

 **Mike Laetta:** @dc2fla I saw that you were double-tweeting as well :) #sm57 #measurePR
Apr 27, 2010 05:00 PM GMT · from *Jive Software* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

 **iMeluny:** @JGoldsborough Yep! Sometimes it's about helping ur client report to their boss & understanding how they're measured internally #measurePR
Apr 27, 2010 05:00 PM GMT · from *TweetDeck* · [Reply](#) · [View Tweet](#)

 **shonali:** RT @JohnFriedman: To me the key is give them what they want and teach them to want more. No c-suite ever said 'do less' #measurePR
Apr 27, 2010 04:59 PM GMT · from *TweetGrid* · [Reply](#) · [View Tweet](#)

 **shonali:** @JohnFriedman Well, Jim could teach us all how to suck eggs and then some, right? #measurePR
Apr 27, 2010 04:59 PM GMT · from *TweetGrid* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

 **shonali:** I am too! RT @MediaMiser: Q3: I'm a huge fan of the Metrica blog: <http://mmi.sr/26t> Fyi @richardbagnall #measurePR
Apr 27, 2010 04:58 PM GMT · from *TweetGrid* · [Reply](#) · [View Tweet](#)


 **steveseager:** @JohnFriedman No c-suite ever said 'do less.' Wow! Thats my 3rd Amen this evening. Never though about it like that. ty. #measurePR
Apr 27, 2010 04:58 PM GMT · from *web* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

 **shonali:** @shinng I always post transcripts so you're welcome to look at them if you can't join due to #smc57. @dc2fla #measurePR
Apr 27, 2010 04:57 PM GMT · from *TweetGrid* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

 **MiChmski:** @shonali Jason Falls's latest post was great <http://bit.ly/cdVNRM> (expand) (automated SM monitoring) #measurePR & could use your opinions
Apr 27, 2010 04:57 PM GMT · from *TweetDeck* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)


 **shonali:** RT @JGoldsborough: Knowing kind of person/mind you are reporting results to is vital in understanding how to prioritize results. #measurePR
Apr 27, 2010 04:56 PM GMT · from *TweetGrid* · [Reply](#) · [View Tweet](#)

 **JohnFriedman:** @steveseager I agree. To me the key is give them what they want and teach them to want more. No c-suite ever said 'do less' #measurePR
Apr 27, 2010 04:56 PM GMT · from *TweetDeck* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

 **shonali:** @JohnFriedman Are you talking about AI or Jim? #measurePR
Apr 27, 2010 04:56 PM GMT · from *TweetGrid* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

 **shonali:** For @tracybb and others unfamiliar, IPR is the Institute for Public Relations. <http://instituteforpr.org> #measurePR
Apr 27, 2010 04:55 PM GMT · from *TweetGrid* · [Reply](#) · [View Tweet](#)

 **shinng:** @dc2fla #measurePR needs to happen on a diff time. Having it take place at the same time as #sm57 (socialmedia) is not good planning.
Apr 27, 2010 04:55 PM GMT · from *TweetDeck* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)


 **JGoldsborough:** @shonali Q3: Knowing kind of person/mind you are reporting results to is vital in understanding how to prioritize results. #measurePR
Apr 27, 2010 04:55 PM GMT · from *TweetDeck* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

 **JohnFriedman:** I find that IABC also has some solid resources; as does this guy from #PRSA09 <http://bit.ly/288dFCG> (expand) #measurePR
Apr 27, 2010 04:55 PM GMT · from *TweetDeck* · [Reply](#) · [View Tweet](#)

 **shonali:** @steveseager @JohnFriedman And sometimes it takes quite a while to "convert" them. Keep chipping away. ;-) #measurePR
Apr 27, 2010 04:55 PM GMT · from *TweetGrid* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

 **tracybb:** @shonali What is IPR? #measurePR
Apr 27, 2010 04:54 PM GMT · from *TweetChat* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

 **steveseager:** @JohnFriedman Agree. But in reality it is always a balance of what u know, and counsel and what they want to know and see. #measurePR
Apr 27, 2010 04:54 PM GMT · from *web* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

 **dc2fla:** Is anyone else following both #sm57 & #measurePR? Makes for an

Nifty queries:

- cool filter:links
- "is down"
- movie :)
- "happy hour" near SF
- #haiku
- "listening to"
- love OR hate
- flight :(