



Transcript from September 28, 2010 to September 28, 2010

All times are Pacific Time

September 28, 2010

- 8:48 am **ulflindhholm**: Katie Paine: Exposure is NOT awareness #measurePR <http://bit.ly/a4UN2n>
- 10:52 am **CommAMMO**: @shonali morning - #measurepr today at noon, right?
- 11:40 am **MeasuringPR**: RT @therealprmoment: AMEC's Barry Leggetter on plans for a global standard for the measurement of PR <http://bit.ly/9esUru> #measurepr
- 12:35 pm **kdpaine**: Just getting started at the #TTMM conference in Toronto. Thanks to @thornley for another great event. Great lineup today #measurepr
- 12:40 pm **shonali**: @kdpaine Sounds neat. Were you ever able to chat to @thornley about bringing in today's #measurepr (12-1 ET)?
- 12:53 pm **alanchumley**: Which metrics are PR pros using 4 social media? PR Measurement Survey results <http://budurl.com/qmcv> #measurepr @prservices #iprmeasure
- 12:55 pm **CARMA_Tweets**: Which metrics are PR pros using 4 social media? PR Measurement Survey results <http://budurl.com/qmcv> #measurepr @prservices #iprmeasure
- 1:14 pm **clivehobson**: RT @alanchumley: Which metrics are PR pros using 4 social media? PR Measurement Survey results <http://budurl.com/qmcv> #measurepr @prservices #iprmeasure
- 1:48 pm **shonali**: Don't forget #measurepr is 12-1 pm ET today. Bring your favorite/most interesting recent reads on measurement to discuss! #solopr
- 1:59 pm **irosen**: RT @shonali: Don't forget #measurepr is 12-1 pm ET today. Bring your fav/most interesting recent reads on measurement to discuss! #solopr
- 2:14 pm **CARMA_Tweets**: RT @shonali: Don't forget #measurepr is 12-1 pm ET today. Bring your favorite/most interesting recent reads on measurement to discuss! #solopr
- 2:15 pm **alanchumley**: RT @shonali: Don't forget #measurepr is 12-1 pm ET today. Bring your favorite/most interesting recent reads on measurement to discuss! #solopr
- 2:24 pm **Tursita**: Who is attending #measurepr today? What is the topic?
- 2:27 pm **shonali**: @Tursita I know @commAMMO will be there, and I hope @alanchumley too. Today's #measurepr is an open discussion: <http://ht.ly/2L3VP>
- 2:32 pm **consumerlife**: RT @shonali: Don't forget #measurepr is 12-1 pm ET today. Bring your favorite/most interesting recent reads on measurement to discuss!
- 2:34 pm **SuzieLin**: RT @shonali: Don't forget #measurepr is 12-1 pm ET today. Bring your favorite/most interesting recent reads on measurement to discuss! #solopr
- 3:16 pm **VProcnier**: Chris Brogran on social media metrics <http://ow.ly/2L6n5> #measurepr
- 3:43 pm **shonali**: Just about 15 minutes to #measurepr! Tick tick tick tick...
- 3:54 pm **jenmitch**: Yay! Actually caught it. Will be here, but lurking. RT @shonali: Just about 15 minutes to #measurepr! Tick tick tick tick...
- 3:57 pm **framingyou**: @shonali Hey there. What's the planned duration for today's #measurepr?
- 3:58 pm **shonali**: @framingyou Hey! The official chat is always an hour, sometimes folk keep chatting/using the hashtag past that. #measurepr
- 4:00 pm **shonali**: And... it's time! Welcome to the bi-weekly #measurePR chat, where we discuss all things related to PR measurement.
- 4:00 pm **lindsaynichols**: RT @shonali: Just about 15 minutes to #measurepr! Tick tick tick tick...

4:00 pm **shonali:** I know a few folks are still logging on, so as we settle in, will you take a moment to introduce yourself? #measurepr

4:01 pm **JaQ_ArtNHustle:** RT @shonali: And... it's time! Welcome to the bi-weekly #measurePR chat, where we discuss all things related to PR measurement.

4:01 pm **shonali:** @lindsaynichols You're joining? Awesome - that's a first! #measurepr

4:02 pm **shonali:** @JaQ_ArtNHustle Are you joining? Great! #measurepr

4:02 pm **shonali:** I'll start: I'm a #solopr pro based in the DC area, measurement fanatic (hence the chat), editor of @wgbiz & @ownersonly blogger. #measurepr

4:03 pm **CARMA_Tweets:** Intro: Alan Chumley (@alanchumley) Sen MGMT at CARMA Global Media analysts. Looking 4ward 2 the chat. #measurepr

4:03 pm **TRGioia:** It's been a while since I've joined #measurepr, but hopefully I'll have time to chime in!

4:03 pm **CommAMMO:** Hello there, everybody - Sean here, #solopr #happyinCLE on a rainy day. Will be a bit in and out... #measurepr

4:04 pm **CommAMMO:** RT @shonali: And... its time! Welcome to the bi-weekly #measurePR chat, where we discuss all things related to PR measurement. #measurepr

4:04 pm **JaQ_ArtNHustle:** Yes! Why not? :) RT @shonali: @JaQ_ArtNHustle Are you joining? Great! #measurepr

4:04 pm **JasmineRBrooks:** What is #measurepr?

4:04 pm **shonali:** @TRGioia @commAMMO @allenkristina @Carma_Tweets great to see you, welcome/back! #measurepr

4:04 pm **rjdavila:** Hey everyone, I'm partner of @SodaProp in Akron, OH, area and focused on trad & digital PR, social media... #measurepr

4:04 pm **shonali:** @JaQ_ArtNHustle That's exactly the answer I like to hear. :) #measurepr

4:05 pm **allenkristina:** @shonali Glad to be back, thanks :) #measurepr

4:05 pm **JaQ_ArtNHustle:** I'm the #marketingdir for #artnhustle a branding creative group specializing in art, fashion and music #measurepr

4:05 pm **shonali:** For those who are new, this is where you can find the history of the chat/recaps and updates. <http://ht.ly/2L8Sc> #measurepr

4:06 pm **shonali:** @JasmineRBrooks <http://ht.ly/2L8Sc> There you go #measurepr

4:06 pm **shonali:** @rjdavila Great to see you, Ralph! #measurepr

4:06 pm **TRGioia:** Mktg/PR Assistant at @Sourcefire Inc. just starting out my #PR career and using tips from #measurepr to improve our mktg comm

4:07 pm **sandrasays:** RT @shonali: For those who are new, this is where you can find the history of the chat/recaps and updates. <http://ht.ly/2L8Sc> #measurepr

4:07 pm **CommAMMO:** @JasmineRBrooks Welcome to the bi-weekly #measurePR chat, where we discuss all things related to PR measurement. #measurepr

4:07 pm **framingyou:** Intro: First time around. #Measurement / #Strategy at #WeberShandwick Always curious. #measurepr

4:07 pm **shonali:** Quite a few new/returning faces here today. I love it. #measurepr

4:08 pm **shonali:** We've had some great guests recently (and more coming up), so I thought today would be a good chance for a campfire style chat. #measurepr

4:08 pm **JaQ_ArtNHustle:** RT @shonali: For those who are new, this is where you can find the history of the chat/recaps and updates. <http://ht.ly/2L8Sc> #measurepr

4:09 pm **shonali:** So, to kick off the chat, Q1: how has your measurement journey changed over time? If it has? Or hasn't it? Please share! #measurepr

4:10 pm **shonali:** @framingyou Welcome. :) #measurepr

4:10 pm **CARMA_Tweets:** @shonali Awesome. I'll get the guitar. #measurepr

4:10 pm **shonali:** Reminder to those new to the chat, remember to use the hashtag with your tweets, else they won't get indexed. #measurepr

4:10 pm **shonali:** @CARMA_Tweets LOL! #measurepr

4:11 pm **cloudspark:** if you have the time, tune in to #measurePR happening now.

4:11 pm **CommAMMO:** RT @shonali: So, to kick off the chat, Q1: how has your measurement journey changed over time? If it has? Or hasn't it? #measurepr

4:11 pm **rjdavila:** @shonali Glad to be here! #measurepr

4:11 pm **CommAMMO:** We can play duets, or I can bring my Bass. RT @CARMA_Tweets: @shonali Awesome. Ill get the guitar. #measurepr

4:11 pm **shonali:** @cloudspark Thanks, and great to see you back! #measurepr

4:11 pm **KaryD:** A1 Do a LOT more front-end prep work to define goals, objectives and KPI. (Many thx to @kdpaine 's checklist) #measurepr

4:12 pm **CommAMMO:** A1: my measurement journey is now focused more on teaching. yesterday's lecture was on #measurement. #measurepr

4:13 pm **shonali:** Excellent. RT @KaryD: A1 Do a LOT more front-end prep work to define goals, objectives, KPI. (Many thx to @kdpaine 's checklist) #measurepr

4:13 pm **shonali:** @CommAMMO Do you enjoy that more/less? #measurepr

4:13 pm **rjdavila:** Q1 I think methodology for me hasn't changed, but tools I use to pull & evaluate data has. So I've adapted to that. #measurepr

4:13 pm **DanielleRicks:** RT @shonali: Excellent. RT @KaryD: A1 Do a LOT more front-end prep work to define goals, objectives, KPI. (Many thx to @kdpaine 's checklist) #measurepr

4:13 pm **rjdavila:** True! RT @KaryD: A1 Do a LOT more front-end prep work to define goals, objectives and KPI. (Many thx to @kdpaine s checklist) #measurepr

4:13 pm **CommAMMO:** @jkramer If you're available, join us. We're talking #measurement #measurepr

4:13 pm **AerialEllis:** @shonali I've got to remind myself to tune-in. #measurepr

4:14 pm **CommAMMO:** @shonali I'm loving the teaching - getting a chance to create/build a class is very interesting and fulfilling. #measurepr

4:15 pm **shonali:** RT @rjdavila: Q1 I think methodology for me hasn't changed, but tools I use to pull & evaluate data has. So I've adapted to that #measurepr

4:15 pm **sandrasays:** RT @KaryD: A1 Do a LOT more front-end prep work to define goals, objectives and KPI. (Many thx to @kdpaine s checklist) #measurePR

4:15 pm **CARMA_Tweets:** My measurement journey's become more 'show me' less 'tell me'. #measurepr

4:15 pm **CommAMMO:** @KaryD I've been so frustrated with the lack of even measurable objectives...seems such a steep hill to climb with some folks. #measurepr

4:15 pm **sandrasays:** @KaryD which checklist? I'm new to this convo #measurePR

4:16 pm **shonali:** Q2: It's not always easy to use one's own case studies. What are some of the sources you use to showcase "good measurement"? #measurepr

4:16 pm **CommAMMO:** @rjdavila What kind of new tools, Ralph? #measurepr

4:16 pm **mcibelli:** checking out today's PR measurement chat for the first time, hosted by @CommAMMO #measurepr

4:17 pm **shonali:** @CommAMMO @KaryD True, and I think that will remain an ongoing problem with the business, ie lack of measurable objectives. #measurepr

4:17 pm **KaryD:** @sandrasays @kdpaine has a measurement checklist - great exercise for orgs to help clarify metrixs. Check out her book. #measurePR

4:17 pm **shonali:** RT @CARMA_Tweets: My measurement journey's become more 'show me' less 'tell me'. #measurepr

4:17 pm **shelisrael:** RT @shonali: RT @CARMA_Tweets: My measurement journey's become more 'show me' less 'tell me'. #measurepr

4:18 pm **CommAMMO:** @mcibelli @shonali is our fearless leader! I'm just a hanger-on... ;-) #measurepr

4:18 pm **CommAMMO:** @sandrasays <http://bit.ly/al3981> Here's @kdpaine's social media measurement checklist. Follow her! #measurepr

- 4:18 pm **danperezfilms:** As it should be... RT @shonali: RT @CARMA_Tweets: My measurement journey's become more 'show me' less 'tell me'. #measurepr
- 4:18 pm **framingyou:** Experience that many folks r much more open 2 discussion re #measurement. Get much more time explaining how clients can benefit. #measurepr
- 4:18 pm **sandrasays:** tks! RT @KaryD: @kdpaine has a measurement checklist - great exercise for orgs to help clarify metrixs. Check out her book. #measurePR
- 4:19 pm **JaQ_ArtNHustle:** Q1. Still working on solidifying the best measuring tools for each campaign. Will peek at that checklist you referred to! #measurePR
- 4:19 pm **shonali:** @CommAMMO LOL. @mcibelli Welcome. #measurepr
- 4:19 pm **cloudspark:** i collaborate more with marketing to have integrated measurement to larger bottom line goals #measurePR
- 4:19 pm **CommAMMO:** RT @shonali: Q2: Its not always easy to use ones own case studies. What are sources you use to showcase "good measurement"? #measurepr
- 4:19 pm **rjdavila:** @CommAMMO Tools like Radian6 were first of their kind, but comp. like Sprout Social, Wildfire, etc. allowed for new exec./eval #measurepr
- 4:20 pm **mcibelli:** whoops, I meant hosted by @shonali :) #measurepr
- 4:20 pm **CommAMMO:** RT @CARMA_Tweets: My measurement journeys become more show me less tell me. #measurepr
- 4:20 pm **mcibelli:** @shonali @commammo's just so involved, I can't tell the difference! :) #measurepr
- 4:20 pm **rjdavila:** Q1: Great measurement = mutual expectations. Add strategic planning, tactical exec. & meas. tied to exp./obj, u have success. #measurepr
- 4:20 pm **shonali:** RT @cloudspark: i collaborate more with marketing to have integrated measurement to larger bottom line goals #measurepr
- 4:21 pm **CommAMMO:** @CARMA_Tweets Tell us more, Alan -- "show me" vs "tell me" #measurepr
- 4:21 pm **AerialEllis:** RT @rjdavila: Q1: Great measurement = mutual expectations. Add strategic planning, tactical exec. & meas. tied to exp./obj, u have success. #measurepr
- 4:21 pm **CommAMMO:** @mcibelli Heehee! I need to jump on a call. Brb #measurepr
- 4:21 pm **shonali:** For me (Q1), it's about incorporating measurement into strategy. Don't start the process w/o goals & objectives. #measurepr
- 4:23 pm **JaQ_ArtNHustle:** RT @shonali: For me (Q1), it's about incorporating measurement into strategy. Don't start the process w/o goals & objectives. #measurepr
- 4:23 pm **allenkristina:** @cloudspark Agreed - marketing, pr, AND sales should be working together on strategy, goal setting, and measurement #measurepr
- 4:23 pm **AerialEllis:** @karyd @kdpaine's social media measurement checklist is golden! #measurepr
- 4:23 pm **rjdavila:** RT @shonali: For me (Q1), its about incorporating measurement into strategy. Dont start the process w/o goals & objectives. #measurepr
- 4:24 pm **shonali:** Which also means (to me) that we have to be smarter about defining PR & what it can/tries to do. Not just "press releases." #measurepr
- 4:24 pm **framingyou:** RT @rjdavila: Q1: Great measurement = mutual expectations. Add strategic planning, tactical exec. & meas. tied to exp./obj, u have success. #measurepr
- 4:24 pm **Dilennox:** Biggest change is integrating "traditional" with social media measurement - they're becoming the same thing. #measurepr
- 4:24 pm **sandrasays:** RT @shonali: For me (Q1), its about incorporating measurement into strategy. Dont start the process w/o goals & objectives. #measurePR
- 4:25 pm **sandrasays:** RT @Dilennox: Biggest change is integrating "traditional" with social media measurement - theyre becoming the same thing. #measurePR
- 4:25 pm **FoxzieMcCoy:** Just came across #measurepr thans to @shonali. Who generates the questions?
- 4:25 pm **Dilennox:** And like @shonali, the up-front work is more detailed, more people involved, more "what if" testing. Going back to fix is costly! #measurepr

- 4:25 pm **framingyou:** RT @shonali: Which also means (to me) that we have to be smarter about defining PR & what it can/tries to do. Not just "press releases." #measurepr
- 4:25 pm **shonali:** Going back to Q2, where do you find good case studies to use, along the lines of @Carma_Tweets "show me don't tell me" ? #measurepr
- 4:26 pm **framingyou:** Re case studies (Q2) I like displaying fictional case studies to show general applications instead of individual value. #measurepr
- 4:26 pm **shonali:** @FoxzieMcCoy Hey, welcome! Sometimes I do, sometimes our guests do. If you have a question for the group, please DM to me. #measurepr
- 4:26 pm **sandrasays:** RT @rjdavila: Q1: Great measurement = mutual expectations. Add strategic planning, tactical exec. & meas. tied to exp./obj, u have success. #measurepr
- 4:26 pm **sandrasays:** @CommAMMO thanx for the link! #measurepr
- 4:26 pm **waynettetubbs:** RT @Dilennox: Biggest change is integrating "traditional" with social media measurement - they're becoming the same thing. #measurepr
- 4:26 pm **shonali:** RT @Dilennox: the up-front work is more detailed, more people involved, more "what if" testing. Going back to fix is costly! #measurepr
- 4:26 pm **Dilennox:** RT @shonali: Which also means (to me) we have to be smarter defining what PR can/tries to do. Not just press releases. #measurepr
- 4:27 pm **shonali:** @framingyou Interesting. Isn't that a contradiction in terms, though, "fictional" and "case study"? #measurepr
- 4:27 pm **MatrixGroup:** @CommAMMO Q2: Since much of our work is done online, we utilize tools like Google Analytics to review activity and conversions. #measurepr
- 4:28 pm **Dilennox:** This chat ALWAYS makes me think hard - should I think @shonali or smack her? #measurepr
- 4:28 pm **shonali:** @Dilennox LOL. Did you mean "thank"? You can "think" me too. :p #measurepr
- 4:29 pm **danperezfilms:** Oops. RT @shonali: @framingyou Interesting. Isn't that a contradiction in terms, though, "fictional" and "case study"? #measurepr
- 4:30 pm **Dilennox:** Agree with @cloudspark: i collaborate more with marketing to have integrated measurement to larger bottom line goals #measurePR
- 4:30 pm **shonali:** Re: Q2, I've found folks are more than happy to have their work used as case studies if you just ask ahead of time. #measurepr
- 4:30 pm **shonali:** @danperezfilms What do you think? Am I getting caught up in semantics? #measurepr
- 4:30 pm **FoxzieMcCoy:** What do you all think of sites like: Alexa, Technorati, Quantcast, etc? #measurepr
- 4:31 pm **shonali:** RT @FoxzieMcCoy: What do you all think of sites like: Alexa, Technorati, Quantcast, etc? #measurepr
- 4:31 pm **framingyou:** @shonali Bit of a contradiction, yes. I feel it depends on how strongly you model them after experience. #measurepr
- 4:31 pm **danperezfilms:** @shonali You're right on point - there's already enough "fiction" on #sm already :) #measurepr
- 4:31 pm **Dilennox:** You got my drift @shonali --thanks, I think! #measurepr
- 4:31 pm **CARMA_Tweets:** Show me don't tell me: http://www.instituteforpr.org/awards/2009_golden_ruler_award_winners #measurepr 1/2
- 4:32 pm **MatrixGroup:** @shonali Add tracking codes to items you link to your SN profiles to see who came to your blog, news, etc. via FB and Twitter #measurepr
- 4:32 pm **shonali:** @framingyou Then why not just use the experience itself? (debating, not arguing). Seems to me "real" examples have more weight. #measurepr
- 4:32 pm **CARMA_Tweets:** Show me don't tell me: Will also often show a client or prospect their name in lights. Do a small sample report. #measurepr 2/2
- 4:32 pm **CommAMMO:** RT @shonali: Which also means that we have to be smarter about defining PR & what it can/tries to do. Not just "press releases." #measurepr
- 4:32 pm **shonali:** @Dilennox Heh! And smack away... just keep it gentle. :p #measurepr

- 4:33 pm **shonali**: RT @CARMA_Tweets: Show me don't tell me: Will often show a client or prospect their name in lights. Do a small sample report. #measurepr
- 4:33 pm **CARMA_Tweets**: RT @CommAMMO: RT @shonali: Which also means that we have to be smarter about defining PR & what it can/tries to do. Not just "press releases." #measurepr
- 4:34 pm **CCCystalClear**: RT @shonali: RT @CARMA_Tweets: Show me don't tell me: Will often show a client or prospect their name in lights. Do a small sample report. #measurepr
- 4:35 pm **framingyou**: @shonali Agreed. Issue is not using ur own but still feeling comfy w/ explaining all the details in others . #measurepr
- 4:35 pm **cloudspark**: i can also show clients what we've been able to measure (with validity) for other clients; examples are critical. #measurePR
- 4:35 pm **shonali**: @framingyou Oh, got it. When I've done that, I've gotten permission from others' ahead of time & their sign-off on slides, etc. #measurepr
- 4:36 pm **shonali**: RT @cloudspark: i can also show clients what we've been able to measure (with validity) for other clients; examples are critical. #measurepr
- 4:36 pm **rjdavila**: RT @cloudspark: i can also show clients what weve been able to measure (with validity) for other clients; examples are critical. #measurepr
- 4:37 pm **shonali**: Q3: What are some of the more interesting measurement related reads you've come across lately? (Please, not your own. :p) #measurepr
- 4:37 pm **Dilennox**: @FozzieMcCoy those sites have pros/cons; mostly inconsistent, black-box You have to know how scores are derived to trust. #measurepr
- 4:39 pm **MatrixGroup**: @shonali @FozzieMcCoy. We find the information on Quantcast very valuable. #measurepr
- 4:39 pm **rjdavila**: Q2: Agreed. Examples are critical, but make sure they align w/ industry, niche your pitching (i.e. industrial w/ ind. example) #measurepr
- 4:40 pm **JMattHicks**: Jeremy checking in late for #measurepr! Glad to be here!
- 4:41 pm **shonali**: @JMattHicks Nice to see you! #measurepr
- 4:41 pm **CommAMMO**: Q3: reading a new book by David Michaelson/Don Stacks "practitioners guide" to PR, research, measurement/eval... #measurepr
- 4:41 pm **JMattHicks**: Thanks a lot! Good to see you as well and I'm glad to be here! RT @shonali: @JMattHicks Nice to see you! #measurepr
- 4:41 pm **abigail_e**: RT @CommAMMO: @sandrasays <http://bit.ly/al3981> Here's @kdpaine's social media measurement checklist. Follow her! #measurepr
- 4:42 pm **shonali**: RT @abigail_e: @CommAMMO: @sandrasays <http://bit.ly/al3981> Here's @kdpaine's social media measurement checklist. Follow her! #measurepr
- 4:43 pm **shonali**: RT @CommAMMO: Q3: reading a new book by David Michaelson/Don Stacks "practitioners guide" to PR, research, measurement/eval... #measurepr
- 4:43 pm **MatrixGroup**: @waynettetubbs one way to measure your SN's ROI is to taking it beyond # of fans and followers and measure their engagement #measurepr
- 4:43 pm **mattkellypr**: RT @abigail_e: RT @CommAMMO: @sandrasays <http://bit.ly/al3981> Here's @kdpaine's social media measurement checklist. Follow her! #measurepr
- 4:44 pm **CrissyLavery**: RT @abigail_e: RT @CommAMMO: @sandrasays <http://bit.ly/al3981> Here's @kdpaine's social media measurement checklist. Follow her! #measurepr
- 4:44 pm **JMattHicks**: RT @MatrixGroup: @waynettetubbs one way to measure your SN's ROI is to taking it beyond # of fans and followers and measure their engagement #measurepr
- 4:45 pm **mattkellypr**: @shonali @CommAMMO How is that book different from Don's measurement primer so far? #measurepr
- 4:45 pm **framingyou**: Recommend papers by @jimmacnamara #measurepr
- 4:45 pm **shonali**: I *knew* "ROI" would come up, so here's the recap from a few weeks ago when @donbart talked about it. <http://ht.ly/2La10> #measurepr
- 4:45 pm **CrissyLavery**: I'm late but I made it, long time no see...but interesting topics today, Hi everyone! #measurepr

4:46 pm **shonali:** RT @framingyou: Recommend papers by @jimmacnamara #measurepr

4:46 pm **rjdavila:** RT @shonali: I *knew* "ROI" would come up, so heres recap from a few weeks ago when @donbart talked about it. <http://ht.ly/2LaI0> #measurepr

4:46 pm **shonali:** @CrissyLavery Better late than never! #measurepr

4:47 pm **sandrasays:** RT @CommAMMO: Q3: reading a new book by David Michaelson/Don Stacks "practitioners guide" to PR, research, measurement/eval... #measurePR

4:48 pm **katmadison:** RT @shonali: RT @abigail_e: @CommAMMO: @sandrasays <http://bit.ly/al3981> Here's @kdpaine's social media measurement checklist. Follow her! #measurepr

4:48 pm **shonali:** Q4 (just a few minutes left): What topics would you like to discuss on future chats? #measurepr

4:48 pm **znmeb:** RT @shonali: RT @framingyou: Recommend papers by @jimmacnamara #measurepr

4:49 pm **CommAMMO:** Also, the Institute for PR is working on a new website - <http://bit.ly/aZALsK> - great resources #measurepr

4:50 pm **sandrasays:** RT @CommAMMO: Also, the Institute for PR is working on a new website - <http://bit.ly/aZALsK> - great resources #measurePR

4:50 pm **CommAMMO:** @mattkellypr Lighter - more for us than for academics. Less than 200 pages of content... #measurepr

4:50 pm **shonali:** RT @CommAMMO: Also, the Institute for PR is working on a new website - <http://bit.ly/aZALsK> - great resources #measurepr

4:50 pm **steveseager:** RT @rjdavila: Q1: Great measurement = mutual expectations. Add strategic planning, tactical exec. & meas. tied to exp./obj, u have success. #measurepr

4:51 pm **danperezfilms:** @shonali A4 "Case Studies" vs "Fiction" in social media. #measurepr

4:51 pm **rjdavila:** RT @CommAMMO: Also, the Institute for PR is working on a new website - <http://bit.ly/aZALsK> - great resources #measurepr

4:51 pm **shonali:** @danperezfilms I might have just the thing for you soon. :) Thanks! Anyone else? #measurepr

4:51 pm **framingyou:** Integrated #measurement RT @shonali: Q4 (just a few minutes left): What topics would you like to discuss on future chats? #measurepr

4:51 pm **MatrixGroup:** @shonali This has been great. Our first chat. Would love to see more chats on measuring online brand, SN, etc. #measurepr

4:51 pm **framingyou:** RT @shonali: RT @CommAMMO: Also, the Institute for PR is working on a new website - <http://bit.ly/aZALsK> - great resources #measurepr

4:52 pm **shonali:** @framingyou Got it. Thanks! #measurepr

4:52 pm **sandrasays:** RT @danperezfilms: @shonali A4 "Case Studies" vs "Fiction" in social media. #measurePR

4:52 pm **shonali:** @MatrixGroup Yay for your first chat. We've talked about a few of those, do check out the category on my blog. #measurepr

4:52 pm **shonali:** @MatrixGroup But that doesn't mean we can't talk about them again/more. #measurepr

4:54 pm **shonali:** Requests for future chats: integrated measurement, socnets, online brands, "real" v. "fiction" case studies. Anything else? #measurepr

4:54 pm **Dilennox:** I would like to discuss some of those case studies on #measurepr - business practitioners with complex measurement problems (Q4)

4:55 pm **Jillfoster:** Agh, I missed #measurePR. Are there 140 characters that summarize the brilliance discussed?

4:55 pm **shonali:** @Dilennox See my DM. :) #measurepr

4:56 pm **shonali:** @Jillfoster LOL. Even fewer. Campfire. :p #measurepr

4:56 pm **rjdavila:** @shonali Possibly B2B social media measurement & campaign execution. Not enough discussion about #SM in the B2B realm. #measurepr

- 4:56 pm **shonali:** @rjdavila Cool. I'll add that to the list, thanks! #measurepr
- 4:56 pm **MatrixGroup:** @Jillfoster We took part in Twitter chat, and it was great. Lots of great info to take back. #measurepr
- 4:56 pm **CrissyLavery:** I was really late: I'd love that 2 RT @Jillfoster Agh, I missed #measurePR. 140 characters that summarize the brilliance discussed?
- 4:57 pm **danperezfilms:** @shonali Can't wait :) #measurepr
- 4:58 pm **shonali:** We're almost out of time. Please save the date: Oct. 12, 12-1 pm ET when @newpr will be joining us to chat about... case studies! #measurepr
- 4:58 pm **shonali:** @CrissyLavery @Jillfoster I'll pull the transcript/do a recap, promise. #measurepr
- 4:59 pm **rjdavila:** Thanks @shonali for hosting another great convo! #measurepr
- 4:59 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 **CommAMMO:** Sorry I couldn't participate more - best to all and thanks @shonali #measurepr
- 5:00 pm **shonali:** Thanks all for joining. New friends, hope you enjoyed it. Stalwarts - thank you for your support! Remember: 10/12, 12-1 ET. #measurepr
- 5:00 pm **rjdavila:** Thanks for the RTs @shonali @steveseager @sandrasays @framingyou @AerialEllis @CommAMMO! #measurepr
- 5:00 pm **Jillfoster:** Fantastic; @shonali is a mean chattin' machine, RT @MatrixGroup We took part in #measurePR 's chat, and it was great. Lots of great info.
- 5:00 pm **JMattHicks:** Thanks to everyone for the wealth of knowledge shared! I'll be here ON TIME next time! #measurepr
- 5:01 pm **shonali:** @Jillfoster ... except when I freeze up. :p @MatrixGroup So glad you made it! #measurepr
- 5:01 pm **shonali:** @JMattHicks Look forward to it! #measurepr
- 5:02 pm **SuzieLin:** Bummed I missed today's #measurepr chat but look forward to the transcript & hope to make the next one!