

Time(PST)	Username	Update
3/4/2014 9:00	jenzings	All right...it's that time! We're kicking off the chat with @eric schwartzman right...NOW! #MeasurePR
3/4/2014 9:01	jenzings	Before we get going, a few reminders...first, remember to use the hashtag #MeasurePR
3/4/2014 9:02	jenzings	Next, please tag responses in line with questions - Q1 is question 1, A1 is an answer to Q1, etc. #MeasurePR
3/4/2014 9:03	richardbagnall	Hello everyone on #measurepr - joining from London - looking forward to hearing old friend @eric schwartzman
3/4/2014 9:03	jenzings	...and, to make the chat flow well, please DM questions to me, so we can keep a good flow/pace. #MeasurePR
3/4/2014 9:04	jenzings	So, who is here today? Please introduce yourselves, I'm Jen Zingsheim, and I'm filling in for @shonali while she mends #MeasurePR
3/4/2014 9:04	deannaboss	Good morning/afternoon #measurepr!
3/4/2014 9:05	richardbagnall	Richard Bagnall, friend of @shonali and previous guest on #measurepr - 18 years running a PR measurement business. Great to be here.
3/4/2014 9:05	jenzings	Yay! @deannaboss is here. All is right in the world. Welcome! #MeasurePR
3/4/2014 9:05	TedJohnPerkins	I'm in: Ted Perkins #MeasurePR
3/4/2014 9:06	jenzings	Welcome @richardbagnall ! Great to have you here. #MeasurePR
3/4/2014 9:06	jenzings	Howdy Ted! Welcome to the chat. @TedJohnPerkins #MeasurePR
3/4/2014 9:06	jamescrawford	@richardbagnall @shonali What's #measurepr then Richard?
3/4/2014 9:06	jessicagsharp	I'm joining the #measurePR chat today - from an Amtrak train en route to DC
3/4/2014 9:07	jenzings	The chat is portable - thanks for joining! @jessicagsharp #MeasurePR
3/4/2014 9:08	richardbagnall	@jamescrawford monthly chat all things pr measurement, founder @shonali; hosted today by @jenzings guest today @eric schwartzman #measurepr
3/4/2014 9:08	jenzings	@eric schwartzman is our guest today. He's with Comply Socially, and we are honored to have him here! #MeasurePR
3/4/2014 9:08	richardbagnall	RT @jenzings: @eric schwartzman is our guest today. He's with Comply Socially, and we are honored to have him here! #MeasurePR
3/4/2014 9:08	eric schwartzman	Thanks for having me. #measurePR
3/4/2014 9:09	tressalynne	Going to eavesdrop on #MeasurePR chat for a bit ...
3/4/2014 9:09	SarmiChirps	RT @jenzings: @eric schwartzman is our guest today. He's with Comply Socially, and we are honored to have him here! #MeasurePR
3/4/2014 9:09	JasKeller	Me too... RT @tressalynne: Going to eavesdrop on #MeasurePR chat for a bit ...
3/4/2014 9:10	jenzings	So happy to have you! @eric schwartzman ...we're going to kick off the questions now! #MeasurePR
3/4/2014 9:10	PRJobCoach	I am the San Andreas Trail site of the San Andreas fault #measurepr #dontblameme
3/4/2014 9:11	jenzings	Ha, steady hands for typing though, right? @PRJobCoach - Welcome! #MeasurePR
3/4/2014 9:11	EngageGXD	@jenzings @eric schwartzman Joining in at #MeasurePR chat today! Welcome Eric Schwartzman!
3/4/2014 9:11	eric schwartzman	Honored to meet @jenzings of FIR Media Monitoring Minute fame. #measurePR http://t.co/OIPZKQJnqT
3/4/2014 9:11	jenzings	@eric schwartzman aw, thanks! #MeasurePR
3/4/2014 9:11	TedJohnPerkins	@jenzings nice to meet you Jen! #MeasurePR
3/4/2014 9:11	SarmiChirps	Checking out #measurePR chat on National Flapjack Day
3/4/2014 9:12	EngageGXD	This is Janice tweeting from GenesisXD, I am the social media engagement specialist and our firm specialises in branding. #measurePR
3/4/2014 9:12	TedJohnPerkins	@PRJobCoach Envious! #MeasurePR
3/4/2014 9:12	eric schwartzman	RT @SarmiChirps: Checking out #measurePR chat on National Flapjack Day
3/4/2014 9:12	jenzings	@eric schwartzman is going to talk monitoring today, which is key for measurement #MeasurePR
3/4/2014 9:12	PRJobCoach	Grazie! Happy to be here #measurepr
3/4/2014 9:13	jenzings	@eric schwartzman Q1: What are the risks of social media monitoring in the workplace? #MeasurePR
3/4/2014 9:13	PRJobCoach	RT @jenzings: @eric schwartzman is going to talk monitoring today, which is key for measurement #MeasurePR
3/4/2014 9:13	richardbagnall	RT @jenzings: @eric schwartzman Q1: What are the risks of social media monitoring in the workplace? #MeasurePR
3/4/2014 9:14	jenzings	Welcome Janice! @EngageGXD #MeasurePR
3/4/2014 9:14	eric schwartzman	A1 Big risks of social media monitoring r intrusion of privacy, invasion of privacy & using social 4 job applicant screening #measurePR

3/4/2014 9:14 richardbagnall RT @eric schwartzman: A1 Big risks of social media monitoring r intrusion of privacy, invasion of privacy & using social 4 job applicant scr...

3/4/2014 9:15 Jaskeller @jenzings Seems the fact that "monitoring" could mean so many things - monitoring posted tweets, ongoing convos, community, etc. #MeasurePR

3/4/2014 9:15 jenzings MT @eric schwartzman A1 Big risks of socmed mon. intrusion of privacy, invasion of privacy & using social 4 job applicant screen. #measurePR

3/4/2014 9:16 PRJobCoach Why risk? @eric schwartzman #measurepr

3/4/2014 9:16 deannaboss @jenzings thank you! So happy to be here. #measurepr

3/4/2014 9:16 ericschwartzman Social media "monitoring" is really just a nice way of saying surveillance. #measurePR

3/4/2014 9:16 tressalynne A1 But if one's social media activity is set to public, isn't that implied permission? #MeasurePR

3/4/2014 9:16 jenzings RT @eric schwartzman Social media "monitoring" is really just a nice way of saying surveillance. #measurePR

3/4/2014 9:17 dbvickery Those are definitely risks for the (potential) employee - what about risks to organization doing monitoring @eric schwartzman #MeasurePR

3/4/2014 9:17 TedJohnPerkins Comply Socially has a great primer on the subject. #MeasurePR <http://t.co/aGftmWRyJG>

3/4/2014 9:17 PRJobCoach All things are public on Web. Don't post, no risk. #measurepr

3/4/2014 9:17 jenzings Good Q: RT @tressalynne A1 But if one's social media activity is set to public, isn't that implied permission? #MeasurePR

3/4/2014 9:17 richardbagnall RT @eric schwartzman: Social media "monitoring" is really just a nice way of saying surveillance. #measurePR

3/4/2014 9:17 richardbagnall RT @TedJohnPerkins: Comply Socially has a great primer on the subject. #MeasurePR <http://t.co/aGftmWRyJG>

3/4/2014 9:18 PRJobCoach RT @tressalynne: A1 But if one's social media activity is set to public, isn't that implied permission? #MeasurePR

3/4/2014 9:18 jenzings Indeed they do...was going to post this! @richardbagnall @TedJohnPerkins #MeasurePR

3/4/2014 9:18 Jaskeller @jenzings @eric schwartzman Could be considered "reconnaissance" as well no? #MeasurePR

3/4/2014 9:18 TedJohnPerkins Great paper here too: <http://t.co/iSvGBarbze>#MeasurePR

3/4/2014 9:19 EngageGXD A1 The risks are that we never know if some software / online tools might actually take business intelligence for other uses. #MeasurePR

3/4/2014 9:19 PRJobCoach @Jaskeller @jenzings @eric schwartzman #MeasurePR Intelligence for that matter.

3/4/2014 9:20 PRJobCoach Can't measure what you can't see. #measurepr

3/4/2014 9:20 ericschwartzman .@tressalynne Not in the case of job applicant screening, cause you could be accused of discrimination based on EEOC regs #measurePR

3/4/2014 9:21 Jaskeller @PRJobCoach I feel intelligence is more in the analyzing than the actual monitoring... maybe I'm just splitting hairs though #MeasurePR

3/4/2014 9:21 jenzings @EricSchwartzman - some good follow up questions on Q1 - what's the line betwn. intelligence gathering & surveillance? #MeasurePR

3/4/2014 9:21 dbvickery Monitoring might be "surveillance" from employee perspective, but market research from brand perspective @eric schwartzman #MeasurePR

3/4/2014 9:21 deannaboss Way more risk to NOT monitor social media. #measurepr

3/4/2014 9:21 tressalynne .@eric schwartzman Right, understood on applicants. But for identifying influencers, or good old-fashioned B2B snooping? #MeasurePR

3/4/2014 9:22 jenzings I think I agree. RT @Jaskeller @PRJobCoach I feel intelligence is more in the analyzing than the actual monitoring... #MeasurePR

3/4/2014 9:22 TedJohnPerkins Agree! #MeasurePR

3/4/2014 9:23 jenzings RT @eric schwartzman Not in the case of job applicant screening, cause you could be accused of discrimination based on EEOC regs #measurePR

3/4/2014 9:24 ericschwartzman Gathering intel by collecting digital info IS Surveillance, b/c it's not apparent to those they're being monitored. #measurePR #getoverit

3/4/2014 9:25 dbvickery Agree. RT @deannaboss: Way more risk to NOT monitor social media. #measurepr

3/4/2014 9:25 Jaskeller @eric schwartzman Does that mean there are any ethical qualms about it? #MeasurePR

3/4/2014 9:25 PRJobCoach Discrimination is rampant and hard to prove. #justsaying #measurepr

3/4/2014 9:26 jenzings This leads nicely to Q2: Is it okay to only monitor external social media conversations and exclude employees? #MeasurePR

3/4/2014 9:26 dbvickery But unlike monitoring phone calls and private mail - this is monitoring publicly available social channels @eric schwartzman #MeasurePR

3/4/2014 9:27 jenzings Not everyone thinks that though, as evidenced by the no. of uh, inadvisable tweets @PRJobCoach @eric schwartzman #MeasurePR

3/4/2014 9:28 ericschwartzman @PRJobCoach There r 80,000 EEOC claims annually. Legal cost to defend is \$162,000 and awards r \$2.7 mil on average #measurePR #real\$

3/4/2014 9:29 tressalynne .@Jaskeller At recent @PRSAStL Career Day, HR pros say they do NOT check social for legal reasons. @eric schwartzman #MeasurePR

3/4/2014 9:29 jenzings Wow. MT @eric schwartzman 80,000 EEOC claims annually. Legal cost to defend is \$162,000 and awards r \$2.7 mil on average #measurePR #real\$

3/4/2014 9:29 tressalynne RT @jenzings Wow. MT @eric schwartzman 80,000 EEOC claims annually. Legal cost to defend is \$162,000 and awards r \$2.7 mil on avg #MeasurePR

3/4/2014 9:29 jenzings MT @tressalynneAt recent @PRSAStL Career Day, HR pros say they do NOT check social for legal reasons. @eric schwartzman #MeasurePR

3/4/2014 9:30 ericschwartzman @dbvickery Perhaps, but what if you pick up something that someone moved from private to public, like an email or VM? #measurePR

3/4/2014 9:30 TedJohnPerkins So true! #MeasurePR

3/4/2014 9:31 jenzings Okay, let's get specific @eric schwartzman Q3: What are some scenarios where monitoring employees is unlawful? #MeasurePR

3/4/2014 9:31 ericschwartzman @PRJobCoach Unless they've been trained, it's unfair to call front line employees stupid for sharing stuff they shouldn't. #measurePR

3/4/2014 9:32 PRJobCoach Lawyers are big winners #measurePR @eric schwartzman

3/4/2014 9:32 EngageGXD @eric schwartzman @dbvickery If that person has placed it on a public platform, we assume that he/she is taking the risks. #MeasurePR

3/4/2014 9:32 jenzings MT @eric schwartzman Unless they've been trained; unfair to call front line employees stupid for sharing stuff they shouldn't. #measurePR

3/4/2014 9:32 dbvickery Personally, I prefer to limit monitoring to social channels, review sites, comment platforms, blogs, etc. | @eric schwartzman #MeasurePR

3/4/2014 9:32 TedJohnPerkins Yeah, training is key. And it's out there. Employers just have to provide it. #MeasurePR

3/4/2014 9:33 jenzings Yes, @JasKeller - this is exactly why it's an important discussion to have. Diff. perceptions of what it means @eric schwartzman #MeasurePR

3/4/2014 9:34 wester_brad @eric schwartzman @PRJobCoach Agreed, but I also think some basic SM training should be included no matter what the position is. #measurePR

3/4/2014 9:39 PRJobCoach RT @jenzings: A3 Company-wide training is definitely important. #MeasurePR

3/4/2014 9:39 ericschwartzman @EngageGXD @EngageGXD Difficult, if not impossible, to exclude employees, even if you try. #measurePR

3/4/2014 9:39 jenzings A3 - So no monitoring in home, health or \$ issues...anything else? #MeasurePR

3/4/2014 9:39 SarmiChirps RT @wester_brad: @eric schwartzman @PRJobCoach Agreed, but I also think some basic SM training should be included no matter what the positio...

3/4/2014 9:40 jenzings Nice lead in to Q4: What if you *accidentally* collect conversations between employees that seem like they're private? #MeasurePR

3/4/2014 9:40 PRJobCoach Agree @eric schwartzman: @EngageGXD Difficult, if not impossible, to exclude employees, even if you try. #measurePR

3/4/2014 9:40 dbvickery Fair place to draw the line and protect brand RT @PRJobCoach: A3. Monitor everything that is public #bottomline #measurepr

3/4/2014 9:41 ericschwartzman .@jenzings The trick is to affordably social media train 100s, even 1000s of employees w/o disrupting general biz. #measurePR

3/4/2014 9:41 TedJohnPerkins eLearning #MeasurePR

3/4/2014 9:42 jenzings @eric schwartzman Esp. if many of them don't realize the risk, or don't care? #MeasurePR

3/4/2014 9:42 PRJobCoach A4. Fair game if it is public. #measurepr

3/4/2014 9:42 jenzings RT @eric schwartzman: .@jenzings The trick is to affordably social media train 100s, even 1000s of employees w/o disrupting general biz. #m...

3/4/2014 9:43 jenzings RT @PRJobCoach A4. Fair game if it is public. #measurepr

3/4/2014 9:43 PRJobCoach RT @jenzings: @eric schwartzman Esp. if many of them don't realize the risk, or don't care? #MeasurePR

3/4/2014 9:45 dbvickery Absolutely - in some cases requires training...in others, just plain common sense RT @PRJobCoach: A4. Fair game if it is public. #measurepr

3/4/2014 9:45 PRJobCoach A4 #measurepr Think Cleveland Job Board. Even email can be public domain.

3/4/2014 9:46 jenzings Ouch. True. RT @PRJobCoach A4 #measurepr Think Cleveland Job Board. Even email can be public domain.

3/4/2014 9:46 ericschwartzman A4 If u accidentally collect something that's personal & intimate, you're supposed to stop listening/reading when u realize it. #measurePR

3/4/2014 9:46 PRJobCoach A4. Think Sacco #measurepr

3/4/2014 9:46 Sheldrake @richardbagnall How remiss of me! <http://t.co/xrIYsX0IXQ> #measurepr And when are we going to grab half a pint'o'mild?

3/4/2014 9:46 TedJohnPerkins Seems common sense but do people do it? #MeasurePR

3/4/2014 9:46 richardbagnall On #measurepr now - @eric schwartzman making the case for the importance of company wide training for social media compliance

3/4/2014 9:47 jenzings RT @eric schwartzman: A4 If u accidentally collect something that's personal & intimate, you're supposed to stop listening/reading when u re...

3/4/2014 9:47 richardbagnall As usual, what can seem common sense to some isn't to others. As for social compliance, same for PR measurement. Education is key #measurepr

3/4/2014 9:48 PRJobCoach RT @richardbagnall: As usual, what can seem common sense to some isn't to others. As for social compliance, same for PR measurement. Educat...

3/4/2014 9:48 ericschwartzman RT @PRJobCoach: A4. Think Sacco #measurepr

3/4/2014 9:48 jenzings @EricSchwartzman Q5: what about collecting meta data from emp. digital communications at work? #MeasurePR

3/4/2014 9:48 tressalynne MT @eric schwartzman A4 If u accidentally collect something that's personal, you're to stop listening/reading when u realize it. #MeasurePR

3/4/2014 9:49 PRJobCoach A4 even pros get caught in the "flapping Trap" #measurepr

3/4/2014 9:49 jenzings That is *SO* true, re: common sense standards. @richardbagnall #MeasurePR
3/4/2014 9:50 dbvickery Agree that some seem to lack the "filter on social media" common sense trait | @richardbagnall @TedJohnPerkins #MeasurePR
3/4/2014 9:51 tressalynne Have to jump off but great info @EricSchwartzmann et al -- thanks! #MeasurePR
3/4/2014 9:51 ericschwartzman A5 Meta data is fair game, but employers should inform workers if they collect it. <http://t.co/l5inyVjKkv> #measurePR
3/4/2014 9:51 Sheldrake @richardbagnall Whoops! Didn't know the #measurePR chat was going on right now! Apologies for perceivably clumsy ego tweet.
3/4/2014 9:52 PRJobCoach RT @tressalynne: Have to jump off but great info @EricSchwartzmann et al -- thanks! #MeasurePR
3/4/2014 9:52 JohnPetersonPR What now for PR measurement? #MeasurePR #Analytics <http://t.co/UwQQetdLxH> <http://t.co/9Owpfny2n8>
3/4/2014 9:52 jenzings RT @ericschwartzman A5 Meta data is fair game, but employers should inform workers if they collect it. <http://t.co/seYxZQSchw> #measurePR
3/4/2014 9:52 PRJobCoach "@ericschwartzman: A5 Meta data is fair game, but employers should inform workers if they collect it. <http://t.co/YIHN42p7iH> #measurePR"
3/4/2014 9:53 jenzings Re: A5 - That's important for employers to know, inform workers. #MeasurePR