



## Transcript from June 8, 2010 to June 8, 2010

All times are Pacific Time

## June 8, 2010

- 3:40 pm **shonali**: 20 minutes to #measurepr! Who's coming?
- 3:41 pm **CaSuPe15**: I'll be popping in and out RT @shonali 20 minutes to #measurepr! Who's coming?
- 3:41 pm **SuzieLin**: I am! RT @shonali 20 minutes to #measurepr! Who's coming?
- 3:44 pm **PRAMITASEN**: Excited about #measurepr is 15mins! @shonali
- 3:45 pm **CommAMMO**: Erin Dick - #measurepr method? Do u have the right ppl following u? #s not important. Steve Trimble, journo/blogger helps drive covg #iabc
- 3:45 pm **shonali**: @MediaCollective Community chat today at #measurePR. It'll be good to catch up, no?
- 3:53 pm **MediaCollective**: PR Chat 9am pt - Measure PR join in the conversation use TweetGrid! <http://is.gd/cHnrD> #measurepr
- 3:56 pm **MediaCollective**: Friends pardon the frequency, jumping in on 2 chats #measurePR & #sm63 oh & if you smell smoke its just the cranial processor thinking
- 4:00 pm **MediaCollective**: Friends pardon frequency, jumping in on 2 chats #measurePR & #sm63 oh & if you smell smoke its just the cranial processor thinking
- 4:00 pm **shonali**: Here we go. After a break, #measurePR is back. Welcome to all attending/popping in/out. Please introduce yourselves!
- 4:01 pm **CARMA\_Tweets**: #measurepr hello fellow measurement-curious types. looking forward to today's chat.
- 4:03 pm **shonali**: Is Twitter slow, or no one here? 'Cos I can take off for a bit if so. :-p #measurePR
- 4:04 pm **sandrasays**: RT @shonali: Here we go. After a break, #measurePR is back. Welcome to all attending/popping in/out. Please introduce yourselves!
- 4:04 pm **SuzieLin**: @shonali Twitter is moving super slow for me #measurepr
- 4:05 pm **shonali**: @CARMA\_Tweets Great to see you back! All well? #measurePR
- 4:05 pm **shonali**: @MediaCollective That's a pretty busy processor. :-p #measurePR
- 4:05 pm **shonali**: @SuzieLin Me too. Phew, I was worried for a minute, LOL. #measurePR
- 4:05 pm **PRAMITASEN**: Hi everyone. I am a Marketing & Sales Associate working in the Financial Indus. Looking forward to my 2nd #measurePR
- 4:05 pm **shonali**: @sandrasays Nice to see you after a while! #measurePR
- 4:06 pm **sandrasays**: listening in on the #measurePR chat today for the first time. I am PR mgr for @houstonlibrary
- 4:06 pm **rmpapag**: Hello #measurepr! Long time no meet :)
- 4:08 pm **MediaCollective**: Twitter slow here to, guess more time to ponder questions #measurepr
- 4:09 pm **shonali**: @rmpapag Welcome back to #measurePR! @PRAMITASEN @sandrasays Welcome!
- 4:10 pm **shonali**: Looks like there'll be a delay in our chat today, but anyhoo... it's a community chat today. Let's catch up, eh? #measurePR
- 4:10 pm **shonali**: If you have specific questions you'd like to throw out, please DM me. #measurePR
- 4:11 pm **rmpapag**: Is anyone else having trouble with #measurepr chat showing up?
- 4:12 pm **SuzieLin**: Glad to be here but frustrated with how slow Twitter is today #measurepr

4:12 pm **dfriez:** Twitter is very slow for me, too. #measurepr

4:13 pm **shonali:** Q1: Any thoughts/comments on measuring BP's response/handling of the oil crisis? #measurePR

4:14 pm **PRAMITASEN:** Twitter is super slow for me too :( #measurepr

4:15 pm **shonali:** @rmpapag Yes, Twitter is VERY slow. @suzielin I'm frustrated too. :( #measurePR

4:15 pm **sandrasays:** @SuzieLin Ditto. Just got a #failwhale while trying to update Twitter #measurePR

4:16 pm **shonali:** @dfriez Oh, SO nice to see you at #measurePR! Even though Twitter's throwing a hissy fit today.

4:17 pm **CARMA\_Tweets:** Q1: Wow. where to start. Reputation. Opinion. opposition. stakeholder eelationships. traditional & media content content. #measurePR

4:18 pm **MediaCollective:** The tweetgrid seems to be working here for me a little slow but working #measurepr

4:18 pm **dfriez:** I've noticed a lot more ads than actual media outreach. Have they really looked at the impact of the 2 kinds of outreach? #measurepr

4:19 pm **ConranPR:** @shonali With an old-fashioned oil dipstick from the auto shop? Kidding, but it really does come down to what's left in the sea #measurepr

4:20 pm **shonali:** And remember to mention the Q number in your @ messages, please. :) #measurePR

4:20 pm **MediaCollective:** RT @shonali: Q1: Any thoughts/comments on measuring BP's response/handling of the oil crisis? #measurepr

4:21 pm **shonali:** RT @CARMA\_Tweets: Q1: Where to start. Reputation. Opinion. opposition. stakeholder relationships. traditional & media content. #measurePR

4:21 pm **shonali:** RT @dfriez: I've noticed a lot more ads than actual media outreach. Have they really looked at the impact of 2 kinds of outreach? #measurePR

4:21 pm **rmpapag:** Q1 Certainly would be good to see consumer perception vs. what the media says is the perception #measurepr

4:22 pm **shonali:** LOL! RT @ConranPR: @shonali [re: Q1] With an old-fashioned oil dipstick from the auto shop? #measurePR

4:22 pm **SuzieLin:** It's very clear BP failed when it came to having a consistent message or crisis comm plan #measurepr

4:23 pm **rmpapag:** Q1 Correlate perception with sentiment and news volume coverage. Demonstrate need to be transparent & take concrete action #measurepr

4:23 pm **CARMA\_Tweets:** @dfriez research shows that advertising during a crisis actually further irritates the public. not in all cases, but many. #measurepr

4:23 pm **shonali:** Re: Q1, I think you might find this interesting, pretty much says it all, doesn't it? <http://ht.ly/1VJ4n> #measurePR

4:24 pm **dfriez:** @SuzieLin I believe I heard BP's pres say they didn't have a crisis plan for this kind of crisis! #measurepr

4:24 pm **PRAMITASEN:** Re. Q1 They need to admit their mistake and go from there...instead of trying to save their image! #measurepr

4:25 pm **rmpapag:** Q1 Crisis Comm plan no where in sight. Looks like PR has not seat at the table. They need to #measurepr!

4:25 pm **shonali:** @CARMA\_Tweets I tend to agree. I was looking at their ad in the WSJ today going WTF???! @dfriez #measurePR

4:26 pm **SuzieLin:** @dfriez I think I remember hearing the same thing & that's no excuse! This is a great lesson to BP & others #measurepr

4:27 pm **PRAMITASEN:** RT @rmpapag: Q1 Crisis Comm plan no where in sight. Looks like PR has not seat at the table. They need to #measurepr!

4:27 pm **CARMA\_Tweets:** I like this idea that u r never NOT in a crisis, just a pre-crisis state. Makes u think diff about stakeholders & planning. #measurepr

4:28 pm **TRGioia:** Yes it is! RT @shonali Q1, I think you might find this interesting, pretty much says it all, doesn't it? <http://ht.ly/1VJ4n> #measurePR

4:29 pm **MediaCollective:** NYT article on Bp's Future via #measurepr <http://www.nytimes.com/2010/06/08/business/08sorkin.html> #sm63

4:29 pm **shonali:** Good point. RT @CARMA\_Tweets: U r never NOT in crisis, just a pre-crisis state. Makes u think diff @ stakeholders, planning. #measurePR

4:32 pm **PRAMITASEN:** RT @CARMA\_Tweets: @dfriez research shows that advertising during a crisis actually further irritates the public. #measurepr

4:33 pm **shonali:** Re: Q1, I think BP's between the devil and the deep blue sea, no pun intended. Can they really recover successfully? #measurePR

4:35 pm **MediaCollective:** @shonali free gas for every one effected.. #measurepr

4:36 pm **PRAMITASEN:** I doubt it! @shonali Can BP really recover successfully? #measurepr

4:36 pm **shonali:** @MediaCollective heh! #measurePR

4:37 pm **rmpapag:** Q1 BP can recover. The question is will shareholders want to bite the bullet and do the right thing. It would be mean less profit #measurepr

4:38 pm **shonali:** Q2 from @PRAMITASEN: What's a worthy competitor/alternative to Google Analytics? #measurePR

4:39 pm **shonali:** RT @rmpapag: Q1 BP can recover. The qn is will shareholders bite the bullet and do the right thing. It would mean less profit #measurePR

4:40 pm **CARMA\_Tweets:** I'd be interested in #emetrics #webmetrics ' answer to that one. @PRAMITASEN: What's a worthy alternative to Google Analytics? #measurePR

4:41 pm **danaeng:** RT @shonali: Good point. RT @CARMA\_Tweets: U r never NOT in crisis, just a pre-crisis state. Makes u think diff @ stakeholders, planning. #measurePR

4:43 pm **shonali:** @CARMA\_Tweets LOL, yes. cc @rmpapag #measurePR

4:44 pm **PRAMITASEN:** @CARMA\_Tweets Thanks! #measurepr

4:45 pm **shonali:** @PRAMITASEN What is Google Analytics NOT doing for you that you're looking for an alternative? Or are you just curious? #measurePr

4:46 pm **MediaCollective:** RT @shonali: @PRAMITASEN What is Google Analytics NOT doing for you that you're looking for an alternative? Or R U just curious? #measurepr

4:46 pm **PRAMITASEN:** @shonali Just curious...looking at different options out there! #measurepr

4:46 pm **shonali:** @PRAMITASEN Got it. #measurePR

4:47 pm **shonali:** Does everyone on this chat use Google Analytics? (Re: Q2). #measurePR

4:48 pm **MediaCollective:** With their opt out heres a alternative list for analytics <http://bit.ly/c9bSXn> #measurepr

4:48 pm **SocialMediaRyan:** RT @shonali: Does everyone on this chat use Google Analytics? (Re: Q2). #measurePR

4:48 pm **SuzieLin:** I do RT @shonali Does everyone on this chat use Google Analytics? (Re: Q2). #measurepr

4:48 pm **SuzieLin:** This is going so slow for me #measurepr

4:49 pm **shonali:** @PRAMITASEN You read @avinashkaushik's stuff, right? #measurePR

4:49 pm **shonali:** RT @MediaCollective: With their opt out here's an alternative list for analytics <http://bit.ly/c9bSXn> #measurePR

4:49 pm **sandrasays:** I use google analytics. RT @shonali: Does everyone on this chat use Google Analytics? (Re: Q2). #measurePR

4:50 pm **shonali:** @SuzieLin I know. Makes me want to scream. At Twitter, not at you guys. #measurePR

4:50 pm **PRAMITASEN:** @MediaCollective Thanks for that info. Appreciate it #measurePR

4:50 pm **shonali:** @ryanphompson That's interesting, why do you end up coming back to Google? #measurePR

- 4:51 pm **PRAMITASEN:** RT @shonali: RT @MediaCollective: With their opt out here's an alternative list for analytics <http://bit.ly/c9bSXn> #measurePR #measurepr
- 4:51 pm **CARMA\_Tweets:** #measurepr suggesting 2 great books here: @avinashkaushik 's and @jimsterne 's
- 4:52 pm **PRAMITASEN:** @shonali I think I missed it... #measurepr
- 4:52 pm **shonali:** RT @CARMA\_Tweets: #measurepr suggesting 2 great books here: @avinashkaushik 's and @jimsterne 's
- 4:53 pm **MediaCollective:** @shonali many do revert bk to google for convience, but if opt outs happen measurement in effective if you use results 2measure #measurepr
- 4:53 pm **shonali:** @PRAMITASEN Oh! You gotta read @avinashkaushik if you're into #measurePR (or measuring anything).
- 4:54 pm **shonali:** @MediaCollective OK, I'm getting lost in the shorthand now. LOL. #measurePr
- 4:54 pm **PRAMITASEN:** @shonali Got it! I will look for the book :). Thanks.. #measurepr
- 4:55 pm **shonali:** @PRAMITASEN And subscribe to his blog as well. It's gold. Pure gold. #measurePR
- 4:56 pm **MediaCollective:** @shonali oops - google inacting opt out button to browsers - so if people opt out, analytics will not be a true site measure #measurepr
- 4:56 pm **shonali:** Just a few minutes left for today's #measurePR, sorry Twitter didn't cooperate. :( Next one is 6/22, 12-1 P ET, with @leeodden. w00t!
- 4:56 pm **PRAMITASEN:** @shonali Sounds good..Thanks! #measurepr
- 4:56 pm **shonali:** @MediaCollective Yup, very true, and yes, outcomes become EVEN more important then. #measurePR
- 4:57 pm **shonali:** If you have questions for the next #measurePR, please DM or email them to me in advance.
- 4:57 pm **SocialMediaRyan:** RT @shonali: If you have questions for the next #measurePR, please DM or email them to me in advance.
- 4:58 pm **CARMA\_Tweets:** Next #measurePR : 6/22, 12-1 P ET @leeodden
- 4:58 pm **sandrasays:** RT @shonali: If you have questions for the next #measurePR, please DM or email them to me in advance. #measurePR
- 4:59 pm **PRAMITASEN:** Thanks everyone for all your help :) #measurepr
- 5:00 pm **shonali:** Thanks all for braving Twitter and hanging in through what felt like the LONGEST hour. :-p See you in a couple of weeks at #measurePR!
- 5:01 pm **MediaCollective:** Loved it actually slow twitter worked out for me 2day, allowed time to play w/2 friends #measurepr
- 5:01 pm **shonali:** @MediaCollective LOL, glad it worked out for you. :) #measurePR
- 5:01 pm **MediaCollective:** RT @CARMA\_Tweets: Next #measurePR : 6/22, 12-1 P ET #measurepr
- 5:03 pm **vedo:** @shonali I just put the 6/22 #measurePR date on my calendar. Couldn't make it today, but I hope to make it next time.
- 5:03 pm **ValerieSimon:** @shonali: couldn't partake live, but twitter speed is not hampering my review of the great takeaways from #measurepr
- 5:04 pm **SuzieLin:** @shonali Thank you and I look forward to the next chat! #measurepr
- 5:06 pm **rmpapag:** 25 Free Google Analytics Alternatives <http://ht.ly/1VKB2> #measurepr via @MediaCollective #solopr this is a good reference point to bookmark
- 5:09 pm **PRAMITASEN:** RT @rmpapag: 25 Free Google Analytics Alternatives <http://ht.ly/1VKB2> #measurepr via @MediaCollective #solopr gr8 reference point 2 bookmark
- 5:10 pm **alanchumley:** RT @rmpapag: 25 Free Google Analytics Alternatives <http://ht.ly/1VKB2> #measurepr via @MediaCollective #solopr this is a good reference point to bookmark
- 5:13 pm **alanchumley:** RT @CARMA\_Tweets: #measurepr suggesting 2 great books here: @avinashkaushik 's and @jimsterne 's

- 5:14 pm **alanchumley:** RT @CARMA\_Tweets: @dfriez research shows that advertising during a crisis actually further irritates the public. not in all cases, but many. #measurepr
- 5:15 pm **alanchumley:** Next #measurePR : 6/22, 12-1 P ET @leeodden RT@CARMA\_Tweets
- 7:22 pm **TijsB:** @shonali Looking 4 sources about measurement & evaluation in public affairs, not general PR, media, marketing. Any suggestions? #measurePR
- 10:49 pm **shonali:** @robdiana You're most welcome, that was really @MediaCollective but what the hey. :-p #measurePR

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