

Time(PDT)	Username	Update
6/9/2015 9:01	shonali	It's time! Welcome to today's chat with our awesome guests, @shellykramer fayscommpro @washbizjen @mrdancohen! How're you today? #measurepr
6/9/2015 9:01	JohnFriedman	RT @shonali: It's time! Welcome to today's chat with our awesome guests, @shellykramer fayscommpro @washbizjen @mrdancohen! How're you toda..
6/9/2015 9:01	mrdancohen	@shonali @shellykramer @washbizjen Fantastico! So happy to meet everyone! #measurePF
6/9/2015 9:02	SocialMediaDC	Woot, woot! It's #MeasurePR time. I'll be tweeting from this handle and @Localist!
6/9/2015 9:02	aiaddysonzhang	Pretty good! Excited for #measurepr chat!
6/9/2015 9:02	shonali	Ooops forgot the @ in front of @fayscommpro - @mrdancohen @shellykramer @washbizjen Great to have you all here! #measurepr
6/9/2015 9:02	ksucich	Excited for today's #measurePR chat starting now on measuring content!
6/9/2015 9:02	FayScommPRO	Happy to meet everyone. #measurePR
6/9/2015 9:02	samemac	Glad to have you guys for this month's #measurepr @shellykramer @washbizjen @mrdancohen! Now teach us something! :-[
6/9/2015 9:02	austinomaha	@shonali doing swell, thanks. Looking forward to the chat. #measurePR
6/9/2015 9:02	mrdancohen	RT @samemac: Glad to have you guys for this month's #measurepr @shellykramer @washbizjen @mrdancohen! Now teach us something! :-[
6/9/2015 9:02	jesserker	@FayScommPRO Nice to meet you, too #measurepr
6/9/2015 9:03	aiaddysonzhang	This is my very first #measurepr chat! Look forward to learning from everyone and meeting new people
6/9/2015 9:03	ShellyKramer	Thanks @samemac ... we'll try :) @washbizjen @mrdancohen #measurepr
6/9/2015 9:03	mrdancohen	RT @aiaddysonzhang: This is my very first #measurepr chat! Look forward to learning from everyone and meeting new people
6/9/2015 9:03	shonali	As we settle in, please say who's here and what you do? And what beverage do you have at hand? :p #measurepr
6/9/2015 9:03	WashBizJen	Hi everyone! #measurepr
6/9/2015 9:03	mrdancohen	@WashBizJen Hi! #measurepr
6/9/2015 9:04	decillis	Hi, I'm Betsy. I mostly sit around and eat chocolate here in Cbus. I guess I do other things too. #measurepr
6/9/2015 9:04	JohnFriedman	I help companies live their values & tell their authentic story. HuffPo blogger, CSR comms for Sodexo. Drinking green tea #measurePF
6/9/2015 9:04	ShellyKramer	I'm a brand strategist and content is one of the many things we use as part of our clients' integrated mktg strategies #measurepr
6/9/2015 9:04	aiaddysonzhang	Ai here. I teach PR at @Stockton_edu and am the faculty advisor for @StocktonPRSSA. Here to learn more abt #measurepr
6/9/2015 9:04	austinomaha	@shonali Universal Information Services in Omaha, Nebraska. Coffee ALWAYS at hand. #measurePR
6/9/2015 9:04	ShellyKramer	@JohnFriedman & waves hello> Welcome, John! #measurepr
6/9/2015 9:04	shonali	RT @ShellyKramer I'm a brand strategist, content is one of many things we use as part of our clients' integrated mktg strategies #measurepr
6/9/2015 9:04	decillis	And I have a G2 Orange in hand. Because orange is the only acceptable flavor. #measurepr
6/9/2015 9:04	CatherineCarol	@shonali Catherine Lott from Hattiesburg here - comms for a nonprofit specialized school - toasted southern pecan iced coffee! #measurePF
6/9/2015 9:04	shonali	@austinomaha Thanks for joining today! #measurepr
6/9/2015 9:05	jesserker	@WashBizJen hi there! #measurepr
6/9/2015 9:05	FayScommPRO	Hi everyone. I'm doing my H2O on this sticky NYC day. Welcome #measurePR
6/9/2015 9:05	shonali	@aiaddysonzhang Welcome! @Stockton_edu @StocktonPRSSA #measurepr
6/9/2015 9:05	decillis	@CatherineCarol I really want your toasted southern pecan coffee. SO BAD. #measurepr
6/9/2015 9:05	JamesWBreen	I'm James! I specialize in media and social monitoring at CNWGroup #measurepr #measurepr
6/9/2015 9:05	samemac	@shonali Sam McCain, Hattiesburg/Gulf Coast - PR & Content Mgr for @TheFocusGroupMS - Coffee. Black. Dark roast. :) #MeasurePR
6/9/2015 9:05	SocialMediaDC	I'm Adrienne, I'm the Content Marketing Manager at @Localist. I'm excited to "meet" all these great #MeasurePR folks. I have h2o in hand
6/9/2015 9:05	mrdancohen	@decillis @CatherineCarol I second that! #measurepr
6/9/2015 9:05	JohnFriedman	@decillis Orange is the new black (tea) too! #measurePR
6/9/2015 9:06	MiPettigrew	@shonali This is my first #measurepr chat, too. I do the media relations for a public library system, and I'm drinking a cherry coke!
6/9/2015 9:06	JohnFriedman	@ShellyKramer waving back atcha. #measurePR
6/9/2015 9:06	ksucich	@shonali I'm Kathy, content marketing manager for @DI_tweet in Boston. Surprisingly, I'm coffee-free right now - just water! #measurePF
6/9/2015 9:06	CatherineCarol	@decillis I don't recommend it; because then you'll need one *every* *day*. #newcoffeaddict #measurePF
6/9/2015 9:06	StocktonPRSSA	RT @aiaddysonzhang: Ai here. I teach PR at @Stockton_edu and am the faculty advisor for @StocktonPRSSA. Here to learn more abt #measurepr

6/9/2015 9:06 decillis @JohnFriedman Ha! #measurepr

6/9/2015 9:06 ShellyKramer @JohnFriedman @decillis That was pretty funny. #measurepr

6/9/2015 9:06 SocialMediaDC @ksucich @shonali @DI_tweet #TeamH2O. #MeasurePR

6/9/2015 9:06 shonali Great to see you here! @samemac @jameswbreen @decillis @CatherineCarol @jesserker @johnfriedman @ksucich @hannahlizknowles #measurepr

6/9/2015 9:07 jesserker I'm just outside Washington, DC. Currently a freelance digital media manager. Drinking lots of water :) #measurepr

6/9/2015 9:07 StocktonPRSSA RT @shonali: @aiaddysonzhang Welcome! @Stockton_edu @StocktonPRSSA #measurepr

6/9/2015 9:07 mrdancohen @CatherineCarol @decillis It's OK. Welcome to the family. :) #measurepr

6/9/2015 9:07 decillis @CatherineCarol I'm very good at finding ways to keep my inner fat kid happy and my fat kid would be SO HAPPY. #measurepr

6/9/2015 9:07 shonali And as for me, I'm a #socialPR pro based in DC (have laptop, love to travel!), measurement geek (hence this chat), & dog mom. #measurepr

6/9/2015 9:07 JohnFriedman @ShellyKramer @decillis :) #measurePR

6/9/2015 9:07 shonali OK, before we get started, a few rules of thumb to make chatting easy & fun... #measurepr

6/9/2015 9:07 JamesWBreen @shonali What breed is your puppy? #measurePR

6/9/2015 9:08 TbroOnline .@shonali #MeasurePR Thomas Broadus digital marketing with @TheFocusGroupMS, water. Currently at a conference so I'll be in & out today

6/9/2015 9:08 shonali 1) Don't forget to ALWAYS use the hashtag, else your tweets won't show up in the stream or future recap. #measurepr

6/9/2015 9:08 CatherineCarol @decillis So would your skinny kid - 2% milk keeps it super low-cal. Hence the continued addiction. #measurePR

6/9/2015 9:08 robynhannah RT @NataliaSwitala: Media monitoring isn't enough you need #PR analytics for a strategic look at your results <http://t.co/jVsMRT38Dt> @SeeDe...

6/9/2015 9:08 FayScommPRO @shonali is #wonderwoman of communications. #measurePR

6/9/2015 9:08 shonali @TbroOnline In & out is better than none at all. :) @TheFocusGroupMS #measurepr

6/9/2015 9:08 decillis @CatherineCarol Dude, I so want to hold your hand right now. #measurepr

6/9/2015 9:09 shonali 2) Try to index your answers so it's easy for everyone else to follow along, eg "A1," or "re Q1" #measurepr

6/9/2015 9:09 CatherineCarol @mrdancohen @decillis I held out for so long...Alas, I have given in to one of the biggest PR addictions. Could be worse, right? #measurePR

6/9/2015 9:09 samemac @decillis you've made a new friend in @CatherineCarol! And I can vouch for how awesome she is - with or without coffee! #measurepr

6/9/2015 9:10 JamesWBreen @CatherineCarol @mrdancohen @decillis one coffee barely gets me started on the walk to work in the AM! #javazombie #MeasurePR

6/9/2015 9:10 CatherineCarol @decillis I'm in. #digitalhandhold (I'm going to make that a thing now). #measurePR

6/9/2015 9:10 shonali 3) If you have a lot to say (I hope you do!), feel free to spread your thoughts out over several tweets, just like... (cont) #measurepr

6/9/2015 9:10 mrdancohen @CatherineCarol @decillis Of course! There's cigarettes. Or cat videos. Actually scratch that; nothing wrong with cat videos. #measurepr

6/9/2015 9:10 shonali 4) (cont) ... this :) #measurepr

6/9/2015 9:10 mylifeisgood2 @shonali #measurePR #TeamH2O - Freelance PR, web & social media in Mobile, AL. Doing double duty - 1st Twitter chat while in carpool line

6/9/2015 9:11 decillis @mrdancohen @CatherineCarol Cat videos are a necessity because they make everyone happy. #measurepr

6/9/2015 9:11 jesserker RT @decillis: @mrdancohen @CatherineCarol Cat videos are a necessity because they make everyone happy. #measurepr

6/9/2015 9:11 shonali 5) Some questions are specifically 4 @washbizjen @shellykramer @mrdancohen @fayscommpro, but feel welcome to add your \$0.02 #measurepr

6/9/2015 9:11 shonali 6) If you have a NEW question for any of our guests, please DM to me and I'll add them to the queue #measurepr

6/9/2015 9:12 mrdancohen @decillis @CatherineCarol I couldn't agree meow... I mean, more... more cats... #measurepr

6/9/2015 9:12 shonali 7) Last but not least, remember to have fun! Ready? OK, off we go with intros... #measurepr

6/9/2015 9:12 samemac @mylifeisgood2 So fun to see friendly faces I know in person today! #measurepr

6/9/2015 9:12 decillis @mrdancohen I'm so holding your hand too. I may have a hand holding problem today. #measurepr

6/9/2015 9:13 Localist Now tweeting: #MeasurePR. Prepare for fun tweets about measuring #content

6/9/2015 9:14 mrdancohen @decillis #measurepr <http://t.co/KE3x1QD0hf>

6/9/2015 9:14 jesserker @mrdancohen @decillis @CatherineCarol right meow? #measurepr

6/9/2015 9:14 decillis @mrdancohen HAHAAAAHA! #measurepr

6/9/2015 9:14 sohinibaliga Why hey there #measurepr !

6/9/2015 9:14 mrdancohen @jesserker @decillis @CatherineCarol RIGHT MEOW! #measurepr

6/9/2015 9:14 mylifeisgood2 @samemac Ditto! #measurepr

6/9/2015 9:14 CatherineCarol @mrdancohen @decillis I wish I could favorite this times 100!! #measurePR

6/9/2015 9:15 shonali Huge thanks to our guests @shellykramer @washbizjen @fayscommpro & @mrdancohen for making the time today! #measurepr

6/9/2015 9:15 MICHELEPUT Coffee with cinnamon and 1/2 n 1/2 #measurepr

6/9/2015 9:15 samemac RT @shonali: Huge thanks to our guests @shellykramer @washbizjen @fayscommpro & @mrdancohen for making the time today! #measurepr

6/9/2015 9:15 shonali Q1: @shellykramer @fayscommpro @washbizjen @mrdancohen - how did you get to where you are now? What interested you in content? #measurepr

6/9/2015 9:15 jesserker RT @shonali: Q1: @shellykramer @fayscommpro @washbizjen @mrdancohen - how did you get to where you are now? What interested you in content?.

6/9/2015 9:15 JohnFriedman Should we be putting A1) before our drinks? #measurePF

6/9/2015 9:16 JamesWBreen RT @shonali: Q1: @shellykramer @fayscommpro @washbizjen @mrdancohen - how did you get to where you are now? What interested you in content?.

6/9/2015 9:16 FayScommPRO A1: Hey guys #Content=#insight + #education. As publisher@commPRO the mission=empower our community thru content. #measurePI

6/9/2015 9:16 ShellyKramer A1 I'm a marketer. Content and communications has always been a part of the equation. Content isn't new :) #measurepr

6/9/2015 9:16 shonali RT @ShellyKramer: A1 I'm a marketer. Content and communications has always been a part of the equation. Content isn't new :) #measurepr

6/9/2015 9:16 mrdancohen A1: Founder/Lead Writer @redshiftwriters. Mod of #ADQ Life long lover of language. NEED MORE CHARACTERS, but here goes...#measurePF

6/9/2015 9:16 RhenWilson Hey #measurepr. Check out "3 Tips to Get Your Content Picked Up by Journalists" <http://t.co/AnoATZcfNc>

6/9/2015 9:16 mrdancohen A1: Cont. Always cared about policy, education, business; wound up involved in all 3. @UH_Cougars Masters in #comm #measurepr

6/9/2015 9:16 shonali RT @FayScommPRO A1: #Content = #insight + #education. As publisher@commPRO the mission=empower our community thru content. #measurepr

6/9/2015 9:17 CatherineCarol Called into a meeting just as #measurePR chat gets started. Nnnnooooo!!! I WILL be reading the transcript, so I expect all the good info

6/9/2015 9:17 sohinibaliga @ShellyKramer Agreed. Content isn't new. #measurepr

6/9/2015 9:17 FayScommPRO A1: My journey began @Cision (then 'Bacons'), @Burrellesluce, @Odwyer, @BulldogReporter and then @commPRO.CONTENT #measurePF

6/9/2015 9:17 shonali RT @mrdancohen A1: Cont. Always cared about policy, education, business; wound up involved in all 3. @UH_Cougars Masters in #comm #measurepr

6/9/2015 9:17 WashBizJen A1: Long twisty road to journalism, eventually. For the last 10 year, exploring all kinds of journalism. #measurepr

6/9/2015 9:17 aiaddysonzhang I love it, "empower our community thru content"! #measurepr <https://t.co/1qXSUG2p2y>

6/9/2015 9:17 JamesWBreen @FayScommPRO I was at Cision for 6 years! Small PR world :) #measurePR

6/9/2015 9:17 samemac Amen. Content is a leading buzzword, but has been around for eons. It's called writing for an audience #measurepr <https://t.co/2225b70Omu>

6/9/2015 9:17 shonali @FayScommPRO Wow! I didn't know you were at @Cision @Burrellesluce as well. Re Q1 #measurepr

6/9/2015 9:17 shonali RT @WashBizJen A1: Long twisty road to journalism, eventually. For the last 10 year, exploring all kinds of journalism. #measurepr

6/9/2015 9:17 sohinibaliga RT @samemac: Amen. Content is a leading buzzword, but has been around for eons. It's called writing for an audience #measurepr <https://t.co..>

6/9/2015 9:17 PaulineNewtown RT @ShellyKramer: A1 I'm a marketer. Content and communications has always been a part of the equation. Content isn't new :) #measurepr

6/9/2015 9:18 PaulineNewtown RT @ShellyKramer: I'm a brand strategist and content is one of the many things we use as part of our clients' integrated mktg strategies #m..

6/9/2015 9:18 mrdancohen A1: Communication on the brain my while life. Remember banging action figures together while David Brinkley played in background. #measurepr

6/9/2015 9:18 PaulineNewtown RT @ShellyKramer: Hello @fayscommpro + @washbizjen - looking forward to our #measurepr chat today ... errr, now

6/9/2015 9:18 ShellyKramer RT @aiaddysonzhang: I love it, "empower our community thru content"! #measurepr <http://t.co/E6MUCjcoyw..>

6/9/2015 9:18 SocialMediaDC @JamesWBreen @FayScommPRO I was there too! Very small PR world. #MeasurePR

6/9/2015 9:18 FayScommPRO @shonali I was hired by the late, grand Robert Bacon's Jr. Founder of Bacon's now Cision. #measurePF

6/9/2015 9:18 PaulineNewtown RT @ShellyKramer: Excited for today's #measurePR chat, content metrics w @WashBizJen @shonali @FayScommPRO @mrdancohen 12-1 pm ET, join us

6/9/2015 9:18 shonali @FayScommPRO Bet you have some @cision stories to tell. ;) A1 #measurepr

6/9/2015 9:18 samemac RT @ShellyKramer: RT @aiaddysonzhang: I love it, "empower our community thru content"! #measurepr <http://t.co/E6MUCjcoyw..>

6/9/2015 9:18 HannalizKnowle RT @samemac: Amen. Content is a leading buzzword, but has been around for eons. It's called writing for an audience #measurepr <https://t.co..>

6/9/2015 9:18 FayScommPRO A1: So who remembers Bacon's? Cision WAS Bacon's. #measurePR

6/9/2015 9:19 mrdancohen RT @samemac: Amen. Content is a leading buzzword, but has been around for eons. It's called writing for an audience #measurepr <https://t.co..>

6/9/2015 9:19 shonali RT @FayScommPRO A1: So who remembers Bacon's? Cision WAS Bacon's. #measurepr

6/9/2015 9:19 JennyKincaid RT @FayScommPRO: A1: So who remembers Bacon's? Cision WAS Bacon's. #measurePR

6/9/2015 9:19 Cision @FayScommPRO We do! But that's cheating :p @shonali #measurepr

6/9/2015 9:19 mrdancohen WHOLE life... Do I get a prize for first chat typo? :P #measurepr

6/9/2015 9:19 shonali Q2: What are some best practices when it comes to measuring content? #measurepr

6/9/2015 9:20 Localist Yes! Content should be a great resource for your community. Not something irrelevant to them. #MeasurePR <https://t.co/XvCPsTtJQl>

6/9/2015 9:20 FayScommPRO A2: #1 measure is #engagement. Does content resonate w/ target audience? Does your content achieve desired action? #measurePF

6/9/2015 9:20 JamesWBreen A2: Tie in measurement into your business objectives #measurePF

6/9/2015 9:20 aiaddysonzhang @shonali @FayScommPRO I was wondering how you keep yourself educated abt the latest PR trends thru ur career advancement? #measurepr

6/9/2015 9:20 mrdancohen A2: Beginners: Become a Google Hound. Analytics, Power Search, AdWords, whole 9 yards. #measurepr

6/9/2015 9:20 TbroOnline A1 it was completely by a lot of stars lining up for this software developer to end up being a pretty awesome communicator #measurepr

6/9/2015 9:20 samemac RT @FayScommPRO: A2: #1 measure is #engagement. Does content resonate w/ target audience? Does your content achieve desired action? #measu..

6/9/2015 9:20 austinomaha @FayScommPRO I do - old book is holding my computer monitor. #measurePR #NeverForget <http://t.co/v1Yf7DfzRf>

6/9/2015 9:20 aiaddysonzhang I love this Q! #measurepr <https://t.co/bA77TerSxc>

6/9/2015 9:21 JamesWBreen @FayScommPRO and "Beacons" in Canada! #measurePR

6/9/2015 9:21 ShellyKramer Q2. I find that most ppl think they know how to create great content, but really have no idea how (or what) to measure #measurepr

6/9/2015 9:21 mrdancohen A2: Biz Owners: Always trace a lead: "How did you find me/get here?" #measurepr

6/9/2015 9:21 Localist A2: Setting goals. Seems simple but so many people forget @shonali. #MeasurePF

6/9/2015 9:21 samemac RT @ShellyKramer: Q2. I find that most ppl think they know how to create great content, but really have no idea how (or what) to measure #m..

6/9/2015 9:21 HighOctaneInfo RT @ShellyKramer: RT @aiaddysonzhang: I love it, "empower our community thru content"! #measurepr <http://t.co/E6MUCjcoyw..>

6/9/2015 9:21 shonali RT @ShellyKramer: A1 I'm a marketer. Content and communications has always been a part of the equation. Content isn't new :) #measurepr

6/9/2015 9:21 aiaddysonzhang @JamesWBreen I hear this all the time from all the pros! Link ur PR goals to business objectives and goals! #measurepr

6/9/2015 9:21 ShellyKramer Q2 You have to think about your goals BEFORE you create content, know how you will distribute it, and know what success means #measurepr

6/9/2015 9:21 mrdancohen A2: Midcareer PR pros: Direct email marketers and SEO people are incredible with metrics. Learn from the CTR-heavy fields. #measurepr

6/9/2015 9:22 mrdancohen A2: For the future: Social nodes are the next wave of content measurement. It's not "how many" but "how complex the path is". #measurePF

6/9/2015 9:22 samemac A2. Does it tie back to biz goals/objectives? Does it engage? If not, start over. #measurepr

6/9/2015 9:22 shonali RT @mrdancohen A2: Direct email marketers and SEO people are incredible with metrics. Learn from the CTR-heavy fields. #measurepr

6/9/2015 9:22 JamesWBreen @aiaddysonzhang it's the only way to give results to Sr Management that align with their goals #measurePR

6/9/2015 9:22 decillis RT @mrdancohen: A2: Midcareer PR pros: Direct email marketers and SEO people are incredible with metrics. Learn from the CTR-heavy fields. ..

6/9/2015 9:22 aiaddysonzhang RT @ShellyKramer: Q2 You have to think about your goals BEFORE you create content, know how you will distribute it, and know what success m..

6/9/2015 9:22 mrdancohen A2: Also, Watch the clock. Editorial calendars, send times, user involvement throughout the day, etc #measurepr

6/9/2015 9:22 FayScommPRO A2: We forget to do this LISTEN to our audience. They're the best guide for content development. #measurepr

6/9/2015 9:22 Localist RT @shonali: RT @mrdancohen A2: Direct email marketers and SEO people are incredible with metrics. Learn from the CTR-heavy fields. #measur..

6/9/2015 9:22 PaulineNewtown RT @ShellyKramer: Q2 You have to think about your goals BEFORE you create content, know how you will distribute it, and know what success m..

6/9/2015 9:22 PaulineNewtown RT @shonali: RT @mrdancohen A2: Direct email marketers and SEO people are incredible with metrics. Learn from the CTR-heavy fields. #measur..

6/9/2015 9:22 samemac Q2. Evaluating frequently is also important. We have access to tools that will quickly tell us if what we are doing is working. #measurepr

6/9/2015 9:23 TbroOnline A1 #MeasurePR it's basic, but pay attention to the details and know your reporting tools in & out. Review daily. <https://t.co/6e6vBnf3R>

6/9/2015 9:23 mymediaroom RT @aiaddysonzhang: @JamesWBreen I hear this all the time from all the pros! Link ur PR goals to business objectives and goals! #measurepr

6/9/2015 9:23 samemac RT @FayScommPRO: A2: We forget to do this LISTEN to our audience. They're the best guide for content development. #measurepr

6/9/2015 9:23 fanfoundry RT @shonali: RT @mrdancohen A2: Direct email marketers and SEO people are incredible with metrics. Learn from the CTR-heavy fields. #measur..

6/9/2015 9:23 WashBizJen MT @ShellyKramer Q2. Most ppl think they know how to create great content, but really have no idea how (or what) to measure #measurepr

6/9/2015 9:23 aiaddysonzhang @JamesWBreen Speak their language! #measurepr

6/9/2015 9:23 TheFocusGroup RT @TbroOnline: A1 #MeasurePR it's basic, but pay attention to the details and know your reporting tools in & out. Review daily. <https://t..>

6/9/2015 9:23 mrdancohen RT @aiaddysonzhang: @JamesWBreen Speak their language! #measurepr

6/9/2015 9:23 austinomaha @FayScommPRO content that resonates w/ target audience is always one of the main objectives. #measurePR

6/9/2015 9:23 ShellyKramer A2 Understand & use Google Analytics, use other data platforms (social dashboards, Tynt, etc). Don't rely on just one data source #measurepr

6/9/2015 9:23 shonali RT @ShellyKramer Q2 Think about your goals BEFORE you create content, know how you will distribute it, & know what success means #measurepr

6/9/2015 9:24 TbroOnline Q2 #measurepr what she said <https://t.co/b8cqFwCryl>

6/9/2015 9:24 aiaddysonzhang @ShellyKramer Can you recommend some good ones that you use? #measurepr

6/9/2015 9:24 samemac A2. Fine line balance between the tactical level (writing, understanding tools, etc...) and measurement of impact. #measurepr

6/9/2015 9:24 shonali MT @samemac Q2. Evaluating frequently is important. We have access to tools that will tell us if what we are doing is working. #measurepr

6/9/2015 9:24 JamesWBreen @mrdancohen @aiaddysonzhang makes you look smart and that you understand their objectives #measurePF

6/9/2015 9:24 mrdancohen RT @samemac: Q2. Evaluating frequently is also important. We have access to tools that will quickly tell us if what we are doing is working...

6/9/2015 9:25 shonali MT @ShellyKramer A2 Use Google Analytics, other data platforms (social dashboards, Tynt, etc). Don't rely on just 1 data source #measurepr

6/9/2015 9:25 aiaddysonzhang @JamesWBreen @mrdancohen Totally! #measurepr

6/9/2015 9:25 samemac A2. Understanding the pitfalls of some data sources is also important! #MeasurePR <https://t.co/vtUMeqf2VN>

6/9/2015 9:25 shonali Q3: @washbizjen you manage video for the Journal. How do you measure success? What are your tips on creating impactful video? #measurepr

6/9/2015 9:25 ShellyKramer A2 It is important to listen to audience @fayscommpro but also imp't to know that much of audience is lurking, quiet #measurepr

6/9/2015 9:25 aiaddysonzhang RT @shonali: Q3: @washbizjen you manage video for the Journal. How do you measure success? What are your tips on creating impactful video? ..

6/9/2015 9:25 johnhaydon @shonali Set up goals in Google Analytics. #measurepr

6/9/2015 9:25 shonali RT @FayScommPRO: A2: #1 measure is #engagement. Does content resonate w/ target audience? Does your content achieve desired action? #measu..

6/9/2015 9:26 TbroOnline A2 #measurepr make it easy to read, KISS method is a must

6/9/2015 9:26 Localist A2: When it comes to measuring content, check out these tools. #MeasurePR <https://t.co/xWISj0IMZx>

6/9/2015 9:26 shonali RT @FayScommPRO: A2: We forget to do this LISTEN to our audience. They're the best guide for content development. #measurepr

6/9/2015 9:26 ShellyKramer A2 That's why data on how content is shared (email, social, etc.) is particularly valuable-tells you what the quiet ones value #measurepr

6/9/2015 9:26 JamesWBreen A3: I always find humour or levity a great tool for impactful video #measurePR

6/9/2015 9:27 JohnFriedman Important to measure things that matter to YOUR stakeholders (that is, leadership) using metrics they respect & understand #measurePF

6/9/2015 9:27 LauraMorarity RT @shonali: RT @ShellyKramer Q2 Think about your goals BEFORE you create content, know how you will distribute it, & know what success mea..

6/9/2015 9:27 ShellyKramer RT @johnhaydon: @shonali Set up goals in Google Analytics. #measurepr

6/9/2015 9:27 samemac RT @JohnFriedman: Important to measure things that matter to YOUR stakeholders (that is, leadership) using metrics they respect & understand..

6/9/2015 9:27 JohnFriedman re: A2 Important to measure things that matter to YOUR stakeholders (that is, leadership) using metrics they respect & understand #measurePF

6/9/2015 9:27 austinomaha @ShellyKramer @FayScommPRO ahhh! So important. Not everyone is willing to engage. It's our job to get those quiet ones to engage. #measurepr

6/9/2015 9:27 TbroOnline .@shonali @WashBizJen #measurepr the 1st 3 seconds are vital to keeping them there for video (1/2)

6/9/2015 9:27 ShellyKramer RT @johnhaydon: @shonali Set up goals in Google Analytics. #measurepr <-- absolutely. I use @clicky for that toc

6/9/2015 9:28 PaulineNewtown RT @ShellyKramer: A2 That's why data on how content is shared (email, social, etc.) is particularly valuable-tells you what the quiet ones ...

6/9/2015 9:28 WashBizJen RT @JamesWBreen: A3: I always find humour or levity a great tool for impactful video #measurePF

6/9/2015 9:28 mrdancohen RT @WashBizJen RT @JamesWBreen: A3: I always find humour or levity a great tool for impactful video #measurePF

6/9/2015 9:28 khirek RT @shonali: MT @ShellyKramer A2 Use Google Analytics, other data platforms (social dashboards, Tynt, etc). Don't rely on just 1 data sourc...

6/9/2015 9:28 Localist Your goals matter. If you don't set them, you'll measure things irrelevant to your business. #MeasurePR <https://t.co/N6Ulu7audY>

6/9/2015 9:28 WashBizJen What he said! RT @JamesWBreen A3: I always find humour or levity a great tool for impactful video #measurePF

6/9/2015 9:28 ShellyKramer @austinomaha @fayscommpro I disagree. Not everyone wants to "engage" - that's perfectly okay. Maybe they just buy instead #measurepr

6/9/2015 9:29 shonali RT @JamesWBreen A3: I always find humour or levity a great tool for impactful video #measurepr

6/9/2015 9:29 FayScommPRO A3: What about brevity? #measurePR

6/9/2015 9:29 JamesWBreen @WashBizJen @shonali I feel video doesn't have to be 'funny' but it can be light and not overly serious #measurePF

6/9/2015 9:29 HannalizKnowles A2. So much data! Struggling to find the balance between enough info and taking action #measurePR <https://t.co/CjmxSV4Tvf>

6/9/2015 9:29 TbroOnline A3 @shonali @WashBizJen #measurepr auto play #'s don't mean anything if not watching the long tail, past the simple vid view metric (2/2)

6/9/2015 9:29 mrdancohen @ShellyKramer @FayScommPRO I second this. What is a good engagement-lurker ratio for most business audiences? #measurepr

6/9/2015 9:30 WashBizJen A3: Best videos are short, and tell a story that can't be told as well with words. #measurepr

6/9/2015 9:30 austinomaha @ShellyKramer Solid point! #measurePR

6/9/2015 9:30 jesserker Agreed RT @JamesWBreen @WashBizJen @shonali I feel video doesn't have to be 'funny' but it can be light and not overly serious #measurePF

6/9/2015 9:30 TheFocusGroupM RT @TbroOnline: .@shonali @WashBizJen #measurepr the 1st 3 seconds are vital to keeping them there for video (1/2

6/9/2015 9:30 samemac RT @TbroOnline: .@shonali @WashBizJen #measurepr the 1st 3 seconds are vital to keeping them there for video (1/2

6/9/2015 9:30 WashBizJen A3: You'll never meet someone who complained that the video was too short. #measurepr

6/9/2015 9:30 mrdancohen RT @jesserker: Agreed RT @JamesWBreen @WashBizJen @shonali I feel video doesn't have to be 'funny' but it can be light and not overly serio.

6/9/2015 9:30 samemac RT @TbroOnline: A3 @shonali @WashBizJen #measurepr auto play #'s don't mean anything if not watching the long tail, past the simple vid vie..

6/9/2015 9:30 FayScommPRO RT @WashBizJen A3: Best videos are short, and tell a story that can't be told as well with words. #measurepr

6/9/2015 9:30 WashBizJen A3: This is hard to remember sometimes as an editor or producer. But it is important. #measurepr

6/9/2015 9:30 PaulineNewtown RT @shonali: RT @JamesWBreen A3: I always find humour or levity a great tool for impactful video #measurepr

6/9/2015 9:30 chachachanel RT @ShellyKramer: A1 I'm a marketer. Content and communications has always been a part of the equation. Content isn't new :) #measurepr

6/9/2015 9:30 shonali RT @WashBizJen A3: Best videos are short, and tell a story that can't be told as well with words. #measurepr

6/9/2015 9:31 mrdancohen RT @shonali: RT @WashBizJen A3: Best videos are short, and tell a story that can't be told as well with words. #measurepr

6/9/2015 9:31 WashBizJen A3: Best way to know if a video is too long: Watch it with someone. You will know right where. #measurepr

6/9/2015 9:31 samemac A3. Has to be purposeful. With ad buys in front of videos now, I have to be intrigued enough to wait 10 seconds. #measurepr

6/9/2015 9:31 shonali RT @WashBizJen A3: Best way to know if a video is too long: Watch it with someone. You will know right where. #measurepr

6/9/2015 9:31 samemac RT @WashBizJen: A3: Best way to know if a video is too long: Watch it with someone. You will know right where. #measurepr

6/9/2015 9:31 WashBizJen A3: You must also give someone a reason to sit and watch. And endure the preroll. #measurepr

6/9/2015 9:31 mrdancohen RT @WashBizJen: A3: You must also give someone a reason to sit and watch. And endure the preroll. #measurepr

6/9/2015 9:31 WashBizJen A3: There must be a payoff for their time. #measurepr

6/9/2015 9:31 JamesWBreen A3: Longer videos can be broken up to extend the life of your content #measurePF

6/9/2015 9:31 shonali RT @WashBizJen A3: There must be a payoff for their time. #measurepr

6/9/2015 9:32 aiaddysonzhang @ShellyKramer @fayscommspro I agree. Ppl are are different levels. From awareness, opinion, to behavior, action is the hardest! #measurepr

6/9/2015 9:32 Localist RT @WashBizJen: A3: Best way to know if a video is too long: Watch it with someone. You will know right where. #measurepr

6/9/2015 9:32 shonali AMEN! RT @WashBizJen A3: You'll never meet someone who complained that the video was too short. #measurepr

6/9/2015 9:32 ShellyKramer A3 We find brevity on video very important. And keeping it real, not flashy and highly produced #measurepr

6/9/2015 9:32 WashBizJen Exactly. One thought per video. RT @JamesWBreen A3: Longer videos can be broken up to extend the life of your content #measurePI

6/9/2015 9:32 JonPepp Just stumbled upon #measurePR and I think I like it.

6/9/2015 9:32 ShellyKramer RT @jameswbreen: A3: Longer videos can be broken up to extend the life of your content #measurePI

6/9/2015 9:32 shonali What's not to like? ;) RT @JonPepp Just stumbled upon #measurePR and I think I like it

6/9/2015 9:32 JamesWBreen @JonPepp welcome to the chat Jon #measurePR

6/9/2015 9:32 ShellyKramer RT @samemac: RT @WashBizJen: A3: Best way to know if a video is too long: Watch it with someone. You will know right where. #measurepr

6/9/2015 9:32 aiaddysonzhang RT @shonali: RT @WashBizJen A3: Best videos are short, and tell a story that can't be told as well with words. #measurepr

6/9/2015 9:32 ShellyKramer RT @samemac: A3. Has to be purposeful. With ad buys in front of videos now, I have to be intrigued enough to wait 10 seconds. #measurepr

6/9/2015 9:33 TbroOnline #measurepr @WashBizJen you know if it's too long, the longer you wait to speak up, the bigger the fight to shorten the vid may be

6/9/2015 9:33 ksculich Love this. RT @washbizjen: A3: Best way to know if a video is too long: Watch it with someone. You will know right where. #measurepr

6/9/2015 9:33 shonali Q4: @shellykramer you focus on the B2B space. What content metrics do you swear by and why? #measurepr

6/9/2015 9:33 JamesWBreen RT @shonali: Q4: @shellykramer you focus on the B2B space. What content metrics do you swear by and why? #measurepr

6/9/2015 9:33 ShellyKramer RT @washbizjen: A3: You'll never meet someone who complained that the video was too short. #measurepr

6/9/2015 9:33 SocialMediaDC @ksculich @washbizjen #Truth. #MeasurePR

6/9/2015 9:33 JohnFriedman A3 Ppl are multitaskers; completely ignore ads. Wonder % that hit 'skip Ad' the instant they can. Do 'choose ad' options help? #measurePF

6/9/2015 9:33 dahnachandler Good afternoon all. My apologies for joining way late. I was actually writing content and lost track of time. #measurepr

6/9/2015 9:34 HannalizKnowle RT @WashBizJen: Exactly. One thought per video. RT @JamesWBreen A3: Longer videos can be broken up to extend the life of your content #meas.

6/9/2015 9:34 shonali MT @JohnFriedman A3 Ppl are multitaskers; ignore ads. Wonder % that hit 'skip Ad,' do 'choose ad' options help? #measurepr

6/9/2015 9:34 TobyDiva RT @shonali: RT @WashBizJen A3: Best videos are short, and tell a story that can't be told as well with words. #measurepr

6/9/2015 9:34 ShellyKramer A4 With B2B it's all about understanding how to tie content to lead gen, and delivering value as a result #measurep
6/9/2015 9:34 shonali RT @ShellyKramer A4 With B2B it's all about understanding how to tie content to lead gen, and delivering value as a result #measurep
6/9/2015 9:34 dahnamchandler RT @WashBizJen: Exactly. One thought per video. RT @JamesWBreen A3: Longer videos can be broken up to extend the life of your content #meas.
6/9/2015 9:34 SocialMediaDC RT @ShellyKramer: A4 With B2B it's all about understanding how to tie content to lead gen, and delivering value as a result #measurep
6/9/2015 9:34 dahnamchandler RT @ShellyKramer: A4 With B2B it's all about understanding how to tie content to lead gen, and delivering value as a result #measurep
6/9/2015 9:34 PaulineNewtown RT @ShellyKramer: RT @washbizjen: A3: You'll never meet someone who complained that the video was too short. #measurep
6/9/2015 9:34 PaulineNewtown RT @ShellyKramer: RT @samemac: A3. Has to be purposeful. With ad buys in front of videos now, I have to be intrigued enough to wait 10 seco..
6/9/2015 9:34 PaulineNewtown RT @shonali: Q4: @shellykramer you focus on the B2B space. What content metrics do you swear by and why? #measurep
6/9/2015 9:34 ShellyKramer A4 So the CTAs in your content have to make sense, they have to be compelling, and easily measurable #measurep
6/9/2015 9:34 mrdancohen RT @dahnamchandler: Good afternoon all. My apologies for joining way late. I was actually writing content and lost track of time. #measurep
6/9/2015 9:34 ElecMarshMallov RT @ShellyKramer: A4 With B2B it's all about understanding how to tie content to lead gen, and delivering value as a result #measurep
6/9/2015 9:34 austinomaha @JohnFriedman I skip 100% of ads on YouTube.. Unless it features dogs. Or cats. #measurePF
6/9/2015 9:34 dahnamchandler RT @austinomaha: @JohnFriedman I skip 100% of ads on YouTube.. Unless it features dogs. Or cats. #measurePF
6/9/2015 9:35 SocialMediaDC RT @ShellyKramer: A4 So the CTAs in your content have to make sense, they have to be compelling, and easily measurable #measurep
6/9/2015 9:35 aiaddysonzhang @JohnFriedman i typically switch to a different window when an ad is going on and come back when the ad is over. #measurep
6/9/2015 9:35 ksucich RT @ShellyKramer: A4 With B2B it's all about understanding how to tie content to lead gen, and delivering value as a result #measurep
6/9/2015 9:35 mrdancohen @dahnamchandler seems forgivable. Lol! #measurep
6/9/2015 9:35 shonali RT @ShellyKramer A4 So the CTAs in your content have to make sense, they have to be compelling, and easily measurable #measurep
6/9/2015 9:35 Marketwired A3 If you go the funny route, make sure it is funny! Seems obvious but many videos out there lack comedic understanding & timing. #measurep
6/9/2015 9:35 ShellyKramer A4 All too often brands spew out content that delivers zero value to their customers/prospects then wonder why it doesn't "work" #measurep
6/9/2015 9:35 dahnamchandler @austinomaha @JohnFriedman Me too. I dislike the ads intensely and they are typically useless to me. #measurep
6/9/2015 9:35 PROCKSTAR RT @ShellyKramer: I'm a brand strategist and content is one of the many things we use as part of our clients' integrated mktg strategies #m..
6/9/2015 9:35 dahnamchandler @mrdancohen Phew! I sure hope so. I hate being late! Lol! #measurep
6/9/2015 9:35 PROCKSTAR RT @ksucich: Love this. RT @washbizjen: A3: Best way to know if a video is too long: Watch it with someone. You will know right where. #mea..
6/9/2015 9:36 dahnamchandler RT @ksucich: Love this. RT @washbizjen: A3: Best way to know if a video is too long: Watch it with someone. You will know right where. #mea..
6/9/2015 9:36 ShellyKramer A4 Don't need sophisticated tools, GA tells you the story, your email list growth tells the story, your downloads do as well #measurep
6/9/2015 9:36 austinomaha @dahnamchandler @JohnFriedman noticed a big trend in long-video ads recently. Ad's that tell a long story. Those are intriguing. #measurePI
6/9/2015 9:36 shonali MT @ShellyKramer A4 too often brands spew content that delivers 0 value to customers/prospects then wonder why it doesn't "work" #measurep
6/9/2015 9:36 JamesWBreen @ShellyKramer Content should always provide value, even when it's provided without cost #measurePF
6/9/2015 9:36 JohnFriedman A3) caution; humor varies by culture, age, gender, etc. Offending is a way to go viral but not in a good way. #measurePF
6/9/2015 9:36 dahnamchandler A3. To know if your video is too long, as one of your creative friends to watch it. They will tell you the truth. in a heartbeat. #measurep
6/9/2015 9:36 shonali Exactly! MT @ShellyKramer A4 Don't need sophisticated tools, GA, your email list growth, your downloads all tell the story #measurep
6/9/2015 9:37 dahnamchandler RT @austinomaha: @dahnamchandler @JohnFriedman noticed a big trend in long-video ads recently. Ad's that tell a long story. Those are intri..
6/9/2015 9:37 JamesWBreen RT @dahnamchandler: A3. To know if your video is too long, as one of your creative friends to watch it. They will tell you the truth. in a ..
6/9/2015 9:37 Localist Yes! You can't churn out content because content marketing is "in." It needs to serve the AUDIENCE. #MeasurePR <https://t.co/z3Z9MmNfqE>
6/9/2015 9:37 shonali Q5: @fayscommpro you've built an incredible #comms hub from scratch. What are some lessons learned & the metrics you use? #measurep
6/9/2015 9:37 SocialMediaDC RT @shonali: Exactly! MT @ShellyKramer A4 Don't need sophisticated tools, GA, your email list growth, your downloads all tell the story #me..
6/9/2015 9:37 TbroOnline RT @shonali: Exactly! MT @ShellyKramer A4 Don't need sophisticated tools, GA, your email list growth, your downloads all tell the story #me..
6/9/2015 9:37 dahnamchandler @austinomaha @JohnFriedman Well, yes. I've seen some great ones out of Asia but they're only as great at the story. #measurep
6/9/2015 9:37 FayScommPRO A5: #1 lesson learned-#Content drives our community. Our success is driven by #influencers engaged on the site. #measurePI
6/9/2015 9:37 ShellyKramer A4 Video is a great way for B2B brands to reach customers. Few are doing it, fewer well. How-to videos esp valuable #measurep
6/9/2015 9:38 aiaddysonzhang RT @FayScommPRO: A5: #1 lesson learned-#Content drives our community. Our success is driven by #influencers engaged on the site. #measurePI
6/9/2015 9:38 dahnamchandler One thing I'm noticing is that in the interest of 'getting the sale', people don't tell the best stories they can. #measurep

6/9/2015 9:38 shonali RT @WashBizJen: A3: You must also give someone a reason to sit and watch. And endure the preroll. #measurep

6/9/2015 9:38 FayScommPRO A5: As publisher, my priority is being a biz connector for our community, for our partners. #measurePF

6/9/2015 9:38 shonali RT @WashBizJen: Exactly. One thought per video. RT @JamesWBreen A3: Longer videos can be broken up to extend the life of your content #meas.

6/9/2015 9:38 dahnamchandler Great stories, in written and video content, are key. #measurepr

6/9/2015 9:38 samemac RT @austinomaha: @JohnFriedman I skip 100% of ads on YouTube.. Unless it features dogs. Or cats. #measurePF

6/9/2015 9:38 FayScommPRO A5: We provide engagement via online events. #measurePF

6/9/2015 9:38 ShellyKramer @mjordanWashDC Thanks Michael ... not new territory here, for sure :) #measurepr

6/9/2015 9:38 aiaddysonzhang RT @FayScommPRO: A5: As publisher, my priority is being a biz connector for our community, for our partners. #measurePF

6/9/2015 9:38 samemac RT @shonali: RT @ShellyKramer A4 So the CTAs in your content have to make sense, they have to be compelling, and easily measurable #measure..

6/9/2015 9:38 SocialMediaDC @JohnFriedman true story. But you have to take risks sometimes, right? There's already enough stuffy content. #MeasurePF

6/9/2015 9:38 SocialMediaDC RT @JamesWBreen: @ShellyKramer Content should always provide value, even when it's provided without cost #measurePF

6/9/2015 9:38 austinomaha @JohnFriedman so true, my generation (Gen Y) doesn't quite understand this yet. Be edgy, but not offensive. Very fine line. #measurePI

6/9/2015 9:38 dahnamchandler RT @shonali: Q5: @fayscommpro you've built an incredible #comms hub from scratch. What are some lessons learned & the metrics you use? #me..

6/9/2015 9:38 jesserker RT @shonali: Q5: @fayscommpro you've built an incredible #comms hub from scratch. What are some lessons learned & the metrics you use? #me..

6/9/2015 9:38 aiaddysonzhang Online events for engagement! I love the idea! #measurepr <https://t.co/UUKaD1dnK>.

6/9/2015 9:38 samemac RT @ShellyKramer: A4 Don't need sophisticated tools, GA tells you the story, your email list growth tells the story, your downloads do as w..

6/9/2015 9:38 shonali RT @aiaddysonzhang RT @FayScommPRO: A5: As publisher, my priority is being a biz connector for our community, for our partners. #measurePF

6/9/2015 9:38 shonali RT @FayScommPRO A5: We provide engagement via online events. #measurePF

6/9/2015 9:39 JamesWBreen Provide utility to your audience #measurePR <https://t.co/YiZUMKQtBd>

6/9/2015 9:39 jesserker RT @SocialMediaDC: @JohnFriedman true story. But you have to take risks sometimes, right? There's already enough stuffy content. #MeasurePF

6/9/2015 9:39 JonPepp RT @FayScommPRO: A5: #1 lesson learned-#Content drives our community. Our success is driven by #influencers engaged on the site. #measurePI

6/9/2015 9:39 shonali @aiaddysonzhang ... like this one. :) Right @fayscommPRO? #measurepr

6/9/2015 9:39 dahnamchandler RT @FayScommPRO: A5: #1 lesson learned-#Content drives our community. Our success is driven by #influencers engaged on the site. #measurePI

6/9/2015 9:39 FayScommPRO A5: BINGO @JamesWBreen #measurePR

6/9/2015 9:39 shonali RT @JamesWBreen Provide utility to your audience #measurePR <https://t.co/NOxllM3l4e>

6/9/2015 9:39 dahnamchandler RT @shonali: RT @JamesWBreen Provide utility to your audience #measurePR <https://t.co/NOxllM3l4e>

6/9/2015 9:39 JamesWBreen @FayScommPRO sounds like something @jaybaer would definitely agree with! #measurePF

6/9/2015 9:39 samemac Great point! If content is done well - it drives convo. If you have conversation, you have engagement. #measurepr <https://t.co/ByAsuH4Ukt>

6/9/2015 9:40 dahnamchandler RT @samemac: Great point! If content is done well - it drives convo. If you have conversation, you have engagement. #measurepr <https://t.co..>

6/9/2015 9:40 aiaddysonzhang RT @samemac: Great point! If content is done well - it drives convo. If you have conversation, you have engagement. #measurepr <https://t.co..>

6/9/2015 9:40 JonPepp @FayScommPRO what's your go-to source for solid, engaging content? #measurePF

6/9/2015 9:40 dahnamchandler RT @JonPepp: @FayScommPRO what's your go-to source for solid, engaging content? #measurePF

6/9/2015 9:40 JohnFriedman RT @samemac: Great point! If content is done well - it drives convo. If you have conversation, you have engagement. #measurepr <https://t.co..>

6/9/2015 9:40 PROCKSTAR RT @mrdancohen: A1: Communication on the brain my while life. Remember banging action figures together while David Brinkley played in backg.

6/9/2015 9:40 aiaddysonzhang @JonPepp @FayScommPRO I second this Q #measurepr

6/9/2015 9:41 FayScommPRO @JonPepp re: A5. Tough question. It's a moving target, driven by the daily news cycle. #measurePF

6/9/2015 9:41 Localist Love this! Events are great for drumming up engagement. #MeasurePR <https://t.co/6CUeN25dO7>

6/9/2015 9:41 dahnamchandler RT @FayScommPRO: @JonPepp re: A5. Tough question. It's a moving target, driven by the daily news cycle. #measurePF

6/9/2015 9:41 dahnamchandler RT @Localist: Love this! Events are great for drumming up engagement. #MeasurePR <https://t.co/6CUeN25dO7>

6/9/2015 9:41 shonali Q6: @mrdancohen how do you measure the success of content in communities such as ADQ? & tell everyone what that is... #measurepr

6/9/2015 9:41 dahnamchandler RT @shonali: Q6: @mrdancohen how do you measure the success of content in communities such as ADQ? & tell everyone what that is... #measure..

6/9/2015 9:42 mrdancohen A6: ADQ is an online user-generated content forum dedicated to rigorously testing claims. <http://t.co/gEaKrB3yXJ> #measurepr

6/9/2015 9:42 dahnamchandler @Localist I agree. I encourage my other content writer and journalist friends to get involved in online events like this. #measurepr

6/9/2015 9:42 JonPepp @FayScommPRO Moving targets are hard to track down! How much do you create vs curate? #measurepr

6/9/2015 9:43 gerardcorbett RT @Localist: Love this! Events are great for drumming up engagement. #MeasurePR <https://t.co/6CUeN25dO7>

6/9/2015 9:43 JamesWBreen @mrdancohen interesting, I wasn't familiar with ADQ #measurePR

6/9/2015 9:43 dahnamchandler RT @mrdancohen: A6: ADQ is an online user-generated content forum dedicated to rigorously testing claims. <http://t.co/gEaKrB3yXJ> #measurepr

6/9/2015 9:43 FayScommPRO A5: Bottom-line is delivering value for our 80,000+ Do they find value in the content? #measurePR Keeps us on our toes 24/7

6/9/2015 9:43 dahnamchandler RT @FayScommPRO: A5: Bottom-line is delivering value for our 80,000+ Do they find value in the content? #measurePR Keeps us on our toes ..

6/9/2015 9:43 mrdancohen A6: We moderate the community and format it for best possible discourse: respect, education, expression. #measurepr

6/9/2015 9:43 aiaddysonzhang RT @mrdancohen: A6: ADQ is an online user-generated content forum dedicated to rigorously testing claims. <http://t.co/gEaKrB3yXJ> #measurepr

6/9/2015 9:43 HannalizKnowle RT @FayScommPRO: A5: #1 lesson learned-#Content drives our community. Our success is driven by #influencers engaged on the site. #measurePR

6/9/2015 9:43 JennyKincaid RT @mrdancohen: A6: ADQ is an online user-generated content forum dedicated to rigorously testing claims. <http://t.co/gEaKrB3yXJ> #measurepr

6/9/2015 9:43 dahnamchandler @FayScommPRO Exactly! I'm a "value evangelist". Audience is always first and always matters. Give them what they want. #measurepr

6/9/2015 9:43 shonali RT @mrdancohen A6: ADQ is an online user-generated content forum dedicated to rigorously testing claims. <http://t.co/EXeMIXJGGP> #measurepr

6/9/2015 9:44 shonali RT @mrdancohen A6: We moderate the community and format it for best possible discourse: respect, education, expression. #measurepr

6/9/2015 9:44 mrdancohen A6: We were very lucky to find @grytics, which has been amazing for what we do. It's hands down the best FB groups analytics tool #measurepr

6/9/2015 9:44 dahnamchandler @FayScommPRO The days of "top down" messaging have long past. It's about value that lead to conversations and engagement. #measurepr

6/9/2015 9:44 shonali Calling @decillis: MT @mrdancohen A6: @grytics [is] hands down the best FB groups analytics tool #measurepr

6/9/2015 9:45 mrdancohen A6: @grytics tells time stats, volume, engagement, users, and helps a lot for topic assessment too. #measurepr

6/9/2015 9:45 dahnamchandler RT @mrdancohen: A6: @grytics tells time stats, volume, engagement, users, and helps a lot for topic assessment too. #measurepr

6/9/2015 9:45 JonPepp @mrdancohen Cool concept with a great purpose. #measurepr

6/9/2015 9:45 decillis @shonali Sure... call me out for going back and forth between the chat and client work. ;) #measurepr

6/9/2015 9:45 mrdancohen @JonPepp Thanks! #measurepr

6/9/2015 9:45 gerardcorbett Value is the glue of engagement RT @FayScommPRO: A5: Bottom-line is delivering value for our 80,000+ Do they find value? #measurepr

6/9/2015 9:45 shonali RT @FayScommPRO: A5: Bottom-line is delivering value for our 80,000+ Do they find value in the content? #measurePR Keeps us on our toes ..

6/9/2015 9:45 samemac @JamesWBreen @mrdancohen Me either. Really neat concept. #measurepr

6/9/2015 9:45 JohnFriedman A6) I see a movement away from trying to establish 'thought leadership' and instead curating co-creation #measurePR

6/9/2015 9:46 dahnamchandler @mrdancohen @grytics I'm going to suggest this to the Group admins of the multiple FB groups of which I'm a member. #measurepr

6/9/2015 9:46 aiaddysonzhang @mrdancohen I have never heard of ADQ either. Will check it out. #measurepr

6/9/2015 9:46 JonPepp RT @mrdancohen: A6: @grytics tells time stats, volume, engagement, users, and helps a lot for topic assessment too. #measurepr

6/9/2015 9:46 austinomaha @dahnamchandler @FayScommPRO solid! When I create content, I always ask "what value can I add" to certain topic. #measurePR

6/9/2015 9:46 mrdancohen A6: Our user base has gone 20X in 8 months by listening and engaging in line with our metrics. #measurepr

6/9/2015 9:46 samemac Love new tools to scope out! #measurepr <https://t.co/stlxF5u24g>

6/9/2015 9:46 JamesWBreen Are communications pros still getting a lot of engagement on Facebook/FB Groups? I'm curious #measurePR

6/9/2015 9:46 shonali Wow. RT @mrdancohen A6: Our user base has gone 20X in 8 months by listening and engaging in line with our metrics. #measurepr

6/9/2015 9:46 dahnamchandler @decillis @shonali LOL! I was late for that reason...email, writing...more email. #measurepr

6/9/2015 9:46 dahnamchandler RT @JamesWBreen: Are communications pros still getting a lot of engagement on Facebook/FB Groups? I'm curious #measurePR

6/9/2015 9:46 SocialMediaDC RT @dahnamchandler: @FayScommPRO The days of "top down" messaging have long past. It's about value that lead to conversations and engagemen..

6/9/2015 9:47 aiaddysonzhang RT @mrdancohen: A6: @grytics tells time stats, volume, engagement, users, and helps a lot for topic assessment too. #measurepr

6/9/2015 9:47 lprc RT @FayScommPRO: A2: #1 measure is #engagement. Does content resonate w/ target audience? Does your content achieve desired action? #measu..

6/9/2015 9:47 ModishMollyXo @mrdancohen @nuvi is great to do that across all channels + RSS feeds as well as create a place to track URLs and push content! #measurepr

6/9/2015 9:47 mrdancohen @JamesWBreen It really depends how you use it and who your audience is. We do great! #measurepr

6/9/2015 9:47 ksucich Looks like an interesting site & love the values. #measurePR <https://t.co/oscj5lobAh>

6/9/2015 9:47 shonali @JamesWBreen Like anything, I think that depends on how much time you put into it. I've seen @mrdancohen in ADQ & he works it. #measurepr

6/9/2015 9:47 samemac RT @ksucich: Looks like an interesting site & love the values. #measurePR <https://t.co/oscj5lobAh>

6/9/2015 9:47 dahnamchandler RT @ksucich: Looks like an interesting site & love the values. #measurePR <https://t.co/oscj5lobAh>

6/9/2015 9:47 mrdancohen RT @ksucich: Looks like an interesting site & love the values. #measurePR <https://t.co/oscj5lobAh>

6/9/2015 9:47 Localist This. Is. Awesome! #MeasurePR <https://t.co/21XPjim8qx>

6/9/2015 9:47 ModishMollyXo @shonali @mrdancohen Jumping in late...this is awesome! #measurepr

6/9/2015 9:47 mrdancohen @ksucich THANKS! #measurepr

6/9/2015 9:48 aiaddysonzhang @mrdancohen Wow! That's impressive! #measurepr

6/9/2015 9:48 JamesWBreen Very true, I can see how it could help engage some audiences #measurePR <https://t.co/CO3VZxsZpH>

6/9/2015 9:48 shonali Q7 How can #pr pros improve their design, delivery and measurement of content? @washbizjen @shellykramer @mrdancohen @fayscommPRO #measurepr

6/9/2015 9:48 WashBizJen RT @shonali Wow. RT @mrdancohen A6: Our user base has gone 20X in 8 months by listening and engaging in line with our metrics. #measurepr

6/9/2015 9:48 kshahwork RT @ShellyKramer: I'm a brand strategist and content is one of the many things we use as part of our clients' integrated mktg strategies #m..

6/9/2015 9:48 kshahwork RT @ShellyKramer: Thanks @samemac ... we'll try :) @washbizjen @mrdancohen #measurepr

6/9/2015 9:48 kshahwork RT @ShellyKramer: A2 That's why data on how content is shared (email, social, etc.) is particularly valuable-tells you what the quiet ones ...

6/9/2015 9:48 kshahwork RT @ShellyKramer: A4 So the CTAs in your content have to make sense, they have to be compelling, and easily measurable #measurepr

6/9/2015 9:48 JamesWBreen A dedicated resource can always help, internal or external #measurePR <https://t.co/rxy46lUD5E>

6/9/2015 9:48 austinomaha @shonali @JamesWBreen @mrdancohen PERFECT. Have to measure ROI here. Time invested = engagement? If not - then waste of time. #measurePF

6/9/2015 9:48 aiaddysonzhang @JamesWBreen I don't really use FB that much ... mostly for family related things. Wonder what others think? #measurepr

6/9/2015 9:48 mrdancohen A6: One more tool: @semantria. Advanced rhetorical analysis. Great for customer service or policy! #measurepr

6/9/2015 9:49 dahnamchandler Whether comms pros get value from groups depends on the group and the value the group adds to the member's professional life. #measurepr

6/9/2015 9:49 FayScommPRO A7: My mantra..DO NOT loose site of your target audience. What's your engagement strategy? #measurePR

6/9/2015 9:49 JonPepp RT @shonali: Q7 How can #pr pros improve their design, delivery and measurement of content? @washbizjen @shellykramer @mrdancohen @fayscomm..

6/9/2015 9:49 shonali RT @mrdancohen A6: One more tool: @semantria. Advanced rhetorical analysis. Great for customer service or policy! #measurepr

6/9/2015 9:49 JamesWBreen @aiaddysonzhang to be honest, that's my focus. I enjoy twitter chats and LinkedIn discussion groups though #measurePF

6/9/2015 9:49 dahnamchandler I'm a member of some great groups...and not so great ones. #measurepr

6/9/2015 9:49 mrdancohen @dahnamchandler Agreed. #measurepr

6/9/2015 9:49 samemac @JamesWBreen Depends on the audience, but we devote a lot of attn to bc it retains its user base; & still largest network by far #measurepr

6/9/2015 9:49 aiaddysonzhang I LOVE this Q! #measurepr <https://t.co/5l3Bwh356J>

6/9/2015 9:49 shonali RT @FayScommPRO A7: My mantra..DO NOT loose site of your target audience. What's your engagement strategy? #measurePR

6/9/2015 9:49 dahnamchandler @mrdancohen Thanks. :) #measurepr

6/9/2015 9:49 ksucich So many new sites & analytics tools I'm writing down from today's #measurePR chat. Will have lots to investigate this week!

6/9/2015 9:50 Todder4News @shonali @washbizjen @shellykramer @mrdancohen @fayscommPRO Focus on interpretation. Big Data is too raw for most PR pros. #measurePF

6/9/2015 9:50 austinomaha @aiaddysonzhang @JamesWBreen everyone uses it differently - key is how the people who do use it are engaging with you. #measurePI

6/9/2015 9:50 WashBizJen A7: I'll throw in the journalist plea: Make sure your client releases actually say the real thing, not what the client wants. #measurepr

6/9/2015 9:50 samemac A7. Be as strategic as possible... remembering that you can't be all things to all people. #measurepr <https://t.co/ZdWzHSv4Ve>

6/9/2015 9:50 Kuo_Alexander RT @austinomaha: @aiaddysonzhang @JamesWBreen everyone uses it differently - key is how the people who do use it are engaging with you. #me.

6/9/2015 9:50 aiaddysonzhang RT @FayScommPRO: A7: My mantra..DO NOT loose site of your target audience. What's your engagement strategy? #measurePR

6/9/2015 9:50 WashBizJen I see SO many awful releases that were written by committee. #measurepr

6/9/2015 9:50 samemac RT @mrdancohen: A6: One more tool: @semantria. Advanced rhetorical analysis. Great for customer service or policy! #measurepr

6/9/2015 9:50 mrdancohen A7: I think the tough love critique is that it isn't about us. It's about them. Users know more than we do sometimes. That's OK! #measurepr

6/9/2015 9:50 Kuo_Alexander RT @Todder4News: @shonali @washbizjen @shellykramer @mrdancohen @fayscommPRO Focus on interpretation. Big Data is too raw for most PR pros...

6/9/2015 9:50 JamesWBreen There's great value in that interpretation and summation #measurepr <https://t.co/2l09lhxF1s>

6/9/2015 9:51 WashBizJen A7: Convince your clients to speak like real people. Say what your product or service really does. #measurepr

6/9/2015 9:51 aiaddysonzhang @FayScommPRO So many people/brands use FB as an information board. It's so annoying! #measurepr

6/9/2015 9:51 ModishMollyXo @austinomaha Exactly! Perfect combination of Social Analytics + Site Analytics = holistic view! If it doesn't work, throw it. #measurepr

6/9/2015 9:51 HannalizKnowle: Very true! Why spend hours writing when no one will see it or engage with it? #measurePR <https://t.co/0rVgTVHxRt>

6/9/2015 9:51 dahnamchandler A7. Like I said, always make it audience focused. Audience matters and their needs are what we should all be focusing on. #measurepr

6/9/2015 9:51 aiaddysonzhang @JamesWBreen I am the same here ... i love twitter chat the most! #measurepr

6/9/2015 9:51 gerardcorbett A7. Focus on your objectives and exceeding them. Answer the customer need. #measurepr

6/9/2015 9:51 FayScommPRO RT @gerardcorbett: A7. Focus on your objectives and exceeding them. Answer the customer need. #measurepr

6/9/2015 9:51 ModishMollyXo @Todder4News Totally agreed-creating actionable insights is key! #measurepr

6/9/2015 9:51 samemac Good one. If they don't care - it doesn't matter. #measurepr <https://t.co/FAbpScPEJZ>

6/9/2015 9:52 JonPepp A7: Design for the audience & message (no templates). Deliver with clarity. Measure based on business objectives. #measurePF

6/9/2015 9:52 mrdancohen A7: I also commend our video evangelists. Not using it? LOOK OUT! #measurepr

6/9/2015 9:52 dahnamchandler RT @gerardcorbett: A7. Focus on your objectives and exceeding them. Answer the customer need. #measurepr

6/9/2015 9:52 JohnFriedman I think we need to stop thinking of passive "audiences" to whom we speak & measure true engagement = interaction #measurePF

6/9/2015 9:52 samemac RT @JonPepp: A7: Design for the audience & message (no templates). Deliver with clarity. Measure based on business objectives. #measurePF

6/9/2015 9:52 dahnamchandler RT @JonPepp: A7: Design for the audience & message (no templates). Deliver with clarity. Measure based on business objectives. #measurePF

6/9/2015 9:52 WashBizJen A7: Same "real people" rules apply to any content creation. Online writing works best like a conversation. #measurepr

6/9/2015 9:52 shonali RT @WashBizJen: A7: Convince your clients to speak like real people. Say what your product or service really does. #measurepr

6/9/2015 9:52 HannalizKnowle: RT @shonali: RT @FayScommPRO A7: My mantra..DO NOT loose site of your target audience. What's your engagement strategy? #measurePF

6/9/2015 9:52 dahnamchandler RT @WashBizJen: A7: Same "real people" rules apply to any content creation. Online writing works best like a conversation. #measurepr

6/9/2015 9:52 WashBizJen A7: So write/speak like you actually do in real life. #measurepr

6/9/2015 9:52 BethHawksPR RT @JonPepp: A7: Design for the audience & message (no templates). Deliver with clarity. Measure based on business objectives. #measurePF

6/9/2015 9:52 shonali RT @WashBizJen A7: Same "real people" rules apply to any content creation. Online writing works best like a conversation. #measurepr

6/9/2015 9:52 gerardcorbett Always rt @mrdancohen: A7: I think the tough love critique is that it isn't about us. It's about them. Users know more than we do #measurepr

6/9/2015 9:52 dahnamchandler RT @gerardcorbett: Always rt @mrdancohen: A7: I think the tough love critique is that it isn't about us. It's about them. Users know more t..

6/9/2015 9:53 SocialMediaDC RT @WashBizJen: A7: Same "real people" rules apply to any content creation. Online writing works best like a conversation. #measurepr

6/9/2015 9:53 shonali RT @JonPepp A7: Design for the audience & message (no templates). Deliver with clarity. Measure based on business objectives. #measurePF

6/9/2015 9:53 mrdancohen A7: Get super heroes, too. People who design, write, video, plan, manage, speak. Specialists. Nobody wins alone. #measurepr

6/9/2015 9:53 gerardcorbett RT @JohnFriedman: I think we need to stop thinking of passive "audiences" to whom we speak & measure true engagement = interaction #measure.

6/9/2015 9:53 ksucich @JamesWBreen My company is B2B and we find FB is good for engaging with employees. The outside world...not so much. #measurePF

6/9/2015 9:53 ShellyKramer A7 Make sure the messaging is tied to defined business goals, and that you have a measurement system identified #measurepr

6/9/2015 9:53 austinomaha @mrdancohen was just writing a blog over this. Facebook video content is king right now. If you're not using it - you're screwed. #measurePF

6/9/2015 9:53 RealZiggyFlo RT @shonali: Q6: @mrdancohen how do you measure the success of content in communities such as ADQ? & tell everyone what that is... #measure..

6/9/2015 9:53 dahnamchandler In the over 20 years I've been writing content, I've found that what works best is always audience-focused content. #measurepr

6/9/2015 9:53 Localist Teamwork makes the dream work. #MeasurePR <https://t.co/Su1mhDSXaA>

6/9/2015 9:54 shonali MT @mrdancohen A7: The tough love critique is that it isn't about us, but them. Users know more than we do sometimes. That's OK! #measurepr

6/9/2015 9:54 shonali RT @ShellyKramer A7 Make sure the messaging is tied to defined business goals, and that you have a measurement system identified #measurepr

6/9/2015 9:54 JamesWBreen @ksucich Interesting, we're B2B too but use an internal network for sharing updates, group chats etc. #MeasurePF

6/9/2015 9:54 ShellyKramer A7 Learn as much as you can about your customer's sales funnel/customer journey, integrate that into your content #measurepr

6/9/2015 9:54 WashBizJen A7: Turn your audience in your best advocates whenever you can. Shareable = success. #measurepr

6/9/2015 9:54 aiaddysonzhang RT @ShellyKramer: A7 Make sure the messaging is tied to defined business goals, and that you have a measurement system identified #measurepr

6/9/2015 9:54 Localist @dahnamchandler right on! No one wants to be talked at. #MeasurePF

6/9/2015 9:54 shonali RT @mrdancohen A7: Get super heroes, too. People who design, write, video, plan, manage, speak. Specialists. Nobody wins alone. #measurepr

6/9/2015 9:54 samemac That's what makes @TheFocusGroupMS so great! We have lots of superheroes! #shamelessplug #measurepr <https://t.co/3GenAfulJf>

6/9/2015 9:54 ksucich They are the worst! RT @washbizjen: I see SO many awful releases that were written by committee. #measurepr

6/9/2015 9:54 dahnamchandler I've never gotten away from that because it always works to answer the WIIFM question when as it relates to audience. #measurepr

6/9/2015 9:55 JamesWBreen @ksucich @washbizjen too many cooks in the kitchen can lead to a bad (bland) release #measurePF

6/9/2015 9:55 dahnamchandler Then, create content that's about them. If they matter to me (and I show it through my content), my message will matter to them. #measurepr

6/9/2015 9:55 WashBizJen RT @mrdancohen A7: Get super heroes, too. People who design, write, video, plan, manage, speak. Specialists. Nobody wins alone. #measurepr

6/9/2015 9:55 samemac Rhyme skills! #measurepr <https://t.co/5zw0t744Kh>

6/9/2015 9:55 gerardcorbett Always active! RT @JohnFriedman I think we need to stop thinking of passive "audiences" to whom we speak & measure true engagmnt #measurePF

6/9/2015 9:55 shonali Wow, time has flown! Last q: Q8: What tools would you recommend for measuring content, including for those on a small budget? #measurepr

6/9/2015 9:55 mymediaroom RT @WashBizJen: A7: So write/speak like you actually do in real life. #measurepr

6/9/2015 9:55 ShellyKramer @ksucich FB can be GREAT for internal purposes in the B2B space, usually not so much for biz. #measurepr

6/9/2015 9:55 samemac RT @shonali: Wow, time has flown! Last q: Q8: What tools would you recommend for measuring content, including for those on a small budget? ..

6/9/2015 9:55 JohnFriedman A7) so many 'bad' releases end up on aggregator websites; are presented as 'media results.' #bringbackthewallofshame #measurePF

6/9/2015 9:55 aiaddysonzhang @WashBizJen I think we can also turn internal employees to an org.'s advocates. #measurepr

6/9/2015 9:55 mrdancohen A7: Extension of having specialists: DESIGNERS=FRIENDS. Visual ppl, for obvious reasons, see what I don't. I hug them for it. #measurepr

6/9/2015 9:56 ShellyKramer .@ksucich But, if you want the "outside world" you've got to have a marketing budget specific to FB advertising too #measurepr

6/9/2015 9:56 nuvi RT @ModishMollyXo: @mrdancohen @nuvi is great to do that across all channels + RSS feeds as well as create a place to track URLs and push c..

6/9/2015 9:56 dahnamchandler @Localist Exactly! Don't talk at and definitely never talk **down** to (or over the head of) your audience. Talk **with** them. #measurepr

6/9/2015 9:56 samemac A8. Using native insight/analytics tools is free, but requires a lot of digging & diving to understand. #measurepr <https://t.co/OLyFoABYJ5>

6/9/2015 9:56 shonali RT @WashBizJen: A7: Turn your audience in your best advocates whenever you can. Shareable = success. #measurepr

6/9/2015 9:56 JamesWBreen @ShellyKramer @ksucich reality of today, organic reach on FB continues to shrink #measurePF

6/9/2015 9:56 dahnamchandler RT @JamesWBreen: @ShellyKramer @ksucich reality of today, organic reach on FB continues to shrink #measurePF

6/9/2015 9:56 aiaddysonzhang RT @shonali: Wow, time has flown! Last q: Q8: What tools would you recommend for measuring content, including for those on a small budget? ..

6/9/2015 9:56 mrdancohen A8: Measurement is an investment. Biz owner tip: they'll give you the free trial. Just ask. #measurepr

6/9/2015 9:56 dahnamchandler RT @shonali: Wow, time has flown! Last q: Q8: What tools would you recommend for measuring content, including for those on a small budget? ..

6/9/2015 9:56 NakiaTT RT @WashBizJen: A7: Same "real people" rules apply to any content creation. Online writing works best like a conversation. #measurepr

6/9/2015 9:56 shonali RT @mrdancohen A8: Measurement is an investment. Biz owner tip: they'll give you the free trial. Just ask. #measurepr

6/9/2015 9:57 WashBizJen A8: For video, see how long people actually watch before they drop off. Track that sweet spot. #measurepr

6/9/2015 9:57 FayScommPRO A7: @commPRObiz looking for super heroes to share content on the site. Content guidelines <http://t.co/ivF86nAseN> #measurePF

6/9/2015 9:57 Todder4News @shonali A8: Use a trusted measurement service if you can, otherwise, develop a valid methodology you can replicate (build it). #measurePF

6/9/2015 9:57 JamesWBreen A8: When investigating measurement tools, always ask for references esp from those in your industry! #measurePF

6/9/2015 9:57 mrdancohen A8: Also reiterating Google tools and @grytics if you have a FB group. It's cheap. #measurepr

6/9/2015 9:57 shonali RT @JamesWBreen A8: When investigating measurement tools, always ask for references esp from those in your industry! #measurePF

6/9/2015 9:57 dahnamchandler RT @mrdancohen: A8: Also reiterating Google tools and @grytics if you have a FB group. It's cheap. #measurepr

6/9/2015 9:57 JohnFriedman RT @JamesWBreen: A8: When investigating measurement tools, always ask for references esp from those in your industry! #measurePF

6/9/2015 9:57 mymediaroom RT @JamesWBreen: @ShellyKramer @ksucich reality of today, organic reach on FB continues to shrink #measurePF

6/9/2015 9:57 shonali RT @WashBizJen A8: For video, see how long people actually watch before they drop off. Track that sweet spot. #measurepr

6/9/2015 9:58 jrsygrl62 RT @WashBizJen: A7: Turn your audience in your best advocates whenever you can. Shareable = success. #measurepr

6/9/2015 9:58 mrdancohen A8: OOH! And go open source for PMP and CRM. What? You don't have a CRM? GET ONE! #measurepr

6/9/2015 9:58 HannaLizKnowles @dahnamchandler Chip + Dan Heath touch on this quite a bit in their book Made to Stick! Appeal to identity and self-interest. #measurePF

6/9/2015 9:58 shonali LOL! RT @mrdancohen A8: OOH! And go open source for PMP and CRM. What? You don't have a CRM? GET ONE! #measurepr

6/9/2015 9:58 dahnamchandler @mrdancohen I use Google tools and will recommend @grytics to FB Group admins. #measurepr

6/9/2015 9:58 ksucich @ShellyKramer Right. And at the moment, I'm not convinced that for our purposes allocating the budget is worth it. #measurePF

6/9/2015 9:58 samemac @FayScommPRO @commPRObiz Would love to guest author content! #measurepr

6/9/2015 9:58 aiaddysonzhang RT @mrdancohen: A8: OOH! And go open source for PMP and CRM. What? You don't have a CRM? GET ONE! #measurepr

6/9/2015 9:58 mrdancohen @HannaLizKnowles @dahnamchandler Great book! #measurepr

6/9/2015 9:58 samemac RT @Todder4News: @shonali A8: Use a trusted measurement service if you can, otherwise, develop a valid methodology you can replicate (build..

6/9/2015 9:58 gerardcorbett A8. Plan your measurement when planning the campaign. Don't make it an afterthought. #measurePF

6/9/2015 9:58 ModishMollyXo @shonali A8: I'm a little biased (Okay, a lot) but @nuvi! Track total conversation + virality + channel insights & engage direct #measurepr

6/9/2015 9:58 ShellyKramer There is no such thing as organic reach for biz on Facebook @dahnamchandler @JamesWBreen @ksucich - it's all pay to play #measurePF

6/9/2015 9:58 dahnamchandler I use @nimble for my CRM and I LOVE it! I finally found one I really do love. #measurepr

6/9/2015 9:58 aiaddysonzhang RT @gerardcorbett: A8. Plan your measurement when planning the campaign. Don't make it an afterthought. #measurePF

6/9/2015 9:59 dahnamchandler RT @ShellyKramer: There is no such thing as organic reach for biz on Facebook @dahnamchandler @JamesWBreen @ksucich - it's all pay to play ..

6/9/2015 9:59 ModishMollyXo @mrdancohen How could one survive without a CRM?! #measurepr

6/9/2015 9:59 JohnFriedman A8) use tools that measure what matters 2 int stakeholders. Don't give 'impressions' when they want 'time on site' or 'clicks' #measurePR

6/9/2015 9:59 mrdancohen RT @ShellyKramer: There is no such thing as organic reach for biz on Facebook @dahnamchandler @JamesWBreen @ksucich - it's all pay to play ..

6/9/2015 9:59 Hawkeye0071 RT @ShellyKramer: There is no such thing as organic reach for biz on Facebook @dahnamchandler @JamesWBreen @ksucich - it's all pay to play ..

6/9/2015 9:59 FayScommPRO @samemac Please direct message me at fays@commpro.biz thx #measurePR

6/9/2015 9:59 WashBizJen @ElizabethEThorp Wow. Egads. But did they call it a chafing "solution"? :) #measurepr

6/9/2015 9:59 mrdancohen RT @WashBizJen: @ElizabethEThorp Wow. Egads. But did they call it a chafing "solution"? :) #measurepr

6/9/2015 9:59 samemac Curious if anyone has finagled the use of a CRM to help track media contacts for internal use. #measurepr <https://t.co/GYZ2mTFv1G>

6/9/2015 9:59 ShellyKramer RT @gerardcorbett: A8. Plan your measurement when planning the campaign. Don't make it an afterthought. #measurePF

6/9/2015 9:59 dahnamchandler @ShellyKramer @JamesWBreen @ksucich I agree. I tell clients that ask me all the time as it relates to content development. #measurepr

6/9/2015 9:59 mrdancohen @ModishMollyXo I DON'T KNOW! #measurepr

6/9/2015 10:00 dahnamchandler RT @ShellyKramer: RT @gerardcorbett: A8. Plan your measurement when planning the campaign. Don't make it an afterthought. #measurePF

6/9/2015 10:00 samemac RT @ModishMollyXo: @shonali A8: I'm a little biased (Okay, a lot) but @nuvi! Track total conversation + virality + channel insights & engag..

6/9/2015 10:00 NuviSteve @ModishMollyXo @shonali I agree and I'm not biased at all... #measurepr

6/9/2015 10:00 samemac This is key to strategic planning! #measurepr <https://t.co/2R5VQuT842>

6/9/2015 10:00 ShellyKramer @ksucich It's definitely not for everyone. But you can do some testing of targeted ads for small \$\$ and test results. #measurepr

6/9/2015 10:00 shonali And... time's up! Wow, today's chat flew by. Thank you so much @shellykramer @mrdancohen @washbizjen @fayscommPRO for your time! #measurepr

6/9/2015 10:00 aiaddysonzhang RT @samemac: This is key to strategic planning! #measurepr <https://t.co/2R5VQuT842>

6/9/2015 10:00 dahnamchandler RT @HannaLizKnowles: @dahnamchandler Chip + Dan Heath touch on this quite a bit in their book Made to Stick! Appeal to identity and self-in..

6/9/2015 10:00 JamesWBreen RT @gerardcorbett: A8. Plan your measurement when planning the campaign. Don't make it an afterthought. #measurePF

6/9/2015 10:01 samemac @shonali @shellykramer @mrdancohen @washbizjen @fayscommPRO Noooo! Not yet. :) #measurepr

6/9/2015 10:01 ShellyKramer @ksucich I'm not at all convinced that FB is really the place for B2B brands to make much impact. So many other options #measurepr

6/9/2015 10:01 JonPepp Love the answers for Q8. My pens been moving nonstop. Thanks for the leads. #ht #measurePF

6/9/2015 10:01 shonali And many thanks to all who made the time to participate today, it was so much fun to have you! #measurepr

6/9/2015 10:01 JamesWBreen @shonali @shellykramer @mrdancohen @washbizjen @fayscommPRO Thank you so much for your perspective! #measurePF

6/9/2015 10:01 FayScommPRO @shonali @shellykramer @mrdancohen @washbizjen Today was fun. Thanks everyone. #measurePF

6/9/2015 10:01 ModishMollyXo @gerardcorbett love this! set up all necessary analytics channels beforehand. #measurepr

6/9/2015 10:01 mrdancohen @shonali @shellykramer @washbizjen @fayscommPRO Thank you! Lovely to meet all of you! #measurepr

6/9/2015 10:01 dahnamchandler @HannaLizKnowles I SOOOO love that book. I've had it for years and have used some of their strategy in content writing. #measurepr

6/9/2015 10:01 WashBizJen That was really fun! Thank you for all the great insights and ideas! #measurepr

6/9/2015 10:01 mrdancohen RT @JamesWBreen: @shonali @shellykramer @mrdancohen @washbizjen @fayscommPRO Thank you so much for your perspective! #measurePF

6/9/2015 10:01 JohnFriedman Just like a good video, #measurePR leaves 1 wanting more .. & shares where 2 get it

6/9/2015 10:01 ShellyKramer Thanks @shonali for having us today for #measurepr chat - the time has flown by!

6/9/2015 10:01 shonali I know all y'all are winding down your convos, so take your time. :) The "official" chat is over, a recap will be on #WUL soon. #measurepr

6/9/2015 10:01 dahnamchandler If you don't have "Made to Stick" in your library, you're really missing it! #measurepr

6/9/2015 10:02 dahnamchandler RT @shonali: I know all y'all are winding down your convos, so take your time. :) The "official" chat is over, a recap will be on #WUL soon..

6/9/2015 10:02 shonali

Save the date for our next chat: July 14, 12-1 pm ET. We have some really neat guests coming up so watch this space! #measurepr