

Created	Author	Message
		It's time to get started with #measurePR. @shonli is traveling today, so she asked me to host. 1st order of business, make sure to tag a friend or two who might be interested in joining us for #measurePR!
4/12/18 16:02	Kami Huyse	
4/12/18 16:02	Joel Inwood	I'm in! #measurePR
4/12/18 16:03	Karelyn Eve Lamber	@joel_inwood Welcome to #measurepr
4/12/18 16:04	Kami Huyse	@joel_inwood Hi Joel, glad you are joining us today! #measurepr RT @kamichat: Are you excited to learn more about how to get started and #measure the #ROI of advertising for #nonprofit social media? #mea,Ä¶
4/12/18 16:05	Al Ramirez	
4/12/18 16:06	Karelyn Eve Lamber	@alramirezUSA Welcome to #measurepr
4/12/18 16:07	Joel Inwood	@kamichat @karelyneve Thanks! Looking forward to it. #measurepr RT @kamichat: It's time to get started with #measurePR. @shonli is traveling today, so she asked me to host. 1st order of business, make su,Ä¶
4/12/18 16:08	Aaron Cole	
4/12/18 16:09	Whole Whale	So excited to be a part of this! #measurePR <a href="https://t.co/mVKTpVfwG">https://t.co/mVKTpVfwG</a> Here are the tips that will help you get seen and heard on #measurepr
4/12/18 16:09	Kami Huyse	<a href="https://t.co/HdoVbzI9A1">https://t.co/HdoVbzI9A1</a> RT @kamichat: Are you excited to learn more about how to get started and #measure the #ROI of advertising for #nonprofit social media? #mea,Ä¶
4/12/18 16:09	RaShonda Riddle	Q1: Please tell us what you do, how you got there. What got you interested in #nonprofits?
4/12/18 16:10	Kami Huyse	#measurePR <a href="https://t.co/Rllwg7TaDi">https://t.co/Rllwg7TaDi</a>
4/12/18 16:10	Karelyn Eve Lamber	@raw_hustle Welcome to #measurepr RT @kamichat: For those already here, be sure to share this post and tag a few friends to join in. I am tagging @cheval, @AnhTNguyen @EricT,Ä¶
4/12/18 16:10	Joel Inwood	
4/12/18 16:10	RaShonda Riddle	.@kamichat I,Ä¶m here. Looking forward to this chat. #measurePR
4/12/18 16:11	Kami Huyse	@rashondariddle Awesome. Q1 is up! Thanks for checking in. #measurepr
4/12/18 16:12	Karelyn Eve Lamber	@rashondariddle Welcome! #measurepr A1: For me it was when my career first started at Americas Charities in #WashingtonDC
4/12/18 16:13	Kami Huyse	#measurePR
4/12/18 16:14	Kami Huyse	@HenryTDunbar Hi Henry, thanks for stopping in. #measurePR A1 #measurepr I work for local government. I studied comms at @JohnsHopkins and @shonali was my favorite professor :)
4/12/18 16:15	Joel Inwood	
4/12/18 16:15	Kami Huyse	@rashondariddle That is great. I also worked in the Association world for a number of years in #WashingtonDC #measurePR

4/12/18 16:21 Kami Huyse RT @WholeWhale: Q1: I am a digital advertiser/social media strategist. I began my career with an agency that worked with big name, for-profit,Ä¶

4/12/18 16:21 Kami Huyse RT @WholeWhale: A2: Yes! Because organic reach is continuing to dwindle, paid advertising is becoming an integral part of #nonprofit market,Ä¶

4/12/18 16:21 Kami Huyse RT @joel\_inwood: A1 #measurepr I work for local government. I studied comms at @JohnsHopkins and @shonali was my favorite professor :)

4/12/18 16:23 Kami Huyse Q3: How can #nonprofits justify the use of paid #advertising to donors? #measurePR <https://t.co/jGfYUJfrP4>

4/12/18 16:25 Kami Huyse We may have a lighter-than-usual #measurePR chat today since #18NTC is happening as we speak, but some of them may have some insights about #nonprofit advertiting in #socialmedia to share between sessions.

4/12/18 16:26 Joel Inwood @kamichat A3 #MeasurePR sometimes it helps to start small, get a quick win and then show your stats, I think.

4/12/18 16:27 Kami Huyse @joel\_inwood That is a great way to do it, Joel. What would you consider a "win" for a nonprofit advertising campaign? #measurePR

4/12/18 16:28 Dilara M. Yf±lmaz @kamichat A3: I sell it as an investment to reach our goals - whether that's donations, engagement, or awareness about an issue. #measurePR

4/12/18 16:29 Kami Huyse Very good way to look at it. Do you compare the cost against the value? #measurePR <https://t.co/Wc9mVvAJrn>

4/12/18 16:30 Kami Huyse RT @WholeWhale: A3: In order for #nonprofits to reach the people they intend to help, it should be understood that it costs. Let your data,Ä¶

4/12/18 16:32 Aaron Cole 🍏üáß🍏ü: RT @kamichat: We may have a lighter-than-usual #measurePR chat today since #18NTC is happening as we speak, but some of them may have some,Ä¶

4/12/18 16:33 Aaron Wilder @kamichat @WholeWhale A3: Still looking for the best practices with this one every day. 🍏üòÇ🍏üòÇ🍏üòÇ #measurePR

4/12/18 16:34 Kami Huyse This is great to hear. #MeasurePR <https://t.co/NAXrsxkq02>

4/12/18 16:34 Kami Huyse Where do you find the case studies @WholeWhale #MeasurePR <https://t.co/dAohQba6Jl>

4/12/18 16:35 Kami Huyse @aaronwildr What is your biggest challenge right now in finding best practices? #MeasurePR

4/12/18 16:37 Kami Huyse @dil\_maz @PPGreatPlains Welcome! What's your biggest challenge when it comes to getting approval to use paid advertising? #measurepr

4/12/18 16:38 Kami Huyse Q5: How can paid #advertising be used in the fulfillment of a #nonprofit,Äôs mission? #measurePR <https://t.co/P5nFOGsvUu>

4/12/18 16:39 Kami Huyse RT @dil\_maz: @kamichat @WholeWhale A4: I think it all comes back to reporting back on ROIs and showing how far our reach can be with paid a,Ä¶  
Some great resources for Case Studies and examples, thanks @WholeWhale #MeasurePR  
<https://t.co/mDZvPwvpQG>

4/12/18 16:40 Kami Huyse

4/12/18 16:42 Dilara M. Yf±lmaz @WholeWhale @kamichat Thank you for this! #MeasurePR  
@aaronwildr A paid straetgy to drive donations will be more nuanced and expensive.  
#MeasurePR

4/12/18 16:43 Kami Huyse

4/12/18 16:43 Kami Huyse Great points from David here #MeasurePR <https://t.co/j5KWF7SQfY>

4/12/18 16:44 Gery L. Deer RT @kamichat: Great points from David here #MeasurePR <https://t.co/j5KWF7SQfY>

4/12/18 16:44 Kami Huyse The struggle is real. #MeasurePR <https://t.co/bpur28ICOO>

4/12/18 16:44 Kami Huyse RT @aaronwildr: @kamichat A5: The cornerstone of our mission is providing unbiased, whole information so people can make the best decisions,Ä¶  
RT @WholeWhale: A4: Provide data that supports the need. Show them the decrease in traffic/engagement (if it applies). Provide case studies,Ä¶  
Wow! Those are great results! What was your call to action? #MeasurePR  
<https://t.co/hlyQKhpg18>

4/12/18 16:48 Kami Huyse

4/12/18 16:48 Kami Huyse RT @dil\_maz: @kamichat A5: Paid digital advertising can get the word out about a nonprofit's mission with a cheaper cost-of-entry than trad,Ä¶  
RT @WholeWhale: A5: Advertising can help move people from being aware of your organization to becoming a supporter of your organization, so,Ä¶

4/12/18 16:50 Kami Huyse RT @WholeWhale: A6: I ran ads for @EarthDayNetwork in partnership with @salsalabs and used simple lead generation ads, coupled with beautif,Ä¶

4/12/18 16:50 Kami Huyse RT @WholeWhale: A6: I ran ads for @EarthDayNetwork in partnership with @salsalabs and used simple lead generation ads, coupled with beautif,Ä¶

4/12/18 16:50 oliLince Q7: What are the best digital #advertising platforms for #nonprofits? #measurePR  
<https://t.co/OPj3KL7eoy>

4/12/18 16:50 Kami Huyse RT @kamichat: Q7: What are the best digital #advertising platforms for #nonprofits? #measurePR <https://t.co/OPj3KL7eoy>

4/12/18 16:51 oliLince That is amazing! I guess with targeting specific users it was enough. Who did you target? #MeasurePR <https://t.co/QHR1Af3Lpl>

4/12/18 16:51 Kami Huyse

4/12/18 16:56 Kami Huyse Q8: Last question! @wholewhale Do you have an initiative/program you,Äôd like #measurePR folk to know about? Please share! #measurepr <https://t.co/jKB8fCRe5U>

4/12/18 16:59 Dilara M. Yf±lmaz @kamichat @WholeWhale A8: We have a lot of cool things in the works that we can share at the next chat 🍎üòâ #MeasurePR

4/12/18 17:00 Kami Huyse This is me today! Just finished hosting a chat with #measurePR about social ads for #nonprofits and am about to jump on #TwitterSmarter as the guest about building community, Come hang out! <https://t.co/kSsSsvi7hs>