

Time(PDT)	Username	Update
10/6/2015 9:00	shonali	And... it's time! Welcome to the monthly #measurePR Twitter chat, which is truly a global chat today! Who's here?
10/6/2015 9:00	KristK	RT @shonali: LAST CALL! #measurePR with @DanTisch @AMECorg @MichelleHinson @dibegin is TODAY 12-1 pm ET. Come on over
10/6/2015 9:01	shonali	Before we begin the chat, and as you settle in, do say who you are, where you are, what you do, etc. #measurepr
10/6/2015 9:01	AmecOrg	@shonali. #measurePR . @AmecOrg reporting!!
10/6/2015 9:01	DanTisch	Ready to go! #measurePR
10/6/2015 9:01	MichelleHinson	Q1:Director, #PR Measurement @CyberAlert; Chair, #iprmeasurement; Chair, #iprmeasurement Measurement Summit; CFO, #IPRC #measurePF
10/6/2015 9:01	shonali	@AmecOrg Super to have you, Barry, thanks so much for joining! @DanTisch @dibegin @michellehinson of course you too! #measurep
10/6/2015 9:02	austinomaha	@shonali Austin Gaule, Measurement Director at @Universal_Info. Lover of all things @Drake. Excited for the #measurePR chat today
10/6/2015 9:02	dibegin	Great to be here! #measurePR
10/6/2015 9:02	shonali	@austinomaha Great to see you! @Universal_Info @Drake #measurepr
10/6/2015 9:02	richardbagnall	Hello everyone on #measurepr, thought I'd drop by. I'm Richard, CEO of PRIME UK and AMEC board membe
10/6/2015 9:02	austinomaha	@AmecOrg Barry! Good to see you on the chat. Hope all is well across the pond. #measurePF
10/6/2015 9:03	shonali	Me, I'm a #socialPR pro based in DC (though currently working in/from India), measurement geek (hence this chat), foodie & dogmom #measurep
10/6/2015 9:03	JohnFriedman	I help companies live their values & engage in authentic stakeholder engagement; #sustainability #CSR communications for Sodexo #measurePI
10/6/2015 9:03	emmamhawes	Emma Hawes, Freelance social media visual and written content creator. A girl from southeast Missouri. #measurepr
10/6/2015 9:03	gerardcorbett	Gerry Corbett, Redphlag, on the track @skylinecollege @PRJobCoach #measurePF
10/6/2015 9:03	Lozlania	Happening now - @ArgylePR President @DanTisch joins #measurePR. 12-1 pm ET http://t.co/xv2BqjgBHx
10/6/2015 9:03	shonali	My Internet is a bit slow (blame the easy-going nature of Bengalis :p)), so please bear with me/us if tweets are delayed. #measurepr
10/6/2015 9:04	emmamhawes	@shonali you are really taking this chat global right now. #measurepr
10/6/2015 9:04	shonali	@richardbagnall Reechaard! Yay! #measurepr
10/6/2015 9:04	AmecOrg	@shonali. Ha! That might help the rest of the panel at #measurepr catch up with your lightening brain
10/6/2015 9:04	ErinnLarson1	I'm Erinn I majored in Strategic Advertising from @VCU and now I work for @queenofmetrics as a Marketing and Data Analytics Asst! #measurepr
10/6/2015 9:04	KristK	Excited to join the #MeasurePR chat -- happening NOW! Kristie here from the MS Gulf Coast, where 6500+ classic cars are Cruising The Coast
10/6/2015 9:04	DanTisch	CEO of @ArgylePR, past chair of @Global_Alliance (2011-2013). 20 yrs in #PR consulting. Gov't of Canada before that! #measurePR
10/6/2015 9:04	AlisonGJ	Hi everyone! I'm looking forward to learning more. A big wave to my teaching buddy, @dibegin #measurepr
10/6/2015 9:05	shonali	@JohnFriedman @emmamhawes @gerardcorbett @lozlania @KristK great to have you! #measurepr
10/6/2015 9:05	shonali	@AlisonGJ Woo hoo! Welcome. :) @dibegin #measurepr
10/6/2015 9:05	emmamhawes	@shonali @JohnFriedman @gerardcorbett @Lozlania @KristK Glad to have my crew here virtually with me. #measurepr
10/6/2015 9:05	shonali	@ErinnLarson1 Hey Erinn! @queenofmetrics #measurepr
10/6/2015 9:05	richardbagnall	@shonali @MichelleHinson tootlepip ladies :) #measurepr
10/6/2015 9:05	shonali	@AmecOrg LOL. Good thing I'm not drinking coffee right now. ;) #measurepr
10/6/2015 9:06	ArgylePR	We have the perfect lunch plan! Tune in with our CEO @DanTisch for #measurePR right now: http://t.co/HRYnLd1FD
10/6/2015 9:06	shonali	@emmamhawes Right? Gotta walk the talk... ;) #measurepr
10/6/2015 9:06	dibegin	Currently @APEXPR, teach in Uoft's #digialedu, co-president @CPRSToronto. 15+ yrs in #PR client-side & agency. #measurePF
10/6/2015 9:06	ErinnLarson1	@austinomaha You too! Yet again, my brain can't resist this influx of #measurePR smarts!
10/6/2015 9:06	JoelDinwood	I'm a Chicago area government communicator. I enjoy coffee, trpewriters and long walks on Milwaukee Avenue #MeasurePF
10/6/2015 9:06	LorianneWe	RT @apexpr: The #MeasurePR twitter chat starts in a few moments! Join the conversation! #twitterchat #PR #PublicRelations
10/6/2015 9:07	RobinMarie	Robin - MN Park Board probably lurking more than participating, but I'm here! #measurepr
10/6/2015 9:07	aiaddysonzhang	Hi everyone, joining #measurepr chat a little bit before i start teaching. i live in Philly and teach in NJ.
10/6/2015 9:07	gerardcorbett	The measure of a PRO is how well they master the metrics to manage messaging and momentum #measurePF
10/6/2015 9:07	shonali	@aiaddysonzhang @RobinMarie @JoelDinwood Great to see you guys! #measurepr
10/6/2015 9:07	KristK	@emmamhawes Waving hello! #measurepr

10/6/2015 9:08 shonali OK, a few quick rules of thumb before we begin: 1) always use the hashtag else your tweets won't get indexed in the transcript #measurepr

10/6/2015 9:08 shonali (cont) - an easy way to do this is to use Tweetchat or Twubs, as it will insert the hashtag for you #measurepr

10/6/2015 9:08 martinwaxman Hi @shonali, @dantisch @dibegin - Look forward to the chat #measurepr

10/6/2015 9:08 JoelDinwood I'm a Chicago area government communicator. I enjoy coffee, typewriters and long walks on Milwaukee Ave #MeasurePF

10/6/2015 9:08 emmamhawes @KristK ha. I'm in Starbucks and I'm the one in here having the most fun in front of a screen. #measurePR

10/6/2015 9:09 DanTisch @gerardcorbett Not to mention achieving astounding alliteration! #measurePF

10/6/2015 9:09 gerardcorbett Great to be had! @shonali @JohnFriedman @emmamhawes @Lozlania @KristK #measurepr

10/6/2015 9:09 MichelleHinson @richardbagnall y'all are just nutsy! #measurepr

10/6/2015 9:09 shonali 2) please number your qns e.g. "A1" or "re Q1", so that it's easy for everyone else to follow along #measurepr

10/6/2015 9:10 JoelDinwood RT @Courtney_Tarnow: Did you miss September's #measurepr? Here's the recap: <http://t.co/KeJ9QHlpvs> via @shonali #measurePRpalooza

10/6/2015 9:10 shonali 3) if you have questions for our guests, please DM them to me and I will add them to the queue if we have time #measurepr

10/6/2015 9:10 ErinnLarson1 @gerardcorbett PRo...ha! clever! #measurepr

10/6/2015 9:10 shonali @martinwaxman MARTIN!!!! @dantisch @dibegin #measurepr

10/6/2015 9:10 shonali OK ready? Let's go! I'm thrilled we have @AmecOrg @dantisch @dibegin @michellehinson as our special guests today (cont) #measurepr

10/6/2015 9:11 gerardcorbett @DanTisch Greetings my friend! Long time. #measurepr

10/6/2015 9:11 DanTisch @emmamhawes OK, now we have to try to make you laugh out loud! #measurePR

10/6/2015 9:11 gerardcorbett RT @ErinnLarson1: @gerardcorbett PRo...ha! clever! #measurepr

10/6/2015 9:11 shonali (cont) today's guests represent AMEC @CPRS_Toronto @Global_Alliance *and* @InstituteForPR... quite the who's who of #measurePR

10/6/2015 9:12 aiaddysonzhang @shonali @AmecOrg @dantisch @dibegin @michellehinson Hello to all the guest hosts! #measurepr

10/6/2015 9:12 emmamhawes @DanTisch but it's true #measurePR bring out the happiest person inside of us

10/6/2015 9:12 shonali I'm also really thrilled we have @RichardBagnall @martinwaxman @gerardcorbett @KristK here today, all of whom are stars #measurepr

10/6/2015 9:12 martinwaxman RT @shonali (cont) today's guests represent AMEC @CPRS_Toronto @Global_Alliance *and* @InstituteForPR... quite the who's who of #measurePR

10/6/2015 9:12 shonali It'll be a great chat, I can feel it. :) OK, let's go! Q1 coming up... #measurepr

10/6/2015 9:12 RobinMarie Coffee spit take?? #measurepr <http://t.co/GOC1C8EPGU>

10/6/2015 9:13 shonali Q1: Please tell us what you do, how you got there. What got you interested in learning to #measurePR?

10/6/2015 9:13 MichelleHinson More the what's what in my case @shonali #measurePR <https://t.co/OawdNmbZw>

10/6/2015 9:13 gerardcorbett RT @shonali: I'm also really thrilled we have @RichardBagnall @martinwaxman @gerardcorbett @KristK here today, all of whom are stars #measu..

10/6/2015 9:13 martinwaxman @shonali Thanks! Or twitterholics ... @richardbagnall @gerardcorbett @KristK #measurePR

10/6/2015 9:13 MichelleHinson Great to see you @aiaddysonzhang ! #measurePR <https://t.co/jUCzg2IKOq>

10/6/2015 9:14 ErinnLarson1 @shonali Every chat is a great chat though. #measurepr

10/6/2015 9:14 DanTisch A1: 20 yrs ago this month, I left gov't to join a #PR firm. #MeasurePR mattered because clients wanted to know what they were paying for

10/6/2015 9:14 aiaddysonzhang A1: I teach PR. To be a good teacher, i have to be a lifelong learner! See the need of #measurepr in PR curricula <https://t.co/hYJ53eKnd>

10/6/2015 9:14 dibegin Q1: Started in PR/comm as a lobbyist in late 90s doing GR & PR for about 8 yrs, which evolved to corp comm depts. #measurePR

10/6/2015 9:14 dasootas RT @ArgylePR: We have the perfect lunch plan! Tune in with our CEO @DanTisch for #measurePR right now: <http://t.co/HRynLd1FD>

10/6/2015 9:14 jcruxton Hi Jenny jumping into the #measurepr chat today from @MRPdatadotcom

10/6/2015 9:14 dasootas RT @AlisonGJ: Hi everyone! I'm looking forward to learning more. A big wave to my teaching buddy, @dibegin #measurepr

10/6/2015 9:14 KristK RT @shonali: Q1: Please tell us what you do, how you got there. What got you interested in learning to #measurePR?

10/6/2015 9:14 MichelleHinson Q1: My super smart pals got me hooked: @queenofmetrics @donstacks @donaldkwright #measurePF

10/6/2015 9:14 shonali @jcruxton Welcome! @MRPdatadotcom #measurepr

10/6/2015 9:15 KristK RT @DanTisch: A1: 20 yrs ago this month, I left gov't to join a #PR firm. #MeasurePR mattered because clients wanted to know what they were..

10/6/2015 9:15 aiaddysonzhang @MichelleHinson Hi Michelle! Yes, the same here. Good to see you here. I have to teach soon. #measurepr

10/6/2015 9:15 gerardcorbett Lol or is it hahahaha. Back at you MW. @martinwaxman @shonali @richardbagnall @KristK #measurePR

10/6/2015 9:15 DanTisch A1: (2) In '95 everyone seemed to use different audience #s & multipliers. We hated AVEs but clients understood them. #badolddays #measurePF

10/6/2015 9:15 dibegin Q1: Combo of work & educational experience made me interested in #measurePR to show value in our work

10/6/2015 9:15 KristK Amen! Students keep me on my toes RT @aiaddysonzhang: A1: I teach PR. To be a good teacher, i have to be a lifelong learner! #measurepr

10/6/2015 9:16 gerardcorbett RT @aiaddysonzhang: @shonali @AmecOrg @dantisch @dibegin @michellehinson Hello to all the guest hosts! #measurepr

10/6/2015 9:16 emmamhawes A1. I'm a freelance social media writer for Delta Zeta-Hike for Hearing. I met @TimCNicholson on twitter managing @PRSSAMSU #measurepr

10/6/2015 9:16 martinwaxman A1. I'm a PR agency guy turned social and digital media strategist. After years of outputs, I'm here for the outcomes #measurepr

10/6/2015 9:16 dibegin The most sophisticated we get, the better for our profession. #measurePF

10/6/2015 9:16 MichelleHinson @aiaddysonzhang , stay tuned! @IPRmeasurement is working on a fit for #prprofs #measurePR <https://t.co/SHugHG8hzi>

10/6/2015 9:16 shonali RT @martinwaxman: A1. I'm a PR agency guy turned social and digital media strategist. After years of outputs, I'm here for the outcomes #me...

10/6/2015 9:16 richardbagnall @gerardcorbett @martinwaxman @shonali @KristK Hello, my name is Richard and I'm a measuraholic err twitterholic... :-) #measurepr

10/6/2015 9:16 gerardcorbett What @aiaddysonzhang said! @shonali @AmecOrg @DanTisch @dibegin @MichelleHinson #measurePF

10/6/2015 9:16 AmecOrg #measurepr. Q1. Exiting PR after 30 years I needed a challenge and found it in @AmecOrg and measurement. 8 years on its still a challenge

10/6/2015 9:17 SCoRelnd RT @shonali: And... it's time! Welcome to the monthly #measurePR Twitter chat, which is truly a global chat today! Who's here?

10/6/2015 9:17 emmamhawes A1. Currently looking into grad programs, because knowledge is power. #measurePF

10/6/2015 9:17 aiaddysonzhang @MichelleHinson That's awesome! Cannot wait! @IPRmeasurement #measurepr

10/6/2015 9:17 RobinMarie Same as Diane. #measurepr <http://t.co/K2WPPuWMQh>

10/6/2015 9:17 gerardcorbett OMG. "The Dons" MichelleHinson @queenofmetrics @donstacks @DonaldKWright #MeasurePF

10/6/2015 9:17 martinwaxman @richardbagnall Or perhaps a little of both... #measurepr

10/6/2015 9:18 KristK I heart this so much. RT @martinwaxman: A1. After years of outputs, I'm here for the outcomes #measurepr

10/6/2015 9:18 ErinnLarson1 @emmamhawes AND knowledge is fun :-) #measurepr

10/6/2015 9:18 DanTisch @AmecOrg An amazing 8 years for #measurePR! @Global_Alliance proud to collaborate with you on Barcelona Principles, etc

10/6/2015 9:18 martinwaxman Curiosity and life-learning are important RT @emmamhawes A1. Currently looking into grad programs, because knowledge is power. #measurePF

10/6/2015 9:18 aiaddysonzhang Thanks @gerardcorbett! This makes me feel flattered! #measurepr <https://t.co/U2Gw8wonXR>

10/6/2015 9:18 AmecOrg RT @DanTisch: @AmecOrg An amazing 8 years for #measurePR! @Global_Alliance proud to collaborate with you on Barcelona Principles, etc

10/6/2015 9:19 philipodiakose Hi Everyone, i am Phil PR measurement addict from Nigeria. Guess i have not missed anything @shonali #measurePF

10/6/2015 9:19 shonali @emmamhawes I was going to say the same thing! @martinwaxman #measurepr

10/6/2015 9:19 shonali @philipodiakose Welcome! No, not yet, we're just getting started. :) #measurepr

10/6/2015 9:19 ErinnLarson1 @emmamhawes @martinwaxman HA! Every single Twitter chat there are various t-shirt-worthy tweets! #measurepr

10/6/2015 9:19 MichelleHinson I'm an Adjunct @UF in #PR Love the students! Ingrain the love of data when they are young! #measurePR <https://t.co/Yo8ycueJJ/>

10/6/2015 9:20 shonali Q2: What are the differences/commonalities you see in #measurePR around the world? @AmecOrg @dibegin @dantisch @michellehinson

10/6/2015 9:20 austinomaha @ErinnLarson1 @emmamhawes @martinwaxman we should start a clothing line - it would be a huge hit for PR folks. #measurePF

10/6/2015 9:20 AlisonGJ RT @KristK: I heart this so much. RT @martinwaxman: A1. After years of outputs, I'm here for the outcomes #measurepr

10/6/2015 9:20 MichelleHinson If it ain't fun, don't do it! #measurePR <https://t.co/gdiPD6k5Xc>

10/6/2015 9:20 richardbagnall Hear hear. @barryleggetter's contribution to @amecorg and #measurepr education on a global scale has been immense <https://t.co/xcMoxll11t>

10/6/2015 9:20 austinomaha @MichelleHinson love this. Not many universities are pushing measurement/data. Wish more would! #measurePF

10/6/2015 9:21 emmamhawes @ErinnLarson1 @martinwaxman I'm going to let @shonali call it, but let's get shirts made of that. #measurepr

10/6/2015 9:21 dibegin A2: Most ppl want 1 system but many still persist. Intention behind Barcelona Principles. #measurePR <http://t.co/LAI990X3Is>

10/6/2015 9:21 AmecOrg #measurePR. It's all about attitude. If you want to see over other peoples barriers you will embrace measurement not fear it

10/6/2015 9:21 aiaddysonzhang Data have 2 be contextualized to make sense. And that context differs from country 2 country #measurepr <https://t.co/BXRcyRrPv>

10/6/2015 9:21 martinwaxman Yes! Another one could be first impressions count for more than media impressions :) #measurePR <https://t.co/5XQkmUOrCf>

10/6/2015 9:21 DanTisch A2: Commonalities: Obsession w/ ROI; search for transparency/replicability; desire to show org/biz impact.#measurePR <https://t.co/c5AxfZ7hpp>

10/6/2015 9:21 gerardcorbett A2. Common thread: can't manage what you don't measure. #measurePR

10/6/2015 9:21 emmamhawes @ErinnLarson1 @martinwaxman @shonali I can design one during free time. When that happens. #measurePF

10/6/2015 9:21 shonali @emmamhawes TOTALLY @ErinnLarson1 @martinwaxman #measurepr

10/6/2015 9:21 shonali RT @AmecOrg #measurePR. It's all about attitude. If you want to see over other peoples barriers you will embrace measurement not fear it

10/6/2015 9:22 martinwaxman RT @dibegin A2: Most ppl want 1 system but many still persist. Intention behind Barcelona Principles. #measurePR <http://t.co/iW7MUL4tgI>

10/6/2015 9:22 MichelleHinson He sure measures up! @barryleggetter's contirbution to @amecorg and #measurepr <https://t.co/Y5dmrXNiSv>

10/6/2015 9:22 AmecOrg #measurepr. On practical level, big difference is refusal of some - big - markets to give up their AVEs.

10/6/2015 9:22 aiaddysonzhang @austinomaha @MichelleHinson I definitely see the need of such a course in PR curricula! #measurepr

10/6/2015 9:22 richardbagnall Sad but true. Ongoing Education is PR's biggest challenge. Unis must do more & take evaluation seriously #measurePR <https://t.co/Xf4SeFHuW>

10/6/2015 9:22 shonali RT @DanTisch A2: Commonalities: Obsession w/ ROI; search for transparency/replicability; desire to show org/biz impact. #measurepr

10/6/2015 9:22 ErinnLarson1 @emmamhawes @martinwaxman @shonali ...CAFEPRESS is the place to order from :-) #measurepr

10/6/2015 9:22 martinwaxman MT @DanTisch A2 Commonalities-Obsession w/ ROI search for transparency desire to show org/biz impact #measurePR <https://t.co/UvE2TtY9yJ>

10/6/2015 9:22 shonali RT @aiaddysonzhang Data have 2 be contextualized to make sense. And that context differs from country 2 country #measurepr

10/6/2015 9:23 JohnFriedman A2: As long as there is money to be made by selling different systems there will be competing systems. #measurePR <https://t.co/jUpGhKdUz5>

10/6/2015 9:23 MichelleHinson Q2: Commonalities: FEAR: of metrics, of measurement, of failing. #measurePR

10/6/2015 9:23 DanTisch A2: Differences:Outside N.Am, more openness to non-financial metrics, value of social/rel'nship capital. #measurePR <https://t.co/c5AxfZ7hpp>

10/6/2015 9:23 shonali RT @AmecOrg (A2) On practical level, big difference is refusal of some - big - markets to give up their AVEs. #measurepr

10/6/2015 9:23 austinomaha @richardbagnall 100%. Maybe we should head up a committee for teaching Public Relations Standards? #measurePF

10/6/2015 9:23 emmamhawes @austinomaha @ErinnLarson1 @martinwaxman how about Preferred Results. The new ethical replacement of American Apparel in fashion #measurePF

10/6/2015 9:23 gerardcorbett AVEs are the lazy way out. #poorexcuse. #measurePR

10/6/2015 9:23 richardbagnall RT @shonali: RT @AmecOrg (A2) On practical level, big difference is refusal of some - big - markets to give up their AVEs. #measurepr

10/6/2015 9:23 shonali Q3: What's new & exciting for #PR measurement today (or tomorrow)? #measurepr

10/6/2015 9:23 emmamhawes RT @austinomaha: @ErinnLarson1 @emmamhawes @martinwaxman we should start a clothing line - it would be a huge hit for PR folks. #measurePF

10/6/2015 9:24 SPI_US RT @shonali As Marketing Rep, I learned #everythingPR from the great @rsheehy and @sheehycreative! #measurePR <https://t.co/e5crWwwX94>

10/6/2015 9:24 JohnFriedman Does ANYONE believe AVEs are meaningful? If we cling to things WE don't believe, how can we expect credibility with others? #measurePF

10/6/2015 9:24 dibegin RT @gerardcorbett AVEs are the lazy way out. #poorexcuse. #measurePR

10/6/2015 9:24 martinwaxman @AlisonGJ Thanks Alison! #measurePR #digitaledu

10/6/2015 9:24 aiaddysonzhang Okay PR enthusiasts! i have to go to teach PR :) will check the recap! enjoy the rest of the awesome #measurepr

10/6/2015 9:24 emmamhawes RT @MichelleHinson: Q2: Commonalities: FEAR: of metrics, of measurement, of failing. #measurePR

10/6/2015 9:24 ErinnLarson1 @AmecOrg AMEN! Time for AVEs to leave this planet. And if you need help explaining them...<http://t.co/FPNnQkfZfu> #measurepr

10/6/2015 9:24 dibegin A3: Our activities in #PR are increasingly measurable and therefore more tangible. #measurePF

10/6/2015 9:24 philipodiakose A2. Refusal to let AVE go is a big challenge #measurePR

10/6/2015 9:24 MichelleHinson Q3: Q2: Commonalities: more academic study of the field worldwide. That's a good thing! #measurePF

10/6/2015 9:24 richardbagnall It's not those in the know - it's those in the 'don't know'. Consistent, ongoing education is the key #measurePR @JohnFriedmar

10/6/2015 9:24 shonali @aiaddysonzhang thanks so much for dropping by for a bit! #measurepr

10/6/2015 9:25 DanTisch A3:Global collaboration on #measurePR accelerated exponentially. @AmecOrg, @InstituteforPR, @Global_Alliance,others. <https://t.co/4Oyz5IRpx>.

10/6/2015 9:25 emmamhawes A3. results are easier to get from social media analytics. #measurePR

10/6/2015 9:25 dibegin A3: What's exciting is now the line to outcomes (not just outputs or outtakes) is becoming clearer. #measurePF

10/6/2015 9:25 gerardcorbett A3. The latest installment of #measurePR

10/6/2015 9:26 MichelleHinson A3: I'm excited for #Facebook dislike feature or equivalent. Rose-colored glasses be damned. #measurePF

10/6/2015 9:26 RobinMarie @JohnFriedman Only those who are looking for razzle-dazzle to BS clients. #measurepr

10/6/2015 9:26 AmecOrg #measurepr. (Q3). What's exciting is between us we are winning global education battle that measurement is important

10/6/2015 9:26 AmecOrg RT @DanTisch: A3:Global collaboration on #measurePR accelerated exponentially. @AmecOrg, @InstituteforPR, @Global_Alliance,others. <https://t.co/4Oyz5IRpx>.

10/6/2015 9:27 emmamhawes RT @MichelleHinson: A3: I'm excited for #Facebook dislike feature or equivalent. Rose-colored glasses be damned. #measurePF

10/6/2015 9:27 DanTisch A3: Corporate reporting changing thanks to #integratedreporting movement. This will affect how we #measurePR in future. cc @theiir

10/6/2015 9:27 MichelleHinson Amen! #measurePR <https://t.co/uJHP1ug4k6>

10/6/2015 9:27 austinomaha @AmecOrg Measurement Month seemed to be, yet again, a huge success this year. We had great interest in our event. #measurePF

10/6/2015 9:27 AlisonGJ RT @dibegin: A3: What's exciting is now the line to outcomes (not just outputs or outtakes) is becoming clearer. #measurePF

10/6/2015 9:27 gerardcorbett @RobinMarie @JohnFriedman "Know Nothings" Double entendre intended. #measurePF

10/6/2015 9:27 ErinnLarson1 @richardbagnall @JohnFriedman AND an open mind and a willingness to apply the Barcelona Principles #measurePF

10/6/2015 9:27 philipodiakose A3. B.P 2.0 Principle 5 - Changes from PR to Communications #measurePR

10/6/2015 9:27 JohnFriedman Yes, and too many still believe 'If you can't dazzle with brilliance, baffle them with BS' #measurePR <https://t.co/LTKgIQb4xg>

10/6/2015 9:27 shonali RT @DanTisch A3: Corporate reporting changing thanks to #integratedreporting movement. This will affect how we #measurePR in future

10/6/2015 9:27 emmamhawes @MichelleHinson I said it before, but the dislike button will be interesting during political season. #measurePF

10/6/2015 9:27 shonali RT @AmecOrg (Q3). What's exciting is between us we are winning global education battle that measurement is important. #measurePF

10/6/2015 9:28 shonali LOL! RT @MichelleHinson A3: I'm excited for #Facebook dislike feature or equivalent. Rose-colored glasses be damned. #measurePF

10/6/2015 9:28 shonali Aww!!! RT @gerardcorbett A3. The latest installment of #measurePR

10/6/2015 9:28 shonali Q4: Most common #measurePR #fail you've seen (or been through!): GO

10/6/2015 9:28 ErinnLarson1 @MichelleHinson But won't the dislike feature/etc. add more negativity to Facebook? #measurePF

10/6/2015 9:28 KristK RT @shonali: Q4: Most common #measurePR #fail you've seen (or been through!): GO

10/6/2015 9:28 dibegin A3: And AVEs continue to die <http://t.co/mEshcLPTuJ> @dave_scholz #measurePR

10/6/2015 9:29 MichelleHinson A3: The move from capturing numbers (metrics) to providing insight (analysis) #measurePR

10/6/2015 9:29 apexpr RT @dibegin: Currently @APEXPR, teach in UofT's #digitaledu, co-president @CPRSToronto. 15+ yrs in #PR client-side & agency. #measurePF

10/6/2015 9:29 austinomaha @ErinnLarson1 I honestly think this will be the downfall of Facebook, IMO. #measurePR

10/6/2015 9:29 gerardcorbett And how would you measure "wethepeople" It's DOA #measurePF

10/6/2015 9:29 JohnFriedman Agree 100% (which is why I wrote this piece) on PR returning to its real role <http://t.co/D6bOxdFCJ4> #measurePR <https://t.co/MTJjEGLj9T>

10/6/2015 9:29 dibegin A4: Not setting a goal(s) & SMART objectives from the beginning (specific, measurable, attainable, relevant, time bound) #measurePF

10/6/2015 9:29 martinwaxman RT @gerardcorbett AVEs are the lazy way out. #poorexcuse. #measurePR

10/6/2015 9:29 MichelleHinson Why are we scared of negativity? It ain't necessary a bad thing. #measurePR <https://t.co/m6ujT9VmPM>

10/6/2015 9:29 ErinnLarson1 @shonali @AmecOrg Yes, but how about before going global we make sure our respective countries are on-point/on the same page? #measurePF

10/6/2015 9:30 AmecOrg @austinomaha. (Q3). #measurePR. #amecmm got got backing globally and that's what made it work.

10/6/2015 9:30 dibegin RT @MichelleHinson: A3: The move from capturing numbers (metrics) to providing insight (analysis) #measurePF

10/6/2015 9:30 ErinnLarson1 @austinomaha Have you heard of the new app Peep! Now that will be the downfall of humanity #measurePF

10/6/2015 9:30 SPI_US RT @richardbagnall #consistent #ongoing #education #measurePR <https://t.co/oolQ9D3eHz>

10/6/2015 9:30 shonali @ErinnLarson1 what's the difference? @AmecOrg #measurePF

10/6/2015 9:30 DanTisch A4: Still many measuring outputs, not outcomes. Fancy charts & graphs without real evaluation & insight. #measurePR <https://t.co/1Du3youP4D>

10/6/2015 9:30 MichelleHinson Excited @CyberAlert is now a member of @AmecOrg ! And excited to participate! #measurePR <https://t.co/hCtIXpgB0c>

10/6/2015 9:30 KristK A4: Attitude of "we don't have time/budget to #measurePR. We're too busy doing the work." #measurePF

10/6/2015 9:31 philipodiakose A3. Funeral of AVE was a big relieve to the measurement industry. #measurePR <http://t.co/c4NTFJXgd1>

10/6/2015 9:31 JohnFriedman @MichelleHinson Agree, all feedback is incredibly valuable, constructive feedback maybe more so #measurePF

10/6/2015 9:31 shonali Tell me about it. RT @KristK A4: Attitude of "we don't have time/budget to #measurePR. We're too busy doing the work."

10/6/2015 9:31 ErinnLarson1 @MichelleHinson There's a difference between constructive negativity and just plain mean, bullying-like negativity. #measurePF

10/6/2015 9:31 KristK A4: Perhaps worse: "We don't want to #measurePR to learn if we're being effective. What if we're not?"

10/6/2015 9:31 emmamhawes Likes and shares do not mean a successful campaign. Asking for likes and shares really hurts the results. #measurePR

10/6/2015 9:31 MichelleHinson We are afraid of failure yet that is how we learn #measurePR <https://t.co/WTnT5PdaNc>

10/6/2015 9:31 martinwaxman @JohnFriedman AVEs are a measure of what's wrong with PR. We have to educate clients that there are biz-focused metrics #measurePF

10/6/2015 9:31 SPI_US RT @ErinnLarson1 Just did this morning on the radio, are they not sending it back for review? #measurePR <https://t.co/Awk9JqDOR4>

10/6/2015 9:32 apexpr RT @dibegin: A4: Not setting a goal(s) & SMART objectives from the beginning (specific, measurable, attainable, relevant, time bound) #meas..

10/6/2015 9:32 AmecOrg @ErinnLarson1.(q3). #measurePR. If we take it country by country we would not move ahead quickly enough. Best to bring others with us

10/6/2015 9:32 shonali @KristK You have actually heard someone say that?! (A4) #measurepr

10/6/2015 9:32 hispanicmpr RT @MichelleHinson: We are afraid of failure yet that is how we learn #measurePR <https://t.co/WTnT5PdaNc>

10/6/2015 9:32 gerardcorbett A3. "Dislike" button will actually be a Measurement tool. Not dislike but a scale of agree ability. @ErinnLarson1 @MichelleHinson #measurepr

10/6/2015 9:32 shonali RT @emmamhawes Likes and shares do not mean a successful campaign. Asking for likes and shares really hurts the results. #measurepr

10/6/2015 9:32 MichelleHinson I wanted a British greeting. (~: #measurePR <https://t.co/MSqAOUE8qW>

10/6/2015 9:32 DanTisch A4: Another peeve: analysis masquerading as insight! #measurePR

10/6/2015 9:32 shonali RT @DanTisch A4: Another peeve: analysis masquerading as insight! #measurePR

10/6/2015 9:32 martinwaxman RT @dibegin: A4: Not setting a goal(s) & SMART objectives from the beginning (specific, measurable, attainable, relevant, time bound) #meas..

10/6/2015 9:32 emmamhawes RT @KristK: A4: Perhaps worse: "We don't want to #measurePR to learn if we're being effective. What if we're not?"

10/6/2015 9:32 richardbagnall RT @martinwaxman: @JohnFriedman AVEs are a measure of what's wrong with PR. We have to educate clients that there are biz-focused metrics #..

10/6/2015 9:33 apexpr There is still time to join the conversation! Use #MeasurePR to engage #publicrelations #p

10/6/2015 9:33 AlisonGJ RT @DanTisch: A4: Still many measuring outputs, not outcomes. Fancy charts & graphs without real evaluation & insight. #measurePR <https://t.co/...>

10/6/2015 9:33 MichelleHinson Unlike you @gerardcorbett, I couldn't say that in 140 characters. (~: #measurepr <https://t.co/eVXXN1fnH0>

10/6/2015 9:33 philipodiakose A4. confidence in automated sentiment is a bad move #LongLive human sentiment analysis. #measurePF

10/6/2015 9:33 RobinMarie A4: Super inflated AVEs for a large-circ cmsr mag placement b/c mag might be in waiting rooms and be seen by a gazillion ppl. #measurepr

10/6/2015 9:33 KristK A4: #measurePR fail: reporting numbers only without interpretation. Best value comes after analysis. What do the charts mean for operations?

10/6/2015 9:33 austinomaha @KristK that is absolutely absurd - how did you respond? #measurePF

10/6/2015 9:33 AlisonGJ RT @shonali: RT @emmamhawes Likes and shares do not mean a successful campaign. Asking for likes and shares really hurts the results. #mea...

10/6/2015 9:34 dibegin RT @philipodiakose: A4. confidence in automated sentiment is a bad move #LongLive human sentiment analysis. #measurePF

10/6/2015 9:34 ErinnLarson1 @AmecOrg But it's already not moving ahead quickly enough. I mean heck the first Barcelona Principles were published 5 years ago #measurepr

10/6/2015 9:34 shonali Gah. RT @RobinMarie A4: Super inflated AVEs for a large-circ cmsr mag b/c might be in waiting rooms and be seen by gazillion ppl. #measurepr

10/6/2015 9:34 KristK RT @DanTisch: A4: Still many measuring outputs, not outcomes. Fancy charts & graphs without real evaluation & insight. #measurePR

10/6/2015 9:34 jcruxton RT @philipodiakose: A4. confidence in automated sentiment is a bad move #LongLive human sentiment analysis. #measurePF

10/6/2015 9:34 MichelleHinson A4: Failure to measure, period! #measurePR

10/6/2015 9:34 AmecOrg #measurePR. (Q4). Collective challenge is language as @richardbagnall found chairing a working group today. Need to be clear & consistent

10/6/2015 9:35 AlisonGJ RT @KristK: A4: Perhaps worse: "We don't want to #measurePR to learn if we're being effective. What if we're not?"

10/6/2015 9:35 dibegin @ErinnLarson1 @AmecOrg Yeah we're very slow to change. All too human. #measurePF

10/6/2015 9:35 MichelleHinson A4: Emphasizing vanity metrics over engagement metrics because the numbers are bigger #measurePF

10/6/2015 9:35 ShannonRenee RT @apexpr: There is still time to join the conversation! Use #MeasurePR to engage #publicrelations #p

10/6/2015 9:35 gerardcorbett lol @MichelleHinson @ErinnLarson1 #measurePR

10/6/2015 9:35 shonali Q5: What is the progress on #measurePR standards worldwide ... is there any?

10/6/2015 9:36 JohnFriedman @austinomaha @KristK Fear of being measured is sign of knowing they're not adding value; putting head in sand, waiting for axe #measurePI

10/6/2015 9:36 JoelDinwood RT @shonali: Q5: What is the progress on #measurePR standards worldwide ... is there any?

10/6/2015 9:36 ShannonRenee RT @shonali: Q5: What is the progress on #measurePR standards worldwide ... is there any?

10/6/2015 9:36 ErinnLarson1 @dibegin @AmecOrg Amen. I'm glad someone else can acknowledge that. #measurepr

10/6/2015 9:36 MichelleHinson A4: #pr pros reluctance to talk in business terms #measurePR

10/6/2015 9:36 PRLorrie RT @JohnFriedman: @austinomaha @KristK Fear of being measured is sign of knowing they're not adding value; putting head in sand, waiting fo.

10/6/2015 9:36 DanTisch A5: We've made huge strides in #measurePR standards for news media. Next frontiers: social media, internal comms. <https://t.co/4TXdxxlZQ6>

10/6/2015 9:36 waxenfelter RT @AmecOrg: #measurePR. It's all about attitude. If you want to see over other peoples barriers you will embrace measurement not fear it

10/6/2015 9:36 richardbagnall We need to all be consistent and say what we mean and mean what we say. @AmecOrg #measurePR

10/6/2015 9:36 MichelleHinson A4: Not tying measurement to objectives. Not tying objectives to business results. #measurePR

10/6/2015 9:37 JohnFriedman @MichelleHinson #CSR has same issue; I argue, if we don't use business terms, we're peripheral to the business - expendable #measurePI

10/6/2015 9:37 dibegin A5: There is progress. It's forcing professional bodies to adopt audited systems like #MRP in Canada. #measurepr

10/6/2015 9:37 AmecOrg RT @richardbagnall: We need to all be consistent and say what we mean and mean what we say. @AmecOrg #measurePF

10/6/2015 9:37 ErinnLarson1 @AmecOrg I disagree but hey that's just me seeing each part of the puzzle versus the completed puzzle itself. #measurepr

10/6/2015 9:37 ShannonRenee Q4 You'll have NO idea how far you come, how well you did or didn't do if you don't #measurePR

10/6/2015 9:37 MichelleHinson Excellent question, @jgombita! Liked is easier! #measurepr <https://t.co/KXtgGTq3JE>

10/6/2015 9:38 emmamhawes A5. Besides social, I always look to see if investors and stocks have increased or decreased. I observed this with Voltswagen #measurePF

10/6/2015 9:38 gerardcorbett Failure is not a mistake. Failure is "learning!" #measurePR

10/6/2015 9:38 ErinnLarson1 @gerardcorbett Is there an article that actually says the dislike button will be a measurement tool? If so, send my way! :) #measurepr

10/6/2015 9:38 dibegin A5: But change is constant. As a profession we have to adopt the idea of always being in beta for measurement. #measurePF

10/6/2015 9:38 DanTisch That's the winner ... in the land of losers! #measurePR <https://t.co/aQWoElu8fd>

10/6/2015 9:38 jcruxton RT @dibegin: A5: There is progress. It's forcing professional bodies to adopt audited systems like #MRP in Canada. #measurepr

10/6/2015 9:39 KristK .@austinomaha It's akin to those who don't get screened for a disease. They'd rather maintain ignorance than deal w treatment. #measurePF

10/6/2015 9:39 JohnFriedman What some call failure is just finding out what doesn't work. Edison had it right (re lightbulb) #measurePR <https://t.co/wZqHNm615b>

10/6/2015 9:39 MichelleHinson Exactly @JohnFriedman! The money guys ain't going to learn our lingo! #measurepr <https://t.co/LjzvmYgxC>

10/6/2015 9:39 emmamhawes This is why I like this guy! #measurepr <https://t.co/oLkuiYzy7K>

10/6/2015 9:39 DanTisch A5: Challenge: For every #PR pro who has heard of any #measurePR standard, there are at least 10 who have not. But it's a start

10/6/2015 9:39 ShannonRenee Q4 #MeasurePR should indicate how well your tactics are aligning your strategies to the outcomes. Allows for adjustments

10/6/2015 9:39 Lazybengali RT @shonali: Q5: What is the progress on #measurePR standards worldwide ... is there any?

10/6/2015 9:39 richardbagnall Like this a lot - #measurePR <https://t.co/q70SxioFVr>

10/6/2015 9:39 AmecOrg #measurePR. (Q5). Worldwide standards? My sense is that we are not near that yet. @richardbagnall leading @AmecOrg metrics initiative.

10/6/2015 9:39 gerardcorbett Don't think a respect button is in the cards. @MichelleHinson @jgombita #measurepr

10/6/2015 9:39 philipodiakose A5: With the help of few measurement expert @sbalie @AmecOrg together we have been able to drive #measurePR from its initial low state

10/6/2015 9:39 dibegin RT @ShannonRenee: Q4 #MeasurePR should indicate how well your tactics are aligning your strategies to the outcomes. Allows for adjustments

10/6/2015 9:39 PRLorrie RT @JohnFriedman: What some call failure is just finding out what doesn't work. Edison had it right (re lightbulb) #measurePR <https://t.co..>

10/6/2015 9:40 PRLorrie RT @DanTisch: A5: Challenge: For every #PR pro who has heard of any #measurePR standard, there are at least 10 who have not. But it's a sta..

10/6/2015 9:40 shonali RT @AmecOrg (Q5). Worldwide standards? My sense is we are not near that yet. @richardbagnall leading @AmecOrg metrics initiative #measurepr

10/6/2015 9:40 DanTisch RT @JohnFriedman: What some call failure is just finding out what doesn't work. Edison had it right (re lightbulb) #measurePR <https://t.co..>

10/6/2015 9:40 vedo Good thought. Reminds me of the concept of *failing forward* #measurePR <https://t.co/EYQTVUpc4N>

10/6/2015 9:40 KristK A4: Most common #MeasurePR tool? A checkmark on the to-do list.

10/6/2015 9:40 AlisonGJ RT @gerardcorbett: Failure is not a mistake. Failure is "learning!" #measurePR

10/6/2015 9:40 gerardcorbett RT @richardbagnall: Like this a lot - #measurePR <https://t.co/q70SxioFVr>

10/6/2015 9:40 RobinMarie RT @KristK: A4: Perhaps worse: "We don't want to #measurePR to learn if we're being effective. What if we're not?"

10/6/2015 9:40 shonali @vedo Hey Richie! #measurepr

10/6/2015 9:41 PRLorrie RT @shonali: RT @AmecOrg (Q5). Worldwide standards? My sense is we are not near that yet. @richardbagnall leading @AmecOrg metrics initiati..

10/6/2015 9:41 ShannonRenee Fear of #MeasurePR is in itself an indication of things not going well. Measure my work all day long. I'm awesome! LOL

10/6/2015 9:41 shonali Q6: What tools would you recommend for #measurePR, including on a small budget?

10/6/2015 9:41 richardbagnall Lots of confusion over 'standards'. We need consistent approaches to differing comms objective measurement - answer Frameworks #measurepr

10/6/2015 9:41 ShannonRenee RT @KristK: A4: Most common #MeasurePR tool? A checkmark on the to-do list.

10/6/2015 9:41 AmecOrg @ErinnLarson1.(Q5). #measurepr. Great - delighted to hear your point of view.

10/6/2015 9:41 philipodiakose With the help of few measurement expert @sbalie @AmecOrg together we have been able to drive #measurePR from its initial low state in Nigeri:

10/6/2015 9:42 vedo @shonali Howdy :) I'm glad I popped in just in time to catch some of the #measurePR chat. It's always great to review.

10/6/2015 9:42 JohnFriedman 70-90% brand value is in stakeholder relationships (intangible assets) <http://t.co/KLH7GLsXBo> #measurePR should bshow how impact that

10/6/2015 9:42 ErinnLarson1 @shonali @AmecOrg @richardbagnall which is another reason a step-by-step approach is crucial. Start small and strong. #measurepr

10/6/2015 9:42 dibegin A6: Hootsuite, SproutSocial, MRP, backend insights data on specific platforms, Social Mention, Alexa, Topsy. #measurePR

10/6/2015 9:42 MichelleHinson How about a "pissed off" button? Now that would be interesting @gerardcorbett #measurepr <https://t.co/17NV8wTsCz>

10/6/2015 9:42 martinwaxman RT @AlisonGJ RT @gerardcorbett: Failure is not a mistake. Failure is "learning!" #measurePF

10/6/2015 9:42 austinomaha @shonali E-X-C-E-L. The most important tool out there! #measurePR

10/6/2015 9:42 RobinMarie Sigh. Sad but true. #measurepr <http://t.co/RIO8J6US2X>

10/6/2015 9:43 ShannonRenee Hard to have standards @shonali when there are industry leaders who don't know/understand the value of #MeasurePR. Not impossible though

10/6/2015 9:43 gerardcorbett Success is when goals=outcomes or outcomes=objectives #measurePF

10/6/2015 9:43 AlisonGJ RT @dibegin: A6: Hootsuite, SproutSocial, MRP, backend insights data on specific platforms, Social Mention, Alexa, Topsy. #measurePF

10/6/2015 9:43 JohnFriedman How about a 'credibility' button? #measurePR <https://t.co/cHIm3Pe1Rk>

10/6/2015 9:43 emmamhawes @TimCNicholson @gerardcorbett oh no I forgot to invite my boss in on #measurePR Bad employee right here folks

10/6/2015 9:43 dibegin A6: Even with big budgets, it's a combo of tools (including free) that work best always. #measurePR #triangulation

10/6/2015 9:43 KristK @vedo Howdy Stranger! Wearing out my TCU shirts this fall. #measurepr

10/6/2015 9:43 MichelleHinson A5: Yes. And @AMECorg did a fab job launching Barcelona Principles 2.0. #measurePF

10/6/2015 9:44 dibegin RT @MichelleHinson: A5: Yes. And @AMECorg did a fab job launching Barcelona Principles 2.0. #measurePF

10/6/2015 9:44 MichelleHinson @jgombita The need to be liked is universal and very human. #measurepr <https://t.co/q5vFp5fhRg>

10/6/2015 9:44 emmamhawes That could solve a lot of issues. Once again it would come in handy during political season. #measurepr <https://t.co/pPpsp40gVv>

10/6/2015 9:44 ErinnLarson1 @AmecOrg Thanks. Feedback is good methinks #measurepr

10/6/2015 9:44 DanTisch A6: It's possible to generate (relatively) inexpensive dashboards examining reach, sentiment, engagement & influence. #measurePF

10/6/2015 9:44 AmecOrg @MichelleHinson. #measurepr.A5. When we work together, we win together. Work on #barcelonaprinciples 2.0 showed that

10/6/2015 9:44 martinwaxman Well said RT @gerardcorbett Success is when goals=outcomes or outcomes=objectives #measurePF

10/6/2015 9:45 vedo @KristK heh, perhaps you need some new @TCU threads so you can make it to the end of the season ;) #measurePF

10/6/2015 9:45 dibegin RT @DanTisch: A6: It's possible to generate (relatively) inexpensive dashboards examining reach, sentiment, engagement & influence. #measur..

10/6/2015 9:45 RobinMarie A6. Not so much a tool as making sure you plan sufficient time for #measurepr. Can't be an add-on.

10/6/2015 9:45 ShannonRenee To #MeasurePR is to learn, become better, smarter pros. I give side-eyes to folks who don't want to improve in their field

10/6/2015 9:45 MichelleHinson @JohnFriedman but how credible are the folks judging credibility? #measurepr <https://t.co/LxKgyiWfEf>

10/6/2015 9:45 dibegin RT @ShannonRenee: To #MeasurePR is to learn, become better, smarter pros. I give side-eyes to folks who don't want to improve in their fiel..

10/6/2015 9:45 gerardcorbett RT @martinwaxman: Well said RT @gerardcorbett Success is when goals=outcomes or outcomes=objectives #measurePF

10/6/2015 9:45 richardbagnall RT @AmecOrg: @MichelleHinson. #measurepr.A5. When we work together, we win together. Work on #barcelonaprinciples 2.0 showed that

10/6/2015 9:45 KristK RT @ShannonRenee: To #MeasurePR is to learn, become better, smarter pros. I give side-eyes to folks who don't want to improve in their fiel..

10/6/2015 9:45 MichelleHinson A6: Free tools: Google Analytics & Google Tag Manager #measurePF

10/6/2015 9:46 MichelleHinson Q6: For those with budgets: media monitoring & measurement services like @CyberAlert & others #measurePF

10/6/2015 9:46 AlisonGJ RT @martinwaxman: Well said RT @gerardcorbett Success is when goals=outcomes or outcomes=objectives #measurePF

10/6/2015 9:46 emmamhawes RT @martinwaxman: Well said RT @gerardcorbett Success is when goals=outcomes or outcomes=objectives #measurePF

10/6/2015 9:46 MichelleHinson A6: For those with BIG budgets: build an integrated dashboard and include qualitative analytics #measurePF

10/6/2015 9:46 apexpr RT @gerardcorbett: Success is when goals=outcomes or outcomes=objectives #measurePF

10/6/2015 9:46 JohnFriedman If they don't believe u, you're not credible. So transparency not enuf. Must be believed to succeed, no? #measurePR <https://t.co/Ovv0DqJlil>

10/6/2015 9:46 austinomaha @MichelleHinson #integration #measurePR

10/6/2015 9:46 shonali RT @RobinMarie A6. Not so much a tool as making sure you plan sufficient time for #measurepr. Can't be an add-on.

10/6/2015 9:47 gerardcorbett A6. Brains, Ears and Eyes #measurePR

10/6/2015 9:47 shonali Q7: What is ONE thing #PR pros can start doing right now to better #measurePR?

10/6/2015 9:47 ErinnLarson1 @MichelleHinson @AmecOrg I love the infographic the IPR made. I literally have a copy of it hanging over my desk. #measurepr

10/6/2015 9:47 philipodiakose A6: There is no small measurement , so small budget ? am confuse (help) #measurePF

10/6/2015 9:47 martinwaxman RT @MichelleHinson A6: Free tools: Google Analytics && Google Tag Manager #measurePF

10/6/2015 9:47 DanTisch @MichelleHinson That's a great hierarchy of answers, Michelle! #measurePR

10/6/2015 9:47 ShannonRenee #MeasurePR is integral part of the comm/mktg plan. The plan is incomplete if regular measuring isn't included

10/6/2015 9:47 AmecOrg @ErinnLarson1 @MichelleHinson. #measurePR. Agree - great work and by young member of staff, I think

10/6/2015 9:48 shonali @philipodiakose Hi, what's the confusion over? #measurepr

10/6/2015 9:48 KristK @ErinnLarson1 Pls share link to infographic. @MichelleHinson @AmecOrg #measurepr

10/6/2015 9:48 herlinddiaz RT @martinwaxman: Well said RT @gerardcorbett Success is when goals=outcomes or outcomes=objectives #measurePF

10/6/2015 9:48 MichelleHinson Not sure @JohnFriedman . Define success. The Kardashians are not credible but very successful #measurepr <https://t.co/05oofU4bwE>

10/6/2015 9:48 JohnFriedman A7: Adopt Barcelona principles, don't expect Csuite to speak PR, we must speak C-suite; link to biz obj/goals #measurePF

10/6/2015 9:48 emmamhawes A7 Just be ethical. Isn't that the most important trait of a pr practitioner? #measurePR

10/6/2015 9:48 richardbagnall A7 Stop doing 'stuff' & start planning what they want to achieve, for what purpose tied against organisational objectives #measurepr

10/6/2015 9:48 ShannonRenee A7 ACKNOWLEDGE that #measurePR is important and necessary, not ancillary and haphazard. <https://t.co/991bmF3nCc>

10/6/2015 9:49 richardbagnall RT @KristK: @ErinnLarson1 Pls share link to infographic. @MichelleHinson @AmecOrg #measurepr

10/6/2015 9:49 gerardcorbett So instead of saying "I made my numbers this quarter" Substitute "Goals" or "Objectives" for Numbers #justsaying #measurePF

10/6/2015 9:49 shonali RT @richardbagnall A7 Stop doing 'stuff' & start planning what they want to achieve, for what purpose tied against org objectives #measurepr

10/6/2015 9:49 MichelleHinson @DanTisch Thanks! #measurePR

10/6/2015 9:49 DanTisch A7: Front-end client dialogue on data that matter most to org goals/KPIs. Back-end insights. #measurePR <https://t.co/Gfb8Jst2yg>

10/6/2015 9:49 JohnFriedman @MichelleHinson Kardashians well known, not 'thought leaders' or trusted. #measurePR seeks to be value adding, not fluf

10/6/2015 9:50 ShannonRenee If our C-suites don't understand #measurePR, why we need to do it, then we aren't doing our jobs well

10/6/2015 9:50 emmamhawes RT @gerardcorbett: So instead of saying "I made my numbers this quarter" Substitute "Goals" or "Objectives" for Numbers #justsaying #meas..

10/6/2015 9:50 shonali Q8 from @AlisonGJ: Who is your number 1 go-to source for the latest metrics wisdom? Please share link. #measurepr

10/6/2015 9:50 martinwaxman A7 Use clips binders (or equiv) as a show and tell maybe but not as a demonstration of results #measurepr

10/6/2015 9:51 gerardcorbett A7 Base metrics on measuring goals #measurePR

10/6/2015 9:51 ErinnLarson1 RT @JohnFriedman: @MichelleHinson Kardashians well known, not 'thought leaders' or trusted. #measurePR seeks to be value adding, not fluf

10/6/2015 9:51 dibegin A7: Ask yourself why you're measuring certain things. You could probably simplify. #measurePF

10/6/2015 9:51 ShannonRenee A7 #MeasurePR doesn't have to be complicated. Start with call/email to colleague(s) for advice, do a Google search and GET STARTED.

10/6/2015 9:51 DanTisch A8: It's a tie between the guests/hosts on this chat! ;-) #measurePR <https://t.co/6DyhboKO6M>

10/6/2015 9:51 richardbagnall A8 @amecorg's social media measurement user guide resource page at <http://t.co/3h5JTsas9L> #measurepr

10/6/2015 9:51 martinwaxman Good Q! RT @shonali Q8 from @AlisonGJ: Who is your number 1 go-to source for the latest metrics wisdom? Please share link. #measurepr

10/6/2015 9:51 MichelleHinson A7: Download free #PR #Measurement Handbook from @CyberAlert @queenofmetrics. #measurePR <http://t.co/VNIE3NKax>

10/6/2015 9:51 AmecOrg #measurePR. A5. Want to share initiative from APAC where 3 rising stars from @isentia will run 24 hour Twitter Chat on measurement trends

10/6/2015 9:51 gerardcorbett A8 Um, #measurePR #measurePR

10/6/2015 9:51 ShannonRenee RT @dibegin: A7: Ask yourself why you're measuring certain things. You could probably simplify. #measurePF

10/6/2015 9:51 shonali @DanTisch Heh! #measurepr

10/6/2015 9:52 AlisonGJ @shonali: Thanks so much, Shonali! #measurepr

10/6/2015 9:52 KristK RT @MichelleHinson: A7: Download free #PR #Measurement Handbook from @CyberAlert @queenofmetrics. #measurePR <http://t.co/VNIE3NKax>

10/6/2015 9:52 philipodiakose A7: Hire a media measurement expert or get a measurement vendor #measurePF

10/6/2015 9:52 MichelleHinson A7: Download Dictionary of PR Measurement & Research from #iprmeasurement <http://t.co/2oYsvZ4RAN> #measurePR

10/6/2015 9:52 austinomaha @dibegin PR pro's make the measurement process to hard on themselves - HARD to replicate process if you don't understand it. #measurePF

10/6/2015 9:52 vedo A6 - Agreed. via @MichelleHinson #measurePR Choose wisely. Modest budgets can include free & paid tools. <http://t.co/G7ylnrWzPl>

10/6/2015 9:52 shonali You are SO getting a crown on the SBC FB Page! cc @decillis @karelyneve RT @gerardcorbett A8 Um, #measurePF

10/6/2015 9:52 MichelleHinson A7: Read Dictionary of #PR Measurement & Research from #iprmeasurement & use it. Let's standardize terms. #measurePF

10/6/2015 9:53 RobinMarie A7. Can't go wrong with Queen of Metrics <http://t.co/yKOxRW7xvB> #measurepr

10/6/2015 9:53 ShannonRenee Tipped in @shonali's #MeasurePR chat, now I'm tipping out. Holla ~waving~

10/6/2015 9:53 shonali @AlisonGJ You're so welcome, thanks for a great question! #measurePF

10/6/2015 9:53 AmecOrg @DanTisch. #measurepr. Great answer. Like to think we all have good resources. Please check out @AmecOrg website

10/6/2015 9:53 ErinnLarson1 @ShannonRenee Plus #measurepr introduces great colleagues to one another :-

10/6/2015 9:53 gerardcorbett Lol @shonali @decillis @karelyneve #measurepr

10/6/2015 9:54 AlisonGJ Challenge: the client who won't state their goal, but expects big outcomes on social. Outputs are jello on the wall #VanityProject #measurepr

10/6/2015 9:54 dibegin RT @ErinnLarson1: @ShannonRenee Plus #measurepr introduces great colleagues to one another :-

10/6/2015 9:54 ErinnLarson1 @RobinMarie I like the way you think. @queenofmetrics is quite the measurement expert and we are all lucky to learn from her! #measurepr

10/6/2015 9:54 AmecOrg @MichelleHinson Q7. #measurepr. Agree. Acknowledged font of wisdom

10/6/2015 9:54 MichelleHinson @JohnFriedman problem is at times #pr specializes in fluff. We need to separate wheat from chaff. #measurepr <https://t.co/79O918IQ7n>

10/6/2015 9:55 shonali @ShannonRenee Thanks so much for joining Shannon - see you soon! xo #measurepr

10/6/2015 9:55 JohnFriedman @MichelleHinson Now I need a 'hell yes' button, not just a like! Absolutely. We need to be business minded first, last & always. #measurepr

10/6/2015 9:56 HasanZuberi RT @DanTisch: @AmecOrg An amazing 8 years for #measurepr! @Global_Alliance proud to collaborate with you on Barcelona Principles, etc

10/6/2015 9:56 shonali RT @AlisonGJ Challenge: client who won't state goal, but expects big outcomes on social. Outputs = jello on wall #VanityProject #measurepr

10/6/2015 9:57 JohnFriedman Snap! (or whatever the current expression is) #measurepr <https://t.co/SQVzDLR9IU>

10/6/2015 9:57 shonali Last question! Q9: Do you have an initiative/program you'd like #measurepr folk to know about? Please share

10/6/2015 9:57 MichelleHinson @JohnFriedman, it should have a Likert-type scale 5 or 7 points preferably. #prprof humor! #measurepr <https://t.co/1X217etlwA>

10/6/2015 9:57 dibegin @austinomaha Yeah and we also get overwhelmed by things that don't even matter. #measurepr

10/6/2015 9:58 HasanZuberi RT @DanTisch: A4: Still many measuring outputs, not outcomes. Fancy charts & graphs without real evaluation & insight. #measurepr <https://t.co/3wWo3u6tXC>

10/6/2015 9:58 JohnFriedman True leaders manage to avoid getting distracted #measurepr We must keep focus on what matters, c-suite does. <https://t.co/3wWo3u6tXC>

10/6/2015 9:58 DanTisch A9: #Measurepr will be huge part of @Global_Alliance's 2016 @WorldPRForum in #Toronto, May 29-31. Don't miss it!

10/6/2015 9:58 MichelleHinson A8: @IPRmeasurement is creating curriculum friendly Barcelona Principles component for #prprofs #measurepr @amecorg

10/6/2015 9:59 dibegin A9: Yes! @WorldPRForum where Barcelona Principles were set in 2010 will be hosted in Toronto in May 2016. Join us #measurepr

10/6/2015 9:59 MichelleHinson Q8: Social Media Measurement Guidelines open for public comment #measurepr MRC #WOMA #IPRmeasurement <http://t.co/irKSUntZaS>

10/6/2015 9:59 martinwaxman A9. Check out #CAPRSA Counselors Academy call for presentations from agency leaders: <https://t.co/8zrGpOOMNn> #measurepr

10/6/2015 10:00 HasanZuberi @dantisch Perhaps those fancy charts are, what most client wish to see #measurepr

10/6/2015 10:00 martinwaxman Thanks for a great #measurepr @shonali!

10/6/2015 10:00 DanTisch @dibegin I beat you by 11 seconds! ;-) #measurepr

10/6/2015 10:00 richardbagnall A9 @amecorg's work producing a new integrated comms framework - a global initiative with many smarts helping #measurepr Watch this space

10/6/2015 10:00 gerardcorbett Is a #measurepr app in the cards?

10/6/2015 10:00 dibegin @JohnFriedman Yeah. And that where qualitative measures (not just quantitative) also have the most impact. #measurepr

10/6/2015 10:00 AmecOrg #measurepr. Q9. Absolutely - London 15/16 2016 for @AmecOrg International Summit, now world's biggest event like this. All welcome

10/6/2015 10:00 shonali RT @richardbagnall A9 @amecorg's work producing a new integrated comms framework - global initiative with many smarts helping #measurepr

10/6/2015 10:01 HasanZuberi RT @DanTisch: A9: #Measurepr will be huge part of @Global_Alliance's 2016 @WorldPRForum in #Toronto, May 29-31. Don't miss it!

10/6/2015 10:01 richardbagnall RT @AmecOrg: #measurepr. Q9. Absolutely - London 15/16 2016 for @AmecOrg International Summit, now world's biggest event like this. All wel..

10/6/2015 10:01 austinomaha @shonali is anybody attending the Measurement Conference (PRNews) in November? <http://t.co/hZOL6hJBF5> #measurepr

10/6/2015 10:01 shonali RT @AmecOrg Q9. London 15/16 2016 for @AmecOrg International Summit, now world's biggest event like this. All welcome. #measurepr

10/6/2015 10:01 AmecOrg RT @shonali: RT @AmecOrg Q9. London 15/16 2016 for @AmecOrg International Summit, now world's biggest event like this. All welcome. #measurepr

10/6/2015 10:01 MichelleHinson Requested infographic @AmecOrg <http://t.co/EFDyHdHsl7> #measurepr @InstituteForPR

10/6/2015 10:01 ErinnLarson1 Cheers everyone and happy measuring! #measurepr

10/6/2015 10:01 AmecOrg RT @richardbagnall: A9 @amecorg's work producing a new integrated comms framework - a global initiative with many smarts helping #measurepr..

10/6/2015 10:01 DanTisch @HasanZuberi Perhaps, but I find more clients are going from 'what' to 'so what' these days. #measurepr

10/6/2015 10:01 richardbagnall Thanks @shonali once again. Great to have been here and catch up with many colleagues & friends #measurepr Ta ra

10/6/2015 10:01 AmecOrg RT @MichelleHinson: Q8: Social Media Measurement Guidelines open for public comment #measurepr MRC #WOMA #IPRmeasurement <http://t.co/irKSUn...>

10/6/2015 10:02 pranista RT @DanTisch: A9: #Measurepr will be huge part of @Global_Alliance's 2016 @WorldPRForum in #Toronto, May 29-31. Don't miss it!

10/6/2015 10:02 gerardcorbett "PR" PROs are Measured. #tshirt #measurePR
10/6/2015 10:02 shonali RT @dibegin A9: Yes! @WorldPRForum where Barcelona Principles were set in 2010 will be hosted in Toronto in May 2016. Join us #measurePI
10/6/2015 10:02 HasanZuberi RT @ShannonRenee: To #MeasurePR is to learn, become better, smarter pros. I give side-eyes to folks who don't want to improve in their fiel..
10/6/2015 10:02 austinomaha @ErinnLarson1 you going to be at the Measurement Conference in November (Chicago)? I see your company is sponsoring! #measurePI
10/6/2015 10:02 shonali @richardbagnall Great to have you and see you SOON! #measurepr
10/6/2015 10:02 JohnFriedman Thanks everyone for another great #measurePR @shonali thank you so much
10/6/2015 10:03 AmecOrg RT @shonali: RT @dibegin A9: Yes! @WorldPRForum where Barcelona Principles were set in 2010 will be hosted in Toronto in May 2016. Join us..
10/6/2015 10:03 shonali Well, that hour sure flew by quickly! Thanks so much all for joining and especially @AmecOrg @dibegin @dantisch @michellehinson #measurep
10/6/2015 10:03 shonali The chat recap will be up soon, so keep an eye out for it over on #WUL. Deets on the Nov chat coming soon. TTYS & thanks again! #measurep