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Okay! It's noon, and we're ready to get going on the #MeasurePR chat. First, who's here? Let us know!
I'm here! #measurepr
I'm thrilled to intro @ajeffrey1 Angie is APR, ABX's VP of Brand Management & on the team behind GEMâ,ç #measurepr
Thank you, @jenzings. And tell us about you!
#measurepr
Before we get into the chat, a few reminders on the rules of the road! #measurepr
First, please remember to use the hashtag #measurePR --so we can all follow along!
Next, as we post questions, please respond w/A1 to Q1, A2 to Q2, etc. Again, helps w/flow #measurepr
And, if you have questions you would like to have asked, please DM me, so we can keep things flowing! Are we ready? #measurepr
RT @jenzings: Next, as we post questions, please respond w/A1 to Q1, A2 to Q2, etc. Again, helps w/flow #measurepr
RT @jenzings And, if you have questions you would like to have asked, please DM me, so we can keep things flowing! Are we ready? #measurepr
I'm Jen, & I've been in PR& related fields for 20+ years. Currently editor for @mediabullseye and The Measurement Standard #measurepr
Now, let's meet our guest! #measurepr
@ajeffery1 Q1: Please tell us what you do, how you got there. What got you interested in learning to #measurePR?
Honored to be here with @jenzings and all of YOU! Looking forward to a great chat about gender in Ad/PR. @abxindex #measurepr
A1 Long career in PR w/agencies & #JCP - Silver Anvils. Then created PRtrak,1st PR msmt tool - now owned by #burrellesluce. #measurepr
A1 Dug deeper into #measurepr as member of @iprmeasure, linking PR to outcomes. Now deep into ad msmt @abxindex
RT @ajeffrey1: A1 Dug deeper into #measurepr as member of @iprmeasure, linking PR to outcomes. Now deep into ad msmt @abxindex
@ajeffrey1 @iprmeasure @abxindex Wow, that's a wild ride! Sounds fascinating & can't wait to learn more! #measurepr
Q2: What's the biggest barrier to effective measurement? How do PR pros get past that barrier? #measurepr
A1 Transitioning from #measurepr to measuring ad creative has been interesting. Creative is 60-80% of what drives business.
A2 Biggest barrier is lack of knowledge despite great education from #InstituteForPR, #amecorg, #prsa and more @abxindex #measurepr
A2 Another barrier is losing mgmt respect with AVEs and Impressions and other simple "output" metrics w/no insights. #measurepr
@ajeffrey1 @abxindex A2 - great point on lack of knowledge. Comms is much bigger than we realize, exposure to ed is limited #measurepr
@ajeffrey1 A2 - ah, our old buddy #AVEs ... still around... #measurepr
@jenzings Yes, surprising how much education has been done, and yet how little is understood about this area. #measurepr
A2 Best fix is new #amec Integrated Framework that trains you on the whole process <https://t.co/toUJDvbQOh> @abxindex #measurepr
@ajeffrey1 @abxindex A2 - the integrated framework by #amec is a terrific tool! #measurepr
@ajeffrey1 @abxindex A2 - what else can communicators do? #measurepr
A2 @jenzings - I have been so impressed by the #amecorg integrated framework! It is literally step by step and interactive. #measurepr
A2 Also take #amecorg and #IPR webinars. Read @TMSbyCARMA, @queenofmetrics, #smmstandards, @measurepractice. Great info! #measurepr
RT @jenzings: Q2: What's the biggest barrier to effective measurement? How do PR pros get past that barrier? #measurepr
RT @ajeffrey1: A2 Best fix is new #amec Integrated Framework that trains you on whole process <https://t.co/Af4mANbd0g> @abxindex #measurepr
@ajeffrey1 A2 - excellent advice--learn as much as possible there's a great deal of info out there! On to Q3... #measurepr
Mistakes are a great teacher, so Q3: What's the most common #measurePR #fail you've seen or experienced?
RT @jenzings: Mistakes are a great teacher, so Q3: What's the most common #measurePR #fail you've seen or experienced?
A3 I've seen really complex #measurePR that looked great on paper, but was so text heavy, it was a #fail with clients @abxindex
@KristK Hey there! Welcome to the chat! Great to see you! #measurePR
Yes, welcome @KrisK! We need your input! #measurepr
@jenzings Finally made a #measurepr chat. Sitting with the smarties today.
A3 The other extreme is #measurePR that is too simple, relying on counts without tone, message or insight - #fail.
@ajeffrey1 @abxindex A3 - yep--if you can't make it through the text, there's no chance of solid takeaways! #measurepr
RT @ajeffrey1: A3 The other extreme is #measurePR that is too simple, relying on counts without tone, message or insight - #fail.
@ajeffrey1 Ugh. A3 - The curse of vanity metrics! No insight means no learning. #measurepr
@KristK - I remember you so clearly from a PRSA or TPRSA event in Fort Worth 100 years ago. You've done great in your career. #measurepr

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A3: Judging award entries and few focus on bottom-line impact. Easy to look at follower growth, SM insights but don't stop there #measurepr
@ajeffrey1 I remember that too. I've stalked you for years. #measurepr
@Jenzings - you are so right. I used to be impressed with the bigger the report, the better. But saw clients go blank. #measurepr
@KristK @ajeffrey1 A3 -- oh my goodness yes, that is so true. Bottom line impact is where the VALUE is. #measurepr
@KristK - very funny! Thanks for stalking. And you are right; you can learn so much from judging award entries.
#measurepr
#fail A3 Others don't establish clear objectives to measure against, or puts social and traditional into same bucket. #measurepr
RT @ajeffrey1: #fail A3 Others don't establish clear objectives to measure against, or put social, traditional into same bucket. #measurepr
#fail A3 Hate to say, but biggest problem is budget. PR is only 5% of marketing budget (#Adage), so tough to justify #measurepr
@ajeffrey1 A3 - forming clear objectives is tough for many. Big benefit of #amec framework is assisting in that IMHO #measurepr
A3: Measuring with checkmarks (done, done, done) just shows you're busy, not that you're effective #measurepr
@KristK A3: This, times about 1,000!! You are so right. Having a completed task list isn't proof of bottom line effectiveness #measurepr
A3: FAIL: Answering "What are we trying to accomplish?" with "raise awareness." #measurepr
Yeah, tough issues. I really get having a tiny PR program and needing every penny for execution. We need to help here, too. #measurepr
@ajeffrey1 A3 - Oh, yes...ever the problem. Budgets (or more precisely, the lack thereof!) #measurepr
A3: PR colleague did 6-month post survey asking if site mgrs still had laminated safety card. #measurepr doesn't have to be hard, expensive.
@KristK A3: Yes--unless it's (truly) something never seen (or heard of) before, "awareness" is squish. #measurepr
I'd like to see the #measurati tackle a simple solution for small program measurement. Some kind of index or qualitative eval. #measurepr
@ajeffrey1 A3 - I love this idea. Would be truly helpful for many. #measurepr
Okay, on to Q4! #measurepr
@KrisK - wonderful on the post survey. Yes, these can be simple, fast and inexpensive. A treasure trove. #measurepr
Q4: What has the advertising world discovered about measuring gender bias? #measurePR
A3: Risk of not measuring what matters: C-Suite may wonder why quarterly newsletter and not 2x yr, why 5 staff and not 3. #measurepr
RT @jenzings: Q4: What has the advertising world discovered about measuring gender bias? #measurePR
A4 OK! Women/girls have been denigrated in ads & media for decades. #ANA #SeeHer movement & White House calls for change. #measurepr
A4 @abxindex tested 25,000 ads for #ANA to see effect of gender denigration in ads, and it is huge. <https://t.co/i58xGgtE11> #measurepr
A4: Can't wait to read @abxindex report on gender bias in advertising. #measurepr
@ajeffrey1 @abxindex A4 -- 25,000 ads is a lot to review, that is thorough! #measurepr
A4 Ads that treat women/girls well increase Purchase Intent by 26% and Reputation by 10%. <https://t.co/CDYSTNX6Fo> #measurepr
@KristK @abxindex @ajeffrey1 - A4 this stuff is so, so interesting and so, so important. #measurepr
@ajeffrey1 A4 - WOW. Those are big increase numbers...26% and 10%?!?! #measurepr
A4: Smart companies realize buying power of females (of all ages) and depict them accurately and respectfully #measurepr
RT @KristK: A4: Smart companies realize buying power of females (of all ages) and depict them accurately and respectfully #measurepr
A4 Yes, what matters is the Ad World is trying to fix the denigration of both men and women in ads to change culture. #measurepr
@KristK - you got it. The world's largest advertisers are jumping on this research, seeing the buying power and culture change. #measurepr
A4 - Glad to hear it...denigration of anyone in ads BUGS me. Just not needed. #measurepr
A4 I'm happy that gender bias matters for men, boys, women and girls, not only females. PR needs to jump on the bandwagon, too. #measurepr
A4 - absolutely --& not just PR, but all of communications. #measurepr
This must have been difficult to tackle, so Q5: What challenges are there in measuring gender bias? #measurepr
A4: Buyers want companies to tell us we're smart, we're funny, and we're not alone. Not rocket science #measurepr
@jenzings - yes, you are right about all communications. #measurepr
RT @jenzings: This must have been difficult to tackle, so Q5: What challenges are there in measuring gender bias? #measurepr
A5 It's never been done before. Massive ad testing was needed to create norms. #abxindex only company who could test 25K ads #measurepr
@KristK A4: that is an astute and succinct observation. Hopefully will be standard in the future! #measurepr
@ajeffrey1 A5: Being first is always tough, that is an understandable challenge, IMHO! #measurepr

10/12/2017 16:43 Angela Jeffrey A5 Like in PR, no one wants to spend money on more research. #ANA has had to prove the value of measuring gender. #abxindex #measurepr

10/12/2017 16:43 Emma Hawes Guess who was in lunch and remembered about #measurePR

10/12/2017 16:44 Angela Jeffrey Wow! Hi, @emmamhawes! Welcome. We're just getting into the good part. #measurepr

10/12/2017 16:44 Jen Zingsheim @emmamhawes Emma, glad to see you! This is such a fascinating convo about #genderbias in advertising! #measurepr

10/12/2017 16:44 Kristie Aylett, APR @emmamhawes It's a good one (as always). #measurepr

10/12/2017 16:45 Angela Jeffrey A5 Advertisers have relied heavily on sexualizing females to sell products. Change is difficult. But pressure is there now. #measurepr

10/12/2017 16:45 Jen Zingsheim A5: @ajeffrey1 it is always a bummer for me to see resistance to \$\$ on research. SO important. Critical, even. #measurepr

10/12/2017 16:46 Angela Jeffrey @jenzings Agreed, but I thought maybe encouraging for us in #measurepr to see that the big ad budgets struggle to measure, too.

10/12/2017 16:47 Jen Zingsheim A5: @ajeffrey1 Change is hard, but is the pressure to adjust across the board? Or just some industries? #measurepr

10/12/2017 16:47 Angela Jeffrey A5 Measuring gender in PR must now begin. PR's use of images in content marketing and social must be equally guarded. #abxindex #measurepr

10/12/2017 16:48 Jen Zingsheim A5: @ajeffrey1 EXCELLENT point about use of images. It's such an important component of content mktg. #measurepr

10/12/2017 16:48 Jen Zingsheim Q6: How can PR pros determine gender bias? Any tips? #measurepr

10/12/2017 16:50 Angela Jeffrey A6 PR pros can start with Slide 8 of this #genderequality deck <https://t.co/Dxt9WV9Lwo>, which has four key KPI questions. #measurepr

10/12/2017 16:51 Kristie Aylett, APR RT @jenzings: Q6: How can PR pros determine gender bias? Any tips? #measurepr

10/12/2017 16:51 Jen Zingsheim Yikes, only 10 minutes left! #measurepr

10/12/2017 16:51 Angela Jeffrey A6 The deck explains the @abxindex and #ANA gender research. The 4 key questions can be scored like message points in PR msmt #measurepr

10/12/2017 16:52 Angela Jeffrey A6 You can assign any index score you want, and weight it more heavily than other messages in #measurepr. #abxindex

10/12/2017 16:53 Jen Zingsheim @ajeffrey1 A6 - excellent guidelines! #measurepr

10/12/2017 16:53 Jen Zingsheim #measurepr

10/12/2017 16:53 Kristie Aylett, APR Q7: Can PR have an effect on Advertising, since that's where the money is? #measurepr

10/12/2017 16:53 Kristie Aylett, APR Guess who's excited about the "homework" after #measurepr? Lots of resources from @abxindex @ajeffrey1 to explore #measurepr

10/12/2017 16:53 Angela Jeffrey RT @jenzings: Q7: Can PR have an effect on Advertising, since that's where the money is? #measurepr

10/12/2017 16:54 Jen Zingsheim A6 Nothing formal exists yet in PR to measure gender, but the <https://t.co/Dxt9WV9Lwo> deck gives rsch and concepts to apply #measurepr

10/12/2017 16:55 Angela Jeffrey @KristK @abxindex @ajeffrey1 So true, there is so much to dig into after this chat! Yay homework!! ;-) #measurepr

10/12/2017 16:55 Angela Jeffrey @KristK - tY! A7 @abxindex has researched how earned media effects paid. Bad news reduces ad scores; good news makes them higher! #measurepr

10/12/2017 16:55 Angela Jeffrey A7 New white paper out soon by #iprmeasure shows how PR affected Ad creative scores for #ATT and #hotels.com. #measurepr

10/12/2017 16:55 Kristie Aylett, APR RT @ajeffrey1: A7 New white paper out soon by #iprmeasure shows how PR affected Ad creative scores for #ATT and #hotels.com. #measurepr

10/12/2017 16:56 Angela Jeffrey RT @jenzings @KristK @abxindex @ajeffrey1 So true, there is so much to dig into after this chat! Yay homework!! ;-) #measurepr

10/12/2017 16:56 Jen Zingsheim @ajeffrey1 @KristK @abxindex A7: that is awesome and straightforward! #measurepr

10/12/2017 16:56 Angela Jeffrey A7 Ask mktg dept to test ad creative before/after a major news event. If score goes up, PR can take credit. #abxindex #measurepr

10/12/2017 16:56 Kristie Aylett, APR RT @ajeffrey1: @abxindex has researched how earned media effects paid. Bad news reduces ad scores; good news makes them higher! #measurepr

10/12/2017 16:57 Jen Zingsheim @ajeffrey1 A7: that is a terrific suggestion for good clean measurement of PR. #measurepr

10/12/2017 16:57 Angela Jeffrey Q7 Or, use #amecorg Framework <https://t.co/toUJDvbQO> to compare paid, owned and earned results as a start. #abxindex #measurepr

10/12/2017 16:58 Jen Zingsheim We're winding down the chat @ajeffrey Do you have an initiative/program you'd like #measurePR folk to know about? Please share!

10/12/2017 16:59 Angela Jeffrey Thx @jenzings - @abxindex is creating new measures for ethnic and other cultural groups. Much tougher than gender! #measurepr

10/12/2017 16:59 Jen Zingsheim @ajeffrey1 @abxindex That sounds incredibly useful though, can't wait to see them. #measurepr

10/12/2017 17:00 Angela Jeffrey Just want to say thanks to you all for joining in on a subject that is so new and from outside PR. I am honored to be with you. #measurepr

10/12/2017 17:00 Jen Zingsheim Believe it or not, our time for #measurePR is up for this month! Wow, that went FAST.

10/12/2017 17:01 Jen Zingsheim @ajeffrey1 Thank you so very much for chatting with us. So much to learn, and SO important for PR & comms #measurepr

10/12/2017 17:02 Jen Zingsheim Everyone: the summary and transcript will be up on @shonali's blog soon. Mark your calendars for November! #measurepr