

Time(PDT)	Username	Update
8/11/2015 9:00	shonali	And... it's time! So glad to see all y'all here! I see our guests @michellehinson @tinu @sallyfalkow @nichole_kelly are all set! #measurepr
8/11/2015 9:01	sallyfalkow	Hello @tinu @MichelleHinson and everyone else on the chat today #measurepr
8/11/2015 9:01	hopwood	RT @MichelleHinson: @shonali, having some pre chat on hold music would be really cool. (~: #measurePF
8/11/2015 9:01	shonali	We'll start the chat momentarily, but before we get started, please introduce yourselves. Say who you are, what you do, etc. #measurepr
8/11/2015 9:01	shonali	@hopwood LOL. Let me see if I can figure that out! ;) @MichelleHinson #measurepr
8/11/2015 9:01	Prezly	Hi everyone we're http://t.co/DcoDizZ8oD a CRM tool for PR professionals aiming to make your jobs easier #measurePR
8/11/2015 9:01	tinaoh1114	Hello everyone ##measurepr
8/11/2015 9:01	shonali	I'm in sunny Florida too! RT @MichelleHinson Great to meet you everyone! Greetings from sunny Florida #measurepr
8/11/2015 9:01	BonnieRiechert	Greetings from Nashville, the Music City #measurepr
8/11/2015 9:02	shonali	@tinaoh1114 @prezly @bonnieriechert Welcome! #measurepr
8/11/2015 9:02	austinomaha	@shonali Austin Gaule, Measurement Director at @Universal_Info. Happy to be on my 2nd #measurepr chat
8/11/2015 9:02	sallyfalkow	I wish I were in sunny Florida again :) #measurepr
8/11/2015 9:02	shonali	@austinomaha Oh, how SUPER! @Universal_Info #measurepr
8/11/2015 9:02	hopwood	Duncan Hopwood in sunny England, running regional and soon to be London PR agency in property and non profit sectors #measurepr
8/11/2015 9:02	shonali	@sallyfalkow Ha! #measurepr
8/11/2015 9:02	jillvan	Today's #measurepr chat looks quite good. Running late but hope to tune in in just a few..
8/11/2015 9:02	RobinMarie	@MichelleHinson Greetings from sunny Minneapolis. #measurepr
8/11/2015 9:02	shonali	@hopwood So good to see you and HEY! I'll be in London in Oct, we need to meet up! #measurepr
8/11/2015 9:03	BonnieRiechert	I'm a PR prof at @BelmontUniv and active in @prsanashville #measurepr
8/11/2015 9:03	shonali	Me, I'm a #socialPR pro, measurement geek (hence this chat), foodie, shoe fiend & dog mom. Also, Elvis rules. #justsayin #measurepr
8/11/2015 9:03	LindaJacobson	Hello from Seattle! #measurepr
8/11/2015 9:03	Nichole_Kelly	Welcome everyone! I'm Nichole Kelly, CEO of @smxplorer, Co-Founder of @trksit, and author of How to Measure Social Media. #measurepr
8/11/2015 9:03	KateRobins	Greetings from sopping wet Connecticut #measurepr
8/11/2015 9:03	gerardcorbett	Good morning from foggy San Francisco #measurepr
8/11/2015 9:03	MichelleHinson	A1: I'm Director, PR Measurement @CyberAlert. Chair & founding member #i4pr Measurement Commission. And serious PR wonk. #measurepr
8/11/2015 9:03	Tinu	Hi I'm Tinu. I run Leveraged Promotion. What I do that's relevant to PR is partner w/ @sallyfalkow's co on reputation management #measurepr
8/11/2015 9:03	JennGalluzzo	Hello from New York! #measurepr
8/11/2015 9:04	queenofmetrics	I'm in New Hampshire where it's pouring rain and candidates #FITN #measurepr
8/11/2015 9:04	Tinu	RT @shonali: Me, I'm a #socialPR pro, measurement geek (hence this chat), foodie, shoe fiend & dog mom. Also, Elvis rules. #justsayin #meas..
8/11/2015 9:04	tinaoh1114	@KateRobins I just drove home from CT yesterday. ##measurepr
8/11/2015 9:04	shonali	@KateRobins Hi! Lovely to see you. Also @gerardcorbett @lindajacobson @robinmarie @jillvan @delladollie_086 @tinaoh1114 @prezly #measurepr
8/11/2015 9:04	Tinu	RT @MichelleHinson: A1: I'm Director, PR Measurement @CyberAlert. Chair & founding member #i4pr Measurement Commission. And serious PR wonk..
8/11/2015 9:04	Tinu	RT @Nichole_Kelly: Welcome everyone! I'm Nichole Kelly, CEO of @smxplorer, Co-Founder of @trksit, and author of How to Measure Social Media..
8/11/2015 9:04	Marketwired	Hello from Toronto! Kait here, Marketwired's Community Manager. Looking forward to this discussion! #measurepr
8/11/2015 9:04	shonali	And of course GREAT to see @queenofmetrics - literally the queen of metrics - here too. :) xo #measurepr
8/11/2015 9:04	gerardcorbett	Hello @MichelleHinson #measurepr
8/11/2015 9:04	KateRobins	RT @shonali: And of course GREAT to see @queenofmetrics - literally the queen of metrics - here too. :) xo #measurepr
8/11/2015 9:04	MichelleHinson	@gerardcorbett congrats to your champion daughter! #measurepr
8/11/2015 9:04	JohnFriedman	Hey, shocking news. I am on time for #measurepr chat today.
8/11/2015 9:05	Nichole_Kelly	I'm in Baltimore where it's sunny, humid and just so you know my hair is not dealing well. :- ) #measurepr
8/11/2015 9:05	shonali	Before we get started a couple of quick rules of thumb to make chatting easier (cont) #measurepr
8/11/2015 9:05	hsoldonia	Greetings from #SF. #measurepr

8/11/2015 9:05 shonali 1) Try to number your tweets, e.g. "re Q1" or "A1" so that others can follow the conversation thread (cont) #measurepr

8/11/2015 9:05 Prezly Our HQ is in Belgium but have staff around the world at the moment. @makeshiftalisha right now in Philadelphia tweeting! #measurePF

8/11/2015 9:05 tinaoh1114 A.1 I work in Partner Development for IMC / Vibrant Nation, the leading community & influencer network for women 45+ ##measurepr

8/11/2015 9:05 MichelleHinson @Nichole\_Kelly, weather the great human equalizer! #measurepr

8/11/2015 9:06 Nichole\_Kelly @MichelleHinson True dat sista! #measurepr

8/11/2015 9:06 HannaLizKnowles: Will be tuning in and out, but I'm "here" from an overcast (but humid and hot!) Mississippi. #measurePF

8/11/2015 9:06 sallyfalkow A1: I am a PR veteran, early tech adopter and blogger. Have always been interested in research, stats and measurement. #measurepr

8/11/2015 9:06 Tinu RT @shonali: 1) Try to number your tweets, e.g. "re Q1" or "A1" so that others can follow the conversation thread (cont) #measurepr

8/11/2015 9:06 queenofmetrics @shonali #measurepr yes. my latest plot: invade content marketing, annex social media and create a much larger kingdom :) #measurepr

8/11/2015 9:06 shonali And that's it! I see our guests are already answering A1, thank you @sallyfalkow @nichole\_kelly @michellehinson @tinu! #measurepr

8/11/2015 9:07 Nichole\_Kelly And I've already broken rule number 1. It's about to get real. LOL #measurepr

8/11/2015 9:07 gerardcorbett Gerry Corbett, CEO Redphlag and Dad of the numero uno Girl's Under 11 Badminton champ of the Americas. #measurePR #hadtosayi

8/11/2015 9:07 Tinu RT @shonali: Also, if you have additional questions for our guests, please DM to me, and I will add to the queue. That's rule #2. #measurepr

8/11/2015 9:07 shonali @HannaLizKnowles Great to see you! Also @hsoldonia @johnfriedman (ha!) @marketwired... great crowd here today! #measurepr

8/11/2015 9:07 Tinu RT @sallyfalkow: A1: I am a PR veteran, early tech adopter and blogger. Have always been interested in research, stats and measurement. #m..

8/11/2015 9:07 BernadetteDavis @shonali Checking in on the #measurepr chat. I'm a #solopr in DFW.

8/11/2015 9:08 ShannonRenee Hi @shonali, I'm here for #measurepr too

8/11/2015 9:08 shonali Congrats! MT @gerardcorbett CEO Redphlag and Dad of the numero uno Girl's Under 11 Badminton champ of the Americas. #hadtosayit #measurepr

8/11/2015 9:08 MichelleHinson Nichole\_Kelly, I think you broke it twice. (~: #measurepr

8/11/2015 9:08 JohnFriedman A1 I help companies live their values & engage in authentic conversations. Sodexo Corp. Resp. Comms Director & HuffPost blogger #measurePF

8/11/2015 9:08 shonali @ShannonRenee You made it! Super! #measurepr

8/11/2015 9:08 shonali @BernadetteDavis Welcome! #measurepr

8/11/2015 9:08 Nichole\_Kelly @Tinu Ha ha...notice I didn't use LOL because apparently that's so 2014. ;-) #measurepr

8/11/2015 9:09 shonali Q2: What are some best practices when it comes to PR measurement? Has anything changed over the decades? #measurepr

8/11/2015 9:09 KateRobins RT @queenofmetrics: @shonali #measurepr yes. my latest plot: invade content marketing, annex social media and create a much larger kingdom..

8/11/2015 9:09 biggreenpen RT @sallyfalkow We'll be talking about the new #PR Measurement Dashboard on the #measurepr chat on Tuesday at 9 am P 12 noon E #measurepr

8/11/2015 9:09 ErinnLarson1 A1: I'm Erinn and I work with the fabulous Measurement Queen (@queenofmetrics) as her Marketing/Data Analytics Assistant. #measurepr

8/11/2015 9:09 danitowner So happy to have heard about #measurepr!

8/11/2015 9:10 classickatie A1 PR student in DC metro that loves numbers #measurePR

8/11/2015 9:10 Nichole\_Kelly A2: Align your metrics with core business metrics like CPM, Cost per engagement, Cost per lead and cost per acquisition. #measurepr

8/11/2015 9:10 shonali @danitowner @erinnlarson1 Welcome! #measurepr

8/11/2015 9:10 MichelleHinson A2: : Great resource: GAP (General Accepted Practices) Study identifies best practices and provides industry data on many topics #measurepr

8/11/2015 9:10 JohnFriedman A2: PR starting to use business measures rather than PR-specific metrics no one in c-suite understands or cares about. #measurepr

8/11/2015 9:10 tinaoh1114 RT @shonali: Q2: What are some best practices when it comes to PR measurement? Has anything changed over the decades? #measurepr

8/11/2015 9:10 RobinMarie A1: Handle all things PR, SM and Marketing at #1 ranked park system in USA, Minneapolis Park Board. #measurepr

8/11/2015 9:10 shonali @classickatie That's what I like to hear. :) Welcome! #measurepr

8/11/2015 9:10 PhilipOgola Joining #MeasurePr from Nairobi cc @sallyfalkow @Tinu @MichelleHinson @shonali @Nichole\_Kelly @smxplorer @trksit

8/11/2015 9:10 Tinu RT @shonali: Q2: What are some best practices when it comes to PR measurement? Has anything changed over the decades? #measurepr

8/11/2015 9:10 sallyfalkow A2: So much has changed in the last few years - measuring outcomes not just outputs or column inches, #measurepr

8/11/2015 9:10 shonali RT @sallyfalkow A2: So much has changed in the last few years - measuring outcomes not just outputs or column inches, #measurepr

8/11/2015 9:10 austinomaha @shonali Q2: i'll point out the obvious - AVEs are gone (or at least should be). I know @queenofmetrics would agree! #measurePF

8/11/2015 9:10 shonali @PhilipOgola WOW. Welcome! @sallyfalkow @Tinu @MichelleHinson @Nichole\_Kelly @smxplorer @trksit #measurepr

8/11/2015 9:10 Nichole\_Kelly A2: Don't ignore the systems you use...look for opportunities to connect data sources and integrate into CRM #measurepr

8/11/2015 9:10 Tinu RT @sallyfalkow: A2: So much has changed in the last few years - measuring outcomes not just outputs or column inches, #measurepr

8/11/2015 9:11 shonali RT @Nichole\_Kelly A2: Don't ignore the systems you use...look for opportunities to connect data sources and integrate into CRM #measurepr

8/11/2015 9:11 shonali @austinomaha Unfortunately while AVEs \*should\* be gone, they're not. But we still keep fighting! (A2) @queenofmetrics #measurepr

8/11/2015 9:11 Tinu A2: Best practices- know what you're measuring and why. Before you measure, take a baseline so you can see growth. #measurepr

8/11/2015 9:11 queenofmetrics @austinomaha @shonali #measurepr I so wish you were correct, but sadly a huge number of uninformed people still use AVE. :

8/11/2015 9:11 sallyfalkow A2: We have more tools available to help us measure results now. #measurepr

8/11/2015 9:12 Nichole\_Kelly A2: Recognize that PR is designed to impact the top of the funnel...but you need to measure it ALL the way through the funnel #measurepr

8/11/2015 9:12 MichelleHinson A2 Orgs are now their own media channels. #measurepr

8/11/2015 9:12 gerardcorbett A2. Everything! People now understand why measurement is important. #measurePF

8/11/2015 9:12 KateRobins RT @queenofmetrics: @austinomaha @shonali #measurepr I so wish you were correct, but sadly a huge number of uninformed people still use AVE..

8/11/2015 9:12 jillvan RT @sallyfalkow: Starting in 15 minutes #measurepr chat. Find out about the new PR Measurement Google Analytics Dashboard <http://t.co/h1wX..>

8/11/2015 9:12 Tinu A2: Don't know PR specifics as much as I do search but I'd guess that would carry over to anything you're measuring digitally. #measurepr

8/11/2015 9:12 MichelleHinson A2 Must be able to measure outputs and outcomes and tie back to business objectives. #measurepr

8/11/2015 9:12 Tinu RT @Nichole\_Kelly: A2: Align your metrics with core business metrics like CPM, Cost per engagement, Cost per lead and cost per acquisition...

8/11/2015 9:12 shonali RT @MichelleHinson A2 Must be able to measure outputs and outcomes and tie back to business objectives. #measurepr

8/11/2015 9:12 Tinu RT @Nichole\_Kelly: A2: Don't ignore the systems you use...look for opportunities to connect data sources and integrate into CRM #measurepr

8/11/2015 9:12 ErinLarson1 @classickatie I love that you love numbers. It's important to not be scared of math! :) #measurepr

8/11/2015 9:12 sallyfalkow RT @MichelleHinson: A2 Must be able to measure outputs and outcomes and tie back to business objectives. #measurepr

8/11/2015 9:12 Tinu RT @MichelleHinson: A2: : Great resource: GAP (General Accepted Practices) Study identifies best practices and provides industry data on ma..

8/11/2015 9:12 SocialAugusto RT @Nichole\_Kelly A2: Recognize that PR is designed to impact the top of the funnel...but you need to measure it ALL the way! #measurepr

8/11/2015 9:12 shonali RT @MichelleHinson A2 Orgs are now their own media channels. #measurepr

8/11/2015 9:12 ShannonRenee A2: Best practice - don't blindly trust your data/analytics; it's alright to question methodology. #measurepr

8/11/2015 9:12 hopwood And for that you need an efficient, open and cooperative client #measurepr <https://t.co/EQkkZOApO;>

8/11/2015 9:13 austinomaha @queenofmetrics @shonali huge fan of your blog - such a good advocate against AVEs. We will win the fight. #measurePF

8/11/2015 9:13 Nichole\_Kelly For the record, I am not good at math...I'm just really good at Excel. :-) #measurepr

8/11/2015 9:13 biggreenpen Hello everyone! I live in #Tallahassee, FL and work with @weaveinfluence #measurepr

8/11/2015 9:13 danitowner A1 I'm a social media brand manager at @DAYTA\_Marketing. I love utilizing social for PR! #measurepr

8/11/2015 9:13 queenofmetrics A2: The big thing I'm seeing these days is lots ntegration of data streams and correlations based on multiple datasets #measurepr

8/11/2015 9:13 MichelleHinson @gerardcorbett they may understand measurement is important but they don't understand how to do it. #measurepr

8/11/2015 9:13 shonali MT @Nichole\_Kelly A2: PR is designed to impact the top of the funnel...but you need to measure ALL the way through the funnel #measurepr

8/11/2015 9:13 Nichole\_Kelly RT @hopwood: And for that you need an efficient, open and cooperative client #measurepr <https://t.co/EQkkZOApO;>

8/11/2015 9:13 Nichole\_Kelly @hopwood Absolutely! #measurepr

8/11/2015 9:13 KateRobins RT @shonali: MT @Nichole\_Kelly A2: PR is designed to impact the top of the funnel...but you need to measure ALL the way through the funnel ..

8/11/2015 9:13 sallyfalkow RT @MichelleHinson: @gerardcorbett they may understand measurement is important but they don't understand how to do it. #measurepr

8/11/2015 9:13 Nichole\_Kelly RT @queenofmetrics: A2: The big thing I'm seeing these days is lots ntegration of data streams and correlations based on multiple datasets ..

8/11/2015 9:13 Tinu a2: The biggest change I see is attribution. I've done crazy things to track which campaign worked best. So much easier now. #measurepr

8/11/2015 9:13 gerardcorbett A2. You should no longer do it unless you can measure it. #measurePF

8/11/2015 9:14 danitowner RT @Nichole\_Kelly: A2: Recognize that PR is designed to impact the top of the funnel...but you need to measure it ALL the way through the f..

8/11/2015 9:14 sallyfalkow RT @Tinu: a2: The biggest change I see is attribution. I've done crazy things to track which campaign worked best. So much easier now. #mea..

8/11/2015 9:14 Tinu RT @MichelleHinson: A2 Orgs are now their own media channels. #measurepr

8/11/2015 9:14 Tinu RT @MichelleHinson: A2 Must be able to measure outputs and outcomes and tie back to business objectives. #measurepr

8/11/2015 9:14 shonali RT @Tinu a2: The biggest change I see is attribution. I've done crazy things 2 track which campaign worked best. Much easier now. #measurepr

8/11/2015 9:14 ShannonRenee A2: Best practice - your data/analytics need context, nothing happens in a vacuum...especially w/ communications. #measurepr

8/11/2015 9:14 Tinu RT @sallyfalkow: A2: We have more tools available to help us measure results now. #measurepr

8/11/2015 9:14 MichelleHinson RT @Tinu RT @sallyfalkow: A2: We have more tools available to help us measure results now. #measurepr

8/11/2015 9:14 Tinu RT @Nichole\_Kelly: A2: Recognize that PR is designed to impact the top of the funnel...but you need to measure it ALL the way through the f..

8/11/2015 9:14 KateRobins RT @shonali: RT @Tinu a2: The biggest change I see is attribution. I've done crazy things 2 track which campaign worked best. Much easier n..

8/11/2015 9:14 shonali RT @ShannonRenee A2: Best practice - your data/analytics need context, nothing happens in a vacuum...esp w/ communications. #measurepr

8/11/2015 9:14 Nichole\_Kelly A2: Last touch attribution is the bane of PR's existence. ;- ) #measurepr

8/11/2015 9:14 AmyVernon I'M NOT LATE, I WAS HERE THE WHOLE TIME. #measurepr

8/11/2015 9:14 austinomaha @MichelleHinson YES! So many people are missing this. NEED to tie measures to business OUTCOMES - if you aren't - you're losing. #measurePF

8/11/2015 9:14 queenofmetrics @Tinu Q2: I'd like to hear more about how you figure out attribution. I find too many possible triggers and few answers #measurepr

8/11/2015 9:14 shonali Yup! RT @Nichole\_Kelly A2: Last touch attribution is the bane of PR's existence. ;- ) #measurepr

8/11/2015 9:14 sallyfalkow A2: and now that brands are their own media they need to track & measure like media does #measurepr

8/11/2015 9:14 JoeAbusamra RT @Tinu: A2: Best practices- know what you're measuring and why. Before you measure, take a baseline so you can see growth. #measurepr

8/11/2015 9:14 jillvan A2: Best practices in measurement - I still hear companies wanting to measure # of placements (and AVEs!) vs biz impact. #measurepr

8/11/2015 9:15 shonali Q3: Most common #measurePR #fail you've seen (or been through!): GO

8/11/2015 9:15 BonnieRiechert RT @ShannonRenee: A2: Best practice - your data/analytics need context, nothing happens in a vacuum...especially w/ communications. #measur..

8/11/2015 9:15 MichelleHinson RT @sallyfalkow A2: and now that brands are their own media they need to track & measure like media does #measurepr

8/11/2015 9:15 HannalizKnowles @MichelleHinson Thanks! Looking this up. #measurePR

8/11/2015 9:15 ErinnLarson1 @austinomaha AVEs are evil. Have you guys met Buffy the AVE slayer? <http://t.co/hBu0xC3z8W> #measurepr

8/11/2015 9:15 PhilipOgola RT @ShannonRenee: A2: Best practice - your data/analytics need context, nothing happens in a vacuum...especially w/ communications. #measur..

8/11/2015 9:15 sallyfalkow RT @austinomaha: @MichelleHinson YES! So many people are missing this. NEED to tie measures to business OUTCOMES - if you aren't - you're l..

8/11/2015 9:15 Tinu RT @queenofmetrics: A2: The big thing I'm seeing these days is lots ntegration of data streams and correlations based on multiple datasets ..

8/11/2015 9:15 AmyVernon Damn. I missed the attribution question. I mean, my dog ate my notes. I have to go back and catch up. ;) #measurepr

8/11/2015 9:15 austinomaha @ErinnLarson1 met Buffy? I'm Buffy's biggest fan! :) #measurePR

8/11/2015 9:15 PhilipOgola RT @ShannonRenee: A2: Best practice - don't blindly trust your data/analytics; it's alright to question methodology. #measurepr

8/11/2015 9:15 Nichole\_Kelly A3: Biggest mistake is thinking reach and impressions are enough to justify budget. #measurepr

8/11/2015 9:15 MichelleHinson Link to GAP Study #measurepr

8/11/2015 9:15 Tinu RT @sallyfalkow: A2: and now that brands are their own media they need to track & measure like media does #measurepr

8/11/2015 9:15 shonali RT @Nichole\_Kelly A3: Biggest mistake is thinking reach and impressions are enough to justify budget. #measurepr

8/11/2015 9:16 sallyfalkow RT @shonali: RT @Nichole\_Kelly A3: Biggest mistake is thinking reach and impressions are enough to justify budget. #measurepr

8/11/2015 9:16 hopwood A3 Using social media metrics you don't really understand and which don't stand up to scrutiny #measurepr

8/11/2015 9:16 MichelleHinson AARrgghhh <http://t.co/25Vz3QUGNh> #measurepr

8/11/2015 9:16 AmyVernon RT @Nichole\_Kelly: A3: Biggest mistake is thinking reach and impressions are enough to justify budget. #measurepr

8/11/2015 9:16 Tinu RT @ShannonRenee: A2: Best practice - don't blindly trust your data/analytics; it's alright to question methodology. #measurepr

8/11/2015 9:16 MichelleHinson RT @Tinu RT @ShannonRenee: A2: Best practice - don't blindly trust your data/analytics; it's alright to question methodology. #measurepr

8/11/2015 9:16 digitalsista RT @ShannonRenee: A2: Best practice - your data/analytics need context, nothing happens in a vacuum...especially w/ communications. #measur..

8/11/2015 9:16 ShannonRenee A2: Best practice - measure what matters, not what's popular. #measurepr

8/11/2015 9:16 shonali GREAT to see you here! RT @AmyVernon I'M NOT LATE, I WAS HERE THE WHOLE TIME. #measurepr

8/11/2015 9:16 jillvan RT @shonali Q3: Most common #measurePR #fail you've seen (or been through!): GO

8/11/2015 9:16 NSpired2B RT @ShannonRenee: A2: Best practice - don't blindly trust your data/analytics; it's alright to question methodology. #measurepr

8/11/2015 9:17 Nichole\_Kelly A3: Another mistake is not using data to tell a story and instead expecting others to see what you see #measurepr

8/11/2015 9:17 AmyVernon RT @Nichole\_Kelly: A3: Another mistake is not using data to tell a story and instead expecting others to see what you see #measurepr

8/11/2015 9:17 faseidl LIVE Now: Good discussion about PR measurement; follow #measurepr on Twitter or visit this link: <http://t.co/k4li2qSrmf>

8/11/2015 9:17 shonali RT @MichelleHinson: A2: : Great resource: GAP (General Accepted Practices) Study identifies best practices and provides industry data on ma..

8/11/2015 9:17 gerardcorbett A3. Trump had no measurement plan in place before announcing his POTUS run. #measurePF

8/11/2015 9:17 MichelleHinson A2 We must remember we want folks to DO SOMETHING. #measurepr

8/11/2015 9:17 ShannonRenee TRUTH RT @Nichole\_Kelly: A3: Biggest mistake is thinking reach and impressions are enough to justify budget. #measurepr

8/11/2015 9:17 Tinu RT @shonali: Q3: Most common #measurePR #fail you've seen (or been through!): GO

8/11/2015 9:17 KateRobins RT @MichelleHinson: A2 We must remember we want folks to DO SOMETHING. #measurepr

8/11/2015 9:17 CMForA RT @Nichole\_Kelly: A2: Align your metrics with core business metrics like CPM, Cost per engagement, Cost per lead and cost per acquisition...

8/11/2015 9:17 evolvor RT @Nichole\_Kelly: A3: Biggest mistake is thinking reach and impressions are enough to justify budget. #measurepr

8/11/2015 9:17 CMForA RT @Nichole\_Kelly: A2: Don't ignore the systems you use...look for opportunities to connect data sources and integrate into CRM #measurepr

8/11/2015 9:17 Nichole\_Kelly A3: And final mistake is confirmation bias. Using data to validate an assumption instead of looking at what's really there #measurepr

8/11/2015 9:17 shonali Here's the link to the GAP study @michellehinson was talking about #measurePR <https://t.co/Jfg9UVcMSe>

8/11/2015 9:17 BonnieRiechert RT @shonali: Q3: Most common #measurePR #fail you've seen (or been through!): GO

8/11/2015 9:17 queenofmetrics A3: this is what happens when you measure with impressions <http://t.co/ct3tbVjHn2> #measurepr

8/11/2015 9:18 MichelleHinson A3: Not measuring against objectives #measurepr

8/11/2015 9:18 ErinnLarson1 @Nichole\_Kelly Ooh we'd love some of your comments about impressions on our new discussion forum! <http://t.co/xV6ohsiDvu> #measurepr

8/11/2015 9:18 queenofmetrics RT @ShannonRenee: A2: Best practice - don't blindly trust your data/analytics; it's alright to question methodology. #measurepr

8/11/2015 9:18 Marketwired A3. Biggest mistake? Not beginning by defining objectives, then agreeing on which metrics will best measure your progress! #measurepr

8/11/2015 9:18 shonali RT @Tinu A3: Most common- wow. I suppose not knowing what metrics are important. #measurepr

8/11/2015 9:18 ShannonRenee RT @shonali: Q3: Most common #measurePR #fail you've seen (or been through!): GO

8/11/2015 9:18 Tinu A3: Most common- wow. I suppose not knowing what metrics are important. #measurepr

8/11/2015 9:18 AmyVernon RT @Marketwired: A3. Biggest mistake? Not beginning by defining objectives, then agreeing on which metrics will best measure your progress!.

8/11/2015 9:18 HannalizKnowles RT @Nichole\_Kelly: A3: Biggest mistake is thinking reach and impressions are enough to justify budget. #measurepr

8/11/2015 9:18 Nichole\_Kelly @ErinnLarson1 I'd love to share thoughts and co-create with you ladies! Hit me up later and we'll coordinate. :- ) #measurepr

8/11/2015 9:18 jillvan A3: Most common #measurepr fail ever? Literally sitting in an office with a ruler measuring column inches. #whatajoke

8/11/2015 9:18 KateRobins This is huge. RT @shonali RT @Tinu A3: Most common- wow. I suppose not knowing what metrics are important. #measurepr

8/11/2015 9:19 Tinu A3: I still have people complain to me that their "hits are down". Makes me want to eat glass. Hits have been irrelevant forever. #measurepr

8/11/2015 9:19 sallyfalkow A3: Judging PR awards I saw several entries that measured only increase in followers/likes #measurepr

8/11/2015 9:19 PMGNicole "listening" in to #measurepr - great conversation!

8/11/2015 9:19 MichelleHinson A3: Thinking media attention is most important metric. #measurepr

8/11/2015 9:19 austinomaha @queenofmetrics just wrote a little piece on the Redskins as well. Makes the PR measurement community look bad! #measurePF

8/11/2015 9:19 sallyfalkow A3: Lack of goals set that can be measured #measurepr

8/11/2015 9:19 AmyVernon SMH. RT @sallyfalkow A3: Judging PR awards I saw several entries that measured only increase in followers/likes #measurepr

8/11/2015 9:19 shonali RT @sallyfalkow A3: Lack of goals set that can be measured #measurepr

8/11/2015 9:19 MichelleHinson RT @sallyfalkow A3: Judging PR awards I saw several entries that measured only increase in followers/likes #measurepr

8/11/2015 9:19 danitowner A3 This! Numbers aren't important, it's what they represent that's important. #measurepr <https://t.co/jaYgBS3bM2>

8/11/2015 9:19 danitowner RT @Nichole\_Kelly: A3: Another mistake is not using data to tell a story and instead expecting others to see what you see #measurepr

8/11/2015 9:19 MichelleHinson A3: Our target audience is everyone on the plant #measurepr

8/11/2015 9:19 danitowner RT @Nichole\_Kelly: A3: And final mistake is confirmation bias. Using data to validate an assumption instead of looking at what's really the...

8/11/2015 9:19 drizzie RT @ShannonRenee: A2: Best practice - don't blindly trust your data/analytics; it's alright to question methodology. #measurepr

8/11/2015 9:19 Nichole\_Kelly For real! RT @MichelleHinson A3: Our target audience is everyone on the plant #measurepr

8/11/2015 9:19 jillvan Yes RT @KateRobins This is huge. RT @shonali RT @Tinu A3: Most common- wow. I suppose not knowing what metrics are important. #measurepr

8/11/2015 9:20 JulianOSoci0 #measurepr A2: Ofc it has. Since mid 20th c. till now PR has become more accessible concept, hence the instruments for it - comms platforms,

8/11/2015 9:20 ShannonRenee A3: Biggest mistake - not understanding the importance of measurements, data, analytics in communications #measurepr

8/11/2015 9:20 PhilipOgola RT @austinomaha: @MichelleHinson YES! So many people are missing this. NEED to tie measures to business OUTCOMES - if you aren't - you're l..

8/11/2015 9:20 digitalsista RT @austinomaha: @MichelleHinson YES! So many people are missing this. NEED to tie measures to business OUTCOMES - if you aren't - you're l..

8/11/2015 9:20 Tinu A3: So most common - making assumptions about what your data means. Or every number going up is good. (Bounce rate!) #measurepr

8/11/2015 9:20 sallyfalkow A3: Not creating goals to track in analytics - you can track PR conversions #measurepr

8/11/2015 9:20 MichelleHinson Using multipliers. BTW this tweet is going to be seen by everyone on the planted x12. #measurepr

8/11/2015 9:20 Nichole\_Kelly RT @sallyfalkow: A3: Not creating goals to track in analytics - you can track PR conversions #measurepr

8/11/2015 9:20 jillvan RT @austinomaha: @jillvan Q3: basing media analysis framework on impressions, rather than quality of publication related to company/campaig..

8/11/2015 9:21 jillvan RT @ShannonRenee A3: Biggest mistake - not understanding the importance of measurements, data, analytics in communications #measurepr

8/11/2015 9:21 shonali RT @Nichole\_Kelly: A3: Another mistake is not using data to tell a story and instead expecting others to see what you see #measurepr

8/11/2015 9:21 jillvan RT @sallyfalkow A3: Not creating goals to track in analytics - you can track PR conversions #measurepr

8/11/2015 9:21 shonali Ugh RT @MichelleHinson RT @sallyfalkow A3: Judging PR awards I saw several entries that measured only increase in followers/likes #measurepr

8/11/2015 9:21 JulianOSoci0 #measurepr A2 (...), more useful, scientific, etc. And now with quantifying everything into digital information, we are as close to...

8/11/2015 9:21 JohnFriedman A3: Trying to us PR as marketing (and promising sales would result). #recipefordisaster #measurepr

8/11/2015 9:21 ShannonRenee A3: Biggest mistake - measuring things that don't impact market share, revenue or customer satisfaction #measurepr

8/11/2015 9:21 gerardcorbett @Tinu Painful on both counts. #measurePR

8/11/2015 9:21 Marketwired Another mistake: picking too many metrics. Keep it below 5. Who can keep more than that in their head and on their radar? #measurepr

8/11/2015 9:21 nichole\_Kelly @MichelleHinson Multipliers are a key indication that the campaign actually failed. ;- ) #measurepr

8/11/2015 9:21 austinomaha @MichelleHinson that literally makes me want to puke. Stomach is feeling weak. #measurePR

8/11/2015 9:21 Tinu RT @MichelleHinson: A3: Thinking media attention is most important metric. #measurepr

8/11/2015 9:21 sallyfalkow A3: Not using analytics to inform your content strategy #measurepr

8/11/2015 9:21 MichelleHinson @Tinu - every # is good. And any coverage IS good coverage. Not. #measurepr

8/11/2015 9:21 Tinu RT @MichelleHinson: Using multipliers. BTW this tweet is going to be seen by everyone on the planted x12. #measurepr

8/11/2015 9:22 shonali RT @Marketwired A3. Not beginning by defining objectives, then agreeing on which metrics will best measure your progress! #measurepr

8/11/2015 9:22 Marketwired ... on their personal radar, not their analytics dashboard :) #measurepr

8/11/2015 9:22 queenofmetrics @AmyVernon @sallyfalkow award cmts should screen entries 2 ensure goals & results match & disqualified if they don't #measurepr

8/11/2015 9:22 digitalsista RT @MichelleHinson: A3: Thinking media attention is most important metric. #measurepr

8/11/2015 9:22 shonali RT @Nichole\_Kelly A3: confirmation bias. Using data to validate an assumption instead of looking at what's really there #measurepr

8/11/2015 9:22 ShannonRenee A3: Biggest mistake - misinterpreting and misrepresenting data; not fully understanding the data & not asking for help #measurepr

8/11/2015 9:22 JulianOSoci0 #measurepr a2 (...) comprehending the ingredients to building effective mass communication as possible to date. So yes, it has. :'

8/11/2015 9:23 sallyfalkow RT @ShannonRenee: A3: Biggest mistake - measuring things that don't impact market share, revenue or customer satisfaction #measurepr

8/11/2015 9:23 Nichole\_Kelly A3: Another mistake not using consistent metrics across all campaigns so you have apples to apples comparisons #measurepr

8/11/2015 9:23 VickieKelli\_025 RT @shonali: RT @Nichole\_Kelly A3: Biggest mistake is thinking reach and impressions are enough to justify budget. #measurepr

8/11/2015 9:23 Mallory\_Hilda RT @Nichole\_Kelly: A2: Recognize that PR is designed to impact the top of the funnel...but you need to measure it ALL the way through the f..

8/11/2015 9:23 sallyfalkow RT @ShannonRenee A3: Biggest mistake - measuring things that don't impact market share, revenue or customer satisfaction #measurepr

8/11/2015 9:23 Tinu RT @sallyfalkow: A3: Judging PR awards I saw several entries that measured only increase in followers/likes #measurepr

8/11/2015 9:23 Tinu RT @sallyfalkow: A3: Lack of goals set that can be measured #measurepr

8/11/2015 9:23 queenofmetrics RT @sallyfalkow: A3: Judging PR awards I saw several entries that measured only increase in followers/likes #measurepr

8/11/2015 9:23 JohnFriedman When I judge awards (and I have) that is an immediate disqualifier! #measurepr <https://t.co/Q1WMZ3H71x>

8/11/2015 9:23 MichelleHinson A3 Not agreeing on definitions. 1/2 the time we're not even speaking the same language. #measurepr

8/11/2015 9:23 jillvan A3: I see folks either misunderstanding what to measure or just measuring media placements. There's \*so much more\* to look at. #measurepr

8/11/2015 9:23 gerardcorbett @jillvan Or column centimeters #measurePR

8/11/2015 9:23 shonali Redskins, anyone? ;) MT @MichelleHinson: Using multipliers. BTW this tweet is going to be seen by everyone on the planet x 12. #measurepr

8/11/2015 9:23 Nichole\_Kelly #preach RT @MichelleHinson A3 Not agreeing on definitions. 1/2 the time we're not even speaking the same language. #measurepr

8/11/2015 9:23 sallyfalkow @JohnFriedman I agree. #measurepr

8/11/2015 9:23 MichelleHinson Yuck! RT @TinU RT @sallyfalkow: A3: Judging PR awards I saw several entries that measured only increase in followers/likes #measurepr

8/11/2015 9:23 JohnFriedman We must speak THEIR (business) language and not expect them to learn ours. #measurepr <https://t.co/PTRQNFfNyT>

8/11/2015 9:23 queenofmetrics RT @Nichole\_Kelly: A3: Another mistake not using consistent metrics across all campaigns so you have apples to apples comparisons #measurepr

8/11/2015 9:23 queenofmetrics RT @Nichole\_Kelly A3: Another mistake not using consistent metrics across all campaigns so you have apples to apples comparisons #measurepr

8/11/2015 9:24 shonali RT @MichelleHinson A3 Not agreeing on definitions. 1/2 the time we're not even speaking the same language. #measurepr

8/11/2015 9:24 PhilipOgola RT @jillvan: A3: I see folks either misunderstanding what to measure or just measuring media placements. There's \*so much more\* to look at...

8/11/2015 9:24 bcsrdak RT @Nichole\_Kelly: A3: Another mistake not using consistent metrics across all campaigns so you have apples to apples comparisons #measurepr

8/11/2015 9:24 jillvan @gerardcorbett for sure #measurepr

8/11/2015 9:24 shonali Q4: @michellehinson what is the progress on the measurement standards IPR is working on? #measurepr

8/11/2015 9:24 Prezly A3 Not defining the right metrics early on to correctly assess the success of a campaign #measurePR

8/11/2015 9:24 HannalizKnowles: Agreed! Make sure your dots are connected. Otherwise you are wasting your time. #measurePR <https://t.co/3RRm2HIAI>

8/11/2015 9:24 KateRobins THAT irks me to no end. I'm sure Bill Cosby would agree. @MichelleHinson @TinU #measurepr

8/11/2015 9:24 PMGNicole A3: Not being able to tie real results to one of clients goals (brand awareness, revenue objectives, etc.) #prfail #measurepr

8/11/2015 9:24 MichelleHinson @JohnFriedman I don't understand. You didn't use jargon. #measurepr

8/11/2015 9:24 queenofmetrics RT @sallyfalkow RT @ShannonRenee: A3: Biggest mistake - measuring things that don't impact market share, customer satisfaction #measurepr

8/11/2015 9:25 PhilipOgola "Judging PR awards I saw several entries that measured only increase in followers/likes" @sallyfalkow #measurepr

8/11/2015 9:25 classickatie RT @Prezly A3 Not defining the right metrics early on to correctly assess the success of a campaign #measurePR

8/11/2015 9:25 danitowner RT @MichelleHinson: A3 Not agreeing on definitions. 1/2 the time we're not even speaking the same language. #measurepr

8/11/2015 9:25 biggreenpen RT @shonali: RT @Marketwired A3. Not beginning by defining objectives, then agreeing on which metrics will best measure your progress! #me.

8/11/2015 9:25 ErinnLarson1 Hooray...Parts of this convo are reminding me of the #BarcelonaPrinciples <http://t.co/lwUV0lpEaH> #measurepr

8/11/2015 9:25 MichelleHinson A4 Shout out to @queenofmetrics! We're testing #socialmedia coding standards y'all! #measurepr

8/11/2015 9:25 Prezly A3 Not determining goals early on impacts knowing what success looks like - set benchmarks and milestones, iterate as you go #measurePR

8/11/2015 9:25 KateRobins A3 "the general audience." \*scream\* #measurepr

8/11/2015 9:25 Nichole\_Kelly I want in! :-)) RT @MichelleHinson A4 Shout out to @queenofmetrics! We're testing #socialmedia coding standards y'all! #measurepr

8/11/2015 9:26 PMGNicole A3: not understating the targeting and segmentation before you start to develop strategy or begin to pitch. #prfail #measrepr #measurepr

8/11/2015 9:26 PhilipOgola "Biggest mistake - measuring things that don't impact market share, customer satisfaction" @ShannonRenee: #measurepr

8/11/2015 9:26 gerardcorbett A3. Making sure you have appropriate and effective metrics for your original objectives #measurePF

8/11/2015 9:26 Tinu RT @shonali: RT @Marketwired A3. Not beginning by defining objectives, then agreeing on which metrics will best measure your progress! #me.

8/11/2015 9:26 Tinu RT @shonali: RT @Nichole\_Kelly: A3: Another mistake is not using data to tell a story and instead expecting others to see what you see #mea..

8/11/2015 9:26 MichelleHinson A4 Testing and validating #socialmedia coding standards developed in 2013 by the Conclave on Social Media Measurement #measurepr

8/11/2015 9:26 BonnieRiechert RT @MichelleHinson: A4 Shout out to @queenofmetrics! We're testing #socialmedia coding standards y'all! #measurepr

8/11/2015 9:26 JohnFriedman Biggest mistake in #digital media is thinking of a passive 'audience' vs. stakeholders to engage & integrating into overall PR #measurepr

8/11/2015 9:26 TheeJuror RT @jillvan: A3: I see folks either misunderstanding what to measure or just measuring media placements. There's \*so much more\* to look at...

8/11/2015 9:26 queenofmetrics @classickatie @Prezly #measrepr Big mistake is not getting consensus on objectives & definitions of success up front #measurepr

8/11/2015 9:26 PhilipOgola "Not being able to tie real results to one of clients goals (brand awareness, revenue objectives, etc #prfail " @PMGNicole #measurepr

8/11/2015 9:26 Tinu RT @Nichole\_Kelly: A3: Another mistake not using consistent metrics across all campaigns so you have apples to apples comparisons #measurepr

8/11/2015 9:27 Just\_Kate RT @prezly A3 Not determining goals early on impacts knowing what success looks like-set benchmarks/milestones, iterate as you go #measurePF

8/11/2015 9:27 Prezly RT @PMGNicole: A3: not understating the targeting and segmentation before you start to develop strategy or begin to pitch. #prfail #measre..

8/11/2015 9:27 socialmediamon I want in! :-)) RT MichelleHinson A4 Shout out to queenofmetrics! We're testing #socialmedia coding standards y'all! #measurepr www.Whistler..

8/11/2015 9:27 shonali RT @MichelleHinson A4 Testing, validating #socialmedia coding standards dvpd in 2013 by the Conclave on Social Media Measurement #measurepr

8/11/2015 9:27 Tinu RT @ShannonRenee: A3: Biggest mistake - measuring things that don't impact market share, revenue or customer satisfaction #measurepr

8/11/2015 9:27 sallyfalkow A3: Not having tools you're able to use to track results. Many PR folk need help with this #measurepr

8/11/2015 9:27 MichelleHinson A4: We're currently involved in the updating of the Barcelona Principles with @AMECorg and others. #measurepr #i4p

8/11/2015 9:27 Tinu RT @shonali: Q4: @michellehinson what is the progress on the measurement standards IPR is working on? #measurep

8/11/2015 9:27 queenofmetrics RT @BonnieRiechert RT @MichelleHinson: A4 Shout out to @queenofmetrics! We're testing #socialmedia coding standards y'all! #measurep

8/11/2015 9:27 Prezly Team must be on the same page, agreed! RT @MichelleHinson: A3 Not agreeing on definitions. #measurep

8/11/2015 9:27 shonali RT @MichelleHinson A4: We're currently involved in the updating of the Barcelona Principles with @AMECorg and others. #measurepr #i4p

8/11/2015 9:27 hsoldonia RT @Marketwired: A3. Biggest mistake? Not beginning by defining objectives, then agreeing on which metrics will best measure your progress!.

8/11/2015 9:27 MichelleHinson A4 We're also validating communication frameworks to discover which framework works best in what situation #measurepr

8/11/2015 9:27 Nichole\_Kelly A3: Another mistake...not tracking links. Lots of confusion around this which is why we created @trksit to simplify. #measurepr

8/11/2015 9:27 ErinnLarson1 @MichelleHinson and everyone can check these #smmstandards by going to <http://t.co/OtZPhvcCNo> #measurepr :) #educateyosel

8/11/2015 9:28 Tinu RT @MichelleHinson: A4 Shout out to @queenofmetrics! We're testing #socialmedia coding standards y'all! #measurep

8/11/2015 9:28 JohnFriedman A4: I will be in Barcelona next week; does that count? #measurepr <https://t.co/wkr99Cufhs>

8/11/2015 9:28 MichelleHinson A4 @CommAMMO is leading a group to create an Internal Communication Measurement Framework. Exciting times! #measurepr

8/11/2015 9:28 Tinu RT @MichelleHinson: A4: We're currently involved in the updating of the Barcelona Principles with @AMECorg and others. #measurepr #i4p

8/11/2015 9:28 queenofmetrics RT @shonali: Q4: @michellehinson what is the progress on the measurement standards IPR is working on? #measurep

8/11/2015 9:28 Tinu RT @MichelleHinson: A4 We're also validating communication frameworks to discover which framework works best in what situation #measurepr

8/11/2015 9:28 queenofmetrics RT @shonali Q4: @michellehinson what is the progress on the measurement standards IPR is working on? #measurepr #smmstandard:

8/11/2015 9:28 KateRobins RT @shonali: Q4: @michellehinson what is the progress on the measurement standards IPR is working on? #measurep

8/11/2015 9:28 CMForA RT @Nichole\_Kelly: A3: And final mistake is confirmation bias. Using data to validate an assumption instead of looking at what's really the...

8/11/2015 9:28 Prezly Ask Qs with your team to help you decide which metrics to pay attention to, and which metrics to ignore #measurePF

8/11/2015 9:28 PhilipOgola "Not understating the targeting & segmentation before you start to dev strategy or begin to pitch #prfail" @PMGNicole #measurep

8/11/2015 9:29 shonali RT @MichelleHinson A4 @CommAMMO is leading a group to create an Internal Communication Measurement Framework. Exciting times! #measurep

8/11/2015 9:29 philipodiakose RT @queenofmetrics: RT @shonali Q4: @michellehinson what is the progress on the measurement standards IPR is working on? #measurepr #smmst..

8/11/2015 9:29 philipodiakose RT @shonali: Q4: @michellehinson what is the progress on the measurement standards IPR is working on? #measurep

8/11/2015 9:29 philipodiakose RT @ErinnLarson1: Hooray...Parts of this convo are reminding me of the #BarcelonaPrinciples <http://t.co/lwUV0lpEaH> #measurepr

8/11/2015 9:29 faseidl RT @ErinnLarson1: @MichelleHinson and everyone can check these #smmstandards by going to <http://t.co/OtZPhvcCNo> #measurepr :) #educateyosel

8/11/2015 9:29 shonali MT @ErinnLarson1 Check these #smmstandards by going to <http://t.co/ct2JFgRgHT> #measurepr :) #educateyosel (Q4)

8/11/2015 9:29 philipodiakose RT @sallyfalkow: A3: Judging PR awards I saw several entries that measured only increase in followers/likes #measurepr

8/11/2015 9:29 ShannonRenee A3: Biggest mistake - testing multiple things simultaneously and not knowing which "thing" created the impact ARGH #measurepr

8/11/2015 9:29 Nichole\_Kelly RT @ShannonRenee: A3: Biggest mistake - testing multiple things simultaneously and not knowing which "thing" created the impact ARGH #meas..

8/11/2015 9:29 CommAMMO Yes indeed. MT @MichelleHinson: A4 @CommAMMO is leading a group to create Internal Comm Measurement Framework. Exciting times! #measurep

8/11/2015 9:30 PhilipOgola RT @Nichole\_Kelly: A3: Another mistake...not tracking links. Lots of confusion around this which is why we created @trksit to simplify. #me..

8/11/2015 9:30 ErinnLarson1 @JohnFriedman Better yet, take a selfie in Barcelona with a print out of the Barcelona Principles :( #measurepr

8/11/2015 9:30 MichelleHinson RT @ShannonRenee Biggest mistake - testing multiple things simultaneously and not knowing which "thing" created the impact #measurep

8/11/2015 9:30 JoelDinwood RT @sallyfalkow: A3: Not creating goals to track in analytics - you can track PR conversions #measurepr

8/11/2015 9:30 queenofmetrics If you want updates on social media measurement standards follow #smmstandards and check out <http://t.co/gULcqOUJaC> #measurepr

8/11/2015 9:30 JoelDinwood RT @shonali: Q3: Most common #measurePR #fail you've seen (or been through!): GO

8/11/2015 9:30 shonali MT @queenofmetrics If you want updates on social media measurement standards check out <http://t.co/ct2JFgRgHT> #smmstandards #measurepr

8/11/2015 9:30 ShannonRenee A3: Biggest mistake - not doing what I KNOW is right & doing what the client wants #measurepr

8/11/2015 9:30 MichelleHinson RT @queenofmetrics If you want updates on social media measurement standards follow #smmstandards #measurepr

8/11/2015 9:30 Nichole\_Kelly #preach RT @ShannonRenee A3: Biggest mistake - not doing what I KNOW is right & doing what the client wants #measurepr

8/11/2015 9:31 BonnieRiechert RT @queenofmetrics: If you want updates on social media measurement standards follow #smmstandards and check out <http://t.co/gULcqOUJaC> #me..

8/11/2015 9:31 KateRobins RT @ShannonRenee: A3: Biggest mistake - not doing what I KNOW is right & doing what the client wants #measurepr

8/11/2015 9:31 PhilipOgola "Not beginning by defining objectives, then agreeing on which metrics will best measure your progress" @Marketwired #measurep

8/11/2015 9:31 ShannonRenee RT @sallyfalkow: A3: Not creating goals to track in analytics - you can track PR conversions #measurepr



8/11/2015 9:31 Prezly Measurement itself is a tactic, and numbers won't tell you anything if you don't already know what you're looking for #measurePF

8/11/2015 9:31 MichelleHinson A3: Not tying comm objectives to business objectives #measurepr

8/11/2015 9:31 HannalizKnowles: @K\_Olivia\_Ann you may want to take a look at these! #measurePR <https://t.co/6Ee3z8okUi>

8/11/2015 9:32 faseidl @ShannonRenee The Devil usually arrives carrying cash. ;-) #measurepr

8/11/2015 9:32 shonali . @Prezly I'm sorry but measurement is certainly \*not\* "only a tactic." #measurepr

8/11/2015 9:32 PhilipOgola Measurement itself is a tactic & numbers won't tell you anything if you don't already know what you're looking for @Prezly #measurePr

8/11/2015 9:32 Nichole\_Kelly Disagree... Measurement is an art that needs an open canvas <https://t.co/DguXI3S7zU> #measurepr

8/11/2015 9:32 queenofmetrics Defining PR conversions is the 1st challenge RT @sallyfalkow:A3:Not creating goals to track in analytics - #measurepr

8/11/2015 9:32 hsoldonia RT @MichelleHinson: A3: Not tying comm objectives to business objectives #measurepr

8/11/2015 9:33 sallyfalkow @queenofmetrics Indeed you can't set goals in GA if you don't know what the goal is. #measurepr

8/11/2015 9:33 shonali (A3) @ShannonRenee we do need to do what clients want (that's why they hire us). Maybe you mean work w/ them on right metrics? #measurepr

8/11/2015 9:34 shonali Q5: @nichole\_kelly how can #smallbiz get out of the "PR=media" mentality and better measure it? #measurePF

8/11/2015 9:34 shonali Truth! RT @sallyfalkow @queenofmetrics Indeed you can't set goals in GA if you don't know what the goal is. #measurepr

8/11/2015 9:34 ErinnLarson1 @Nichole\_Kelly Is that a quote from Van Gogh? ;-) #measurepr

8/11/2015 9:34 shonali RT @queenofmetrics Defining PR conversions is the 1st challenge RT @sallyfalkow:A3:Not creating goals to track in analytics - #measurepr

8/11/2015 9:34 queenofmetrics @Prezly I strongly disagree. If you go into research with a preconceived assumption, you are biasing the research #measurepr

8/11/2015 9:34 CommAMMO RT @queenofmetrics: If you want updates on #socmedia meas standards follow #smmstandards and check out <http://t.co/Cax8n6dZGK> #measurepr

8/11/2015 9:34 ShannonRenee A3: Biggest mistake - making the data/analytics the objective vs using them as an indicator #measurepr

8/11/2015 9:34 Chimiel RT @Prezly: Measurement itself is a tactic, and numbers won't tell you anything if you don't already know what you're looking for #measurePF

8/11/2015 9:34 PhilipOgola "Biggest #PRFail - not doing what I KNOW is right & doing what the client wants " @ShannonRenee #measurepr

8/11/2015 9:34 JohnFriedman A mentor once said 'you cannot communicate an idea you do not have' #measurepr <https://t.co/1DPT7iXZ15>

8/11/2015 9:34 jgombita RT @MichelleHinson: A4 @CommAMMO is leading a group to create an Internal Communication Measurement Framework. Exciting times! #measurepr

8/11/2015 9:35 shonali .@Chimiel @Prezly That is not correct. I know @nichole\_kelly just said the same thing. Measurement is FAR from "only a tactic". #measurepr

8/11/2015 9:35 KateRobins @shonali @ShannonRenee It's when they don't know what they want and continue to drive that it gets dangerous. #measurepr

8/11/2015 9:35 BonnieRiechert RT @shonali: Q5: @nichole\_kelly how can #smallbiz get out of the "PR=media" mentality and better measure it? #measurePF

8/11/2015 9:35 Nichole\_Kelly A5: Get Google Analytics, Set up Goals, Track links, Measure using multi-touch attribution #measurepr

8/11/2015 9:35 MichelleHinson @Prezly if you know what you are looking for you'll probs find it. Even if it isn't really there. #measurepr

8/11/2015 9:35 JoelDInwood Q3: Most common #measurePR #fail I've seen lately? Undervaluing non-text communication

8/11/2015 9:35 queenofmetrics @Nichole\_Kelly I disagree measurement is just the accumulation of data. Insight and evaluation is where art comes in #measurepr

8/11/2015 9:35 shonali @KateRobins I agree, and that's why we have to work with them to figure that out. @ShannonRenee #measurepr

8/11/2015 9:35 daniellericks RT @ShannonRenee: A2: Best practice - don't blindly trust your data/analytics; it's alright to question methodology. #measurepr

8/11/2015 9:35 LindaJacobson RT @Nichole\_Kelly A5: Get Google Analytics, Set up Goals, Track links, Measure using multi-touch attribution #measurepr #measurepr

8/11/2015 9:35 jillvan Shoot. @danitowner and I started discussing donuts and brownies - super important things - and I lost track of where we are. #measurepr

8/11/2015 9:35 daniellericks RT @Tinu: A2: Best practices- know what you're measuring and why. Before you measure, take a baseline so you can see growth. #measurepr

8/11/2015 9:36 faseidl @shonali Sometimes we need to help differentiate between what they asked for and what they really want. @ShannonRenee #measurepr

8/11/2015 9:36 shonali RT @Nichole\_Kelly A5: Get Google Analytics, Set up Goals, Track links, Measure using multi-touch attribution #measurepr

8/11/2015 9:36 BonnieRiechert RT @Nichole\_Kelly: A5: Get Google Analytics, Set up Goals, Track links, Measure using multi-touch attribution #measurepr

8/11/2015 9:36 gerardcorbett A5. Large or small, PR is about advocating and advancing through all channels not just media. Let the measurement fit the crime #measurePF

8/11/2015 9:36 shonali @faseidl Like I just said, that's what we need to work with them on. @ShannonRenee #measurepr

8/11/2015 9:36 sallyfalkow A5: We have a new custom GA dashboard for PR Measurement. Webinar next week <http://t.co/6IT1ipggaB> #measurepr

8/11/2015 9:36 sallyfalkow A5: We have a new custom GA dashboard for PR Measurement. Webinar next week <http://t.co/8JQd5CdxBC> #measurepr

8/11/2015 9:36 AmyVernon RT @queenofmetrics: @Prezly I strongly disagree. If you go into research with a preconceived assumption, you are biasing the research #meas.

8/11/2015 9:36 Nichole\_Kelly Yup @queenofmetrics. That's what I was trying to say in limited characters. The art is in the analysis :- ) #measurepr

8/11/2015 9:36 mdemoya RT @sallyfalkow: A3: Judging PR awards I saw several entries that measured only increase in followers/likes #measurepr

8/11/2015 9:37 jillvan Excellent Q RT @shonali Q5: @nichole\_kelly how can #smallbiz get out of the "PR=media" mentality and better measure it? #measurePF

8/11/2015 9:37 Tinu RT @faseidl: @shonali Sometimes we need to help differentiate between what they asked for and what they really want. @ShannonRenee #measure.

8/11/2015 9:37 Chimiel @shonali @Prezly @Nichole\_Kelly It's a tactic but agree, far from 'only' a tactic. #measurePR

8/11/2015 9:37 KateRobins RT @jillvan: Excellent Q RT @shonali Q5: @nichole\_kelly how can #smallbiz get out of the "PR=media" mentality and better measure it? #measu..

8/11/2015 9:37 digitalsista RT @JoelDInwood: Q3: Most common #measurePR #fail I've seen lately? Undervaluing non-text communication

8/11/2015 9:37 AmyVernon Completely true, @queenofmetrics - if you know what you're looking for, you'll find it. Whether or not it's true. @Prezly #measurep

8/11/2015 9:37 PhilipOgola Biggest mistake - making the data/analytics the objective vs using them as an indicator #measurepr - @ShannonRenee

8/11/2015 9:37 Tinu RT @faseidl: @ShannonRenee The Devil usually arrives carrying cash. ;- ) #measurepr

8/11/2015 9:37 Initinkosari RT @Nichole\_Kelly: A5: Get Google Analytics, Set up Goals, Track links, Measure using multi-touch attribution #measurepr

8/11/2015 9:37 BIGfrontier RT @JoelDInwood: Q3: Most common #measurePR #fail I've seen lately? Undervaluing non-text communication

8/11/2015 9:37 JoelDInwood RT @queenofmetrics: @Nichole\_Kelly I disagree measurement is just the accumulation of data. Insight and evaluation is where art comes in #me..

8/11/2015 9:37 MichelleHinson RT @PhilipOgola Biggest mistake - making the data/analytics the objective vs using them as an indicator #measurepr - @ShannonRenee

8/11/2015 9:38 Nichole\_Kelly A5: I recently released my measurement dashboards, if anyone is interested. Great for small biz. <http://t.co/bZBad9S4sl> #measurepr

8/11/2015 9:38 queenofmetrics Want to know more about how to set up conversions? We teach it.. <http://t.co/e1lcbFSFOB> #measurepr

8/11/2015 9:38 ShannonRenee @shonali agreed, I'm referring to the integrity of our work, not tweaking data to make them look good. #measurep

8/11/2015 9:38 Prezly #measurePR Measurement is more than a tactic, it involves multiple factors, we agree

8/11/2015 9:38 daniellericks I'm late to the chat but getting gr8 info. I'm Danielle Ricks & I run a digital media company. #measurePR <https://t.co/FIU3klytll>

8/11/2015 9:38 sallyfalkow A5: It's an education process on what the purpose of PR actually is and what it can do. #measurepr

8/11/2015 9:38 gerardcorbett Measurement is a mindset and part and parcel of the communications and business strategy #measurePR

8/11/2015 9:38 danitowner RT @PhilipOgola: Biggest mistake - making the data/analytics the objective vs using them as an indicator #measurepr - @ShannonRenee

8/11/2015 9:38 shonali @ShannonRenee Yup! We are in \*violent agreement,\* as @queenofmetrics would say! #measurep

8/11/2015 9:38 MichelleHinson RT @gerardcorbett Measurement is a mindset and part and parcel of the communications and business strategy #measurePF

8/11/2015 9:38 shonali Q6: @sallyfalkow @tinu we're dying to hear about the new Google Analytics #PR dashboard. Please share! #measurePF

8/11/2015 9:38 BonnieRiechert RT @Nichole\_Kelly: A5: I recently released my measurement dashboards, if anyone is interested. Great for small biz. <http://t.co/bZBad9S4sl> ...

8/11/2015 9:38 daniellericks RT @Tinuu: Join us Tomorrow at noon ET for #MeasurePR <http://t.co/OqbO2XeUZY> <http://t.co/61dLkpwmbC>

8/11/2015 9:39 BonnieRiechert RT @queenofmetrics: Want to know more about how to set up conversions? We teach it.. <http://t.co/e1lcbFSFOB> #measurepr

8/11/2015 9:39 JohnFriedman Esp if you have exp using it. #measurePR <https://t.co/b3uGIC7KtB>

8/11/2015 9:39 KateRobins RT @shonali: Q6: @sallyfalkow @tinu we're dying to hear about the new Google Analytics #PR dashboard. Please share! #measurePF

8/11/2015 9:39 sallyfalkow A6: @Tinuu and I created a dashboard of PR measurement in GA to help those new to measurement #measurep

8/11/2015 9:39 jillvan RT @Nichole\_Kelly: A5: Get Google Analytics, Set up Goals, Track links, Measure using multi-touch attribution #measurepr

8/11/2015 9:39 ErinnLarson1 @daniellericks It's okay. No one is measuring lateness :) #measurepr

8/11/2015 9:40 BonnieRiechert RT @shonali: Q6: @sallyfalkow @tinu we're dying to hear about the new Google Analytics #PR dashboard. Please share! #measurePF

8/11/2015 9:40 PMGNicole RT @Nichole\_Kelly: A5: Get Google Analytics, Set up Goals, Track links, Measure using multi-touch attribution #measurepr

8/11/2015 9:40 PhilipOgola "Measurement is a mindset and part and parcel of the communications and business strategy" @gerardcorbett #measurePF

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8/11/2015 9:40 Tinu RT @shonali: Q6: @sallyfalkow @tinu we're dying to hear about the new Google Analytics #PR dashboard. Please share! #measurePF

8/11/2015 9:40 ErinnLarson1 @MichelleHinson @gerardcorbett This quote deserves to be a cover photo or something! #measurep

8/11/2015 9:41 Worley\_Media RT @Nichole\_Kelly: A3: Another mistake not using consistent metrics across all campaigns so you have apples to apples comparisons #measurepr

8/11/2015 9:41 daniellericks RT @gerardcorbett: Measurement is a mindset and part and parcel of the communications and business strategy #measurePF

8/11/2015 9:41 daniellericks RT @Prezly: #measurePR Measurement is more than a tactic, it involves multiple factors, we agree

8/11/2015 9:41 queenofmetrics A4: if you want help implementing the Barcelona Principles, we wrote the book on it. <http://t.co/ip5paZ2KC3> #measurepr

8/11/2015 9:41 Nichole\_Kelly We also included pre-defined Google Analytics segments to make data collection a breeze. <http://t.co/bZBad9S4sl> #measurepr

8/11/2015 9:41 PMGNicole RT @PhilipOgola: Biggest mistake - making the data/analytics the objective vs using them as an indicator #measurepr - @ShannonRenee

8/11/2015 9:41 sallyfalkow A6: Shows things like where your traffic came from, social traffic, goals. #measurepr

8/11/2015 9:42 shonali RT @sallyfalkow: A6: Shows things like where your traffic came from, social traffic, goals. #measurepr

8/11/2015 9:42 ErinnLarson1 @shonali @sallyfalkow @Tinu Wait, so I can't Google search to learn about the new GA #pr dashboard? ; ) #measurepr

8/11/2015 9:42 Tinu A6 @sallyfalkow & I realized Google Analytics is confusing for people who may be experts at #pr but novices at #Google. #measurepr

8/11/2015 9:42 BonnieRiechert RT @queenofmetrics: A4: if you want help implementing the Barcelona Principles, we wrote the book on it. <http://t.co/ip5paZ2KC3> #measurepr

8/11/2015 9:42 BonnieRiechert RT @Nichole\_Kelly: We also included pre-defined Google Analytics segments to make data collection a breeze. <http://t.co/bZBad9S4sl> #measure..

8/11/2015 9:42 sallyfalkow A6: The webinar with full walk through of the dashboard is next week <http://t.co/jwaDncju9X> #measurepr

8/11/2015 9:42 sallyfalkow A6: The webinar with full walk through of the dashboard is next week <http://t.co/9YasNTuOCg> #measurepr

8/11/2015 9:42 Probyn RT @queenofmetrics: A4: if you want help implementing the Barcelona Principles, we wrote the book on it. <http://t.co/ip5paZ2KC3> #measurepr

8/11/2015 9:42 Prezly RT @Nichole\_Kelly: We also included pre-defined Google Analytics segments to make data collection a breeze. <http://t.co/bZBad9S4sl> #measure..

8/11/2015 9:42 MichelleHinson RT @sallyfalkow A6: The webinar with full walk through of the dashboard is next week <http://t.co/geJOpUqlej> #measurepr

8/11/2015 9:42 shonali RT @sallyfalkow A6: The webinar with full walk through of the dashboard is next week <http://t.co/evOta7BfYP> #measurepr

8/11/2015 9:43 currentlyFeed Top topics: 1 #measurepr 2 #ad 3 #BlackLivesMatter 4 #playit 5 #FlipMyFunnel <http://t.co/smct7tXt35>

8/11/2015 9:43 Prezly RT @sallyfalkow: A6: Shows things like where your traffic came from, social traffic, goals. #measurepr

8/11/2015 9:43 JohnFriedman re: A6 @sallyfalkow - I will miss it. Hope it will be recorded or repeated. #measurePR. <https://t.co/ewTyfyuuq2>

8/11/2015 9:43 KateRobins RT @MichelleHinson: RT @sallyfalkow A6: The webinar with full walk through of the dashboard is next week <http://t.co/geJOpUqlej> #measurepr

8/11/2015 9:43 shonali RT @currentlyFeed: Top topics: 1 #measurepr 2 #ad 3 #BlackLivesMatter 4 #playit 5 #FlipMyFunnel <http://t.co/smct7tXt35>

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8/11/2015 9:43 Tinu You can set goals for any paid, earned, owned, shared media campaign & compare historical to real time to see how you're doing. #measurepr

8/11/2015 9:43 hsoldonia RT @sallyfalkow: A6: The webinar with full walk through of the dashboard is next week <http://t.co/9YasNTuOCg> #measurepr

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8/11/2015 9:43 Nichole\_Kelly A5: We included control group analysis to compare how social traffic compares to other site visitors. <http://t.co/bZBad9S4sl> #measurepr

8/11/2015 9:44 faseidl Interested in a new #PR #measurement dashboard? #measurepr <https://t.co/X59CqU9rPE>

8/11/2015 9:44 Prezly @shonali bookmarking this webinar! #measurepr

8/11/2015 9:44 JoelDinwood RT @shonali: RT @Nichole\_Kelly A5: Get Google Analytics, Set up Goals, Track links, Measure using multi-touch attribution #measurepr

8/11/2015 9:44 PhilipOgola @shonali I'm joining #MeasurePr from Nairobi, Kenya New Media Consultant @UNHCR\_Kenya & founder @DigitalHumKenya

8/11/2015 9:44 gerardcorbett @shonali @sallyfalkow @Tinu Film at 11? #measurePR

8/11/2015 9:44 shonali RT @Tinu You can set goals for any paid, earned, owned, shared media campaign & compare historical to real time to (A6) . #measurepr

8/11/2015 9:44 HannaLizKnowle @sallyfalkow Will a recording be available? #measurePR

8/11/2015 9:44 queenofmetrics RT @jgombita Believe that's known as cherry-picking data (or the facts) @MichelleHinson @Prezly! :<http://t.co/7jV5dC9Fm9> #measurepr

8/11/2015 9:45 2moscar RT @PhilipOgola: Biggest mistake - making the data/analytics the objective vs using them as an indicator #measurepr - @ShannonRenee

8/11/2015 9:45 sallyfalkow A6: You can drill down into the full GA - it's a place to start with PR measurement #measurepr

8/11/2015 9:45 shonali @PhilipOgola Yes, you mentioned. :) @UNHCR\_Kenya @DigitalHumKenya #measurepr

8/11/2015 9:45 MichelleHinson RT @sallyfalkow A6: You can drill down into the full GA - it's a place to start with PR measurement #measurepr

8/11/2015 9:45 JoelDinwood RT @shonali: Q6: @sallyfalkow @tinu we're dying to hear about the new Google Analytics #PR dashboard. Please share! #measurePR

8/11/2015 9:45 shonali Sounds amazing! RT @sallyfalkow A6: You can drill down into the full GA - it's a place to start with PR measurement #measurepr

8/11/2015 9:45 JoelDinwood RT @shonali: RT @sallyfalkow A6: The webinar with full walk through of the dashboard is next week <http://t.co/evOta7BfYP> #measurepr

8/11/2015 9:45 Tinu A6- It's in the Google Analytics Solutions Gallery- <https://t.co/bAOOfpDfnL> -but you may want to attend the webinar first. #measurepr

8/11/2015 9:45 ErinnLarson1 @Tinu Goal setting is CRUCIAL #measurepr

8/11/2015 9:45 Nichole\_Kelly A6: Biggest tip...fall in love with Google Analytics...take it to bed with you every night. It is your friend. #measurepr

8/11/2015 9:46 faseidl RT @Tinuu: A6- It's in the Google Analytics Solutions Gallery- <https://t.co/bAOOfpDfnL> -but you may want to attend the webinar first. #measu...

8/11/2015 9:46 Tinu RT @sallyfalkow: A6: Shows things like where your traffic came from, social traffic, goals. #measurepr

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8/11/2015 9:46 MichelleHinson RT @Nichole\_Kelly A6: Biggest tip...fall in love with Google Analytics...take it to bed with you every night. It is your friend. #measurepr

8/11/2015 9:46 Todder4News @sallyfalkow Good morning, Sally. I've enjoyed watching your comments on Twitter this morning. #MeasurePF

8/11/2015 9:46 Tinu RT @sallyfalkow: A6: You can drill down into the full GA - it's a place to start with PR measurement #measurepr

8/11/2015 9:46 sallyfalkow A6: RT @Tinuu You can set goals for any paid, earned, owned, shared media campaign & compare historical to real time. #measurepr

8/11/2015 9:47 shonali RT @Tinuu: A6 It's in Google Analytics Solutions Gallery- <https://t.co/zm2PpApQWT> -but you may want to attend the webinar first #measurepr

8/11/2015 9:47 classickatie RT @Nichole\_Kelly A6: Biggest tip...fall in love with Google Analytics...take it to bed with you every night. It is your friend. #measurepr

8/11/2015 9:47 sallyfalkow @Todder4News Hi there, great to see you on this chat. #measurepr

8/11/2015 9:47 sallyfalkow RT @classickatie: RT @Nichole\_Kelly A6: Biggest tip...fall in love with Google Analytics...take it to bed with you every night. It is your ..

8/11/2015 9:47 shonali @Todder4News Hey, Todd, thanks for joining (and also for helping out yesterday!) @sallyfalkow #measurepr

8/11/2015 9:47 Tinu RT @shonali: Q5: @nichole\_kelly how can #smallbiz get out of the "PR=media" mentality and better measure it? #measurePF

8/11/2015 9:48 Tinu RT @Nichole\_Kelly: A5: Get Google Analytics, Set up Goals, Track links, Measure using multi-touch attribution #measurepr

8/11/2015 9:48 Tinu RT @Nichole\_Kelly: A5: I recently released my measurement dashboards, if anyone is interested. Great for small biz. <http://t.co/bZBad9S4sl> ...

8/11/2015 9:48 Tinu RT @Nichole\_Kelly: We also included pre-defined Google Analytics segments to make data collection a breeze. <http://t.co/bZBad9S4sl> #measure..

8/11/2015 9:48 shonali Q7 from @classickatie: What tools would you recommend for #measurePR, including for those on a small budget:

8/11/2015 9:48 Tinu RT @Nichole\_Kelly: A5: We included control group analysis to compare how social traffic compares to other site visitors. <http://t.co/bZBad9..>

8/11/2015 9:49 jillvan RT @shonali Q7 from @classickatie: What tools would you recommend for #measurePR, including for those on a small budget:

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8/11/2015 9:49 MichelleHinson A7 his great list of tools from @ mdistaso #AEJMC15 <https://t.co/Dy5AC4KQNN> T #measurepr

8/11/2015 9:49 BonnieRiechert RT @shonali: Q7 from @classickatie: What tools would you recommend for #measurePR, including for those on a small budget:

8/11/2015 9:50 queenofmetrics A7; @jillvan @shonali @classickatie #measurepr Google Analytics, Excel & Survey Monkey -- all free

8/11/2015 9:50 QEstherN RT @ShannonRenee: A2: Best practice - don't blindly trust your data/analytics; it's alright to question methodology. #measurepr

8/11/2015 9:50 jillvan A7: Mostly @gooleanalytics. It's free! #measurepr

8/11/2015 9:50 sallyfalkow A7: Learn to use Google Analytics - it's free. Can't beat that. #measurepr

8/11/2015 9:50 BonnieRiechert RT @MichelleHinson: A7 his great list of tools from @ mdistaso #AEJMC15 <https://t.co/Dy5AC4KQNN> T #measurepr

8/11/2015 9:50 Nichole\_Kelly A7: Google Analytics, @trksit, CRM, and a great dashboard like @queenofmetric's or @smxplorer's <http://t.co/bZBad9S4sl> #measurepr

8/11/2015 9:50 danitowner RT @MichelleHinson: A7 his great list of tools from @ mdistaso #AEJMC15 <https://t.co/Dy5AC4KQNN> T #measurepr

8/11/2015 9:50 KateRobins RT @queenofmetrics: A7; @jillvan @shonali @classickatie #measurepr Google Analytics, Excel & Survey Monkey -- all free

8/11/2015 9:50 Tinu RT @shonali: Q7 from @classickatie: What tools would you recommend for #measurePR, including for those on a small budget:

8/11/2015 9:50 JohnFriedman Most things that are free aren't worth it. GA is a notable exception! #measurepr <https://t.co/mn3Dd0dqIT>

8/11/2015 9:50 MichelleHinson A7 @CyberAlert has created a new integrated platform. Will launch soon. Completely customizable. #measurepr

8/11/2015 9:50 BonnieRiechert RT @sallyfalkow: A7: Learn to use Google Analytics - it's free. Can't beat that. #measurepr

8/11/2015 9:51 sallyfalkow A7: Other platforms have analytics FB, YouTube, Twitter. #measurepr

8/11/2015 9:51 Tinu RT @MichelleHinson: A7 his great list of tools from @ mdistaso #AEJMC15 <https://t.co/Dy5AC4KQNN> T #measurepr

8/11/2015 9:51 jillvan A7: There are lots of other tools. It depends on what you are measuring. #measurepr

8/11/2015 9:51 shonali RT @MichelleHinson A7 his great list of tools from @mdistaso #AEJMC15 <https://t.co/yhLf4rsDqK> T #measurepr

8/11/2015 9:51 jillvan RT @MichelleHinson A7 his great list of tools from @ mdistaso #AEJMC15 <https://t.co/LglOyTzKX4> T #measurepr

8/11/2015 9:51 shonali RT @jillvan A7: Mostly @gooleanalytics. It's free! #measurepr

8/11/2015 9:51 queenofmetrics A7; if media matters, put a good multi-platfrom monitoring system in place like CyberAlert or Talkwalker. #measurepr

8/11/2015 9:51 faseidl RT @JohnFriedman: Most things that are free aren't worth it. GA is a notable exception! #measurepr <https://t.co/mn3Dd0dqIT>

8/11/2015 9:51 QEstherN RT @sallyfalkow: A6: RT @Tinuu You can set goals for any paid, earned, owned, shared media campaign & compare historical to real time. #meas..

8/11/2015 9:51 JohnFriedman A7: Even tweetreach has uses. And I also measure traffic & time on sites (when include links). #measurepr

8/11/2015 9:51 Nichole\_Kelly A7: Recognize that tools don't solve the problem, they just facilitate answers to the questions. :) #measurepr

8/11/2015 9:52 shonali AMEN. RT @Nichole\_Kelly A7: Recognize that tools don't solve the problem, they just facilitate answers to the questions. :) #measurepr

8/11/2015 9:52 Tinu A7 I like to use Google Analytics, but take the Analytics Academy free training and really understand at Least the basics. #measurepr

8/11/2015 9:52 ErinnLarson1 @mdistaso is awesome...so awesome she happens to be one of this month's Measurement Mavens: <http://t.co/xy0WDeb4ii> #measurepr

8/11/2015 9:52 shonali RT @queenofmetrics A7; if media matters, put a good multi-platfrom monitoring system in place like CyberAlert or Talkwalker. #measurepr

8/11/2015 9:52 queenofmetrics #measurepr <https://t.co/BYoLv7no07>

8/11/2015 9:52 gerardcorbett A7. Your brain, ears and eyes. #measurePR #inthatorder

8/11/2015 9:52 sallyfalkow A7: Sendible is a marvelous tool. It will monitor, manage and measure all for \$59 a month <http://t.co/EqdOWO07HP> #measurepr

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8/11/2015 9:52 Tinu A7 You have to create goals for GA. It's critical. <https://t.co/w6IOEOD96N> #measurepr

8/11/2015 9:52 shonali MT @sallyfalkow A7: Sendible will monitor, manage and measure all for \$59 a month <http://t.co/aGSnUhHE5U> #measurepr

8/11/2015 9:52 MichelleHinson A7 Don't be a tool, learn how to use it. #measurepr

8/11/2015 9:52 Nichole\_Kelly RT @Tinu: A7 You have to create goals for GA. It's critical. <https://t.co/w6IOEOD96N> #measurepr

8/11/2015 9:53 shonali I think I'm going to frame this. :) RT @MichelleHinson A7 Don't be a tool, learn how to use it. #measurepr

8/11/2015 9:53 Tinu A7 For social I like to use Topsy to research content in the same family of what I'm creating to see who to approach for help. #measurepr

8/11/2015 9:53 Nichole\_Kelly A7: It's not about how big your data is...it's how well you use it. :) cc: @trksit #measurepr

8/11/2015 9:53 JohnFriedman Snap! That's it in a nutshell. #measurepr <https://t.co/QXzvJ7yxEJ>

8/11/2015 9:53 MichelleHinson RT @Nichole\_Kelly A7: It's not about how big your data is...it's how well you use it. :) cc: @trksit #measurepr

8/11/2015 9:54 MichelleHinson A7 You don't need to know everything. Just what's important to your business. #measurepr

8/11/2015 9:54 faseidl RT @Tinu: A7 For social I like to use Topsy to research content in the same family of what I'm creating to see who to approach for help. #m...

8/11/2015 9:54 shonali RT @Tinu A7 For Twitter specifically I like Tweetreach and Tweetbinder to summarize/analyze chats or hashtags. #measurepr

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8/11/2015 9:54 daniellericks RT @Tinu: A7 For Twitter specifically I like Tweetreach and Tweetbinder to summarize/analyze chats or hashtags. #measurepr

8/11/2015 9:54 NancySchwartz LOVE! RT @shonali RT @MichelleHinson Don't be a tool, learn how to use it. #measurepr

8/11/2015 9:55 JohnFriedman A7: Like overwhelming people with lots of metrics - best to focus on what is linked to desired results. #measurepr <https://t.co/SMWGTgRXcWv>

8/11/2015 9:55 SandyAWilson Me, too! :) RT @shonali: I think I'm going to frame this. :) RT @MichelleHinson A7 Don't be a tool, learn how to use it. #measurepr

8/11/2015 9:55 shonali RT @sallyfalkow: A7: Other platforms have analytics FB, YouTube, Twitter. #measurepr

8/11/2015 9:55 Tinu A7- @marshallk invented a great tool @getLittleBird to help you find people to support or involve in your story. #measurepr

8/11/2015 9:55 queenofmetrics RT @shonali: I think I'm going to frame this. :) RT @MichelleHinson A7 Don't be a tool, learn how to use it. #measurepr

8/11/2015 9:55 sallyfalkow @faseidl You are looking very spiffy Mr Seidl #measurepr

8/11/2015 9:56 Tinu A7 Not analytics per se but they've done the research to help you see who/what makes an impact at affordable prices. #measurepr

8/11/2015 9:56 Tinu RT @sallyfalkow A6: The webinar with full walk through of the dashboard is next week <http://t.co/vmZQICB6da> #measurepr

8/11/2015 9:56 JohnFriedman I'm just gonna say it, there are some really, really smart people speaking truths on today's #measurepr (not surprising)

8/11/2015 9:56 Nichole\_Kelly RT @JohnFriedman: I'm just gonna say it, there are some really, really smart people speaking truths on today's #measurepr (not surprising)

8/11/2015 9:56 Tinu RT @Nichole\_Kelly: A7: Recognize that tools don't solve the problem, they just facilitate answers to the questions. :) #measurepr

8/11/2015 9:56 Tinu RT @Nichole\_Kelly: A7: Google Analytics, @trksit, CRM, and a great dashboard like @queenofmetric's or @smxplorer's <http://t.co/bZBad9S4sl> #...

8/11/2015 9:57 sallyfalkow RT @JohnFriedman: I'm just gonna say it, there are some really, really smart people speaking truths on today's #measurepr (not surprising)

8/11/2015 9:57 queenofmetrics I & @getlittlebird ! @marshallk invented a great tool to help you find people to support or involve in your story. #measurepr

8/11/2015 9:57 MichelleHinson RT @JohnFriedman: I'm just gonna say it, there are some really, really smart people speaking truths on today's #measurepr (not surprising)

8/11/2015 9:57 Tinu RT @sallyfalkow: A7: Sendible is a marvelous tool. It will monitor, manage and measure all for \$59 a month <http://t.co/qlcFj7lu6m> #measur...

8/11/2015 9:57 Todder4News @shonali @queenofmetrics Or.. for comprehensive tracking of all media (print, TV, radio, web and social) we can feed results. #measurepr

8/11/2015 9:57 Nichole\_Kelly @Tinu It's awesome and my number 1 short cut. Definitely worth looking at... @trksit :) #measurepr

8/11/2015 9:57 BonnieRiechert @JohnFriedman Amen, I'm learning a lot from #measurepr

8/11/2015 9:57 piappHQ @BonnieRiechert Hi Bonnie! love your involvement with #measurePR. Are tweetchats something you'd encourage your students to do? Thanks! -Jo

8/11/2015 9:58 sallyfalkow @queenofmertools can we have a link to your dashboard please #measurepr

8/11/2015 9:58 daniellericks RT @MichelleHinson: A7 You don't need to know everything. Just what's important to your business. #measurepr

8/11/2015 9:58 ErinnLarson1 @MichelleHinson And since one person doesn't know everything, that's one reason teamwork/collaboration is important #measurepr

8/11/2015 9:58 QEstherN @sallyfalkow What are the best SM metrics for building a community around a new brand? Reach? Bounce rate? Click through rate? #measurepr

8/11/2015 9:58 daniellericks Yes! How well you use it and the story you are able to tell. #measurepr <https://t.co/7SrbhT6VGD>

8/11/2015 9:58 shonali We're almost out of time! Thank you VERY much @sallyfalkow @tinu @nichole\_kelly @michellehinson for being special guests today #measurepr

8/11/2015 9:58 JohnFriedman Increasingly I look to 'collaborative co-creation' rather than thought leadership. #measurepr <https://t.co/9MmnJfwnTF>

8/11/2015 9:58 Nichole\_Kelly RT @shonali: We're almost out of time! Thank you VERY much @sallyfalkow @tinu @nichole\_kelly @michellehinson for being special guests today..

8/11/2015 9:59 Nichole\_Kelly RT @daniellericks: Yes! How well you use it and the story you are able to tell. #measurepr <https://t.co/7SrbhT6VGD>

8/11/2015 9:59 gerardcorbett Doesn't get much better than this. RT @MichelleHinson Don't be a tool, learn how to use it. #measurepr

8/11/2015 9:59 shonali And many thanks to all who joined today - it was a super chat thanks to you! #measurepr

8/11/2015 9:59 Tinu RT @shonali: RT @queenofmetrics A7; if media matters, put a good multi-platfrom monitoring system in place like CyberAlert or Talkwalker. ..

8/11/2015 9:59 Nichole\_Kelly My pleasure @shonali Great convo with amazing people. Thanks for including me. :) #measurepr

8/11/2015 9:59 daniellericks RT @ErinnLarson1: @MichelleHinson And since one person doesn't know everything, that's one reason teamwork/collaboration is important #meas..

8/11/2015 9:59 BonnieRiechert RT @JohnFriedman: Increasingly I look to 'collaborative co-creation' rather than thought leadership. #measurepr <https://t.co/9MmnJfwnTF>

8/11/2015 9:59 JohnFriedman Another great #measurepr - thanks @everyone for participating. #thefastesthourontwitter

8/11/2015 9:59 KateRobins Good one! Thanks! #measurepr

8/11/2015 9:59 sallyfalkow @QEstherN Engagement. I'd rather have 100 really engaged followers than 1000 who are not doing anything. #measurepr

8/11/2015 10:00 shonali Save the date for the Sept chat: Sept 8, 12-1 pm ET. In honor of Measurement Month, we have not 1, or 2, but TEN great guests! #measurepr