

Created	Author Name	Message
6/14/18 16:02	Greg Rokisky	Last chance to join in where we discuss all things #measurePR! https://t.co/OaTn21uOWK
6/14/18 16:03	Matt LaCasse	RT @GregRokisky: Last chance to join in where we discuss all things #measurePR! https://t.co/OaTn21uOWK
6/14/18 16:05	Poonam Sharma	@DanielleHeiny @MercyC @MattLaCasse @GregRokisky Thrilled to be here with you all! #measurePR
6/14/18 16:11	Greg Rokisky	A1.2: I think my Type A tendencies led me to #measurePR. I wanted to know that my efforts, and the efforts I was connected to were related to purpose, a bigger picture and I wasn't wasting my time on tasks #measurePR
6/14/18 16:12	Jeremy Bond	@shonali @DanielleHeiny @MercyC @MattLaCasse @GregRokisky @poonam_s Hi, Gen-X,Ãer in Connecticut here. #measurePR
6/14/18 16:13	Greg Rokisky	@JeremyDBond @shonali @DanielleHeiny @MercyC @MattLaCasse @poonam_s Yay, welcome! #measurePR
6/14/18 16:13	Danielle Heiny	@abrothnamedCed Always! We just got started! #measurePR
6/14/18 16:13	SeeDepth Inc.	@DanielleHeiny Jack w /SeeDepth. I help customers understand how to use tech to better #measurePR & identify success patterns to create stronger PR campaigns & prove ROI. Our Founder @missusP is the inspiration - she's lived the life as the custom
6/14/18 16:14	Mercy Bae-coup	@DanielleHeiny A1. I got interested in learning how to #measurePR because it's more than just getting that headline or feature.
6/14/18 16:14	Danielle Heiny	I always wanted to know what happens afterwards and also wanted to demonstrate the impact of my work to my clients.
6/14/18 16:15	Greg Rokisky	RT @MercyC: @DanielleHeiny A1. I got interested in learning how to #measurePR because it's more than just getting that headline or feature.,Ã¶
6/14/18 16:15	Matt LaCasse	RT @MercyC: @DanielleHeiny A1. I got interested in learning how to #measurePR because it's more than just getting that headline or feature.,Ã¶
6/14/18 16:16	Danielle Heiny	@GregRokisky I rely on my wife to keep me organized around the house. I'm so bad. 🍷 #measurepr
6/14/18 16:16	Matt LaCasse	@poonam_s @iatoday @PortlandPHLUSH Very true #MeasurePR
6/14/18 16:17	Cedric Brown, APR	@JeremyDBond @DanielleHeiny You're going to enjoy this chat. Glad you found us! #measurepr
6/14/18 16:17	Danielle Heiny	RT @MercyC: @DanielleHeiny A1. I got interested in learning how to #measurePR because it's more than just getting that headline or feature.,Ã¶
6/14/18 16:17	Greg Rokisky	@JeremyDBond Glad you could join us @JeremyDBond #measurePR
6/14/18 16:17	Danielle Heiny	Loving all the #education peeps in today's #measurePR chat! We all wouldn't be where we are today in #PR without some exceptional education :) #measurePR
6/14/18 16:17	Jeremy Bond	RT @GregRokisky: Loving all the #education peeps in today's #measurePR chat! We all wouldn't be where we are today in #PR without some exce,Ã¶
6/14/18 16:18	Danielle Heiny	@MattLaCasse @DanielleHeiny Thank you for your welcome! #measurePR
6/14/18 16:19	Jeremy Bond	Okay guys, question #2 is coming your way! #measurePR
6/14/18 16:21	Danielle Heiny	@DanielleHeiny Thanks, Danielle! #measurePR
		RT @MercyC: @DanielleHeiny A2. My first internship in #PR was actually at one of the minority health centers at @NIH. My first ,Ã actually,Ã¶

6/14/18 16:21 Danielle Heiny RT @poonam_s: @DanielleHeiny A2 My first #PublicRelations job was with a nonprofit in Uganda, before the days of social media. We used spre,Ä¶

6/14/18 16:21 Danielle Heiny RT @MattLaCasse: A2: I stumbled into PR/marketing. I was a journalist in a former life, so my first job was at a startup ad agency and I ha,Ä¶

6/14/18 16:22 Poonam Sharma RT @MattLaCasse: A2: I stumbled into PR/marketing. I was a journalist in a former life, so my first job was at a startup ad agency and I ha,Ä¶

6/14/18 16:22 Jeremy Bond @DanielleHeiny That,Äôs so cool. I,Äöve a feeling I,Äöll exhibit some symptoms of imposter syndrome on this chat. #üöÅ #measurePR

6/14/18 16:23 Danielle Heiny RT @MercyC: @DanielleHeiny A2. Essentially back then clients just wanted to know how many stories I got that night. I didn't know to #measu,Ä¶

6/14/18 16:25 Matt LaCasse @GregRokisky @JeremyDBond @DanielleHeiny We all do every single day! #measurepr

6/14/18 16:25 Danielle Heiny A2b. We didn't #measurePR much. It was all about, were the highest ranking officials happy. Was our press coverage neutral or nonexistent. Did events run smoothly? #Comms #PR

6/14/18 16:26 Danielle Heiny @MattLaCasse @GregRokisky @JeremyDBond It's hard when we're all in the precense of just #PR stars all the time! #measurePR

6/14/18 16:26 Cedric Brown, APR The Mitten is representin'! #PureMichigan #MeasurePR <https://t.co/iVngcQ9tCx>

6/14/18 16:26 Jeremy Bond @MattLaCasse @shonali @ginidietrich @mikeschaffer Nice. Has Twitter helped guide your career path, too? #measurePR

6/14/18 16:26 Danielle Heiny Staying on track, Q3 is on it's way! #measurePR

6/14/18 16:27 Greg Rokisky @abrothnamedCed America's high five here and present! #measurePR

6/14/18 16:28 Danielle Heiny RT @MattLaCasse: @DanielleHeiny @GregRokisky @JeremyDBond Imposter syndrome is just our pride getting in the way of absorbing knowledge. Go,Ä¶

6/14/18 16:28 Jeremy Bond RT @MattLaCasse: @DanielleHeiny @GregRokisky @JeremyDBond Imposter syndrome is just our pride getting in the way of absorbing knowledge. Go,Ä¶

6/14/18 16:28 Greg Rokisky this is good #üëá #üëá #measurePR <https://t.co/3wE6Xi6sI0>

6/14/18 16:29 Poonam Sharma @DanielleHeiny A3 I studied journalism in grad school. For #measurePR knowledge I relied on independent coursework and mentorship from senior #comms #PR professionals.

6/14/18 16:29 Cedric Brown, APR RT @MattLaCasse: @DanielleHeiny @GregRokisky @JeremyDBond Imposter syndrome is just our pride getting in the way of absorbing knowledge. Go,Ä¶

6/14/18 16:31 Danielle Heiny Good catch @GregRokisky! To clarify, Q3 is: Did your undergrad or graduate program provide you a strong #measurePR foundation? If not, what did? #PRStudChat #PR

6/14/18 16:33 Greg Rokisky RT @DanielleHeiny: Good catch @GregRokisky! To clarify, Q3 is: Did your undergrad or graduate program provide you a strong #measurePR foun,Ä¶

6/14/18 16:33 Danielle Heiny RT @MattLaCasse: A3: Hard to say. My degree is in mass comm and I went to school for a career in radio. I had no focus in PR or marketing a,Ä¶

6/14/18 16:33 Matt LaCasse @MercyC @DanielleHeiny @shonali @ginidietrich @mikeschaffer ACCURATE. #measurepr

6/14/18 16:33 Danielle Heiny RT @GregRokisky: A3: I love MSU but I learned all the actual evaluation and measurement in the field or in alternative learning (i.e. Shona,Ä¶

6/14/18 16:34 Danielle Heiny RT @MercyC: @DanielleHeiny A3. My experience actually doing PR gave me a strong foundation. My university @ClaflinUniv1869 didn't have a PR,Ä¶

6/14/18 16:34 Danielle Heiny RT @poonam_s: @DanielleHeiny A3 I studied journalism in grad school. For #measurePR knowledge I relied on independent coursework and mentor,Ä¶

6/14/18 16:35 Danielle Heiny A3b: My strong #measurePR foundation came from @shonali, her Master Course, and her #socialPR groups. I'd be lost without them, probably would have left the #comms industry otherwise.

6/14/18 16:35 Danielle Heiny RT @GregRokisky: A3.1: I also believe, no matter how good the curriculum gets, with the fast-paced nature of Social PR, the internet, etc.,Ä¶

6/14/18 16:36 Poonam Sharma RT @GregRokisky: A3.1: I also believe, no matter how good the curriculum gets, with the fast-paced nature of Social PR, the internet, etc.,Ä¶

6/14/18 16:37 Danielle Heiny RT @MattLaCasse: A3: This. All day long. Books are one thing. Real life is another. And with how social media and the internet evolve on (I,Ä¶

6/14/18 16:37 Danielle Heiny Get ready for Q4! #measurePR

6/14/18 16:37 Jeremy Bond @MattLaCasse @GregRokisky Yes. Thank you, Matt. #measurePR

6/14/18 16:37 Poonam Sharma RT @MattLaCasse: A3: This. All day long. Books are one thing. Real life is another. And with how social media and the internet evolve on (I,Ä¶

6/14/18 16:40 Cedric Brown, APR @DanielleHeiny Hey, I think you're forgetting to add the hashtag on your tweets giving out the questions. #measurepr

6/14/18 16:42 Danielle Heiny RT @JeremyDBond: @DanielleHeiny @GregRokisky A3) My undergrad communication degree technically had a PR track, tho it feels like 100 years,Ä¶

6/14/18 16:44 Matt LaCasse @abrothnamedCed @NewhousePR @newhousemasters Strong foundations make for a strong house!! #measurepr

A4a: I wish #PublicRelations university programs taught:

1. Media pitching like @michaelsmartpr
2. #measurePR like @shonali
3. Emerging #PRtech (now a days its' #AI #AR #RV
- 4.#BizDev
5. Strategies not tactics

6/14/18 16:44 Danielle Heiny #PRStudChat #PR

6/14/18 16:44 Danielle Heiny RT @MattLaCasse: @abrothnamedCed @NewhousePR @newhousemasters Strong foundations make for a strong house!! #measurepr

6/14/18 16:44 Danielle Heiny RT @MattLaCasse: @MercyC @DanielleHeiny YES!! Accepting "no" is critical to a life in PR. I'd add that kids coming out of college also need,Ä¶

RT @GregRokisky: A4: Okay, so rough list...

1Ô¶è,É£ Excel

2Ô¶è,É£ Social media strategy

3Ô¶è,É£ Strategy using real-life scenarios

4Ô¶è,É£ Excel

5Ô¶è,É£ Big d,Ä¶

6/14/18 16:44 Danielle Heiny Keeping us on track, here comes Q6 #measurepr

6/14/18 16:45 Danielle Heiny RT @GregRokisky: @MattLaCasse @MercyC @DanielleHeiny So true. Sincere relationships can make a world of difference in any industry, and PR,Ä¶

6/14/18 16:49 Danielle Heiny

6/14/18 16:50 Danielle Heiny RT @MattLaCasse: @GregRokisky @MercyC @DanielleHeiny So true. Relationship building is another HUGE part that doesn't get a lot of love, wh,Ä¶

6/14/18 16:50 Danielle Heiny RT @GregRokisky: A4.1: Everything's becoming so integrated and requiring multiple hats to be worn that, to really do great PR, you have to,Ä¶

6/14/18 16:50 Matt LaCasse RT @GregRokisky: @MattLaCasse @MercyC @DanielleHeiny So true. Sincere relationships can make a world of difference in any industry, and PR,Ä¶

6/14/18 16:50 Greg Rokisky @MattLaCasse @MercyC @DanielleHeiny **emphasis on the sincere part, too #measurePR

6/14/18 16:50 Matt LaCasse @GregRokisky @MercyC @DanielleHeiny Yep. Never know when kindness to a journalist on deadline will come in handy. #measurepr

6/14/18 16:51 Danielle Heiny RT @MercyC: @DanielleHeiny A5. The most challenging PR effort I had to measure was working with a jewelry company.

6/14/18 16:52 Matt LaCasse We couldn't measure we,Ä¶

6/14/18 16:53 Danielle Heiny @MercyC @DanielleHeiny OH LAWD!!! So confusing. I love those situations (I'm using the sarcasm font here, for the record). #measurepr

6/14/18 16:54 Danielle Heiny A5a. My most challenging PR effort was measuring for a government agency because you can't link it \$\$\$ #measurePR

6/14/18 16:54 Danielle Heiny A5b. I had to measure & show how the money that was already used was valuable to taxpayers. #measurePR

6/14/18 16:55 Danielle Heiny A5c. KPIs included number of report downloads, website traffic increase, social media conversations, etc. #measurePR

6/14/18 16:55 Danielle Heiny RT @GregRokisky: A5.1: It was a total shift from PR, but helped me put in perspective large-scale tracking! I focused on community manageme,Ä¶

6/14/18 16:55 Danielle Heiny RT @MattLaCasse: A5: Similar to @MercyC, here at @isspub we have many different avenues of talking with parents/schools about picture day.,Ä¶

6/14/18 16:56 Paula Newbaker #measurepr @shonali @DanielleHeiny and all. Thnx for letting the only "Boomer on Board" to learn from you all today.....

6/14/18 16:57 Danielle Heiny @paulanewbaker @shonali Totally, so happy to have you! Please join in on the convo! What's the #1 #measurePR rule you swear by?

6/14/18 16:57 Danielle Heiny RT @GregRokisky: A5.2: It's instilled to always have detailed methods in place to track where things are coming from and how it impacts you,Ä¶

RT @GregRokisky: A4: Okay, so rough list...

1Ô¶è,É£ Excel

2Ô¶è,É£ Social media strategy

3Ô¶è,É£ Strategy using real-life scenarios

4Ô¶è,É£ Excel

6/14/18 16:58 Cedric Brown, APR 5Ô¶è,É£ Big d,Ä¶

6/14/18 17:00 Mercy Bae-coup @DanielleHeiny Think before you send that email too - because some pitches just don,Äôt make sense 🍏üò# #measurePR

6/14/18 17:00 Measurement Stand @AmecOrg,Ãs Framework <https://t.co/YOnXofh4cs>
 RT @MercyC: @DanielleHeiny Think before you send that email too - because some pitches just don,Ãt make sense ðð #measurePR

6/14/18 17:00 Danielle Heiny @DanielleHeiny Only measure what is relevant! #measurePR

6/14/18 17:01 Poonam Sharma RT @poonam_s: @DanielleHeiny Only measure what is relevant! #measurePR

6/14/18 17:01 Danielle Heiny RT @GregRokisky: A6: Think bigger when it comes to your efforts...how will what you're doing affect the organization, or more, the world an,Ã¶

6/14/18 17:01 Danielle Heiny RT @TMSbyCARMA: Are you using the right tools to help your organization #measurePR? Download our guide for using @AmecOrg,Ãs Framework <https://t.co/YOnXofh4cs>

6/14/18 17:02 Danielle Heiny RT @poonam_s: @DanielleHeiny A5 The most challenging PR effort was a health communications campaign for a non-profit with outreach to remot,Ã¶

6/14/18 17:02 Danielle Heiny A7: Find a mentor you trust in the field and develop a lasting relationship with them. #measurepr <https://t.co/TI40fn2bOy>

6/14/18 17:03 Matt LaCasse Love this! #measurePR <https://t.co/75C1zX3hT6>

6/14/18 17:03 Greg Rokisky RT @MattLaCasse: A7: Find a mentor you trust in the field and develop a lasting relationship with them. #measurepr <https://t.co/TI40fn2bOy>

6/14/18 17:03 Danielle Heiny RT @MercyC: @DanielleHeiny A7. I just got off the phone with a student who graduated in May, and was upset she didn't have a newly minted j,Ã¶

6/14/18 17:05 Danielle Heiny RT @DanielleHeiny: A7a: Join an association, you'll gain tons of connections, learn loads, and have a great time.

6/14/18 17:05 Poonam Sharma Just pay the fee it'll b,Ã¶

6/14/18 17:06 Danielle Heiny RT @GregRokisky: A7: With everything that's changing, and the allure of always wanting to use the shiniest tools and tactics there's someth,Ã¶

6/14/18 17:08 Poonam Sharma So true! #measurePR <https://t.co/at2yyITomi>

6/14/18 17:08 Danielle Heiny RT @MercyC: @DanielleHeiny A8. Yes - always.-†

6/14/18 17:12 Danielle Heiny @TheWomensFndtn is celebrating our 20th anniversary this year so we'll be rolling out some s,Ã¶

6/14/18 17:12 Danielle Heiny RT @GregRokisky: A8.1: I have a full-time gig I fully believe in (improving public education in MI), and I try to do work in addition that,Ã¶

6/14/18 17:12 Danielle Heiny RT @GregRokisky: A8: In my "free" time, I am the social guy for @trfdotorg, and the team there I work with is doing incredible work to assi,Ã¶

6/14/18 17:12 Paula Newbaker @DanielleHeiny @shonali #measurePR Match efforts with business goals, as taught by @Shonali

6/14/18 17:13 Greg Rokisky RT @MercyC: @DanielleHeiny A8. Yes - always.-†

6/14/18 17:13 Greg Rokisky @TheWomensFndtn is celebrating our 20th anniversary this year so we'll be rolling out some s,Ã¶

6/14/18 17:14 Greg Rokisky @DanielleHeiny yesssss! join us: <https://t.co/REUIxfk8Pi> #measurePR

6/14/18 17:15 Danielle Heiny RT @GregRokisky: @DanielleHeiny yesssss! join us: <https://t.co/REUIxfk8Pi> #measurePR

6/14/18 17:20 Jeremy Bond @GregRokisky Wow. Thanks for all you do! #measurePR

6/14/18 17:23 Jeremy Bond @MercyC @DanielleHeiny @TheWomensFndtn Wonderful. Thank you! #measurePR