

Created	Author	Message
8/10/2017 16:00	Shonali Burke	Peeps, it's time!!! Welcome to your monthly does of all things PR & #socialmedia measurement related! #measurepr
8/10/2017 16:00	Shonali Burke	@emmamhawes Aww, so glad you could make it! #measurepr
8/10/2017 16:01	Shonali Burke	I'm SUPER excited that @annsikrol is our guest today! But before we start, who's here? Intro yo'self, please... #measurepr
8/10/2017 16:03	Annsi Krol	So happy to be here! Iâ€™m Annsi from Sweden How are you all today? #measurePR
8/10/2017 16:04	Shonali Burke	OK, we're going to dive into the chat soon, but before, here are a few pointers/guidelines... #measurepr
8/10/2017 16:04	Shonali Burke	@annsikrol So glad you're here!!! #measurepr
8/10/2017 16:04	Shonali Burke	1, remember to *always* include the hashtag & #measurepr else your tweets won't get indexed in & for the chat stream
8/10/2017 16:05	Dawn Buzynski	Hello! I'm excited to be joining my first #measurePR chat is a while!
8/10/2017 16:05	Shonali Burke	2, qns are mostly for @annsikrol but all are welcome to respond/engage (it's a chat, after all!) #measurepr
8/10/2017 16:05	Shonali Burke	3, if you have NEW qns for the chat, please DM to me, and I will add to the chat queue #measurepr
8/10/2017 16:05	Shonali Burke	@dawnbuzy OMG so great to see you here!!! #measurepr
8/10/2017 16:06	Annsi Krol	@dawnbuzy Hi Dawn! So glad you could make it! #measurePR
8/10/2017 16:06	Shonali Burke	4, please hold all "pitching" until the end, when I invite it :) #measurepr
8/10/2017 16:06	Shonali Burke	5, above all, let's have a LOT of fun and learn together! OK, about to start... #measurepr
8/10/2017 16:07	Shonali Burke	So I'm SUPER-stoked that @annsikrol is our guest today. She's CEO/Co-Founder of @bybrickinsight & on @AmecOrgâ€™s int'l Board! #measurepr
8/10/2017 16:07	Ceralytics	Hi @annsikrol and @shonali! Brandon on behalf of Ceralytics here! Will be on for 30 minutes, then have to hop off. #measurepr
8/10/2017 16:08	Gerard F. Corbett	Gerry Corbett reporting for duty! #redphlag #measurepr
8/10/2017 16:08	StephanieWiriahardja	Tuning in to #measurePR for the first time today! Quick intro.. I'm Stephanie representing @vidyard today!
8/10/2017 16:08	Annsi Krol	@shonali @bybrickinsight @AmecOrg I am so happy to be here Shonali. Thank you for having me #measurePR
8/10/2017 16:08	Shonali Burke	@ceralytics oh so great to see you Brandon! #measurepr
8/10/2017 16:08	Shonali Burke	@stephawie @vidyard WELCOME!!! #measurepr
8/10/2017 16:08	Annsi Krol	@ceralytics @shonali Oh how lovely to see you Brandon! #measurePR
8/10/2017 16:09	Shonali Burke	@gerardcorbett Yay! It's not really #measurepr until you & @emmamhawes show up xo
8/10/2017 16:09	Jen Zingsheim	Howdy all! Checking in for #MeasurePR
8/10/2017 16:09	Shonali Burke	OK Q1 coming up... #measurepr
8/10/2017 16:09	Ceralytics	@annsikrol Lovely to see you as well Annsi! #measurepr
8/10/2017 16:09	Shonali Burke	Q1: Tell us what you do, how you got there. What got you interested in how to #measurePR? @annsikrol & all :)
8/10/2017 16:10	Shonali Burke	@jenzings AND it's not #measurepr until *you* are here!
8/10/2017 16:10	Barbara Bassi	Hi! Happy to follow #measurePR chat
8/10/2017 16:10	StephanieWiriahardja	Hi @gerardcorbett @annsikrol @shonali @ceralytics! ðŸˆ¸ #MeasurePR
8/10/2017 16:11	Annsi Krol	A1 â€™ A CEO/Founder of @bybrickinsight, a Swe analysis & strategy agency & member of @AmecOrgâ€™s international board of directors #mea
8/10/2017 16:11	Shonali Burke	@BassiBbassi Barbara!!!! xoxoxoxo #measurepr
8/10/2017 16:11	Emma Hawes	Checking into #measurepr from Nashville, TN!
8/10/2017 16:11	Annsi Krol	Oh Barbara you made it! So good to see you #measurePR
8/10/2017 16:11	StephanieWiriahardja	A1: I'm @vidyard's Manager, Community Programs & I've always had a passion for connecting & empowering people! I'm here to learn #measur
8/10/2017 16:12	Annsi Krol	A1 â€™ B I have a background in comms, marketing, business dev +20 years and love finding proof of what works ;) #measurePR
8/10/2017 16:12	StephanieWiriahardja	@annsikrol That's incredible! @AmecOrg is lucky to have you! #measurePR
8/10/2017 16:13	Barbara Bassi	@shonali Great to catch up for #measurePR. Not an expert of Twitter chats but I will do my best :)
8/10/2017 16:14	Gerard F. Corbett	Consultant, Coach, Collaborator, Consigliere #measurepr
8/10/2017 16:14	Shonali Burke	@BassiBbassi Oh you'll be great! Hey, I'd love to catch up 1-1 soon, btw, is DM a good way to reach you? #measurepr
8/10/2017 16:14	Annsi Krol	@stephawie @AmecOrg Thank you Stephanie! I learn a lot from my colleagues in the @AmecOrg Community It is a good crowd #measurePR
8/10/2017 16:14	Shonali Burke	RT @annsikrol A1 â€™ B I have a background in comms, marketing, business dev +20 years and love finding proof of what works ;) #measurePR
8/10/2017 16:15	Ceralytics	We got started because we were tired of guessing what content to create. Content+PR+Social go hand-in-hand-in-hand #measurepr
8/10/2017 16:15	Shonali Burke	A1: I'm a #SocialPR strategist, teacher, trainer, measurement geek (hence this chat). Dogs, paleo, HITT, barre, Elvis & ABBA FTW #measurepr

8/10/2017 16:15 Annsi Krol Hear hear! #measurePR <https://t.co/O15Y3VHEoH>

8/10/2017 16:16 Annsi Krol @shonali ABBA of course!!! ;) #measurePR

8/10/2017 16:16 Shonali Burke RT @ceralytics We got started because we were tired of guessing what content to create. Content+PR+Social go hand-in-hand-in-hand #measurepr

8/10/2017 16:16 Dawn Buzynski RT @annsikrol: Hear hear! #measurePR <https://t.co/O15Y3VHEoH>

8/10/2017 16:16 Shonali Burke @annsikrol OMG you have NO idea... #measurepr

8/10/2017 16:17 Shonali Burke A1 (cont) I got into #measurepr b/c I'd get "gold stars" on my PR coverage reports but I wanted to know how it led to \$\$ & biz results

8/10/2017 16:18 Shonali Burke A1 (cont) so started researching, met @queenofmetrics & was hooked, and boom, here I am :) #measurepr

8/10/2017 16:18 Annsi Krol Yes! So important to reach to the actual business impact. #measurePR <https://t.co/XUwAP005et>

8/10/2017 16:18 Shonali Burke Q2: Is there such a thing as the perfect measurement program? What does it look like? #measurePR

8/10/2017 16:19 Gerard F. Corbett A1. 4 Decades teaching, telling, talking, telegraphing, technology, translating, & trumpeting #measurepr

A2 "Yes, the ever evolving one! You start
You learn
You tweak
You improve

8/10/2017 16:20 Annsi Krol Measurement is connected to so many things #measurePR

8/10/2017 16:20 Shonali Burke @gerardcorbett LOL, is today your day for alliteration? ;) #measurepr

8/10/2017 16:20 anup sharma b'harry RT @shonali: A1 (cont) I got into #measurepr b/c I'd get "gold stars" on my PR coverage reports but I wanted to know how it led to \$\$ & bizâ€¦!

8/10/2017 16:22 Shonali Burke RT @annsikrol A2 "Yes, the ever evolving one! You start, learn, tweak, improve, Measurement is connected to so many things #measurePR

8/10/2017 16:22 Annsi Krol A2 I think the most important thing is to do it from the beginning. #measurePR

8/10/2017 16:22 SeeDepth Inc. Following along w/ today's #measurePR chat with @annsikrol A1) we were founded by @missusP as she was answering her own agency's pain points

8/10/2017 16:23 Dawn Buzynski Yes! This: Plan, Execute, Measure, Repeat! #measurePR <https://t.co/kuKHqd86po>

8/10/2017 16:23 Shonali Burke RT @annsikrol A2 I think the most important thing is to do it from the beginning. #measurePR

8/10/2017 16:24 Ceralytics RT @annsikrol: A2 I think the most important thing is to do it from the beginning. #measurePR

8/10/2017 16:24 Shonali Burke @SeeDepthInc @annsikrol @missusP Welcome! #measurePR

8/10/2017 16:24 SeeDepth Inc. A2) perfect measurement? Always evolving: could be perfect for a moment & just for you; not work for others. Depends on biz goals #measurePR

8/10/2017 16:25 Shonali Burke Q3: @annsikrol So often we #measurePR after the fact. But what about measurement's role in developing strategy, thoughts? #measurepr

8/10/2017 16:25 Shonali Burke @TweetsAnup Great to see you here! #measurepr

8/10/2017 16:26 Annsi Krol A3 "A I believe the most important measurement and analysis needs to be done prior to strategy and tactics and action #measurePR

8/10/2017 16:26 Shonali Burke @annsikrol LOL!!! #measurepr

8/10/2017 16:26 Annsi Krol A3 "B If you don't understand what you are getting into you can not set a good strategy, plan, message etc #measurePR

8/10/2017 16:26 Jen Zingsheim A3. Strategy should flow from biz goals & so should measurement #measurepr

8/10/2017 16:27 Barbara Bassi @annsikrol Nor they have set up a budget for a proper measurement #measurePR

8/10/2017 16:27 Ceralytics A strategy without measurement is a blind strategy. #measurepr

8/10/2017 16:27 Jen Zingsheim RT @annsikrol A3 "B If you don't understand what you are getting into you can not set a good strategy, plan, message etc #measurePR

8/10/2017 16:27 Annsi Krol YES!!!! #measurePR <https://t.co/NqEKS9HyWT>

8/10/2017 16:27 Shonali Burke RT @annsikrol A3 "A I believe the most important measurement and analysis needs to be done prior to strategy, tactics and action #measurePR

8/10/2017 16:28 Shonali Burke Amen. RT @jenzings A3. Strategy should flow from biz goals & so should measurement #measurepr

8/10/2017 16:28 Gerard F. Corbett A3 Can't measure what you don't master. #measurepr

8/10/2017 16:28 Annsi Krol I'm loving this. You know that Brandon! #measurePR <https://t.co/LkWkUgXYa1>

8/10/2017 16:28 Shonali Burke RT @annsikrol A3 "B If you don't understand what you are getting into you cannot set a good strategy, plan, message etc #measurePR

8/10/2017 16:28 Shonali Burke A3 YES! RT @BassiBbassi @annsikrol Nor they have set up a budget for a proper measurement #measurePR

8/10/2017 16:30 Shonali Burke RT @gerardcorbett A3 Can't measure what you don't master. #measurepr

8/10/2017 16:30 Dawn Buzynski Difficult to get clients to fund outcome measurement although they want immediate ROI. #measurePR

8/10/2017 16:30 SeeDepth Inc. Also A3) it's crucial to use data to shape strategy - benchmarks are also important - where are we now; where do we want to go? #measurePR

8/10/2017 16:30 Shonali Burke This is true. RT @dawnbuzy Difficult to get clients to fund outcome measurement although they want immediate ROI. #measurePR

8/10/2017 16:31 Barbara Bassi
8/10/2017 16:31 Brandon
8/10/2017 16:31 Shonali Burke
8/10/2017 16:31 Kristine S Austin
8/10/2017 16:31 Brandon
8/10/2017 16:32 Kristine S Austin
8/10/2017 16:32 Kristine S Austin
8/10/2017 16:32 Shonali Burke
8/10/2017 16:33 Annsi Krol
8/10/2017 16:34 Shonali Burke
8/10/2017 16:34 Annsi Krol
8/10/2017 16:35 Annsi Krol
8/10/2017 16:36 Shonali Burke
8/10/2017 16:36 Octaviano Tatau
8/10/2017 16:37 Annsi Krol
8/10/2017 16:39 Shonali Burke
8/10/2017 16:39 Shonali Burke
8/10/2017 16:39 Annsi Krol
8/10/2017 16:40 Ceralytics
8/10/2017 16:40 Shonali Burke
8/10/2017 16:41 Ceralytics
8/10/2017 16:41 Annsi Krol
8/10/2017 16:41 Shonali Burke
8/10/2017 16:41 Shonali Burke
8/10/2017 16:43 Annsi Krol
8/10/2017 16:43 Gerard F. Corbett
8/10/2017 16:44 Shonali Burke
8/10/2017 16:44 Annsi Krol
8/10/2017 16:44 Shonali Burke
8/10/2017 16:45 Annsi Krol
8/10/2017 16:46 Shonali Burke
8/10/2017 16:46 Shonali Burke
8/10/2017 16:47 Barbara Bassi
8/10/2017 16:47 Shonali Burke
8/10/2017 16:47 Shonali Burke
8/10/2017 16:48 Gerard F. Corbett
8/10/2017 16:48 Annsi Krol
8/10/2017 16:49 Shonali Burke
8/10/2017 16:49 Annsi Krol
8/10/2017 16:50 Annsi Krol
8/10/2017 16:51 Shonali Burke
8/10/2017 16:51 Jen Zingsheim
8/10/2017 16:52 Gerard F. Corbett

@ceralytics A measurement plan should always be part of a good communication plan #measurePR
RT @annsikrol: A3 " B If you don't understand what you are getting into you can not set a good strategy, plan, message etc #measurePR
RT @SeeDepthInc A3) crucial to use data to shape strategy - benchmarks also important - where are we now; where do we want to go?#measurePR
RT @ceralytics: A strategy without measurement is a blind strategy. #measurepr
RT @dawnbuzy: Difficult to get clients to fund outcome measurement although they want immediate ROI. #measurePR
RT @dawnbuzy: Yes! This: Plan, Execute, Measure, Repeat! #measurePR <https://t.co/kuKHqd86po>
RT @annsikrol: Hear hear! #measurePR <https://t.co/015Y3VHEoH>
Q4. What are the kinds of metrics you consider when developing strategy? #measurepr
A4 " A Depends on the objectives, but understanding the target group and their eco system and behaviours is key #measurePR
RT @annsikrol A4 " A Depends on the objectives, but understanding the target group and their ecosystem and behaviours is key #measurePR
A4 " B That often means looking at a lot of data and aspects connected to a clients business strategy, objectives and challenges #measurePR
A4 " C Mapping the eco system means taking the client brand out of the equation first - see what influences the TG topic by topic #measurePR
MT @annsikrol A4"B That means looking at a lot of data + aspects connected to client's business strategy, objectives + challenges #measurePR
RT @shonali: Amen. RT @jenzings A3. Strategy should flow from biz goals & so should measurement #measurepr
A4 " D To find out what strategy, platforms, channels, tactics, messages, services etc is needed to succeed #measurePR
MT @annsikrol A4"C Mapping the ecosystem & taking client brand out of the equation first, see what influences TG topic by topic #measurePR
RT @annsikrol A4 " D To find out what strategy, platforms, channels, tactics, messages, services etc is needed to succeed #measurePR
A4 D We look a lot at different datasets to be able to do this and we work fully integrated between comms, marketing and sales #measurePR
Honestly, it's the biggest problem we see with #ContentStrategy as well as #PR and #socialmediamarketing. #measurepr <https://t.co/sBNHllxS6U>
RT @annsikrol A4 D We look a lot at different datasets to do this and work fully integrated between comms, marketing and sales #measurePR
Gotta run. It was great hanging with you all for a little bit! #measurepr
@ceralytics Thanks for being here, speak soon! #measurePR
@ceralytics you too, thank you for making the time! #measurepr
Q5: What are some best / worst practices when it comes to #measurePR?
A5 - A My experience is that good examples are often seen with Hospitality brands, both comms and business measurement #measurePR
A5 Overlooking original objectives #MeasurePR
RT @annsikrol A5 - A My experience: good examples are often seen with Hospitality brands, both comms and business measurement #measurePR
A5 " B Worst are no goals or not knowing reasons for measuring, vanity metrics such as AVE's or claiming things can't be measured #measurePR
RT @gerardcorbett A5 Overlooking original objectives #MeasurePR
Yes lots of organisations are struggling with their objectives to begin with. #measurePR <https://t.co/aF72RJCieO>
A5 RT @annsikrol Yes lots of organisations are struggling with their objectives to begin with. #measurePR <https://t.co/Y7PtYJ0dK9>
Q6: @annsikrol In your experience, is how people #measurePR markedly different across the globe? #measurepr
@annsikrol Focus clearly on your objectives sounds obvious but it is not #measurePR
MT @annsikrol A5"B Worst: no goals/not knowing reasons for measuring, vanity metrics (AVEs) or claiming things can't be measured #measurePR
A5: RT @BassiBbassi @annsikrol Focus clearly on your objectives sounds obvious but it is not #measurePR
Bottom Line: Did to achieve your objectives? #measurepr
A 6 I find that different markets have different maturity within comms and #measurePR But also different types of data and behaviors
RT @annsikrol A 6 I find different markets have different maturity within comms + #measurePR But also different types of data and behaviors
Oh so true! #measurePR <https://t.co/3OWNRU9EkC>
@gerardcorbett LOL Exactly! #measurePR
Q7: What is one thing each of us could do today to better #measurePR?
RT @shonali Q7: What is one thing each of us could do today to better #measurePR?
A7 Think before engaging! #measurepr

8/10/2017 16:53 Annsi Krol A 7 Do proper analysis prior to acting - for better results. Set objectives. Let go of vanity metrics! #saynotoAVEs
Just do it!
#measurePR

8/10/2017 16:54 Barbara Bassi A7 Investing energies and resources on s good training! #measurePR

8/10/2017 16:54 Dawn Buzynski A 7 I think it's important to educate our stakeholders on true metrics #measurePR

8/10/2017 16:56 Annsi Krol YES! it is so important!!!! As PR pros and measurement pros we must lead the way! #measurePR <https://t.co/tSUwqRfyJL>

8/10/2017 16:56 Shonali Burke Amen! RT @dawnbuzy: A 7 I think it's important to educate our stakeholders on true metrics #measurePR

8/10/2017 16:56 Shonali Burke Yes! RT @BassiBbassi: A7 Investing energies and resources on s good training! #measurePR

8/10/2017 16:57 Annsi Krol Yes! #measurePR <https://t.co/qDy2JLzpBs>

8/10/2017 16:57 Shonali Burke RT @annsikrol: A7 Do proper analysis prior to acting, for better results. Set objectives. Let go of vanity metrics! #saynotoAVEs #measurePR

8/10/2017 16:58 Shonali Burke Q8: Do you have an initiative youâ€™d like to share with the #measurePR community? Go for it!

8/10/2017 16:59 Annsi Krol A 8 A The <https://t.co/VhTaGtVfcj> by @amecorg @prca @icco where experts have written a good guide, @shonali author of Chapter 10 #measurePR

8/10/2017 16:59 Annsi Krol A 8 B The @amecorg Measurement framework that supports measurement early on, when planning a project #measurePR <https://t.co/WlesOovZMe>

8/10/2017 17:00 Shonali Burke A8 I'm doing a free #socialpr training Wed 8/16, 2-3 pm ET, w/TONS of info on smart ways to #measurePR! CU there? <https://t.co/7dYlxN5gXs>

8/10/2017 17:01 Shonali Burke RT @annsikrol: A8A <https://t.co/c38PFYnYnM> by @amecorg @prca @icco experts have written a good guide, @shonali author of Chapt 10 #measurePR

8/10/2017 17:01 Shonali Burke @annsikrol @AmecOrg @prca @icco Aww, thank you so much for mentioning that! xo #measurePR

8/10/2017 17:02 anup sharma b'harry RT @shonali: Q8: Do you have an initiative youâ€™d like to share with the #measurePR community? Go for it!

8/10/2017 17:02 Shonali Burke It is BRILLIANT! #measurePR <https://t.co/WTNaeu0K7o>

8/10/2017 17:03 Shonali Burke Wow, just like that we're out of time! @annsikrol thank you SO much for making time to share your smarts w/ the #measurepr community!

8/10/2017 17:03 Annsi Krol If you are interested in joining @AmecOrg Just contact me or @BarryLeggetter our CEO There are both company + individual members #measurePR

8/10/2017 17:03 Shonali Burke Many thanks to ALL who made the time to join today, even if for a bit... great to see you here! #measurepr

8/10/2017 17:03 Shonali Burke The "official" chat is now over, save the date for Sept 14, 12-1 pm ET for the next #measurepr chat, deets to come soon