

Username	Tweet	Time
shonali	And... it's time! Welcome to the bi-weekly chat on PR (incl. social media) measurement. Who's here today? #measurepr	5/10/2011 9:01:13
shonali	@lesleyridge Welcome! We love first-timers. We also love more-than-first timers. :p #measurepr	5/10/2011 9:01:30
jenzings	Checking in for #MeasurePR	5/10/2011 9:02:08
klornsen	Happening right now? RT @shonali: Welcome to the bi-weekly chat on PR (incl. social media) measurement. Who's here today? #measurepr	5/10/2011 9:02:22
erictpeterson	#measurepr hi this is @erictpeterson from @Twitalyzer	5/10/2011 9:02:28
shonali	@erictpeterson Heh, yes it is. :p Thanks so much for making the time to do this. #measurepr	5/10/2011 9:02:34
SuzieLin	Looking forward to today's chat. I'll be in and out today =) #measurepr	5/10/2011 9:02:48
shonali	@erictpeterson We'll start the chat shortly after folks have settled in and I've shared some links... #measurepr	5/10/2011 9:02:58
shonali	@klornsen Yes, it is! @jenzings Great to see you! #measurepr	5/10/2011 9:03:09
mdbarber	Good morning all from sunny Anchorage. #measurepr	5/10/2011 9:03:16
shonali	@vargasl Thank you for sharing the info! #measurepr	5/10/2011 9:03:29
KatrinaHollmann	@shonali Another first timer here. #measurepr	5/10/2011 9:03:33
shonali	@SuzieLin Great to see you! It doesn't feel like a "complete" chat when you're not here. #measurepr	5/10/2011 9:03:45
shonali	Today we'll be chatting with @erictpeterson, but before we start, please introduce yourself: who/where you are, what you do, etc. #measurepr	5/10/2011 9:04:16
shonali	@KatrinaHollmann That's fab, welcome! #measurepr	5/10/2011 9:04:25
shonali	I'll start: I'm a #solopr pro based in DC. Measurement fiend, hence the chat. @wgbiz editor, @BNET blogger, @SAISHopkins teacher. #measurepr	5/10/2011 9:05:00
jenzings	I'm Jen at CustomScoop, in Concord. We're a monitoring/analysis firm for trad & social media. #measurePR	5/10/2011 9:05:25
vargasl	@shonali My pleasure. I'm not on the road today, so will be lurking in #measurepr	5/10/2011 9:05:30
shonali	@vargasl W00t! Hey, will I see you at #BWENY,	5/10/2011

	btw? #measurepr	9:06:23
kauaiianSun	Ligaya in So.Cal, PR @crttanaka; chiming in when I can. Hello! #measurepr	5/10/2011 9:06:24
mikedonatello	Here! #measurepr	5/10/2011 9:06:29
SuzieLin	@shonali Thank you! Love this chat! #measurepr	5/10/2011 9:06:33
KaryD	Probably going to have to lurk more than participate, but I still love to check in on the #measurepr feed.	5/10/2011 9:07:00
erictpeterson	#measurepr I'm the CEO and Founder of @Twitalyzer, a widely-used business solution for measuring Twitter activity	5/10/2011 9:07:03
KatrinaHollmann	Director of Marketing Comms for Augusta, Ga CVB #measurepr	5/10/2011 9:07:05
shonali	@mikedonatello Nice to see you! #measurepr	5/10/2011 9:07:30
klornsen	Karin doing comms at @unfoundation. Will be sitting in today at #measurepr	5/10/2011 9:07:53
shonali	@KatrinaHollmann Welcome! #measurepr	5/10/2011 9:07:58
nancyskoons	hi, this is Nancy Koons - Web Analyst at Vail Resorts in Colorado. #measurepr looking forward to the chat!	5/10/2011 9:08:11
shonali	@KaryD As long as you're around somehow, works for us. :p #measurepr	5/10/2011 9:08:11
shonali	As we settle in, a few announcements/notes first as reminders, and for first-timers... #measurepr	5/10/2011 9:08:19
shonali	@klornsen Lovely to have you! #measurepr	5/10/2011 9:08:41
shonali	@nancyskoons @pramod_k Welcome! #measurepr	5/10/2011 9:09:00
shonali	1, remember to use the hashtag AND index your tweets w/ Q no. E.g. "Re: Q1" or "A1," etc., when you're chatting. #measurepr	5/10/2011 9:09:06
lesleyridge	account exec at k-global, soon to be project manager for k-global edge, our digital department, in DC; #bizconsulting #stratcomms #measurepr	5/10/2011 9:09:33
jennimacdonald	I made it! #measurepr	5/10/2011 9:09:47
sue_anne	Going to be jumping in and out and lurking today. I'm the communications manager at Care2 :) #measurepr	5/10/2011 9:10:03
shonali	@jennimacdonald @lesleyridge Welcome! #measurepr	5/10/2011 9:10:37

framingyou	More listening than active engagement - but there and glad I made it today! #measurepr	5/10/2011 9:10:40
shonali	2nd, we have groups on Facebook & LinkedIn, if you'd like to join, just search for the hashtag. #measurepr	5/10/2011 9:10:43
shonali	@Sue_Anne Awesome, great to have representation from Care2! #measurepr	5/10/2011 9:11:02
shonali	RTQuick notes: 1, remember to use the hashtag AND index your tweets w/ Q no. E.g. "Re: Q1" or "A1," etc., when you're chatting. #measurepr	5/10/2011 9:12:02
mosherifdeen	Lurking on behalf of @traveloregon on #measurepr	5/10/2011 9:13:14
40deuce	Hi #measurepr peeps! Been so busy the past few months I haven't had a chance to join in, but I'm here today! #measurepr	5/10/2011 9:13:22
shonali	#measurepr	5/10/2011 9:13:37
shonali	@mosherifdeen @40deuce Great to see you! #measurepr	5/10/2011 9:14:09
ConranPR	RT @shonali: I'll start: I'm a #solopr pro based in DC. Measurement fiend, hence the chat. @wgbiz editor, @BNET blogger, @SAISHopkins te ...	5/10/2011 9:14:21
shonali	3rd, this is where all chat recaps/transcripts are posted: http://ow.ly/3OdC8 Might want to bookmark it. #measurepr	5/10/2011 9:14:27
klornsen	@40deuce Many greetings from an Canadian expat #measurepr	5/10/2011 9:14:34
shonali	4th: I'll be sending questions to @erictpeterson, but all are welcome to answer. If you have MORE qns for him, please DM to me. #measurepr	5/10/2011 9:14:58
40deuce	@klornsen You're always a Canadian at heart though =) #measurepr	5/10/2011 9:15:17
shonali	OK, let's start with Q1: @erictpeterson, for those who may not be familiar, can you explain what @Twitalyzer is, please? #measurepr	5/10/2011 9:15:51
iBridgeforth	RT @shonali: 2nd, we have groups on Facebook & LinkedIn, if youd like to join, just search for the hashtag. #measurepr	5/10/2011 9:16:06
erictpeterson	#measurepr A1: sure. Twitalyzer (http://t.co/nkYFOHg) is a business offering for companies and other professionals working in Twitter.	5/10/2011 9:16:54
erictpeterson	#measurepr A1: We focus on collecting a wide range of data about account usage so that businesses can make good decisions about the medium.	5/10/2011 9:17:24

lesleyridge	now starting: #measurepr chat with @erictpeterson from @Twitalyzer; join now by using the #measurepr hashtag in twitter search, or tweetchat	5/10/2011 9:17:48
shonali	RT @erictpeterson: A1: Twitalyzer (http://t.co/nkYFOHg) is a business offering for companies & other pros working in Twitter. #measurepr	5/10/2011 9:17:57
erictpeterson	#measurepr A1: We have been at this for over two years and have hundreds of paying customers from around the globe. We love to #measure ;-)	5/10/2011 9:18:03
shonali	RT @erictpeterson: A1: Focus on collecting wide range of data abt a/c usage so businesses can make good decisions abt the medium #measurepr	5/10/2011 9:18:52
kauaiianSun	RT @erictpeterson: #measurepr A1: Twitalyzer is a business offering for companies and other professionals working in Twitter. #measurepr	5/10/2011 9:19:20
shonali	RT @erictpeterson: A1: We've been at this for over 2 yrs, have hundreds of paying customers around the globe. We love to #measure #measurepr	5/10/2011 9:19:59
iBridgeforth	RT @erictpeterson A1: @Twitalyzer (http://t.co/nkYFOHg) is a business offering for companies and other pros working in Twitter. #measurepr	5/10/2011 9:20:01
shonali	Q2 (from @MattLaCasse): @erictpeterson What one quality do you see in the top influencers as ranked by Twitalyzer? #measurepr	5/10/2011 9:21:02
SuzieLin	RT @shonali: Q2 (from @MattLaCasse): @erictpeterson What one quality do you see in the top influencers as ranked by Twitalyzer? #measurepr	5/10/2011 9:21:26
lesleyridge	great Q! RT MattLaCasse: What one quality do you see in the top influencers as ranked by Twitalyzer? #measurepr	5/10/2011 9:21:59
erictpeterson	#measurepr A2: Honest engagement and commitment to Twitter as a communication medium.	5/10/2011 9:22:04
40deuce	RT @shonali: Q2 (from @MattLaCasse): @erictpeterson What one quality do you see in the top influencers as ranked by Twitalyzer? #measurepr	5/10/2011 9:22:26
shonali	RT @erictpeterson: A2: Honest engagement and commitment to Twitter as a communication medium. #measurepr	5/10/2011 9:22:38

40deuce	RT @erictpeterson: #measurepr A2: Honest engagement and commitment to Twitter as a communication medium. #measurepr	5/10/2011 9:22:41
lesleyridge	RT @erictpeterson: A2: Honest engagement and commitment to Twitter as a communication medium. #measurepr	5/10/2011 9:22:46
mikedonatello	@erictpeterson RE: Q2 - Make sense, but how do you quantify that? (Or is that the secret sauce?) #measurepr	5/10/2011 9:23:26
mdbarber	Key to success on Twitter per @erictpeterson: #measurepr A2: Honest engagement and commitment to Twitter as a comm medium. #measurepr	5/10/2011 9:23:45
erictpeterson	#measurepr A2: Our definition of "influence" is very conservative and so the bar is high. You need to be a real user of the medium.	5/10/2011 9:23:48
shonali	RT @mikedonatello: @erictpeterson RE: Q2 - Make sense, but how do you quantify that? (Or is that the secret sauce?) #measurepr	5/10/2011 9:23:51
40deuce	@erictpeterson I hope I have those qualities (who am I kidding? I know I do ;)) #measurepr	5/10/2011 9:23:58
mdbarber	re: Q2 how does that manifest itself? #measurepr	5/10/2011 9:24:10
kauaiianSun	RT @shonali: Q2 (from @MattLaCasse): @erictpeterson What one quality do you see in the top influencers as ranked by Twitalyzer? #measurepr	5/10/2011 9:24:14
shonali	RT @erictpeterson: A2: Our definition of "influence" is v conservative, so the bar is high. Need to be a real user of the medium. #measurepr	5/10/2011 9:24:34
erictpeterson	@mikedonatello #measurepr A2: Our multiple data points make this very easy to discern. High Velocity, high Engagement, high Signal, etc. Transparency is key. RT @erictpeterson: #measurepr A2: Honest engagement and commitment to Twitter as a communication medium. #measurepr	5/10/2011 9:24:36
kauaiianSun	@erictpeterson Re: A2, what is your definition of influence? #measurepr	5/10/2011 9:24:54
shonali	RT @erictpeterson: @mikedonatello #measurepr	5/10/2011 9:25:04
mattkellypr	A2: Our multiple data points make this very easy to discern. High Velocity, high Engagement ...	5/10/2011 9:25:15
SuzieLin	@erictpeterson Q2 How are you defining a real user of the medium? #measurepr	5/10/2011 9:25:17

MattLaCasse	RT @erictpeterson: #measurepr A2: Our definition of "influence" is very conservative and so the bar is high. You need to be a real user ...	5/10/2011 9:25:24
shonali	RT @erictpeterson: A2: Our multiple data points make this very easy to discern. High Velocity, high Engagement, high Signal, etc. #measurepr	5/10/2011 9:25:36
erictpeterson	#measurepr A2: Want to see awesome scores in our model? Check out @shonali: http://t.co/5RyFCpl	5/10/2011 9:25:49
MattLaCasse	@erictpeterson Simply because Klout is so well known, what separates your measurement from theirs? Yours more conservative? #measurepr	5/10/2011 9:26:02
MattLaCasse	RT @erictpeterson: #measurepr A2: Want to see awesome scores in our model? Check out @shonali: http://t.co/5RyFCpl #measurepr	5/10/2011 9:26:13
mikedonatello	@erictpeterson Hey, no pandering to the moderator! ;-) #measurepr	5/10/2011 9:26:27
erictpeterson	@shonali #measurepr A2: All of @Twitalyzer's definitions are transparent and available here: http://t.co/imRafgr	5/10/2011 9:26:27
SuzieLin	RT @erictpeterson: #measurepr A2: Want to see awesome scores in our model? Check out @shonali: http://t.co/5RyFCpl #measurepr	5/10/2011 9:26:36
erictpeterson	@SuzieLin #measurepr A2: again, multiple data make that clear. Bots have a certain profile, as do spammers. So do real people.	5/10/2011 9:27:07
iBridgeforth	RT @erictpeterson: @shonali A2: All of @Twitalyzers definitions are transparent and available here: http://t.co/imRafgr #measurepr	5/10/2011 9:27:15
shonali	I did NOT see that coming! RT @erictpeterson: A2: Want to see awesome scores in our model? Check out @shonali http://t.co/5RyFCpl #measurepr	5/10/2011 9:27:16
shonali	@mikedonatello LOL! #measurepr	5/10/2011 9:27:24
danperezfilms	Sounds like somebody who's unemployed... RT @erictpeterson: A2: High Velocity, high Engagement, high Signal, etc. #measurepr	5/10/2011 9:27:52
erictpeterson	@shonali #measurepr you are an awesome contributor in Twitter. I have data to prove it ;-)	5/10/2011 9:28:04
erictpeterson	@danperezfilms LOL, or someone for whom Twitter is an important part of their communication and marketing efforts. #measurepr	5/10/2011 9:28:31
shonali	RT @erictpeterson: @shonali #measuRT @erictpeterson A2: All of @Twitalyzer's definitions are available here: http://t.co/imRafgr #measurepr	5/10/2011 9:28:38

shonali	@erictpeterson :) Except that @danperezfilms just called me unemployed. :p #measurepr	5/10/2011 9:29:04
40deuce	@erictpeterson @shonali cool! I'm plugging my name into it to check myself out #measurepr	5/10/2011 9:29:06
MediaCollective	Enough lurking jumping into chat at #measurePR ? on deck is quality of ranking influencers by twitalyzer	5/10/2011 9:29:29
shonali	Q3 (also from @MattLaCasse) @erictpeterson Can you compare and contrast Twitalyzer to Klout? #measurepr	5/10/2011 9:29:46
erictpeterson	#measurepr you should all go Twitalyze yourselves and see what you find.	5/10/2011 9:29:49
MediaCollective	http://t.co/nkYFOHg. RT @mdbarber: re: Q2 how does that manifest itself? #measurepr	5/10/2011 9:30:13
erictpeterson	#measurepr ummm, "Twitalyze yourselves" is perhaps not the best way to say that. We need PR help LOL ;-)	5/10/2011 9:30:14
shonali	@erictpeterson LOL! Actually, @danperezfilms is a great guy, he knows a joke when he sees one. Right Dan? #measurepr	5/10/2011 9:30:20
danperezfilms	@erictpeterson But is this not the problem with influence scores? Unemployed social media junkies tweeting all day? #measurepr	5/10/2011 9:30:31
shonali	RT @erictpeterson: you should all go Twitalyze yourselves and see what you find.	5/10/2011 9:30:32
kauaiianSun	http://t.co/nkYFOHg. #measurepr @erictpeterson Aww, the link doesn't work. #measurepr	5/10/2011 9:30:33
shonali	@erictpeterson Ahem! Or as @ginidietrich would say, "COUGH COUGH." :p #measurepr	5/10/2011 9:30:49
40deuce	@erictpeterson @shonali I have an impact score of 5.9%. Is that good? #measurepr	5/10/2011 9:30:53
erictpeterson	#measurepr A3: Sure. @Klout is to Nielsen/comScore as @Twitalyzer is to Omniture/Google Analytics.	5/10/2011 9:31:23
shonali	@kauaiianSun I'm sure @erictpeterson will send the link out again, or you could just click through via @Twitalyzer, right Eric? #measurepr	5/10/2011 9:31:39
danperezfilms	@shonali Online influence is no joking matter, my dear ;) #measurepr cc @erictpeterson	5/10/2011 9:31:50
erictpeterson	#measurepr A3: Our solution is very focused on helping businesses and professionals work to improve their use of the medium.	5/10/2011 9:31:55

shonali	RTThassa great sound bite. @erictpeterson: @Klout is to Nielsen/comScore as @Twitalyzer is to Omniture/Google Analytics. #measurepr	5/10/2011 9:32:13
erictpeterson	#measurepr A3: We don't send out gifts or anything like that ... but our customers are able to make better use of Twitter.	5/10/2011 9:32:28
shonali	@danperezfilms Neither is being unemployed. :p Good to see you, btw. #measurepr	5/10/2011 9:32:28
mdbarber	The link to analyze is on their home page -- twitalyzer.com #measurepr	5/10/2011 9:32:30
MediaCollective	RT @shonali: RTThassa great sound bite. @erictpeterson: @Klout is to Nielsen/comScore as @Twitalyzer is to Omniture/Google Analytics. #m ...	5/10/2011 9:32:44
shonali	RT @erictpeterson: A3: Our solution is v focused on helping businesses & professionals work to improve their use of the medium. #measurepr	5/10/2011 9:32:59
lesleyridge	RT @erictpeterson: #measurepr A3: Sure. @Klout is to Nielsen/comScore as @Twitalyzer is to Omniture/Google Analytics.	5/10/2011 9:33:05
shonali	RT @mdbarber: The link to analyze is on their home page -- twitalyzer.com #measurepr	5/10/2011 9:33:09
shonali	Ha! RT @erictpeterson: @mattkellypr If @Rapleaf would give a "employed/unemployed" data point we'd be in business there ... LOL! #measurepr	5/10/2011 9:34:00
shonali	Btw, if I don't reply to @ messages outside of #measurePR, please ping me again, since I may miss them. Thanks!	5/10/2011 9:35:00
erictpeterson	@teds027 yep, we have it in the paid solution and it will be expanded in version 5.0 this summer. Great idea ;-) #measurepr	5/10/2011 9:35:07
erictpeterson	#measurepr we have a blog that folks might want to read later. Lots of our thinking about data in here: http://t.co/HBBcza1	5/10/2011 9:35:39
shonali	RT @erictpeterson: [Influence] is something you can take waay too seriously IMHO. See this post: http://t.co/MSXOxUT #measurepr	5/10/2011 9:35:52
erictpeterson	@mattkellypr we have the last data point -- hours active in Twitter has been there for a year. #measurepr	5/10/2011 9:36:12
shonali	RT @erictpeterson: we have a blog that folks might want to read later. Lots of our thinking about data: http://t.co/HBBcza1 #measurepr	5/10/2011 9:36:37

LewisPoretz	lots of biz look at K score -> RT @shonali: RT @erictpeterson: [Influence] is something you can take way too seriously IMHO. #measurepr Q4 (From @skypulsemedia): Is Twitalyzer just a service to identify influencers so you can spread something via Twitter? #measurepr	5/10/2011 9:37:04
shonali	RT @shonali: RT @erictpeterson: you should all go Twitalyze yourselves and see what you find. http://t.co/nkYFOHg. #measurepr	5/10/2011 9:37:23
skypulsemedia	@LewisPoretz Yes, they do, which is all the more reason they also need to understand one score can't be the be all and end all. #measurepr	5/10/2011 9:37:35
shonali	RT @shonali: RT @erictpeterson: [Influence] is something you can take way too seriously IMHO. See this post: http://t.co/MSXOxUT #measurepr	5/10/2011 9:38:59
lesleyridge	RT @erictpeterson: #measurepr A3: Sure. @Klout is to Nielsen/comScore as @Twitalyzer is to Omniture/Google Analytics. #measurepr	5/10/2011 9:39:12
MattLaCasse	Ugh, worried now that "Go Twitalyze Yourself" will become a new PR meme. Some marketer I am ;-)	5/10/2011 9:39:42
erictpeterson	#measurepr Q4 (via @skypulsemedia) @erictpeterson Is Twitalyzer just a service to identify influencers so u cn spread something via Twitter? #measurepr	5/10/2011 9:40:28
shonali	@erictpeterson I remember. :) #measurepr	5/10/2011 9:40:34
shonali	RT @shonali: Q4 (via @skypulsemedia) Is Twitalyzer just a service to identify influencers so u cn spread something via Twitter? #measurepr	5/10/2011 9:41:22
SuzieLin	@erictpeterson my point is... if biz perception of K score is true influence.. better embrace it .. same with @Twitalyzer #measurepr	5/10/2011 9:41:32
LewisPoretz	#measurepr A4: Nope. We are a business solution designed to help companies make better use of Twitter as a communication medium.	5/10/2011 9:42:15
erictpeterson	#measurepr A4: Our identification of "influencers" is a byproduct of the system, not the system.	5/10/2011 9:42:35
erictpeterson	@LewisPoretz do you think that is businesses perception of the K score? My sense is that there is still debate about all this. #measurepr	5/10/2011 9:43:10
erictpeterson	@erictpeterson Hours active is one thing -- sort of like set-top box Nielsen figures. Yes, the TV's on, but are they watching? #measurepr	5/10/2011 9:43:11
mattkellypr		

shonali	RT @erictpeterson A4: No. We're a biz solution designed to help companies make better use of Twitter as a communication medium. #measurepr	5/10/2011 9:43:11
shonali	This seems key. RT @erictpeterson: A4: Our identification of "influencers" is a byproduct of the system, not the system. #measurepr	5/10/2011 9:43:28
erictpeterson	@mattkellypr yes, we are logging active use of the medium, not just staring at the stream ;-) #measurepr	5/10/2011 9:43:38
shonali	Q5 (from @mdarber): @erictpeterson Can @Twitalyzer measure geographic influence or is it just global? #measurepr	5/10/2011 9:44:43
LewisPoretz	big difference between hours active (auto tweets) and hours engaged RT @mattkellypr: @erictpeterson Hours active is one thing -- #measurepr	5/10/2011 9:44:53
erictpeterson	#measurepr A5: We score against both global use and also "community" use, e.g., the #measurepr community. Latter in paid reports.	5/10/2011 9:45:31
erictpeterson	#measurepr A5: Although the geographic cut is a great idea ... @katzpdx can you add that to the v5 roadmap? ;-)	5/10/2011 9:46:04
lesleyridge	re: A4 - can u summarize before + after of what people experience using Twitalyzer? what would someone learn after 3 mo. of using?#measurepr	5/10/2011 9:46:09
shonali	RT @erictpeterson: #measurepr A5: We score against both global use & also "community" use, eg, the #measurepr comm. Latter in paid reports.	5/10/2011 9:46:38
LewisPoretz	@erictpeterson i think it is branding of Klout in general.. you dont say what is my influence.. you say what is my K score #measurepr	5/10/2011 9:46:39
shonali	@erictpeterson @katzpdx Love that that came to you via this community! #propz & h/t @mdbarber #measurepr	5/10/2011 9:47:20
mdbarber	@erictpeterson @katzpdx Thanks for considering the geographic cut. Living/working in AK it's pretty important to us. #measurepr	5/10/2011 9:47:44
erictpeterson	@mdbarber absolutely. We are very customer driven at @Twitalyzer and love the input we get! #measurepr	5/10/2011 9:48:57
erictpeterson	@mdbarber you will, of course, have to become a @Twitalyzer customer ;-) #measurepr	5/10/2011 9:49:15
mdbarber	@erictpeterson LOL! Looking at it now. #measurepr	5/10/2011 9:49:52
cloudspark	RT @shonali: RT @erictpeterson: we have a blog that folks might want to read later. Lots of our	5/10/2011 9:50:16

thinking about data: <http://t.co/HBBczA1> ...

LewisPoretz	@erictpeterson Eric how is it possible to have a high impact score and a low engagement score? shouldn't it go hand in hand? #measurepr	5/10/2011 9:50:23
erictpeterson	@shonali #measurepr are free to send me questions directly. I have some free time today and will answer as I can. Sorry to run out of time!	5/10/2011 9:50:55
erictpeterson	@LewisPoretz not if you have millions of followers. One tweet can be heard and repeated widely. Make sense? #measurepr	5/10/2011 9:51:33
kauaiianSun	RT @LewisPoretz: @erictpeterson Is it possible to have high impact score & low engagement score? shouldn't it go hand in hand? #measurepr	5/10/2011 9:51:50
Twitalyzer	for those folks on #measurepr that have more follow-up questions about @Twitalyzer, we can also be reached at support@twitalyzer.com	5/10/2011 9:52:16
mdbarber	@erictpeterson Thanks so much for doing this & @shonali 4 bringing u. Great start for many of us. Look forward to learning more. #measurepr	5/10/2011 9:52:17
LewisPoretz	@erictpeterson well.. not exactly... that is the knock from analysts on K .. number of followers can be gamed... #measurepr	5/10/2011 9:52:23
erictpeterson	#measurepr this was fun, although the Twitter Mac OS app is not ideal for the multiple threads LOL!	5/10/2011 9:52:49
shonali	Q6: @erictpeterson Only 4% of US consumers >13 on Twitter/day. Is Twitter influence niche, for pros/small biz than mass mktrs? #measurepr	5/10/2011 9:52:50
kauaiianSun	@erictpeterson Ah, like celebrities w/large following who tweet but don't engage. cc @LewisPoretz #measurepr	5/10/2011 9:52:56
shonali	And Q6 came from @skypulsemedia, btw, I couldn't fit his handle into that tweet as well. #measurepr	5/10/2011 9:53:05
erictpeterson	@LewisPoretz email me the account and I will look/explain in more detail. Support@twitalyzer.com is best. Sound good? #measurepr	5/10/2011 9:53:15
shonali	@erictpeterson Great, thank you! #measurepr #measurepr A6: Time will tell. Certainly there is evidence of that, and for marketers Twitter is no	5/10/2011 9:53:25
erictpeterson	Facebook. But they are still growing ...	5/10/2011 9:54:09

shonali	Folks, @erictpeterson has to head off imminently. You're welcome to send him follow up qns on Twitter or support@twitalyzer.com #measurepr	5/10/2011 9:54:13
erictpeterson	#measurepr A6: We do see some GREAT and AMAZING uses of Twitter tho. See @Twelpforce (@BestBuy) and @JetBlue among many more.	5/10/2011 9:54:32
shonali	RT @erictpeterson: A6: Time will tell. There is evidence of that, for marketers Twitter's no Facebook. But they're still growing #measurepr	5/10/2011 9:55:12
erictpeterson	#measurepr you have been awesome to ... what is this ... multi-chat with! Thanks and please do check out @Twitalyzer http://t.co/nkYFOHg	5/10/2011 9:55:21
LewisPoretz	@erictpeterson sent very cool you taking your time to explain -> #Props #measurepr cc: @Twitalyzer	5/10/2011 9:55:26
shonali	RT @erictpeterson: A6: We do see some GREAT, AMAZING uses of Twitter tho. See @Twelpforce (@BestBuy) and @JetBlue among more.	5/10/2011 9:55:48
erictpeterson	#measurepr @LewisPoretz it's what we do. This is all new for most folks ... ;-) #measurepr	5/10/2011 9:55:53
shonali	@erictpeterson It's absolutely been a pleasure, thank you SO much! I hope you'll come back to the chat soon? Yes, gang? #measurepr	5/10/2011 9:56:17
shonali	Folks, please join me in thanking @erictpeterson for such a great chat today. Let's hope he's back soon! #measurepr	5/10/2011 9:56:47
40deuce	Thanks for the interesting talk today folks (even though I was only mostly listening) #measurepr	5/10/2011 9:57:02
mattkellypr	@erictpeterson Thanks for the clarification, sir. And I noticed you're out at 9:55 pacific. Cheers, and thanks for the dialogue!. #measurepr	5/10/2011 9:57:09
shonali	Since @erictpeterson has to head off, we'll close the "official" chat a little early today. Thanks so much for joining, all. #measurepr	5/10/2011 9:57:20
jennimacdonald	Thank u, great chat! RT @shonali: Folks, please join me in thanking @erictpeterson for such a great chat today....#measurepr	5/10/2011 9:57:24
erictpeterson	@shonali #measurepr so happy to join you, thanks! You have an awesome community here (and we have data to prove it LOL!)	5/10/2011 9:57:29
LewisPoretz	@erictpeterson it is so in its infancy...people who look at this stuff every day need hand holding, imagine what newbies think > #measurepr	5/10/2011 9:57:33
wdevlin	RT @erictpeterson: #measurepr A6: Time will tell. Certainly there is evidence of that, and for	5/10/2011 9:57:39

marketers Twitter is no Facebook. But the ...

shonali	@erictpeterson I'd love to see that data!! #measurepr	5/10/2011 9:57:50
shonali	@erictpeterson @LewisPoretz That's if they're not saying #bwachickawawa (#propz to @mstory123 for that BITCHIN hashtag) #measurepr thanks @erictpeterson from @Twitalyzer for taking the time today for #measurePR. Missed it? transcript here: http://bit.ly/9ziSFN	5/10/2011 9:58:37
lesleyridge	@shonali @erictpeterson @mstory123 is this a new chat hashtag ? #bwachickawawa #propz #measurepr	5/10/2011 9:58:45
LewisPoretz	Many thanks to all for joining, I hope you'll be back. The official chat is over, the hashtag is yours to curate relevant convos. #measurepr	5/10/2011 9:59:39
shonali		5/10/2011 9:59:44
shonali	@lesleyridge Thank you for sharing! #measurepr @LewisPoretz You mean #bwachickawawa ? Nah that's just a fun one @mstory123 made up.	5/10/2011 10:00:00
shonali	#measurepr	5/10/2011 10:00:21
LewisPoretz	@shonali no no is #measurepr new to the stream? by the way.... another #DC tweeter nice!	5/10/2011 10:01:14
erictpeterson	@shonali here is some ... #measurepr impact on my personal @Twitalyzer scores today: http://t.co/t0rt01q	5/10/2011 10:02:03
shonali	@LewisPoretz Oh! No, we've been doing this for more than a year now. :) @kdpaine was our first guest. #measurepr	5/10/2011 10:02:04
BRUCommunicate	@melissa_kimble I am (@luvshanaj) doing good. just finish participating in #measurepr twitchat with @shonali	5/10/2011 10:02:24
LewisPoretz	@shonali wow... glad i found the stream... tuesdays at noon ? #measurepr	5/10/2011 10:02:47
shonali	@erictpeterson Cool. Thank you! #measurepr	5/10/2011 10:03:04
shonali	@LewisPoretz Every other Tuesday from 12-1 pm ET. Glad you found it too! #measurepr	5/10/2011 10:03:28
shonali	@BRUCommunicate Did you enjoy it? #measurepr	5/10/2011 10:03:35
lesleyridge	@shonali no problem! really enjoyed the chat, happy to spread the word. looking forward to next week! #measurepr	5/10/2011 10:04:23
Smallbizlabs	Missed #measurepr today due to meetings. Looking forward to the recap #measurepr	5/10/2011 10:13:35

