


 Transcript from February 16, 2010 to February 17, 2010
 

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All times are Pacific Time

**February 16, 2010**

- 12:34 am **shonali**: Reminder for everyone interested in PR measurement, #measurePR is tomorrow 12-1 pm EST. Special guest @commAMMO. Send me qns in advance! #fb
- 1:09 am **RebeccaDenison**: RT @shonali: Reminder for everyone interested in PR measurement, #measurePR is tomorrow 12-1 pm EST. Special guest @commAMMO. Send me qns in advance! #fb
- 12:05 pm **CommAMMO**: RT @shonali: Reminder for everyone interested in PR measurement, #measurePR is today 12-1 pm EST. Spec guest @commAMMO. Send qns in adv
- 12:32 pm **barbaranixon**: RT @shonali: Reminder for everyone interested in PR measurement, #measurePR is today 12-1 pm EST. Special guest @commAMMO.
- 12:49 pm **rmpapag**: Bummed that I missed #measurepr yesterday...when is the next one?
- 2:58 pm **shonali**: @BarbaraNixon Thank you for the #measurePR reminder! And you're very kind to get your students following me, so thank you for that too.
- 4:41 pm **YaniquePR**: @shonali I'll stop in for a bit... #measurePR
- 4:47 pm **rlibby01**: @shonali Stopping by #measurePR. What's going on? #measurePR
- 4:55 pm **rjdavila**: I'm in for today's #measurePR!
- 4:57 pm **shonali**: @rlibby01 Sorry for the delay in replying, Tweetgrid's not cooperating. We'll talk everything PR-measurement related. Welcome! #measurePR
- 4:57 pm **shonali**: @rjdavila Awesome, thank you! #measurePR
- 4:57 pm **rjdavila**: Anyone interested in gaining insight into cutting-edge measurement trends, stop by #measurePR
- 4:57 pm **rachelakay**: I'll be there! RT @shonali: Just 20 minutes left for #measurePR. Who's joining today?
- 4:57 pm **heatherhuhman**: Joining @shonali for #measurepr
- 4:58 pm **shonali**: @raxlakhani PS - we're starting #measurePR in about 2 minutes if you're interested. :)
- 4:58 pm **rferrier**: Just a few minutes left before #measurePR. (noon-1 p.m. ET.) I'll be checking in for a bit. Who else will be there?
- 5:00 pm **shonali**: Hey y'all, we're starting #measurePR for the next hour, so snooze me if you want.
- 5:01 pm **shonali**: Thanks everyone for joining the second #measurePR chat - welcome! Please take a moment to introduce yourself to the gang.
- 5:01 pm **rjdavila**: Hey everyone, Ralph Davila here from Akron, Ohio. #measurePR
- 5:02 pm **rachelakay**: Rachel Kay, PR agency owner in San Diego #measurepr.
- 5:03 pm **shonali**: I'm a 13 year+ PR pro, agency, inhouse experience, now running my own biz. PR measurement fanatic. #measurePR
- 5:03 pm **rferrier**: Robin Ferrier, Communications for JHU in Montgomery County and president of Capital Communicators Group (<http://bit.ly/j6Xh8>) #measurePR
- 5:03 pm **shonali**: @Dilennox Welcome! #measurePR

- 5:03 pm **lindsaymallen:** Lindsay Allen, newly re-employed PR editor/writer from mid-Michigan, here! #measurePR
- 5:04 pm **shonali:** Congrats! RT @lindsaymallen: Lindsay Allen, newly re-employed PR editor/writer from mid-Michigan, here! #measurePR
- 5:05 pm **rferrier:** @shonali is also the new editor of WomenGrowBusiness (<http://bit.ly/RfkJW>), a very good blog site. #measurePR
- 5:05 pm **thedoubleb:** Bill Byrne, PR consultant in San Diego by way of NYC. Green/action sports/tech. Not a #socialmedia #expert, but I play one on TV #measurepr
- 5:05 pm **YaniquePR:** Yanique, PR and Marketing student, graduating in May #measurePR
- 5:05 pm **ruthdfw:** RT @shonali: Congrats! RT @lindsaymallen: Lindsay Allen, newly re-employed PR editor/writer from mid-Michigan, here! #measurePR
- 5:05 pm **SocialMediaDel:** RT @shonali: Congrats! RT @lindsaymallen: Lindsay Allen, newly re-employed PR editor/writer from mid-Michigan, here! #measurePR
- 5:05 pm **rjdavila:** Forgot info... 10-years experience and Dir. of PR for agency in Northeast Ohio...#measurePR
- 5:06 pm **shonali:** Last week we had a terrific inaugural #measurePR chat with @kdpaine, the measurement queen. See <http://tr.im/MGUA> for recap & transcript.
- 5:06 pm **shonali:** @rachelakay @rjdavila Great to see you here! #measurePR
- 5:07 pm **lindsaymallen:** @shonali @ruthdfw @socialmediadel Thanks! Still getting used to having a job/title again (even though I haven't started yet). #measurePR
- 5:07 pm **shonali:** @thedoubleb LOL, that's a great intro. Welcome! #measurepr Also @YaniquePR
- 5:08 pm **shonali:** Thank you! RT @rferrier: @shonali is also the new editor of @wgbiz (<http://bit.ly/RfkJW>), a very good blog site. #measurePR #wgbiz
- 5:09 pm **shonali:** For those who are new (in a way we all are!), #measurePR is held bi-weekly, Tuesdays, 12-1 pm ET, so do mark your calendars for future chats
- 5:09 pm **juliebonnheath:** RT @shonali: Thank you! RT @rferrier: @shonali is also the new editor of @wgbiz (<http://bit.ly/RfkJW>), a very good blog site. #measurePR #wgbiz
- 5:09 pm **shonali:** This week, @commAMMO will be joining us as the #measurePR guest. He's in class for another 11 minutes :-p, which gives us time to chat.
- 5:09 pm **xylem:** Hi everyone, glad to be here and excited to see how ppl are measuring these days. 13 years in the biz; at agency (now); #measurepr
- 5:10 pm **suzanne\_tennant:** RT @shonali Terrific inaugural #measurePR chat with @kdpaine, the measurement queen. See <http://tr.im/MGUA> for recap & transcript.
- 5:11 pm **rferrier:** RT @shonali For those who are new, #measurePR is held bi-weekly, Tuesdays, 12-1 pm ET, so mark your calendars for future chats #measurePR
- 5:11 pm **shonali:** So, to prep for @commAMMO, what's your biggest PR measurement pet peeve? #measurePR
- 5:12 pm **lindsaymallen:** @shonali Pet peeve: Non-comms execs who are more interested in impressions/eyeballs than the quality of mentions. #measurePR
- 5:12 pm **rachelakay:** @shonali Tough question. It's a fine line between articulating we aren't direct response, but proving success and value. #measurepr
- 5:13 pm **rferrier:** ditto @lindsaymallen re: impressions/eyeballs as only quality measure. #measurePR
- 5:13 pm **shonali:** Anyone else? RT @LindsayMAllen: Pet peeve: Non-comms execs more interested in impressions/eyeballs than quality of mentions. #measurePR
- 5:13 pm **juliebonnheath:** @shonali Believe it or not, my biggest measurement frustration involves social marketing. LOL. #measurePR
- 5:13 pm **xylem:** hanging and waiting for the newest installment of #measurepr hosted by

- 5:14 pm **paolabrussels:** @shonali my pet peeve: the fact that the clients never read the measurement reports. #measurePR
- 5:14 pm **rferrier:** Pet peeve #2: the idea that a larger pub -- i.e, Wash Post -- is better than smaller pub even if smaller pub is more targeted #measurePR
- 5:14 pm **shonali:** @juliebonnheath Can you elaborate? #measurePR
- 5:14 pm **rferrier:** @juliebonnheath can you expand on your pet peeve re: social mrktg and measurement? #measurePR
- 5:14 pm **shonali:** Wow, some great "peeves" coming out of #measurePR - lots of food for thought!
- 5:14 pm **MarianCutler:** @shonali #measurePR Notion of ad space equivalents to measure PR ROI tops my list
- 5:14 pm **rjdavila:** @shonali Takes time to be thorough and provide both Qual. and Quant. data. Clients don't want to pay for that. #measurePR
- 5:15 pm **rferrier:** @shonali i guess great minds think alike re: our response to @juliebonnheath #measurePR
- 5:15 pm **lindsaymallen:** Another pet peeve: Being tasked w/determining success based on different kinds of measurements used before and after. #measurePR
- 5:15 pm **shonali:** @ZenRabbit I don't think you're alone. Question is, are you starting with measurable outcomes in mind when beginning PR? #measurePR
- 5:15 pm **thedoubleb:** @shonali Ad impression comparison. Yes, your ad was distributed to X amount of ppl, but did they see it? Did it do anything? #measurePR
- 5:15 pm **shonali:** LOL! RT @paolabrussels: @shonali my pet peeve: the fact that the clients never read the measurement reports. #measurePR
- 5:16 pm **YaniquePR:** @rferrier I agree... There is always the quantity vs. quality issue #measurePR
- 5:16 pm **juliebonnheath:** @rferrier @shonali I am still waiting for a "system" that I am happy with and meets all the measurements I find valuable. #measurePR
- 5:16 pm **shonali:** ME TOO! RT @MarianCutler: @shonali #measurePR Notion of ad space equivalents to measure PR ROI tops my list [of pet PR measurement peeves].
- 5:16 pm **lindsaymallen:** @MarianCutler But "proprietary formulas" like Cision's, which you don't really know where a # came from, are frustrating, too. #measurePR
- 5:17 pm **thedoubleb:** Accurate/qualitative measurement takes time that many aren't willing to pay for (from our experience). #measurePR
- 5:17 pm **xylem:** Are client's goals clearly outlined? How often are goal "check-ins" conducted and how reported? #measurepr
- 5:17 pm **shonali:** @rjdavila True. How are you approaching/overcoming that? #measurePR
- 5:17 pm **juliebonnheath:** @rferrier @shonali Also a frustration w execs who want to see measurement in strictly ROI vs relationship building etc. #MeasurePR
- 5:17 pm **mdbarber:** Q1 -- Ad equivalents and clip measurements in inches/time are my pet peeves. #measurepr
- 5:17 pm **rjdavila:** @shonali Most definitely don't do this. How do you measure success w/out benchmarks and associated metrics? #measurePR
- 5:18 pm **shonali:** @thedoubleb Yup, the whole AVE debate (which should be dead, IMHO), and you'll see @commAMMO has a decided opinion on that. ;) #measurePR
- 5:18 pm **mdbarber:** Good morning all from Anchorage; PR pro for 30 years; 9 as solo. #measurepr
- 5:18 pm **rferrier:** @juliebonnheath i am lucky to have a boss who sees a great value in nurturing RELATIONSHIPS... #measurePR
- 5:18 pm **shonali:** @lindsaymallen That's almost being set up for failure instead of success, isn't it? #measurePR

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Transcript for #measurepr - What the ...

- 5:19 pm **paolabrussels:** @MarianCutler but ad space equivalent is an argument that actually works on old-fashioned managers. #measurepr
- 5:19 pm **shonali:** @juliebonnheath @rferrier I've seen that's the "holy grail" that people want. In my experience, there isn't a one-size-fits-all. #measurePR
- 5:19 pm **lindsaymallen:** @shonali Sort of, although it seems to be more of a product of leadership changes and/or new or reduced resources than anything. #measurePR
- 5:19 pm **rjdavila:** @shonali Need to educate C-suite and leaders on need for measurement and how it shows value and ROI for the bottom line. #measurePR
- 5:19 pm **NewPR:** Hi everyone, I eat, sleep and think of metrics and have look forward to #measurePR
- 5:20 pm **rferrier:** oops. let's try that again. i'm participating in #measurePR tweet chat. are you?
- 5:20 pm **emilyr67:** My frustration is finding a way to show ROI on perception change and word of mouth #measurepr
- 5:21 pm **juliebonnheath:** @rferrier I'm glad that you have that. Numbers seem to be increasing a bit there and that is valuable. => #measurepr
- 5:21 pm **xylem:** anyone want to toss out some types of tactics? How do you measure? We're toying with micro-sites tied to campaigns #measurepr
- 5:21 pm **CommAMMO:** Hi everyone - thanks for your patience as I finished teaching. #measurepr
- 5:21 pm **Dilennox:** What she said RT @paolabrussels: @shonali my pet peeve: the fact that the clients never read the measurement reports. #measurePR
- 5:22 pm **shonali:** One of the things I find in #measurePR is a lot of focus on terms, shiny toys, etc. Why not start at the end & connect outputs to outcomes?
- 5:23 pm **shonali:** @rjdavila I can't remember if you were at my #prsa09 prez, but that's what I did at my last job - showed how PR brought \$\$ to org #measurePR
- 5:23 pm **rjdavila:** @emilyr67 ROI could be related to sales or lead figures geographically & at certain points of the campaign. Increase?/decrease? #measurePR
- 5:23 pm **NewPR:** Join #measurePR happening right now (12-1PM) EST.
- 5:23 pm **rmpapag:** A constant educational process with new clients @ shonali Why not start at the end & connect outputs to outcomes? #measurepr
- 5:23 pm **mdbarber:** RT @shonali: #measurePR often focuses on terms, shiny toys, etc. Why not start at the end & connect outputs to outcomes? #measurepr
- 5:24 pm **NewPR:** RT @shonali: One of the things I find in #measurePR is a lot of focus on terms, shiny toys, etc. Why not start at the end & connect outputs to outcomes?
- 5:24 pm **shonali:** And... @commAMMO is in the house! Welcome, Sean. We've been talking pet peeves here at #measurePR, so I'll kick off with Q1. Here goes...
- 5:24 pm **Dilennox:** Squishy objectives. How to know you got there if you don't know where it is? #measurePR
- 5:25 pm **shonali:** Q1: @commAMMO, many folk's pet #measurePR peeve is not being able to connect PR with ROI (and using AVE as a measure). Your thoughts?
- 5:25 pm **shonali:** Exactly. RT @Dilennox: Squishy objectives. How to know you got there if you don't know where it is? #measurePR
- 5:25 pm **Dilennox:** Backward thinking - let's just see what happened and see if we can explain it away #measurePR - defensive measurement
- 5:26 pm **shonali:** @rachelakay I think those are great when you're measuring outputs. How about outtakes and outcomes, though? #measurepr
- 5:26 pm **shonali:** @Dilennox I love the way you said "squishy objectives." Reminds me of another fave of mine: "piffle." #measurePR
- 5:26 pm **shonali:** @rmpapag It absolutely is, but a great advantage if you're able to set that tone right in the beginning. #measurepr

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Transcript for #measurepr - What the ...

5:27 pm

**shonali:** RT @xylem: anyone want to toss out some types of tactics? How do you measure? We're toying with micro-sites tied to campaigns #measurepr

5:27 pm

**CommAMMO:** Let's get this out of the way. AVE is bad science, assumes ads are equiv to PR. 1/2 #measurepr

5:27 pm

**shonali:** @NewPR You're at a well-regarded agency. How do you #measurePR ?

5:28 pm

**digitalsista:** r.t @shonali: For those who are new (in a way we all are!), #measurePR is held bi-weekly, Tuesdays, 12-1 pm ET, so do mark your calendars

5:28 pm

**CommAMMO:** 2/2 AVE came about because of need for simple dollar figure to describe our output. ROI has many inputs, PR being 1. Not EZ #measurepr

5:28 pm

**shonali:** @rjdavila Yup, you can't... not effectively, I don't think. #measurePR

5:29 pm

**digitalsista:** @shonali is #measurePR on the twitter chat lists. There are so many on Tuesdays and Wednesdays #SmLife

5:29 pm

**shonali:** RT @CommAMMO: Let's get this out of the way. AVE is bad science, assumes ads are equiv to PR. 1/2 #measurepr

5:29 pm

**lindsaymallen:** @CommAMMO But are proprietary formulas -- like Cision's "publicity value" -- much better, in your opinion? #measurePR

5:29 pm

**rjdavila:** Let's not forget that #PR folks also work to stop an action (politics, legislative lobbying). That can be measured as well. #measurePR

5:29 pm

**bohussey:** RT @shonali: One of the things I find in #measurePR is a lot of focus on terms, shiny toys, etc. Why not start at the end & connect outputs to outcomes?

5:30 pm

**mdbarber:** Is anyone measuring mentions against the plan's primary message? If so, how do you do that? #measurepr

5:30 pm

**rmpapag:** Nope, just a different label @lindsaymallen But are proprietary formulas -- like Cision's publicity value -- much better? #measurePR

5:31 pm

**rjdavila:** @mdbarber It could be measured by how prominent the person/org is in industry and related RTs, etc. #measurePR

5:32 pm

**rferrier:** @rjdavila great point! let's not forget value of PREVENTING certain actions as we talk ROI to our employers, clients, etc. #measurePR

5:32 pm

**CommAMMO:** @lindsaymallen If Cision's PV is presented as outcome, no, no better. If as proxy (ala weighted media cost) possibly better. #measurepr

5:32 pm

**lindsaymallen:** @rmpapag Oh, when we signed on w/them @ my last job, they made it clear it was \*not\* AVE. #measurePR

5:32 pm

**shonali:** RT @rjdavila: Let's not forget that #PR folks also work to stop an action (politics, legislative lobbying). That can be measured. #measurePR

5:32 pm

**rferrier:** great ques from @mdbarber Is anyone measuring mentions against the plan's primary message? If so, how do you do that? #measurePR

5:32 pm

**lindsaymallen:** @rmpapag But they also wouldn't/couldn't tell us much about how it's calculated, since the formula is proprietary. #measurePR

5:33 pm

**rferrier:** @CommAMMO and others, Cision's PV is proprietary & we don't know how they got it, how can we know if it's worthwhile or not? #measurePR

5:33 pm

**lindsaymallen:** @CommAMMO Which they can't/won't/don't say, since it's proprietary. LOL. #measurePR

5:34 pm

**rmpapag:** That is the salespersons job as we know @lindsaymallen I help my client see behind that curtain. #measurePR

5:34 pm

**shonali:** @mdbarber @rjdavila Also measure against the "competition," tonality, etc. But that's still outputs, have to relate to outcomes. #measurePR

5:34 pm

**CommAMMO:** Needs academic review! RT @lindsaymallen: @CommAMMO Which they cant/wont/dont say, since its proprietary. LOL. #measurepr

5:34 pm

**rferrier:** good point @CommAMMO preventing (defense) is hard to push into true ROI calculation, which is why ROI shouldn't be only metric #measurePR

- 5:35 pm **CommAMMO:** My biggest pet peeve is proprietary methods. I want one so I can make \$, but want it indepen'ly reviewed for accuracy/value. #measurepr
- 5:35 pm **RebeccaDenison:** Jumping in late! What's the question/topic, y'all? Seems fascinating!! #measurepr
- 5:35 pm **rferrier:** interesting convo going on #measurepr re: ouputs vs outcomes.
- 5:36 pm **paolabrussels:** @mdbarber #measurePR column per key mess, fill in yes/no, generate graphs (intersecting circles)+ statements: x% of mentions w/ least 4 key
- 5:36 pm **lindsaymallen:** RT @CommAMMO: My biggest pet peeve is proprietary methods. I want one so I can make \$, but want it indepen'ly reviewed for accuracy/value. #measurepr
- 5:36 pm **CommAMMO:** RT @shonali: Also measure against "competition," tonality, etc. But that's still outputs, have to relate to outcomes. #measurepr
- 5:36 pm **shonali:** @newpr Do you have any difficulty with getting the client to define measurable outcomes? #measurePR
- 5:37 pm **RebeccaDenison:** RT @CommAMMO preventing (defense) is hard to push into true ROI calculation, which is why ROI shouldnt be only metric #measurepr
- 5:37 pm **shonali:** @RebeccaDenison We're talking outputs/outcomes, pet peeves here at #measurepr. Good to see you!
- 5:37 pm **mdbarber:** RT @shonali: Also measure against "competition," tonality, etc. But thats still outputs, have to relate to outcomes. #measurepr
- 5:37 pm **lindsaymallen:** @CommAMMO Do you think people sign up for these proprietary-formula measured b/c "at least this isn't AVE"? #measurePR
- 5:37 pm **RebeccaDenison:** @shonali Oooh, nice! Outputs vs outcomes can be so sticky! #measurepr
- 5:38 pm **rferrier:** @shonali one "client" gives me very measurable outcomes, but has his own idea of how to get there & is too involved in process #measurePR
- 5:38 pm **RebeccaDenison:** @lindsaymallen @CommAMMO I wonder if folks sign on for proprietary-formula because it's better than nothing & feel pressure to! #measurepr
- 5:39 pm **CommAMMO:** @lindsaymallen I'm not sure avg PR person grasps pitfalls of AVE, output focus. Every day work demands are so huge #measurepr
- 5:39 pm **Dilennox:** RT @CommAMMO: biggest pet peeve is proprietary methods. I want one so I can make \$, but want it indepen'ly reviewed.... #measurepr
- 5:39 pm **shonali:** RT @CommAMMO: Presence/absence of key messages (%) can compare to web metrics, inbound calls, cust service stats, etc. #measurepr
- 5:39 pm **shonali:** RT @priteshpate19: #measurepr folks. Try this from @avinashkaushik: Social Media Analytics: <http://ow.ly/17Vir>
- 5:40 pm **priteshpate19:** #measurepr folks, also try registering your business/client to @Twitalyzer which gives you basic metrics and performance against each metric
- 5:40 pm **CommAMMO:** Make no mistake, we on this chat are at the bleeding edge. The PR people of the future won't debate these matters. #measurepr
- 5:40 pm **NewPR:** @shonali Yes I find the C-suite unable to just pick 3 top OUTCOMES i.e. business impact for their organization #measurepr
- 5:41 pm **CommAMMO:** RT @priteshpate19: #measurepr folks, also try registering your business/client to @Twitalyzer (I have used it and it's interstg) #measurepr
- 5:41 pm **shonali:** Q2 for @commAMMO: What's YOUR take on the difference between AVE & "weighted media cost"? Why should we consider the latter? #measurePR
- 5:41 pm **shonali:** @newpr That's pretty bizarre, given they presumably go through a strategic planning process at least once every 5 years! #measurepr
- 5:41 pm **rmpapag:** We will figure it out for them @CommAMMO: We are at the bleeding edge. The PR people of the future won't debate these matters. #measurepr
- 5:42 pm **rjdavila:** @shonali @CommAMMO Exactly...messages influence action, such as a sale.

- 5:42 pm **NewPR:** Staying focused on clear OUTCOMES (business impact) is the first step to successful metrics. #measurepr
- 5:42 pm **shonali:** @lindsaymallen @commAMMO I think they do it b/c it comes from a reputed source and they don't have to take responsibility. #measurePR
- 5:42 pm **CommAMMO:** @shonali Q2 - I've read the paper on WMC, esp the part abt how it's used. It's saying cost has impact as proxy - 1/2 #measurepr
- 5:43 pm **NewPR:** @shonali you will be surprised how hard it is for them to stay focused. #measurepr
- 5:43 pm **shonali:** @RebeccaDenison @lindsaymallen @CommAMMO Yup, and they don't have to defend/explain it, since they didn't come up with it. #measurepr
- 5:43 pm **Dilennox:** @CommAMMO what about B2B, long sales cycles, multiple touchpoints. ROI = what? What to measure? #measurePR
- 5:44 pm **CommAMMO:** 2/2 Q2 WMC is good addition to the discussion, authored by people I respect. Disagreement is good for scholarship. #measurepr
- 5:44 pm **rjdavila:** RT @Dilennox: @CommAMMO what about B2B, long sales cycles, multiple touchpoints. ROI = what? What to measure? #measurePR
- 5:45 pm **CommAMMO:** @Dilennox At Goodyear, the sales cyc was almost unmeasurable - how oft U think abt Ur tires? Output/Outtake metrics 1/2 #measurepr
- 5:45 pm **Dilennox:** @rjdavila if messages influence action, how to show the link when sales, mktg, PR all touched customer? #measurePR
- 5:45 pm **paolabrussels:** #measurePR : examples of measurement that impressed you the most (actually seen IRL) ?
- 5:45 pm **shonali:** Related to Q2: @commAMMO, can you explain for everyone here at #measurePR, exactly what the premise of WMC is? In several tweets if need be!
- 5:46 pm **kdc:** RT @priteshpatel9: #measurepr folks, also try registering your business/client to @Twitalyzer which gives you basic metrics and performance against each metric
- 5:46 pm **shonali:** @newpr I'm not surprised at all, actually - but it keeps boggling my mind. Makes me think they really don't "get" PR at all. #measurepr
- 5:47 pm **CommAMMO:** @Dilennox 2/2 needed prior to look @ impact on brand awareness, disposition, attitude, etc, which can B good metrics B2B. #measurepr
- 5:47 pm **shonali:** @ZenRabbit And do you define with your PR person what outcomes you want ahead of time? #measurePR
- 5:47 pm **NewPR:** @Dilennox helped a B2B launch a blog, increase in UMV and higher Google ranking were key metrics. #measurepr
- 5:47 pm **rjdavila:** @Dilennox As long as mktg, sales & PR are in sync with message, it should be possible to link the sale or interest to message. #measurepr
- 5:48 pm **rferrier:** @rjdavila should sales, mktg, PR be able to be separated out? i think in a good org all of them should work together w/same msg #measurePR
- 5:48 pm **CommAMMO:** In brief, WMC says that media cost (actual negot, not book) imprv corrls -- as proxy for influence & oth attribs of pub. #measurepr
- 5:49 pm **shonali:** RT @paolabrussels: #measurePR : examples of measurement that impressed you the most (actually seen IRL) ?
- 5:49 pm **rjdavila:** @rferrier I think they should work in tandem w/ same message. Sales uses same terms & language as marketing materials, PR content #measurepr
- 5:50 pm **rferrier:** @rjdavila sounds like we're on the same page about that, then. it's a real prob when they aren't working in tandem! #measurePR
- 5:51 pm **Dilennox:** thanks = KISS rule! RT @newpr: @Dilennox helped a B2B launch a blog, increase in UMV and higher Google ranking were key metrics. #measurepr

2/21/2010

Transcript for #measurepr - What the ...

- 5:51 pm **rjdavila:** @rferrier AGREED! There's no way to show value or succeed. #measurepr
- 5:52 pm **CommAMMO:** Regardless of your view on WMC, read the paper. bit.ly/8ldQhn #measurepr
- 5:52 pm **Dilennox:** YESSS! RT @rjdavila: As long as mktg, sales & PR in sync with message, should be possible to link sale or interest to message. #measurepr
- 5:52 pm **shonali:** @Dilennox @newpr I'm a HUGE fan of KISS. Start small, show it works, then grow it. #measurepr
- 5:52 pm **CommAMMO:** regarding integrating mktg and PR - coordination is enough. All mktg is communication, but not all communication is mktg. #measurepr
- 5:53 pm **shonali:** Yes, you absolutely should & make up your own mind. RT @CommAMMO: Regardless of your view on WMC, read the paper. bit.ly/8ldQhn #measurepr
- 5:54 pm **Dilennox:** RT @CommAMMO: re integrating mktg and PR - coordination is enough. All mktg is communication, but not all communication is mktg. #measurepr
- 5:54 pm **CommAMMO:** RT @Dilennox: if messages influence action, how to show the link when sales, mktg, PR all touched customer? Mktg Mix Modelng? #measurepr
- 5:54 pm **khirek:** RT @CommAMMO: regarding integrating mktg and PR - coordination is enough. All mktg is communication, but not all communication is mktg. #measurepr
- 5:54 pm **shonali:** Bingo! RT @CommAMMO: re integrating mktg & PR, coordination is enough. All mktg is communication, but not all comm is mktg. #measurepr
- 5:55 pm **NewPR:** RT @shonali: Bingo! RT @CommAMMO: re integrating mktg & PR, coordination is enough. All mktg is communication, but not all comm is mktg. #measurepr
- 5:56 pm **CommAMMO:** Mktg is based on exchange theory, PR more on relationship theory/rhetorical theory, reputation. #measurepr
- 5:56 pm **khirek:** RT @CommAMMO: Mktg is based on exchange theory, PR more on relationship theory/rhetorical theory, reputation. #measurepr
- 5:57 pm **rferrier:** RT @shonali Bingo! RT @CommAMMO re integrating mktg & PR, coordination is enough. All mktg is comm, but not all comm is mktg. #measurePR
- 5:57 pm **priteshpate19:** #measurepr folks, how do you measure the success of your online PR activity? Here is how I do mine: <http://bit.ly/cG1MRG>
- 5:57 pm **CommAMMO:** As time is waning: #1 Measurement Tool: Most important, most simple, most urgent, too often ignored: Set Measurable Objectives. #measurepr
- 5:58 pm **shonali:** RT @CommAMMO: Mktg is based on exchange theory, PR more on relationship theory/rhetorical theory, reputation. #measurepr
- 5:58 pm **kkemple:** Great advice! RT @shonali: RT @priteshpate19: #measurepr folks. Try this from @avinashkaushik: Social Media Analytics: <http://ow.ly/17Vir>
- 5:58 pm **rferrier:** RT @CommAMMO #1 Measurement Tool: Most important, most simple, most urgent, too often ignored: Set Measurable Objectives. #measurePR
- 5:59 pm **rjdavila:** @CommAMMO Do u think mktg can also be relational if executed in a way that engages even if not 2-way? Can start a relationship. #measurepr
- 5:59 pm **CommAMMO:** Measurement Tool #2 - Build employee communication expertise: improve comprehension & understanding, motivate to action. #measurepr
- 5:59 pm **shonali:** RT @CommAMMO: #1 Measurement Tool: Most important, most simple, most urgent, too often ignored: Set Measurable Objectives. #measurepr
- 6:00 pm **priteshpate19:** PR is more about influence, use surveys/focus groups regularly to measure perception levels for your brand and products. #measurepr
- 6:00 pm **rferrier:** @CommAMMO M.Tool #2 right on. Too many people think only official comms team are comms people. all employees are comms people! #measurePR
- 6:00 pm **getPRsmart:** RT @priteshpate19: #measurepr folks, how do you measure the success of your online PR activity? Here is how I do mine: <http://bit.ly/cG1MRG>
- 6:00 pm **shonali:** Btw, I'll be pulling the transcript for today's #measurepr soon, stay tuned.

Thanks @CommAMMO for a short but thought-provoking discussion.

- 6:00 pm **CommAMMO:** Measurement Tool #3 - Look for relationships betw outputs and outcomes - Web metrics are outtakes that can help bridge to them. #measurepr
- 6:00 pm **shonali:** RT @CommAMMO: Measurement Tool #2 - Build employee comm expertise: improve comprehension & understanding, motivate to action. #measurepr
- 6:01 pm **rjdavila:** Thanks for the great convo everyone! #measurepr
- 6:01 pm **rferrier:** @shonali thanks for hosting such a great #measurepr chat today. i've added these biweekly chats to my calendar.
- 6:01 pm **NewPR:** Sorry have a 1pm meeting. Thanks @shonali for a good discussion on a quintessential topic for all PR folks! #measurepr
- 6:02 pm **shonali:** Over and out of #measurepr for me, but do keep chatting (remember the hashtag!) if you like. Back with you on March 2, 12-1 pm EST!
- 6:02 pm **CommAMMO:** Many thanks @shonali and all participants. Best regards to all of you! #measurepr
- 6:02 pm **cloudspark:** RT @CommAMMO: #1 Measurement Tool: Most important + simple, urgent + often ignored: Set Measurable Objectives. #measurepr (via @shonali)
- 6:02 pm **MarianCutler:** @LindsayMAllen #measurePR Totally agree about Cision's numbers, they're always a tad shaky at best
- 6:02 pm **Dilennox:** listenup! RT @CommAMMO: #1 Measurement Tool: Most important, simple, urgent, too often ignored: Set Measurable Objectives. #measurepr
- 6:03 pm **lindsaymallen:** Thanks for a great chat, @Shonali, @CommAMMO and everyone else! #measurePR
- 6:03 pm **RebeccaDenison:** Couldn't keep up today, but be sure to check out the #measurepr conversation! Awesome insights from @CommAMMO! Thanks to @kdpaine @shonali!
- 6:03 pm **CommAMMO:** RT @shonali: See you on March 2, 12-1 pm EST (biweekly. Don't miss it!) #measurepr
- 6:03 pm **contessagibson:** \*yesss\* RT @shonali RT @CommAMMO: Mktg is based on exchange theory, PR more on relationship theory/rhetorical theory, reputation. #measurepr
- 6:03 pm **Dilennox:** Like this! RT @CommAMMO: Measurement Tool #2 - Build employee communication expertise: improve comprehension, motivate to action. #measurepr
- 6:04 pm **rjdavila:** RT @CommAMMO: RT @shonali: See you on March 2, 12-1 pm EST (biweekly. Don't miss it!) #measurepr
- 6:04 pm **shonali:** @rferrier @newpr @rjdavila Thanks so much for joining #measurePR today! @CommAMMO You were/are fab, hope you'll come back any time.
- 6:05 pm **Idguyrn:** RT @CommAMMO:#1 Measurement Tool: Most important, most simple, most urgent, too often ignored: Set Measurable Objectives. #measurepr
- 6:05 pm **khirek:** RT @lindsaymallen: Thanks for a great chat, @Shonali, @CommAMMO and everyone else! #measurePR
- 6:05 pm **shonali:** @LindsayMAllen @rebeccadenison Thanks so much for making the time for #measurepr today!
- 6:06 pm **Dilennox:** finally, RT @CommAMMO: Measurement Tool #3...relationships betw outputs, outcomes. Web metrics=outtakes that help bridge to them. #measurepr
- 6:08 pm **Dilennox:** RT @rferrier: @shonali thanks for hosting such a great #measurepr chat today. i've added these biweekly chats to my calendar.
- 6:11 pm **OLAHenderson:** RT @priteshpatel9: #measurepr folks, how do you measure the success of your online PR activity? Here is how I do mine: <http://bit.ly/cG1MRG>
- 6:13 pm **rferrier:** great overview of first #measurepr chat from @shonali at <http://bit.ly/99t6q1>
- 6:16 pm **thedoubleb:** Enjoyed lurking in my first #measurePR today. Will be back for more!

2/21/2010

Transcript for #measurepr - What the ...

- 6:17 pm **priteshpate19:** RT @rferrier: great overview of first #measurepr chat from @shonali at <http://bit.ly/99t6ql>
- 6:18 pm **CommAMMO:** BTW all - @Shonali will speak in CLE on 25 March #abccle, & @KDPaine will on 22 April. Join us! <http://bit.ly/al4nhV> #measurepr
- 6:19 pm **shonali:** RT @priteshpate19: #measurepr folks, how do you measure the success of your online PR activity? Here is how I do mine: <http://bit.ly/cG1MRG>
- 10:34 pm **CommAMMO:** Thx again to @shonali for #measurepr - and to new followers! Busy week this week - incl a proposal to write. Wish me luck. Or, "breakaleg!"
- 10:38 pm **CommAMMO:** @paolabrussels Amid today's scrum #measurepr, I missed your "Really?" Was that in re academic review of proprietary meas tools?

#### February 17, 2010

- 1:04 am **TheSMCoach:** RT @newpr: Staying focused on clear OUTCOMES (business impact) is the first step to successful metrics. #measurepr
- 1:25 am **shonali:** @TheSMCoach Absolutely, I'll be pulling the transcript as well for #measurePR. Next one is 3/2 12-1 pm EST (bi-weekly, not weekly).
- 1:09 pm **priteshpate19:** New blogpost: Hootsuite introduces NEW integrated link tagging tool 2 measure tweet effectiveness: <http://ow.ly/18dcl> #ganalytics #measurepr
- 3:23 pm **allenkristina:** RT @shonali RT @priteshpate19: How to #measurepr activity online <http://bit.ly/cG1MRG>

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