



#measurepr

wthashtag.com/measurepr

## Transcript from February 2, 2010 to February 2, 2010

All times are Pacific Time

### February 2, 2010

- 1:55 pm **shonali:** @RebeccaDenison Good morning! I'm seeing you at #measurepr at 12 pm ET today, I hope?
- 1:56 pm **RebeccaDenison:** @shonali Good morning! Oy! I forgot about #measurepr, I certainly will try. Three daily reports today, a monthly and weekly to work on...
- 1:58 pm **heatherhuhman:** @shonali I'll definitely be attending #measurepr at 12pm ET today!
- 2:12 pm **Dilennox:** @shonali @kdpaine just heard about #measurepr but tied up at noon. Will the conversation continue? @Rebecca Denison make time!
- 2:14 pm **RebeccaDenison:** @Dilennox I'm definitely going to try! :) I want to be there for #measurepr, but I already know it'll be a 12-hour day. (@kdpaine @shonali)
- 2:15 pm **shonali:** @Dilennox Yup, #measurepr will be (for now) a bi-weekly chat, Tues 12-1 pm ET. Hope you can join soon!
- 2:46 pm **shonali:** Quick question: how many of your organizations/clients still want you to use AVE (ad value equivalency) as your key way to #measurePR?
- 2:47 pm **FeDabori\_Advice:** 10% RT@shonali Quick question: how many of your clients still want you to use AVE (ad value equivalency) as your key way to #measurePR?
- 4:42 pm **shonali:** @FeDabori\_Advice That's not too bad, then... #measurePR
- 4:47 pm **shonali:** Fyi, all, I'll be in #measurepr from 12-1 ET - hoping many of you join with qns on PR measurement. Hopefully @kdpaine hasn't gone AWOL. ;-)
- 4:48 pm **shonali:** Also, if you're new to Twitter chats, etc., try using Tweetgrid (<http://bit.ly/13zyNL>) to follow & participate in #measurepr easily.
- 4:48 pm **NicolePRexec:** RT @shonali I'll be in #measurepr from 12-1 ET - hoping many of u join with qns on PR measurement. Hopefully @kdpaine hasn't gone AWOL. ;-)
- 4:48 pm **PRCAbham:** RT @shonali: Fyi, all, I'll be in #measurepr from 12-1 ET - hoping many of you join with qns on PR measurement.
- 4:49 pm **JodiEchakowitz:** RT @shonali: Fyi, all, I'll be in #measurepr from 12-1 ET - hoping many of you join with qns on PR measurement. Hopefully @kdpaine hasn't gone AWOL. ;-)
- 4:49 pm **NahumG:** RT @shonali: Also, if you're new to Twitter chats, etc., try using Tweetgrid (<http://bit.ly/13zyNL>) to follow & participate in #measurepr easily.
- 4:57 pm **shonali:** Kicking off the 1st #measurepr chat in 4 minutes - this is the place to be for all questions on PR measurement. 12-1 ET, join us!
- 4:57 pm **kdpaine:** busy day, MassTLC in the am, #Measurepr chat right now and then Engagement and Open Government on the radio <http://bit.ly/d6h1K2>
- 4:58 pm **dfriez:** RT @shonali: Kicking off the 1st #measurepr chat in 4 minutes - this is the place to be for all questions on PR measurement. 12-1 ET.
- 4:58 pm **FeDabori\_Advice:** @shonali #measurepr sorry!!!
- 4:58 pm **mdbarber:** RT @shonali: Kicking off the 1st #measurepr chat in 4 minutes - this is the place to be for all questions on PR measurement. 12-1 ET, join us!
- 4:59 pm **kdpaine:** @shonali #measurepr I'm here in Starbucks in Saugus. ready to rock and roll!
- 4:59 pm **shonali:** @FeDabori\_Advice LOL, no worries! #measurepr
- 5:00 pm **shonali:** Aaand... we're off! Welcome everyone to the first #measurepr Twitter chat. Thanks much for joining & to measurement queen @kdpaine too!
- 5:00 pm **shonali:** Please take a moment to introduce yourself along with what you do, and don't forget to use the #measurepr hashtag when engaging.
- 5:00 pm **m\_dunn:** RT @shonali: Kicking off the 1st #measurepr chat in 4 minutes - this is the place to be for all questions on PR measurement. 12-1 ET, join us!

5:01 pm **shonali:** I'm a #soloPR pro after years in agencies & non-profits, passionate @ PR measurement. Founder of #measurepr.

5:01 pm **PMGNicole:** Hi all! I am a co-owner of a PR firm in Burlington, VT working with SR and food related clients. #measurepr

5:02 pm **shonali:** @PMGNicole Welcome! #measurepr

5:03 pm **JodiEchakowitz:** Hi all, I'm the owner of a virtual PR agency in Toronto. Our clients are mostly tech and telecom co's. #measurepr

5:03 pm **PMGNicole:** Hey #journchat pals - there is #measurepr going on now... 1st one.

5:03 pm **shonali:** Since today's our first chat, we thought we'd kick off w/some introductory questions. So here goes: #measurepr

5:04 pm **kdpaine:** #measurepr I've been measuring PR and Corp Comms since 1987, did 1st social media measurement 4 @kbuczko in 1995!

5:04 pm **rmpapag:** Hi all, I'm excited to join #measurepr because that is a key focus of my company.

5:04 pm **vedo:** Hello, I'm a k12 public school district comm/PR pro in TX going to try to listen in/interact on this chat as much as I can. #measurepr

5:04 pm **shonali:** Q1 for @kdpaine to start with: What are some of the most common mistakes in measuring PR? #measurepr

5:04 pm **JodiEchakowitz:** RT @PMGNicole: Hey #journchat pals - there is #measurepr going on now... 1st one.

5:04 pm **shonali:** @vedo @rmpapag @JodiEchakowitz Welcome - so glad to see you here! #measurepr

5:05 pm **jackie\_smith:** Thanks all! I'm the Sr PR Mgr for an entertainment company. Most of our interaction and press is online waiting to be measured. #measurepr

5:05 pm **heatherhuhman:** Going to drop in on @shonali's #measurepr

5:06 pm **PMGNicole:** You might want to snooze me for the next hour as I participate in #measurepr <http://twittersnooze.com>. Sorry in advance for noise for some!

5:06 pm **shonali:** @kdpaine Heh, I can just see @kbuczko getting flooded with followers now. w00t! #measurepr

5:06 pm **shonali:** @jackie\_smith @heatherhuhman Welcome, so glad you're here! #measurepr

5:07 pm **kdpaine:** #measurepr most common mistake is failure to get agreement on goals up front. EVERYNE must by into the KPIs

5:07 pm **Lex\_D:** Tuning into @shonali's #measurepr -- excited to see what people have to say!

5:07 pm **JodiEchakowitz:** Q1: We need to have clear and measurable objectives before we can measure results/impact #measurepr

5:08 pm **elizabethsosnow:** RT @kdpaine: #measurepr most common mistake is failure to get agreement on goals up front. EVERYNE must by into the KPIs

5:08 pm **JodiEchakowitz:** Ha! So glad that my thinking is in line with @kdpaine's :) #measurepr

5:08 pm **shonali:** And remember to chime in/share your thoughts & questions as @kdpaine shares hers. #measurepr

5:08 pm **shonali:** Amen. RT @kdpaine: most common mistake is failure to get agreement on goals up front. EVERYNE must buy into the KPIs #measurepr

5:08 pm **shonali:** Is everyone clear on what KPIs are? #measurepr

5:09 pm **m\_dunn:** RT @kdpaine #measurepr most common mistake is failure to get agreement on goals up front. EVERYONE must buy into KPIs.

5:09 pm **kdpaine:** @JodiEchakowitz #measurepr -- allow me to clarify, you need AGREEMENT on goals/objectives! top to bottom

5:09 pm **AngDRC:** RT @kdpaine: #measurepr most common mistake is failure to get agreement on goals up front. EVERYNE must by into the KPIs

5:09 pm **shonali:** @Lex\_D Very glad you could make it! #measurepr

5:09 pm **IMAGESUSA:** is an Atlanta-based multicultural marketing communications agency and our blog is awesome! [www.multiculturalmarketing.com](http://www.multiculturalmarketing.com) #measurepr

5:09 pm **rmpapag:** @kdpaine I find a culture shift is sometimes necessary to get this basic concept in action. #measurepr

- 5:10 pm **MerryMorud:** RT @shonali: Amen. RT @kdpaine: most common mistake = failure to get agreement on goals up front. EVERYONE must buy into KPIs #measurepr
- 5:10 pm **kdpaine:** @JodiEchakowitz #measurepr -- set expectations as to what ur measuring + what defines success
- 5:10 pm **akenn:** I love Twitter Chats - psyched to see one going on right now about #measurepr with @kdpaine
- 5:10 pm **JodiEchakowitz:** @kdpaine Agreed. And those PR goals/objectives have to tie in with corporate goals/objectives. #measurepr
- 5:11 pm **shonali:** RT @kdpaine: -- set expectations as to what ur measuring + what defines success #measurepr
- 5:11 pm **kdpaine:** @rmpapag more now than ever before. Its about engagement, not eyeballs, but people still want to count them @rmpapag #measurepr
- 5:11 pm **bonnieupright:** Hey @shonali - sorry I'm a little late! #measurepr
- 5:11 pm **JodiEchakowitz:** @kdpaine The problem is that not enough people know what they want to measure... That's a tricky one for many co's. #measurepr
- 5:11 pm **shonali:** @rmpapag Very good point, how would you approach that (or have approached it)? cc @kdpaine #measurepr
- 5:11 pm **shonali:** @bonnieupright No worries, glad you're here! #measurepr
- 5:11 pm **JodiEchakowitz:** RT @kdpaine: @JodiEchakowitz #measurepr -- set expectations as to what ur measuring + what defines success #measurepr
- 5:11 pm **kdpaine:** RT @IMAGESUSA: and how do you measure the success of that "awesome" blog ??? #measurepr
- 5:12 pm **kathy\_moore:** Excellent chat for PR and mar/comm folks happening now with "goddess of measurement" @kdpaine -- follow #measurepr
- 5:12 pm **kdpaine:** #measurepr 2nd biggest mistake is not tying results back to bottom line or organizational goals
- 5:12 pm **rmpapag:** When there doesn't seem to be an agreement, I approach this by asking "What is the desired outcome(s)?" and we work our way back #measurepr
- 5:12 pm **PRVille:** Great chat happening now re: PR measurement with @shonali and @kdpaine. Join us please! #measurepr
- 5:12 pm **shonali:** I was talking about this to a client today: impressions w/o outcomes are nothing. @kdpaine, wanna share your def. of HITS? ;) #measurepr
- 5:12 pm **ark\_projects:** Greetings, thanks for hosting @shonali, I'm a #solopr for cultural non-profits and small biz w/ passion for social media #measurepr
- 5:12 pm **PMGNicole:** Amen! RT @kdpaine: #measurepr 2nd biggest mistake is not tying results back to bottom line or organizational goals #measurepr
- 5:12 pm **kdpaine:** #measurepr 3rd biggest mistake is using measurement to justify, rather than to make better data-based decisions
- 5:12 pm **JodiEchakowitz:** RT @kathy\_moore: Excellent chat for PR and mar/comm folks happening now with "goddess of measurement" @kdpaine #measurepr
- 5:13 pm **shonali:** RT @kdpaine: 2nd biggest mistake is not tying results back to bottom line or organizational goals. #measurepr
- 5:13 pm **shonali:** RT @kdpaine: 3rd biggest mistake is using measurement to justify, rather than to make better data-based decisions #measurepr
- 5:13 pm **JohnRayFowler:** RT @kdpaine: #measurepr 3rd biggest mistake is using measurement to justify, rather than to make better data-based decisions
- 5:13 pm **MMIPR:** RT @kdpaine: #measurepr most common mistake is failure to get agreement on goals up front. EVERYONE must buy into the KPIs
- 5:13 pm **JodiEchakowitz:** RT @rmpapag: When there doesnt seem to be agreement, ask "What is the desired outcome(s)?" and work back #measurepr
- 5:13 pm **kdpaine:** @JodiEchakowitz #measurepr if you know the organization's goals and priorities, ur objectives are derived from there
- 5:14 pm **bonnieupright:** PR peeps - great convo now with queen of measurement @kdpaine and queen of SM @shonali. Join us if you can. #measurepr
- 5:14 pm **shonali:** @ark\_projects @PRVille Welcome, very happy to see you here! #measurepr

- 5:14 pm **abbyweidert:** RT @shonali: RT @kdpaine: 2nd biggest mistake is not tying results back to bottom line or organizational goals. #measurepr
- 5:14 pm **nitinkohlivk:** following #measurepr chat with @shonali and @kdpaine.....really kool
- 5:14 pm **geminijess:** RT @kdpaine: #measurepr 3rd biggest mistake is using measurement to justify, rather than to make better data-based decisions
- 5:14 pm **rmpapag:** Better Decisions Through Analytics <http://ow.ly/133qX> Quantitative and qualitative analysis allows for fact based decisions. #measurepr
- 5:15 pm **kdpaine:** @shonali #measurepr @rmpapag its about listening to the customers + the marketplace, not measurement
- 5:15 pm **kathy\_moore:** So often measurement can show something you don't know vs what you think you should prove #measurepr
- 5:15 pm **shonali:** How many measurable objectives do you think you need to have? Curious as to your experience. #measurepr
- 5:15 pm **nitinkohlivk:** @kdpaine #measurepr doesnt #3 mean mgt. is not clear on its vision??
- 5:15 pm **JGoldsborough:** Hi, #measurepr. How's it going? So glad to see this chat. Looking for ways to get more creative w/ measurement, show ROI. Still chatting?
- 5:15 pm **abbyweidert:** RT @kdpaine: #measurepr most common mistake is failure to get agreement on goals up front. EVERYONE must buy into the KPIs
- 5:16 pm **shonali:** Great link, thank you!RT @rmpapag: Better Decisions Through Analytics <http://ow.ly/133qX> #measurepr
- 5:16 pm **JGoldsborough:** RT @kdpaine: #measurepr 2nd biggest mistake is not tying results back to bottom line or organizational goals
- 5:16 pm **abbyweidert:** Glad I found the #measurepr conversation! Thanks for all the insights
- 5:16 pm **kdpaine:** brilliant! RT @kathy\_moore: So often measurement can show something you don't know vs what you think you should prove #measurepr
- 5:16 pm **kathy\_moore:** RT @kdpaine "it's about listening to the customers + the marketplace, not measurement" #measurepr
- 5:17 pm **shonali:** Q2: How does a newbie get started in "smart" PR measurement? Esp. if no/low budget? #measurepr
- 5:17 pm **allanschoenberg:** RT @kdpaine: brilliant! RT @kathy\_moore: So often measurement can show something you don't know v what you think you should prove #measurepr
- 5:17 pm **tressalynne:** Checking out #measurepr with @shonali @kdpaine and other great #PR types :-)  
#metrics
- 5:17 pm **Lex\_D:** RT @kathy\_moore: So often measurement can show something you don't know vs what you think you should prove #measurepr
- 5:17 pm **BethSMiller:** RT @kdpaine: #measurepr 3rd biggest mistake is using measurement to justify, rather than to make better data-based decisions
- 5:17 pm **kdpaine:** #measurepr key to good measurement is to keep asking "so what?" So what if we have 5000 followers. So what if we reached gazillion eyeballs
- 5:17 pm **nitinkohlivk:** @kdpaine its sad that in most cases listening to the customers + the marketplace are not few of the KPI's what do you think? #measurepr
- 5:17 pm **JunoKugler:** RT @kdpaine brilliant! RT @kathy\_moore: So often measurement can show something you don't know vs what you think you should prove #measurepr
- 5:17 pm **PRVille:** So true RT @kathy\_moore: So often measurement can show something you don't know vs what you think you should prove #measurepr
- 5:17 pm **rmpapag:** I agree, just have to help clients see it too @kdpaine Its about engagement, not eyeballs, but people still want to count them #measurepr
- 5:18 pm **JGoldsborough:** @kdpaine @rmpapag @shonali Agree, but many execs focused solely on numbers, short term. How do you best balance? #measurepr
- 5:18 pm **kdpaine:** @shonali #measurepr measure a discrete program or initiative. Get them addicted to the metrics, then expand
- 5:18 pm **shonali:** @kdpaine Exactly. If it's not supporting organizational goals, it's pointless. #measurepr
- 5:18 pm **kdpaine:** @shonali #measurepr pilot projects -- take baby steps, prove the value, then expand.

- 5:18 pm **kdaine:** @shonali #measurepr pilot projects -- take baby steps, prove the value, then expand.
- 5:18 pm **adamsherk:** RT @tressalynne Checking out #measurepr with @shonali @kdaine and other great #PR types :) #metrics
- 5:18 pm **JodiEchakowitz:** @kdaine That's so true. That thinking continues along the lines of the "thud" factor of print coverage. #measurepr
- 5:19 pm **Jillfoster:** Aaand... we're off! RT @shonali: Welcome to the first #measurepr Twitter chat. Thanks for joining & to measurement queen @kdaine too!
- 5:19 pm **shonali:** Re: Q2: RT @kdaine: @shonali measure a discrete program or initiative. Get them addicted to the metrics, then expand #measurepr
- 5:19 pm **JGoldsborough:** RT @shonali: Q2: How does a newbie get started in "smart" PR measurement? Esp. if no/low budget? #measurepr
- 5:19 pm **PMGNicole:** @kdaine It is about how you mobilize those gazillion people -- THAT should impact your bottom line. #measurepr
- 5:19 pm **nitinkohlivk:** RT @kdaine: #measurepr key to good measurement is to keep asking "so what?" Love it
- 5:19 pm **rmpapag:** #measurepr I'm adding "So What?" to my repertoire!
- 5:19 pm **PRville:** RT @kdaine: @shonali #measurepr measure a discrete program or initiative. Get them addicted to the metrics, then expand
- 5:19 pm **fgsquared:** RT @kdaine: #measurepr key to good measurement is to keep asking "so what?" So what if we have 5000 followers. So what if we reached gazillion eyeballs
- 5:19 pm **shonali:** @JGoldsborough @rmpapag @kdaine Figure out what numbers make the business tick. Impressions by themselves don't. #measurepr
- 5:19 pm **webby2001:** RT @kdaine: #measurepr key to good measurement is to keep asking "so what?" So what if we have 5000 followers or a gazillion eyeballs +1
- 5:19 pm **kathy\_moore:** RT @kdaine: @shonali measure a discrete program or initiative. Get them addicted to the metrics, then expand. #measurepr
- 5:19 pm **shonali:** Love it! RT @rmpapag: #measurepr I'm adding "So What?" to my repertoire!
- 5:19 pm **michaelcooper:** Hi #measurepr Glad to see this chat exists. Hope to gain insight and contribute ideas.
- 5:19 pm **PRville:** Brilliant. RT @nitinkohlivk: RT @kdaine: #measurepr key to good measurement is to keep asking "so what?" //Love it
- 5:19 pm **kdaine:** @nitinkohlivk #measurepr any CEO that says they DON'T want to listen to the customers should be put into solitary confinement 4 life.
- 5:20 pm **shonali:** @Jillfoster Yay, the goddess joined! #measurepr
- 5:20 pm **heatherhuhman:** Can't wait to read the "highlights" from #measurepr! @shonali & @kdaine doing a great job.
- 5:20 pm **JGoldsborough:** @shonali Q2: Do a pilot program to show value. Set measurable objectives and find way to tie to bottom line. #measurepr
- 5:20 pm **crdfrank:** RT @kdaine: #measurepr key to good measurement is to keep asking "so what?" So what if we have 5000 followers. So what if we reached gazillion eyeballs
- 5:20 pm **jaywalk1:** What's this? A #measurepr chat? Loving it @shonali !
- 5:20 pm **shonali:** RT @JGoldsborough: @shonali Q2: Do a pilot program to show value. Set measurable objectives and find way to tie to bottom line. #measurepr
- 5:20 pm **mshahab:** Peeking into #measurepr
- 5:20 pm **shonali:** @jaywalk1 Awesome, so glad you made it! #measurepr
- 5:20 pm **kdaine:** @JGoldsborough #measurepr numbers are good, but its the trends not just the numbers. measure quality AND quality
- 5:21 pm **Kash\_Shaikh:** @shonali I lead PR Measurement for P&G. We're focused on using Market Mix Modeling to measure the business impact of our work. #measurepr
- 5:21 pm **KellyeCrane:** Unfortunately too tied up to participate in today's #measurepr -- will look for transcript!
- 5:21 pm **kdaine:** @JGoldsborough #measurepr does your CEO expect instant ROI from a new computer system? or a new sales person? why expect from PR?

5:21 pm **kathy\_moore:** RT @kdpaine: #measurepr key to good measurement is to keep asking "so what?" So what if we have 5000 followers. So what, indeed!

5:21 pm **ScottHepburn:** @kdpaine @shonali I'd add: Measure against milestone objectives that mark progress toward a bigger goal #measurepr

5:21 pm **rmpapag:** One of my client equates analysis to crack...highly addictive. The team is able to get a seat at the table #measurepr

5:21 pm **nitinkohlivk:** @shonali #measurepr It more important to create evangelists/true believers for your product or cause than just # of followers.love this chat

5:21 pm **PRVille:** Amen! RT @kdpaine: @JGoldsborough #measurepr numbers are good, but its the trends not just the numbers. measure quality AND quality

5:22 pm **JGoldsborough:** @shonali @rmpapag @kdpaine Agree, impressions alone don't make biz tick. But many execs think they do. Can b hurdle 2 SM buy-in. #measurepr

5:22 pm **j\_conner:** RT @kdpaine: #measurepr key to good measurement is to keep asking "so what?" So what if we reached gazillion eyeballs or 5000 followers

5:22 pm **shonali:** RT @ScottHepburn: @kdpaine @shonali I'd add: Measure against milestone objectives that mark progress toward a bigger goal #measurepr

5:22 pm **Kash\_Shaikh:** @shonali we're also having a Measurement Summit in 2 weeks at P&G HQ.Focus is aligning on Social Media 'scorecard' 4 all brands. #measurePR

5:22 pm **shonali:** RT @rmpapag: One of my client equates analysis to crack...highly addictive. The team is able to get a seat at the table #measurepr

5:22 pm **KeeyanaHall:** About to peak into #measurepr for the first time :)

5:23 pm **LandauPR:** RT @kdpaine: #measurepr key to good measurement is to keep asking "so what?" So what if we reached gazillion eyeballs or 5000 followers

5:23 pm **kdpaine:** @PMGNicole #measurepr , not necessarily it may be about mobilizing 100 people that really matter.

5:23 pm **shonali:** @Kash\_Shaikh That's awesome! #measurepr

5:23 pm **nitinkohlivk:** @kdpaine #measurepr Haha so true.....on confinement for life lol

5:23 pm **PMGNicole:** @kdpaine agreed! #measurepr

5:23 pm **MereElainePR:** Hi! Meredith from Virginia :) Checking into my first #measurepr chat!

5:23 pm **leslysimmons:** @shonali the #measurepr chat fits perfectly with the Analytics at Work webinar happening now as well. Perfect data storm!

5:24 pm **ThePRdoc:** Great #measurepr thread happing right now between @shonali and @kdpaine.

5:24 pm **shonali:** How many people here use market mix modeling like @Kash\_Shaikh? #measurepr

5:24 pm **j\_conner:** Checking out the #measurepr chat - good stuff so far!

5:24 pm **heatherhuhman:** @kdpaine @shonali What about when you're working w/a start-up that has to report to investors? What's the best way to approach? #measurepr

5:24 pm **shonali:** @leslysimmons LOL, are you going crazy switching back and forth between the two?! #measurepr

5:24 pm **JodiEchakowitz:** Budget conscious clients want \$ spent to get results, but don't want to spend \$ to measure them. #measurepr

5:24 pm **JGoldsborough:** @kdpaine True, but CEOs I've worked w/ often think VERY short-term. Can't short-term results get u enuf time 2 show long-term? #measurepr

5:24 pm **IIZLIZ:** Fewer is better - key 5-10. What do u think? RT @shonali: How many measurable objectives do you think you need to have? Curious #measurepr

5:24 pm **shonali:** @heatherhuhman @kdpaine I think the advantage of a startup is that you have a clean slate. Investors are focused on bottom line #measurepr

5:25 pm **shonali:** @heatherhuhman So start off on the right foot by teaching 'em well, don't you think, @kdpaine? #measurepr

5:25 pm **kdpaine:** @Kash\_Shaikh #measurepr hey! I designed the precursor to that program in 2000!

5:25 pm **TTaxChristine:** @iizLiz We aim for 3-5 measureable objectives. #measurepr

5:25 pm **rjsauter:** RT @ThePRdoc: Great #measurepr thread happing right now between @shonali and @kdpaine.

5:25 pm **rmpapag:** #measurepr... Clients have Marketing Mix Model

- 5:25 pm **kdpaine:** @Kash\_Shaikh #measurepr would love to know 're how factoring in social media as part of that mix.. and what you've learned
- 5:26 pm **SLGneil:** Ditto RT @michaelcooper: Hi #measurepr Glad to see this chat exists. Hope to gain insight and contribute ideas.
- 5:26 pm **iabcseattle:** Great discussion and nuggets of wisdom being shared via first online chat #measurepr. Thanks @shonali @kdpaine JGoldsborough +more
- 5:26 pm **KeeyanaHall:** @MereElainePR Hello there! This is my first time as well! Glad to see you here :) #measurepr
- 5:26 pm **kdpaine:** @ScottHepburn #measurepr or measure against the competition
- 5:26 pm **JGoldsborough:** @kdpaine @PMGNicole So how wld u show value of mobilizing 100 over large impression #? Track reach of 100? Can u assign \$ amount? #measurepr
- 5:27 pm **shonali:** Re: # of measurable objectives - I try to ideally go with 3-5. The simpler, the better. Use fewer esp. if you're just starting. #measurepr
- 5:27 pm **heatherhuhman:** @shonali @kdpaine And if you start working w/the start-up when the investors already have that dreaded pre-conceived notion? #measurepr
- 5:27 pm **RebeccaDenison:** Sorry folks, tryin' to watch the #measurepr but something HUGE is happening! AH!
- 5:27 pm **rmpapag:** @Kash\_Shaikh curious if you assign an influence score to social media or tie it back to engagement/sentiment #measurepr
- 5:27 pm **kdpaine:** @Kash\_Shaikh #measurePR I'll be in Cincinatti next week, would have loved to sit in on your summit.
- 5:27 pm **JGoldsborough:** RT @kdpaine: @PMGNicole #measurepr It may be about mobilizing 100 people that really matter. (Message we need to get mgmt to see.)
- 5:28 pm **leslysimmons:** @shonali im a PR pro, which means im an expert multi-tasker! Listening to them while reading #measurepr tweets. @hootsuite helps too :)
- 5:28 pm **bonnieupright:** Same w/research. Need it, but not for \$. RT @JodiEchakowitz: clients want \$ spent 2 get results, but don't want 2 spend 2 measure #measurepr
- 5:28 pm **JGoldsborough:** RT @JodiEchakowitz: Budget conscious clients want \$ spent to get results, but don't want to spend \$ to measure them. #measurepr
- 5:28 pm **shonali:** @JGoldsborough For that you have to correlate to outcomes, which (100 or gazillion impressions) secured desired outcomes? #measurepr
- 5:28 pm **allanschoenberg:** @kdpaine @JGoldsborough I think we tend to think measurement is all about PR; isn't really about the biz? #measurepr
- 5:28 pm **MereElainePR:** Glad to see you too! RT @KeeyanaHall: @MereElainePR Hello there! This is my first time as well! Glad to see you here :) #measurepr
- 5:28 pm **ScottHepburn:** @kdpaine As long as you trust your competitor to measure what matters ;) #measurepr
- 5:28 pm **kathy\_moore:** @JodiEchakowitz A conundrum, eh? Budget conscious clients want \$ spent 2 get results, but do not want 2 spend \$ 2 measure them. #measurepr
- 5:28 pm **Lex\_D:** RT @shonali: Re: # of measurable objectives, I try to go with 3-5. The simpler, the better. Use fewer esp. if ur just starting. #measurepr
- 5:29 pm **shonali:** RT @allanschoenberg: @kdpaine @JGoldsborough I think we tend to think measurement is all about PR; isn't really about the biz? #measurepr
- 5:29 pm **JGoldsborough:** @ScottHepburn Examples of milepost objectives you have used in the past? Like the idea. #measurepr
- 5:29 pm **kathy\_moore:** @kdpaine @shonali You are doing a great service, holding the #measurepr chat today. Thank you.
- 5:29 pm **kdpaine:** @heatherhuhman #measurepr great ?? I'd compare relative positioning & visibility in market place, strength of thought leader endorsement
- 5:29 pm **gabriela\_cast:** Agree more focused objs. RT @shonali: Re: # of measurable objectives - I try to ideally go with 3-5. The simpler, the better. #measurepr
- 5:30 pm **JodiEchakowitz:** @kathy\_moore It is an issue - how do you know if those results are driving corporate success if no measurement is in place? #measurepr
- 5:30 pm **PRVille:** RT @shonali: Re: # of measurable objectives, I try to go with 3-5. The simpler, the better. Use fewer esp. if ur just starting. #measurepr

- 5:30 pm **Lex\_D:** @shonali I agree w/fewer measur. objectives. 2 many tends to get confusing & perhaps even dilute campaign #measurepr
- 5:30 pm **kdpaine:** @JodiEchakowitz #measurepr google analytics & alerts are free. don't need to spend big \$\$ to measure. typical budget = 5-10%
- 5:30 pm **leslysimmons:** @jaywalk1 hello! fancy seeing you on the #measurepr chat... something like evidence-based comms???
- 5:30 pm **PMGNicole:** RT @kathy\_moore: Budget conscious clients want \$ spent 2 get results, but do not want 2 spend \$ 2 measure them. #measurepr
- 5:31 pm **shonali:** RT @kdpaine: @JodiEchakowitz google analytics & alerts are free. don't need to spend big \$\$ to measure. typical budget = 5-10% #measurepr
- 5:31 pm **JGoldsborough:** @shonali W/ u. Example of how to track? E.g. if desired outcome is drive sales, wd u track buys/msg share from 100 vs many? How? #measurepr
- 5:31 pm **kdpaine:** @JodiEchakowitz #measurepr ask urself(or your boss) How much do u spend to scream at people vs how much do you spend to listen to them?
- 5:31 pm **JodiEchakowitz:** RT @kdpaine: @JodiEchakowitz google analytics & alerts are free. dont need to spend big \$\$ to measure. typical budget = 5-10% #measurepr
- 5:31 pm **kdpaine:** @JGoldsborough #measurepr sometimes you can with web analytics
- 5:32 pm **akenn:** Measurement challenge=setting goals around activity that's completely new like involvement in SM. Any advice? #measurepr
- 5:32 pm **kdpaine:** @IIZLIZ #measurepr most ppl can keep 5-7 things in their head. that's the max
- 5:32 pm **JodiEchakowitz:** @kdpaine But then you need time allocated as well to analyze the results - what do they really mean? what is the impact? #measurepr
- 5:32 pm **shonali:** @JGoldsborough Yup, ideally you're tracking both, so you can see which works better. Dedicated URLs, etc. #measurepr
- 5:33 pm **priteshpatel9:** @SLGneil - interesting to see how #measurepr links in with #measure for measuring integrated marketing channels. It's all about analysis!
- 5:33 pm **nitinkohlivk:** @kdpaine #measurepr For me its also important to measure the emotional bonding your customers feel to your product as a metric
- 5:33 pm **shonali:** @JGoldsborough And you have to be tracking the outputs AND outcomes, to see what the correlations are. #measurepr
- 5:33 pm **kdpaine:** @shonali #measurepr yes, but they want to measure industry acceptance or adoption. do that with google analytics s & or media analysi
- 5:33 pm **JGoldsborough:** @kdpaine @allanschoenberg Yes. PR goals need to help biz goals. Biz goals often abt bot line. How do connect dots, PR to biz to \$?#measurepr
- 5:33 pm **PROpenMic:** Tracking the #measurepr chat now @ <http://bit.ly/9PSf3K> Added it to "Resources" in PROpenMic ... great discussion!
- 5:33 pm **kdpaine:** @shonali #measurepr yes! but remember, everyone comes from somewhere. they're prior job may color perspective
- 5:34 pm **shonali:** @nitinkohlivk How do you measure the "emotional bonding" as a metric? Very interesting point @kdpaine #measurepr
- 5:34 pm **ScottHepburn:** @JGoldsborough If end goal is sales, mileposts could be page visits --> newsletter sign-ups --> PDF download --> appointments #measurepr
- 5:34 pm **kathy\_moore:** @JodiEchakowitz Awkward, when client not willing 2 put \$ in budget 2 measure success, yet asks "what's our ROI" on initiative? #measurepr
- 5:34 pm **PMGNicole:** @nitinkohlivk IMO this is why you look at sentiment (a la Radian6) #measurepr
- 5:34 pm **rmpapag:** Think Executive Summary when starting out with #measurepr. If it fits on a single page & it's all legible you have no more than 3-5 elements
- 5:34 pm **MLBee:** RT @kathy\_moore: Budget conscious clients want \$ spent 2 get results, but do not want 2 spend \$ 2 measure them. #measurepr (via @PMGNicole)
- 5:35 pm **JGoldsborough:** @shonali @kdpaine Saw in preso that @Dell used WOM study to give \$ value 2 promoter and detractor. Seen study, other cos do this? #measurepr
- 5:35 pm **shonali:** @kdpaine Absolutely. #measurepr
- 5:35 pm **JodiEchakowitz:** @kathy\_moore Sad thing is we come across that more often than not. #measurepr

- 5:35 pm **ScottHepburn:** @JGoldsborough Good PR or mktg goal could be to inc. numbers at any/all steps of that chain. The strategy? It will depend. #measurepr
- 5:35 pm **kdpaine:** @JGoldsborough #measurepr value of mobilizing 100 depends on what ur selling, but measure via CRM, web analytics -
- 5:35 pm **rmpapag:** The only way to know true sentiment is to survey your public #measurepr
- 5:35 pm **PROpenMic:** Students, follow #measurepr chat in TweetDeck or in Twitter search, too - <http://bit.ly/bsEjaP> or in PROpenMic: <http://bit.ly/9PSf3K>
- 5:36 pm **shonali:** W00t, thanks! RT @PROpenMic: Tracking #measurepr chat now @ <http://bit.ly/9PSf3K> Added it to "Resources" in PROpenMic ... great discussion!
- 5:36 pm **NahumG:** RT @shonali: RT @kdpaine: @JodiEchakowitz google analytics & alerts are free. don't need to spend big \$\$ to measure. typical budget = 5-10% #measurepr
- 5:36 pm **JodiEchakowitz:** @rmpapag You can also use SM monitoring tools like Radian6 or Sysomos to gauge overall sentiment #measurepr
- 5:36 pm **kdpaine:** @bonnieupright #measurepr don't budget 4 "measurement" i.e. justifying. budget for customer/market research
- 5:37 pm **kdpaine:** @allanschoenberg #measurepr YES, it IS about the business, and what impact you are having on it
- 5:37 pm **JGoldsborough:** @ScottHepburn I get appts (leads). How do others track to sales? Avg purchases per pg visit #'s, e.g.? #measurepr
- 5:37 pm **nitinkohlivk:** RT @rmpapag: The only way to know true sentiment is to survey your public #measurepr I agree in part since it also has its skews
- 5:38 pm **shonali:** Questions about budget, time are always valid. I think you have to get into a "measurement state of mind." Always questioning. #measurepr
- 5:38 pm **JGoldsborough:** RT @kdpaine: @bonnieupright #measurepr don't budget 4 "measurement" i.e. justifying. budget for customer/market research (Interesting)
- 5:38 pm **kathy\_moore:** @JodiEchakowitz Yep. Sad, but true. Maybe we should have a Magic 8 Ball of measurement for those clients ? #measurepr
- 5:38 pm **rmpapag:** @JodiEchakowitz automated sentiment still requires human intervention. Keywords and proximity can't measure irony #measurepr
- 5:38 pm **kdpaine:** @akenn #measurepr best practice would be to benchmark against competition
- 5:39 pm **bonnieupright:** @kdpaine AH - interesting. So not a separate line item? Hadn't thought of the justification angle. #measurepr
- 5:39 pm **JodiEchakowitz:** @JGoldsborough Clients of mine also track what they call "passports" or requests for info #measurepr
- 5:39 pm **kdpaine:** @JodiEchakowitz #measurepr yes, I never said it was easy :)
- 5:39 pm **RebeccaDenison:** Always thinking "how can I measure that?" RT @shonali You have to get into a "measurement state of mind." Always questioning. #measurepr
- 5:39 pm **kdpaine:** @nitinkohlivk #measurepr how are you measuring that? Relationships surveys?
- 5:39 pm **JodiEchakowitz:** @kathy\_moore I like that idea! #measurepr
- 5:39 pm **shonali:** Q3: What changes, if any, have you seen in the #measurepr landscape?
- 5:39 pm **JGoldsborough:** @ScottHepburn Agree, strategy depends. Guess my experience is pg views, sign ups, downloads mean little if can't connect to \$. U? #measurepr
- 5:40 pm **JGoldsborough:** @kdpaine @shonali Good point. Toughest, longest part may be IDing that 100, huh? #measurepr
- 5:40 pm **nitinkohlivk:** RT @shonali: Great Point: Questions about resources are always valid, get into a "measurement state of mind." Always questioning. #measurepr
- 5:40 pm **JodiEchakowitz:** @rmpapag Agreed. Co's also have to be willing to action the results to make the effort worthwhile #measurepr
- 5:40 pm **ScottHepburn:** @JGoldsborough If you use content effectively, you build trust & credibility and move prospect down path to "request an appt." #measurepr
- 5:40 pm **kdpaine:** @JGoldsborough #measurepr look at cost savings lower cost per lead or cost per customer acquisition or cost per message communicated
- 5:40 pm **JunoKugbler:** Luv it! RT @kdpaine #measurepr any CEO that says they DON'T want to listen to the customers should be put into solitary confinement 4 life

- 5:41 pm **JodiEchakowitz:** @kdpaine Maybe one day it will be :) #measurepr
- 5:41 pm **rmpapag:** Q3: Less people asking for impressions. More looking for impact on brand #measurepr
- 5:41 pm **kathy\_moore:** Thanks to all great #measurepr participants, I have to run, will a transcript be available later?
- 5:41 pm **shonali:** @kathy\_moore Yes it will, thanks so much for participating! #measurepr
- 5:41 pm **ScottHepburn:** @JGoldsborough Ex.: For every 100 who sign-up for newsletter, 20 will download white paper, 5 of whom will request an appt. #measurepr
- 5:42 pm **kdpaine:** @PMGNicole #measurepr sentiment is important, but computer-based systems are misleading You need humans to ensure accuracy
- 5:42 pm **kdpaine:** @JGoldsborough #measurepr yes, they used a version of Net Promoter Score -- but it was scored by humans, not machines.
- 5:42 pm **shonali:** @rmpapag Do you think that's widespread, though? Still see a lot of folk using (horror!) AVE. #measurepr
- 5:43 pm **CommAMMO:** RT @shonali: Ques abt budget, time R always valid. have to get into a "measurement state of mind." Always questioning. True. #measurepr
- 5:43 pm **nitinkohlvk:** @kdpaine #measurepr I would measure evangelists / true believers, for eg: how many would show up on an average for a chat like this
- 5:43 pm **rmpapag:** Agree, it all ties back to the goals @JodiEchakowitz Co's also have to be willing to action the results #measurepr
- 5:43 pm **GrowMarketing:** Strategize! |RT @JodiEchakowitz: RT @kdpaine: @JodiEchakowitz #measurepr --set expectations as 2 what ur measuring + what dfines success
- 5:43 pm **DawnEva:** @jodiechakowitz @pmgnicole Thanks for the Radian6 shout-outs! If you'd like to see more feedback check out, <http://bit.ly/2qNNA4> #measurepr
- 5:43 pm **kdpaine:** @JodiEchakowitz #measurepr only in a very general sense. Computers do NOT understand sarcasm/irony which is most of social media.
- 5:44 pm **rmpapag:** @shonali Do you think that's widespread, though? Still see a lot of AVE. #measurepr - No it isn't, but I'm working on educating clients!
- 5:45 pm **eventRobot:** RT @shonali: Kicking off the 1st #measurepr chat in 4 minutes - this is the place to be for all questions on PR measurement. 12-1 ET.
- 5:45 pm **allanschoenberg:** @JGoldsborough: @kdpaine How to connect dots - PR 2 biz? IMO - and n 140 char - ask the biz mgr what matters to them then measure #measurepr
- 5:45 pm **JodiEchakowitz:** @shonali I have some clients that still use AVE but they do it in comparison/contrast with their paid advertising programs #measurepr
- 5:45 pm **CommAMMO:** RT @kdpaine: #measurepr sentm is imprtnt, but computer-based systems are misleading. U nd humans. As my paper demo'd #measurepr
- 5:45 pm **JGoldsborough:** @kdpaine How accurate do you think the numbers were? Figure will be different for every brand. Study available online? #measurepr
- 5:45 pm **nitinkohlvk:** @kdpaine #measurepr It more important for me to get their time (on a chat like this) than getting their money...money will follow
- 5:45 pm **shonali:** @JodiEchakowitz Guk. I think my heart just stopped a little. :( No excuse for AVE, IMHO. #measurepr
- 5:46 pm **JGoldsborough:** @ScottHepburn See how that could work. How do you track the connecting of those dots? Know it's same person doing all 3? Avgs? #measurepr
- 5:46 pm **shonali:** If you're focusing on outcomes as opposed to outputs, AVE etc. should be kicked out the door. #measurepr
- 5:46 pm **shonali:** @rmpapag LOL! #measurepr
- 5:46 pm **JGoldsborough:** RT @allanschoenberg: How to connect dots - PR 2 biz? IMO - and n 140 char - ask the biz mgr what matters to them then measure #measurepr
- 5:46 pm **GrowMarketing:** We would love to read a transcript from todays #measurepr chat, thanks for the thoughts @kathy\_moore @JodiEchakowitz @kdpaine , et all
- 5:46 pm **kdpaine:** @shonali #measurepr new grads understand data analysis & correlations better than their bosses.
- 5:46 pm **CommAMMO:** RT @JodiEchakowitz: @shonali I hv some clients that still use AVE but do it in comparison/contrast with their paid adv prgms #measurepr

- 5:47 pm **JGoldsborough:** @shonali @JodiEchakowitz AVE? #measurepr
- 5:47 pm **JodiEchakowitz:** @shonali They have other measurements in place with our help, but feel that AVE helps justify the spend #measurepr
- 5:47 pm **shonali:** @JGoldsborough @allanschoenberg Absolutely, it's like @kdpaine said at the start, get buy in on desired outcomes. #measurepr
- 5:47 pm **kdpaine:** @shonali #measurepr the arrival of dozens of software geeks saying they can measure PR when they don't understand the business
- 5:47 pm **nitinkohlivk:** RT @JodiEchakowitz: @kdpaine Agreed - you need that human element to extract the data #measurepr -Yes it comes down to relationships
- 5:47 pm **RebeccaDenison:** Not always!! RT @kdpaine @shonali #measurepr new grads understand data analysis & correlations better than their bosses. #measurepr
- 5:47 pm **kdpaine:** @shonali #measurepr Change #3 -- integration of web analytics, w/ social and traditional media anlysis.
- 5:47 pm **Nixie:** The whole #measurepr discussion is so relevant to what I'm working on--I should just copy & past the whole hashtag into an email.
- 5:47 pm **akenn:** @kdpaine thank you! looking at competition as benchmark helped us get started. Feels like next step should be to assess... #measurepr
- 5:48 pm **shonali:** Aargh, @kdpaine! RT @JodiEchakowitz: They have other measures in place, but feel that AVE helps justify the spend. #measurepr
- 5:48 pm **JodiEchakowitz:** @JGoldsborough Ad Value Equivalency = AVE :) #measurepr
- 5:49 pm **JodiEchakowitz:** @shonali My sentiments exactly! #measurepr
- 5:49 pm **CommAMMO:** RT @Nixie: The whole #measurepr discuss is so relev to what Im working on--I should just copy/paste whole hashtag into an email. #measurepr
- 5:49 pm **shonali:** @kdpaine I think that's really an important distinction, to be able to understand the business as well as measure it. #measurepr
- 5:49 pm **kdpaine:** @ScottHepburn #measurepr read @erictpeterson he's got great stuff on moving people up the engagement tree. also <http://bit.ly/8JqVuH>
- 5:49 pm **shonali:** @JodiEchakowitz LOL! I don't know whether to run out and scream or sink into silent anguish! #measurepr
- 5:50 pm **shonali:** @CommAMMO Glad you were able to pop in for a bit! #measurepr
- 5:50 pm **rmpapag:** Can't say that I haven't heard that before @JodiEchakowitz ... but feel that AVE helps justify the spend. #measurepr
- 5:50 pm **shonali:** RT @kdpaine: read @erictpeterson he's got great stuff on moving people up the engagement tree. also <http://bit.ly/8JqVuH> #measurepr
- 5:50 pm **shonali:** Q4 (last question for today): what resources would you recommend for further enlightenment? :-p #measurepr
- 5:51 pm **CommAMMO:** @shonali finished teaching, took a few to stop in! Besides, AVE discussion caught my eye... ;-) #measurepr
- 5:51 pm **kdpaine:** @JodiEchakowitz #measurepr AVE must die! bad data, bad research, weaker analysis.
- 5:51 pm **shonali:** @Shama Ad Value Equivalency, or measuring earned media in terms of advertising. #measurepr
- 5:51 pm **JodiEchakowitz:** @shonali OMG! You are too funny! #measurepr
- 5:51 pm **PMGNicole:** Thanks for the chat @shonali... GREAT job! #measurepr
- 5:51 pm **shonali:** RT @kdpaine: AVE must die! bad data, bad research, weaker analysis. #measurepr
- 5:52 pm **JGoldsborough:** @shonali @kdpaine @JodiEchakowitz I can see why u don't like AVE. Can also see why still used. Language exec speaks. #measurepr
- 5:52 pm **shonali:** @CommAMMO Heh, I'll bet it did. ;-) #measurepr
- 5:52 pm **kdpaine:** @shonali #measurepr at the risk of self promotion. there's <http://kdpaine.blogs.com/theasurementstandard>
- 5:52 pm **JodiEchakowitz:** @kdpaine The problem is that traditional marketers (not PR peeps) understand it so that's what they use. #measurepr

- 5:52 pm **smt504:** RT @RebeccaDenison: Always thinking "how can I measure that?" RT @shonali You have to get into a "measurement state of mind." Always questioning. #measurepr
- 5:52 pm **JGoldsborough:** @shonali @kdpaine @JodiEchakowitz My ? would be how do u get execs to invest in measurement they don't understand? #measurepr
- 5:53 pm **bonnieupright:** I get lots of requests for AVE from non-profit clients - particularly the Board members. #measurepr
- 5:53 pm **shonali:** @JGoldsborough I can too, but that's where education comes in. And wouldn't focusing on business outcomes be better anyway? #measurepr
- 5:53 pm **JGoldsborough:** RT @shonali: Q4 (last question for today): what resources would you recommend for further enlightenment? :-p #measurepr
- 5:53 pm **CommAMMO:** It's rly all that matters in our profession. RT @shonali: thats rly imp distinction, und the business as well as measure it. #measurepr
- 5:53 pm **kdpaine:** @JGoldsborough #measurepr only marketing folks trust AVE. CEOs and CFOs when u show them the basis 4 it, reject it
- 5:53 pm **kdpaine:** @shonali #measurepr AVE = Assessment by Voodoo Economics
- 5:53 pm **NicolePRexec:** RT @shonali: Q4 (last question for today): what resources would you recommend for further enlightenment? :-p #measurepr
- 5:53 pm **shonali:** Re: Q4: also check out @CommAMMO's blog - great thinker & writer on communication & measurement. #measurepr
- 5:53 pm **PRville:** RT @kdpaine: @JGoldsborough #measurepr only marketing folks trust AVE. CEOs and CFOs when u show them the basis 4 it, reject it
- 5:54 pm **shonali:** ROFL! RT @kdpaine: AVE = Assessment by Voodoo Economics #measurepr
- 5:54 pm **allanschoenberg:** Q4 Well anything written by @KDPaine ;-) #measurepr
- 5:54 pm **JodiEchakowitz:** @JGoldsborough Education from us - but they have to be open to it. Too many are set in their ways (and then wonder why they fail) #measurepr
- 5:54 pm **kdpaine:** @shonali #measurepr even more important for PR people who don't take enough business & economic classes in school.
- 5:54 pm **MereElainePR:** I thought AVE was dead and gone :( #measurepr
- 5:54 pm **shonali:** @PMGNicole Thanks so much for joining! #measurepr
- 5:54 pm **JodiEchakowitz:** Too funny! RT @kdpaine: @shonali #measurepr AVE = Assessment by Voodoo Economics #measurepr
- 5:55 pm **JGoldsborough:** @shonali Absolutely.).Obstacle is access 2 execs 2 educate combined w/ equating biz outcomes 2 \$. Latter where I'm trying 2 grow. #measurepr
- 5:55 pm **kdpaine:** @RebeccaDenison #measurepr just the ones from UNC & BYU you mean? :)
- 5:55 pm **PRville:** RT @kdpaine: #measurepr read @erictpeterson he's got great stuff on moving people up engagement tree. also <http://bit.ly/8JqVuH>
- 5:55 pm **NicolePRexec:** RT @kdpaine: @shonali #measurepr at the risk of self promotion. there's <http://kdpaine.blogs.com/themeasurementstandard>
- 5:55 pm **akenn:** Dining al desko today and learning a thing or two about #measurepr from @kdpaine and @shonali #measurepr
- 5:56 pm **SuButcher:** #measurepr @eepaul @gemmawent you'll like the discussions on this hashtag
- 5:56 pm **shonali:** @nitinkohlivk Thanks so much, next one is 2/16 12-1 pm EST. #measurepr
- 5:56 pm **JGoldsborough:** @JodiEchakowitz "Too many set in ways" -- YES! Why need creative ways 2 show ROI, get them listening, IMO. @shonali @kdpaine #measurepr
- 5:56 pm **allanschoenberg:** Q4 The Institute for PR has excellent resources <http://tinyurl.com/yzo485l> as does PR News <http://tinyurl.com/qsqw4m> #measurepr
- 5:57 pm **JGoldsborough:** RT @shonali: ROFL! RT @kdpaine: AVE = Assessment by Voodoo Economics #measurepr (Now that's LOL :))
- 5:57 pm **shonali:** @JGoldsborough Exactly. That's why I'd start w/something small, show how it works, and then slowly expand it. #measurepr
- 5:57 pm **bonnieupright:** Is it possible to feel both smarter & dumber after a tweet chat? #measurepr was great today - learned so much about what I don't know...yet.

5:57 pm **MereElainePR:** RT@allanschoenberg: The Institute for PR has excellent resources <http://tinyurl.com/yzo485l> and PR News <http://tinyurl.com/qsqw4m> #measurepr

5:57 pm **kdpaine:** @MereElainePR #measurepr so did I, but it's a zombie, you can't kill it except by collectively severing it from the body

5:57 pm **jaywalk1:** For those that missed it, next #measurepr chat is 2/16 12-1 pm EST - from @shonali .

5:57 pm **kdpaine:** @allanschoenberg #measurepr why thank you kind sir!

5:58 pm **shonali:** RT @allanschoenberg: Q4 Institute for PR has exclt resources <http://tinyurl.com/yzo485l> as does PR News <http://tinyurl.com/qsqw4m> #measurepr

5:58 pm **JodiEchakowitz:** @JGoldsborough Agreed - an ongoing challenge #measurepr

5:58 pm **JGoldsborough:** Note to self: Do not make plans from 12-1 EST Tuesdays. Must be at #measurepr chat. Thanks @shonali and @kdpaine. Great convo, ideas!

5:58 pm **gojohnab:** RT @shonali: Re: Q4: also check out @CommAMMO's blog - great thinker, writer on communication & measurement. #measurepr (Agree!)

5:58 pm **CommAMMO:** Assigning \$ value to PR still demanded - AVE "seems" reasonable to execs who C all comms as mktg. Need an intuitive alternative #measurepr

5:58 pm **PRVille:** RT @allanschoenberg: Institute for PR has excellent resources <http://tinyurl.com/yzo485l> as does PR News <http://tinyurl.com/qsqw4m> #measurepr

5:58 pm **KeeyanaHall:** RT@allanschoenberg: The Institute for PR has excellent resources <http://tinyurl.com/yzo485l> and PR News <http://tinyurl.com/qsqw4m> #measurepr

5:58 pm **shonali:** We're almost out of time for the "official chat, so a few closing words: thx SO much for joining; next chat is 2/16, 12-1 pm ET #measurepr

5:59 pm **kdpaine:** @bonnieupright #measurepr I do non-profit measurementtying PR to donations, and I bet that would be more persuasive than AVE

5:59 pm **CommAMMO:** RT @allanschoenberg: InstituteforPR has exc resources <http://tinyurl.com/yzo485l> as does PR News <http://tinyurl.com/qsqw4m> #measurepr

5:59 pm **kdpaine:** @JGoldsborough #measurepr do they understand business? the mission of the organization? that's what you're achieving.

5:59 pm **IIZLIZ:** @kdpaine @TTaxChristine thx for the feedback re: #measurepr. Think I will look to focus on most important 3-5 vs 5-10. Thank you

5:59 pm **shonali:** Look for transcript & recap post from me soon. Qns for next chat? @ DM or email me. Keep chatting, keep measuring. So long! #measurepr

6:00 pm **kdpaine:** RT @JGoldsborough: Note to self: Do not make plans from 12-1 EST Tuesdays. Must be at #measurepr chat.

6:00 pm **jbish:** @shonali @kdpaine et al - good stuff on the #measurepr chat. Jumped in and out and caught a few great reminders & tips.

6:00 pm **CommAMMO:** @shonali thanks 4 the plug - sorry to be just a pop-in participant! #measurepr

6:00 pm **shonali:** @bonnieupright @kdpaine is exactly right, that's how we put our program in place at my last (non-profit) job. #measurepr

6:01 pm **rmpapag:** @shonali Thanks for putting #measurepr together...great chat session looking forward to 2/16

6:01 pm **ShellyOtenbaker:** Excellent convo on PR metrics RT@shonali thx SO much for joining; next chat is 2/16, 12-1 pm ET #measurepr

6:01 pm **KeeyanaHall:** @moxiePR Girl me too! I accidentally found #measurepr and it was GREAT. Maybe I'll do some research and do a blog post about them all.

6:01 pm **CommAMMO:** @gojohnab Thanks! :) #measurepr

6:01 pm **JGoldsborough:** @kdpaine Think combo of them not having enuf time to understand it on non-\$ terms along w/ need for me to keep trying :). #measurepr

6:02 pm **shonali:** Quick last word (yea, I know I already said that): #measurePR will be BI-weekly, not weekly, w.e.f. today, so please calendar accordingly.

6:02 pm **JodiEchakowitz:** @shonali @kdpaine thank you both for a great convo. looking forward to the next one. #measurepr

6:02 pm **shonali:** @ShellyOtenbaker @rmpapag Thanks so much, hope to see you next time! #measurepr

- 6:03 pm **kdpaine:** @shonali #measurepr thanks for including me in the inaugural chat! what great fun!
- 6:03 pm **CommAMMO:** Both @Shonali & @KDPaine will be spkg for #iabccle in March and April, respectively. Details at [www.iabccleveland.com](http://www.iabccleveland.com) #measurepr
- 6:03 pm **shonali:** 'Kay, now I'm really over & out (of #measurepr) for today. Until 2/16 12-1 EST, keep chatting, keep measuring!
- 6:04 pm **shonali:** @kdpaine It was so much fun - thank YOU! You better come back soon. :) #measurepr
- 6:04 pm **CommAMMO:** RT @shonali: Next chat is 2/16, 12-1 pm ET Thanks to you and @kdpaine! #measurepr
- 6:04 pm **vedo:** @shonali This was a vibrant chat, I'll have to carve more time for the next one. Thanks for getting this going and to @kdpaine #measurepr
- 6:04 pm **NicolePRexec:** RT @shonali: Quick last word #measurePR will be BI-weekly, not weekly, w.e.f. today, so please calendar accordingly.

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