



Transcript from November 9, 2010 to November 9, 2010

All times are Pacific Time

November 9, 2010

- 2:06 am **shonali**: W00t! RT @shelholtz: Joining @sinickasa @fxshaw @shonali @CommAMMO at @IABC conference in Seattle next week. <http://bit.ly/bhlyUD> #measurepr
- 2:20 am **IMPACTMKTPR**: Hurry, pre-register for #PRSA #Chicagoland Tues eve #MeasurePR. Guests r 1/2 price. prsascc.org Pls RT to #PR #Marcom #SM friends
- 2:28 am **IMPACTMKTPR**: Don't miss #measurePR Tues at noon EST. #measurePR
- 11:26 am **shonali**: @impactmktp Thank you for sharing the #measurepr info!
- 11:28 am **shonali**: LOVE it! RT @donbart: New post: How Much Does a House Cost? (on social media #measurement and #ROI) #measurePR <http://ow.ly/36hGd>
- 11:46 am **KSukulac**: RT @shonali: LOVE it! RT @donbart: New post: How Much Does a House Cost? (on social media #measurement and #ROI) #measurePR <http://ow.ly/36hGd>
- 12:26 pm **allenkristina**: RT @shonali RT @donbart: New post: How Much Does a House Cost? (on social media #measurement and #ROI) #measurePR <http://ow.ly/36hGd>
- 1:29 pm **fhachtmann**: RT @shonali: LOVE it! RT @donbart: New post: How Much Does a House Cost? (on social media #measurement and #ROI) #measurePR <http://ow.ly/36hGd>
- 1:36 pm **CubanaLAF**: @shonali I'm only coming if @thebrandbuilder brings unicorns. :) #measurepr
- 1:42 pm **shonali**: @cubanalaf Well, we'll just have to ask @thebrandbuilder. Olivier... any unicorn sightings for #measurePR?
- 1:45 pm **KaryD**: @shonali @cubanalaf Did I just hear you say that @thebrandbuilder is bringing unicorns to #measurePR today? I'll be sure not to miss.
- 1:47 pm **CubanaLAF**: @KaryD @shonali Looks like @thebrandbuilder is starting a movement..... :) #measurePR
- 1:54 pm **shonali**: @cubanalaf @KaryD Well, now @thebrandbuilder will HAVE to bring a unicorn to #measurepr. ;p
- 2:14 pm **thebrandbuilder**: Today 12/noon EST - I will be answering questions on #measurePR - Details: <http://bit.ly/amzCtz>
- 2:15 pm **StaceyHood**: RT @thebrandbuilder: Today 12/noon EST - I will be answering questions on #measurePR - Details: <http://bit.ly/amzCtz>
- 2:27 pm **KaryD**: I'm looking forward to this: RT @thebrandbuilder: Today 12/noon EST - I will be answering questions on #measurePR : <http://bit.ly/amzCtz>
- 2:29 pm **keithprivette**: RT @KaryD: I'm looking forward to this: RT @thebrandbuilder: Today 12/noon EST - I will be answering questions on #measurePR : <http://bit.ly/amzCtz>
- 2:32 pm **debmorello**: RT @thebrandbuilder: Today 12/noon EST - I will be answering questions on #measurePR - Details: <http://bit.ly/amzCtz>
- 2:34 pm **thebrandbuilder**: @shonali #measurepr I won't just bring a unicorn with me today, I will do the whole show from the saddle on the back of one.
- 2:37 pm **bluegrottoinc**: RT @KaryD: I'm looking forward to this: RT @thebrandbuilder: Today 12/noon EST - I will be answering questions on #measurePR : <http://bit.ly/amzCtz>
- 2:44 pm **joycecherrier**: RT @thebrandbuilder: Today 12/noon EST - I will be answering questions on #measurePR - Details: <http://bit.ly/amzCtz>
- 2:46 pm **susan_w**: Gr8 info: 8 Ways to Reduce Your Site's Bounce Rate <http://t.co/K8FSmQL> via @mashbusiness @mashable #measurePR #Netsol @NVTCSMC #in

- 2:50 pm **mikecassidyAZ:** RT @thebrandbuilder: Today 12/noon EST - I will be answering questions on #measurePR - Details: <http://bit.ly/amzCtz>
- 2:51 pm **BosDawg513:** RT @debmorello: RT @thebrandbuilder: Today 12/noon EST - I will be answering questions on #measurePR - Details: <http://bit.ly/amzCtz>
- 3:23 pm **donbart:** Thanks, Shonali! RT @shonali: LOVE it! RT @donbart: New post: How Much Does a House Cost? (social media #ROI) #measurePR <http://ow.ly/36hGd>
- 3:24 pm **donbart:** New post: How Much Does a House Cost? (yes, this has to do with social media #measurement and #ROI) #measurePR <http://ow.ly/36PBI>
- 3:32 pm **shonali:** @thebrandbuilder Like @oldspiceguy! Can't wait. #measurepr
- 3:35 pm **WeAreHighRoad:** RT @donbart: New post: How Much Does a House Cost? (yes, this is re: social media #measurement and #ROI) #measurePR <http://ow.ly/36PBI>
- 3:35 pm **buckstop:** RT @donbart: New post: How Much Does a House Cost? (yes, this is re: social media #measurement and #ROI) #measurePR <http://ow.ly/36PBI>
- 3:41 pm **tdoyon:** RT @donbart: New post: How Much Does a House Cost? (yes, this has to do with social media #measurement and #ROI) #measurePR <http://ow.ly/36PBI>
- 4:30 pm **Fancy_Lad:** One to discuss on today's #measurePR chat! RT @brett: 8 Social Media Metrics You Should Be Measuring <http://bit.ly/9P467Y> (via @smexaminer)
- 4:36 pm **shonali:** 25 minutes to #measurePR with @thebrandbuilder. You excited? Hope you're coming! 12-1 pm ET.
- 4:37 pm **shonali:** @fancy_lad We'll ask @thebrandbuilder if he'd like to discuss this on #measurePR today, thanks! <http://bit.ly/9P467Y>
- 4:42 pm **debmorello:** RT @KaryD: @shonali @cubanalaf Did I just hear you say that @thebrandbuilder is bringing unicorns to #measurePR today? I'll be sure not to miss.
- 4:43 pm **40deuce:** there seems to be 2 interesting sounding Twitter chats both happening at noon. #measurePR & #sm85. can I do 2 chats at once???
- 4:45 pm **shonali:** @40deuce Of course you can. Twitter is the one place you can clone yourself, remember? :p #measurepr
- 4:47 pm **debmorello:** Unicorns and @thebrandbuilder at 12:00pm EST today #measurepr Quote: "I will do the whole show from the saddle on the back of one"
- 4:56 pm **WriterChanelle:** @40deuce Sure. I do #kaizenblog and #hfchat on Fridays at noon #measurePR #sm85
- 4:59 pm **WriterChanelle:** @debmorello Speaking of @thebrandbuilder there's a hat tip in my article on SM and marketing <http://exm.nr/923QtK> #measurepr
- 4:59 pm **shonali:** Tweeps, I'm heading into #measurepr in 1 minute, filter me out if you're not interested. Though with @thebrandbuilder riding a unicorn...
- 5:00 pm **thebrandbuilder:** @shonali This episode of #measurePR is brought to you by unicorns and the letter P. :D
- 5:00 pm **shonali:** And, it's time! Welcome to the bi-weekly Twitterchat on all things related to PR (and that includes SM) measurement. #measurePR
- 5:01 pm **shonali:** LOL! RT @thebrandbuilder: This episode of #measurePR is brought to you by unicorns and the letter P. :D
- 5:01 pm **WriterChanelle:** Hi all! Chanelle here. #GenYChat founder and Social Media Manager (for hire) #measurePR
- 5:01 pm **shonali:** Before we begin the chat, as you settle in please tell us who you are, what you do, etc. #measurePR
- 5:01 pm **shonali:** I'll start: I'm a #solopr pro based in the DC area, measurement fanatic (hence the chat), editor of @wgbiz & @owneronly blogger. #measurePR
- 5:02 pm **thebrandbuilder:** Honored to be a guest on @shonali 's #measurePR today. Starting now.
- 5:02 pm **WriterChanelle:** @shonali Bit of a numbers fiend myself #solopr #measurePR
- 5:03 pm **RickCaffeinated:** Ready for the ride //RT @thebrandbuilder: @shonali This episode of #measurePR is brought to you by unicorns and the letter P. :D #measurePR

5:03 pm **Mayne:** @shonali Is #measurepr like #journchat?

5:03 pm **shonali:** And it's pretty cool that @thebrandbuilder <http://ow.ly/36UIk> is our special guest today. Welcome, Olivier and thank you! #measurePR

5:03 pm **jenzings:** @shonali Awesome, unicorns! I'm with CustomScoop, we provide SAS to help measure & monitor. #measurepr

5:03 pm **WriterChanelle:** @RickCaffeinated Hey, you! #measurePR #measurePR

5:03 pm **shonali:** @WriterChanelle Welcome! This is your first #measurePR, right?

5:03 pm **shonali:** @Mayne Yes, except that we focus on PR measurement, and run for one hour bi-weekly. #measurePR

5:04 pm **WriterChanelle:** @shonali Indeed it is #measurePR

5:04 pm **thebrandbuilder:** #measurePR handshake: I'm a globe-trotting brand management guy who spends a lot of time helping cos integrate #SM into their business model

5:04 pm **bcotier:** I'm an American Creative w/PR focus living in Cambridgeshire #measurePR

5:04 pm **shonali:** @jenzings Yay, great to see you! Also @RickCaffeinated - welcome! #measurePR

5:04 pm **shonali:** @WriterChanelle Excellent. :) #measurePR

5:04 pm **40deuce:** hello all!! Sheldon, community manager for @Sysomos here #measurePR

5:04 pm **RickCaffeinated:** I chase after unicorns :) //RT @WriterChanelle: @RickCaffeinated Hey, you! #measurePR

5:04 pm **thebrandbuilder:** @shonali Glad to be here, on the back of my mighty unicorn. #measurePR

5:04 pm **JenKaneCo:** Tuning in to @shonali 's #measurePR chat with @thebrandbuilder

5:04 pm **CrissyLavery:** Hi all! Checking in to #measurePR

5:05 pm **shonali:** @40deuce @botier @JenKaneCo @CrissyLavery Lovely to see you! #measurePR

5:05 pm **RickCaffeinated:** I work for a B2B gov't healthcare contractor using #socialmedia, and watch trends/smart kids for insights #measurePR

5:05 pm **shonali:** @thebrandbuilder I hope it's a silver unicorn. Do they come in other colors? :p #measurePR

5:05 pm **WriterChanelle:** @RickCaffeinated I bet that doesn't keep you busy. Hehe #measurePR

5:06 pm **deasurjadi:** Hello everyone, glad to be here. The name's Dea, PR freelancer out of Atlanta. #measurepr

5:06 pm **shonali:** Couple things before we get started: 1, here's where you can follow the history/recaps of the chat: <http://ow.ly/2SiQw> #measurePR

5:06 pm **thebrandbuilder:** @shonali They come in candy-apple red, strawberry, plum, glittering silver and pure white. #measurePR

5:06 pm **shonali:** @deasurjadi Hey, Dea, so glad you could make it! #measurePR

5:07 pm **thebrandbuilder:** RT @shonali: Here's where you can follow the history/recaps of the chat: <http://ow.ly/2SiQw> #measurePR

5:07 pm **shonali:** 2, Tips for good "chatting": please reference the Q nos. in your tweets (eg "Re Q1" or "A1"), and remember to use the hashtag. #measurePR

5:07 pm **cmor21:** Good morning from the westcoast #measurePR. I'm VP, client services for @mediamiser

5:07 pm **CrissyLavery:** Already such an informative #measurePR learning the colors of unicorns!

5:08 pm **thebrandbuilder:** @CrissyLavery See? We started #measurePR with a bang.

5:08 pm **bcotier:** RT @shonali: 1, heres where you can follow the history/recaps of the chat: <http://ow.ly/2SiQw> #measurePR

5:08 pm **CrissyLavery:** RT @shonali: 2, Tips for good "chatting": please reference the Q nos. in your tweets (eg "Re Q1" or "A1"), and remember to use the hashtag. #measurePR

5:08 pm **shonali**: And finally, 3, if you have additional qns for @thebrandbuilder, please DM/email them to me to add to the queue. Ready? Q1 is.. #measurePR

5:08 pm **deasurjadi**: I know, right! Finally! RT @shonali: @deasurjadi Hey, Dea, so glad you could make it! #measurepr

5:08 pm **WriterChanelle**: @cmor21 Oh to be on the west coast..how do you like it? #measurePR

5:08 pm **ehill2**: Listening in on the #measurepr before heading to the airport

5:08 pm **shonali**: Q1 (quite basic, but it bears repeating): Can you please define ROI? (Note, qns are for @thebrandbuilder, all welcome to reply). #measurePR

5:09 pm **shonali**: @thebrandbuilder Heh! I think I'd like my unicorn in glittering silver, please. #measurePR

5:09 pm **bcotier**: RT @shonali: 2, Tips for good "chatting": please reference the Q nos. in your tweets (eg "Re Q1" or "A1"), & remember use the # #measurePR

5:09 pm **WriterChanelle**: RT @shonali: Q1: Can you please define ROI? (Note, qns are for @thebrandbuilder, all welcome to reply). #measurePR

5:09 pm **hashtager**: # 2, Tips for good "chatting": please reference the Q nos. in your tweets (eg "Re Q1" or "A1"), and remember to use the hashtag. #measurePR

5:10 pm **thebrandbuilder**: @shonali :D Q1: The definition of ROI? Okay. First, ROI is a financial metric. That's the first thing we need to remember. #measurePR

5:10 pm **msrasberryinc**: glad I remembered to set my Outlook calendar for #measurePR

5:10 pm **WriterChanelle**: @msrasberryinc Hey! #measurePR

5:10 pm **bcotier**: RT @shonali: Q1 (quite basic, but it bears repeating): Can you please define ROI? #measurePR

5:11 pm **shonali**: RT @thebrandbuilder: :D Q1: The definition of ROI? Okay.1st, ROI is a financial metric. That's the 1st thing we need to remember. #measurePR

5:11 pm **WriterChanelle**: RT @thebrandbuilder: @shonali :D Q1: First, ROI is a financial metric. That's the first thing we need to remember. #measurePR

5:11 pm **40deuce**: RT @thebrandbuilder:Q1: The definition of ROI? Okay. First, ROI is a financial metric. That's the first thing we need to remember. #measurePR

5:11 pm **bcotier**: Q1 ROI = Return on Investment #measurePR

5:11 pm **thebrandbuilder**: @shonali Q1: ROI is also an equation. The value of the investment must be the same as the value of the gain/return... #measurePR

5:11 pm **shonali**: @ehill2 I hope you're enjoying the various unicorn colors on display so far. :p #measurePR

5:11 pm **clarqui**: RT @thebrandbuilder: @shonali :D Q1: The definition of ROI? Okay. First, ROI is a financial metric. That's the first thing we need to remember. #measurePR

5:12 pm **thebrandbuilder**: @shonali Q1: ... which means that if the investment is calculated in \$\$\$, the gain/return must also be calculated in \$\$\$ #measurePR

5:12 pm **clarqui**: RT @thebrandbuilder: @shonali Q1: ROI is also an equation. The value of the investment must be the same as the value of the gain/return... #measurePR

5:12 pm **MichelleBarsi**: RT @shonali: RT @thebrandbuilder: :D Q1: The definition of ROI? Okay.1st, ROI is a financial metric. That's the 1st thing we need to remember. #measurePR

5:12 pm **framingyou**: Thank you! :) RT @thebrandbuilder: @shonali :D Q1: The definition of ROI? Okay. First, ROI is a financial metric. #measurePR

5:12 pm **shonali**: RT @thebrandbuilder: A1: ROI is also an equation. The value of the investment must be the same as the value of the gain/return. #measurePR

5:12 pm **thebrandbuilder**: @shonali What you can't have is an investment measured in \$\$\$ and a gain/return measured in impressions, for example. #measurePR

5:12 pm **shonali**: RT @thebrandbuilder: A1: ... which means that if the investment is calculated in \$\$, gain/return must also be calculated in \$\$ #measurePR

5:12 pm **40deuce**: RT @thebrandbuilder:Q1: ... which means that if the investment is calculated in \$\$, the gain/return must also be calculated in \$\$ #measurePR

- 5:12 pm **RickCaffeinated:** RT @thebrandbuilder: @shonali Q1: definition of ROI? Okay. First, ROI is a financial metric, first thing we need to remember [#measurePR](#)
- 5:12 pm **RickCaffeinated:** RT @thebrandbuilder: @shonali Q1: ROI is also an equation, value of investment must be the same as value of the gain/return... [#measurePR](#)
- 5:13 pm **shonali:** RT @thebrandbuilder: What you can't have is an investment measured in \$\$ and a gain/return measured in impressions, for example. [#measurePR](#)
- 5:13 pm **bcotier:** Q1 ROI=Return on Investment Could be any investment Resources, Time, Money [#measurePR](#)
- 5:13 pm **thebrandbuilder:** @shonali Q1: It's a common mistake in the marketing world to forget that. It causes confusion for clients. [#measurePR](#)
- 5:13 pm **40deuce:** @thebrandbuilder very true [#measurePR](#)
- 5:13 pm **RickCaffeinated:** Great perspective from @thebrandbuilder, not mixing denominators when measuring \$\$\$ versus impressions/etc [#measurePR](#)
- 5:13 pm **deasurjadi:** RT @thebrandbuilder: What you cant have is an investment measured in \$\$\$ and a gain/return measured in impressions, for example. [#measurePR](#)
- 5:13 pm **msrasberryinc:** RT @thebrandbuilder: Q1: The definition of ROI? First, ROI is a financial metric. That's the first thing we need to remember. [#measurePR](#)
- 5:13 pm **WriterChanelle:** RT @thebrandbuilder: Q1. ROI is also an equation. The value of the investment must be the same as the value of the gain/return... [#measurePR](#)
- 5:13 pm **shonali:** Q2: So then, how do you feel about redefining "ROI" as "return on ignoring," "return on indifference," etc.? [#measurePR](#)
- 5:14 pm **CrissyLavery:** RT @thebrandbuilder: @shonali Q1: It's a common mistake in the marketing world to forget that. It causes confusion for clients. [#measurePR](#)
- 5:14 pm **thebrandbuilder:** @shonali Q1: ROI is a business metric that doesn't change for PR, SM, Advertising, etc. It's always the same: \$\$\$ to \$\$\$ [#measurePR](#)
- 5:14 pm **WriterChanelle:** RT @thebrandbuilder Q1:which means that if the investment is calculated in \$\$\$, the gain/return must also be calculated in \$\$\$ [#measurePR](#)
- 5:14 pm **shonali:** Amen. RT @thebrandbuilder: A1: It's a common mistake in the marketing world to forget that. It causes confusion for clients. [#measurePR](#)
- 5:14 pm **debmorello:** @thebrandbuilder What's the best way to 'un-confuse' them? [#measurePR](#)
- 5:14 pm **WriterChanelle:** RT @thebrandbuilder: What you can't have is an investment measured in \$\$\$ and a gain/return measured in impressions, for example. [#measurePR](#)
- 5:14 pm **iangertler:** RT @shonali: RT @thebrandbuilder: What you can't have is an investment measured in \$\$ and a gain/return measured in impressions, for example. [#measurePR](#)
- 5:14 pm **shonali:** RT @thebrandbuilder: A1: ROI is a business metric that doesn't change for PR, SM, Adv., etc. It's always the same: \$\$ to \$\$ [#measurePR](#)
- 5:14 pm **thebrandbuilder:** @shonali Q2: Things like "return on ignoring" and "return on indifference" are cute, but they aren't R.O.I. [#measurePR](#)
- 5:15 pm **Fancy_Lad:** That sounds hard. ;) RT @shonali @thebrandbuilder Q1: Define ROI? The 1st thing we need to remember is it's a financial metric. [#measurePR](#)
- 5:15 pm **RickCaffeinated:** RT @thebrandbuilder: @shonali Q2: Things like "return on ignoring" and "return on indifference" are cute, but they aren't R.O.I. [#measurePR](#)
- 5:15 pm **Dilennox:** coming in late to [#measurepr](#) - waiting for more on ROI. Everyone's favorite question. :-)
- 5:15 pm **shonali:** RT @thebrandbuilder: A2: Things like "return on ignoring" and "return on indifference" are cute, but they aren't R.O.I. [#measurePR](#)
- 5:15 pm **JulieDiazAsper:** q2: think it helps businesses understand the risk of not investing & would make a gr8 tee-shirt [#measurePR](#)
- 5:15 pm **thebrandbuilder:** @shonali Q2: In other words, these things aren't a substitute for R.O.I. - clients who want answers to that question... [#measurePR](#)

5:16 pm **shonali:** @Dilennox Welcome! I did like @donbart's "house" post very much, did you read it? #measurePR

5:16 pm **RichBecker:** @shonali @thebrandbuilder While that is true, you can set a different objective other than \$\$\$. #measurePR

5:16 pm **framingyou:** Doesn't help at all. RT @shonali: Q2: How do you feel about redefining "ROI" as "return on ignoring," etc.? #measurePR

5:16 pm **shonali:** RT @thebrandbuilder: A2: In other words, these things aren't a substitute for R.O.I. - clients who want answers to that qn... #measurePR

5:16 pm **WriterChanelle:** RT @thebrandbuilder Q1 ROI is a business metric that doesn't change for PR, SM, Advertising, etc. It's always the same: \$\$ to \$\$ #measurePR

5:16 pm **thebrandbuilder:** @shonali Q2: ... won't take you seriously if you turn their R.O.I. question into a unicorn and moonbeams show. ;) #measurePR

5:17 pm **shonali:** LOL! RT @thebrandbuilder: A2: ... won't take you seriously if you turn their ROI question into a unicorn and moonbeams show. ;) #measurePR

5:17 pm **thebrandbuilder:** @shonali Q2: But it's also important to note that in the world of PR, Return on Investment may not be the right focus. #measurePR

5:17 pm **shonali:** @RichBecker Definitely, but right now we're just getting the definition of ROI straight. cc @thebrandbuilder #measurePR

5:17 pm **Fancy_Lad:** Can anyone share formulas for measuring the ROI of social media? I loves me a formula (or three). #measurePR

5:18 pm **debmorello:** @thebrandbuilder Clients that want answers to that question ... in the context of What's the best way to 'un-confuse' them? #measurePR

5:18 pm **JulieDiazAsper:** @thebrandbuilder seen "cute" work. helps you jolt a response. or at least start the convo #measurePR

5:18 pm **shonali:** RT @thebrandbuilder: A2: It's also important to note that in the world of PR, Return on Investment may not be the right focus. #measurePR

5:18 pm **msrasberryinc:** RT @thebrandbuilder: @shonali Q1: ROI is a business metric that doesn't change for PR, SM, Advertising, etc. It's always the same: \$\$\$ to \$\$\$\$. #measurePR

5:18 pm **CrissyLavery:** Yesss! RT @thebrandbuilder Q2: But it's also important to note that in the world of PR, ROI may not be the right focus. #measurePR

5:18 pm **jenzings:** RT @thebrandbuilder: Q2: ... won't take you seriously if you turn their R.O.I. question into a unicorn and moonbeams show. ;) #measurePR

5:18 pm **40deuce:** there was a really good article on @mashable last week about calculating ROI - <http://on.mash.to/cbePxA> #measurePR

5:19 pm **Dilennox:** thanks @shonali: I missed @donbart's "house" post. Got a link? #measurePR

5:19 pm **waqas6:** Hello everyone, this is Waqas from Pakistan. Enjoying the chat #measurePR

5:19 pm **RichBecker:** @shonali Sure, then I might say that the intent of communication vs. the outcome is the measure. Unless, you mean financial ROI. #measurePR

5:19 pm **WriterChanelle:** @40deuce Saw that article. Had to bookmark it. #measurePR

5:19 pm **thebrandbuilder:** @Fancy_Lad $(\text{Gain from investment} - \text{cost of investment}) / \text{cost of investment}$ #measurePR

5:19 pm **msrasberryinc:** RT @thebrandbuilder: @shonali Q2: important to note that in the world of #PR, Return on Investment may not be the right focus. #measurePR

5:20 pm **shonali:** @dilennox <http://ow.ly/36Vw0> Here you go #measurepr

5:20 pm **rockstarjen:** Joining #measurePR little late, but excited to learn some good stuff this morning. #measurepr

5:20 pm **shonali:** @rockstarjen Yay Jen! #measurePR

5:20 pm **RickCaffeinated:** ROI formula //RT @thebrandbuilder: @Fancy_Lad $(\text{Gain from investment} - \text{cost of investment}) / \text{cost of investment}$ #measurePR

5:20 pm **thebrandbuilder:** Switching from Q to A in my replies. #measurepr

- 5:20 pm **shonali:** @RichBecker Exactly, we should be focusing on outcomes. But a lot of pros will say ROI when they mean something else. #measurePR
- 5:20 pm **40deuce:** RT @thebrandbuilder: @shonali Q2: But its important to note that in the world of PR, ROI may not be the right focus. #measurePR
- 5:21 pm **JasonPeck:** @thebrandbuilder @shonali do you find that clients are asking PR agencies to justify actual ROI on what they're doing? #measurePR
- 5:21 pm **thebrandbuilder:** @shonali A2: Also, PR professionals may not usually have the data they need to measure ROI for a client who asks for ROI. #measurePR
- 5:21 pm **deasurjadi:** @40deuce Funny, I actually have that page open right now :) #ROI <http://on.mash.to/cbePxA> @mashable #measurepr
- 5:21 pm **shonali:** .RT @RickCaffeinated: ROI formula RT @thebrandbuilder: (Gain from investment - cost of investment) / cost of investment #measurePR
- 5:21 pm **Dilennox:** @Fancy_Lad, formula for ROI is like anything -- what you spend vs what you gain? Some really asking different questions. #measurepr
- 5:21 pm **deasurjadi:** @rockstarjen Look who's here! #measurepr
- 5:21 pm **rockstarjen:** RT @thebrandbuilder: @shonali A2: PR pros may not usually have the data they need to measure ROI for a client who asks for ROI. #measurepr
- 5:22 pm **shonali:** RT @thebrandbuilder: A2: Also, PR pros may not usually have the data they need to measure ROI for a client who asks for it. #measurePR
- 5:22 pm **thebrandbuilder:** @shonali @RichBecker So yes, changing our vocabulary from "ROI" to (non-financial) "outcomes" is a good idea. #measurePR
- 5:22 pm **rockstarjen:** @deasurjadi hey there! always good to see you and @shonali. :) #measurepr
- 5:22 pm **RichBecker:** @shonali You mean like ... return on column inches? Ha. #measurePR
- 5:22 pm **RickCaffeinated:** re: A2 @thebrandbuilder, Do you think the collaboration internally is now necessary for interacting social external (e.g., ROI)? #measurePR
- 5:22 pm **groupfish:** RT @thebrandbuilder: @shonali @RichBecker So yes, changing our vocabulary from "ROI" to (non-financial) "outcomes" is a good idea. #measurePR
- 5:22 pm **JulieDiazAsper:** RT @thebrandbuilder: @Fancy_Lad (Gain from investment - cost of investment) / cost of investment #measurePR
- 5:22 pm **shonali:** RT @thebrandbuilder: @shonali @RichBecker So yes, changing our vocab from "ROI" to (non-financial) "outcomes" is a good idea. #measurePR
- 5:22 pm **thebrandbuilder:** @JasonPeck For some reason, it seems that Social Media triggers the question more so than traditional PR. #measurePR
- 5:23 pm **shonali:** @RichBecker LOL! #measurePR
- 5:23 pm **msrasberryinc:** @40deuce thx for tweeting that. #measurePR
- 5:23 pm **Dilennox:** YES!! RT @thebrandbuilder: @shonali A2: PR professionals may not have data they need to measure for a client who asks for ROI. #measurePR
- 5:23 pm **shonali:** @thebrandbuilder Why do you think that is? @JasonPeck #measurePR
- 5:23 pm **thebrandbuilder:** @shonali If a client wants you to measure the ROI of your PR activities, they are going to have to give you access to \$ data. #measurePR
- 5:23 pm **EmilyMolitor:** changing our vocabulary from "ROI" to (non-financial) "outcomes" is a good idea. #measurePR (RT @thebrandbuilder @shonali @RichBecker)
- 5:23 pm **SmartBrief:** changing our vocabulary from "ROI" to (non-financial) "outcomes" is a good idea. #measurePR (RT @thebrandbuilder @shonali @RichBecker)
- 5:23 pm **40deuce:** @thebrandbuilder so ROI maybe shouldn't be a PR goal, but we should be measuring towards some goal, right? #measurePR
- 5:24 pm **shonali:** .RT @thebrandbuilder: If a client wants you to measure the ROI of your PR activities, they have to give you access to \$ data. #measurePR
- 5:24 pm **rockstarjen:** @thebrandbuilder @jasonpeck think the ROI question is triggered because SM is still considered more mktg than PR/comm. #measurepr

- 5:24 pm **thebrandbuilder:** @shonali Because Social Media is still largely a big question mark when it comes to delivering legitimate results in business. #measurePR
- 5:24 pm **RichBecker:** @shonali @thebrandbuilder I sometimes call it return on communication, allowing for multiple outcomes. #measurePR
- 5:25 pm **thebrandbuilder:** Yes. RT @40deuce: @thebrandbuilder so ROI maybe shouldn't be a PR goal, but we should be measuring towards some goal, right? #measurePR
- 5:25 pm **deasurjadi:** RT @thebrandbuilder: If a client wants you to measure the ROI of your PR activities, they have to give you access to \$ data. #measurePR
- 5:25 pm **40deuce:** good point! RT @rockstarjen: think the ROI question is triggered because SM is still considered more mktg than PR/comm. #measurePR
- 5:25 pm **joshgroth:** RT @thebrandbuilder What you can't have is an investment measured in \$\$\$ and a gain/return measured in impressions #measurePR
- 5:25 pm **Dilennox:** If you're not using PR to generate direct \$\$ - measure something else. Cost of conversions? Cost of engagement? #measurePR
- 5:25 pm **theelusivfish:** Not all PR outcomes have a direct sales result. Many are foundation building that provide enviro that allow sales. ROI poor #measurePR there.
- 5:25 pm **shonali:** Re ROI qun: RT @thebrandbuilder: Because SM is still largely a big qn mark when it comes to delivering legitimate results in biz. #measurePR
- 5:25 pm **thebrandbuilder:** . @40deuce Identifying those goals at the start of the relationship or campaign is crucial. That, and how to measure success. #measurePR
- 5:25 pm **RickCaffeinated:** RT @thebrandbuilder: @shonali Social Media still largely big ?? when it comes to delivering legitimate results in business. #measurePR
- 5:25 pm **debmorello:** RT @rockstarjen @thebrandbuilder think the ROI question is triggered because SM is still considered more mktg than PR/comm. #measurePR
- 5:26 pm **shonali:** .RT @thebrandbuilder: Identifying goals at the start of the relationship or campaign is crucial. That, and how to measure success #measurePR
- 5:26 pm **Dilennox:** RT @thebrandbuilder: Yes. RT @40deuce: so ROI maybe shouldn't be PR goal, but we should be measuring some goal, right? #measurePR
- 5:26 pm **theelusivfish:** Treat communications for what it is - a cost center - and focus on whether you are delivering the outcome for reasonable \$'s. #measurePR
- 5:26 pm **shonali:** Q3: Where should PR/SM pros start when it comes to putting a measurement program in place? #measurePR
- 5:26 pm **KaryD:** Clients need to have measurable results. Sometimes that in the form of ROI, sometimes not, but it needs to be measurable. #measurePR
- 5:27 pm **WriterChanelle:** RT @shonali: Q3: Where should PR/SM pros start when it comes to putting a measurement program in place? #measurePR
- 5:27 pm **thebrandbuilder:** @shonali When a client asks a PR pro to show them ROI, the best thing to do is to ask the client what they want to see. #measurePR
- 5:27 pm **ViolaNilePR:** RT @thebrandbuilder: If a client wants you to measure the ROI of your PR activities, they have to give you access to \$ data. #measurePR
- 5:27 pm **debmorello:** KEY! @thebrandbuilder I.D. those goals at the start of relationship or campaign is crucial. That, and how to measure success. #measurePR
- 5:28 pm **40deuce:** RT @theelusivfish: Not all PR outcomes have a direct \$ result. Many are foundation building that provide enviro that allow sales. #measurePR
- 5:28 pm **Dilennox:** @thebrandbuilder I'd quibble w/your term "legitimate." Lots of legit activities, measures, outcomes etc aren't financial. #measurePR
- 5:28 pm **waqas6:** RT @thebrandbuilder Identifying those goals at the start of the relationship/campaign is crucial. That & how to measure success. #measurePR
- 5:28 pm **shonali:** Great point. RT @thebrandbuilder: When clients ask PR pros to show ROI, the best thing is to ask clients what they want to see. #measurePR
- 5:28 pm **thebrandbuilder:** @shonali "What are you trying to accomplish?" is the best answer to the ROI question. "What is your objective for this campaign?" #measurePR

- 5:28 pm **theelusivfish:** .@shonali A3: that's an easy one. Start with the goals. Start with the objectives. Vague goals = unmeasurable program #measurePR
- 5:29 pm **rockstarjen:** So true! RT @thebrandbuilder: @shonali When client asks PR pro to show ROI, best thing to do is ask client what they want to see. #measurepr
- 5:29 pm **PRtips:** RT @shonali: Great point. RT @thebrandbuilder: When clients ask PR pros to show ROI, the best thing is to ask clients what they want to see. #measurePR
- 5:29 pm **thebrandbuilder:** @Dilennox It isn't my opinion. It's a fact: Social Media is largely unproven as a marketing channel and businesses are cautious. #measurePR
- 5:29 pm **joshgroth:** Following the #MeasurePR chat right now and learning as the @TheBrandBuilder drops some serious knowledge
- 5:29 pm **shonali:** .RT @thebrandbuilder: "What are you trying to accomplish?"=best answer to the ROI qn. "What is your objective for this campaign?" #measurePR
- 5:29 pm **jenzings:** A3 what & how to measure should be determined before starting a program--only way to get good numbers (from baseline) #measurePR
- 5:30 pm **shonali:** .RT @theelusivfish: A3: that's an easy one. Start with the goals. Start with the objectives. Vague goals = unmeasurable program #measurePR
- 5:30 pm **P_C_M:** RT @shonali: RT @thebrandbuilder: @shonali @RichBecker So yes, changing vocab from "ROI" to (non-financial) "outcomes" is good. #measurePR
- 5:30 pm **msrasberryinc:** RT @thebrandbuilder: @shonali @RichBecker So changing our vocabulary from "ROI" to (non-financial) "outcomes" is a good idea. #measurePR
- 5:30 pm **framingyou:** Start with smart goals RT @shonali: Q3: Where should PR/SM pros start when it comes to putting a measurement program in place? #measurePR
- 5:30 pm **thebrandbuilder:** @Dilennox Their doubt is justified, given the number of charlatans selling services in the #SM space. It's the wild west out here #measurePR
- 5:30 pm **RickCaffeinated:** RT @shonali: @thebrandbuilder: "What are you trying to accomplish?"=best answer to ROI ?? "Your objective for this campaign?" #measurePR
- 5:30 pm **Dilennox:** Different for everyone RT @thebrandbuilder: @shonali When a client asks a PR pro to show them ROI ... ask what they want to see. #measurePR
- 5:30 pm **shonali:** RT @jenzings: A3 what & how to measure should be determined b4 starting a program-only way to get good numbers (from baseline) #measurePR
- 5:30 pm **debmorello:** KEY! RT @thebrandbuilder It's a fact: Social Media is largely unproven as a marketing channel and businesses are cautious. #measurePR
- 5:31 pm **Dilennox:** We're all still looking for one answer -- it's a Swiss Army Knife! The 1 answer: "it depends."#measurePR
- 5:31 pm **RickCaffeinated:** Agreed//RT @thebrandbuilder: @Dilennox Not my opinion. Fact: Social Media largely unproven as mrkting channel, bizs are cautious. #measurePR
- 5:31 pm **Fancy_Lad:** Yes! RT @deasurjadi @thebrandbuilder: If a client wants to measure the ROI of PR activities, they have to give access to \$ data. #measurepr
- 5:31 pm **thebrandbuilder:** @shonali Sorry. Did I miss Q3? :D What was it? #measurePR
- 5:31 pm **themavens:** RT"@theelusivfish: Not all PR outcomes have a direct \$ result.Many are foundation building that provide enviro that allow sales #measurePR"
- 5:31 pm **EmilyMolitor:** "What are u trying to accomplish?" is the best answer to the ROI question "What is your objective?" #measurePR (@thebrandbuilder)
- 5:31 pm **SmartBrief:** "What are u trying to accomplish?" is the best answer to the ROI question "What is your objective?" #measurePR (@thebrandbuilder)
- 5:31 pm **Lauren_Horn:** @rockstarjen @thebrandbuilder @jasonpeck: SM is largely PR/comm.Ur managing brand & perception as well as controlling messaging. #measurepr
- 5:32 pm **shonali:** @thebrandbuilder LOL, no worries. Q3: Where should PR/SM pros start when it comes to putting a measurement program in place? #measurePR
- 5:32 pm **msrasberryinc:** RT @thebrandbuilder: Social Media is still largely a big question mark when it comes to delivering legitimate results in business #measurePR

- 5:32 pm **thebrandbuilder:** . @Lauren_Horn That's one of the big problems with Social Media for PR: The message is VERY difficult to control in this space. #measurepr
- 5:33 pm **fhachtmann:** Following #measurePR discussion and hoping that my media strategy students are in the audience. We'll talk about this in class on Thursday.
- 5:33 pm **rockstarjen:** @Lauren_Horn agreed. many organizations don't see that. looking at SM from a larger view is key for IDing proper "ROI" metrics. #measurepr
- 5:33 pm **40deuce:** good Q RT @shonali: Q3: Where should PR/SM pros start when it comes to putting a measurement program in place? #measurePR
- 5:33 pm **theelusivfish:** A3: other thing to consider for measurement program, ask your client "What decision will this impact?" none? then why #measurePR
- 5:33 pm **debmorello:** RT @KaryD Clients need to have measurable results. Smtimes in the form of ROI, sometimes not, but it needs to be measurable. #measurePR
- 5:34 pm **calliopeconsult:** RT @thebrandbuilder: . @Lauren_Horn That's one of the big problems with Social Media for PR: The message is VERY difficult to control in this space. #measurepr
- 5:34 pm **thebrandbuilder:** @shonali Ah yes.. A3: Start by identifying objectives. More reach? More impressions? More positive sentiment? More mentions? Etc. #measurePR
- 5:34 pm **SoloDovePR:** RT @thebrandbuilder: When clients ask PR pros to show ROI, the best thing is to ask clients what they want to see. #measurePR
- 5:34 pm **RichBecker:** A3: Pros should start by making part of the plan rather than an isolated measure. #measurePR
- 5:34 pm **clarqui:** RT @thebrandbuilder: @shonali Ah yes.. A3: Start by identifying objectives. More reach? More impressions? More positive sentiment? More mentions? Etc. #measurePR
- 5:34 pm **shonali:** .RT @theelusivfish: A3: other thing to consider for msmt program, ask client "What decision will this impact?" none? then why #measurePR
- 5:34 pm **Lauren_Horn:** @thebrandbuilder @JasonPeck:U should gv ROI on everything.Trad,digital&SM. If there isnt a way 2measure,u have 2give em somethin. #measurepr
- 5:35 pm **40deuce:** A3: I think the first place to start should be, what are our goals and how can we measure them? #measurePR
- 5:35 pm **JulieDiazAsper:** @jenzings agree, document the baseline. no one remembers you started w/ 100 followers. screen grabs make gr8 visuals #measurePR
- 5:35 pm **thebrandbuilder:** @shonali A3: But don't stop there. Next, assign targets to those objectives. "More" isn't enough. Be specific... #measurePR
- 5:35 pm **shonali:** RT @thebrandbuilder: A3: Start by identifying objectives. More reach? More impressions? More +ve sentiment? More mentions? Etc. #measurepr
- 5:35 pm **WriterChanelle:** @Lauren_Horn Agree. Trouble comes in with those who don't understand how to structure an update to benefit their brand #measurepr
- 5:35 pm **JenKaneCo:** @thebrandbuilder What do U think of SM peeps who talk return on influence, authority, trust? Do those terms clarify or obfuscate? #measurePR
- 5:35 pm **RickCaffeinated:** RT @thebrandbuilder: @shonali A3: Start by identifying objectives. More reach / impressions / positive sentiment / mentions? Etc. #measurePR
- 5:35 pm **shonali:** RT @thebrandbuilder: A3: But don't stop there. Next, assign targets to those objectives. "More" isn't enough. Be specific... #measurepr
- 5:35 pm **RickCaffeinated:** RT @thebrandbuilder: @shonali A3: But dont stop. Next, assign targets to those objectives. "More" isnt enough. Be specific... #measurePR
- 5:36 pm **waqas6:** RT @thebrandbuilder: @shonali A3: But dont stop there. Next, assign targets to those objectives. "More" isnt enough. Be specific. #measurePR
- 5:36 pm **framingyou:** @thebrandbuilder Message control's an illusion. All messages are discussed everywhere. Thing is we can't measure dinner debates #measurepr
- 5:36 pm **thebrandbuilder:** @shonali A3: Targets look like "13% increase in positive mentions YoY (year over year)" or by the end of the quarter, for example #measurepr
- 5:37 pm **debmorello:** RT @WriterChanelle: @debmorello Speaking of @thebrandbuilder there's a hat tip in my article on SM and marketing <http://exm.nr/923QtK> #measurepr

- 5:37 pm **thebrandbuilder:** @shonali I saw someone mention creating a baseline. That's excellent. It helps define realistic targets. It's very important. #measurepr
- 5:37 pm **msrasberryinc:** RT @thebrandbuilder: Identifying goals at the start of the relationship or campaign is crucial. That, and how to measure success. #measurePR
- 5:37 pm **ambercleveland:** Joining very late - Good Morning @shonali @thebrandbuilder @WriterChanelle @RickCaffeinated @debmorello #measurepr
- 5:37 pm **shonali:** RT @thebrandbuilder: A3: Targets look like "13% increase in +ve mentions YoY (year over year)" or by end of qtr, for example #measurepr
- 5:38 pm **thebrandbuilder:** @shonali A3: Once you have targets (numbers + time frame), you can start outlining your measurement methodology. #measurepr
- 5:38 pm **clarqui:** RT @msrasberryinc: RT @thebrandbuilder: Identifying goals at the start of the relationship or campaign is crucial. That, and how to measure success. #measurePR
- 5:38 pm **theelusivfish:** @thebrandbuilder @shonali But dig deep. Ask why? Why more reach? Why more impressions? To what end? Get to real goals. #measurePR
- 5:38 pm **deasurjadi:** RT @thebrandbuilder: A3: Targets look like "13% increase in +ve mentions year over year or by the end of the qtr, for example #measurepr
- 5:38 pm **JulieDiazAsper:** RT @thebrandbuilder: @shonali A3: Targets look like "13% inc in positive mentions YoY (year over year)" or by the end of the Q.. #measurepr
- 5:38 pm **40deuce:** RT @thebrandbuilder: some1 mentioned creating a baseline. Thats excellent. It helps define realistic targets. Its very important. #measurePR
- 5:38 pm **deannie:** RT @framingyou: @thebrandbuilder Message control's an illusion. All messages are discussed everywhere. Thing is we can't measure dinner debates #measurepr
- 5:38 pm **shonali:** That was @jenzings. :) RT @thebrandbuilder: Saw someone mention creating a baseline. Excellent. Helps define realistic targets. #measurepr
- 5:38 pm **Zlobm:** RT @thebrandbuilder: . @40deuce Identifying those goals at the start of the relationship or campaign is crucial. That, and how to measure success. #measurePR
- 5:38 pm **WriterChanelle:** RT @thebrandbuilder A3: Targets look like "13% increase in positive mentions YoY (year over year)" or by the end of the quarter #measurepr
- 5:38 pm **cynchrys:** @thebrandbuilder When you say "message control" are you specifically referring to msgs going out from company or customers' msgs? #measurePR
- 5:38 pm **thebrandbuilder:** @shonali A3: The question once you know what you want to impact (and how) is "how will I measure this?" #measurepr
- 5:38 pm **40deuce:** @thebrandbuilder @shonali I agree. Benchmarking is the best way to actually show what is happening #measurePR
- 5:38 pm **shonali:** RT @thebrandbuilder: A3: Once you have targets (numbers + time frame), you can start outlining your measurement methodology. #measurepr
- 5:39 pm **thebrandbuilder:** Yes. --> RT @40deuce: @thebrandbuilder @shonali I agree. Benchmarking is the best way to actually show what is happening #measurePR
- 5:39 pm **debmorello:** Hello! @ambercleveland Joining very late - Good Morning @shonali @thebrandbuilder @WriterChanelle @RickCaffeinated @debmorello #measurepr
- 5:39 pm **shonali:** RT @thebrandbuilder: A3: The question once you know what you want to impact (and how) is "how will I measure this?" #measurepr
- 5:39 pm **ambercleveland:** RT @shonali: RT @jenzings: A3 what & how to measure shld be determined b4 starting program-only way to get good baseline numbers #measurepr
- 5:39 pm **thebrandbuilder:** @shonali A3: A question that sometimes doesn't get asked early enough is "can this even be measured?" #measurepr
- 5:39 pm **shonali:** @debmorello @ambercleveland Better late than never! #measurepr
- 5:40 pm **RickCaffeinated:** Good morning @debmorello - lots of stuff to chew on in here #measurePR
- 5:40 pm **deannie:** RT @thebrandbuilder: @shonali I saw someone mention creating a baseline. That's excellent. It helps define realistic targets. It's very important. #measurepr

- 5:40 pm **shonali:** RT @thebrandbuilder: A3: A question that sometimes doesn't get asked early enough is "can this even be measured?" #measurepr
- 5:40 pm **debmorello:** KEY :)RT @thebrandbuilder @shonali A3: The question once you know what you want to impact (and how) is "how will I measure this?" #measurePR
- 5:40 pm **ambercleland:** RT @thebrandbuilder: A3: Identify objectives. More reach? More impressions? More positive sentiment? More mentions? Etc. #measurepr
- 5:40 pm **theelusivfish:** yes - benchmark and baseline. You need to know where you are to know where you want to go. #measurePR
- 5:40 pm **thebrandbuilder:** @shonali A3: Sometimes, if the answer to that question is no, you either have to find a way to do it or abandon that metric. #measurepr
- 5:41 pm **clarqui:** RT @theelusivfish: yes - benchmark and baseline. You need to know where you are to know where you want to go. #measurePR
- 5:41 pm **ambercleland:** RT @thebrandbuilder: A3: A question that sometimes doesn't get asked early enough is "can this even be measured?" #measurepr
- 5:41 pm **shonali:** RT @theelusivfish: yes - benchmark and baseline. You need to know where you are to know where you want to go. #measurepr
- 5:41 pm **40deuce:** yes. said this earlier RT @thebrandbuilder:A3: A q that sometimes doesn't get asked early enough is "can this even be measured?" #measurePR
- 5:41 pm **deannie:** RT @thebrandbuilder: @shonali A3: The question once you know what you want to impact (and how) is "how will I measure this?" #measurepr
- 5:41 pm **RickCaffeinated:** G'morning @ambercleland good to e-see buddies in here #measurePR
- 5:41 pm **deasurjadi:** RT @theelusivfish: yes - benchmark and baseline. You need to know where you are to know where you want to go. #measurepr
- 5:41 pm **shonali:** RT @thebrandbuilder: A3: Sometimes, if the answer to that qn is no, either have to find a way to do it or abandon that metric. #measurepr
- 5:41 pm **ambercleland:** RT @thebrandbuilder: A3: Sometimes, if the answer to that question is no, u have to find a way to do it or abandon that metric. #measurepr
- 5:41 pm **thebrandbuilder:** @shonali A3: I saw a prezo in Toronto this year in which a marketing firm used water usage to measure TV engagement. :D #measurepr
- 5:42 pm **WriterChanelle:** @ambercleland Good morning! How are you doing? #measurepr
- 5:42 pm **dcaplick:** @shonali @thebrandbuilder A3: And if it can be measured, also need 2 ask "Should it be?" Is the answer relevant 2 objectives? #measurepr
- 5:42 pm **debmorello:** @RickCaffeinated @shonali I know, I've been here the whole time... :) doh #measurePR
- 5:42 pm **ClickWisdom:** This is Deborah. I am a digital strategist. #measurepr
- 5:42 pm **thebrandbuilder:** @shonali A3: They overlaid water usage on a timeline that showed commercial breaks during a hockey game... #measurepr
- 5:43 pm **ClickWisdom:** RT @40deuce: yes. said this earlier RT @thebrandbuilder:A3: A q that sometimes doesn't get asked early enough is "can this even be measured?" #measurePR
- 5:43 pm **thebrandbuilder:** @shonali A3: ... And measured the change in water usage during each commercial break. Know what they were looking at? Flushes. #measurepr
- 5:43 pm **WriterChanelle:** @thebrandbuilder Was that the one that said it increases during commercials? #measurepr
- 5:43 pm **shonali:** RT @thebrandbuilder: A3: I saw a prezo in Toronto this year in which a marketing firm used water usage to measure TV engagement. #measurepr
- 5:44 pm **ambercleland:** @WriterChanelle great thanks for asking. Excellent convo going on here today #measurepr
- 5:44 pm **WriterChanelle:** @clickwisdom Hey hey :) #measurepr
- 5:44 pm **ClickWisdom:** RT @40deuce: @thebrandbuilder @shonali I agree. Benchmarking is the best way to actually show what is happening #measurePR

- 5:44 pm **Lauren_Horn:** @shonali A3: Agreed.Set definitive goals & tactics from the start. Det.best way 2meas from ur goals.% is often btr thn actual #. #measurepr
- 5:44 pm **thebrandbuilder:** @shonali A3: They were looking at how many people were waiting for commercials to go to the bathroom. :D Clever (and funny). #measurepr
- 5:44 pm **shonali:** RT @thebrandbuilder: A3: ... And measured change in water usage during each commercial. Know what they were looking at? Flushes. #measurepr
- 5:44 pm **WriterChanelle:** @ambercleveland Indeed it is. Very informational #measurepr
- 5:45 pm **thebrandbuilder:** @shonali A3: They created a measurement model that helped them make sense of the water data and gave them decent estimates. #measurepr
- 5:45 pm **theelusivfish:** A to Q 'can this be measured?'.... if something changes, then yes, it can be measured. If nothing chgs, then what are you doing?! #measurePR
- 5:45 pm **Lauren_Horn:** @RichBecker exactly. think objectives, strategy and tactics #measurepr
- 5:45 pm **shonali:** RT @thebrandbuilder: A3: They were looking @ how many people were waiting for commercials to go to the bathroom. Clever (& funny) #measurepr
- 5:46 pm **thebrandbuilder:** @shonali A3: Probably not super precise, but it's an example of how ingenuity can solve the "can we measure this" question. #measurepr
- 5:46 pm **msrasberryinc:** RT @Lauren_Horn: @rockstarjen @thebrandbuilder @jasonpeck: SM is largely PR/comm.Ur managing brand & perception as well as controlling messaging. #measurepr
- 5:46 pm **deasurjadi:** @thebrandbuilder Haha that's a very interesting example on a measurement model! #measurepr
- 5:46 pm **RickCaffeinated:** @debmorello DOH - re-reading, can see that in #hindsight :) #measurePR
- 5:46 pm **shonali:** RT @thebrandbuilder: A3: They created a measurement model that helped make sense of water data and gave them decent estimates. #measurepr
- 5:46 pm **thebrandbuilder:** @deasurjadi It's pretty clever, yeah. :D #measurepr
- 5:46 pm **shonali:** RT @thebrandbuilder: A3: Probably not super precise, but it's an example of how ingenuity can solve the "can we measure this" qn. #measurepr
- 5:46 pm **Lauren_Horn:** @theelusivfish Not sure i undrstd? Just bc it dsnt change dsnt mean it can't be measured? #measurepr
- 5:46 pm **thebrandbuilder:** @shonali Probably more precise than Nielsen data. :D #measurepr
- 5:47 pm **shonali:** Q4 is from @WriterChanelle: how to handle a client that wants unrealistic results right away in SM? #measurepr
- 5:47 pm **RickCaffeinated:** Ditto //RT @shonali: Q4 is from @WriterChanelle: how to handle a client that wants unrealistic results right away in SM? #measurePR
- 5:47 pm **thebrandbuilder:** @Lauren_Horn @theelusivfish If you can measure a change, it's worth a look. #measurepr
- 5:47 pm **Lauren_Horn:** @thebrandbuilder @shonali. ha, anywy, right? #measurepr
- 5:48 pm **framingyou:** inertia can be measured too RT @theelusivfish: something changes - it can be measured. If nothing chgs, then what are you doing? #measurePR
- 5:48 pm **ambercleveland:** RT @shonali: Q4 is from @WriterChanelle: how to handle a client that wants unrealistic results right away in SM? #measurepr
- 5:48 pm **johnfurnari:** @shonali Q4...now this is a great question #measurePR
- 5:48 pm **Lauren_Horn:** @shonali @WriterChanelle Q4: u hv to explain evrything to client from the start. set goals together that make sense #measurepr
- 5:48 pm **KaryD:** A4 Helps to demonstrate that incremental steps are better for measurement, iteration, and greater success. #measurePR
- 5:49 pm **WriterChanelle:** @johnfurnari :) thank you #measurePR
- 5:49 pm **thebrandbuilder:** @shonali A3: At the end of the day, what you are really looking for is a change in behavior. Measuring "reach" isn't enough. #measurepr

- 5:49 pm **ambercleland:** A4. @shonali and @WriterChanelle - I emphasize there is no "magic" solution. Campaigns take work, it will not be immediate #measurepr
- 5:49 pm **Lauren_Horn:** @shonali @WriterChanelle: pr/comm- don't leave out the comm! #measurepr
- 5:49 pm **ambercleland:** RT @KaryD: A4 Helps to demonstrate that incremental steps are better for measurement, iteration, and greater success. #measurepr
- 5:49 pm **mentormarketing:** Does some have a sentiment #measurepr resource listing things to measure?
- 5:49 pm **shonali:** RT @thebrandbuilder: A3: At the end of the day, what you are looking for is a change in behavior. Measuring "reach" isn't enough. #measurepr
- 5:50 pm **Lauren_Horn:** RT @ambercleland: RT @KaryD: A4 Helps to demonstrate that incremental steps are better for measurement, iteration, and greater success. #measurepr
- 5:50 pm **katelypetersen:** RT @shonali: Great point. RT @thebrandbuilder: When clients ask PR pros to show ROI, the best thing is to ask clients what they want to see. #measurePR
- 5:50 pm **johnfurnari:** @shonali A4: The single most important thing is to STAY on message, regardless of pressure to cave and provide fuzzy feelings. #measurePR
- 5:50 pm **thebrandbuilder:** @shonali @WriterChanelle A4: LOL. Very carefully. :D #measurepr
- 5:50 pm **RickCaffeinated:** RT @thebrandbuilder @shonali A3: At end of day, you are really looking for change in behavior. Measuring "reach" isn't enough. #measurePR
- 5:50 pm **WriterChanelle:** @ambercleland Yea. The not understanding that 5000 emails won't translate to 5000 followers is difficult. They don't get why. #measurepr
- 5:51 pm **shonali:** Ha! RT @thebrandbuilder: @WriterChanelle A4: LOL. Very carefully. :D #measurepr
- 5:51 pm **jenzings:** RT @thebrandbuilder: A3: At the end of the day, what you are looking for is a change in behavior. Measuring "reach" isn't enough. #measurepr
- 5:51 pm **40deuce:** sorry folks, I had to help a client with something and got distracted, but I'm back! #measurePR
- 5:51 pm **ervansetiawan:** RT @deasurjadi: RT @theelusivfish: yes - benchmark and baseline. You need to know where you are to know where you want to go. #measurepr
- 5:51 pm **WriterChanelle:** RT @shonali: Q4 is from @WriterChanelle: how to handle a client that wants unrealistic results right away in SM? #measurepr
- 5:51 pm **thebrandbuilder:** @shonali A4: The first rule of good client relations is to be frank. If something is unrealistic, don't pretend it isn't. #measurepr
- 5:51 pm **deasurjadi:** @KaryD @thebrandbuilder "incremental steps", "a change in behavior" --> keywords. #measurepr
- 5:52 pm **ambercleland:** @WriterChanelle also explaining that it's better to have 10 engaged advocates than 1000 followers #measurepr
- 5:52 pm **clarqui:** RT @thebrandbuilder: @shonali A4: The first rule of good client relations is to be frank. If something is unrealistic, don't pretend it isn't. #measurepr
- 5:52 pm **shonali:** RT @thebrandbuilder: A4: 1st rule of good client relations is to be frank. If something is unrealistic, don't pretend it isn't. #measurepr
- 5:52 pm **ambercleland:** RT @thebrandbuilder: A4: The 1st rule of good client relations is to be frank. If something is unrealistic, don't pretend it isn't. #measurepr
- 5:52 pm **thebrandbuilder:** @shonali A4: Remember that as the PR pro, YOU are the expert in the room. Not the client. You're the PR doctor. Act like one. :) #measurepr
- 5:52 pm **WriterChanelle:** @KaryD I'm guessing previous case studies would help demonstrate the quality of a slow burn campaign #measurePR
- 5:52 pm **theelusivfish:** A4: Soc Med is about relationship building. Relationships+trust are not built in a day, just like your brand was not built in a day #measurePR
- 5:53 pm **thebrandbuilder:** @shonali A4: Their objective may be realistic, but not their timeline, for example. They want results too fast. That's easy... #measurepr
- 5:53 pm **shonali:** RT @thebrandbuilder: A4: Remember that as the PR pro, YOU are expert in the room. Not client. You're the PR doctor. Act like one. #measurepr

- 5:53 pm **RichBecker:** A4: If a client has unrealistic expectations, they are very likely not the right client. Never be afraid to walk away. #measurepr
- 5:53 pm **rgbrody:** RT @amberclevealand: A4. @shonali and @WriterChanelle - I emphasize there is no "magic" solution. Campaigns take work, it will not be immediate #measurepr
- 5:53 pm **amberclevealand:** RT @thebrandbuilder: A4: Remember: as the PR pro, U are the expert in the room. Not the client.U R the PR doctor. Act like 1;) #measurepr
- 5:53 pm **WriterChanelle:** @thebrandbuilder Hehe... *sigh* it's difficult #measurepr
- 5:53 pm **rockstarjen:** @thebrandbuilder so true. if you're unrealistic, you (and your client) will lose. #measurepr
- 5:53 pm **RickCaffeinated:** RT @thebrandbuilder @shonali A4: first rule of good client relations = be frank. If something unrealistic, dont pretend it isnt. #measurePR
- 5:53 pm **deannie:** RT @thebrandbuilder: @shonali A4: Remember that as the PR pro, YOU are the expert in the room. Not the client. You're the PR doctor. Act like one. ;) #measurepr
- 5:54 pm **Lauren_Horn:** @WriterChanelle provide stats,analytics,clikthrus. perhaps it wsnt intriguing content or msg wsnt clr. tll client SMis evr chgin #measurepr
- 5:54 pm **shonali:** RT @thebrandbuilder: A4: Eg, Their objective may be realistic, but not timeline. They want results too fast. That's easy... #measurepr
- 5:54 pm **Lauren_Horn:** @rockstarjen @thebrandbuilder much agreed! #measurepr
- 5:54 pm **KaryD:** @WriterChanelle Case studies are nice, but I think most eye-opening is when you can relate directly to their situation. #measurePR
- 5:54 pm **rgbrody:** "@thebrandbuilder: A3: A question that sometimes doesnt get asked early enough is "can this even be measured?" #measurepr"
- 5:54 pm **thebrandbuilder:** @shonali A4: When that happens, map out a more realistic timeline of activity and outcomes for them. Give them options. #measurepr
- 5:54 pm **WriterChanelle:** @amberclevealand Ever had someone say they don't care, they want the numbers? #measurepr
- 5:54 pm **rgbrody:** "@thebrandbuilder: A3: Identify objectives. More reach? More impressions? More positive sentiment? More mentions? Etc. #measurepr"
- 5:54 pm **Lauren_Horn:** RT @thebrandbuilder @shonali A4: first rule of good client relations = be frank. If something unrealistic, dont pretend it isnt. #measurePR
- 5:55 pm **amberclevealand:** RT @thebrandbuilder: Their objective may be realistic, but not their timeline, for example. They want results too fast.Thats easy #measurepr
- 5:55 pm **thebrandbuilder:** @shonali A4: Perhaps their expectations/demands are unrealistic based on their budget. That is also common. #measurepr
- 5:55 pm **shonali:** RT @thebrandbuilder: A4: When that happens, map out a more realistic timeline of activity & outcomes for them. Give them options. #measurepr
- 5:55 pm **WriterChanelle:** RT @thebrandbuilder A4: Remember that as the PR pro, YOU are the expert in the room. Not the client. Act like one. ;) #measurepr
- 5:55 pm **MarshaCollier:** RT @KaryD: @WriterChanelle Case studies are nice, but I think most eye-opening is when you can relate directly to their situation. #measurePR
- 5:55 pm **Lauren_Horn:** @shonali @thebrandbuilder Perhaps seek case studies to give to client explaining time line and process #measurepr
- 5:55 pm **dcaplick:** I need a good icebreaker question on #measurepr or #sm measurement question for our PRSA meeting tonight. Any suggestions?
- 5:55 pm **shonali:** RT @thebrandbuilder: A4: Perhaps expectations/demands are unrealistic based on their budget. That is also common. #measurepr
- 5:56 pm **thebrandbuilder:** @shonali A4: That might need to be adjusted as well. Again, give the client options. Most of what they are looking for is... #measurepr
- 5:56 pm **shonali:** RT @dcaplick: I need a good icebreaker question on #measurepr or #sm msmt question for our PRSA meeting tonight. Any suggestions?

5:56 pm **OSolace0:** RT @KaryD: @WriterChanelle Case studies are nice, but I think most eye-opening is when you can relate directly to their situation. #measurePR

5:56 pm **WriterChanelle:** @RichBecker Agree...and hope they get it one day. Lol #measurepr

5:56 pm **ampercleveland:** @WriterChanelle Yes- I say, I can get u the numbers, but without relationships, not likely to yield results (cont) #measurepr

5:56 pm **shonali:** RT @thebrandbuilder: A4: That might need to be adjusted too. Again, give client options. Most of what they're looking for is... #measurepr

5:57 pm **thebrandbuilder:** @shonali A4: ... basically a matter of conversions anyway: Impressions to transactions (usually). If they ask for ROI. So... #measurepr

5:58 pm **shonali:** RT @thebrandbuilder: A4: .. basically a matter of conversions: Impressions to transactions (usually). If they ask for ROI. So... #measurepr

5:58 pm **thebrandbuilder:** @shonali A4: If the client needs to see unrealistically high numbers in a very short time, the campaign equation changes to.... #measurepr

5:58 pm **ampercleveland:** @WriterChanelle & if u just want a high # of followers, why don't you just "buy" them? It'll be alot cheaper than working w/ me:) #measurepr

5:58 pm **RichBecker:** @WriterChanelle Once, I did teach a client a lesson. They wanted followers so I gave them 500 in hour. They asked me to stop. :) #measurepr

5:59 pm **shonali:** RT @thebrandbuilder: A4: If client needs to see unrealistically high numbers in v short time, the campaign equation changes to... #measurepr

5:59 pm **thebrandbuilder:** @shonali A4: ... Either: a) It's going to take more time, or b) it's going to take more \$\$\$ (for traditional media). #measurepr

5:59 pm **40deuce:** I got lost because I had some work things to deal with, but thanks for the chat today @shonali and @thebrandbuilder #measurePR

5:59 pm **shonali:** RT @thebrandbuilder: A4: ... Either: a) It's going to take more time, or b) it's going to take more \$\$\$ (for traditional media). #measurepr

5:59 pm **troyvstew:** RT @theelusivfish: A4: Soc Med is about relationship building. Relationships+trust are not built in a day,just like your brand was not built in a day #measurePR

6:00 pm **shonali:** @40deuce You're so welcome, I really appreciate you taking the time. :) #measurepr

6:00 pm **WriterChanelle:** @ampercleveland Hehe #measurepr I like that! Direct them to the way to buy 10000 followers

6:00 pm **rockstarjen:** @thebrandbuilder @shonali you can have it fast, cheap or good. maybe 2 of of 3, but never all 3. #measurepr

6:00 pm **thebrandbuilder:** @shonali A4: Social Media or not, when it boils down to impact, reach and speed, you can always buy attention if you have to. #measurepr

6:01 pm **dcaplick:** A4: If the client needs unrealistically high numbers in v short time, they-and you-have bigger prob than just this campaign. #measurePR

6:01 pm **WriterChanelle:** @RichBecker HA! Nice. Love it. #measurepr

6:01 pm **RickCaffeinated:** But @thebrandbuilder @shonali @writerchanelle while it'll take time, doesn't it also need BUY-IN from folks ready to participate? #measurePR

6:01 pm **shonali:** RT @thebrandbuilder: A4: SM or not, when it boils down to impact, reach & speed, you can always buy attention if you have to. #measurepr

6:01 pm **thebrandbuilder:** @shonali A4: What you don't want is to agree to unrealistic expectations/demands. It will always come back to bite you. #measurepr

6:01 pm **shonali:** RT @rockstarjen: you can have it fast, cheap or good. maybe 2 of of 3, but never all 3. #measurepr

6:01 pm **clarqui:** gotta run to a meeting - thanks @shonali and @brandbuilder and everyone else in #measurepr

6:01 pm **ampercleveland:** Have to run to meeting - thanks @shonali @thebrandbuilder @WriterChanelle @debmorello @KaryD @40deuce @RickCaffeinated #measurepr

6:02 pm **ambercleveland:** RT @rockstarjen: you can have it fast, cheap or good. maybe 2 of of 3, but never all 3. #measurepr

6:02 pm **shonali:** RT @thebrandbuilder: A4: What you don't want is to agree to unrealistic expectations/demands. It'll always come back to bite you #measurepr

6:02 pm **shonali:** Wow, this has been action-packed, thank you @thebrandbuilder! #measurepr

6:02 pm **thebrandbuilder:** @shonali A4: Better to be honest with the client and give them realistic options than underdeliver. That's never good. #measurepr

6:02 pm **thebrandbuilder:** @shonali You're very welcome! :) #measurepr

6:02 pm **shonali:** I know we're slightly over, tweeps, but many thanks to all who joined, and especially to @thebrandbuilder for his time & smarts. #measurepr

6:02 pm **WriterChanelle:** Hehe RT @rockstarjen: @thebrandbuilder @shonali you can have it fast, cheap or good. maybe 2 of of 3, but never all 3. #measurepr

6:03 pm **40deuce:** @shonali I love the chat... but client needs come first. Maybe I'll be "all there" in 2 weeks #measurepr

6:03 pm **theelusivfish:** @shonali @thebrandbuilder very true - attention can be bought, but ask the client if attention was really the goal? #measurePR

6:03 pm **RickCaffeinated:** RT @thebrandbuilder @shonali A4: Better to be honest with client & give realistic options than underdeliver. Thats never good. #measurePR

6:03 pm **RodneyBrim:** RT @KaryD: @WriterChanelle Case studies are nice, but I think most eye-opening is when you can relate directly to their situation. #measurePR

6:03 pm **ambercleveland:** @WriterChanelle it's all about perspicive :) Don't sell out on your profession, "Be the PR Doctor," like @thebrandbuilder said! #measurepr

6:04 pm **rockstarjen:** thanks to @shonali @brandbuilder for a great chat today. need to try and find time for this more often. #measurepr

6:04 pm **theelusivfish:** yes thx @shonali @thebrandbuilder and all who made this a thought provoking/engaging #measurePR

6:04 pm **thebrandbuilder:** @theelusivfish Yep. It might be what they're asking for, but that's rarely what they really want. It's a means to an end. #measurePR

6:04 pm **fhachtmann:** @shonali @thebrandbuilder Thank you - this was great! #measurePR

6:04 pm **shonali:** For now, the "official" chat is over, though you're welcome to keep chatting w/the hashtag. "Talk" to you soon! #measurepr

6:05 pm **RichBecker:** @shonali @brandbuilder Great ideas to kick around. Thanks so much. #measurepr

6:05 pm **RickCaffeinated:** Ditto - Great stuff as always //RT @fhachtmann: @shonali @thebrandbuilder Thank you - this was great! #measurePR

6:05 pm **WriterChanelle:** @shonali Thank you and @thebrandbuilder for #measurepr today!

6:06 pm **shonali:** Save the date for the next chat: 11/23 with Seth Duncan of @beyondanalytics. It should be good! 11/23, 12-1 pm ET. #measurepr

6:07 pm **shonali:** @WriterChanelle @RickCaffeinated @fhachtmann @RichBecker @theelusivfish @rockstarjen Thanks all for being here! #measurepr

6:07 pm **deasurjadi:** @shonali @thebrandbuilder @rockstarjen @theelusivfish @40deuce @KaryD @WriterChanelle Thanks for all the useful insights! #measurepr

6:07 pm **shonali:** @thebrandbuilder Please save me a unicorn. :p #measurepr

6:08 pm **shonali:** @RickCaffeinated Most welcome. :) #measurepr

6:08 pm **thebrandbuilder:** @framingyou Yep. Very true. Metrics that should be impacted by an activity but aren't tell you something isn't working. #measurePR

6:08 pm **shonali:** 'Kay, tweeps, that's it for this ed. of #measurePR. Recap/transcript soon. Save the date: 11/23, 12-1 pm ET w @beyondanalytics. #measurepr

6:09 pm **glove77:** RT @40deuce: I got lost because I had some work things to deal with, but thanks for the chat today @shonali and @thebrandbuilder #measurePR

- 6:10 pm **JulieDiazAsper:** @shonali @thebrandbuilder great chat that was interesting and educational in 140 . thank you! #measurePR
- 6:20 pm **Lauren_Horn:** @rockstarjen @WriterChanelle@JasonPeck @shonali @RichBecker @theelusivfish @thebrandbuilder great chat. tx!#measurePR
- 6:22 pm **framingyou:** Was late but great #measurepr session with @thebrandbuilder
- 6:29 pm **rockstarjen:** @Lauren_Horn @WriterChanelle @shonali @RichBecker @theelusivfish @thebrandbuilder back atcha. #measurePR
- 6:45 pm **OurTownMagazine:** @thebrandbuilder Olivier, it was awesome reading the interesting Q & A w/ @shonali. You always are insightful and helpful. :) #measurePR
- 6:45 pm **thebrandbuilder:** @OurTownMagazine Thanks. I try. :) #measurePR

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