



## Transcript from October 12, 2010 to October 12, 2010

All times are Pacific Time

### October 12, 2010

- 10:54 am **smaines**: WSJ exposes media monitoring companies: 'Scrapers' Dig Deep for Data on Web ? <http://bit.ly/aaq7aNV> - #prmeasurement - #measurepr
- 12:24 pm **shonali**: Hey, y'all, don't forget the bi-weekly #measurepr chat is today, 12-1 pm ET, with @newpr. <http://ow.ly/2S9qG> Hope to see you there!
- 12:25 pm **AerialEllis**: RT @shonali: Hey, y'all, don't forget the bi-weekly #measurepr chat is today, 12-1 pm ET, with @newpr. <http://ow.ly/2S9qG> Hope to see you there!
- 2:01 pm **donbart**: RT @shonali: Don't forget the bi-weekly #measurepr chat is today, 12-1 pm ET, with @newpr. <http://ow.ly/2S9qG> Hope to see you there!
- 2:01 pm **thebrandbuilder**: RT @donbart: RT @shonali: Don't forget the bi-weekly #measurepr chat is today, 12-1 pm ET, with @newpr. <http://ow.ly/2S9qG>
- 2:03 pm **cloudspark**: mark off your calendar... RT @shonali: bi-weekly #measurepr chat is today, 12-1 pm ET, w/ @newpr. <http://ow.ly/2S9qG>
- 2:08 pm **shonali**: @donbart @thebrandbuilder @cloudspark Thank you for reminding everyone about #measurepr today with @newpr, 12-1 pm ET. :)
- 2:24 pm **NewPR**: Join me at #measurepr today, 12-1pm ET to talk social media metrics. Will be sharing metrics from recent B2C campaign. <http://ow.ly/2S9qG>
- 2:25 pm **InBoundMktgPR**: RT @cloudspark: mark off your calendar... RT @shonali: bi-weekly #measurepr chat is today, 12-1 pm ET, w/ @newpr. <http://ow.ly/2S9qG>
- 2:28 pm **alanchumley**: PR measurement-curious? check out today's (bi-weekly) #measurepr chat: 12-1 pm ET, w/ @newpr. <http://ow.ly/2S9qG> @shonali
- 2:29 pm **CARMA\_Tweets**: PR measurement-curious? check out today's (bi-weekly) #measurepr chat: 12-1 pm ET, w/ @newpr. <http://ow.ly/2S9qG> @shonali
- 2:30 pm **CARMA\_Tweets**: RT @donbart: Link to the text of IPR's Commission on Measurement & Evaluation stand against AVEs in PR or SM. #measurePR <http://ow.ly/2RTQj>
- 2:30 pm **SuzieLin**: RT @shonali: Hey, y'all, don't forget the bi-weekly #measurepr chat is today, 12-1 pm ET, with @newpr. <http://ow.ly/2S9qG> Hope to see you there!
- 2:33 pm **CARMA\_Tweets**: List of Measurement Sessions @prsa 's conference next week: <http://tinyurl.com/2f9yjj> #iprmeasure #measurepr #prmeasurement #prsa\_ic
- 2:35 pm **alanchumley**: List of PR Measurement Sessions @prsa 's conference next week: <http://tinyurl.com/2f9yjj> #iprmeasure #measurepr #prmeasurement #prsa\_ic
- 2:58 pm **PRWestcoast**: RT @alanchumley: PR measurement-curious? check out today's (bi-weekly) #measurepr chat: 12-1 pm ET, w/ @newpr. <http://ow.ly/2S9qG> @shonali
- 3:25 pm **donbart**: RT @CARMA\_Tweets: List of Measurement Sessions @prsa 's conference next week: <http://tinyurl.com/2f9yjj> #iprmeasure #measurepr #prsa\_ic
- 3:31 pm **donbart**: RT @alanchumley: PR measurement-curious? check out today's (bi-weekly) #measurepr chat: 12-1 pm ET, w/ @newpr. <http://ow.ly/2S9qG> @shonali
- 3:35 pm **rosaliemo**: Gearing up for #measurepr featuring my social media fave, #newpr! She'll talk metrics through "life...supplemented" case study
- 3:37 pm **NYCubsFan**: RT @rosaliemo: Gearing up for #measurepr featuring my SM fave, #newpr! She'll talk metrics through "life...supplemented" case study
- 3:39 pm **crttanaka**: Our social media director, @newpr will guest tweet on #measurepr at 12 ET. Talking metrics through "life...supplemented" case study.

- 3:40 pm **thepublicityguy:** #MeasurePR with @NewPR today at noon ET & #HealthJustice chat on health disparities among minorities begins at 1 p.m. ET today.
- 3:42 pm **JamekaShamae:** RT @thepublicityguy: #MeasurePR with @NewPR today at noon ET & #HealthJustice chat on health disparities among minorities begins at 1 p.m. ET today.
- 3:44 pm **cloudspark:** T minus 15 to the next #measurePR chat w. host @shonali and guest @newPR. for those of you time challenged, it starts at noon ET.
- 3:44 pm **KrisColvin:** RT @cloudspark: T minus 15 to the next #measurePR chat w. host @shonali and guest @newPR. for those of you time challenged, it starts at noon ET.
- 3:45 pm **shonali:** RT @cloudspark: T minus 15 to the next #measurePR w. host @shonali and guest @newPR. for those of you time challenged, it starts at noon ET.
- 3:47 pm **shonali:** Just about 14 minutes to the chat! I may be extra-talkative until 1 pm ET, so you're snooze me if you wish. #measurepr
- 3:51 pm **NewPR:** RT @shonali: RT @cloudspark: T minus 15 to the next #measurePR w. host @shonali and guest @newPR. for those of you time challenged, it starts at noon ET.
- 3:52 pm **FrancieDalton:** RT @shonali: Just about 14 minutes to the chat! I may be extra-talkative until 1 pm ET, so you're snooze me if you wish. #measurepr
- 3:55 pm **JGoldsborough:** RT @alanchumley: PR measurement-curious? check out today's (bi-weekly) #measurepr chat: 12-1 pm ET, w/ @newpr. <http://ow.ly/2S9qG> @shonali
- 3:58 pm **NewPR:** Hi everyone!! Excited to be here. #measurepr
- 3:59 pm **msbruschetta:** Lengthy to-do list, but going to try to keep an eye on this chat. Love talking #PR with Tweeps! #measurepr
- 3:59 pm **JGoldsborough:** #pr20chat #measurePR RT @LauraN546: RT @TheDailyPrick: Customer behavior, instead of customer data, drives Web 3.0 - <http://ow.ly/2S3cQ>
- 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:** Before we get started, who's here? Please introduce yourself so that we know who(m?) we're chatting with. #measurepr
- 4:01 pm **shonali:** @FrancieDalton Thanks for sharing the chat info! #measurepr
- 4:01 pm **NewPR:** @msbruschetta agree with you PR tweeps rock! Welcome. #measurepr
- 4:01 pm **msbruschetta:** Hi, @NewPR! Happy to tune in. Curious to follow the discussion, meet new #PR Tweeps & learn some interesting things! #measurepr
- 4:02 pm **shonali:** @msbruschetta @JGoldsborough @alanchumley @donbart @KrisColvin Thanks, pals. :) #measurepr
- 4:02 pm **cloudspark:** hey #pr pros, learn to be better today: #measurePR chat starts now.
- 4:02 pm **SuzieLin:** Hey all, keeping my eye on this chat, have some to-dos I need to finish #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 **NewPR:** RT @shonali: @msbruschetta @JGoldsborough @alanchumley @donbart @KrisColvin Thanks, pals. :) #measurepr
- 4:03 pm **cloudspark:** senior spark leading team hot kindling delivering communications to new or emerging companies. #measurepr
- 4:03 pm **laurenllawson:** Hi @newpr and @shonali. I'm looking forward to the #measurepr chat. #measurepr
- 4:04 pm **shonali:** @laurenllawson This is a first! Welcome! #measurepr
- 4:04 pm **shonali:** As you settle in, let me introduce our guest today, @newpr, dir. of SM at @crttanaka and also great chef. :p #measurepr
- 4:05 pm **shonali:** @SuzieLin As long as you keep one eye on us... :) #measurepr
- 4:05 pm **NewPR:** @cloudspark new and emerging is always fun to work with. Welcome! #measurepr
- 4:05 pm **NewPR:** @laurenllawson Hello and welcome! #measurepr

4:05 pm **shonali**: @cloudspark Great to see you back! @msbruschetta Welcome! #measurepr

4:05 pm **captainplanetfd**: @shonali Glad to meet you in #measurepr. #solarpr is a niche field, we look forward to learning from you.

4:06 pm **cloudspark**: @newpr we're also professional 'unstuckers' but that's not as popular for our biz cards #measurePR

4:06 pm **shonali**: For those who are new, a few things: here's where you can follow the history/recaps of the chat: <http://ow.ly/2SiQw> #measurepr

4:06 pm **laurenllawson**: @shonali Yes, glad to be here! :) #measurepr

4:07 pm **cloudspark**: history/recaps of the #measurePR chat: <http://ow.ly/2SiQw> (via @shonali)

4:07 pm **shonali**: Tips for good "chatting": please reference the Q nos. in your tweets (eg "Re Q1" or "A1"), and remember to use the hashtag. #measurepr

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

4:07 pm **shonali**: @cloudspark I think "professional unstucker" sounds awesome. @newpr #measurepr

4:08 pm **NewPR**: @shonali Thanks for the intro yes wish PR metrics were easy as cooking. Hi everyone. #measurepr

4:08 pm **msbruschetta**: My #PR area blends non-profit (for associations & societies) & for-profit (for employer, an #assn mgmt co). Thnx for the welcome! #measurepr

4:08 pm **NewPR**: RT @shonali: For those who are new, a few things: heres where you can follow the history/recaps of the chat: <http://ow.ly/2SiQw> #measurepr

4:08 pm **shonali**: @InBoundMktgPR Heh! Somehow food always comes into the conversation. :) #measurepr

4:09 pm **NewPR**: RT @shonali: Tips for "chatting": please reference the Q nos. in ur tweets (eg "Re Q1" or "A1"), and remember to use the hashtag. #measurepr

4:09 pm **PRWeekend**: Hey there! Looking forward to chatting with you! #measurepr

4:09 pm **SuzieLin**: @shonali One eye is on you & looking forward to this chat. #measurepr

4:09 pm **shonali**: Let's get started. Q1: @newpr, your post mentioned not being a "donkey" when talking SM metrics. Elaborate? <http://ow.ly/2SiYu> #measurepr

4:10 pm **shonali**: @PRWeekend Welcome! #measurepr

4:10 pm **Tartipants**: RT @SuzieLin @shonali One eye is on you & looking forward to this chat. #measurepr <http://foook.com>

4:10 pm **PRWeekend**: RT @shonali: Let's get started. Q1: @newpr, your post mentioned not being a "donkey" when talking SM metrics. Elaborate? <http://ow.ly/2SiYu> #measurepr

4:11 pm **NewPR**: A1: We are in Ph-2 of social media where C-Suite wants to know how friends/followers add to company's bottomline. #measurepr

4:11 pm **shonali**: RT @NewPR: A1: We are in Ph-2 of social media where C-Suite wants to know how friends/followers add to company's bottomline. #measurepr

4:11 pm **Cision**: I hope I can keep up with #measurepr chat. Looking forward to my first time here.

4:12 pm **NewPR**: A1: My post gives some tips on how to first identify "outcomes" and then measure against those. #measurepr

4:12 pm **cloudspark**: @shonali q1: i like how @newPR phrased 'action v. awareness' in the post <http://ow.ly/2SiYu> #measurePR

4:12 pm **shonali**: @Cision Don't worry, we're nice. :) Welcome! #measurepr

4:13 pm **shonali**: Yes. RT @cloudspark: @shonali q1: i like how @newPR phrased 'action v. awareness' in the post <http://ow.ly/2SiYu> #measurepr

4:13 pm **NewPR**: A1: Social media is meant to move from personal--->social--->advocacy and our metrics need to show that evolution. #measurepr

4:13 pm **shonali**: Totally bizarre. I just heard a donkey braying on my laptop. It's stopped now. @newpr, did you have something to do with that?! #measurepr

- 4:15 pm **crttanaka**: RT @newpr A1: Social media is meant to move from personal-->social-->advocacy and our metrics need to show that evolution. #measurepr
- 4:15 pm **PRWeekend**: Friends/followers may not be loyal customers, yet they represent a campaign measurement in terms of brand awareness&visibility #measurepr
- 4:15 pm **shonali**: @NewPR Would you say you can replace "advocacy" with "action," there, since not all orgs. focus on advocacy? #measurepr
- 4:15 pm **NewPR**: @cloudspark Yes "awareness" without specific calls-to-action falls flat. #measurepr
- 4:16 pm **cloudspark**: spot on RT @newpr @cloudspark Yes "awareness" without specific calls-to-action falls flat. #measurepr
- 4:16 pm **shonali**: @PRWeekend Not really. Simply counting fans is like old-world "eyeballs." They're not necessarily doing anything. #measurepr
- 4:17 pm **simpleleapcoach**: I used to work @crttanaka welcome! @shonali: As you settle in, let me introduce our guest: @newpr, dir. of SM also great chef #measurepr
- 4:17 pm **thepublicityguy**: "Social media is meant to move from personal->social->advocacy and our metrics need to show that evolution." @NewPR of @CRTtanaka #MeasurePR
- 4:17 pm **shonali**: @PRWeekend And you can't really measure brand "awareness" without specifically asking people if/what they're aware of. @newpr? #measurepr
- 4:17 pm **cloudspark**: @newpr but the personal -> social -> advocacy is a biz migration in social media, correct? ppl may never migrate past social. #measurePR
- 4:17 pm **TreyBurley**: RT @cloudspark: spot on RT @newpr @cloudspark Yes "awareness" without specific calls-to-action falls flat. #measurepr
- 4:17 pm **msbruschetta**: So true. And many people \*want\* to do something, too! RT @NewPR "Awareness" without specific calls-to-action falls flat. #measurepr
- 4:17 pm **NewPR**: @shonali Yes by "advocacy" I mean "action" = referrals, sales, increased web traffic, web conversions, reduced bounce rate. #measurepr
- 4:18 pm **NewPR**: Agree @shonali Not really. Simply counting fans is like old-world "eyeballs." They're not necessarily doing anything. #measurepr
- 4:18 pm **shonali**: RT @NewPR: @shonali Yes by "advocacy" I mean "action"=referrals, sales, incr web traffic, web conversions, reduced bounce rate. #measurepr
- 4:19 pm **msbruschetta**: RT @shonali Simply counting fans is like old-world "eyeballs." They're not necessarily doing anything. #measurepr
- 4:19 pm **NewPR**: Let me share w/ you the story of @wannabwell whose Twitter and Facebook numbers may be low but engagement is high #measurepr
- 4:19 pm **thepcdiva**: RT @NewPR: @shonali Yes by "advocacy" I mean "action" = referrals, sales, increased web traffic, web conversions, reduced bounce rate. #measurepr
- 4:19 pm **shonali**: Q2: @newpr, please talk about your "life... recommended" case study wrt measuring outcomes & not just outputs. (cont.) #measurepr
- 4:19 pm **PRWeekend**: @shonali True, but creating awareness is the first step to a PR campaign. #measurepr
- 4:20 pm **shonali**: Q2 cont.: @newpr, if you can break it down in terms of situation, problem, objectives, solutions, results, that would be great. #measurepr
- 4:20 pm **archanaverma**: RT @thepublicityguy: "Social media is meant to move from personal->social->advocacy and our metrics need to show that evolution." @NewPR of @CRTtanaka #MeasurePR
- 4:20 pm **NewPR**: So how many of you take vitamins/supplements? Trust me this has everything to do with our chat today. #measurepr
- 4:21 pm **shonali**: @PRWeekend What @newpr, I (and others) say is that those are not good enough metrics. They can be part, not the whole. #measurepr
- 4:21 pm **NewPR**: @shonali yes absolutely! #measurepr
- 4:21 pm **hughmacken**: RT @NewPR: So how many of you take vitamins/supplements? Trust me this has everything to do with our chat today. #measurepr

- 4:21 pm **msbruschetta:** @NewPR ::raises hand:: Different vitamins for different purposes, every single day! #measurepr
- 4:21 pm **shonali:** RT @NewPR: So how many of you take vitamins/supplements? Trust me this has everything to do with our chat today. #measurepr
- 4:21 pm **thepcdiva:** RT @thepublicityguy: "Social media is meant to move from personal->social->advocacy and our metrics need to show that evolution." @NewPR of @CRTtanaka #MeasurePR
- 4:22 pm **shonali:** @archanaverma Thanks for joining the chat today! #measurepr
- 4:22 pm **NewPR:** A2: Situation: The Council for Responsible Nutrition @wannabwell wanted to take their "Life...supplemented" campaign social. #measurepr
- 4:22 pm **wannaBwell:** RT @NewPR: So how many of you take vitamins/supplements? Trust me this has everything to do with our chat today. #measurepr
- 4:23 pm **PRWeekend:** @shonali Agree with you "simply counting fans" doesn't lead to success in SM campaign,yet this is where brand building begins #measurepr
- 4:23 pm **IMPACTMKTGR:** RT @shonali: Let's get started. Q1: @newpr, your post mentioned not being a "donkey" when talking SM metrics. Elaborate? <http://ow.ly/2SiYu> #measurepr
- 4:23 pm **NewPR:** A2: @wannabwell is helping Americans embrace "healthy living" especially when obesity is #1 killer. #measurepr
- 4:23 pm **InBoundMktgPR:** @shonali @NewPR I have always disliked taking pills... So, I can't say I do... #measurepr
- 4:24 pm **cloudspark:** you dialed in? @newpr is about to share socmed case study fr @wannabwell - low numbers but high engagement #measurePR
- 4:24 pm **NewPR:** A2: So back in April-09 @wannabwell took their message to social networks. #measurepr
- 4:24 pm **shonali:** RT @cloudspark: you dialed in? @newpr is about to share socmed case study fr @wannabwell - low numbers but high engagement #measurepr
- 4:24 pm **shonali:** RT @NewPR: A2: @wannabwell is helping Americans embrace "healthy living" especially when obesity is #1 killer. #measurepr
- 4:24 pm **MediaMiser:** RT @thepublicityguy: "Social media is meant to move from personal->social->advocacy and our metrics need to show that evolution." @NewPR of @CRTtanaka #MeasurePR
- 4:24 pm **hughmacken:** @newpr i take veggie powder. supplements don't get absorbed well into the body. trying to think how this might rel8 2 #measurepr chat ;)
- 4:24 pm **shonali:** RT @NewPR: A2: So back in April-09 @wannabwell took their message to social networks. #measurepr
- 4:25 pm **msbruschetta:** Tuning into #socialmedia case study, hosted by @NewPR. Feel free to join in! #PRStudChat #measurepr
- 4:25 pm **NewPR:** A2: Key component for @wannabwell was to identify key influentials in health&nutrition to take their message online. Very smart #measurepr
- 4:25 pm **PRWeekend:** RT @thepublicityguy: "Social media is meant to move from personal->social->advocacy and our metrics need to show that evolution." @NewPR of @CRTtanaka #MeasurePR
- 4:26 pm **shonali:** RT @NewPR: A2: Key comp for @wannabwell was to identify key influentials in health&nutrition to take their msg online. Very smart #measurepr
- 4:26 pm **InBoundMktgPR:** @hughmacken veggie powder?? Interesting!! Do share please... #measurepr
- 4:27 pm **NewPR:** @wannabwell key message is: Exercise, Nutrition and Responsible use of vitamins/supplements. #measurepr
- 4:27 pm **InBoundMktgPR:** RT @NewPR: A2: Key component for @wannabwell was to identify key influentials in health&nutrition to take their message online. Very smart #measurepr
- 4:27 pm **msbruschetta:** @NewPR So true! Research is the first, essential step in any #PR campaign, whether it has #socialmedia component or not. #measurepr
- 4:27 pm **PRWeekend:** RT @shonali: RT @NewPR: A2: Key comp for @wannabwell was to identify key influentials in health&nutrition to take their msg online. Very smart #measurepr

- 4:28 pm **shonali**: RT @NewPR [A2]: @wannabwell key message is: Exercise, Nutrition and Responsible use of vitamins/supplements. #measurepr
- 4:28 pm **NewPR**: A2: We identified six key influencers @andreametcalfe @jennfowler @lizscherer @2eatwellRD @sherylkraft @citalbert as SM Advisors #measurepr
- 4:28 pm **cloudspark**: @newpr @msbruschetta i'd add that listening is the 1st step in any social media effort, may or may not be part of 'research' #measurepr
- 4:29 pm **PRWeekend**: RT @NewPR: A2: We identified six key influencers @andreametcalfe @jennfowler @lizscherer @2eatwellRD @sherylkraft @citalbert as SM Advisors #measurepr
- 4:29 pm **shonali**: RT @NewPR: A2: identified 6 influencers @andreametcalfe @jennfowler @lizscherer @2eatwellRD @sherylkraft @citalbert as SM Advrs #measurepr
- 4:30 pm **InBoundMktgPR**: @msbruschetta @NewPR A great #socialmedia tool for research is crowd sourcing #measurepr
- 4:30 pm **shonali**: RT @cloudspark: i'd add that listening is the 1st step in any social media effort, may or may not be part of 'research' #measurepr
- 4:30 pm **NewPR**: A2: Key Goal of @wannabwell was to #1 increase awareness #2 build community #3 increase brand engagement #measurepr
- 4:30 pm **shonali**: RT @NewPR: A2: Key Goal of @wannabwell was to #1 increase awareness #2 build community #3 increase brand engagement #measurepr
- 4:31 pm **NewPR**: @cloudspark Absolutely we did a social media audit that showed absence of online chatter on "responsible use of vitamins." #measurepr
- 4:32 pm **rosaliemo**: Check out #measurepr @NewPR is taking us through the Life...Supplemented campaign (@wannabwell), taking key messages online.
- 4:32 pm **shonali**: RT @NewPR: @cloudspark Absolutely we did an SM audit that showed absence of online chatter on "responsible use of vitamins." #measurepr
- 4:33 pm **InBoundMktgPR**: RT @NewPR: @cloudspark Absolutely we did a social media audit that showed absence of online chatter on "responsible use of vitamins." #measurepr
- 4:33 pm **archanaverma**: Listening is the 1st step in any social media effort, may or may not be part of 'research' #measurepr via @shonali: @cloudspark
- 4:33 pm **crttanaka**: RT@newpr A2: Key Goal of @wannabwell was to #1 increase awareness #2 build community #3 increase brand engagement #measurepr
- 4:34 pm **NewPR**: A2: Listening =Identifying Roadblocks = Strategy = Desired Outcomes = Tactics #measurepr
- 4:34 pm **shonali**: RT @NewPR: A2: Listening =Identifying Roadblocks = Strategy = Desired Outcomes = Tactics #measurepr
- 4:35 pm **NewPR**: A2: One thing to add to 'Listening' phase is "talk to blogger/key influencers who spend 24/7 talking about your space." #measurepr
- 4:36 pm **cloudspark**: RT @newpr A2: 1 thing to add to 'Listening' phase is "talk to blogger/key influencers who spend 24/7 talking about your space." #measurepr
- 4:36 pm **shonali**: RT @NewPR: A2: One thing to add to 'Listening' phase is "talk to blogger/key influencers who spend 24/7 talking @ your space." #measurepr
- 4:36 pm **msbruschetta**: @NewPR By "=" do you mean "leads to"? #measurepr
- 4:37 pm **NewPR**: A2: Strategy of @wannabwell not just launch on twitter/Facebook but first establish a Social Media Advisory Board. #measurepr
- 4:37 pm **NewPR**: @msbruschetta yes "=" means "lead to" :- ) #measurepr
- 4:38 pm **shonali**: RT @NewPR: A2: Strategy of @wannabwell not just launch on twitter/Facebook but first establish a Social Media Advisory Board. #measurepr
- 4:38 pm **hughmacken**: @InBoundMktgPR i have no earthly idea how veggie powder relates 2 the #measurepr chat. maybe @newpr can, um, supplement our understanding ;)
- 4:39 pm **NewPR**: A2: When you are an unknown brand launching on social networks, better have known voices supporting you. @wannabwell did that! #measurepr
- 4:39 pm **shonali**: @hughmacken Well, @newpr did explain that shortly after we started. :) #measurepr

- 4:39 pm **IMPACTMKTPR:** So Impt! RT @NewPR: A2 Strategy of @wannabwell not just launch on twitter/FB but 1st establish a Social Media Advisory Board. #measurepr
- 4:39 pm **IMPACTMKTPR:** RT @shonali: RT @NewPR: A2: One thing to add to 'Listening' phase is "talk to blogger/key influentials who spend 24/7 talking @ your space." #measurepr
- 4:40 pm **shonali:** RT @NewPR: A2: When you are an unknown brand launching on social networks, have known voices supporting you. @wannabwell did that #measurepr
- 4:40 pm **IMPACTMKTPR:** YES! RT @shonali: RT @NewPR: A2: Listening =Identifying Roadblocks = Strategy = Desired Outcomes = Tactics #measurepr
- 4:40 pm **PRWeekend:** @shonali @newpr We'd like to ask:after #PR research-ready,what actions are recommended next for an effective SM campaign? #measurepr
- 4:40 pm **cloudspark:** A2: When you're an unknown brand launching on social ntwrks, better have known voices supporting you. (via @newPR) #measurepr
- 4:41 pm **PRWeekend:** RT @IMPACTMKTPR: So Impt! RT @NewPR: A2 Strategy of @wannabwell not just launch on twitter/FB but 1st establish a Social Media Advisory Board. #measurepr
- 4:41 pm **shonali:** @PRWeekend Please DM your question(s) to me, I'll definitely throw 'em out if we have time. Thanks. #measurepr
- 4:42 pm **M641:** RT @NewPR: A2: When you are an unknown brand launching on social networks, better have known voices supporting you. @wannabwell did that! #measurepr
- 4:42 pm **InBoundMktgPR:** @archanaverma Agree!!! Listening is key..... #measurepr
- 4:42 pm **NewPR:** A2: SM Adv. Board comprised of influential voices @andreametcalfe @jennfowler @lizscherer @2eatwellRD @sherylkraft @cftalbert #measurepr
- 4:42 pm **IMPACTMKTPR:** RT @NewPR: @cloudspark Absolutely we did a social media audit that showed absence of online chatter on "responsible use of vitamins." #measurepr
- 4:42 pm **InBoundMktgPR:** RT @NewPR: A2: Listening =Identifying Roadblocks = Strategy = Desired Outcomes = Tactics #measurepr
- 4:42 pm **rosaliemo:** RT @NewPR: When you r an unknown brand launching on social media, have known voices supporting u. @wannabwell did that #measurepr
- 4:42 pm **IMPACTMKTPR:** RT @rosaliemo: Check out #measurepr @NewPR is taking us through the Life...Supplemented campaign (@wannabwell), taking key messages online.
- 4:44 pm **NewPR:** A2: Now lets share some results that made @wannbwell invest in Year-2 social media. Results speaker louder than the loudest. #measurepr
- 4:45 pm **PRWeekend:** @shonali OK! Thank you very much in advance! :) #measurepr
- 4:45 pm **shonali:** RT @NewPR: A2: Now lets share some results that made @wannbwell invest in Year-2 social media. Results speak louder than loudest. #measurepr
- 4:45 pm **InBoundMktgPR:** RT @NewPR: A2: Now lets share some results that made @wannbwell invest in Year-2 social media. Results speaker louder than the loudest. #measurepr
- 4:45 pm **PRWeekend:** RT @rosaliemo: RT @NewPR: When you r an unknown brand launching on social media, have known voices supporting u. @wannabwell did that #measurepr
- 4:45 pm **PRWeekend:** RT @NewPR: A2: Listening =Identifying Roadblocks = Strategy = Desired Outcomes = Tactics #measurepr
- 4:45 pm **InBoundMktgPR:** RT @IMPACTMKTPR: YES! RT @shonali: RT @NewPR: A2: Listening =Identifying Roadblocks = Strategy = Desired Outcomes = Tactics #measurepr
- 4:47 pm **NewPR:** Before we talk results here's what @wannabwell did to increase "interaction" on their micro-site <http://bit.ly/7nl5ly> #measurepr
- 4:47 pm **shonali:** RT @NewPR: Before we talk results here's what @wannabwell did to increase "interaction" on their micro-site <http://bit.ly/7nl5ly> #measurepr
- 4:48 pm **NewPR:** A2: If you don't provide content that I can't play with, chances are you haven't engaged me at all. #measurepr
- 4:48 pm **AmyLP:** RT @JamekaShamae: RT @thepublicityguy: #MeasurePR with @NewPR today at noon ET & #HealthJustice chat on (cont) <http://tl.gd/6esmdl>

4:48 pm **shonali**: RT @NewPR: A2: If you don't provide content that I can't play with, chances are you haven't engaged me at all. #measurepr

4:49 pm **dutchoh1**: RT @shonali: RT @NewPR: A2: If you don't provide content that I can't play with, chances are you haven't engaged me at all. #measurepr

4:49 pm **NewPR**: A2: Interactive element was "My wellness scorecard" to gauge where u stand. Do take the quiz, very helpful. <http://bit.ly/7n15ly> #measurepr

4:50 pm **NewPR**: A2: Ok so moving to results, ARE YOU READY? #measurepr

4:50 pm **sandrasays**: RT @NewPR: A2: When you are an unknown brand launching on social networks, better have known voices supporting you. @wannabwell did that! #measurepr

4:50 pm **shonali**: Love the sound bites, @newpr, but please tell us the results of the @wannabwell campaign. :p #measurepr

4:51 pm **shonali**: With 9 mins to go... YES! RT @NewPR: A2: Ok so moving to results, ARE YOU READY? #measurepr

4:51 pm **chasewhite**: RT @NewPR: A2: If you don't provide content that I can't play with, chances are you haven't engaged me at all. #measurepr

4:52 pm **NewPR**: A2: 236% increase in media mentions in 2009 over last two years COMBINED. #measurepr

4:53 pm **AerialEllis**: When you're an unknown brand launching on social ntwrks, better have known voices supporting you. (via @newPR) #measurepr

4:53 pm **samraatkakkar**: RT @NewPR: A2: If you don't provide content that I can't play with, chances are you haven't engaged me at all. #measurepr

4:53 pm **rosaliemo**: @NewPR: A2: If you don't provide content that I can't play with, chances are you haven't engaged me at all. #measurepr

4:53 pm **NewPR**: A2: 37,316 My Wellness scorecard completes, which is a 130% increase over last year. Increased engagement. #measurepr

4:54 pm **shonali**: Cool, what about outcomes? RT @NewPR: A2: 236% increase in media mentions in 2009 over last two years COMBINED. #measurepr

4:54 pm **InBoundMktgPR**: RT @shonali: RT @NewPR: A2: If you don't provide content that I can't play with, chances are you haven't engaged me at all. #measurepr

4:54 pm **PRWeekend**: RT @NewPR: A2: 236% increase in media mentions in 2009 over last two years COMBINED. #measurepr

4:55 pm **shonali**: Nice! RT @NewPR: A2: 37,316 My Wellness scorecard completes, which is a 130% increase over last year. Increased engagement. #measurepr

4:55 pm **PRWeekend**: @NewPR: A2: If you don't provide content that I can't play with, chances are you haven't engaged me at all. #measurepr -well said!

4:55 pm **NewPR**: A2: 72% increase in web traffic over last year with 207,048 web visitors. #measurepr

4:55 pm **InBoundMktgPR**: RT @NewPR: A2: 37,316 My Wellness scorecard completes, which is a 130% increase over last year. Increased engagement. #measurepr

4:56 pm **M641**: RT @NewPR: A2: If you don't provide content that I can't play with, chances are you haven't engaged me at all. #measurepr

4:57 pm **NewPR**: A2: Biggest outcome was the "Increased My Wellness Scorecard" participation for Year-1 of social media engagement. #measurepr

4:57 pm **shonali**: RT @NewPR: A2: 72% increase in web traffic over last year with 207,048 web visitors. #measurepr

4:57 pm **InBoundMktgPR**: RT @NewPR: A2: 72% increase in web traffic over last year with 207,048 web visitors. #measurepr

4:57 pm **InBoundMktgPR**: RT @PRWeekend: @NewPR: A2: If you don't provide content that I can't play with, chances are you haven't engaged me at all. #measurepr -well said!

4:58 pm **NewPR**: Now @wannabwell is focused on tying "awareness" to "increased sales" in Year-2. #measurepr

- 4:58 pm **AerialEllis:** @wannaBwell earned a 236% increase in media mentions in 2009 over last two years COMBINED. #measurepr
- 4:58 pm **cloudspark:** @newpr with the jump in web traffic, did you see more 'action' aside from scorecard completes? #measurepr
- 4:58 pm **shonali:** RT @NewPR: A2: Biggest outcome was the "Increased My Wellness Scorecard" participation for Year-1 of social media engagement. #measurepr
- 4:58 pm **crttanaka:** Metrics of @wannabwell's SM initiative-236% increase in media mentions in 2009 over last 2yrs COMBINED! (via @newpr) #measurepr
- 4:59 pm **shonali:** RT @NewPR [A2]: Now @wannabwell is focused on tying "awareness" to "increased sales" in Year-2. #measurepr
- 5:00 pm **shonali:** RT @cloudspark: @newpr with the jump in web traffic, did you see more 'action' aside from scorecard completes? #measurepr
- 5:00 pm **PRWeekend:** RT @crttanaka: Metrics of @wannabwell's SM initiative-236% increase in media mentions in 2009 over last 2yrs COMBINED! (via @newpr) #measurepr
- 5:01 pm **AerialEllis:** Although #measurepr for PR pros, today's chat shows general tweeters the real value of making time w/ social media count. Listen up folks!
- 5:01 pm **shonali:** Folks, it's time to end the chat. :( OK with y'all (and @newpr) if we go a little over? #measurepr
- 5:01 pm **NewPR:** @cloudspark we didn't want to push "sales" in the first phase. Got to establish credibility. Year-2 tying social media = sales. #measurepr
- 5:02 pm **shonali:** RT @NewPR: @cloudspark we didn't want to push "sales" in the first phase. Got to establish credibility. Year-2 tying SM = sales. #measurepr
- 5:02 pm **NewPR:** @shonali ok with me :) #measurepr
- 5:03 pm **shonali:** @NewPR Cool - let's tak3 4-5 mins, then, not more. Also, please check your email if you can. :) #measurepr
- 5:03 pm **archanaverma:** @NewPR Impressive results from the @wannabwell social media campaign. #measurepr
- 5:03 pm **NewPR:** RT @archanaverma: @NewPR Impressive results from the @wannabwell social media campaign. #measurepr
- 5:04 pm **shonali:** Thanks for sharing your case study on @wannabwell with us, @newpr. Great example of focusing on outcomes as well as outputs. #measurepr
- 5:05 pm **NewPR:** RT @shonali: Thx for sharing your case study on @wannabwell with us, @newpr. Great example of focusing on outcomes/outputs. #measurepr
- 5:05 pm **PRWeekend:** We recommend #measurepr chat to all PR students that would like to communicate with PR professionals and learn from them the trends in PR!
- 5:06 pm **NewPR:** @shonali any questions I could answer? #measurepr
- 5:06 pm **IMPACTMKTPR:** RT @shonali: RT @NewPR: @cloudspark we didn't want to push "sales" in the first phase. Got to establish credibility. Year-2 tying SM = sales. #measurepr
- 5:07 pm **shonali:** Y'all, I know we need to close today's chat, but how about we bring @newpr back for another chat soon? #measurepr
- 5:07 pm **IMPACTMKTPR:** RT @AerialEllis: Although #measurepr for PR pros, today's chat shows general tweeters the real value of making time w/ social media count. Listen up folks!
- 5:07 pm **shonali:** @NewPR Unfortunately we're out of time today. We'll just have to bring you back! #measurepr
- 5:07 pm **NewPR:** @shonali Thanks for making me part of #measurepr Very cool to see PR pros taking teh time to talk metrics. #measurepr
- 5:07 pm **PRWeekend:** RT @shonali: RT @NewPR: @cloudspark we didn't want to push "sales" in the first phase. Got to establish credibility. Year-2 tying SM = sales. #measurepr
- 5:07 pm **shonali:** Many thanks @newpr @crttanaka for being so generous with your @wannabwell case study. Would love to have you back! #measurepr
- 5:07 pm **sandrasays:** RT @PRWeekend: We recommend #measurepr chat to all PR students that would like to communicate with PR professionals and learn from them the trends in PR!

5:08 pm **NewPR:** @Shonali Thanks to YOU for starting #measurepr We need this. #measurepr

5:08 pm **shonali:** And thanks all who returned/joined for the 1st time. Next chat: Oct. 26, 12-1 pm ET, mark your calendars! Send me qns in advance. #measurepr

5:08 pm **IMPACTMKTPR:** WOW! RT @PRWeekend RT @crttanaka Metrics of @wannabwell's SM initiative media mentions in 2009 up 236% increase! (via @newpr) #measurepr

5:08 pm **shonali:** Thanks! RT @PRWeekend: We recommend #measurepr chat to all PR students that would like to communicate with PR pros & learn from them!

5:08 pm **InBoundMktgPR:** RT @shonali: And thanks all who returned/joined for the 1st time. Next chat: Oct. 26, 12-1 pm ET, mark your calendars! Send me qns in advance. #measurepr

5:08 pm **KellyeCrane:** Can't wait to read the #measurepr transcript from today - looks like a terrific discussion.

5:09 pm **PRWeekend:** RT @shonali: And thanks all who returned/joined for the 1st time. Next chat: Oct. 26, 12-1 pm ET, mark your calendars! Send me qns in advance. #measurepr

5:09 pm **IMPACTMKTPR:** RT @shonali: RT @NewPR [A2]: Now @wannabwell is focused on tying "awareness" to "increased sales" in Year-2. #measurepr

5:09 pm **NewPR:** Thanks everyone. Nice connecting on #measurepr let's keep metricing. #measurepr

5:09 pm **IMPACTMKTPR:** Good luck @wannabwell with year 2 campaign! #measurepr

5:10 pm **shonali:** I'll be posting a recap/transcript soon, so keep an eye out. And do continue to use #measurepr hashtag for all your PR/msmt-related convos!

5:10 pm **IMPACTMKTPR:** Gr8t question. RT @cloudspark: @newpr with the jump in web traffic, did you see more 'action' aside from scorecard completes? #measurepr

5:10 pm **IMPACTMKTPR:** RT @shonali: RT @NewPR: A2: 72% increase in web traffic over last year with 207,048 web visitors. #measurepr

5:10 pm **hashtager:** # I'll be posting a recap/transcript soon, so keep an eye out. And do continue to use #measurepr hashtag for all your PR/msmt-related ...

5:11 pm **IMPACTMKTPR:** RT @NewPR: A2: Biggest outcome was the "Increased My Wellness Scorecard" participation for Year-1 of social media engagement. #measurepr

5:11 pm **shonali:** Have a great rest of your day, all. Hope to see you back Oct 26, 12-1 pm ET. Now back to your regularly scheduled programming. :) #measurepr

5:11 pm **IMPACTMKTPR:** That's key! RT @M641: RT @NewPR: A2: .... provide content that I can play with, or chances are you haven't engaged me at all. #measurepr

5:11 pm **InBoundMktgPR:** RT @NewPR: Now @wannabwell is focused on tying "awareness" to "increased sales" in Year-2. #measurepr

5:12 pm **PRWeekend:** @shonali You're welcome! #measurepr is a great experience, what our PR education needs! :)

5:12 pm **IMPACTMKTPR:** RT @NewPR: A2: 37,316 My Wellness scorecard completes, which is a 130% increase over last year. Increased engagement. #measurepr

5:12 pm **NewPR:** RT @hashtager: # posting a recap/transcript soon, so keep an eye out. And do continue to use #measurepr hashtag for PR metrics #measurepr

5:12 pm **InBoundMktgPR:** RT @IMPACTMKTPR: Good luck @wannabwell with year 2 campaign! #measurepr

5:12 pm **danperezfilms:** @shonali @cloudspark @newpr Jump in web traffic and mentions are good. Increase in sales to follow? #measurepr

5:13 pm **shonali:** @NewPR @hashtager Well, actually \*I\* will be posting a recap/transcript soon. HT, stop chiming in. :p #measurepr

5:13 pm **shonali:** @danperezfilms That's what @newpr said was the goal for Year 2. You missed the early part of the chat, eh? #measurepr

5:14 pm **NewPR:** @danperezfilms Hi yes year-2 is increased sales. #measurepr

5:14 pm **IMPACTMKTPR:** RT @rosaliemo @AerialEllis @samraatkakkar @chasewhite RT @NewPR A2: ...provide content to play with, or not engaged at all. (ed) #measurepr

5:15 pm **NewPR:** @IMPACTMKTPR Thanks for awesome RTs. Following you now. #measurepr

- 5:16 pm **cloudspark:** @newpr thank you, and thank you @shonali for a good case study #measurepr chat
- 5:16 pm **NewPR:** Bye bye #measurepr see you again soon. Have a great day everyone. #measurepr
- 5:17 pm **shonali:** @cloudspark My pleasure, it would be great to get more of these, don't you think? #measurepr
- 5:17 pm **shonali:** @NewPR Thanks again! #measurepr
- 5:17 pm **danperezfilms:** @shonali Just saw it (my bad!) - Good strategy, would be most interested in results... #measurepr
- 5:18 pm **NewPR:** RT @shonali: Many thanks @newpr @crttanaka for being so generous with your @wannabwell case study. Would love to have you back! #measurepr
- 5:18 pm **IMPACTMKTPR:** RT @NewPR: A2: When you are an unknown brand launching on social networks, better have known voices supporting you. @wannabwell did that! #measurepr
- 5:22 pm **IMPACTMKTPR:** Thanks for keeping #measurepr enticing! @InBoundMktgPR @asbrousseau\_com @PRWeekend @shonali @mediaacrobat
- 5:23 pm **IMPACTMKTPR:** So glad could make #measurepr today! PR pros join in the dialogue next time. #measurepr
- 5:27 pm **shonali:** @IMPACTMKTPR So glad YOU could make it! #measurepr
- 5:29 pm **prservices:** RT @newpr Don't be a Donkey Talking Social Media Metrics. Show Real Business Impact. <http://bit.ly/aO8qgu> #measurepr
- 5:39 pm **TurnrStrategies:** RT @prservices: RT @newpr Don't be a Donkey Talking Social Media Metrics. Show Real Business Impact. <http://bit.ly/aO8qgu> #measurepr
- 6:00 pm **PRWeekend:** @Betty\_Zee RT @shonali Next chat: Oct. 26, 12-1 pm ET, mark your calendars! Send me qns in advance. #measurepr
- 6:07 pm **ThePRCoach:** IPR Experts Conclude: Ad Value Equivalents Don't Measure #PR #measurepr #publicrelations <http://bit.ly/bGXsSb>
- 6:17 pm **M641:** This was my first time experiencing #measurepr. Thanks @newpr for the great insights! My mind is in overdrive!
- 6:24 pm **PDWatts:** Ad Value (AVE) Is Not a Proxy for Measuring ROI of Public Relations -- formal paper by #iprmeasure at [www.iprmeasure.org](http://www.iprmeasure.org) #measurePR
- 6:53 pm **rosieshaw:** RT @ThePRCoach: IPR Experts Conclude: Ad Value Equivalents Don't Measure #PR #measurepr #publicrelations <http://bit.ly/bGXsSb>
- 7:25 pm **ThePRCoach:** 7 Ways to Use #SocialMedia Listening for #Marketing Research #measurepr #pr <http://bit.ly/d6Pwem>
- 7:49 pm **ThePRCoach:** List of Useful Twitter Stats, Analytics Tools ? Just for You! #measurepr #publicrelations #pr #socialmedia <http://bit.ly/97hvge>
- 8:34 pm **archanaverma:** @newpr @shonali Great job with the #measurepr chat today. I couldn't be around the entire chat, but caught some great content.
- 8:34 pm **NewPR:** @M641 Awe man didn't mean to do that to you but glad you enjoyed #measurepr. Look forward to staying connected.
- 8:38 pm **M641:** @newpr Totally ok Priya, I welcome that kind of brain work. How often does #measurepr happen?
- 9:01 pm **NewPR:** @M641 #measurepr started by @shonali and it's every other Tue, next one Oct 26th. Shonali also blogs @ <http://www.waxingunlyrical.com/>
- 9:22 pm **shonali:** @newpr Thanks! and @M641 so glad you enjoyed it. I hope we'll see you back at #measurepr often.