

Time(PDT)	Username	Update
5/12/2015 9:00	shonali	Here we go! Welcome everyone to the May #measurePR Twitter chat, where we talk about all things #PR (and #socialmedia) measurement
5/12/2015 9:00	menloprez	Excited to be part of today's conversation. #measurepr
5/12/2015 9:01	JohnFriedman	Welcome to #measurePR the fastest hour on twitter!
5/12/2015 9:01	maddiegrant	@menloprez hi Rich, so nice to "see" you! #measurepr
5/12/2015 9:01	shonali	I'm thrilled @maddiegrant @menloprez are special guests today. As we get ready who else is here? Tell us who you are, what you do #measurepr
5/12/2015 9:02	HannaLizKnowles	Checking in for today's #measurePR chat!
5/12/2015 9:02	MattHurst	RT @shonali: Last call! Today's #measurePR feat. @maddiegrant @menloprez, chatting @ Millennials, biz & #PR. Hope to see you there! 12-1 pm..
5/12/2015 9:02	shonali	@HannaLizKnowles Great to see you here today! How's everything been? #measurepr
5/12/2015 9:02	msponhour	Michael Sponhour, Executive Director, Communications, Ohio Department of Education. I like data dashboards, I can't deny... #measurepr
5/12/2015 9:03	martinwaxman	Tweeting in to #measurePR from Torontc
5/12/2015 9:03	shonali	Me, I'm a #social #pr pro & measurement geek, hence this chat. I also & 3 dogs, Elvis, East Coast Swing, shoes & food. :) #measurepr
5/12/2015 9:03	shonali	@martinwaxman Hi! Also @msponhour @johnfriedman, great to see all of you here! #measurepr
5/12/2015 9:04	shonali	As you settle in, I'm just going to share a few quick guidelines to make chatting easier (esp. if you are a Twitter chat newbie) #measurepr
5/12/2015 9:04	MattHurst	Back for more insights and lessons during today's #MeasurePR chat!
5/12/2015 9:04	HannaLizKnowles	@shonali Everything has been great! The semester wrapped up quickly and jumping into planning for the fall! #measurePR
5/12/2015 9:04	maddiegrant	Hi everyone! #measurepr
5/12/2015 9:04	shonali	1) Always use the hashtag #measurePR with your tweets, else they won't get indexed in our transcript. Use Tweetchat or Twubs for ease
5/12/2015 9:04	JohnFriedman	I help companies live their values & tell their authentic stories. HuffPostBiz blogger, author, Sodexo CSR communications #measurePR
5/12/2015 9:05	shonali	2) Today's qns are primarily for @maddiegrant @menloprez but please chime in too! if you have a NEW qn for either, DM to me. #measurepr
5/12/2015 9:05	shonali	@HannaLizKnowles Where does the time go, eh? #measurepr
5/12/2015 9:06	shonali	@MattHurst I'm glad you made it back! #measurepr
5/12/2015 9:06	susancellura	Tweeting in to #measurePR from Houston
5/12/2015 9:07	shonali	@susancellura Great to see you! #measurepr
5/12/2015 9:07	shonali	3) This is a Twitter chat, not an NYSE appearance, so whatever you do, have fun. :) Ready? Let's go! Q1 coming up... #measurepr
5/12/2015 9:07	shonali	Q1: @maddiegrant @menloprez tell us what you do & how you got there. #measurepr
5/12/2015 9:08	menloprez	I co-founded Menlo Innovations, a software design and development firm in Ann Arbor in 2001 #measurepr
5/12/2015 9:09	HannaLizKnowles	I manage PR for @USMKIN and @USMCoH at #SouthernMiss and share the stories of the faculty and students who make a difference. #measurePR
5/12/2015 9:09	menloprez	My entrepreneurial journey started as a kid in 1971 when I first touched a computer as a 13 year old in high school. #measurepr
5/12/2015 9:09	shonali	MT @menloprez I co-founded @MenloInnovation, a software design and development firm in Ann Arbor in 2001 #measurepr
5/12/2015 9:09	menloprez	I thought it would be the coolest profession ever, but quickly hit a trough of disillusionment! #measurepr
5/12/2015 9:10	shonali	PS - forgot this earlier, please index answers w.r.t. the qn we're on, e.g. "A1," "re Q1" etc - helps others keep up! #measurepr
5/12/2015 9:10	BernadetteDavis	@shonali @maddiegrant @menloprez Joining #measurepr from Dallas. I'm a #solopr w/ 20+ years communications exp (internal, external, exec
5/12/2015 9:10	menloprez	I realized the real opportunity was to figure out how to "end human suffering in the world as it relates to technology." #measurepr
5/12/2015 9:10	JohnFriedman	We've all been there @menloprez #measurePR https://t.co/5vUGRKHE2U
5/12/2015 9:10	shonali	A1 RT @menloprez My entrepreneurial journey started as a kid in 1971 when I first touched a computer as a 13 yo in high school. #measurepr
5/12/2015 9:11	shonali	@BernadetteDavis Welcome! @maddiegrant @menloprez #measurepr
5/12/2015 9:11	maddiegrant	A1 I'm a culture consultant by way of social media and digital strategy for nonprofits :) #measurepr
5/12/2015 9:11	kfryda	I do college media relations, communications and social media management in Green Bay, WI #measurepr
5/12/2015 9:11	shonali	A1 RT @menloprez I realized the real opp was to figure out how to "end human suffering in the world as it relates to technology." #measurepr
5/12/2015 9:12	flowchainsensei	RT @menloprez: I realized the real opportunity was to figure out how to "end human suffering in the world as it relates to technology." #me.
5/12/2015 9:12	shonali	RT @maddiegrant A1 I'm a culture consultant by way of social media and digital strategy for nonprofits :) #measurepr
5/12/2015 9:12	maddiegrant	A1 also have written a book called When Millennials Take Over featuring @menloprez! http://t.co/74UHFYDPJR #measurepr

5/12/2015 9:12 shonali @kfryda Hello, Wisconsin! ;) Welcome. #measurepr

5/12/2015 9:13 shonali GREAT book! MT @maddiegrant A1 also have written a book When Millennials Take Over feat @menloprez! <http://t.co/kVsGAXrzEL> #measurepr

5/12/2015 9:13 shonali Q2: What are the types of metrics you focus on for internal + external communities, @maddiegrant @menloprez? #measurepr

5/12/2015 9:13 jlovas RT @shonali: 3) This is a Twitter chat, not an NYSE appearance, so whatever you do, have fun. :) Ready? Let's go! Q1 coming up... #measurepr

5/12/2015 9:13 FipZip RT @shonali: Last call! Today's #measurePR feat. @maddiegrant @menloprez, chatting @ Millennials, biz & #PR. Hope to see you there! 12-1 pm..

5/12/2015 9:14 jlovas RT @shonali: 1) Always use the hashtag #measurePR with your tweets, else they won't get indexed in our transcript. Use Tweetchat or Twubs f..

5/12/2015 9:15 menloprez A1. Yes, we hosted Maddie here at Menlo. #measurepr

5/12/2015 9:15 jlovas RT @shonali: Me, I'm a #social #pr pro & measurement geek, hence this chat. I also & 3 dogs, Elvis, East Coast Swing, shoes & food. :) #meas...

5/12/2015 9:15 JohnFriedman gr8 ? (2) @shonali as stakeholders are communities and they act like communities not individuals lots o' the time #measurePR

5/12/2015 9:15 maddiegrant A2 engagement metrics are the most important, but including "lurkers" who read and share #measurepr

5/12/2015 9:15 BernadetteDavis RT @shonali: Q2: What are the types of metrics you focus on for internal + external communities, @maddiegrant @menloprez? #measurepr

5/12/2015 9:16 menloprez A2. We actually measure joy here. #measurepr

5/12/2015 9:16 kfryda RT @maddiegrant: A2 engagement metrics are the most important, but including "lurkers" who read and share #measurepr

5/12/2015 9:16 menloinnovation Join @menloprez in the Twitter conversation on #measurePR. <http://t.co/LDpvhicJNt>

5/12/2015 9:16 maddiegrant A2 this goes for both employees and customers, ESNs as well as public groups #measurepr

5/12/2015 9:16 shonali Love that! Elaborate, please? RT @menloprez A2. We actually measure joy here. #measurepr

5/12/2015 9:17 maddiegrant RT @menloprez: A2. We actually measure joy here. #measurepr

5/12/2015 9:17 menloprez A2. We measure joy externally by seeing how many people are delighted by the work of our hearts and minds. #measurepr

5/12/2015 9:17 shonali @JohnFriedman very true. A2 #measurepr

5/12/2015 9:17 menloprez A2. Ultimately, joy for us is defined by the delight we create in the world. #measurepr

5/12/2015 9:17 shonali How do you find the latter? RT @maddiegrant A2 engagement metrics are most important, but including "lurkers" who read and share #measurepr

5/12/2015 9:18 shonali Can you give us an example? RT @menloprez A2. Ultimately, joy for us is defined by the delight we create in the world. #measurepr

5/12/2015 9:19 MattHurst RT @shonali: How do you find the latter? RT @maddiegrant A2 engagement metrics are most important, but including "lurkers" who read and sha..

5/12/2015 9:19 shonali Q3: @maddiegrant in your book #WMTO <http://t.co/yZZmcpMI1> you say digital is a culture. Please elaborate. @menloprez thoughts? #measurepr

5/12/2015 9:19 menloprez A2. @kfryda There are two measures ... the first is anecdotal. We collect stories of delight from people who use our work. #measurepr

5/12/2015 9:20 shonali RT @menloprez A2. @kfryda There are two measures, first is anecdotal. We collect stories of delight from people who use our work. #measurepr

5/12/2015 9:20 menloprez A2. @kfryda The second we build into many of our business agreements. We trade cash for royalty. #measurepr

5/12/2015 9:20 shonali RT @menloprez A2. @kfryda The second we build into many of our business agreements. We trade cash for royalty. #measurepr

5/12/2015 9:21 maddiegrant @shonali you can find lurkers through web analytics and community platform metrics, but also simply by asking once in a while! #measurepr

5/12/2015 9:22 menloprez Q3. Every point of contact with the world is a chance to expose your authentic culture, whether live or digital. #measurepr

5/12/2015 9:22 shonali A2 MT @maddiegrant find lurkers through web analytics, community platform metrics, but also simply by asking once in a while! #measurepr

5/12/2015 9:22 maddiegrant A3 in the book we talk about the digital mindset - a relentless focus on the user, meaning both the employee and the customer. #measurepr

5/12/2015 9:23 HannalizKnowle RT @menloprez: Q3. Every point of contact with the world is a chance to expose your authentic culture, whether live or digital. #measurepr

5/12/2015 9:23 shonali RT @maddiegrant A3 in the book we talk @ the digital mindset, a relentless focus on the user, meaning both employee & customer #measurepr

5/12/2015 9:23 maddiegrant A3 digital mindset = customization, personalization, continuous improvement #measurepr

5/12/2015 9:23 JohnFriedman LOVE this! #measurePR #wish'dsaidthat <https://t.co/a0rzefneaK>

5/12/2015 9:23 shonali RT @menloprez Q3. Every point of contact with the world is a chance to expose your authentic culture, whether live or digital. #measurepr

5/12/2015 9:23 maddiegrant RT @menloprez: Q3. Every point of contact with the world is a chance to expose your authentic culture, whether live or digital. #measurepr

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5/12/2015 9:24 menloprez A3. I believe our ardent focus as leaders is to align the world's outside perception with inside reality. #measurepr

5/12/2015 9:24 shonali RT @menloprez A3. I believe our ardent focus as leaders is to align the world's outside perception with inside reality. #measurepr

5/12/2015 9:25 shonali Q4 @menloprez you've built a culture of joy at your co & have written about it <http://t.co/kgDUOVcuF8> How does this impact #PR? #measurepr

5/12/2015 9:25 menloprez A3. Then align those two points with the heart of the leaders. This can easily be done well with digital. #measurepr

5/12/2015 9:25 gerardcorbett I am late. Mea Culpa #measurePR

5/12/2015 9:25 maddiegrant RT @menloprez: A3. I believe our ardent focus as leaders is to align the world's outside perception with inside reality. #measurep

5/12/2015 9:25 maddiegrant @menloprez I wish more leaders thought that way! #measurep

5/12/2015 9:26 shonali RT @menloprez A3. Then align those two points with the heart of the leaders. This can easily be done well with digital. #measurep

5/12/2015 9:26 shonali @gerardcorbett No worries, better late than never in this case. :) #measurep

5/12/2015 9:26 menloprez A4. As Simon Sinek teaches, people don't buy what you do, they buy what you do! #measurep

5/12/2015 9:27 menloprez A4. By telling the world what we believe, "that there is business value in joy", we establish an authentic brand. #measurep

5/12/2015 9:27 shonali RT @menloprez A4. By telling the world what we believe, "that there is business value in joy", we establish an authentic brand. #measurep

5/12/2015 9:28 menloprez A4. Because this message of joy aligns with our shared belief system. #measurep

5/12/2015 9:28 shonali RT @menloprez A4. Because this message of joy aligns with our shared belief system. #measurep

5/12/2015 9:28 flowchainsensei RT @menloprez: A4. By telling the world what we believe, "that there is business value in joy", we establish an authentic brand. #measurep

5/12/2015 9:28 jeffttunes RT @menloprez: A4. By telling the world what we believe, "that there is business value in joy", we establish an authentic brand. #measurep

5/12/2015 9:29 menloprez A4. My book, Joy, Inc., tells the complete story! #measurep

5/12/2015 9:29 shonali RT @menloprez A4. My book, Joy, Inc., tells the complete story! #measurep

5/12/2015 9:30 shonali Q5 So if "digital is a culture" and its imperative to be joyful at work (agree!): how does that translate to the practice of PR? #measurep

5/12/2015 9:30 martinwaxman RT @shonali: Q5 So if "digital is a culture" and its imperative to be joyful at work (agree!): how does that translate to the practice of P..

5/12/2015 9:31 gerardcorbett A5. Better and more authentic engagement? #measurep

5/12/2015 9:32 menloprez A5. First, I believe everyone wants to work on something bigger than themselves. This drives us as people. #measurep

5/12/2015 9:32 shonali RT @menloprez A5. First, I believe everyone wants to work on something bigger than themselves. This drives us as people. #measurep

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5/12/2015 9:32 menloprez A5. So if we can live our authentic lives at work (not live a lie), we can pursue joy. #measurep

5/12/2015 9:33 shubarao RT @shonali: RT @menloprez A5. First, I believe everyone wants to work on something bigger than themselves. This drives us as people. #meas..

5/12/2015 9:33 shonali RT @menloprez A5. So if we can live our authentic lives at work (not live a lie), we can pursue joy. #measurep

5/12/2015 9:33 menloprez A5. If we allow this authentic alignment to invade everything we do, including our digital culture ... #measurep

5/12/2015 9:34 shonali RT @menloprez A5. If we allow this authentic alignment to invade everything we do, including our digital culture ... #measurep

5/12/2015 9:34 menloprez A5. We get to the joy of knowing we can be our true selves at work. Most sadly, never experience this. #measurep

5/12/2015 9:34 martinwaxman A5. @gerardcorbett Agree. And a move from an analog approach to more of digital PR framework that millennials can help create #measurePF

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5/12/2015 9:35 shonali MT @martinwaxman A5. @gerardcorbett ...& move from an analog approach to digital PR framework that millennials can help create #measurep

5/12/2015 9:35 shonali Q6: @maddiegrant you've focused on the importance of building and nurturing communities for years. Why is this critical? #measurep

5/12/2015 9:35 gerardcorbett I can image lots of joy at AOL today. Maybe! #measurep

5/12/2015 9:35 MattHurst RT @menloprez: A5. We get to the joy of knowing we can be our true selves at work. Most sadly, never experience this. #measurep

5/12/2015 9:36 erik_schon RT @menloprez: I realized the real opportunity was to figure out how to "end human suffering in the world as it relates to technology." #me.

5/12/2015 9:36 erik_schon RT @menloprez: A2. We measure joy externally by seeing how many people are delighted by the work of our hearts and minds. #measurep

5/12/2015 9:36 BernadetteDavis RT @shonali: RT @menloprez A5. We get to the joy of knowing we can be our true selves at work. Most sadly, never experience this. #measurep

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5/12/2015 9:36 MattHurst RT @martinwaxman: A5. @gerardcorbett Agree. And a move from an analog approach to more of digital PR framework that millennials can help cr..

5/12/2015 9:36 shonali @gerardcorbett ... or maybe not! #measurep

5/12/2015 9:37 maddiegrant RT @menloprez: A5. First, I believe everyone wants to work on something bigger than themselves. This drives us as people. #measurep

5/12/2015 9:38 WoodyZuill RT @menloprez: A5. So if we can live our authentic lives at work (not live a lie), we can pursue joy. #measurep

5/12/2015 9:39 maddiegrant A6 community is so important because that's how the message of your culture spreads... #measurep

5/12/2015 9:39 gerardcorbett Yep, Not sure there was ever joy at aol RT @shonali @gerardcorbett ... or maybe not! #measurep

5/12/2015 9:39 bcsrdak RT @maddiegrant: A6 community is so important because that's how the message of your culture spreads... #measurep

5/12/2015 9:39 ggSolutions123 A6 Communities can make it easier to measure engagement #measurePR

5/12/2015 9:40 maddiegrant A6 through the relationships built internally and externally, of course amplified through social! #measurep

5/12/2015 9:40 JasonKerney RT @menloprez: A5. So if we can live our authentic lives at work (not live a lie), we can pursue joy. #measurep

5/12/2015 9:40 shonali RT @maddiegrant A6 community is so important because that's how the message of your culture spreads... #measurep

5/12/2015 9:40 shonali RT @maddiegrant A6 ... through the relationships built internally and externally, of course amplified through social! #measurep

5/12/2015 9:40 menloprez A5. I can imagine there was great joy at AOL in the early, heady days. #measurep

5/12/2015 9:41 gerardcorbett A6. A nurtured community can last a long time, if not forever. #InherentBenefit #measurep

5/12/2015 9:41 MattHurst RT @maddiegrant: A6 community is so important because that's how the message of your culture spreads... #measurep

5/12/2015 9:41 shonali @menloprez I agree. I imagine @frankgruber @jenconsalvo have some stories to tell... (A5) @gerardcorbett #measurep

5/12/2015 9:41 menloprez A5. I think a lot of companies lose their joy after the founders leave or after the IPO. #measurep

5/12/2015 9:42 shonali Q7: @maddiegrant what are some smart/unexpected metrics you've seen companies implement for communities? #measurep

5/12/2015 9:42 gerardcorbett Yep, RT @menloprez A5. I can imagine there was great joy at AOL in the early, heady days. #measurep

5/12/2015 9:42 JohnFriedman Re: A6 - nurtured community will thrive. If not nurtured will die (or never grow) .. & can't use 'fertilizer' - must be real #measurePF

5/12/2015 9:42 BernadetteDavis RT @shonali: Q7: @maddiegrant what are some smart/unexpected metrics you've seen companies implement for communities? #measurep

5/12/2015 9:43 SalFreudenberg RT @menloprez: I realized the real opportunity was to figure out how to "end human suffering in the world as it relates to technology." #me.

5/12/2015 9:43 menloprez RT @JohnFriedman: Re: A6 - nurtured community will thrive. If not nurtured will die (or never grow) .. & can't use 'fertilizer' - must be r..

5/12/2015 9:43 HannalizKnowles RT @JohnFriedman: Re: A6 - nurtured community will thrive. If not nurtured will die (or never grow) .. & can't use 'fertilizer' - must be r..

5/12/2015 9:44 menloprez A6. @JohnFriedman , yep! Fertilizer NEVER works! #measurep

5/12/2015 9:45 gerardcorbett A6. I imagine that "joy" is inherent in a nurtured community. #measurep

5/12/2015 9:46 menloprez Q7. At Menlo, one metric we measure is tour visitors. We had over 3,200 actually visit from around the world. #measurep

5/12/2015 9:46 shonali Wow. RT @menloprez Q7. At Menlo, one metric we measure is tour visitors. We had over 3,200 actually visit from around the world. #measurep

5/12/2015 9:47 menloprez Q7. This is either a result of our digital efforts, or it starts the digital relationship. #measurep

5/12/2015 9:47 shonali Q8: @menloprez do you think there is a difference in how you practice & #measurePR at your co. today vis-a-vis the past?

5/12/2015 9:47 jlovas RT @shonali: A1 RT @menloprez I realized the real opp was to figure out how to "end human suffering in the world as it relates to technolog..

5/12/2015 9:49 menloprez A8. I think we tend to actually try to measure everything now. In the past, we weren't as crisp. #measurep

5/12/2015 9:49 shonali RT @menloprez A8. I think we tend to actually try to measure everything now. In the past, we weren't as crisp. #measurep

5/12/2015 9:49 MattHurst RT @JohnFriedman: Re: A6 - nurtured community will thrive. If not nurtured will die (or never grow) .. & can't use 'fertilizer' - must be r..

5/12/2015 9:49 JohnFriedman I love that you don't know which came first, shows how #digital is integrated into your relationships! #measurePR <https://t.co/FitOYAh4PK>

5/12/2015 9:50 shonali Q9: @maddiegrant @menloprez What have you learned about measuring communities & #PR that you can share today? Successes/failures? #measurep

5/12/2015 9:50 ggSolutions123 Good. I say even a little measuring goes a long way @menloprez #measurePF

5/12/2015 9:50 maddiegrant A7 smart metrics are those that are best aligned with organizational goals. #measurep

5/12/2015 9:51 maddiegrant RT @gerardcorbett: A6. I imagine that "joy" is inherent in a nurtured community. #measurep

5/12/2015 9:51 menloprez A8. Here is a measurement display #measurepr <http://t.co/TD1KhpbZdr>

5/12/2015 9:51 menloprez A9. There is an old adage, that you can't improve what you don't measure. #measurep

5/12/2015 9:51 maddiegrant RT @menloprez: A9. There is an old adage, that you can't improve what you don't measure. #measurep

5/12/2015 9:51 JohnFriedman Agree A7 @maddiegrant - only metrics that matter are those that align w/ org. goals. Else they don't REALLY matter to ldrs/org #measurePF

5/12/2015 9:52 menloprez A9. When you start measuring, the team gets excited because they can see results. #measurep

5/12/2015 9:52 shonali RT @maddiegrant A7 smart metrics are those that are best aligned with organizational goals. #measurep

5/12/2015 9:52 menloprez A9. The they start asking questions like "how can we improve this?" It feeds the human energy. #measurep

5/12/2015 9:52 shonali I LOVE that it's a display! RT @menloprez A8. Here is a measurement display <http://t.co/b3R01OnIY0> #measurep

5/12/2015 9:52 maddiegrant A9 my big lesson is that there's a lot of irrelevant stuff you can measure - but we need to focus on what's important--like joy #measurep

5/12/2015 9:53 menloprez A9. Although, as leaders, we have to not embed "fear" in the measurement process. #measurep

5/12/2015 9:53 shonali MT @maddiegrant A9 there's a lot of irrelevant stuff you can measure, but need to focus on what's important--like joy #measurep

5/12/2015 9:53 menloprez A9. "Fear" will kill curiosity, experiments, joy. #measurepr

5/12/2015 9:53 shonali RT @menloprez A9. "Fear" will kill curiosity, experiments, joy. #measurepr

5/12/2015 9:53 gerardcorbett @menloprez Or "you can't monitor what you don't measure." #measurepr

5/12/2015 9:53 shonali RT @menloprez A9. There is an old adage, that you can't improve what you don't measure. #measurepr

5/12/2015 9:54 ggSolutions123 @shonali @menloprez I know right? It has personality #measurePR

5/12/2015 9:54 Marketwired @shonali @menloprez now we have the technology to believe that everything can be measured! #measurepr

5/12/2015 9:54 JohnFriedman If your culture (which is your value differentiator) is joy, than measuring joy is core to your business #measurePF

5/12/2015 9:54 menloprez RT @gerardcorbett @menloprez Or "you can't monitor what you don't measure." #measurepr

5/12/2015 9:55 mock_ing_bird RT @shonali: I LOVE that it's a display! RT @menloprez A8. Here is a measurement display <http://t.co/b3R01OnlY0> #measurepr

5/12/2015 9:55 shonali Q10: What tools would you recommend for measuring communities & #PR? @maddiegrant @menloprez (and all!) #measurepr

5/12/2015 9:55 CalliopeCo RT @menloprez: A5. I think a lot of companies lose their joy after the founders leave or after the IPO. #measurepr

5/12/2015 9:55 menloprez A9. We also have to "measure" the immeasurable. Trust our gut that things are working. Feeling energy and excitement. #measurepr

5/12/2015 9:55 JohnFriedman Dangers in measuring everything. 1(Lose emphasis of metrics that matter, 2) waste a lot of time. #measurePR <https://t.co/UZKJC1pMCL>

5/12/2015 9:56 agilebdub RT @menloprez: A9. "Fear" will kill curiosity, experiments, joy. #measurepr

5/12/2015 9:56 shonali RT @menloprez A9. We also have to "measure" the immeasurable. Trust our gut that things are working. Feeling energy & excitement #measurepr

5/12/2015 9:56 MattHurst RT @menloprez: A9. There is an old adage, that you can't improve what you don't measure. #measurepr

5/12/2015 9:56 MattHurst RT @menloprez: A9. When you start measuring, the team gets excited because they can see results. #measurepr

5/12/2015 9:56 menloprez A9. I can "feel" that we are having a good discussion here today. #measurepr

5/12/2015 9:56 gerardcorbett Chances are that if you can't measure it, you should not be doing it. #measurepr

5/12/2015 9:56 maddiegrant Q10 common sense and clarity of values ;) #measurepr

5/12/2015 9:56 shonali Not good, great! RT @menloprez A9. I can "feel" that we are having a good discussion here today. #measurepr

5/12/2015 9:56 shonali RT @maddiegrant Q10 common sense and clarity of values ;) #measurepr

5/12/2015 9:56 MattHurst RT @maddiegrant: A9 my big lesson is that there's a lot of irrelevant stuff you can measure - but we need to focus on what's important--lik...

5/12/2015 9:56 Marketwired RT @gerardcorbett Chances are that if you can't measure it, you should not be doing it. #measurepr

5/12/2015 9:56 ggSolutions123 MT @gerardcorbett "You can't monitor what you don't measure" Bravo ♥ #sotruie #measurePR

5/12/2015 9:56 dan_ness RT @shonali: RT @menloprez A9. There is an old adage, that you can't improve what you don't measure. #measurepr

5/12/2015 9:57 MattHurst RT @gerardcorbett: @menloprez Or "you can't monitor what you don't measure." #measurepr

5/12/2015 9:58 menloprez A9. @shonali ... FYI, I will need to leave in a few minutes to host our 2nd tour today of 36 people! 12 this AM. #measurepr

5/12/2015 9:58 maddiegrant Wow can't believe the hour is almost over already! great chat! #measurepr

5/12/2015 9:58 danielgullo RT @menloprez: A9. "Fear" will kill curiosity, experiments, joy. #measurepr

5/12/2015 9:58 lurnalott RT @shonali: RT @menloprez A9. There is an old adage, that you can't improve what you don't measure. #measurepr

5/12/2015 9:58 JohnFriedman You also cannot reward and replicate what you don't measure @ggSolutions123 @gerardcorbett #measurePR Monitor can have bad connotation

5/12/2015 9:59 dameinindia Industrywallahs, take note of #measurePR.

5/12/2015 9:59 shonali @menloprez Wow, that's great! Perfect timing as #measurePR is just about done for today! TYSM for making the time

5/12/2015 9:59 BernadetteDavis RT @gerardcorbett: Chances are that if you can't measure it, you should not be doing it. #measurepr

5/12/2015 9:59 lurnalott RT @shonali: RT @maddiegrant A7 smart metrics are those that are best aligned with organizational goals. #measurepr

5/12/2015 9:59 maddiegrant Thank you so much for having us! #measurepr

5/12/2015 9:59 menloprez This was awesome. I've never done on these before. It was fun! #measurepr

5/12/2015 9:59 shonali That hour sure flew by. Thank you @maddiegrant @menloprez for making the time to chat with us today! It. Was. Awesome. #measurepr

5/12/2015 10:00 shonali @menloprez You'll have to come back! Thank you so much again. #measurepr

5/12/2015 10:00 JohnFriedman 1ce again, #measurePR inspires thoughts & encourages spirit. TYSM @shonali @maddiegrant @menloprez ... and all

5/12/2015 10:00 shonali And many thanks for all who made the time to participate today, it was a great chat thanks to you! #measurepr

5/12/2015 10:00 AllisonAgile RT @menloprez: A9. "Fear" will kill curiosity, experiments, joy. #measurepr

5/12/2015 10:00 menloprez You are welcome! Thanks for asking me to join. #measurepr
5/12/2015 10:00 shonali Today's chat is "officially" over but of course, do keep talking/using the hashtag as appropriate. #measurepr
5/12/2015 10:00 AirPR RT @Marketwired: RT @gerardcorbett Chances are that if you can't measure it, you should not be doing it. #measurepr
5/12/2015 10:00 MattHurst RT @JohnFriedman: You also cannot reward and replicate what you don't measure @ggSolutions123 @gerardcorbett #measurePR Monitor can have ba.
5/12/2015 10:01 gerardcorbett RT @shonali: That hour sure flew by. Thank you @maddiegrant @menloprez for making the time to chat with us today! It. Was. Awesome. #measur..
5/12/2015 10:01 shonali Please save the date for June chat: Tues, June 9, 12-1 pm ET. We'll be talking @ how to measure content. Hope you'll join! #measurepr