



## Transcript from August 31, 2010 to August 31, 2010

All times are Pacific Time

### August 31, 2010

- 12:51 pm **richardbagnall:** Be sure, (unlike me unfortunately!) not to miss today's #measurepr 5-6pm BST with @shonali & @donbart
- 2:37 pm **JGoldsborough:** Looking forward to checking out @DonBart on @Shonali's #measurePR chat today at noon EST. You planning to attend?
- 2:40 pm **bjoosse:** what he says RT @JGoldsborough: Looking forward to checking out @DonBart on @Shonali's #measurePR chat today at noon EST...
- 2:46 pm **shonali:** @bjoosse @JGoldsborough So glad you're planning to hit #measurepr with @DonBart today. 12 pm ET and counting down...
- 2:46 pm **shonali:** @richardbagnall We'll miss you, but hope you can make #measurePR again soon!
- 2:53 pm **CommAMMO:** Almost time for t #measurepr, today at 12N ET, with @shonali and @donbart -- I'm looking forward to it!
- 2:54 pm **donbart:** RT @CommAMMO: Almost time for the #measurepr, today at 12N ET, with @shonali and @donbart -- I'm looking forward to it! <Me too!
- 2:57 pm **Narciso17:** Almost time for the #measurepr, today at 12N ET, with @shonali and @donbart
- 2:59 pm **dmullen:** RT @Narciso17: Almost time for the #measurepr, today at 12N ET, with @shonali and @donbart
- 3:00 pm **shonali:** You're coming? Yay! RT @Narciso17: Almost time for the #measurepr, today at 12N ET, with @shonali and @donbart
- 3:01 pm **SuzieLin:** Woo hoo, only an hour until today's #measurepr chat. I can't wait!
- 3:04 pm **Narciso17:** @shonali No Can Do (RE: #measurepr, today at 12N ET, with @shonali and @donbart) - Have a Lunch Mtg to Head Off To :(
- 3:06 pm **kathy\_moore:** RT @shonali The MetricsMan Comes To #measurePR today <http://t.co/IHRUnU2> (MetricsMan is @donbart)
- 3:06 pm **mattkellypr:** The #measurepr Daily is out <http://bit.ly/ce5lpB> - featuring @shashib
- 3:07 pm **MattLaCasse:** Hoping I can make it. RT @kathy\_moore: RT @shonali The MetricsMan Comes To #measurePR today <http://t.co/IHRUnU2> (MetricsMan is @donbart)
- 3:12 pm **shonali:** @mattkellypr @kathy\_moore @SuzieLin @CommAMMO I'm so excited to see y'all at #measurePR I almost typed an @ instead of an e[xcited]. ;)
- 3:15 pm **shonali:** @IsCool Nope, I'm working on it right now... well, I will be after #measurePR.
- 3:22 pm **shashib:** Thanks RT @mattkellypr: The #measurepr Daily is out <http://bit.ly/ce5lpB> - featuring @shashib
- 3:25 pm **shonali:** @mattkellypr Thank you for featuring #measurePR in Daily. You do know that's from my blog, right?
- 3:46 pm **shonali:** Enough BNET excitement. Well no, not really, but for now. ;) 14 minutes and counting to #measurepr with @donbart. W00t!
- 3:58 pm **KaryD:** Gotta fill up my coffee - gonna need it while I try to track both #measurepr and #sm75 starting in 60 seconds.
- 3:58 pm **shonali:** Three minutes to #measurePR with @donbart. I'm heading to Tweetgrid now. You're welcome to snooze me for the next hour if I'm too talkative.
- 4:00 pm **donbart:** @chuckhemann No #measurePR? Do both!

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

4:01 pm **shonali:** Let's take a few minutes to introduce ourselves before I bring on our special guest for today, @donbart. Who's here? #measurepr

4:01 pm **CubanaLAF:** Peeking in for a bit - I'm Lauren with @Radian6. Hi, everyone! :) #measurepr

4:02 pm **shonali:** @CubanaLAF Hey! Great to see you here, even if it's just for a bit. :) #measurepr

4:02 pm **CommAMMO:** Hi All -- Sean, #solopr in Cleveland, adjunct prof at Kent State, member of IPR measurement commission #measurepr

4:03 pm **danaeng:** Hi all. Dana with Goodwill in Iowa City, IA. #measurepr

4:03 pm **shonali:** I'm a #solopr pro based in DC, editor of @wgbiz, adjunct faculty at @SAISHopkins & new @BNET blogger. Measurement fanatic! #measurepr

4:03 pm **MattLaCasse:** Checking out #measurepr. It's something I struggle with, so I tend to listen more than participate. Bring the knowledge folks.

4:04 pm **nhssm:** To all those #nhssm followers interested in PR and specifically its measurement #measurepr is now running. Have a gander, it's well worth it

4:04 pm **shonali:** @danaeng @commAMMO Welcome (back)! #measurepr

4:04 pm **ladyblaablaa:** I'm dropping in on this one too Shonali. Emma from @glidtech #measurepr

4:04 pm **a\_double\_tt:** RT @nhssm: To all those #nhssm followers interested in PR and specifically its measurement #measurepr is now running. Have a gander, it's well worth it

4:04 pm **shonali:** While y'all are getting your coffee, I'd like to introduce @donbart, measurement expert and our guest for today. Hi Don! #measurepr

4:05 pm **shonali:** @ladyblaablaa @nhssm @MattLaCasse Thank you and great to see you! #measurepr

4:05 pm **shonali:** @ladyblaablaa I love your Twitter handle, btw. #measurepr

4:05 pm **KellyeCrane:** Hi all- I'm the moderator of the #solopr chat and blog at SoloPRPro.com. Will be popping in and out of #measurepr today.

4:06 pm **mwph:** @nhssm Hi Everyone, I am Kathleen @MWPH. #measurepr

4:06 pm **donbart:** Hi Everybody! Ready to talk a little SM ROI? #measurePR

4:06 pm **shonali:** For those new to #measurePR, we started back in Feb, talking about PR measurement. Recaps here: <http://ht.ly/2xoll> #measurepr

4:06 pm **shonali:** @KellyeCrane Awesome!!! #measurepr

4:07 pm **shonali:** @bjoosse Great to see you! #measurepr

4:07 pm **shonali:** @mwph Welcome! #measurepr

4:07 pm **SuzieLin:** HI all! Just got pulled into something but hoping to participate #measurepr

4:08 pm **shonali:** OK, let's get started. I'll throw the questions out for @donbart (and all) to answer/discuss. Remember to reference the qn nos. #measurepr

4:08 pm **shonali:** Q1: Everyone and their brother discusses "social media ROI." What exactly is SM ROI, according to you? #measurepr

4:09 pm **shonali:** @SuzieLin Glad you could still make it! #measurepr

4:09 pm **ShannonRenee:** @shonali I'm here too #measurepr

4:09 pm **CubanaLAF:** Q1: SM ROI is YOUR definition. If it doesn't mesh with brand objectives, then why the heck are you even measuring it? #measurepr

4:09 pm **shonali:** PS - remember to use the hashtag as well, so that we can pull all the tweets in the transcript after the chat. #measurepr

4:09 pm **40deuce:** greetings all. sorry if I'm a bit late. what are we discussing today? #measurepr

4:09 pm **Chuteatholyrood:** RT @nhssm: To all those #nhssm followers interested in PR and specifically its measurement #measurepr is now running. Have a gander, it's well worth it

4:10 pm **shonali:** @ShannonRenee Excellent! #measurepr

4:10 pm **40deuce:** also, to introduce myself; my name's Sheldon and I'm the community manager for Sysomos. hi [#measurepr](#)

4:10 pm **40deuce:** RT @shonali: Q1: Everyone and their brother discusses "social media ROI." What exactly is SM ROI, according to you? [#measurepr](#)

4:10 pm **shonali:** @40deuce Hey! We're talking "social media ROI" with @donbart today. [#measurepr](#)

4:10 pm **donbart:** RT @40deuce: greetings all. sorry if I'm a bit late. what are we discussing today? [#measurepr](#) Social Media ROI

4:10 pm **CommAMMO:** RT @shonali: Q1: Everyone and their brother discusses "social media ROI." What exactly is SM ROI, according to you? [#measurepr](#)

4:11 pm **kathy\_moore:** Hello @shonali, special guest @donbart and all the [#measurepr](#) tweeps. I'm excited to be able to sit in on the conversation today!

4:11 pm **40deuce:** Q1: ROI in SM will be different to everyone depending on what they're trying to achieve through the use of social media [#measurepr](#)

4:11 pm **CommAMMO:** RT @CubanaLAF: Q1: SM ROI is YOUR definition. If it doesnt mesh with brand objectives, then why [...] even measure it? [#measurepr](#)

4:11 pm **shonali:** @Chuteatholyrood Thanks for the props! [#measurepr](#)

4:12 pm **shonali:** @kathy\_moore Great to see you! [#measurepr](#)

4:12 pm **steveplunkett:** RT @40deuce: Q1: ROI in SM will be different to everyone depending on what they're trying to achieve through the use of social media [#measurepr](#)

4:12 pm **RobinMarie:** Can I work while participating in [#measurepr](#) ? We'll see..

4:12 pm **CommAMMO:** RT @40deuce: Q1: ROI in SM will be diff to everyone depending on what theyre trying to achieve through the use of social media [#measurepr](#)

4:13 pm **donbart:** A1. ROI is ROI. A financial metric. It's not Zen/mystical just because its social media. [#measurepr](#)

4:13 pm **40deuce:** RT @donbart: A1. ROI is ROI. A financial metric. Its not Zen/mystical just because its social media. [#measurepr](#)

4:13 pm **shawmarketing:** For me, measurable is some change in action based on SM initiatives. Sign ups. Followers. Attendees. [#measurepr](#) Any other ways to measure?

4:13 pm **shonali:** Tell us more. :) RT @donbart: A1. ROI is ROI. A financial metric. It's not Zen/mystical just because its social media. [#measurepr](#)

4:13 pm **BenjaminRossDC:** Q1: Good [#sm](#) ROI means you're hitting your target audience and they're hitting back [#measurepr](#)

4:13 pm **CommAMMO:** TRUDAT! RT @donbart: A1. ROI is ROI. A financial metric. Its not Zen/mystical just because its social media. [#measurepr](#)

4:14 pm **40deuce:** for me, ROI comes from having people know of, discuss about and with my brand. knowledge will lead to \$ (in my case anyways) [#measurepr](#)

4:14 pm **GlideTech:** RT @donbart: A1. ROI is ROI. A financial metric. It's not Zen/mystical just because its social media. [#measurepr](#)

4:14 pm **donbart:** A1. ROI = net financial return for a given level of investment. Can be either revenue, cost savings or cost avoidance. [#measurepr](#)

4:14 pm **40deuce:** I like that one RT @BenjaminRossDC: Q1: Good [#sm](#) ROI means youre hitting your target audience and theyre hitting back [#measurepr](#)

4:15 pm **shonali:** RT @donbart: A1. ROI = net financial return for a given level of investment. Can be revenue, cost savings or cost avoidance. [#measurepr](#)

4:15 pm **kionsanders:** [#measurepr](#) is my favorite chat to sit in on - I learn so much

4:15 pm **CommAMMO:** A1: need to differentiate between ROI (\$) and value. [#measurepr](#)

4:15 pm **Jacki\_Halas:** Popping in to say hi to @shonali, @donbart & all the [#measurepr](#) participants! [#measurepr](#)

4:15 pm **shonali:** I think @donbart makes a really good point about what ROI is... not what one might want it to be. [#measurepr](#)

4:16 pm **ShannonRenee:** RT @40deuce: RT @donbart: A1. ROI is ROI. A financial metric. Its not Zen/mystical just because its social media. #measurepr

4:16 pm **shonali:** @Jacki\_Halas Hey, there! #measurepr

4:16 pm **shonali:** Agree, I think a lot of people mean value when they say ROI. RT @CommAMMO: A1: need to differentiate between ROI (\$) and value. #measurepr

4:16 pm **40deuce:** @Jacki\_Halas hi #measurepr

4:16 pm **danaeng:** Agreed! Measuring value much different. CommAMMO A1: need to differentiate between ROI (\$) and value. #measurepr

4:17 pm **shonali:** @kionsanders That's so nice of you to say. Thank you! #measurepr

4:17 pm **donbart:** A1. If you're hitting your target and they're hitting back you're probably measuring Impact NOT ROI. ROI does not mean results. #measurepr

4:17 pm **shawmarketing:** This is important. Value cannot always be given \$\$\$ RT @CommAMMO: A1: need to differentiate between ROI (\$) and value. #measurepr

4:17 pm **CommAMMO:** A1: value can be steps toward ROI, intermediate objectives that lead to ROI. Not every activity is direct to ROI. #measurepr

4:17 pm **SuzieLin:** Q1 SM ROI really depends on the clients needs & the objective/goals that are laid out in the strategy #measurepr

4:18 pm **BenjaminRossDC:** @40deuce thx for the props #measurepr

4:18 pm **40deuce:** RT @CommAMMO: A1: need to differentiate between ROI (\$) and value. #measurepr

4:18 pm **kionsanders:** RT @shonali: @kionsanders That's so nice of you to say. Thank you! #measurepr (No - thank you for the chat!)

4:18 pm **KaryD:** A1. ROI is a financial measurement. If measuring engagement, for instance, need to def \$ value of engaged customer. #measurepr

4:18 pm **KellyeCrane:** RT @donbart: A1. If you're hitting your target and they're hitting back you're probably measuring Impact NOT ROI. ROI does not mean results. #measurepr

4:18 pm **CubanaLAF:** Q1: It's up to the industry/professionals to educate clients/brands on ROI, social value and impact. #measurepr

4:19 pm **CommAMMO:** RT @donbart: A1. If youre hitting UR target & theyre hitting back youre prob meas'g Impact NOT ROI. ROI does not mean results. #measurepr

4:19 pm **40deuce:** @shawmarketing @CommAMMO I agree. ROI (especially in SM) isn't always going to be a \$ value. #measurepr

4:19 pm **shonali:** RT @donbart: A1. If you're hitting yr target & they're hitting back you're proly msg Impact NOT ROI. ROI doesn't mean results. #measurepr

4:19 pm **geobak:** RT @CubanaLAF: Q1: It's up to the industry/professionals to educate clients/brands on ROI, social value and impact. #measurepr

4:19 pm **40deuce:** RT @CommAMMO: A1: value can be steps toward ROI, intermediate objectives that lead to ROI. Not every activity is direct to ROI. #measurepr

4:19 pm **BenjaminRossDC:** RT @SuzieLin Q1 SM ROI really depends on the clients needs & the objective/goals that are laid out in the strategy #measurepr

4:20 pm **justalaina:** RT @ShannonRenee @40deuce: RT @donbart: A1. ROI is ROI. A financial metric. Its not Zen/mystical just because its social media. #measurepr

4:20 pm **shawmarketing:** My question is how do we create measurable SM campaigns? Sometimes clients want a goal that's not easily measured. #measurepr

4:20 pm **donbart:** A1. Thing about measuring Impact as the first step and then value attribution (\$\$) as a possible second step. #measurepr

4:20 pm **BenjaminRossDC:** @donbart Fair point. I always assumed that #sm ROI was synonymous with impact. #measurepr

4:20 pm **shonali:** @shawmarketing We'll get there, hang in there. #measurepr

4:20 pm **40deuce:** @shawmarketing like what? #measurepr

- 4:21 pm **CommAMMO:** RT @shawmarketing: My ques is how do we create measurable SM campaigns? Sometimes clients want a goal thats not easily measured. #measurepr
- 4:21 pm **40deuce:** RT @donbart: A1. Thing about measuring Impact as the first step and then value attribution (\$\$) as a possible second step. #measurepr
- 4:21 pm **shonali:** RT @donbart: A1. Think about measuring Impact as the first step and then value attribution (\$\$) as a possible second step. #measurepr
- 4:21 pm **JessBayerDC:** Agreed RT @donbart: A1. If ur hitting ur target&they'r hitting back ur prob measuring Impact NOT ROI. ROI doesn't mean results. #measurepr
- 4:21 pm **CommAMMO:** RT @donbart: A1. Thing abt measur'g Impact as the first step and then value attribution (\$\$) as a possible second step. #measurepr
- 4:22 pm **40deuce:** @donbart totally. I look for an impact ROI because that will eventually (hopefully) lead to a monetary return #measurepr
- 4:22 pm **donbart:** RT @shawmarketing: My question is how do we create measurable SM campaigns? < You really must start with measurable objectives. #measurepr
- 4:22 pm **shonali:** @shawmarketing I often use @scottyhendo and @HungerPledge as an SM case study with demonstrable impact. #measurepr
- 4:22 pm **jaykeith:** There's a #measurepr chat? I might have to jump in and listen to see what's going on.
- 4:22 pm **Jacki\_Halas:** Clarifying diff btwn ROE & ROI RT @donbart Measure Impact as first step & value attribution (\$\$) as possible 2nd step #measurepr #measurepr
- 4:23 pm **swonderlin:** Peeking in on the #measurepr chat.... Always a great one to be involved in! Hi everyone! I'm Stephanie with @dstreetinc!
- 4:23 pm **kathy\_moore:** RT @donbart How do you create measurable SM campaigns? -- You really must start with measurable objectives. #measurepr
- 4:23 pm **JessBayerDC:** If you are interested in a lunchtime activity, participate in the #measurepr tweetup going on right now.
- 4:23 pm **shonali:** @geobak @CubanaLAF I agree, but the problem is that too many pros confuse what ROI actually is, and what Impact is. #measurepr
- 4:24 pm **csledzik:** . @jaykeith They're talking SM ROI now @ #measurepr, but also check out #sm75 discussing diff. between influence & popularity.
- 4:24 pm **balemar:** Will need to check out the #measurepr chat transcript later...
- 4:24 pm **CubanaLAF:** @shonali Bingo. That's why you have to differentiate between the two. C-Suite can get hung up on "ROI" as a term, not an action. #measurepr
- 4:24 pm **shonali:** RT @donbart: RT @shawmarketing: ow do we create measurable SM campaigns? < You really must start with measurable objectives. #measurepr
- 4:24 pm **kamichat:** RT @shonali: I often use @scottyhendo and @HungerPledge as an SM case study with demonstrable impact. <Link please> #measurepr
- 4:24 pm **swonderlin:** RT @CubanaLAF: Q1: It's up to the industry/professionals to educate clients/brands on ROI, social value and impact. #measurepr
- 4:24 pm **shonali:** @CubanaLAF Which is why I wanted @donbart to clarify that. Same page, sister! ;) #measurepr
- 4:25 pm **40deuce:** RT @CubanaLAF: C-Suite can get hung up on "ROI" as a term, not an action. #measurepr
- 4:25 pm **shonali:** @kamichat It's in the PPT I used last week for @PRSA, on my blog/Slideshare, or I'll send to you after the chat? #measurepr
- 4:25 pm **donbart:** If u r measuring reach, exposure, engagement, community or advocacy, you are not measuring ROI...and that's OK #measurepr
- 4:25 pm **BenjaminRossDC:** I could be wrong, but if the goal of an investment is impact, and impact translates into \$, why don't we just call a duck a duck? #measurepr
- 4:25 pm **KellyeCrane:** It can actually be difficult for outside consultants to provide true ROI measures, since clients don't always share data #solopr #measurepr

- 4:26 pm **shonali:** Q2 from @KellyeCrane: what would be a kosher, quantifiable way to measure impacts? #measurepr
- 4:26 pm **danaeng:** RT @donbart If u r measuring reach, exposure, engagement, community or advocacy, you are not measuring ROI...and that's OK #measurepr
- 4:26 pm **shonali:** RT @donbart: If u r measuring reach, exposure, engagement, community or advocacy, you are not measuring ROI...and that's OK. #measurepr
- 4:26 pm **ShannonRenee:** RT @donbart: If u r measuring reach, exposure, engagement, community or advocacy, you are not measuring ROI...and that's OK #measurepr
- 4:27 pm **40deuce:** RT @donbart: If u r measuring reach, exposure, engagement, community or advocacy, you are not measuring ROI...and thats OK #measurepr
- 4:27 pm **ShannonRenee:** RT @donbart: A1. ROI = net financial return for given level of investment. Can be either revenue, cost savings or cost avoidance. #measurepr
- 4:27 pm **kathy\_moore:** Yes! RT @KellyeCrane Can be difficult for consultants to provide true ROI measures, since clients don't always share data #solopr #measurepr
- 4:27 pm **danaeng:** GREAT question RT @shonali Q2 from @KellyeCrane: what would be a kosher, quantifiable way to measure impacts? #measurepr
- 4:27 pm **KellyeCrane:** Q2: Just interested in hearing what the master @donbart has to say on this! #measurepr
- 4:27 pm **kamichat:** @BenjaminRossDC You can only call it a duck if it quacks, which means you have to tie it in a direct line to money to be ROI #measurepr
- 4:28 pm **shonali:** @swonderlin Hey, nice to see you! #measurepr
- 4:28 pm **40deuce:** RT @shonali: Q2 from @KellyeCrane: what would be a kosher, quantifiable way to measure impacts? #measurepr
- 4:28 pm **shawmarketing:** I like these. RT @shonali: @shawmarketing I often use @scottyhendo and @HungerPledge as an SM case study with demonstrable impact. #measurepr
- 4:28 pm **donbart:** Q2. You can measure impact across an Exposure/Engagement/Influence/Action model w/appropriate metrics at each stage. #measurepr
- 4:28 pm **swonderlin:** @shonali Good morning/afternoon! :-)) Happy to be here! #measurepr
- 4:28 pm **KellyeCrane:** RT @donbart: If u r measuring reach, exposure, engagement, community or advocacy, you are not measuring ROI...and that's OK #measurepr
- 4:28 pm **CommAMMO:** RT @KellyeCrane: It can actually b diff 4 outs consultants 2 prov tru ROI measures, since clients dont always share data #solopr #measurepr
- 4:28 pm **swonderlin:** RT @donbart: If u r measuring reach, exposure, engagement, community or advocacy, you are not measuring ROI...and that's OK #measurepr
- 4:28 pm **shawmarketing:** RT @donbart If u r measuring reach, exposure, engagement, community or advocacy, you are not measuring ROI...and that's OK #measurepr
- 4:28 pm **shonali:** RT @donbart: Q2. You can measure impact across an Exposure/Engagement /Influence/Action model w/appropriate metrics at each stage. #measurepr
- 4:29 pm **swonderlin:** @donbart Great one!! :-)) #measurepr
- 4:29 pm **Jacki\_Halas:** @BenjaminRossDC Believe that would be return on engagement. ROIInvestment = net \$return/investment (revenue,savings), per @donbart #measurepr
- 4:29 pm **40deuce:** Q2: some things to look at could be # of mentions, share of mention (compared to competitors) and sentiment of mentions #measurepr
- 4:29 pm **CommAMMO:** RT @shonali: Q2 from @KellyeCrane: what would be a kosher, quantifiable way to measure impacts? #measurepr
- 4:30 pm **shonali:** Love it! RT @kamichat: You can only call it a duck if it quacks. [Re: ROI]. #measurepr
- 4:30 pm **40deuce:** RT @donbart: Q2 You can measure impact across an Exposure/Engagement /Influence/Action model w/appropriate metrics at each stage. #measurepr
- 4:30 pm **donbart:** A2. The correct Impact metrics r a function of the biz process u r driving + the SM objectives. Customize - one size fits none #measurepr

- 4:31 pm **elizabethgrace7:** @kionsanders When is #measurepr? I'll have to sit in next time!
- 4:31 pm **CubanaLAF:** Q2: For the love of all that is good, multipliers/impressions are not back in style when it comes to impact. #measurepr
- 4:31 pm **KellyeCrane:** RT @donbart: Q2. You can measure impact across an Exposure/Engagement /Influence/Action model w/appropriate metrics at each stage #measurepr
- 4:31 pm **CommAMMO:** Nd Proof of \$. RT @BenjaminRossDC: ...if goal of investment is impact, & impact translates in 2 \$, Y dont we call a duck a duck? #measurepr
- 4:31 pm **MichaelWillett:** RT @swonderlin RT @donbart If u r measuring reach, exposure, engagement community or advocacy, you're not measuring ROI-that's OK #measurepr
- 4:31 pm **CommAMMO:** RT @donbart: Q2. You can measure impact across Exposure/Engagement /Influence/Action model w/appropriate metrics at each stage. #measurepr
- 4:32 pm **KellyeCrane:** RT @donbart: A2. The correct Impact metrics r a function of the biz process u r driving + the SM objectives. Customize - one size fits none #measurepr
- 4:32 pm **ShannonRenee:** not sure who said it first, I like it ROEngagement (new to me) #measurepr
- 4:32 pm **kionsanders:** RT @elizabethgrace7: @kionsanders When is #measurepr? I'll have to sit in next time! (Good question! @shonali?)
- 4:32 pm **shonali:** RT @donbart: A2. The correct Impact metrics r a fn of biz process u r driving + the SM objectives. Customize. 1 size fits none #measurepr
- 4:32 pm **CommAMMO:** RT @donbart: A2. The correct Impact metrics r a function of the biz process u r driving + the SM objectives. 1 size fits none #measurepr
- 4:32 pm **DanFuoco:** A2: you'd need RTs, mentions (w/out "@")...most of what @donbart said, really. Interaction is need but hard to measure #measurepr
- 4:33 pm **shawmarketing:** RT @donbart: Q2. You can measure impact across an Exposure/Engagement /Influence/Action model w/appropriate metrics at each stage. #measurepr
- 4:33 pm **abbashaiderali:** @shonali ROI isn't the only #measurepr metric. Go back to goals of any activity and the right ones will become apparent.
- 4:33 pm **40deuce:** RT @donbart:A2.The correct Impact metrics r a function of the biz process u r driving+SM objectives. Customize: 1 size fits none #measurepr
- 4:33 pm **shonali:** @kionsanders @elizabethgrace7 We chat bi-weekly from 12-1 pm ET on Tuesdays, so the next is 2 weeks from today. #measurepr
- 4:33 pm **kathy\_moore:** Easier for outside consultants to measure return on engagement (impact) than true ROI, if client data not shared #measurepr #solopr
- 4:33 pm **BenjaminRossDC:** @CommAMMO @Jacki\_Halas @kamichat thanks for the clarification! Makes sense #measurepr
- 4:34 pm **shonali:** @abbashaiderali Er, I know that. #measurepr
- 4:34 pm **kamichat:** I like Klout, not the single score, but the more nuanced stuff, RTs, etc. for Twitter, for blogs it is harder #measurepr
- 4:34 pm **40deuce:** Q2: as well, having measurable action items can really help to show impact #measurepr
- 4:34 pm **KaryD:** @ShannonRenee If you change the I to E, it's still key to define the R, though. #measurepr
- 4:34 pm **donbart:** A2. At a high level re: Impact - show how the SM program is helping to drive the business forward. Demonstrate the contribution. #measurepr
- 4:34 pm **khirek:** RT @kamichat: I like Klout, not the single score, but the more nuanced stuff, RTs, etc. for Twitter, for blogs it is harder #measurepr
- 4:34 pm **shonali:** @ShannonRenee I don't know if @kdpaine was the first, but I know she's used ROE as a point of discussion. #measurepr
- 4:35 pm **CommAMMO:** A2: measurement belongs within your strategic plan, baked into activities, not so much a separate gig. Get strat right. #measurepr
- 4:35 pm **40deuce:** RT @donbart: A2. show how the SM program is helping to drive the business forward. Demonstrate the contribution. #measurepr

- 4:36 pm **shonali:** RT @donbart: A2. At high level re: Impact, show how SM program helps drive the business forward. Demonstrate the contribution. #measurepr
- 4:36 pm **CommAMMO:** RT @donbart: A2. At a high level re: Impact - show how the SM prog helps drive business forward. Demonstrate the contribution. #measurepr
- 4:36 pm **shonali:** Q3: What's more important: ROI or impact? Or are they equally important, in different ways? #measurepr
- 4:36 pm **CommAMMO:** yes, it's the value question. RT @KaryD: @ShannonRenee If you change the I to E, its still key to define the R, though. #measurepr
- 4:37 pm **tushar:** RT @shonali: Love it! RT @kamichat: You can only call it a duck if it quacks. [Re: ROI]. #measurepr
- 4:37 pm **ShannonRenee:** @KaryD yes, investment is clear dollar/cents, engagement is tough: is a "like" engagement, a comment or both, R they weighted? #measurepr
- 4:37 pm **BenjaminRossDC:** Is there a good example of solid #sm ROE not yielding good ROI? #measurepr
- 4:37 pm **MichaelWillett:** RT @shonali @kionsanders @elizabethgrace7 We chat bi-weekly from 12-1 pm ET on Tuesdays, so the next is 2 weeks from today. #measurepr
- 4:37 pm **kathy\_moore:** RT @donbart: ROI = net financial return for given level of investment. Can be either revenue, cost savings or cost avoidance #measurepr
- 4:37 pm **donbart:** Don't use Return on Engagement/Influence/Relationships/Trust/Attention when you're describing Impact. Reserve 'return' for \$\$\$ #measurepr
- 4:37 pm **ShannonRenee:** RT @40deuce: RT @donbart: A2. show how the SM program is helping to drive the business forward. Demonstrate contribution. #measurepr
- 4:37 pm **shonali:** Amen. RT @CommAMMO: A2: measurement belongs w/in your strategic plan, baked into activities, not a separate gig. Get strat right. #measurepr
- 4:37 pm **EJEllisTweets:** Checking out #measurepr
- 4:38 pm **shawmarketing:** YES! RT @CommAMMO: A2: measurement belongs within your strategic plan, baked into activities, not so much a separate gig. #measurepr
- 4:38 pm **CommAMMO:** @abbashaiderali Not sure they "become apparent" - part of educ process is helping PRs devel these metrics properly. #measurepr
- 4:38 pm **KaryD:** @ShannonRenee Right. So, I'd go back to @donbart 's prev statement that maybe that's not measuring ROI, and, that's ok. #measurepr
- 4:38 pm **kionsanders:** @laurenkgray Great! @shonali - the chat moderator is pretty amazing as well. #measurepr
- 4:38 pm **SuzieLin:** Sorry all this looks like a great chat but client called so I have to drop out. Will read the transcript #measurepr
- 4:39 pm **CommAMMO:** Value - my theme 2day. RT @shonali: Q3: Whats more important: ROI or impact? Or are they equally important, in different ways? #measurepr
- 4:39 pm **torreymcgraw:** RT @donbart: Dont use Return on Engagement/Influence/Relationships/Trust /Attention when youre describing Impact. Talk about \$\$\$ #measurepr
- 4:39 pm **DanFuoco:** @kamichat Klout is a good measurement tool but I agree, not totally comprehensive. I don't think 1 tool is yet. #measurepr
- 4:39 pm **shonali:** RT @donbart: Don't use Return on Engagement/Influence/Relationships/Trust /Attention when describing Impact. Keep 'return' for \$\$ #measurepr
- 4:39 pm **elizabethgrace7:** @shonali @kionsanders Thanks! I'll definitely join in next time! #measurepr
- 4:39 pm **ShannonRenee:** we measure impact w/ annual brand awareness studies, as well as track spikes in web hits around certain campaigns #measurepr
- 4:39 pm **kathy\_moore:** Good distinction RT @donbart Don't use Return on Engagement/Influence when you're describing Impact. Reserve 'return' for \$\$\$ #measurepr
- 4:39 pm **kamichat:** @shonali Q3 ROI and Impact only matter insofar as what you are trying to accomplish, your objective. #measurepr
- 4:39 pm **CommAMMO:** It's the "sowhat" Ques - more...RT @BenjaminRossDC: Is there a good example of solid #sm ROE not yielding good ROI? #measurepr



- 4:40 pm **40deuce:** RT @shonali: Q3: Whats more important: ROI or impact? Or are they equally important, in different ways? #measurepr
- 4:40 pm **ShannonRenee:** RT @donbart: Don't use Return on Engagement/Influence/Relationships/Trust/Attn when UR describing Impact. Keep 'return' for \$\$\$ #measurepr
- 4:40 pm **rjsauter:** RT @shonali: Amen. RT @CommAMMO: A2: measurement belongs w/in your strategic plan, baked into activities, not a separate gig. Get strat right. #measurepr
- 4:40 pm **donbart:** A3: Both are important. Impact is more relevant for the majority of SM programs. Smaller % of SM prog have true ROI as the obj #measurepr
- 4:40 pm **rjsauter:** RT @donbart: Don't use Return on Engagement/Influence/Relationships/Trust /Attention when you're describing Impact. Reserve 'return' for \$\$\$ #measurepr
- 4:40 pm **TaraGeissinger:** Just discovered this chat & it looks great! Going to have to be sure to catch the beginning next time! #measurepr
- 4:40 pm **shonali:** RT @kamichat: Q3 ROI and Impact only matter insofar as what you are trying to accomplish, your objective. #measurepr
- 4:41 pm **CommAMMO:** @BenjaminRossDC One exec looked at "haystack of clips", asked: "So Y's this important? What do we get from this?" & that was MSM #measurepr
- 4:41 pm **ShannonRenee:** @KaryD agree, engagement/impact & so on aren't investment, diff goals, diff metrics for success #measurepr
- 4:41 pm **BenjaminRossDC:** RT @donbart: A3: Both are important. Impact is more relevant for the majority of SM programs. Smaller % of SM prog have true ROI as the obj #measurepr
- 4:41 pm **shonali:** RT @donbart: A3: Both are imp. Impact's more relevant for majority of SM programs. Smaller % of SM prog have true ROI as obj #measurepr
- 4:41 pm **40deuce:** RT @donbart: Dont use Return on Engagement/Influence/Relationships/Trust /Atten when youre describing Impact. Reserve return for \$ #measurepr
- 4:41 pm **CommAMMO:** RT @donbart: A3: Both are important. Impact more relevant 4 majority of SM programs. Smaller % of SM prog hv tru ROI as the obj #measurepr
- 4:42 pm **KaryD:** @ShannonRenee As long as you're measuring against pre-defined, measurable goals that shape strategy, it's still valid. #measurepr
- 4:42 pm **40deuce:** RT @donbart: A3: Impact is more relevant for the majority of SM programs. Smaller % of SM prog have true ROI as the obj #measurepr
- 4:42 pm **ShannonRenee:** @shonali we equate engagement/impact w/ brand awareness and investment w/ leads...2 totally diff goals and measures of success #measurepr
- 4:42 pm **40deuce:** RT @KaryD: As long as youre measuring against pre-defined, measurable goals that shape strategy, its still valid. #measurepr
- 4:43 pm **donbart:** My 2 cents: Only talk about ROE when discussing fish, not social media. Tells me you are confusing Impact with ROI. Sorry. #measurepr
- 4:43 pm **CommAMMO:** Good - RT @ShannonRenee: we meas impact w/ ann'l brand awareness studies, & track spikes in web hits around certain campngs #measurepr
- 4:43 pm **AndrewJDavison:** They're linked, impact delivers the ROI, but w/out a planned ROI obj how can you create correct impact? #measurepr
- 4:43 pm **BenjaminRossDC:** @CommAMMO Interesting - Makes perfect sense. Is there a specific case study you could recommend? I'd love to know more. #measurepr
- 4:44 pm **KatMalone:** RT @donbart: Hi Everybody! Ready to talk a little SM ROI? #measurePR [Don is hitting some great points today about measurement online!]
- 4:44 pm **shonali:** LOL! RT @donbart: Only talk about ROE when discussing fish, not social media. Tells me you are confusing Impact with ROI. #measurepr
- 4:44 pm **kathy\_moore:** RT @ShannonRenee we equate engagement/impact w/ brand awareness & investment w/ leads...2 diff measures of success #measurepr
- 4:44 pm **ShannonRenee:** @shonali in the mktg dept, impact & investment are equally important, in the C-suite, it's about investment #measurepr
- 4:44 pm **CommAMMO:** ROE is also fincl metric. (equity) RT @donbart: Only talk abt ROE when discg fi sh....sez UR confusing Impact with ROI. Sorry. #neasurepr

- 4:44 pm **40deuce:** RT @AndrewJDavison: Theyre linked, impact delivers the ROI, but w/out a planned ROI obj how can you create correct impact? #measurepr
- 4:44 pm **shonali:** @ShannonRenee Equate or correlate? #measurepr
- 4:45 pm **40deuce:** RT @ShannonRenee: in the mktg dept, impact & investment are equally important, in the C-suite, its about investment #measurepr
- 4:45 pm **TaraGeissinger:** True! RT @AndrewJDavison: Theyre linked, impact delivers the ROI, but w/out a planned ROI obj how can you create correct impact? #measurepr
- 4:45 pm **BenjaminRossDC:** @donbart I will definitely put this into practice - really appreciate you sharing the expertise. #measurepr
- 4:45 pm **BenjaminRossDC:** RT @kathy\_moore: RT @ShannonRenee we equate engagement/impact w/ brand awareness & investment w/ leads...2 diff measures of success #measurepr
- 4:45 pm **kamichat:** @shonali I am a real fan of correlations, but that is still not ROI exactly #measurepr
- 4:45 pm **shawmarketing:** Funny. RT @donbart: Only talk about ROE when discussing fish, not social media. Tells me you are confusing Impact with ROI. #measurepr
- 4:46 pm **DanFuoco:** A3: I think impact is a part of ROI. In order to grow business, need ROI. BUT impact is the rapport building, etc. #measurepr
- 4:46 pm **CommAMMO:** RT @ShannonRenee: @shonali we equate engagement/impact w/ brand aw'ns & invest w/ leads...2 diff goals &measures of success #measurepr
- 4:47 pm **donbart:** Increasing Awareness is an Impact and may be your obj. Entirely diff. matter to assign a \$\$ value per % increase in awareness. #measurepr
- 4:47 pm **shonali:** @kamichat I'm sorry, what is/isn't? #measurepr
- 4:47 pm **ShannonRenee:** @shonali correlate is the better word #measurepr
- 4:48 pm **40deuce:** sorry if I seem a bit out of the chat today. trying to fix a computer problem while still using the computer to chat #measurepr
- 4:48 pm **lambaev:** RT @donbart: Don't use Return on Engagement/Influence/Relationships/Trust /Attention when you're describing Impact. Reserve 'return' for \$\$\$ #measurepr
- 4:48 pm **GlideTech:** RT @ShannonRenee: @shonali we equate engagement/impact w/ brand awareness and investment w/ leads...2 totally diff goals and measures of success #measurepr
- 4:48 pm **shonali:** RT @donbart: Increasing Awareness is an Impact & may be yr obj. Entirely diff. matter to assign \$\$ value per % incr in awareness. #measurepr
- 4:48 pm **CommAMMO:** @AndrewJDavison Not all activity is sales related - reputation, employee comms, CSR - may not hv ROI targets #measurepr
- 4:49 pm **shonali:** Q4 (and the final one): Should companies starting out in social media be concerned about ROI? #measurepr
- 4:49 pm **ColbyWG:** What are some good, preferably free, tools for brand management? I need to look into some for a school project. #college #measurepr
- 4:49 pm **CommAMMO:** RT @donbart: Increasing Awareness is an Impact, maybe UR obj. Entirely diff. matter 2assign \$\$ value per % incr in awareness. #measurepr
- 4:49 pm **shonali:** @kamichat I agree. For most of us, though, if we can show correlation, it does the job, no? #measurepr
- 4:49 pm **kamichat:** @shonali Correlations to business results, like @charleneli's EngagementdB <http://bit.ly/zAb48> Powerful, but is it ROI? #measurepr
- 4:49 pm **GlideTech:** RT @donbart: Increasing Awareness is an Impact and may be your obj. Entirely diff. matter to assign a \$\$ value per % increase in awareness. #measurepr
- 4:50 pm **donbart:** Link betwn Impact & ROI may be a time dimension issue. ROI is short-term and transactional. Impact is a process and longer-term. #measurepr
- 4:50 pm **kamichat:** Absolutely! RT @shonali: @kamichat I agree. For most of us, though, if we can show correlation, it does the job, no? #measurepr
- 4:50 pm **jeffespo:** Q4 if you aren't measuring ROI on #SM you are destined to fail and be like a chicken w/o a head #measurepr

- 4:50 pm **Jacki\_Halas:** Product v. Brand RT @ShannonRenee Equate engagement/impact w/ brand awareness & investment w/ leads. 2 diff measures of success #measurepr
- 4:50 pm **BenjaminRossDC:** I like the @CommAMMO point about engagement building equity, and thus being a financial instrument. #measurepr
- 4:50 pm **40deuce:** RT @CommAMMO: @AndrewJDavison Not all activity is sales related - reputation, employee comms, CSR - may not hv ROI targets #measurepr
- 4:50 pm **shonali:** RT @ColbyWG: What are some good, preferably free, tools for brand management? I need to look into some for a school project. #measurepr
- 4:50 pm **ShannonRenee:** RT @donbart Increasing Awareness is Impact & may B UR obj. Entirely diff. matter to assign \$\$ value per % increase in awareness. #measurepr
- 4:50 pm **CommAMMO:** @DanFuoco Impact can be rapport-building, or can be infl'g awareness, understanding, commitment - not just action-think long cycl #measurepr
- 4:50 pm **shawmarketing:** Ultimately, it is all symanctics. Mktg team needs to be able to demonstrate that SM is an important step on the path to ROI. #measurepr
- 4:50 pm **kamichat:** With clients, I always look for things that are already being measured and try to piggyback on that #measurepr
- 4:50 pm **CubanaLAF:** Q4: Companies should be more focused at first on what research they have accumulated, then focus on planning/development. #measurepr
- 4:51 pm **40deuce:** RT @donbart: Link betwn Impact & ROI may be a time issue. ROI is shortterm and transactional. Impact is a process and longerterm. #measurepr
- 4:51 pm **shonali:** RT @donbart: Link betwn Impact & ROI may be time dimension issue. ROI is shortterm, transactional. Impact is process, longerterm. #measurepr
- 4:51 pm **ShannonRenee:** @msrasberryinc was supposed to go w/ them, was on phone & participating in #measurepr chat
- 4:51 pm **BenjaminRossDC:** RT @donbart: Link betwn Impact & ROI may be a time dimension issue. ROI is short-term and transactional. Impact is a process and longer-term. #measurepr
- 4:51 pm **shonali:** @shawmarketing I think what @donbart has been trying to drive home is that it's not all semantics. #measurepr
- 4:52 pm **CommAMMO:** @shawmarketing Hence my statement on Value - think of long sales cycles, major capex - you can't win if ur not in game. #measurepr
- 4:52 pm **KaryD:** A4. If they aren't concerned about it, they shouldn't start. Plain and simple. #measurepr
- 4:52 pm **shonali:** I don't know about y'all, but I'm ready to sign up for @donbart's class. #measurepr
- 4:52 pm **AndrewJDavison:** @CommAMMO @40deuce Reputation, comms, CSR, PR, they all have ROI objectives surely? #measurepr
- 4:53 pm **ShannonRenee:** RT @donbart Link betwn Impact & ROI may B time dimension issue. ROI is short-term & transactional. Impact is process & long-term. #measurepr
- 4:53 pm **shonali:** RT @donbart: A4. They should be concerned with measurable results. Are they creating impact? A few s/b concerned w ROI perhaps. #measurepr
- 4:54 pm **xybrewer:** @shonali Companies starting out should definitely measure. ROI? Only if you can track through to the sale. #measurepr
- 4:54 pm **tushar:** @shonali Well I can start with following @donbart. Just did. #measurepr
- 4:54 pm **BenjaminRossDC:** I know I could benefit! RT @shonali I don't know about y'all, but I'm ready to sign up for @donbart's class. #measurepr
- 4:54 pm **donbart:** From experience, most PR, reputation and brand campaigns DO NOT have ROI objectives. That does not invalidate them in any way. #measurepr
- 4:55 pm **CommAMMO:** @AndrewJDavison There are correls, but no proof w/out specif proj to meas them-point is to tie to sale/cost. CanB expensive. #measurepr
- 4:55 pm **shonali:** @xybrewer I agree, but I agree with @donbart that in most of the cases, Impact works, even if they can't show the ROI just yet. #measurepr
- 4:55 pm **kamichat:** RT @donbart: Most PR, reputation and brand campaigns DO NOT have ROI objectives. That does not invalidate them in any way. #measurepr

4:55 pm **40deuce:** @AndrewJDavison yes and no. some are easily measurable in a quantitative sort of way, others are more qualitative and don't = \$ #measurepr

4:55 pm **CommAMMO:** Indeed. RT @donbart: From exprnc, PR, reputation, brand camps DO NOT hv ROI objs. That does not invalidate them in any way. #measurepr

4:55 pm **shonali:** RT @donbart: Most PR, reputation and brand campaigns DO NOT have ROI objectives. That does not invalidate them in any way. #measurepr

4:55 pm **BenjaminRossDC:** RT @shonali: @xybrewer I agree, but I agree with @donbart that in most of the cases, Impact works, even if they can't show the ROI just yet. #measurepr

4:56 pm **ShannonRenee:** RT @donbart: From experience, most PR, reputation & brand campaigns DO NOT have ROI objs. That doesn't invalidate them. #measurepr

4:56 pm **DioFavatas:** RT @shonali: RT @donbart: Most PR, reputation and brand campaigns DO NOT have ROI objectives. That does not invalidate them in any way. #measurepr

4:56 pm **shonali:** @shawmarketing I could have lived without that imagery... #measurepr

4:57 pm **jweekes:** RT @shonali: RT @donbart: Most PR, reputation and brand campaigns DO NOT have ROI objectives. That does not invalidate them in any way. #measurepr

4:57 pm **40deuce:** RT @donbart: Most PR, reputation and brand campaigns DO NOT have ROI objectives. That does not invalidate them in any way. #measurepr

4:57 pm **shonali:** Four minutes to go until we end the chat. We should have @donbart back, no? #measurepr

4:58 pm **vedo:** RT @donbart: ...most PR, reputation and brand campaigns DO NOT have ROI objectives. That does not invalidate them in any way. #measurepr

4:58 pm **qorvis:** Great conversation regarding PR/reputation/brand campaigns and whether there is an ROI, happening now #measurepr

4:58 pm **minjae:** RT @shonali: RT @donbart: Most PR, reputation and brand campaigns DO NOT have ROI objectives. That does not invalidate them in any way. #measurepr

4:58 pm **donbart:** A4. For many companies, basic SM listening prog is table stakes. Like a website or email. What's the ROI of your corp website? #measurepr

4:58 pm **CommAMMO:** Oh yes. RT @shonali: Four minutes to go until we end the chat. We should have @donbart back, no? #measurepr

4:58 pm **shawmarketing:** RT @donbart: Most PR, reputation & brand campaigns DO NOT have ROI objectives. Does not invalidate them in any way. #measurepr

4:58 pm **kamichat:** @donbart While many don't have ROI objectives, I think more should get creative and tie into the business areas of the org #measurepr

4:59 pm **shonali:** As we wind down, remember to look for the chat recap/transcript here: <http://ht.ly/2xqMh>. Next chat: 9/14, 12-1 pm ET. #measurepr

4:59 pm **shonali:** And keep up with @donbart's thoughts on his blog: <http://metricsman.wordpress.com/> #measurepr

4:59 pm **PDWatts:** First time on the chat and enjoyed spending time with you all. #measurepr

5:00 pm **shawmarketing:** @shonali Sorry. Didn't think you would try to picture it. LOL #measurepr

5:00 pm **CommAMMO:** Much activity in companies isn't direct to ROI - virtually all support funcs, for examp -- doesn't mean unimportant. #measurepr

5:00 pm **shonali:** RT @donbart: A4. For many cos., basic SM listening prog = table stakes. Like website/email. What's the ROI of your corp website? #measurepr

5:00 pm **ShannonRenee:** @donbart we live & breath by our website & have direct ROI from it...we're an online university #measurepr

5:00 pm **AndrewJDavison:** @40deuce Why should ROI be a purely \$ measurement? many other quantative methods. #measurepr

5:01 pm **shonali:** @shawmarketing LOL, I can't help it, I think in pictures. :) #measurepr

5:01 pm **donbart:** RT @kamichat: @donbart I think more should get creative and tie into the business areas of the org #measurepr <Totally agree, Kami

- 5:01 pm **shonali:** Thanks all for joining today, and especially to [@donbart](#) for taking time out of a hectic sked to chat & teach. Don, you ROCK! [#measurepr](#)
- 5:01 pm **mariacoppola:** RT [@shonali](#): RT [@donbart](#): Most PR, reputation and brand campaigns DO NOT have ROI objectives. That does not invalidate them in any way. [#measurepr](#)
- 5:01 pm **40deuce:** [@AndrewJDavison](#) usually when people think of an "investment" they relate it to \$. That's what makes it an investment [#measurepr](#)
- 5:02 pm **JNJVideo:** RT [@donbart](#): A4. For many companies, basic SM listening prog is table stakes. Like a website or email. What's the ROI of your corp website? [#measurepr](#)
- 5:02 pm **shonali:** You're welcome to keep chatting (use the hashtag to index tweets!), but the official chat is now over. [#measurepr](#)
- 5:02 pm **CommAMMO:** [@AndrewJDavison](#) ROI is a financial metric & is understood in c-suite. We can't tab ROI in non-fincl terms, that's [@donbart](#)'s pt [#measurepr](#)
- 5:02 pm **ShannonRenee:** [@shonali](#) and [@donbart](#) excellent [#measurepr](#) chat
- 5:03 pm **40deuce:** thanks [@donbart](#)! [#measurepr](#)
- 5:03 pm **CommAMMO:** If we're willing to spend the \$, we can estab relationship betw act'y and \$-but to what end? Demo'g value is more important. [#measurepr](#)
- 5:03 pm **shonali:** RT [@CommAMMO](#): ROI is financial metric, understood in c-suite. We can't tab ROI in non-fincl terms, that's [@donbart](#)'s pt [#measurepr](#)
- 5:03 pm **shonali:** [@ShannonRenee](#) Thanks, I'm so glad you joined! [#measurepr](#)
- 5:04 pm **shonali:** RT [@CommAMMO](#): If we're willing to spend the \$, we can estab relnshp btw act'y & \$-but to what end? Demo'g value's more important. [#measurepr](#)
- 5:04 pm **40deuce:** [@AndrewJDavison](#) as [@donbart](#) was saying, sometimes ROI is used incorrectly as it does refer to \$\$ when you may not be [#measurepr](#)
- 5:05 pm **kathy\_moore:** RT [@donbart](#): Most PR, reputation and brand campaigns DO NOT have ROI objectives (& that does not invalidate them in any way) [#measurepr](#)
- 5:05 pm **BenjaminRossDC:** Thanks to all for the engaging, insightful discussion! [#measurepr](#)
- 5:05 pm **MediaMiser:** RT [@donbart](#) RT [@kamichat](#): I think more should get creative and tie into the business areas of the org [#measurepr](#) <Totally agree, Kami
- 5:05 pm **shonali:** Remember, the next chat is 9/14, 12-1 pm ET. Do spread the word so that more can join, share & we can all learn. Thanks, all! [#measurepr](#)
- 5:05 pm **CommAMMO:** Thanks [@shonali](#) and [@donbart](#) - another great session. [#measurepr](#)
- 5:05 pm **donbart:** Thanks everybody. Special thanks to [@Shonali](#) for having me as a guest. Great questions, great chat. [#measurepr](#)
- 5:06 pm **balemar:** RT [@shonali](#): Remember, the next chat is 9/14, 12-1 pm ET. Do spread the word so that more can join, share & we can all learn. Thanks, all! [#measurepr](#)
- 5:06 pm **Jfavreau:** RT [@donbart](#): ...most PR, reputation and brand campaigns DO NOT have ROI objectives. That does not invalidate them in any way. [#measurepr](#)