

Username	Tweet
jenzings (Jen Zingsheim)	jenzings: The bells are chiming, which means it's noon, time for the #measurePR chat. Let me know who's here! I'm the substitute host this week!
jenzings (Jen Zingsheim)	jenzings: Next, please number your Questions/answers, so we can keep track of the flow... #MeasurePR
jenzings (Jen Zingsheim)	jenzings: ...and finally, please feel free to DM me with any questions you'd like asked #measurePR
hopwood (Duncan Hopwood)	hopwood: Hi @jenzings Duncan Hopwood from UK PR agency hopwood sitting in for the next half hour #measurepr
jenzings (Jen Zingsheim)	jenzings: @hopwood Welcome Duncan! Glad to have you here #measurePR
jenzings (Jen Zingsheim)	jenzings: Today, we're going to have a community chat (no guest) about measurement and reporting #measurePR
tedweismann (Ted Weismann)	tedweismann: @jenzings Hi there - Ted Weismann from @LPP_PR in Boston (but I'm in Austin today). Great to be here after an absence. #measurePR
jenzings (Jen Zingsheim)	jenzings: @TedWeismann Welcome back Ted! Glad to have you here today. #measurePR
UrbanSuiteEnt (Urban Suite PR)	UrbanSuiteEnt: Joining the #measurepr chat! Janelle from Urban Suite PR in Atlanta.
mikedonatello (Mike Donatello)	mikedonatello: Ooooh, measurement. My fave! #measurePR
jenzings (Jen Zingsheim)	jenzings: Okay, first up: Klout had some issues yesterday What's your plan for when a tool or service has problems? #measurePR
jenzings (Jen Zingsheim)	jenzings: So, Q1: Trusted tools can have glitches--do you have a measurement backup in place? #measurePR
LewisPoretz (Lewis Poretz)	LewisPoretz: @jenzings klout had some issues today too #JustSayin #measurePR

jenzings (Jen Zingsheim) jenzings: @UrbanSuiteEnt Hi Janelle! Welcome to the chat. #measurePR

mikedonatello (Mike Donatello) mikedonatello: A1: Generally not. Budgets don't often allow for redundancies the way they used to. #measurePR

jenzings (Jen Zingsheim) jenzings: @mikedonatello re: A1--excellent point. Measurement tools and budgets give little leeway #measurePR

jenzings (Jen Zingsheim) jenzings: RT @mikedonatello: A1: Generally not. Budgets don't often allow for redundancies the way they used to. #measurePR

jenzings (Jen Zingsheim) jenzings: RT @hopwood: Controversial q for this forum but do people ever think clients might not be so focused on results as we are? #MeasurePR

tedweismann (Ted Weismann) tedweismann: @jenzings A1: Fortunately, there are more than one of any kind of tool (ie. PeerIndex instead of Klout), but backup is analysis #measurePR

hopwood (Duncan Hopwood) hopwood: A1 I'm not sure I have that much trust in "tools" probably because they have so many glitches #measurepr

jenzings (Jen Zingsheim) jenzings: @TedWeismann A1, Interesting point re: analysis--it is the backup #measurePR Folks agree?

jenzings (Jen Zingsheim) jenzings: RT @hopwood: A1 I'm not sure I have that much trust in "tools" probably because they have so many glitches #measurepr

mikedonatello (Mike Donatello) mikedonatello: @TedWeismann Not sure I agree: Analysis can't proceed w/o data inputs. #measurePR

LewisPoretz (Lewis Poretz) LewisPoretz: RT @mikedonatello: @TedWeismann Not sure I agree: Analysis can't proceed w/o data inputs. #measurePR

jenzings (Jen Zingsheim) jenzings: @hopwood A1 - True, tools have glitches. But how else to measure, if they facilitate data collection? #measurePR

mikedonatello (Mike Donatello) mikedonatello: A1: Generally look to partner w/most bulletproof providers possible. Not much else most can do, IMO. #measurePR

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jenzings (Jen Zingsheim)	jenzings: Good point -- RT @mikedonatello: @TedWeismann Not sure I agree: Analysis can't proceed w/o data inputs. #measurePR
jenzings (Jen Zingsheim)	jenzings: RT @mikedonatello: A1: Generally look to partner w/most bulletproof providers possible. Not much else most can do, IMO. #measurePR
LewisPoretz (Lewis Poretz)	LewisPoretz: @mikedonatello not just partner with bullet proof providers, but be certain their tech help is avail when u need it #measurePR
tedweismann (Ted Weismann)	tedweismann: @mikedonatello You're right -- data should come from many sources, not from one tool like Klout #measurePR
UrbanSuiteEnt (Urban Suite PR)	UrbanSuiteEnt: RT @tedweismann: @mikedonatello You're right -- data should come from many sources, not from one tool like Klout #measurePR
jenzings (Jen Zingsheim)	jenzings: Q1: Having a backup of some sort--if possible--is always best. If not, analysis can explain data glitches #measurePR
agendamiami (Agenda Miami)	agendamiami: RT @UrbanSuiteEnt: Joining the #measurepr chat! Janelle from Urban Suite PR in Atlanta.
jenzings (Jen Zingsheim)	jenzings: Okay, Q2: integrated soc/trad media measurement is becoming more common. How do you report results that contradict? #measurePR
jenzings (Jen Zingsheim)	jenzings: @karimacatherine FYI, today's #MeasurePR chat transcript will be generated using @customscoop...
shinng (Nick Shin)	shinng: .@karimacatherine I'll (@marketwire) be providing transcripts via @sysomos soon #smmeasure #brandchat #blogchat #solopr #measurepr #smchat
mikedonatello (Mike Donatello)	mikedonatello: A2: Depends on circumstances. Many points of difference between the two -- and that assumes you're asking same Q's via each. #measurePR
tedweismann (Ted Weismann)	tedweismann: Can you clarify the last part? RT @jenzings: Okay, Q2: How do you report results that contradict? #measurePR
jenzings (Jen Zingsheim)	jenzings: A2: Analysis of social and traditional media can be reported together, but differences in data are part of analysis #measurePR

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hopwood (Duncan Hopwood)	hopwood: A1 I would not report that to a client unless I understood it. #measurepr
jenzings (Jen Zingsheim)	jenzings: @TedWeismann sure-- news coverage is pos, but online chatter neg. In integrated reporting, how do you characterize? #measurePR
LewisPoretz (Lewis Poretz)	LewisPoretz: Houston, we got a problem - Q2: How do you report results that contradict? #measurePR
hopwood (Duncan Hopwood)	hopwood: Oops I meant A2 I would not report that to a client unless I understood it. #measurepr
hopwood (Duncan Hopwood)	hopwood: RT @LewisPoretz: Houston, we got a problem - Q2: How do you report results that contradict? #measurepr
jenzings (Jen Zingsheim)	jenzings: LOL, yup: RT @LewisPoretz: Houston, we got a problem - Q2: How do you report results that contradict? #measurePR
jenzings (Jen Zingsheim)	jenzings: A2: Rechecking inputs/data always a good first step. But analysis should explain why--wrong audience, etc. #measurePR
tedweismann (Ted Weismann)	tedweismann: @jenzings Gotcha A2: Part of how it's reported should be understanding/showing who's doing the chatter (i.e. customers) #measurePR
CARMA_Tweets (CARMA)	CARMA_Tweets: A2: Examining the nature of the media in question is an option, i.e. audience ages by outlet. Could just be different audiences #measurepr
jenzings (Jen Zingsheim)	jenzings: RT @CARMA_Tweets: A2: Examining the nature of the media in question is an option, i.e. audience ages by outlet. Could just be different audiences #measurepr
jenzings (Jen Zingsheim)	jenzings: @CARMA_Tweets Great point A2: understanding audience is key. #measurePR
LewisPoretz (Lewis Poretz)	LewisPoretz: @TedWeismann i think it is important that the person you r reporting results to understand what, how & why stats r measured #measurePR
tedweismann (Ted Weismann)	tedweismann: RT @LewisPoretz: i think it is important that the person you r reporting results to understand what, how & why stats r measured #measurePR

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jenzings (Jen Zingsheim)	jenzings: Moving on...Q3: @davefleet says Share of Voice is a useless PR Metric do you agree? (I do) #measurePR
jenzings (Jen Zingsheim)	jenzings: A3: My take is similar to Dave's -- if the SOV is because of something bad happening, it's an unhelpful metric. #measurePR
LewisPoretz (Lewis Poretz)	LewisPoretz: @jenzings @davefleet #measurePR not sure PR and mktg peeps quite get soc med yet... @klout uses true reach - i think thats important #
tedweismann (Ted Weismann)	tedweismann: @jenzings A3: I agree SOV is a bad metric b/c it's inherently output based vs. outcome based #measurePR
jenzings (Jen Zingsheim)	jenzings: A3: if SOV is a bad metric for PR, why, like AVE, do we keep bumping into it? Legacy systems? #measurePR
jenzings (Jen Zingsheim)	jenzings: Q3/part b: Are bad-for-PR metrics a case for siloing PR and Marketing? Keep measurement cleaner? #measurePR
mikedonatello (Mike Donatello)	mikedonatello: @jenzings: Hard to say. Some is legacy, but SOV can provide useful benchmks if operationalized well. IMO, AVE can't say that. #measurePR
jenzings (Jen Zingsheim)	jenzings: @mikedonatello Good point re: A3/AVE can't say that. SOV is at least contextual. #measurePR
mikedonatello (Mike Donatello)	mikedonatello: A3/part b: ACK! NO! There's enough silos where there should be more integration. #measurepr
tedweismann (Ted Weismann)	tedweismann: @jenzings A3: Re: why SOV lives on, IMHO it's because marketers cling to it as a key metric. PR needs to explain what's better #measurePR
jenzings (Jen Zingsheim)	jenzings: @mikedonatello Ha! I was hoping to get a rise out of someone with that... #measurePR
jenzings (Jen Zingsheim)	jenzings: RT @tedweismann: @jenzings A3: Re: why SOV lives on, IMHO it's because marketers cling to it as a key metric. PR needs to explain what's better #measurePR
hopwood (Duncan Hopwood)	hopwood: A3 I have no idea what a silo is in this context #measurepr

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jenzings (Jen Zingsheim)	jenzings: @hopwood A3: keeping the departments separate, with separate measurement standards, is what I was getting at #measurePR
hopwood (Duncan Hopwood)	hopwood: A3 I don't think SOV and AVE are wrong. Just misunderstood. Perhaps I will get nuked from your silos now :) #measurepr
mikedonatello (Mike Donatello)	mikedonatello: A3: Siloing causes people to keep pretending that constructs like AVEs are useful. #measurepr
jenzings (Jen Zingsheim)	jenzings: Interesting point: RT @mikedonatello: A3: Siloing causes people to keep pretending that constructs like AVEs are useful. #measurepr
hopwood (Duncan Hopwood)	hopwood: @jenzings @hopwood Thanks - two nations divided by a common language again :) #measurepr
jenzings (Jen Zingsheim)	jenzings: @hopwood I think you'll only get nuked on the AVE one...SOV does have some merit, but must be considered in context #measurePR
mikedonatello (Mike Donatello)	mikedonatello: Marketing and PR are no better separated than marketing and sales should be. Distinct execution, but common goals and strategy. #measurepr
mikedonatello (Mike Donatello)	mikedonatello: Allowing for contextual differences, ofc. #measurepr
jenzings (Jen Zingsheim)	jenzings: Q4 Term "splinternet" was used at #waabos to describe so many diff. channels, incl mobile How 2 acct for proprietary platforms? #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Q4, in other words, how are PRs planning on measuring and reporting this growing segment? Influential, but hard 2 get at data #measurePR
jenzings (Jen Zingsheim)	jenzings: A4, I don't have an answer for this one, wondering how others were planning on addressing. Seems important, but hard 2 measure #measurePR
mikedonatello (Mike Donatello)	mikedonatello: @jenzings: Seems like more than a 140-char topic. ;-) #measurepr
jenzings (Jen Zingsheim)	jenzings: @mikedonatello LOL, no kidding. It made so much sense when I wrote down the topic #measurePR

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jenzings (Jen Zingsheim)	jenzings: Okay, so Q4 was complex and a bit of a bust. I'll re-ask @hopwood question: Are we more focused on measurement than clients? #measurePR
tedweismann (Ted Weismann)	tedweismann: @jenzings @mikedonatello A4: Agreed splinternet is complex, but I've seen services like @BusinessWire add mobile measurement #measurePR
jenzings (Jen Zingsheim)	jenzings: Q5: Do people ever think clients might not be so focused on results as we are? #MeasurePR
mikedonatello (Mike Donatello)	mikedonatello: A5: Sometimes, yes. Some clients ask for complex metrics without knowing how they will use the info. #measurepr
jenzings (Jen Zingsheim)	jenzings: @TedWeismann @mikedonatello That's good to know. Mobile is HUGE, seems like a lot to miss. Proprietary systems are a ? #measurePR
jenzings (Jen Zingsheim)	jenzings: RT @mikedonatello: A5: Sometimes, yes. Some clients ask for complex metrics without knowing how they will use the info. #measurepr
jenzings (Jen Zingsheim)	jenzings: A5: I think it's a challenge to navigate what metrics matter most, if clients are convinced they need X when they really need Y #measurePR
jenzings (Jen Zingsheim)	jenzings: Looks like we are at the end of our #measurePR time for today. Thanks for joining--find us on Facebook using the hashtag!
jenzings (Jen Zingsheim)	jenzings: ...And, please come back on June 7 for @pierreloic of @traackr for the next #measurePR chat!
tedweismann (Ted Weismann)	tedweismann: @jenzings Thanks for guest hosting, Jen. Look forward to staying connected. #measurePR
jenzings (Jen Zingsheim)	jenzings: The chat transcript, summary, etc. will be posted on #measurePR
jenzings (Jen Zingsheim)	jenzings: @TedWeismann Thanks so much...will stay connected. This was fun! #measurePR
mikedonatello (Mike Donatello)	mikedonatello: @jenzings Nice Job, Jen. :) #measurepr

deannaboss (Deanna Boss)

deannaboss: Perfect. won't have to miss out entirely! RT @jenzings:  
chat transcript, summary, etc. will be posted on #measurePR