

Conversation

and I saw that you were double-dippling as well,) #511137 #measurepr Apr 27, 2010 05:00 PM GMT · from Jive Software · Reply · View Tweet · 🤯 Show



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

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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 · D 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 - Down 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 - Sp Show Conversation



shonali: @JohnFriedman Are you talking about Al or Jim? #measurePR Apr 27, 2010 04:56 PM GMT - from TweetGrid - Reply - View Tweet - Show



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 - 5 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 · P Show Conversation



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



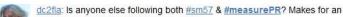
shonali: @steveseager @JohnFriedman And sometimes it takes quite a while to "convert" them. Keep chipping away. ;-) #measurePR Apr 27, 2010 04:55 PM GMT - from TweetGrid - Reply - View Tweet - Show Conversation



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 - D Show Conversation



Justin Bieber Gordon Brown

Nifty queries:

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