

Created	AuthorName	Message
4/14/2016 16:00	shonali	And... we're off! TY so much everyone for joining today's chat! How're all y'all doing? #measurepr
4/14/2016 16:00	ep_comms	checking in for #measurePR. hi, everyone!
4/14/2016 16:01	kbouffd	Excited to hop in on #MeasurePR today! First time on this chat.
4/14/2016 16:01	JohnFriedman	Best wk in a long time, @shonali & the weather ... ah! Springatlast! #MeasurePR
4/14/2016 16:01	SpinSucks	RT @shonali: And... we're off! TY so much everyone for joining today's chat! How're all y'all doing? #measurepr
4/14/2016 16:01	shonali	Don't laugh at my Southern accent, I just got back from Knoxville & hanging out with @markwschaefer @marketingmel & more :) #measurepr
4/14/2016 16:01	austinomaha	@shonali little tired today - but excited for the chat! Hope you're doing well. #measurePR
4/14/2016 16:01	JoelDInwood	Excited to get in on #measurepr!
4/14/2016 16:01	aiaddysonzhang	@shonali Doing great. Super busy. Wrapping up an amazing semester with my students #azsm #azadvanced #azethics #measurePR
4/14/2016 16:01	shonali	We have an AMAZEBALLS guest line-up today! @ginidietrich @pierreloic @jasonfalls @zonozi IN DA HOUZZ! #measurepr
4/14/2016 16:01	JasonFalls	I wore pants. FYI. #measurepr
4/14/2016 16:01	traackr	RT @pierreloic: #MeasurePR here I come!
4/14/2016 16:02	SpinSucks	Hi @shonali! Super excited to be here at #measurePR. I'm Corina and will be tweeting for #SpinSucks.
4/14/2016 16:02	varitzamega	@shonali Trying to survive the last couple weeks of school! haha #measurepr
4/14/2016 16:02	Koolsocial	RT @SpinSucks: We are ready too for #measurePR
4/14/2016 16:02	varitzamega	RT @JasonFalls: I wore pants. FYI. #measurepr
4/14/2016 16:02	shonali	Before we get started, let's see who's here... say who you are/what you do/where you're joining from, please? #measurepr
4/14/2016 16:02	delph003	RT @shonali: We have an AMAZEBALLS guest line-up today! @ginidietrich @pierreloic @jasonfalls @zonozi IN DA HOUZZ! #measurepr
4/14/2016 16:02	SpinSucks	Woo Hoo! #measurePR https://t.co/rGwjHr04H
4/14/2016 16:02	ginidietrich	@shonali I feel like "in da houzz" doesn't work for your gorgeous accent #measurePR
4/14/2016 16:02	aiaddysonzhang	@SpinSucks Hi Corina! Good to "see" you! @shonali #measurePR
4/14/2016 16:02	JoelDInwood	RT @shonali: We have an AMAZEBALLS guest line-up today! @ginidietrich @pierreloic @jasonfalls @zonozi IN DA HOUZZ! #measurepr
4/14/2016 16:02	pierreloic	Howdy @shonali #MeasurePR
4/14/2016 16:02	SpinSucks	RT @shonali: Before we get started, let's see who's here... say who you are/what you do/where you're joining from, please? #measurepr
4/14/2016 16:02	GailMarieCole	Lots going on here today but I'm looking forward to observing today's #MeasurePR chat--hoping to learn a lot!
4/14/2016 16:02	Alukomnik	Excited to be here with y'all at #measurePR! I work on #measurement and #digital strategy for @eastwick
4/14/2016 16:03	traackr	@Zonozi @shonali @ginidietrich @JasonFalls @pierreloic on your marks, get set, tweet! #measurePR
4/14/2016 16:03	austinomaha	Austin Gaule! Measurement director at @Universal_Info. Tweeting from Omahaaaa! Happy to be here. #MeasurePR https://t.co/vDtcSOs7H8
4/14/2016 16:03	ginidietrich	@JasonFalls You did wear pants? So disappointing. #measurePR
4/14/2016 16:03	JasonFalls	I'm Jason Falls. I strategize strategies. I'm coming to you from parts unknown. Or Louisville, Ky. #measurepr
4/14/2016 16:03	shonali	@aiaddysonzhang @thegreat_gabby @delph003 @garykarr @varitzamega @johnfriedman great to see you! #measurepr
4/14/2016 16:03	aiaddysonzhang	I am Ai @Stockton_edu. I teach PR & social media classes. I love using SM tools to teach. #measurePR
4/14/2016 16:03	pierreloic	@JasonFalls Darn, I thought you were bluffing about the pants... Let me get mine then #MeasurePR
4/14/2016 16:03	Zonozi	@ginidietrich nope! .a red onesie! #MeasurePR
4/14/2016 16:03	michaelblowers	Hi @shonali I am a UK measurement person (when not judging PR awards!) #MeasurePR
4/14/2016 16:03	JasonFalls	@ginidietrich I thought you wanted pants. Red pants in fact. Did I misunderstand? I can take them off. Heh. #measurepr
4/14/2016 16:04	SpinSucks	For the next hour we are on #measurePR, sorry for the amount of tweets you receive. But, hey why don't you join us?
4/14/2016 16:04	JoelDInwood	I'm the technology public info officer for the County of Cook (IL) #MeasurePR https://t.co/2f7yoJKLff
4/14/2016 16:04	varitzamega	I am a university student at the University of North Texas in Denton. I go full time and work with the family business. #measurepr
4/14/2016 16:04	ep_comms	Comms/marketing consultant out of metro-DC, currently joining from my sunny living room. #MeasurePR
4/14/2016 16:04	thegreat_gabby	Hi all! I'm the Community Manager for @Zoomph and joining in from the Washington, DC area! #measurePR
4/14/2016 16:04	aiaddysonzhang	@JasonFalls Hi Jason. You don't know me. But, i have been following you for a while. Love your content. #measurePR

4/14/2016 16:04 SpinSucks @aiaddysonzhang @shonali Hi, Ai! Great to "see" you too! #measurePR
I lead strategy, CX & platform partnerships at @Zoomph I also like burritos and apple products (not in that order) #measurePR

4/14/2016 16:04 Zonozi @pierreloic Are YOU wearing pants? #measurePR

4/14/2016 16:04 ginidietrich I help companies lives their values & engage in authentic conversations. Huff. Post & https://t.co/AOVfujDcz2 #sustainability #MeasurePR

4/14/2016 16:04 JohnFriedman RT @shonali: We have an AMAZEBALLS guest line-up today! @ginidietrich @pierreloic @jasonfalls @zonozi IN DA HOUZZ! #measurepr

4/14/2016 16:04 traackr @aiaddysonzhang Awesome! Glad to connect. And thanks for encouraging my behavior. #measurepr

4/14/2016 16:05 JasonFalls @JoelDInwood Waving from Wrigleyville! #measurePR

4/14/2016 16:05 ginidietrich I am tweeting from Philadelphia, PA. Look forward to today's chat #measurePR

4/14/2016 16:05 aiaddysonzhang @Zonozi @Zoomph I respect your love for burritos sir. #measurepr

4/14/2016 16:05 varitzamega @ep_comms @hhawk @JoelDInwood @michaelblowers @austinomaha @Alukomnik @GailMarieCole Great to have you here! #measurepr

4/14/2016 16:05 shonali @Tinu not sure if you meant that to be a #hamilton reference, but that's all that's on my mind! #measurepr

4/14/2016 16:05 Alukomnik Hi all! Tweeting from Ottawa. Looking forward to some great chats! #measurepr

4/14/2016 16:05 ohaisara Good morning! Lucy here from Chicago. I'm the founder of Arkay Marketing & PR #MeasurePR

4/14/2016 16:05 LUCYrk78 @JasonFalls I think @shonali wanted red pants. I wanted no pants. #measurePR

4/14/2016 16:05 ginidietrich Great, now I'm hungry. #MeasurePR https://t.co/GqCXSwLomd

4/14/2016 16:05 JohnFriedman @varitzamega @Zoomph REAL RECOGNIZE REAL #MeasurePR

4/14/2016 16:05 Zonozi @ginidietrich currently reading your book. Great read so far! #MeasurePR

4/14/2016 16:05 austinomaha @ginidietrich @shonali Okay. Off they come. #measurepr

4/14/2016 16:05 JasonFalls @Zonozi Oh, man! If that were true, it'd make my day! #measurePR

4/14/2016 16:05 ginidietrich @LUCYrk78 welcome! #measurepr

4/14/2016 16:06 shonali @LUCYrk78 heyy! good to see you here :) #measurePR

4/14/2016 16:06 thegreat_gabby @JasonFalls You are welcome! #measurePR

4/14/2016 16:06 aiaddysonzhang @ohaisara hey there! #measurepr

4/14/2016 16:06 shonali @shonali This is @jfeiseee from the marketing team at Traackr, tweeting from San Francisco #measurePR ðŸ˜Š

4/14/2016 16:06 traackr @Tinu Hi, wifey! Sending you lots of love! #measurePR

4/14/2016 16:06 ginidietrich @ginidietrich @JasonFalls I DID want red pants. Pix? @zonozi @pierreloic don't think you're off the hook... #measurepr

4/14/2016 16:06 shonali @JasonFalls @ginidietrich @shonali Can we get an estimate on the ROI of these pants before we decide off or on? #MeasurePR

4/14/2016 16:06 theelusivefish RT @theelusivefish: @JasonFalls @ginidietrich @shonali Can we get an estimate on the ROI of these pants before we decide off or on? #Measuâ€

4/14/2016 16:06 ohaisara @shonali Thank you! I've been looking forward to this chat! Hi @thegreat_gabby!! #measurePR

4/14/2016 16:06 LUCYrk78 Man I should have red my Purple pants today, rather than yesterday... #measurepr

4/14/2016 16:06 Alukomnik @austinomaha @ginidietrich Woo hoo! #measurePR

4/14/2016 16:07 SpinSucks RT @JasonFalls: I wore pants. FYI. #measurepr

4/14/2016 16:07 winingking @Alukomnik LOL! #measurepr

4/14/2016 16:07 shonali Pants Value Equivalents - the next #MeasurePR standard by which we agree to be evaluated?

4/14/2016 16:07 JohnFriedman RT @JohnFriedman: I help companies lives their values & engage in authentic conversations. Huff. Post & https://t.co/AOVfujDcz2 #sustainabiâ€

4/14/2016 16:07 DirectgreenMSG RT @JohnFriedman: Pants Value Equivalents - the next #MeasurePR standard by which we agree to be evaluated?

4/14/2016 16:07 ohaisara OK, I can tell this will be a REALLY active chat, so we'll get started shortly, just a couple of things first... #measurepr

4/14/2016 16:07 shonali Man I should have *worn my purple pants. All this talk of red pants, has got me thinking like doctor Seuss #measurepr

4/14/2016 16:07 Alukomnik Since it's @ginidietrich, I assume #measurepr will be mostly about the #Cubs stats so far this season? #GoCubsGo

4/14/2016 16:07 MattLaCasse @theelusivefish I feel like the ROI of no pants is higher than that of pants #measurePR

4/14/2016 16:07 ginidietrich I second this! RT @JohnFriedman Pants Value Equivalents - the next #MeasurePR standard by which we agree to be evaluated?

4/14/2016 16:07 ohaisara I'm a PR Director for a tech company (@tsheets) joining from the unlikely tech hub of Boise Idaho! #measurePR

4/14/2016 16:08 kelsiemedel

4/14/2016 16:08 Alukomnik @ginidietrich @theelusivefish def less cost up front #measurepr

4/14/2016 16:08 ginidietrich @JohnFriedman PVE! LOL! #measurePR

4/14/2016 16:08 BeneficialMarke RT @JasonFalls: I'm Jason Falls. I strategize strategies. I'm coming to you from parts unknown. Or Louisville, Ky. #measurepr

4/14/2016 16:08 JasonFalls @ginidietrich @theelusivefish And I have a bank account to prove it. Heh. #measurepr

4/14/2016 16:08 biggreenpen Hi everyone! #measurepr

4/14/2016 16:08 pierreloic @ginidietrich @JasonFalls This twitter chat is off to a great start :) #MeasurePR

4/14/2016 16:08 ginidietrich @MattLaCasse #GoCubsGo! #measurePR

4/14/2016 16:08 TweetsAnup Hi! I m Anup, story teller and Comms consultant from Gurugram (erstwhile Gurgaon), India #MeasurePR <https://t.co/if6HRf1R89>

4/14/2016 16:08 shonali 1) don't forget to use the hashtag else your tweets won't get indexed in the conversation stream. Use Tweetchat or Twubs. #measurepr

4/14/2016 16:08 Zonozi @varitzamega @Zoomph Challenge accepted! Never have but need to now ;) #MeasurePR

4/14/2016 16:08 shonali @TweetsAnup Hey, you made it, welcome! #measurepr

4/14/2016 16:08 JasonFalls @pierreloic @ginidietrich Secret goal: Make @shonali regret pairing us. Heh. #measurepr

4/14/2016 16:08 shonali @biggreenpen Hey Paula! #measurepr

4/14/2016 16:09 SpinSucks @Zonozi Hahaha #measurePR

4/14/2016 16:09 Chizom_ RT @JasonFalls: I'm Jason Falls. I strategize strategies. I'm coming to you from parts unknown. Or Louisville, Ky. #measurepr

4/14/2016 16:09 shonali @kelsiemedel @tsheets welcome! #measurepr

4/14/2016 16:09 JohnFriedman No worse that some measures that people try to use to demonstrate the value of PR (pants removal?) #MeasurePR <https://t.co/zqxnUvTjHk>

4/14/2016 16:09 ginidietrich @kelsiemedel I love Boise. I ran a marathon there once. It wasn't easy. #measurePR

4/14/2016 16:09 Tinu @Alukomnik Wish I was that clever! Great to meet ya. #MeasurePR

4/14/2016 16:09 SpinSucks RT @shonali: 1) don't forget to use the hashtag else your tweets won't get indexed in the conversation stream. Use Tweetchat or Twubs. #measurepr

4/14/2016 16:09 Zonozi Anyone form the DMV here at #MeasurePR

4/14/2016 16:09 varitzamega @Zonozi @Zoomph Definitely recommend! It's literally the mexican version of a sub. Haha. #measurepr

4/14/2016 16:09 shonali @ginidietrich @theelusivefish well @shelisrael will tell you all about that (hey Rob!) ;) #measurepr

4/14/2016 16:09 ginidietrich @pierreloic @JasonFalls I think @shonali is going to regret inviting us #measurePR

4/14/2016 16:10 SpinSucks @shonali @biggreenpen Hey, Paula! #measurePR

4/14/2016 16:10 ep_comms @Zonozi, me me me! #MeasurePR

4/14/2016 16:10 pierreloic @JasonFalls you can check that box already #measurepr

4/14/2016 16:10 shonali 2) do remember to # your answers, eg re Q1, or A1, it helps to keep the conversation somewhat understandable #measurepr

4/14/2016 16:10 ginidietrich @JohnFriedman Totally, totally agree #measurePR

4/14/2016 16:10 kelsiemedel A marathoner! I'm doing Portland in Oct RT @ginidietrich: @kelsiemedel I love Boise. I ran a marathon there once. It wasn't easy. #measurePR

4/14/2016 16:10 shonali 3) I'll be sending qns to @ginidietrich @jasonfalls @pierreloic @zonozi but of course all are welcome & INVITED to chime in! #measurepr

4/14/2016 16:11 theelusivefish @ginidietrich @JohnFriedman If a Like is equal to a lint fluff, how much lint to create a thread? How many threads per slacks? #measurePR

4/14/2016 16:11 shonali 4) if you have a NEW qn for the chat/guests, please DM to me and I'll add to the queue. Ready? Q1 coming your way! #measurepr

4/14/2016 16:11 Alukomnik and this is why #measurepr is great, because #PantsROI

4/14/2016 16:11 shonali RT @Alukomnik: and this is why #measurepr is great, because #PantsROI

4/14/2016 16:11 SpinSucks RT @shonali: 2) do remember to # your answers, eg re Q1, or A1, it helps to keep the conversation somewhat understandable #measurepr

4/14/2016 16:11 JasonFalls Rules ... rules ... rules ... Heh #measurepr

4/14/2016 16:11 pierreloic @Tinu Nice to see you here. It's been a while #measurepr

4/14/2016 16:11 GailMarieCole @Zonozi Yep! Work in the L'Enfant Plaza area :) #MeasurePR

4/14/2016 16:11 Alukomnik @Zoomph not even close, *sips coffee next to him* #measurepr

4/14/2016 16:12 ginidietrich @theelusivefish @JohnFriedman I think my head just exploded #measurePR

4/14/2016 16:12 shonali Q1: Please tell us what you do, how you got there. What got you interested in measurement? #measurepr

4/14/2016 16:12 varitzamega @Alukomnik @Zoomph SAME. Haha. #measurepr

4/14/2016 16:12 jfeiseee RT @traackr: @shonali This is @jfeiseee from the marketing team at Traackr, tweeting from San Francisco #measurePR ðŸ˜Š

4/14/2016 16:12 MattLaCasse .@Zonozi Line forms to the left. #measurepr

4/14/2016 16:12 gerardcorbett Gerry Corbett reporting for duty! #measurepr

4/14/2016 16:12 Zonozi @GailMarieCole Swwwwwwwweet! @zoomph team is our here in reston #MeasurePR

4/14/2016 16:12 KristK Joining #measurePR. Fun and fascinating. Kristie here from MS Gulf Coast (25+ yrs PR/12+ as consultant, teach at Tulane too) #measurepr

4/14/2016 16:12 shonali @JasonFalls ... I just KNOW where you're going with that ;) #measurepr

4/14/2016 16:12 SpinSucks RT @shonali: Q1: Please tell us what you do, how you got there. What got you interested in measurement? #measurepr

4/14/2016 16:13 shonali @KristK @gerardcorbett @mattlacasse @GailMarieCole great to see you! #measurepr

4/14/2016 16:13 pierreloic @Alukomnik I run through this ROI calculation in my head before I get dressed every morning #measurepr

4/14/2016 16:13 MattLaCasse @shonali @KristK @gerardcorbett @mattlacasse @GailMarieCole Same here. Thanks for hosting! #measurepr

4/14/2016 16:13 SpinSucks @gerardcorbett Hi Gerry! So great to see you! ^Corina #measurePR

4/14/2016 16:13 ginidietrich A1: When working at a large firm, we were told media hits were not results. Set out to find better way to measure #measurePR

4/14/2016 16:13 Zonozi @gerardcorbett at ease solider! #measurepr

4/14/2016 16:13 JasonFalls A1: I'm SVP for Digital Strategy at @goelastic. 15 years in sports PR, transitioned to an agency in 2006. #measurepr

4/14/2016 16:13 aiaddysonzhang A1: I teach PR and social media classes. Measurement is impt. Want to develop a course on it. #measurePR

4/14/2016 16:13 traackr RT @Alukomnik: and this is why #measurepr is great, because #PantsROI

4/14/2016 16:13 Koolsocial RT @shonali: 1) don't forget to use the hashtag else your tweets won't get indexed in the conversation stream. Use Tweetchat or Twubs. #meaâ€¦

4/14/2016 16:13 MarketingMel HI friends. Sticking my head in the door from Tennessee since @shonali called me out #measurepr

4/14/2016 16:13 JasonFalls A1: Then i started asking why we weren't talking to clients about social. My CEO and COO encouraged me to offer ideas. Boom! #measurepr

4/14/2016 16:14 LUCYrk78 A1 For someone that hates math, I love measuring/analytics. You'll never know how close you are to reaching goals without it! #measurePR

4/14/2016 16:14 delph003 RT @ginidietrich: A1: When working at a large firm, we were told media hits were not results. Set out to find better way to measure #measurâ€¦

4/14/2016 16:14 ohaisara A1 Marketing associate at @MediaMiser! Love the idea of finding alternate ways to use media monitoring to measure comms. :) #measurepr

4/14/2016 16:14 austinomaha @JasonFalls my dream is to work in sports PR. #MeasurePR

4/14/2016 16:14 SpinSucks RT @ginidietrich: A1: When working at a large firm, we were told media hits were not results. Set out to find better way to measure #measurâ€¦

4/14/2016 16:14 JasonFalls A1: Measurement has always been critical for me because I don't believe you can make smart recommendations via guesswork. #measurepr

4/14/2016 16:14 MattLaCasse RT @JasonFalls: A1: Measurement has always been critical for me because I don't believe you can make smart recommendations via guesswork. #â€¦

4/14/2016 16:14 delph003 RT @JasonFalls: A1: Measurement has always been critical for me because I don't believe you can make smart recommendations via guesswork. #â€¦

4/14/2016 16:14 tressalynne A little tardy to the #measurePR party, sorry! Tressa here from @PRSAStL and @BurrellesLuce :D

4/14/2016 16:14 MarketingMel RT @shonali: Q1: Please tell us what you do, how you got there. What got you interested in measurement? #measurepr

4/14/2016 16:14 tressalynne RT @JasonFalls: A1: Measurement has always been critical for me because I don't believe you can make smart recommendations via guesswork. #â€¦

4/14/2016 16:14 JasonFalls A1: 90% of advertising/marketing/PR firms make recommendations based on the fact they think it's a good idea. #fail #measurepr

4/14/2016 16:14 shonali @tressalynne Great to see you here Tressa! @PRSAStL @BurrellesLuce #measurepr

4/14/2016 16:14 Zonozi A1 Lead strategy, CX & platform partnerships @Zoomph work w/ some awesome clients across many verticals - teams to brands etc #measurePR

4/14/2016 16:15 pierreloic Hello #measurePR Pierre-Loic Assayag, founder and CEO of @traackr, Influencer Marketing <https://t.co/rpRvx0e5e1>

4/14/2016 16:15 kbouffid A1: I'm on the @Zoomph Sales team! Studying Finance and MKTG in college created my interest in the importance of data measurement #measurepr

4/14/2016 16:15 KristK RT @shonali: Q1: Please tell us what you do, how you got there. What got you interested in measurement? #measurepr

4/14/2016 16:15 delph003 RT @JasonFalls: A1: 90% of advertising/marketing/PR firms make recommendations based on the fact they think it's a good idea. #fail #measurâ€¦

4/14/2016 16:15 shonali RT @JasonFalls A1: 90% of adv/mktg/PR firms make recommendations based on the fact they think it's a good idea. #fail #measurepr

4/14/2016 16:15 SpinSucks RT @JasonFalls: A1: Measurement has always been critical for me because I don't believe you can make smart recommendations via guesswork. #â€¦

4/14/2016 16:15 JasonFalls A1: Measurement allows you to make recommendations based on data. It removes the chance my recommendation can be called "stupid." #measurepr

4/14/2016 16:15 thedavepepper RT @JasonFalls: A1: Measurement has always been critical for me because I don't believe you can make smart recommendations via guesswork. #â€¦

4/14/2016 16:15 MattLaCasse A1: Social media marketing for @isspub. I'm a former reporter, so using facts to suss out the truth has always been important. #measurepr

4/14/2016 16:15 varitzamega A1: I am a full time student and I am trying to understand different ways to measure analytics #measurepr

4/14/2016 16:15 biggreenpen @SpinSucks @shonali *waves* #measurePR

4/14/2016 16:15 pierreloic A1: My 1st job was to build media models at P&G; why measurements is like asking me why French, just born with it #measurePR

4/14/2016 16:15 Zonozi A1 [cont] Metrics interest from my background in Psych & Comm. but I love trying to understand what makes people engage #measurePR

4/14/2016 16:15 aiaddysonzhang @tressalynne Hi Tressa! @PRSAStL @BurrellesLuce #MeasurePR

4/14/2016 16:15 ohaisara RT @JasonFalls: A1: Measurement allows you to make recommendations based on data. It removes the chance my recommendation can be called "stâ€;

4/14/2016 16:15 gerardcorbett Consult, teach, coach, my mother, "ya gotta measure up!" #measurepr

4/14/2016 16:15 biggreenpen RT @shonali: Q1: Please tell us what you do, how you got there. What got you interested in measurement? #measurepr

4/14/2016 16:15 shonali @pierreloic LOL! Best answer ever (A1) #measurepr

4/14/2016 16:15 Zonozi A1 [cont] to create & enable measurement as it 'should be' instead of accepting 'what is avail' drives us & our team #measurePR

4/14/2016 16:15 queenofmetrics Looking for fresh #measurement insight? Did you read our new articles? Here: <https://t.co/nvDHmarNim> #measurepr... <https://t.co/4ypj3DogO6>

4/14/2016 16:15 theelusivefish A1) I fell into #MeasurePR sideways, but curiosity and knowing that info is key to good strategy kept me interested and learning more.

4/14/2016 16:15 delph003 HAHA #MeasurePR <https://t.co/znAzcjQ8vR>

4/14/2016 16:16 Alukomnik A1) Worked for non-profits, then govt. and now private companies. Obsessed with telling stories, and can't do that without #data #measurepr

4/14/2016 16:16 MattLaCasse A1: That's what analytics are. An unbiased look at what's going on. On us to determine what that all means and how to improve. #measurepr

4/14/2016 16:16 LUCYrk78 A1 Media hits are great, but that's your job. Measuring other aspects gives you a more fully developed view #MeasurePR

4/14/2016 16:16 SpinSucks RT @JasonFalls: A1: 90% of advertising/marketing/PR firms make recommendations based on the fact they think it's a good idea. #fail #measurâ€;

4/14/2016 16:16 JasonFalls @austinomaha The pay sucks. Heh. #measurepr

4/14/2016 16:16 JoelDInwood RT @JasonFalls: A1: 90% of advertising/marketing/PR firms make recommendations based on the fact they think it's a good idea. #fail #measurâ€;

4/14/2016 16:16 thegreat_gabby A1: I'm on the @Zoomph marketing team but originally started in sales. My passion for data measurement started in college #measurePR

4/14/2016 16:16 Zonozi A1 [cont] as a marketer you should be constantly experimenting, personalizing, tweaking to perfect your strategy #measurePR

4/14/2016 16:16 tressalynne BTW, #PRstudents should take note here ... You can NOT do #PR with #measurement. #MeasurePR

4/14/2016 16:16 kelsiemedel A1: Because when you're confident that something is working, the CEO still asks you to prove it #measurePR

4/14/2016 16:16 delph003 RT @JasonFalls: A1: Measurement allows you to make recommendations based on data. It removes the chance my recommendation can be called "stâ€;

4/14/2016 16:16 varitzamega A1: Hopefully to use them in Music PR or help gain more business for my parents company. #measurepr

4/14/2016 16:16 ginidietrich @JasonFalls It scares me that anyone would encourage you to offer ideas #measurePR

4/14/2016 16:16 austinomaha @shonali measurement nerd by way of social media marketing. I feel like a lot of folks my age can probably relate to that. #MeasurePR

4/14/2016 16:16 Alukomnik @theelusivefish me to. Started as a #anthro major. Neve did I think I would be using math... #measurepr

4/14/2016 16:16 MattLaCasse @JasonFalls @austinomaha I had the same idea about sports reporting. But didn't want to work nights/weekends. #measurepr

4/14/2016 16:16 kbouffd @JasonFalls #blinddecisions #smh #MeasurePR

4/14/2016 16:16 ohaisara A1 Measurement allows teams to understand which ideas work, and which ones need improvement. When you know better, you do better! #measurepr

4/14/2016 16:16 shonali RT @LUCYrk78 A1 Media hits are great, but that's your job. Measuring other aspects gives you a more fully developed view #MeasurePR

4/14/2016 16:17 JohnFriedman re Q1: If you don't agree on what you're trying to achieve for the business, you'll be 'defending your life' all the time. #MeasurePR

4/14/2016 16:17 delph003 @ginidietrich @JasonFalls LOL #MeasurePR

4/14/2016 16:17 theelusivefish The line,"half your ad dollar works, but can't tell you which half" always bugged me.I can't abide waste.#measurePR <https://t.co/A7676eVEUE>

4/14/2016 16:17 rasheencarbin A1. CMO for a startup. Measurement interests me because proving ROI is critical for resource allocation #measurepr <https://t.co/59SBj1hbrF>

4/14/2016 16:17 JasonFalls @MattLaCasse @austinomaha I was always the last one to leave after the last reporter left. Got old. #measurepr

4/14/2016 16:17 MarketingMel A.1 Measurement is the language of business. Metrics and math are vital to a #PR pro. #measurepr

4/14/2016 16:17 garykarr @thegreat_gabby @Zoomph Also a great Twitter handle. :-) #MeasurePR

4/14/2016 16:17 LUCYrk78 well said, sir. #MeasurePR <https://t.co/ZtCzgPv3QO>

4/14/2016 16:17 SpinSucks RT @pierreloic: A1: My 1st job was to build media models at P&G; why measurements is like asking me why French, just born with it #measurePR

4/14/2016 16:17 MarketingMel RT @JasonFalls: A1: Measurement has always been critical for me because I don't believe you can make smart recommendations via guesswork. #â€;

4/14/2016 16:17 shonali @ohaisara Cana-duh. That's cute. :) #measurepr

4/14/2016 16:17 aiaddysonzhang So agreed. Data-driven decision making. #measurePR <https://t.co/7L4REHGsbX>

4/14/2016 16:17 delph003 RT @ohaisara: A1 Measurement allows teams to understand which ideas work, and which ones need improvement. When you know better, you do betâ€¦

4/14/2016 16:17 thegreat_gabby @garykarr @Zoomph haha thank you! :) #measurePR

4/14/2016 16:17 ohaisara A1 You don't have to be a math whiz to be a measurement guru! #measurepr

4/14/2016 16:17 michaelblowers RT @pierreloic: A1: My 1st job was to build media models at P&G; why measurements is like asking me why French, just born with it #measurePR

4/14/2016 16:17 delph003 RT @shonali: RT @LUCYrk78 A1 Media hits are great, but that's your job. Measuring other aspects gives you a more fully developed view #Measâ€¦

4/14/2016 16:17 MattLaCasse @JasonFalls @austinomaha Without a doubt. #measurepr

4/14/2016 16:17 ByMagiccrowd @JasonFalls What do you think of our recommendations to fashion brand @Dior? <https://t.co/9vFyXMTYfN> cc @laurenceborel #measurepr #newmr

4/14/2016 16:17 KristK RT @ohaisara: A1 Measurement allows teams to understand which ideas work, and which ones need improvement. When you know better, you do betâ€¦

4/14/2016 16:17 shonali Wow, great intros, all. Q2 coming up... #measurepr

4/14/2016 16:17 aiaddysonzhang @varitzamega Great to see a student here! #measurePR

4/14/2016 16:17 shonali Q2: Why is â€œinfluencer marketingâ€ such a big deal today? Havenâ€™t we always reached to influencers? #measurepr

4/14/2016 16:17 Zonozi @thedavepepper @ginidietrich @jasonfalls @pierreloic not a math guy myself, more interested in the psych behind what works #MeasurePR

4/14/2016 16:17 JasonFalls @ginidietrich You should hear what I almost talked one client into doing for St. Patty's Day in your fair Chicago. Heh. #measurepr

4/14/2016 16:17 MattLaCasse @LUCYrk78 Thanks Lucy! #measurepr

4/14/2016 16:18 aiaddysonzhang @varitzamega Which school are you from? #measurePR

4/14/2016 16:18 SpinSucks Indeed! #measurePR <https://t.co/4O6M0t0ezO>

4/14/2016 16:18 KristK RT @shonali: Q2: Why is â€œinfluencer marketingâ€ such a big deal today? Havenâ€™t we always reached to influencers? #measurepr

4/14/2016 16:18 thedavepepper Q Is there anything that can't be measured? @ginidietrich @jasonfalls @pierreloic @zonozi #measurepr

4/14/2016 16:18 austinomaha @ohaisara utilizing free tools is key to making measurement easy. Excel, bit.ly, ect.#MeasurePR

4/14/2016 16:18 delph003 RT @MattLaCasse: A1: That's what analytics are. An unbiased look at what's going on. On us to determine what that all means and how to imprâ€¦

4/14/2016 16:18 Zonozi A2 Influencer Marketing utilizes specific individuals to send a msg to targeted audiences in which they hold authority #measurePR

4/14/2016 16:18 delph003 RT @shonali: Q2: Why is â€œinfluencer marketingâ€ such a big deal today? Havenâ€™t we always reached to influencers? #measurepr

4/14/2016 16:18 varitzamega @aiaddysonzhang I'm from the University of North Texas in Denton, Texas. #measurepr

4/14/2016 16:18 ep_comms RT @LUCYrk78: well said, sir. #MeasurePR <https://t.co/ZtCzgPv3QO>

4/14/2016 16:18 ohaisara RT @austinomaha: @ohaisara utilizing free tools is key to making measurement easy. Excel, bit.ly, ect.#MeasurePR

4/14/2016 16:18 JasonFalls A2: We have always reached to them but with the diversification of the media landscape via social media, there are far more. #measurepr

4/14/2016 16:18 traackr A1. Measurement is critical to success, with out it you how can you set goals or improve? #measurePR

4/14/2016 16:18 aiaddysonzhang @kelsimedel True that! #measurePR

4/14/2016 16:18 ginidietrich @JasonFalls I can only imagine! Green river, green beer, and a Falls idea #measurePR

4/14/2016 16:18 Alukomnik A2 A) BUZZ WORD ALERT #influencer marketing is something we've always been doing (think mean joe green coke commercial) #measurepr

4/14/2016 16:18 Zonozi A2 [cont] #InfluencerMarketing is old but tested/true strategy that works, #SoMe just provides an infrastructure for scale #MeasurePR

4/14/2016 16:18 ohaisara Completely agree! RT @austinomaha @ohaisara utilizing free tools is key to making measurement easy. Excel, bit.ly, ect.#MeasurePR

4/14/2016 16:18 delph003 RT @SpinSucks: Indeed! #measurePR <https://t.co/4O6M0t0ezO>

4/14/2016 16:19 Zonozi A2 [cont] I have 2 videos that do a great job explaining the impact of influencer marketing <https://t.co/eZ1Mf2p5eN> #measurePR

4/14/2016 16:19 LUCYrk78 @JasonFalls @ginidietrich I wanna know!!! #measurePR

4/14/2016 16:19 ep_comms RT @SpinSucks: Indeed! #measurePR <https://t.co/4O6M0t0ezO>

4/14/2016 16:19 shonali RT @JasonFalls A2: We've always reached to them but w diversification of the media landscape via social media, there are far more #measurepr

4/14/2016 16:19 SpinSucks RT @shonali: Q2: Why is â€œinfluencer marketingâ€ such a big deal today? Havenâ€™t we always reached to influencers? #measurepr

4/14/2016 16:19 stephelisecarls RT @MattLaCasse: A1: That's what analytics are. An unbiased look at what's going on. On us to determine what that all means and how to imprâ€¦

4/14/2016 16:19 Koolsocial RT @ginidietrich: A1: When working at a large firm, we were told media hits were not results. Set out to find better way to measure #measurâ€¦

4/14/2016 16:19 JoelDInwood RT @shonali: Q2: Why is â€œinfluencer marketingâ€ such a big deal today? Havenâ€™t we always reached to influencers? #measurepr

4/14/2016 16:19 JasonFalls A2: YouTube stars none of us have even heard of can get messages in front of millions of people in a day. The word is bigger. #measurepr

4/14/2016 16:19 Zonozi A2 [cont] Hereâ€™s the other video to show how powerful influence is in action <https://t.co/Sp7e05dsZs> #MeasurePR

4/14/2016 16:19 garykarr A1: Arriving late: solo consultant. Got here by walking down the stairs. Skeptic of "impressions." #MeasurePR <https://t.co/diRatMjVPu>

4/14/2016 16:19 shonali RT @Zonozi A2 #InfluencerMarketing is old but tested/true strategy that works, #SoMe just provides an infrastructure for scale #MeasurePR

4/14/2016 16:19 delph003 RT @shonali: RT @JasonFalls A2: We've always reached to them but w diversification of the media landscape via social media, there are far mâ€;

4/14/2016 16:19 pierreloic A2: People have more choice than ever about what to listen to or ignore but not enough means to make these choices #measurepr

4/14/2016 16:19 gerardcorbett A2: In the old days we called it identifying your key audience. You don't waste time on folks who don't care or matter. #measurepr

4/14/2016 16:19 delph003 RT @pierreloic: A2: People have more choice than ever about what to listen to or ignore but not enough means to make these choices #measureâ€;

4/14/2016 16:19 traackr A2. Influencer marketing is a big deal bc people don't trust brands, they trust other people #measurePR

4/14/2016 16:19 ginidietrich .@thedavepepper It's incredibly difficult to measure awareness, as well as where it began after a person sees something 10+ times #measurePR

4/14/2016 16:19 JasonFalls A2: The good thing is that more influencers means you can find more efficient ways to reach niche audiences. #measurepr

4/14/2016 16:19 thedavepepper A2 social influencer marketing can be authentic v paid = engagement @ginidietrich @jasonfalls @pierreloic @zonozi @shonali #measurepr

4/14/2016 16:20 traackr RT @pierreloic: A2: People have more choice than ever about what to listen to or ignore but not enough means to make these choices #measureâ€;

4/14/2016 16:20 delph003 RT @traackr: A2. Influencer marketing is a big deal bc people don't trust brands, they trust other people #measurePR

4/14/2016 16:20 LUCYrk78 A2 If we've been doing it right, we have been :) #measurePR People like toglom onto a buzzword and make things sound new, if they haven't.

4/14/2016 16:20 anthrofoodie hello hello! Sorry I'm late! Alex Wilson, Senior Analyst @Eastwickcom, #Sanfrancisco based #measurepr

4/14/2016 16:20 Alukomnik A2 B) However, it's transitioned. No longer just celebrities and #advertising, but now includes more local influencers #measurepr

4/14/2016 16:20 delph003 RT @JasonFalls: A2: The good thing is that more influencers means you can find more efficient ways to reach niche audiences. #measurepr

4/14/2016 16:20 pierreloic A2: Research shows that consumer 'trust' is based primarily on authoritative content (51% according to Nielsen) - it says it all #measurePR

4/14/2016 16:20 ginidietrich A2: We have, but today's influencers aren't celebrities. They're you and me and Jack Bauer, my dog #measurePR

4/14/2016 16:20 MattLaCasse Ditto'd and I'd add that it allows you to be much more targeted in the audience(s) you're going after. #measurepr <https://t.co/GUM5SDyc5D>

4/14/2016 16:20 SpinSucks A2: With social media we have the opportunity to make it personal and be human #measurePR

4/14/2016 16:20 varitzamega A2: Social media is a huge influence today. So as practitioners we have to begin looking at what our target publics are into. #measurepr

4/14/2016 16:20 cincystorage RT @JasonFalls: A2: YouTube stars none of us have even heard of can get messages in front of millions of people in a day. The word is biggeâ€;

4/14/2016 16:20 JasonFalls A2: You couldn't formerly find someone who could speak just to PR folks interested in measurement before. Now you call @shonali. #measurepr

4/14/2016 16:20 Zonozi A2 Also so much noise today, people need curators, ppl to tell them what music to listen to, what news is important etc #measurePR

4/14/2016 16:20 traackr RT @shonali: Q2: Why is â€;influencer marketingâ€; such a big deal today? Havenâ€;™t we always reached to influencers? #measurepr

4/14/2016 16:20 delph003 RT @pierreloic: A2: Research shows that consumer 'trust' is based primarily on authoritative content (51% according to Nielsen) - it says iâ€;!

4/14/2016 16:20 JohnFriedman #InfluencerMarketing also makes distinction between 'thought leaders' â€; those who influence through digital reach #MeasurePR

4/14/2016 16:20 ginidietrich A2: People want to know those who truly use the products. Not Selena Gomez who decidedly does NOT use Pantene #measurePR

4/14/2016 16:20 delph003 RT @ginidietrich: A2: We have, but today's influencers aren't celebrities. They're you and me and Jack Bauer, my dog #measurePR

4/14/2016 16:20 theelusivefish Buzzwords are gonna buzz #measurePR <https://t.co/QQwSgWU3X7>

4/14/2016 16:20 pierreloic A2: Data tells us that only 3% of people drive a staggering 90% of online conversation on any given topic #measurePR

4/14/2016 16:20 shonali @JasonFalls Heh! Nicely done, Mr. Falls. ;) #measurepr

4/14/2016 16:21 shonali RT @pierreloic A2: Data tells us that only 3% of people drive a staggering 90% of online conversation on any given topic #measurePR

4/14/2016 16:21 thegreat_gabby A2: Influencer Marketing leverages prominent people in a specific community to leverage their audience #measurePR

4/14/2016 16:21 tressalynne A2. Influencer outreach is more and more important because of the segmentation of media / audiences. #measurepr

4/14/2016 16:21 shonali RT @theelusivefish Buzzwords are gonna buzz #measurePR <https://t.co/Oe41d6UkAa>

4/14/2016 16:21 MattLaCasse @ginidietrich I keep telling you. She's using Pert. #measurepr (also, very good point)

4/14/2016 16:21 Alukomnik @ginidietrich so true research says "micro- influencers" are so much more effective #measurepr

4/14/2016 16:21 gerardcorbett My i@pressings of this group are high! Do impressions count in that case? #measurepr

4/14/2016 16:21 Zonozi Context of influence or nothing - great point #MeasurePR <https://t.co/BRsSRCGMsK>

4/14/2016 16:21 SpinSucks RT @ginidietrich: A2: People want to know those who truly use the products. Not Selena Gomez who decidedly does NOT use Pantene #measurePR

4/14/2016 16:21 aiaddysonzhang A2: Because the rise in SM amplified the power and reach of "influencer marketing." #measurePR <https://t.co/u1fzTufUeo>

4/14/2016 16:21 delph003 Haha #MeasurePR <https://t.co/k2vQe5ud6m>

4/14/2016 16:21 pierreloic A2: We actually produced an infographic on that - Why Invest in Influencer Marketing <https://t.co/8ronCywHsl> #measurePR

4/14/2016 16:21 ohaisara A2 Influencers can change conversations. Can turn negative situations into positive ones! <https://t.co/CmTt0OsHhB> #measurepr

4/14/2016 16:21 JasonFalls A2: Influencers today are also more credible. They don't feel like a celebrity endorsement. They feel like a WOM recommendation. #measurepr

4/14/2016 16:21 MarketingMel @SpinSucks Thanks, frankly any #PR pro who says they "hate math" needs to rethink their line of work! #MeasurePR

4/14/2016 16:21 shonali RT @ginidietrich A2: People want to know those who truly use the products. Not Selena Gomez who decidedly does NOT use Pantene #measurePR

4/14/2016 16:21 TweetsAnup RT @pierreloic: A2: Data tells us that only 3% of people drive a staggering 90% of online conversation on any given topic #measurePR

4/14/2016 16:21 anthrofoodie Starting a new #measurement Twitter hashtag, hoping it catches on: #DataWithoutContext #measurepr

4/14/2016 16:21 shonali @ginidietrich she probably doesn't even wash her own hair. A2 #measurepr

4/14/2016 16:21 MattLaCasse RT @shonali: RT @ginidietrich A2: People want to know those who truly use the products. Not Selena Gomez who decidedly does NOT use Panteneâ€¦

4/14/2016 16:21 garykarr A2: Yes but w/ so much noise, reaching those with influence more critical. Need trustworthiness. #MeasurePR <https://t.co/IFUHVqo4XK>

4/14/2016 16:21 delph003 RT @pierreloic: A2: Data tells us that only 3% of people drive a staggering 90% of online conversation on any given topic #measurePR

4/14/2016 16:21 delph003 RT @shonali: RT @pierreloic A2: Data tells us that only 3% of people drive a staggering 90% of online conversation on any given topic #measâ€¦

4/14/2016 16:21 theelusivefish That said, some are realizing even in wide open social, attention is finite and there are gatekeepers to our attention #measurePR

4/14/2016 16:21 ep_comms RT @Zonozi: A2 Also so much noise today, people need curators, ppl to tell them what music to listen to, what news is important etc #measurâ€¦

4/14/2016 16:21 JasonFalls @MarketingMel PR pros who hate math are now called unemployed PR pros. ;-) #measurepr

4/14/2016 16:21 austinomaha @JasonFalls far more authentic, too, wouldn't you say? #MeasurePR

4/14/2016 16:22 KristK RT @JasonFalls: A2: Influencers today are also more credible. They don't feel like a celebrity endorsement. They feel like a WOM recommendaâ€¦

4/14/2016 16:22 traackr @JasonFalls Back at it again with the relevant examples #DamnJason #measurePR

4/14/2016 16:22 ancitasatija @TweetsAnup oo you are a super multi-tasker! #socialpowwow #measurepr

4/14/2016 16:22 LUCYrk78 @ginidietrich I cant tell you how many times I've had 2 secretly deliver product 2 celebs that endorsed other prods but used mine #measurePR

4/14/2016 16:22 TweetsAnup RT @thedavepepper: A2 social influencer marketing can be authentic v paid = engagement @ginidietrich @jasonfalls @pierreloic @zonozi @shonaâ€¦

4/14/2016 16:22 TbroOnline A2 @shonali jumping in real quick on this one -the access to influencers has changed tremendously due to growth of new platforms #measurepr

4/14/2016 16:22 ginidietrich @MattLaCasse I thought we decided it was Heads & Shoulders? #measurePR

4/14/2016 16:22 kbouffd A2 Influencer mktg is about leveraging the concept of reference groups. Find trusted voices who can inspire their audience to act #measurepr

4/14/2016 16:22 Zonozi S/O to @garykarr @thegreat_gabbyby @kbouffd @Zoomph thanks for bring this together @shonali #measurePR

4/14/2016 16:22 Post_Many RT @JasonFalls: A2: We have always reached to them but with the diversification of the media landscape via social media, there are far moreâ€¦

4/14/2016 16:22 delph003 RT @Alukomnik: @ginidietrich so true research says "micro- influencers" are so much more effective #measurepr

4/14/2016 16:22 JasonFalls @austinomaha Most of the time, yes. Even the pay-for-play ones have a more genuine way of communicating with their audiences. #measurepr

4/14/2016 16:22 shonali @Zonozi hey my pleasure! @garykarr @thegreat_gabbyby @kbouffd @Zoomph #measurepr

4/14/2016 16:22 delph003 RT @pierreloic: A2: We actually produced an infographic on that - Why Invest in Influencer Marketing <https://t.co/8ronCywHsl> #measurePR

4/14/2016 16:22 rasheencarbin A2. It wasn't a term, but we've always reached out 2 influencers just like we've always produced content. #measurepr <https://t.co/oCKVKUtOhf>

4/14/2016 16:22 JohnFriedman Authentic is key. Product endorsements not as credible as someone actually ... you know ... USING product. #MeasurePR

4/14/2016 16:22 SpinSucks Especially Jack Bauer ðŸ™ #measurePR <https://t.co/LbDAW27MO3>

4/14/2016 16:22 Alukomnik @theelusivefish Also attention (if negative) can be decidedly harmful. What kind of attention matters #MeasurePR

4/14/2016 16:22 thegreat_gabbyby A2B: WOM/Influencer Marketing is HUGE! 92% of people believe their friends or family over advertising #measurePR

4/14/2016 16:22 MattLaCasse @ginidietrich Possible. She is pretty flake free. Though...she seems to wear a LOT of white shirts. #suspicious #measurepr

4/14/2016 16:22 simple8job RT @JasonFalls: A2: The good thing is that more influencers means you can find more efficient ways to reach niche audiences. #measurepr

4/14/2016 16:22 ginidietrich @LUCYrk78 That seems so ridiculous. I'd rather know what they truly use. Wouldn't you? #measurePR

4/14/2016 16:22 KristK Amen! #PetPeeve RT @MarketingMel: Frankly any #PR pro who says they "hate math" needs to rethink their line of work! #MeasurePR

4/14/2016 16:22 TweetsAnup RT @shonali: RT @ginidietrich A2: People want to know those who truly use the products. Not Selena Gomez who decidedly does NOT use Panteneâ€¦

4/14/2016 16:22 varitzamega A2: New social media platforms mean new audiences. Which is important to always find out what is the new app. #measurepr

4/14/2016 16:23 MattLaCasse RT @ginidietrich: A2: We have, but today's influencers aren't celebrities. They're you and me and Jack Bauer, my dog #measurePR

4/14/2016 16:23 TbroOnline A2 con't @shonali so any brand has access to influencers for their niche w/o superstar \$\$ #measure, great value for reach #measurepr

4/14/2016 16:23 theelusivefish RT @JasonFalls: @MarketingMel PR pros who hate math are now called unemployed PR pros. ;-) #measurepr

4/14/2016 16:23 delph003 Or at least they shouldn't @JasonFalls #MeasurePR <https://t.co/14RuXLHqPs>

4/14/2016 16:23 ginidietrich @shonali She definitely does not wash her own hair #measurePR

4/14/2016 16:23 tressalynne .@McClennan @PRSA would be SO happy to hear you say that! ;) . #MeasurePR <https://t.co/bYyGQvzuq2>

4/14/2016 16:23 shonali RT @JasonFalls A2: Influencers today are more credible. They don't feel like a celebrity endorsement. They feel like a WOM reco. #measurepr

4/14/2016 16:23 JohnFriedman I think it will be rethought for them. #MeasurePR <https://t.co/RPNieuHVBH>

4/14/2016 16:23 traackr @ginidietrich *LOLing at Pantene Selena Gomez commercial* #measurePR

4/14/2016 16:23 aiaddysonzhang So true! #measurePR <https://t.co/M02PKkQ9oW>

4/14/2016 16:23 shonali @TbroOnline hey, so glad you could join for a bit! #measurepr

4/14/2016 16:23 garykarr Neither do I, for the record. #MeasurePR <https://t.co/hGfrnX3WpX>

4/14/2016 16:23 austinomaha @thegreat_gabbbby honestly shocked that % isn't higher. I don't know a single person who trust advertisements. Haha. #MeasurePR

4/14/2016 16:23 ginidietrich @Alukomnik Exactly! Don't you find recommendations from friends far more powerful? #measurePR

4/14/2016 16:24 delph003 RT @TbroOnline: A2 @shonali jumping in real quick on this one -the access to influencers has changed tremendously due to growth of new platf

4/14/2016 16:24 shonali Q3: Are there common mistakes you see in influencer marketing & how can we avoid them? #measurepr

4/14/2016 16:24 ohaisara RT @shonali: Q3: Are there common mistakes you see in influencer marketing & how can we avoid them? #measurepr

4/14/2016 16:24 LUCYrk78 Absolutely! #MeasurePR <https://t.co/Ny6HvDJa1x>

4/14/2016 16:24 delph003 RT @JohnFriedman: Authentic is key. Product endorsements not as credible as someone actually ... you know ... USING product. #MeasurePR

4/14/2016 16:24 ginidietrich @traackr It's true! There is no way that head of hair uses anything that costs less than \$40/bottle #measurePR

4/14/2016 16:24 traackr RT @austinomaha: @thegreat_gabbbby honestly shocked that % isn't higher. I don't know a single person who trust advertisements. Haha. #Measur

4/14/2016 16:24 theelusivefish social also allows us unique opportunity to witness and quantify the specific impact those influencers are having #measurePR

4/14/2016 16:24 ohaisara @ginidietrich @Alukomnik Recommendations from friends are extremely powerful, but so are "stay away from" warnings! #measurepr

4/14/2016 16:24 Zonozi @thedavepepper Engagement with your target audience vs engagement for the sake of engagement #MeasurePR

4/14/2016 16:24 Alukomnik @ginidietrich yes, it's getting back to the basics (word of mouth is always the most effective #marketing). #measurepr

4/14/2016 16:24 TweetsAnup A2: T/ losing trust in brand ambassadors, t/ belief in ppl nxt door, ppl like u but who can change action #MeasurePR <https://t.co/ocnuDuKlc4>

4/14/2016 16:24 aiaddysonzhang So true! That is why i love so much about SM #measurePR <https://t.co/J44igEDqUg>

4/14/2016 16:24 ginidietrich @garykarr I will not say it. I will not say it. I will not say it. #measurePR

4/14/2016 16:24 SpinSucks @MarketingMel Well said, Mary! #measurePR

4/14/2016 16:25 michaelblowers RT @Alukomnik: @ginidietrich yes, it's getting back to the basics (word of mouth is always the most effective #marketing). #measurepr

4/14/2016 16:25 JasonFalls @LUCYrk78 @ginidietrich It involved a pirate ship. And 350 little people. And possibly some goats. #measurepr

4/14/2016 16:25 pierreloic A3: we only have 1h, right? #measurepr

4/14/2016 16:25 traackr @austinomaha Exactly! #measurePR

4/14/2016 16:25 cjiqbal RT @JasonFalls: A2: Influencers today are also more credible. They don't feel like a celebrity endorsement. They feel like a WOM recommenda

4/14/2016 16:25 chlj RT @LUCYrk78: @ginidietrich I cant tell you how many times I've had 2 secretly deliver product 2 celebs that endorsed other prods but used

4/14/2016 16:25 GMelendez RT @JasonFalls: A2: You couldn't formerly find someone who could speak just to PR folks interested in measurement before. Now you call @sho

4/14/2016 16:25 kristelsilang RT @JasonFalls: A1: 90% of advertising/marketing/PR firms make recommendations based on the fact they think it's a good idea. #fail #measur

4/14/2016 16:25 JohnFriedman Digital media share many attributes that make WOM so effective; immediacy, interactivity, transparency #MeasurePR <https://t.co/DEEjalUhjH>

4/14/2016 16:25 gerardcorbett A2. It's easier today to get to the people that matter. The challenge is will they listen and act. #measurepr

4/14/2016 16:25 anthrofoodie A3. Irrelevant influencer list to the brand - avoid by implementing multiple tools to cross-check influencers #measurepr

4/14/2016 16:25 Alukomnik @ohaisara @ginidietrich very true, and #social allows anyone to push either message. Brands have to watch for both #measurepr

4/14/2016 16:25 kbouffdd Agree, the internet helped create relatable celebs. Not untouchable stars, but people you can interact w/ #measurepr <https://t.co/gnUbhxz4NP>

4/14/2016 16:25 pierreloic A4: Confusing endorsement marketing for influencer marketing; brands can't buy love or trust, they have to earn it #measurePR

4/14/2016 16:25 austinomaha @shonali not being authentic is the biggest mistake I see across the board. Social users are smart these days and can smell BS. #MeasurePR

4/14/2016 16:25 theelusivfish Hint - track and measure the audiences, before & after your efforts with the influencers. #measurePR

4/14/2016 16:25 thegreat_gabby @austinomaha Haha I totally agree. Who are these people?! I'd love to meet one & & #measurePR

4/14/2016 16:25 ginidietrich A3: Well, my Selena example is prime. Or Anthony Hopkins promoting Turbo Tax. He does not use Turbo Tax #measurePR

4/14/2016 16:25 shonali @pierreloic That's A3 :) #measurepr

4/14/2016 16:25 MattLaCasse RT @gerardcorbett: A2. It's easier today to get to the people that matter. The challenge is will they listen and act. #measurepr

4/14/2016 16:25 winingking RT @JasonFalls: A2: The good thing is that more influencers means you can find more efficient ways to reach niche audiences. #measurepr

4/14/2016 16:25 delph003 RT @Alukomnik: @ginidietrich yes, it's getting back to the basics (word of mouth is always the most effective #marketing). #measurepr

4/14/2016 16:25 LUCYrk78 A3 Looking at it as a one & done "campaign" rather than developing a mutually beneficial relationship is one of the biggest I see #measurePR

4/14/2016 16:25 JohnFriedman Worth repeating. Spot on! #MeasurePR <https://t.co/w7SFoosBzv>

4/14/2016 16:26 shonali RT @anthrofoodie A3. Irrelevant influencer list to the brand - avoid by implementing multiple tools to cross-check influencers #measurepr

4/14/2016 16:26 Zonozi @thedavepepper Vanity metrics like follower counts don't translate, it's a rookie move #MeasurePR

4/14/2016 16:26 ginidietrich A3: From my own experience, brands try to control your content, your messaging, your everything. It doesn't work #measurePR

4/14/2016 16:26 JasonFalls A3: The mistakes I see are people using influencers for reach & not relevancy. Those YouTube stars aren't going to help @RedeApp #measurepr

4/14/2016 16:26 LUCYrk78 @JasonFalls @ginidietrich aw man. I LOVE goats. #MeasurePR

4/14/2016 16:26 pierreloic A3: Going for influencer reach rather than resonance. It creates noise, not signal or engagement around the conversation #measurePR

4/14/2016 16:26 SpinSucks It depends how you engage them and how much you pay attention to them #measurePR <https://t.co/RKYuDP9tDJ>

4/14/2016 16:26 bikespoke RT @LUCYrk78: A3 Looking at it as a one & done "campaign" rather than developing a mutually beneficial relationship is one of the biggest I see

4/14/2016 16:26 anthrofoodie A4. Assuming that influencer marketing is free-to-play - It's NOT #measurepr

4/14/2016 16:26 delph003 RT @JohnFriedman: Digital media share many attributes that make WOM so effective; immediacy, interactivity, transparency #MeasurePR <https://t.co/...>

4/14/2016 16:26 shonali @gerardcorbett LOL! Stop it, I'm gonna choke... NOT on my bathwater but my tea. @ginidietrich #measurepr

4/14/2016 16:26 kelsiemedel A3: Under (or over) estimating someone's influence in a specific niche. Solution: do your due diligence! #measurePR

4/14/2016 16:26 KristK RT @pierreloic: A4: Confusing endorsement marketing for influencer marketing; brands can't buy love or trust, they have to earn it #measurePR

4/14/2016 16:26 ginidietrich A3: Influencers should be used because they're authentic and true to their communities. THAT is what will work #measurePR

4/14/2016 16:26 CzarinaCleo RT @JasonFalls: A2: The good thing is that more influencers means you can find more efficient ways to reach niche audiences. #measurepr

4/14/2016 16:26 Zonozi A3 Common probs w/ influencer use is using lists, or focusing on variety metrics like followers, ppl can buy followers #MeasurePR

4/14/2016 16:26 ohaisara A3 Assuming an influencer will believe in your product and service, and readily promote it to their audience #measurepr

4/14/2016 16:26 thegreat_gabby A3: One common mistake is choosing an influencer that's not a good fit for your brand and vice versa #measurePR

4/14/2016 16:26 MattLaCasse @gerardcorbett It's like convincing a bouncer why you need to be let into the bar. Give them a really good reason. #measurepr

4/14/2016 16:26 shonali @pierreloic Ha! 34 minutes now... #measurepr

4/14/2016 16:26 tressalynne RT @ginidietrich: A3: Influencers should be used because they're authentic and true to their communities. THAT is what will work #measurePR

4/14/2016 16:26 JoelDInwood A3: Annoying them! #measurepr

4/14/2016 16:26 austinomaha @ginidietrich OR Anthony Davis (NBA Player) promoting H&R Block. No way that he uses that. #MeasurePR

4/14/2016 16:26 JasonFalls A3: @scobleizer is not going to do much for Kraft Macaroni and Cheese. But too many PR folks look for quantity over quality. #measurepr

4/14/2016 16:26 Tinu RT @shonali: Q1: Please tell us what you do, how you got there. What got you interested in PR measurement? #measurepr

4/14/2016 16:26 SpinSucks RT @shonali: Q3: Are there common mistakes you see in influencer marketing & how can we avoid them? #measurepr

4/14/2016 16:26 kbouffid A3 Yes! One mistake is picking any influencer, instead of finding the one most relevant to your target/aligned with your mission #measurepr

4/14/2016 16:26 Fitehal RT @LUCYrk78: A3 Looking at it as a one & done "campaign" rather than developing a mutually beneficial relationship is one of the biggest I see

4/14/2016 16:26 ohaisara A3 Prioritizing the # of followers an influencer has over the engagement they have with their audience. #measurepr

4/14/2016 16:26 Alukomnik A4) Assuming that small companies can get major influencers without having connections, or paying #measurepr

4/14/2016 16:27 traackr @theelusivfish Yes, #influencermarketing measurement !! #measurePR

4/14/2016 16:27 TbroOnline RT @ginidietrich: A2: We have, but today's influencers aren't celebrities. They're you and me and Jack Bauer, my dog #measurePR

4/14/2016 16:27 garykarr "Why" is always the biggest question that needs to get answered. #MeasurePR <https://t.co/9h3v75lsmE>

4/14/2016 16:27 Zonozi A3 Another prob is not understanding what other associations the influencer has that might not match with your brand #measurePR

4/14/2016 16:27 TweetsAnup A3:"Over"faith in fans following numbers.
 4/14/2016 16:27 gerardcorbett Quick trends without proper data #MeasurePR <https://t.co/r1T10vC1re>
 4/14/2016 16:27 rasheencarbin A3. Always thinking that marketing has the solution. #measurepr
 4/14/2016 16:27 shonali A3. Don't just shoot off an email to someone you don't know asking them to do you a favor. #measurepr <https://t.co/Xtjpi3JgTv>
 4/14/2016 16:27 tressalynne MT @JasonFalls A3: @scobleizer won't do much for Kraft Macaroni and Cheese. But too many PR folks look for quantity & quality. #measurepr
 4/14/2016 16:27 traackr YES! RT @Zonozi A3 Common probs w/ influencer use is using lists, or focusing on metrics like followers, ppl can buy followers #MeasurePR
 4/14/2016 16:27 Fitehal RT @shonali: Q3: Are there common mistakes you see in influencer marketing & how can we avoid them? #measurepr
 4/14/2016 16:27 pierreloic RT @shonali: Q3: Are there common mistakes you see in influencer marketing & how can we avoid them? #measurepr
 4/14/2016 16:27 varitzamega A3: Being short term minded rather than playing the long game and being strategic about influencer marketing #measurePR
 4/14/2016 16:27 aiaddysonzhang A3: "FOLLOWERS DO NOT MEAN ANYTHING" wise words from my proffessor @samjb #measurepr
 4/14/2016 16:27 JasonFalls A3: focus too much on promotions than building relationships #measurePR <https://t.co/LemAu2VZqf>
 4/14/2016 16:27 traackr A3: T firms reach out to me and ask me to do sponsored posts, etc. Easy money, but it won't work because IT isn't my audience. #measurepr
 4/14/2016 16:27 SpinSucks RT @pierreloic: A3: Going for influencer reach rather than resonance. It creates noise, not signal or engagement around the conversation #mâ€;
 4/14/2016 16:27 theelusivefish RT @ginidietrich: A3: From my own experience, brands try to control your content, your messaging, your everything. It doesn't work #measureâ€;
 4/14/2016 16:27 delph003 A3: not having clear objectives. picking wrong influencer 'cuz you don't know what change you want to make with what audience #measurePR
 4/14/2016 16:27 MattLaCasse @gerardcorbett lâ€™d say the challenge is more: will you listen? The only way youâ€™ll be able to engage #MeasurePR <https://t.co/Qr5kQcCBVE>
 4/14/2016 16:27 austinomaha @kbouffd Quantity vs. Quality. Great observation. #MeasurePR
 4/14/2016 16:27 Zonozi @TweetsAnup VANITY METRICS (in a sense). #MeasurePR
 4/14/2016 16:27 anthrofoodie @shonali @JasonFalls @scobleizer unless macaroni in VR ;) #measurePR
 4/14/2016 16:27 shonali A3. Not setting proper objectives and #measurable goals for your #influencer campaign - SMART it UP #measurepr
 4/14/2016 16:28 pierreloic @jasonfalls as a side note, both you *and* @scobleizer are in @traackr's #AIMwithTraackr... in the same photo! (#cl) @pierreloic #measurepr
 4/14/2016 16:28 gerardcorbett A3: Lack of clear objectives or means to measure them #measurePR
 4/14/2016 16:28 TweetsAnup RT @MattLaCasse: @gerardcorbett It's like convincing a bouncer why you need to be let into the bar. Give them a really good reason. #measurâ€;
 4/14/2016 16:28 shonali So true @kelsimedel
 4/14/2016 16:28 delph003 Overdependence on quantum and not on quality #MeasurePR
 4/14/2016 16:28 LUCYrk78 RT @pierreloic A3: Lack of clear objectives or means to measure them #measurePR
 4/14/2016 16:28 Alukomnik Sooo true - EARN IT! #MeasurePR <https://t.co/KOCIVT2ZxG>
 4/14/2016 16:28 kbouffd RT @ohaisara: A3 Prioritizing the # of followers an influencer has over the engagement they have with their audience. #measurepr
 4/14/2016 16:28 SpinSucks RT @theelusivefish: A3: not having clear objectives. picking wrong influencer 'cuz you don't know what change you want to make with what auâ€;
 4/14/2016 16:28 CliffMHeller @MattLaCasse Exactly! #MeasurePR
 4/14/2016 16:28 JasonFalls Amen! #measurePR <https://t.co/sVB5lv8T61>
 4/14/2016 16:28 Zonozi RT @ginidietrich: A3: From my own experience, brands try to control your content, your messaging, your everything. It doesn't work #measureâ€;
 4/14/2016 16:28 angelbc @Zonozi @shonali And I'm sure @scobleizer's VR macaroni is fascinating. But it won't sell Macaroni. #measurepr
 4/14/2016 16:28 Tinu A3 Make sure your influencers are educated on your product, theyâ€™re translators, make sure they understand #MeasurePR
 4/14/2016 16:28 aiaddysonzhang RT @JasonFalls: A3: The mistakes I see are people using influencers for reach & not relevancy. Those YouTube stars aren't going to help @Reâ€;
 4/14/2016 16:28 varitzamega RT @shonali: Q2: Are impressions a valuable metric for PR in a social age? for @rebekahradice @rhogroupee @kfreberg & all. #measurepr
 4/14/2016 16:28 traackr RT @ginidietrich: A3: Influencers should be used because they're authentic and true to their communities. THAT is what will work #measurePR
 4/14/2016 16:28 delph003 A3: A huge misunderstanding. Followers can be bought. #measurepr
 4/14/2016 16:28 shonali A3. Buying an #influencers love rather than building a long-term relationship #measurePR
 4/14/2016 16:28 michaelblowers RT @ginidietrich: A3: From my own experience, brands try to control your content, your messaging, your everything. It doesn't work #measureâ€;
 4/14/2016 16:28 TbroOnline @Zonozi HAHAAH, good one! @JasonFalls @scobleizer A3 #dothemacaroni #heymacaroni #measurepr
 RT @varitzamega: A3: A huge misunderstanding. Followers can be bought. #measurepr
 .@shonali @JasonFalls @Scobleizer BUT he could influence his niche that Kraft is the superior product #MeasurePR #economiesofscale

4/14/2016 16:28 KristK RT @anthrofoodie: A3. Not setting proper objectives and #measurable goals for your #influencer campaign - SMART it UP #measurepr

4/14/2016 16:28 JasonFalls @shonali @jasonfalls @scobleizer @traackr @pierreloic Robert is like a groupie. I can't shake him. Heh. #measurepr

4/14/2016 16:29 MattLaCasse .@austinomaha @TweetsAnup I view vanity metrics as the canary in the coal mine. Only important if they start dying. #measurepr

4/14/2016 16:29 pierreleic @shonali I thought this was our secret! cc. @JasonFalls #measurePR

4/14/2016 16:29 Alukomnik @theelusivefish and having goals based on #vanity metrics. Impressions DOES NOT EQUAL ACTION! <https://t.co/Y3qZHv2jdL> #measurepr

4/14/2016 16:29 thedavepepper RT @JohnFriedman: Worth repeating. Spot on! #MeasurePR <https://t.co/w7SFoosBzv>

4/14/2016 16:29 traackr A3. When a brand proposes to an influencer on the first date ðŸ™ˆ...ðŸŸ¼ #measurePR

4/14/2016 16:29 TweetsAnup Word of mouth the best endorsement @thegreat_gabbby #MeasurePR

4/14/2016 16:29 pierreleic RT @ginidietrich: A3: From my own experience, brands try to control your content, your messaging, your everything. It doesn't work #measureâ€¦

4/14/2016 16:29 TweetsAnup RT @JohnFriedman: Authentic is key. Product endorsements not as credible as someone actually ... you know ... USING product. #MeasurePR

4/14/2016 16:29 varitzamega RT @traackr: A3. When a brand proposes to an influencer on the first date ðŸ™ˆ...ðŸŸ¼ #measurePR

4/14/2016 16:29 ohaisara RT @traackr: A3. When a brand proposes to an influencer on the first date ðŸ™ˆ...ðŸŸ¼ #measurePR

4/14/2016 16:29 Zonozi A3 Clarify their content is sponsored (ex. use #ad) don't pull a Lord&Taylor <https://t.co/8wrLt30MkT> #measurePR

4/14/2016 16:29 michaelblowers RT @MattLaCasse: .@austinomaha @TweetsAnup I view vanity metrics as the canary in the coal mine. Only important if they start dying. #measuâ€¦

4/14/2016 16:29 bikespoke RT @ginidietrich: A3: From my own experience, brands try to control your content, your messaging, your everything. It doesn't work #measureâ€¦

4/14/2016 16:29 JasonFalls @TbroOnline @shonali @Scobleizer Still doesn't make sense for the brand. Very little chance of value there. #measurepr

4/14/2016 16:29 delph003 Already hate the word â€˜useâ€™™ for influencers but in this case it makes sense indeed @JasonFalls #MeasurePR <https://t.co/iQF8Yzj7Z9>

4/14/2016 16:29 TweetsAnup RT @MattLaCasse: .@austinomaha @TweetsAnup I view vanity metrics as the canary in the coal mine. Only important if they start dying. #measuâ€¦

4/14/2016 16:29 thegreat_gabbby @TweetsAnup 100% agree! #measurePR

4/14/2016 16:29 delph003 RT @pierreleic: A3: Going for influencer reach rather than resonance. It creates noise, not signal or engagement around the conversation #mâ€¦

4/14/2016 16:29 Fitehal RT @traackr: A3. When a brand proposes to an influencer on the first date ðŸ™ˆ...ðŸŸ¼ #measurePR

4/14/2016 16:29 theelusivefish Influence comes from Reach,Engagement,Authority + Contextual Relevance. Measure of each required depends on outcome needed #measurePR

4/14/2016 16:29 shonali RT @traackr A3. When a brand proposes to an influencer on the first date #measurePR

4/14/2016 16:29 aiaddysonzhang @tressalynne Exactly. When i follow someone, if they have a huge followers, but actually not many tweets. i doubt the #. @Zonozi #measurePR

4/14/2016 16:30 pierreleic A3: brands not ready to be challenged by influencers (thinking of them as distrib channel rather than people) #measurePR

4/14/2016 16:30 traackr @michaelblowers True #influence can not be bought, it is earned #measurePR

4/14/2016 16:30 shonali @pierreleic Secret weapon! ;) @JasonFalls #measurepr

4/14/2016 16:30 Alukomnik @aiaddysonzhang @tressalynne @Zonozi #BOTS! All the bots! #measurepr

4/14/2016 16:30 shonali RT @pierreleic A3: brands not ready to be challenged by influencers (thinking of them as distrib channel rather than people) #measurePR

4/14/2016 16:30 JoelDInwood RT @tressalynne: YES! RT @Zonozi A3 Common probs w/ influencer use is using lists, or focusing on metrics like followers, ppl can buy folloâ€¦

4/14/2016 16:30 austinomaha @MattLaCasse DEATH TO VANITY METRICS! #MeasurePR

4/14/2016 16:30 Zonozi @aiaddysonzhang @tressalynne also look at the engagement they get on each post, are they added to twitter lists? #MeasurePR

4/14/2016 16:30 kbouffid Looks like the whole chat's overall response to Q3 is the confusion of Quantity vs. Quality @MattLaCasse #MeasurePR

4/14/2016 16:30 aiaddysonzhang So true. Just talked about this in my classes. #azadvanced #azsm #measurePR <https://t.co/75qz18qAor>

4/14/2016 16:30 ohaisara A3 Free product or service /= guaranteed visibility #measurepr

4/14/2016 16:30 JoelDInwood RT @traackr: A3. When a brand proposes to an influencer on the first date ðŸ™ˆ...ðŸŸ¼ #measurePR

4/14/2016 16:30 shonali RT @Zonozi: A3 Clarify their content is sponsored (ex. use #ad) don't pull a Lord&Taylor <https://t.co/8wrLt30MkT> #measurePR

4/14/2016 16:31 MattLaCasse @austinomaha Well, I'd amend that to "death to over reliance on vanity metrics", but yes. #measurepr

4/14/2016 16:31 hhawk A3: Re: "Influencer" An Influencer means exactly that, doesn't always mean "famous" #measurePR we can track #actualInfluence

4/14/2016 16:31 Alukomnik @pierreleic why co-created content is so important. An influencer (non-celeb) isn't going to share something they don't believe #measurepr

4/14/2016 16:31 KristK Today's chat is EPIC. I'm just buckled in and along for the ride. #measurepr

4/14/2016 16:31 theelusivefish THIS. The answer to 'should we disclose this' is always always YES. #measurePR #InfluencerMarketing <https://t.co/xayO6cLpYN>

4/14/2016 16:31 ginidietrich @MattLaCasse That is both an awesome and terrifying analogy #measurePR

4/14/2016 16:31 JohnFriedman Especially if want 1 night stand (tweet/share/endorsement) & don't have real - not bought - relationship #MeasurePR <https://t.co/Kbd7WJODc8>

4/14/2016 16:31 cgsteinman RT @MarketingMel: @SpinSucks Thanks, frankly any #PR pro who says they "hate math" needs to rethink their line of work! #MeasurePR

4/14/2016 16:31 austinomaha @MattLaCasse we can settle on that term. Let's put it on a t-shirt. #MeasurePR

4/14/2016 16:31 aiaddysonzhang @Zonozi Yes. great point! @tressalynne #measurePR

4/14/2016 16:31 delph003 In this case iâ€™d say you work with / collaborate with influencers @ginidietrich #MeasurePR <https://t.co/gosDItqxOo>

4/14/2016 16:31 bikespoke RT @SpinSucks: It depends how you engage them and how much you pay attention to them #measurePR <https://t.co/RKYuDP9tDJ>

4/14/2016 16:31 pierreloic RT @JasonFalls: @shonali @jasonfalls @scobleizer @traackr @pierreloic Robert is like a groupie. I can't shake him. Heh. #measurepr

4/14/2016 16:31 shonali RT @pierreloic: A3: Being short term minded rather than playing the long game and being strategic about influencer marketing #measurePR

4/14/2016 16:31 thedavepepper RT @JasonFalls: A3: @scobleizer is not going to do much for Kraft Macaroni and Cheese. But too many PR folks look for quantity over qualityâ€™;

4/14/2016 16:31 MattLaCasse @kbouffd The real trick is to combine them into the influencer you're targeting! #measurepr

4/14/2016 16:31 traackr Brands take note of what NOT to do... #MeasurePR <https://t.co/BgYKOxBle8>

4/14/2016 16:31 JasonFalls A3: I still laugh when CPG brands use marketing/PR "influencers" for their campaigns. I find it funny. #measurepr

4/14/2016 16:31 Zonozi This is an influencer in their element, dance with them - donâ€™t tell them how to dance <https://t.co/eZ1Mf2p5eN> #measurePR

4/14/2016 16:32 MattLaCasse @austinomaha #MillionDollarIdea #measurepr

4/14/2016 16:32 KristK RT @theelusivfish: Influence comes from Reach,Engagement,Authority + Contextual Relevance. Measure of each required depends on outcome neeâ€™;

4/14/2016 16:32 StruttinMyStuff RT @traackr: Brands take note of what NOT to do... #MeasurePR <https://t.co/BgYKOxBle8>

4/14/2016 16:32 delph003 RT @shonali: RT @pierreloic A3: Lack of clear objectives or means to measure them #measurePR

4/14/2016 16:32 ginidietrich THIS RT @Zonozi: This is an influencer in their element, dance with them - donâ€™t tell them how to dance <https://t.co/qsUHpZ8duQ> #measurePR

4/14/2016 16:32 shonali RT @JasonFalls A3: I still laugh when CPG brands use marketing/PR "influencers" for their campaigns. I find it funny. #measurepr

4/14/2016 16:32 garykarr Hmm. Dunno. I think if you could smell and taste it, it would. #MeasurePR #MacandCheese <https://t.co/u6j6S6DPmh>

4/14/2016 16:32 delph003 RT @anthrofoodie: A3. Not setting proper objectives and #measurable goals for your #influencer campaign - SMART it UP #measurepr

4/14/2016 16:32 ohaisara @hhawk @oligardner remember #bloggerblackmail? D: #measurepr

4/14/2016 16:32 shonali @KristK Isn't it though?! #measurepr

4/14/2016 16:33 MattLaCasse @ginidietrich I know. It's a bit morbid...but it gets the point across! #measurepr

4/14/2016 16:33 LouisCullo RT @JasonFalls: A3: @scobleizer is not going to do much for Kraft Macaroni and Cheese. But too many PR folks look for quantity over qualityâ€™;

4/14/2016 16:33 shonali Q4: To what extent should brands be ready to compensate influencers for their participation? What are some dos/donâ€™ts? #measurepr

4/14/2016 16:33 CliffMHeller Blown away by the great comments #MeasurePR !!

4/14/2016 16:33 TweetsAnup RT @hhawk: A3: Re: "Influencer" An Influencer means exactly that, doesn't always mean "famous" #measurePR we can track #actualInfluence

4/14/2016 16:33 shonali @CliffMHeller I know, it's really a GREAT chat today! #measurepr

4/14/2016 16:33 thedavepepper A3 relevant reach gives best chance for success but still no guarantee @ginidietrich @jasonfalls @pierreloic @zonozi @shonali #measurepr

4/14/2016 16:33 Fitehal RT @shonali: Q4: To what extent should brands be ready to compensate influencers for their participation? What are some dos/donâ€™ts? #measuâ€™;

4/14/2016 16:33 tressalynne Ooh good question: RT @shonali Q4: To what extent should brands be ready to compensate influencers for their participation? #measurepr

4/14/2016 16:33 delph003 RT @theelusivfish: Influence comes from Reach,Engagement,Authority + Contextual Relevance. Measure of each required depends on outcome neeâ€™;

4/14/2016 16:33 JasonFalls A4: Brands should assume every influencer they wish to utilize has a fee. While some "relationship building" may happen. It's \$\$\$ #measurepr

4/14/2016 16:34 delph003 RT @shonali: RT @traackr A3. When a brand proposes to an influencer on the first date #measurePR

4/14/2016 16:34 austinomaha @ginidietrich authenticity is soooooo important in this manner. Like I said earlier, social users aren't dumb. They can smell BS. #MeasurePR

4/14/2016 16:34 LUCYrk78 @shonali @CliffMHeller SO GOOD!! #measurePR

4/14/2016 16:34 delph003 RT @pierreloic: A3: brands not ready to be challenged by influencers (thinking of them as distrib channel rather than people) #measurePR

4/14/2016 16:34 anthrofoodie A4. Brands should ALWAYS be ready to compensate influencers - never assume it's free - they know their worth #measurepr

4/14/2016 16:34 JohnFriedman I endorse #MeasurePR because I 'use' the service & I consider it valuable. Just in case @shonali believes in paid influencers... : -)

4/14/2016 16:34 SpinSucks RT @shonali: Q4: To what extent should brands be ready to compensate influencers for their participation? What are some dos/donâ€™ts? #measuâ€™;

4/14/2016 16:34 aiaddysonzhang Good to know. #measurePR <https://t.co/Ck1PUVSgOJ>

4/14/2016 16:34 gerardcorbett A4. Has to be open, honest and straight up. Otherwise it's not wise. #measurepr

4/14/2016 16:34 traackr @Alukomnik the good ones don't ;) Instagram has a shocking amount of users who love fit tea & protein shakes... ðŸ˜ƒ #measurePR

4/14/2016 16:34 pierreloic A4: Wrote on this exact topic no place else than @ginidietrich's very @SpinSucks https://t.co/U5gb3Zip3p #measurePR :)

4/14/2016 16:34 shonali @JohnFriedman Heh! Nice try, buddy. Btw - I owe you an email, I know (separated personal / work, so I'm behind on the former) #measurepr

4/14/2016 16:34 MattLaCasse RT @JasonFalls: A4: Brands should assume every influencer they wish to utilize has a fee. While some "relationship building" may happen. It's ;

4/14/2016 16:34 anthrofoodie A4. Compensation can come in multiple forms: Money, Product, Trips, etc. #measurepr

4/14/2016 16:34 Zonozi @thedavepepper relevancy is like a turbo boost to any content, it's got to matter to your audience ðŸ˜ƒ #measurePR

4/14/2016 16:34 michaelblowers RT @JohnFriedman: I endorse #MeasurePR because I 'use' the service & I consider it valuable. Just in case @shonali believes in paid influen ;

4/14/2016 16:34 theelusivefish RT @Alukomnik: @theelusivefish and having goals based on #vanity metrics. Impressions DOES NOT EQUAL ACTION! https://t.co/Y3qZHv2jdl #meas ;

4/14/2016 16:35 shonali RT @pierreloic A4: Wrote on this exact topic no place else than @ginidietrich's very @SpinSucks https://t.co/pKf9clq75N #measurePR :)

4/14/2016 16:35 LUCYrk78 A4 It should be benefit brand AND influencer. How that works needs to be agreed upon prior to beginning the work. #measurePR

4/14/2016 16:35 pierreloic A4: in short my take is: Pay for the craft, not the influence #measurePR

4/14/2016 16:35 delph003 RT @theelusivefish: THIS. The answer to 'should we disclose this' is always always YES. #measurePR #InfluencerMarketing https://t.co/xayO6 ;

4/14/2016 16:35 thedavepepper A4 paid is fine but unsolicited third party endorsement = priceless @ginidietrich @jasonfalls @pierreloic @zonozi @shonali #measurepr

4/14/2016 16:35 garykarr Now I just wanna watch this video and ignore #MeasurePR chat. https://t.co/eNVzt26Jll

4/14/2016 16:35 recuweb RT @JasonFalls: A4: Brands should assume every influencer they wish to utilize has a fee. While some "relationship building" may happen. It's ;

4/14/2016 16:35 aiaddysonzhang A4: Influencers spend lots of time & energy building their influence, which deserves to be recognized. #measurePR

4/14/2016 16:35 ginidietrich Yeah! RT @pierreloic: A4: Wrote on this exact topic no place else than @ginidietrich's very @SpinSucks https://t.co/vaAClaOLJw #measurePR :)

4/14/2016 16:35 recuweb RT @pierreloic: A3: Being short term minded rather than playing the long game and being strategic about influencer marketing #measurePR

4/14/2016 16:35 bikespoke @SpinSucks @gerardcorbett never assume customer loyalty, no different than your own organization loyalty #MeasurePR

4/14/2016 16:35 delph003 RT @ginidietrich: THIS RT @Zonozi: This is an influencer in their element, dance with them - don't tell them how to dance https://t.co/qsUH ;

4/14/2016 16:35 JasonFalls A4: And traditional media probably should have been doing that all along. #measurepr

4/14/2016 16:35 CliffMHeller A4: I think the subject is too broad. Some YouTubers have vast reach, vs some face bookers... #measurePR https://t.co/11a9cEljZl

4/14/2016 16:35 louie_tt RT @traackr: @Alukomnik the good ones don't ;) Instagram has a shocking amount of users who love fit tea & protein shakes... ðŸ˜ƒ #measurePR

4/14/2016 16:35 biggreenpen A4 I can say from the influencer side of things, it means a great deal when brands explore what KINDS of incentives we prefer! #measurepr

4/14/2016 16:35 Zonozi A4 Each have different needs/wants exposure or ðŸ˜ƒ well known influencers will cost you but worth it #MeasurePR

4/14/2016 16:35 delph003 RT @shonali: Q4: To what extent should brands be ready to compensate influencers for their participation? What are some dos/don'ts? #measu ;

4/14/2016 16:35 EmilyPizanie A4: I believe influencers are usually well compensated, i.e. the Yelp Elite. #MeasurePR https://t.co/POxWaNu4ll

4/14/2016 16:36 anthrofoodie A4. Marketers have to understand that influencer marketing IS a business - these are professional influencers #measurepr

4/14/2016 16:36 KristK Dancing at desk! RT @Zonozi: An influencer in their element, dance w them - don't tell them how to dance https://t.co/iHgrlUFXEJ #measurepr

4/14/2016 16:36 pierreloic A4: Transparency is paramount @KerryGorgone wrote a great post on this following the FTC crackdown https://t.co/CzYMAmxwLP #measurePR

4/14/2016 16:36 TweetsAnup A4: Depends on the objective of campaign. For sales led cld b cost of acquisition, 4 awareness will vary #MeasurePR https://t.co/GgKVtDFzVG

4/14/2016 16:36 shonali RT @thedavepepper A4 paid is fine but unsolicited third party endorsement = priceless #measurepr

4/14/2016 16:36 aiaddysonzhang @anthrofoodie I wonder if there are commonly accepted standards in terms of how influencers should be compensated. #measurePR

4/14/2016 16:36 ginidietrich A4: Brands should be ready to compensate. Influencers have something they want. They should be paid for that #measurePR

4/14/2016 16:36 JasonFalls A4: While PR can certainly inform media, if you're pushing a message, there's no obligation from the influencer to use it. #measurepr

4/14/2016 16:36 traackr @austinomaha An influencer is only as good as their authenticity #measurePR

4/14/2016 16:36 thegreat_gabby A4: It depends on the brand and influencer involved but everything discussed should be up front and in an honest discussion #measurePR

4/14/2016 16:36 biggreenpen RT @ginidietrich: A4: Brands should be ready to compensate. Influencers have something they want. They should be paid for that #measurePR

4/14/2016 16:36 ginidietrich A4: But it should ALWAYS be disclosed. Always, always, always #measurePR

4/14/2016 16:36 thedavepepper RT @ginidietrich: Yeah! RT @pierreloic: A4: Wrote on this exact topic no place else than @ginidietrich's very @SpinSucks https://t.co/vaACl ;

4/14/2016 16:36 garykarr A4: Couldn't think of anything better than this. Especially the last part. #MeasurePR https://t.co/dkmBfmhpdY

4/14/2016 16:36 JasonFalls A4: We have to stop assuming a "media outlet" will just pimp our stuff without compensation. The old model is dead or dying. #measurepr

4/14/2016 16:36 shonali RT @JasonFalls A4: While PR can inform media, if you're pushing a message, there's no obligation from the influencer to use it. #measurepr

4/14/2016 16:36 rasheencarbin A4: Compensation is fine as long as it's transparent and seen more as a partnership and not quid pro pro #measurepr <https://t.co/RaH9C7ukCq>

4/14/2016 16:36 anthrofoodie @aiaddysonzhang it is such a gray area because there are many variables that determine an influencer's worth #measurepr

4/14/2016 16:37 aiaddysonzhang @biggreenpen Good to know. #measurePR

4/14/2016 16:37 delph003 RT @pierreloic: A4: Wrote on this exact topic no place else than @ginidietrich's very @SpinSucks <https://t.co/U5gb3Zip3p> #measurePR :)

4/14/2016 16:37 JasonFalls A4: The exception is when the "news" or "content" is so good they can't resist ... well, then PR wins. #measurepr

4/14/2016 16:37 michaelblowers RT @ginidietrich: A4: But it should ALWAYS be disclosed. Always, always, always #measurePR

4/14/2016 16:37 ohaisara RT @rasheencarbin: A4: Compensation is fine as long as it's transparent and seen more as a partnership and not quid pro pro #measurepr <http://t.co/...>

4/14/2016 16:37 Alukomnik A4) #influencer marketing falls more in #Ad category than #PR category. Often pay to play, reminds me a lot of TV endorsements #measurepr

4/14/2016 16:37 pierreloic A4: Your buyers will smell an endorsement a mile away. If you treat them like fools, they'll return the favor #MeasurePR

4/14/2016 16:37 kelsiemedel A4: Authentic influencers have earned the right to be compensated well - it's a mistake to think it should be pro bono #measurePR

4/14/2016 16:37 shonali MT @JasonFalls A4: Stop assuming a "media outlet" will just pimp our stuff w/o compensation. The old model is dead or dying. #measurepr

4/14/2016 16:37 varitzamega A4: They should be ready to spend some kind of money. Of course that's within the budget. #measurepr

4/14/2016 16:37 MischievousMal RT @traackr: @austinomaha An influencer is only as good as their authenticity #measurePR

4/14/2016 16:37 anthrofoodie RT @kelsiemedel: A4: Authentic influencers have earned the right to be compensated well - it's a mistake to think it should be pro bono #measurepr

4/14/2016 16:37 CliffMHeller A favorite and appropriate!! #MeasurePR @KristK <https://t.co/Cxn6ff6gio>

4/14/2016 16:37 MattLaCasse This is the only thing I care about when paying influencers. Whatever seems fair but BE TRANSPARENT. #measurepr <https://t.co/EO09drxXb3>

4/14/2016 16:37 KristK MT @JasonFalls: A4: Stop assuming a "media outlet" will just pimp our stuff without compensation. The old model is dead or dying. #measurepr

4/14/2016 16:37 SpinSucks RT @ginidietrich: A4: Brands should be ready to compensate. Influencers have something they want. They should be paid for that #measurePR

4/14/2016 16:37 kbouffid A4: Brands should consider influencer relationships as investments that lead to future profits. Definitely worth compensation #measurepr
True @LUCYrk78

4/14/2016 16:37 TweetsAnup Expectations setting, Identifying goals and results measurement is key #MeasurePR #socialpowwow

4/14/2016 16:37 Zonozi A4 have a contracts so both parties are clear w/ understanding - check-in frequently #measurePR

4/14/2016 16:37 traackr @hhawk Yes, we can traack actual #influence ;) #measurePR

4/14/2016 16:37 shonali RT @ginidietrich: A4: But it should ALWAYS be disclosed. Always, always, always #measurePR

4/14/2016 16:37 JohnFriedman I am often asked to write articles or tweet things but if I don't believe in it, I don't. #MeasurePR <https://t.co/BWCE8KAZI4>

4/14/2016 16:37 delph003 RT @aiaddysonzhang: A4: Influencers spend lots of time & energy building their influence, which deserves to be recognized. #measurePR

4/14/2016 16:37 shonali RT @ginidietrich: Yeah! RT @pierreloic: A4: Wrote on this exact topic no place else than @ginidietrich's very @SpinSucks <https://t.co/vaACIâ€¦>

4/14/2016 16:37 TweetsAnup RT @delph003: In this case iâ€™d say you work with / collaborate with influencers @ginidietrich #MeasurePR <https://t.co/gosDIqtqxOo>

4/14/2016 16:38 KristK RT @JasonFalls: A4: The exception is when the "news" or "content" is so good they can't resist ... well, then PR wins. #measurepr

4/14/2016 16:38 shonali RT @pierreloic: A4: Your buyers will smell an endorsement a mile away. If you treat them like fools, they'll return the favor #MeasurePR

4/14/2016 16:38 delph003 RT @bikespoke: @SpinSucks @gerardcorbett never assume customer loyalty, no different than your own organization loyalty #MeasurePR

4/14/2016 16:38 tressalynne #TRUTH! MT @JasonFalls A4: While #PR can certainly inform (push msg to) media, there's no obligation that the influencer use it. #measurepr

4/14/2016 16:38 delph003 RT @biggreenpen: A4 I can say from the influencer side of things, it means a great deal when brands explore what KINDS of incentives we preâ€¦

4/14/2016 16:38 aiaddysonzhang Such a great point. Educators need to listen up and disrupt how/what we teach! #measurePR <https://t.co/NWcW7im06u>

4/14/2016 16:38 Alukomnik A4 B) Brands should set goals, and make sure their influencers can help get there. Often they look for biggest # not most impact #measurepr

4/14/2016 16:38 bikespoke RT @pierreloic: A4: Your buyers will smell an endorsement a mile away. If you treat them like fools, they'll return the favor #MeasurePR

4/14/2016 16:38 varitzamega A4: Let their be a mutual understanding as well. You should be able to benefit from each other. It doesn't work just one way. #measurepr

4/14/2016 16:38 efto RT @JasonFalls: A4: While PR can certainly inform media, if you're pushing a message, there's no obligation from the influencer to use it.â€¦

4/14/2016 16:38 LouisCullo RT @JasonFalls: A4: Brands should assume every influencer they wish to utilize has a fee. While some "relationship building" may happen. Itâ€™

4/14/2016 16:38 JasonFalls @tedmurphy Broadly, yes it was. Non-journalists who built audiences starting getting pitched and didn't follow old tenets. #measurepr

4/14/2016 16:38 shonali RT @pierreloic: A4: in short my take is: â€œPay for the craft, not the influenceâ€ #measurePR

4/14/2016 16:38 runwritemom RT @ginidietrich: A4: Brands should be ready to compensate. Influencers have something they want. They should be paid for that #measurePR

4/14/2016 16:38 delph003 RT @pierreloic: A4: Transparency is paramount @KerryGorgone wrote a great post on this following the FTC crackdown <https://t.co/CzYMAmXwLPâ€¦>

4/14/2016 16:39 shonali RT @JasonFalls: A4: The exception is when the "news" or "content" is so good they can't resist ... well, then PR wins. #measurepr

4/14/2016 16:39 gerardcorbett RT @JohnFriedman: I am often asked to write articles or tweet things but if I don't believe in it, I don't. #MeasurePR <https://t.co/BWCE8â€¦>!

4/14/2016 16:39 austinomaha Big believer in paid influence-but find someone who genuinely likes your product/cause. Authenticity! #MeasurePR <https://t.co/y4aeChC9zV>

4/14/2016 16:39 ginidietrich @thedavepepper Totally agree. I wrote about @sanebox unsolicited and I'm fairly certain they got some great PR out of it #measurePR

4/14/2016 16:39 MischievousMal RT @Zonozi: This is an influencer in their element, dance with them - don't tell them how to dance <https://t.co/eZ1Mf2p5eN> #measurePR

4/14/2016 16:39 delph003 RT @shonali: RT @JasonFalls A4: While PR can inform media, if you're pushing a message, there's no obligation from the influencer to use itâ€¦

4/14/2016 16:39 anthrofoodie @austinomaha true - in most cases influencers won't work with you unless they your product #measurepr

4/14/2016 16:39 traackr @garykarr @JasonFalls @Zonozi I'd like to volunteer to be in this focus group #measurePR #macANDcheese

4/14/2016 16:39 traackr RT @pierreloic: A4: Transparency is paramount @KerryGorgone wrote a great post on this following the FTC crackdown <https://t.co/CzYMAmxwLPâ€¦>!

4/14/2016 16:39 nirjhara RT @aiaddysonzhang: Such a great point. Educators need to listen up and disrupt how/what we teach! #measurePR <https://t.co/NWcW7im06u>

4/14/2016 16:40 shonali Q5: What is the best way to measure influencer marketing? #measurepr

4/14/2016 16:40 theelusivefish Personal opinion ... I'm not a fan of pay for play. I get why it's a biz reality, but I think it muddies waters all around #measurePR

4/14/2016 16:40 austinomaha @anthrofoodie would agree - but some are just out for \$\$\$\$. Some couldn't care less about your product/cause. #MeasurePR

4/14/2016 16:40 varitzamega My friend is sitting across from me asking why I'm typing so fast. If he only knew about the tweetchat life. Haha. #measurepr

4/14/2016 16:40 MattLaCasse With a ruler. #waitwhat #measurepr <https://t.co/b64Nyno2iO>

4/14/2016 16:40 JohnFriedman World changes. We have to change with it. Whether its need for meaningful metrics, influencermktg, etc. #MeasurePR <https://t.co/Ausepl2msa>

4/14/2016 16:40 kelsiemedel #authenticinfluencer :) RT@JohnFriedman: I am often asked to write articles or tweet things but if I don't believe in it, I don't #MeasurePR

4/14/2016 16:40 JasonFalls @tedmurphy And yes, I'm generalizing to make a point. #measurepr

4/14/2016 16:40 biggreenpen RT @shonali: Q5: What is the best way to measure influencer marketing? #measurepr

4/14/2016 16:40 shonali @varitzamega LOL! #measurepr

4/14/2016 16:40 CzarinaCleo RT @JasonFalls: A4: Brands should assume every influencer they wish to utilize has a fee. While some "relationship building" may happen. Itâ€¦

4/14/2016 16:40 Zonozi A5 Contextual relevance is needed for impact. We track with ZPoints. Brand persona must overlap with their followers #MeasurePR

4/14/2016 16:40 anthrofoodie A5. First, set your objectives, then determine what measurable KPIs map back to those objectives and measure the results #measurepr

4/14/2016 16:41 aiaddysonzhang haha. the same case in higher education #measurePR <https://t.co/VLlaLQuGAI>

4/14/2016 16:41 thegreat_gabby A5: The best way to measure influencer marketing is with @Zoomph! Very contextual to each brand/industry to find the best for YOU #measurePR

4/14/2016 16:41 traackr RT @pierreloic: A4: in short my take is: â€œPay for the craft, not the influenceâ€ #measurePR

4/14/2016 16:41 Zonozi A5 ID influencers for 1) relevancy 2) other brand affinities & 3) follower analysis #measurePR

4/14/2016 16:41 JasonFalls A5: You measure influencer marketing to the goals of the campaign. If your goal was money, track revenue. Awareness, track reach. #measurepr

4/14/2016 16:41 standrebe RT @shonali: Q5: What is the best way to measure influencer marketing? #measurepr

4/14/2016 16:41 varitzamega A5: We were just discussing this in class the other day. Analytics, Insights, SWOT analysis. #measurepr

4/14/2016 16:41 CliffMHeller @anthrofoodie my experience as well...#MeasurePR <https://t.co/2CplFrp9GE>

4/14/2016 16:41 hhawk A4: Compensation needs to be personalized and fine tuned as any good pitch. #measurePR Listen first, what do they really need?

4/14/2016 16:41 SpinSucks RT @shonali: Q5: What is the best way to measure influencer marketing? #measurepr

4/14/2016 16:41 LUCYrk78 A5 tie it back to your goals- was it mentioned? Sales in certain areas? Photos taken? #MeasurePR

4/14/2016 16:41 MattLaCasse RT @JasonFalls: A5: You measure influencer marketing to the goals of the campaign. If your goal was money, track revenue. Awareness, trackâ€¦

4/14/2016 16:41 Alukomnik @shonali I feel like I say this every #measurePR... What are your goals, and then I'll tell you how to measure #measurepr

4/14/2016 16:41 SpinSucks @MattLaCasse LOL #measurePR

4/14/2016 16:41 gerardcorbett A5. Did they take the bait and swallow it! #measurepr

4/14/2016 16:41 Zonozi A5 Influencers must be contextually relevant for impact. Your brand persona must overlap with their followers #measurePR

4/14/2016 16:41 ggSolutions123 @ginidietrich It'd be nice if there was a body they can be reported to, e.g. FTC #measurePR Mercenary #bloggers are the ones agreeing to it

4/14/2016 16:41 delph003 LIKE: being â€˜compensated' rather than â€˜paidâ€™ - not necessarily about the money - nice one @kelsiemedel #measurePR <https://t.co/n7qw0bVWf6>

4/14/2016 16:41 aiaddysonzhang @anthrofoodie So true. Otherwise, their endorsements will feel dry @austinomaha #measurePR

4/14/2016 16:41 pierreloic @austinomaha true but you need to ask yourself very hard what the value of such endorsement is (my take: probably worthless) #measurePR

4/14/2016 16:41 varitzamega I'm going to have to check out @zoomph #measurepr

4/14/2016 16:41 theelusivefish A5) What were you trying to change? Did it change more among the influencer's audience than outside their sphere of influence? #measurePR If its paid then credibility is gone...u r bought. So the influencer bwcums puppet

4/14/2016 16:41 TweetsAnup @ginidietrich @thedavepepper @sanebox #MeasurePR

4/14/2016 16:41 shonali RT @JasonFalls: A5: You measure influencer marketing to the goals of the campaign. If your goal was money, track revenue. Awareness, track&#

4/14/2016 16:42 anthrofoodie A5. The objectives and goals you set for your influencer marketing campaign will dictate what metrics you will use #measurepr

4/14/2016 16:42 delph003 RT @kbouffd: A4: Brands should consider influencer relationships as investments that lead to future profits. Definitely worth compensation&#

4/14/2016 16:42 Zonozi RT @varitzamega: I'm going to have to check out @zoomph #measurepr

4/14/2016 16:42 Alukomnik @JasonFalls So True ! #measurepr

4/14/2016 16:42 ginidietrich A5: How much traffic does the influencer send to your website? Are people buying? That's how you measure. Sales, sales, and sales #measurePR

4/14/2016 16:42 shonali RT @Zonozi: A5 ID influencers for 1) relevancy 2) other brand affinities & 3) follower analysis #measurePR

4/14/2016 16:42 garykarr A4: This is why having the RIGHT influencer is important. Compensate the right people. #measurePR <https://t.co/NOXfel8SCU>

4/14/2016 16:42 SpinSucks RT @JasonFalls: A5: You measure influencer marketing to the goals of the campaign. If your goal was money, track revenue. Awareness, track&#

4/14/2016 16:42 tressalynne Yes but you have no idea how many people I have to explain what "KPI" means. SMH. :(#measurePR <https://t.co/MDc5GFL3HR>

4/14/2016 16:42 JasonFalls A5: And if you can't answer "what's the goal of the program" in one sentence, start over or keep editing. You're not ready. #measurepr

4/14/2016 16:42 austinomaha @pierreloic 100% therefore makes everything extremely un-authentic. #MeasurePR

4/14/2016 16:42 MischievousMal Hey there y'all! First time here and late to the party but loving the interaction transpiring here at #measurePR

4/14/2016 16:42 laurafromauro RT @ginidietrich: A5: How much traffic does the influencer send to your website? Are people buying? That's how you measure. Sales, sales, a&#

4/14/2016 16:42 shonali @MischievousMal Welcome! #measurepr

4/14/2016 16:42 anthrofoodie A5. If it is driving awareness: follower-growth, number of mentions, visits to website - all great measurements #measurepr

4/14/2016 16:42 ginidietrich @ggSolutions123 I agree there needs to be some oversight. #measurePR

4/14/2016 16:42 Alukomnik A5 B) What do you want your influencer marketing to do? Then measure if you've done that. #MeasurePR

4/14/2016 16:42 bossplayavsb RT @pierreloic: A3: Being short term minded rather than playing the long game and being strategic about influencer marketing #measurePR

4/14/2016 16:42 MattLaCasse RT @ginidietrich: A5: How much traffic does the influencer send to your website? Are people buying? That's how you measure. Sales, sales, a&#

4/14/2016 16:42 delph003 RT @theelusivefish: Personal opinion ... I'm not a fan of pay for play. I get why it's a biz reality, but I think it muddies waters all aro&#

4/14/2016 16:43 JohnFriedman Can I add 'brand reputation' as well as sales? Some measure that too... and it matters. #MeasurePR <https://t.co/E9dEh3bIDq>

4/14/2016 16:43 CliffMHeller A5: need to have a bounce back that is measurable, site specific coupon, etc... #MeasurePR

4/14/2016 16:43 austinomaha @ginidietrich HAVE to think outside of PR/Comms. Put BIZZ goals at the forefront. Think Comms folks forget this sometimes. #measurePR

4/14/2016 16:43 MattLaCasse @ginidietrich If not sales, then what goal did they advance you towards or help achieve. #measurepr

4/14/2016 16:43 thedavepepper A5 What is the true ROI of paid or organic influence? Have meaningful goals and metrics @ginidietrich @jasonfalls @pierreloic #measurepr

4/14/2016 16:43 delph003 RT @JasonFalls: A5: You measure influencer marketing to the goals of the campaign. If your goal was money, track revenue. Awareness, track&#

4/14/2016 16:43 SpinSucks Something to keep in mind! #measurePR <https://t.co/wyVDee7oF5>

4/14/2016 16:43 winingking RT @JasonFalls: A5: You measure influencer marketing to the goals of the campaign. If your goal was money, track revenue. Awareness, track&#

4/14/2016 16:43 shonali RT @JasonFalls: A5: And if you can't answer "what's the goal of the program" in one sentence, start over or keep editing. You're not ready.&#

4/14/2016 16:43 nirjhara RT @JasonFalls: A5: And if you can't answer "what's the goal of the program" in one sentence, start over or keep editing. You're not ready.&#

4/14/2016 16:43 LUCYrk78 Brand sentiment is huge! #measurePR <https://t.co/JOZCAdiAyc>

4/14/2016 16:43 SpinSucks RT @ginidietrich: A5: How much traffic does the influencer send to your website? Are people buying? That's how you measure. Sales, sales, a&#

4/14/2016 16:44 gerardcorbett A5. If you don't have a goal, don't do it. #measurepr

4/14/2016 16:44 Alukomnik @theelusivefish @MattLaCasse Wait are we no longer measuring in feet #whydoestheUSnotuseMetric? #measurepr

4/14/2016 16:44 delph003 RT @pierreloic: @austinomaha true but you need to ask yourself very hard what the value of such endorsement is (my take: probably worthless&#

4/14/2016 16:44 pierreloic A5: Measurement should be based on: inputs (what I do), outputs (impact on influencers), and outcomes (impact on buyers) #measurePR

4/14/2016 16:44 MattLaCasse @theelusivefish Damned metric system. #measurepr

4/14/2016 16:44 godbergawamy RT @pierreloic: @austinomaha true but you need to ask yourself very hard what the value of such endorsement is (my take: probably worthless&#

4/14/2016 16:44 JohnFriedman RT @pierreloic: A5: Measurement should be based on: inputs (what I do), outputs (impact on influencers), and outcomes (impact on buyers) #mâ€

4/14/2016 16:44 traackr A5. Share-of-voice, brand mentions, # of brand advocates #measurePR

4/14/2016 16:44 shonali RT @traackr A5. Share-of-voice, brand mentions, # of brand advocates #measurePR

4/14/2016 16:44 theelusivefish @Alukomnik but important not to get focused on actions of the influencers. They're your conduit; an output not an outcome. #measurePR

4/14/2016 16:44 anthrofoodie A5. I've been working on redefining what ROI should stand for - instead of "return", it is "results" on investment #measurepr

4/14/2016 16:44 MattLaCasse .@Alukomnik @theelusivefish We're a country that thrives on being different is all I can offer. #measurepr

And guess what

I m participating in 2 tweet chat #measurePR #SocialPowWow

4/14/2016 16:44 TweetsAnup @shonali @varitzamega @ancitasatija

4/14/2016 16:45 tressalynne A5 There are a lot of tools that 'measure' but TRUE measurement against objectives (KPIs) usually require a human. #MeasurePR

4/14/2016 16:45 austinomaha @pierreloic three step process and each step as equally important! #measurePR

4/14/2016 16:45 garykarr Disagree. Protractor. #MeasurePR <https://t.co/ypR0a8h2YC>

4/14/2016 16:45 TourismCurrents RT @JasonFalls: A5: You measure influencer marketing to the goals of the campaign. If your goal was money, track revenue. Awareness, trackâ€

4/14/2016 16:45 delph003 RT @ginidietrich: A5: How much traffic does the influencer send to your website? Are people buying? That's how you measure. Sales, sales, aâ€

4/14/2016 16:45 pierreloic A5: social media is very rich media and oversimplifying measurement is a common mistake. No one size fits all. #measurePR

4/14/2016 16:45 profplays RT @JasonFalls: A5: And if you can't answer "what's the goal of the program" in one sentence, start over or keep editing. You're not ready.â€

4/14/2016 16:45 anthrofoodie A5. if the "R" in ROI = results, it is much easier to explain goal setting around communications objectives #measurepr

4/14/2016 16:45 MattLaCasse @garykarr I prefer a tape measure for those really long campaigns. #measurepr

4/14/2016 16:45 varitzamega @TweetsAnup @shonali @ancitasatija Now that's dedication. You must be typing pretty quickly. Haha. #measurepr

4/14/2016 16:45 shonali RT @pierreloic A5: social media is very rich media and oversimplifying measurement is a common mistake. No one size fits all. #measurePR

4/14/2016 16:45 josgovaart Scrolling back.... #measurePR

4/14/2016 16:45 aiaddysonzhang Love this! Results on Investment! Awesome. #measurePR <https://t.co/Nfg53l5yr5>

4/14/2016 16:45 michaelblowers Start with measurable objective relevant to the outreach Always unique, never homogenised #MeasurePR <https://t.co/LSkxUDVyot>

4/14/2016 16:45 Alukomnik @theelusivefish right. That should be "What outcome do you want, not "what output" #measurePR

4/14/2016 16:45 anthrofoodie RT @aiaddysonzhang: Love this! Results on Investment! Awesome. #measurePR <https://t.co/Nfg53l5yr5>

4/14/2016 16:45 delph003 RT @SpinSucks: Something to keep in mind! #measurePR <https://t.co/wyVDee7oF5>

4/14/2016 16:45 tourismchat RT @varitzamega: My friend is sitting across from me asking why I'm typing so fast. If he only knew about the tweetchat life. Haha. #measurâ€

4/14/2016 16:46 ancitasatija @varitzamega I know right hehe @TweetsAnup - you rock! @shonali #socialpowwow #MeasurePR

4/14/2016 16:46 delph003 RT @pierreloic: A5: Measurement should be based on: inputs (what I do), outputs (impact on influencers), and outcomes (impact on buyers) #mâ€

4/14/2016 16:46 shonali RT @michaelblowers Start with measurable objective relevant to the outreach Always unique, never homogenised #MeasurePR (Q5)

4/14/2016 16:46 JohnFriedman RT @Alukomnik: @theelusivefish right. That should be "What outcome do you want, not "what output" #measurePR

4/14/2016 16:46 garykarr A5: Not with impressions, that's for sure. #MeasurePR #Metricfrom20thCentury <https://t.co/pxq6jdaUVc>

4/14/2016 16:46 delph003 RT @shonali: RT @pierreloic A5: social media is very rich media and oversimplifying measurement is a common mistake. No one size fits all.â€

4/14/2016 16:46 gerardcorbett A5. Did you get the outcome you planned for? #measurepr

4/14/2016 16:47 hhawk A5: We can track ROI: Visits, Email adds, Conversions #measurePR We can track contribution/attribution to conversions, Etc.

4/14/2016 16:47 theelusivefish @Alukomnik @MattLaCasse there's only 2ft in a pair o pants,but a whole lotta litres (dep.on drinks imbibed) #pantsvalueequilency #measurePR

4/14/2016 16:47 ginidietrich @josgovaart It's going to take you a long time to scroll back #measurePR

4/14/2016 16:47 shonali MT @pierreloic A5: Base measurement on: inputs (what I do), outputs (impact on influencers), & outcomes (impact on buyers) #measurepr

4/14/2016 16:47 anthrofoodie @garykarr agreed! Check out our new POV on impressions: <https://t.co/ll3ispyL4m> #measurepr

4/14/2016 16:47 immersedlaugh RT @JasonFalls: A5: And if you can't answer "what's the goal of the program" in one sentence, start over or keep editing. You're not ready.â€

4/14/2016 16:47 shonali @ginidietrich @josgovaart a very very VERY long time... so watch out for the recap on #WUL #measurepr

4/14/2016 16:47 JohnFriedman Impressions are like sandcastles sand...they don't last, so don't mean anything over the long term. #MeasurePR <https://t.co/Avh7M2joNY>

4/14/2016 16:47 pankaj_infoshor RT @ancitasatija: @varitzamega I know right hehe @TweetsAnup - you rock! @shonali #socialpowwow #MeasurePR

4/14/2016 16:47 SpinSucks @garykarr Ha! Good point, Gary! #measurePR

4/14/2016 16:47 Alukomnik @garykarr 100% agree with you on that <https://t.co/4qygSt5pzH> #measurepr

4/14/2016 16:47 shonali Q6: Can you share some examples of successful influencer marketing programs? #measurepr

4/14/2016 16:47 aiaddysonzhang A5: What are your goals & objectives? Did you meet them? Again, the basics. #measurePR <https://t.co/B3bJaHZTX6>

4/14/2016 16:47 TweetsAnup RT @ancitasatija: @varitzamega I know right hehe @TweetsAnup - you rock! @shonali #socialpowwow #MeasurePR

4/14/2016 16:48 delph003 RT @shonali: Q6: Can you share some examples of successful influencer marketing programs? #measurepr

4/14/2016 16:48 rasheencarbin A5: It depends on your goals, but mentions and traffic are pretty universally good KPIs #measurepr <https://t.co/32yOwKY92V>

4/14/2016 16:48 nirjhara RT @JohnFriedman: Impressions are like sandcastles sand...they don't last, so don't mean anything over the long term. #MeasurePR <https://t.co/â€¦>

4/14/2016 16:48 SpinSucks @hhawk Hey Harry! #measurePR

4/14/2016 16:48 theelusivefish RT @michaelblowers: Start with measurable objective relevant to the outreach Always unique, never homogenised #MeasurePR <https://t.co/LSkxâ€¦>

4/14/2016 16:48 anthrofoodie I think we all agree that impressions are awful - so we at @eastwickcom wrote about it! <https://t.co/GsGW8eOs7z> #measurepr

4/14/2016 16:48 SpinSucks RT @shonali: Q6: Can you share some examples of successful influencer marketing programs? #measurepr

4/14/2016 16:48 garykarr @JohnFriedman I think they're as understandable as the phrase "monkey monkey underpants." #MeasurePR

4/14/2016 16:48 varitzamega A6: Oh boy. Anything on the Super Bowl. #measurepr

4/14/2016 16:48 JasonFalls @tedmurphy Fair point. But it was taboo because the old way of doing things wasn't understood by them and, frankly, was wrong. #measurePR

4/14/2016 16:48 aiaddysonzhang Love this Q #measurePR <https://t.co/xhJzt5nrIM>

4/14/2016 16:48 ggSolutions123 @garykarr Lots of brands & #PRagencies here in NYC try to fill events w/giftbags+bodies. It's Mickey Mouse.Clients deserve better #measurepr

4/14/2016 16:49 JasonFalls @garykarr @JohnFriedman I totally get "monkey monkey underpants." But I'm unique that way. Heh. #measurepr

4/14/2016 16:49 pierreloic A6: Travelocityâ€™s program is a great example of the power of influencer marketing done the right way #measurePR <https://t.co/e12aAPOuHC>

4/14/2016 16:49 delph003 RT @pierreloic: A6: Travelocityâ€™s program is a great example of the power of influencer marketing done the right way #measurePR <https://t.co.câ€¦>

4/14/2016 16:49 gerardcorbett A6. Tesla's order book! #measurepr

4/14/2016 16:49 Alukomnik @garykarr @JohnFriedman Using #impressions is about as logical as this monkey <https://t.co/GZT3awA2VG> #measurepr

4/14/2016 16:49 kbouffid @anthrofoodie @eastwickcom I agree the number of screens a post flashes on is not the most valuable metric. #measurePR

4/14/2016 16:50 TweetsAnup Yes but with a caveat and low/no credibility @thedavepepper @ginidietrich @sanebox #measurePR

4/14/2016 16:50 shonali RT @gerardcorbett A6. Tesla's order book! #measurepr

4/14/2016 16:50 JasonFalls A6: My @goelastic team brought @scobleizer to Louisville & St. Louis to bring exposure to startups and innovation in the midwest. #measurepr

4/14/2016 16:50 biggreenpen I would have to defer to @kellyolexa for the numbers, but I am positive many @fitfluentia campaigns have had successful outcomes #measurepr

4/14/2016 16:50 Zonozi A6 Hereâ€™s an example of one done for @Smalltownbrewer campaign <https://t.co/ZXoyeE8lVO> to promote #NYFRB across america #MeasurePR

4/14/2016 16:50 rasheencarbin A6: #UltimateVegas was a big hit for @Bellagio last year #measurepr <https://t.co/VzMHFR3C7P>

4/14/2016 16:50 shonali RT @rasheencarbin A6: #UltimateVegas was a big hit for @Bellagio last year #measurepr <https://t.co/DaLJEzQAaj>

4/14/2016 16:50 ginidietrich LOL! Right? RT @gerardcorbett: A6. Tesla's order book! #measurepr

4/14/2016 16:50 anthrofoodie A6. brands that are able to engage with and obtain celebrity endorsements win #measurepr

4/14/2016 16:50 shonali RT @Zonozi A6 Hereâ€™s done for @Smalltownbrewer campaign <https://t.co/ywHhEV6RqB> to promote #NYFRB across america #MeasurePR

4/14/2016 16:50 MHC_PR "results" on investment - much btr for actual measurement, right? #measurePR @anthrofoodie @aiaddysonzhang <https://t.co/ZvQMj041Kk>

4/14/2016 16:50 hhawk A5: Use some Paid: companies like #coopertize allow Retargeting via @AdRoll Add P in PESO to your Native Blog Ads #measurePR

4/14/2016 16:51 pierreloic A6: Also check #LikeAGirl campaign by P&G #MeasurePR

4/14/2016 16:51 varitzamega A6: I believe @Snapchat is slowly becoming a social networking app that is attracting different businesses. #measurepr

4/14/2016 16:51 kelsiemedel A6: Instead of a gift, host a kickass event that entertains, impresses and sets the stage for a genuine interaction/connection #measurePR

4/14/2016 16:51 Zonozi Love how @SeaBagsMaine identifies great customers and highlights them in #SeaBagSighting <https://t.co/3WIH9dWlNd> #MeasurePR

4/14/2016 16:51 Alukomnik Such an amazing campaign ! RT @pierreloic A6: Also check #LikeAGirl campaign by P&G #MeasurePR

4/14/2016 16:51 gerardcorbett A6. Bernie's rally last night. #measurepr

4/14/2016 16:51 delph003 RT @Alukomnik: Such an amazing campaign ! RT @pierreloic A6: Also check #LikeAGirl campaign by P&G #MeasurePR

4/14/2016 16:51 shonali MT @JasonFalls A6 @goelastic team brought @scobleizer to Louisville/St. Louis to bring exposure to startups/innovation in midwest #measurepr

4/14/2016 16:51 varitzamega RT @anthrofoodie: A6. brands that are able to engage with and obtain celebrity endorsements win #measurepr

4/14/2016 16:51 thegreat_gabby A6: What @Zonozi said! This is a really fun campaign for #NotYourFathersRootbeer #measurePR <https://t.co/EOHfuJY9RL>

4/14/2016 16:51 theelusivefish Couldn't agree more. That's always a clear sign that they don't have clear obj for the event #measurePR <https://t.co/EOVlwHLkrT>

4/14/2016 16:51 kbouffid A6: @smalltownbrewer used influencers to support their campaign to promote Not Your Father's Root Beer #measurepr

4/14/2016 16:51 shonali MT @kelsiemedel A6: Instead of a gift, host a kickass event that entertains, impresses and sets stage for genuine interaction #measurePR

4/14/2016 16:51 nirjhara @shonali A6 hands down #LikeAGirl campaign. all time fav! #MeasurePR

4/14/2016 16:51 delph003 RT @shonali: MT @JasonFalls A6 @goelastic team brought @scobleizer to Louisville/St. Louis to bring exposure to startups/innovation in midwâ€¦

4/14/2016 16:52 anthrofoodie @MHC_PR @aiaddysonzhang absolutely - teach your clients to focus on measuring results, not \$return\$ #measurepr

4/14/2016 16:52 JasonFalls A6: That's a simple, one influencer example. But you can look at everything from Wal-Mart moms to niche folks like @authemmie too #measurepr

4/14/2016 16:52 Alukomnik @shonali @Zonozi @smalltownbrewer My favorite new drink! #measurepr

4/14/2016 16:52 AppitySnacks RT @shonali: MT @JasonFalls A6 @goelastic team brought @scobleizer to Louisville/St. Louis to bring exposure to startups/innovation in midwâ€¦

4/14/2016 16:52 LUCYrk78 definitely inspirational! #measurePR <https://t.co/OYCHV2RRJO>

4/14/2016 16:52 delph003 RT @shonali: MT @kelsiemedel A6: Instead of a gift, host a kickass event that entertains, impresses and sets stage for genuine interactionâ€¦

4/14/2016 16:52 jennihilton RT @JasonFalls: A5: You measure influencer marketing to the goals of the campaign. If your goal was money, track revenue. Awareness, trackâ€¦

4/14/2016 16:52 JasonFalls A6: Junkets, trips, free product for reviews are easy. When you get a few that become extensions of your marketing team? Score! #measurepr

4/14/2016 16:52 shonali @nirjhara I LOVED the #LikeAGirl campaign! A6 #measurepr

4/14/2016 16:52 traackr @ginidietrich 100% true about @TeslaMotors <https://t.co/syLYT5aSv8> #measurePR

4/14/2016 16:52 Zonozi A6 We took great content from athletes to help the @Giants tell Odell Beckham Jrâ€™s Rookie season <https://t.co/tuwgPG9ON3> #measurePR

4/14/2016 16:52 delph003 RT @traackr: @ginidietrich 100% true about @TeslaMotors <https://t.co/syLYT5aSv8> #measurePR

4/14/2016 16:53 Chizom_ RT @JasonFalls: A6: My @goelastic team brought @scobleizer to Louisville & St. Louis to bring exposure to startups and innovation in the miâ€¦

4/14/2016 16:53 shonali MT @JasonFalls A6: Junkets, trips, free product for reviews = easy. Get a few that become extensions of your mktg team? Score! #measurepr

4/14/2016 16:53 varitzamega A6: Don't forget about when huge brands visit your local town. My friend worked on this one <https://t.co/BeB5flqWaw> #measurepr

4/14/2016 16:53 JasonFalls A6: The best influencer programs are those where the brand relies on the influencer(s) to collaborate and drive marketing ideas. #measurepr

4/14/2016 16:53 delph003 RT @shonali: MT @JasonFalls A6: Junkets, trips, free product for reviews = easy. Get a few that become extensions of your mktg team? Score!â€¦

4/14/2016 16:53 garykarr +1 ... now we'll see if they can actually deliver on the orders! #measurePR <https://t.co/bURIWEXVjG>

4/14/2016 16:53 EMC2Marisa RT @pierreloic: A5: Measurement should be based on: inputs (what I do), outputs (impact on influencers), and outcomes (impact on buyers) #mâ€¦

4/14/2016 16:53 Koolsocial RT @shonali: Q6: Can you share some examples of successful influencer marketing programs? #measurepr

4/14/2016 16:53 chiprodgers A6: I like what @influitive is doing. It's customer advocacy, but crossover with #influencermarketing #measurepr

4/14/2016 16:53 KayceNiehus RT @JasonFalls: A6: The best influencer programs are those where the brand relies on the influencer(s) to collaborate and drive marketing iâ€¦

4/14/2016 16:53 JasonFalls A6: When the influencer(s) are a part of your brand/budget/planning long-term ... you win. As do they. #measurepr

4/14/2016 16:53 delph003 RT @JasonFalls: A6: The best influencer programs are those where the brand relies on the influencer(s) to collaborate and drive marketing iâ€¦

4/14/2016 16:53 JohnFriedman I hope so. I want mine. #MeasurePR <https://t.co/tSs38hjpCB>

4/14/2016 16:53 SheilaS RT @rasheencarbin: A6: #UltimateVegas was a big hit for @Bellagio last year #measurepr <https://t.co/VzMHFR3C7P>

4/14/2016 16:54 pierreloic RT @JasonFalls: A6: The best influencer programs are those where the brand relies on the influencer(s) to collaborate and drive marketing iâ€¦

4/14/2016 16:54 delph003 RT @JasonFalls: A6: When the influencer(s) are a part of your brand/budget/planning long-term ... you win. As do they. #measurepr

4/14/2016 16:54 theelusivefish A6) a tech co., multiple private events w/tech influencers. End result: higher star'd reviews w/major retailers at prod launch #measurePR

4/14/2016 16:54 JasonFalls A6: I provide content (webinars, blog posts, etc.) for @netbase and @workfront at the moment. Great partnerships that help them. #measurepr

4/14/2016 16:54 LUCYrk78 RT @JasonFalls: A6: When the influencer(s) are a part of your brand/budget/planning long-term ... you win. As do they. #measurepr

4/14/2016 16:54 nirjhara @shonali also nt sure if u saw this bt the #EndangeredEmoji campaign by WWF was amazing too! #measurePR

4/14/2016 16:55 JasonFalls A6: And they help me, too. Win-Win-Win (my audience wins and theirs does too). #measurepr

4/14/2016 16:55 shonali RT @theelusivefish A6) Tech co. multiple private events w/tech influencers> higher star'd reviews w/major retailers @ prod launch #measurepr

4/14/2016 16:55 shonali @nirjhara I did see that, in fact some of my students were talking about it! A6 #measurepr

4/14/2016 16:55 shonali Wow, time has FLOWN today! With just 5 mins left, the last question is coming up... #measurepr

4/14/2016 16:55 hhawk A6: I hosted free event for 1,500 Yelp Elites at Water Taxi Beach w/ @Yelp burgers, lobster rolls, beer & more #MeasurePR

4/14/2016 16:55 shonali Q7: Do you have an initiative/program youâ€™d like the #measurePR community to know about? Please share!

4/14/2016 16:55 delph003 RT @nirjhara: @shonali also nt sure if u saw this bt the #EndangeredEmoji campaign by WWF was amazing too! #measurePR

4/14/2016 16:56 delph003 RT @shonali: Q7: Do you have an initiative/program youâ€™d like the #measurePR community to know about? Please share!

4/14/2016 16:56 JasonFalls For the record, if @teslamotors would give me a Model S, I will endorse them daily for the lifespan of the car. Heh. #measurepr

4/14/2016 16:56 theelusivefish A6) long term advocate prog w/brand, where end result was 56% more repeat engagements from infl's audience vs 12% othrs #measurePR

4/14/2016 16:56 biggreenpen RT @shonali: Q7: Do you have an initiative/program youâ€™d like the #measurePR community to know about? Please share!

4/14/2016 16:56 delph003 @JasonFalls @teslamotors haha you bet! Any day of the week ;-) #MeasurePR

4/14/2016 16:56 SpinSucks RT @shonali: Wow, time has FLOWN today! With just 5 mins left, the last question is coming up... #measurepr

4/14/2016 16:56 kbouffd A6: @trughorange Uses celebrities relevant to millennials, like @gracehelbig, in their overall campaign to #finishit &end smoking #measurepr

4/14/2016 16:56 anthrofoodie A7. New #MeasurementMinutes on impressions: <https://t.co/XEQxyqpl2O> and a new topic comes out monthly! #measurepr

4/14/2016 16:56 shonali You listening @teslamotors? ;) #measurePR <https://t.co/cgxAAyTuT3>

4/14/2016 16:56 tressalynne Gotta run get ready for client meeting. AWESOME #measurePR chat! Thanks @shonali @JasonFalls @ginidietrich @Zonozi @pierreloic! :)

4/14/2016 16:56 shonali @tressalynne thanks so much for making it, Tressa! @JasonFalls @ginidietrich @Zonozi @pierreloic #measurepr

4/14/2016 16:57 shonali RT @anthrofoodie A7. New #MeasurementMinutes on impressions: <https://t.co/G5QBCi5RZs> and a new topic comes out monthly! #measurepr

4/14/2016 16:57 Alukomnik A7) This month's #measurementminutes from @eastwick is out, on #measurepr's favorite metric... Impressions <https://t.co/4qxsNOb7>

4/14/2016 16:57 JohnFriedman A7: I do have a book out on authentic #digital media. Order/read/endorse as you wish. <https://t.co/LLgYHaPr2N> #MeasurePR

4/14/2016 16:57 SpinSucks @JasonFalls @TeslaMotors LOL #measurePR

4/14/2016 16:57 SpinSucks RT @shonali: Q7: Do you have an initiative/program youâ€™d like the #measurePR community to know about? Please share!

4/14/2016 16:57 anthrofoodie A7. Re-thinking the "R" in ROI - moving away from return and to RESULTS #measurepr

4/14/2016 16:57 shonali @anthrofoodie #MeasurementMinutes is nicely done, I read it yesterday :) #measurepr

4/14/2016 16:57 kbouffd Have to hop out a couple minutes early, but great #measurepr everyone!

4/14/2016 16:57 varitzamega A7: Yes please. Enlighten us college students. As for me I've been messing around with Pinterest analytics. #measurepr

4/14/2016 16:57 JasonFalls A7: I'd love to tell folks about @netbase's new audience-centric listening technology ... quickly. #measurepr

4/14/2016 16:57 theelusivefish RT @JasonFalls: A6: Junkets, trips, free product for reviews are easy. When you get a few that become extensions of your marketing team? Scâ€™!

4/14/2016 16:57 LUCYrk78 @shonali @Zonozi @ginidietrich @JasonFalls thank you for such a great hour! #measurePR

4/14/2016 16:57 anthrofoodie @shonali thank you! If there is a topic you would like us to cover, please let us know! #measurepr

4/14/2016 16:57 biggreenpen Great chat, eveyone! #measurepr

4/14/2016 16:57 JasonFalls A7: Imagine social listening but you don't start with a keyword. You start with an audience segment. So you listen holistically. #measurepr

4/14/2016 16:58 pierreloic A6: @toprank ran a great campaign at CMWorld with very tangible results. I think @leeodden has a preso on it... #measurePR

4/14/2016 16:58 shonali @kbouffd thanks so much for joining! #measurepr

4/14/2016 16:58 delph003 RT @pierreloic: A6: @toprank ran a great campaign at CMWorld with very tangible results. I think @leeodden has a preso on it... #measurePR

4/14/2016 16:58 JohnFriedman Here is my unsolicited, unpaid review of driving the Tesla S. <https://t.co/ISI99vJwiZ> #measurePR

4/14/2016 16:58 shonali RT @pierreloic A6: @toprank ran a great campaign at CMWorld with very tangible results. I think @leeodden has a preso on it... #measurePR

4/14/2016 16:58 shonali @biggreenpen TYVM Paula! #measurepr

4/14/2016 16:58 JasonFalls A7: That's what I'm working on with @netbase ... a new maturation of social listening. Powerful stuff. #measurepr

4/14/2016 16:58 seprsa RT @Alukomnik: A7) This month's #measurementminutes from @eastwick is out, on #measurepr's favorite metric... Impressions <https://t.co/4qxâ€™>!

4/14/2016 16:58 shonali RT @JasonFalls A7: That's what I'm working on with @netbase ... a new maturation of social listening. Powerful stuff. #measurepr

4/14/2016 16:58 SpinSucks RT @JohnFriedman: A7: I do have a book out on authentic #digital media. Order/read/endorse as you wish. <https://t.co/LLgYHaPr2N> #MeasurePR

4/14/2016 16:58 thedavepepper A7 @worldsayswhat project for #socialgood can better understanding change the world? #measurepr

4/14/2016 16:58 shonali .@JasonFalls is there a URL you can share re: @netbase for the #measurePR gang? A7

4/14/2016 16:58 pierreloic A7: Yes: Sign up to our Academy of Influencer Marketing developed with @shonali <https://t.co/o1oU5Su1er> #measurePR #AIMwithTraacker

4/14/2016 16:58 delph003 RT @JohnFriedman: Here is my unsolicited, unpaid review of driving the Tesla S. <https://t.co/ISI99vJwiZ> #measurePR

4/14/2016 16:59 chiprodgers When will the next chat be? And BTW, how about running it as a @blab? :-) #measurepr

4/14/2016 16:59 anthrofoodie @JasonFalls @netbase interesting concept - works well if you know your target audience #measurepr

4/14/2016 16:59 biggreenpen @shonali thank YOU! #measurepr

4/14/2016 16:59 Zonozi A7 Appreciate it @shonali weâ€™re releasing our biggest update to Zoomph yet TOMORROW. Focusing on audience-based insights. #MeasurePR

4/14/2016 16:59 TweetsAnup A6: @philipsindia used YouTube cookery celeb @vahrehvah 2 launch Philips Air Fry #MeasurePR @nirjhara <https://t.co/NFH921CTR5>

4/14/2016 16:59 delph003 Brilliant @JohnFriedman #measurePR <https://t.co/xWXxVYlMdb>

4/14/2016 16:59 gerardcorbett A7. Surviving this election season ðŸ™, #measurepr

4/14/2016 16:59 nirjhara RT @TweetsAnup: A6: @philipsindia used YouTube cookery celeb @vahrehvah 2 launch Philips Air Fry #MeasurePR @nirjhara <https://t.co/NFH921Câ€¦>;

4/14/2016 16:59 ginidietrich Thanks for having me @shonali! @JasonFalls @pierreloic @Zonozi it was good to see you. Pants and all. #measurePR

4/14/2016 16:59 ggSolutions123 @garykarr Certainly makes the agency's job easier when that's the case, but still Mickey Mouse.. JMHO #measurepr My 13 yo niece could do that

4/14/2016 16:59 Post_Many RT @JasonFalls: A7: Imagine social listening but you don't start with a keyword. You start with an audience segment. So you listen holisticâ€¦;

4/14/2016 16:59 shonali RT @Zonozi A7 weâ€™re releasing our biggest update to Zoomph yet TMRW. Focusing on audience-based insights. #MeasurePR

4/14/2016 16:59 JasonFalls A7: Sure! The @NetBase Audience 3D product info is here: <https://t.co/NQruO9Jn4j> Or ping me! #measurepr

4/14/2016 16:59 theelusivefish Worth noting that #influencermarketing IS picking up. Almost 1/2 my time, these days, is IDing right people for PR/SocMed programs #measurePR

4/14/2016 17:00 SpinSucks Thank you @shonali. Great chat everyone! #measurePR

4/14/2016 17:00 TweetsAnup RT @nirjhara: @shonali A6 hands down #LikeAGirl campaign. all time fav! #MeasurePR

4/14/2016 17:00 traackr RT @shonali: RT @pierreloic A6: @toprank ran a great campaign at CMWorld with very tangible results. I think @leeodden has a preso on it...â€¦;

4/14/2016 17:00 SpinSucks RT @ginidietrich: Thanks for having me @shonali! @JasonFalls @pierreloic @Zonozi it was good to see you. Pants and all. #measurePR

4/14/2016 17:00 JasonFalls As always, Twitter chats make an hour seem like six minutes. Thanks for hanging out with us, gang. #measurepr

4/14/2016 17:00 pierreloic Just remembered I forgot to mute my tweets on Facebook during #measurePR I Probably lost a few friends today... #measurePR

4/14/2016 17:00 varitzamega @gerardcorbett I AGREE COMPLETELY. The clown car keeps getting smaller as we continue. #measurepr

4/14/2016 17:00 anthrofoodie Thank you all for the great #measurePR chat - wish they were more frequent! Have a fantastic week/weekend!

4/14/2016 17:00 SpinSucks @gerardcorbett Hahaha #measurePR

4/14/2016 17:00 TweetsAnup RT @shonali: You listening @teslamotors? ;) #measurePR <https://t.co/cgxAaTYuT3>

4/14/2016 17:00 hhawk #measurePR is someone turning all these tweets into a slideshare? or something?

4/14/2016 17:00 JohnFriedman If your friends aren't interested in real content, why are they following you? #measurePR <https://t.co/oNI2Tt1TZM>

4/14/2016 17:01 Zonozi A7 Hereâ€™s a link for a free account to start ranking influencers with Zoomph <https://t.co/LahAAZPgMV> #measurePR

4/14/2016 17:01 thegreat_gabby Thanks for the great chat, everyone! Learned a lot from all of the insights today :) #measurePR

4/14/2016 17:01 shonali A7 I'd love for you guys to check out my new #SocialPR eguide - TOTALLY free - <https://t.co/8aH5KBkgEp> - lots @ #measurePR too!

4/14/2016 17:01 aiaddysonzhang Thank you so much for a great chat #measurepr

4/14/2016 17:01 traackr RT @anthrofoodie: Thank you all for the great #measurePR chat - wish they were more frequent! Have a fantastic week/weekend!

4/14/2016 17:01 delph003 That was AWESOME - thank you @shonali @ginidietrich @pierreloic @JasonFalls @zonozi #MeasurePR

4/14/2016 17:01 Zonozi RT @shonali: A7 I'd love for you guys to check out my new #SocialPR eguide - TOTALLY free - <https://t.co/8aH5KBkgEp> - lots @ #measurePR too!

4/14/2016 17:01 winingking RT @JasonFalls: For the record, if @teslamotors would give me a Model S, I will endorse them daily for the lifespan of the car. Heh. #measâ€¦;

4/14/2016 17:01 BeneficialMarke RT @JasonFalls: For the record, if @teslamotors would give me a Model S, I will endorse them daily for the lifespan of the car. Heh. #measâ€¦;

4/14/2016 17:01 pierreloic Thanks @shonali! @JasonFalls @pierreloic @Zonozi Great chatting. Signing off, pants going off too #measurePR

4/14/2016 17:01 nirjhara RT @shonali: A7 I'd love for you guys to check out my new #SocialPR eguide - TOTALLY free - <https://t.co/8aH5KBkgEp> - lots @ #measurePR too!

4/14/2016 17:01 proxmyass RT @JasonFalls: For the record, if @teslamotors would give me a Model S, I will endorse them daily for the lifespan of the car. Heh. #measâ€¦;

4/14/2016 17:01 JasonFalls Only sad I couldn't keep up with all the great responses. Will go back and read through, though. Thanks for having me @shonali #measurepr

4/14/2016 17:01 traackr @pierreloic worth it #measurePR

4/14/2016 17:01 ByMagiccrowd #newmr & #mrX peeps Recommend you follow @JasonFalls likeâ€¦; now. Jason is currently in a direct connection with the holy spirit of #measurePR

4/14/2016 17:01 JohnFriedman Thanks @shonali and all for another interesting and informative #measurePR #comeforthehumorstayforthecontent

4/14/2016 17:01 garykarr A7: Uncompensated: only heard about @Zoomph recently (#TwitterSmarter), think it could be game-changer. #MeasurePR <https://t.co/cy78pULBrg>

4/14/2016 17:02 shonali Wow, time has flown! Thank you SO much @jasonfalls @ginidietrich @pierreloic @zonozi for being AMAZING guests today! #measurepr

4/14/2016 17:02 Alukomnik Thank you @shonali and #measurepr as always an amazing chat. A great community to meet new practitioners!

4/14/2016 17:02 shonali And thank you to ALL who joined, you made this a really stellar chat. #measurepr

4/14/2016 17:02 Zonozi Thanks for the great chat everyone! Props to @shonali @JasonFalls @pierreloic & @ginidietrich #measurePR

4/14/2016 17:02 varitzomega @JasonFalls @shonali Same! So many great people we wanna connect with during the tweetchat, so little time! #measurepr

4/14/2016 17:02 kelsiemedel Happy Friday-eve everyone! Thanks @shonali for a great #measurePR hour. :)

4/14/2016 17:02 Teckreview RT @JasonFalls: As always, Twitter chats make an hour seem like six minutes. Thanks for hanging out with us, gang. #measurepr

4/14/2016 17:02 diddleapp RT @JasonFalls: As always, Twitter chats make an hour seem like six minutes. Thanks for hanging out with us, gang. #measurepr

4/14/2016 17:02 NetBase RT @JasonFalls: A7: That's what I'm working on with @netbase ... a new maturation of social listening. Powerful stuff. #measurepr

4/14/2016 17:02 markorgan RT @chiprodgers: A6: I like what @influitive is doing. It's customer advocacy, but crossover with #influencermarketing #measurepr

4/14/2016 17:02 traackr @ginidietrich @JasonFalls @pierreloic @Zonozi @shonali Thanks for a GREAT #measurePR dŷ'

4/14/2016 17:02 JasonFalls Honored to be on with @pierreloic and @zonozi. Moderately meh to be on with @ginidietrich. Heh. #measurepr

4/14/2016 17:02 traackr RT @Alukomnik: Thank you @shonali and #measurepr as always an amazing chat. A great community to meet new practitioners!

4/14/2016 17:03 delph003 RT @shonali: A7 I'd love for you guys to check out my new #SocialPR eguide - TOTALLY free - <https://t.co/8aH5KBkgEp> - lots @ #measurePR too!

4/14/2016 17:03 shonali The May chat is 5/10 from 12-1 p ET w @michaelsmartpr @rebekahiliff @Annelsenhower on measuring media relations. Save the date! #measurepr

4/14/2016 17:03 pierreloic RT @shonali: A7 I'd love for you guys to check out my new #SocialPR eguide - TOTALLY free - <https://t.co/8aH5KBkgEp> - lots @ #measurePR too!

4/14/2016 17:03 nirjhara thanks all, esp @shonali for yet another superb #measurePR chat! till next time..

4/14/2016 17:03 theelusivfish A7) I'm making lists of infl. of freq used verticals and prioritized by intended outcomes. Looking to make avail for sale soon #measurePR

4/14/2016 17:03 BeneficialMarke RT @JasonFalls: A7: I'd love to tell folks about @netbase's new audience-centric listening technology ... quickly. #measurepr

4/14/2016 17:03 JasonFalls @MauricioOGuzman No social listening platforms are built around anything other than keyword-based methodology. It's coming. ;-) #measurepr

4/14/2016 17:03 shonali Here's an easy way to remember the May chat: RSVP to our FB event: <https://t.co/8me9saDMjG> again - 5/10 (TUESDAY) 12-1 pm ET #measurepr

4/14/2016 17:03 shonali @theelusivfish Awesome! #measurepr

4/14/2016 17:04 jemmanx Data without insight is just trivia #measurepr @queenofmetrics - Katie Paine @pplusmeasure

4/14/2016 17:04 theelusivfish Thanks guests and participants and @shonali for another great #measurePR chat. <https://t.co/ogz4vHL7tR>

4/14/2016 17:04 gerardcorbett RT @shonali: And thank you to ALL who joined, you made this a really stellar chat. #measurepr

4/14/2016 17:04 shonali OK, back to your regularly scheduled programming, folks. ;) Thank you so much again for making today's chat just excellent! #measurepr