



## Transcript from September 14, 2010 to September 14, 2010

All times are Pacific Time

### September 14, 2010

- 12:33 am **nicklucido**: RT @shonali: Thanks @nicklucido for inspiring this post: Get PR Measurement Off The Island <http://t.co/G3amFIZ> #measurepr fyi @donbart
- 1:40 am **kdpaine**: @donbart I'm trying! Depends on whether US Air gets me on the ground on time. #measurePR #ROI
- 1:05 pm **shonali**: Off to the doc. Don't forget #measurepr is 12-1 pm ET today with @donbart.
- 1:09 pm **PRVille**: Always great content. Even if you lurk, it's helpful. RT @shonali: Off to the doc. Don't forget #measurepr is 12-1 pm ET today w/ @donbart.
- 1:45 pm **cloudspark**: set the alarm: today, noon EST, @shonali & @donbart host #measurePR
- 1:47 pm **donbart**: RT @cloudspark: set the alarm: today, noon EST, @shonali & @donbart host #measurePR <get your Qs ready!
- 2:32 pm **CommAMMO**: Sorry to miss #measurepr today at noon ET -- still need topics for #icchat next Tuesday! Suggestions?
- 2:34 pm **CommAMMO**: @desertronin BTW, #measurepr today 12 p ET is a master class, esp with @donbart as guest and @shonali as moderator...
- 2:39 pm **KirstenParagona**: RT @cloudspark: set the alarm: today, noon EST, @shonali & @donbart host #measurePR I am definitely going 2 try 2 join.
- 2:41 pm **shonali**: @cloudspark @CommAMMO @KirstenParagona Thanks for sharing today's #measurepr info. Can't wait to get @donbart back again!
- 3:20 pm **shonali**: Any questions on social media ROI for @donbart as we get ready for today's #measurepr (40 minutes and counting)? DM/email to me, please.
- 3:50 pm **rmpapag**: Heading into #measurepr with @shonali and @donbart at noon EST. Join us for what is always an informative hour! #pr #publicrelations
- 3:51 pm **MaxEPunk**: RT @rmpapag: Heading into #measurepr with @shonali and @donbart at noon EST. Join us for what is always an informative hour! #pr #publicrelations
- 3:53 pm **shonali**: @rmpapag I'm almost there. See you shortly! @donbart #measurepr
- 3:53 pm **alanchumley**: RT @rmpapag: Heading into #measurepr with @shonali and @donbart at noon EST. Join us for what is always an informative hour! #pr #publicrelations
- 3:57 pm **CubanaLAF**: Ready for the chat today - @shonali and @donbart always bring the smarts. #measurepr
- 3:57 pm **cloudspark**: this, this you don't want to miss: #measurePR with @shonali and guest @donbart. starts at noon EST.
- 3:57 pm **ladyblaablaa**: Hi @shonali I'm joining in again on this one as the last one with @donbart was really informative #measurepr
- 3:58 pm **shonali**: @GlideTech @ladyblaablaa Excellent! We'll kick off shortly. :) #measurepr
- 3:59 pm **SuzieLin**: Looking forward to today's chat #measurepr
- 3:59 pm **hopwood**: Listening in to #measurepr for the next half hour but will have to scoot after that #measurepr
- 3:59 pm **donbart**: Who is ready to talk a little social media ROI? #measurepr
- 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 **shonali:** I'm thrilled that @donbart is back this week to continue our discussion on social media & ROI. Before we kick off, who's here? #measurepr

4:01 pm **cloudspark:** senior spark, and owner of an award-winning microagency in atlanta #measurePR

4:01 pm **hopwood:** Hi Duncan Hopwood (md or CEO as you say in the US) of hopwood pr in England #measurepr

4:01 pm **shonali:** @GlideTech @ladyblaablaa @cloudspark @cubanaLAF @SuzieLine @hopwood @dstreetinc @rmpapag Welcome! #measurepr

4:02 pm **Jillfoster:** Here + en route to vote! RT @shonali -I'm thrilled @donbart is back to discuss social media ROI. Who's here? #measurepr

4:02 pm **shonali:** @cloudspark "Senior spark." I love that. #measurepr

4:02 pm **JodiEchakowitz:** Hey @shonali, I'm going to hang around on today's #measurepr chat for a bit.

4:02 pm **shonali:** @Jillfoster W00t! Talk about multitasking. :) #measurepr

4:02 pm **SuzieLin:** Here and happy to be able to join this week #measurepr

4:02 pm **JGoldsborough:** Hi, all. Justin at Fleishman-Hillard in KC. How's everyone doing today? #measurepr

4:02 pm **shonali:** @JodiEchakowitz Awesome! #measurepr

4:02 pm **rmpapag:** Present for #measurepr! Roxane from RMP Media Analysis in MD - happy to be able to join in today...been busy the last two chats!

4:02 pm **lornepike:** Lorne Pike, marketing and SEO consultant, in Newfoundland and Labrador, Canada #measurePR

4:03 pm **shonali:** I'm a #solopr based in the DC area, measurement fanatic, hence this chat. Also @wgbiz editor, @BNET blogger. #measurepr

4:03 pm **mdbarber:** Good morning friends. 30-year PR Pro from Anchorage -- where summer has finally arrived...in the fall. #measurepr

4:03 pm **shonali:** @lornepike Welcome! This is your first chat, right? #measurepr

4:03 pm **emilycfarrar:** Too busy to participate today, but definitely keeping up with #measurepr chat!

4:03 pm **KellyeCrane:** I think @donbart is one of the great unsung heroes in #PR measurement, and he's up now on the #measurepr chat

4:03 pm **shonali:** @mdbarber Great to see you back! #measurepr

4:03 pm **donbart:** Great to see so many familiar names today. Welcome all. #measurepr

4:03 pm **kdpaine:** @mdbarber congratulations! it must be beautiful up there. #measurepr

4:04 pm **SuzieLin:** Hey all, Suzie, PR pro and wine blogger in N.Va #measurepr

4:04 pm **lornepike:** First chat with this group, but been on a few others. Thanks for inviting me! :) #measurePR

4:04 pm **shonali:** @emilycfarrar Listening is always good. :) @KellyeCrane you're right, @donbart is awesome. #measurepr

4:04 pm **mdbarber:** @shonali Thanks. Always try but sometimes it doesn't work. #measurepr

4:04 pm **cloudspark:** agree RT @KellyeCrane i think @donbart is one of the great unsung heroes in #PR measurement, and he's up now on the #measurepr chat

4:04 pm **shonali:** @cloudspark LOL. @jmpineda uses "chief troublemaker," which is cool too. #measurepr

4:04 pm **rmpapag:** Now that is an endorsement! RT @KellyeCrane: I think @donbart is one of the great unsung heroes in #PR measurement. #measurepr

4:04 pm **shonali:** @kdpaine Yay! We'll hope your ride is late, then. :) #measurepr

4:04 pm **JGoldsborough:** @donbart Hey, Don. How's it going? Enjoyed our recent SM measurement chats at FH. Glad @Shonali brought u back 2 #measurePR for more :).

4:05 pm **CARMA\_Tweets:** Intro: Senior Mgmt: CARMA Media Analysts: traditional & social media monitoring/measurement. You'll also find me @alanchumley #measurepr

4:05 pm **shonali**: Great to see so many of you! Before we kick off, a few housekeeping things, esp. for anyone new joining today (cont) [#measurepr](#)

4:05 pm **scotwheeler**: @shonali glad to be able to join today before running to [#PRSACHicago](#) lunch. Many thanks to @donbart [#measurepr](#)

4:05 pm **mdbarber**: @kdpaine It is gorgeous Katie. Yesterday was 70"; record for day. After 30 days of rain, it's great. Staying that way all week. [#measurepr](#)

4:05 pm **shonali**: This is where you can catch up on the chat history/come back for recaps/transcripts: <http://ht.ly/2E3J4> [#measurepr](#)

4:05 pm **JodiEchakowitz**: Hi all, I'm a Toronto-based PR consultant, founder of virtual agency. Focused on technology, telecom, etc. [#measurepr](#)

4:05 pm **JGoldsborough**: @KellyeCrane @mdbarber @kdpaine Hi. Good to see you all here. How's it going? [#measurepr](#)

4:05 pm **KellyeCrane**: Hi all- Kellye in Atlanta, moderator of the [#solopr](#) chat, SoloPR.com blogger, 20 yrs in PR [#measurepr](#)

4:06 pm **shonali**: @scotwheeler @Carma\_Tweets @JGoldsborough Welcome (back)! [#measurepr](#)

4:06 pm **hopwood**: RT @shonali: This is where you can catch up on the chat history/come back for recaps/transcripts: <http://ht.ly/2E3J4> [#measurepr](#)

4:06 pm **TDefren**: Follow @shonali and track [#measurepr](#) - chat starts now...

4:06 pm **kikilitalien**: RT @CubanaLAF: Ready for the chat today - @shonali and @donbart always bring the smarts. [#measurepr](#)

4:06 pm **donbart**: @JGoldsborough Going well - thanks for joining. Throw me a softball Q! [#measurepr](#)

4:06 pm **jillvan**: Lurking on today's [#measurepr](#) chat. Wish I could participate, but deadlines beckon.... :-(

4:06 pm **mdbarber**: @JGoldsborough Hi there Justin. Hope all's well with you. [#measurepr](#)

4:06 pm **JGoldsborough**: @CubanaLAF Hey, Lauren. How's it going? What's new? [#measurepr](#)

4:07 pm **JodiEchakowitz**: RT @TDefren: Follow @shonali and track [#measurepr](#) - chat starts now...

4:07 pm **JGoldsborough**: RT @shonali: This is where you can catch up on the chat history/come back for recaps/transcripts: <http://ht.ly/2E3J4> [#measurepr](#)

4:07 pm **shonali**: And I was psyched that the chat was included in @CisionNavigator last week (w some other great chats): <http://ht.ly/2E3Oz> [#measurepr](#)

4:07 pm **donbart**: @scotwheeler many, many thanks to you, Scot (that's like 40, right?) [#measurepr](#)

4:07 pm **rmpapag**: RT @shonali: This is where you can catch up on the chat history/come back for recaps/transcripts: <http://ht.ly/2E3J4> [#measurepr](#)

4:07 pm **shonali**: @TDefren Well, thank you much for the props. :) [#measurepr](#)

4:08 pm **cloudspark**: nice to see you at [#measurePR](#) @JGoldsborough @mdbarber @kellyecrane @kdpaine (of course) @cubanalaf @tdfren

4:08 pm **40deuce**: hello! am I late? [#measurepr](#)

4:08 pm **shonali**: To recap, last time @donbart addressed some interesting social media ROI questions, and we're continuing the conversation today. [#measurepr](#)

4:09 pm **JGoldsborough**: @donbart Well, I would throw you a question about AVE, but I know that gets @Shonali riled up :). LOL. [#measurePR](#)

4:09 pm **JGoldsborough**: @cloudspark Hey there. Good to see you too. [#measurepr](#)

4:09 pm **shonali**: Q1:You (@donbart) wrote recently about not letting the tool tail wag the measurement dog <http://ht.ly/2E3K9>. Elaborate, please? [#measurepr](#)

4:09 pm **JGoldsborough**: RT @JodiEchakowitz: RT @TDefren: Follow @shonali and track [#measurepr](#) - chat starts now...

4:09 pm **hopwood**: RT @shonali: the chat was included in @CisionNavigator last week <http://ht.ly/2E3Oz> [#measurepr](#)

4:09 pm **cloudspark**: sporting my "kill the AVE" shirt for [#measurePR](#)

4:10 pm **40deuce:** hello #measurepr folks! Sheldon from @sysomos here. what are we discussing today? #measurepr

4:10 pm **shonali:** @kikitalien Thanks! #measurepr

4:10 pm **donbart:** RT @cloudspark: sporting my "kill the AVE" shirt for #measurePR <I want one!

4:10 pm **CARMA\_Tweets:** Who's down with AVE? Very few measurement homies. #measurepr @donbart

4:10 pm **shonali:** @40deuce Welcome (back)! We're continuing last time's SM ROI discussion. I just threw Q1 out. #measurepr

4:11 pm **allenkristina:** @shonali excited to finally be joining you (and everyone else) in #measurepr!

4:11 pm **shonali:** Me too! RT @donbart: RT @cloudspark: sporting my "kill the AVE" shirt for #measurePR <I want one! #measurepr

4:11 pm **40deuce:** haha RT @CARMA\_Tweets: Whos down with AVE? Very few measurement homies. #measurepr @donbart #measurepr

4:11 pm **JGoldsborough:** Awesome. RT @CARMA\_Tweets: Who's down with AVE? Very few measurement homies. #measurepr @donbart

4:11 pm **CARMA\_Tweets:** RT @shonali: Q1:You (@donbart) wrote recently about not letting the tool tail wag the measurement dog <http://ht.ly/2E3K9>. Elaborate, please? #measurepr

4:12 pm **cloudspark:** @donbart i'll send you one along with my "i <3 data" sticker. #measurePR

4:12 pm **mdbarber:** Lots of folks SAY they are down with AVE until it's time to report to clients. #measurepr

4:12 pm **shonali:** Q1:You (@donbart) wrote recently about not letting the tool tail wag the measurement dog <http://ht.ly/2E3K9>. Elaborate, please? #measurepr

4:12 pm **donbart:** A1. Tools can limit you to what you CAN measure rather than what you SHOULD measure. #measurepr

4:12 pm **hopwood:** RT @mdbarber: Lots of folks SAY they are down with AVE until its time to report to clients. #measurepr

4:13 pm **40deuce:** RT @donbart: A1. Tools can limit you to what you CAN measure rather than what you SHOULD measure. #measurepr

4:13 pm **CARMA\_Tweets:** RT @donbart: A1. Tools can limit you to what you CAN measure rather than what you SHOULD measure. #measurepr

4:13 pm **allenkristina:** @shonali I understand it as: decide what to measure first & then find the right tool. Don't let the tool dictate what to measure #measurepr

4:13 pm **40deuce:** .@donbart agreed. I tell people that they should know what they want to measure before selecting a measurement tool #measurepr

4:13 pm **SuzieLin:** Q1 It all starts with the beginning strategies, goals & measurable objectives. Utilize the tools to use from that info #measurepr

4:14 pm **williamstim:** RT @donbart: A1. Tools can limit you to what you CAN measure rather than what you SHOULD measure. #measurepr

4:14 pm **sharonmostyn:** Agreed! RT @allenkristina: decide what to measure first & then find the right tool. Don't let the tool dictate what to measure #measurepr

4:14 pm **40deuce:** once you know what it is you want to measure, you can clearly select a tool that can do exactly what you're looking for #measurepr

4:14 pm **rjdavila:** RT @SuzieLin: Q1 all starts with the beginning strategies, goals & measurable objectives. Utilize the tools to use from that info #measurepr

4:14 pm **shonali:** RT @allenkristina: @shonali I understand it as: decide what to measure first & then find the right tool. #measurepr

4:14 pm **margaretbrady:** I agree with @mdbarber had a client ask me what the "Madrid Rules" were #measurepr

4:14 pm **JodiEchakowitz:** @mdbarber That's so true! We may want to report on something different; "they" want what they are comfortable with (i.e. AVE) #measurepr

4:15 pm **cloudspark:** @40deuce or you may have to create, validate a new tool #measurePR

- 4:15 pm **shonali**: RT @donbart: A1. Tools can limit you to what you CAN measure rather than what you SHOULD measure. #measurepr
- 4:15 pm **CARMA\_Tweets**: #measurepr Q1: I always say: don;t worry about the tool, metric or even ROI. Write me measurable objectives TNEN it's tool talk time!
- 4:15 pm **jedhallam**: @40deuce Does the tool measure the object, or does the object measure the tool? <http://bit.ly/cb305M> #measurepr
- 4:15 pm **cloudspark**: RT @allenkristina: @shonali I understand it as: decide what to measure first & then fi nd the right tool. #measurepr
- 4:15 pm **donbart**: A1. (cont) Decide Objectives---business process---metrics---data sets + then the tool(s) that deliver the data. It's a process #measurepr
- 4:16 pm **JGoldsborough**: @sharonmostyn @allenkristina Found that if u talk behaviors with clients first, then metrics, then channels, helps ID best tools. #measurepr
- 4:16 pm **hopwood**: I agree re A1. Plenty of SM and web stat tools generate stats that are more spurious than AVE. #measurepr
- 4:16 pm **CubanaLAF**: Q1: You have to define first what the objective of the client is, not the other way around. Then you can pick tools. #measurepr
- 4:16 pm **mdbarber**: @JodiEchakowitz But we need to be able to teach them too. This chat has helped me learn some of those techniques. @margaretbrady #measurepr
- 4:16 pm **40deuce**: @cloudspark ya, too often I see people select a tool and then find out it can't do what they wanted it to #measurepr
- 4:16 pm **JodiEchakowitz**: Q1. You may need multiple tools to measure all the elements you've laid out in your strategy. Don't limit yourself to one tool. #measurepr
- 4:16 pm **shonali**: RT @donbart: A1. (cont) Decide Objectives-business process-metrics-data sets then the tool(s) that deliver data. It's a process #measurepr
- 4:16 pm **JGoldsborough**: RT @CARMA\_Tweets: #measurepr Q1: Don't worry about the tool, metric or even ROI. Write measurable objectives TNEN it's tool talk time!
- 4:16 pm **CARMA\_Tweets**: RT @donbart: A1. (cont) Decide Objectives---business process---metrics---data sets + then the tool(s) that deliver the data. It's a process #measurepr
- 4:17 pm **40deuce**: @jedhallam if you're doing it right, the tool should be able to properly measure your object #measurepr
- 4:17 pm **allenkristina**: @JGoldsborough Completely agree - doing behavioral research first is key to writing achievable objectives #measurepr
- 4:17 pm **CARMA\_Tweets**: RT @JodiEchakowitz: Q1. You may need multiple tools to measure all the elements you've laid out in your strategy. Don't limit yourself to one tool. #measurepr
- 4:17 pm **buona\_vita**: Seeing #measurepr in my stream, what is the chats topic? @40deuce @cubanalaf
- 4:17 pm **shonali**: RT @hopwood: I agree re A1. Plenty of SM and web stat tools generate stats that are more spurious than AVE. #measurepr
- 4:17 pm **donbart**: Lack of measurable objectives and strategies posing as objectives are systemic problems in PR. #measurepr
- 4:17 pm **CubanaLAF**: RT @donbart: A1. (cont) Decide Objectives-business process-metrics-data sets then the tool(s) that deliver data. It's a process #measurepr
- 4:17 pm **mdbarber**: So true. RT @JodiEchakowitz: Q1. may need multiple tools to measure all the elements in your strategy. Dont limit to one tool. #measurepr
- 4:17 pm **rmpapag**: A1: Sometimes providing the client w/a sample report/outcomes of what can/should be done is more helpful to visualize potential #measurepr
- 4:17 pm **40deuce**: RT @donbart: A1. Decide Objectives-business process-metrics-data sets + then the tool(s) that deliver the data. Its a process #measurepr
- 4:17 pm **cloudspark**: ? @donbart Lack of measurable objectives and strategies posing as objectives are systemic problems in PR. #measurepr
- 4:17 pm **shonali**: Re: Q1, looks like most of us are in agreement. Objectives first. Then everything else. My process: work backwards. #measurepr

- 4:18 pm **CARMA\_Tweets:** RT @rmpapag: A1: Sometimes providing the client w/a sample report/outcomes of what can/should be done is more helpful to visualize potential #measurepr
- 4:18 pm **donbart:** Totally agree! RT @JodiEchakowitz: Q1. You may need multiple tools to measure all the elements you've laid out in your strategy. #measurepr
- 4:18 pm **40deuce:** RT @JGoldsborough: Found that if u talk behaviors with clients first, then metrics, then channels, helps ID best tools. #measurepr
- 4:18 pm **40deuce:** RT @CubanaLAF: You have to define first what the objective of the client is, not the other way around. Then you can pick tools. #measurepr
- 4:18 pm **allenkristina:** @rmpapag Definitely, case studies really help to put things into perspective #measurepr
- 4:18 pm **scotwheeler:** RT @hopwood: I agree re A1. Plenty of SM and web stat tools generate stats that are more spurious than AVE. #measurepr
- 4:18 pm **sharonmostyn:** @JGoldsborough Good point - behaviors will drive metric selection. cc @allenkristina #measurepr
- 4:18 pm **donbart:** Lead with your objectives, not your tool! #measurepr
- 4:18 pm **CARMA\_Tweets:** Found that if u talk behaviors with clients first, then metrics, then channels, helps ID best tools. #measurepr RT @JGoldsborough:
- 4:18 pm **40deuce:** RT @donbart: Lack of measurable objectives and strategies posing as objectives are systemic problems in PR. #measurepr
- 4:18 pm **shonali:** @buona\_vita This is where you can catch up on the chat history/come back for recaps/transcripts: <http://ht.ly/2E3J4> #measurepr
- 4:19 pm **CARMA\_Tweets:** RT @donbart: Lack of measurable objectives and strategies posing as objectives are systemic problems in PR. #measurepr
- 4:19 pm **40deuce:** @buona\_vita we're discussing measuring PR campaigns and ROI #measurepr
- 4:19 pm **cloudspark:** ? @donbart Lead with your objectives, not your tool! #measurepr (that's one for @stickergiant to make for our chat!)
- 4:19 pm **JodiEchakowitz:** @donbart The question is whether PR folks even know how to set objectives. Many forget the basics of PR planning. #measurepr
- 4:19 pm **hopwood:** Agree a lot. RT @donbart: Lack of measurable objectives...are systemic problems in PR. #measurepr
- 4:19 pm **shonali:** RT @rmpapag: A1: Sometimes providing the client w sample report/outcomes of what can/should be done helps visualize potential #measurepr
- 4:20 pm **buona\_vita:** @shonali @40deuce Thanks! #measurepr
- 4:20 pm **rjdavila:** RT @shonali: Re: Q1, looks like most of us are in agreement. Objectives first. Then everything else. My process: work backwards #measurepr
- 4:20 pm **rmpapag:** A1: Also important to be discussing this directly with the principles not an intermediary. #measurepr
- 4:20 pm **JGoldsborough:** @shonali Do you think too many cos skip the convo on what makes sense to measure, just try to measure everything? Not enuf? #measurePR
- 4:20 pm **jedhallam:** @40deuce I (personally) think we need to see a lot, lot more metrics introduced - to give 360, offline - online measurement #measurepr
- 4:20 pm **40deuce:** RT @donbart: Lead with your objectives, not your tool! #measurepr
- 4:20 pm **CARMA\_Tweets:** Generally not @donbart The question is whether PR folks even know how to set objectives. Many forget the basics of PR planning. #measurepr
- 4:20 pm **cloudspark:** @JodiEchakowitz read award submissions and you'll see how few PR people understand how to create an objective they can measure. #measurePR
- 4:20 pm **JodiEchakowitz:** So true! RT @donbart Lack of measurable objectives and strategies posing as objectives are systemic problems in PR. #measurepr
- 4:20 pm **GlideTech:** RT @donbart: Lack of meas obj and strat posing as obj are systemic probs in PR. #measurepr <because they r used to talking about awareness?



- 4:21 pm **donbart:** In a word...No RT @JodiEchakowitz: @donbart The question is whether PR folks even know how to set objectives. #measurepr
- 4:21 pm **shonali:** @JGoldsborough Yes. They don't prioritize and esp. wrt "PR," focus primarily on impressions (hence my rant today). #measurepr
- 4:21 pm **hopwood:** That is brilliant RT @rmpapag: Sometimes providing client w sample report/outcomes helps visualize potential #measurepr
- 4:21 pm **danperezfilms:** and business... RT @cloudspark: Lack of measurable objectives and strategies posing as objectives are systemic problems in PR. #measurepr
- 4:21 pm **CARMA\_Tweets:** Yes! @shonali Do you think too many cos skip the convo on what makes sense to measure, just try to measure everything? Not enuf? #measurePR
- 4:21 pm **lornepike:** RT @40deuce: RT @donbart: Lead with your objectives, not your tool! #measurepr #measurePR
- 4:22 pm **40deuce:** @jedhallam would it not be up to someone like you to introduce those metrics? to say "this is what we should be measuring"? #measurepr
- 4:22 pm **rjdavila:** Many rarely work w/ principle RT @rmpapag: A1: Also important to be discussing this directly with principles not an intermediary. #measurepr
- 4:22 pm **CARMA\_Tweets:** RT @donbart: In a word...No RT @JodiEchakowitz: @donbart The question is whether PR folks even know how to set objectives. #measurepr
- 4:22 pm **shonali:** @cloudspark @JodiEchakowitz Very true (re: crap submissions). That's why #iabcdc throws out anything that doesn't have meas. obj. #measurepr
- 4:22 pm **houseofbamboo:** RT @40deuce: RT @donbart: Lead with your objectives, not your tool! #measurepr
- 4:22 pm **ellerich:** @40deuce This #measurepr chat you're tweeting about looks interesting, gonna check it out!
- 4:22 pm **csledzik:** @CARMA\_Tweets I don't forget the basics of PR planning, but many mgr/execs I work with could care less/don't understand. #measurepr
- 4:23 pm **allenkristina:** @shonali Absolutely - Same in all of online marketing. So many are still caught up in impressions rather than conversions #measurepr
- 4:23 pm **shonali:** Time for Q2: How important is it to you that the financial definition of ROI remain untouched wrt measuring social media? #measurepr
- 4:23 pm **rmpapag:** Many don't want to look in the mirror. Take #measurepr as a neg vs opp to say This Works, This Isn't & this is how we will address it.
- 4:23 pm **CARMA\_Tweets:** PR folks gen. think about ojectives (rarely measurable) as about output not outcomes. Behavior, sure, but metrics are output. #measurepr
- 4:23 pm **40deuce:** @ellerich come on in. the water's fine #measurepr
- 4:23 pm **rjdavila:** Now getting to the real objectives takes some savvy. Many clients/Cos give you a line of BS, when true Obj remains hidden. #measurepr
- 4:24 pm **CubanaLAF:** @thatpatrick @cloudspark I think PR people misuse the AVE, personally. Standards and streamline will help that. #measurePR
- 4:24 pm **JodiEchakowitz:** RT @CARMA\_Tweets: PR folks gen. think about ojectives (rarely measurable) as about output not outcomes. Behavior, sure, but metrics are output. #measurepr
- 4:24 pm **CARMA\_Tweets:** RT @shonali: Time for Q2: How important is it to you that the financial definition of ROI remain untouched wrt measuring social media? #measurepr
- 4:25 pm **shonali:** Valid pt. How do you combat? RT @csledzik: I don't forget the basics of PR planning, but many execs I work with could care less. #measurepr
- 4:25 pm **donbart:** Reminder- what clients/companies want are insights not just metrics. Answer - How is social media contributing to the business. #measurepr
- 4:25 pm **shonali:** @allenkristina And that's one of the big issues I have with all the "counters" that say they "measure" SM. #measurepr
- 4:25 pm **jedhallam:** @40deuce Oh yeah, of course - but we need to work together to figure the 'what' and the the 'how', dont you think? #measurepr
- 4:26 pm **rjdavila:** Q2 In many cases, financial def may change depending on client. C-suite may want to look at specific area v. holistic campaign. #measurepr

- 4:26 pm **JodiEchakowitz:** @mdbarber I agree with you re: teaching them and reinforcing skills learned early on. #measurepr
- 4:26 pm **nicklucido:** Listening in on the chat! Looking forward to learning from all of you. #measurepr
- 4:26 pm **rmpapag:** RT @donbart: Reminder- what clients/cos want are insights not just metrics. Answer - How is #SM contributing to the business. #measurepr
- 4:26 pm **shonali:** @CubanaLAF It's more ignorance than anything else. We've had standards for a while, problem is people don't adhere to them. #measurepr
- 4:27 pm **CARMA\_Tweets:** RT @donbart: Reminder- what clients/companies want are insights not just metrics. Answer - How is social media contributing to the business. #measurepr
- 4:27 pm **GlideTech:** RT @CARMA\_Tweets: PR folks gen. thk abt obj (rarely measurable) as output not outcomes. #measurepr <agree, that's what we find a lot
- 4:27 pm **allenkristina:** @shonali It's incredibly frustrating because how do you even tie that neatly back to any type of ROI? #measurepr
- 4:27 pm **cloudspark:** @thatpatrick it doesn't work b/c there is no science, no validity, & no analysis that clarifies the V in AVE. c @cubanalaf #measurePR
- 4:27 pm **donbart:** ROI is a financial metric with a well-known definition. There is no need to redefine it for SM. #measurepr
- 4:28 pm **40deuce:** RT @donbart: Reminder- what clients/companies want are insights not just metrics. Answer - How is SM contributing to the business #measurepr
- 4:28 pm **shonali:** RT @donbart: Reminder, what clients/companies want are insights not just metrics. Answer: How is SM contributing to the business. #measurepr
- 4:28 pm **CARMA\_Tweets:** Here's a stand: @donbart ROI is a financial metric with a well-known definition. There is no need to redefine it for SM. #measurepr
- 4:28 pm **shonali:** RT @donbart: ROI is a financial metric with a well-known definition. There is no need to redefine it for SM. #measurepr
- 4:28 pm **mdbarber:** @JodiEchakowitz I think that's 80% of the battle. #measurepr
- 4:28 pm **40deuce:** @jedhallam in someways yes, but everyone is going to want to measure diff. things. especially in SM #measurepr
- 4:28 pm **cloudspark:** YES RT @donbart ROI is a financial metric w/ a well-known definition. There is no need to redefine it for SM. #measurepr c @thebrandbuilder
- 4:28 pm **shonali:** @allenkristina Don't ask me... I hate 'em! #measurepr
- 4:29 pm **Aaron\_VH:** RT @40deuce: RT @donbart: Lead with your objectives, not your tool! #measurepr
- 4:29 pm **hopwood:** A2 A valid SM PR goal for UK firms would be to learn. Way too soon for many to talk financial ROI at this stage. #measurepr
- 4:29 pm **mdbarber:** RT @shonali: @CubanaLAF It's more ignorance than anything else. We've had standards for a while, problem is people don't adhere to them. #measurepr
- 4:29 pm **TDefren:** RT @shonali: RT @donbart: ROI is a financial metric with a well-known definition. There is no need to redefine it for SM. #measurepr
- 4:29 pm **geekgiant:** RT @donbart: ROI is a financial metric with a well-known definition. There is no need to redefine it for SM. #measurepr
- 4:29 pm **shonali:** @nicklucido Hey, glad to see you here! #measurepr
- 4:29 pm **CARMA\_Tweets:** Tired of flacid semi ROI Return on's: expectations, engagement, objective, audience reached, relationships etc. #measurepr
- 4:29 pm **40deuce:** tweetchat is going pretty slow for me today. is anyone else having this problem? #measurepr
- 4:30 pm **CubanaLAF:** @shonali Very true. I can honestly admit that I have no solution to getting everyone to adhere to standards. #measurepr
- 4:30 pm **jedhallam:** @40deuce Totally, totally agree - and there's def a too many cooks thing going on, but I think we need "some" standard metrics #measurepr
- 4:30 pm **donbart:** ROI does not mean 'results', KPIs or what did we get. Most social media outcomes are impact-oriented not ROI #measurepr



- 4:31 pm **cloudspark:** @CARMA\_Tweets saw "return on emotion" ystrday, nearly flamed it out #measurePR
- 4:31 pm **shonali:** RT @donbart: ROI does not mean 'results', KPIs or what did we get. Most social media outcomes are impact-oriented not ROI #measurepr
- 4:31 pm **nicklucido:** RT @40deuce: RT @donbart: ROI is a financial metric with a well-known definition. There is no need to redefine it for SM. #measurepr
- 4:31 pm **CARMA\_Tweets:** Standard language must come before standard metrics #measurepr @40deuce @jedhallam
- 4:31 pm **GlideTech:** RT @geekgiant: RT @donbart: ROI is a financial metric with a well-known definition. There is no need to redefine it for SM. #measurepr
- 4:31 pm **JodiEchakowitz:** @cubanalaf @shonali What standards do you recommend or use? #measurepr
- 4:31 pm **40deuce:** @hopwood it's never too early. you just need to figure it out for your company and your goals #measurepr
- 4:31 pm **shonali:** ROFL! RT @cloudspark: saw "return on emotion" ystrday, nearly flamed it out #measurepr
- 4:31 pm **rmpapag:** RT @donbart: ROI does not mean 'results', KPIs or what did we get. Most social media outcomes are impact-oriented not ROI #measurepr
- 4:31 pm **CARMA\_Tweets:** RT @donbart: ROI does not mean 'results', KPIs or what did we get. Most social media outcomes are impact-oriented not ROI #measurepr
- 4:32 pm **KellyeCrane:** RT @donbart: ROI does not mean 'results', KPIs or what did we get. Most social media outcomes are impact-oriented not ROI #measurepr
- 4:32 pm **therealpmoment:** RT @donbart: ROI does not mean 'results', KPIs or what did we get. Most social media outcomes are impact-oriented not ROI #measurepr
- 4:32 pm **jedhallam:** @CARMA\_Tweets Took the next tweet right out from underneath my fingertips :) #measurepr
- 4:32 pm **shonali:** @JodiEchakowitz @cubanaLAF I'd start with IPR standards and now Barcelona Principles. #measurepr
- 4:32 pm **CARMA\_Tweets:** Return on Emotion?!!! Oh boy. @cloudspark #measurepr
- 4:32 pm **40deuce:** @jedhallam and there are, some things will work for all (like sentiment ratings, clicks, etc) but some things won't #measurepr
- 4:32 pm **shonali:** @JodiEchakowitz @cubanaLAF Other problem is that there isn't any "magic formula," which is what people want. #measurepr
- 4:32 pm **GlideTech:** RT @donbart: ROI does not mean 'results', KPIs or what did we get. Most social media outcomes are impact-oriented not ROI #measurepr
- 4:33 pm **mdbarber:** RT @donbart: ROI does not mean results, KPIs or what did we get. Most social media outcomes are impact-oriented not ROI #measurepr
- 4:33 pm **donbart:** @CARMA\_Tweets YES! Attempts to rename ROI to RO engagement/insights /objectives, etc are counterproductive. Confusing impact w/ROI #measurepr
- 4:33 pm **cloudspark:** ? @donbart ROI does not mean 'results', KPIs or what did we get. Most social media outcomes are impact-oriented not ROI. #measurepr
- 4:33 pm **40deuce:** @jedhallam a big problem is company A is trying to measure what company B is, even through they do different things online #measurepr
- 4:33 pm **mdbarber:** RT @shonali: @JodiEchakowitz @cubanaLAF Id start with IPR standards and now Barcelona Principles. #measurepr
- 4:33 pm **rockstarjen:** RT @donbart ROI does not mean 'results', KPIs or what did we get. Most social media outcomes are impact-oriented not ROI #measurepr
- 4:33 pm **40deuce:** RT @donbart: ROI does not mean results, KPIs or what did we get. Most social media outcomes are impact-oriented not ROI #measurepr
- 4:33 pm **CubanaLAF:** @shonali @JodieEchakowitz I've been impressed w/ the efforts behind the Barcelona Principles. It's just getting people to adhere. #measurepr
- 4:34 pm **CubanaLAF:** @shonali I think most people want a magic button/solution for everything. You have to mesh it to brand, not the other way around. #measurepr

- 4:34 pm **shonali**: RT @donbart: Attempts to rename ROI to RO engagement/insights/objectives, etc are counterproductive. Confusing impact w/ROI #measurepr
- 4:34 pm **mdbarber**: So true. It's not easy: RT @shonali: Other problem is that there isnt any "magic formula," which is what people want. #measurepr
- 4:34 pm **40deuce**: totally agree RT @shonali: Other problem is that there isnt any "magic formula," which is what people want. #measurepr
- 4:34 pm **cloudspark**: @shonali bigger picture, but i go back to the need for PR to be taught in biz schools. we'd get better measurements. #measurepr
- 4:34 pm **JodiEchakowitz**: @shonali Agree! What works for one business doesn't work for another. #measurepr
- 4:34 pm **margaretbrady**: RT @shonali: @JodiEchakowitz @cubanaLAF Other problem is that there isn't any "magic formula," which is what people want. #measurepr
- 4:35 pm **CARMA\_Tweets**: RT @shonali: @JodiEchakowitz @cubanaLAF Other problem is that there isn't any "magic formula," which is what people want. #measurepr
- 4:35 pm **shonali**: @CubanaLAF It's actually an advantage if there is no history of measurement, b/c then you don't have to "unlearn" the bad stuff. #measurepr
- 4:35 pm **shonali**: @cloudspark I completely agree. #measurepr
- 4:35 pm **mdbarber**: RT @cloudspark: @shonali bigger picture. I go back to the need for PR to be taught in biz schools. wed get better measurements. #measurepr
- 4:35 pm **CARMA\_Tweets**: Couldn't agree more! @shonali big picture, PR needs to be taught in biz schools. we'd get better measurements. #measurepr
- 4:35 pm **donbart**: You can create demonstrable organization impacts with social media w/out generating ROI in the short term. Its all good. #measurepr
- 4:36 pm **JonClements**: RT @donbart: Lack of measurable objectives and strategies posing as objectives are systemic problems in PR. #measurepr
- 4:36 pm **jedhallam**: @40deuce Yeah, so we have language and education to battle before even starting with the metrics #measurepr
- 4:36 pm **CARMA\_Tweets**: RT @shonali: @CubanaLAF It's actually an advantage if there is no history of measurement, b/c then you don't have to "unlearn" the bad stuff. #measurepr
- 4:36 pm **GlideTech**: Attempts to rename ROI to RO engagement/insights/objectives, etc are counterproductive. Confusing impact w/ROI #measurepr
- 4:36 pm **CubanaLAF**: @shonali Truth. I couldn't agree more. It always comes back to education, doesn't it? #measurepr
- 4:36 pm **allenkristina**: @40deuce Measuring clicks alone is usually not enough - what happens after the click is important to look at / measure #measurepr
- 4:36 pm **40deuce**: @CARMA\_Tweets that I agree with #measurepr
- 4:36 pm **JodiEchakowitz**: @cubanalaf @shonali Plus PR and marketing folks don't see eye to eye when it comes to measurement. #measurepr
- 4:36 pm **shonali**: @CARMA\_Tweets Thanks, but that was actually @cloudspark's genius. Hence "senior spark." :p #measurepr
- 4:36 pm **KellyeCrane**: FYI- link to info on Barcelona Principles - <http://bit.ly/a5i5OI> #measurepr
- 4:36 pm **jborell**: RT @donbart: You can create demonstrable organization impacts with social media w/out generating ROI in the short term. Its all good. #measurepr
- 4:37 pm **mdbarber**: True but improving. RT @donbart: Lack of measurable objectives and strategies posing as objectives are systemic problems in PR. #measurepr
- 4:37 pm **shonali**: RT @donbart: You can create demonstrable organization impacts with social media w/out generating ROI in the short term. #measurepr
- 4:37 pm **mdbarber**: RT @KellyeCrane: FYI- link to info on Barcelona Principles - <http://bit.ly/a5i5OI> #measurepr
- 4:37 pm **SuzieLin**: Just got pulled into something, sorry have to jump. Great chat so far! #measurepr

- 4:37 pm **CARMA\_Tweets:** Agree that "Attempts to rename ROI to RO engagement/insights/objectives, etc r counterproductive, confusing w/ROI #measurepr @glidotech
- 4:37 pm **JodiEchakowitz:** RT @donbart: Lack of measurable objectives and strategies posing as objectives are systemic problems in PR. #measurepr
- 4:37 pm **shonali:** @CubanaLAF Yup. That was a huge + for me at my last job. I didn't have to "unteach" the execs, just start 'em off from scratch. #measurepr
- 4:37 pm **40deuce:** RT @donbart: You can create demonstrable organization impacts with social media w/out generating ROI in the short term. #measurepr
- 4:37 pm **MiChmski:** @donbart did I just pick up on a #measurepr chat? It's been a while! :)
- 4:38 pm **PRMediaBlog:** RT @donbart: You can create demonstrable organization impacts with social media w/out generating ROI in the short term. #measurepr
- 4:38 pm **JonClements:** RT @donbart: You can create demonstrable organization impacts with social media w/out generating ROI in the short term. #measurepr
- 4:38 pm **allenkristina:** RT @KellyeCrane FYI- link to info on Barcelona Principles - <http://bit.ly/a5i5OI> #measurepr
- 4:38 pm **cloudspark:** @donbart how do \*you\* demonstrate impact? what's your baseline/go-to/standard starter? #measurepr
- 4:38 pm **MiChmski:** @shonali good to see you again! I'm listening in :) what's the topic? #measurepr
- 4:38 pm **shonali:** @JodiEchakowitz True. One way around that is to always include at least one marketing outcome when you start your program. #measurepr
- 4:38 pm **40deuce:** @CARMA\_Tweets @shonali or does business need to be taught to PR people? #measurepr
- 4:38 pm **karmacakedotca:** RT @donbart: Lack of measurable objectives and strategies posing as objectives are systemic problems in PR. #measurepr
- 4:38 pm **JodiEchakowitz:** RT @KellyeCrane: FYI- link to info on Barcelona Principles - <http://bit.ly/a5i5OI> #measurepr
- 4:38 pm **shonali:** @MiChmski Hey! Social media ROI, we're continuing last time's chat with @donbart. #measurepr
- 4:39 pm **CARMA\_Tweets:** Indeed: get whomever they both report 2 at the table: @shonali + PR & marketing folks don't c i-2-i when it comes 2 meas't. #measurepr
- 4:39 pm **hopwood:** Have to step out now. Thanks for the stimulating conversation. #measurepr
- 4:39 pm **shonali:** @40deuce @Carma\_Tweets @cloudspark Probably both. #measurepr
- 4:39 pm **JodiEchakowitz:** @shonali That's exactly what we do - we identify both marketing and PR outcomes, and then determine tools for measurement #measurepr
- 4:39 pm **shonali:** RT @allenkristina: @KellyeCrane FYI- link to info on Barcelona Principles - <http://bit.ly/a5i5OI> #measurepr
- 4:40 pm **40deuce:** RT @allenkristina: RT @KellyeCrane FYI- link to info on Barcelona Principles - <http://bit.ly/a5i5OI> #measurepr
- 4:40 pm **nicklucido:** RT @allenkristina: RT @KellyeCrane FYI- link to info on Barcelona Principles - <http://bit.ly/a5i5OI> #measurepr
- 4:40 pm **donbart:** At undergrad level, measurement is often 1 lecture within 1 research class. Not enough. #measurepr
- 4:40 pm **shonali:** @SuzieLin Hope to see you next time! #measurepr
- 4:40 pm **JonClements:** @donbart only just discovered #measurepr - when does this usually happen? Thanks!
- 4:40 pm **MiChmski:** @shonali excellent! :) #measurepr hi @donbart
- 4:40 pm **40deuce:** @shonali @Carma\_Tweets @cloudspark I agree. I went to school for PR. very little was given towards measurement #measurepr
- 4:41 pm **shonali:** @JonClements We chat bi-weekly on Tuesdays, 12-1 pm ET. Join us next time! #measurepr

- 4:41 pm **JodiEchakowitz:** @shonali Atho I still get marketing contacts asking me for AVEs as that is what their VPs understand and not open to anything new #measurepr
- 4:41 pm **sharonmostyn:** RT @shonali: RT @allenkristina: @KellyeCrane FYI- link to info on Barcelona Principles - <http://bit.ly/a5i5OI> #measurepr
- 4:41 pm **CARMA\_Tweets:** Agreed! I teach a full-length course in Canada. Rare though. @donbart @t undergrad, meas't is often 1 lecture Not enough. #measurepr
- 4:41 pm **40deuce:** @donbart I was just saying to @shonali that in my PR school, we spent very little time learning how to measure properly #measurepr
- 4:42 pm **40deuce:** @CARMA\_Tweets where do you teach? #measurepr
- 4:43 pm **donbart:** AVEs are often used because they seem like the path of least resistance to ROI, although they have nothing to do with true ROI. #measurepr
- 4:43 pm **shonali:** @40deuce @donbart @Carma\_Tweets Yea, and you should've seen my @SAISHopkins students' eyes pop. Msmt was front/center in class. #measurepr
- 4:43 pm **cloudspark:** @JodiEchakowitz it's a challenge. we educate new cleints that AVEs + circ number metrics are not valid. we show what is. #measurePR
- 4:43 pm **MiChmski:** @shonali @donbart an idea from @fguillot that I translated on my blog : RONI the risk of NON-investment in social media ;) #measurepr
- 4:43 pm **shonali:** RT @cloudspark: @donbart how do \*you\* demonstrate impact? what's your baseline/go-to/standard starter? #measurepr
- 4:44 pm **CARMA\_Tweets:** RT @MiChmski: @shonali @donbart an idea from @fguillot that I translated on my blog : RONI the risk of NON-investment in social media ;) #measurepr
- 4:44 pm **cloudspark:** sorry for the typos, crumbs getting on keyboard #measurePR
- 4:44 pm **abigail\_e:** A little late, but listening in on the end of #measurepr
- 4:44 pm **40deuce:** @shonali good for you #measurepr
- 4:45 pm **mdbarber:** Good ? RT @cloudspark: @donbart how do \*you\* demonstrate impact? whats your baseline/go-to/standard starter? #measurepr
- 4:45 pm **40deuce:** good question RT @cloudspark: @donbart how do \*you\* demonstrate impact? whats your baseline/go-to/standard starter? #measurepr
- 4:45 pm **colbcox:** RT @MiChmski: @shonali @donbart an idea from @fguillot that I translated on my blog : RONI the risk of NON-investment in social media ;) #measurepr
- 4:45 pm **shonali:** Q3 (fm @cloudspark) What's the 1 measurement you place in every PR campaign? (if there is \*1\*) What do you use every time? #measurepr
- 4:46 pm **JodiEchakowitz:** @cloudspark Do they ever come back still asking for AVEs to satisfy higher ups that understand the old way of doing things? #measurepr
- 4:46 pm **CARMA\_Tweets:** How do \*you\* demonstrate impact? whats your baseline/go-to/standard starter? #measurepr via @donbart
- 4:46 pm **SuzieLin:** @shonali Thank you! You will as I always enjoy the chat & look forward to this transcript. #measurepr
- 4:46 pm **donbart:** Meas impact is contextual. What biz process is SM trying to drive - CRM, sales, lead gen? Show how SM is driving the process. #measurepr
- 4:46 pm **CARMA\_Tweets:** RT @shonali: Q3 (fm @cloudspark) What's the 1 measurement you place in every PR campaign? (if there is \*1\*) What do you use every time? #measurepr
- 4:47 pm **shonali:** @40deuce Well, \*1\* had fun. :p You can ask @abigail\_e if she did (she was one of my students). #measurepr
- 4:47 pm **shonali:** @abigail\_e Better late than never. ;) #measurepr
- 4:48 pm **shonali:** RT @donbart: Meas impact is contextual. What biz process is SM trying to drive, CRM, sales, lead gen? Show how SM drives process. #measurepr
- 4:48 pm **40deuce:** RT @donbart: impact is contextual. What biz process is SM trying to drive - CRM, sales, lead gen? Show how SM is driving that. #measurepr
- 4:48 pm **donbart:** A3. Share of voice/conversation. Important to put measurement in competitive context. That's what audiences see. #measurepr

- 4:49 pm **jrushin:** Is that good or bad? ROI shld be ultimate measure of success. RT @donbart: Most social media outcomes are impact-oriented not ROI #measurepr
- 4:49 pm **shonali:** RT @donbart: A3. Share of voice/conversation. Important to put measurement in competitive context. That's what audiences see. #measurepr
- 4:50 pm **40deuce:** RT @donbart: A3. Share of voice/conversation. Important to put measurement in competitive context. Thats what audiences see. #measurepr
- 4:50 pm **cloudspark:** @JodiEchakowitz they do, we push back & refuse to offer junk. we have language they can use w/ C-suite to help them understand. #measurePR
- 4:51 pm **abigail\_e:** RT @shonali: @40deuce @donbart @Carma\_Tweets Yea & you should've seen my students eyes pop. Msmt was front/center in class #measurepr / yep!
- 4:51 pm **shonali:** @cloudspark Would you be willing to share that language? I understand if it's proprietary. cc @JodiEchakowitz #measurepr
- 4:51 pm **cloudspark:** ? @donbart: A3. Share of voice/conversation. Important to put measurement in competitive context. Thats what audiences see. #measurepr
- 4:51 pm **JodiEchakowitz:** A3: I don't think there's any "1" key measurement metric. It could differ by client, campaign, etc. #measurepr
- 4:51 pm **donbart:** A3. In SM, engagement-oriented metrics are very interesting. From comments/post ratio to RTs/1000 followers to duration, etc #measurepr
- 4:52 pm **allenkristina:** @shonali Gotta jump - thanks for the great discussion! #measurepr
- 4:52 pm **40deuce:** @cloudspark like what? would love to know how you explain to those that don't want to understand #measurepr
- 4:52 pm **JodiEchakowitz:** @shonali I was just going to ask @cloudspark that question :) #measurepr
- 4:52 pm **shonali:** @donbart Aren't engagement metrics also getting more complicated? Eg a post might not have many comments on blog, but on FB, etc. #measurepr
- 4:53 pm **shonali:** @allenkristina Thanks for joining - hope to see you next time! #measurepr
- 4:53 pm **cloudspark:** @shonali sure w/ a few modifications. we're a bit different and clients know that about us. c: @JodiEchakowitz #measurepr
- 4:53 pm **donbart:** @jrushin In social media ROI should not be the primary measure of success...unless that was the primary objective. #measurepr
- 4:54 pm **shonali:** @cloudspark That will be awesome, thank you! You'll email? You have my info. @JodiEchakowitz #measurepr
- 4:54 pm **40deuce:** great line RT @donbart: In social media ROI should not be the primary measure of success...unless that was the primary objective. #measurepr
- 4:54 pm **cloudspark:** @donbart IYHO is there any part of PR that can't be measured? #measurePR
- 4:54 pm **ladyblaablaa:** RT @donbart: @jrushin In social media ROI should not be the primary measure of success...unless that was the primary objective. #measurepr
- 4:55 pm **shonali:** RT @donbart: In social media ROI should not be the primary measure of success...unless that was the primary objective. #measurepr
- 4:55 pm **CARMA\_Tweets:** I like to look at network analysis, citation analysis, social captial/cohesion: 7 C's: <http://tinyurl.com/25ne8qx> A3: #measurepr
- 4:55 pm **donbart:** @shonali Yes, engagement metrics can be (overly) complicated and there is no consensus on how to measure engagement. #measurepr
- 4:55 pm **JodiEchakowitz:** It's one thing to identify what metrics to measure, but how do you determine what a reasonable target is... #measurepr
- 4:55 pm **shonali:** @donbart Which makes smart monitoring all the more important, doesn't it? (Re: Q3). #measurepr
- 4:56 pm **abigail\_e:** RT @donbart: @jrushin In social media ROI should not be the primary measure of success...unless that was the primary objective. #measurepr
- 4:57 pm **cloudspark:** ? @donbart: In social media ROI should not be the primary measure of success...unless that was the primary objective. #measurepr



- 4:57 pm **donbart:** different levels of engagement in social media - from simply RT something versus being a brand advocate or evangelist [#measurepr](#)
- 4:57 pm **mattkellypr:** RT @shonali: RT @donbart: In social media ROI should not be the primary measure of success...unless that was the primary objective. [#measurepr](#)
- 4:57 pm **CARMA\_Tweets:** In social media ROI should not be the primary measure of success...unless that was the primary objective (It rarely is) [#measurepr](#) @jrushin
- 4:57 pm **shonali:** @JodiEchakowitz That goes back to what outcomes you're trying to achieve. [#measurepr](#)
- 4:58 pm **DineanR:** RT @shonali: RT @donbart: In social media ROI should not be the primary measure of success...unless that was the primary objective. [#measurepr](#)
- 4:58 pm **shonali:** RT @donbart: different levels of engagement in social media - from simply RT something v. being a brand advocate or evangelist [#measurepr](#)
- 4:58 pm **CARMA\_Tweets:** Jumping off. thx @shonali @donbart and all others. [#measurepr](#)
- 4:59 pm **donbart:** @shonali Yes, listening and monitoring are important first steps in the social media measurement value chain [#measurepr](#)
- 4:59 pm **shonali:** We're almost done with today's chat. Thanks so much for coming back @donbart and to all for joining! [#measurepr](#)
- 5:00 pm **shonali:** Remember, we'll be back Sept. 28 12-1 pm ET, so please save the date & I hope to see you here again. [#measurepr](#)
- 5:00 pm **shonali:** For now, the "official" chat is over, though you're welcome to keep chatting w/the hashtag. "Talk" to you soon! [#measurepr](#)
- 5:00 pm **shonali:** @donbart It's just that a lot of folks think monitoring = measuring... which ain't so. [#measurepr](#)
- 5:01 pm **donbart:** @shonali Thanks for having me Shonali and thanks to all for participating! [#measurepr](#)
- 5:01 pm **JGoldsborough:** @donbart @shonali Many clients ask how long to listen b4 jumping in. Guessing it varies, but thoughts? [#measurePR](#)
- 5:01 pm **ladyblaablaa:** Gotta run, boyfriend is locked out so is waiting in the pub for me! Any excuse. Great chat [#measurepr](#)
- 5:01 pm **mdbarber:** @shonali @donbart Thanks for a great chat. Always good discussion. [#measurepr](#)
- 5:01 pm **cloudspark:** tx @donbart and @shonali for sharing your time and insights on [#measurePR](#)
- 5:01 pm **JGoldsborough:** RT @donbart: @jrushin In social media ROI should not be the primary measure of success...unless that was the primary objective. [#measurepr](#)
- 5:02 pm **abigail\_e:** RT @shonali: Remember, we'll be back Sept. 28 12-1 pm ET, so pls save the date & I hope to see you here again. [#measurepr](#) // putting on cal
- 5:02 pm **MiChmski:** glad I could listen in, hope to catch you again next week :) [#measurepr](#)
- 5:02 pm **cloudspark:** ? @shonali: @donbart It's just that a lot of folks think monitoring = measuring... which ain't so. [#measurepr](#)
- 5:02 pm **shonali:** @JGoldsborough I think it does vary, but I think at least a few weeks if they're brand new. What do you think @donbart ? [#measurepr](#)
- 5:02 pm **40deuce:** great chat today. thanks to @shonali and @donbart [#measurepr](#)
- 5:02 pm **Dsayce:** RT @shonali: RT @donbart: ROI does not mean 'results', KPIs or what did we get. Most social media outcomes are impact-oriented not ROI [#measurepr](#)
- 5:03 pm **JGoldsborough:** @sharonmostyn @CARMA\_Tweets @40deuce @allenkristina When talk behaviors, differentiates what SM (2-way) provides that 1-way can't [#measurePR](#)
- 5:03 pm **KellyeCrane:** RT @donbart: In social media ROI should not be the primary measure of success...unless that was the primary objective [#measurepr](#)
- 5:03 pm **abigail\_e:** @shonali Looks like it was a great chat. Hoping to make the full one next time! [#measurepr](#)
- 5:04 pm **davechlastosz:** RT @KellyeCrane: RT @donbart: In social media ROI should not be the primary measure of success...unless that was the primary objective [#measurepr](#)



- 5:04 pm **JGoldsborough:** @CARMA\_Tweets @sharonmostyn @40deuce @allenkristina SM opens door 4 engagement, advocacy/influence measures. 1-way can't provide. #measurePR
- 5:04 pm **shonali:** @40deuce @cloudspark @abigail\_e @mdbarber @Carma\_Tweets My pleasure, thank you for joining! #measurepr
- 5:04 pm **shonali:** @abigail\_e Fingers crossed! #measurepr
- 5:05 pm **40deuce:** @JGoldsborough agreed. SM is very different than our traditional media #measurepr
- 5:05 pm **shonali:** @margaretbrady I'm glad you enjoyed it! #measurepr
- 5:07 pm **PierreB:** @MiChmski Nice video, btw #measurepr
- 5:11 pm **JodiEchakowitz:** Thx for a great #measurepr chat @shonali. I unfortunately had to step away for a quick kid emergency :)
- 5:26 pm **csledzik:** @shonali Sorry I tweeted and ran! I need to make sure to set aside some time for #measurepr chat. Helpful convos for me as a newbie.
- 5:27 pm **balemar:** RT @shonali: Remember, we'll be back Sept. 28 12-1 pm ET, so please save the date & I hope to see you here again. #measurepr
- 5:55 pm **ThePRCoach:** VERY useful for #measurePR 3 Real-Time Search Engines Discover #SocialMedia Trends #PR #marketing <http://bit.ly/9cHJkn>

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