention that. The stream of tweets is pretty slow for me, too. Hmmm. #measurepr
2/4/2014 9:21	shonali	@SandraSays Hey, Sandra! #measurepr
2/4/2014 9:22	shonali	Q1 @queenofmetrics you're known as the "queen of measurement." What changes, if any, have you seen in the industry? #measurepr #pr
2/4/2014 9:23	shonali	MT @richardbagnall: Great to see so many students on #measurepr - education about credible #pr metrics is crucial.
2/4/2014 9:24	queenofmetrics	@shonali #measurepr Q1: Biggest change is arrival of truly integrated metrics. Media + Google Analytics + behavior metric on one dashboard
2/4/2014 9:24	SandraSays	RT @queenofmetrics: @shonali #measurepr Q1: Biggest change is arrival of truly integrated metrics. Media + Google Analytics + behavior metr...
2/4/2014 9:24	KittyHasFleaz	RT @queenofmetrics: @shonali #measurepr Q1: Biggest change is arrival of truly integrated metrics. Media + Google Analytics + behavior metr...
2/4/2014 9:25	richardbagnall	RT @queenofmetrics: @shonali #measurepr Q1: Biggest change is arrival of truly integrated metrics. Media + Google Analytics + behavior metr...
2/4/2014 9:25	queenofmetrics	@shonali #measurepr Q1: Also, big data has changed the nature of measurement.. more tied to marketing goals now,
2/4/2014 9:25	SandraSays	RT @queenofmetrics: @shonali #measurepr Q1: Also, big data has changed the nature of measurement.. more tied to marketing goals now,
2/4/2014 9:26	airaheta2305	RT @richardbagnall: Great to see so many students on #measurepr - education about credible #pr metrics is crucial. No better prof than @que...
2/4/2014 9:26	queenofmetrics	@shonali #measurepr all of which means that the required skill set is very different from a decade ago, or even 4 years
2/4/2014 9:26	OhhSocialMedia	RT @shonali: Q1 @queenofmetrics you're known as the "queen of measurement." What changes, if any, have you seen in the industry? #measurepr...
2/4/2014 9:26	OhhSocialMedia	RT @shonali: MT @richardbagnall: Great to see so many students on #measurepr - education about credible #pr metrics is crucial.
2/4/2014 9:26	SandraSays	RT @queenofmetrics: @shonali #measurepr all of which means that the required skill set is very different from a decade ago, or even 4 years
2/4/2014 9:26	shonali	RT @queenofmetrics #measurepr Q1: arrival of truly integrated metrics. Media + Google Analytics + behavior metric on 1 dashboard
2/4/2014 9:27	richardbagnall	On #measurepr now @queenofmetrics talking integrated metrics, outputs & outcomes in one place
2/4/2014 9:27	shonali	RT @queenofmetrics #measurepr Q1: Also, big data has changed the nature of measurement.. more tied to marketing goals now,
2/4/2014 9:27	richardbagnall	RT @queenofmetrics: @shonali #measurepr Q1: Also, big data has changed the nature of measurement.. more tied to marketing goals now,
2/4/2014 9:27	richardbagnall	RT @queenofmetrics: @shonali #measurepr all of which means that the required skill set is very different from a decade ago, or even 4 years
2/4/2014 9:28	shonali	RT @queenofmetrics #measurepr all of which means that the required skill set is very different from a decade ago, or even 4 years (Re: Q1)

2/4/2014 9:28 shonali Q2: @queenofmetrics can you explain the "Barcelona Principles" for those who are not familiar? #measurepr @richardbagnall you too!

2/4/2014 9:29 shonali FYI @richardbagnall says Downrightnow says Twitter is having problems. #measurePR folk - heads up!

2/4/2014 9:29 Melcrum RT @queenofmetrics: @shonali #measurepr Q1: Also, big data has changed the nature of measurement.. more tied to marketing goals now,

2/4/2014 9:30 KittyHasFleaz @shonali @queenofmetrics @richardbagnall I've never heard of the "Barcelona Principles!" Getting my feet wet w/ PR. :) #PRn00b #measurePR

2/4/2014 9:30 richardbagnall Q2 Barcelona Principles established in '09, 7 core statements moving industry on to credibility. Focus on outcomes, Death of AVEs #measurepr

2/4/2014 9:31 shonali @KittyHasFleaz That's why I thought an explanation would be good. :) Doesn't it sound like "the Da Vinci Code"? ;) #measurepr

2/4/2014 9:31 KittyHasFleaz @shonali It totally does! Haha! #measurePR

2/4/2014 9:31 richardbagnall Q2 More info on the 7 principles and the organisations behind them is here: <http://t.co/FvGBZMfbIL> #measurepr

2/4/2014 9:32 PChamero How come I'm about to graduate and have never head of the "Barcelona Principles!?" D: #worried #measurepr

2/4/2014 9:32 shonali MT @richardbagnall Q2 Barcelona Principles est in '09, 7 core statements giving #PR credibility. Focus on outcomes, Death of AVEs #measurepr

2/4/2014 9:32 shonali RT @PChamero How come I'm about to graduate and have never head of the "Barcelona Principles!?" D: #worried #measurepr

2/4/2014 9:32 JessColumbo RT @shonali: RT @queenofmetrics #measurepr Q1: Also, big data has changed the nature of measurement.. more tied to marketing goals now,

2/4/2014 9:32 JessColumbo RT @shonali: RT @queenofmetrics #measurepr Q1: arrival of truly integrated metrics. Media + Google Analytics + behavior metric on 1 dashboa...

2/4/2014 9:32 richardbagnall Students on #measurepr highlighting the need for need for educators to up their game when teaching PR courses. Measurement is crucial!

2/4/2014 9:33 queenofmetrics RT @shonali: RT @PChamero How come I'm about to graduate and have never head of the "Barcelona Principles!?" D: #worried #measurepr

2/4/2014 9:33 richardbagnall #measurepr 1. Importance of Goal Setting and Measurement

2/4/2014 9:33 KendraMareeD Q2 We discussed Barcelona Principles in my first and only measurement class in grad school. No mention in undergrad #measurepr

2/4/2014 9:34 richardbagnall #measurepr 2. Measuring the Effect on Outcomes is Preferred to Measuring Outputs

2/4/2014 9:34 shonali @KittyHasFleaz We should throw a Barcelona Principles toga party @richardbagnall @queenofmetrics @donbart @hksully #measurepr

2/4/2014 9:34 richardbagnall #measurepr 3.: The Effect on Business Results Can and Should Be Measured Where Possible

2/4/2014 9:34 queenofmetrics @shonali Most professors aren't up to speed on PR standards yet. That's why I started <http://t.co/lXgXy1Rkjt> :) #measurepr

2/4/2014 9:34 richardbagnall #measurepr: 4: Media Measurement Requires Quantity and Quality

2/4/2014 9:34 richardbagnall #measurepr 5: AVEs are not the Value of Public Relations

2/4/2014 9:35 shonali MT @richardbagnall: Students on #measurepr highlighting need for educators to up their game when teaching PR courses. Measurement crucial!

2/4/2014 9:35 richardbagnall #measurepr 6: Social Media Can and Should be Measured

2/4/2014 9:35 richardbagnall #measurepr 7: Transparency and Replicability are Paramount to Sound Measurement

2/4/2014 9:35 queenofmetrics @shonali #measurepr all the information you can possibly want to know about standards and principles is here <http://t.co/KuuyE7xeuN>

2/4/2014 9:36 richardbagnall Barcelona Principles: 1st time industry came together to set out clearly the way forward on credible #measurepr More: <http://t.co/FvGBZMfbIL>

2/4/2014 9:36 richardbagnall RT @KendraMareeD: Q2 We discussed Barcelona Principles in my first and only measurement class in grad school. No mention in undergrad #mea...

2/4/2014 9:36 shonali Except me @JHUComm ;) RT @queenofmetrics: Most profs aren't up to speed on PR standards, why I started <http://t.co/B6IciXorTy> :) #measurepr

2/4/2014 9:36 PChamero This may be a silly question, but what are AVEs? #measurepr

2/4/2014 9:36 airaheta2305 A2: Barcelona Principles...Seven principles that revolve around measuring goal setting and media results? #measurepr

2/4/2014 9:37 KittyHasFleaz RT @airaheta2305: A2: Barcelona Principles...Seven principles that revolve around measuring goal setting and media results? #measurepr

2/4/2014 9:37 KendraMareeD Although it refutes AVEs (I do too), I've found that AVEs are easily digestible for our non PR peers. #measurepr

2/4/2014 9:37 shonali Q3: most of the Barcelona Principles are smart measurement practices. Why the big deal over the BPs? #measurepr

2/4/2014 9:37 shonali @airaheta2305 Not media results, PR #measurepr

2/4/2014 9:37 queenofmetrics @shonali @JHUComm you're a measurement maven, and there from #IPRR that understand, but still just a hand full #measurepr

2/4/2014 9:38 shonali @PChamero It's not a silly question. "AVE" is "ad value equivalency," basically trying to "measure" PR in terms of advertising #measurepr

2/4/2014 9:38 PRMurewa RT @shonali: So today is also the chat's 4th birthday/anniversary, and we celebrate with the person who helped kick it off, @queenofmetrics...

2/4/2014 9:38 queenofmetrics @KendraMareeD @shonali #measurepr just because you can digest something doesn't mean its good for you #deathtoave

2/4/2014 9:38 shonali RT @queenofmetrics: #measurepr all the information you can possibly want to know @ standards & principles is here <http://t.co/aJTewAEyp>

2/4/2014 9:38 PRMurewa @shonali @queenofmetrics congrats! #measurepr

2/4/2014 9:39 richardbagnall If #measurepr is looking for reasons NOT to use AVEs, I listed 16 of them here: <http://t.co/fOPDJoiYsi>

2/4/2014 9:39 shonali @queenofmetrics Trudat. It's exhausting that as an industry we're still not there #measurepr

2/4/2014 9:39 shonali RT @richardbagnall If #measurepr is looking for reasons NOT to use AVEs, I listed 16 of them here: <http://t.co/Jdqj8LP5WH>

2/4/2014 9:39 richardbagnall RT @shonali: RT @queenofmetrics: #measurepr all the information you can possibly want to know @ standards & principles is here <http://t.co/...>

2/4/2014 9:40 KittyHasFleaz Excellent! RT @richardbagnall: If #measurepr is looking for reasons NOT to use AVEs, I listed 16 of them here: <http://t.co/p33OfZo875>

2/4/2014 9:40 shonali Like potato chips! RT @queenofmetrics: #measurepr just because you can digest something doesn't mean its good for you #deathtoave

2/4/2014 9:41 PChamero Why do AVEs evoke such criticism? #measurepr

2/4/2014 9:41 queenofmetrics @shonali Here are a couple of alternatives to AVE <http://t.co/ja9mVP3I5p> #measurepr

2/4/2014 9:42 shonali @PChamero Because they're BS. See the post @richardbagnall linked to & @queenofmetrics writings. #measurepr

2/4/2014 9:42 richardbagnall @PChamero See this list for 16 reasons: <http://t.co/fOPDJoiYsi> #measurepr

2/4/2014 9:42 jeanaharrington @shonali @queenofmetrics Congratulations!! Cool to see #measurepr still going so strong four years later. :)

2/4/2014 9:42 shonali @PRMurewa Just saw this, thank you! #measurepr

2/4/2014 9:42 airaheta2305 @KendraMareeD As an undergraduate senior, I completely agree with you. Grad school here I come! #measurePR

2/4/2014 9:42 shonali RT @queenofmetrics: Here are a couple of alternatives to AVE <http://t.co/ulTR74wCAU> #measurepr

2/4/2014 9:42 shonali @jeanaharrington Thank you! @queenofmetrics #measurePR

2/4/2014 9:42 kapoxy #measurepr the essence of pr us building relationship for mutually beneficial outcome AVE does not measure that.

2/4/2014 9:43 queenofmetrics @PChamero because they are not an accurate measure of PR goals. Who does PR just to get a column inch? @shonali #measurepr

2/4/2014 9:44 KittyHasFleaz @kapoxy It totally doesn't! Relationships are now more imperative than ever! #measurePR

2/4/2014 9:44 kapoxy #measurepr true

2/4/2014 9:45 queenofmetrics @PChamero PR's goals are: raise revenue, lower costs, change perceptions, educate -- none of which AVE measures #measurepr @shonali

2/4/2014 9:45 KendraMareeD RT @queenofmetrics @PChamero bc they are not an accurate measure of PR goals. Who does PR just to get a column inch? @shonali #measurepr

2/4/2014 9:46 KittyHasFleaz RT @queenofmetrics: @PChamero PR's goals are: raise revenue, lower costs, change perceptions, educate -- none of which AVE measures #measur...

2/4/2014 9:46 queenofmetrics RT @kapoxy: #measurepr the essence of pr us building relationship for mutually beneficial outcome AVE does not measure that.

2/4/2014 9:46 KendraMareeD RT @queenofmetrics: @PChamero PR's goals are: raise revenue, lower costs, change perceptions, educate -- none of which AVE measures #measur...

2/4/2014 9:47 PChamero @queenofmetrics now that you put it that way, it doesn't make any sense to use AVEs.. Whew! I feel much more informed now. #measurepr

2/4/2014 9:48 richardbagnall Q3: The hoo haa over the BPs reflects the lack of education in the industry on credible metrics that we're having to overcome. #measurepr

2/4/2014 9:48 shonali Q4 @queenofmetrics How should PR & social media professionals approach "ROI"? #measurepr

2/4/2014 9:48 RobYeldham RT @richardbagnall: Barcelona Principles: 1st time industry came together to set out clearly the way forward on credible #measurepr More: h...

2/4/2014 9:48 KittyHasFleaz @PChamero @queenofmetrics I kinda picture "AVES" as the PR equivalent of "Duck and Cover." Taught consistently but doesn't work. #measurePR

2/4/2014 9:49 queenofmetrics @PChamero @shonali #measurepr in social media, "column inch" is not a valid concept, so if you are using Soc Med, AVE is irrelevant

2/4/2014 9:49 KendraMareeD @queenofmetrics I 100% agree with you. We shouldn't care. Since it's digestible its become a measurement standard for some #measurePR

2/4/2014 9:49 richardbagnall Which is why ALL of us must use every opportunity to drive best practice in #measurepr or face the consequences in the industry

2/4/2014 9:49 PChamero @richardbagnall I'm bookmarking that post for future reference! Thank you! #measurepr

2/4/2014 9:49 kapoxy RT @shonali Q4 @queenofmetrics How should PR && social media professionals approach "ROI"? #measurepr #cronkitehhh

2/4/2014 9:49 shonali Like some noted today! MT @richardbagnall: Q3: The hoo haa over BPs reflects lack of education in industry on credible metrics. #measurepr

2/4/2014 9:50 KendraMareeD @queenofmetrics an even an easy way out. #measurePR

2/4/2014 9:51 airaheta2305 I have learned so much in a matter of minutes. AVES is quantitative based and does not measure the quality of content. #PRwriting #measurepr

2/4/2014 9:51 richardbagnall RT @airaheta2305: I have learned so much in a matter of minutes. AVES is quantitative based and does not measure the quality of content. #P...

2/4/2014 9:51 LizSattert RT @richardbagnall: Barcelona Principles: 1st time industry came together to set out clearly the way forward on credible #measurepr More: h...

2/4/2014 9:52 shonali RT @airaheta2305: I've learned so much in a matter of minutes. AVES is quantitative based, does not measure quality of content. #measurepr

2/4/2014 9:52 queenofmetrics #measurepr @shonali most PR programs are better measured by cost/benefit analysis rather than ROI

2/4/2014 9:52 richardbagnall RT @queenofmetrics: #measurepr @shonali most PR programs are better measured by cost/benefit analysis rather than ROI

2/4/2014 9:53 shonali Looks like #PR schools might want to start adding #measurePR to their curricula, eh @airaheta2305? ;) @queenofmetrics @RichardRShapiro

2/4/2014 9:53 khking @queenofmetrics my IT department won't allow use of Google Analytics. Any good alternative? #measurePR

2/4/2014 9:53 mdistaso Many reasons NOT to use AVE!! Here's 16. <http://t.co/ycP17mZlqV> via @Gorkana #measurepr

2/4/2014 9:53 richardbagnall YES! MT @shonali #PR schools might want to start adding #measurePR to their curricula, @airaheta2305? ;) @queenofmetrics @RichardRShapiro

2/4/2014 9:53 bailey1985 RT @richardbagnall: RT @queenofmetrics: #measurepr @shonali most PR programs are better measured by cost/benefit analysis rather than ROI

2/4/2014 9:53 shonali RT @queenofmetrics: #measurepr most PR programs are better measured by cost/benefit analysis rather than ROI (A4)

2/4/2014 9:54 hashtracking RT @shonali: Looks like #PR schools might want to start adding #measurePR to their curricula, eh @airaheta2305? ;) @queenofmetrics @Richard...

2/4/2014 9:54 Book\_Publicist Been talking about #measurePR this AM in our @PRbytheBook team mtg in Austin / @shonali @airaheta2305 @queenofmetrics @RichardRShapiro

2/4/2014 9:54 kapoxy #measurepr ROI is particularly an interesting area with the blossoming of social media. Start with strategic goals of the business?

2/4/2014 9:55 PChamero @queenofmetrics @shonali really?? all my college life ROI has been drilled into my head as a top notch way to measure PR programs #measurepr

2/4/2014 9:55 shonali @richardbagnall Just imagine what would happen to Twitter, LOL. It would be like the #PR superbowl! #measurePR

2/4/2014 9:55 khking @richardbagnall @shonali @airaheta2305 @queenofmetrics @RichardRShapiro GWU includes it. #measurepr #GWU

2/4/2014 9:55 mdistaso @shonali @queenofmetrics Some PR schools dedicate time to #measurePR but never enough time to get it all done.

2/4/2014 9:55 queenofmetrics @KendraMareeD those people who are "digesting" AVE will eventually have an allergic reaction, lose credibility and/or career #measurepr

2/4/2014 9:55 shonali @Book\_Publicist @PRbytheBook @airaheta2305 @queenofmetrics v cool! #measurePR

2/4/2014 9:56 richardbagnall Thats the problem in industry too - too many orgs don't focus enough on measurement @mdistaso @shonali @queenofmetrics #measurepr

2/4/2014 9:56 KendraMareeD @shonali #measurePR has been a topic of conversation for YEARS. Serious students who are will take matters into their own hands

2/4/2014 9:56 queenofmetrics @kapoxy absolutely! All measurement must start with business (not just communication) goals #measurepr @shonali

2/4/2014 9:56 richardbagnall RT @queenofmetrics: @kapoxy absolutely! All measurement must start with business (not just communication) goals #measurepr @shonali

2/4/2014 9:57 queenofmetrics @mdistaso @shonali that's why I'm creating the Measurement Curriculum soon to be found on <http://t.co/lXgXy1Rkjt> #measurepr

2/4/2014 9:57 shonali @PChamero That's b/c they're not thinking of what "ROI" actually is. If they did, they'd pee their pants. @queenofmetrics #measurePR A4

2/4/2014 9:57 KittyHasFleaz Question for seasoned PR peeps: What programs/outlets do YOU use to measure your efforts? Do you primarily focus on one or many? #measurePR

2/4/2014 9:58 shonali We're almost out of time! Last qn coming up... #measurepr

2/4/2014 9:58 airaheta2305 RT @shonali: Looks like #PR schools might want to start adding #measurePR to their curricula, eh @airaheta2305? ;) @queenofmetrics @Richard...

2/4/2014 9:58 EngageGXD @queenofmetrics @KendraMareeD AVE underestimates the value of editorial. Advertising is not equal to publicity / credibility. #MeasurePR

2/4/2014 9:58 HiraTanveer RT @shonali: RT @queenofmetrics: #measurepr all the information you can possibly want to know @ standards & principles is here <http://t.co/...>

2/4/2014 9:58 airaheta2305 @shonali @queenofmetrics @RichardRShapiro Absolutely! #measurePR

2/4/2014 9:58 KittyHasFleaz RT @EngageGXD: @queenofmetrics @KendraMareeD AVE underestimates the value of editorial. Advertising is not equal to publicity / credibility...

2/4/2014 9:58 shonali Q5 @queenofmetrics You loved @shelIsrael @scobleizer (#cl) "Age of Context" <http://t.co/Fj20nPJtwr> How do we #measurePR in this #AofC?

2/4/2014 9:59 khking RT @queenofmetrics: @mdistaso @shonali that's why I'm creating the Measurement Curriculum soon to be found on <http://t.co/lXgXy1Rkjt> #measu...

2/4/2014 9:59 queenofmetrics @KittyHasFleaz #measurepr @shonali start with outlets that have the most influence over your stakeholders, then find programs

2/4/2014 9:59 HiraTanveer RT @queenofmetrics: @mdistaso @shonali that's why I'm creating the Measurement Curriculum soon to be found on <http://t.co/lXgXy1Rkjt> #measu...

2/4/2014 9:59 kapoxy RT @KendraMareeD those people who are "digesting" AVE will eventually have an allergic reaction, lose credibility and/or career #measurepr

2/4/2014 9:59 queenofmetrics RT @shonali: @PChamero That's b/c they're not thinking of what "ROI" actually is. If they did, they'd pee their pants. @queenofmetrics #mea...

2/4/2014 10:00 shonali @RichardRShapiro So sorry for the #measurePR tweets you're probably getting flooded with. @hootsuite added your handle to my tweet. Gah!

2/4/2014 10:00 KittyHasFleaz @queenofmetrics @shonali Good advice, Katie. Thanks for the insight! :) #measurePR

2/4/2014 10:01 HiraTanveer RT @queenofmetrics: @PChamero PR's goals are: raise revenue, lower costs, change perceptions, educate -- none of which AVE measures #measur...

2/4/2014 10:01 queenofmetrics @shonali @shelIsrael @Scobleizer #aofc changes everything bcuz no one will know what is earned, owned or paid. Silos disappear #measurepr

2/4/2014 10:03 richardbagnall The end of marketing silos? MT @queenofmetrics: #aofc changes everything bcuz no one will know what is earned, owned or paid. #measurepr

2/4/2014 10:03 queenofmetrics @shonali @shelIsrael @Scobleizer #measurepr We'll measure "glances" & heart rate not "clicks" which measures true engagement #measurepr

2/4/2014 10:03 richardbagnall RT @queenofmetrics: @shonali @shelIsrael @Scobleizer #measurepr We'll measure "glances" & heart rate not "clicks" which measures true engag...

2/4/2014 10:03 HiraTanveer RT @queenofmetrics: @shonali #measurepr Q1: Also, big data has changed the nature of measurement.. more tied to marketing goals now,

2/4/2014 10:05 AndyHopson RT @richardbagnall: The end of marketing silos? MT @queenofmetrics: #aofc changes everything bcuz no one will know what is earned, owned or...

2/4/2014 10:05 shonali RT @queenofmetrics: #aofc changes everything bcuz no one will know what is earned, owned or paid. Silos disappear #measurepr

2/4/2014 10:05 queenofmetrics @richardbagnall #measurepr yes! but you'll still have the battle between relationships/reputation goals and marketing goals @shonali

2/4/2014 10:05 shonali RT @queenofmetrics: #measurepr We'll measure "glances" & heart rate not "clicks" which measures true engagement #measurepr  
2/4/2014 10:06 khking RT @shonali: RT @queenofmetrics: #aofc changes everything bcuz no one will know what is earned, owned or paid. Silos disappear #measurepr  
2/4/2014 10:06 shonali Well, that hour just flew by (Twitter being slow didn't help). Thanks SO much @queenofmetrics for celebrating 4 years of #measurepr today!  
2/4/2014 10:07 richardbagnall Thank you ladies, great job! #measurepr @shonali @queenofmetrics  
2/4/2014 10:07 shonali Many thanks to all others who joined today's #measurePR chat & @richardbagnall. @queenofmetrics has great stuff here <http://t.co/HSFgqjeHCd>  
2/4/2014 10:08 KittyHasFleaz @shonali @queenofmetrics Wonderful chat. Thanks for being so welcoming! :) #measurePR  
2/4/2014 10:08 shonali We'll post a recap of today's #measurepr chat soon on #WUL, save the date for March (Mar 4, 12-1 pm ET) with @eric schwartzman as guest  
2/4/2014 10:09 JennyProcter RT "@richardbagnall: #measurepr 3 The Effect on Business Results Can/Should Be Measured Where Possible" & pr as part of business not add on  
2/4/2014 10:09 queenofmetrics @PChamero @shonali #measurepr nothing wrong with ROI measurement for PR, but most people don't do it accurately, so cost benefit is better  
2/4/2014 10:09 shonali And we'll definitely bring back @queenofmetrics (if she'll have us), lots more questions for Ms. Katie! #measurepr