

Created	AuthorName	Message
5/10/2016 16:01	shonali	Folks, it's time! Welcome to your monthly measurepalooza or, as we call it around these parts, the #measurePR Twitter chat! How're you doin'?
5/10/2016 16:02	shonali	Looks like we have a lot of folk joining today, which is awesome! Say who's here & what you do? #measurepr
5/10/2016 16:03	StoryNimbus	#measurepr hi folks!
5/10/2016 16:03	aiaddysonzhang	hello everyone! sorry i am late #measurepr
5/10/2016 16:03	gerardcorbett	Joining this tweetchat for good measure. Gerry Corbett here. #measurePR
5/10/2016 16:03	austinomaha	Austin Gaule. Media Analysis Director at Universal Info. Lover of all things @Drake. #measurepr <a href="https://t.co/KZdejijqER">https://t.co/KZdejijqER</a>
5/10/2016 16:04	michaelblowers	Hi all, hope all's well from a raining SE England #measurePR
5/10/2016 16:04	shonali	I'll start, I'm a #SocialPR pro based in DC, teacher + trainer. Also dog mom, paleo + barre, Elvis + ABBA. Don't be hatin'. ;) #measurepr
5/10/2016 16:04	aiaddysonzhang	Ai Zhang from Philly! A PR professor. #measurepr
5/10/2016 16:04	gerardcorbett	Gerry Corbett of Redphlag LLC and Instructor UC Berkeley #measurePR
5/10/2016 16:04	shonali	@michaelblowers @austinomaha @gerardcorbett Great to see you here! Also @aiaddysonzhang @StoryNimbus #measurepr
5/10/2016 16:04	rebekahiliff	@shonali I'm the CSO of @AirPR and I obsess all day long about how to get "PR FOLK" to understand how to showcase their value #measurePR
5/10/2016 16:04	aiaddysonzhang	I am a mom of two boys. Tough to balance everything. #measurepr
5/10/2016 16:05	biggreenpen	Hi all! I am Paula Kiger - I do social media work for @weaveinfluence, @teambuzzbuilder, and the @leadchangegroup! #measurepr
5/10/2016 16:05	shonali	PR FOLK!!! & RT @rebekahiliff I obsess all day long about how to get "PR FOLK" to understand how to showcase their value #measurePR
5/10/2016 16:05	MBennett715	@shonali Hey there, @MBennett715 here, #SoloPR Pro from NY metro area. Ready to #measurepr
5/10/2016 16:05	aiaddysonzhang	@shonali Thanks, Shonali! @michaelblowers @austinomaha @gerardcorbett @StoryNimbus #measurepr
5/10/2016 16:05	shonali	@MBennett715 @biggreenpen great to see you! #measurepr
5/10/2016 16:06	hemantgaule	Hey @shonali! Hope I'm not late? #measurepr
5/10/2016 16:06	aiaddysonzhang	@MBennett715 How long have you been a solo practitioner? #measurepr
5/10/2016 16:06	StoryNimbus	#measurepr Hi, Lane here, director of development and communications for @GSOUrbanMin
5/10/2016 16:06	shonali	@hemantgaule HEY! Great to see you, you're right on time! #measurepr
5/10/2016 16:06	michaelsmartpr	I coach PR pros from Fortune 500 to solo's how to boost media placements. Gotta measure to show growth! Former journo. #measurePR
5/10/2016 16:06	RobinMarie	Robin from Minneapolis Park Board checking in. #measurepr
5/10/2016 16:07	shonali	@RobinMarie Hey, Robin! So nice to see you here :) #measurepr
5/10/2016 16:07	aiaddysonzhang	@michaelsmartpr Hi Michael, i love your webinars! Have been showing them to my students. Great way to learn media relations #measurepr
5/10/2016 16:07	randimason	Speaking of social media graphics I, I, how @shonali formats pullquotes! #measurePR Tweetchat just started <a href="https://t.co/QalpjxG9dy">https://t.co/QalpjxG9dy</a>
5/10/2016 16:07	jendonovansf	RT @rebekahiliff: @shonali I'm the CSO of @AirPR and I obsess all day long about how to get "PR FOLK" to understand how to showcase their value!
5/10/2016 16:07	HannaLizKnowles	Sorry, I'm late! I'll be popping in and out! Mar Comm at @USMKIN #measurePR
5/10/2016 16:07	michaelblowers	There's a question in here....@shonali #measurePR <a href="https://t.co/dyaOK3yDtk">https://t.co/dyaOK3yDtk</a>
5/10/2016 16:07	shonali	OK, before we get into the chat with our special guests @rebekahiliff @michaelsmartpr @anneisenhower, a few quick tips... #measurepr
5/10/2016 16:07	jendonovansf	RT @AirPR: Chat with @rebekahiliff, @michaelsmartpr and @Annelsenhower from 9:00 - 10:00 am PT on #measurePR chat. #PR
5/10/2016 16:07	shonali	@randimason hey, thank you! #measurepr
5/10/2016 16:08	biggreenpen	RT @AirPR: Chat with @rebekahiliff, @michaelsmartpr and @Annelsenhower from 9:00 - 10:00 am PT on #measurePR chat. #PR
5/10/2016 16:08	YepesNaomi	RT @michaelblowers: Hi all, hope all's well from a raining SE England #measurePR
5/10/2016 16:08	gerardcorbett	Been a long time @michaelsmartpr How are you? #measurepr <a href="https://t.co/RYkfYUQBbH">https://t.co/RYkfYUQBbH</a>
5/10/2016 16:08	shonali	@HannaLizKnowles in/out is better than not at all :) great to see you! @USMKIN #measurepr
5/10/2016 16:08	rebekahiliff	@michaelsmartpr Once a journo always a journo...and your clients are lucky that is the case. OH, nice to "Tweet" you #measurepr cc: @AirPR
5/10/2016 16:08	shonali	@michaelblowers I didn't see one... what am I missing? #fmoalert #measurepr
5/10/2016 16:09	aiaddysonzhang	Great to have so many awesome experts on media relations. thanks to @shonali for hosting the #measurepr chat
5/10/2016 16:09	Annelsenhower	#measurePR @shonali: Me: Many yrs of 24/7 media relations 4 Top 10 PR agencies/large nonprofits, now on my own w/large corp/nonprof clients
5/10/2016 16:09	shonali	OK, 1) please index your qns/answers, e.g. "A1" or "re Q1" when you tweet, so that we can make sense of the conversation stream #measurepr

5/10/2016 16:09 rebekahiliff @jendonovansf girrrrrl it's been too long! Let's chat about an in person chat after the #measurePR chat ;)

5/10/2016 16:09 shonali @rebekahiliff @jendonovansf OMG, that's so meta. ;) #measurepr

5/10/2016 16:09 gerardcorbett RT @aiaddysonzhang: Great to have so many awesome experts on media relations. thanks to @shonali for hosting the #measurepr chat

5/10/2016 16:09 aiaddysonzhang Finally, my kid is asleep on my laps so that i can fully enjoy the #measurepr chat! Yes!

5/10/2016 16:09 shonali @aiaddysonzhang my pleasure! #measurepr

5/10/2016 16:10 tylerlehner Joining from Grand Rapids, Michiganâ€”I work for Truscott Rossman in the GR office. Happy to participate! #measurepr

5/10/2016 16:10 hemantgaule Hemant from Delhi, India, co-building India's first #PRSchool, not related to @austinomaha. As far as I know ðŸ™ #measurepr

5/10/2016 16:10 gojohnab Great #measurepr today and still time to join!

5/10/2016 16:10 shonali 2) make sure to use the hashtag with your tweets, else they won't be included when we pull the transcript #measurepr

5/10/2016 16:10 m2arice RT @shonali: PR FOLK!!! &&& RT @rebekahiliff I obsess all day long about how to get "PR FOLK" to understand how to showcase their value #meaa€€;

5/10/2016 16:10 austinomaha @hemantgaule CRAZY! Never met anyone with the same last name, besides my relatives. #measurePR is magical.

5/10/2016 16:11 michaelblowers @shonali 'you gotta measure to show growth' I kinda liked that @michaelsmartpr #measurePR <https://t.co/9fkJmvdObA>

5/10/2016 16:11 shonali @gojohnab you made it! #measurepr

5/10/2016 16:11 austinomaha @gojohnab hey there! Hope you are well, Johna. #measurepr

5/10/2016 16:11 aiaddysonzhang Who is ready for the chat?! #measurepr

5/10/2016 16:11 shonali @hemantgaule LOL! I think you're the "farthest away" person here today, geographically #measurepr

5/10/2016 16:11 shonali @tylerlehner Welcome! #measurepr

5/10/2016 16:12 shonali @austinomaha @hemantgaule #measurepr is a unicorn! ;)

5/10/2016 16:12 shonali @michaelblowers Love that #measurepr

5/10/2016 16:12 KelByrd A1: A belated hello. PR and social media pro of 8+ years, newly @AirPR! #measurepr

5/10/2016 16:13 shonali 3) I'll be sending qns to @rebekahiliff @anneisenhower @michaelsmartpr but of course all are welcome to chime in (please do!) #measurepr

5/10/2016 16:13 shonali 4) if you have NEW qns for our guests, please DM to me & I'll add to the chat queue. Ready? Let's go! Q1 coming up... #measurepr

5/10/2016 16:13 shonali Q1: Tell us what you do, how you got there. What got you interested in measurement? @michaelsmartpr @rebekahiliff @Annelsenhower #measurepr

5/10/2016 16:13 KristK YAY! It's time for #MeasurePR chat! Kristie here from MS Gulf Coast (APR, 25 yrs exp, consultant + Tulane adjunct).

5/10/2016 16:14 gojohnab @shonali ABSOLUTELY! When not on a plane or mandatory meeting there's no better place to be:) #measurepr

5/10/2016 16:14 shonali @KelByrd Hey, great to see you here! #measurepr

5/10/2016 16:14 rebekahiliff @SuburbanMen is it possible to measure manliness? I'm happy to come observe and take notes. #measurePR cc: @KelByrd @AirPR

5/10/2016 16:15 biggreenpen A1 I got involved w/ @teambuzzbuilder & @leadchange group via Twitter relationships - lots more to learn about #measurement! #measurepr

5/10/2016 16:15 michaelmartpr A1 I soak up great pitches to share with others. Gotta also soak up measurement cuz that's always the next question #measurePR

5/10/2016 16:15 aiaddysonzhang @biggreenpen That's awesome. I am following them --& @teambuzzbuilder @leadchange group #measurepr

5/10/2016 16:16 rebekahiliff A1 (1): I set the strategic vision for @AirPR and get people excited about unsexy things like big data, #PRTech and #measurePR. LOVE MY JOB

5/10/2016 16:16 michaelmartpr A1 My bosses were just happy with my boatload of top-tier clips but I wanted to know if they mattered. #measurePR

5/10/2016 16:17 shonali RT @michaelsmartpr A1 I soak up great pitches to share with others. Gotta also soak up measurement cuz that's always next qn #measurePR

5/10/2016 16:17 aiaddysonzhang A1: In today's digital age, everything is changing so fast including digital measurement. Need to constantly learn #measurepr

5/10/2016 16:17 shonali MT @rebekahiliff A1 (1): I get people excited about unsexy things like big data, #PRTech and #measurePR. LOVE MY JOB

5/10/2016 16:17 Annelsenhower @shonali #measurePR Q1: Learning one of my most important jobs is 2 ask client what THEY can do to use placements for sales & measure

5/10/2016 16:17 michaelblowers Put so well... #measurePR <https://t.co/08H3ifToBH>

5/10/2016 16:17 rebekahiliff A1(2): I got here by making lots of mistakes, taking risks, not taking "NO" for an answer, and working with only the best. #measurepr

5/10/2016 16:17 shonali @KristK so glad you could make it! #measurepr

5/10/2016 16:18 KelByrd A1(2): Sparked my interest: Focusing on social media marketing and seeing the great divide in measurement between PR and social #measurePR

5/10/2016 16:19 austinomaha @michaelsmartpr this is poetry! #measurePR

5/10/2016 16:19 biggreenpen @aiaddysonzhang awesome! really appreciate that! :- ) #measurepr

5/10/2016 16:19 shonali RT @Annelsenhower #measurePR Q1: Learning one of my most imp jobs is 2 ask client what THEY can do to use placements for sales & measure

5/10/2016 16:19 TweetsAnup Hi I am Anup, work in the communication space in India. #measurePR

5/10/2016 16:19 shonali Me too! RT @michaelsmartpr A1 My bosses were just happy with my boatload of top-tier clips but I wanted to know if they mattered. #measurePR

5/10/2016 16:19 aiaddysonzhang @KelByrd Hi Kelly, what do you mean by the divide? #measurepr

5/10/2016 16:20 shonali MT @rebekahiliff A1(2): got here by making mistakes, taking risks, not taking "NO" for an answer, working with only the best. #measurepr

5/10/2016 16:20 shonali @TweetsAnup Hey, great to see you! #measurepr

5/10/2016 16:20 gerardcorbett #measurePR always gobbles up my battery. #powerhungry

5/10/2016 16:20 shonali Q2: #PR pros often get dinged for focusing on "impressions" & nothing else. How can they move beyond this? #measurepr

5/10/2016 16:20 austinomaha @aiaddysonzhang @KelByrd lines between PR/social marketing are blurred as ever. Am I correct in assuming that's what you mean? #measurepr

5/10/2016 16:21 shonali @gerardcorbett hahah!!! #measurepr

5/10/2016 16:21 michaelsmartpr A1 Genetic defect: I LOVE media relations, geek out over great pitches. Been known to cold call ppl: "How'd you place that?" #measurePR  
Same here @shonali

5/10/2016 16:21 TweetsAnup Will be off/on and participate as much possible #measurepr

5/10/2016 16:21 aiaddysonzhang @austinomaha Yes, exactly. You can read my mind so well! @KelByrd #measurepr

5/10/2016 16:22 macr0techn0 RT @shonali: Me too! RT @michaelsmartpr A1 My bosses were just happy with my boatload of top-tier clips but I wanted to know if they matter!

5/10/2016 16:22 gerardcorbett A2. You make impressions, you don't count them. #measurePR

5/10/2016 16:22 austinomaha @michaelsmartpr I think some people in our industry are afraid to pick up the phone from time to time. Don't be afraid to dial! #measurePR

5/10/2016 16:22 michaelsmartpr A2 Web allows more biz results "track spikes in visits, opt-ins, subscriptions, downloads, etc. all the way to sale/donation. #measurePR  
Ooh, I like this. #measurepr

5/10/2016 16:22 MBennett715 <https://t.co/M4mM1lg0iG>

5/10/2016 16:22 aiaddysonzhang A2: Impressions are only part of the pic. What happens after that is even more imp. Engagement, sales, actions. #measurepr

5/10/2016 16:23 shonali @TweetsAnup Super, I know it's late over there #measurepr

5/10/2016 16:23 austinomaha @michaelsmartpr "conversions" #measurePR

5/10/2016 16:23 Annelsenhower @shonali A2: #measurePR re placements, I say it's like I brought you a \$100 bill, if you just frame it and don't spend it, you're wasting it

5/10/2016 16:23 michaelblowers A2. maybe see diff between metrics and method - experiment with connecting effort with outcome...makes an impression! #measurePR  
RT @MBennett715: Ooh, I like this. #measurepr

5/10/2016 16:23 gerardcorbett <https://t.co/M4mM1lg0iG>

5/10/2016 16:23 tylerlehner @gerardcorbett \*Mic drop\* #measurepr

5/10/2016 16:23 aiaddysonzhang @austinomaha You think so? i heard from lots of experts, eg. @garyvee, saying most people dont like phone calls @michaelsmartpr #measurepr  
@raschadahall @aiaddysonzhang @austinomaha A1(3): not roles, measurement

5/10/2016 16:24 KelByrd b/c social now = paid, tracking is typically better #measurePR

5/10/2016 16:24 michaelsmartpr @michaelsmartpr But don't totally abandon impressions - CMOs grew up living and dying by them. Ease into biz results. #measurePR

5/10/2016 16:24 biggreenpen A2 seems like much of the solution is educating the clients (and your own team sometimes) re: why (and how) other metrics matter #measurepr

5/10/2016 16:24 rebekahiliff A2 (1): For starters, check out this resource: <https://t.co/SNFxgkldZK> #measurePR <https://t.co/az5HVSIGE>

5/10/2016 16:25 aiaddysonzhang Love this! #measurepr <https://t.co/vcpns0qdFO>

5/10/2016 16:25 austinomaha @aiaddysonzhang This in this instance we're focused on how to learn from each other rather than pitching a sale @michaelsmartpr? #measurepr

5/10/2016 16:25 getmustr RT @shonali: Q2: #PR pros often get dinged for focusing on "impressions" & nothing else. How can they move beyond this? #measurepr

5/10/2016 16:25 KelByrd @raschadahall @aiaddysonzhang @austinomaha A1(4): the data and platforms exist for PR but are not standard #measurePR

5/10/2016 16:25 aiaddysonzhang @austinomaha Okay. I got you. Make sense! @michaelsmartpr #measurepr

5/10/2016 16:25 shonali MT @michaelsmartpr A2 Web allows [u to] track spikes in visits, opt-ins, subscriptions, downloads, etc.... to sale/donation. #measurePR

5/10/2016 16:25 gerardcorbett A2. You make an impression by measuring achievement of goals. #measurePR

5/10/2016 16:26 biggreenpen RT @shonali: Q2: #PR pros often get dinged for focusing on "impressions" & nothing else. How can they move beyond this? #measurepr

5/10/2016 16:26 theelusivfish A2) serious answer: impressions,circulation,eyeballs... they give you a level of exposure, but exposure w/out change won't help #measurepr

5/10/2016 16:26 MBennett715 @aiaddysonzhang @austinomaha @garyvee many ppl don't, but for the few who don't mind, you can reach them more directly. #measurepr

5/10/2016 16:26 emmamhawes I'm here #measurepr folks and whoa I missed a lot. I'm Em, a freelancer and grad student. I hope to live in Nashville someday.

5/10/2016 16:26 rebekahiliff A2(2): And then make sure you're asking yourself: "What am I trying to convey by reporting on metrics?" #measurepr <https://t.co/az5HVSigeB>

5/10/2016 16:26 Annelsenhower A2 #measurePR Rather than just focus on impressions, clients shld showcase media coverage across all of their social media platforms

5/10/2016 16:26 shonali RT @michaelsmartpr (a2) But don't totally abandon impressions - CMOs grew up living and dying by them. Ease into biz results. #measurePR

5/10/2016 16:26 hemantgaule @shonali Well #Digital #PR tends to produce more (& relatively quantifiable) metrics, indicating "quality" of those impressions #MeasurePR

5/10/2016 16:26 austinomaha @MBennett715 @aiaddysonzhang @garyvee I personally love to talk on the phone, but most do not. Haha. #measurepr

5/10/2016 16:27 aiaddysonzhang @theelusivfish Exactly. What happens after the exposure means even more. #measurepr

5/10/2016 16:27 shonali RT @rebekahiliff: A2(2): And then make sure you're asking yourself: "What am I trying to convey by reporting on metrics?" #measurepr <https://t.co/az5HVSigeB>

5/10/2016 16:27 theelusivfish A2) our PR efforts are focused on changing something in the market - a belief, awareness, purchase intent, perception - #measurepr that

5/10/2016 16:27 aiaddysonzhang @emmamhawes hi Emma! #measurepr

5/10/2016 16:27 Annelsenhower A2: #measurePR and then use media coverage as strong sales collateral for colleagues, boards, current/prospective clients or donors

5/10/2016 16:27 gojohnab #measurepr @aiaddysonzhang @austinomaha @garyvee @michaelsmartpr Sure, we ALL hide behind email, but phone is definitely the most effective

5/10/2016 16:27 aiaddysonzhang @MBennett715 I got you. Thanks for the insights! @austinomaha @garyvee #measurepr

5/10/2016 16:27 Annelsenhower A2: #measurePR and then use media coverage as strong sales collateral for key thought leaders and influencers.

5/10/2016 16:28 hemantgaule A2: That ought to be a start #MeasurePR

5/10/2016 16:28 shonali RT @Annelsenhower: A2 #measurePR Rather than just focus on impressions, clients shld showcase media coverage across all of their social media

5/10/2016 16:28 austinomaha @gojohnab @aiaddysonzhang @garyvee @michaelsmartpr most meaningful conversations happen on the phone...or in person. #measurePR

5/10/2016 16:28 aiaddysonzhang @austinomaha I don't enjoy talking on the phone. But, if it's a snapchat video, it's a different story! @MBennett715 @garyvee #measurepr

5/10/2016 16:28 shonali LOVE this @Annelsenhower! #measurepr <https://t.co/ijty9c2aO9>

5/10/2016 16:29 michaelsmartpr @theelusivfish I get this, but measuring such usually takes \$\$\$\$. Need something in between that's cheaper. Web visits, maybe? #measurePR

5/10/2016 16:29 gojohnab #measurepr @aiaddysonzhang @austinomaha @garyvee @michaelsmartpr we must preserve 'relations' in PR & that's more than email

5/10/2016 16:29 gerardcorbett A3 Measure message content and context. If message is conveyed as intended, it's gold. #measurePR

5/10/2016 16:29 theelusivfish A3) Have clear outcome intended for media relations. Show state of things before/after efforts. #measurePR

5/10/2016 16:30 rebekahiliff @shonali @michaelsmartpr when do you think impressions will "die" though? Because they often have the averse effect. #measurepr

5/10/2016 16:30 emmamhawes A3. It depends. Like it might be cool to show impressions during a presentation. However, don't rely on it solely. #measurePR

5/10/2016 16:30 emmamhawes RT @Annelsenhower: A2: #measurePR and then use media coverage as strong sales collateral for key thought leaders and influencers.

5/10/2016 16:30 MBennett715 @aiaddysonzhang are you using snapchat to pitch media? #measurepr

5/10/2016 16:30 emmamhawes RT @gerardcorbett: A3 Measure message content and context. If message is conveyed as intended, it's gold. #measurePR

5/10/2016 16:30 austinomaha @shonali they only show about 2% of the story. Need to find the IMPACT behind the numbers. #measurepr

5/10/2016 16:30 michaelsmartpr A3 Driving traffic. Also indirect like boosts in branded searches & even domain/page authority are strong, too. #measurePR

5/10/2016 16:31 austinomaha @shonali also, I always present impressions as "POTENTIAL IMPRESSIONS" #measurepr

5/10/2016 16:31 hemantgaule A2 With increasing shift towards digital, that move from impressions to deeper metrics is bound to make things more accurate #MeasurePR

5/10/2016 16:31 theelusivfish @michaelsmartpr More times than not, you have more data than you think. 2-10% of budget should be enough for #measurePR with real results

5/10/2016 16:31 shonali RT @michaelsmartpr A3 Driving traffic. Also indirect like boosts in branded searches, even domain/page authority are strong too. #measurePR

5/10/2016 16:31 shonali RT @austinomaha also, I always present impressions as "POTENTIAL IMPRESSIONS" #measurepr (A3)

5/10/2016 16:32 gerardcorbett A3. Only valid if impression morphs into action or behavior change. #measurePR

5/10/2016 16:32 gojohnab #measurepr @Annelsenhower GREAT ideas, remember to respect copyright & get licensing to use coverage re: marketing/sales/external distr

5/10/2016 16:32 aiaddysonzhang @MBennett715 i haven't done it. But i think it's a great idea. What do you think @michaelsmartpr? using snapchat to pitch media? #measurepr

@shonali @michaelsmartpr agree -- #measurePR Impressions are a quick quant measure to have in place until you can work on more qual measures

5/10/2016 16:32 Annelsenhower can work on more qual measures

5/10/2016 16:32 theelusivfish #measurePR gets pricey when you seek too high precision or too freq reporting for your needs(which is usually guidance in making a decision)

5/10/2016 16:32 emmamhawes Save this photo #measurepr <https://t.co/Ff2B4h87SU>

5/10/2016 16:32 aiaddysonzhang @gerardcorbett Exactly. Impressions tell us something. But need to go beyond that. #measurepr

5/10/2016 16:33 shonali .@rebekahiliff @michaelsmartpr When everyone who grew up with them dies. :( #measurePR A3

5/10/2016 16:33 michaelsmartpr @rebekahiliff @shonali When everybody has BI suites that track buyer/donor behavior as easily as we track impressions now #measurePR

5/10/2016 16:34 rebekahiliff I concur #measurePR <https://t.co/eDjGN0ScaH>

5/10/2016 16:34 hemantgaule A3: Pre and post period analyses are rigorous but incredibly useful exercises, meant to help show this value & other insights #measurepr

5/10/2016 16:35 shonali @hemantgaule @TweetsAnup that's exactly what I was thinking! :) #measurePR

5/10/2016 16:35 theelusivefish #measurePR re impressions: to me, impressions are a measurement of efficiency e.g. how many blasts of shotgun to hit the target?

5/10/2016 16:36 gerardcorbett A3. Best measure is assessing your objectives. #hopefullyyousetsome #measurePR

5/10/2016 16:36 shonali @gerardcorbett Hey, no one got anywhere being mollycoddled into oblivion... ;) #measurePR

5/10/2016 16:36 jendonovansf RT @rebekahiliff: A2 (1): For starters, check out this resource: <https://t.co/SNFxgkldZK> #measurePR <https://t.co/az5HVSigeB>

5/10/2016 16:36 michaelsmartpr @theelusivefish what data might we already have that indicates awareness/belief/intent? Or cheaper way to get it? #measurePR

5/10/2016 16:36 michaelblowers So true, if only they were done more often! #measurepr <https://t.co/n3MZeeAGlY>

5/10/2016 16:36 KelByrd A2: Think interACTION: social amplification, engagement, traffic, acquisition, conversion, retention #measurePR <https://t.co/WRQL88c8na>

5/10/2016 16:36 jendonovansf RT @Annelsenhower: @shonali A2: #measurePR re placements, I say itâ€™s like I brought you a \$100 bill, if you just frame it and donâ€™t spend iâ€™, A3 @shonali #measurePR I donâ€™t use AVE, but impressions are at least a quick snapshot/tracker of potential reach

5/10/2016 16:36 Annelsenhower RT @rebekahiliff: I concur #measurePR <https://t.co/eDjGN0ScaH>

5/10/2016 16:36 JulienNewman Q4: Are there common mistakes you see in measuring media relations? How can we avoid them? #measurePR

5/10/2016 16:36 shonali @Annelsenhower @shonali Love this! #measurepr

5/10/2016 16:36 jendonovansf RT @gerardcorbett: A3. Best measure is assessing your objectives. #hopefullyyousetsome #measurePR

5/10/2016 16:36 emmamhawes @gerardcorbett that's stating the obvious but when I teach a class in pr that's going on the slides. #measurepr

5/10/2016 16:37 emmamhawes A3: Try & read your brands' unaided recall, association & perception before & after a #PR efforts; #MeasurePR

5/10/2016 16:37 hemantgaule @shonali Also, important to mention: PR pros MUST to commit to critical thinking. Not just rote, activity-based PR behavior #measurepr

5/10/2016 16:37 rebekahiliff A4 -- maybe not knowing what the end goal is? You may be measuring the right things but not knowing specific deliverables? #measurepr

5/10/2016 16:37 biggreenpen Yes! Reuse, repurpose, amplify! #measurepr <https://t.co/WFEHJFbGgz>

5/10/2016 16:37 jendonovansf A4 measuring column inches. #measurePR

5/10/2016 16:38 gerardcorbett A3 @shonali #measurePR Of course much more imp to measure actual/ potential impact, but takes more work clients donâ€™t always go for Worth repeating. #measurePR <https://t.co/ZCnoa5zbL9>

5/10/2016 16:38 Annelsenhower A4: Stop at impressions. #measurepr

5/10/2016 16:38 JohnFriedman RT @shonali: Q4: Are there common mistakes you see in measuring media relations? How can we avoid them? #measurePR

5/10/2016 16:38 aiaddysonzhang So true! #measurepr <https://t.co/CSOj79INsB>

5/10/2016 16:38 hemantgaule A4 Obvious ones: claiming total readership of Yahoo Finance for a PR Newswire release â€“ happens more than youâ€™d think. #measurePR

5/10/2016 16:38 aiaddysonzhang A3: And see what part of was a result of your media relations efforts #MeasurePR

5/10/2016 16:38 michaelsmartpr @hemantgaule What metrics are you measuring? #measurepr

5/10/2016 16:38 hemantgaule A3 @Shonali #measurePR Best media/biz goals measurement process way more complicated: metrics, data, analysis, more analysisâ€™.

5/10/2016 16:39 jendonovansf RT @jendonovansf: Yes! Reuse, repurpose, amplify! #measurepr <https://t.co/WFEHJFbGgz>

5/10/2016 16:39 Annelsenhower @Annelsenhower @shonali Thanks for keeping it real - we gotta live in what's practical, not nec. ideal #measurePR

5/10/2016 16:39 emmamhawes @michaelsmartpr #measurePR can piggyback onto existing/ongoing market research; quick n' dirty Goog surveys; proxy measures via webstats

5/10/2016 16:39 theelusivefish @michaelsmartpr this is an industry wide issue. So, so bad. #deathtoYahooFinance #measurePR

5/10/2016 16:39 austinomaha Re A4: PR can't be afraid 2 be held accountable 4 outcomes (reputation, image, sales, etc) reverts to easier to measure outputs #measurePR

5/10/2016 16:39 JohnFriedman @Annelsenhower @shonali @michaelsmartpr What are the metrics you find valuable? #measurepr

5/10/2016 16:40 jendonovansf A4 Letting clients/execs compare total circ/rating figures with direct engagement #s unfavorably. For example: #measurePR

5/10/2016 16:40 michaelmartpr Hi #measurepr gang Joining from London. Comms Director in non-profit space looking for similar roles at socially conscious biz

5/10/2016 16:40 elsea\_b

5/10/2016 16:40 rebekahiliff A4(1): Not asking the right question about WHAT you want to measure and WHY it's important. #measurepr <https://t.co/Xg52BNPLXY>

5/10/2016 16:40 hemantgaule Hear hear #PR #MeasurePR <https://t.co/cTHLHrOm9>

5/10/2016 16:40 michaelmartpr A4 USAT circ=2M, so 1K click-thrus looks small. But itâ€™s huge. Fragmentation of media means fewer eyeballs on each story. #measurePR

5/10/2016 16:40 jendonovansf RT @KelByrd: A2: Think interACTION: social amplification, engagement, traffic, acquisition, conversion, retention #measurePR <https://t.co/â€¦>;

5/10/2016 16:40 shonali RT @rebekahiliff: @shonali Also, important to mention: PR pros MUST to commit to critical thinking. Not just rote, activity-based PR behaviâ€¦

5/10/2016 16:40 JohnFriedman PR must be accountable for helping drive organization's goals not just PR goals. #measurePR

5/10/2016 16:41 shonali RT @hemantgaule: A3: Try & read your brands' unaided recall, association & perception before & after a #PR efforts; #MeasurePR

5/10/2016 16:41 michaelblowers Once hear of the 'thud factor'- sound of the cuttings hitting the table! History has much answer for #measurepr <https://t.co/6vrpymLEzp>

5/10/2016 16:41 rebekahiliff A4(2): Not having the guts to tell your leaders that they are stuck in old metrics like AVEs. Speak up! #measurepr <https://t.co/Xg52BNPLXY>

5/10/2016 16:41 Annelsenhower RT @gojhnab: #measurepr @Annelsenhower GREAT ideas, remember to respect copyright & get licensing to use coverage re: marketing/sales/exteâ€¦

5/10/2016 16:41 gerardcorbett A4. #measurePR Not setting goals or desired outcome.

5/10/2016 16:41 aiaddysonzhang @michaelsmartpr That's so true! Many times when i am watching something, i actually have my eyes on my phone. #measurepr

5/10/2016 16:41 jendonovansf @rebekahiliff @shonali Agreed! Education is key here. Without insight, some measure the wrong things. #measurepr

5/10/2016 16:41 emmamhawes RT @rebekahiliff: A4(2): Not having the guts to tell your leaders that they are stuck in old metrics like AVEs. Speak up! #measurepr <httpsâ€¦>;

5/10/2016 16:42 hemantgaule Beyond impressions - its time spent, repeat hits, bounceback rates, social traction as a result of #PR activities; #MeasurePR 1/2

5/10/2016 16:42 rebekahiliff A4(3): Measuring only placement volume, where there is no direct tie to business goals. #measurePR <https://t.co/Xg52BNPLXY>

5/10/2016 16:42 aiaddysonzhang @JohnFriedman Totally agreed. PR plans need to be developed in alignment with org. goals and objectives #measurepr

5/10/2016 16:42 shonali @Annelsenhower Yup, they want the quick fix A3 #measurePR

5/10/2016 16:42 KelByrd A3: Effective measurement = impactful. Tie PR to business goals BEFORE, during and after (not just after) #measurePR <https://t.co/kj2HzeXrCi>

5/10/2016 16:42 Annelsenhower RT @rebekahiliff: A4(2): Not having the guts to tell your leaders that they are stuck in old metrics like AVEs. Speak up! #measurepr <httpsâ€¦>;

5/10/2016 16:42 austinomaha @emmamhawes seriously, Yahoo Finance is a cancer to PR measurement. #measurepr

5/10/2016 16:42 shonali RT @rebekahiliff: A4(2): Not having the guts to tell your leaders that they are stuck in old metrics like AVEs. Speak up! #measurepr <httpsâ€¦>;

5/10/2016 16:42 shonali RT @michaelsmartpr: A4 USAT circ=2M, so 1K click-thrus looks small. But itâ€™s huge. Fragmentation of media means fewer eyeballs on each storâ€¦

5/10/2016 16:42 shonali RT @hemantgaule: Hear hear #PR #MeasurePR <https://t.co/cTHLHrOm9>

5/10/2016 16:42 theelusivefish @michaelsmartpr search trends, mentions via social, data from your existing customer service interactions + sales staff #measurePR

5/10/2016 16:42 rebekahiliff A4 (4): And now for a good resource (I'll get off soapbox): <https://t.co/Yq8mCvSRXr> #measurepr <https://t.co/Xg52BNPLXY>

5/10/2016 16:43 shonali @elsea\_b Welcome! #measurePR

5/10/2016 16:43 hemantgaule @jendonovansf And if possible, some subjective metrics like perception - through NLP of comments & conversations #measurePR

5/10/2016 16:43 austinomaha @michaelsmartpr ugh, I know. Such an easy scapegoat though! ;] #measurepr

5/10/2016 16:43 rebekahiliff I like the way you roll. #measurepr <https://t.co/iGmVlpYmvR>

5/10/2016 16:43 emmamhawes @austinomaha that's true and sometimes the truth needs to be spoken. #measurePR

5/10/2016 16:43 shonali Q5: What tools do you recommend for measuring media relations? #measurePR

5/10/2016 16:44 austinomaha @shonali measuring press release pickup rather than resulting coverage of said press release. #measurePR

5/10/2016 16:44 shonali @austinomaha @emmamhawes OMG tell me about it! #measurepr

5/10/2016 16:44 shonali A4 @shonali #measurePR mistake of not staying focused on ROI 2

5/10/2016 16:44 Annelsenhower help clients explain impact of media relations 2 CEOs & boards

5/10/2016 16:44 theelusivefish @KelByrd YES - more than anything we need comms teams to not treat #measurePR like the last slide of the deck, the last step of the campaign

5/10/2016 16:44 emmamhawes @rebekahiliff @shonali my hair is great, but I feel like I missed out on great points #measurePR

5/10/2016 16:45 gerardcorbett A5 brains, eyes and ears. #measurePR

5/10/2016 16:45 KelByrd A4: Reporting results, but not using data to (im)PROVE and replicate success in a trackable way #measurePR <https://t.co/e0aipQXu6x>

5/10/2016 16:45 michaelmartpr @hemantgaule These a great on your owned content, but no access to these on 3rd-party sites. Ideas? #measurePR

5/10/2016 16:45 shonali RT @Annelsenhower A4 #measurePR mistake of not staying focused on ROI 2

5/10/2016 16:45 shonali help clients explain impact of media relations 2 CEOs & boards

5/10/2016 16:45 aiaddysonzhang @theelusivfish Such a great point. Measurement should be integrated into the whole process of strategic PR @KelByrd #measurepr A4 @Shonali #measurePR mistake of not measuring everything in PESO

5/10/2016 16:45 Annelsenhower (paid, earned, shared, owned) model

5/10/2016 16:46 aiaddysonzhang @Annelsenhower I love the PESO model. Used it in my PR classes. @Shonali #measurepr

5/10/2016 16:46 WondaBordon RT @aiaddysonzhang: @Annelsenhower I love the PESO model. Used it in my PR classes. @Shonali #measurepr  
RT @Annelsenhower A4 #measurePR mistake of not measuring everything in PESO

5/10/2016 16:46 shonali (paid, earned, shared, owned) model

5/10/2016 16:47 humaidmerchant RT @rebekahiliff: @shonali Also, important to mention: PR pros MUST to commit to critical thinking. Not just rote, activity-based PR behavior!

5/10/2016 16:47 biggreenpen RT @shonali: Q5: What tools do you recommend for measuring media relations? #measurePR

5/10/2016 16:47 shonali MT @theelusivfish more than anything we need comms teams to not treat #measurePR like the last slide of the deck, last step of the campaign  
RT @shonali: RT @Annelsenhower A4 #measurePR mistake of not measuring everything in PESO

5/10/2016 16:47 PublicityHound (paid, earned, shared, owned) model  
RT @shonali: RT @Annelsenhower A4 #measurePR mistake of not measuring everything in PESO

5/10/2016 16:47 m2arice (paid, earned, shared, owned) model

5/10/2016 16:47 hemantgaule Mistakes that #PR pros make #measurepr <https://t.co/zpviFKOHQN>

5/10/2016 16:47 jendonovansf @theelusivfish @KelByrd I'd add #socialmedia to this as well. Integrate and measure from step 1. #measurepr

5/10/2016 16:47 Annelsenhower RT @michaelsmartpr: @Annelsenhower @shonali Thanks for keeping it real - we gotta live in what's practical, not nec. ideal #measurePR

5/10/2016 16:48 rebekahiliff A5 (1): Well, @AirPR is a good start for some. #shamelessplug. Don't kick me off the chat. #measurePR <https://t.co/9lqy8X1Rj8>

5/10/2016 16:48 MBennett715 Yes, everything shld be measured by same yardstick. #measurepr <https://t.co/Kd3TVOIUdv>

5/10/2016 16:48 gerardcorbett A5 message analysis. If message is repeated, validated and/or amplified #measurePR

5/10/2016 16:48 Idiomed RT @hemantgaule: Hear hear #PR #MeasurePR <https://t.co/cTHTLHrOm9>

5/10/2016 16:49 rebekahiliff A5(2): @googleanalytics and @AdobeAnalytics are a super cost effective "first layer" option. #measurepr <https://t.co/9lqy8X1Rj8>

5/10/2016 16:49 austinomaha @gerardcorbett "key message pickup" is important part of measuring media relations! #measurePR

5/10/2016 16:49 aiaddysonzhang A5: Make an effort to learn the latest digital trends on analytics. I plan to get my Google Analytics certification #measurepr

5/10/2016 16:49 shonali @rebekahiliff LOL! Well, you're a guest, so you're allowed to plug @AirPR ; ) #measurePR A5

5/10/2016 16:49 gerardcorbett Don't forget to measure mistakes to learn from them. #measurePR

5/10/2016 16:50 Annelsenhower RT @shonali: MT @theelusivfish more than anything we need comms teams to not treat #measurePR like the last slide of the deck, last step of the!

5/10/2016 16:50 shonali RT @rebekahiliff A5(2): @googleanalytics @AdobeAnalytics are a super cost effective "first layer" option. #measurepr <https://t.co/odNWmFLaVI>

5/10/2016 16:50 aiaddysonzhang A5: Almost all the SM platforms have awesome built-in analytics. Learn them & stay updated with their changes. #measurepr

5/10/2016 16:50 theelusivfish My philosophy: reason we measure is there are decisions to be made and we don't have enough info to make them with clarity #measurePR

5/10/2016 16:50 hemantgaule @michaelsmartpr Hack 'em. Bt seriously, u're right. It's tough, though sum publishers can indicate broad performance of an output #measurepr

5/10/2016 16:51 rebekahiliff Well, in that case...visit @AirPR for a free demo. Ha. Aren't all demos free anyway? #measurepr <https://t.co/0hPExEAgHj>

5/10/2016 16:51 MBennett715 @rebekahiliff how about for traditional (print) media? Is this on-topic today? #measurepr

5/10/2016 16:51 michaelsmartpr A5 If you have a team with more time than money (ie, intern) an hr/day on Google News is pretty comprehensive. #measurePR

5/10/2016 16:51 rebekahiliff You clearly don't have Twitter thumbs;) #measurepr <https://t.co/WOYl6yXPYb>

5/10/2016 16:51 aiaddysonzhang Great tip. Love it. #measurepr <https://t.co/EH4AxDcy1x>

5/10/2016 16:51 hemantgaule @michaelsmartpr and so can some 3rd party measurement tools; to which several advertisers subscribe to get similar intelligence #measurepr

5/10/2016 16:51 michaelsmartpr A5 And then you correlate the hits with impact on biz impact, ie spike in sales/donations/applications #measurePR

5/10/2016 16:52 KelByrd @jendonovansf @theelusivfish All facets of marketing, and business! #measurePR

5/10/2016 16:52 theelusivfish No decision = no measure. Measure just enough to make those decisions. follow that and tools/costs/efforts all fall into place #measurePR

5/10/2016 16:52 shonali Q6: Can you share some examples of successful media relations programs + metrics? #measurePR @michaelsmartpr @rebekahiliff @Annelsenhower

5/10/2016 16:52 shonali Wow, I didn't realize we have just 8 minutes left..! #measurepr

5/10/2016 16:52 Annelsenhower A5: #measurePR Impressions and audience analysis for the five-minute version.

5/10/2016 16:52 austinomaha YAS! This dude gets it. #measurepr <https://t.co/pFVqSz3c5v>

5/10/2016 16:52 michaelsmartpr A5 That said, that's a lot of manual labor, so it is nice if you can get a tool like @airPR to do it for you :) #measurePR

5/10/2016 16:53 rebekahiliff Good point. I obsess about Digital PR Footprint. TV Eyes for broadcast and @Cision for clip counting. #measurepr <https://t.co/qRNJYVFX7o>

5/10/2016 16:53 Annelsenhower A6 #measurePR re media measurement: sustained research & work w/clients focused on visibility/leads/sales for more in-depth version.

5/10/2016 16:53 rebekahiliff Adding @letasoa @AirPR to this string, she can answer bc she is GURU. #measurepr <https://t.co/NlhzPinihF>

5/10/2016 16:54 HannaLizKnowles Bring your measurements full circle. Otherwise, so what? #measurePR <https://t.co/hTpdpPmWUi>

5/10/2016 16:54 emmamhawes RT @shonali: Q6: Can you share some examples of successful media relations programs + metrics? #measurePR @michaelsmartpr @rebekahiliff @An&#

5/10/2016 16:54 SeeDepthInc @gerardcorbett yep, identify successes AND failures so you can repeat what works and pivot from what doesn't. #measurePR - JR

5/10/2016 16:55 gerardcorbett RT @SeeDepthInc: @gerardcorbett yep, identify successes AND failures so you can repeat what works and pivot from what doesn't. #measurePR -â€

5/10/2016 16:55 MBennett715 @rebekahiliff not everyone has embraced digital as much as they should. "Can you get me on Ellen?" still prevalent. #measurepr

5/10/2016 16:55 rebekahiliff Via @AirPR Analyst, we can see owned media and contributed content are significant contributors of leads! #measurePR <https://t.co/vRQu1Sumjj>

5/10/2016 16:55 Annelsenhower RT @michaelsmartpr: A5 That said, that's a lot of manual labor, so it is nice if you can get a tool like @airPR to do it for you :) #measur&#

5/10/2016 16:55 JohnFriedman A6 370% increase traffic to website for mircosite launch showed value of Digital #pr to help other goal #measurepr <https://t.co/NRK2vDDNHs>

5/10/2016 16:55 KelByrd A5: I obviously agree. Leverage the relevant tools your business has (not just PR) + explore PR-focused options #measurePR

5/10/2016 16:55 PluegerJanelle RT @KelByrd: A5: I obviously agree. Leverage the relevant tools your business has (not just PR) + explore PR-focused options #measurePR

5/10/2016 16:56 gojohnab #measurepr @michaelsmartpr ALWAYS have methodology. Results will be replicable and can build C-suite confidence!

5/10/2016 16:56 michaelsmartpr A6 .@domotalk tracks media-driven leads thru to purchase. Easier cuz they are BI software :) #measurePR

5/10/2016 16:56 theelusivefish @shonali see what happens when the "8 Minute Left Report" goes unread on your desk ... ;P #measurePR

5/10/2016 16:56 shonali RT @JohnFriedman: A6 370% increase traffic to website for mircosite launch showed value of Digital #pr to help other goal #measurepr <https://t.co/...>

5/10/2016 16:56 michaelsmartpr A6 .@methodcom campaign for @instructure drove 60K+ enrollments in free course demoing its software. Cont&#d #measurePR

5/10/2016 16:56 shonali @MBennett715 @rebekahiliff and before it used to be Oprah... #measurePR

5/10/2016 16:56 michaelsmartpr A6 Campaign placed 1,018 stories for &gt;1 BILLION impressions for total cost of \$22,500 #measurePR

5/10/2016 16:57 Annelsenhower A6 #measurePR Recent placements for nonprof client shared this wk as soft ask collateral for current/prospective donors

5/10/2016 16:57 aiaddysonzhang @MBennett715 as a teacher of PR myself, i know lots of professors of Business/COMM haven't embraced digital either @rebekahiliff #measurepr

5/10/2016 16:57 shonali RT @michaelsmartpr: A6 .@methodcom campaign for @instructure drove 60K+ enrollments in free course demoing its software. Cont&#d #measurePR

5/10/2016 16:57 shonali @theelusivefish LOL! #measurePR

5/10/2016 16:57 theelusivefish Had client that did full rebranding new name,URL,everything. Tracked spread of awareness via those ariving at old url vs new #measurePR

5/10/2016 16:57 Annelsenhower RT @gojohnab: #measurepr @michaelsmartpr ALWAYS have methodology. Results will be replicable and can build C-suite confidence!

5/10/2016 16:58 rebekahiliff And before that...Jerry Springer. Well, maybe not? But seriously, broadcast still has HUGE impact. #measurepr <https://t.co/IKs2yuG2bk>

5/10/2016 16:58 michaelsmartpr @MBennett715 @rebekahiliff Cuz Ellen still drives sales like turning on a faucet. Best measurement ever. #measurePR

5/10/2016 16:58 TumerLider RT @rebekahiliff: And before that...Jerry Springer. Well, maybe not? But seriously, broadcast still has HUGE impact. #measurepr <https://t.co/...>

5/10/2016 16:58 rebekahiliff Are they living under a rock? #measurePR <https://t.co/txKMq1QERr>

5/10/2016 16:59 theelusivefish You could see the balance of old v new url hits shift after each wave of media #measurePR

5/10/2016 16:59 shonali Time's almost up! Last question coming up... #measurepr

5/10/2016 16:59 shonali Q7: Do you have an initiative/program you&#d like the #measurePR community to know about? Please share!

5/10/2016 16:59 aiaddysonzhang @rebekahiliff You would think so! Crazy. #measurepr

5/10/2016 16:59 biggreenpen RT @shonali: Q7: Do you have an initiative/program you&#d like the #measurePR community to know about? Please share!

5/10/2016 16:59 elsea\_b RT @rebekahiliff: Via @AirPR Analyst, we can see owned media and contributed content are significant contributors of leads! #measurePR <http://t.co/...>

5/10/2016 17:00 gerardcorbett Where do the time go? â± #measurePR

5/10/2016 17:00 rebekahiliff No offense but they should be fired. Right @AdamSinger #measurepr <https://t.co/FhPvV6vn7F>

5/10/2016 17:00 KelByrd A6: Data capture, review, analysis, insights, distribution (beyond PR), application (beyond dept), repeat #measurePR <https://t.co/6bq35h7bj>

5/10/2016 17:01 biggreenpen Great chat everyone! Thx as always for educating me! :- ) #measurepr

5/10/2016 17:01 theelusivefish @michaelsmartpr @MBennett715 @rebekahiliff Yep... important to remember most of what's shared in social comes from traditional #measurePR



5/10/2016 17:01 elsea\_b RT @KelByrd: A6: Data capture, review, analysis, insights, distribution (beyond PR), application (beyond dept), repeat #measurePR <https://t.co/6yRkcb8Lw> #measurePR

5/10/2016 17:01 GERALYNKINDERK2 RT @KelByrd: A6: Data capture, review, analysis, insights, distribution (beyond PR), application (beyond dept), repeat #measurePR <https://t.co/6yRkcb8Lw> #measurePR

5/10/2016 17:01 StoryNimbus thanks everyone! #measurepr great chat!

5/10/2016 17:01 aiaddysonzhang @rebekahiliff haha @AdamSinger #measurepr

5/10/2016 17:02 michaelblowers Q7 PR people seem to like my Thursday emails about media relations. 7,500 subscribers. Sign up at <https://t.co/6yRkcb8Lw> #measurePR

5/10/2016 17:02 rebekahiliff And I thought outrageous tuition was only thing plaguing college education. Different chat though. #measurePR <https://t.co/JwvyDOB4Yw>

5/10/2016 17:02 emmamhawes @rebekahiliff @shonali @MBennett715 or Rosie O Donnell when she's throw the Koosh balls at the audience #measurepr

5/10/2016 17:02 shonali @Annelsehower Agree! @michaelsmartpr You can't that kind of WOM. ;) A7 #measurePR

5/10/2016 17:02 emmamhawes RT @shonali: Q7: Do you have an initiative/program you'd like the #measurePR community to know about? Please share! True. Also some like @JimmyFallon integrate both mediums seamlessly. #measurepr

5/10/2016 17:02 MBennett715 <https://t.co/62iXPud4vs>

5/10/2016 17:03 michaelblowers Traditional sources & measurement techniques still have a place #measurepr <https://t.co/4L4eFiy95z>

5/10/2016 17:03 aiaddysonzhang @AdamSinger it is a sad reality ... plus, textbooks are not as updated as they should @rebekahiliff #measurepr

5/10/2016 17:03 shonali Well, that hour went by quick! #measurepr

5/10/2016 17:03 hemantgaule @aiaddysonzhang @MBennett715 @rebekahiliff Only a matter of time before they do. Evolve or go extinct. #measurepr

5/10/2016 17:03 shonali Thanks so much all for joining, and esp @michaelsmartpr @anneisenhower @rebekahiliff #measurepr

5/10/2016 17:03 rebekahiliff A7: Leverage @AirPR Analyst for measurement and benchmarking, set up a demo w/ [airforce@airpr.com](mailto:airforce@airpr.com)! #measurePR <https://t.co/EHjdqp4RWc>

5/10/2016 17:04 aiaddysonzhang @rebekahiliff i know. when i started embracing SM as teaching tools, i had so many students don't know how to use Twitter.... #measurepr

5/10/2016 17:04 shonali Save the date for next month's chat that will come to you live from London & #AMECSummit, what what! June 14, 12-1p mET #measurepr

5/10/2016 17:04 shonali We have some great guests lined up for next month so don't miss it, June 14, 12-1 pm ET #measurepr #AMECSummit

5/10/2016 17:04 aiaddysonzhang @rebekahiliff And many have no clue how to use SM strategically & professionally to build their personal brands #measurepr

5/10/2016 17:05 aiaddysonzhang @michaelsmartpr Going to subscribe now. Thank you for the insights today! #measurepr

5/10/2016 17:05 Annelsehower RT @KelByrd: A6: Data capture, review, analysis, insights, distribution (beyond PR), application (beyond dept), repeat #measurePR <https://t.co/6yRkcb8Lw> #measurePR

5/10/2016 17:05 KelByrd A5(2): also, see the ecosystem: <https://t.co/VZ76pDKxfe> #measurePR <https://t.co/tTxlvnMPeg>

5/10/2016 17:05 rebekahiliff @shonali thanks for having me and the @AirPR crew. 'Preciate all you do to educate the industry about #measurePR. Lucky to have you!

5/10/2016 17:06 aiaddysonzhang @hemantgaule Higher ed is very slow to innovation and change. Too hierarchical @MBennett715 @rebekahiliff #measurepr

5/10/2016 17:06 shonali Thanks so much all for joining, hope to see you next month! #measurepr over & out :)