



Transcript from November 23, 2010 to November 23, 2010

All times are Pacific Time

November 23, 2010

- 4:02 am **LeonHudson:** How are measurement results best used to adjust clients? future campaigns? @alanchumley thoughts <http://bit.ly/i1xU5g> #measurepr #PR
- 5:12 am **LeonHudson:** Asia Media Monitors media analysis wins international AMEC award <http://t.co/E2BmfXU> #measurepr #PR
- 7:40 am **amm_my:** IPR Commission - ?Report of the Advertising Value Equivalency (AVE) Task Force? - <http://bit.ly/cbmANm> #PR #measurePR
- 7:40 am **asifmumtazkhan:** IPR Commission - ?Report of the Advertising Value Equivalency (AVE) Task Force? - <http://bit.ly/cbmANm> #PR #measurePR
- 3:30 pm **shonali:** Tweeps, don't forget #measurePR with @prresearch (Seth Duncan) of @beyond is today, 12-1 pm ET on automated SM monitoring. Hope you'll join!
- 3:32 pm **Max_Daddy_DC:** RT @shonali: Tweeps, don't forget #measurePR with @prresearch (Seth Duncan) of @beyond is today, 12-1 pm ET on automated SM monitoring. Hope you'll join!
- 4:15 pm **abigail_e:** RT @shonali: Tweeps, don't forget #measurePR with @prresearch (Seth Duncan) of @beyond is today, 12-1 pm ET on automated SM monitoring. Hope you'll join!
- 4:17 pm **deasurjadi:** RT @shonali: Tweeps, don't forget #measurePR with @prresearch of @beyond is today, 12-1 pm ET on automated SM monitoring. Hope you'll join!
- 4:43 pm **PRResearch:** RT @shonali: Tweeps, don't forget #measurePR with @prresearch of @beyond is today, 12-1 pm ET on automated SM monitoring.
- 4:44 pm **shonali:** Just under 20 minutes until #measurePR with @prresearch. Who's coming? @SuzieLin @rmpapag @cloudspark @alanchumley @CommAMMO You in?
- 4:45 pm **LoriMillerWHNT:** Sounds promising RT @shonali: Just under 20 minutes until #measurePR with @prresearch. Who's coming?
- 4:45 pm **Called2Connect:** RT @shonali: Just under 20 minutes until #measurePR with @prresearch. Who's coming? @SuzieLin @rmpapag @cloudspark @alanchumley @CommAMMO You in?
- 4:48 pm **ScottHepburn:** @shonali Hey Shonali! Do the #measurePR chats get archived anywhere?
- 4:50 pm **shonali:** @scottheburn @smilingcc Yes, indeed, on my blog in the "MeasurePR" category. :) Sometimes it takes me a few days, though. #measurePR
- 4:51 pm **shonali:** @lorimillerwhnt I think it'll be neat. @prresearch is all full of smarts. #measurepr
- 4:53 pm **shonali:** @deasurjadi @abigail_e @max_daddy_dc @iherwin Thanks for the reminders about #measurepr! Hope you can make it.... 8 minutes!
- 4:55 pm **SuzieLin:** @shonali Yes! Planning to jump in when I can for today's #measurepr chat. Looking forward to it
- 4:56 pm **CommAMMO:** I'm in, at least for a while! RT @shonali: Just under 20 minutes until #measurePR with @PRResearch. Who's coming?
- 4:57 pm **shonali:** @cathywebsavvypr @munishgandhi @susan_w @shashib @JGoldsborough @MattLaCasse Since you RSVPd, reminder: #measurepr starts in 3 minutes. :)
- 4:58 pm **beyond:** That's in three mins PST! I Don't forget #measurePR with @PRResearch of @beyond is today, 12-1 pm ET on automated SM monitoring // @shonali
- 4:59 pm **iherwin:** Morning all! Just woke up in time for @shonali's #measurepr w/ @PRResearch of @beyond today; starting in 1 min! Yall should attend. :)

5:00 pm **swonderlin:** Going to head into #measurepr for a little bit! Come on in and join me!

5:01 pm **shonali:** And... it's time! Welcome to the bi-weekly #measurePR chat, where we discuss all things related to PR (and social media) measurement.

5:01 pm **ihervin:** RT @shonali: And... it's time! Welcome to the bi-weekly #measurePR chat, where we discuss all things related to PR (and social media) measurement.

5:02 pm **shonali:** While all our chats are global (b/c anyone can join from anywhere), I feel very international today, curating it from London. :) #measurepr

5:02 pm **shonali:** Before we get started, who's here? Do introduce yourself, tell us who you are & what you do. #measurepr

5:02 pm **shonali:** @swonderlin @ihervin Great to see you! #measurepr

5:02 pm **DebbieChenVA:** RT @shonali: Welcome to the bi-weekly #measurePR chat, where we discuss all things related to PR (and social media) measurement.

5:02 pm **CathyWebSavvyPR:** @shonali thx - I will have to jump early - as I have client work & a meeting soon. #measurepr

5:02 pm **shonali:** @CommAMMO Yay! It's so much more fun when you're here. #measurepr

5:03 pm **PRResearch:** I'm Seth Duncan with @beyond. I'm an R&D director specializing in digital media measurement #measurePR

5:03 pm **CathyWebSavvyPR:** RT @shonali: And... it's time! Welcome to the bi-weekly #measurePR chat, where we discuss all things related to PR (and social media) measurement.

5:03 pm **SuzieLin:** @shonali How fun! Hope you're having some fun in London #measurepr

5:03 pm **CommAMMO:** Hi all -- Sean here, adjunct prof at Kent State U and Chief Frivolity Officer at CommunicationAMMO. #measurepr

5:03 pm **swonderlin:** @shonali Glad to be here! Thanks! #measurepr

5:03 pm **shonali:** @DebbieChenVA Thanks! @CathyWebSavvyPR no worries, even if you can join for a bit it'll be great. :) #measurepr

5:03 pm **CommAMMO:** @shonali Awww...;-) #measurepr

5:03 pm **shonali:** @SuzieLin Well, some jet lag (landed this morning), but I always love being here. #measurepr

5:03 pm **fhachtmann:** Participating in @shonali #measurePR chat, where we discuss all things related to PR (and social media) measurement.

5:03 pm **shonali:** @CommAMMO LOL. Great title. #measurepr

5:03 pm **CommAMMO:** @PRResearch @beyond -- new gig for you Seth? #measurepr

5:04 pm **CathyWebSavvyPR:** I am a 20 year PR pro who helps small biz connect with their customers & audience via trad'l PR & Social Media #measurepr

5:04 pm **KaryD:** Getting ready to watch the #measurepr stream for the next hour.

5:04 pm **munishgandhi:** @shonali #measurePR Have a bad connection, but will create a TweetShow today at: <http://bit.ly/fiYQBF> . Watch this URL later tonight!

5:04 pm **CathyWebSavvyPR:** RT @shonali: Tweeps, don't forget #measurePR with @prresearch (Seth Duncan) of @beyond is today, 12-1 pm ET on automated SM monitoring. Hope you'll join!

5:04 pm **PRResearch:** @CommAMMO not a new gig. Same company- new name. We changed from "Context Analytics" to "Beyond Analytics" recently #measurePR

5:04 pm **ihervin:** Hey all, first time here! Recent grad interested in PR and social media, among other things. :) #measurepr

5:05 pm **shonali:** I'm a #solopr based in DC, editor @wgbiz, @SAISHopkins adjunct faculty, @BNET blogger & measurement fanatic, hence this chat. #measurepr

5:05 pm **shonali:** @KaryD @fhachtmann Lovely to see you. :) #measurepr

5:05 pm **shonali:** @munishgandhi A "tweetshow," eh? Kew! #measurepr

5:05 pm **tedweismann:** .@shonali Looking forward to today's #measurepr chat with you and @prresearch

5:06 pm **shonali:** I'm really happy that our guest today is @PRResearch (you can call him Seth :p), R&D Director for @beyond. Welcome, Seth! #measurepr

5:06 pm **shonali:** @iherwin Yay! And feeling a little better, I hope? #measurepr

5:06 pm **SuzieLin:** @shonali Sounds about right being that you landed this morning =) #measurepr

5:06 pm **susan_w:** So glad I can join the convo this week! I'm a PR person w/ 19+ yrs experience working for Network Solutions #measurePR

5:06 pm **PRResearch:** @shonali I'm happy too. Excited to be here today. #measurePR

5:07 pm **shonali:** @susan_w @tedweismann Great to see you! Yes, I think @PRResearch will bring tons of smarts to today's chat. #measurepr

5:07 pm **fhachtmann:** What are good sources about #measurepr for student research papers?
@shonali @MissNEusa2010

5:07 pm **SuzieLin:** Hey all, I'm a PR pro with over 6 yrs of experience working in N.Va #measurepr

5:07 pm **iherwin:** @shonali A little; coughing like mad and my nose isn't too great, but I'll survive. :) Thanks for asking. #measurepr

5:08 pm **shonali:** If you're just joining #measurePR, please introduce yourselves. Chat will start in a mo, a few things first... #measurepr

5:08 pm **shonali:** @fhachtmann Check out IPR's website to start with, it's like a gold mine. #measurepr

5:08 pm **JGoldsborough:** Hi, all. Justin from #fhkc. Joining in for a bit while waiting on a call. How's everyone? #measurepr

5:08 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

5:08 pm **fhachtmann:** I'm an associate professor (Univ. of Nebraska) teaching media strategy and research courses. #measurepr

5:08 pm **PRResearch:** @fhachtmann I would look at the Institute for Public Relations site. They have a ton of good white papers. <http://bit.ly/9zuyns> #measurePR

5:09 pm **susan_w:** RT @shonali: Couple things before we get started: 1, here's whr U cn follow the history/recaps of the chat: <http://ow.ly/2SiQw> #measurepr

5:09 pm **Hy_ly:** Hi All! This is Munish. @hy_ly has a simple Welcome Tab creator to build your Fanbase on Facebook: <http://bit.ly/h5j5jy> #measurepr

5:09 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

5:09 pm **abigail_e:** Jumping on #measurepr now. Join us!

5:10 pm **JGoldsborough:** @PRResearch Hey, Seth. Looking forward to the chat. Thanks for joining. #measurepr

5:10 pm **sacevero:** Dropping in on #measurepr for a few!

5:10 pm **shonali:** And finally, 3, if you have more qns for @PRResearch as the chat progresses, please DM/email them to me to add to the queue. #measurepr

5:11 pm **shonali:** @sacevero @JGoldsborough @abigail_e @hy_ly @fhachtmann Welcome! #measurepr

5:11 pm **CathyWebSavvyPR:** 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

5:11 pm **JGoldsborough:** @shonali @fhachtmann IPR? I'd like to see said gold mine :). #measurepr

5:11 pm **dcborn61:** Why am I not surprised that @shonali is still running her #measurepr chat from London?

5:11 pm **iherwin:** RT @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

5:11 pm **Hy_ly:** Good to meet you, @PRResearch! Thanks for sharing your insights in the coming chat. #measurepr

- 5:11 pm **sacevero:** Thanks @shonali :) Looking forward to some awesome conversation. Hello all in #measurepr !
- 5:12 pm **shonali:** So @PRResearch wrote a really great guest post for me last week on SM measurement: <http://ow.ly/3en5O> if you haven't read it yet. #measurepr
- 5:12 pm **shonali:** @dcborn61 LOL. See how committed I am? :p #measurepr
- 5:12 pm **PRResearch:** @fhachtmann another good source for digital research is the Web Analytics Demystified blogs <http://bit.ly/cYVX2> #measurePR
- 5:13 pm **grabbingtoast:** RT @shonali: So @PRResearch wrote a really great guest post for me last week on SM measurement: <http://ow.ly/3en5O> if you haven't read it yet. #measurepr
- 5:13 pm **JGoldsborough:** RT @shonali: @PRResearch wrote a really grt guest post 4 me last wk on SM measurement: <http://ow.ly/3en5O> if u haven't read it. #measurepr
- 5:13 pm **shonali:** OK, and off we go! Q1 (for @PRResearch but all are welcome to reply & converse, just remember to reference the qn nos & tag)... #measurepr
- 5:13 pm **shonali:** Q1: What are some pros and cons of automation in PR/SM measurement? #measurepr
- 5:13 pm **tedweismann:** RT @PRResearch: @fhachtmann another good source for digital research is the Web Analytics Demystified blogs <http://bit.ly/cYVX2> #measurepr
- 5:13 pm **Hy_ly:** RT @fhachtmann another good source for digital research is the Web Analytics Demystified blogs <http://bit.ly/cYVX2> #measurepr
- 5:13 pm **swonderlin:** RT @shonali: So @PRResearch wrote a really great guest post for me last week on SM measurement: <http://ow.ly/3en5O> #measurepr
- 5:14 pm **susan_w:** RT @shonali: Q1: What are some pros and cons of automation in PR/SM measurement? #measurepr
- 5:14 pm **JGoldsborough:** @shonali What's going on in London? Vacay? #measurepr
- 5:14 pm **ihervin:** RT @shonali: So @PRResearch wrote a really great guest post for me last week on SM measurement: <http://ow.ly/3en5O> #measurepr
- 5:14 pm **JGoldsborough:** RT @shonali: Q1: What are some pros and cons of automation in PR/SM measurement? #measurepr
- 5:14 pm **CathyWebSavvyPR:** RT @shonali: Q1: What are some pros and cons of automation in PR/SM measurement? #measurepr
- 5:15 pm **CubanaLAF:** Q1: Negative - it's difficult to get an accurate sentiment report. On the positive side, helps streamline/build foundation. #measurepr
- 5:15 pm **40deuce:** hello #measurepr people, sorry I'm late, but I've been trying to set up a new computer all morning #measurepr
- 5:15 pm **PRResearch:** @shonali Q1 One of the pros of automated tools is that they aggregate metrics that take too long to collect manually #measurePR
- 5:15 pm **CathyWebSavvyPR:** RT @swonderlin: RT @shonali: So @PRResearch wrote a really great guest post for me last week on SM measurement: <http://ow.ly/3en5O> #measurepr
- 5:15 pm **MattLaCasse:** Way late, but jumping in as promised to #measurepr. Sorry for my tardiness @shonali!
- 5:15 pm **CubanaLAF:** Q1: Even if based off keywords, tone will always be the killer for automation. Some tools will let you adjust. #measurepr
- 5:15 pm **susan_w:** A1: Pros/cons of automating measurement: Rating the sentiment of what's being said abt you & your biz. #measurePR
- 5:16 pm **susan_w:** so tru RT @cubanalaf: Q1: Even if based off keywords, tone will always B the killer 4 automation. sum tools will let U adjust. #measurepr
- 5:16 pm **WriterChanelle:** Lurking in #measurePR Trying to finish designing my site. Hi all!
- 5:16 pm **tedweismann:** @shonali Re: Q1: There's so much junk out there because of screen scraping, AdWords blogs, so data quality is a challenge. #measurepr
- 5:16 pm **shonali:** I LOVE WED! RT @Hy_ly: @fhachtmann another good source for digital research is Web Analytics Demystified <http://bit.ly/cYVX2> #measurepr

- 5:16 pm **CubanaLAF:** Q1: Also? Measurement isn't a band-aid approach. It has to be specific to brand, not specific to you. #measurepr
- 5:17 pm **shonali:** @MattLaCasse No worries, great to see you & @cubanaLAF too! #measurepr
- 5:17 pm **PRResearch:** @shonali Q1 Another pro is that if you have thousands of posts, they help you get a rough estimate of your reputation online #measurePR
- 5:17 pm **40deuce:** Q1: As I work for a SM measurement company I see lots of pro's with it. For one, it makes finding mentions much easier #measurepr
- 5:17 pm **shonali:** RT @PRResearch: Q1 One of the pros of automated tools is that they aggregate metrics that take too long to collect manually #measurepr
- 5:17 pm **MattLaCasse:** Q1 Automation doesn't allow for tweaking. The situation may have changed by the time the auto-update runs. #measurepr
- 5:17 pm **shonali:** @40deuce Hey, there! I take it you succeeded? :p #measurepr
- 5:17 pm **Hy_ly:** RT @shonali: So @PRResearch wrote a really great guest post for me last week on SM measurement: <http://ow.ly/3en5O> #measurepr
- 5:18 pm **sabrina_scott:** A1:Pro: So much time is freed up. Con: Depending on the tool you're using, sometimes info is missed. (usually the free ones) #measurepr
- 5:18 pm **shonali:** .RT @PRResearch: Q1 Another pro is that if you have '000s of posts, they help you get a rough estimate of your reputation online #measurepr
- 5:18 pm **40deuce:** @shonali almost, but it's good enough for right now #measurepr
- 5:18 pm **CathyWebSavvyPR:** A1L Automation makes the collection of SM measurement easier, but interpretation of data is less simple #measurepr
- 5:18 pm **susan_w:** RT @shonali: .RT @PRResearch: Q1 Another pro: U have '000s of posts, they help U get a rough estimate of yr reputation online #measurepr
- 5:18 pm **CathyWebSavvyPR:** RT @sabrina_scott: A1:Pro: So much time is freed up. Con: Depending on the tool you're using, sometimes info is missed. (usually the free ones) #measurepr
- 5:18 pm **CARMA_Tweets:** Automate 2 a point for volume and speed then eyeball it (a sample) w/ humans for naunce and context. #measurepr Q#1
- 5:18 pm **PRResearch:** @shonali The biggest overall con is that "automation" doesn't really exist- these tools need a ton of human help #measurePR
- 5:18 pm **studioart101:** hi all, I'm trying to learn from you pr pros #measurepr
- 5:18 pm **CathyWebSavvyPR:** RT @shonali: RT @PRResearch: Q1 One of the pros of automated tools is that they aggregate metrics that take too long to collect manually #measurepr
- 5:18 pm **susan_w:** RT @CARMA_Tweets: Automate 2 a point for volume and speed then eyeball it (a sample) w/ humans for naunce and context. #measurepr Q#1
- 5:19 pm **jenzings:** RT @PRResearch: @shonali The biggest overall con is that "automation" doesn't really exist- these tools need a ton of human help #measurePR
- 5:19 pm **jessicagsharp:** RT @shonali: So @PRResearch wrote a really great guest post for me last week on SM measurement: <http://ow.ly/3en5O> if you haven't read it yet. #measurepr
- 5:19 pm **susan_w:** RT @CathyWebSavvyPR: A1L Automation makes the collection of SM measurement easier, but interpretation of data is less simple #measurepr
- 5:19 pm **shonali:** RT @CubanaLAF: Q1: Neg: it's difficult to get an accurate sentiment report. On positive side, helps streamline/build foundation. #measurepr
- 5:19 pm **PRResearch:** @tedweismann Q1: You're right, there is a lot of junk-- so human intervention is almost always needed #measurePR
- 5:19 pm **tedweismann:** Agreed. RT @susan_w: A1: Pros/cons of automating measurement: Rating the sentiment of whats being said abt you & your biz. #measurepr
- 5:19 pm **shonali:** .RT @PRResearch: A1: The biggest overall con is that "automation" doesn't really exist- these tools need a ton of human help. #measurepr
- 5:20 pm **CARMA_Tweets:** Auto-toning...shouldn't be done only at the key word level. Semantic meaning of phrases, too. #measurepr

5:20 pm **Hy_ly:** Q1: Seems like the key is balance. Use automation to get a directional sense, but manual to get real *insight*. #measurepr

5:20 pm **susan_w:** RT @hy_ly: Q1: Seems like the key is balance. Use automation to get a directional sense, but manual to get real *insight*. #measurepr

5:20 pm **shonali:** @studioart101 Welcome! #measurepr

5:20 pm **40deuce:** Q1: One con is that while sentiment analysis is coming along nicely, it's still not perfect #measurepr

5:20 pm **herwin:** RT @PRResearch: @shonali Q1 Another pro is that if you have thousands of posts, they help you get a rough estimate of your reputation online #measurePR

5:20 pm **abigail_e:** Agree! RT @hy_ly: Q1: Seems like the key is balance. Use automation to get a directional sense, but manual to get real *insight* #measurepr

5:21 pm **kikilitalien:** God, I love #measurepr chat. I only really lurk there, but talk about some valuable info...go lurk for yourself...(#assnchat)

5:21 pm **PRResearch:** @shonali Q1: Yet another con is that automated tone t is still in its infancy- neg and pos ratings tend to be questionable #measurePR

5:21 pm **sabrina_scott:** True, they need 2 b trained RT @PRResearch "automation" doesn't really exist, these tools need a ton of human help #measurePR

5:21 pm **shonali:** RT @susan_w @hy_ly: Q1: Seems like the key is balance. Use automation to get directional sense, manual to get real *insight*. #measurepr

5:21 pm **tedweismann:** Re: Q1 Also WRT to SM, how relatively influential is a particular piece of data/content? Can't be automated. #measurepr

5:21 pm **shonali:** @kikilitalien Oh, that is such a nice thing to "hear"...! Thank you. And lurk away, LOL. #measurepr

5:22 pm **CARMA_Tweets:** Hi #measurepr folks. Late joiner here: @alanchumley, SVP at CARMA Global Media Analysts. Great chat so far.

5:22 pm **shonali:** .RT @PRResearch: Q1: Yet another con is that automated tone is still in its infancy - neg and pos ratings tend to be questionable #measurepr

5:22 pm **shonali:** @CARMA_Tweets Great to see you @alanchumley! #measurepr

5:22 pm **Hy_ly:** hi @kikilitalien ... good to be in the same chat with you! #measurepr

5:23 pm **kikilitalien:** @hy_ly Hi! You, too! :-) #measurepr

5:23 pm **40deuce:** Q1: The thing I tell to people is that using software like @Sysomos comes down to time vs money... #measurepr

5:23 pm **40deuce:** If you can search yourself in no time, automation may not be needed, but if searching takes a lot of time automation is handy #measurepr

5:23 pm **Hy_ly:** RT @PRResearch: @shonali Q1: Yet another con is that automated tone t is still in its infancy- neg/pos ratings questionable #measurepr

5:23 pm **JGoldsborough:** Q1: Think automation is better than sentiment judged by ppl. Because most companies won't invest \$ it takes 4 manual tracking. #measurepr

5:23 pm **CommAMMO:** A1 - all good pros and cons so far. Have to commit to adjusting tone - and de-duping. reach figures R iffy, too. #measurepr

5:23 pm **shonali:** Q2: Bringing the "human" angle in can be expensive. What if one doesn't have a budget for it; how to make the most of automation? #measurepr

5:23 pm **PRResearch:** @Shonali Q1: The best automated content analysis tools depend on a lot of human training up front #measurePR

5:24 pm **sabrina_scott:** RT @40deuce: If you can search yourself in no time, automation may not be needed, but if searching takes a lot of time automation is handy #measurepr

5:24 pm **susan_w:** RT @shonali: Q2: Bringing the "human" angle in cn B expensive. wht if 1 doesn't have a \$ 4 it; how 2 make the most of automation? #measurepr

5:24 pm **CubanaLAF:** Q1: Automation also is about whether you are just listening or actively responding. Then it comes down to efficiency. #measurepr

- 5:24 pm **ihervin:** A1: Some tools try to rate sentiment with keywords, such as a sadface. But a :(isn't necessarily about yr search query. #measurepr
- 5:24 pm **CommAMMO:** RT @PRResearch: Q1: Yet another con is that automated tone is still in its infancy - neg and pos ratings tend to be questionable #measurepr
- 5:24 pm **hopwood:** RT @shonali: Q2: Bringing the "human" angle in can be expensive. What if one doesn't have a budget for it; how to make the most of automation? #measurepr
- 5:24 pm **PRResearch:** @shonali @susan_w @hy_ly Q1: You will always need humans to get "insight"-- that's not ever going to change #measurePR
- 5:25 pm **CommAMMO:** RT @PRResearch: @Shonali Q1: The best automated content analysis tools depend on a lot of human training up front #measurepr
- 5:25 pm **WriterChanelle:** @kikitalien I'm lurking today, too. I'm on a mission to finish my blog redesign. #measurepr
- 5:25 pm **Hy_ly:** A1 @40deuce @Sysomos Relying exclusively on automation measures an inherently non-measurable "sentiment" ... #measurepr
- 5:25 pm **PRResearch:** @CommAMMO Q1: Right about the de-duping. Some tools do a better job at this than others. #measurePR
- 5:25 pm **shonali:** Yes. RT @CommAMMO: A1 Have to commit to adjusting tone - and de-duping. reach figures are iffy, too. #measurepr
- 5:25 pm **CommAMMO:** RT @shonali: Q2: Bringing "human" angle in can be expensive. What if [no] budget for it; how to make the most of automation? #measurepr
- 5:26 pm **chrisbechtel:** For a great discussion on social media and PR measurement - join @shonali: #measurepr now! (I have calls all morning but will b following)
- 5:26 pm **krusk:** Popping into #measurePR late and while in a meeting but looks like a good discussion today.
- 5:26 pm **CARMA_Tweets:** Think folks rely 2 much on tone alone: look @ popularity, presence, relevance, authority, engagement, advocacy, cascade. #measurepr
- 5:26 pm **PRResearch:** @shonali Q1: One final consideration: "automation" isn't one thing. It can mean content finding, cleaning, or analysis #measurePR
- 5:26 pm **hopwood:** Q2 Meaningful measurement has always been too costly compared to the PR it's supposed to measure #measurepr
- 5:26 pm **PRResearch:** @shonali Q2: Actually, I think that good automation is expensive too. #measurePR
- 5:26 pm **CommAMMO:** A2-no budget 4 human analysis? You have to do it. We did at NCC - three of us, every week. #measurepr
- 5:26 pm **Hy_ly:** @40deuce @Sysomos ...on the other hand, an (unassisted) human hand is going to be too expensive for most enterprises. #measurepr
- 5:27 pm **ihervin:** RT @shonali: Q2: Bringing the "human" angle in can be expensive. What if one doesn't have a budget for it; how to make the most of automation? #measurepr
- 5:27 pm **shonali:** .RT @PRResearch: Q1: One final consideration: "automation" isn't one thing. It can mean content finding, cleaning, or analysis #measurepr
- 5:27 pm **CARMA_Tweets:** @shonali Q2: human add to automation can b expensive: not if you sample..don;t need to look at ALL SM coverage. #measurepr
- 5:27 pm **Hy_ly:** @PRResearch @shonali @susan_w @hy_ly Q1: You will always need humans to get "insight" <= Agreed! #measurepr
- 5:27 pm **CubanaLAF:** Q2: I would put a disclaimer in your reports - as well as educate brands on the how and why of automation/time. #measurepr
- 5:27 pm **shonali:** Good point. RT @PRResearch: Q2: Actually, I think that good automation is expensive too. #measurepr
- 5:27 pm **PRResearch:** @shonali Q2: Automation for content and metric collection is relatively cheap-- Radian6 and Techrigy are 2 examples #measurePR
- 5:27 pm **susan_w:** RT @PRResearch: @shonali Q1: final consideration: "automation" isn't 1 thing. It cn mean content finding, cleaning, or analysis #measurePR

- 5:27 pm **CARMA_Tweets:** RT @PRRResearch: @shonali Q1: One final consideration: "automation" isn't one thing. It can mean content finding, cleaning, or analysis #measurePR
- 5:28 pm **CommAMMO:** A1 - insight also is different from analysis. We want to hire analysts, but need internal assets for insight. #measurepr
- 5:28 pm **studioart101:** RT @CubanaLAF: Q1: Automation also is about whether you are just listening or actively responding. Then it comes down to efficiency. #measurepr
- 5:28 pm **PRRResearch:** @shonali Q2: Automation gets expensive when you start mining for insights, messages, automation #measurePR
- 5:28 pm **shonali:** RT @PRRResearch: Q2: Automation for content and metric collection is relatively cheap - Radian6 and Techrify are 2 examples #measurepr
- 5:28 pm **hopwood:** RT @chrisbechtel: For a great discussion on social media and PR measurement - join @shonali: #measurepr now! (I have calls all morning but will b following)
- 5:28 pm **shonali:** @chrisbechtel Hey, thanks! #measurepr
- 5:28 pm **jenzings:** @shonali ack, forgot the #measurePR
- 5:29 pm **shonali:** RT @jenzings: Q2: pick what you want to measure carefully at the outset. Can help with scope (& thus cost) #measurepr
- 5:29 pm **fi_rebelly** duncan here #measurepr
- 5:29 pm **PRRResearch:** @shonali Q2: Good automated content analysis (e.g., sentiment) is so expensive, I don't think SMBs should use it #measurePR
- 5:29 pm **fhachtmann:** RT @PRRResearch another good source for digital research is the Web Analytics Demystified blogs <http://bit.ly/cYVX2> #measurePR @missneusa2010
- 5:29 pm **tedweismann:** A2: Making the most of automation means getting everything you can from tool; often requires good tech support/training #measurepr
- 5:29 pm **shonali:** @jenzings LOL, yea, I was looking for it myself! #measurepr
- 5:29 pm **CommAMMO:** RT @CARMA_Tweets: folks rely 2 much on tone. look @ popularity, presence, relevance, authority, engagement, advocacy, cascade. #measurepr
- 5:29 pm **Hy_ly:** RT @PRRResearch: @shonali Q1: One final consideration: "automation" isnt one thing. It is content finding, cleaning, analysis... #measurepr
- 5:29 pm **theelusivfish:** #measurepr A2: unless the automation is accurate - don't use it. inexpensive is no excuse for wrong. Scale back your accurate reporting.
- 5:29 pm **shonali:** RT @PRRResearch: Q2: Automation gets expensive when you start mining for insights, messages, automation #measurepr
- 5:30 pm **susan_w:** RT @shonali: RT @PRRResearch: Q2: Automation gets expensive when you start mining for insights, messages, automation #measurepr
- 5:30 pm **40deuce:** @hy_ly I always tell people that humans need to over data always, but the automation can be quite helpful at most times #measurepr
- 5:30 pm **shonali:** RT @PRRResearch: @shonali Q2: Good automated content analysis (e.g., sentiment) is so expensive, I don't think SMBs should use it #measurepr
- 5:30 pm **krusk:** RT @hy_ly /@PRRResearch: @shonali 1 final consideration: "automation" isnt one thing. It's content finding, cleaning, analysis... #measurepr
- 5:30 pm **PRRResearch:** @shonali Q2: I would only use automated content analysis if you have to code tens of thousands of SM posts #measurePR
- 5:30 pm **shonali:** RT @CARMA_Tweets: Q2: human add to automation can b expensive: not if you sample.. don't need to look at ALL SM coverage. #measurepr
- 5:31 pm **CommAMMO:** at @iabc in Seattle, @pphillips said good #measurement should be 3-5% of budget. Not too expensive. #measurepr
- 5:31 pm **shonali:** .RT @PRRResearch: Q2: I would only use automated content analysis if you have to code tens of thousands of SM posts #measurepr
- 5:31 pm **nilsmu:** RT @PRRResearch: @shonali Q2: Actually, I think that good automation is expensive too. #measurePR

- 5:31 pm **therwin:** RT @PRRResearch: @shonali Q2: I would only use automated content analysis if you have to code tens of thousands of SM posts #measurePR
- 5:32 pm **nilsmu:** RT @PRRResearch: @shonali Q2: Automation gets expensive when you start mining for insights, messages, automation #measurePR
- 5:32 pm **JGoldsborough:** @CubanaLAF Good pt. However you are measuring sentiment, it doesn't supplant the listening and engaging u should be doing. #measurepr
- 5:32 pm **susan_w:** gd budgeting tip: RT @CommAMMO: at @iabc in Seattle, @pphillips said gd #measurement shld B 3-5% of budget. Not 2 expensive. #measurepr
- 5:32 pm **PRRResearch:** @shonali Q2: Human content analysis can be cost effective, especially if you sample posts #measurePR
- 5:32 pm **CommAMMO:** Key is understanding your objectives for measurement. I want it prospective and strategic. #measurepr
- 5:32 pm **CARMA_Tweets:** Best point of the day: @prresearch Automation OR human-based isn;t really and either OR. Do both. We do, too. #measurepr
- 5:32 pm **shonali:** @PRRResearch What are some alternatives for SMBs, in that case? #measurepr
- 5:32 pm **shonali:** .RT @PRRResearch: Q2: Human content analysis can be cost effective, especially if you sample posts #measurepr
- 5:32 pm **PRRResearch:** @Shonali Q2: Another way to make human analysis cost effective is to only read posts written by "influencers" #measurePR
- 5:32 pm **tedweismann:** RT @PRRResearch: @shonali Q2: Human content analysis can be cost effective, especially if you sample posts #measurepr
- 5:33 pm **glove77:** RT @40deuce: If you can search yourself in no time, automation may not be needed, but if searching takes a lot of time automation is handy #measurepr
- 5:33 pm **susan_w:** RT @PRRResearch: @Shonali Q2: Another way to make human analysis cost effective is to only read posts written by "influencers" #measurePR
- 5:33 pm **TrendsDC:** #measurepr is now trending in #DC <http://trendsmap.com/us/washington>
- 5:33 pm **MediaMiser:** RT @CARMA_Tweets Best point of the day @prresearch Automation OR human-based isn't really and either OR. Do both. #measurepr
- 5:33 pm **CommAMMO:** RT @PRRResearch: @Shonali Q2: Another way to make human analysis cost effective is to only read posts written by "influencers" #measurepr
- 5:33 pm **shonali:** .RT @PRRResearch: Q2: Another way to make human analysis cost effective is to only read posts written by "influencers" #measurepr
- 5:33 pm **CARMA_Tweets:** On cost of #measurepr Expensive? Really? Can't afford to? Can you afford not to? Waste much ammo when we don;t know where 2 shoot
- 5:33 pm **susan_w:** W00t!RT @TrendsDC: #measurepr is now trending in #DC <http://trendsmap.com/us/washington>
- 5:33 pm **shonali:** Sweet! RT @TrendsDC: #measurepr is now trending in #DC <http://trendsmap.com/us/washington>
- 5:33 pm **CARMA_Tweets:** RT @PRRResearch: @Shonali Q2: Another way to make human analysis cost effective is to only read posts written by "influencers" #measurePR
- 5:33 pm **CommAMMO:** @PRRResearch @Shonali just have to define influence effectively - still hvnt seen a great formula. #measurepr
- 5:34 pm **PRRResearch:** @CARMA_Tweets Absolutely right-- good measurement always involves both automation and human intelligence #measurePR
- 5:34 pm **40deuce:** @PRRResearch @Shonali I like to use our software to find blog posts that are above a certain "authority level". #measurepr
- 5:34 pm **jenzings:** RT @theelusivfish: #measurepr A2: unless automation is accurate don't use it. inexpensive is no excuse for wrong. Scale back.
- 5:34 pm **PRRResearch:** RT @shonali: Sweet! RT @TrendsDC: #measurepr is now trending in #DC <http://trendsmap.com/us/washington> #measurePR
- 5:34 pm **krusk:** If you have clear objectives & know exactly what you're measuring you can focus and save money vs. trying to measure everything. #measurepr

5:34 pm **CommAMMO:** Are there influence calcs that look at offline impact? Segmentation? #measurepr

5:34 pm **shonali:** LOL, we're actually trending higher than #northkorea and #thanksgiving? Ha!
<http://trendsmap.com/local/us/washington> #measurepr

5:34 pm **fhachtmann:** Great Twitter chat going on right now about #measurePR in social media. Excellent resource for all of our adv and PR students. @unl_cojmc

5:35 pm **CEPSM:** RT @krusk: If u have clear objectives & know exactly what u're measuring u can focus & save money vs trying to measure everything #measurepr

5:35 pm **PRResearch:** @40deuce re: A2, I think authority level might = influencer... so, yeah-- I think that's a good approach too #measurePR

5:35 pm **shonali:** .RT @jenzings @theelusivfish: A2: unless automation is accurate don't use it. inexpensive is no excuse for wrong. Scale back. #measurepr

5:35 pm **PRResearch:** @CommAMMO @prresearch @shonali re: A2 there's not one formula for influencers-- you have to customize for each brand #measurePR

5:36 pm **Hy_ly:** RT @PRResearch: @Shonali Q2: another way to make human analysis cost effective is to filter by "influencers" <= Like! #measurepr

5:36 pm **shonali:** .RT @40deuce: I like to use our software to find blog posts that are above a certain "authority level". #measurepr

5:36 pm **PRResearch:** Very true RT @theelusivfish: A2: unless automation is accurate don't use it. inexpensive is no excuse for wrong. Scale back. #measurePR

5:36 pm **MattLaCasse:** As usual, I'm just hanging back and watching #measurepr. This is the area I struggle with, so I have MUCH to learn. #measurepr

5:37 pm **abigail_e:** RT @krusk: If u have clear objectives & know exactly what u r measuring you can focus & save money vs trying to measure evrything #measurepr

5:37 pm **shonali:** .RT @PRResearch: re: A2 there's not one formula for influencers - you have to customize for each brand #measurepr

5:37 pm **susan_w:** Agreed RT @shonali: .RT @PRResearch: re: A2 there's not one formula for influencers - you have to customize for each brand #measurepr

5:37 pm **40deuce:** @PRResearch same idea. Blogs are assigned a "authority level" from our software based on things like subscribers, inlinks, etc #measurepr

5:37 pm **shonali:** RT @CommAMMO: Key is understanding your objectives for measurement. I want it prospective and strategic. #measurepr

5:38 pm **CubanaLAF:** @shonali @jenzings @theelusivfish However, if you aren't educating brands properly on why its worth time, they won't care. #measurepr

5:38 pm **CARMA_Tweets:** 7C's of Social Media Measurement: if you'll forgive the shameless plug of a recent blog post: <http://tinyurl.com/25nbmd5> #measurepr

5:38 pm **CathyWebSavvyPR:** RT @PRResearch: @shonali Q2: Automation gets expensive when you start mining 4 insights, messages, automation #measurepr

5:38 pm **tedweismann:** @PRResearch @40deuce Yes, but determining "authority" and "influence" can't be 100% automated #measurepr

5:38 pm **PRResearch:** @CommAMMO There are a few tools emerging that measure offline impact (sometimes indirectly)- <http://bit.ly/4NsGnD> #measurePR

5:39 pm **fhachtmann:** Q2 It's especially expensive in an educational setting. We want to teach our students but it's often cost-prohibitive. #measurePR @unl.cojmc

5:39 pm **PRResearch:** @tedweismann I agree-- finding influencers is more of an art than an algorithm #measurePR

5:39 pm **shonali:** Q3 seems to flow naturally now: What are some questions we should ask before deciding on/against automated measurement? #measurepr

5:39 pm **kikilitalien:** @WriterChanelle Let me know when your redesign is done! :-) #measurepr

5:39 pm **MediaMiser:** RT @PRResearch: @tedweismann I agree-- finding influencers is more of an art than an algorithm #measurePR

5:39 pm **katzpdx:** I could spend all day stalking @40deuce who is now on #measurepr :-)

- 5:39 pm **Hy_ly:** RT @krusk: If you have clear objectives/know what youre measuring you can focus + save money < gr8 point, confusion wastes money. #measurepr
- 5:40 pm **rjsauter:** RT @shonali: RT @CommAMMO: Key is understanding your objectives for measurement. I want it prospective and strategic. #measurepr
- 5:40 pm **CommAMMO:** @PRRResearch The trick is that some companies are offering their "black box" influence as bulletproof. Need more research. #measurepr
- 5:40 pm **CommAMMO:** RT @shonali: Q3 seems 2flow naturally now: What R some questions we should ask before deciding on/against automated measurement? #measurepr
- 5:40 pm **tedweismann:** A customer with a small peer network writing about a product may have more "authority" than Techcrunch #measurepr
- 5:41 pm **JGoldsborough:** RT @shonali: Q3 seems to flow naturally now: What r some ? we should ask before deciding on/against automated measurement? #measurepr
- 5:41 pm **CommAMMO:** RT @PRRResearch: @tedweismann I agree-- finding influencers is more of an art than an algorithm #measurepr
- 5:41 pm **40deuce:** @tedweismann @PRRResearch agreed. That's why our system allows you to change rankings, etc, and then saves them for you #measurepr
- 5:41 pm **shonali:** .RT @fhachtmann: Q2 It's especially expensive in an educational setting. We want to teach our students but it's cost-prohibitive. #measurepr
- 5:41 pm **Hy_ly:** RT @CommAMMO: @PRRResearch Some companies are offering their "black box" influence as bulletproof <= Beware the instant solution #measurepr
- 5:41 pm **shonali:** .RT @PRRResearch: @tedweismann I agree - finding influencers is more of an art than an algorithm #measurepr
- 5:41 pm **PRRResearch:** @CommAMMO Re: influencers-- Avoid black box influencer identification at all costs #measurePR
- 5:41 pm **CubanaLAF:** Q3: ?s to ask: 1. How much time will be needed to execute manual work/automation? 2. What costs will occur? 3. Can we afford? #measurepr
- 5:41 pm **40deuce:** @katzpdx should I be scared? #measurepr
- 5:41 pm **CommAMMO:** Hence the art. RT @tedweismann: A customer w/ a small peer netw writing abt a product may have more "authority" than Techcrunch #measurepr
- 5:41 pm **shonali:** .RT @PRRResearch: Re: infleuncers-- Avoid black box influencer identification at all costs #measurepr
- 5:42 pm **PRRResearch:** @shonali Q2: One key consideration-- don't just measure the tone of thousands of posts because that's what tools do #measurePR
- 5:42 pm **JGoldsborough:** Q3: Can my client afford non-automated sentiment tracking? Is automated going to leave us more budget to listen/engage? #measurepr
- 5:42 pm **ihewin:** Yes! RT @tedweismann: A customer with a small peer network writing about a product may have more "authority" than Techcrunch #measurepr
- 5:42 pm **JGoldsborough:** RT @tedweismann: A customer with a small peer network writing about a product may have more "authority" than Techcrunch #measurepr
- 5:42 pm **abigail_e:** Q3 ? to ask -- does it save enough to make it worth it? #measurepr
- 5:42 pm **PRRResearch:** @shonali Q2: Only measure sentiment in thousands of posts if it's going to provide strategic insight for your brand #measurePR
- 5:42 pm **MichaelWillett:** !! RT @shonali RT @PRRResearch @tedweismann I agree - finding influencers is more of an art than an algorithm #measurepr
- 5:42 pm **shonali:** .RT @PRRResearch: There are a few tools emerging that measure offline impact (sometimes indirectly)- <http://bit.ly/4NsGnD> #measurepr
- 5:42 pm **susan_w:** Q2: Finding potential "influencers" can be automated; but determining their influence still needs human touch; #measurePR
- 5:42 pm **JGoldsborough:** @tedweismann Right. That's why there are no "universal" ifnluencers. Just the right influencers 4 a specific brand. #measurepr
- 5:43 pm **CARMA_Tweets:** We don't need to ask automation vs. humans. I think the theme today is that we need to do a hybrid #measurepr. Q is what proportion?

5:43 pm **CommAMMO:** @JGoldsborough Maybe - depends on the design of the #measurement program - but, if auto=wrong, you're sunk #measurepr

5:43 pm **nilsmu:** RT @PRResearch: @CommAMMO Re: influencers-- Avoid black box influencer identification at all costs #measurePR

5:43 pm **tedweismann:** Q3: Q's to ask - how much training req'd to use tool? How good is support to help set up searches? #measurepr

5:44 pm **CommAMMO:** I learned that lesson. RT @PRResearch: Q2: Only measure sentiment in thousands posts if provides strategic insight 4UR brand #measurepr

5:44 pm **JGoldsborough:** @shonali @CommAMMO Agree, key is understanding objectives and, per @donbart, that u don't have 2 tie everything directly to ROI. #measurepr

5:44 pm **shonali:** .RT @susan_w: Q2: Finding potential "influencers" can be automated; but determining their influence still needs human touch. #measurepr

5:44 pm **PRResearch:** @CubanaLAF That's the eternal question. Unfortunately, it "depends" #measurePR

5:44 pm **shonali:** .RT @tedweismann: Q3: Q's to ask - how much training req'd to use tool? How good is support to help set up searches? #measurepr

5:44 pm **krusk:** #measurePR RT @LiveQWest: @krusk measure twice. cut once.

5:44 pm **CommAMMO:** @nilsmu the black boxes are scary places. It's like the vendor saying, "just trust me, it works..." #measurepr

5:45 pm **Hy_ly:** RT @susan_w: Q2: Finding potential "influencers" can be automated; but determining their influence still needs human touch; #measurepr

5:45 pm **JGoldsborough:** @CARMA_Tweets Exactly, but takes a while to convince client they can't afford not to. A culture change in many instances. #measurepr

5:45 pm **40deuce:** I see people answering Q3, but I didn't see it go by. Can someone tell me what the Q is please? #measurepr

5:46 pm **PRResearch:** @tedwiesman q3: Depends on the research and the tool. Keyword searches can be set up fast-- just a matter of minutes/hours #measurePR

5:46 pm **skypulsemedia:** @shonali still confused. Doesn't Arbitron Measure Public Radio? Or are they expensive to buy the data from? cc @gini dietrich #measurePR

5:46 pm **JGoldsborough:** @CommAMMO Well, u have to set expectations of what auto provides/doesn't provide up front. #measurepr

5:46 pm **CommAMMO:** @JGoldsborough YES, and recognize that insight and input to planning is acctbl objective #measurepr

5:46 pm **PRResearch:** @shonali @tedweisman Q3: Most good automation comes with a professional services component: <http://bit.ly/bDFsSz> #measurePR

5:46 pm **shonali:** @40deuce Sure, Q3 was: what are some questions we should ask before deciding on/against automated measurement? #measurepr

5:46 pm **trendsbehaviour:** RT @shonali: .RT @PRResearch: @tedweismann I agree - finding influencers is more of an art than an algorithm #measurepr

5:47 pm **tatitosi:** RT @shonali: .RT @PRResearch: @tedweismann I agree - finding influencers is more of an art than an algorithm #measurepr

5:47 pm **shonali:** .RT @PRResearch: Q3: Most good automation comes with a professional services component: <http://bit.ly/bDFsSz> #measurepr

5:47 pm **PRResearch:** @shonali @tedweisman Q3: Getting sentiment and message tracking right can take weeks. I've seen it take months to do. #measurePR

5:48 pm **tedweismann:** @PRResearch @tedweisman Yes, but every tool has a different query builder and boolean searches requires experience/training #measurepr

5:48 pm **40deuce:** @shonali thanks #measurepr

5:48 pm **shonali:** .RT @PRResearch: Q3: Getting sentiment and message tracking right can take weeks. I've seen it take months to do. #measurepr

5:48 pm **MediaMiser:** We believe so! RT @shonali RT @PRResearch Most good automation comes w/a professional services component: <http://bit.ly/bDFsSz> #measurepr

5:48 pm **PRResearch:** @shonali I think I missed your original Q3: what to ask before deciding on automation #measurePR

5:48 pm **40deuce:** Q3: Most important Q to ask is will this save me time and or money or can I do this on my own? #measurepr

5:48 pm **Japman_Bajaj:** @shonali @susan_W and empowering them to exercise influence is without a doubt a human activity. #measurepr

5:49 pm **theelusivfish:** RT @40deuce: Q3: Most important Q to ask is will this save me time and or money or can I do this on my own? #measurepr

5:49 pm **Hy_ly:** RT @PRResearch: @shonali @tedweisman Q3: Getting sentiment and message tracking right can take weeks. Ive seen it take months #measurepr

5:49 pm **shonali:** @PRResearch No worries. :) #measurepr

5:49 pm **jenzings:** RT @PRResearch: Q3: Most good automation comes with a professional services component: <http://bit.ly/bDFsSz> #measurepr I ours does -optional

5:49 pm **PRResearch:** @shonali Q3: Consider these: How much coverage do you get? Do you need content analysis? How comfortable are you with error? #measurePR

5:49 pm **JGoldsborough:** @cubanalaf Budget game is tricky. Do I want to sell less automation if also leads 2 less listening/engagement? Tough call. #measurepr

5:49 pm **susan_w:** RT @PRResearch: @shonali Q3: Consider ths: How much coverage do U get? Do U need content analysis? How comfortable R U w/ error? #measurePR

5:49 pm **shiftcomm:** RT @shonali: .RT @PRResearch: Q3: Getting sentiment and message tracking right can take weeks. Ive seen it take months to do. #measurepr

5:49 pm **JGoldsborough:** RT @PRResearch: @shonali @tedweisman Q3: Getting sentiment, msg tracking right can take weeks. Ive seen it take months to do. #measurePR

5:50 pm **shonali:** .RT @PRResearch: Q3: Consider: How much coverage do you get? Do you need content analysis? How comfortable are you with error? #measurepr

5:50 pm **tedweismann:** Q3: Another Q to ask is how customizable are the reports? #measurepr

5:50 pm **ihewin:** RT @JGoldsborough: @CommAMMO Well, u have to set expectations of what auto provides/doesnt provide up front. #measurepr

5:50 pm **susan_w:** This is key for us!RT @TedWeismann: Q3: Another Q to ask is how customizable are the reports? #measurepr

5:50 pm **PRResearch:** @tedweismann True that each tool requires training. But, the vendor should help you here. If not, run... #measurePR

5:50 pm **40deuce:** Q3: Other Q's to ask include; does this tool help me measure my actual objectives? How hard is it to actually use? #measurepr

5:51 pm **shonali:** Heh! RT @PRResearch: True that each tool requires training. But, the vendor should help you here. If not, run... #measurepr

5:51 pm **JGoldsborough:** @40deuce And that's the conflict most clients face as well. Can they do it on their own? Not sure. But they need to save \$. #measurepr

5:51 pm **shonali:** .RT @40deuce: Q3: Other Q's to ask include; does this tool help me measure my actual objectives? How hard is it to actually use? #measurepr

5:51 pm **40deuce:** Q3: I think the objectives 1 is most important though. 2 many ppl get a tool and then realize it doesn't work w/ their objectives #measurepr

5:51 pm **MikeFραιetta:** Q3: Ask to see a realtime example of said automated sentiment. Consider accuracy from there. #measurepr

5:51 pm **susan_w:** more intuitive the better RT @PRResearch: @tedweismann tru each tool requires training. The vendor shld help U hre. If not, run #measurePR

5:51 pm **JGoldsborough:** RT @40deuce: Q3: Other Q's to ask include; does this tool help me measure my actual objectives? How hard is it to actually use? #measurepr

5:52 pm **susan_w:** RT @MikeFραιetta: Q3: Ask to see a realtime example of said automated sentiment. Consider accuracy from there. #measurepr

5:52 pm **40deuce:** @JGoldsborough I tell them if takes more than an hour to go through something like google alerts, they may need it #measurepr

5:52 pm **Hy_ly:** Q3 (sort of): Is it ok to ask, what are people's favorite measurement tools? #measurepr

5:53 pm **fhachtmann:** @40deuce writing good objectives is the toughest thing to teach students for some reason #measurepr @unl_cojmc

5:53 pm **shonali:** .RT @MikeFραιetta: Q3: Ask to see a realtime example of said automated sentiment. Consider accuracy from there. #measurepr

5:53 pm **melodygross:** RT @shonali: .RT @susan_w: Q2: Finding potential "influencers" can be automated; but determining their influence still needs human touch. #measurepr

5:54 pm **shonali:** @Hy_ly You mean, when you're deciding, or here, on the chat? #measurepr

5:54 pm **PRResearch:** @MikeFραιetta: Good point-- and make sure that you ask the vendor to measure a brand that you selected. #measurePR

5:54 pm **40deuce:** @fhachtmann I know, I was in PR school just over a year ago. Ppl found it hard to differentiate between goals and objectives #measurepr

5:54 pm **shonali:** @fhachtmann I know! I think it's really tough for them to grasp the "quantifiable" & "time-bound" parts. Like many pros. @40deuce #measurepr

5:55 pm **susan_w:** face 2 face vry powerful RT @Japman_Bajaj: @shonali @susan_W & empowering them 2 exercise influence is a human activity. #measurepr

5:55 pm **shonali:** .RT @PRResearch: @MikeFραιetta: Good point-- and make sure that you ask the vendor to measure a brand that you selected. #measurepr

5:55 pm **heatheranne:** @mikefραιetta Hey Mike, what is Q3 in response to? In the sentiment game ourselves (Lymbix) and would love to see feedback #measurepr

5:55 pm **PRResearch:** @shonali Q3: Another thing to consider is whether or not you need to measure financial value. Tools can't do that on their own. #measurePR

5:56 pm **JGoldsborough:** @40deuce I think what "we" don't do well enuf is show clients how measurement helps them look smarter, make better decisions. #measurepr

5:56 pm **CommAMMO:** RT @MikeFραιetta: Q3: Ask to see a realtime example of said automated sentiment. Consider accuracy from there. #measurepr

5:56 pm **shonali:** @JGoldsborough Do you think less automation could lead to less listening but *more* engagement? Just thinking out aloud... #measurepr

5:56 pm **Hy_ly:** @shonali I meant what people are currently using. Just curious - for you to decide if it is a fair question. #measurepr

5:56 pm **MyNextCustomer:** Shameless plug: MyNextCustomer can track online and offline marketing and integrate call tracking. #measurepr

5:56 pm **JGoldsborough:** @cubanalaf Right. Top down thinking. What r we trying 2 do here? What do u want consumer to do? How can this help u get there? #measurepr

5:56 pm **PRResearch:** @shonali Q3: If you want to measure the ROI of SM, you'll need to integrate output from the tool and the brand's own data #measurePR

5:57 pm **CARMA_Tweets:** @JGoldsborough @40deuce agreed! we call this "...and you should." #measurepr So what now with the data?

5:57 pm **shonali:** @Hy_ly We're almost out of time today, how about we save that for the next chat, or soon thereafter? #measurepr

5:58 pm **MattLaCasse:** I genuinely hope I learn enough about measuring PR/SM that I'm actually able to participate one of these days. Thx for info all! #measurepr

5:58 pm **eclectitech:** Setting proper expectations can really help determine how effective automation can be from client perspective #measurepr

5:58 pm **40deuce:** @JGoldsborough we try to show that in some of our @sysomos demos, but it's hard sometimes #measurepr

5:58 pm **PRResearch:** @Hy_ly re: favorite tools, the best SM measurement programs I've seen use multiple tools #measurePR

5:59 pm **tedweismann:** RT @PRResearch: @shonali Q3: Another thing to consider is whether or not you need to measure financial value. Tools can't do. #measurepr

5:59 pm **shiftcomm:** RT @shonali: Q3: If you want to measure the ROI of SM, you'll need to integrate output from the tool and the brand's own data #measurepr

5:59 pm **JGoldsborough:** @shonali Maybe more well-guided engagement? I want client to measure, listen. But not at expense of doing something w/ that data. #measurepr

5:59 pm **shonali:** @JGoldsborough @40deuce And part of that is letting them get away with setting wishy-washy *goals.* #measurepr

6:00 pm **shonali:** Well, that hour went fast! We're out of time on today's chat, folks. Thanks so much @PRResearch, for sharing your smarts with us. #measurepr

6:00 pm **susan_w:** @shonali @PRResearch Gotta run, this was gr8, I learn more and more everytime I join #measurePR tweetchats!

6:00 pm **MikeFραιetta:** @heatheranne It was in response to "what questions should be asked...". I'd love to see Lymbix. Can we stream it live? #measurepr

6:01 pm **shonali:** @susan_w Thanks so much for joining... and happy T-Day in advance! #measurepr

6:01 pm **shonali:** @MattLaCasse Your participation & questions would be VERY valuable as is,so I hope you'll be more active soon/when you can! #measurepr

6:01 pm **susan_w:** @shonali You too! Save travels! #measurepr

6:01 pm **tedweismann:** Thanks @shonali @prresearch for a great chat. Happy Turkey Day. #measurepr

6:01 pm **abigail_e:** Very interesting #measurepr today - wish I could join more often! Thanks @shonali

6:02 pm **PRResearch:** Great questions, everyone. @Shonali Thanks for having me on the chat today. #measurePR

6:02 pm **JGoldsborough:** @shonali @40deuce 4 me, think part of it is showing the real value of acting on the data. Using data to move beyond listening. #measurepr

6:02 pm **shonali:** Thanks so much to all for joining, and happy T-Day in advance! Also, @PRResearch will be back on Feb. 1, 2011 - w00t! #measurepr

6:03 pm **40deuce:** @shonali that's true. Luckily I don't really have to deal with that in my current job #measurepr

6:03 pm **shonali:** The next chat (i.e. after today) will be on Dec. 7, 12-1 pm ET. Do save the date for another measurement-related convo. #measurepr

6:03 pm **40deuce:** @JGoldsborough @shonali gaining insight from what you hear is the key #measurepr

6:04 pm **tedweismann:** Just used @TweetChat for the #MeasurePR chat. I highly recommend it.

6:04 pm **PRResearch:** @JGoldsborough @shonali @40deuce "rear-view mirror" listening is a job for tools, forward looking research requires good analysts #measurePR

6:04 pm **shonali:** Thanks all! I'll post a recap/transcript asap. For now, the official chat is over, you're welcome to use the hashtag as needed. #measurepr

6:04 pm **shonali:** @PRResearch Oh, you were awesome. I'm so glad you're coming back next year. Thanks again! #measurepr

6:05 pm **JGoldsborough:** @40deuce @shonali Exactly. Too many "now what do I do with all this data" scenarios taking place out there. #measurepr

6:05 pm **inowgb:** TopTag(3hrs) 1:#quote 2:#measurepr 3:#p2 4:#TDL 5:#ocra 6:#tcot 7:#sgp 8:#Hack30 9:#phnm 10:#tlot 11:#Facebook ..

6:05 pm **shonali:** @abigail_e @tedweismann @commAMMO @alanchumley @40deuce @JGoldsborough @iherwin Thanks so much for joining! #measurepr

6:05 pm **Hy_ly:** @shonali @PRResearch @krusk @40deuce @susan_w @abigail_e @mjpcongo Thanks for the conversation! #measurepr

6:05 pm **JGoldsborough:** Booyah! RT @PRResearch: "rear-view mirror" listening is a job for tools, forward looking research requires good analysts #measurePR

6:05 pm **PRResearch:** Exactly RT @nilsmu a tool can't be taught to understand the biz problem you are trying solve, unlike analysts #measurePR

6:05 pm **shonali:** @JasKeller It's weird 'cos I don't always see them if I don't use the . So I was playing safe. #measurepr

6:06 pm **nilsmu:** @PRRResearch @JGoldsborough @shonali And a tool can't be taught to understand a biz problem you are trying solve, unlike analysts #measurepr

6:06 pm **WriterChanelle:** @kikilitalien Will do! #measurepr

6:06 pm **Dilennox:** @shonali @CommAMMO sorry to miss #measurepr chat - my soapbox! Still on west coast and calendar confused. great points worth review.

6:06 pm **shonali:** QOTD! RT @PRRResearch: "rear-view mirror" listening is a job for tools, forward looking research requires good analysts #measurepr

6:06 pm **40deuce:** @PRRResearch exactly #measurePR

6:06 pm **40deuce:** thanks for the chat today folks! #measurepr

6:06 pm **shonali:** @Hy_ly Thanks so much for joining! @Dilennox I was wondering where you were. There's always next time. :) #measurepr

6:08 pm **ihherwin:** @shonali Thanks for hosting! Lots of good thoughts here. @abigail_e @tedweismann @commAMMO @alanchumley @40deuce @JGoldsborough #measurepr

6:09 pm **heatheranne:** @mikefraiteta See the API in action at m.tweettone.com or tweettone.com. Try typing in #measurepr! :) We do much more than Twitter though!

6:10 pm **CARMA_Tweets:** Fav line of the day: @shonali "a tool can't be taught to understand a biz problem you are trying solve, unlike analysts" #measurepr

6:10 pm **Hy_ly:** @shonali @Hy_ly @Dilennox Thanks for organizing the chat. It was great. #measurepr

6:11 pm **CARMA_Tweets:** 2nd fav line 2day: via@prresearch "rear-view mirror" listening is a job for tools, 4ward looking research requires good analysts #measurepr

6:11 pm **ihherwin:** Followup on Q2 for anyone: When you sample posts, do you ensure it's prop. & rep. to where convos are? cc @shonali @PRRResearch #measurepr

6:11 pm **shonali:** @CARMA_Tweets Love it! #measurepr

6:11 pm **CommAMMO:** Thanks @shonali! FYI all - we talk #internalcommunications next Tuesday, Nov. 30, 2-3p ET. Join us for #icchat! #measurepr

6:12 pm **CommAMMO:** @prresearch Glad to catch a few minutes of your talk today. Hope all's well! #measurepr

6:13 pm **JasKeller:** Oh okay... I saw your RT of @CommAmmo that didn't have it the "." and I am not following him (yet) #measurepr

6:13 pm **CommAMMO:** @ihherwin thanks for the mention - nice to meet you! #measurepr

6:14 pm **tatitosi:** RT @shonali: RT @PRRResearch: "rear-view mirror" listening is a job for tools, forward looking research requires good analysts #measurepr

6:17 pm **ihherwin:** @CommAMMO Same; thanks for sharing your thoughts! :) #measurepr

6:19 pm **nilsmu:** RT @shonali: QOTD! RT @PRRResearch: "rear-view mirror" listening is a job for tools, forward looking research requires good analysts #measurepr

6:27 pm **susan_w:** @hy_ly @tedWeismann Thx for the RT's and for the #measurepr chat today!

7:05 pm **inowgb:** TopTag(3hrs) 1:#quote 2:#measurepr 3:#TDL 4:#p2 5:#ocra 6:#tcot 7:#sgp 8:#Hack30 9:#phnm 10:#Facebook 11:#hack30 ..

7:11 pm **hrhsar:** RT @inowgb: TopTag(3hrs) 1:#quote 2:#measurepr 3:#TDL 4:#p2 5:#ocra 6:#tcot 7:#sgp 8:#Hack30 9:#phnm 10:#Facebook 11:#hack30 ..

7:14 pm **BAALDICK:** RT @hrhsar: RT @inowgb: TopTag(3hrs) 1:#quote 2:#measurepr 3:#TDL 4:#p2 5:#ocra 6:#tcot 7:#sgp 8:#Hack30 9:#phnm 10:#Facebook 11:#hack30 ..

7:51 pm **PRRResearch:** @witalive "Expensive" here means, "similar to the cost of having humans read and code thousands of SM posts." #measurePR

7:58 pm **PRRResearch:** @ihherwin Follow-up to Q2: When sampling SM posts, stratify by audience, channel, etc. Take a look at: <http://bit.ly/OTfPm> #measurePR

10:07 pm

PRMillennial: Study to #measurepr - NASA Among Most Savvy #SocialMedia Users- Tech Daily Dose <http://t.co/1hBEXCA> #digitalmarketing #SM #PR

Powered by [WTHashtag](#), A [Microblink](#) Property | [Contact](#)