

Created	AuthorDisplayName	Message
11/9/2017 17:00	Shonali Burke	And... it's time! Welcome to your monthly #measurepr virtual water cooler. :) Who's here/how you doin'?
11/9/2017 17:01	Spin Sucks	RT @shonali: And... it's time! Welcome to your monthly #measurepr virtual water cooler. :) Who's here/how you doin'?
11/9/2017 17:01	Shonali Burke	@SpinSucks so glad you're here, great to see you! Also @JohnFriedman @BassiBbassi... who else is here/joining? #measurepr
11/9/2017 17:02	Shonali Burke	Last call for the #measurePR community chat where the special guest is YOU. See you there!
11/9/2017 17:02	Shonali Burke	So today we have a very special chat b/c the special guest is ... YOU! Best. Guest. Ever. #measurepr
11/9/2017 17:02	Jen Zingsheim	Juuuuust barely made it in time for #measurePR (personal note: forgot to change the clock back in the car; temporary panic ensued...)
11/9/2017 17:02	Kelly Kostanesky	@shonali I'm here! Overwhelmed with unexpected projects today but I'm here. :) #measurePR
11/9/2017 17:02	Shonali Burke	@jenzings LOL!!! I know, I'm *still* turning clocks back (OMG do you remember that song?!) #measurepr
11/9/2017 17:02	Shonali Burke	@kmmk1 I'm SO glad you made it!!! #measurepr
11/9/2017 17:02	Spin Sucks	Hi everyone! I'm @corinamanea, chief community officer for #SpinSucks. Super excited to join #measurePR!
11/9/2017 17:02	John Friedman	I'm here, thrilled someone I respect & like is back at work after fighting cancer. #measurepr
11/9/2017 17:02	Shonali Burke	As you join, please say who you are, what you do, etc. #measurepr
11/9/2017 17:03	Spin Sucks	RT @shonali: So today we have a very special chat b/c the special guest is ... YOU! Best. Guest. Ever. #measurepr
11/9/2017 17:03	Shonali Burke	@JohnFriedman so glad to hear that! #measurepr
11/9/2017 17:03	Shonali Burke	@SpinSucks @corinamanea I've missed you here!!! oxoxo #measurepr
11/9/2017 17:03	John Friedman	I help organizations live their values & engage in authentic stakeholder dialogue (#sustainability & #communication) #measurepr
11/9/2017 17:03	Shonali Burke	Me, I'm a #SocialPR #growth strategist helping purpose-driven brands bring big ideas to life. Measurement geek, hence this chat. #measurepr
11/9/2017 17:04	Shonali Burke	We'll get started shortly, but just a few quick rules of thumb to make chatting easy and fun... #measurepr
11/9/2017 17:04	Barbara Bassi	Barbara Bassi, Consultant in Comm/MKtg and measurement of cours. Also @amecorg Board Member and EU Chapter Chair #measurePR
11/9/2017 17:04	Spin Sucks	@JohnFriedman Hi John! #measurepr
11/9/2017 17:04	Kelly Kostanesky	Hi, everyone! I'm a jack-of-all-trades PR specialist for a small agency in Pennsylvania. #measurepr
11/9/2017 17:05	Shonali Burke	1) don't forget to use the hashtag else your tweets won't get curated when we pull the transcript (s/o to @zoomph for that!) #measurepr
11/9/2017 17:05	Shonali Burke	@BassiBbassi SO glad to have you here! @amecorg is our fave & #measurepr
11/9/2017 17:05	Spin Sucks	@shonali @corinamanea Same here! Need to change that :) #measurepr
11/9/2017 17:05	Spin Sucks	@kmmk1 HI Kelly! #measurepr
11/9/2017 17:05	John Friedman	@SpinSucks Hey there! #measurepr Nice to see you.
11/9/2017 17:05	Shonali Burke	2) ref the Q # in your tweets, e.g. "A1" or "re Q1" etc., it helps to understand the conversation flow... #measurepr
11/9/2017 17:06	Shonali Burke	3) don't worry about answering all in 1 tweet (even if you DO have 280 chars now!), totes ok to spread over multi-tweets #measurepr
11/9/2017 17:06	Shonali Burke	3) (cont)... just add a "cont" or similar with the Q #, like I did here (see what I did here?) #measurepr
11/9/2017 17:06	John Friedman	#140characters or #280characters - what matters is what you do with it! #measurepr
11/9/2017 17:07	Shonali Burke	4) If you have NEW Qs for the chat, please DM to me and I'll do my best to get them in there. OK, ready? Let's go! #measurepr
11/9/2017 17:07	Shonali Burke	Q1: Tell us what you do, how you got there. What got you interested in #measurePR?
11/9/2017 17:07	Ian Gertler ä~•ï, ðÿ"2	@shonali Running into a meeting, but hope the #MeasurePR community has a great chat together ... I'll check the stream out later. Cheers, Shonali!
11/9/2017 17:08	Shonali Burke	@IanGertler OK cool and hopefully you can make the next one - cheers! #measurepr
11/9/2017 17:08	Spin Sucks	Truth! #measurepr https://t.co/inO1sw3Hmy
11/9/2017 17:08	Spin Sucks	RT @shonali: Q1: Tell us what you do, how you got there. What got you interested in #measurePR?
11/9/2017 17:09	John Friedman	A1: I come to #measurepr b/c SO many in PR still fighting for respect; b/c they measure what they (and no one else) cares about.
11/9/2017 17:10	Barbara Bassi	Former journalist and PR pro, I have always been struggling to demonstrate the value of what I do #measurePR
11/9/2017 17:11	Jansen Communication	@shonali Hello, hello! @jesserker here for @JansenComms #measurePR
11/9/2017 17:12	Jen Zingsheim	A1: Freelance writer and solo practitioner, I & #measurePR caught my attention years ago.
11/9/2017 17:12	John Friedman	sod that, I'm here for the cookies. Wait, there are no cookies? #measurepr
11/9/2017 17:13	Spin Sucks	RT @JohnFriedman: A1: I come to #measurepr b/c SO many in PR still fighting for respect; b/c they measure what they (and no one else) careâ€;
11/9/2017 17:13	Spin Sucks	RT @kmmk1: A1: I do a lot of traditional PR work (press releases and graphic design) at my job so I gained an interest in thisâ€;
11/9/2017 17:13	Jen Zingsheim	@JohnFriedman You have to look for them, usually Options>privacy & security (PS-not edible. Sigh.) #MeasurePR
11/9/2017 17:13	Spin Sucks	RT @BassiBbassi: Former journalist and PR pro, I have always been struggling to demonstrate the value of what I do #measurePR

11/9/2017 17:13 Spin Sucks @BassiBbassi Hi Barbara! Glad to see you here #measurepr

11/9/2017 17:13 Shonali Burke @JansenComms @jesserker so great to see you here! #measurepr

11/9/2017 17:14 Barbara Bassi @SpinSucks Great to chat with you too! #measurepr

11/9/2017 17:14 Spin Sucks @JohnFriedman I want cookies, too! #measurepr <https://t.co/cr9Db2KcUB>

11/9/2017 17:14 John Friedman Yeah, that's factually accurate but doesn't solve my problem. #measurepr <https://t.co/IX11z0HWmB>

11/9/2017 17:15 Jansen Communication @shonali @jesserker Happy to be here :) #measurePR

11/9/2017 17:15 Shonali Burke @JohnFriedman If you want cookies you're gonna have to talk to @sol_orwell ... #CharityCookieOff #measurePR <https://t.co/IQ41dP8iZv>

11/9/2017 17:16 Jansen Communication @shonali @JohnFriedman @sol_orwell Mmmm.... cookies #measurePR

11/9/2017 17:17 Shonali Burke A1 The whole "AVE" thing never made sense to me, so I made it my biz to educate myself. Thanks to @queenofmetrics, here I am #measurepr

11/9/2017 17:17 John Friedman A1: My corollary to "that which is measured gets managed" -> "that which drives what matters to the c-suite gets FUNDED." #measurepr

11/9/2017 17:17 Shonali Burke A1 (cont) b/c just "impressions" never made sense to me, I wanted to know how we could "put butts in seats" as it were #measurepr

11/9/2017 17:18 Shonali Burke A1 (cont) so that started my measurement journey. It's been great but TBH I can't believe we're STILL talking about AVEs! #measurepr

11/9/2017 17:18 Shonali Burke Q2: Is there such a thing as the perfect measurement strategy? What does it look like? #measurePR

11/9/2017 17:20 John Friedman A2: the perfect strategy is one you and client (int. or ext.) agree on; not one you, or they, impose. #measurepr

11/9/2017 17:20 Spin Sucks RT @shonali: Q2: Is there such a thing as the perfect measurement strategy? What does it look like? #measurePR

11/9/2017 17:21 Barbara Bassi A2 almost perfect if you follow the process objectives-outputs-outcomes-business results while projecting it #measurePR

11/9/2017 17:22 Spin Sucks RT @JohnFriedman: A2: the perfect strategy is one you and client (int. or ext.) agree on; not one you, or they, impose. #measurepr

11/9/2017 17:22 Spin Sucks RT @JansenComms: @shonali A2. The perfect strategy is the one that works perfectly for you / your client. It depends on your needs â€¦

11/9/2017 17:22 Spin Sucks A2: a) The perfect strategy is one that has a clear business goal. #measurePR

11/9/2017 17:23 Jen Zingsheim A2 - don't let the perfect become the enemy of the good--good measurement is tied to goals. Start somewhere! #measurePR

11/9/2017 17:23 Barbara Bassi to make it perfect then you have to choose the right metrics according to each measurement step #measurePR

11/9/2017 17:23 Shonali Burke A2: not sure there's even a perfect "anything" BUT if we begin at the end, ie tying our work to outcomes, we might be successful #measurepr

11/9/2017 17:23 Jansen Communication Agreed! #measurePR <https://t.co/umjz4kyfXC>

11/9/2017 17:24 Spin Sucks RT @BassiBbassi: A2 almost perfect if you follow the process objectives-outputs-outcomes-business results while projecting it #measurePR

11/9/2017 17:24 Spin Sucks RT @jenzings: A2 - don't let the perfect become the enemy of the good--good measurement is tied to goals. Start somewhere! #measurePR

11/9/2017 17:24 Spin Sucks This! #measurePR <https://t.co/3eYKVKnxh8>

11/9/2017 17:25 Jansen Communication RT @jenzings: A2 - don't let the perfect become the enemy of the good--good measurement is tied to goals. Start somewhere! #measurePR

11/9/2017 17:25 Spin Sucks A2:c) The perfect measurement strategy is the one that works for you and your client #measurePR

11/9/2017 17:25 Oliver Machuca Cano RT @SpinSucks: A2:c) The perfect measurement strategy is the one that works for you and your client #measurePR

11/9/2017 17:26 Shonali Burke RT @jenzings: A2 - don't let the perfect become the enemy of the good--good measurement is tied to goals. Start somewhere! #measurePR

11/9/2017 17:26 Chaudhry Javed Iqbal RT @SpinSucks: Hi everyone! I'm @corinamanea, chief community officer for #SpinSucks. Super excited to join #measurePR!

11/9/2017 17:27 Kelly Kostanesky @SpinSucks Yes! I like to remind myself that you must track as the campaign goes along and not just at the end! #measurePR

11/9/2017 17:27 Shonali Burke A2 (cont) and if there's one thing I've learned, it's to get alignment on goals w/yr client BEFORE starting work. #measurepr

11/9/2017 17:27 Spin Sucks @kmmk1 Amen to that! #measurePR

11/9/2017 17:27 Barbara Bassi @SpinSucks A2 True, though it is necessary to be consistent #measurepr

11/9/2017 17:27 Shonali Burke Q3: What are some of the most ginormous #measurePR #fails you've seen?

11/9/2017 17:28 Jansen Communication @shonali Yes, absolutely. Otherwise you create extra work -- and unnecessary annoyance -- for everyone #measurePR

11/9/2017 17:29 Spin Sucks @BassiBbassi Absolutely! #measurePR

11/9/2017 17:29 Spin Sucks RT @shonali: Q3: What are some of the most ginormous #measurePR #fails you've seen?

11/9/2017 17:29 Spin Sucks Amen to that! #measurePR <https://t.co/e2aLV1jgOF>

11/9/2017 17:30 Jen Zingsheim A3: Securing media tracking platform after the program starts. No way to benchmark, test terms, etc. means bad data. #measurePR

11/9/2017 17:30 Spin Sucks A3: Making business decisions based on vanity metrics #measurePR

11/9/2017 17:30 Spin Sucks RT @BassiBbassi: A3 to confuse metrics in different measurement levels e.g. output vs outcomes. Quite common unfortunately. There is â€¦

11/9/2017 17:31 Shonali Burke @KevinMercuri How do they "know"? Crystal ball? :p #measurePR Also which Q was this regarding... #2? <https://t.co/TvH7PkABhS>

11/9/2017 17:32 Shonali Burke @SpinSucks OMG drives me NUTS!!! A3 #measurePR <https://t.co/q4am1OQyu2>

11/9/2017 17:32 Barbara Bassi Q3 Another common crazy thing is that clients often have not clear what objectives nor the positioning they should communicate #measurePR

11/9/2017 17:33 Jansen Communication @SpinSucks Oy. #measurePR

11/9/2017 17:33 Shonali Burke Btw I don't know if anyone has noticed but I'm channeling #gojoh nab bigtime with the #GIFs... #measurepr <https://t.co/hE3xfhXsZ>

11/9/2017 17:34 Shonali Burke Q4: What tips would you give to other professionals in the #PR field, especially those just getting started? #measurePR

11/9/2017 17:34 Spin Sucks RT @JohnFriedman: A3: People take easy way; measure what can comfortably (or using established means) rather than customizingâ€¦

11/9/2017 17:34 Jansen Communication @shonali @KevinMercuri I have a crystal ball. Dunno about the rest of you :) #measurePR <https://t.co/7Wlb8njaGI>

11/9/2017 17:35 Spin Sucks @BassiBbassi Oh, yes! #measurePR

11/9/2017 17:35 Spin Sucks RT @shonali: Q4: What tips would you give to other professionals in the #PR field, especially those just getting started? #measurePR

11/9/2017 17:37 Barbara Bassi A4 I would suggest to start checking if they use an appropriate process. Again: objectives-ouputs-outcome-business results #measurePR

11/9/2017 17:38 Barbara Bassi A4 Second step: understanding deeply the role and use of the metrics #measurePR

11/9/2017 17:38 Spin Sucks A4: Have a learning mindset. Look at every challenge as an opportunity to learn #measurePR

11/9/2017 17:38 Shonali Burke @BassiBbassi That is GREAT advice and helps them stay strategic. #measurePR A4

11/9/2017 17:39 Jansen Communication A4. Learn as much as you can from as many different people and different opportunities that you can find. #measurepr

11/9/2017 17:39 Barbara Bassi A4 process is key in every discipline #measurePR

11/9/2017 17:39 Shonali Burke RT @SpinSucks: A4: Have a learning mindset. Look at every challenge as an opportunity to learn #measurePR

11/9/2017 17:39 Jansen Communication Yes! #measurePR <https://t.co/jc505rB9yv>

11/9/2017 17:40 Spin Sucks A4: Make it your mission to learn how to measure your work and show business results #measurePR

11/9/2017 17:41 Barbara Bassi A4 The @amecorg framework is of great help in digesting a correct process #measurePR

11/9/2017 17:42 Shonali Burke A4: what I drill into my students (and clients) is that good measurement is contextual. Numbers on their own don't mean anything. #measurepr

11/9/2017 17:42 Katie Delahaye Paine Great quote from @PRNews Measurement Camp Google â€œbe a communicator not a dump truckâ€”use data for insight not to overwhelm #measurepr

11/9/2017 17:42 John Friedman A4: Go forward with attitude of humility & curiosity. Embrace career-long learning. It moves fast, ride the wave. #measurepr

11/9/2017 17:42 Tinu Abayomi-Paulâ€šđž RT @JohnFriedman: A3: People take easy way; measure what can comfortably (or using established means) rather than customizingâ€¦

11/9/2017 17:44 Spin Sucks RT @BassiBbassi: A4 The @amecorg framework is of great help in digesting a correct process #measurePR

11/9/2017 17:44 Barbara Bassi @shonali A4 Exactly. That's why you need to think at measurement at the same time when you draw the strategy. #measurepr

11/9/2017 17:45 Shonali Burke Q5: What do you think will be the next big change in the #measurePR field?

11/9/2017 17:46 ScanMyPhotos.com RT @JansenComms: A4. Learn as much as you can from as many different people and different opportunities that you can find. #measurepr

11/9/2017 17:47 Jansen Communication @shonali A5. Don't know, but I'm excited to learn about it! #measurePR

11/9/2017 17:48 TrendKite Here's the Communicator's Funnel @rsomers is walking through right now! #PRdailyconf #MeasurePR #PRstrategy <https://t.co/2m1RSba0xu>

11/9/2017 17:49 michaelblowers @shonali Hi, I wonder if people will 'get' or get better at cause and effect? #MeasurePR

11/9/2017 17:49 Spin Sucks RT @shonali: Q5: What do you think will be the next big change in the #measurePR field?

11/9/2017 17:49 Jen Zingsheim A5: Continuing to struggle to measure new stuff that communicators will use: AI, AR, VR, etc. #MeasurePR

11/9/2017 17:50 Spin Sucks A5: Adopting measurement as a must-have, not a nice-to-have #measurePR

11/9/2017 17:51 Amir Zonozi @shonali A5: Audience Segmentation and personalization #MeasurePR

11/9/2017 17:51 Shonali Burke A5: for me I think the biggest changes in the field will be due to #millennials who are very focused on outcomes & change #measurepr

11/9/2017 17:52 Shonali Burke @jenzings A5: ultimately if we want to measure behavior change/outcomes then the tools don't really matter... no? #measurePR

11/9/2017 17:52 John Friedman Essential for survival/strategic importance #measurepr <https://t.co/08selpSVRN>

11/9/2017 17:52 Shonali Burke @Zonozi Hey!!! We need to get you back here as a guest, my friend, great to see you drop by! A5 #measurePR

11/9/2017 17:53 Shonali Burke @RaxLakhani I did, in my #SocialPR Master Course :) And HI! How are you doing? A5 #measurePR

11/9/2017 17:53 Amir Zonozi @shonali ;) too much value to miss it #MeasurePR

11/9/2017 17:53 Barbara Bassi A5 Clients will be also more and more keen on measuring the impact of communications on business results #measurePR

11/9/2017 17:53 Shonali Burke @BassiBbassi Ha! Or simply add it in. :) A5 #measurePR

11/9/2017 17:53 Shonali Burke Q6: Do you have some go-to tools you can recommend to #measurePR?

11/9/2017 17:54 Jansen Communication @Zonozi @shonali We'd tune in for that, for sure! #measurePR

11/9/2017 17:54 Shonali Burke RT @SpinSucks: A5: Adopting measurement as a must-have, not a nice-to-have #measurePR

11/9/2017 17:54 Kathleen Stansberry A5: Increasing use of behavioral analytics (i.e. customer experience or #CX) as outcome measures #measurepr

11/9/2017 17:55 Spin Sucks RT @shonali: Q6: Do you have some go-to tools you can recommend to #measurePR?

11/9/2017 17:55 Shonali Burke @Zonozi Ima gonna print that out :) #measurePR

11/9/2017 17:55 John Friedman @RaxLakhani Thanks Rax #measurepr

11/9/2017 17:55 Jansen Communication Let's hope so! #measurePR <https://t.co/C2a6Cega8Z>

11/9/2017 17:55 Rax Lakhani @shonali Would love to find out more! It definitely needed someone with Burke-sized-brains to look at! Loving the #measurePR chat.

11/9/2017 17:56 Jansen Communication @kstansberry Oh, that's an interesting possibility #measurePR

11/9/2017 17:56 Spin Sucks A6: Google Analytics, @Cision @AirPR @mediatoolkit to name a few #measurePR

11/9/2017 17:57 Shonali Burke @kstansberry Great to see you here! And I love that A5 #measurePR

11/9/2017 17:57 Shonali Burke Oops, time's almost up! Last Q, Q7: Do you have an initiative/program you'd like the #measurePR community to know about? Please share!

11/9/2017 17:57 John Friedman Sorry, #measurepr I have to go. But thanks as always.

11/9/2017 17:59 Kathleen Stansberry @shonali Great to be back !- #measurepr has conflicted w/ my teaching schedule this term but I ended class early today to catch the tail end.

11/9/2017 17:59 Deirdre Breakenridge @SpinSucks @ginidietrich @shonali Thank you for the shout out today! #MeasurePR

11/9/2017 17:59 Spin Sucks @JohnFriedman Great seeing you here, John! Keep in touch. #measurepr

11/9/2017 18:00 Spin Sucks RT @shonali: Oops, time's almost up! Last Q, Q7: Do you have an initiative/program you'd like the #measurePR community to know about? Please!

11/9/2017 18:00 Amir Zonozi @shonali A6 a tad bias with @Zoomph ;) ðŸ˜˜ #measurePR

11/9/2017 18:00 Shonali Burke @kstansberry OMG I'm so touched. Thank you!! xoxo #measurePR <https://t.co/H093afXHfV>

11/9/2017 18:01 Jansen Communication @Zonozi @shonali @Zoomph LOL you're allowed to be biased. It's a good product. #fangirl #measurePR

11/9/2017 18:01 Kathy Van Duzer @shonali #measurepr just caught this now. It's been ages. Everyone is talking about #AI and it's role in everything so algorithms of some kind lmao

11/9/2017 18:01 Shonali Burke @Zonozi @Zoomph Ha, totes! I gave you guys a shout-out at the start too, you're so kind to help with the #measurePR transcripts A6

11/9/2017 18:03 Spin Sucks RT @BassiBbassi: A7 Some of the outstanding initiatives by @amecorg: the online College, the AMEC Awards and, of course, the Integra!

11/9/2017 18:03 Jansen Communication Thanks for a great chat @shonali ! #measurePR

11/9/2017 18:04 Spin Sucks @dbreakenridge @shonali @ginidietrich @JasMollica Very jealous! ðŸ˜˜ #measurepr

11/9/2017 18:04 Shonali Burke A7: if you're looking to bolster your #measurePR #SocialPR smarts, talk to me re: my 1-1 coaching. Right @voicemattersllc @kmmk1? xo

11/9/2017 18:05 Shonali Burke Wow, time sure flies when you're having fun. TYVM everyone for stopping by! Save the date for Dec: Dec 14, 12-1 pm ET #measurepr

11/9/2017 18:05 Cision RT @SpinSucks: A6: Google Analytics, @Cision @AirPR @mediatoolkit to name a few #measurePR

11/9/2017 18:05 Shonali Burke If you have guest suggestions for the chat, shoot 'em my way, I love showcasing folk doing cool things. Thanks again all - TTYS! #measurepr