Created	Name	Message
10/13/2016 16:00	Shonali Burke	And... here we go! Welcome back to your monthly #measurepr Twitter chat! Who's here? How're you doing?
10/13/2016 16:00	Erika Heald	@shonali @Andersenology @jfouts @clicktime @FaySCommPRO Looking forward to joining my first #measurePR today
10/13/2016 16:01	Shonali Burke	As we settle in, please introduce yourself, say who+where you are & what you do. Also, what beverage is at hand? #measurepr
10/13/2016 16:01	Ai Zhang	Great to see you joining the chat again @shonali. Missed you during the last two chats. #MeasurePR
10/13/2016 16:01	Shonali Burke	@SFerika Really?! Well, then, a special welcome to you! #measurepr
10/13/2016 16:01	Corina Manea	@aiaddysonzhang Me too, Ai! Hi! #measurePR
10/13/2016 16:01	Emma Hawes	RT @Andersenology: Okay, fast fingers, don't fail me now. It's about time to start! #measurepr
10/13/2016 16:02	Fay Shapiro	Hi there. Have HUGE bottle of Smart Water in hand. #measurepr
10/13/2016 16:02	Ai Zhang	@corinamanea Hello Corina! So great to see you! How are you doing? #MeasurePR
10/13/2016 16:02	ClickTime	Here! I run marketing for ClickTime, a time tracking and resource management platform. I'm drinking way too strong coffee! #measurepr
10/13/2016 16:02	Janet Fouts	@shonali Warming up with a cup of MatÃ© out here in CA #measurePR
10/13/2016 16:02	Shonali Burke	@aiaddysonzhang That's so nice of you to say. Thank you! I'm so grateful @jenzings stepped in. <3 #measurepr
10/13/2016 16:02	Corina Manea	@shonali Hi Shonali! Hi everyone! excited to be here! #measurePR
10/13/2016 16:02	Shonali Burke	@emmamhawes @Andersenology LOLOL!!! #measurepr
10/13/2016 16:02	Shonali Burke	@clicktime So great to have you here!!! #measurepr
10/13/2016 16:02	Jess Columbo	@shonali Hi friends! Jess, PDX, Social Strategy. On my second cup of caffeine. Looking forward to some good conversation. #measurePR
10/13/2016 16:02	Jen Zingsheim	Hey there! Checking to the chat! #measurepr
10/13/2016 16:02	ClickTime	@FaySCommPRO You are smarter than I am. #measurepr
10/13/2016 16:02	Shonali Burke	@jfouts you & @clicktime should connect IRL if you haven't already! #measurepr
10/13/2016 16:02	Emma Hawes	It's Em. The social media specialist/grad student. I hope to live in Nashville and teach at a university and work in pr. #measurepr
10/13/2016 16:02	Gerard F. Corbett	@gerardcorbett #Redphlag #coach #educator #counsellor #coffee #measurePR
10/13/2016 16:03	Shonali Burke	@corinamanea so great to see you! <3 #measurepr
10/13/2016 16:03	Elizabeth North	Hi, everyone! I'm head of internal comms agency for univ-based statewide education org. Just water from the water fountain! #measurePR
10/13/2016 16:03	Emma Hawes	@shonali @Andersenology I just did a short workout so now I'm jittery. #measurepr
10/13/2016 16:03	Erika Heald	@shonali I'm Erika Heald, Chief Content Officer for @SpinSucks. I'm in San Francisco with @PhilzCoffee in hand. #measurepr
10/13/2016 16:03	Brandon Andersen	Diet Mt. Dew at the ready. #measurepr
10/13/2016 16:03	Janet Fouts	@clicktime Welcome! #measurePR
10/13/2016 16:03	Fay Shapiro	Welcome everyone. Awesome to be part of this discussion. #measurepr
10/13/2016 16:03	Corina Manea	Hi! I'm Chief Community Officer for @SpinSucks and Arment Dietrich and founder of NutsPR all the way from Spain #measurepr
10/13/2016 16:03	Shonali Burke	@gerardcorbett @emmamhawes @JessColumbo welcome!! #measurepr
10/13/2016 16:04	Erika Heald	@jfouts @shonali Thanks for the warm welcome! #measurePR
10/13/2016 16:04	Rob Clark	Hello #measurepr, I'm a storyteller and problem solver, using my talents to help brands out. Solo practitioner. Have coffee will travel.
10/13/2016 16:04	Ai Zhang	@FaySCommPRO Look forward to learning more from you, Fay! #MeasurePR
10/13/2016 16:04	Corina Manea	@gerardcorbett Hi Gerry! #measurepr
10/13/2016 16:04	Shonali Burke	Me: #socialPR strategist, teacher & trainer, measurement geek (hence this chat). Also <3 dogs, paleo + barre. Oh, also shoes. #measurepr
10/13/2016 16:04	Janet Fouts	Glad to see you Erika! #measurePR https://t.co/TTzdfnzJwV
10/13/2016 16:05	Emma Hawes	I need to go to the microwave and make the Tazo Pumpkin spice chai tea. I wasn't paid to endorse I just love it. #measurepr
10/13/2016 16:05	Shonali Burke	@aiaddysonzhang and we're going to meet soon, in Indy! #measurepr
10/13/2016 16:05	Shonali Burke	@theelusivefish LOL! Great to see you here again, Rob. #measurepr
10/13/2016 16:05	Ai Zhang	@lurnalott this sounds interesting. i am in higher ed. #MeasurePR
10/13/2016 16:05	Janet Fouts	feel like I'm hanging out with friends for #measurepr this week. Thanks for inviting us @shonali
10/13/2016 16:05	Corina Manea	@aiaddysonzhang Hey Ai! Great to see you too! All good here, thank you! How are you? #measurepr
10/13/2016 16:05	Shonali Burke	I'm SO psyched to have @clicktime @jfouts @FaySCommPro @Andersenology as our special guests today, they kick butt! #measurepr

10/13/2016 16:06	Rob Clark	@shonali Always a pleasure to join in on #measurePR
10/13/2016 16:06	Corina Manea	@shonali ðŸ'œ You too! #measurePR
10/13/2016 16:06	jr schmitt	@shonali so glad you included the shoes :) #measurepr
10/13/2016 16:06	Brandon Andersen	@shonali @clicktime @jfouts @FaySCommPro So excited to be here to kick butts! #measurepr
10/13/2016 16:06	Shonali Burke	Today we'll be talking abou how to #measurepr content, perhaps in ways you haven't thought about before. :) Before we get started...
10/13/2016 16:06	Ai Zhang	@shonali I CAN NOT WAIT to see you IRL!!! Excitement is an understatement. #MeasurePR
10/13/2016 16:06	Elizabeth North	@aiaddysonzhang Thanks! I love doing comms, mktg, branding work for an education agency. #luckytohavemyjob #measurepr
10/13/2016 16:06	Shonali Burke	Few quick things to make chatting easy + fun: 1) don't forget to include the hashtag #measurepr else your tweets won't be indexed
10/13/2016 16:07	Corina Manea	RT @shonali: I'm SO psyched to have @clicktime @jfouts @FaySCommPro @Andersenology as our special guests today, they kick butt! #measurepr
10/13/2016 16:07	Ai Zhang	@corinamanea very good. i am on sabbatical this year. loving it. #MeasurePR
10/13/2016 16:07	Shonali Burke	2) Obv we want our guests to answer, but YOU TOO! It's not called a "chat" for nothing. :) #measurepr
10/13/2016 16:07	ClickTime	@Andersenology Yes!!! #measurepr
10/13/2016 16:07	Shonali Burke	3) If you have a qn for a guest/the group, please DM to me, and I'll add to the queue/field if we have time. #measurepr
10/13/2016 16:07	Janet Fouts	RT @shonali: Today we'll be talking abou how to #measurepr content, perhaps in ways you haven't thought about before. :) Before we get starâ€¦
10/13/2016 16:07	Ai Zhang	Look forward to it! #MeasurePR https://t.co/DLcfWoFz8y
10/13/2016 16:08	Ai Zhang	@gerardcorbett Hello Gerry! #MeasurePR
10/13/2016 16:08	Shonali Burke	4) Also please # your qns/ans, e.g. A1 or "re Q1," it'll help others follow the conversation stream. Ready? Here we go! #measurepr
10/13/2016 16:08	(Assu)-INC	RT @shonali: 3) If you have a qn for a guest/the group, please DM to me, and I'll add to the queue/field if we have time. #measurepr
10/13/2016 16:08	Shonali Burke	@jfouts I feel like we are too! It's been too long, and you/I need to catch up too. <3 #measurepr
10/13/2016 16:08	Shonali Burke	@gerardcorbett OMG gorg... #measurepr
10/13/2016 16:09	Shonali Burke	Q1: Please tell us what you do, how you got there. What got you interested in measurement? #measurepr
10/13/2016 16:09	Corina Manea	@aiaddysonzhang SO COOL! I look forward to hear more about it. #measurepr
10/13/2016 16:09	Fay Shapiro	@Shonali You host the best chats. #measurepr
10/13/2016 16:09	Fay Shapiro	A1 #measurePR I am a data girl. Starting @ Bacons, now @Cision. Who remembers Bacons?
10/13/2016 16:09	Fay Shapiro	A1 #measurePR My career has been data driven, creating database tools and now w/ @CommPRO, sharing knowledge tied to #measurement
10/13/2016 16:09	Corina Manea	RT @shonali: Q1: Please tell us what you do, how you got there. What got you interested in measurement? #measurepr
10/13/2016 16:09	Brandon Andersen	A1: Chief Strategist at Ceralytics â€" I wanted to help communicators understand their audiences to deliver better value to them. #measurepr
10/13/2016 16:10	Gerard F. Corbett	Dawn this morning! Grazie!!!#measurepr https://t.co/CwZihSYCv5
10/13/2016 16:10	Shonali Burke	@FayScommPRO I do!!! A1 Who could forget those big green directories?! #measurepr
10/13/2016 16:10	Shonali Burke	@FayScommPRO Awww xoxxo #measurepr
10/13/2016 16:10	Emma Hawes	I'm a social media specialist for Media Mark Spotlight. I'm interesting in measurement to make sure my hard-work isn't wasted. #measurepr
10/13/2016 16:10	Corina Manea	A1: I'm a Social PR and without measurement we don't exist :) #measurepr
10/13/2016 16:10	Ai Zhang	@corinamanea Thank you. Our study is to identify best practices in social media pedagogy by interviewing experts in this area. #MeasurePR
10/13/2016 16:10	sohini baliga	@shonali A1: Clients - small one, tiny budgets - need to know what's working. Esp. in social where the goalposts move. Often. #measurePR
10/13/2016 16:10	Brandon Andersen	@FayScommPRO I do! :D #measurepr
10/13/2016 16:10	Janet Fouts	A1 I own a social media marketing agency, https://t.co/q54JQELcP7 of course measurable results are crucial! #measurePR
10/13/2016 16:11	ClickTime	I've done PR for startups, as have many friends. It. Is. Hard. Work! I got into measurement to make things easier. #measurepr
10/13/2016 16:11	Corina Manea	RT @FayScommPRO: A1 #measurePR My career has been data driven, creating database tools and now w/ @CommPRO, sharing knowledge tied to #meaâ
10/13/2016 16:11	Corina Manea	Cool! #measurePR https://t.co/9LLuX25sh7
10/13/2016 16:11	Janet Fouts	A1 I got here from a circuitous route. Dropped out of vet school, Horse trainer, chef, geek, web developer to marketer #measurePR
10/13/2016 16:11	Brandon Andersen	AGREED. RT @corinamanea A1: I'm a Social PR and without measurement we don't exist :) #measurepr
10/13/2016 16:11	Ai Zhang	A1. I am a PR prof interested in learning more about analytics so that i can teach better. Also for my personal brand. #MeasurePR
10/13/2016 16:11	Corina Manea	@Andersenology Hey Brandon! #measurePR
10/13/2016 16:11	Fay Shapiro	A1 @shonali At Bacon's, I go back to the days of the coil bound directories And diskette directories. My first database project. #measurepr

10/13/2016 16:11	Gerard F. Corbett	A1. Long time! Also couldn't avoid @shonali 's ubiquitous measurement presence and presents. #measurePR
10/13/2016 16:11	Brandon Andersen	@corinamanea Thanks! We think it's cool too. :) #measurepr
10/13/2016 16:11	Emma Hawes	@gerardcorbett is anyone else questioning how many great photos Gerard has printed off from the years and the space it takes up? #measurePR
10/13/2016 16:11	Shonali Burke	@gerardcorbett Aww! xo A1 #measurepr
10/13/2016 16:12	Erika Heald	A1 I got hooked on measurement when I created my first website a very long time ago. I love knowing what's working. #MeasurePR
10/13/2016 16:12	Ai Zhang	@jfouts wow. that's quite a journey! #MeasurePR
10/13/2016 16:12	Shonali Burke	@jfouts wow I did not know the vet school bit! A1 #measurepr
10/13/2016 16:12	Brandon Andersen	@austinomaha @shonali @FayScommPRO That's amazing! A 2004! #measurepr
10/13/2016 16:12	Janet Fouts	@aiaddysonzhang It's been a wild ride. (: #measurePR
10/13/2016 16:12	Shonali Burke	@clicktime You also have a more, shall we say, "entertaining" past that would be so cool to share...? ;) A1 #measurepr
10/13/2016 16:13	Erika Heald	A1b I started out in journalism, then went into MarComm where I often owned PR. Eventually came to PR agency life. #MeasurePR
10/13/2016 16:13	Shonali Burke	@SFerika It's such a high, no? A1 #measurepr
10/13/2016 16:13	Emma Hawes	@austinomaha @shonali @FayScommPRO this is too funny. The more you know. #measurePR
10/13/2016 16:13	Brandon Andersen	@corinamanea Great to see you here Corina! #measurePR
10/13/2016 16:13	Shonali Burke	Wow, so many fascinating backgrounds & roads to measurement. OK, Q2 coming up... #measurepr
10/13/2016 16:13	Shonali Burke	Q2: How can we benchmark/help others understand the amount of time it takes to create effective content? #measurepr
10/13/2016 16:13	Ai Zhang	@emmamhawes i know! i love all these pics that @gerardcorbett shared! breath-taking #MeasurePR
10/13/2016 16:13	Dawn Buzynski	A1: I am head of PR at @SABetterWay and became interested in measurement as a way to show PR value without the need of AVEs #measurepr
10/13/2016 16:13	Janet Fouts	Me too. Gotta see what's working to do more of that! #measurePR https://t.co/RWaxWIbXQc
10/13/2016 16:13	Erika Heald	@shonali Totally! I'm a gamer, and I am always trying to beat my "high scores". #measurepr
10/13/2016 16:14	Brandon Andersen	A2-1: Effective content requires lots of research of your audienceâ€™s needs and your competitorâ€™s positioning. #measurepr
10/13/2016 16:14	Shonali Burke	@dawnbuzy So great to see you here! @SABetterWay A1 #measurepr
10/13/2016 16:14	Fay Shapiro	A2 #measurePR First step, establish your #KPIs. Have a content plan.
10/13/2016 16:14	ClickTime	@shonali Haha! We have over a dozen professional musicians on our team! #measurepr
10/13/2016 16:14	Emma Hawes	@aiaddysonzhang @gerardcorbett it makes me kind of hate him because I wish I had his skills. They are just breathtaking. #measurePR
10/13/2016 16:14	Corina Manea	@Andersenology Thank you! Great to see you too, Brandon! #measurePR
10/13/2016 16:14	Erika Heald	@jfouts Exactly! It's incredibly helpful for identifying where to focus. #measurePR
10/13/2016 16:14	Brandon Andersen	A2-2: Truly effective content isnâ€™t cheap and it isnâ€™t easy. It takes dedicated time and resources to do it right. #measurepr A1 #measurepr
10/13/2016 16:14	Rohan Ayyar	Everything #DigitalMarketing @E2MSolutions .. Started off with #SEO and got me interested in measurmeâ€¦ https://t.co/uIREnNgIMi
10/13/2016 16:14	Emma Hawes	RT @FayScommPRO: A2 #measurePR First step, establish your #KPIs. Have a content plan.
10/13/2016 16:14	Gerard F. Corbett	I'm so old I know Rob Bacon. #measurepr https://t.co/YbA5WL37gl
10/13/2016 16:15	Elizabeth North	RT @jfouts: Me too. Gotta see what's working to do more of that! #measurePR https://t.co/RWaxWIbXQc
10/13/2016 16:15	Jen Zingsheim	RT @shonali: Q2: How can we benchmark/help others understand the amount of time it takes to create effective content? #measurepr
10/13/2016 16:15	Corina Manea	RT @shonali: Q2: How can we benchmark/help others understand the amount of time it takes to create effective content? #measurepr
10/13/2016 16:15	Ai Zhang	this is critical. #MeasurePR https://t.co/TmUt0uxh7w
10/13/2016 16:15	Fay Shapiro	A2 Totally agree w/ @Andersonology Quality content is the name of the game. #measurepr
10/13/2016 16:15	Janet Fouts	RT @Andersenology: A2-1: Effective content requires lots of research of your audienceâ€™s needs and your competitorâ€™s positioning. #measurepr
10/13/2016 16:15	Rob Clark	A1) what a long strange road it's been ...marketing + PR for over 15yrs, focus on digital last 10yrs and #measurepr last 5yrs.
10/13/2016 16:15	Brandon Andersen	RT @FayScommPRO: A2 Totally agree w/ @Andersonology Quality content is the name of the game. #measurepr
10/13/2016 16:16	Shonali Burke	@jenzings You're here, yay! #measurepr A2-1 Take a look at the content that resonates with your audience and see how much billable was spent on each component.
10/13/2016 16:16	ClickTime	#measurepr
10/13/2016 16:16	Jen Zingsheim	Absolutely. Lots of time; ppl need to be prepared for that. #MeasurePR https://t.co/laO4gAgymK

10/13/2016 16:16 Ai Zhang	thanks for sharing. #MeasurePR https://t.co/PiijgmalyT	
10/13/2016 16:16 Erika Heald	Oh! I have to credit my colleague @corinamanea for clueing me in on today's #MeasurePR chat. She's awesome that way!	
10/13/2016 16:16 Emma Hawes	@gerardcorbett @FayScommPRO @shonali I don't know why I'm just learning about this. I'm going to have to add this to a class. #measurePR	
10/13/2016 16:16 Brandon Andersen	Yep! How do you know if it's working without KPIs? RT @FayScommPRO A2 #measurePR First step, establish your #KPIs. Have a content plan.	
10/13/2016 16:16 Shonali Burke	@gerardcorbett There is a "Rob Bacon"?? #measurepr	
10/13/2016 16:16 Corina Manea	A2: First of all you need to be in the trenches to really understand what it takes #measurepr	
10/13/2016 16:17 Fay Shapiro	A2 For tips on doing quality content, check out some CommPRO posts. https://t.co/WlkTs2Mc54 #measurepr	
10/13/2016 16:17 Jen Zingsheim	@shonali Snuck in right after class started. ;-) #MeasurePR	
10/13/2016 16:17 Shonali Burke	@SFerika Yes she is! I <3 @corinamanea #measurepr	
10/13/2016 16:17 Elizabeth North	RT @FayScommPRO: A2 For tips on doing quality content, check out some CommPRO posts. https://t.co/WlkTs2Mc54 #measurepr	
10/13/2016 16:17 Janet Fouts	A2 We'd be lost in the woods w/out benchmarks! Baselines should b taken b4 any campaign #measurePR	
10/13/2016 16:17 Shonali Burke	@jenzings LOL! #measurepr	
10/13/2016 16:17 Ai Zhang	A2. Audience response. How much time & $ they spend on your content? #MeasurePR	
10/13/2016 16:17 Gerard F. Corbett	A2. First step. Have a reason and rationale for the content. Don't do it unless you have a clear purpose. #measurePR	
10/13/2016 16:17 Fay Shapiro	@shonali @gerardcorbett OH YES. There sure is a Rob Bacon. I was hired by his late, great dad, Robert Bacon Jr. #measurepr	
10/13/2016 16:17 Corina Manea	@shonali @SFerika Back at you ladies! #measurePR	
10/13/2016 16:17 ClickTime	A1-2 Data can show how long any activity typically takes, based on the type of client, the level of the employee, etc. #measurepr	
10/13/2016 16:17 Shonali Burke	@FayScommPRO @gerardcorbett Wow... #measurepr	
10/13/2016 16:17 Emma Hawes	RT @jfouts: A2 We'd be lost in the woods w/out benchmarks! Baselines should b taken b4 any campaign #measurePR	
10/13/2016 16:18 Elizabeth North	RT @gerardcorbett: A2. First step. Have a reason and rationale for the content. Don't do it unless you have a clear purpose. #measurePR	
10/13/2016 16:18 Emma Hawes	RT @gerardcorbett: A2. First step. Have a reason and rationale for the content. Don't do it unless you have a clear purpose. #measurePR	
10/13/2016 16:18 Rohan Ayyar	A2 #measurepr Show the ROI (if you can measure it) / time taken. Benchmark KPIs for future comparisons.â€¦ https://t.co/tHJEKf6Qgt	
10/13/2016 16:18 Shonali Burke	RT @clicktime A1-2 Data can show how long any activity typically takes, based on type of client, level of the employee, etc. #measurepr	
10/13/2016 16:18 Brandon Andersen	Which one went by the nickname "Tubby". Tubby Bacon is still my all-time favorite name. :) @FayScommPRO @shonali @gerardcorbett #measurepr	
10/13/2016 16:18 Rob Clark	A2) This is what frustrates those who budget/plan/hold purse strings ... it's not a one to one relationship #measurepr	
10/13/2016 16:18 Elizabeth North	RT @aiaddysonzhang: A2. Audience response. How much time & $ they spend on your content? #MeasurePR	
10/13/2016 16:18 Corina Manea	Yes! #measurePR https://t.co/xM6o2shMpb	
10/13/2016 16:18 Erika Heald	@shonali A2 I built a google sheet that showed how much of everyone's time at my prior agency went into creating diff content. #measurepr	
10/13/2016 16:18 Shonali Burke	@FayScommPRO @gerardcorbett I guess they brought home the bacon. ;p @andersenology #measurepr	
10/13/2016 16:18 Fay Shapiro	@Andersenology @shonali @gerardcorbett And he was as skinny as a could be. A truly lovely man. I learned so much from him. #measurepr	
10/13/2016 16:18 Corina Manea	RT @gerardcorbett: A2. First step. Have a reason and rationale for the content. Don't do it unless you have a clear purpose. #measurePR	
10/13/2016 16:19 Janet Fouts	A2 Know your KPIs and adjust content to reach them. It's all got to be a bit fluid. LISTEN #measurepr	
10/13/2016 16:19 Ai Zhang	Great resources. Thanks for sharing. #MeasurePR https://t.co/iMGbPUEwui	
10/13/2016 16:19 Elizabeth North	RT @theelusivefish: A2) This is what frustrates those who budget/plan/hold purse strings ... it's not a one to one relationship #measurepr	
10/13/2016 16:19 Shonali Burke	@SFerika Kewl! How did they react to/use that? A2 #measurepr	
10/13/2016 16:19 Brandon Andersen	LOL! @shonali @FayScommPRO @gerardcorbett @andersenology #measurepr	
10/13/2016 16:19 jr schmitt	@shonali a2 use the analogy of being a signal, not contributing to the noise. #measurepr	
10/13/2016 16:19 Janet Fouts	@theelusivefish exaaactly! #measurePR	
10/13/2016 16:19 Fay Shapiro	@shonali @gerardcorbett @andersenology For the record, you know how often I heard, "What's a Shapiro doing working at Bacon's?" #measurepr	
10/13/2016 16:19 Sabine Raabe	RT @gerardcorbett: A2. First step. Have a reason and rationale for the content. Don't do it unless you have a clear purpose. #measurePR	
10/13/2016 16:19 Shonali Burke	Q3: Continuing the â€œtimeâ€ theme, how can agencies/consultants optimize content for profitability? #measurepr	

10/13/2016 16:19	Brandon Andersen	RT @shonali: @SFerika Kewl! How did they react to/use that? A2 #measurepr
10/13/2016 16:19	Elizabeth North	RT @cloudspark: @shonali a2 use the analogy of being a signal, not contributing to the noise. #measurepr
10/13/2016 16:19	Rob Clark	A2) You can't just throw X dollars or Y time to achieve Z effect from your content. #measurepr
10/13/2016 16:20	Janet Fouts	RT @cloudspark: @shonali a2 use the analogy of being a signal, not contributing to the noise. #measurepr
10/13/2016 16:20	Brandon Andersen	RT @theelusivefish: A2) You can't just throw X dollars or Y time to achieve Z effect from your content. #measurepr
10/13/2016 16:20	Erika Heald	@shonali It made proposals so much easier and more consistent! And it meant no one was waiting on ME for a quote. #measurepr
10/13/2016 16:21	Brandon Andersen	A3-1: Understand what content attracts audiences vs. what content CONVERTS them to buying. They may often be different. #measurepr
10/13/2016 16:21	Brandon Andersen	A3-2: Then work on bridging the gap between what attracts audiences to what converts them. Optimize the experience. #measurepr
10/13/2016 16:21	ClickTime	@theelusivefish Agreed! But you can look at the data over time and get an approximation, which helps with managing capacity/time #measurepr
10/13/2016 16:21	Gerard F. Corbett	A3. Make it relevant, resonant and robust. #measurePR
10/13/2016 16:21	Corina Manea	RT @shonali: Q3: Continuing the â€œtimeâ€ theme, how can agencies/consultants optimize content for profitability? #measurepr
10/13/2016 16:21	ClickTime	@theelusivefish An approximation of how much billable time was spent on the most/least effective content #measurepr
10/13/2016 16:22	Emma Hawes	RT @shonali: Q3: Continuing the â€œtimeâ€ theme, how can agencies/consultants optimize content for profitability? #measurepr
10/13/2016 16:22	Janet Fouts	RT @gerardcorbett: A3. Make it relevant, resonant and robust. #measurePR
10/13/2016 16:22	Fay Shapiro	A3) A You must understand what content works for your target audience, plus for the platform. #microstoryelling. #measurepr
10/13/2016 16:22	SoloPR	Smart! RT @gerardcorbett: Have a reason and rationale for the content. Don't do it unless you have a clear purpose. #measurePR
10/13/2016 16:22	Janet Fouts	A3 Content should be multi-purpose, easily chunked for delivery across platforms. #measurePR
10/13/2016 16:22	Shonali Burke	RT @Andersenology A3-1: Understand what content attracts audiences vs. what CONVERTS them to buying. They may often be different. #measurepr
10/13/2016 16:22	Brandon Andersen	This is fantastic. #measurepr https://t.co/WKrzXDwm6o
10/13/2016 16:22	Shonali Burke	RT @SFerika (A2) It made proposals so much easier and more consistent! And it meant no one was waiting on ME for a quote. #measurepr
10/13/2016 16:22	Rob Clark	Definitely @clicktime. And there's also a point of triage, where you do what you can with what you can and call it a day. #measurePR
10/13/2016 16:23	Brandon Andersen	RT @clicktime: @theelusivefish An approximation of how much billable time was spent on the most/least effective content #measurepr
10/13/2016 16:23	Janet Fouts	A3 use short links and monitor what is being shared so you can retool #measurepr
10/13/2016 16:23	Shonali Burke	RT @jfouts A3 Content should be multi-purpose, easily chunked for delivery across platforms. #measurePR
10/13/2016 16:23	Fay Shapiro	A3) cont... Create the content that works for your desired platform. Not a one size, fits all plan. #measurepr
10/13/2016 16:23	Janet Fouts	A3 Evaluate success quickly, if the content isnâ€™t getting results, rework it. #measurePR
10/13/2016 16:23	Dawn Buzynski	A2 Benchmarks should align with business objectives. Content dev should be seen as long, short and bites to help understand time. #measurePR
		A3 #measurepr
		1. Attribute revenue to #contentmarketing
		2. Use data to dictate the amount of content you create
10/13/2016 16:23	Rohan Ayyar	3.â€¦ https://t.co/TZ3jizbG9I
10/13/2016 16:23	Brandon Andersen	RT @FayScommPRO: A3) cont... Create the content that works for your desired platform. Not a one size, fits all plan. #measurepr
10/13/2016 16:24	Emma Hawes	RT @jfouts: A3 Evaluate success quickly, if the content isnâ€™t getting results, rework it. #measurePR
10/13/2016 16:24	Gerard F. Corbett	A piece of news: One of the best content producers ever just won the Nobel Prize #measurepr #BobDylan
10/13/2016 16:24	Jen Zingsheim	RT @jfouts: A3 Content should be multi-purpose, easily chunked for delivery across platforms. #measurePR
10/13/2016 16:24	Brandon Andersen	@FayScommPRO We see this a lot. Companies take one piece of content and blast it on every channel - often a waste. #measurepr
10/13/2016 16:24	ClickTime	@jfouts Yes! If content is not getting results, rework it! #measurepr
10/13/2016 16:24	Shonali Burke	A3 It's also REALLY important to understand different content (& platforms) will do different things. Optimize accordingly. #measurepr
		RT @searchrook: A3 #measurepr
		1. Attribute revenue to #contentmarketing
		2. Use data to dictate the amount of content you create
10/13/2016 16:24	Brandon Andersen	3.â€¦
10/13/2016 16:25	Erika Heald	A3 Develop routine process flows & templates for recurring content types. Think through what you need in sourcing calls. #measurepr
10/13/2016 16:25	Janet Fouts	@theelusivefish @clicktime Yes, at some point you've got to let go of what you think works for what really works! #measurePR

10/13/2016 16:25	Corina Manea	A3: Look in-house for content you already have that's valuable and can be repurposed #measurepr
10/13/2016 16:25	Rob Clark	@jfouts Easily chunked, but never dumped. Use the right content with the right platforms/audience. #measurePR
10/13/2016 16:25	Brandon Andersen	@clicktime @jfouts And try to understand WHY the content didn't work, so you don't make the same mistake again. #measurepr
10/13/2016 16:25	Brandon Andersen	RT @jfouts: @theelusivefish @clicktime Yes, at some point you've got to let go of what you think works for what really works! #measurePR
10/13/2016 16:25	Rohan Ayyar	@Andersenology @relevance Here's one on how to prove effectiveness of content https://t.co/7ip5vBHpzf via @jeffbullas #measurepr
10/13/2016 16:25	Janet Fouts	Yes, you can share the concept, but in the voice of the channel and at different times. #MeasurePR https://t.co/CLuuev1cyo
10/13/2016 16:25	ClickTime	A3 Do as many press releases as possible. At least four or five a day. #measurepr
10/13/2016 16:26	Shonali Burke	So much chatter about it, but I think @bobdylan absolutely deserves the #NobelPrize #measurePR @gerardcorbett https://t.co/4Jh4SbTg10
10/13/2016 16:26	ClickTime	Just kidding! #measurepr
10/13/2016 16:26	Ai Zhang	@shonali And you may have different demographics of people follow you on different platforms #MeasurePR
10/13/2016 16:26	Emma Hawes	This is brilliant news. He wrote the album New Morning after his commencement speech at Princeton. #MeasurePR https://t.co/sWicFYb06g
10/13/2016 16:26	Shonali Burke	@cloudspark I missed you earlier, so glad you could join! #measurePR
10/13/2016 16:27	Shonali Burke	@clicktime LOLOLOL!!!!! A3 #measurepr
10/13/2016 16:27	Ai Zhang	@corinamanea So true. And don't ever forget employees who can produce great content as well. #MeasurePR
10/13/2016 16:27	Janet Fouts	@theelusivefish Yes, by chunking I mean to take highlights and write for diff platforms, not chunk and dump! #MeasurePR
10/13/2016 16:27	Shonali Burke	Q4: What's the most useless way of measuring content that you've seen? #measurepr
10/13/2016 16:27	Gerard F. Corbett	RT @emmamhawes: This is brilliant news. He wrote the album New Morning after his commencement speech at Princeton. #MeasurePR https://t.co/…
10/13/2016 16:27	Corina Manea	Great add, Ai! #measurePR https://t.co/FFV8DjZCs7
10/13/2016 16:27	Sean Williams	Hi there #measurepr -- say hello to #measuresum16 and @queenofmetrics @gojohnab among others here in NH
10/13/2016 16:27	Brandon Andersen	@clicktime Sorry, I have to disagree here. Content for content's sake is not a strategy. Need to have great content. #measurepr
10/13/2016 16:27	Ai Zhang	@clicktime oh okay. i was like really... haha #MeasurePR
10/13/2016 16:27	Gerard F. Corbett	RT @aiaddysonzhang: @corinamanea So true. And don't ever forget employees who can produce great content as well. #MeasurePR
10/13/2016 16:28	Janet Fouts	So many corps downplay the value of employee generated content) : #MeasurePR https://t.co/Chx1u2lsny
10/13/2016 16:28	Fay Shapiro	Thanks for inviting me @Shonali #measurepr
10/13/2016 16:28	Gerard F. Corbett	Impressions 😘« #measurepr https://t.co/GcSOoTrtlU
10/13/2016 16:28	Janet Fouts	A4 "Likes" on Facebook. Engagement matters, empty likes are just that. Empty #measurePR
10/13/2016 16:28	Jen Zingsheim	RT @shonali: Q4: What's the most useless way of measuring content that you've seen? #measurepr
10/13/2016 16:29	Emma Hawes	Cliche one but likes. Yes I can see some extent with followers, but likes isn't a true way. #measurePR
10/13/2016 16:29	Shonali Burke	@CommAMMO @queenofmetrics @gojohnab Hey there! #measuresum16 #measurepr
10/13/2016 16:29	Morgaine LeFaye	The latest Morgaine 's Mix and Match! https://t.co/npd4eueeq9 Thanks to @chaz2b @haploc @silpol #measurepr #basicincome
10/13/2016 16:29	Dawn Buzynski	A4 Inches in a print mag. Yuck. #measurePR
10/13/2016 16:29	ClickTime	@Andersenology All good. This chat is going warp speed! #measurepr
10/13/2016 16:29	Fay Shapiro	Apologies. Need to bolt for next event. The Science Behind Influencer Marketing (Free Webinar) https://t.co/kJCBVgHdfv #measurepr
10/13/2016 16:29	Corina Manea	RT @shonali: Q4: What's the most useless way of measuring content that you've seen? #measurepr
10/13/2016 16:29	Rob Clark	A3) #measurepr know what you need to achieve. Have cost/time target to achieve it. Creative's job is to work within that target.
10/13/2016 16:30	jr schmitt	@shonali a4: word counts, number of posts/tweets by the brand, and wait for it, comparison to ave. #justsayno #measurepr
10/13/2016 16:30	Erika Heald	@corinamanea repurposing content is my secret content weapon... #measurepr
10/13/2016 16:30	Brandon Andersen	RT @cloudspark: @shonali a4: word counts, number of posts/tweets by the brand, and wait for it, comparison to ave. #justsayno #measurepr
10/13/2016 16:30	Janet Fouts	@dawnbuzy Have to say I don't work in the print world, it's an alien universe to me. #measurePR
10/13/2016 16:30	Ai Zhang	@jfouts absolutely.as i'm in higher ed, the best way 2 persuade parents 2 send their kids to our school is saying, my kids r here #MeasurePR
10/13/2016 16:30	Corina Manea	@CommAMMO @queenofmetrics @gojohnab Hi! #measurePR! Good to meet you!
10/13/2016 16:30	Ai Zhang	Can't agree more! #MeasurePR https://t.co/Iac1jkuHQB
		A4: Measuring in CC the ad rate way #measurePR
10/13/2016 16:31	anup sharma b'harry	@shonali

10/13/2016 16:31 Daily PR Brief	Daily PR Brief - October 13th, 2016 - https://t.co/rs2RlA13Py #PR #publicrelations #MediaRelations #Comms #PRAdvice #Publicist #MeasurePR
10/13/2016 16:31 Corina Manea	LOL, but it's so true! #measurePR https://t.co/1ulD900WSi
10/13/2016 16:31 jr schmitt	@gerardcorbett and to note, he didn't put out a ton of content, just *really good* content. #measurepr #bobdylan
10/13/2016 16:31 Rob Clark	Put another way,if you give creative $100k they'll spend $100k. Give 'em $10k they'll spend $10k.Triage the work for the outcome #measurePR
10/13/2016 16:31 Janet Fouts	@SFerika @corinamanea We don't repurpose enough, especially on Twitter. If it's great content SHOW it. #measurepr
10/13/2016 16:31 Elizabeth North	RT @aiaddysonzhang: @corinamanea So true. And don't ever forget employees who can produce great content as well. #MeasurePR
10/13/2016 16:31 Gerard F. Corbett	RT @cloudspark: @gerardcorbett and to note, he didn't put out a ton of content, just *really good* content. #measurepr #bobdylan
10/13/2016 16:31 Corina Manea	@SFerika I know :) #measurePR
10/13/2016 16:32 Janet Fouts	@aiaddysonzhang I bet! personal matters. #MeasurePR
10/13/2016 16:32 Brandon Andersen	@corinamanea Think about it, most contracts are built around it! "We'll write 5 posts for you" not "We'll drive x sales." #measurepr
10/13/2016 16:32 Gerard F. Corbett	RT @aiaddysonzhang: Can't agree more! #MeasurePR https://t.co/Iac1jkuHQB
10/13/2016 16:32 Ai Zhang	Love this! Outcome >>> Output. Quality >>Quantity #MeasurePR https://t.co/WYx4vtfqUW
10/13/2016 16:32 Brandon Andersen	RT @aiaddysonzhang: Love this! Outcome >>> Output. Quality >>Quantity #MeasurePR https://t.co/WYx4vtfqUW
10/13/2016 16:32 Ai Zhang	A4. Even number of followers. If no engagement from the community, numbers mean nothing #MeasurePR
10/13/2016 16:33 Corina Manea	@Andersenology I know, Brandon! I was laughing because sadly it's true #measurePR
10/13/2016 16:33 Dawn Buzynski	I need to jump off. So glad I joined today. Thanks everyone. #measurePR
10/13/2016 16:33 Rob Clark	@shonali A4) You mean aside from ad value equivilance (or my own proprietary, patent pending metric potato value equivilance)? #measurePR
10/13/2016 16:33 Ai Zhang	@jfouts absolutely! #MeasurePR
10/13/2016 16:33 Shonali Burke	@dawnbuzy Thanks for stopping by, Dawn, and see you at #PRSAICON! (PS check the Posse group ASAP :) xo #measurepr
10/13/2016 16:34 Corina Manea	Amen! #measurePR https://t.co/Nut3MInp7c
	@theelusivefish now I so want to know about potato value equivalence. ;p A4
10/13/2016 16:34 Shonali Burke	#measurepr
10/13/2016 16:34 Ai Zhang	@Andersenology this is so true! @corinamanea #MeasurePR
10/13/2016 16:34 Shonali Burke	@TweetsAnup Hey, great to see you! #measurepr
10/13/2016 16:34 Shonali Burke	Q5: What tools do you recommend to #measurePR and content? Incl for those with small/no budgets?
10/13/2016 16:34 Brandon Andersen	@theelusivefish @shonali Does your potato metric include sour cream? #measurepr
10/13/2016 16:35 anup sharma b'harry	Same here @shonali #measurePR
10/13/2016 16:35 Janet Fouts	Ohh the stories I could tell. "get me followers!" Why? "That's our only KPI" (facepalm) #measurePR https://t.co/mQtpfYxYXW
10/13/2016 16:35 Rob Clark	A4) As has been said, measuring outputs. Second to that, just measuring exposure (# of eyeballs reached). #measurepr
10/13/2016 16:36 Emma Hawes	@Andersenology @theelusivefish @shonali better yet cheese and (a common theme in this chat) BACON? #measurePR
10/13/2016 16:36 Ai Zhang	A5. Google analytics. and many SM sites have good built-in analytics. #measurePR
10/13/2016 16:36 Corina Manea	RT @shonali: Q5: What tools do you recommend to #measurePR and content? Incl for those with small/no budgets?
10/13/2016 16:36 Brandon Andersen	A5-1: Google Analytics is fantastic for any size company. Learn how to really use it. https://t.co/3AvetW4p5h #measurePR
10/13/2016 16:36 Rob Clark	@Andersenology @shonali I'm Canadian, so no. Cheese curds and gravy is what's indicative of a successful communications effort #MeasurePR
10/13/2016 16:37 Gerard F. Corbett	A5. Eyes, ears, brain, intuition -- cost effective! #measurepr https://t.co/sOBQK0ar4b
10/13/2016 16:37 Ai Zhang	@jfouts HAHA. i know! you can purchase followers but you can't purchase engagement! #measurePR
10/13/2016 16:37 Brandon Andersen	A5-2: Blatant self-promotion: Ceralytics identifies the topics and themes that resonate to build and convert audiences. #measurePR
10/13/2016 16:37 Corina Manea	A5: Google Analytics is a must. There are many free tools, but I would invest in good listening tool #measurePR
10/13/2016 16:38 Brandon Andersen	A5-3: Commit to a goal for your content, then look for ways to measure the metrics that matter for that goal. #measurePR
10/13/2016 16:38 Janet Fouts	A5 Serpstat, BuzzSumo, Buffer, Coschedule the list goes on. But diff for each situation #measurepr
10/13/2016 16:38 Gerard F. Corbett	RT @corinamanea: A5: Google Analytics is a must. There are many free tools, but I would invest in good listening tool #measurePR
10/13/2016 16:39 Ai Zhang	Absolutely. Listening is SO critical. Too many ppl just talk without listening. #measurePR https://t.co/8I3lmnY3lb
10/13/2016 16:39 Rob Clark	A5) before ANY tools ... take the time for a meeting to confirm solid objectives for the content. What are you trying to change? #measurepr
10/13/2016 16:39 Shonali Burke	RT @jfouts A5 Serpstat, BuzzSumo, Buffer, Coschedule the list goes on. But diff for each situation #measurepr

10/13/2016 16:39	Janet Fouts	@aiaddysonzhang Right, and it affects all of your other metrics. Fake/unitnerested followers throw everything off. #measurePR
10/13/2016 16:39	Shonali Burke	RT @Andersenology A5-3: Commit to a goal for your content, then look for ways to measure the metrics that matter for that goal. #measurePR
10/13/2016 16:39	Janet Fouts	RT @corinamanea: A5: Google Analytics is a must. There are many free tools, but I would invest in good listening tool #measurePR
10/13/2016 16:39	Shonali Burke	MT @Andersenology A5-2: SSP: Ceralytics identifies the topics and themes that resonate to build and convert audiences. #measurePR
10/13/2016 16:39	Shonali Burke	RT @corinamanea A5: Google Analytics is a must. There are many free tools, but I would invest in good listening tool #measurePR
10/13/2016 16:39	Gerard F. Corbett	A5. Assess your objectives. Did you move the needle? #measurePR
10/13/2016 16:39	Brandon Andersen	RT @aiaddysonzhang: @jfouts HAHA. i know! you can purchase followers but you can't purchase engagement! #measurePR
10/13/2016 16:40	Janet Fouts	YES. What do you want to measure? What platform? We gotta have the right tool. #measurePR https://t.co/WVwaDEcQzQ
10/13/2016 16:40	Rob Clark	A5) when you know what you want changed, you can see what tools will make it easiest to track that change #measurePR
10/13/2016 16:40	Shonali Burke	YES. MT @theelusivefish A5) before ANY tools meet to confirm solid objectives for the content. What are you trying to change? #measurepr
10/13/2016 16:40	ClickTime	A5 Using proper UTM tags for Google Analytics helps us track which content actually drives engagement #measurepr
10/13/2016 16:40	Ai Zhang	@Andersenology i hate these auto msgs that i get after i follow a person on twitter to check out their website/book/linkedin... #measurePR
10/13/2016 16:40	anup sharma b'harry	RT @shonali: RT @corinamanea A5: Google Analytics is a must. There are many free tools, but I would invest in good listening tool #measurePR
10/13/2016 16:40	Shonali Burke	RT @clicktime A5 Using proper UTM tags for Google Analytics helps us track which content actually drives engagement #measurepr
10/13/2016 16:41	Brandon Andersen	@clicktime YES! UTM parameters + Google Analytics = Incredible insights into what's working! #measurepr
10/13/2016 16:41	Jasmine Roberts	RT @gerardcorbett: Impressions 😆 #measurepr https://t.co/GcSOoTrtlU
10/13/2016 16:41	Janet Fouts	Yep. Know the goal before you spend money on a tool that does too much, or too little. #measurePR https://t.co/49sWlmYqYK
10/13/2016 16:41	Erika Heald	@shonali A5 bit.ly is very helpful for measurement esp when combined with UTM parameters use. #measurePR
10/13/2016 16:42	AnnSi Krol	Hi guys! Couldn't stay away! At an event so just checking in quickly #measurePR
10/13/2016 16:42	Erika Heald	RT @Andersenology: @clicktime YES! UTM parameters + Google Analytics = Incredible insights into what's working! #measurepr
10/13/2016 16:43	AnnSi Krol	RT @Andersenology: @clicktime YES! UTM parameters + Google Analytics = Incredible insights into what's working! #measurepr
10/13/2016 16:43	Janet Fouts	@aiaddysonzhang @Andersenology I message them back and tell them why if they seem intelligent and just badly advised...lol #measurePR
10/13/2016 16:43	Shonali Burke	@annsikrol Aww, thank you for dropping in, AnnSi! xoxo #measurePR
10/13/2016 16:43	AnnSi Krol	Me to! #measurePR https://t.co/tmFx0fDa8G
10/13/2016 16:43	Ai Zhang	@jfouts HAHA @Andersenology #measurePR
10/13/2016 16:44	Shonali Burke	RT @SFerika @shonali A5 bit.ly is very helpful for measurement esp when combined with UTM parameters use. #measurePR
10/13/2016 16:44	Janet Fouts	@SFerika @shonali Bitly plus UTM = analytics gold! Hard to get clients to do the work tho #MeasurePR
10/13/2016 16:44	Rob Clark	A5) also, #measurepr efforts shouldn't break the bank. Reign it in to 2-10% of budget. With budget in place, tools Q gets answered quick.
10/13/2016 16:44	Ai Zhang	@annsikrol High five! #measurePR
10/13/2016 16:44	Brandon Andersen	RT @theelusivefish: A5) also, #measurepr efforts shouldn't break the bank. Reign it in to 2-10% of budget. With budget in place, tools Q ge…
10/13/2016 16:45	Erika Heald	@jfouts @shonali agreed. They want it to somehow be done automagically. Without cutting into hours. #measurePR
10/13/2016 16:45	Steve Heye	RT @jfouts: YES. What do you want to measure? What platform? We gotta have the right tool. #measurePR https://t.co/WVwaDEcQzQ
10/13/2016 16:45	Jim McCasland	RT @shonali: RT @corinamanea A5: Google Analytics is a must. There are many free tools, but I would invest in good listening tool #measurePR
10/13/2016 16:45	Janet Fouts	A5 People spend WAY too much on analytics toys without knowing their real use first. #measurepr #weloveourtoys
10/13/2016 16:46	SqueezeCMM	@jfouts @SFerika @shonali using a classification system with taxonomy makes it much easier. #measurepr
10/13/2016 16:46	Shonali Burke	@ProfJasmine Nice to see you here! Hope your students are paying attention. ;) #measurepr
10/13/2016 16:46	Jim McCasland	RT @shonali: RT @jfouts A5 Serpstat, BuzzSumo, Buffer, Coschedule the list goes on. But diff for each situation #measurepr
10/13/2016 16:46	Janet Fouts	@SFerika @shonali It can be painful to set up utm and bit'ly for every piece, but how else will ya know if it worked?? #Measurepr
10/13/2016 16:47	Ai Zhang	Hi everyone, sorry that i have to go now. my kid is screaming in the background. sick kid... chat with you all next month! #measurePR
10/13/2016 16:47	Corina Manea	Such a good point, Janet! #measurePR https://t.co/2l6GGsmqWC
10/13/2016 16:47	Shonali Burke	Q6: Is there such a thing as the perfect content measurement strategy? What does it look like? #measurepr
10/13/2016 16:47	Shonali Burke	@aiaddysonzhang Hope your kid feels better soon, great to see you here! #measurepr
10/13/2016 16:48	Rob Clark	@ProfJasmine I think many people grab impressions because it's readily available and they've oft not thought thru objectives #measurePR
10/13/2016 16:48	Janet Fouts	I confess I'm a sucker for new tools for analytics, listening, dashboards are my kryptonite. #measurepr

10/13/2016 16:48	Brandon Andersen	A6-1: Perfect? No. But solid strategies start with business goals, then identify metrics, then go into what to create. #measurepr
10/13/2016 16:48	AnnSi Krol	@aiaddysonzhang Great to see you! Hope your kid gets better soon! #measurePR
10/13/2016 16:48	Corina Manea	RT @shonali: Q6: Is there such a thing as the perfect content measurement strategy? What does it look like? #measurepr
10/13/2016 16:48	Brandon Andersen	A6-2: Every organization is going to be different in terms of what is most important for their measurement strategy. #measurepr
10/13/2016 16:49	ClickTime	The best content measurement strategies analyze both the costs of creating the content AND the impact of the content itself. #measurepr
10/13/2016 16:49	Gerard F. Corbett	A6. Exceeding objectives is perfection! #measurePR
10/13/2016 16:49	Brandon Andersen	@aiaddysonzhang I hope your kid feels better soon! #measurepr
10/13/2016 16:49	Erika Heald	@jfouts @shonali So true! #measurePR
10/13/2016 16:49	Janet Fouts	A6 the easy answer is NO. Every situation is different. Measurement needs to be approached holistically #measurepr
10/13/2016 16:49	Rob Clark	@aiaddysonzhang hope the kidlette gets well soon. take care not to get whatever they've got. https://t.co/VXDSc12UEx #measurePR
10/13/2016 16:49	Shonali Burke	@ProfJasmine Awesome! We "meet" the 2nd Thursday of every month, so hope to see you back again. #measurepr
10/13/2016 16:50	AnnSi Krol	Word. #measurePR https://t.co/PdCwnzKHGJ
10/13/2016 16:50	Brandon Andersen	@clicktime Put them together and whatdoyagot? Bibbidy Bobbity ROI. #measurepr
10/13/2016 16:50	SqueezeCMM	RT @jfouts: I confess I'm a sucker for new tools for analytics, listening, dashboards are my kryptonite. #measurepr
10/13/2016 16:50	Janet Fouts	@clicktime Oh, good point. Creating a huge measurement program for one tiny part of the strategy is silly. But it happens. #measurePR
10/13/2016 16:51	Shonali Burke	RT @clicktime The best content measurement strategies analyze both costs of creating content AND impact of the content itself. #measurepr
10/13/2016 16:51	Corina Manea	A6: Yes, there is. And that's the one that aligns with your company's business goals #measurePR
10/13/2016 16:51	Shonali Burke	RT @corinamanea A6: Yes, there is. And that's the one that aligns with your company's business goals #measurePR
10/13/2016 16:51	Erika Heald	@shonali A6 When I can have multitouch attribution and see each content piece's contribution to closing deals I'm happy. #measurePR
10/13/2016 16:51	Shonali Burke	RT @jfouts I confess I'm a sucker for new tools for analytics, listening, dashboards are my kryptonite. #measurepr
10/13/2016 16:52	Erika Heald	RT @jfouts: A6 the easy answer is NO. Every situation is different. Measurement needs to be approached holistically #measurepr
10/13/2016 16:52	AnnSi Krol	Yes!!! #measurePR https://t.co/YQhfLri4Sr
10/13/2016 16:52	Rob Clark	A6) stream of measurement for optimization, stream of measurement for tracking comm obj., stream of research for ideation. #measurePR
10/13/2016 16:52	Janet Fouts	Which comes first, content or analytics? (assuming you have KPIs) #measurepr
10/13/2016 16:53	Corina Manea	RT @jfouts: Which comes first, content or analytics? (assuming you have KPIs) #measurepr
10/13/2016 16:53	Janet Fouts	@SFerika @shonali who wouldn't be? (: #measurePR
10/13/2016 16:53	Shonali Burke	Oh my, almost out of time! That's what happens when you have a great chat... Q7 coming up! #measurepr
10/13/2016 16:53	Shonali Burke	Q7: Do you have an initiative/program you'd like the #measurePR community to know about? Please share! #measurepr
10/13/2016 16:54	Brandon Andersen	Will Q7 be about bacon? #measurepr
10/13/2016 16:54	You Brand	RT @shonali: Q6: Is there such a thing as the perfect content measurement strategy? What does it look like? #measurepr
10/13/2016 16:54	Corina Manea	RT @shonali: Q7: Do you have an initiative/program you'd like the #measurePR community to know about? Please share! #measurepr
10/13/2016 16:55	Brandon Andersen	A7: We built a platform that identifies what content will be most effective for your audience. Seriously. https://t.co/cPCZxSyUGh #measurePR
10/13/2016 16:55	Gerard F. Corbett	A7. Please vote! #measurePR
10/13/2016 16:56	Shonali Burke	RT @gerardcorbett A7. Please vote! #measurePR
10/13/2016 16:56	Shonali Burke	MT @Andersenology A7: Our platform identifies what content will be most effective for your audience. https://t.co/QCHGzfxpDR #measurePR
10/13/2016 16:56	Janet Fouts	Wonderful chat @shonali #measurePR
10/13/2016 16:56	Shonali Burke	@Andersenology LOL, we'll have to have an edition devoted to measuring bacon, I think. ;) #measurepr
10/13/2016 16:57	Emma Hawes	A7. I don't really know, but I was OBSESSED with the Luke's campaign that Netflix did for the 16th Anniversary of Gilmore Girls. #measurepr
10/13/2016 16:57	Brandon Andersen	@shonali Yes. It will require a lot of research though. Tasty, tasty research. #measurepr
10/13/2016 16:57	Erika Heald	Thanks all for making my first #measurePR chat a fun one!
10/13/2016 16:57	Gerard F. Corbett	RT @shonali: RT @gerardcorbett A7. Please vote! #measurePR
10/13/2016 16:58	AnnSi Krol	Oh! Need to check it out! #measurePR tech behind it? Semantics? AI? https://t.co/Uet0Gx6Cg2
10/13/2016 16:58	Shonali Burke	@SFerika So glad to have you! Come back next time. :) #measurepr
10/13/2016 16:58	ClickTime	We exist to make agencies more profitable. Our goal is to increase employee utilization & reduce overservicing. #measurepr

10/13/2016 16:58 Shonali Burke   @annsikrol you do, it's AWESOME. @Andersenology #measurepr

10/13/2016 16:58 Shonali Burke   RT @clicktime We exist to make agencies more profitable. Our goal is to increase employee utilization & reduce overservicing. #measurepr A7

10/13/2016 16:58 Brandon Andersen   @annsikrol AI, predictive intelligence, natural language processing and a load of website metrics. DM me! #measurepr

10/13/2016 16:59 Shonali Burke   @jfouts Thank you for making the time! xo #measurepr

10/13/2016 17:00 Newsacademymymgmtgrp RT @shonali: Q6: Is there such a thing as the perfect content measurement strategy? What does it look like? #measurepr

10/13/2016 17:00 Shonali Burke   That's it, folks, out of time! Huge thanks @FaySCommPro @Andersenology @clicktime @jfouts for sharing your time & smarts today #measurepr

10/13/2016 17:01 Emma Hawes   Guys it was nice hanging out and I hope that you had a great day! #measurePR

10/13/2016 17:01 Janet Fouts   Thanks everyone! #Measurepr is always worth the investment https://t.co/YV4SkraWyf

10/13/2016 17:01 Shonali Burke   And to ALL of you who made time to join, drop in, lurk... you're awesome! Next chat: Nov. 10, 12-1 pm ET, so please save the date #measurepr

10/13/2016 17:01 Brandon Andersen   @shonali @FaySCommPro @clicktime @jfouts Thank you so much everyone!!!! This was great! #measurepr

10/13/2016 17:01 Erika Heald   @shonali will do. :) #measurePR

10/13/2016 17:01 Shonali Burke   Till then, keep chatting, sharing, and if you're in the US, remember to VOTE!!!! #measurepr