

| User Name | Tweet |
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| mattkellypr (Matt Kelly) | mattkellypr: RT @JGoldsborough: Been on this soapbox lately... Stories, people resonate: Don't forget about the qualitative #pr20chat #measurePR |
| mattkellypr (Matt Kelly) | mattkellypr: I was amped to discuss #AVE during #measurepr today, but I'll be in a meeting during the chat. Everyone have fun! |
| jenzings (Jen Zingsheim) | jenzings: Hello All! Welcome to the #measurePR chat. I'm guest hosting for @shonali. Let me know who's here! |
| karlitoslife (Karl Brisard) | karlitoslife: Great read. #PR #socialmedia pros, please read. RT @jenzings: Klout keeps trying, problems remain: #MeasurePR |
| jenzings (Jen Zingsheim) | jenzings: Hmm...everyone still on vacation? #MeasurePR We'll be discussing @donbart 's great piece on #AVE |
| John_Trader1 (John Trader) | John_Trader1: @jenzings Hi Jen, I'm here and this is my first chat with this group. Hope to learn some good tips and get fresh insight. #measurePR |
| jenzings (Jen Zingsheim) | jenzings: @John_Trader1 Welcome! It's a great chat. Probably light attendance today, but fun topics. #MeasurePR |
| jenzings (Jen Zingsheim) | jenzings: Remember to use the #MeasurePR hashtags in responses, and reference the question number, Q1, A1, etc. |
| mplotner (Matt Plotner) | mplotner: #MeasurePR hola |
| jenzings (Jen Zingsheim) | jenzings: So@mplotner Hola! #MeasurePR |

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| jenzings (Jen Zingsheim) | jenzings: ...apparently my typing skillz are off..#MeasurePR |
| jenzings (Jen Zingsheim) | jenzings: Okay, starting off with #AVE did everyone see @donbart post on this? #measurePR |
| mikedonatello (Mike Donatello) | mikedonatello: @jenzings Saw it and liked it. But wondering if we're preaching to the choir? #measurepr |
| John_Trader1 (John Trader) | John_Trader1: @jenzings Just reading it now...I did see the @wsj article though. #measurePR |
| jenzings (Jen Zingsheim) | jenzings: @mikedonatello In a way, yes. But I think the WSJ piece is notable, don't you? #MeasurePR |
| mikedonatello (Mike Donatello) | mikedonatello: @jenzings Notable because it's discussing AVE in a mainstream pub, sure. #measurepr |
| jenzings (Jen Zingsheim) | jenzings: So, Q1: With a publication like the WSJ throwing light on #AVE, is the end for this in sight? Or will many ignore b/c it is easy? #measurePR |
| John_Trader1 (John Trader) | John_Trader1: @mikedonatello @jenzings That's the buzz I heard, because @wsj wrote it, it obviously had more reach and breadth. #measurePR |
| mikedonatello (Mike Donatello) | mikedonatello: Also notable because of that great quote about pulling the "figure out of thin air" #measurepr |
| jenzings (Jen Zingsheim) | jenzings: @John_Trader1 @mikedonatello @wsj What about the argument that the "simple" calculation is its allure? #measurePR |

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| mikedonatello (Mike Donatello) | mikedonatello: A1: Unfortunately, I doubt it. Those who know it's wrong but still insist on using will continue to do so. #measurepr |
| jenzings (Jen Zingsheim) | jenzings: RT @mikedonatello: A1: Unfortunately, I doubt it. Those who know it's wrong but still insist on using will continue to do so. #measurepr |
| mikedonatello (Mike Donatello) | mikedonatello: @jenzings HA! Parsimony is of no value if it leads to meaningless numbers. #measurepr |
| jenzings (Jen Zingsheim) | jenzings: @mikedonatello A1: I agree; and think that the "ease of use" calculation is the reason. Until there's an easy alt, will continue. #measurePR |
| jenzings (Jen Zingsheim) | jenzings: @mikedonatello People want an Easy Button for everything, yes? #measurePR |
| John_Trader1 (John Trader) | John_Trader1: @jenzings @mikedonatello I had the same impression - until someone comes up w/something easier, it will still be used. #measurePR |
| John_Trader1 (John Trader) | John_Trader1: Heck yes. RT @jenzings: @mikedonatello People want an Easy Button for everything, yes? #measurePR |
| jenzings (Jen Zingsheim) | jenzings: @John_Trader1 @mikedonatello When easy trumps accurate, we're destined to be criticized. #measurePR |
| mikedonatello (Mike Donatello) | mikedonatello: Wow, that is a great comment! RT @jenzings: When easy trumps accurate, we're destined to be criticized. #measurePR |
| John_Trader1 (John Trader) | John_Trader1: Truly prolific -- RT @jenzings: @John_Trader1 @mikedonatello When easy trumps accurate, were destined to be criticized. #measurePR |

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| mplotner (Matt Plotner) | mplotner: Seems work needs to be done in this space to catch it up to online advertising, which gives you more accurate ROI numbers #measurePR |
| jenzings (Jen Zingsheim) | jenzings: @mplotner Agreed that work needs to be done, but if we (as an industry) can't agree on a def. for ROI, how do we move fwd? #MeasurePR |
| mikedonatello (Mike Donatello) | mikedonatello: @jenzings: What do you think it the impediment to greater use of outcome-based measmt? Cost? Timing? Ignorance? #measurepr |
| John_Trader1 (John Trader) | John_Trader1: @jenzings @mplotner That's true. In the past 2 months I think I have read about 50 different interpretations of what #PR ROI is. #measurePR |
| jenzings (Jen Zingsheim) | jenzings: @mikedonatello I think timing & Cost are big factors. But many cite client demand for #AVE as an issue. #measurePR |
| John_Trader1 (John Trader) | John_Trader1: @jenzings @mikedonatello because different verticals demand different interpretations of tangible ROI, makes tough 2 standardize. #measurePR |
| jenzings (Jen Zingsheim) | jenzings: @mikedonatello ...outcome based msmt. takes planning & time, which impact cost. A quick, less accurate # that is cheap. #MeasurePR |
| jenzings (Jen Zingsheim) | jenzings: RT @John_Trader1: @jenzings @mikedonatello because different verticals demand different interpretations of tangible ROI, makes tough 2 standardize. #measurePR |
| jenzings (Jen Zingsheim) | jenzings: @John_Trader1 @mikedonatello Excellent point. Standardization is easier to fall back on. #measurePR |
| John_Trader1 (John Trader) | John_Trader1: RT @jenzings: @mikedonatello outcome based msmt. takes planning & time, which impact cost. quick, less accurate # that is cheap. #measurePR |

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| jenzings (Jen Zingsheim) | jenzings: @mplotner Interesting thought re 800 numbers. Good for ads, but what abt oth communications (editorial content)? How to quantify? #measurePR |
| jenzings (Jen Zingsheim) | jenzings: ...and, a fun Q, what *is* the value of the Pres. downing a Guinness? Is there really a number? #measurePR |
| mikedonatello (Mike Donatello) | mikedonatello: Measuring PR effects via AVEs is like violating assumptions of stat procedures. You'll get a number, but it won't mean anything. #measurepr |
| mikedonatello (Mike Donatello) | mikedonatello: @jenzings depends on the president! ;-) #measurepr |
| jenzings (Jen Zingsheim) | jenzings: Okay, time for Q2: What was your biggest victory in convincing a boss/client that measurement matters? #MeasurePR |
| jenzings (Jen Zingsheim) | jenzings: Funny! RT @mikedonatello: @jenzings depends on the president! ;-) #measurepr |
| John_Trader1 (John Trader) | John_Trader1: Perhaps if we forced everyone in the world to give a trackable promo code before they ordered a Guinness we would know this. #measurePR |
| jenzings (Jen Zingsheim) | jenzings: @John_Trader1 LOL. Good idea! Might be tough to implement... #measurePR |
| John_Trader1 (John Trader) | John_Trader1: When I pulled Google Analytics #'s and proved that my efforts were 3rd lead conversion rate they started to notice. #measurePR |
| jenzings (Jen Zingsheim) | jenzings: @John_Trader1 Oh, Nice one! That makes one sit up & take notice. #measurePR |

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| jenzings (Jen Zingsheim) | jenzings: RT @John_Trader1: When I pulled Google Analytics #'s and proved that my efforts were 3rd lead conversion rate they started to notice. #measurePR |
| mikedonatello (Mike Donatello) | mikedonatello: A2: I'm trying to think of an example that won't get me in trouble. #measurepr |
| jenzings (Jen Zingsheim) | jenzings: @mikedonatello Yes, I realized that might be an issue for this Q. #MeasurePR |
| John_Trader1 (John Trader) | John_Trader1: @jenzings I was forced to learn Google Analytics inside and out and it was the best thing that ever happened to me. #measurePR |
| jenzings (Jen Zingsheim) | jenzings: A2: our clients like the qualitative as much as quantitative. This is a grt post: #MeasurePR |
| John_Trader1 (John Trader) | John_Trader1: RT @jenzings: A2: our clients like the qualitative as much as quantitative. This is a grt post: #measurePR |
| jenzings (Jen Zingsheim) | jenzings: @John_Trader1 Yup, Google Analytics is key for communicators nowadays. #MeasurePR |
| jenzings (Jen Zingsheim) | jenzings: Okay, Q2 was probably too specific. Moving on to Q 3 now...#MeasurePR |
| jenzings (Jen Zingsheim) | jenzings: Q3: What's on your Summer Reading List? Either recommended for others to read or that you want to read? #measurePR |
| jenzings (Jen Zingsheim) | jenzings: A3: This is on my list: #MeasurePR |

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| John_Trader1 (John Trader) | John_Trader1: @jenzings Definitely "Measure What Matters" by @kdpaine - everyone raves about it. #measurePR |
| mikedonatello (Mike Donatello) | mikedonatello: A3: I wish I was doing some leisure reading. My summer list is catching up on unread journal issues. #measurePR |
| jenzings (Jen Zingsheim) | jenzings: @mikedonatello I have actually moved the pile of unread PR journals off the top of my desk. The pile was making me sad. #measurePR |
| mattkellypr (Matt Kelly) | mattkellypr: RT @jenzings: A2: our clients like the qualitative as much as quantitative. This is a grt post: #MeasurePR |
| John_Trader1 (John Trader) | John_Trader1: Also "Social ROI" by Oliver Blanchard and "The Thank You Economy" by Gary Vaynerchuk - at least I hope I can get to these too. #measurePR |
| jenzings (Jen Zingsheim) | jenzings: RT @John_Trader1: Also "Social ROI" by Oliver Blanchard and "The Thank You Economy" by Gary Vaynerchuk - at least I hope I can get to these too. #measurePR |
| jenzings (Jen Zingsheim) | jenzings: A3: re: leisure reading, for anyone who does have time, this was great: Just finished it. Not abt msmt. #MeasurePR |
| jenzings (Jen Zingsheim) | jenzings: @John_Trader1 I've wanted to read Social ROI for a bit. Really should just get to it. #MeasurePR |
| John_Trader1 (John Trader) | John_Trader1: I have to run and want to thank @jenzings and @mikedonatello and @mplotner for the thoughts and info. Hope to c u next week! #measurePR |
| jenzings (Jen Zingsheim) | jenzings: @John_Trader1 @mikedonatello @mplotner Next #MeasurePR chat is in 2 wks--every other week chat. Thnks for joining! #MeasurePR |

mikedonatello (Mike Donatello)

mikedonatello: @jenzings Thanks, Jen. Enjoyed it. #measurepr

John_Trader1 (John Trader)

John_Trader1: @jenzings @mikedonatello @mplotner Thx for telling me that...I would have been here nxt wk wondering where everyone was! #measurePR

jenzings (Jen Zingsheim)

jenzings: @mikedonatello Ha, small group today, but a smart bunch! #MeasurePR

jenzings (Jen Zingsheim)

jenzings: @John_Trader1 Yes, @shonali will be back and hosting! #MeasurePR