



**shonali:** I \*have\* seen PRWeek articles starting to focus more on actual outcomes in some of the campaigns they feature, but not enough. [#measurePR](#)  
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**dc2fla:** I confess I'm lurking to learn today, interesting side-by-side [#sm57](#) [#measurepr](#)  
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**MediaMiser:** RT [@shonali](#): Re: Q1, I do think way too many PRs focus on outputs as opposed to outcomes. Something many of us bemoan constantly. [#measurePR](#)  
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**sandrasays:** quick intro for [#measurePR](#): PR manager for [@houstonlibrary](#), first time in this chat, will be participating between calls  
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**shonali:** RT [@CARMA\\_Tweets](#): Q1. There is an assumption that outcomes can't be measured or 'proven' causality tricky. correlation doable [#measurePR](#)  
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**MediaMiser:** [@JGoldsborough](#): I did not see that "measurement" was not inc in article... [#measurepr](#)  
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**shonali:** Re: Q1, I do think way too many PRs focus on outputs as opposed to outcomes. Something many of us bemoan constantly. [#measurePR](#)  
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**youplusmeCEO:** [@shonali](#) formerly [@virtueimc](#) [#solopr](#) in San Diego taking advocacy & brands to a new level [#measurePR](#)  
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**PRtini:** Q1 Interesting, but not sure it's realistic. Searching media relations cld mean you want to know how to do it to garner results. [#measurePR](#)  
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**MikeFraietta:** I think we (PR folk) do have to embrace all aspects of the business (support, sales, HR, etc.) to be truly effective in SM. [#measurepr](#)  
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**JGoldsborough:** Q1 Hmm, not sure I'd search "behavioral change" or "business outcome" if looking 4 measurement info. Might search "measurement." [#measurepr](#)  
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**CARMA\_Tweets:** Q1. [#measurepr](#) + there is an assumption that outcomes can't be measured or 'proven' causality tricky. correlation doable  
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**MediaMiser:** Q1 [@CARMA\\_Tweet](#) is it because they don't care? or don't know better? [#measurepr](#)  
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**shonali:** Re: Q1, I think that's really interesting. Tangential question: do you think PRWeek is indeed a reflection of our industry? [#measurePR](#)  
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**dc2fla:** Hi all, I'm Diane. I work often with great PR pros in my production and coaching work. Here to learn more about how we [#measurePR](#)  
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**MelissaHourigan:** PR and social media for startups and nonprofits - [#measurePR](#)  
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**CARMA\_Tweets:** Q1. [#measurepr](#). fascinating. problem is so few practitioners are setting behaviour / outcome based objectives.  
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**shonali:** [@templeisd](#) [@cavaughn](#) [@youplusmeCEO](#) [@MikeFraietta](#) [@AJDonovan](#) [@Dilennox](#) Welcome! [#measurePR](#)  
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**JGoldsborough:** Hi. I work at Fleishman-Hillard in KC as a social media/digital strategist. Mostly B2C, some B2B, food/ag, np's here and there. [#measurepr](#)  
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