

Time(EDT)	Name	Update
7/19/11		Welcome, everyone, to the bi-weekly Twitter chat on all things PR (and SM) & measurement. Who's here? #measurepr
12:02	Shonali Burke	
7/19/11		As we get settled, please introduce yourself, tell us who you are, what you do, etc. #measurepr
12:02	Shonali Burke	
7/19/11		@WomenInPR1 are you jumping in on the #measurePR tweetchat w/ @shonali ? it's about to begin.
12:02	Katrina Esco	
7/19/11		
12:02	Lea Carey	First time #measurePR hello all!
7/19/11		
12:03	Shonali Burke	@aniamaja and you're sitting in the front row too! #measurepr
7/19/11		
12:03	Hannah	Let the measurements begin! #measurepr #IABCHOU
7/19/11		
12:03	Megan Berry	Excited to be joining #measurepr today
7/19/11		
12:03	Becky Myers	just joined the #measurepr chat with @shonali #iabchou
7/19/11	Kara	The Houston Zoo is present. Greetings and salutations! Enjoying the workshop. #measurepr
12:03	Masharani	
7/19/11	Mike	
12:04	Lesczinski	First timer here. #measurepr
7/19/11	Fabiola	
12:04	Fleuranvil	@shonali When did #measurepr become a bi-weekly chat? I'm sooo behind
7/19/11	Duncan	@shonali Wow is it that #measurepr time already? (5pm in the UK and too much to do.)
12:04	Hopwood	
7/19/11		
12:04	Steve King	Can't make #measurepr today. Disappointed.
7/19/11	Fabiola	Welcome! It's my 1st time this month. So behind. RT @thehealthmaven: First time #measurePR hello all!
12:04	Fleuranvil	
7/19/11		@GarrettOThomas So glad you're here at both #iabchou and the chat. :)
12:04	Shonali Burke	#measurepr
7/19/11		#measurePR Hi there. I'm on the Creative Services team @schipul. Glad to be at the #iabchou workshop w/ @shonali today.
12:04	Katrina Esco	
7/19/11		Welcome, everyone! Great to see some first timers too. We'll get straight into the chat, but 1st... #measurepr
12:05	Shonali Burke	
7/19/11		RT @IABCHouston: SO excited to be w/ the IN crowd today: #iabchou + @shonali #measurepr
12:05	houstonima	
7/19/11		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
12:05	Shonali Burke	
7/19/11		
12:05	IABC Houston	with @IABCHouston here -- great to be in on #measurepr!!
7/19/11	Fabiola	I'm out of Sunny Miami ready to dialogue & add value on behalf of Blueprint Creative Group #measurepr
12:05	Fleuranvil	
7/19/11		
12:05	Raechel	Me too! RT @thehealthmaven: First time #measurePR hello all! #measurepr
7/19/11	Garrett Owen	
12:05	Thomas	@hopwood, from the UK? Awesome! #measurePR #measurePR
7/19/11	Michael	RT @shonali: 1, remember to use the hashtag AND index your tweets w/ Q no. E.g.

12:05 Willett "Re: Q1" or "A1," etc., when you're chatting. #measurepr
7/19/11 2nd, we have groups on Facebook & LinkedIn, if you'd like to join, just search for the hashtag. #measurepr

12:05 Shonali Burke
7/19/11 Sandra Joining from Houston, part of #iabchou crowd; i am voice behind @houstonlibrary
12:05 Fernandez #measurepr
7/19/11 @SandraSays I believe Triberr is simply triberr.com cc @dinodogan #iabchou
12:06 Shonali Burke #measurepr
7/19/11 Aimee First time! Hanging with @Shonali at the #IABChou workshop. Founder
12:06 Woodall @shearcreativity, a Marketing & Publicity Rebellion. :D #MeasurePR
7/19/11 Yay, I finally made it to the #measurepr chat, it has been a long time coming!
12:06 Rachael Seda #measurepr
7/19/11 Genevieve
12:06 Jooste #measurePR
7/19/11 Sandra RT @shonali: 1, remember to use the hashtag AND index your tweets w/ Q no. E.g.
12:06 Fernandez "Re: Q1" or "A1," etc., when you're chatting. #measurepr
7/19/11 3rd, this is where all chat recaps/transcripts are posted: <http://ow.ly/3OdC8> Might want to bookmark it. #measurepr
12:07 Shonali Burke @aimeewoodall Isn't @Shonali awesome? I'm jealous, wish I was there!
7/19/11 Rachael Seda #measurepr
12:07 Sandra RT @shonali: 2nd, we have groups on Facebook & LinkedIn, if you'd like to join,
7/19/11 Fernandez just search for the hashtag. #measurepr
12:07 Genevieve Checking out the #measurePR chat whilst I clamber out of the depths of my email
7/19/11 Jooste inbox
12:07 Sarah Lakhani also joining from houston with #iabhou ! #measurepr
7/19/11 @KatrinaME @hopwood @BlueprintCG_PR @MikeLesczinski @KaraMash
12:07 Shonali Burke @bmyers @hannahssg So glad you're here! #measurepr
7/19/11 4th: I'll be sending questions to @meganberry, but all are welcome to chime in. If
12:08 Shonali Burke you have MORE qns for her, please DM to me. #measurepr
7/19/11
12:08 Mary Francis Learning lots at Shonali's workshop #measurepr
7/19/11 Steve E & Hi #measurepr! I'm Melanie, #bdi1's #sm coordinator! We put on events for
12:09 Melanie W +11000 #mkt & #comm pros! Excited to chat! <http://t.co/ZdBJv7G>
7/19/11 Many thanks again to @meganberry for coming back to the chat - we're really
12:09 Shonali Burke excited you're here! #iabchou #measurepr
7/19/11 Sandra RT @shonali: Many thanks again to @meganberry for coming back to the chat -
12:09 Fernandez we're really excited you're here! #iabchou #measurepr
7/19/11
12:09 Shonali Burke OK, Q1 coming up... #measurepr
7/19/11
12:10 Jen Zingsheim Whew! Here in time for Q1 #measurePR
7/19/11 Q1: @meganberry How do you determine one's Klout "style," e.g. "pundit,"
12:10 Shonali Burke "dabbler," etc.? (from @kmueller62) #measurepr
7/19/11 @shonali thanks for having me! Always happy to chat influence and Klout!
12:10 Megan Berry #measurepr
7/19/11 so glad to be in the #measurepr session and the @iabchouston seminar at the
12:10 Allyson Neal same time - this is cool!
7/19/11 Shonali Burke @jenzings Yay, you're here! #measurepr

12:11
7/19/11 Michael RT @shonali: Q1: @meganberry How do you determine one's Klout "style," e.g. "pundit," "dabbler," etc.? (from @kmueller62) #measurepr
12:12 Willett
7/19/11 Garrett Owen @shonali Thank you! Learning so much today! #measurePR
12:12 Thomas Nice to tweet ya, @meganberry! RT @shonali: Many thanks again to
7/19/11 Aimee @meganberry for coming back to the chat #iabchou #measurepr #MeasurePR
12:14 Woodall @shonali A1 we look at how you are using networks as well as your audience's
7/19/11 Megan Berry reactions to your content #measurepr
12:14 RT @meganberry: A1 we look at how you are using networks as well as your
7/19/11 Shonali Burke audience's reactions to your content #measurepr
12:15 @shonali A1 for instance if have lots of one on one interactions you might be a
7/19/11 Megan Berry socializer #measurepr
12:15 RT @meganberry: A1 for instance if have lots of one on one interactions you might
7/19/11 Shonali Burke be a socializer #measurepr
12:16 Sandra Re @klout "labels" 4 scores RT @meganberry: A1 we look at how U R using
7/19/11 Fernandez networks as well as yr audience's reactions 2 yr content #measurepr
12:16 So you can have a high score and not be on the celebrity side of the chart?
7/19/11 Raechel @meganberry @shonali #measurepr
12:16 Re: Q1: @meganberry So @sandrasays is a "specialist," what does that mean? :p
7/19/11 Shonali Burke #measurepr
12:17 @meganberry: Q1 how do you quantify what is better or worse? i.e. socializer,
7/19/11 Hannah dabbler, or does that matter? #measurepr
12:18 Re: Q1: RT @alphamommie: So you can have a high score and not be on the
7/19/11 Shonali Burke celebrity side of the chart? @meganberry #measurepr
12:18 Aimee Interested in how Klout is determining your "style" (pundit, dabbler, broadcaster,
7/19/11 Woodall etc.)? Check out the #MeasurePR chat now...
12:18 Sandra
7/19/11 Fernandez this week was first time I used klout perks, got a spotify account #measurepr
12:18 RT @aimeewoodall: Interested in how Klout is determining your "style" (pundit,
7/19/11 Sandra dabbler, broadcaster, etc.)? Check out the #MeasurePR cha ...
12:18 Fernandez
7/19/11 Fabiola Key thing about socializers, dabblers, etc is to know how to engage each group. RT
12:19 Fleuranvil @hannahsg: @meganberry: #measurepr
7/19/11 Me too and I love it! But I was bummed I didn't qualify for a year's worth of Secret
12:19 Raechel haha @SandraSays #measurepr
7/19/11
12:20 Shonali Burke #measurepr
7/19/11 Q2: @meganberry How do you decide who gets Klout perks? If 2 people have the
12:20 Shonali Burke same score, do they get the same perk? #measurepr
7/19/11 RT @shonali: Q2: @meganberry How do you decide who gets Klout perks? If 2
12:20 Jen Zingsheim people have the same score, do they get the same perk? #measurepr
7/19/11 Q for @meganberry What qualifies you for perks. Do you need a "set" score or
12:21 Raechel follow count? #measurepr
7/19/11 Sandra great question --> RT @shonali: Q2: @meganberry How do you decide who gets
12:21 Fernandez Klout perks? #measurepr
7/19/11 Me too! RT @SandraSays: this week was first time I used klout perks, got a spotify
12:21 Rachael Seda account #measurepr #measurepr
7/19/11 Megan Berry @shonali A2 people are chosen for Perks based on Score and topical expertise.

12:21 #measurepr
7/19/11 I never thought about engaging groups differently, good idea! @BlueprintCG_PR
12:22 Raechel @hannahssg @meganberry #measurepr
7/19/11
12:22 Megan Berry @shonali A2 Depending on the Perk location may also be a factor #measurepr
7/19/11 @alphamommie Hey, love your questions, please DM to me, if you don't mind, it'll
12:22 Shonali Burke help keep the stream straight. :) #measurepr
7/19/11 Sandra RT @BlueprintCG_PR: Key thing about socializers, dabblers, etc is to know how to
12:23 Fernandez engage each group. RT @hannahssg: @meganberry: #measurepr
7/19/11 Do the perk pages list the qualifications for each perk? @meganberry @shonali
12:23 Raechel #measurepr
7/19/11 RT @meganberry: A2 people are chosen for Perks based on Score and topical
12:23 Shonali Burke expertise. #measurepr
7/19/11 RT @meganberry: A2 Depending on the Perk location may also be a factor
12:23 Shonali Burke #measurepr
7/19/11 Elaine W @SandraSays re: @Klout score ... mine's pathetic next to yours! A measly 36.
12:23 Krause Bummer. #iabchou #measurepr
7/19/11 Sandra Re how ppl are chosen for klout perks RT @meganberry: A2 people are chosen for
12:23 Fernandez Perks based on Score and topical expertise. #measurepr
7/19/11 Fabiola Important to engage diff groups b/c socializers need steady stream of content
12:24 Fleuranvil #measurepr @alphamommie: @hannahssg @meganberry
7/19/11 Re: Q2: RT @alphamommie: Do the perk pages list the qualifications for each
12:24 Shonali Burke perk? @meganberry #measurepr
7/19/11 Fabiola you can turn off dabblers w/ too much communication. Definitely know who the
12:24 Fleuranvil audience is #measurepr @alphamommie: @hannahssg @meganberry
7/19/11 Hey, @meganberry , from @amisbell: Re: A1 What does it mean if you're an
12:25 Shonali Burke explorer #iabchou #measurepr
7/19/11 @shonali @alphamommie no, they don't list exact specifications but will give a
12:25 Megan Berry general idea (i.e. entertainment influencers) #measurepr
7/19/11 Sandra re klout perks RT @meganberry: no, they don't list exact specs but will give a
12:26 Fernandez general idea (i.e. entertainment influencers) #measurepr
7/19/11 Q3: @meganberry: What's the point/worth of +K? (from @sandrasays
12:26 Shonali Burke @kmueller62) #measurepr
7/19/11 @shonali you can click the Klout style tab in your profile to learn more about your
12:27 Megan Berry and other styles. #measurepr
7/19/11 Sandra RT @meganberry: you can click the Klout style tab in your profile to learn more
12:27 Fernandez about your and other styles. #measurepr
7/19/11 @shonali A3: +K allows you to vouch for your peers' influence in topics. It's a great
12:28 Megan Berry way to give kudos/ say thanks. #measurepr
7/19/11 @shonali @meganberry @sandrasays @kmueller62 There isn't one ;) It's not
12:28 Emily Leary objective, ppl canvas for votes. Odd #measurepr
7/19/11 Linda RT @aimeewoodall: Interested in how Klout is determining your "style" (pundit,
12:28 Machado dabbler, broadcaster, etc.)? Check out the #MeasurePR cha ...
7/19/11 Sandra RT @meganberry: A3: +K allows you to vouch for your peers' influence in topics.
12:28 Fernandez It's a great way to give kudos/ say thanks. #measurepr
7/19/11 excellent point! RT @BlueprintCG_PR: ... engage diff groups .. need steady stream
12:28 Lea Carey of content #measurepr @alphamommie: @hannahssg @meganberry
7/19/11 Megan Berry @shonali A3: When you give +K, that topic will stay on their profile longer and

12:28 move closer to the top of their list #measurepr

7/19/11 Sandra RT @meganberry: A3: When you give +K, that topic will stay on their profile longer

12:28 Fernandez and move closer to the top of their list #measurepr

7/19/11 RT @meganberry: @shonali A3: When you give +K, that topic will stay on their

12:29 Jen Zingsheim profile longer and move closer to the top of their list #me ...

7/19/11 Agreed! RT @BlueprintCG_PR: you can turn off dabblers w/ too much

12:29 Houston Zoo communication. Definitely know who the audience is #measurePR

7/19/11 RT @meganberry: A3: When you give +K, that topic will stay on their profile longer

12:29 Shonali Burke and move closer to the top of their list #measurepr

7/19/11 RT @meganberry @shonali: A3: +K allows you to vouch for your peers' influence in

12:30 Rachael Seda topics. It's a great way to give kudos... #measurepr

7/19/11 @meganberry +K has demonstrated to me where my messaging is (&perhaps

12:30 Lea Carey strengths) #measurepr

7/19/11 RT @thehealthmaven: @meganberry +K has demonstrated to me where my

12:31 Megan Berry messaging is (&perhaps strengths) #measurepr

7/19/11 Sandra Good way to use Klout --> RT @thehealthmaven: +K has demonstrated to me

12:31 Fernandez where my messaging is (&perhaps strengths) #measurepr

7/19/11 (http://klout.com) RT @shonali: A3: +K allows you to vouch for your peers

12:31 Katrina Esco influence in topics. Its a great way to give kudos... #measurepr

7/19/11 RT @meganberry: you can click the Klout style tab in your profile to learn more

12:32 Shonali Burke about your and other styles. #measurepr

7/19/11 I have a love/hate with +K. I want it & want to give, but I don't want others scoring

12:32 Raechel higher than me #guilty #measurepr

7/19/11 RT @meganberry: A3: +K allows you to vouch for your peers' influence in topics.

12:33 Shonali Burke It's a great way to give kudos/ say thanks. #measurepr

7/19/11 RT @SandraSays: RT @meganberry: A3: +K allows you to vouch for your peers'

12:33 Alise Isbell influence in topics. It's a great way to give kudos/ say than ...

7/19/11 So from the #measurepr chat, I checked out my klout score to see where I'm

12:33 Katrina Esco influential. #measurepr

7/19/11 RT @SandraSays: RT @meganberry: A3: When you give +K, that topic will stay on

12:33 Alise Isbell their profile longer and move closer to the top of their l ...

7/19/11 Sandra I dont think it affects the scores. RT @alphamommie: ive a luv/hate w/ +K. I wnt it

12:34 Fernandez & wnt 2 giv, but I dont wnt others scoring... #measurepr

7/19/11 RT @meganberry: A3: +K allows you to vouch for your peers influence in topics. Its

12:34 Katrina Esco a great way to give kudos/ say thanks. #measurepr

7/19/11 Steve E & A3: K+ isn't a reward. Klout should be a tool for guidance RT: @shonali

12:34 Melanie W @meganberry The worth of +K? @sandrasays @kmueller62 #measurepr

7/19/11 RT @meganberry: you can click the Klout style tab in your profile to learn more

12:35 Rachael Seda about your and other styles. #measurepr

7/19/11 Q4: @meganberry: How can people use their Klout scores to benchmark and

12:35 Shonali Burke improve overall engagement/activity? (via @aimeewoodall) #measurepr

7/19/11 @shonali A4: As you try different tactics / messaging you can see how that impacts

12:36 Megan Berry your Score. #measurepr

7/19/11 @shonali use your Score as a benchmark to judge how your social media

12:37 Megan Berry campaigns are going #measurepr

7/19/11 #iabchou #measurepr Question to Klout users: How many of you are "observers"?

12:37 Mark Hiebert #IABCHou

7/19/11 Rachael Seda RT @meganberry @shonali A4: As you try different tactics / messaging you can see

12:38 how that impacts your Score. #measurepr

7/19/11 Sandra RT @meganberry: A4: As you try different tactics / messaging you can see how

12:38 Fernandez that impacts your Score. #measurepr

7/19/11 RT @meganberry: A4: As you try different tactics / messaging you can see how

12:38 Raechel that impacts your Score. #measurepr

7/19/11 RT @meganberry: A4: As you try different tactics / messaging you can see how

12:39 Shonali Burke that impacts your Score. #measurepr

7/19/11 @shonali A4: you could also go in depth by looking at subscores. Will help you

12:39 Megan Berry understand where that increase is coming from #measurepr

7/19/11 Can you explain further please? RT @meganberry: use your Score as a benchmark

12:40 Shonali Burke to judge how your SM campaigns are going #measurepr (Re: Q4)

7/19/11 @shonali well if you try something new and your Score goes up... that's a good

12:40 Megan Berry sign :) #measurepr

7/19/11 RT @meganberry: A4: you could also go in depth by looking at subscores. Will help

12:40 Shonali Burke you understand where increase is coming from #measurepr

7/19/11 Sandra re klout score RT @meganberry: A4: go in depth by looking at subscores. Will help

12:40 Fernandez U understand whr that increase is coming from #measurepr

7/19/11

12:41 Raechel I also benchmark my score with others in my industry using lists. #measurepr

7/19/11 I had 2 ask :) RT @AimeeWoodall: Klout is not "the standard for influence."... It's

12:41 Katrina Esco the standard for @twitter activity. -@shonali #measurepr

7/19/11 Karima- @shonali : I;ve wanted to join #MeasurePR for a long time. Will next time. Looking

12:42 Catherine for a buddy to ping me :) #reminder

7/19/11 Sandra Also good idea --& RT @alphamommie: I also benchmark my score with others

12:42 Fernandez in my industry using lists. #measurepr

7/19/11 RT @alphamommie: I also benchmark my score with others in my industry using

12:43 Megan Berry lists. #measurepr

7/19/11 Q5: You recently integrated #4sq (@foursquare) into Klout. How will this affect

12:43 Shonali Burke people's scores? #measurepr

7/19/11 Q5: @meganberry: Klout recently integrated @foursquare into people's scores;

12:44 Shonali Burke how will this affect them? #measurepr

7/19/11

12:44 Patti Palmer Dangit! Missed #measurepr once again! Sorry, I'll have to read the feed...

7/19/11 And follow up to Q5 from @ericamallison: what if platforms like #4sq are not used

12:45 Shonali Burke by "influencers".. will their Klout score tank? #measurepr

7/19/11

12:46 Jen Zingsheim ...re: Q5--why 4sq? How does movement=influence? #MeasurePR

7/19/11 Good Q5 - Concerned because my business account doesn't "check in."

12:47 Raechel #measurepr

7/19/11 @shonali A5: If you're on foursquare and you connect to Klout, we can more

12:47 Megan Berry accurately measure your influence #measurepr

7/19/11 @shonali A5: if you are influential on that platform, you'll see an increase. If not,

12:47 Megan Berry you'll never be penalized. #measurepr

7/19/11 RT @meganberry: A5: If you're on foursquare and you connect to Klout, we can

12:47 Shonali Burke more accurately measure your influence #measurepr

7/19/11 @meganberry @shonali Q5: sorry, that just doesn't make sense to me--how do

12:48 Jen Zingsheim 'checkins' = influence? Frequency, yes. Influence? #MeasurePR

7/19/11 Shonali Burke RT @meganberry: A5: if you are influential on that platform, you'll see an increase.

12:48 If not, you'll never be penalized. #measurepr
7/19/11 Q6: @meganberry From an organizational point of view, how does the
12:49 Shonali Burke @foursquare/Klout integration help them? #measurepr (via @KatrinaME)
7/19/11 RT @shonali: RT @meganberry: A5: If you're on foursquare and you connect to
12:49 Becky Myers Klout, we can more accurately measure your influence #measurepr
7/19/11 @jenzings as with our other platforms we're not looking at your activity level but
12:50 Megan Berry your ability to drive action #measurepr
7/19/11
12:50 Megan Berry @shonali Can you clarify Q6? #measurepr
7/19/11 Aimee
12:51 Woodall @JGfromOC Are you following #MeasurePR? Discussing some of this...
7/19/11 re: Q6 @meganberry @shonali if i'm an organization, do you measure check-ins at
12:52 Katrina Esco my location as part of my Klout score? #measurepr
7/19/11 @meganberry here you go: RT @katriname: re Q6 If I'm an org, d'you measure
12:53 Shonali Burke checkins at my location as part of my org Klout score? #measurepr
7/19/11 @shonali A6 - really depends on how Foursquare fits into the social strategy. For
12:54 Jason Gerdon some, it might not matter at all. #measurepr
7/19/11 Aimee So, @justinbieber's @Klout score is 100. <http://bit.ly/pgk4Zq> How influential is he
12:54 Woodall in the grand scheme of things? #IABChou #MeasurePR
7/19/11
12:55 Marion Group @aimeewoodall But I love Justin Bieber! #IABChou #MeasurePR
7/19/11 @aimeewoodall Ha, Mr. Bieber is always my prime example of how influence is
12:55 Jen Zingsheim contextual. He influences me not one bit. #measurePR
7/19/11 @shonali we don't currently do that (we're focused more on the influence of
12:55 Megan Berry individuals) #measurepr
7/19/11 re A6 @JGfromOC @shonali If I'm brickmortar, I'd want to be influential in my
12:56 Katrina Esco specialty. I'd also like the foot traffic. #measurepr
7/19/11 Elaine W @mariongroup Oh Aaron!! Wish you were here: @IABCHouston for @Shonali +
12:56 Krause #measurepr
7/19/11 RT @meganberry: we don't currently do that (we're focused more on the influence
12:56 Shonali Burke of individuals) #measurepr
7/19/11 Kara How do we change the twitter account assoc with our Klout profile? It's got the
12:57 Masharani wrong account. #measurepr
7/19/11
12:57 Shonali Burke @jenzings LOL, me neither! @aimeewoodall #measurepr
7/19/11 @KatrinaME Fair enough. But checkins don't = influence; necessarily. Your still
12:57 Jason Gerdon better off targeting by topic I think. #measurepr
7/19/11
12:57 Shonali Burke Last question coming up! #measurepr
7/19/11 @KatrinaME Fair enough. But checkins don't = influence; necessarily. Youre still
12:57 Jason Gerdon better off targeting by topic I think. #measurepr
7/19/11
12:58 Katrina Esco @JGfromOC checkins probably = dividends :) Dollar Dollar bills y'all #measurepr
7/19/11 Q7 from @rachaelseda: Is it fair to use Klout scores to decide who gets a beta
12:58 Shonali Burke invite (re: Spotify, for example)? #measurepr
7/19/11 #measurepr - check out July issue of ESPN Mag's Twitter Experiment with Dwight
12:58 Allyson Neal Howard - a good model for how 4sq & Klout works to assist
7/19/11 Aimee @meganberry @shonali Re: A4 - Anthing more specific? Just experimentation?

12:58 Woodall #MeasurePR
7/19/11 RT @aimeewoodall: @justinbieber's @Klout score is 100. <http://bit.ly/pgk4Zq> How influential is he in the grand scheme of things? #measurepr

12:58 Rachael Seda
7/19/11 Steve E & If your his aud.- very! As #sm pros, we're included in his aud. RT: @justinbieber's
12:58 Melanie W @Klout score is 100 How influential is he? #MeasurePR
7/19/11 RT @shonali: Q7 from @rachaelseda: Is it fair to use Klout scores to decide who gets a beta invite (re: Spotify, for example)? #measurepr

12:59 Rachael Seda
7/19/11 Sandra RT @allysonwneal: #measurepr July issue of ESPN Mag's twttr Experiment w/
12:59 Fernandez Dwight Howard - a gd model 4 how 4sq & Klout works #iabchou
7/19/11 @shonali A7 why not? They're making assumptions that targeting key users will generate viral buzz, which it did. #measurepr
12:59 Jason Gerdon @shonali A7: Companies choose to use Klout to launch their products / betas
7/19/11 because it's the best way to reach influencers #measurepr
13:00 Megan Berry re Q7 - I think it's fair. How is it any different than giving freebies to frequent
7/19/11 visitors at your business, etc.? #measurepr
13:00 Raechel @shonali A7: It's not about fair or not but about the best way to build buzz around
7/19/11 that launch #measurepr

13:00 Megan Berry
7/19/11 Aimee
13:01 Woodall @mariongroup WOW. Your clients must be so proud... #MeasurePR
7/19/11 @KatrinaME To some extent, sure. But at what cost? Influencer targeting is a tricky
13:01 Jason Gerdon game. You can overspend easily. #measurepr
7/19/11 RT @meganberry A7: Companies choose to use Klout to launch their
13:01 Shonali Burke products/betas because it's the best way to reach influencers #measurepr
7/19/11 +1 RT @JGfromOC: @shonali A7 why not? Theyre making assumptions that
13:01 Raechel targeting key users will generate viral buzz, which it did. #measurepr
7/19/11 Sandra Re using klout score 4 perks RT @meganberry: A7: It's not abt fair or not but abt
13:01 Fernandez the best way 2 build buzz arnd that launch #measurepr
7/19/11 RT @meganberry: A7: It's not about fair or not but about the best way to build
13:01 Shonali Burke buzz around that launch #measurepr
7/19/11 Sandra RT @meganberry A7: Companies choose to use Klout to launch their
13:01 Fernandez products/betas because it's the best way to reach influencers #measurepr
7/19/11 #measurepr - I agree with Alphamommie, this is the new way of doing business ...
13:01 Allyson Neal @iabchou
7/19/11 Sandra the bottom line is that you need to know your klout score, how to read it and what
13:02 Fernandez it means #measurepr #iabchou
7/19/11 Steve E & A7: Yes, ppl's word about #sm travel faster w/ higher @klout & rewards #klout's
13:02 Melanie W loyal users. @rachaelseda #measurepr
7/19/11 @JGfromOC @meganberry True, but is it an adequate enough measurement tool
13:03 Rachael Seda or is it missing other possibly influential people? #measurepr
7/19/11 Well, that hour went fast! Thanks so much @meganberry for coming back to the
13:04 Shonali Burke chat, hope you have you back again! #measurepr
7/19/11 RT @sandrasays: the bottom line is that you need to know your klout score, how
13:04 Becky Myers to read it and what it means #measurepr #iabchou
7/19/11 And many thanks to all who participated, including all at #iabchou - great
13:04 Shonali Burke discussion going on IRL here! #measurepr
7/19/11 But don't take it 2 seriously. RT @SandraSays: bottom line is know yur klout score,
13:04 Raechel how to read it & what it means #measurepr #measurepr
7/19/11 Katrina Esco @JGfromOC Yes. And as a biz if I am an influencer and my influence drives foot

13:04 traffic looks like lo-cost/hi-gain. Klout's free. #measurepr
 7/19/11 @rachaelseda @JGfromOC @meganberry Sure it will miss some. Research & work
 13:05 Jen Zingsheim aren't tossed b/c there's a tool that makes it easier. #measurePR
 7/19/11
 13:05 Megan Berry @shonali thanks for having me! Great chatting with everyone. #measurepr
 7/19/11
 13:05 Raechel Great chat @shonali! Thanks for all the good info @meganberry. #measurepr
 7/19/11 The "official" chat is over, please feel welcome to use the hashtag for relevant
 13:05 Shonali Burke convos. Thanks again for joining! #measurepr
 7/19/11 Sandra @meganberry thank you for joining the #measurePR convo and providing great
 13:05 Fernandez info about klout. #iabchou
 7/19/11
 13:05 Marion Group @aimeewoodall hahah nice #MeasurePR
 7/19/11
 13:05 Katrina Esco @meganberry @shonali thx! #measurepr
 7/19/11 And remember (esp @karimacatherine)!, the next chat is Aug. 2, 12-1 pm ET. Hope
 13:06 Shonali Burke to see you there! #measurepr
 7/19/11
 13:06 Becky Myers Very informative session. Thanks @shonali nand @meganberry #measurepr
 7/19/11 Linda RT @shonali: RT @meganberry: A5: If you're on foursquare and you connect to
 13:06 Machado Klout, we can more accurately measure your influence #measurePR
 7/19/11 Sandra RT @shonali: The "official" chat is ovr, please feel welcome 2 use the hashtag 4
 13:06 Fernandez relevant convos. thx again 4 joining! #measurepr #iabchou
 7/19/11 Alice
 13:06 Northover Ah! I always miss the #measurepr chat.
 7/19/11
 13:07 Shonali Burke @meganberry REALLY appreciate you coming back - thank you! #measurepr
 7/19/11
 13:07 Lea Carey Wonderful insight today@meganberry TY! #measurepr
 7/19/11 It was interesting sitting in the room with the host while participating in the
 13:07 Katrina Esco #measurePR tweetchat. :-)
 7/19/11 Steve E & @Klout isn't used to quantify presence but figure out where presence is missing
 13:08 Melanie W RT: @rachaelseda @JGfromOC @meganberry #measurepr
 7/19/11 @jenzings @JGfromOC @meganberry Great points all. I enjoyed chatting with you
 13:09 Rachael Seda at #measurepr
 7/19/11 Great #measurePR content from @katriname @GarrettOThomas at @shonali
 13:10 Schipul preso for @iabchouston today!
 7/19/11 Steve E & #Measurepr Really enjoyed hearing everyone's approach and take on @klout !
 13:11 Melanie W Another great discussion @shonali