Created	Name	Message
5/11/2017 16:00	Shonali Burke	And... it's time!!! Welcome to your monthly edition of all things #social & #pr measurement. :) Who's here? #measurepr
5/11/2017 16:00	Elizabeth North	Glad you're here, @emmamhawes #measurepr
5/11/2017 16:00	Shonali Burke	We have an INCREDIBLE line-up today so I highly recommend you at least lurk. :) #measurepr
5/11/2017 16:01	Glean.info	The Fallacy of Awareness as a PR Measurement #measurePR https://t.co/ZE2yC9POVe
5/11/2017 16:01	Kristie Aylett, APR	#MSUPR pros took home major awards in the 2017 @PRAMonline PRism Awards. Looking forward to learning how they #measurepr
5/11/2017 16:01	Q. Settle	@emmamhawes @RestaurantTyler I should have thought ahead. catfish with mashed potatoes and mac and cheese, FTW #measurepr
5/11/2017 16:01	Elizabeth North	Thanks, @KristK #measurepr
5/11/2017 16:01	Shonali Burke	I'm super-stoked to welcome @lurnalott @MSUExtService @QuistoSettle as special guests to discuss research smarts - yay! #measurepr
5/11/2017 16:01	Elizabeth North	Thanks, @shonali! We're so glad to be here! #measurepr
5/11/2017 16:02	Shonali Burke	Before we get started, though, say who/where you are & what you do. Also, what's your beverage at hand? :) #measurepr
5/11/2017 16:02	Emma Hawes	@shonali Me, and I thought I was going to forget. I'm a freelancer and graduate student at Purdue. Also, I'm a MSU alumna. #HailState #measurepr
5/11/2017 16:02	Shonali Burke	@emmamhawes You made it!! @RestaurantTyler #measurepr
5/11/2017 16:02	Elizabeth North	ice water! #measurepr
5/11/2017 16:03	Shonali Burke	RT @KristK: #MSUPR pros took home major awards in the 2017 @PRAMonline PRism Awards. Looking forward to learning how they #measurepr
		Before we get started, just a few things to make chatting easy & fun...
5/11/2017 16:03	Shonali Burke	#measurepr
5/11/2017 16:03	Q. Settle	I was in a rush, so I have nothing to drink. Not a good idea on a muggy day in Mississippi #measurepr
5/11/2017 16:03	MSU Extension	@shonali Water and goldfish....My go-to snack! #MeasurePR
5/11/2017 16:03	Kristie Aylett, APR	Hello #measurepr peeps! Kristie here from the MS Gulf Coast, drinking coffee w choc cashew milk to keep my motor running.
5/11/2017 16:04	Shonali Burke	1) Remember to index your Qs & As, eg "re Q1" or "A1," helps to keep the convo stream easy to follow... #measurepr
5/11/2017 16:04	Emma Hawes	@QuistoSettle @RestaurantTyler I'm in MO. Fried chicken, mashed potatoes, Vardamin Sweet Potato Cornbread Dressing with extra gravy is my fave. #meas
5/11/2017 16:04	Shonali Burke	@KristK oooh yum! And HI!!! #measurepr
5/11/2017 16:04	Gerard F. Corbett	Gerry Corbett here ... Measure away....... #measurePR
5/11/2017 16:04	Shonali Burke	2) Don't forget to include the hashtag w/ all your tweets else they won't get captured in the transcript (I use @tweetchat) #measurepr
5/11/2017 16:04	Shonali Burke	@gerardcorbett Welcome Gerry! #measurepr
5/11/2017 16:05	Tara Coomans	Hi #measurepr peeps - dropping in for a few minutes from Los Angeles. Coffee in hand!
5/11/2017 16:06	Shonali Burke	3) Some Qs are specifically for @lurnalott @QuistoSettle @MSUExtService but of course all are welcome to share their experience #measurepr
5/11/2017 16:06	Shonali Burke	4) Finally, if you have NEW Qs for @lurnalott & team, please DM me & I'll add to the queue if we have time. Ready? Let's go! #measurepr
5/11/2017 16:06	Shonali Burke	@taracoomans oh SO nice to see you here Tara!!! oxoxo #measurepr
5/11/2017 16:07	Shonali Burke	Q1: Tell us what you do, how you got there. What got you interested in #measurePR?
5/11/2017 16:07	MSU Extension	@shonali A1: I'm Ellen Graves! Social media strategist for MSU Extension. Journalism grad. Interested in how to capture impact! #MeasurePR
5/11/2017 16:07	Emma Hawes	@gerardcorbett I was talking about my favorite restaurant in Starkville because the panel makes me miss my college town. #measurepr
5/11/2017 16:07	Q. Settle	A1 I'm an assistant professor (of awesome) at Miss. St. I got here by way of Texas and Florida 1/ #measurepr
5/11/2017 16:08	Q. Settle	A1 I'm an agricultural communications researcher (basically comm in Ag and Life Sciences context) 2/ #measurepr
5/11/2017 16:08	Elizabeth North	A1: I cam here by way of Texas, too! #measurepr
5/11/2017 16:09	Q. Settle	A1 A lot of what I do is really informed by research and outreach activities I did at @piecenter as a doc student and postdoc 3/ #measurepr
5/11/2017 16:09	Emma Hawes	A1. I'm a freelancer and a grad student (4 months to an MS), but I got into pr because I loved writing. #measurepr
5/11/2017 16:09	Gerard F. Corbett	I Consult, Collaborate, Educate and Metricate. It's a lifestyle. #measurePR
5/11/2017 16:09	Shonali Burke	@gerardcorbett hahah!!! Nice one. ;) #measurepr
5/11/2017 16:09	Q. Settle	A1 We did research to work on informing and engaging the public in ag and life sciences issues 4/4 #measurepr
5/11/2017 16:09	Kristie Aylett, APR	A1: Love hearing about these #MSUPR profs and pros with Texas roots. My kinda people #measurepr
5/11/2017 16:09	Shonali Burke	@QuistoSettle Best. Title. Ever. A1 #measurepr
5/11/2017 16:10	Elizabeth North	A1: Head of full-service internal agency @MSUExtService, practical community-based education in all 82 MS counties #msuext #measurepr

5/11/2017 16:10	Elizabeth North	A1: BA MA in English lit, PhD work in lit, rhetoric, sociolinguistics, adult ed, comm campaign design #lifelonglearner #measurepr
5/11/2017 16:10	Emma Hawes	@lurnalott Love the graphic. I have always been impressed by your literature background because I almost was an English major. #measurepr
5/11/2017 16:10	Shonali Burke	@lurnalott Good grief. I knew you were crazy smart, I didn't know you were THIS uber-educated. Now I'm intimidated! A1 #measurepr
5/11/2017 16:10	Elizabeth North	@shonali, I think that is OVER-educated! #measurepr
5/11/2017 16:11	Shonali Burke	A1 I'm a #Social PR strategist, teacher & trainer based in DC but work globally. Measurement geek, hence this chat. I <3 ABBA :) #measurepr
5/11/2017 16:11	Kristie Aylett, APR	No such thing to a lifelong learner! RT @lurnalott: I think that is OVER-educated! #measurepr
5/11/2017 16:12	Shonali Burke	Q2: Is there such a thing as the perfect #measurePR strategy? What does it look like? @lurnalott @QuistoSettle @MSUExtService (and all!)
5/11/2017 16:12	Kristie Aylett, APR	@shonali Thanks. Now I'll never get Dancing Queen outa my head today. Mamma Mia headed to NOLA in June. #measurepr
5/11/2017 16:12	Kristie Aylett, APR	RT @shonali: Q2: Is there such a thing as the perfect #measurePR strategy? What does it look like? @lurnalott @QuistoSettle @MSUExtServiceâ€¦
5/11/2017 16:12	Elizabeth North	A2: No ONE perfect strategy. Best PR, comms grow from target audience. Every campaign is different, so every meas strat is diff. #MeasurePR
5/11/2017 16:13	Q. Settle	A2. There's no such thing as perfect research, so there's no such thing as perfect PR measurement IMO #measurepr
5/11/2017 16:13	Q. Settle	A2 Everything is a give and a take. You sacrifice depth of information for breadth and vice versa #measurepr
5/11/2017 16:13	Shonali Burke	RT @QuistoSettle A2. There's no such thing as perfect research, so there's no such thing as perfect PR measurement IMO #measurepr
5/11/2017 16:14	Shonali Burke	YESSS. MT @lurnalott A2: No ONE perfect strategy. Best PR, comms grow from target audience. #measurepr
5/11/2017 16:14	Emma Hawes	A2. Always measure before, during, and after the campaign. Measurement must be present in the campaign no matter what. #measurepr
5/11/2017 16:14	Q. Settle	A2 You'll learn the "perfect" strategy and then you go in the real world and learn there's no perfect situation, so you make do #measurepr
5/11/2017 16:14	Elizabeth North	A2. IMO, best strategies begin with audience, campaign goals, informed by theories of behavior change #measurepr
5/11/2017 16:14	Shonali Burke	RT @QuistoSettle A2 Everything is a give and a take. You sacrifice depth of information for breadth and vice versa #measurepr
5/11/2017 16:14	Kristie Aylett, APR	RT @QuistoSettle: A2 Everything is a give and a take. You sacrifice depth of information for breadth and vice versa #measurepr
5/11/2017 16:14	Shonali Burke	MT @QuistoSettle A2 You learn "perfect" strategy, then go in the real world & learn there's no perfect situation, so you make do #measurepr
5/11/2017 16:15	Shonali Burke	RT @lurnalott A2. IMO, best strategies begin with audience, campaign goals, informed by theories of behavior change #measurepr
5/11/2017 16:15	Emma Hawes	RT @lurnalott: A2. IMO, best strategies begin with audience, campaign goals, informed by theories of behavior change #measurepr
5/11/2017 16:15	MSU Extension	@shonali A2: Don't believe in perfect! My goal is to learn from each campaign. What worked?? What didn't?? #MeasurePR
5/11/2017 16:16	Kristie Aylett, APR	MT @lurnalott: A2: No ONE perfect strategy. Best PR grows from target aud. Every campaign is diff, so every meas strat is diff. #MeasurePR
5/11/2017 16:16	Emma Hawes	RT @MSUExtService: @shonali A2: Don't believe in perfect! My goal is to learn from each campaign. What worked?? What didn't?? #MeasurePR
5/11/2017 16:16	Kristie Aylett, APR	RT @MSUExtService: A2: Don't believe in perfect! Goal is to learn from each campaign. What worked?? What didn't?? #MeasurePR
5/11/2017 16:17	Gerard F. Corbett	A2. Measurement is subjective and objective Subjective in that it is targeted based on objectives and objective based on outcome #measurePR
5/11/2017 16:17	Shonali Burke	Q3: Research is so imp to #measurePR. What are common hurdles & how can PR pros get over them? @lurnalott @QuistoSettle @MSUExtService &am
5/11/2017 16:17	Elizabeth North	A3: Hurdle 1: identifying what to measure. Look at org goals. #listentoshonali #listentokdpaine @queenofmetrics #MeasurePR
5/11/2017 16:18	Q. Settle	A3 Big thing is to plan how you'll measure from the start #measurepr
5/11/2017 16:18	Kristie Aylett, APR	A2: Considering objectives as Pass/Fail leads to a lot of disappointments. I describe them as milestones, not finish lines #measurepr
5/11/2017 16:18	Elizabeth North	A3: Hurdle 2: budget. Big budget = focus, speed, external resources. Great, if you got it! #MeasurePR
5/11/2017 16:18	Q. Settle	A3 You need to plan your PR activities with measurement in mind (or how can you know it worked?) #measurepr
5/11/2017 16:18	Kristie Aylett, APR	RT @lurnalott: A3: Hurdle 1: identifying what to measure. Look at org goals. #listentoshonali #listentokdpaine @queenofmetrics #MeasurePR
5/11/2017 16:18	Elizabeth North	A3: Small budget = ppl have to add on to other work, takes more time. The good news: the research can be just as good #MeasurePR
5/11/2017 16:18	Shonali Burke	MT @lurnalott A3: Small budget = ppl have to add on to other work, takes more time. But the research can be just as good #MeasurePR
5/11/2017 16:19	Q. Settle	A3 There are SO MANY ways to measure, but good measurement only works if it matches the activity/aims of the project #measurepr
5/11/2017 16:19	Elizabeth North	RT @QuistoSettle: A3 You need to plan your PR activities with measurement in mind (or how can you know it worked?) #measurepr
5/11/2017 16:19	MSU Extension	@shonali A3: A common hurdle everybody faces at some point is budget!! Silver lining--Can produce creativity! #MeasurePR
5/11/2017 16:19	Shonali Burke	Love this. MT @KristK A2: Considering objectives as Pass/Fail leads to disappointments. Consider as milestones, not finish lines #measurepr
5/11/2017 16:20	Thomas Broadus	@shonali @lurnalott @QuistoSettle @MSUExtService A3 Access to quality research is always a challenge. so much is out there, but paywalls can cause an iss
5/11/2017 16:20	Gerard F. Corbett	A3. Setting Objectives at the Outset. #measurePR #cantmeasurewhatyoudontknow
5/11/2017 16:20	Shonali Burke	True! MT @MSUExtService @shonali A3: A common hurdle everybody faces @ some pt is budget!! Silver lining: can produce creativity! #MeasurePR
5/11/2017 16:20	Rob Clark	@shonali @lurnalott @QuistoSettle @MSUExtService #measurePR A3) common hurdles = failure to see value/willingness to spend $ on research & will

5/11/2017 16:20	Shonali Burke	RT @QuistoSettle A3 You need to plan your PR activities with measurement in mind (or how can you know it worked?) #measurepr
5/11/2017 16:20	Elizabeth North	RT @gerardcorbett: A3. Setting Objectives at the Outset. #measurePR #cantmeasurewhatyoudontknow
5/11/2017 16:21	Shonali Burke	Q4. You recently managed an entire research project on a tiny budget! Pls share what you did/how you did it @lurnalott & team. #measurepr
5/11/2017 16:21	Elizabeth North	A4: Short answer: students! @QuistoSettle you€™re on! #MeasurePR
5/11/2017 16:21	Q. Settle	A4 Big thing was flexibility #measurepr
5/11/2017 16:22	Shonali Burke	Q4 (cont) @QuistSettle @MSUExtService I ran out of character space so couldn't tag you! Of course Q4 is for you too. #measurepr
5/11/2017 16:22	Q. Settle	A4 Lots of tweets, so buckle up #measurepr
5/11/2017 16:22	Shonali Burke	RT @lurnalott A4: Short answer: students! @QuistoSettle you€™re on! #MeasurePR
5/11/2017 16:22	Shonali Burke	RT @QuistoSettle A4 Big thing was flexibility #measurepr
5/11/2017 16:22	Q. Settle	A4 We were trying to measure the impact of @foodfactorMS #measurepr
5/11/2017 16:22	Q. Settle	A4 There are a lot of ways to go about this, but we had to think about what worked best for our needs #measurepr
5/11/2017 16:23	Q. Settle	A4 We landed on doing public opinion surveys. Now the fun begins #measurepr
5/11/2017 16:23	Shonali Burke	RT @QuistoSettle A4 We were trying to measure the impact of @foodfactorMS #measurepr
5/11/2017 16:23	Q. Settle	A4 We opted to go online through Qualtrics. Lower costs and random digit dialing isn't what it used to be #measurepr
5/11/2017 16:23	Shonali Burke	RT @QuistoSettle A4 There are a lot of ways to go about this, but we had to think about what worked best for our needs #measurepr
5/11/2017 16:23	Shonali Burke	RT @QuistoSettle A4 We landed on doing public opinion surveys. Now the fun begins #measurepr
5/11/2017 16:23	Shonali Burke	RT @QuistoSettle A4 We opted to go online through Qualtrics. Lower costs and random digit dialing isn't what it used to be #measurepr
5/11/2017 16:23	Kristie Aylett, APR	RT @QuistoSettle: A4 We opted to go online through Qualtrics. Lower costs and random digit dialing isn't what it used to be #measurepr
5/11/2017 16:23	Q. Settle	A4 The curve ball was that it was also a grad student's thesis project, so we're balancing practical impacts and theory #measurepr
5/11/2017 16:24	Rob Clark	#measurepr A4) 80% of any work w/data is usually cleaning and standardizing it to work with. That's what god created interns for.
5/11/2017 16:24	Q. Settle	A4 To try and make this a bit shorter than it could be, it was months of planning and revisions to get where we wanted #measurepr
5/11/2017 16:24	Elizabeth North	But the good news is that every grad student needs at least one research project! #measurepr
5/11/2017 16:24	Q. Settle	A4 Researchers looking at the instrument, ag comm folks looking at the instrument. #measurepr
5/11/2017 16:25	Q. Settle	A4 Ended up getting a representative sample of the state through Qualtrics for a fraction of what random digit dialing costs #measurepr
5/11/2017 16:25	Shonali Burke	MT @QuistoSettle A4 The curve ball: it was also a grad student's thesis project, so balancing practical impacts and theory #measurepr
5/11/2017 16:26	Q. Settle	A4 Bonus curve ball was measuring viewers and non-viewers in a meaningful way. #measurepr
5/11/2017 16:26	Rob Clark	#measurepr A4) other ways to reduce costs: dial back your level of precision, dial back your frequency of analysis/reporting
5/11/2017 16:26	Shonali Burke	MT @QuistoSettle A4 It was months of planning and revisions to get where we wanted #measurepr
5/11/2017 16:26	Elizabeth North	A4. Quota sampling in Qualtrics saved us on this and another project. #measurepr
5/11/2017 16:26	Q. Settle	A4 it was basically like 2-3 research projects in one survey. The grad student was ready to throw things at me #measurepr
5/11/2017 16:26	Shonali Burke	Yes! A4 RT @lurnalott But the good news is that every grad student needs at least one research project! #measurepr
5/11/2017 16:26	Shonali Burke	RT @QuistoSettle A4 Researchers looking at the instrument, ag comm folks looking at the instrument. #measurepr
5/11/2017 16:26	Q. Settle	A4 because it was academic, we moved slower than a private firm would, but I think the information was just as good #measurepr
5/11/2017 16:27	Q. Settle	A4 and it has the potential to reach a broader audience because we'll share results with communicators and researchers eventually #measurepr
5/11/2017 16:27	Shonali Burke	MT @QuistoSettle A4 Ended up w/ representative sample of state thru Qualtrics for fraction of what random digit dialing costs #measurepr
5/11/2017 16:27	Shonali Burke	RT @QuistoSettle A4 Bonus curve ball was measuring viewers and non-viewers in a meaningful way. #measurepr
5/11/2017 16:27	Q. Settle	A4 [gasping for air; stretching hands and fingers] all done #measurepr
5/11/2017 16:27	PRAM State	RT @KristK: #MSUPR pros took home major awards in the 2017 @PRAMonline PRism Awards. Looking forward to learning how they #measurepr
5/11/2017 16:27	Elizabeth North	@theelusivefish That's a big way our projects differ from normal PR measurement: not as continuous, more one-time efforts #measurepr
5/11/2017 16:27	Kristie Aylett, APR	Typically day at the office? --> RT @QuistoSettle: A4 The grad student was ready to throw things at me #measurepr
5/11/2017 16:27	Shonali Burke	Pls elaborate on quota sampling? RT @lurnalott A4. Quota sampling in Qualtrics saved us on this and another project. #measurepr
5/11/2017 16:28	Shonali Burke	LOL! RT @QuistoSettle A4 it was basically 2-3 research projects in one survey. The grad student was ready to throw things at me #measurepr
5/11/2017 16:28	Shonali Burke	RT @QuistoSettle A4 b/c it was academic, we moved slower than a private firm would, but I think the information was just as good #measurepr
5/11/2017 16:28	Q. Settle	@shonali @lurnalott Quota sampling is non-random sampling but it meets the state's demographics #measurepr

5/11/2017 16:28 Shonali Burke	RT @QuistoSettle A4 and it has the potential to reach a broader audience b/c we'll share results w communicators + researchers #measurepr
5/11/2017 16:28 Q. Settle	@shonali @lurnalott so same percent male/female, race, hispanic status #measurepr
5/11/2017 16:29 Elizabeth North	Qualtrics can create an online panel with the demo breakdown you need #measurepr
5/11/2017 16:29 Shonali Burke	You deserve a round of applause for that!! RT @QuistoSettle A4 [gasping for air; stretching hands and fingers] all done #measurepr
5/11/2017 16:29 Q. Settle	@shonali @lurnalott not perfect, but we couldn't feasibly do random sampling, so easier (and MUCH cheaper) to do quotas #measurepr
5/11/2017 16:29 Shonali Burke	RT @QuistoSettle A4 Quota sampling is non-random sampling but it meets the state's demographics #measurepr @lurnalott
5/11/2017 16:29 Shonali Burke	A4 RT @lurnalott Qualtrics can create an online panel with the demo breakdown you need #measurepr
5/11/2017 16:30 Shonali Burke	A4 cont (re quota sampling) RT @QuistoSettle so same percent male/female, race, hispanic status #measurepr
5/11/2017 16:30 Q. Settle	@KristK We try not to talk about the times I tested my grad student's patience to often. I like to think of it as a challenge #measurepr
5/11/2017 16:30 Shonali Burke	Q5: What are some of the metrics you look at when you #measurePR for @MSUExtService? @lurnalott @QuistoSettle (and Ellen!)
5/11/2017 16:31 Elizabeth North	A5: We look at likes, click thrus, shares, comments in social, placements in traditional media, sentiment in both #MeasurePR
5/11/2017 16:31 MSU Extension	A5: Outcomes, Action--Did they take what they learned from us & use it??, Clicks, shares, etc. Social media analytics can change! #MeasurePR
5/11/2017 16:31 Q. Settle	A5 I look more at if they're taking that next step beyond clicking links, seeing messages, etc. #measurepr
5/11/2017 16:32 Elizabeth North	A5: We try to measure brand rep, willingness to recommend, learning, behavior change/app of info, status change, econ impact #MeasurePR
5/11/2017 16:32 Kristie Aylett, APR	RT @shonali: Q5: What are some of the metrics you look at when you #measurePR for @MSUExtService? @lurnalott @QuistoSettle (and Ellen!)
5/11/2017 16:32 Q. Settle	A5 especially with Extension, are new people engaging in our programs? Are they engaging in the behaviors we're teaching? #measurepr
5/11/2017 16:33 Q. Settle	A5 Basically, is it having a meaningful impact? I'm looking at this chat the same way. Will someone take this info and USE it? #measurepr
5/11/2017 16:33 Elizabeth North	A5: For us, measurement = evaluation #MeasurePR
5/11/2017 16:33 Shonali Burke	RT @lurnalott A5: We look at likes, click thrus, shares, comments in social, placements in traditional media, sentiment in both #MeasurePR
5/11/2017 16:33 Shonali Burke	MT @MSUExtService A5: Outcomes, Action-Did they take what they learned from us & use it? Social media analytics can change! #MeasurePR
5/11/2017 16:33 Q. Settle	@theelusivefish @KristK I mean, he got results. Did you see that last performance? #measurepr
5/11/2017 16:33 Shonali Burke	RT @QuistoSettle A5 I look more at if they're taking that next step beyond clicking links, seeing messages, etc. #measurepr
5/11/2017 16:34 Shonali Burke	RT @lurnalott A5: brand rep, willingness to recommend, learning, behavior change/app of info, status change, econ impact #MeasurePR
5/11/2017 16:34 Shonali Burke	RT @QuistoSettle A5 esp with Extension, are new people engaging in our programs? Are they engaging in behaviors we're teaching? #measurepr
5/11/2017 16:34 Q. Settle	A5 I should add, you need those first-level metrics (clicks, views, etc.) #measurepr
5/11/2017 16:34 Q. Settle	A5 but they're only as useful as they are for reaching next level #measurepr
5/11/2017 16:34 Shonali Burke	A5 Yes, they will. :) @QuistoSettle #measurepr
5/11/2017 16:35 Shonali Burke	LOVE. RT @lurnalott A5: For us, measurement = evaluation #MeasurePR
5/11/2017 16:35 Gerard F. Corbett	A5. Did you accomplish what you set out to do? Did you meet your goal(s)? #measurePR
5/11/2017 16:35 Shonali Burke	Btw @Qualtrics is sure getting a lot of love from @MSUExtService @lurnalott @QuistoSettles, I hope they're paying attention :) #measurepr
5/11/2017 16:36 Shonali Burke	RT @gerardcorbett A5. Did you accomplish what you set out to do? Did you meet your goal(s)? #measurePR
5/11/2017 16:36 Shonali Burke	RT @QuistoSettle A5 I should add, you need those first-level metrics (clicks, views, etc.) #measurepr
5/11/2017 16:36 Shonali Burke	RT @QuistoSettle A5 but they're only as useful as they are for reaching next level #measurepr
5/11/2017 16:37 Emma Hawes	RT @shonali: LOVE. RT @lurnalott A5: For us, measurement = evaluation #MeasurePR
5/11/2017 16:37 Shonali Burke	Q6: What tips would you give to other professionals in the #PR field? #measurepr
5/11/2017 16:37 MSU Extension	@shonali A6: Don't get sucked into a bubble! Always look at what you do from different points of view. #MeasurePR
5/11/2017 16:37 Elizabeth North	A6: Find some students! Partner with local colleges. Faculty and students need research projects! #MeasurePR
5/11/2017 16:37 Q. Settle	A6 Kind of goes back to Q3. You have to plan, then implement, then measure #measurepr
5/11/2017 16:37 Elizabeth North	A6: Students can get ppl to participate in research when no one else can! #MeasurePR
5/11/2017 16:37 Emma Hawes	RT @MSUExtService: @shonali A6: Don't get sucked into a bubble! Always look at what you do from different points of view. #MeasurePR
5/11/2017 16:37 Q. Settle	A6 you evaluate the whole time, but you need to plan before you do anything else. #measurepr
5/11/2017 16:38 Q. Settle	A6 You can fix poor planning on the back end or in implementation (at least not easily) #measurepr
5/11/2017 16:38 Shonali Burke	RT @MSUExtService @shonali A6: Don't get sucked into a bubble! Always look at what you do from different points of view. #MeasurePR
5/11/2017 16:38 Shonali Burke	RT @lurnalott A6: Find some students! Partner with local colleges. Faculty and students need research projects! #MeasurePR

5/11/2017 16:38	Shonali Burke	RT @QuistoSettle A6 Kind of goes back to Q3. You have to plan, then implement, then measure #measurepr
5/11/2017 16:38	Q. Settle	A6 the other thing is to find your people. Who's interested in what you are? Who complements your skills/knowledge? #measurepr
5/11/2017 16:38	Shonali Burke	RT @lurnalott A6: Students can get ppl to participate in research when no one else can! #MeasurePR
5/11/2017 16:39	Gerard F. Corbett	A6. Think strategy! Where do you want to be at the end of the day? How do you get there? #guidepost #measurePR
5/11/2017 16:39	Shonali Burke	RT @QuistoSettle A6 also find your people. Who's interested in what you are? Who complements your skills/knowledge? #measurepr
5/11/2017 16:39	Q. Settle	A6 I'm in a university setting, so I have access to so many experts, but they do me no good if I don't interact with them #measurepr
5/11/2017 16:40	Q. Settle	A6 typo earlier. You CAN'T fix poor planning on the back end or in implementation. #measurepr
5/11/2017 16:40	Shonali Burke	RT @QuistoSettle A6 typo earlier. You CAN'T fix poor planning on the back end or in implementation. #measurepr
5/11/2017 16:41	Q. Settle	A6 measure twice, cut once. Seriously, I can't undersell the importance of planning. #measurepr
5/11/2017 16:41	Shonali Burke	RT @QuistoSettle A6 measure twice, cut once. Seriously, I can't undersell the importance of planning. #measurepr
5/11/2017 16:41	Shonali Burke	Q7: Do you have some go-to tools you can recommend to #measurePR? @lurnalott @QuistoSettle @MSUExtService & all
5/11/2017 16:41	Elizabeth North	A6. LOVE that, @QuistoSettle A6 measure twice, cut once. Seriously, I can't undersell the importance of planning. #measurepr
5/11/2017 16:42	Elizabeth North	A7: Qualtrics (obviously) or SurveyMonkey, web landing pages, Google analytics, our #msuext field staff. #MeasurePR
5/11/2017 16:43	Q. Settle	A7 Qualtrics great about working with you to find an answer and sometimes they'll make an answer for you #measurepr
5/11/2017 16:43	Shonali Burke	RT @lurnalott A7: Qualtrics (obviously) or SurveyMonkey, web landing pages, Google analytics, our #msuext field staff. #MeasurePR
5/11/2017 16:43	Q. Settle	A7 for qualitative research MaxQDA is a great paid option that isn't crazy-expensive. WeftQDA was a tolerable free option #measurepr
5/11/2017 16:43	@Serena	RT @shonali: RT @QuistoSettle A6 measure twice, cut once. Seriously, I can't undersell the importance of planning. #measurepr
5/11/2017 16:43	Q. Settle	A7 basically, I need something to manage all the information I have #measurepr
5/11/2017 16:44	Shonali Burke	RT @QuistoSettle A7 for qualitative research MaxQDA is a great paid option that isn't crazy-expensive. WeftQDA was tolerable/free #measurepr
5/11/2017 16:44	Shonali Burke	Re A7 @QuistoSettle do you have links for MaxQDA and WeftQDA? #measurepr
5/11/2017 16:44	Q. Settle	A7 and finally, a white board. I wasn't kidding about planning. #measurepr
5/11/2017 16:44	Q. Settle	A7 I painted a wall with white board paint at my last job and I still wanted more space to work with #measurepr
5/11/2017 16:44	Gerard F. Corbett	A7. ID the metrics when you set the objectives! #savetime #savepain #measurePR
5/11/2017 16:45	Q. Settle	@shonali MAXQDA https://t.co/FXdrlqckIr #measurepr
5/11/2017 16:45	Elizabeth North	A7. #whiteboardaddict myself! #measurepr
5/11/2017 16:45	Q. Settle	@shonali WeftQDA was an open-source program. Not sure if it's still active https://t.co/8CgmO4go5J #measurepr
5/11/2017 16:46	MSU Extension	A7: I use Google Analytics A LOT!! It's one of the puzzle pieces to my social media strategy! #MeasurePR
5/11/2017 16:46	Q. Settle	@shonali There are much higher-end programs, but I could never justify those other qualitative programs for comm work #measurepr
5/11/2017 16:46	Shonali Burke	A7 @QuistoSettle My entire back wall is a whiteboard wall, @lurnalott will tell you I love it!! #measurepr
5/11/2017 16:46	Shonali Burke	RT @QuistoSettle MAXQDA https://t.co/HnQ0FTwnTD #measurepr A7
5/11/2017 16:46	Shonali Burke	RT @gerardcorbett A7. ID the metrics when you set the objectives! #savetime #savepain #measurePR
5/11/2017 16:47	Shonali Burke	RT @QuistoSettle WeftQDA was an open-source program. Not sure if it's still active https://t.co/Xvrp23S1Ya #measurepr A7
5/11/2017 16:47	Shonali Burke	LOVE GA! RT @MSUExtService A7: I use Google Analytics A LOT!! It's one of the puzzle pieces to my social media strategy! #MeasurePR
5/11/2017 16:47	Kristie Aylett, APR	RT @MSUExtService: A7: I use Google Analytics A LOT!! It's one of the puzzle pieces to my social media strategy! #MeasurePR
5/11/2017 16:47	Shonali Burke	Looks like there are a lot of us around - @hksully too! RT @lurnalott A7. #whiteboardaddict myself! #measurepr
5/11/2017 16:48	Shonali Burke	Wow - we're getting close to the end of our chat! Time sure flies when you're having fun. OK, last qn Q8 coming up... #measurepr
5/11/2017 16:48	Shonali Burke	Q8: Do you have an initiative you'd like to share with the #measurePR community? Go for it!
5/11/2017 16:48	Kristie Aylett, APR	I have a new #PRnerd crush RT @QuistoSettle A6 measure twice, cut once. Seriously, I can't undersell the importance of planning. #measurepr
5/11/2017 16:49	Q. Settle	A8 My big thing is sharing research in a useable manner #measurepr
5/11/2017 16:49	Elizabeth North	A8: Our Cadillac. External agency evaluation of our tv show @Farmweek #greatresults #MeasurePR
5/11/2017 16:49	Shonali Burke	RT @QuistoSettle A8 My big thing is sharing research in a useable manner #measurepr
5/11/2017 16:49	Shonali Burke	RT @lurnalott A8: Our Cadillac. External agency evaluation of our tv show @Farmweek #greatresults #MeasurePR
5/11/2017 16:49	Q. Settle	A8 Research and evaluation are only as useful as they are understandable #measurepr
5/11/2017 16:50	Q. Settle	A8 Even comm researchers forget to translate the results into a useful manner #measurepr

5/11/2017 16:50	Q. Settle	A8 and some of it's just presenting information effectively (effective writing, effective presentations, etc.) #measurepr
5/11/2017 16:50	Q. Settle	A8 pet project of mine is giving advice on presenting effectively #measurepr
5/11/2017 16:51	Q. Settle	A8 @evergreendata is a great acct to follow on sharing data effectively #measurepr
5/11/2017 16:51	Shonali Burke	RT @QuistoSettle A8 Even comm researchers forget to translate the results into a useful manner #measurepr
5/11/2017 16:51	Shonali Burke	RT @QuistoSettle A8 and some of it's just presenting information effectively (effective writing, effective presentations, etc.) #measurepr
5/11/2017 16:51	Gerard F. Corbett	A8. If you can't explain it to your Mom, rethink it! #measurePR
5/11/2017 16:51	Elizabeth North	A8: Our shoestring. Faculty and grad student eval of @FoodFactorMS tv news feature series @QuistoSettle #MeasurePR
5/11/2017 16:52	Teresa Bennink	RT @theelusivefish: @shonali @lurnalott @QuistoSettle @MSUExtService #measurePR A3) Another common hurdle is research without purpose.â€¦
5/11/2017 16:52	Q. Settle	A8 I'll actually be giving a presentation in a month on the introvert's guide to giving presentations (going meta) #measurepr
5/11/2017 16:52	Shonali Burke	MT @lurnalott A8: Another shoestring. Undergrad class UX study of old site. https://t.co/Y2vDHw6lPi #measurepr
5/11/2017 16:52	Shonali Burke	But then we'd all have to get out of PR. ;) RT @gerardcorbett A8. If you can't explain it to your Mom, rethink it! #measurePR
5/11/2017 16:52	Shonali Burke	@lurnalott I LOVE how simple that is! A8 #measurepr
5/11/2017 16:52	MSU Extension	@shonali A8: I've been excited about our #getscreened4dak campaign! No paid ads on social media and have reached 30,000 views! #MeasurePR
5/11/2017 16:53	Shonali Burke	RT @lurnalott A8: Our shoestring. Faculty and grad student eval of @FoodFactorMS tv news feature series @QuistoSettle #MeasurePR
5/11/2017 16:53	Shonali Burke	@MSUExtService Wow, that is awesome!! A8 #measurepr
5/11/2017 16:53	Shonali Burke	A8 @QuistoSettle LOL! Will it be available online anywhere? Def share the link, we'd love to see it! #measurepr
5/11/2017 16:53	Q. Settle	@shonali @lurnalott This was a fun project to be a part of because we knew what the comm would be. How do we measure meaningfully #measurepr
5/11/2017 16:54	Q. Settle	@shonali @lurnalott It was a fun nerd conversation #measurepr
5/11/2017 16:54	Sheri Neely	The Marketing, PR & More Daily is out! https://t.co/Ri2iRPEe9q #measurepr
5/11/2017 16:54	Q. Settle	@shonali the actual PPT might end up on slideshare (conf. encourages it), but I don't think there will be video available #measurepr
5/11/2017 16:55	Shonali Burke	That was SUPER fun! Thank you so much for making the time to share your smarts @lurnalott @QuistoSettle @MSUExtService! #measurepr
5/11/2017 16:55	Shonali Burke	@QuistoSettle Def share the Slideshare when it's up? #measurepr
5/11/2017 16:55	Shonali Burke	Any last thoughts on research/measurement smarts before we wrap this month's chat? #measurepr
5/11/2017 16:56	MSU Extension	@shonali Enjoyed it so much!! Thanks for organizing! #MeasurePR
5/11/2017 16:56	Elizabeth North	Thanks so much, Shonali! This has been amazing! Thanks a million times for inviting us! #measurepr
5/11/2017 16:56	Q. Settle	@shonali I'll try to remember to share it here when I do post it #measurepr
5/11/2017 16:56	Q. Settle	Enjoyed the chance to share with everyone #measurepr
5/11/2017 16:56	Kristie Aylett, APR	RT @MSUExtService: A8: excited about our #getscreened4dak campaign! No paid ads on social media and have reached 30,000 views! #MeasurePR
5/11/2017 16:59	Shonali Burke	So great to have you @lurnalott @QuistoSettle @MSUExtService - and what great work you are doing, kudos! #measurepr
5/11/2017 17:00	Shonali Burke	Many thanks to ALL who made time to join today, even for a bit, and even who lurked. :) You rock. The "official" chat's over ... #measurepr
5/11/2017 17:00	Shonali Burke	... but we'll see you next month in June, June 8 12-1 pm ET, so save the date - guest announcement coming soon! TTYS. :) #measurepr