

Time(PDT)	Username	Update
4/14/2015 9:02	shonali	Well, folks, here we are! Welcome to the monthly #measurePR chat, where we discuss all things PR (& #SM) measurement related. How ya doin'?
4/14/2015 9:02	rhogroupee	So glad to be here and meet some new colleagues/friends! Week is off to a great start! #measurepr
4/14/2015 9:02	shonali	Kick off your shoes & settle in for an hour of coffee (or lunch, or dinner) and conversation - it'll be fun! #measurepr
4/14/2015 9:03	KellyeCrane	Hi everyone- happy to be here today! #measurepr
4/14/2015 9:03	shonali	I'm psyched that today's guests are @rhogroupee & @kellyecrane - it'll be great! Before we begin, though, who else is here? #measurepr
4/14/2015 9:03	CatherineCarol	.@shonali Not letting this dreary weather get me down! Looking forward to my first time in #MeasurePR! #newbie
4/14/2015 9:04	jentrification	Checking in for #MeasurePR
4/14/2015 9:04	HannaLizKnowles	Have my coffee and ready to chat! #MeasurePR @shonali
4/14/2015 9:04	shonali	@CatherineCarol Great to see you, thanks for joining! Also @johnfriedman @jentrification - hi! @blackwell_cindy, you here? #measurepr
4/14/2015 9:04	KellyeCrane	Join us! RT @shonali: I'm psyched that today's guests are @rhogroupee & @kellyecrane - it'll be great! #measurepr
4/14/2015 9:04	shonali	@HannaLizKnowles Great to "see" you so soon, Hanna! #measurepr
4/14/2015 9:05	JohnFriedman	Glad to be here @shonali #measurepr
4/14/2015 9:05	jentrification	RT @shonali: 1 hour to today's #measurePR with @KellyeCrane @rhogroupee discussing measuring community - 12-1 pm ET. Who's joining?
4/14/2015 9:05	tiffmarieeSD	Checking in for #measurePR
4/14/2015 9:05	shonali	Before we get started today, just a couple notes to make chatting easy & fun (cont.) #measurepr
4/14/2015 9:06	shonali	@tiffmarieeSD Hi Tiffany, welcome! #measurepr
4/14/2015 9:06	HannaLizKnowles	@shonali Great to "see" you too! Had to come back for more. #measurepr
4/14/2015 9:06	decillis	I have Gatorade. Same as coffee, right? #measurepr
4/14/2015 9:07	rhogroupee	@decillis Cherry Zero Coke here...I think it's pretty much the same. #measurepr
4/14/2015 9:07	shonali	@decillis Totally. :p #measurepr
4/14/2015 9:07	shonali	#1, don't forget to use the hashtag (else your tweets won't be in the transcript). @tchatio (h/t @kellyecrane) makes it easy. #measurepr
4/14/2015 9:07	decillis	@rhogroupee Now I want a Coke... :) #measurepr
4/14/2015 9:07	wickedjava	Hello all! #measurepr
4/14/2015 9:07	SeeDepthInc	We're still drinking coffee here! Hellllo PR measurement fans! #measurePF
4/14/2015 9:08	rhogroupee	@decillis And now they have to make me a brand ambassador, lol. #measurepr
4/14/2015 9:08	shonali	@SeeDepthInc @wickedjava hi! #measurepr
4/14/2015 9:08	JohnFriedman	#measurepr usually comes fast enough that one does not NEED caffeine. Just sayin'.
4/14/2015 9:08	kfryda	RT @shonali: Kick off your shoes & settle in for an hour of coffee (or lunch, or dinner) and conversation - it'll be fun! #measurepr
4/14/2015 9:08	SeeDepthInc	RT @queenofmetrics: 12 Questions you must be able to answer before beginning a Measurement Program http://t.co/UeM01fY7Xt #measurepr #simmst..
4/14/2015 9:08	decillis	@rhogroupee Free Coke would pretty much be the best thing ever. #addict #measurepr
4/14/2015 9:08	shonali	#2: I'll be numbering qns, please try to use those #s in your tweets, it helps others follow the conversation. Eg "re Q1" or "A1" #measurepr
4/14/2015 9:08	queenofmetrics	@shonali As usual, I'm happy to be here #measurepr
4/14/2015 9:09	shonali	@HannaLizKnowles Hopefully we *keep* you coming back! #measurepr
4/14/2015 9:09	shonali	#3: If you have NEW qns for @kellyecrane @rhogroupee OR the group, please DM to me & I'll add to the queue/field if we have time. #measurepr
4/14/2015 9:09	shonali	@queenofmetrics Oh, AWESOME to see you here Miss Katie! Everyone - shout HUZZAH!!! #measurepr
4/14/2015 9:10	Diplomacy_Note	RT @AWCDCChapter: Join us at our Annual Tea May 13 @PressClubDC to honor @Shonali Burke as AWCDC's Matrix Awardee http://t.co/LyYhMQC4wG #m...
4/14/2015 9:10	rameshwari9	RT @shonali: #1, don't forget to use the hashtag (else your tweets won't be in the transcript). @tchatio (h/t @kellyecrane) makes it easy. ...
4/14/2015 9:10	gerardcorbett	Good morning!! #measurepr http://t.co/tNZ0FNt6lz
4/14/2015 9:11	HannaLizKnowles	@shonali First time participating in a tweet chat (I know..shocking!) so excited to jump in! #measurepr
4/14/2015 9:11	shonali	Let's start! I'm psyched to welcome @kellyecrane of #soloPR & @rhogroupee of @gethoopla as guests today! #measurepr
4/14/2015 9:11	shonali	@HannaLizKnowles Really? I wouldn't have guessed it. You'll be an old pro in no time. :) #measurepr
4/14/2015 9:11	shonali	@gerardcorbett Hi Gerry! #measurepr

4/14/2015 9:12 queenofmetrics @shonali Huzzah for everyone being here to discuss how to #measurepr

4/14/2015 9:12 KellyeCrane Love seeing all the new folks and veterans joining us here for #measurepr! #measurepr

4/14/2015 9:12 shonali Q1: What was (is) it about community management/relations that appealed, and appeals to you @rhogroupee @KellyeCrane? #measurepr

4/14/2015 9:13 hopwood RT @shonali: Let's start! I'm psyched to welcome @kellycrane of #soloPR & @rhogroupee of @gethoopla as guests today! #measurepr

4/14/2015 9:13 shonali Btw, everyone is welcome to chime in with their thoughts, I hope you know. :) #measurepr

4/14/2015 9:13 shonali @queenofmetrics Me too! #measurepr

4/14/2015 9:13 rhogroupee A1: At its heart, this field (community) is about people, and I LOVE people. Also keeps me on my toes daily. #measurepr

4/14/2015 9:13 KellyeCrane RT @shonali: Q1: What was (is) it about community management/relations that appealed and appeals to you @rhogroupee @KellyeCrane? #measurepr

4/14/2015 9:13 shonali RT @rhogroupee: A1: At its heart, this field (community) is about people, and I LOVE people. Also keeps me on my toes daily. #measurepr

4/14/2015 9:13 gerardcorbett @shonali Good morning or afternoonn in your time zone!!! #measurepr

4/14/2015 9:13 hopwood RT @KellyeCrane: Love seeing all the new folks and veterans joining us here for #measurepr! #measurepr

4/14/2015 9:13 KellyeCrane A1: I think I'm like a lot of PR pros, in that I didn't set out to do community management per se. #measurepr

4/14/2015 9:13 blackwell_cindy I'm here as well - got wrapped up "measuring" student work aka grading. Thanks @CatherineCarol for the reminder #measurepr

4/14/2015 9:14 KellyeCrane A1: Building a community around a product or service is just part of our jobs in #PR today (which is great, because it's fun!). #measurepr

4/14/2015 9:15 shonali RT @KellyeCrane: A1: I think I'm like a lot of PR pros, in that I didn't set out to do community management per se. #measurepr

4/14/2015 9:15 shonali RT @KellyeCrane: A1: Building a community around a product or service is just part of our jobs in #PR today (which is great, because it's f..

4/14/2015 9:15 rhogroupee Yes! MT @KellyeCrane A1: Building a community is...part of our jobs in #PR today (which is great, because it's fun!). #measurepr

4/14/2015 9:15 shonali @blackwell_cindy So glad you made it. @CatherineCarol #measurepr

4/14/2015 9:15 KellyeCrane A1: I love helping people, brainstorming with like-minded folks, and sharing war stories- the #solopr gang is the best! #measurepr

4/14/2015 9:15 JohnFriedman To me community management helps bring #PR back to 'stakeholder engagement' (less about media relations only) #measurepr

4/14/2015 9:15 shonali RT @KellyeCrane: A1: I love helping people, brainstorming with like-minded folks, and sharing war stories- the #solopr gang is the best! #m..

4/14/2015 9:16 rhogroupee A1: This arena is constantly changing, which is good if you're curious like me. You need to be a sponge. #measurepr

4/14/2015 9:16 shonali RT @rhogroupee: A1: This arena is constantly changing, which is good if you're curious like me. You need to be a sponge. #measurepr

4/14/2015 9:16 MattHurst RT @shonali: Today's the day!! @KellyeCrane @rhogroupee discuss measuring community on April's #measurePR chat, TODAY 12-1 pm ET. Join us

4/14/2015 9:16 KellyeCrane Yes! MT @JohnFriedman: community management helps bring #PR back to 'stakeholder engagement' (less about media relations only) #measurepr

4/14/2015 9:16 gerardcorbett A1. "Building Community" is our Raison d'être #measurepr

4/14/2015 9:16 jentrification RT @JohnFriedman: To me community management helps bring #PR back to 'stakeholder engagement' (less about media relations only) #measurepr

4/14/2015 9:16 decillis A1: I used to do it for political campaigns before social came in. I've always been attracted to how it makes all of us better. #measurepr

4/14/2015 9:17 shonali Re: A1, it's amazing to me how many #PR pros do *not* realize how much a part of the discipline community building & mgmt is. #measurepr

4/14/2015 9:17 shonali RT @decillis: A1: I used to do it for political campaigns before social came in. I've always been attracted to how it makes all of us bette...

4/14/2015 9:17 MattHurst RT @JohnFriedman: To me community management helps bring #PR back to 'stakeholder engagement' (less about media relations only) #measurepr

4/14/2015 9:17 kfryda RT @JohnFriedman: To me community management helps bring #PR back to 'stakeholder engagement' (less about media relations only) #measurepr

4/14/2015 9:17 shonali Q2: @rhogroupee turning to you for 1 min, tell us exactly what @gethoopa is, does? #communityrelations #measurepr

4/14/2015 9:17 JohnFriedman This community offers 'collaborative co-creation' #measurepr

4/14/2015 9:18 rhogroupee @queenofmetrics in the nicest possible way :) #measurepr

4/14/2015 9:18 KellyeCrane RT @shonali: Q2: @rhogroupee turning to you for 1 min, tell us exactly what @gethoopa is, does? #communityrelations #measurepr

4/14/2015 9:18 jentrification RT @shonali: Re: A1, it's amazing to me how many #PR pros do *not* realize how much a part of the discipline community building & mgmt is. ..

4/14/2015 9:18 shonali RT @rhogroupee: A2: @gethoopla (a SaaS platform) is an easy, flexible way to gather a branded community for customers, ambassadors, partner..

4/14/2015 9:18 SaaSificSecured RT @rhogroupee: A2: @gethoopla (a SaaS platform) is an easy, flexible way to gather a branded community for customers, ambassadors, partner..

4/14/2015 9:19 SeeDepthInc You can better measure value of community if you know your goals in the first place. As w/ all measurement, identify goals 1st #measurepr

4/14/2015 9:19 rhogroupee We work with PR and market research folks, and agencies all the time to build branded communities. #measurepr

4/14/2015 9:19 shonali Q3: Now, @KellyeCrane for those unfamiliar with #soloPR, can you tell them what it is/about? #communityrelations #measurepr

4/14/2015 9:20 shonali RT @rhogroupee: We work with PR and market research folks, and agencies all the time to build branded communities. A2 #measurepr

4/14/2015 9:20 KellyeCrane A3: #SoloPR provides the tools, education, advocacy and community resources for communications consultants to succeed and grow. #measurepr

4/14/2015 9:20 AyeletMackWeb A little late to the show, but just joining now #measurePR

4/14/2015 9:20 shonali RT @KellyeCrane: A3: #SoloPR provides the tools, education, advocacy and community resources for communications consultants to succeed and ..

4/14/2015 9:20 queenofmetrics RT @SeeDepthInc: You can better measure value of community if you know your goals in the first place. As w/ all measurement, identify goals..

4/14/2015 9:20 KellyeCrane A3: #SoloPR Pro started as a blog in 2008 w/social media, and now has a Premium membership site founded in 2011. #measurepr

4/14/2015 9:20 shonali @AyeletMackWeb Glad you could make it! #measurepr

4/14/2015 9:20 rhogroupee RT @KellyeCrane: A3: #SoloPR Pro started as a blog in 2008 w/social media, and now has a Premium membership site founded in 2011. #measurepr

4/14/2015 9:20 KellyeCrane A3: Our long-running #SoloPR Twitter chat happens 1-2pm ET on the 2nd and 4th Wednesdays of ea month- all are welcome! #measurepr

4/14/2015 9:21 shonali RT @KellyeCrane: A3: #SoloPR Pro started as a blog in 2008 w/social media, and now has a Premium membership site founded in 2011. #measurepr

4/14/2015 9:21 KellyeCrane A3: (1/2) Of interest to this convo, though I have VAs and other support occasionally, #SoloPR is primarily just me. #measurepr

4/14/2015 9:21 shonali RT @KellyeCrane: A3: Our long-running #SoloPR Twitter chat happens 1-2pm ET on the 2nd and 4th Wednesdays of ea month- all are welcome! #me..

4/14/2015 9:21 gerardcorbett RT @KellyeCrane: A3: #SoloPR provides the tools, education, advocacy and community resources for communications consultants to succeed and ..

4/14/2015 9:21 KellyeCrane A3: (2/2) So I have to measure what works and be selective with where I focus my attention and resources. #measurepr

4/14/2015 9:21 LearnCollege RT @KellyeCrane: A3: #SoloPR provides the tools, education, advocacy and community resources for communications consultants to succeed and ..

4/14/2015 9:21 shonali Q4: When you each started with #soloPR, @gethoopla respectively, what goals did you set, if any @rhogroupee @KellyeCrane? #measurepr

4/14/2015 9:22 KellyeCrane A4: Initially, I started the blog thinking I would write a book on the #SoloPR topic. I quickly changed my goal... #measurepr

4/14/2015 9:22 rhogroupee A4: We launched @gethoopla 4 yrs ago, initial goals were to build relationships, do outreach. A lot of commenting, networking. #measurepr

4/14/2015 9:22 hopwood RT @KellyeCrane: A3: Our long-running #SoloPR Twitter chat happens 1-2pm ET on the 2nd and 4th Wednesdays of ea month- all are welcome! #me..

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4/14/2015 9:22 KellyeCrane A4: I realized that a Premium site/community would offer more opportunities to help folks 1:1. #measurepr

4/14/2015 9:22 rhogroupee A4b: Numbers wise, I tracked brand mentions, traffic referrals to our site. Of course the initial goal is to get mentions at all! #measurepr

4/14/2015 9:23 shonali RT @KellyeCrane: A4: Initially, I started the blog thinking I would write a book on the #SoloPR topic. I quickly changed my goal... #measur..

4/14/2015 9:23 KellyeCrane A4: And while books become stale, online content can be easily revised and we can respond quickly to emerging needs. #measurepr

4/14/2015 9:23 queenofmetrics @KellyeCrane As I like to say: measure what matters. #measurepr

4/14/2015 9:23 rhogroupee RT @KellyeCrane: A4: And while books become stale, online content can be easily revised and we can respond quickly to emerging needs. #mea..

4/14/2015 9:23 KellyeCrane A4: So for me, the primary goals are simple – provide value to attract new members and keep the ones we have. #measurepr

4/14/2015 9:23 shonali RT @KellyeCrane: A4: I realized that a Premium site/community would offer more opportunities to help folks 1:1. #measurepr

4/14/2015 9:23 JohnFriedman #measurePR <https://t.co/ZC3U9XdXhN>

4/14/2015 9:23 shonali RT @KellyeCrane: A4: So for me, the primary goals are simple – provide value to attract new members and keep the ones we have. #measurepr

4/14/2015 9:23 rhogroupee A4c: If I weren't tracking, I'd never know that Quora is one of our biggest social referral segments! #measurepr

4/14/2015 9:23 shonali RT @rhogroupee: A4: We launched @gethoopla 4 yrs ago, initial goals were to build relationships, do outreach. A lot of commenting, networki..

4/14/2015 9:24 SeeDepthInc And changing goals is ok @KellyeCrane - that's why we measure: to repeat what's working and pivot from what isn't! Good work! #measurepr

4/14/2015 9:24 shonali RT @rhogroupee: A4b: Numbers wise, I tracked brand mentions, traffic referrals to our site. Of course the initial goal is to get mentions a..

4/14/2015 9:24 KellyeCrane @JohnFriedman Very true! #measurepr

4/14/2015 9:24 shonali And stop worrying about the rest! MT @queenofmetrics: As I like to say: measure what matters. #measurepr re: Q4

4/14/2015 9:24 CatherineCarol Example of why measurement/tracking is so important! #measurePR <https://t.co/N3qFDH9Mni>

4/14/2015 9:24 KellyeCrane Interesting RT @rhogroupee: A4c: If I weren't tracking, I'd never know that Quora is one of our biggest social referral segments! #measurepr

4/14/2015 9:24 shonali RT @rhogroupee: A4c: If I weren't tracking, I'd never know that Quora is one of our biggest social referral segments! #measurepr

4/14/2015 9:25 KellyeCrane It's a mantra! J RT @queenofmetrics: @KellyeCrane As I like to say: measure what matters. #measurepr

4/14/2015 9:25 shonali @rhogroupee Wow, that's really interesting! And do they convert? Re: A4 (c) #measurepr

4/14/2015 9:25 gerardcorbett Quora doesn't get enough credit #measurepr <https://t.co/RX023y6neU>

4/14/2015 9:25 MattHurst RT @KellyeCrane: Interesting RT @rhogroupee: A4c: If I weren't tracking, I'd never know that Quora is one of our biggest social referral se..

4/14/2015 9:25 rhogroupee I'm in process of connecting those dots. RT @shonali @rhogroupee Wow, that's really interesting! do they convert? Re: A4 (c) #measurepr

4/14/2015 9:25 queenofmetrics RT @KellyeCrane: It's a mantra! J RT @queenofmetrics: @KellyeCrane As I like to say: measure what matters. #measurepr

4/14/2015 9:25 jentification RT @KellyeCrane: Interesting RT @rhogroupee: A4c: If I weren't tracking, I'd never know that Quora is one of our biggest social referral se.

4/14/2015 9:26 jentification RT @gerardcorbett: Quora doesn't get enough credit #measurepr <https://t.co/RX023y6neU>

4/14/2015 9:26 JohnFriedman I'd like to add 'measure what matters to OTHERS, not just yourself' #measurepr <https://t.co/l6MACnKT9U>

4/14/2015 9:26 KellyeCrane Yes, feedback loop is key MT @SeeDepthInc: changing goals is ok- repeat what's working and pivot from what isn't! #measurepr

4/14/2015 9:27 shonali @rhogroupee So did you adjust your strategy to focus more on Quora? Re A4 #measurepr

4/14/2015 9:27 KellyeCrane @CatherineCarol Glad to hear it! The #solopr community is a very welcoming bunch. #measurepr

4/14/2015 9:27 rhogroupee I absolutely made it more of a priority. RT @shonali @rhogroupee So did you adjust your strategy to focus more on Quora? Re A4 #measurepr

4/14/2015 9:28 shonali Q5: Has how you approach metrics for #soloPR, @gethoopla changed over time @KellyeCrane @rhogroupee? #communityrelations #measurepr

4/14/2015 9:28 BernadetteDavis RT @KellyeCrane: A3: #SoloPR provides the tools, education, advocacy and community resources for communications consultants to succeed and ..

4/14/2015 9:28 shonali Also throwing Q5 open to all (esp @queenofmetrics): Has how you approach metrics changed over time? #measurepr

4/14/2015 9:28 rhogroupee A5: Yes, now that we have an estab community, it's more about connecting members to each other, tracking interactions. #measurepr

4/14/2015 9:28 KellyeCrane A1: Once you've ID'd the problem you or your client solves, the community you need to reach becomes apparent. But how? #measurepr

4/14/2015 9:28 abbieecurtis RT @JohnFriedman: I'd like to add 'measure what matters to OTHERS, not just yourself' #measurepr <https://t.co/l6MACnKT9U>

4/14/2015 9:29 BernadetteDavis Checking out the #measurepr chat for reminders and tips on measuring what matters. #solopr's @KellyeCrane is one of the guests

4/14/2015 9:29 KellyeCrane A5: Early on, we tried a lot of different things and went in different directions with our testing. #measurepr

4/14/2015 9:29 kfryda RT @KellyeCrane: A1: Once you've ID'd the problem you or your client solves, the community you need to reach becomes apparent. But how? #me.

4/14/2015 9:29 KellyeCrane A5: Over the past year or so, we've been working to become more focused on the things that really work. #measurepr

4/14/2015 9:30 JasMollica I'm discussing being strategic with your media selection over @Marketwired's blog <http://t.co/kQIDCoJMEv> #PRStudChat #measurePR #soloPR

4/14/2015 9:30 shonali RT @rhogroupee: A5: Yes, now that we have an estab community, it's more about connecting members to each other, tracking interactions. #mea..

4/14/2015 9:30 rhogroupee A5: Love what @kellyecrane said about the discipline of focusing on what works.... #measurepr

4/14/2015 9:30 gerardcorbett A5. Stay focused on "setting objectives/goals" before launching an interaction. Makes measuring more meaningful. #measurepr

4/14/2015 9:30 shonali RT @KellyeCrane: A5: Over the past year or so, we've been working to become more focused on the things that really work. #measurepr

4/14/2015 9:30 KellyeCrane A5: Confession time: testing new things can get a little addictive. But it also saps resources, so we're focusing. #measurepr

4/14/2015 9:30 tressalyanne RT @BernadetteDavis: Checking out the #measurepr chat for reminders and tips on measuring what matters. #solopr's @KellyeCrane is one of th..

4/14/2015 9:31 KellyeCrane @BernadetteDavis Hi Bernadette! Thanks for the shoutout. #measurepr

4/14/2015 9:31 tressalyanne RT @shonali: And stop worrying about the rest! MT @queenofmetrics: As I like to say: measure what matters. #measurepr re: Q4

4/14/2015 9:31 shonali RT @gerardcorbett: A5. Stay focused on "setting objectives/goals" before launching an interaction. Makes measuring more meaningful. #meas..

4/14/2015 9:32 KellyeCrane So, don't ask me if Meerkat works. :) #measurepr

4/14/2015 9:32 queenofmetrics @shonali It's become more closely tied to outcomes. #measurepr

4/14/2015 9:32 AdamDince RT @KellyeCrane: A5: Confession time: testing new things can get a little addictive. But it also saps resources, so we're focusing. #measur..

4/14/2015 9:32 SeeDepthInc YES PLS! no more possibilities RT @KellyeCrane mantra! RT @queenofmetrics: @KellyeCrane As I like to say: measure what matters. #measurepr

4/14/2015 9:32 shonali Or Periscope? ;) RT @KellyeCrane: So, don't ask me if Meerkat works. :) #measurepr A5

4/14/2015 9:33 decillis @KellyeCrane To be honest, I have to have an idea of how an app can honestly help a client, before I'll even download it. #measurepr

4/14/2015 9:33 shonali Re: Q5 RT @queenofmetrics: It's become more closely tied to outcomes. #measurepr

4/14/2015 9:33 decillis @KellyeCrane I'm trying to be both smart and old and cranky. #measurepr

4/14/2015 9:33 KellyeCrane Exactly! MT @decillis: I have to have an idea of how an app can honestly help a client, before I'll even download it. #measurepr

4/14/2015 9:33 shonali Get off my lawn. RT @decillis: @KellyeCrane I'm trying to be both smart and old and cranky. #measurepr

4/14/2015 9:33 MattHurst RT @KellyeCrane: A5: Confession time: testing new things can get a little addictive. But it also saps resources, so we're focusing. #measur..

4/14/2015 9:33 kfryda RT @decillis: @KellyeCrane I'm trying to be both smart and old and cranky. #measurepr

4/14/2015 9:34 SeeDepthInc RT @KellyeCrane: A5: Confession time: testing new things can get a little addictive. But it also saps resources, so we're focusing. #measur..

4/14/2015 9:34 decillis @shonali Something I say daily to the kids that hit their balls into our yards. #measurepr #oldpersontweets @KellyeCrane

4/14/2015 9:34 shonali Q6: What are some smart ways to measure #community? #communityrelations #measurepr

4/14/2015 9:34 gerardcorbett Meerkat is just a channel #measurepr <https://t.co/usZsNkKwKB>

4/14/2015 9:34 rhogroupee A6: Only track numbers you're going to use to drive an action; don't keep museum spreadsheets. #measurepr

4/14/2015 9:35 decillis @shonali I bit into Periscope, b/c it's closely tied to Twitter and I have a client idea. #measurepr #periscopewhore @KellyeCrane

4/14/2015 9:35 CatherineCarol RT @rhogroupee: A6: Only track numbers you're going to use to drive an action; don't keep museum spreadsheets. #measurepr

4/14/2015 9:35 MarkGDaly RT @queenofmetrics: @shonali It's become more closely tied to outcomes. #measurepr

4/14/2015 9:35 SeeDepthInc 1) start w/ goals 2) understand desired actions RT @shonali Q6: What are smart ways to measure #community? #communityrelations #measurepr

4/14/2015 9:36 gerardcorbett A6: Did your target take action. Did you meet your objectives #measurePR

4/14/2015 9:36 KellyeCrane A6: Focus on outcomes (as @queenofmetrics noted)- that's what's going to help you meet your goals/objectives. #measurepr

4/14/2015 9:36 shonali @decillis Um, that client isn't me, is it? #pleasesayno @KellyeCrane #measurepr

4/14/2015 9:36 rhogroupee A6: A while back I wrote a blog post w/some specific ideas for community metrics <http://t.co/VMLWtMujJT> #measurepr

4/14/2015 9:36 shonali LOVE. RT @rhogroupee: A6: Only track numbers you're going to use to drive an action; don't keep museum spreadsheets. #measurepr

4/14/2015 9:37 shonali RT @rhogroupee: A6: A while back I wrote a blog post w/some specific ideas for community metrics <http://t.co/VMLWtMujJT> #measurepr

4/14/2015 9:37 jentification RT @shonali: Q6: What are some smart ways to measure #community? #communityrelations #measurepr

4/14/2015 9:37 shonali RT @KellyeCrane: A6: Focus on outcomes (as @queenofmetrics noted)- that's what's going to help you meet your goals/objectives. #measurepr

4/14/2015 9:37 decillis @shonali Hahaha. #nottelling #okaynotreally #measurepr

4/14/2015 9:37 KellyeCrane A6: When you focus on outcomes, you may find surprises re: what's working/not. Number of likes matters not! #measurepr

4/14/2015 9:37 shonali @decillis PHEW!!!! #measurepr

4/14/2015 9:37 HannalizKnowles @rhogroupee This is definitely where I started. Drowned by numbers that prevented decision making. #measurepr

4/14/2015 9:37 MattHurst RT @rhogroupee: A6: A while back I wrote a blog post w/some specific ideas for community metrics <http://t.co/VMLWtMujJT> #measurepr

4/14/2015 9:37 JohnFriedman "Until we relate one PR measure to another we will never be able to show causation from our comms programs." Fraser Likely #measurePR

4/14/2015 9:38 queenofmetrics @shonali @rhogroupee Yes! Even spreadsheets need Spring Cleaning! #measurepr

4/14/2015 9:38 shonali What?! j/k MT @KellyeCrane: A6: When you focus on outcomes, you may find surprises re: what's working/not. Number of likes - not! #measurepr

4/14/2015 9:38 rhogroupee @HannalizKnowles so true, too many numbers create a fog that's hard to see through. #measurepr

4/14/2015 9:38 JohnFriedman # likes does not = sales or real brand enhancement...but boy do people LOVE to share with c-suite (and c-suite shrugs) #measurepr

4/14/2015 9:38 BernadetteDavis RT @shonali: LOVE. RT @rhogroupee: A6: Only track numbers you're going to use to drive an action; don't keep museum spreadsheets. #measurepr

4/14/2015 9:38 shonali RT @HannalizKnowles: @rhogroupee This is definitely where I started. Drowned by numbers that prevented decision making. Re Q6 #measurepr

4/14/2015 9:39 KellyeCrane A6: Recognize the pipeline from your first engagement to the goal, and measure the steps (e.g., email signups). #measurepr

4/14/2015 9:39 shonali RT @gerardcorbett: A6: Did your target take action. Did you meet your objectives #measurePR

4/14/2015 9:39 rhogroupee RT @KellyeCrane: A6: Recognize the pipeline from your first engagement to the goal, and measure the steps (e.g., email signups). #measurepr

4/14/2015 9:40 HannalizKnowles @rhogroupee Opening tab now! Read later of course. #measurepr

4/14/2015 9:40 jgombita For Likely #measurePR quote @JohnFriedman see @mjmartin08's Analyzing "results" from a comms measurement conference <http://t.co/YBQXC4hyAM>

4/14/2015 9:40 KellyeCrane A6: And of course every community is different. We can't just look at what works elsewhere- have to test. #measurepr

4/14/2015 9:40 JohnFriedman There are also proxy measures (implementation) that precede impact (results) measures. Need to mature with program #measurepr

4/14/2015 9:40 MattHurst RT @KellyeCrane: A6: Recognize the pipeline from your first engagement to the goal, and measure the steps (e.g., email signups). #measurepr

4/14/2015 9:41 SeeDepthInc Yes outcomes over outputs RT @KellyeCrane A6: focus on outcomes, may find surprises re: what's working/not. # of likes matters not #measurepr

4/14/2015 9:41 TheoRVDB RT @JohnFriedman: # likes does not = sales or real brand enhancement...but boy do people LOVE to share with c-suite (and c-suite shrugs) #m..

4/14/2015 9:41 shonali RT @KellyeCrane: A6: And of course every community is different. We can't just look at what works elsewhere- have to test. #measurepr

4/14/2015 9:42 rhogroupee Part of our job is to help C-suite see beyond the easy numbers and go deeper. We can't just say "oh well, they don't get it." #measurepr

4/14/2015 9:42 KarenSwim RT @KellyeCrane: A6: And of course every community is different. We can't just look at what works elsewhere- have to test. #measurepr

4/14/2015 9:42 CatherineCarol RT @rhogroupee: Part of our job is to help C-suite see beyond the easy numbers and go deeper. We can't just say "oh well, they don't get it.

4/14/2015 9:42 MattHurst RT @rhogroupee: Part of our job is to help C-suite see beyond the easy numbers and go deeper. We can't just say "oh well, they don't get it.

4/14/2015 9:42 shonali RT @rhogroupee: Part of our job is to help C-suite see beyond the easy numbers and go deeper. We can't just say "oh well, they don't get it.

4/14/2015 9:43 KellyeCrane A6: Also, here's an easy one: ask your community members how they heard about you. Another source of surprises! #measurepr

4/14/2015 9:43 KarenSwim Uh oh, I thought the chat was at 1pm! So bummed I missed most of it! #measurepr

4/14/2015 9:43 SeeDepthInc RT @rhogroupee: Part of our job is to help C-suite see beyond the easy numbers and go deeper. We can't just say "oh well, they don't get it.

4/14/2015 9:43 shonali ie track. MT @KellyeCrane: A6: Recognize pipeline fm 1st engagement to the goal, measure the steps (e.g., email signups). #measurepr

4/14/2015 9:44 shonali RT @KellyeCrane: A6: Also, here's an easy one: ask your community members how they heard about you. Another source of surprises! #measurepr

4/14/2015 9:44 KellyeCrane A6: (1/2) It may sound silly, but I've been surprised how many #SoloPR Premium members come from Google... #measurepr

4/14/2015 9:44 gerardcorbett See, act and behave commensurately #measurePR <https://t.co/XeyP4v62AO>

4/14/2015 9:44 SeeDepthInc Yes: ABT! :) RT @KellyeCrane: A6: of course every community is different. Can't just look @ what works elsewhere- have to test. #measurepr

4/14/2015 9:45 KellyeCrane A6: (2/2) So I've been doing more SEO work (vs so much social media focus) and seeing a return. #measurepr

4/14/2015 9:45 shonali RT @KellyeCrane: A6: (1/2) It may sound silly, but I've been surprised how many #SoloPR Premium members come from Google... #measurepr

4/14/2015 9:45 TbroOnline Unfortunately can't participate in #measurepr today. Working with @samemac & @KristK talking to students about becoming PR professional:

4/14/2015 9:45 shonali ie content? RT @KellyeCrane: A6: (2/2) So I've been doing more SEO work (vs so much social media focus) and seeing a return. #measurepr

4/14/2015 9:46 JohnFriedman If c-suite doesn't 'get' it, it is because we haven't used measures that matter to them... #measurepr <https://t.co/djbBCTXVd5>

4/14/2015 9:46 KellyeCrane A6: The moral I learned is: don't just go with your gut. The numbers have things to teach you. :) #measurepr

4/14/2015 9:46 shonali @TbroOnline @samemac @KristK Dang it! Oh well, next time. Deal? Say 'hi' to them all for me! #measurepr

4/14/2015 9:46 decillis @KellyeCrane But going with your gut based on numbers? Totally okay. :) #measurepr

4/14/2015 9:46 KarenSwim RT @KellyeCrane: A6: The moral I learned is: don't just go with your gut. The numbers have things to teach you. :) #measurepr

4/14/2015 9:46 MattHurst RT @KellyeCrane: A6: The moral I learned is: don't just go with your gut. The numbers have things to teach you. :) #measurepr

4/14/2015 9:46 shonali Q7: Are there specific tools you'd recommend, when setting up and managing a #communityrelations program? #measurepr

4/14/2015 9:47 rhogroupee And the great thing about having the numbers is that they'll back you up when it comes to decision time. #measurepr

4/14/2015 9:47 KellyeCrane @shonali Yes, paying more attention to SEO on the blog content. I have a lot more room for improvement! #measurepr

4/14/2015 9:47 samemac RT @TbroOnline: Unfortunately can't participate in #measurepr today. Working with @samemac & @KristK talking to students about becoming PR ..

4/14/2015 9:47 samemac RT @shonali: @TbroOnline @samemac @KristK Dang it! Oh well, next time. Deal? Say 'hi' to them all for me! #measurepr

4/14/2015 9:47 rhogroupee A7: Google Alerts, @Mention, & @Talkwalker to track news about my customers/community members. Listening is key. #measurepr

4/14/2015 9:47 KellyeCrane Yes! RT @rhogroupee: And the great thing about having the numbers is that they'll back you up when it comes to decision time. #measurepr

4/14/2015 9:48 rhogroupee A7b: Phone, Skype & Hangout. Voice & video are crucial to relationship building. @gethoopla analytics tools too! #measurepr

4/14/2015 9:48 MattHurst RT @rhogroupee: And the great thing about having the numbers is that they'll back you up when it comes to decision time. #measurepr

4/14/2015 9:48 queenofmetrics @KellyeCrane Using data to drive decisions is what separates mediocrity and greatness #measurepr

4/14/2015 9:48 MattHurst RT @shonali: Q7: Are there specific tools you'd recommend, when setting up and managing a #communityrelations program? #measurepr

4/14/2015 9:48 KellyeCrane A7: It's the easy answer, but Google Analytics on your site or blog can show you the "Behavior Flow" of visitors. #measurepr

4/14/2015 9:48 MattHurst RT @rhogroupee: A7: Google Alerts, @Mention, & @Talkwalker to track news about my customers/community members. Listening is key. #measurepr

4/14/2015 9:48 KellyeCrane I like it! J RT @queenofmetrics: @KellyeCrane Using data to drive decisions is what separates mediocrity and greatness #measurepr

4/14/2015 9:49 shonali RT @KellyeCrane: A7: It's the easy answer, but Google Analytics on your site or blog can show you the "Behavior Flow" of visitors. #measure..

4/14/2015 9:49 CatherineCarol RT @queenofmetrics: @KellyeCrane Using data to drive decisions is what separates mediocrity and greatness #measurepr

4/14/2015 9:49 gerardcorbett A7. Feedback devices, open channel, big ears and eyes. #measurePF

4/14/2015 9:49 SeeDepthInc Queen-like wisdom! RT @queenofmetrics @KellyeCrane Using data to drive decisions is what separates mediocrity and greatness #measurepr

4/14/2015 9:49 shonali QOTD. RT @queenofmetrics: Using data to drive decisions is what separates mediocrity and greatness #measurepr

4/14/2015 9:49 KellyeCrane A7: Clicky is similar to Google Analytics, but it can do some extra things (especially real time views of who's on site). #measurepr

4/14/2015 9:50 SeeDepthInc Google Anaalytics may be "easy way" today but integrated in or w/ other tools can make it the BEST answer @shonali @KellyeCrane #measurepr

4/14/2015 9:50 shonali @KellyeCrane You know who helped me a ton with that? @SeanMcGinnis. Re: A6 #measurepr

4/14/2015 9:50 shonali RT @rhogroupee: A7: Google Alerts, @Mention, & @Talkwalker to track news about my customers/community members. Listening is key. #measurepr

4/14/2015 9:50 KellyeCrane A7: An email system with good analytics/reporting is also super helpful. I use MailChimp. #measurepr

4/14/2015 9:50 shonali RT @rhogroupee: A7b: Phone, Skype & Hangout. Voice & video are crucial to relationship building. @gethoopla analytics tools too! #measurepr

4/14/2015 9:50 MattHurst .@shonali q7: I made an IFTTT recipe to track brand mentions and links on Reddit since there aren't great tools for that site yet #measurePF

4/14/2015 9:51 shonali Re Q6 RT @rhogroupee: And the great thing about having the numbers is that they'll back you up when it comes to decision time. #measurep

4/14/2015 9:51 MattHurst RT @KellyeCrane: A7: It's the easy answer, but Google Analytics on your site or blog can show you the "Behavior Flow" of visitors. #measure..

4/14/2015 9:51 shonali MT @MattHurst: q7: I made an IFTTT recipe to track brand mentions, links on Reddit since npgreat tools for that site yet #measurePF

4/14/2015 9:51 MattHurst RT @KellyeCrane: A7: Clicky is similar to Google Analytics, but it can do some extra things (especially real time views of who's on site). ...

4/14/2015 9:52 MattHurst RT @KellyeCrane: A7: An email system with good analytics/reporting is also super helpful. I use MailChimp. #measurep

4/14/2015 9:52 shonali Speaking of @IFTTT, it's a GREAT resource. So I highly recommend using it to make tracking etc easier as @MattHurst does. A7 #measurep

4/14/2015 9:52 shonali @KellyeCrane GA also has real-time now, though... doesn't it? A7 #measurep

4/14/2015 9:52 shonali RT @KellyeCrane: A7: An email system with good analytics/reporting is also super helpful. I use MailChimp. #measurep

4/14/2015 9:53 MattHurst RT @shonali: Speaking of @IFTTT, it's a GREAT resource. So I highly recommend using it to make tracking etc easier as @MattHurst does. A7 #..

4/14/2015 9:53 KellyeCrane A7: Zapier is another tool similar to IFTTT- I personally find Zapier more intuitive and use it a lot! #measurep

4/14/2015 9:53 han_ma Automated algoritms always make life easier. ;) #MeasurePR <https://t.co/hEJrgZ1FQq>

4/14/2015 9:53 OhhSocialMedia RT @KellyeCrane: Yes! RT @rhogroupee: And the great thing about having the numbers is that they'll back you up when it comes to decision ti.

4/14/2015 9:53 shonali RT @han_ma: Automated algoritms always make life easier. ;) #MeasurePR <https://t.co/hEJrgZ1FQq>

4/14/2015 9:53 rhogroupee We are also testing out Leadfeeder, which shows you who has been to your site, by company name...it's pretty cool. #measurep

4/14/2015 9:54 shonali RT @rhogroupee: We are also testing Leadfeeder, which shows you who has been to your site, by company name.. pretty cool. #measurep A

4/14/2015 9:54 KellyeCrane Clicky will show you more stats, I think- need to check! RT @shonali: @KellyeCrane GA also has real-time now... doesn't it? A7 #measurep

4/14/2015 9:55 shonali @MattHurst Link to the recipe, in case others can use it? A7 #measurePR

4/14/2015 9:56 shonali Time flies! Q8 is the last: @rhogroupee @KellyeCrane What do you wish you knew now, that you knew when you were starting out? #measurep

4/14/2015 9:56 rhogroupee A8: Used to say "I hate math" all the time. I'd go back & slap myself if I could. Numbers & words are friends. #measurep

4/14/2015 9:56 KellyeCrane A8: You don't have to do everything. Really! It's so easy to get distracted by what others are doing, but resist the temptation. #measurep

4/14/2015 9:57 chachachanel Sometimes the best thing about staying up late to work is catching these #measurePR chats on Twitter.

4/14/2015 9:57 KellyeCrane A8: Also, sometimes less is more. People are busy... #measurep

4/14/2015 9:57 MattHurst .@shonali here's my IFTTT recipe, which can be modified to track your own brand/domain on Reddit <https://t.co/M4BIWgFXh5> #measurePF

4/14/2015 9:57 chachachanel RT @KellyeCrane: A8: You don't have to do everything. Really! It's so easy to get distracted by what others are doing, but resist the tempt..

4/14/2015 9:57 rhogroupee Thanks for the recipe @MattHurst! #measurep

4/14/2015 9:58 JohnFriedman Need both metrics and anecdotes to show value of PR efforts - some people more analytical others emotional. #measurePF

4/14/2015 9:58 shonali Marry me? MT @rhogroupee: A8: Used to say "I hate math." I'd go back & slap myself if I could. Numbers & words are friends. #measurep

4/14/2015 9:58 rhogroupee RT @JohnFriedman: Need both metrics and anecdotes to show value of PR efforts - some people more analytical others emotional. #measurePF

4/14/2015 9:58 KellyeCrane A8: One thing I found with the #SoloPR Premium site is that initially I was creating *too much* content! #measurep

4/14/2015 9:58 gerardcorbett Focus, focus, focus #measurep <https://t.co/ElhnVAQ09H>

4/14/2015 9:58 shonali RT @KellyeCrane: A8: You don't have to do everything. Really! It's so easy to get distracted by what others are doing, but resist the tempt..

4/14/2015 9:58 chachachanel RT @rhogroupee: And the great thing about having the numbers is that they'll back you up when it comes to decision time. #measurep

4/14/2015 9:58 rhogroupee @shonali I know we're sympatico :) #measurep

4/14/2015 9:58 queenofmetrics RT @JohnFriedman: Need both metrics and anecdotes to show value of PR efforts - some people more analytical others emotional. #measurePF

4/14/2015 9:58 SeeDepthInc Focus is key - thanks Kellye! RT @KellyeCrane A8: Also, sometimes less is more. People are busy... #measurep

4/14/2015 9:59 MattHurst @rhogroupee I find email alerts work best in my work flow, so I have a few more recipes I can share as well #measurePF

4/14/2015 9:59 shonali @chachachanel I was going to ask where you were, then I went and looked. Wow, it IS late for you. TY for joining! #measurep

4/14/2015 9:59 CatherineCarol All #PR pros need to quit saying this: MT @rhogroupee "Used to say 'I hate math' all the time. Numbers & words are friends." #measurep

4/14/2015 9:59 KellyeCrane A8: ...Instead of being excited with all the value, members were overwhelmed. Results were actually better when we slowed down. #measurep

4/14/2015 9:59 shonali @MattHurst Would you like them included in our chat recap? If so, do email to me! @rhogroupee A7 #measurep

4/14/2015 9:59 KellyeCrane A8: Who'd a thunk it? :-)) This is why we measure. #measurep

4/14/2015 9:59 rhogroupee A8: Be more confident and not so worried about breaking things. You gotta crack eggs to make an omelette. #measurep

4/14/2015 10:00 chachachanel RT @JohnFriedman: To me community management helps bring #PR back to 'stakeholder engagement' (less about media relations only) #measurePI

4/14/2015 10:00 shonali MT @MattHurst: here's my IFTTT recipe, can be modified to track your brand/domain on Reddit <https://t.co/UUqZik6mTU> #measurePR A7

4/14/2015 10:00 KellyeCrane Love! RT @rhogroupee: A8: Be more confident and not so worried about breaking things. You gotta crack eggs to make an omelette. #measurePR

4/14/2015 10:00 shonali RT @rhogroupee: A8: Be more confident and not so worried about breaking things. You gotta crack eggs to make an omelette. #measurePR

4/14/2015 10:00 JohnFriedman If we say 'I hate math' we're basically saying we don't want to be measured. 2 B valued, must show we EMBRACE being measured. #measurePR

4/14/2015 10:00 mofidelis RT @JohnFriedman: Need both metrics and anecdotes to show value of PR efforts - some people more analytical others emotional. #measurePR

4/14/2015 10:00 shonali RT @KellyeCrane: A8: ...Instead of being excited with all the value, members were overwhelmed. Results were actually better when we slowed ..

4/14/2015 10:00 rhogroupee I have to jump into a customer call now (that relationship stuff), but it's been wonderful! I'll be back! #measurePR

4/14/2015 10:01 akenn Lots of smarts being shared in the #measurePR chat today!

4/14/2015 10:01 KellyeCrane @SeeDepthInc Thanks for the RTs! #measurePR

4/14/2015 10:01 gerardcorbett A8. Set objectives, focus, measure, retune, measure again. #measurePR

4/14/2015 10:02 KateRobins RT @KellyeCrane: A8: You don't have to do everything. Really! It's so easy to get distracted by what others are doing, but resist the tempt..

4/14/2015 10:02 shonali Time's up! What a great chat, TYVM @kellyecrane @rhogroupee, you were awesome!! Everyone please check out #solopr @gethoopla #measurePR

4/14/2015 10:02 shonali RT @gerardcorbett: A8. Set objectives, focus, measure, retune, measure again. #measurePR

4/14/2015 10:02 KellyeCrane True- speak the lang of execs MT @JohnFriedman: If we say 'I hate math' we're basically saying we don't want to be measured... #measurePR

4/14/2015 10:02 shonali Many thanks to all who made the time to join today, it's much appreciated! #measurePR

4/14/2015 10:02 KellyeCrane Thanks for your time everyone! Enjoyed chatting today. #measurePR

4/14/2015 10:03 CatherineCarol @shonali Enjoyed my first #measurePR chat! Thanks for the invite at #PRAM2015 conference. Looking forward to learning monthly

4/14/2015 10:03 shonali Stay tuned for the recap & please save the date for our next chat with @maddiegrant @menloprez, May 12, 12-1 pm ET. #measurePR

4/14/2015 10:03 JohnFriedman Who needs cafeine when you have #measurePR ? But now, the rest of the PM is gonna drag...thanks for the shot of energy/ideas

4/14/2015 10:04 CatherineCarol @KellyeCrane & @rhogroupee Thanks for sharing your expertise! #measurePR

4/14/2015 10:04 shonali Our May chat w/ @maddiegrant @menloprez will also touch on #community, internal + external, how it's "social PR" & measuring it. #measurePR

4/14/2015 10:04 tressalyne How to Measure the Effects of 'Influencer Relations' <http://t.co/oJIEI3Wd70> (by @Adobe's @coryedwards) #measurePR #metrics #PR

4/14/2015 10:04 CatherineCarol @JohnFriedman Agreed. #measurePR

4/14/2015 10:04 HannahLizKnowles: Measurement holds us accountable. #measurePR <https://t.co/XfD29je2IE>

4/14/2015 10:04 shonali So I hope to see you then. Again, the May chat is May 12, 12-1 pm ET, with @maddiegrant @menloprez. Save the date! #measurePR

4/14/2015 10:05 JohnFriedman We are already held accountable - that's why we must embrace #measurePR - else others devalue us. <https://t.co/Y3PG9fH0mC>

4/14/2015 10:05 shonali Thanks so much, all who joined today's chat. "See" you in a month (or earlier, if you use the hashtag). OK, I'm outtie - TTYL! #measurePR