

steveseager: @MediaMiser @shonali: LOL! It's true, I swear! :) #measurePR Apr 27, 2010 04:51 PM GMT - from web - Reply - View Tweet - 5 Show Conversation



shonali: 10 minutes to go, Q3: What's a #measurePR resource (post, etc.) you can share with the community today? (Please don't pitch your own stuff). Apr 27, 2010 04:51 PM GMT - from TweetGrid - Reply - View Tweet



paulseaman: RT @shonali: LOL! RT @steveseager: Re risk: a lot of PR is also C-suite vanity! Never bin asked on outcomes on making someone 'look good!' #measurePR

Apr 27, 2010 04:50 PM GMT - from TweetGrid - Reply - View Tweet



neil rubenstein: RT @shonali: I know it's a cliche, but you can sometimes learn so much more from failure than success, all the more reason to measure. #measurePR

Apr 27, 2010 04:50 PM GMT - from TweetGrid - Reply - View Tweet



shonali: @MattLaCasse Not at all, I'm very glad you're here! #measurePR Apr 27, 2010 04:49 PM GMT - from TweetGrid - Reply - View Tweet - Show Conversation



cbarrettp: RT @JGoldsborough RT @ColbyWG: #PR students should be following #measurepr. Measurement is huge, and IMO, http://tl.gd/121sr2 Apr 27, 2010 04:49 PM GMT - from TwitBird iPhone - Reply - View Tweet



MediaMiser: RT @shonali: LOL! RT @steveseager: Re risk: a lot of PR is also C-suite vanity! Never bin asked on outcomes on making someone 'look good!' #measurePR

Apr 27, 2010 04:49 PM GMT - from TweetGrid - Reply - View Tweet



shonali: I know it's a cliche, but you can sometimes learn so much more from failure than success, all the more reason to measure. #measurePR Apr 27, 2010 04:49 PM GMT - from TweetGrid - Reply - View Tweet



shonali: LOL! RT @steveseager: Re risk: a lot of PR is also C-suite vanity! Never bin asked on outcomes on making someone 'look good!' #measurePR Apr 27, 2010 04:48 PM GMT - from TweetGrid - Reply - View Tweet



MattLaCasse: @prtini @shonali I'd throw in fear of declining perception as well. (sorry to horn in!) #measurePR

Apr 27, 2010 04:48 PM GMT - from TweetDeck - Reply - View Tweet



ColbyWG: people will always be afraid of failure. But that's where great research comes in - to set reasonable goals. #measurepr @shonali Apr 27, 2010 04:48 PM GMT - from web - Reply - View Tweet



steveseager: @MediaMiser @shonali Re risk: a lot of PR is also C-suite vanity! Never bin asked on outcomes on making someone 'look good!' #measurepr Apr 27, 2010 04:47 PM GMT - from web - Reply - View Tweet - D Show Conversation



<u>vedo</u>: Having to miss <u>#measurePR</u> chat today (bummer, it looks like a good one.) Too many spinning plates on school board meeting day.

Apr 27, 2010 04:47 PM GMT - from TweetDeck - Reply - View Tweet



JohnFriedman: @shonali Increased measurement is akin to increased accountability. That frightens some, esp. since its often not direct link. #measurePR

Apr 27, 2010 04:47 PM GMT · from TweetDeck · Reply · View Tweet · Show Conversation



ZenRabbit: Yes, then they have proof of failure>RT @shonali: Do you think people are frightened of failing if they set measurable outcomes? #measurePR Apr 27, 2010 04:46 PM GMT · from TweetDeck · Reply · View Tweet



SophieJodouin: RT @MediaMiser: Q2: Measurement needs to be in and part of the strategy. You can't succeed if you don't measure it. #measurepr Apr 27, 2010 04:46 PM GMT - from TweetDeck - Reply - View Tweet

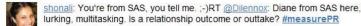


Conversation

PRtini: @shonali Absolutely it relates to a fear of failure. And, fear of accountability. #measurePR Apr 27, 2010 04:46 PM GMT - from TweetGrid - Reply - View Tweet - D Show



dc2fla: Great question RT @Dilennox: Diane from SAS here, lurking, multitasking. Is a relationship outcome or outtake? #measurePR Apr 27, 2010 04:45 PM GMT - from TweetGrid - Reply - View Tweet



Justin Bieber Gordon Brown

Nifty queries:

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