



## Transcript from May 11, 2010 to May 11, 2010

All times are Pacific Time

## May 11, 2010

- 1:18 am **shonali:** @CARMA\_Tweets @alanchumley Thanks for reminding everyone about #measurePR tomorrow w @jenzings, 12-1 PM EDT. She's awesome!
- 1:36 pm **SengWeiland:** Encouraging tweeps to check out today's (12pm ET) #measurepr chat. Not able to join this one but will catch the transcripts. @shonali
- 1:43 pm **jkonzsz:** #measurePR Twitterchat with Jen Zingsheim is today at Noon ET. Join us if you can.
- 2:01 pm **shonali:** @SengWeiland Thanks for reminding everyone about #measurePR, I'm excited that @jenzings is coming today!
- 3:31 pm **hrycyszyn:** RT @jkonzsz: #measurePR Twitterchat with Jen Zingsheim is today at Noon ET. Join us if you can.
- 3:34 pm **shonali:** Hey, #measurePR with @jenzings will kick off in about 25 minutes, who's coming?
- 3:35 pm **shonali:** Hey, #measurePR with @jenzings will kick off in about 25 minutes, who's coming? <http://bit.ly/blMexK>
- 3:36 pm **jenzings:** RT @shonali: Hey, #measurePR with @jenzings will kick off in about 25 minutes, who's coming? | I'll be there! (of course...)
- 3:36 pm **SuzieLin:** Looking forward to it RT @shonali Hey, #measurePR with @jenzings will kick off in about 25 minutes, who's coming? <http://bit.ly/blMexK>
- 3:42 pm **shonali:** @SuzieLin Excellent, so glad you're joining @jenzings and the rest of us at #measurePR today!
- 3:43 pm **shonali:** @hrycyszyn @jkonzsz Looking forward to seeing you at #measurePR with @jenzings shortly!
- 3:50 pm **shonali:** @MattLaCasse That will be great! @jenzings is a smartie. #measurePR
- 3:53 pm **jenzings:** Getting in gear for #measurePR with @shonali
- 3:57 pm **ActiveIngreds:** just joining for the first time! #measurepr
- 3:59 pm **jenzings:** @shonali: reporting for duty! #MeasurePR
- 3:59 pm **shonali:** I'm heading into #measurePR, so I'll be chatty. Snooze me if you need to, I won't mind.
- 3:59 pm **SuzieLin:** Excited to join for the second time #measurepr
- 4:00 pm **shonali:** @jenzings You're prompt! I didn't even have to "find" you! #measurePR
- 4:00 pm **shonali:** Hi all and welcome (back) to #measurePR, our bi-weekly chat on all things related to PR measurement.
- 4:00 pm **rmpapag:** Glad I have no appointments to conflict with #measurepr today
- 4:01 pm **shonali:** Today our guest is @jenzings of CustomScoop, but before we get going, please introduce yourselves? And welcome, Jen! #measurePR
- 4:01 pm **MattLaCasse:** May be "listening" more than chatting for #measurepr, but I'm excited to be around just the same!
- 4:01 pm **shonali:** @rmpapag Oh, I'm so glad you're here! #measurePR
- 4:02 pm **shonali:** @jenzings I had a feeling there was a military angle to it. ;-) #measurePR
- 4:02 pm **jenzings:** Hello all! #measurePR
- 4:02 pm **shonali:** @SuzieLin @MattLaCasse Great to see you! #measurePR

4:03 pm **reillybri**: Greetings! So happy to join you today. #measurepr

4:03 pm **shonali**: Fyi, I'm a CustomScoop client, but that had no connection to @jenzings coming on the chat today. #measurePR

4:04 pm **shonali**: @reillybri Welcome! #measurePR

4:04 pm **PerfectPitchPR**: Hi everyone, joining for the first time. Looking forward to it! #measurepr

4:04 pm **jkonysz**: Hi all, this is my second time in #measurePR @shonali: @SuzieLin @MattLaCasse Great to see you!

4:04 pm **hopwood**: Hello everyone from a chilly UK, still without a Prime Minister. Looking forward to your insights. #measurepr

4:04 pm **shonali**: Intros: I'm a #soloPR pro based in the DC area, measurement fiend, hence the chat. How about you? #measurePR

4:05 pm **rmpapag**: Welcome @jenzings to #measurepr!

4:05 pm **shonali**: @hopwood @jkonysz @PerfectPitchPR @ActiveIngreds Welcome, great to see you! #measurePR

4:05 pm **MattLaCasse**: @jkonysz And you as well! #measurepr

4:05 pm **jenzings**: My background - worked in PR at Fleishman Hillard, now at CustomScoop #MeasurePR

4:05 pm **SuzieLin**: I'm Suzie, PR pro working in Herndon, wine consultant/blogger and co-moderator of the #TweenPR chat #measurepr

4:06 pm **ambercleveland**: Attending the #measurePR chat for the first time excited for the exchange

4:06 pm **SuzieLin**: @jkonysz Great to see you too! #measurepr

4:06 pm **PerfectPitchPR**: I'm a PR consultant and freelance writer in Atlanta who works primarily with small businesses and nonprofits. #measurepr

4:06 pm **hopwood**: I run a regional PR agency in England, about an hour north of London. Clients are in regeneration, charity, B2B and politics. #measurepr

4:06 pm **rmpapag**: Hi All I'm in MD where it is probably as chilly as the UK today. I run a consulting business based on media measurement for pr #measurepr

4:06 pm **shonali**: @ambercleveland Very glad you could make it! #measurePR

4:06 pm **ActiveIngreds**: @jenzings i know a few great folks from FH - great company -looking fwd to hearing more about customscoop #measurepr

4:07 pm **jenzings**: @SuzieLin Nice to meet you! I like wine...what fun 2 b a consultant! #measurePR

4:07 pm **MattLaCasse**: Intro: I teach marketing/pr to teens, love doing #pr as well when I can. #measurepr

4:07 pm **hrycyszyn**: @SuzieLin Hi! I'm with teenlife.com and excited to find out more #measurepr

4:07 pm **mdbarber**: Headed over to the #measurePR chat. Sorry for the excess noise. Join us if you can.

4:07 pm **shonali**: @hopwood "Regeneration"? What's that? It sounds very "Matrix"ish. #measurePR

4:08 pm **ActiveIngreds**: I'm in #Toronto and it's very chilly here today too! What's up with all these chills in the air?! #measurepr

4:08 pm **jenzings**: @ActiveIngreds FH is indeed a great company. I'll be happy 2 discuss Scoop, (not today on this tho, no product placement!) #measurePR

4:08 pm **shonali**: @mdbarber @hrycyszyn Great to see you both! #measurePR

4:08 pm **shonali**: @ActiveIngreds I think we can blame everything on the #ashcloud. :-p #measurePR

4:09 pm **ActiveIngreds**: me curious too RT @shonali: @hopwood "Regeneration"? Whats that? It sounds very "Matrix"ish. #measurepr

4:09 pm **suzmccormick**: I'm also new to discussion...former corp communicator, now an indie and @IABC\_Phoenix board member #measurepr

4:09 pm **cloudspark**: hi @shonali - i finally can make a few minutes of #measurePR. hot sparks from atlanta delivering communication strategies and programs.

- 4:09 pm **hopwood:** @shonali Nothing to do with Dr Who. Urban regeneration - making cities better places to live and work. #measurepr
- 4:09 pm **shonali:** @suzmccormick Welcome, and thank you for RSVPing on Facebook, I loved that. You too @mdbarber @jkonysz! #measurePR
- 4:09 pm **SuzieLin:** @hrycyszyn Hello! Nice to meet you! #measurepr
- 4:10 pm **shonali:** @cloudspark Awesome - welcome! #measurePR
- 4:10 pm **shonali:** @hopwood Oh, that sounds really neat. Must be very interesting work. #measurePR
- 4:10 pm **jkonysz:** I work in PR for an associaiton, ASAE, in Wash, DC, eager to hear everyone's thoughts on #measurePR
- 4:11 pm **shonali:** OK, let's start with the questions. Please tag w/ Q1, Q2, etc. in your @ 's, and if you have addnl qns, DM to me, please. #measurePR
- 4:11 pm **ActiveIngreds:** very curious too RT @shonali: @hopwood "Regeneration"? Whats that? It sounds very "Matrix"ish. #measurepr
- 4:11 pm **ActiveIngreds:** love it RT @hopwood: @shonali Nothing to do with Dr Who. Urban regeneration - making cities better places to live and work. #measurepr
- 4:11 pm **mdbarber:** Godo morning all; Indy comm pro from Anchorage, AK. #measurepr
- 4:11 pm **shonali:** Q1: How do you carve out time to measure, and what gets priority when you're busy? #measurePR
- 4:12 pm **shonali:** @mdbarber I know Tweetgrid has the ads, but I like it better than Tweetchat, or maybe I'm just used to it? #measurePR
- 4:12 pm **ActiveIngreds:** RT @shonali: Q1: How do you carve out time to measure, and what gets priority when you're busy? #measurepr
- 4:12 pm **JohnFriedman:** Q1: If you don't measure and report, you will find yourself with lots of extra time on your hands. #measurePR
- 4:13 pm **mdbarber:** @shonali I'm okay with either; prefer tweetchat's interface but it's been down a lot lately. #measurepr
- 4:13 pm **jenzings:** RE: Q1 this is a big issue-time 2 measure. Need 2 plan for it daily/weekly, as you are being evaluated 4 effectiveness #MeasurePR
- 4:14 pm **SoloDovePR:** Afternoon all my first #measurepr. From NJ freelance publicist in entertainment
- 4:14 pm **shonali:** RT @jenzings: RE: Q1 this is a big issue (time). Need 2 plan for it daily/weekly, as you're being evaluated 4 effectiveness #measurePR
- 4:14 pm **hopwood:** Q1 Know the metrics that hit the mark with your client, and get an intern to do them. #measurepr
- 4:14 pm **jenzings:** Q1 - What gets priority? First, the items that support biz objectives #measurePR
- 4:14 pm **rmpapag:** Q1: When #pr pros don't have time to #measurepr they call me ;) So I make the time to measure and prioritize based on the projects/deadline.
- 4:14 pm **ActiveIngreds:** Q1 measurement should be automated right? the value come in the wisdom from the analysis of the measurement i would think #measurepr
- 4:14 pm **shonali:** @SoloDovePR Welcome, I hope this isn't your last! #measurePR
- 4:15 pm **hrycyszyn:** Q1 I try to tie measure in directly to sales leads and spend a lot of time w/ sales team getting info #measurepr
- 4:15 pm **shonali:** RT @jenzings: Q1 - What gets priority? First, the items that support biz objectives #measurePR
- 4:15 pm **hopwood:** RT @rmpapag: Q1: When pr pros dont have time to #measurepr they call me ;) #measurepr
- 4:15 pm **jenzings:** RT @mdbarber: Q1 try to build measurement time and cost into all projects and plans. Most understand it's part of the process. #measurepr
- 4:16 pm **shonali:** RT @hrycyszyn: Q1 I try to tie measure in directly to sales leads and spend a lot of time w/ sales team getting info. #measurePR

- 4:16 pm **rmpapag:** Q1: Priority is established during the interview process/discovery of business goals #measurepr
- 4:16 pm **ActiveIngreds:** RT @mdbarber: Q1 I try to build measurement time and cost into all projects and plans. Most understand its part of the process. #measurepr
- 4:17 pm **SuzieLin:** Q1 It is a matter of what the client wants to see in terms of measurement that also helps determine how to fit it in #measurepr
- 4:17 pm **JohnFriedman:** Agree with both RT @jenzings: RT @mdbarber: Clients want to evaluate you. Help them by not shying away, helping define criteria. #measurePR
- 4:17 pm **hopwood:** @hrycyszyn How do you tie measure into sales leads? Do you have an example you can share? #measurepr
- 4:17 pm **jenzings:** Q1 - Priority - A lot depends on client objectives. Key to know not just what 2 measure, but why. Helps prioritize #measurePR
- 4:17 pm **rmpapag:** Q1: It is also important to follow the trend and adjust priorities as needed. Sometimes the topic moves and it shifts priorities #measurepr
- 4:17 pm **mdbarber:** RT @rmpapag: Q1: Priority is established during the interview process/discovery of business goals #measurepr
- 4:18 pm **jkonzsz:** RT @rmpapag: Q1: Priority is established during the interview process/discovery of business goals #measurepr
- 4:18 pm **shonali:** RT @jenzings: Q1 - Priority - A lot depends on client objectives. Key to know not just what 2 measure, but why. Helps prioritize #measurePR
- 4:18 pm **mdbarber:** If you don't make meas. part of the planning process, client won't value it & then could measure you w criteria you don't choose #measurepr
- 4:19 pm **PerfectPitchPR:** When rolling out a new campaign, we try to measure daily so if the strategy needs to be tweaked, we can do it early. #measurepr
- 4:19 pm **shonali:** @jenzings What frustrates me is when clients only want to monitor, not measure. Or they're only concerned abt impressions. Aargh! #measurePR
- 4:19 pm **ActiveIngreds:** RT @rmpapag: Q1 important to follow the trend and adjust priorities as needed. Sometimes the topic moves, shifts priorities #measurepr
- 4:19 pm **rmpapag:** Why is the most important Question RT jenzings Q1 - Priority Key to know not just what 2 measure, but why. Helps prioritize #measurePR
- 4:19 pm **jenzings:** @PerfectPitchPR re: measuring daily to tweak if needed--excellent point #measurePR
- 4:20 pm **shonali:** Re: Q1, do you think monitoring & measuring are the same? #measurePR
- 4:20 pm **theelusivfish:** Q1. agree with @mdbarber it needs to be baked into the process and not an after-thought. Make it a priority & it gets done #measurepr
- 4:20 pm **ActiveIngreds:** RT @mdbarber: If U dont make meas. part of the planning process, client wont value it & could measure U w criteria U dont choose #measurepr
- 4:21 pm **rmpapag:** Very important RT @PerfectPitchPR: With anew campaign, measure daily so if the strategy needs to be tweaked, we can do it early. #measurepr
- 4:21 pm **jenzings:** @shonali re: only monitor/not measure - yes, frustrating. Sometimes effective to provide even if not requested #measurePR
- 4:21 pm **suzmccormick:** Q1. And write a plan up front, not at end of campaign #measurepr
- 4:21 pm **ActiveIngreds:** Q1 also need to figure how you will use the data you measure, so you what to measure #measurepr
- 4:22 pm **shonali:** Amen. RT @suzmccormick: Q1. And write a plan up front, not at end of campaign. #measurePR
- 4:22 pm **jenzings:** RT @suzmccormick: Q1. And write a plan up front, not at end of campaign #measurepr | Have a map, if not how will u know when u get there?
- 4:23 pm **shonali:** @jenzings Yea, I know. I try, but there's only so many hours in the day. Plus I'm limited by the data I can get my hands on. #measurePR

- 4:23 pm **rmpapag:** No, Monitoring = what is happening-output, Measuring can be correlated to outcomes @shonali Q1 monitoring & measuring the same? #measurePR
- 4:23 pm **shonali:** @rmpapag Thank you, just wanted to make sure everyone was aware of that. :) #measurePR
- 4:24 pm **shonali:** Q2: How often do you step back and ask what your data means? #measurePR
- 4:24 pm **mdbarber:** Monitoring can help you tweak programming so you'll meet objectives (which should include measurem't) So...not same but related. #measurepr
- 4:24 pm **PerfectPitchPR:** @jenzings When clients only want to monitor, rather than measure, how do you get them to 'see the light?' #measurepr
- 4:25 pm **SoloDovePR:** @shonali thank you as long as i an have time ill try to make #measurepr i see your a #solopr too
- 4:25 pm **jenzings:** Q2 - My rec - look at numbers weekly. Daily is 2 close 2 spot trends, quarterly too long #measurePR
- 4:25 pm **shonali:** @SoloDovePR Yes, indeed. #measurePR
- 4:25 pm **jdllloyd:** Monitoring=more ongoing, feedback that can be incorporated midcycle. Measuring=demonstrate impact, improve next iteration. #measurepr
- 4:26 pm **shonali:** RT @jenzings: Q2 - My rec - look at numbers weekly. Daily is 2 close 2 spot trends, quarterly too long #measurePR
- 4:26 pm **mdbarber:** Agree. RT @jenzings: Q2 - My rec - look at numbers weekly. Daily is 2 close 2 spot trends, quarterly too long #measurePR #measurepr
- 4:26 pm **SoloDovePR:** RT @shonali: Re: Q1, do you think monitoring & measuring are the same? #measurePR< i think it could be but measure is more exact
- 4:26 pm **theelusivfish:** #measurepr @shonali re Q2 constantly. Data is just noise until you apply a layer of meaning to it and draw the correlations.
- 4:27 pm **rmpapag:** Q2: Depends on the project. Short term may require daily...like when your client is testifying on Capital Hill #measurePR
- 4:27 pm **cloudspark:** Q1: we use unique landing pages, dedicated 800 numbers, or emails to track response directly from PR #measurePR
- 4:27 pm **shonali:** @SoloDovePR Actually, no, as @rmpapag said, monitoring -> output, measuring -> outcomes. #measurePR
- 4:27 pm **theelusivfish:** #measurepr Constant search for meaning will reveal to you where you are missing data that can provide the links.
- 4:28 pm **hrycyszyn:** @hopwood Have goals w/ sales (ex. 10/week of leads/sales from Twitter). Then over month sales reports on closed deals & hot leads #measurepr
- 4:29 pm **SuzieLin:** Q2 Constantly but at the very least I check weekly #measurepr
- 4:29 pm **jkonyz:** #measurePR We also need to have solid objectives in place to know what it is we want to measure
- 4:29 pm **jenzings:** Q2 Monthly look at trends is very helpful for longer-term/ongoing engagements. #MeasurePR
- 4:29 pm **ActiveIngreds:** RT @suzmccormick: Q1. And write a plan up front, not at end of campaign #measurepr
- 4:29 pm **shonali:** RT @jkonyz: nWe also need to have solid objectives in place to know what it is we want to measure #measurePR
- 4:30 pm **shonali:** RT @jenzings: Q2 Monthly look at trends is very helpful for longer-term/ongoing engagements. #measurePR
- 4:30 pm **ActiveIngreds:** RT @jdllloyd: Monitoring=more ongoing, feedback that can be incorporated midcycle. Measuring=demonstrate impact, improve next iteration. #measurepr
- 4:30 pm **ActiveIngreds:** RT @rmpapag: Monitoring = what is happening-output, Measuring can be correlated to outcomes #measurepr
- 4:31 pm **SuzieLin:** Yep RT @jkonyz: #measurePR We also need to have solid objectives in place to know what it is we want to measure #measurePR

- 4:31 pm **shonali:** @theelusivfish In fact, you could say measurement's the hitchhiker's guide to the PR galaxy. ;-) #measurePR
- 4:31 pm **suzmccormick:** Q2 Be willing to tweak objectives as data/outcomes come in #MeasurePR
- 4:31 pm **jenzings:** Q2 Stepping back from the daily data collection is critical. Spend 2 much time "in the weeds" and u will miss trends #MeasurePR
- 4:31 pm **shonali:** RT @jenzings: Q2 Stepping back from the daily data collection is critical. Spend 2 much time "in the weeds" and u'll miss trends #measurePR
- 4:32 pm **rmpapag:** Love it! RTshonali: @theelusivfish In fact, you could say measurement's the hitchhiker's guide to the PR galaxy. ;-) #measurePR
- 4:32 pm **suzmccormick:** RT @shonali: @theelusivfish In fact, you could say measurement's the hitchhiker's guide to the PR galaxy. ;-) #measurePR
- 4:32 pm **jenzings:** RT @rmpapag: Love it! RTshonali: @theelusivfish [...] measurement's the hitchhiker's guide to the PR galaxy. ;-) #measurePR |LOL!
- 4:32 pm **jdlloyd:** RT @jenzings: Q2 Stepping back from the daily data collection is critical. Spend 2 much time in the weeds and u will miss trends #MeasurePR
- 4:33 pm **jkonzysz:** RT @jenzings: Q2 Stepping bck from the daily data collection is critical. Spend 2 much time "in the weeds" and u will miss trends #MeasurePR
- 4:34 pm **theelusivfish:** Ha - love it RT @shonali: @theelusivfish In fact, you could say measurement's the hitchhiker's guide to the PR galaxy. ;-) #measurePR
- 4:34 pm **shonali:** Q3: How do you wean people off of "old media" metrics like eyeballs & AVE? #measurePR
- 4:34 pm **SuzieLin:** Tweetchat just quit on me #measurePR
- 4:35 pm **jenzings:** @mdbarber Yes, having a "map" is critical. if u are unsure of what 2 measure, plan for a 'listening period' 1st. #MeasurePR
- 4:35 pm **shonali:** @SuzieLin Oh no! @mdbarber was having trouble with Tweetchat too. #measurePR
- 4:36 pm **theelusivfish:** #measurepr @shonali Q3 with great difficulty. eyeballs and AVE have benefit of big numbers which people instinctively like to see.
- 4:36 pm **mdbarber:** Like the idea of a listening period. RT @jenzings: if u r unsure of what 2 measure, plan for a 'listening period' 1st. #MeasurePR #measurepr
- 4:36 pm **shonali:** Re: Q3, you know what drives me nuts? The PR Q&As on LinkedIn re: measurement, where "experts" invariably tout AVE. #measurePR
- 4:37 pm **jenzings:** Q3 - difficult question. Sometimes, you can't. But a process of incorp. some new along w/the old helps to move the needle #MeasurePR
- 4:37 pm **mdbarber:** @shonali @SuzieLin I never got on tweetchat. Using tweetgrid. #measurePR
- 4:37 pm **shonali:** @theelusivfish Unfortunately that's so true. #measurePR
- 4:37 pm **jrjck:** @shonali What's wrong with measuring "eyeballs," i.e., Web site hits or unique page views? #measurePR
- 4:37 pm **jkonzysz:** #measurePR Q3 Show engagement and real stories/conversation from followers; there is so much beyond numbers
- 4:37 pm **rmpapag:** Q3: First through conversation, then examples. Still resistance...I produce a report with out those metrics to demonstrate value #measurePR
- 4:37 pm **shonali:** RT @jenzings: Having a "map" is critical. if u are unsure of what 2 measure, plan for a 'listening period' 1st. #measurePR
- 4:37 pm **shonali:** @jrjck There's nothing wrong with it, but wouldn't you want to know what those eyeballs are resulting in in terms of outcomes? #measurePR
- 4:38 pm **mdbarber:** @shonali Which drives you more nuts? The "experts" or the AVEs? ;-) I agree though. #measurepr
- 4:38 pm **jenzings:** Q3 AVE is easy, but fatally flawed. #MeasurePR
- 4:38 pm **Dilennox:** Best way to get people off "eyeballs" is to stop giving it to them. Give them alternatives: share, trends, results. #measurepr

- 4:38 pm **theelusivfish:** #measurepr Focus on the efficiency of outcomes vs the waste of eyeballs. Eyeballs does not equal results.
- 4:38 pm **shonali:** @mddbarber LOL, both. I feel like answering by asking them what they're smoking. #measurePR
- 4:39 pm **nlawhead:** RT @shonali: RT @jenzings: Having a "map" is critical. if u are unsure of what 2 measure, plan for a 'listening period' 1st. #measurePR
- 4:39 pm **cloudspark:** @shonali we all need to agree to kill AVE - no science behind it and no consistency in how it's measured #measurePR
- 4:39 pm **mddbarber:** Q3 -- If you are measuring behavior changes, AVE don't help anyway. They measure quantity & we need to push more quality. #measurepr
- 4:39 pm **SuzieLin:** @shonali It's frustrating but I'm back! => #measurepr
- 4:39 pm **jenzings:** Q3 It will take more time, but sometimes effective to provide side-by-side 'old' metrics w/better measurements. #MeasurePR
- 4:39 pm **shonali:** RT @Dilennox: Best way to get people off "eyeballs" is to stop giving it to them. Give them alternatives: share, trends, results. #measurePR
- 4:39 pm **rmpapag:** Q3: In the end I produce what the client needs. If there is a solid relationship there is a something to learn for both of us #measurepr
- 4:40 pm **shonali:** @cloudspark I know! That wretched Vitruve "study" sure didn't help either. #measurePR
- 4:40 pm **suzmccormick:** Seen too many competition entries where number of "impressions" was touted not outcomes #measurepr
- 4:40 pm **shonali:** @SuzieLin Yay! #measurePR
- 4:40 pm **jenzings:** RT @Dilennox: Best way to get people off eyeballs is to stop giving it to them. Give them alternatives: share, trends, results. #measurepr
- 4:40 pm **jdlloyd:** Q3: Agree w/ @jkonysz about showing engagement. Need to balance anecdotal & qualitative w/quantitative. #measurepr
- 4:40 pm **shonali:** @suzmccormick I still see 'em. And from some really senior folks you'd think would know better. #measurePR
- 4:40 pm **MattLaCasse:** @shonali Do eyeballs/AVE still play a role? Or are they old stats that don't measure as well as new ones? #measurepr
- 4:41 pm **SuzieLin:** Q3 It takes time to convert but be transparent and demonstrate the value #measurepr
- 4:41 pm **WayneNH:** #MeasurePR I want to know the perception formed. We should eventually be able to measure attitudes, opinions, values - but accurately? Hmm
- 4:41 pm **mddbarber:** RT @Dilennox: Best way to get people off eyeballs is to stop giving it. Give alternatives: share, trends, results. #measurepr
- 4:41 pm **shonali:** @MattLaCasse Too many people still use AVE even though pretty much everyone including at IPR, etc., has said it's bad. #measurePR
- 4:41 pm **jenzings:** Q3 Impressions is tough--easily understood + easily determined=hard to wean off of #measurePR
- 4:42 pm **PRAMITASEN:** Is there a way to measure the ROI on press releases? #measurePR
- 4:42 pm **rmpapag:** Survey the client base @WayneNH: #MeasurePR I want to know the perception formed; measure attitudes, opinions, values - but accurately? Hmm
- 4:42 pm **shonali:** @MattLaCasse Like @theelusivfish said, problem is those can be/made to be big #s which people instinctively like to see. #measurePR
- 4:43 pm **ActiveIngreds:** RT @jenzings: @mddbarber Yes, having a "map" is critical. if u are unsure of what 2 measure, plan for a 'listening period' 1st. #MeasurePR
- 4:43 pm **shonali:** @PRAMITASEN Hey, do DM your questions to me so that I can send them out in the queue. I'll add this. Thanks! #measurePR
- 4:44 pm **mpranikoff:** RT @shonali: @theelusivfish In fact, you could say measurement's the hitchhiker's guide to the PR galaxy. ;-) #measurePR

- 4:44 pm **rmpapag:** Yes, but it depends on your goal in issuing the press release. @PRAMITASEN: Is there a way to measure the ROI on press releases? #measurePR
- 4:44 pm **shonali:** RT @rmpapag: Survey the client base @WayneNH: I want to know the perception formed; measure attitudes, opinions, values #measurePR
- 4:44 pm **MattLaCasse:** @shonali Very good point. #measurePR
- 4:44 pm **RichBecker:** @jenzings And yet, you must. Measuring impressions is like checking the air in your tires but never the tread. #measurePR
- 4:45 pm **jkonzsz:** We need to simplify measurement reports @jenzings: Impressions easily understood + easily determined=hard to wean off of #measurePR
- 4:45 pm **Dilennox:** The challenge: what to measure when you can't quantify sales or leads - how 2 measure brand awareness gains? #measurepr
- 4:45 pm **shonali:** Q4's from @suzmccormick: How would you measure the value of a front-page article in a major daily? #measurePR
- 4:46 pm **jenzings:** @RichBecker Not so sure about \*must\*--P&G has said they are no longer using eyeballs/impressions as a measurement. #measurePR
- 4:46 pm **rmpapag:** Most of my reports are 1 page and can be 50/50 graphs/commentary @jkonzsz: We need to simplify measurement reports #measurePR
- 4:47 pm **jdlloyd:** Love it! RT @RichBecker: Measuring impressions is like checking the air in your tires but never the tread. #measurePR
- 4:47 pm **ActiveIngreds:** RT @shonali: RT @Dilennox: Best way to get people off "eyeballs" is to stop giving it to them. Give them alternatives: share, trends, results. #measurePR
- 4:47 pm **BillSledzik:** RT @RichBecker: @jenzings And yet, you must. Measuring impressions is like checking the air in your tires but never the tread. #measurePR
- 4:47 pm **PRAMITASEN:** @rmpapag What if it is something as simple and non-specific as brand awareness and community involvement? #measurePR
- 4:48 pm **jenzings:** Q4 What was the objective in placing the piece, and what are the outcomes? Higher sales, more inquiries, higher visibility? #measurePR
- 4:48 pm **mdbarber:** RT @SuzieLin: Q4 Is it pos, neutral, neg? Are client's key mess get incl? Content is king esp when it's front & center #measurepr
- 4:48 pm **jkonzsz:** Nice RT @jdlloyd: Love it! RT @RichBecker: Measuring impressions is like checking the air in your tires but never the tread. #measurePR
- 4:48 pm **shonali:** LOL! RT @RichBecker: @jenzings And yet, you must. Measuring impressions is like checking air in your tires but never the tread. #measurePR
- 4:48 pm **mdbarber:** @PRAMITASEN You still have key messages you want to get across that need to be included. If they are you have something positive. #measurepr
- 4:48 pm **ActiveIngreds:** RT @SuzieLin: Q3 It takes time to convert but be transparent and demonstrate the value #measurepr
- 4:49 pm **mdbarber:** Love it! RT @RichBecker: Measuring impressions is like checking the air in your tires but never the tread. #measurePR #measurepr
- 4:49 pm **Dilennox:** Q4 value of frontpage article - does web traffic go up? Good web analytics can help - is anyone using? #measurepr
- 4:49 pm **shonali:** RT @jenzings: Q4 What was the objective in placing the piece, what are the outcomes? Higher/more sales, inquiries, visibility? #measurePR
- 4:50 pm **rmpapag:** If the pr had a call to action you can measure that @PRAMITASEN @rmpapag brand awareness and community involvement? #measurePR
- 4:50 pm **jenzings:** @ActiveIngreds AVE--> Ad Value Equivalency. One of the worst metrics ever designed. #MeasurePR
- 4:50 pm **PRAMITASEN:** @shonali I have another question for #measurePR though!
- 4:50 pm **shonali:** RT @Dilennox: Q4 value of frontpage article - does web traffic go up? Good web analytics can help - is anyone using? #measurePR

- 4:50 pm **shonali:** @PRAMITASEN Did you have another question? Otherwise I'll send that one out shortly for @jenzings to look at. #measurePR
- 4:51 pm **SarahDawley:** RT @mdbarber: Love it! RT @RichBecker: Measuring impressions is like checking the air in your tires but never the tread. #measurePR #measurepr
- 4:51 pm **jdllloyd:** Q4: Agree w/ @rmpapag. Key question is what did it affect? #measurepr
- 4:52 pm **suzmccormick:** Thanks all for your comments on my question #measurepr
- 4:52 pm **rmpapag:** #measurePR Gotta run client call, great conversation as always. Thank you @shonali!
- 4:53 pm **PRAMITASEN:** @rmpapag My struggle is when there is no call-to-action.I still want to measure if the message reached to the intended target mkt.#measurePR
- 4:53 pm **shonali:** We have 7 mins left for this week's #measurePR, time for 1 quick question, so DM me if you have it!
- 4:54 pm **hrycyszyn:** #measurePR Have to run and prepare for my SEO call. Thanks for the great topics and conversation. THANK YOU!
- 4:54 pm **shonali:** RT @jdllloyd: Q4: Agree w/ @rmpapag. Key question is what did it affect? #measurePR
- 4:55 pm **shonali:** @PRAMITASEN Then you have to ask your target market, i.e. measure the "outtakes." #measurePR
- 4:55 pm **shonali:** @hrycyszyn Thanks for joining, hope to see you the next time! #measurePR
- 4:55 pm **jrlick:** @shonali So eyeballs + fingertips (what people are clicking on). Indeed--makes perfect sense. #MeasurePR
- 4:56 pm **mdbarber:** Q4 - When you decided to do a PR plan 4 comm awareness, did u set meas goals? If so, u should be able to measure article against. #measurepr
- 4:56 pm **mdbarber:** #measurepr
- 4:56 pm **shonali:** @jrlick Exactly. #measurePR
- 4:56 pm **jenzings:** @PRAMITASEN @shonali took the words right out of my...fingertips? Sometimes you have to ask/outtakes #MeasurePR
- 4:57 pm **shonali:** Btw, you can also catch @jenzings at @mediabullseye. #measurePR
- 4:57 pm **suzmccormick:** RT @jrlick: @shonali So eyeballs + fingertips (what people are clicking on). Indeed--makes perfect sense. #MeasurePR
- 4:57 pm **PRAMITASEN:** @shonali @rmpapag Thank you so much for your input :) #measurePR
- 4:58 pm **sarahsbrown:** RT @mdbarber: If u don't make meas. part of planning process, client won't value it & could measure u w criteria u don't choose #measurepr
- 4:58 pm **mdbarber:** @PRAMITASEN True. Can you use the paper's circ data against your target audience? #measurepr
- 4:58 pm **shonali:** Q5 (v quick!) from @PRAMITASEN: what are the best tools to measure direct mail, press releases? #measurePR
- 4:59 pm **SuzieLin:** RT @shonali: Q5 (v quick!) from @PRAMITASEN: what are the best tools to measure direct mail, press releases? #measurepr
- 4:59 pm **SoloDovePR:** Good Point RT @shonali: RT @jdllloyd: Q4: Agree w/ @rmpapag. Key question is what did it affect? #measurePR
- 5:00 pm **shonali:** Fyi, in case you have to go, next #measurePR will NOT be in 2 weeks, since I'll be at @webcomMT (heh!). Next chat: 6/8, 12-1 ET
- 5:00 pm **jenzings:** Re: Q5 - Measure what aspect of direct mail/press releases? Depends on what you are looking for #MeasurePR
- 5:01 pm **mdbarber:** Measuring press rel -- suggest looking at how/whether key messages are used in ensuing media coverage. #measurepr
- 5:02 pm **jenzings:** Q5 if you are looking for number of placements, a monitoring tool would work, but action is different #MeasurePR

- 5:02 pm **shonali:** RT @jenzings: Re: Q5 - Measure what aspect of direct mail/press releases? Depends on what you are looking for #measurePR
- 5:02 pm **jenzings:** Q5 if you are looking for number of placements, a monitoring tool would work. @mdbarber is correct, key msgs in media cov is good #MeasurePR
- 5:03 pm **mdbarber:** Great chatting today. Thanks especially to @shonali for organizing. #measurepr
- 5:03 pm **suzmccormick:** RT @shonali: Fyi, in case you have to go, next #measurePR will NOT be in 2 weeks, since I'll be at @webcomMT (heh!). Next chat: 6/8, 12-1 ET
- 5:03 pm **shonali:** We're already over our time, @PRAMITASEN do keep chatting with @jenzings and others if they can stay, but "official" chat's over. #measurePR
- 5:03 pm **Dilennox:** #measurepr press releases - unique URL drives traffic to landing page. Measure traffic, conversions. & demand more from wire svcs
- 5:04 pm **shonali:** Thanks @jenzings and all for joining! Remember: next #measurePR will be on 6/8, 12-1 pm with (drum roll) @leeodden!
- 5:04 pm **jenzings:** Thank you @shonali, for hosting/organizing #MeasurePR - Fun!!
- 5:04 pm **shonali:** RT @Dilennox: #measurepr press releases - unique URL drives traffic to landing page. Measure traffic, conversions.demand more from wire svcs
- 5:04 pm **SuzieLin:** Thank you @shonali and @jenzings for a great chat today #measurepr
- 5:05 pm **shonali:** @jenzings You bet, so glad you could do this, please come back some time. :) #measurePR
- 5:05 pm **PerfectPitchPR:** RT @shonali: Thanks @jenzings and all for joining! Remember: next #measurePR will be on 6/8, 12-1 pm with (drum roll) @leeodden! #measurepr
- 5:06 pm **shonali:** Thanks again for joining, all. See you 6/8, 12-1 pm ET, when we'll be chatting with @leeodden. Have a good one! #measurePR
- 5:06 pm **cindilou19:** RT @mdbarber: Measuring press rel -- suggest looking at how/whether key messages are used in ensuing media coverage. #measurepr
- 5:06 pm **PRAMITASEN:** @shonali Thanks Shonali #measurePR
- 5:07 pm **shonali:** PS - if you have specific questions for the next chat w @leeodden, please DM/email to me ahead of time. You have a month, LOL. #measurePR
- 5:07 pm **Dilennox:** RT @shonali: Thanks again for joining, all. See you 6/8, 12-1 pm ET, when we'll be chatting with @leeodden. Have a good one! #measurePR
- 5:08 pm **jkonysz:** #MeasurePR I have to run too. Good chat everyone! Thanks @shonali @jenzings @rmpapag @jdlloyd @ suzielin @mattlacasse @ hrcyszyn
- 5:09 pm **PRAMITASEN:** @shonali What and when is the new chat with @leeodden? #measurePR