



Transcript from August 3, 2010 to August 3, 2010

All times are Pacific Time

August 3, 2010

- 11:33 am **CommAMMO**: Two chats today of note: #measurepr is 12 ET w @shonali; #icchat on #internalcomms is 2 ET. Join us!
- 12:07 pm **GetPushing**: Two chats today of note: #measurepr is 12 ET w @shonali; #icchat on #internalcomms is 2 ET. Join us! (via @CommAMMO)
- 1:22 pm **rmpapag**: RT @CommAMMO: Two chats today of note: #measurepr is 12 ET w @shonali; #icchat on #internalcomms is 2 ET. Join us!
- 1:50 pm **shonali**: I'm looking forward to today's #measurepr with @alanchumley. Who's coming? 12-1 pm ET.
- 1:52 pm **BobIPR**: GM Dir of Grassroots Comm and TMG CEO Dan McGinn to present at Summit on Measurement <http://bit.ly/hcRFR> #PR #measurepr
- 1:56 pm **CommAMMO**: RT @BobIPR: GM Dir of Grassroots Comm and TMG CEO Dan McGinn to present at Summit on Measurement <http://bit.ly/hcRFR> #PR #measurepr
- 1:57 pm **rmpapag**: @CommAMMO That is the plan! Don't want to miss out on @alanchumley and #measurepr if I can help it!
- 2:00 pm **CommAMMO**: BTW #PR #Measurement #measurepr -- don't miss the Summit on Measurement- truly transformative exp 4me 5 yr ago. <http://bit.ly/hcRFR>
- 2:02 pm **donbart**: RT @CommAMMO: BTW #PR #Measurement #measurepr -- don't miss the Summit on Measurement- <http://bit.ly/hcRFR>
- 2:06 pm **CommAMMO**: RT @shonali: I'm looking forward to today's #measurepr with @alanchumley. Who's coming? 12-1 pm ET.
- 2:31 pm **susan_w**: Looking forward 2 it 2! RT @shonali: I'm looking forward to today's #measurepr with @alanchumley. Who's coming? 12-1 pm ET.
- 2:52 pm **Geoff_Barbaro**: RT @CommAMMO: Two chats today of note: #measurepr is 12 ET w @shonali; #icchat on #internalcomms is 2 ET. Join us!
- 3:03 pm **Tinu**: RT @shonali: I'm looking forward to today's #measurepr with @alanchumley. Who's coming? 12-1 pm ET.
- 3:05 pm **SuzieLin**: Me! Can't wait! RT @shonali: I'm looking forward to today's #measurepr with @alanchumley. Who's coming? 12-1 pm ET.
- 3:07 pm **shonali**: @Tinu Thank you for sharing #measurepr!
- 3:08 pm **shonali**: @SuzieLin You are a #measurepr stalwart! I love it.
- 3:09 pm **BethHarte**: RT @shonali I'm looking forward to today's #measurepr with @alanchumley. Who's coming? 12-1 pm ET.
- 3:09 pm **SuzieLin**: @shonali Thank you! What can I say, it's a great chat full of great information #measurepr
- 3:10 pm **SerengetiCom**: Looking to understand how to measure PR? Join @shonali and @alanchumley for #measurepr today at 12-1 pm ET. -Beth
- 3:16 pm **williamstim**: RT @shonali: I'm looking forward to today's #measurepr with @alanchumley. Who's coming? 12-1 pm ET (5pm-6pm GMT!)
- 3:23 pm **shonali**: @SerengetiCom @williamstim Thanks for sharing the #measurepr info!
- 3:25 pm **shonali**: @Tinu What's weird is that I saw your RT in my #measurepr search column, but not in my @ column. Hootsuite's funky.

3:38 pm **CommAMMO:** Say, just 20 min to #measurepr w @alanchumley and @shonali. 12 N ET I'll be there.

3:41 pm **shonali:** @CommAMMO I'm so glad you'll be at #measurepr today. :) @alanchumley, you're getting ready, I hope!

3:52 pm **alanchumley:** @shonali Yup. I'm here. Tiny top logged on in a starbucks in the middle of who knows where new jersey. looking 4 forward #measurepr

3:54 pm **DavidGHPhillips:** After Barcelona, the 8th Annual North American Summit on Measurement <http://bit.ly/bmve0a> #measurepr

3:54 pm **shonali:** Six minutes to #measurepr with @alanchumley. He's been located on the tiny top in the middle of New Jersey, so call off the hounds. :)

3:54 pm **Tursita:** Excited to join my first session of #measurepr - let's see what I learn today!

3:55 pm **alanchumley:** RT @DavidGHPhillips: After Barcelona, the 8th Annual North American Summit on Measurement <http://bit.ly/bmve0a> #measurepr

3:56 pm **alanchumley:** #measurepr Starbucks jammed with blue shirts and laptops. fight to the death for power outlets.

4:00 pm **rmpapag:** @alanchumley Just tell everyone you are guesting on #measurepr ...they will understand...and buy you a coffee too!

4:00 pm **donbart:** @alanchumley Greetings my friend. Have fun with it. #measurePR

4:00 pm **shonali:** And... it's time! Welcome to the bi-weekly #measurePR chat, where we discuss all things related to PR measurement.

4:00 pm **swonderlin:** Ready for the #measurePR chat!!

4:01 pm **theelusivfish:** @alanchumley good luck in the duel for power outlets <http://bit.ly/9kXZBa> #measurepr #amoktime

4:01 pm **shonali:** @rmpapag @alanchumley I like that solution, Roxanne. :) #measurepr

4:01 pm **shonali:** Let's give @alanchumley a few minutes to get settled with his tiny top in New Jersey (love that). Who's here? Do introduce! #measurepr

4:02 pm **SuzieLin:** Happy I can participate this week! #measurepr

4:03 pm **CommAMMO:** Hi all - Sean here, #solopr #happyinCLE, IPR MeasCommiss member, #ICChat moderator, PT prof #measurepr

4:03 pm **shonali:** @SuzieLin @theelusivfish @swonderlin @rmpapag @Tursita Welcome! #measurepr

4:03 pm **theelusivfish:** new metric: share of power outlets --> goes to capability to participate and engage in online environments #measurepr

4:03 pm **KaryD:** Checking out #measurePR chat for a bit ... hello.

4:03 pm **AerialEllis:** Peeking in to #measurepr

4:04 pm **shonali:** @CommAMMO Hiya! Nice going with the hashtags, dude. :) #measurepr

4:04 pm **rmpapag:** Independent business research and #measurepr professional in MD. Love this chat and think any newbies will too!

4:04 pm **CubanaLAF:** Hi everyone! I'm Lauren - Community Manager @Radian6. It's hot as blazes outside, 106 as the high! #measurePR

4:05 pm **alanchumley:** Hi everyone and thanks for joining. Thanks @shonali for the opportunity. #measurepr

4:05 pm **shonali:** @ksparkles @cubanaLAF @AerialEllis @KaryD Welcome! #measurepr

4:06 pm **shonali:** As for me, I'm a #solopr pro based in DC (have MacBook, will travel!), and measurement fanatic, hence this chat. #measurepr

4:06 pm **swonderlin:** Morning everyone! I'm Stephanie - Dir. of Social Media @dstreetinc. Hope everyone is having a great day so far! #measurePR

4:06 pm **SuzieLin:** Hi all, Sorry, have a couple of things to do so I'll be in & out for the start #measurepr

4:06 pm **deannaboss:** well since I had this hour blocked out anyway I will follow along on #measurepr

4:07 pm **shonali:** @CJF_Fontenot Are you joining the chat too? We'd love to have you. #measurepr

4:07 pm **CommAMMO:** @shonali #thankyou #new #habit's #hard #to #break #measurepr

4:07 pm **susan_w:** Checking in frm Herndon VA , PR and communications professional . Looking forward 2 #measurePR chat

4:07 pm **Tursita:** Hey everybody. I'm a senior PR associate at Kelliher Samets Volk in #BTV #VT #measurepr

4:07 pm **ksparkles:** @shonali Thanks! Love the "catching water with a fork" metaphor #measurePR

4:07 pm **JillLouise11:** Joining in on #measurepr for a few minutes!

4:07 pm **shonali:** Before we get started: remember to tag your tweets with #measurepr, and reference the question numbers to help keep it straight.

4:07 pm **jenzings:** Morning all! Jen Zingsheim with CustomScoop, here to listen & learn. #measurepr

4:07 pm **alanchumley:** Intro: Senior mgmt w/ CARMA Global Media Analysts. Measurement fast follower and cheerleader. #measurepr

4:07 pm **shonali:** @deannaboss Great, welcome! #measurepr

4:08 pm **theelusivfish:** Hi all... I'm Dir, Insights and Measurement at Edelman Digital here in Toronto #measurePR <http://disclz.me/RobClark>

4:08 pm **wvpmc:** interesting RT @theelusivfish new metric: share of power outlets --> capability to participate + engage in online envrmnts #measurepr

4:08 pm **shonali:** @CommAMMO LOL, be careful, you might get picked up in streams you'd rather not be! #measurepr

4:08 pm **CJF_Fontenot:** RT @shonali: @CJF_Fontenot Are you joining the chat too? We'd love to have you. #measurepr

4:08 pm **MarchellGillis:** Checking out #measurepr today!

4:08 pm **shonali:** @jenzings @JillLouise11 @susan_w Hiya! #measurepr

4:08 pm **NCzar:** RT @ksparkles: Going to watch #measurePR chat for a couple mins

4:08 pm **CommAMMO:** RT @shonali: Before we get started: remember: tag tweets with #measurepr, &reference question numbers to help keep it straight. #measurepr

4:08 pm **alanchumley:** @theelusivfish Intro: Senior mgmt w/ CARMA Global Media Analysts. Measurement fast follower and cheerleader. #measurepr

4:09 pm **willy26:** How do? I am a communications and HR measurement guy from Vancouver. Look forward to the chat #measurePR

4:10 pm **shonali:** Q1: Are you feeling more/less pressure from senior management to be accountable & measure? Why? #measurepr

4:10 pm **shonali:** @willy26 @NCzar @MarchellGillis Welcome! #measurepr

4:11 pm **shonali:** @CJF_Fontenot Well, it's about measuring PR (and we count SM in that as well). So it's up to you. #measurePR

4:11 pm **CJF_Fontenot:** #measurepr OK, I'm in!

4:11 pm **Tursita:** RT @CommAMMO: RT @shonali: Q1: Are you feeling more/less pressure from senior management to be accountable & measure? Why? #measurepr

4:12 pm **AerialEllis:** Q1: More pressure to measure in order to show ROI in connection to sales - which is not the intent mostly in PR #measurePR

4:12 pm **shonali:** @CJF_Fontenot Cool, I think you're the first electrical engineer to join our chat. Hat tip! #measurepr

4:12 pm **TheLTexpress:** good morning all I'm Laura, Comms Specialist/ Consultant Toronto #measurepr

4:12 pm **SuzieLin:** Q1 Yes when the client is putting pressure on Sr. Mgmt I see it trickle down the team. Esp w/SM results #measurepr

4:13 pm **shonali:** @TheLTexpress Hi there! #measurepr

4:13 pm **Tursita:** Q1 There is def the need & desire to quantify #PR & #socialmedia to determine ROI #measurepr

- 4:13 pm **CommAMMO:** RT @SuzieLin: Q1 Yes when the client is putting pressure on Sr. Mgmt I see it trickle down the team. Esp w/SM results #measurepr
- 4:13 pm **CommAMMO:** RT @AerialEllis: Q1: More pressure to measure in order to show ROI in connection to sales - which is not the intent mostly in PR #measurepr
- 4:13 pm **shonali:** Re: Q1, honestly, it's a mixed bag. The folks you wouldn't expect to be interested in measurement, are, and vice versa. #measurepr
- 4:13 pm **CommAMMO:** RT @Tursita: Q1 There is def the need & desire to quantify #PR & #socialmedia to determine ROI #measurepr
- 4:13 pm **CJF_Fontenot:** #measurepr Thanks :)
- 4:14 pm **Tursita:** Q1 But it looks like ad equivalencies are fading out as we also look at ROO (return on objective) & engagement #measurePR
- 4:14 pm **MarchellGillis:** RT @Tursita: Q1 There is def the need & desire to quantify #PR & #socialmedia to determine ROI #measurepr
- 4:14 pm **shonali:** Hm, are quantifying and measuring the same? RT @Tursita: Q1 There is def the need & desire to quantify PR & SM to determine ROI. #measurepr
- 4:15 pm **theelusivfish:** Q1: I think any time we're entering/hip-deep in/exiting a recessionary period, the pressure of accountability rises. #measurepr
- 4:15 pm **Tursita:** @AerialEllis I hear you. We try to connect web traffic numbers with our PR hits to show increase in awareness #measurepr
- 4:15 pm **swonderlin:** RT @Tursita: Q1 There is def the need & desire to quantify #PR & #socialmedia to determine ROI #measurepr
- 4:15 pm **SuzieLin:** Q1 The pressure is always there to provide ROI & that's why it's essential to lay out measurable objectives #measurepr
- 4:15 pm **CubanaLAF:** Q1: C-Suite relates better to hard numbers than to qualitative data (traditional PR). #measurePR
- 4:15 pm **donbart:** Q1: Def more pressure to measure social media. Everyone wants to talk ROI - even though they should want to talk Impact #measurepr
- 4:15 pm **rmpapag:** Q1: Same group interested, seeing more requests and interest in outcomes and meeting objectives #measurepr
- 4:16 pm **CubanaLAF:** @SuzieLin Amen.... and that strategy/tactics/efforts mesh always with said measurable objectives. #measurePR
- 4:16 pm **CommAMMO:** RT @CubanaLAF: Q1: C-Suite relates better to hard numbers than to qualitative data (traditional PR). #measurepr
- 4:16 pm **alanchumley:** Q1: #measurepr there's more pressure now to focus on outcomes (yay!) than ever before given the economy/more w/ less/optimization
- 4:16 pm **TheLTexpress:** @shonali yes it would seem one is a projection while the other is tangible results Q1 @shonali response, hi ;-) #measurepr
- 4:16 pm **CARMA_Tweets:** RT @SuzieLin: Q1 The pressure is always there to provide ROI & that's why it's essential to lay out measurable objectives #measurepr
- 4:16 pm **shonali:** Amen. RT @donbart: Q1: Def more pressure to measure SM. Everyone wants to talk ROI, though they should want to talk Impact #measurepr
- 4:16 pm **Tursita:** @CommAMMO Right now, we are looking at both depending on campaign and client objectives. #measurepr
- 4:16 pm **CommAMMO:** RT @donbart: Q1: Def more pressure 2 measure social media. Everyone wants 2 talk ROI - even though should want to talk Impact #measurepr
- 4:16 pm **Tursita:** RT @CubanaLAF: Q1: C-Suite relates better to hard numbers than to qualitative data (traditional PR). #measurePR
- 4:17 pm **swonderlin:** RT @donbart: Q1: Def more pressure to measure SM. Everyone wants to talk ROI, though they should want to talk Impact #measurepr
- 4:17 pm **CJF_Fontenot:** Measurable objectives are great as long as they are relevant to the end goal. #measurepr

4:17 pm **deannaboss:** RT @CubanaLAF: Q1: C-Suite relates better to hard numbers than to qualitative data (traditional PR). #measurePR

4:17 pm **shonali:** Can you tell he's an engineer? :) RT @CJF_Fontenot: Measurable objectives are great as long as they are relevant to the end goal. #measurepr

4:17 pm **Tursita:** RT @CJF_Fontenot: Measurable objectives are great as long as they are relevant to the end goal. #measurepr

4:18 pm **richardbagnall:** Hi all on measurepr - Richard, MD of Metrica here. Sorry to arrive late. #measurepr

4:18 pm **CommAMMO:** @Tursita am still seeing resistance to paying for measurement - desire is for hard revenue impact, but no appetite for mkt mix #measurepr

4:18 pm **MarchellGillis:** Agreed PRT @CJF_Fontenot: Measurable objectives are great as long as they are relevant to the end goal. #measurepr

4:18 pm **shonali:** @richardbagnall Hey! We've missed you recently, so glad to see you! #measurepr

4:18 pm **CommAMMO:** RT @alanchumley: Q1 fear that increased pressure to measure & measurable objectives aren't keeping pace. We need more meas object #measurepr

4:18 pm **alanchumley:** @cubanalaf Agreed. We must use meas to establish credibility with the c-suite and do so in their language. Q1 #measurepr

4:18 pm **AllieD678:** RT @swonderlin: RT @donbart: Q1: Def more pressure to measure SM. Everyone wants to talk ROI, though they should want to talk Impact #measurepr

4:19 pm **shonali:** Re: Q1, I still find a lot of people focusing on eyeballs, and it's an educational process to move them to outcomes. #measurepr

4:19 pm **shelisrael:** RT @shonali: Amen. RT @donbart: Q1: Def more pressure to measure SM. Everyone wants to talk ROI, though they should want to talk Impact #measurepr

4:19 pm **SuzieLin:** Yep! RT @MarchellGillis: Agreed PRT @CJF_Fontenot: Measurable objectives are great as long as they are relevant to the end goal. #measurepr

4:19 pm **CommAMMO:** @richardbagnall Hi Richard! #measurepr

4:19 pm **shonali:** Also, re: Q1, there are so many snake oil salesmen pushing bogus metrics that are "pretty," it's easy to get misled. #measurepr

4:19 pm **susan_w:** Soo tru RT @shonali: Re: Q1 I still find a lot of ppl focusing on eyeballs, & it's an educational process 2 move them 2 outcomes. #measurepr

4:19 pm **CubanaLAF:** @KaryD I think a mesh of the two is always going to be the best bet - but it all comes down to what the specific brand needs. #measurePR

4:19 pm **richardbagnall:** RT @donbart: Def more pressure to measure social media. Everyone wants to talk ROI - should want to talk Impact. Agreed Don! #measurepr

4:19 pm **shonali:** @shelisrael Whoa, this is a first - I don't know if you're staying, but it's delightful to see you here! #measurepr

4:20 pm **CJF_Fontenot:** RT @swonderlin: RT @donbart: Q1: Def more pressure to measure SM. Everyone wants to talk ROI, though they should want to talk Impact #measurepr

4:20 pm **rmpapag:** Some don't understand Market Mix so education is key RT @CommAMMO still seeing resistance to paying for measurement...mkt mix #measurepr

4:20 pm **Tursita:** @alanchumley @cubanaleaf Which numbers, what meas do you suggest sharing with C-suite? #measurepr

4:20 pm **KaryD:** @AllieD678 @swonderlin @donbart If "Impact" is your return, then you still have ROI. Need to define the metrics based on goals. #measurepr

4:20 pm **shonali:** RT @alanchumley: @cubanalaf Agreed. We must use meas to establish credibility with the c-suite and do so in their language. Q1 #measurepr

4:20 pm **tressalynne:** RT @CubanaLAF: Q1: C-Suite relates better to hard numbers than to qualitative data (traditional PR). #measurePR

4:20 pm **alanchumley:** #measurepr so increasing pressure of measure but resistance to pay for it...why?

4:20 pm **richardbagnall:** RT @shonali: Re: Q1, I still find a lot of people focusing on eyeballs, and it's an educational process to move them to outcomes #measurepr

- 4:20 pm **theelusivfish:** agree RT@shonali so many snake oil salesmen pushing bogus metrics that are "pretty," it's easy to get misled. #measurepr
- 4:21 pm **richardbagnall:** RT @shonali: Also, re: Q1, there are so many snake oil salesmen pushing bogus metrics that are "pretty," it's easy to get misled. #measurepr
- 4:21 pm **shonali:** @shelisrael I agree re: the financial officers bit. That's why I think setting measurable objectives are so important. #measurepr
- 4:21 pm **KaryD:** @cubanalaf It's a customized recipe for all clients, yes. Everything can be measured. #measurePR
- 4:21 pm **AerialEllis:** Thats very true. RT @cubanalaf Q1: C-Suite relates better to hard numbers than to qualitative data (traditional PR). #measurePR
- 4:21 pm **SocialMediaRyan:** RT @shonali: Also, re: Q1, there are so many snake oil salesmen pushing bogus metrics that are "pretty," it's easy to get misled. #measurepr
- 4:21 pm **wvpmc:** with more PR placements online, temptation is to measure clicks - but traditional PR outcomes are tied to mindset changes #measurepr
- 4:22 pm **shonali:** I agree, it depends on HOW you're going to measure it and WHAT you're looking for. RT @KaryD: Everything can be measured. #measurepr
- 4:22 pm **richardbagnall:** @CommAMMO Hey Sean. :) Greetings! #measurepr
- 4:22 pm **theelusivfish:** Shiny object syndrome is not limited to SM ...folks are easily woo'd by flashy dashboard and overwhelming data spews #measurepr
- 4:22 pm **shonali:** We could go on for a while with Q1, but I'll throw Q2 out. :) Coming up... #measurepr
- 4:22 pm **alanchumley:** #measurepr c-suite has got to be involved in and sign off on measureable objectives so the metrics and results aren't a surprise
- 4:22 pm **CommAMMO:** RT @wvpmc: w/ more PR placements online, temptation is 2 measure clicks - but traditional PR outcomes are tied to mindset changes #measurepr
- 4:22 pm **susan_w:** agree sum think it shld B cost of doing biz on the consultant's part RT @CommAMMO still seeing resistance 2 paying 4 measurement. #measurepr
- 4:23 pm **Tursita:** @wvpmc How do you measure mindset/behavior change? #measurepr Would love your insights.
- 4:23 pm **shonali:** Q2: Data needs are often short-term, investment in measurement is often long term. How do you balance these? #measurepr
- 4:23 pm **willy26:** The objectives should reflect a change in behaviour and/or attitudes as it relates to the goal. #measurepr
- 4:23 pm **susan_w:** RT @alanchumley: #measurepr c-suite has got 2 B involved in & sign off on measureable objectives so the metrics & results arnt a surprise
- 4:23 pm **CoachCMJ:** #measurepr is a great chat happening right now - exactly what it sounds like! #careergoals
- 4:23 pm **shonali:** Yes! RT @shelisrael: @shonali All things in business need to be measured. Follower, ROI are obvious, often erroneous, targets. #measurepr
- 4:23 pm **CJF_Fontenot:** shonali, the key is not to let the snake oil salesmen stray away from the important aspects, and keep them in focus... #measurepr
- 4:23 pm **AerialEllis:** @wvpmc Mindset changes that result in desired actions #measurePR
- 4:23 pm **AerialEllis:** RT @alanchumley: #measurepr c-suite has got to be involved in and sign off on measureable objectives so the metrics and results aren't a surprise
- 4:24 pm **indraneelm:** @shonali An interesting study, wish to learn more #measurepr
- 4:24 pm **alanchumley:** Q2: #measurepr deliver both...some top line data quickly and repeatedly...the deep actionable more strategic stuff less frequently
- 4:24 pm **Tursita:** RT @susan_w: RT @alanchumley: #measurepr c-suite has got 2 B involved in & sign off on measureable objectives so the metrics & results arnt a surprise
- 4:24 pm **susan_w:** me too! RT @Tursita: @wvpmc How do you measure mindset/behavior change? #measurepr Would love your insights.

- 4:24 pm **CommAMMO:** TruDat. RT @theelusivfish: Shiny object syndrome not limited 2SM. folks easily wooed by flashy dashboard & ovrwhlmng data spews #measurepr
- 4:24 pm **shonali:** @CJF_Fontenot The problem is that the SNS' often get kudos from SM "gurus," and that impresses managers who are new to the field. #measurepr
- 4:25 pm **shonali:** @SocialMediaRyan Interesting, SEO's still very new to a lot of PR pros. #measurepr
- 4:25 pm **lucyfunf:** agree RT@shonali so many snake oil salesmen pushing bogus metrics that are "pretty," it's easy to get misled. #measurepr
- 4:25 pm **rosaliemo:** procrastinating packing some more by hopping on #measurepr for a bit!
- 4:25 pm **CommAMMO:** @susan_w Possible to add it in, but then the rates would need to go up. Research value is talking pt... #measurepr
- 4:26 pm **shonali:** RT @alanchumley: Q2: deliver both, some top line data quickly & repeatedly, deeper actionable more strategic stuff less frequently #measurepr
- 4:26 pm **alanchumley:** Q2: measure done right takes time. the first reasonable answer is rarely the right one. be ware of new shiny objects! #measurepr
- 4:26 pm **CommAMMO:** RT @willy26: The objectives should reflect a change in behaviour and/or attitudes as it relates to the goal. #measurepr
- 4:26 pm **wvpmc:** @AerialEllis absolutely - but the mindset changes themselves were pre/post measurable #measurepr
- 4:26 pm **richardbagnall:** Shiny dashboards have a place. Whats needed is consultancy, expertise and advice. Answer the so what factor! #measurepr
- 4:27 pm **CommAMMO:** RT @shonali: Q2: Data needs are often short-term, investment in measurement is often long term. How do you balance these? #measurepr
- 4:27 pm **shonali:** RT @alanchumley: Q2: msmt done right takes time. The 1st reasonable answer is rarely the right one. beware of new shiny objects! #measurepr
- 4:27 pm **lucyfunf:** RT @richardbagnall: Shiny dashboards have a place. Whats needed is consultancy, expertise and advice. Answer the so what factor! #measurepr
- 4:27 pm **Tursita:** @shonali @socialmediaryan There is a need for #PR pros to get smart on #s, SEO, tech stuff...without losing r minds & creativity! #measurepr
- 4:27 pm **SuzieLin:** So true RT @lucyfunf: agree RT@shonali so many snake oil salesmen pushing bogus metrics that are "pretty" its easy to get misled. #measurepr
- 4:27 pm **alanchumley:** Q2: note that research is measurement and meas is research. About managing the art with science. not just how well we did. #measurepr
- 4:27 pm **shonali:** RT @CommAMMO: RT @willy26: The objectives should reflect a change in behaviour and/or attitudes as it relates to the goal. #measurepr
- 4:27 pm **TheLTexpress:** V true RT @alanchumley: Q2: measure done right takes time. the first reasonable answer is rarely the right one. #measurepr
- 4:27 pm **CJF_Fontenot:** Answer to Q2, Data should be ever evolving. Even metrics should evolve but only as necessary. #measurepr
- 4:27 pm **rmpapag:** RT @richardbagnall: Shiny dashboards have a place. Whats needed is consultancy, expertise & advice. Answer the so what? factor #measurepr
- 4:27 pm **CommAMMO:** RT @alanchumley: Q2: deliver both. some top line data quickly and repeatedly. deeper actionable more strategic stuff less freqly #measurepr
- 4:28 pm **rmpapag:** @richardbagnall So true, but find resistance in budget allocations #measurepr
- 4:28 pm **CJF_Fontenot:** Metric data should never be fudged, always should be truthful - good or bad. Then adjustments made accordingly. #measurepr
- 4:28 pm **AerialEllis:** @wvpmc I think thats where sometimes we (PR) drop ball - making clients define those goals instead of saying "we just need press" #measurePR
- 4:28 pm **CommAMMO:** RT @alanchumley: Q2: note research is meas'ment & meas is research. Abt mnngng art with science. not just how well we did. #measurepr
- 4:29 pm **shonali:** Love it! RT @rosaliemo: procrastinating packing some more by hopping on #measurepr for a bit!

- 4:29 pm **donbart:** Q2: Measurement should be ongoing; reporting is episodic, short-term and repeated. Have it both ways ;) #measurepr
- 4:29 pm **richardbagnall:** It's all about better education for the PR industry. #measurepr is part of that but we need more. much more. @rmpapag
- 4:29 pm **40deuce:** getting to the party late. had some stuff to take of. what are we discussing today? #measurepr
- 4:30 pm **rmpapag:** Comes down to lessons learned @alanchumley: Q2: research is measurement and meas is research. About managing the art with science #measurepr
- 4:30 pm **shonali:** RT @alanchumley: Q2: note that research is msmt and msmt is research. About managing art with science, not just how well we did. #measurepr
- 4:30 pm **alanchumley:** RT @richardbagnall: It's all about better education for the PR industry. #measurepr is part of that but we need more. much more. @rmpapag
- 4:31 pm **willy26:** Q2. Data should inform progress, the strategy is testing your theory of business. If no impacts then adjust theory. #measurepr
- 4:31 pm **CubanaLAF:** @AerialEllis @wvpmc Its easy to struggle if you don't know client direction and what they want to accomplish. Don't tell, ask ?s. #measurePR
- 4:31 pm **CommAMMO:** RT @AerialEllis: @wvpmc sometimes we (PR) drop ball - [should] making clients define those goals instead of "we need press" #measurepr
- 4:31 pm **rmpapag:** Balance! RT @donbart: Q2: Measurement should be ongoing; reporting is episodic, short-term and repeated. Have it both ways ;) #measurepr
- 4:31 pm **shonali:** @Tursita I completely agree. It's not tough to learn enough to be intelligent about it. @leeodden & @toprank are fave resources. #measurepr
- 4:31 pm **alanchumley:** RT @donbart: Q2: Measurement should be ongoing; reporting is episodic, short-term and repeated. Have it both ways ;) #measurepr
- 4:31 pm **40deuce:** by the way, for those that don't know, I'm the community manager for Sysomos #measurepr
- 4:31 pm **AerialEllis:** You're preaching gospel! RT @Tursita: There's a need for #PR pros 2 get smart on #s, SEO, tech w/o losing r minds & creativity #measurePR
- 4:31 pm **shonali:** RT @willy26: Q2. Data should inform progress, the strategy is testing your theory of business. If no impacts then adjust theory. #measurepr
- 4:32 pm **alanchumley:** RT @SuzieLin: Q2 Deliver straight up honest numbers on a consistent level based on the clients need for the data #measurepr
- 4:32 pm **CommAMMO:** RT @donbart: Q2: Measurement should be ongoing; reporting is episodic, short-term and repeated. Have it both ways ;) #measurepr
- 4:32 pm **kdpaine:** @susan_w I just had a great meal in Herndon last week! #measurePR
- 4:32 pm **theelusivfish:** RT @richardbagnall: It's all about better education for the PR industry. #measurepr is part of that but we need more. much more. @rmpapag
- 4:32 pm **shonali:** @richardbagnall Where are you in the US? #measurepr
- 4:32 pm **CommAMMO:** RT @willy26: Q2. Data should inform progress, the strategy is testing your theory of business. If no impacts then adjust theory. #measurepr
- 4:32 pm **KaryD:** Q2-short term data can provide insight that helps to establish what you will measure long term. It's a process. #measurepr
- 4:32 pm **rmpapag:** Q2: Successful #PR teams look for the lessons & apply them. They don't try to shoehorn the outcome into a goa at the last minute #measurepr
- 4:33 pm **shonali:** RT @alanchumley: Q2: Measurement should be ongoing; reporting is episodic, short-term and repeated. Have it both ways ;) #measurepr
- 4:33 pm **CommAMMO:** @40deuce Hey Sheldon - welcome. #measurepr
- 4:33 pm **Tursita:** @shonali Thanks for the reco's re: @leeodden & @toprank #measurepr
- 4:33 pm **alanchumley:** Q2: #measurepr Balancing short term data needs va. long term meas committ: keep them focused on strategy and obkectives not meas tactics
- 4:33 pm **CJF_Fontenot:** shonali, yeah that's the problem.....lol #measurepr

- 4:33 pm **MediaMiser:** RT @donbart: Q2: Measurement should be ongoing; reporting is episodic, short-term and repeated. Have it both ways ;) #measurepr
- 4:33 pm **rmpapag:** Agree RT @richardbagnall: It's all about better education for the PR industry. #measurepr is part of that but we need more. @rmpapag
- 4:33 pm **CommAMMO:** TruDat! RT @Tursita: There is a need for #PR pros to get smart on #s, SEO, tech stuff...without losing r minds & creativity! #measurepr
- 4:34 pm **deannaboss:** Q2: know your tools. so many out there you can do what you want when you need it. #measurepr
- 4:34 pm **40deuce:** @CommAMMO thanks! sorry to show up late, but trying to play some catch up after a long weekend. what's todays topic? #measurepr
- 4:34 pm **shonali:** RT @alanchumley Q2: Balancing short term data needs va. long term meas committ: focus on strategy and objectives not meas tactics #measurepr
- 4:34 pm **CommAMMO:** RT @rmpapag: Q2: Successful #PR teams look for lessons & apply them. dont try 2shoehorn outcome into a goal at the last minute #measurepr
- 4:34 pm **shonali:** RT @deannaboss: Q2: know your tools. so many out there you can do what you want when you need it. #measurepr
- 4:35 pm **TheLTexpress:** @CommAMMO there is also a lot of resistance, I see it both ways... #measurepr
- 4:35 pm **shonali:** @deannaboss I'd add to that, you don't have to use every tool just because it's there. Use the ones that make sense. #measurepr
- 4:35 pm **alanchumley:** RT @CommAMMO: RT @rmpapag: Q2: Successful #PR teams look for lessons & apply them. dont try 2shoehorn outcome into a goal at the last minute #measurepr
- 4:35 pm **AerialEllis:** RT @SuzieLin: Q2 Deliver straight up honest numbers on a consistent level based on the clients need for the data #measurepr
- 4:36 pm **KaryD:** @richardbagnall I always use the line, "so what and who cares?" If you can't answer that, you're doing sthg wrong. #measurepr
- 4:36 pm **shonali:** @richardbagnall NICE. #measurepr
- 4:36 pm **SuzieLin:** RT @alanchumley: Q2:Balancing short term data needs vs long term meas committ:keep focused on strategy & objec not meas tactics #measurepr
- 4:36 pm **CJF_Fontenot:** Agreed, SuzieLin. Honest numbers. #measurepr
- 4:36 pm **rmpapag:** Q2: Shocking or unexpected data often reveals opportunities no one thought were important #measurepr
- 4:36 pm **CommAMMO:** @40deuce Q1 was on trend of clients/cos asking for measurement. #measurepr
- 4:36 pm **alanchumley:** #measurepr think of pr measurement not as a tool or 2 but rather a set of tools in your toolbox.
- 4:36 pm **richardbagnall:** Agree! RT @rmpapag Successful #PR teams look for lessons & apply them. dont try 2shoehorn outcome into a goal at the last minute #measurepr
- 4:37 pm **shonali:** Q3: How do you get senior management to buy in to measurement/pony up a budget for it? #measurepr
- 4:37 pm **CommAMMO:** RT @rmpapag: Q2: Shocking or unexpected data often reveals opportunities no one thought were important #measurepr
- 4:37 pm **alanchumley:** RT @rmpapag: Q2: Shocking or unexpected data often reveals opportunities no one thought were important #measurepr
- 4:37 pm **deannaboss:** @shonali absolutely! know what you need & when to use it. #measurepr
- 4:37 pm **shonali:** RT @alanchumley: Think of pr measurement not as a tool or 2 but rather a set of tools in your toolbox. #measurepr
- 4:37 pm **CommAMMO:** Yes. RT @alanchumley: #measurepr think of pr measurement not as a tool or 2 but rather a set of tools in your toolbox. #measurepr
- 4:37 pm **susan_w:** RT @shonali: Q3: How do you get senior management to buy in to measurement/pony up a budget for it? #measurepr
- 4:37 pm **richardbagnall:** TThink about metrics as part of the planning process - not at the end - that way you will get best campaign strategy #measurepr

- 4:37 pm **CommAMMO:** RT @shonali: Q3: How do you get senior management to buy in to measurement/pony up a budget for it? #measurepr
- 4:37 pm **shonali:** RT @CommAMMO: RT @rmpapag: Q2: Shocking or unexpected data often reveals opportunities no one thought were important. #measurepr
- 4:38 pm **Tursita:** RT @shonali: Q3: How do you get senior management to buy in to measurement/pony up a budget for it? #measurepr
- 4:38 pm **GaryCGriffith:** RT @swonderlin: RT @donbart: Q1: Def more pressure to measure SM. Everyone wants to talk ROI, though they should want to talk Impact #measurepr
- 4:38 pm **AerialEllis:** RT @shonali: Q3: How do you get senior management to buy in to measurement/pony up a budget for it? #measurepr
- 4:38 pm **rmpapag:** Q3: I will (free of charge) create a report demonstrating the value of #measurepr for the organization and explain how it will save \$
- 4:38 pm **shonali:** @WalterAkana I think that's semantics. One has no evidence unless one is tracking it, which means setting measurable objectives. #measurepr
- 4:38 pm **40deuce:** Q2: short term data should be fueling a companies long term overall goals #measurepr
- 4:38 pm **KaryD:** Q3-measurement tells us if what we are doing is working. It's not sthg you choose to do. It's a must. #measurepr
- 4:38 pm **alanchumley:** Q3: #measurepr demo that u waste much ammo when yo don;t know what you are shooting at and if u don't know u've hit it
- 4:39 pm **Tursita:** RT @CubanaLAF: Q3: Show research, specific places target audience is, why it's important, tactics. Break it down, then build. #measurePR
- 4:39 pm **40deuce:** RT @Tursita: RT @shonali: Q3: How do you get senior management to buy in to measurement/pony up a budget for it? #measurepr
- 4:39 pm **CommAMMO:** Q3 - key is to be sure you're talking outcomes - impact on familiar things to C-suite. Does place in MKTG realm, but reputa 2 #measurepr
- 4:39 pm **CommAMMO:** RT @CubanaLAF: Q3: Show research, specific places target audience is, why its important, tactics. Break it down, then build. #measurepr
- 4:39 pm **susan_w:** Q3: Ask: It is really worth doing if your not going to measure it? #measurePR has got to be part of overall marketing plan
- 4:39 pm **alanchumley:** Q3: #measurepr Can't afford it? Can u afford not to? Cost avoidance. Optimizing. Doing more with less. What's working/not?
- 4:39 pm **SuzieLin:** RT @CubanaLAF: Q3: Show research, specific places target audience is, why its important, tactics. Break it down, then build. #measurepr
- 4:39 pm **shonali:** RT @alanchumley: Q3: demo that u waste much ammo when you don't know what you are shooting at and if u don't know u've hit it #measurepr
- 4:40 pm **willy26:** Q3 Measurement should impact the quality and effectiveness of decisions. Protect assests or increase profits! #measurepr
- 4:40 pm **shonali:** RT @susan_w: Q3: Ask: It is really worth doing if your not going to measure it? Msmt's got to be part of overall marketing plan #measurepr
- 4:40 pm **40deuce:** Q3: The best way to convince C-suites that SM measurement is needed is to show them how much they are being discussed #measurepr
- 4:41 pm **SuzieLin:** Q3 Show past results/exper that worked, relevant data & info for the client's relevant audience, media targets & message #measurepr
- 4:41 pm **alhoug:** RT @rmpapag: Q2: Successful #PR teams look for the lessons & apply them. They don't try to shoehorn the outcome into a goa at the last minute #measurepr
- 4:41 pm **CommAMMO:** RT @alanchumley: Q3: Cant afford it? Can u afford not to? Cost avoidance. Doing more with less. Whats working/not? #measurepr
- 4:41 pm **shonali:** Re: Q3, if you're really starting fm scratch, use case studies/examples that make your case; start with small projects/campaigns. #measurepr
- 4:41 pm **alanchumley:** RT @CommAMMO: Good thought. RT @rmpapag: Q3: I will (free) create report demons'g value of #measurepr for org & explain how it will save \$ #measurepr

- 4:42 pm **40deuce:** Q3: of course, by them even acknowledging that they need to be in SM, they should also b considering how 2 measure their presence #measurepr
- 4:42 pm **alanchumley:** RT @SuzieLin: Q3 Show past results/exper that worked, relevant data & info for the client's relevant audience, media targets & message #measurepr
- 4:42 pm **willy26:** Customer expectations of involvement in decision making - measurement is the process of involvement #measurepr
- 4:42 pm **Tursita:** @40deuce Good point. We have a baseline report that shows client where it stands in #socialmedia space vis-a-vis competitors. #measurepr
- 4:42 pm **CubanaLAF:** Q3: Show case studies that feature industry success, limitations, and even competitor success in the space. #measurePR
- 4:42 pm **shonali:** Re: Q3, there's a wealth of info/cases you can use freely available on the WWW. Use 'em. #measurepr
- 4:42 pm **theelusivfish:** #measurepr if it's convincing your senior management, it's about asking if they'd like to KNOW what works or do they want to just guess?
- 4:42 pm **CommAMMO:** Argues for monitoring, at least. RT @40deuce: Q3: when c-suites r'lize ppl r talkg abt them, they c need to see what's said #measurepr
- 4:43 pm **rmpapag:** Anther method I employ :) @shonali: Re: Q3, if you're really starting fm scratch, use case studies/examples that make your case.. #measurepr
- 4:43 pm **CJF_Fontenot:** Ans to Q3. Show mgmt that metrics prvide way of "seeing" their business....and is req'd for knowing how to adjust the business. #measurepr
- 4:43 pm **alanchumley:** Telling that nobody's RTing this one! Q3: agree to tie your bonus to targets like the rest of the world does. #measurepr Embrace the #s!
- 4:44 pm **40deuce:** great point RT @RickJessup: the ROI of social media is your company will get to exist in five years. #measurepr
- 4:44 pm **shonali:** @CommAMMO Ya, but monitoring by itself can only go so far. Not much point if you won't put the data to work for you. @40deuce #measurepr
- 4:44 pm **CommAMMO:** Have heard-'thats Y we hired U' RT @theelusivfish: its asking if like to KNOW or just guess? #measurepr
- 4:44 pm **KaryD:** @alanchumley I agree with that wholeheartedly. Lazy measurement is well...just lazy. #measurepr
- 4:45 pm **SuzieLin:** RT @alanchumley: Telling that nobody's RTing this one! Q3: agree to tie your bonus to targets like the rest of the world does. #measurepr Embrace the #s!
- 4:45 pm **CommAMMO:** RT @alanchumley: Telling that nobodys RTing this one! Q3: agree to tie your bonus to targets like the rest of the world does. #measurepr
- 4:45 pm **40deuce:** .@Tursita that's a great way to do it too. Show your boss how you stack against your competition in the social space #measurepr
- 4:45 pm **shonali:** I did. :) RT @alanchumley: Telling that nobody's RTing! Q3: agree to tie your bonus to targets like the rest of the world does. #measurepr
- 4:45 pm **alanchumley:** Q3: #measurepr c-suite invests in measuring all across other lines of the business so why not PR? PR peeps can be meek in asking 4 the \$
- 4:45 pm **rmpapag:** Many of my clients do, which is why they employ me @alanchumley: Q3: agree to tie your bonus to targets . #measurepr
- 4:45 pm **CommAMMO:** @shonali Agreed - darn 140c limit. Monitoring should be easy sell - it's after that's harder. #measurepr
- 4:45 pm **KaryD:** @cubanalaf I find good case studies are few and far between. Best to make a compelling argument w/ research. #measurePR
- 4:46 pm **40deuce:** RT @CommAMMO: @shonali Agreed. Monitoring should be easy sell - its after thats harder. #measurepr
- 4:46 pm **susan_w:** I'd wnt more control ovr other aspects of marketing that affect my stuff ;-) RT @alanchumley: Q3: agree 2 tie yr bonus 2 targets #measurepr
- 4:46 pm **CommAMMO:** TRUDAT. RT @alanchumley: Q3: c-suite invests in measuring across oth lines of business. Y not PR? we can be meek asking 4 \$ #measurepr

4:46 pm **shonali:** @KaryD Off the top of my head, I know @kdpaine has a wealth of cases, and I suspect @commAMMO @donbart @richardbagnall do too. #measurepr

4:46 pm **rmpapag:** Q3: Sometimes demonstrating what the competitors are doing is also a real eye opener (and wallet opener) #measurepr

4:46 pm **susan_w:** agree RT @theelusivfish: #measurePR mayB the problem is we treat measurement as something seperate rather than baked rt in2 the process.

4:47 pm **WalterAkana:** @shonali: OK, so what would you use instead of numbers, then? #measurepr <- Sometimes narrative/anecdotes is useful....

4:47 pm **40deuce:** .@KaryD you could also turn your own company into a case study. measure what you're doing now, then fix it and measure again #measurepr

4:47 pm **rosaliemo:** RT @alanchumley #measurepr c-suite invests in meas. across other lines of the business so why not PR?PRpeeps can be meek in asking 4 the \$

4:47 pm **shonali:** RT @susan_w @theelusivfish: mayB the problem is we treat measurement as something separate rather than baked rt in2 the process. #measurepr

4:47 pm **SuzieLin:** Agreed RT @rmpapag: Q3: Sometimes demonstrating what the competitors are doing is also a real eye opener (and wallet opener) #measurepr

4:47 pm **theelusivfish:** #measurePR we need to stop treating measuring as an 'add-on' and treat it as part of the process. period.

4:48 pm **alanchumley:** RT @susan_w: agree RT @theelusivfish: #measurePR mayB the problem is we treat measurement as something seperate rather than baked rt in2 the process.

4:48 pm **TheLTexpress:** was thinking same RT @theelusivfish: #measurePR maybe the problem is we treat measurement as something seperate #measurepr

4:48 pm **shonali:** @WalterAkana They're always useful. Good measurement is both qualitative & quantitative. But the C-suite vibes w/numbers. #measurepr

4:48 pm **susan_w:** Amen RT @CommAMMO RT @alanchumley: Q3: c-suite invests in measuring across oth lines of biz. Y not PR? we cn B meek asking 4 \$ #measurepr

4:48 pm **40deuce:** @KaryD by showing your boss what can be achieved through measurement can also open their eyes #measurepr

4:48 pm **KaryD:** @40deuce Absolutely. It's a tactic I use quite often. #measurepr

4:48 pm **Tursita:** RT @theelusivfish: #measurePR we need to stop treating measuring as an 'add-on' and treat it as part of the process. period.

4:48 pm **alanchumley:** @theelusivfish Agreed! Meas't ain't separate. Baked in from day 1 not bolted on the back end of a campaign. #measurepr

4:49 pm **CommAMMO:** @alanchumley Issue w/bonus tie-in is gleaning what % of impact is ours. Same for mgr comm skills in reviews - not easy to calc #measurepr

4:49 pm **deannaboss:** exactly! RT @theelusivfish: #measurePR we need to stop treating measuring as an 'add-on' and treat it as part of the process. period.

4:49 pm **alanchumley:** RT @shonali: @WalterAkana They're always useful. Good measurement is both qualitative & quantitative. But the C-suite vibes w/numbers. #measurepr

4:49 pm **rmpapag:** @theelusivfish: #measurePR we need to stop treating measuring as an 'add-on' and treat it as part of the process. period.

4:49 pm **TheLTexpress:** but then education, or lack there of is always the bottom line #measurepr

4:49 pm **CommAMMO:** RT @shonali: Good measurement is both qualitative & quantitative. But the C-suite vibes w/numbers. #measurepr

4:49 pm **shonali:** @shonali "I love Old Spice" means nothing if the campaign didn't impact awareness/behavior/sales, etc. #measurepr

4:50 pm **40deuce:** RT @Tursita: RT @theelusivfish: we need to stop treating measuring as an add-on and treat it as part of the process. period. #measurepr

4:50 pm **KaryD:** @40deuce Yes. And, be prepared to know what you're going to do to move the needle, one way or the other. #measurepr

4:50 pm **shonali:** @WalterAkana "I love Old Spice" means nothing if the campaign didn't impact awareness/behavior/sales, etc. #measurepr

- 4:50 pm **WalterAkana:** @shonali: ...instead of numbers, then? #measurepr <-...uh , okay "Emily Litella" moment, here! Multiple people making same comment = numbers
- 4:50 pm **shonali:** 10 minutes left for our chat this week. Any last questions? Please DM to me (don't @, please!). #measurepr
- 4:50 pm **Cheryl_Hilpert:** RT @shonali @WalterAkana Good measurement is both qualitative & quantitative. But the C-suite vibes w/numbers. #measurepr
- 4:51 pm **CommAMMO:** @WalterAkana Cant go totally w/out Nos., but comparisons are useful, partic B2C and notforprofits. #measurepr
- 4:51 pm **shonali:** @MalnurturedSnay LOL, I know, I just caught that. Dang Tweetgrid. :p #measurepr
- 4:52 pm **TheLTExpress:** Old Spice perf ex of raising awareness but no ROI, interesting what will happen next to ride momentum. I don't see failure yet #measurepr
- 4:52 pm **WalterAkana:** @shonali: both qualitative & quantitative...C-suite vibes w/numbers. #measurepr <-Yes, corporate life taught me that. Too bad though!
- 4:52 pm **theelusivfish:** re: bonus/tie-in measurement gets avoided because people fear judgement. This codifies it. However.... (cont) #measurepr
- 4:52 pm **richardbagnall:** I've got to dash. Nice chatting to you all. Thanks @alanchumley for insights and thanks again to @shonali :) #measurepr
- 4:52 pm **shonali:** @TheLTExpress I don't think it was a failure at all. P&G said sales are up, it'll be interesting to see the data they release. #measurepr
- 4:53 pm **theelusivfish:** re: bonus/tie-in (cont) if measures tell you X and you still continue to do Y ... it should be grounds for a talking to #measurePR
- 4:53 pm **shonali:** @richardbagnall Bye! Talk soon? #measurepr
- 4:53 pm **willy26:** Counting comments for numbers - anyone have some resources on methodology for interpretation #measurepr
- 4:53 pm **susan_w:** @alanchumley @shonali thx 4 the great chat today, learned some new stuff! gotta run #measurePR
- 4:53 pm **40deuce:** @KaryD that info will come from your measurements and analysis though #measurepr
- 4:53 pm **kdpaine:** @CommAMMO that's why they invented correlations and SAS #measurepr
- 4:53 pm **SuzieLin:** Gotta jump off to prep for a meeting. Thanks for a great chat @alanchumley & @shonali. Can't wait for the next one! #measurepr
- 4:53 pm **williamstim:** RT @CommAMMO: @alanchumley Issue w/bonus tie-in is gleaning what % of impact is ours. Same for mgr comm skills in reviews - not easy to calc #measurepr
- 4:53 pm **shonali:** @shonali Plus, if they have perception/awareness measures they release, that will REALLY be interesting. #measurepr
- 4:53 pm **CommAMMO:** @TheLTExpress Looks like 6-mo trend of body wash prod is very imprssve, esp when the guy strtd responding (real SM) part of cmpgn #measurepr
- 4:53 pm **shonali:** @susan_w Bye! Thanks so much for stopping by. #measurepr
- 4:54 pm **TheLTExpress:** @shonali but in grand scheme should have been a lot more successful, in some respects it is almost failure considering impact #measurepr
- 4:54 pm **KaryD:** @40deuce Yes, it goes hand in hand. #measurepr
- 4:54 pm **Tursita:** @alanchumley @shonali Thanks for a great chat! I look forward to the next one! #measurepr
- 4:54 pm **roxannedarling:** @shonali @walterakana yes it does. Bldg brand equity takes time. We R more than transactional beings. Measuring is imp, not all. #measurepr
- 4:55 pm **CommAMMO:** @kdpaine Fmr CEO was BS in Math - always said, "correl is not causation..." Correls cert help though. #measurepr
- 4:55 pm **AerialEllis:** Nice quick chat everyone. Thanks for the follows and the convo! #measurePR
- 4:55 pm **40deuce:** just to get a little plug in before everyone leaves, on thursdays at noon (EST) I also host a chat called #smmeasure. pls join us #measurepr

4:55 pm **WalterAkana:** @shonali: "I love Old Spice" means nothing if the campaign didn't impact awareness/behavior/sales...#measurepr Agree. Tho not a clear ROI

4:56 pm **TheLTexpress:** @CommAMMO indeed magnificent SM campaign, still I believe it did not speak to its true audience hindering sales #measurepr

4:56 pm **alanchumley:** #measurepr thanks everyone for a lively and spirited chat. thx to @shonali for the invite. really enjoyed it. back in the car on I95. :)

4:56 pm **theelusivfish:** @TheLTexpress way too early to tell what's what with Old Spice. Look to buying cycles before interpreting data. #measurePR

4:56 pm **shonali:** Fyi, those who have to leave early, the next chat is Aug. 17, 12-1 pm ET with (breaking) @sheldrake. #measurepr

4:56 pm **rmpapag:** Thank you @shonali & @alanchumley for a fun #measurepr, and everyone else too! Great insights! Off to a conference call

4:56 pm **karmacakedotca:** RT @40deuce: just to get a little plug in before everyone leaves, on thursdays at noon (EST) I also host a chat called #smmeasure. pls join us #measurepr

4:56 pm **JillLouise11:** Thanks for the chat @shonali and @alanchumley! Great insight about #measurepr

4:56 pm **shonali:** @Tursita You're most welcome, thanks so much for stopping by! #measurepr

4:56 pm **Tursita:** RT @shonali: Fyi, those who have to leave early, the next chat is Aug. 17, 12-1 pm ET with (breaking) @sheldrake. #measurepr

4:56 pm **shonali:** @WalterAkana Like @donbart said, we should be focusing on Impact instead of "ROI." And that's all I'm saying today. :) #measurepr

4:57 pm **WalterAkana:** @roxannedarling, @shonali..Bldg brand equity takes time. We R more than transactional beings. Measuring is imp, not all. #measurepr <- Wow!

4:57 pm **shonali:** @40deuce LOL, you're seriously plugging your competing chat here? :) #measurepr

4:57 pm **CommAMMO:** @TheLTexpress We'll see - 1-mo trend was 100+% up for the wash. Might b expand'g base... #measurepr

4:57 pm **SuzieLin:** RT @shonali: Fyi, those who have to leave early, the next chat is Aug. 17, 12-1 pm ET with (breaking) @sheldrake. #measurepr

4:57 pm **deannaboss:** the funny thing about Old Spice is that I only know about its "success" b/c of buzz about its "success." never saw ad! #measurepr

4:57 pm **CommAMMO:** RT @shonali: Fyi, those who have to leave early, the next chat is Aug. 17, 12-1 pm ET with (breaking) @sheldrake. #measurepr

4:58 pm **shonali:** @alanchumley Thanks so much for taking the time today! Drive safe. :) #measurepr

4:58 pm **donbart:** Q3: Use logic and pose the question - Is it worth 5% of the budget to measure and make sure the other 95% is working? #measurepr

4:58 pm **CommAMMO:** If you want more chat time, join me for #icchat (#internalcomms), 2p ET today. Stockholm Accords IC section is topic. #measurepr

4:58 pm **40deuce:** @shonali I wouldn't call it competing though. It's a continuation of similar conversations. don't mean to step on toes #measurepr

4:59 pm **40deuce:** @shonali I won't let it happen again #measurepr

4:59 pm **deannaboss:** the hour went by really fast! good insights and discussion. looking forward to the next #measurepr chat!

4:59 pm **40deuce:** RT @donbart: Use logic and pose the question - Is it worth 5% of the budget to measure and make sure the other 95% is working? #measurepr

4:59 pm **WalterAkana:** @shonali: Like @donbart said, we should be focusing on Impact instead of "ROI"...all I'm saying today. :) #measurepr <-I *so* agree w/that!

5:00 pm **willy26:** Thought might be helpful, until next time RT @IABC: EE: IABC Research Foundation, Buck Consultants survey. <http://bit.ly/aLjHJK> #measurepr

5:00 pm **CJF_Fontenot:** @shonali Bye till next time. #measurepr

5:00 pm **shonali**: RT @CommAMMO: If you want more chat time, join #icchat (#internalcomms), 2p ET today. Stockholm Accords IC section is topic. #measurepr

5:01 pm **shonali**: Thanks very much all for joining the great conversation today. See you in 2 weeks: Aug. 17, 12-1 pm ET with @sheldrake! #measurepr

5:01 pm **shonali**: The "official" part of our chat is now over; you're welcome to keep chatting & using the hashtag. Talk soon! #measurepr

5:01 pm **rosaliemo**: @shonali @alanchumley Thanks for the excellent insights. See you next time-- excited to learn more :) #measurepr

5:02 pm **40deuce**: thanks for the short chat guys! next time I will be prepared and on time #measurepr

5:02 pm **TheLTexpress**: thank you for the chat @shonali and @alanchumley :-) #measurepr

5:03 pm **Khaleed_Juma**: RT @40deuce: RT @donbart: Use logic and pose the question - Is it worth 5% of the budget to measure and make sure the other 95% is working? #measurepr

5:03 pm **roxannedarling**: @WalterAkana @shonali Just waking up, following the chat, wanted to jump in! Thanks for retweet! Agree w mix of qual/quant #measurepr

5:03 pm **debhohler**: Are you measuring traditional and social media for the same metrics? #measurepr

5:04 pm **CommAMMO**: Thanks @shonali @alanchumley et al - great chat! #measurepr

5:04 pm **shonali**: @TheLTexpress @rosaliemo @CJF_Fontenot @deannaboss @SuzieLin Thanks much for joining today! #measurepr

5:04 pm **CommAMMO**: I hope not, esp reach. RT @debhohler: Are you measuring traditional and social media for the same metrics? #measurepr

5:05 pm **roxannedarling**: RT @WalterAkana: @roxannedarling, @shonali..Bldg brand equity takes time. We R more than transactional beings. Measuring is imp, not all. #measurepr <- Wow!

5:05 pm **40deuce**: @CommAMMO @debhohler but both online and offline measurements should be trying to show somewhat the same things #measurepr

5:06 pm **40deuce**: @CommAMMO @debhohler they will both correlate. such as are your mentions in SM equaling sales IRL #measurepr

5:08 pm **SuzieLin**: Thanks for a great chat! RT @shonali: @TheLTexpress @rosaliemo @CJF_Fontenot @deannaboss @SuzieLin Thanks much for joining today! #measurepr

5:08 pm **deannaboss**: @shonali and thank you for facilitating! enjoy your afternoon. #measurepr

5:08 pm **donbart**: Thanks @alanchumley @shonali good chat today #measurepr

5:09 pm **CJF_Fontenot**: RT @shonali: @TheLTexpress @rosaliemo @CJF_Fontenot @deannaboss @SuzieLin Thanks much for joining today! #measurepr

5:10 pm **shonali**: @donbart @deannaboss @SuzieLin @CommAMMO Thank YOU all for joining. :) #measurePR