

11/4/2014 9:00 shonali And... it's time! Welcome to the monthly Twitter chat that's devoted to all things #PR (and #socialmedia) measurement! #measurepr

11/4/2014 9:01 AirPR HUZZAH! RT @shonali: Welcome to the monthly Twitter chat that's devoted to all things #PR (and #socialmedia) measurement! #measurepr

11/4/2014 9:01 shonali As you join today's chat, tell us who you are, what you do, etc. And if you're new - a "special" welcome to you! #measurepr

11/4/2014 9:01 NajjabeePR RT @shonali: And... it's time! Welcome to the monthly Twitter chat that's devoted to all things #PR (and #socialmedia) measurement! #measur...

11/4/2014 9:01 corinamanea RT @shonali: And... it's time! Welcome to the monthly Twitter chat that's devoted to all things #PR (and #socialmedia) measurement! #measur...

11/4/2014 9:01 deannaboss @jenzings yeah! #measurepr

11/4/2014 9:01 shonali We'll begin the "official" Q&A with @rebekahiliff shortly, 1st intros & then I'll just share a few guidelines for chatting. #measurepr

11/4/2014 9:03 corinamanea Hi everyone! I am Corina, PR professional, social media addict and freelance blogger from Madrid @shonali #measurePR

11/4/2014 9:03 JoelDInwood Hi all! I'm the Manager of PR at @eastwestchicago #measurepr

11/4/2014 9:03 shonali @corinamanea Great! Don't forget to use the hashtag #measurePR else your tweets won't show up in that stream.

11/4/2014 9:04 middle10m Hi, I'm Megan. I'm a former journalist and current grad student learning more about PR. This is my first #MeasurePR chat!

11/4/2014 9:04 shonali @corinamanea Great to have you here today, Corina! #measurePR

11/4/2014 9:04 ggSolutions123 @shonali #measurePR Alex, journalist 1st, "PR industry watcher" 2nd. Nice meeting both you and @rebekahiliff in September at AMEC/Hilton

11/4/2014 9:04 shonali @middle10m So glad you could join today's chat! #measurepr

11/4/2014 9:04 jenzings @shonali I'm here! Jen Z Phillips, I do some PR consulting, and I bake! #MeasurePR

11/4/2014 9:04 gerardcorbett Gerry Corbett, CEO of Redphlag. Good morning #measurePR

11/4/2014 9:04 corinamanea @shonali Good to be here. #measurePR

11/4/2014 9:04 shonali @ggSolutions123 It was very nice to meet you too at #AMECatwork in NYC, glad you are joining today's chat! @rebekahiliff #measurepr

11/4/2014 9:04 Fabilonga @corinamanea Bienvenida! Excelente tener a alguien que hable español aquí #measurepr

11/4/2014 9:05 deannaboss Hello! I do research & analytics for the great clients of Maccabee PR in Minneapolis, MN. Thank you @shonali for hosting. #measurepr

11/4/2014 9:05 shonali @gerardcorbett Yay Gerry! #measurepr

11/4/2014 9:05 shonali @deannaboss My pleasure, glad you could join! Also note Deanna has been a LONG-time supporter of that, so thank you for that! #measurepr

11/4/2014 9:06 Fabilonga Hello everyone! I'm a graduate P.R. student from the University of North Texas. This is my first #measurePR chat! Thanks for having me

11/4/2014 9:06 jenzings @deannaboss @shonali *waves* Hi Deanna!! #MeasurePR

11/4/2014 9:06 corinamanea @gerardcorbett Hi Gerry! Good to see you here too. #measurePR

11/4/2014 9:06 shonali Me, I'm pres/CEO of a #social #PR biz based in DC, measurement fiend (hence this chat), dog-mom, foodie, ABBA & Elvis fan. Yup. #measurepr

11/4/2014 9:06 Fabilonga @shonali @middle10m Megan is in my #untj5120 class! Welcome Megan :) #measurepr

11/4/2014 9:06 gerardcorbett @corinamanea @shonali Good to be anywhere today! LOL #measurepr

11/4/2014 9:06 shonali @Fabilonga Oh, excellent! @middle10m #measurepr

11/4/2014 9:06 shonali @gerardcorbett @corinamanea LOL! #measurepr

11/4/2014 9:06 deannaboss @shonali my pleasure! I've learned a lot from the #measurepr community and truly appreciate these chats.

11/4/2014 9:07 shonali @jenzings So glad you could make it, Jen! @deannaboss #measurepr

11/4/2014 9:07 corinamanea @Fabilonga Gracias Fabianna! Igualmente. #measurePR

11/4/2014 9:07 shonali @JoelDInwood Hey, Joel! @eastwestchicago #measurepr

11/4/2014 9:07 steveseager Hi all, just checking out #measurepr my first time. Looking forward.

11/4/2014 9:07 shonali Just a few quick things before we get into the chat: 1) don't forget to use the hashtag, else your tweets won't show up. #measurepr

11/4/2014 9:08 jairomartinez RT @shonali: Just 5 mins till today's (monthly) chat, featuring special guest @rebekahiliff... hope you'll join us to talk measurement! #me...

11/4/2014 9:08 shonali 2) I'll be curating questions, numbering them 1, 2, etc. It helps if you use the Q # in your tweet, eg "A1," "re Q1," etc. #measurepr

11/4/2014 9:09 deannaboss @jenzings @shonali hi! #measurePR

11/4/2014 9:09 shonali 3) We LOVE to see the Q/A take off between folks, so chat away! But if you have NEW questions for @rebekahiliff/the group, DM me. #measurepr

11/4/2014 9:09 rebekahiliff @talkTECHcomm @PatrickCoffee @Ubiquity_PR @uprightcomms @ChangePR @EdelmanPR @heathermeeker please join @shonali and I today for #me...

11/4/2014 9:10 shonali @deannaboss What a nice thing to say. Thank you! #measurepr

11/4/2014 9:10 Fabilonga @shonali I am originally from CaracaS, #Venezuela .I graduated as a broadcast journalist and now I want to learn how PR works #MeasurePR

11/4/2014 9:10 JoelDInwood RT @Fabilonga @corinamanea Bienvenida! Excelente tener a alguien que hable español aquí #measurepr

11/4/2014 9:10 shonali @Fabilonga That's super! #measurepr

11/4/2014 9:12 shonali All set? Let's get started, then, I'm thrilled @rebekahiliff of @airPR is our guest today! She's also a journo & super fun! #measurepr

11/4/2014 9:12 AirPR True dat RT @shonali: I'm thrilled @rebekahiliff of @airPR is our guest today! She's also a journo & super fun! #measurepr

11/4/2014 9:12 shonali Q1: @rebekahiliff let's start out nice & easy. What 1st piqued your interest in #measurePR? Tell us about your journey.

11/4/2014 9:14 Fabilonga I want to take this opportunity and show you my #blog I've been writing a lot about PR. Any suggestions? #measurepr <http://t.co/sx0kStP6Ay>

11/4/2014 9:14 corinamanea RT @shonali: All set? Let's get started, then, I'm thrilled @rebekahiliff of @airPR is our guest today! She's also a journo & super fun! #m...

11/4/2014 9:14 corinamanea RT @shonali: Q1: @rebekahiliff let's start out nice & easy. What 1st piqued your interest in #measurePR? Tell us about your journey.

11/4/2014 9:14 rvelez88 On lunch break. Excited to participate in my first #measurePR chat!

11/4/2014 9:15 rebekahiliff @shonali: @sharamfm approached me in 2012 to join as #PR domain expert bc of my exp. @talkTECHcomm. #measurePR is holy grail. I jumped.

11/4/2014 9:16 shonali @rvelez88 Welcome! Hopefully it won't be your last. #measurepr

11/4/2014 9:16 ggSolutions123 @shonali @rebekahiliff And the awesome @sharamfm too #measurePR

11/4/2014 9:16 shonali RT @rebekahiliff: @shonali: @sharamfm approached me in 2012 to join as #PR domain expert bc of my exp. @talkTECHcomm. #measurePR is holy gr...

11/4/2014 9:16 corinamanea RT @rebekahiliff: @shonali: @sharamfm approached me in 2012 to join as #PR domain expert bc of my exp. @talkTECHcomm. #measurePR is holy gr...

11/4/2014 9:17 shonali A1 RT @rebekahiliff: @sharamfm approached me in 2012 to join as #PR domain expert bc of my exp. @talkTECHcomm. #measurePR is holy grail.

11/4/2014 9:17 rebekahiliff @shonali after 10 yrs in PR, I knew all to well the challenges and frustrations associated with #measurePR. Wanted to be part of solution.

11/4/2014 9:17 corinamanea RT @rebekahiliff: @shonali after 10 yrs in PR, I knew all to well the challenges and frustrations associated with #measurePR. Wanted to be ...

11/4/2014 9:17 Fabilonga A1 @shonali I worked for @MundoFOX as a productions director; met with clients to produce commercials #measurepr #firstprexperience

11/4/2014 9:17 shonali A1 RT @rebekahiliff after 10 yrs in PR, I knew the challenges and frustrations associated with #measurePR. Wanted to be part of solution.

11/4/2014 9:20 shonali Q2: Please share your top #measurePR success(es) & failure(s), w/lessons learned from the latter being the point of the question!

11/4/2014 9:20 ancitasatija RT @shonali: Q2: Please share your top #measurePR success(es) & failure(s), w/lessons learned from the latter being the point of the questi...

11/4/2014 9:20 ancitasatija RT @shonali: Q1: @rebekahiliff let's start out nice & easy. What 1st piqued your interest in #measurePR? Tell us about your journey.

11/4/2014 9:21 shonali @ancitasatija Hi there! #measurepr

11/4/2014 9:21 ancitasatija @shonali hey Shonali! Glad to be here again #measurepr

11/4/2014 9:21 corinamanea Love the "Wanted to be part of solution." #measurePR @rebekahiliff

11/4/2014 9:21 corinamanea RT @shonali: Q2: Please share your top #measurePR success(es) & failure(s), w/lessons learned from the latter being the point of the questi...

11/4/2014 9:22 shonali Yup! RT @corinamanea: Love the "Wanted to be part of solution." #measurePR @rebekahiliff

11/4/2014 9:22 cloudspark listening in to #MeasurePR for the rest of the hour

11/4/2014 9:22 rebekahiliff @sharamfm @airpr get in on this #measurepr

11/4/2014 9:22 shonali Q2: Please share your top #measurePR success(es) & failure(s), w/lessons learned from the latter being the point of the question! #measurePR

11/4/2014 9:23 shonali @cloudspark Yay! #measurepr

11/4/2014 9:23 AirPR Oh, we here. RT @rebekahiliff: @sharamfm get in on this #measurepr

11/4/2014 9:23 JoelDInwood re Q1 I think that's just how my brain works. The rest of the story was figuring out what to do about it. #measurepr

11/4/2014 9:23 shonali You mean to measure stuff? MT @JoelDInwood re Q1 I think that's just how my brain works. #measurepr

11/4/2014 9:24 jenzings RT @shonali: Q2: Please share your top #measurePR success(es) & failure(s), w/lessons learned from the latter being the point of the questi...

11/4/2014 9:24 gerardcorbett Good question ! RT @Shonali Burke Q2: Please share your top #measurePR success(es) & failure(s), w/lessons learned #measurePR

11/4/2014 9:24 Fabilonga A2 @shonali In PR I don't have a lot of experience (failure) but a lot of interest . I'd say I need to find an #PR internship #measurePR

11/4/2014 9:25 rebekahiliff @sharamfm @AirPR my life would not be complete without your favorites. #measurepr

11/4/2014 9:25 shonali I'm sure @jenzings @cloudspark @deannaboss @gerardcorbett have some thoughts on Q2, in addition to @rebekahiliff? :p #measurepr

11/4/2014 9:25 shonali @Fabilonga The lack of experience does not necessarily imply failure. #measurepr

11/4/2014 9:26 KDRPR First time checking out #measurepr! Excited to learn from the group. @shonali @AirPR

11/4/2014 9:26 ancitasatija RT @KDRPR: First time checking out #measurepr! Excited to learn from the group. @shonali @AirPR

11/4/2014 9:26 corinamanea RT @shonali: @Fabilonga The lack of experience does not necessarily imply failure. #measurepr

11/4/2014 9:26 shonali A2: Here's 1 from me, on the "failure" side: a recent client & SBC parted ways b/c they were measuring different things (cont) #measurepr

11/4/2014 9:26 gerardcorbett A2. You must have objectives to begin with. This is often the biggest fail. #measurePR

11/4/2014 9:27 JoelDInwood RT @shonali: @Fabilonga The lack of experience does not necessarily imply failure. #measurepr

11/4/2014 9:27 rebekahiliff A2: best ex. #measurePR success is via key relationships, content, media, and social. Tracking that activity and them optimizing.

11/4/2014 9:28 corinamanea Start with the top! RT @gerardcorbett: A2. You must have objectives to begin with. This is often the biggest fail. #measurePR"

11/4/2014 9:28 shonali A2 (cont): though I *thought* we'd agreed on "what" and "how" to measure. It was not comfortable parting ways, but necessary. #measurepr

11/4/2014 9:28 ancitasatija RT @rebekahiliff: A2: best ex. #measurePR success is via key relationships, content, media, and social. Tracking that activity and them opt...

11/4/2014 9:28 jenzings RT @shonali: Q2: Please share your top #measurePR success(es) & failure(s), w/lessons learned from the latter being the point of the questi...

11/4/2014 9:28 corinamanea RT @rebekahiliff: A2: best ex. #measurePR success is via key relationships, content, media, and social. Tracking that activity and them opt...

11/4/2014 9:28 shonali RT @gerardcorbett: A2. You must have objectives to begin with. This is often the biggest fail. #measurepr

11/4/2014 9:28 deannaboss First things first. RT @gerardcorbett: A2. You must have objectives to begin with. This is often the biggest fail. #measurePR

11/4/2014 9:29 guerrillacomm @shonali What is also sad is how many PR groups don't understand the product or services they represent #measurepr

11/4/2014 9:29 cloudspark a2 fail - while working for an agency, following agency AVEs as valid #measurepr

11/4/2014 9:29 shonali RT @rebekahiliff A2: best ex. #measurePR success is via key relationships, content, media, and social. Tracking that activity & optimizing.

11/4/2014 9:29 twtweetr RT @shonali: Q2: Please share your top #measurePR success(es) & failure(s), w/lessons learned from the latter being the point of the questi...

11/4/2014 9:29 rvez88 @shonali In PR I am new in my industry. (Not a failure but need to learn more to become effective & I want to learn to pitch.) #measurepr

11/4/2014 9:29 shonali RT @cloudspark a2 fail - while working for an agency, following agency AVEs as valid #measurepr

11/4/2014 9:29 jenzings A2: Successes have always come w/clear goals at the outset. Failures, the opposite--no clear path. #MeasurePR

11/4/2014 9:30 Fabilonga A2 @shonali Success: recognizing my interest in PR and starting graduate school to enrich my knowledge and ensure a better future #measurepr

11/4/2014 9:30 shonali RT @jenzings A2: Successes have always come w/clear goals at the outset. Failures, the opposite--no clear path. #measurepr

11/4/2014 9:30 sharamfm RT @gerardcorbett: A2. You must have objectives to begin with. This is often the biggest fail. #measurePR

11/4/2014 9:30 jenzings @cloudspark AVEs? *shudder* #measurePR

11/4/2014 9:30 gerardcorbett Mixed measuring! RT @shonali A2: Here's 1... on the "failure" side: recent client & SBC parted..b/c they were measuring different #measurepr

11/4/2014 9:30 EmadAbouElgheit .@shonali nice topic. #measurepr interested for a couple of insights from #Egypt?

11/4/2014 9:30 AirPR A2: Success also means applying insights from past campaigns to optimize your #PR efforts #measurepr

11/4/2014 9:30 corinamanea RT @jenzings: A2: Successes have always come w/clear goals at the outset. Failures, the opposite--no clear path. #MeasurePR

11/4/2014 9:31 JoelDInwood Take-it-apart-and-see-how-it-works applied to communications @shonali You mean to measure stuff? MT @JoelDInwood re Q1 #measurepr

11/4/2014 9:31 ancitasatija RT @AirPR: A2: Success also means applying insights from past campaigns to optimize your #PR efforts #measurepr

11/4/2014 9:31 shonali RT @AirPR: A2: Success also means applying insights from past campaigns to optimize your #PR efforts #measurepr

11/4/2014 9:31 JoelDInwood RT @gerardcorbett: A2. You must have objectives to begin with. This is often the biggest fail. #measurePR

11/4/2014 9:31 jenzings RT @AirPR: A2: Success also means applying insights from past campaigns to optimize your #PR efforts #measurepr

11/4/2014 9:31 corinamanea RT @AirPR: A2: Success also means applying insights from past campaigns to optimize your #PR efforts #measurepr

11/4/2014 9:31 shonali @EmadAbouElgheit As long as they are relevant to #measurePR, of COURSE! And super that you're joining from Egypt!

11/4/2014 9:31 JoelDInwood RT @rebekahiliff: A2: best ex. #measurePR success is via key relationships, content, media, and social. Tracking that activity and them opt...

11/4/2014 9:32 shonali Q3: @rebekahiliff In @entmagazine <http://t.co/yUMGzIGyl6> you wrote, "every aspect of #pr is driven by data." Example? #measurepr

11/4/2014 9:32 rvez88 RT @shonali: RT @jenzings A2: Successes have always come w/clear goals at the outset. Failures, the opposite--no clear path. #measurepr

11/4/2014 9:32 AirPR A2: Biggest #PR fail is putting stuff out there just because you think you should OR bc everyone else is. Have purpose! #measurepr

11/4/2014 9:32 corinamanea RT @shonali: Q3: @rebekahiliff In @entmagazine <http://t.co/yUMGzIGyl6> you wrote, "every aspect of #pr is driven by data." Example? #measure...

11/4/2014 9:32 JoelDInwood RT @jenzings: A2: Successes have always come w/clear goals at the outset. Failures, the opposite--no clear path. #MeasurePR

11/4/2014 9:33 shonali RT @AirPR: A2: Biggest #PR fail is putting stuff out there just because you think you should OR bc everyone else is. Have purpose! #measure...

11/4/2014 9:33 gerardcorbett History is a great teacher RT @AirPR A2: Success also means applying insights from past campaigns to optimize your #PR efforts #measurepr

11/4/2014 9:33 shonali @JoelDInwood That is AWESOME. You should join the #WUL team to write about that stuff. ;) #measurepr

11/4/2014 9:33 RobinMarie Q2: Wrking on internal pln 2 increase hand washing 2 ward off colds/flu & any other illnesses. Hard 2 determne metrics 2 measure. #measurepr

11/4/2014 9:33 shonali @KDRPR Great to have you at #measurePR!

11/4/2014 9:33 rvez88 RT @AirPR: A2: Biggest #PR fail is putting stuff out there just because you think you should OR bc everyone else is. Have purpose! #measure...

11/4/2014 9:34 BillRoss Via @AirPR: A2: Biggest PR fail is putting stuff out there because you think you should OR bc everyone else is. Have purpose! #measurepr

11/4/2014 9:34 rebekahiliff Q3: "You can't manage what you can't measure." Budgets don't open up unless you have quant/qual data to back the ask. #measurepr

11/4/2014 9:35 corinamanea RT @rebekahiliff: Q3: "You can't manage what you can't measure." Budgets don't open up unless you have quant/qual data to back the ask. #me...

11/4/2014 9:35 corinamanea RT @BillRoss: Via @AirPR: A2: Biggest PR fail is putting stuff out there because you think you should OR bc everyone else is. Have purpose!...

11/4/2014 9:35 shonali RT @rebekahiliff: Q3: You can't manage what you can't measure. Budgets don't open unless u have quant/qual data to back the ask. #measurepr

11/4/2014 9:35 AirPR A3: From digital publishing, to website analytics, to social engagement, as long as you understand ur objective, there r metrics #measurePR

11/4/2014 9:36 ChangePR .@rebekahiliff & @shonali are talkin bout #MeasurePR - join the convo (when @rebekahiliff tells us to jump, we say how high) #PR

11/4/2014 9:36 AirPR @ChangePR you are so swell. cc: @rebekahiliff @shonali #measurePR

11/4/2014 9:36 JoelDInwood RT @rebekahiliff: Q3: "You can't manage what you can't measure." Budgets don't open up unless you have quant/qual data to back the ask. #me...

11/4/2014 9:36 shonali LOL! MT @ChangePR join the [#measurePR] convo (when @rebekahiliff tells us to jump, we say how high) #PR

11/4/2014 9:36 jenzings RT @AirPR: A3: From digital publishing, to website analytics, to social engagement, as long as you understand ur objective, there r metrics...

11/4/2014 9:36 corinamanea RT @AirPR: A3: From digital publishing, to website analytics, to social engagement, as long as you understand ur objective, there r metrics...

11/4/2014 9:36 ChangePR RT @rebekahiliff: Q3: "You can't manage what you can't measure." Budgets don't open up unless you have quant/qual data to back the ask. #me...

11/4/2014 9:36 rebekahiliff A3.2: In other words: digital publishing, website analytics, social engagement are now part of #PR and they have metrics. #measurePR

11/4/2014 9:36 deannaboss Great post. MT@shonali: @rebekahiliff in @EntMagazine <http://t.co/reFFUI5gRV> you wrote, "every aspect of #pr is driven by data." #measurepr

11/4/2014 9:37 shonali @RobinMarie That sounds really interesting. #measurepr

11/4/2014 9:37 gerardcorbett A3. Pay attention to quality versus quantity. #measurePR #justsaying

11/4/2014 9:37 middle10m A2: It seems the great thing about #measurePR is you can define success with measurable objectives and clearly see whether you met them.

11/4/2014 9:38 mattkoyak RT @rebekahiliff: Q3: "You can't manage what you can't measure." Budgets don't open up unless you have quant/qual data to back the ask. #me...

11/4/2014 9:38 shonali @middle10m Exactly... OR see if you need to adjust your strategy along the way. We did that with a recent client. #measurepr

11/4/2014 9:38 ggSolutions123 Very true @AirPR Unsure if you remember that PR horror story I told you about in person at AMEC (abt blogger deceiving PR ag'cy) #measurePR

11/4/2014 9:38 ChangePR @rebekahiliff @Shonali world is too data-driven now for #PR to not have metrics. Industry will fall behind for sure w/o tools #MeasurePR

11/4/2014 9:38 gerardcorbett RT @AirPR: A3: From digital publishing, to website analytics, to social engagement, as long as you understand ur objective, there r metrics...

11/4/2014 9:38 shonali RT @rebekahiliff: A3.2: In other words: digital publishing, website analytics, social engagement are now part of #PR and they have metrics....

11/4/2014 9:38 shonali RT @rebekahiliff A3.2: digital publishing, website analytics, social engagement are now part of #PR and they have metrics. #measurepr

11/4/2014 9:38 ChangePR WORD RT @gerardcorbett A3. Pay attention to quality versus quantity. #measurePR #justsaying

11/4/2014 9:38 Fabilonga A3 @shonali @rebekahiliff RESEARCH is very important(FIND DATA)Either qualitative or quantitative one must always research #measurepr

11/4/2014 9:39 shonali Q4: @rebekahiliff, @AirPR Analyst says it "humanizes data to increase #PR performance." Tell us how it works. #measurepr

11/4/2014 9:39 rebekahiliff RT @ChangePR: .@rebekahiliff & @shonali are talkin bout #MeasurePR - join the convo (when @rebekahiliff tells us to jump, we say how high) ...

11/4/2014 9:39 corinamanea And that's usually forgotten way too easy RT @gerardcorbett: A3. Pay attention to quality versus quantity. #measurePR #justsaying"

11/4/2014 9:39 AlexisAnth A2: #measurePR failures happen when you look only at current data. Gotta analyze change over time to understand the data's value @shonali

11/4/2014 9:39 JoelDInwood RT @Fabilonga: A3 @shonali @rebekahiliff RESEARCH is very important(FIND DATA)Either qualitative or quantitative one must always research ...

11/4/2014 9:39 BillRoss Via @shonali & @rebekahiliff A3.2: digital publishing, analytics, social engagement are now part of #PR and they have metrics. #measurepr

11/4/2014 9:39 shonali MT @AlexisAnth A2: failures happen when you look only at current data. Gotta analyze change over time to understand their value #measurepr

11/4/2014 9:39 AirPR A3: What's the goal? Shift in sentiment? Key message penetration? Sales Leads? It's a llllllll trackable. #measurePR

11/4/2014 9:40 shonali YES! RT @AirPR A3: What's the goal? Shift in sentiment? Key message penetration? Sales Leads? It's allllllll trackable. #measurepr

11/4/2014 9:40 cloudspark @jenzings was told it was "standard"and to stop asking about them #measurePR

11/4/2014 9:40 KDRPR RT @shonali thx! I'm seeking effective ways to measure small scale projects for schools and education nonprofits #measurepr

11/4/2014 9:40 ggSolutions123 @rebekahiliff It infuriates me that PR agencies are easily deceived by savvy bloggers. I told @sharamfm 1 story. #measurePR

11/4/2014 9:41 corinamanea RT @AirPR: A3: What's the goal? Shift in sentiment? Key message penetration? Sales Leads? It's a llllllll trackable. #measurePR

11/4/2014 9:41 cloudspark RT @shonali: MT @AlexisAnth A2: failures happen when you look only at current data. Gotta analyze change over time to understand their valu...

11/4/2014 9:41 shonali @KDRPR You're in the right place, then. :) #measurepr

11/4/2014 9:41 EmadAbouElgheit .@shonali thanks. Perhaps failure to #measurepr is trying to measure it separately. It worked better when I measure it within a #campaign.

11/4/2014 9:42 jenzings @cloudspark Ugh! Horrible AVEs. #MeasurePR

11/4/2014 9:42 gerardcorbett A3. Measuring really not complex. It's not rocket science. It's knowing desired outcome and how to track its fulfillment #measurePR

11/4/2014 9:42 shonali MT @EmadAbouElgheit: Perhaps failure to #measurepr is trying to measure it separately. It worked better when measured within a #campaign. A2

11/4/2014 9:42 shonali @EmadAbouElgheit That's critically important. #measurepr

11/4/2014 9:42 corinamanea RT @gerardcorbett: A3. Measuring really not complex. It's not rocket science. It's knowing desired outcome and how to track its fulfillmentme...

11/4/2014 9:43 shonali MT @gerardcorbett: A3. Measuring is not rocket science. It's knowing desired outcome and how to track its fulfillment #measurePR

11/4/2014 9:43 JoelDInwood RT @KDRPR: RT @shonali thx! I'm seeking effective ways to measure small scale projects for schools and education nonprofits #measurepr

11/4/2014 9:43 AirPR Even better if looked at over time. #PR is a long game #measurePR cc: @shonali @EmadAbouElgheit

11/4/2014 9:43 cloudspark best success has been when metrics are integrated to all of marketing, showing influence & result #measurePR

11/4/2014 9:43 OscarSurisWF RT @gerardcorbett: A3. Measuring really not complex. It's not rocket science. It's knowing desired outcome and how to track its fulfillmentme...

11/4/2014 9:44 Fabilonga A4 @shonali humanizing data allows you to connect on a deeper level with your publics. It makes you approachable and trustworthy #measurepr

11/4/2014 9:44 shonali @AirPR @cloudspark @EmadAbouElgheit Exactly, that's the point @AlexisAnth was making. #measurepr

11/4/2014 9:44 JoelDInwood RT @cloudspark: best success has been when metrics are integrated to all of marketing, showing influence & result #measurePR

11/4/2014 9:45 OhhSocialMedia RT @shonali: RT @rebekahiliff A3.2: digital publishing, website analytics, social engagement are now part of #PR and they have metrics. #m...

11/4/2014 9:45 OhhSocialMedia RT @shonali: Q4: @rebekahiliff, @AirPR Analyst says it "humanizes data to increase #PR performance." Tell us how it works. #measurepr

11/4/2014 9:45 OhhSocialMedia RT @shonali: MT @AlexisAnth A2: failures happen when you look only at current data. Gotta analyze change over time to understand their valu...

11/4/2014 9:45 Fabilonga RT @shonali: MT @AlexisAnth A2: failures happen when you look only at current data. Gotta analyze change over time to understand their valu...

11/4/2014 9:46 AirPR A4: We automate what has been a colossal pain in the ass for #PR pros. No more cobbling together reports, insights, clips. #measurePR

11/4/2014 9:46 shonali MT @AirPR A4: We automate what has been a colossal PITA for #PR pros. No more cobbling together reports, insights, clips. #measurepr

11/4/2014 9:47 getmustr RT @shonali: LOL! MT @ChangePR join the [#measurePR] convo (when @rebekahiliff tells us to jump, we say how high) #PR

11/4/2014 9:47 corinamanea RT @AirPR: A4: We automate what has been a colossal pain in the ass for #PR pros. No more cobbling together reports, insights, clips. #meas...

11/4/2014 9:47 Fabilonga @AirPR Great approach! #measurepr

11/4/2014 9:48 ggSolutions123 @rebekahiliff Ask Sharam. I'm in another twitter chat along with this one. Sorry. Btw we (u & I) never spoke about that in person #measurePR

11/4/2014 9:48 CyberAlert 3 Case Studies Proving the Value of "Smart" PR Measurement <http://t.co/sOr8nVqvHU> #measurePR

11/4/2014 9:49 AirPR @Fabilonga thanks! We're all about showing what moves the needle in terms of biz objectives e.g traffic, conversion, revenue #measurePR

11/4/2014 9:50 shonali Q5: What are some examples of metrics #pr pros *should* use? Which should they avoid? #measurepr

11/4/2014 9:50 Fabilonga RT @AirPR: @Fabilonga thanks! We're all about showing what moves the needle in terms of biz objectives e.g traffic, conversion, revenue #me...

11/4/2014 9:50 AirPR You can learn more and request a demo of Analyst here: <https://t.co/qWTaEEXnu8> #measurePR

11/4/2014 9:51 gerardcorbett Absolutely!!! PR is the long game RT @AirPR Even better if looked at over time. #PR is a long game #measurePR

11/4/2014 9:51 shonali RT @AirPR: You can learn more and request a demo of Analyst here: <http://t.co/DvsVqFq1xt> #measurePR

11/4/2014 9:51 Fabilonga @AirPR This approach is a great help for those trying to improve their performance in #PR #measurepr

11/4/2014 9:52 Anatheat RT @shonali: Q5: What are some examples of metrics #pr pros *should* use? Which should they avoid? #measurepr

11/4/2014 9:54 gerardcorbett A5. Metrics: 1) Did we get it done 2) How well 3) Did it change behavior 4) Did it stimulate action 5) Is client satisfied #measurePR

11/4/2014 9:54 rebekahiliff A5: No AVEs or headline impressions. Blech. Look at traffic related to actual "interactions" on site. Then track sales from #PR #measurePR

11/4/2014 9:54 corinamana RT @shonali: Q5: What are some examples of metrics #pr pros *should* use? Which should they avoid? #measurepr

11/4/2014 9:54 ggSolutions123 @Anatheat @shonali Def. shouldn't use "PR" a.k.a. PageRank <http://t.co/iKcz6AyXQb> It died last month (No official funeral, though) #measurePR

11/4/2014 9:54 Fabilonga A5 @shonali Use evaluative metrics to measure PR performance like calculating the incremental gross profit and the ROI #measurepr

11/4/2014 9:55 Fabilonga RT @gerardcorbett: A5. Metrics: 1) Did we get it done 2) How well 3) Did it change behavior 4) Did it stimulate action 5) Is client satisfi...

11/4/2014 9:55 RobinMarie A5: Outputs, of course. # of press releases sent, #tweets sent, # of FB posts, etc. Measure behavior not activity. #measurepr

11/4/2014 9:55 corinamana RT @gerardcorbett: A5. Metrics: 1) Did we get it done 2) How well 3) Did it change behavior 4) Did it stimulate action 5) Is client satisfi...

11/4/2014 9:56 rebekahiliff @gerardcorbett that's a lot of qualitative data. How do you justify budgets with that? #measurePR cc: @AirPR

11/4/2014 9:56 shonali Q6: IYHO, what's on the #measurePR horizon for 2015?

11/4/2014 9:56 jenzings RT @shonali: Q5: What are some examples of metrics #pr pros *should* use? Which should they avoid? #measurepr

11/4/2014 9:56 AirPR A5Do use:TrafficConversionMessage penetrationDon't use:ImpressionsHitsAVEs#measurePR

11/4/2014 9:57 jenzings @shonali ooh, good question. #measurePR Am very interested in this answer.

11/4/2014 9:57 corinamana RT @AirPR: A5Do use:TrafficConversionMessage penetrationDon't use:ImpressionsHitsAVEs#measurePR

11/4/2014 9:57 Fabilonga @RobinMarie Yes @Samjb always says never measure your success on how many likes you have on you FB page #measurepr measure interactions!

11/4/2014 9:57 gerardcorbett A5. Bad metrics: 1) Column inches 2) AVE 3) Charge by the pound 4) Mom liked it #measurePR

11/4/2014 9:57 corinamana RT @shonali: Q6: IYHO, what's on the #measurePR horizon for 2015?

11/4/2014 9:57 shonali RT @AirPR A5 Do use: Traffic Conversion Message penetration. Don't use: Impressions Hits AVes #measurepr

11/4/2014 9:57 shonali But Mom *did* like it! ;) RT @gerardcorbett A5. Bad metrics: 1) Column inches 2) AVE 3) Charge by the pound 4) Mom liked it #measurePR

11/4/2014 9:58 RobinMarie Avoid those I listed. Measure audience behavior not communicator activity. #measurepr

11/4/2014 9:58 gerardcorbett @rebekahiliff @AirPR Just depends on the objective and resources available. #measurePR

11/4/2014 9:58 middle10m A5: We're learning in class how number of retweets, followers, etc. alone isn't enough to show impact of PR social media strategy #measurepr

11/4/2014 9:58 corinamana @shonali @gerardcorbett LOL #measurePR

11/4/2014 9:59 PRNewser Anyone else following #measurePR right now?

11/4/2014 9:59 orlagraham18 A5: Msg delivery overlaid w/ msg recall from market research surveys, no. of articles mentioning URL overlaid w/ web traffic etc #measurePR

11/4/2014 9:59 AirPR RT @rebekahiliff: A5: No AVEs or headline impressions. Blech. Look at traffic related to actual "interactions" on site. Then track sales fr...

11/4/2014 9:59 deannaboss @shonali @gerardcorbett I think a valid metric could be "did mom see it?" though. ;-) good measure of reach. #measurepr

11/4/2014 10:00 shonali @deannaboss Or... "how" did mom see it? ;) @gerardcorbett #measurePR A5

11/4/2014 10:00 orlagraham18 A5: Target audience reach and frequency - NOT OTS #measurePR

11/4/2014 10:01 gerardcorbett True indeed! RT @middle10m A5: We're learning in class how number of retweets, followers, etc. alone isn't enough to show impact #measurepr

11/4/2014 10:01 rebekahiliff A6: As @ginidietrich puts it: PESO. Convergence of Paid, Earned, Shared, and Owned. Also, #BigData means Bigger Budgets #measurePR

11/4/2014 10:01 jenzings RT @gerardcorbett: A5. Bad metrics: 1) Column inches 2) AVE 3) Charge by the pound 4) Mom liked it #measurePR

11/4/2014 10:02 shonali @PRNewser Many people and I'm VERY glad you're one of 'em! ;) #measurepr

11/4/2014 10:02 corinamana @deannaboss @shonali @gerardcorbett And you know you did a good job when mom gives you a cookie ;) #measurePR

11/4/2014 10:02 shonali RT @rebekahiliff: A6: As @ginidietrich puts it: PESO. Convergence of Paid, Earned, Shared, Owned. #BigData means Bigger Budgets #measurePR

11/4/2014 10:02 gerardcorbett Yep! RT @PRNewser Anyone else following #measurePR right now?

11/4/2014 10:02 JoelDInwood What does mom think the gist of the message was? @shonali @deannaboss @gerardcorbett #measurePR

11/4/2014 10:02 rebekahiliff @gerardcorbett True. What can we standardize vs. customize. Because if we don't have some standard the industry won't evolve. #measurepr

11/4/2014 10:02 corinamana RT @rebekahiliff: A6: As @ginidietrich puts it: PESO. Convergence of Paid, Earned, Shared, and Owned. Also, #BigData means Bigger Budgets #...

11/4/2014 10:02 shonali Q7: If you could choose 3 tweeps to geek out to #measurePR with, who would you want around the table?

11/4/2014 10:03 AirPR RT @rebekahiliff A6 As @ginidietrich puts it: PESO. Convergence of Paid Earned, Shared & Owned. Also #BigData = Bigger Budgets #measurePR

11/4/2014 10:03 corinamanea RT @rebekahiliff: @gerardcorbett True. What can we standardize vs. customize. Because if we don't have some standard the industry won't evo...

11/4/2014 10:03 corinamanea RT @shonali: Q7: If you could choose 3 tweeps to geek out to #measurePR with, who would you want around the table?

11/4/2014 10:03 Fabilonga RT @shonali: RT @rebekahiliff: A6: As @ginidietrich puts it: PESO. Convergence of Paid, Earned, Shared, Owned. #BigData means Bigger Budget...

11/4/2014 10:03 gerardcorbett Did Mom take action? #measurePR #bottomline #lovemom

11/4/2014 10:03 shonali @corinamanea @deannaboss @gerardcorbett LOL! #measurePR #measuringmom

11/4/2014 10:03 Fabilonga RT @AirPR: RT @rebekahiliff A6 As @ginidietrich puts it: PESO. Convergence of Paid Earned, Shared & Owned. Also #BigData = Bigger Budgets #...

11/4/2014 10:04 rebekahiliff @PRNewser Following. Stalking. Partaking. Responding. It's a hot topic. #measurepr

11/4/2014 10:04 shonali Yes it is! RT @rebekahiliff @PRNewser Following. Stalking. Partaking. Responding. It's a hot topic. #measurepr

11/4/2014 10:05 AirPR #measurepr RT @rebekahiliff: @PRNewser Following. Stalking. Partaking. Responding. It's a hot topic. <http://t.co/SxdpyFVzy>

11/4/2014 10:05 gerardcorbett Question too easy! RT @shonali Q7: If you could choose 3 tweeps to geek out to #measurePR with, who would you want around the table?

11/4/2014 10:05 deannaboss @corinamanea as long as the call to action was to share a cookie! #measurepr

11/4/2014 10:05 SarahParkerPR RT @PRNewser: Anyone else following #measurePR right now?

11/4/2014 10:05 shonali @gerardcorbett Then answer it. :) A7 #measurePR

11/4/2014 10:06 MichelleHinson #authentic communication means you must be yourself. #i4pr #measurepr. <https://t.co/8SS5Wrb2YZ>

11/4/2014 10:06 gerardcorbett RT @shonali: @corinamanea @deannaboss @gerardcorbett LOL! #measurePR #measuringmom

11/4/2014 10:06 AlexisAnth You've tracked, you've measured, you've analyzed. Now what? Predict. #PredictiveAnalytics #measurePR #futureofPR

11/4/2014 10:09 JoelDInwood RT @AlexisAnth: You've tracked, you've measured, you've analyzed. Now what? Predict. #PredictiveAnalytics #measurePR #futureofPR

11/4/2014 10:09 gerardcorbett RT @shonali: @gerardcorbett Then answer it. :) A7 #measurePR

11/4/2014 10:09 deannaboss RT @rebekahiliff: @PRNewser Following. Stalking. Partaking. Responding. It's a hot topic. #measurepr

11/4/2014 10:10 rebekahiliff A7: Besides you...well...@letasoza @hksully and @billtancer. Fo' sho. #measurepr

11/4/2014 10:10 rebekahiliff RT @AlexisAnth: You've tracked, you've measured, you've analyzed. Now what? Predict. #PredictiveAnalytics #measurePR #futureofPR

11/4/2014 10:10 shonali Aww. RT @rebekahiliff A7: Besides you...well...@letasoza @hksully and @billtancer. Fo' sho. #measurepr

11/4/2014 10:10 LetaSoza ALL OF THE WARM AND FUZZIES RT @rebekahiliff: A7: Besides you...well...@letasoza @hksully and @billtancer. Fo' sho. #measurepr

11/4/2014 10:11 shonali It's really hard to narrow it down to just 3, but for me, right now, A7 would be @rebekahiliff @richardbagnall @beastoftraal #measurepr

11/4/2014 10:11 gerardcorbett A7 @queenofmetrics @shonali @amecorg #measurePR #thereismore

11/4/2014 10:11 AirPR RT @rebekahiliff: A7: Besides you...well...@letasoza @hksully and @billtancer. Fo' sho. #measurepr

11/4/2014 10:11 AirPR RT @gerardcorbett: A7 @queenofmetrics @shonali @amecorg #measurePR #thereismore

11/4/2014 10:11 corinamanea A7: Definitely @ginidietrich #measurepr

11/4/2014 10:11 rebekahiliff @PRNewser @AndrewAllenVT Always. In all ways. #measurePR.

11/4/2014 10:12 shonali But then, I would *also* put together another table with @hksully @gojohnab @michellehinson. A7 #measurepr

11/4/2014 10:12 jenzings RT @AlexisAnth: You've tracked, you've measured, you've analyzed. Now what? Predict. #PredictiveAnalytics #measurePR #futureofPR

11/4/2014 10:12 shonali And ANOTHER with @jenzings @cloudspark @kdpaine A7. OK, I'm going to stop now, I'm already leaving too many people out! #measurepr

11/4/2014 10:12 RobinMarie I like the way u think! RT @gerardcorbett: A7 @queenofmetrics @shonali @AmecOrg #measurePR #thereismore

11/4/2014 10:13 shonali I meant, another with @jenzings @cloudspark @queenofmetrics A7. Now I'm really going to stop! #measurepr

11/4/2014 10:13 AirPR Man, we've freaking lucky to have such great measurement minded folk around! #measurepr cc @queenofmetrics @ginidietrich @hksully @shonali

11/4/2014 10:13 shonali We are 13 minutes over our time (!), so I'll call a stop to the official chat. HUGE thanks for making the time @rebekahiliff! #measurepr

11/4/2014 10:13 rebekahiliff @AndrewAllenVT just search Twitter for #measurePR and conversation will come up in feed.

11/4/2014 10:14 corinamanea RT @AirPR: Man, we've freaking lucky to have such great measurement minded folk around! #measurepr cc @queenofmetrics @ginidietrich @hksull...

11/4/2014 10:14 gerardcorbett Told you so! RT @shonali A7. OK, I'm going to stop now, I'm already leaving too many people out! #measurepr

11/4/2014 10:14 shonali And many thanks to all who made the time to join today's chat, especially 1st-timers. Save the date for Dec: Dec 2, 12-1 pm ET #measurepr

11/4/2014 10:14 gerardcorbett RT @RobinMarie: I like the way u think! RT @gerardcorbett: A7 @queenofmetrics @shonali @AmecOrg #measurePR #thereismore
11/4/2014 10:14 shonali @gerardcorbett Yup! #measurepr
11/4/2014 10:15 shonali @deannaboss @jenzings Shall we schedule that as an official chat for 2015? Seriously. If @ginidietrich @queenofmetrics are game. #measurepr
11/4/2014 10:15 deannaboss A7: I would like to co-host w/ @jenzings and then have @ginidietrich @shonali and @queenofmetrics for my #measurepr roundtable
11/4/2014 10:15 gerardcorbett RT @shonali: And many thanks to all who made the time to join today's chat, especially 1st-timers. Save the date for Dec: Dec 2, 12-1 pm ET...
11/4/2014 10:15 Fabilonga @shonali Thank you for a great tweetchat, I learned a lot today #measurepr
11/4/2014 10:15 corinamanea @shonali @rebekahiliff It was great meeting you guys and being here among so many wonderful pros. #measurePR
11/4/2014 10:15 middle10m RT @shonali: And many thanks to all who made the time to join today's chat, especially 1st-timers. Save the date for Dec: Dec 2, 12-1 pm ET...
11/4/2014 10:16 shonali Thanks again, all! The "official" chat is over but of course use the hashtag to curate relevant convos. Hope to see you in Dec! #measurepr