



Transcript from August 17, 2010 to August 17, 2010

All times are Pacific Time

August 17, 2010

- 2:55 am **ThePRCoach:** Very interesting #measurepr #social media testing: New Experiments Question the Power of Social Proof on the Web <http://bit.ly/ctX1R1>
- 3:55 am **ThePRCoach:** Useful Twitter #measurepr tips: Competitors on Twitter: Evaluate With Your Eyes Wide Open <http://bit.ly/a43yCr>
- 8:58 am **martyros_EL:** RT @CARMA_Tweets: 2 must-see twit-chat events this week: @shonali 's #measurepr Tuesday at 12ET and @marketwire 's & @sysomos ' #smmeasure Thursday @ 12ET
- 11:14 am **rmpapag:** Ah Tuesday is going to be great! Today is @shonali 's #measurepr with @sheldrake discussion on ethics in measurement. Join in at 12 noon EST
- 11:44 am **shonali:** @rmpapag @martyros_EL Looking forward to seeing you at #measurepr with @sheldrake today, 12-1 pm ET. :)
- 12:47 pm **Katie_CARMA:** RT @CARMA_Tweets: 2 must-see twit-chat events this week: @shonali 's #measurepr Tuesday at 12ET and @marketwire 's & @sysomos ' #smmeasure Thursday @ 12ET
- 1:01 pm **KellyeCrane:** Great job! RT @hopwood Want to thank my friends in #solopr #measurepr #prstudchat & #pr for helping raise £1750 for prostate cancer research
- 1:10 pm **shonali:** @nahumg Good, and pretty much the same, though I'm determined to get exercise time in there. And, of course, #measurepr.
- 1:35 pm **alanchumley:** Great social media measurement chat yesterday with (and thanks to) @shonali #measurepr Always nice to be challenged by an intellect
- 2:56 pm **Evgeniy_EL:** RT @alanchumley: Great social media measurement chat yesterday with (and thanks to) @shonali #measurepr Always nice to be challenged by an intellect
- 3:07 pm **shonali:** Just over 50 minutes to #measurepr with @sheldrake. Hope y'all are coming! @richardbagnall @CommAMMO @alanchumley @SuzieLin @rmpapag
- 3:09 pm **SuzieLin:** @shonali I am so bummed, I have a client meeting over lunch so I'll miss it today. Can't wait for the next one #measurepr
- 3:26 pm **CommAMMO:** I'll be there! RT @shonali: Just over 50 minutes to #measurepr with @sheldrake. Hope y'all are coming!
- 3:33 pm **alanchumley:** RT @shonali: Just over 50 minutes to #measurepr with @sheldrake. Hope y'all are coming! @richardbagnall @CommAMMO @alanchumley @SuzieLin @rmpapag
- 3:38 pm **rmpapag:** RT @shonali: Just over 20 minutes to #measurepr with @sheldrake. Hope y'all are coming! @richardbagnall @CommAMMO @alanchumley @SuzieLin
- 3:43 pm **wickedjava:** @shonali Can you send me info on #measurepr
- 3:48 pm **hopwood:** RT @shonali: Just over 10 minutes to #measurepr with @sheldrake. Hope y'all are coming! #measurepr
- 3:50 pm **shonali:** @wickedjava <http://ht.ly/2qNu0> is how #measurepr began. <http://ht.ly/2qNu0> is the blog category that pulls up related posts/transcripts.
- 3:50 pm **Sheldrake:** Looking forward to the #measurepr chat on the hour (in 10mins)
- 3:51 pm **40deuce:** kind of excited for today's #measurepr chat after reading @sheldrake's stuff about online influence yesterday
- 3:54 pm **karmacakedotca:** DAMN! I'm so late on ths!! RT @40deuce: excited 4 2day's #measurepr chat after reading @sheldrake's stuff abt online influence ystrday
- 3:55 pm **shonali:** @karmacakedotca You're not late. #measurepr starts in 5 minutes.

4:00 pm **shonali:** And, it's time! Welcome to the bi-weekly Twitterchat on all things related to PR (and that includes SM) measurement. [#measurepr](#)

4:00 pm **40deuce:** just gonna refill my coffee and I'll be back to chat in a min [#measurepr](#)

4:01 pm **shonali:** Before we start our chat, let's introduce ourselves. Without SSP :), tell us who you are, & why you're here. [#measurepr](#)

4:02 pm **shonali:** I'm a [#solopr](#) pro based in DC and editor of [@wgbiz](#). Measurement fanatic, hence this chat. [#measurepr](#)

4:02 pm **wisepr:** RT [@shonali](#): And, it's time! Welcome to the bi-weekly Twitterchat on all things related to PR (and that includes SM) measurement. [#measurepr](#)

4:03 pm **40deuce:** hi! I'm Sheldon, the community manager for Sysomos a social media monitoring and analytics software company [#measurepr](#)

4:03 pm **hopwood:** Hello everyone. I'm Duncan Hopwood, managing director of UK regional PR agency hopwood. Interested in demonstrating value. [#measurepr](#)

4:03 pm **shonali:** For those new to the chat, <http://ht.ly/2qNu0> is how it began. <http://ht.ly/2qNu0> is where you can pull related posts/transcripts [#measurepr](#)

4:03 pm **jenmitch:** I'm a PR/social media consultant in San Diego. I finally made it here! [#measurepr](#) (But only for 1/2 an hour.)

4:04 pm **theelusivefish:** folks I'm jumping into [#measurepr](#) to hear more and discuss [@sheldrake](#)'s scorecard approach - apologies in advance for burst of tweets

4:04 pm **shonali:** [@40deuce](#) [@wisepr](#) Welcome! [#measurepr](#)

4:04 pm **Sheldrake:** Hi [@shonali](#), I'm an engineer, digital geek type & PR consultant. Very much into analytics, measurement & visualisation. [#measurepr](#)

4:04 pm **shonali:** [@jenmitch](#) [@hopwood](#) [@theelusivefish](#) Great to see you and of course our guest [@sheldrake](#)! [#measurepr](#)

4:05 pm **mdbarber:** Good morning. I'm a communications consultant in Anchorage. It's been raining here 31 days straight. We're gloomy. [#measurepr](#)

4:05 pm **PRAMITASEN:** Hi! I am Pramita, Mktng & Sales Assc. in Finance Indus. Also, PR & Media Relations is part of my job:) [#measurepr](#)

4:05 pm **shonali:** Before we kick off the chat, a few guidelines: please reference the Q # & hashtag in your tweets, will help keep it straight. [#measurepr](#)

4:06 pm **CommAMMO:** hey all - Sean here, PT PR prof, FT strategy, measurement, internal comms geek. Moderator of [#icchat](#). [#measurepr](#)

4:06 pm **williamstim:** [#measurepr](#) I work for Metrica, Global PR Measurement company and enjoy chatting around the latest trends of measurement as I am a geek!

4:06 pm **shonali:** Also, if you have additional questions for [@sheldrake](#) or the community, please DM or email them to me. [#measurepr](#)

4:06 pm **40deuce:** hi [@Sheldrake](#), I know you saw, but I really enjoyed your slideshare about online influence [#measurepr](#)

4:06 pm **shonali:** [@mdbarber](#) Well hopefully the chat will brighten your day a little bit! Good to see you and [@pramitasen](#) too. [#measurepr](#)

4:07 pm **jenmitch:** 31 days? Gah! RT [@mdbarber](#): I'm a communications consultant in Anchorage. It's been raining here 31 days straight. We're gloomy. [#measurepr](#)

4:07 pm **ampercleveland:** I am lurking in [#sm73](#) chat and [#measurePR](#) chat. Both are great, check them out.

4:07 pm **shonali:** [@CommAMMO](#) I love that, [#measurepr](#)

4:07 pm **shonali:** [@CommAMMO](#) I love that, "PT prof, FT strategy." [#measurepr](#)

4:07 pm **GetPushing:** Hi, I'm Samantha from [#SWFL](#). (followers pls feel free to mute me for the next hr) I'll be popping in & out. [#measurepr](#)

4:07 pm **shonali:** [@williamstim](#) Nice to see you! Did [@richardbagnall](#) ditch us today? :p [#measurepr](#)

4:08 pm **shonali:** [@jenmitch](#) I know, we haven't talked in EVER! [#measurepr](#)

4:08 pm **shonali:** 'Kay, time to get to the chat. Question 1 for @sheldrake coming up, but all are welcome to chime in. #measurepr

4:08 pm **Sheldrake:** @40deuce Thanks! Still trying to work out which Tweets with the hashtag #measurepr make Tweetdeck & tweetchat. Some, not all! Joy :-)

4:08 pm **AndrewJDavison:** Will also be taking a dip into #measurepr this week - looking forward to it!

4:08 pm **40deuce:** @mdbarber 31 days straight? wow. #measurepr

4:09 pm **shonali:** Q1: Does PR's use of social analytics need a good reputation itself? If so, what might this entail? #measurepr

4:09 pm **mdbarber:** @shonali Hope so! :-) 75 mph winds last night too. And yes @jenmitch -- it's been awful. Not continuous but measurable each day. #measurepr

4:09 pm **PRAMITASEN:** @shonali Thanks Shonali. Great to be participating :) #measurepr

4:09 pm **CommAMMO:** @jenmitch @mdbarber and people think Cleveland has bad weather... lol #measurepr

4:09 pm **shonali:** @ambercleveland Happy to have you lurking. :) Hi @GetPushing! #measurepr

4:10 pm **williamstim:** @shonali I am sure @richardbagnall is trying to join but think he is stuck in meetings! #measurepr

4:10 pm **40deuce:** @Sheldrake I use tweetchat myself. I find it'll pick up mos with the hashtag #measurepr

4:10 pm **rmpapag:** Joining #measurePR late, but I'm here! Business research for Corp Comm and PR pro based in MD.

4:10 pm **jenmitch:** @shonali I know. And that should never happen. LOL #measurepr

4:10 pm **CubanaLAF:** Dropping in - Lauren w/ @Radian6. Hi, everyone! Hope Tuesday is treating you well. #measurepr

4:10 pm **40deuce:** RT @shonali: Q1: Does PRs use of social analytics need a good reputation itself? If so, what might this entail? #measurepr

4:10 pm **shonali:** @Sheldrake It's wise to keep Tweetchat, Tweetdeck AND Tweetgrid open (I'm in TG right now). Never know which'll work, LOL. #measurepr

4:11 pm **bcotier:** I am lurking too #measurePR

4:11 pm **mdbarber:** @40deuce Yep. Broke a record from 1951. Pretty amazing. #measurepr

4:11 pm **shonali:** @CubanaLAF @rmpapag Good to see you! #measurepr

4:11 pm **Sheldrake:** RT @shonali: Q1: Does PR's use of social analytics need a good reputation itself? If so, what might this entail? #measurepr

4:11 pm **PRAMITASEN:** @40deuce Can you share your Tweetchat deck with us...plz? #measurepr

4:11 pm **deannie:** @shonali I will be lurking afterwards today too #measurepr

4:11 pm **CommAMMO:** RT @shonali: Q1: Does PRs use of social analytics need a good reputation itself? If so, what might this entail? #measurepr

4:11 pm **shonali:** @bcotier LOL, lots of lurkers today, at least you announced yourself. :) Nice to see you! #measurepr

4:11 pm **CubanaLAF:** Q1: PR needs to first figure what standards they should abide by before building reputation. Lay foundation. #measurepr

4:12 pm **40deuce:** @PRAMITASEN tweetchat deck?? #measurepr

4:12 pm **shonali:** @deannie Lurking is better than nothing. :) #measurepr

4:12 pm **shanemacays:** Shane here from @gist #measurepr

4:12 pm **shonali:** Q1 again: Does PR's use of social analytics need a good reputation itself? If so, what might this entail? #measurepr

4:12 pm **Sheldrake:** #measurepr Q1: Don't think PR can wield analytics (tracking) as freely as those ad types. Aren't we about authenticity, transparency?

4:13 pm **40deuce:** Q1: I think that PR people need to com up with some standards first and then build a reputation for them #measurepr

- 4:13 pm **ChrisDrinkut:** RT @shonali: Q1: Does PR's use of social analytics need a good reputation itself? If so, what might this entail? #measurepr
- 4:13 pm **jenmitch:** @Sheldrake I agree. We need more tools to compare PR activities to the bottom line. #measurepr
- 4:13 pm **CubanaLAF:** @Sheldrake Truth. Need to define how PR differentiates from ad/research analytics - but also, how those #'s help research. #measurepr
- 4:13 pm **CommAMMO:** RT @Sheldrake:Q1: Dont think PR can wield analytics (tracking) as freely as ad types. Arent we about authenticity, transparency? #measurepr
- 4:13 pm **mdbarber:** Q1 -- Aren't the issues surrounding SM measurement the same as those issues facing PR in general? #measurepr
- 4:13 pm **shonali:** RT @Sheldrake: Q1: Don't think PR can wield analytics as freely as ad types. Aren't we about authenticity, transparency? #measurepr
- 4:14 pm **shonali:** @Sheldrake That is a good point. But technically aren't "ad types" also supposed to be about authenticity? #measurepr
- 4:14 pm **TheStacyEffect:** RT @williamstim - #measurepr I work for Metrica, Global PR Measurement company and enjoy chatting around the latest trends of measurem...
- 4:14 pm **TheStacyEffect:** RT @CommAMMO - hey all - Sean here, PT PR prof, FT strategy, measurement, internal comms geek. Moderator of #icchat. #measurepr
- 4:14 pm **CommAMMO:** RT @CubanaLAF: @Sheldrake Truth. Need 2define how PR differen'ts fr ad/research analytics - but also, how those #s help research. #measurepr
- 4:14 pm **hopwood:** Q1 Statistics don't lie but they can be used by people who are less than completely honest. So yes. #measurepr
- 4:14 pm **mdbarber:** Q1 -- Agree -- Authenticity and transparency are key for PR and SM measurement. #measurepr
- 4:14 pm **40deuce:** RT @Sheldrake: Q1: Dont think PR can wield analytics (tracking) as freely as ad types. Arent we about authenticity, transparency? #measurepr
- 4:15 pm **PRAMITASEN:** @40deuce <http://tweetchat.com/room/measurepr> Got it! Never Mind. Thank you though :) #measurepr
- 4:15 pm **CommAMMO:** RT @mdbarber: Q1 -- Agree -- Authenticity and transparency are key for PR and SM measurement. #measurepr
- 4:15 pm **Sheldrake:** @40deuce Can we start with the #prsa and #cipr codes of conduct? #measurepr Q1
- 4:15 pm **40deuce:** 56% of stats are just made up and 67% of people know that ;) #measurepr
- 4:15 pm **williamstim:** Q1: All about educating C-Suite with language they understand. Measure what matters than measure everything! #measurepr
- 4:15 pm **juleszunichPR:** First #measurepr ~ glad to have the stars aligned for me to sit in.
- 4:15 pm **RebeccaDenison:** Q1: Even more important than the numbers is the ability to put it into context accurately. #measurepr
- 4:15 pm **hopwood:** RT @40deuce: 56% of stats are just made up and 67% of people know that ;) #measurepr
- 4:15 pm **CommAMMO:** And @IABC's RT @Sheldrake: @40deuce Can we start with the #prsa and #cipr codes of conduct? #measurepr Q1 #measurepr
- 4:15 pm **ambercleveland:** RT @williamstim: Q1: All about educating C-Suite with language they understand. Measure what matters than measure everything! #measurePR
- 4:16 pm **40deuce:** @PRAMITASEN oh the link! sorry, I misunderstood. thought you wanted me to share my stream somehow #measurepr
- 4:16 pm **PRAMITASEN:** RT @williamstim: Q1: All about educating C-Suite with language they understand. Measure what matters than measure everything! #measurepr
- 4:16 pm **theelusivfish:** Q1: if we latch onto a number/metric we have to be able to defend it. If we fall down repeatedly,can't blame CFO type's scrutiny #measurepr
- 4:16 pm **mdbarber:** RT @williamstim: Q1: All ab educating C-Suite w language they understand. Measure what matters rather than measure everything! #measurepr

- 4:16 pm **40deuce:** @Sheldrake I think they're a start, but for me in Canada the #CPRS has different ones than #PRSA #measurepr
- 4:16 pm **juleszunichPR:** RT @mdbarber: Q1 -- Agree -- Authenticity and transparency are key for PR and SM measurement. #measurepr
- 4:17 pm **40deuce:** RT @RebeccaDenison: Q1: Even more important than the numbers is the ability to put it into context accurately. #measurepr
- 4:17 pm **shonali:** RT @Sheldrake (re: Q1): Can we start with the #prsa and #civr codes of conduct? #measurepr
- 4:17 pm **PRAMITASEN:** Q1> Stats is irrelevant if there is no context and solution accompanied with it! #measurepr
- 4:17 pm **theelusivfish:** Q1: understand what you're measuring, how it's measured and why it matters. The (good) reputation will follow. #measurepr
- 4:17 pm **CommAMMO:** Q1 If we're just copying others' stats, we're wasting everyone's time. We can learn from ad/seo/web, but need 2 keep building #measurepr
- 4:17 pm **Sheldrake:** @shonali asks "aren't ad types about authenticity too?"... not according to the WSJ <http://bit.ly/drrYtt> #measurepr Q1
- 4:17 pm **CubanaLAF:** Q1: To piggyback on my earlier tweet about standards, Barcelona Principles are a step in the right direction. #measurepr
- 4:17 pm **lindsaysydenham:** Joining #measurepr ... hope I'm not too late!
- 4:17 pm **CommAMMO:** RT @RebeccaDenison: Q1: Even more important than the numbers is the ability to put it into context accurately. #measurepr
- 4:18 pm **CommAMMO:** RT @theelusivfish: Q1: understand what you're measuring, how it's measured and why it matters. The (good) reputation will follow. #measurepr
- 4:18 pm **clarqui:** stats don't mean much without context #measurepr
- 4:18 pm **jgombita:** @Sheldrake does #civr codes of conduct have teeth? (Most PR associations' codes don't; Germany an exception.) #measurePR
- 4:18 pm **CommAMMO:** RT @CubanaLAF: Q1: To piggyback on my earlier tweet about standards, Barcelona Principles are a step in the right direction. #measurepr
- 4:18 pm **PRAMITASEN:** YES! RT @CubanaLAF: Q1: To piggyback on my earlier tweet about standards, Barcelona Principles are a step in the right direction. #measurepr
- 4:19 pm **KristenaMorse:** Jumping in on #measurepr -- my first time here! How is everyone today? #measurepr
- 4:19 pm **40deuce:** RT @CubanaLAF: Q1: To piggyback on my earlier tweet about standards, Barcelona Principles are a step in the right direction. #measurepr
- 4:19 pm **RebeccaDenison:** @PRAMITASEN Exactly! Who cares how many metrics you can throw at something? Find a way to make it meaningful! #measurepr
- 4:19 pm **MichaelWillett:** ! RT @ Q1-Agree-Authenticity & transparency are key for PR & SM measurement #measurepr
- 4:19 pm **rmpapag:** RT @theelusivfish: Q1: understand what you're measuring, how it's measured & why it matters. The (good) reputation will follow. #measurepr
- 4:19 pm **CommAMMO:** Esp when they're not the right ones. RT @clarqui: stats don't mean much without context #measurepr
- 4:19 pm **shonali:** RT @CommAMMO @theelusivfish: Q1: understand what yr measuring, how its measured, why it matters. (good) reputation will follow. #measurepr
- 4:19 pm **Sheldrake:** RT @theelusivfish: Q1: understand what you're measuring, how it's measured and why it matters. The (good) reputation will follow. #measurepr
- 4:19 pm **mdbarber:** @Sheldrake But don't you think that's part of the issue -- diff standards of authenticity for ad folks than PR? All s/b authentic #measurepr
- 4:19 pm **40deuce:** the problem I have with finding a standard measurement is that everyone has different goals. some are similar, but not all #measurepr
- 4:20 pm **PRAMITASEN:** TRUE! RT @rebeccadenison: Exactly! Who cares how many metrics you can throw at something? Find a way to make it meaningful! #measurepr

- 4:20 pm **mdbarber:** RT @theelusivfish: Q1: understand what youre measuring, how its measured and why it matters. The (good) reputation will follow. #measurepr
- 4:20 pm **bcotier:** @jgombita He is right about the codes having teeth. #measurepr
- 4:20 pm **NearJay:** RT @shonali: RT @CommAMMO @theelusivfish: Q1: understand what yr measuring, how its measured, why it matters. (good) reputation will follow. #measurepr
- 4:20 pm **Sheldrake:** @theelusivfish I'm not sure I follow? How does a good rep follow when the mass market discovers all our tracking & profiling? #measurepr Q1
- 4:20 pm **CommAMMO:** Nope. RT @jgombita: @Sheldrake does #cipr codes of conduct have teeth? (Most PR associations codes dont; Germany an exception.) #measurepr
- 4:20 pm **Samjb:** @cubanalaf I think the PRSA Code of Ethics is a good start with standards to abide by. #measurepr
- 4:21 pm **MichaelWillett:** RT @williamstim Q1: All about educating C-Suite with language they understand. Measure what matters than measure everything! #measurepr
- 4:21 pm **Sheldrake:** RT @CubanaLAF: Q1: Barcelona Principles are a step in the right direction. #measurepr Most definitely. <http://bit.ly/dmj5N4>
- 4:21 pm **mdbarber:** Agree: RT @Samjb: @cubanalaf I think the PRSA Code of Ethics is a good start with standards to abide by. #measurepr
- 4:21 pm **williamstim:** RT @shonali: RT @CommAMMO @theelusivfish: Q1: understand what yr measuring, how its measured, why it matters. (good) reputation will follow. #measurepr
- 4:22 pm **KristenaMorse:** Agree! RT @Samjb: @cubanalaf I think the PRSA Code of Ethics is a good start with standards to abide by. #measurepr
- 4:22 pm **CubanaLAF:** @Samjb @mdbraber How do you see it playing into the measurement analytics realm? Is the Code of Ethics too broad? #measurepr
- 4:22 pm **Sheldrake:** @jgombita Good Q. I don't know... I'll find out. #cipr #measurePR
- 4:22 pm **shonali:** I'm curious as to whether IABC, PRSA et al actually enforce their codes of ethics. If they don't, what's the point? #measurepr
- 4:22 pm **KaryD:** Ah ... Tues lunchtime. Time for trying to keep up with #measurepr and #sm73
- 4:22 pm **40deuce:** @Samjb @cubanalaf @sheldrake not all use the PRSA as not all from the US. I'm canadian and look more to the CPRS #measurepr
- 4:23 pm **mdbarber:** @CubanaLAF Don't believe the code is too broad. It's a guideline and helps determine how you practice. #measurepr
- 4:23 pm **theelusivfish:** Q1 @Sheldrake sorry - was speaking of good rep within the industry, but... (cont) #measurepr
- 4:23 pm **CubanaLAF:** Q1: Standards/areas of interest can help define the buckets your goals fall into - then you can pull out specific metrics. #measurepr
- 4:23 pm **CommAMMO:** @shonali the codes lack enforcement mechanisms. If they had them, we'd license PR like Law, CPA #measurepr
- 4:23 pm **CubanaLAF:** @mdbarber Agreed. I was just curious if others saw it that way :) #measurepr
- 4:23 pm **mdbarber:** PRSA code does not have enforcement. Abandoned with last rewrite because of legal/other issues re: enforcement. Code of conduct. #measurepr
- 4:23 pm **theelusivfish:** @Sheldrake ...in terms of mass market, knowing why you have data and how it's used builds trust #measurepr
- 4:24 pm **lindsaysydenham:** @shonali I think a lot of people get away with skewing their ethics. It's just 2 difficult 2 force everyone 2 abide by the rules. #measurepr
- 4:24 pm **shonali:** @CommAMMO Which is essentially the problem with accreditation as well, isn't it? #measurepr
- 4:24 pm **juleszunichPR:** Don't think so or we PRs wld have heard about it by now. @shonali ~> IABC, PRSA et al actually enforce their codes of ethics? #measurepr
- 4:24 pm **mdbarber:** PRSA members all agree to abide by code of conduct/ethics when joining org. Standard for profession. #measurepr

- 4:24 pm **PRAMITASEN:** @CommAMMO But it is good place to start. Enforcement mechanism always varies depending on the pro & the client! #measurepr
- 4:25 pm **shonali:** @mdbarber Agreeing to abide by them and actually doing so are two different things. I'm not knocking anyone, just saying. Re; Q1 #measurepr
- 4:25 pm **CommAMMO:** @shonali Accreditation also lacks the support at highest reaches of business - value not understood #measurepr
- 4:25 pm **lindsaysydenham:** @mdbarber It's certainly a standard, but that doesn't mean ppl follow. #measurepr
- 4:25 pm **shonali:** Q2: How aware do we think our stakeholders are about the monitoring and analytical capabilities at our fingertips? #measurepr
- 4:25 pm **40deuce:** @mdbarber the problem is just because you say you'll abide doesn't mean you will. nothing to hold you to it #measurepr
- 4:25 pm **mdbarber:** Q1 Groups w/in PRSA have looked at licensing sev times over past many years. Not feasible, really. #measurepr
- 4:25 pm **shonali:** Q1's getting hot, but we have to keep to time, so I just sent out Q2. Let the conversation continue! #measurepr
- 4:25 pm **theelusivfish:** it's about using the data we collect to 'listen' vs to 'spy'. Relating vs. being creepy. tho admittedly a fine line sometimes #measurepr
- 4:26 pm **lindsaysydenham:** Agree. RT @shonali @mdbarber Agreeing to abide by them and actually doing so are two different things. #measurepr
- 4:26 pm **CommAMMO:** RT @shonali: Q2: How aware do we think our stakeholders are about the monitoring and analytical capabilities at our fingertips? #measurepr
- 4:26 pm **mdbarber:** @CommAMMO Kind of like PR not being understand too. :-) #measurepr
- 4:26 pm **CubanaLAF:** Q2: As aware as their self-education and education provided by internal/agencies lets them. #measurepr
- 4:26 pm **williamstim:** Q1: Also too much data can mask the need to discover why conversations are happening and understand social media #measurepr
- 4:26 pm **shonali:** Q2 again: How aware do we think our stakeholders are about the monitoring and analytical capabilities at our fingertips? #measurepr
- 4:26 pm **vedo:** RT @mdbarber: #PRSA members all agree to abide by code of conduct/ethics when joining org. Standard for profession. #measurepr
- 4:26 pm **PRAMITASEN:** RT @shonali: Q2: How aware do we think our stakeholders are about the monitoring and analytical capabilities at our fingertips? #measurepr
- 4:26 pm **mdbarber:** I think the vast majority do though. #measurepr
- 4:26 pm **mdbarber:** @40deuce Do you have a solution though? #measurepr
- 4:26 pm **Sheldrake:** RT @shonali: Q2: How aware do we think our stakeholders are about the monitoring and analytical capabilities at our fingertips? #measurepr
- 4:26 pm **clarqui:** agree RT @CommAMMO: @shonali Accreditation also lacks the support at highest reaches of business - value not understood #measurepr
- 4:27 pm **40deuce:** RT @theelusivfish: its about using the data we collect to listen v spy. Relating v. being creepy. tho admittedly a fine line #measurepr
- 4:27 pm **CommAMMO:** @mdbarber lol - yes. Of course, I'm not accredited. Am getting my Masters instead... #measurepr
- 4:27 pm **ambercleveland:** @shonali I think they are not as aware as they need to be and then are unprepared when they hear that info has a price. #measurePR
- 4:27 pm **juleszunichPR:** Not aware, needs to be communicated more broadly & by those responsible. Q2 #measurepr (stakeholder awareness of capabilities)
- 4:27 pm **mdbarber:** @shonali I think that awareness is one of the big issues. So many options out there it's confusing to know which is "right." #measurepr
- 4:27 pm **bcotier:** What to measure and the justification of the cost to measure. Thoughts? #measurepr

- 4:27 pm **Sheldrake:** @shonali They mostly have no clue whatsoever. But the big press expose is on its way. A backlash will come. #measurepr Q2
- 4:27 pm **theelusivfish:** Q2 I think across the board people don't understand how much data is out there and just how much of it is freely accessible #measurepr
- 4:27 pm **KristenaMorse:** Q2 I don't think most are aware of the capabilities at our fingertips. I know I'm still learning something new every day... #measurepr
- 4:27 pm **40deuce:** Q2: depends on how much they educate themselves as well as how well we do at helping to educate them #measurepr
- 4:28 pm **RebeccaDenison:** Q2 I know from experience that the availability of data and metrics is definitely not fully understood by all. #measurepr
- 4:28 pm **shonali:** RT @ambercleland: @shonali I think they aren't as aware as they need to be, are unprepared when they hear that info has a price. #measurepr
- 4:28 pm **mdbarber:** @CommAMMO do both. :) #measurepr
- 4:28 pm **40deuce:** @mdbarber nope. don't think anyone does... yet #measurepr
- 4:28 pm **mdbarber:** Wow! RT @Sheldrake: "More than half of sites examined by the WSJ installed 23 or more third party cookies" <http://bit.ly/drrYtt> #measurepr
- 4:28 pm **IMPACTMKTPR:** RT @ambercleland: @shonali I think they are not as aware as they need to be and then are unprepared when they hear price. #measurePR
- 4:28 pm **kseniocoffman:** @CommAMMO Q2: Not very aware! Where do you go for best practices? @shonali #measurePR
- 4:28 pm **Sheldrake:** Now is the time to get our house in order. Would you like your organisation to be defending, apologising or leading? #measurepr Q2
- 4:28 pm **theelusivfish:** Q2: on the flipside I think people overestimate how easily signal can be found from the noise #measurepr
- 4:28 pm **lindsaysydenham:** Q2: Stakeholders are willing to listen, but in the end it always comes down to the bottom line. #measurepr
- 4:28 pm **bcotier:** I say Confused Q2: How aware do we think our stakeholders are about the monitoring and analytical capabilities at our fingertips? #measurepr
- 4:29 pm **KristenaMorse:** So true! RT @mdbarber I think that awareness is one of the big issues. So many opt. out there its conf. to know which is "right." #measurepr
- 4:29 pm **CommAMMO:** re Q2 I bl've they know about monitoring capabilities, but not analysis (see Measurement Without Crying) <http://bit.ly/cU1LGy> #measurepr
- 4:29 pm **CubanaLAF:** @RebeccaDenison But its why agencies/corporations need analytics depts (or PR folks w/ knowledge) to guide/educate. #measurepr
- 4:29 pm **shonali:** RT @Sheldrake: Now is the time to get our house in order. Would you like your org to be defending, apologising or leading? Q2 #measurepr
- 4:29 pm **InfiniteSM:** Q2: Very much based on who they have around them. #measurepr
- 4:29 pm **PRAMITASEN:** Q2> More than awareness, its about the lack of knowledge for suitable application to specific projects #measurepr
- 4:29 pm **hopwood:** I'm one of them RT @RebeccaDenison: Q2 The availability of data and metrics is definitely not fully understood by all. #measurepr
- 4:29 pm **IMPACTMKTPR:** RT @PRAMITASEN: RT @shonali: Q2: How aware are our stakeholders abt monitoring and analytical capabilities at fingertips? #measurepr
- 4:29 pm **bcotier:** Agree RT @CubanaLAF: Q2: Its up to you as PR (corporate or agency) to research, learn and educate about whats available. #measurepr
- 4:29 pm **RebeccaDenison:** RT @CubanaLAF Q2: Its up to you as PR (corporate or agency) to research, learn and educate about whats available. #measurepr
- 4:29 pm **rmpapag:** Q2 I don't think most are aware. What most want is the output of those tools & our expertise. #measurepr
- 4:29 pm **lindsaysydenham:** RT @Sheldrake: Now is the time to get our house in order. Would you like your org to be defending, apologising or leading? Q2 #measurepr

- 4:29 pm **40deuce:** it's the PR professionals job to make sure their clients/stakeholders are aware of what they measure and why [#measurepr](#)
- 4:30 pm **mdbarber:** Q2 It's incredibly confusing because there is too much out there and it's hard to stay on top of what's good, bad, works, etc. [#measurepr](#)
- 4:30 pm **imamike:** Wow! who knew? [#joke](#) RT [@40deuce](#): 56% of stats are just made up and 67% of people know that ;) [#measurepr](#)
- 4:30 pm **rmpapag:** Q2 How we [#measurepr](#) is important, what we can show is more important.
- 4:30 pm **samraatkakkar:** [@shonali](#) the stake holders only see value in monitoring & analysis as long as it is in sync with a bigger objectives [#measurepr](#)
- 4:30 pm **RebeccaDenison:** [@cubanalaf](#) Absolutely agree! Education is an everyday thing, it just reminds me how little some people know about what we can do! [#measurepr](#)
- 4:30 pm **mdbarber:** RT [@CommAMMO](#): re Q2 they know ab monitoring capabilities, but not analysis (see Measurement wo Crying) <http://bit.ly/cU1LGY> [#measurepr](#)
- 4:30 pm **CommAMMO:** RT [@PRAMITASEN](#): Q2> More than awareness, its about the lack of knowledge for suitable application to specific projects [#measurepr](#)
- 4:31 pm **40deuce:** RT [@samraatkakkar](#): the stake holders only see value in monitoring & analysis as long as it is in sync with a bigger objectives [#measurepr](#)
- 4:31 pm **clarqui:** agree RT [@40deuce](#): it's the PR professionals job to make sure their clients/stakeholders are aware of what they measure and why [#measurepr](#)
- 4:31 pm **theelusivfish:** in Canada we have to remember that collection of identifiable data must have specific purpose ... read your privacy laws folks [#measurepr](#)
- 4:31 pm **Sheldrake:** Acid test. How many on this [#measurepr](#) chat tell stakeholders how to opt-out of tracking? Do you point them to TACO? <http://bit.ly/9I59on>
- 4:31 pm **CubanaLAF:** [@RebeccaDenison](#) Bingo. But it's also why people with knowledge such as you and [@chuckhemann](#) are needed. [#measurepr](#)
- 4:31 pm **shonali:** Good question, [@sheldrake](#) your thoughts? RT [@kseniacoffman](#): Q2: Where do you go for best practices? [#measurepr](#)
- 4:31 pm **CommAMMO:** If there's interest. Often, none. RT [@CubanaLAF](#) Q2: Its up to you as PR to research, learn and educate about whats available. [#measurepr](#)
- 4:31 pm **RebeccaDenison:** Q2 Often they're just unaware of how available data applies to them or could be used to their advantage. [#measurepr](#)
- 4:32 pm **williamstim:** Q2: When PRs volunteer credible measurement aligned to business objectives stakeholders like it! [#measurepr](#)
- 4:32 pm **AerialEllis:** RT [@shonali](#): Q2: How aware do we think our stakeholders are about the monitoring and analytical capabilities at our fingertips? [#measurepr](#)
- 4:32 pm **Brittanij:** RT [@imamike](#): Wow! who knew? [#joke](#) RT [@40deuce](#): 56% of stats are just made up and 67% of people know that ;) [#measurepr](#)
- 4:32 pm **Samjb:** [@cubanalaf](#) it plays into accuracy, honesty and full disclosure of representation for one thing. [#measurepr](#)
- 4:32 pm **40deuce:** [@Sheldrake](#) that's actually the first time I've seen that add-on. is it available for chrome as well? [#measurepr](#)
- 4:32 pm **shonali:** RT [@Sheldrake](#): How many on this chat tell stakeholders how to opt-out of tracking, point 'em to TACO? <http://bit.ly/9I59on> [#measurepr](#)
- 4:32 pm **KristenaMorse:** [@kseniacoffman](#) Was just thinking the same thing re: best practices.... glad someone else had the same question! [#measurepr](#)
- 4:33 pm **CommAMMO:** Had no idea. I'm PR not ads. RT [@Sheldrake](#): Acid test. How many tell stakeholders how 2 opt-out of tracking? <http://bit.ly/9I59on> [#measurepr](#)
- 4:33 pm **Sheldrake:** RT [@mdbarber](#): RT [@CommAMMO](#): re Q2 they know ab monitoring capabilities, but not analysis (see Measurement wo Crying) <http://bit.ly/cU1LGY> [#measurepr](#)
- 4:33 pm **tamera:** RT [@theelusivfish](#): in Canada we have to remember that collection of identifiable data must have specific purpose ... read your privacy laws folks [#measurepr](#)

- 4:33 pm **CommAMMO:** RT @williamstim: Q2: When PRs volunteer credible measurement aligned to business objectives stakeholders like it! #measurepr
- 4:33 pm **vedo:** Q2 stakeholder awareness of monitoring capabilities is noted based on their level of surprise when we respond to them #measurePR
- 4:33 pm **IMPACTMKTPR:** Q2: Where do you go for best practices? #measurepr
- 4:33 pm **mdbarber:** Business case for PR has been big project for PRSA. Great information there: <http://www.prsa.org> -- Business case in left nav bar #measurepr
- 4:34 pm **Dan_L:** LOL RT @Brittanij: RT @imamike: Wow! who knew? #joke RT @40deuce: 56% of stats are just made up and 67% of people know that ;) #measurepr
- 4:34 pm **40deuce:** true RT @vedo: Q2 awareness of monitoring capabilities is noted based on their level of surprise when we respond to them #measurepr
- 4:34 pm **Sheldrake:** RT @kseniacoffman: Q2: Where do you go for best practices? <-- Ask your mum, siblings, neighbours what's acceptable to them!? #measurepr
- 4:34 pm **CommAMMO:** Europe, 2. RT @theelusivfish: in Canada... remember that collect of identifiable data must hv specif purpose. privacy laws folks #measurepr
- 4:34 pm **Samjb:** @40deuce IABC code is very similar to PRSA and used in Canada #measurepr
- 4:34 pm **IMPACTMKTPR:** RT @CommAMMO: RT @williamstim: Q2: When PRs volunteer credible measurement aligned to business objectives stakeholders like it! #measurepr
- 4:35 pm **CommAMMO:** RT @mdbarber: Business case for PR has been big project for PRSA. Great information there: <http://www.prsa.org> -- #measurepr
- 4:35 pm **rmpapag:** Q2 It is our job responsibility to educate, but not to inundate. I help #measurepr for co's. I to stay on top of avail. tools & capabilities.
- 4:35 pm **Sheldrake:** @40deuce Not to my knowledge. I don't use Chrome... unlike Firefox, it feeds back EVERYTHING you do to Google #measurepr
- 4:35 pm **40deuce:** RT @CommAMMO: RT @williamstim: Q2: When PRs volunteer credible measurement aligned to business objectives stakeholders like it! #measurepr
- 4:35 pm **jgombita:** @Sheldrake sent out a query to some folks I know involved with @Global_Alliance re: national PR assoc's who have codes with teeth #measurepr
- 4:35 pm **Sheldrake:** @40deuce Saying that, I have an #android phone!! #measurepr
- 4:35 pm **ChrisDrinkut:** Providing solid metrics, kpis, etc to clients, along w/ proper ed is pr's work - reporting needs continued fine tuning #Measurepr @shonali
- 4:36 pm **theelusivfish:** alright folks ... jumping off early. Need to grab a bite before I dive back into client work. Thanks for another good #measurepr
- 4:36 pm **SocialMktg_AM:** The measurement of PR depends on the companies business model. And how your management team perceives the value of PR #measurepr
- 4:36 pm **IMPACTMKTPR:** RT @mdbarber: Business case for PR has been big project for PRSA. Great info prsa.org. #measurepr <http://bit.ly/b0tlGP>
- 4:36 pm **PRAMITASEN:** @Samjb What does IABC stand for....I apologize for my ignorance.... #measurepr
- 4:36 pm **vedo:** RT @mdbarber: Business case for PR has been big project for PRSA. Great info: <http://www.prsa.org> - Business case in left nav bar #measurepr
- 4:36 pm **fortworthPRSA:** RT @mdbarber: Business case for PR has been big project for PRSA. Great info: <http://www.prsa.org> - Business case in left nav bar #measurepr
- 4:36 pm **40deuce:** @Samjb yes IABC is, but not PRSA. perhaps we should look more at IABC since it's international instead of US based #measurepr
- 4:36 pm **bcotier:** Or you can let people know about: Chrome's built-in privacy controls to effectively opt out of the DoubleClick cookie permanently #measurepr
- 4:36 pm **KristenaMorse:** Thanks for sharing! RT @mdbarber: Business case for PR has been big project for PRSA. Great info: <http://www.prsa.org> #measurepr
- 4:36 pm **CommAMMO:** Good resources too at InstituteforPR - Measurement Commission (I'm a member). See also Essential Knowledge Project #measurepr

- 4:36 pm **juleszunichPR:** @CommAMMO: Like the idea of Business Case for PR but is it working / being communicated out? c. @mdbarber - #measurepr
- 4:37 pm **KristenaMorse:** @rmpapag what are some of your favorite tools to use re: Q2? #measurepr
- 4:37 pm **shonali:** @theelusivfish Thanks for joining in, hope to see you next time (with @donbart). #measurepr
- 4:37 pm **alanchumley:** joining #measurepr late. Hi all. measurement mercenary Alan Chumley here. Sen MGMT @CARMA_Tweets.
- 4:38 pm **shonali:** @karmacakedotca I'm sorry, is what online? #measurepr
- 4:38 pm **40deuce:** @Sheldrake ha! I just made the switch because FF crashed too much. Chrome sandboxes tabs, so they don't affect each other #measurepr
- 4:38 pm **PRAMITASEN:** RT @CommAMMO: Good resources too at InstituteforPR - Measurement Commission (Im a member). See also Essential Knowledge Project #measurepr
- 4:38 pm **CommAMMO:** Yes. RT @SocialMktg_AM: PRmeasurement deps on the companies business model. &how UR management team perceives the value of PR #measurepr
- 4:38 pm **shonali:** @alanchumley Nice to see you! #measurepr
- 4:38 pm **mdbarber:** @juleszunichPR @CommAMMO There has been comm about it but it's also new. Check it out & push it where you see it needs to be. #measurepr
- 4:38 pm **MarchellGillis:** RT @KristenaMorse: @rmpapag what are some of your favorite tools to use re: Q2? #measurepr
- 4:39 pm **CommAMMO:** @juleszunichPR Always tough to communicate works in progress. The BizCase is ongoing, nearly a year now. #measurepr
- 4:39 pm **shonali:** Q3: Would something like Mozilla's Privacy Icon project help us & our stakeholders be clear about what's acceptable behavior? #measurepr
- 4:39 pm **rmpapag:** Vocus, Cision, Factiva, Radian6, Lexis, VMS, & my gray matter @KristenaMorse: @rmpapag what are your favorite tools to use re Q2? #measurepr
- 4:40 pm **alanchumley:** RT @rmpapag: Q2 It is our job responsibility to educate, but not to inundate. I help #measurepr for co's. I to stay on top of avail. tools &capabilities.
- 4:40 pm **bcotier:** More interested in the international RT @40deuce: @Samjb ... IABC since its international instead of US based #measurepr
- 4:40 pm **Sheldrake:** @40deuce tab thingy available in FF since 3.6.4 #measurepr
- 4:40 pm **CubanaLAF:** @rmpapag Rock on. Thanks for mentioning us as a tool to use. #measurepr
- 4:40 pm **Sheldrake:** RT @shonali: Q3: Would something like Mozilla's Privacy Icon project help us & our stakeholders be clear about what's acceptable behavior? #measurepr
- 4:40 pm **mdbarber:** RT @rmpapag: Q2 It is our job responsibility to educate, but not to inundate. I help #measurepr for cos. #measurepr
- 4:41 pm **PRAMITASEN:** RT @rmpapag: Vocus, Cision, Factiva, Radian6, Lexis, VMS, & my gray matter @KristenaMorse: favorite tools to use re Q2? #measurepr
- 4:41 pm **40deuce:** RT @shonali: Q3: Would something like Mozillas Privacy Icon project help us & our stakeholders be clear about whats acceptable? #measurepr
- 4:41 pm **KristenaMorse:** @rmpapag Good list -- I've used a few... and will have to check out some of the others. Thanks :) #measurepr
- 4:41 pm **casiestewart:** @40deuce whoa? what is #measurepr!!
- 4:42 pm **40deuce:** @KristenaMorse I use Sysomos (but I'm semi-biased that way) #measurepr
- 4:42 pm **Sheldrake:** #measurepr Q3 Privacy icons are a simple idea to convey to visitors what you're doing / not doing. <http://bit.ly/privacyicons>
- 4:42 pm **bcotier:** RT @rmpapag: Vocus, Cision, Factiva, Radian6, Lexis, VMS, & my gray matter ...what are your favorite tools to use? #measurepr
- 4:42 pm **40deuce:** @casiestewart it's a chat that revolves around metrics and measurement in the world of PR. join in! #measurepr

4:42 pm **CommAMMO:** @KristenaMorse specific tools depend on scale requirements, size of sample, etc. Sometimes a short list of outlets can be manual #measurepr

4:42 pm **shonali:** Re: Q3 - here's the Privacy Icon Project blog: <http://ht.ly/2qPFj> #measurepr

4:42 pm **richardbagnall:** Hi #measurepr - ers - and @sheldrake - very sorry to be joining so late but a big hello to all!

4:43 pm **KristenaMorse:** @40deuce haven't used that one -- I'll check it out! #measurepr

4:43 pm **Sheldrake:** @richardbagnall Hi :-)) We're debating whether we need to be more open in telling visitors to our websites what we're up to #measurepr

4:43 pm **bcotier:** Got to go... time to make dinner. Thanks @shonali #measurepr

4:43 pm **juleszunichPR:** @mdbarber ~ Thanks, I do push it, but have gotten some blank stares from other PRs...needs time I guess @CommAMMO #measurepr

4:44 pm **40deuce:** interesting. I'm not familiar with Mozilla's Privacy Icon stuff, but will read up on it #measurepr

4:44 pm **shonali:** @bcotier Thanks for joining in, hope to see you next time! #measurepr

4:44 pm **40deuce:** @KristenaMorse well I work for them, so feel free to send me any questions #measurepr

4:44 pm **shonali:** @richardbagnall Hiya! #measurepr

4:44 pm **mdbarber:** @juleszunichPR Glad to hear it. As more of us do, we'll make more headway I think. #measurepr

4:45 pm **kathy_moore:** Joining late to the #measurepr conversation now underway. Hi @shonali - sorry I've missed too many times lately! Getting back on track!

4:45 pm **PRAMITASEN:** I am not familiar with the Privacy Icon Project either! Thoughts...please share... #measurepr

4:45 pm **KristenaMorse:** @40deuce will do... thanks! #measurepr

4:45 pm **40deuce:** our site has a privacy statement that tells what we do when you come to our site, but how many people actually read it? #measurepr

4:45 pm **CommAMMO:** @juleszunichPR big issue is interest/fear. One PR exec told me "don't want to lose budget" if measurement finds #fail #measurepr

4:46 pm **richardbagnall:** @Sheldrake In terms of capturing their data? yes - toally agree. Loved your recent post on the subject - you nailed it. #measurepr

4:46 pm **KristenaMorse:** Intrigued by Q3... I'm not very familiar w/the privacy icon project. Something I'll need to read up on... #measurepr

4:46 pm **jgombita:** @Sheldrake "codes with teeth" @global_alliance. Jean Valin: "Germany. Everyone else prefers education rather than enforcement" #measurepr

4:46 pm **IMPACTMKTPR:** RT @SocialMktg_AM: The measurement of PR depends on the companies business model. ...how ur mgt team perceives the value of PR #measurepr

4:46 pm **juleszunichPR:** @mdbarber ~ side: Biz Case for PR is what made me want to come back to PRSA after not caring for a while - it's that important #measurepr

4:46 pm **cidokogiPR:** will probably start lurking around #measurepr chat in the near future. it seems to be a really great and informative chat

4:46 pm **mdbarber:** @40deuce Agree & most people hide their privacy statement too. It's not where customers will actually read it. #measurepr

4:46 pm **rmpapag:** RT @40deuce: our site has a privacy statement,tells what we do when you come to our site, but how many people actually read it? #measurepr

4:46 pm **mdbarber:** True RT @CommAMMO: @juleszunichPR big issue is interest/fear. One PR exec told me "dont want to lose budget" if meas finds #fail #measurepr

4:47 pm **shonali:** @kathy_moore No worries, nice to see you! #measurepr

4:47 pm **jgombita:** @Sheldrake @pirchner says Public Relations Verband Austria's code has teeth. Toni Muzi Falconi: South Africa & Puerto Rico, too #measurepr

- 4:47 pm **mdbarber:** @juleszunichPR Cool. We should talk. Lots going on I think you'd like then. #measurepr
- 4:47 pm **rmpapag:** Q3 @40deuce brings up a good point. I would expect it is read only when there is a lack of trust or familiarity #measurepr
- 4:47 pm **juleszunichPR:** @CommAMMO ~ ooh, that's bad... I can see budget / time / priorities being an issue... doing trumps measuring #measurepr
- 4:47 pm **cidokogiPR:** is there a #measurepr blog?
- 4:47 pm **ambercleland:** RT @SocialMktg_AM: The meas. of PR depends on cos business model. And how your management team perceives the value of PR #measurePR
- 4:47 pm **shonali:** @mdbarber @40deuce Yes, I think that's true (re: Q3/privacy policies). #measurepr
- 4:48 pm **IMPACTMKTPR:** RT @CommAMMO: Good resources too at Institute for PR - Measurement Commission (I'm a member). See also Essential Knowledge Project #measurepr
- 4:48 pm **kathy_moore:** @juleszunichPR that's good info on Biz Case for PR at PRSA, thanks #measurePR
- 4:48 pm **Samjb:** @40deuce PRSA does have members outside US but as a former IABC member I can say both codes are ideologically almost identical. #measurepr
- 4:48 pm **PRAMITASEN:** I work in a company that puts security values as a v. imp. component. So privacy info. is a huge aspect of our website & busn. #measurepr
- 4:48 pm **40deuce:** .@mdbarber that's true, like most sites it's not right in your face when you get to the page #measurepr
- 4:48 pm **juleszunichPR:** @cidokogiPR it is! #measurepr = really great and informative chat
- 4:49 pm **PRAMITASEN:** But, I agree. In a lot of busns., privacy statements are usually hidden #measurepr
- 4:49 pm **shonali:** @cidokogiPR You can catch all the #measurePR related posts on my blog. <http://ht.ly/2qNuO> #measurepr
- 4:49 pm **40deuce:** privacy statements on websites are like product licence agreements, very few actually read them before using the service/product #measurepr
- 4:49 pm **mdbarber:** True but influence: RT @SocialMktg_AM: PR measure depends on cos biz model & how your manage team perceives the value of PR #measurepr
- 4:49 pm **Sheldrake:** What about setting some principles here... the first principles following the Barcelona Principles? #measurepr #measurepr
- 4:49 pm **shonali:** @juleszunichPR Thanks for the props! #measurepr
- 4:49 pm **juleszunichPR:** @mdbarber ~ yes, cool & lets talk. #measurepr
- 4:50 pm **shonali:** RT @Sheldrake: What about setting some principles here... the first principles following the Barcelona Principles? #measurepr
- 4:50 pm **juleszunichPR:** @shonali ~ you're welcome... I am so psyched I could make it finally! #measurepr
- 4:51 pm **CommAMMO:** @cidokogiPR Several: @kdpaine, @shonali, @donbart @chuckhemann... @ambercadabra @cubanlaf... @alanchumley #measurepr
- 4:51 pm **40deuce:** possibly, but only if the world was educated about those icons and actually look 4 them RT @Sheldrake: Would icons work better? #measurepr
- 4:51 pm **Sheldrake:** Howsabout "Be Open And Ask Nicely"? Surely that's a good principle for PR cookie based analytics #measurepr #measurepr
- 4:51 pm **McClennan:** @mdbarber Misses the point. It also gives you a chance to keep for longer and increase budget. #measurepr
- 4:51 pm **PRAMITASEN:** RT @Sheldrake: Howsabout "Be Open And Ask Nicely"? Surely thats a good principle for PR cookie based analytics #measurepr #measurepr
- 4:51 pm **richardbagnall:** RT @sheldrake: How about "Be Open And Ask Nicely"? Surely that's a good principle for PR cookie based analytics #measurepr
- 4:52 pm **CommAMMO:** RT @Sheldrake: Howsabout "Be Open And Ask Nicely"? Surely thats a good principle for PR cookie based analytics #measurepr #measurepr

4:52 pm **shonali**: I think PR pros need education when it comes to creating privacy policies, b/c we lack technical knowhow of how sites work. [#measurepr](#)

4:52 pm **juleszunichPR**: @shonali @Sheldrake: Have made a note to learn more about Barcelona Principles so I can share with others [#measurepr](#)

4:52 pm **mdbarber**: RT @Sheldrake: Howsabout "Be Open And Ask Nicely"? Surely thats a good principle for PR cookie based analytics [#measurepr](#) [#measurepr](#)

4:52 pm **PRAMITASEN**: Alright, I gotta take off. Sorry :(Thanks everyone for a great chat! You are all ROCK STARS!!! [#measurepr](#)

4:53 pm **KristenaMorse**: @shonali I would agree w/you on that one... [#measurepr](#)

4:53 pm **juleszunichPR**: RT @shonali: I think PR pros need education when it comes to creating privacy policies, b/c we lack technical knowhow of how sites work. [#measurepr](#)

4:53 pm **40deuce**: RT @shonali: PR pros need education when it comes to creating privacy policies, b/c we lack tech. knowhow of how sites work. [#measurepr](#)

4:53 pm **mdbarber**: Part of issue is "real" measurement isn't "sexy." Have to convince managers it's important...beyond impacting sales. [#measurepr](#)

4:53 pm **shonali**: @juleszunichPR <http://ht.ly/2qQ62> This may help you get started, I included a lot of links in it. [#measurepr](#)

4:53 pm **CommAMMO**: Have to partner w IT! RT @shonali: PR pros need educ for creating privacy policies, b/c we lack tech knowhow-how sites work. [#measurepr](#)

4:53 pm **Sheldrake**: Yahoo! lets you know what they're doing and a bit about what they know here: <http://bit.ly/aj7yCh> [#measurepr](#)

4:54 pm **mdbarber**: Agree: RT @shonali: I think PR pros need ed on privacy policies, b/c we lack technical knowhow of how sites work. [#measurepr](#)

4:54 pm **shonali**: RT @Sheldrake: Yahoo! lets you know what they're doing and a bit about what they know here: <http://bit.ly/aj7yCh> [#measurepr](#)

4:54 pm **CommAMMO**: RT @mdbarber: Part of issue is "real" measurement isnt "sexy." Have to convince mgrs its import...beyond impacting sales. [#measurepr](#)

4:54 pm **shonali**: @CommAMMO If there's one group that doesn't want to partner with anyone, it's usually IT, LOL. Even more than HR! [#measurepr](#)

4:54 pm **Sheldrake**: RT @shonali: I think PR pros need education when it comes to creating privacy policies, b/c we lack technical knowhow of how sites work. [#measurepr](#)

4:55 pm **KristenaMorse**: Thks! This is helpful. RT @shonali: @juleszunichPR <http://ht.ly/2qQ62> This may help you get started... [#measurepr](#)

4:55 pm **clarqui**: RT @shonali: I think PR pros need education when it comes to creating privacy policies, b/c we lack technical knowhow of how sites work. [#measurepr](#)

4:55 pm **shonali**: [#measurePR](#) challenge: Who's going to try to educate themselves re: privacy for their/client's/org sites & report back? [#measurepr](#)

4:55 pm **juleszunichPR**: Darn! Have to leave [#measurepr](#) to run (literally) to my Board mtg. Will check back & review later. To my [#PR](#) types - highly recommend it.

4:55 pm **clarqui**: RT @mdbarber: Part of issue is "real" measurement isn't "sexy." Have to convince managers it's important...beyond impacting sales. [#measurepr](#)

4:56 pm **CommAMMO**: @shonali Ah, but it's possible! <http://bit.ly/9TOLEX> [#measurepr](#)

4:56 pm **shonali**: @juleszunichPR Thanks for joining! I'll post a transcript, promise. [#measurepr](#)

4:56 pm **Sheldrake**: And here's the [#CIPR](#) on the Barcelona Principles <http://bit.ly/barcprinc> [#measurepr](#) [#measurepr](#)

4:56 pm **shonali**: @CommAMMO Of course it's possible. It's also possible to go to the moon, but most of us can't. :p [#measurepr](#)

4:56 pm **CommAMMO**: too fast on the trigger - <http://bit.ly/9TOLEX> IT and PR can collaborate - similar issues... [#measurepr](#)

4:57 pm **mdbarber**: @juleszunichPR Great chatting. Let's talk later. [#measurepr](#)

4:57 pm **Sheldrake**: <http://bit.ly/barcprinc> rather [#measurepr](#) [#measurepr](#)

4:57 pm **jacquemadden:** Interesting idea! RT @shonali PR pros need education to create privacy policies, b/c we lack technical knowhow of how sites work #measurepr

4:57 pm **mdbarber:** @CommAMMO They can collaborate but will they? :-) #measurepr

4:57 pm **jpgombita:** @juleszunichPR @prconversations colleague @caanz had a different take: "Barcelona 1 ? Evaluation 0?" <http://ow.ly/23DgH> #measurepr

4:58 pm **KristenaMorse:** Collaboration is possible, but IT & PR need to learn to speak a little of each others language to make it happen. Can be tough. #measurepr

4:58 pm **shonali:** Three minutes to go for the official chat! Mark your calendars for the next one, 8/31, 12-1 pm ET, with @donbart as guest. #measurepr

4:59 pm **CommAMMO:** @shonali @mdbarber You must have faith. Building relationships is a fundamental PR skill :-) Takes outreach, patience. #measurepr

4:59 pm **Sheldrake:** "Each day, BlueKai sells 50million pieces of information like this about specific individs' browsing habits" #measurepr <http://bit.ly/drrYtt>

4:59 pm **mdbarber:** Gotta go folks. Thanks for the great chat. Always good information. #measurepr

4:59 pm **teachpr:** @shonali Agree with this but we also have to take initiative & learn from IT...big part of what were transitioning to now. #measurepr

5:00 pm **shonali:** LOL, will no one take the challenge? Who's going to educate themselves re: privacy for their/client's/org sites & report back? #measurepr

5:00 pm **CommAMMO:** @KristenaMorse That's why I went to an IT conference - outreach. also, had worked well w IT at Goodyear. #measurepr

5:00 pm **mdbarber:** & listen. RT @KristenaMorse: Collab poss, but IT & PR need to learn to speak a little of each others lang to make it happen. #measurepr

5:00 pm **shonali:** @CommAMMO That was a very smart thing you did. #measurepr

5:01 pm **shonali:** Okay, folks. The "official" chat is over. Many thanks to @sheldrake for his thoughts and time. Lots to chew over! #measurepr

5:01 pm **Sheldrake:** And on that note, I'd like to thank @shonali for inviting me to pose today's #measurepr questions. I've enjoyed it v much :-) #measurepr

5:01 pm **CommAMMO:** BTW, next Tues., 24 Aug, #icchat on employee engagement w @uber_engagement, Sean Trainor. 2-3P ET Join us! #measurepr

5:01 pm **shonali:** You're welcome to keep chatting/use the hashtag to index tweets. Remember, next chat is 8/31, 12-1 pm ET with @donbart. #measurepr

5:02 pm **CommAMMO:** @shonali You're too kind - but it was v interesting... #measurepr

5:02 pm **KristenaMorse:** @CommAMMO Really good idea. I lucked out - my significant other is in IT. His knowledge has helped me out a LOT... #measurepr

5:02 pm **shonali:** Keep track of the chat, guests, updates and transcripts here: <http://ht.ly/2qNuO> #measurepr

5:02 pm **IMPACTMKTPR:** Any recommended PR pros to speak on PR Measurement at PRSA-Suburban Chicagoland? #measurepr

5:02 pm **CommAMMO:** RT @shonali: Remember, next chat is 8/31, 12-1 pm ET with @donbart. #measurepr

5:02 pm **40deuce:** thanks for the chat today guys! I learned a few new interesting things #measurepr

5:02 pm **shonali:** @Sheldrake Absolutely my (and everyone's) pleasure, I hope we can have you back! #measurepr

5:03 pm **shonali:** @IMPACTMKTPR LOL, em, yea. @commAMMO & me. :p #measurepr

5:03 pm **KristenaMorse:** Thanks all for a great first chat! I'll be back for the next one on 8/31 #measurepr

5:03 pm **shonali:** @IMPACTMKTPR LOL, em, yea. @commAMMO & me. @mdbarber @kdpaine @richardbagnall will vouch for us! :p #measurepr

5:03 pm **CommAMMO:** @Sheldrake Thanks for sitting in the hotseat! #measurepr

5:03 pm **shonali:** @KristenaMorse Thanks for joining! #measurepr

5:03 pm **KristenaMorse:** @JoeTierney Good to know... thanks for the info! #measurepr

- 5:03 pm **CommAMMO:** @IMPACTMKTPR @shonali and I could handle that... #measurepr
- 5:04 pm **40deuce:** I will do some more looking into the Mozilla icons. Thanks for pointing them out to me @sheldrake #measurepr
- 5:04 pm **N_Hickman:** RT @Sheldrake: "Each day, BlueKai sells 50million pieces of information like this about specific individs' #measurepr <http://bit.ly/drrYtt>
- 5:04 pm **clarqui:** thanks guys - really good stuff! #measurepr
- 5:07 pm **CommAMMO:** s'truth RT @teachpr: Agree w/ this but we hv2 take initiative & learn from IT...big part of what were transitioning to now. #measurepr
- 5:07 pm **shonali:** @cidokogiPR Thanks for stopping by and hope to see you at the next chat. :) #measurepr
- 5:07 pm **Sheldrake:** @CommAMMO :-)) Thanks for taking part. I like the link sharing in these chats the most. #measurepr
- 5:07 pm **CommAMMO:** Scary. Sheldrake: "Each day, BlueKai sells 50mm pieces of information abt specific individs browsing habits" <http://bit.ly/drrYtt> #measurepr

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