

Time(PDT)	Username	Update
		And... we're off! Welcome to the bi-weekly chat on all things PR & SM measurement. Delighted to have @smanalyticsbook back today!
8/16/11 9:00	shonali	#measurepr
		As you settle in/join, please introduce yourself & tell us who you are, what you do, etc. #measurepr
8/16/11 9:01	shonali	
8/16/11 9:01	wgbiz	Join our @wgbiz Editor @shonali for her #measurepr chat - startting now!
8/16/11 9:01	netsolcares	Join our @wgbiz Editor @shonali for her #measurepr chat - startting now!
8/16/11 9:01	LisaByrne	Join our @wgbiz Editor @shonali for her #measurepr chat - startting now!
		@rosemontwriter We'll be there listening, learning, and tweeting!
8/16/11 9:01	thinksocreative	#measurepr
		RT @LisaByrne: Join our @wgbiz Editor @shonali for her #measurepr chat - startting now!
8/16/11 9:01	storgaardconley	RT @wgbiz: Join our @wgbiz Editor @shonali for her #measurepr chat - startting now!
8/16/11 9:01	Alexandrafunfit	I'll start: I'm a #solopr pro based in DC, #wgbiz editor & measurement fanatic (hence this chat). #measurepr
8/16/11 9:01	shonali	
8/16/11 9:02	BlueprintCG_PR	PR pros should join join #measurepr chat going on now!
		Thinkso is a design, branding, and ad agency in NYC. Our mission is to great work that both we and our clients can be proud of. #measurepr
8/16/11 9:03	thinksocreative	@thinksocreative Welcome to the chat! #measurepr
8/16/11 9:03	shonali	RT @BlueprintCG_PR: PR pros should join join #measurepr chat going on now!
8/16/11 9:03	JoAnnLefebvre	RT @shonali: I'm about to head into #measurepr with @smanalyticsbook, so if I'm too talkative for you, please snooze me. :)
8/16/11 9:04	smanalyticsbook	RT @shonali: I'm about to head into #measurepr with @smanalyticsbook, so if I'm too talkative for you, please snooze me. :)
8/16/11 9:04	Shift2Inbound	Hi all, I'm with Lois Paul & Partners (@LPP_PR), tech and healthcare PR in Boston. Happy to join today. #measurepr
8/16/11 9:04	TedWeismann	Joining #measurepr for the first time, am sure will like it, greetings all from #croatia
8/16/11 9:05	ZeljanaALH	@ZeljanaALH @TedWeismann Welcome to the chat! #measurepr
8/16/11 9:05	shonali	
8/16/11 9:06	thinksocreative	It's our first one! :) RT @shonali: Welcome to the chat! #measurepr
		Hi all, form Providence! Looking forward to part @ with @shonali and @smanalyticsbook ! #measurePR #smabook
8/16/11 9:06	smanalyticsbook	Hi all, form Providence! Looking forward to part @ with @shonali and @smanalyticsbook ! #measurePR #smabook
8/16/11 9:06	Shift2Inbound	
8/16/11 9:06	shonali	We'll get started soon, but before that, some housekeeping... #measurepr
8/16/11 9:06	shonali	@thinksocreative Hopefully not your last. :) #measurepr
		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
8/16/11 9:07	shonali	2nd, we have groups on Facebook & LinkedIn, if you'd like to join, just search for the hashtag. #measurepr
8/16/11 9:07	shonali	3rd, this is where all chat recaps/transcripts are posted: <a href="http://ow.ly/3OdC8">http://ow.ly/3OdC8</a>
8/16/11 9:08	shonali	Might want to bookmark it. #measurepr
		Hi there, I'm a PR pro with @Neustar a data and analytics company in Sterling VA #measurePR
8/16/11 9:08	susan_w	

8/16/11 9:08 shonali 4th: I'll be sending questions to @smanalyticsbook, but all are welcome to chime in. If you have MORE qns for him, please DM me. #measurepr

8/16/11 9:08 smanalyticsbook Hi @susan\_w, glad to meet you #measurepr

8/16/11 9:08 shonali @susan\_w Great to see you! Tell @Neustar they have a rock star in you, if they don't already know it. :) #measurepr

8/16/11 9:09 smanalyticsbook welcome @shift2Inbound

8/16/11 9:10 smanalyticsbook #measurepr

8/16/11 9:10 shonali Q1. @smanalyticsbook Can you explain what you call "social spectrum" activity? #measurepr

8/16/11 9:10 TedWeismann @smanalyticsbook Looking forward to learning more about your book, Marshall. #measurepr

8/16/11 9:10 smanalyticsbook Thanks @shonali A1. That's what I call "ultraviolet" activity? right? If so, it's the data we could catch but aren't

8/16/11 9:11 smanalyticsbook #measurepr

8/16/11 9:11 smanalyticsbook a1. or we're tracking it, but the data isn't in a useable for the analytics and the operations we'd like to perform on the data. #measurepr

8/16/11 9:11 shonali And, btw, this is the link (literally) to @smanalyticsbook: <http://ow.ly/64zls> #measurepr

8/16/11 9:11 smanalyticsbook a1. I wrote a paper on the subject last year Tracking Social Media ROI using Spectrum Analytics <http://t.co/qIR7RE3> #measurepr

8/16/11 9:11 shonali RT @smanalyticsbook: A1. That's what I call "ultraviolet" activity. It's the data we could catch but aren't. #measurepr

8/16/11 9:12 smanalyticsbook a1.Social Media Analytics: Marshall Sponder Provides Social Media Proof - Page 2 – Technorati Blogging <http://t.co/Fm04QHnq/a2> #measurepr

8/16/11 9:12 shonali RT @smanalyticsbook: a1. or we're tracking it, but data isn't usable for the analytics & operations we'd like to perform. #measurepr

8/16/11 9:13 smanalyticsbook @shonali the last link is to an technorati interview last week where I also answered the question your asking, A1. #measurepr

8/16/11 9:13 deannaboss yikes! I'm late for #measurepr.

8/16/11 9:13 shonali RT @smanalyticsbook: a1. I wrote a paper on the subject last year Tracking SM ROI using Spectrum Analytics <http://t.co/oMhRFeF> #measurepr

8/16/11 9:14 JoAnnLefebvre RT @smanalyticsbook: a1.Social Media Analytics: Marshall Sponder Provides Social Media Proof - Page 2 – Technorati Blogging [http://t.co/ ...](http://t.co/...)

8/16/11 9:14 smanalyticsbook a1. <http://t.co/qIR7RE3> - came up with a audit process that allows user to know how much data they are missing and have #measurepr

8/16/11 9:14 shonali @deannaboss That's ok, we just started. Welcome! #measurepr

8/16/11 9:15 smanalyticsbook a1. I call it the Social Enablement Audit - shows how much of your data is Ultraviolet #measurepr

8/16/11 9:15 shonali RT @smanalyticsbook: a1. <http://t.co/oMhRFeF> - came up w audit process that allows user to know how much data theyre missing/have #measurepr

8/16/11 9:15 Rosemontwriter RT @smanalyticsbook: wrote a paper on the subject last year Tracking Social Media ROI w/ Spectrum Analytics <http://t.co/jE2EFri> #measurepr

8/16/11 9:15 Rosemontwriter RT @smanalyticsbook: wrote a paper on the subject last year Tracking Social Media ROI w/ Spectrum Analytics <http://t.co/ZmKbIc6> #measurepr

8/16/11 9:15 shonali RT @smanalyticsbook: a1. I call it the Social Enablement Audit - shows how much of your data is Ultraviolet. #measurepr

8/16/11 9:16 smanalyticsbook A1: Also postulate we can come up with solutions to make more data usable on a case by case basis #measurepr

8/16/11 9:16 elizabethcorley Greetings, all from DC. This is my first chat #measurePR  
RT @smanalyticsbook: A1: Also postulate we can come up with solutions to make more data usable on a case by case basis. #measurepr

8/16/11 9:16 shonali

8/16/11 9:16 smanalyticsbook welcome @elizabethcorley #measurepr

8/16/11 9:16 shonali @elizabethcorley Welcome! #measurepr  
RT @shonali: RT @smanalyticsbook: a1. <http://t.co/oMhRFef> - came up w audit process that allows user to know how much data theyre missin ...

8/16/11 9:16 JoAnnLefebvre Q2: How do different cultures use social media, and are their measures different? #measurepr

8/16/11 9:17 shonali A2: This is pretty much the same question I answered at the bottom of this page from my interview at Technorati - #measurepr

8/16/11 9:17 smanalyticsbook A2: Social Media Analytics: Marshall Sponder Provides Social Media Proof - Page 4 - Technorati Blogging <http://t.co/vwpP5co> #measurepr

8/16/11 9:17 smanalyticsbook Great questions from #measurepr RT @shonali: Q2: How do different cultures use social media, and are their measures different?

8/16/11 9:18 thinksocreative A2: <http://t.co/vwpP5co> Also, Chapter 3 of my book Social Media Analytics has details on certain regions such as China. #measurepr

8/16/11 9:18 smanalyticsbook #measurepr Sorry to tune in late! I'm multi-tasking 3 TweetChats right now!

8/16/11 9:18 BDlonline We love @smanalyticsbook  
RT @smanalyticsbook: A2: Social Media Analytics: Marshall Sponder Provides Social Media Proof - Page 4 - <http://t.co/zAkdquB> #measurepr

8/16/11 9:19 shonali @bdionline Wow, thassalotta chats. :p Welcome! #measurepr

8/16/11 9:19 shonali a2: there clearly are cultural norms that differ in every country and region. It's said that Europeans use SMS more than we do

8/16/11 9:19 smanalyticsbook #measurepr  
hi @bdionline , looking forwards to 9/21 Mobile Social Conf and glad your here #measurepr

8/16/11 9:21 smanalyticsbook RT @smanalyticsbook: a2: there are cultural norms that differ in every country/region. It's said Europeans use SMS more than us. #measurepr

8/16/11 9:21 shonali A2: Some services such as Google Okrut seem to do well in certain places such as Brazil, but not elsewhere, don't know why

8/16/11 9:21 smanalyticsbook #measurepr  
a2: Google is not the dominant search engine in China, either – Baidu is, and has been all along. See Chapter 3 of #smabook #measurepr

8/16/11 9:22 smanalyticsbook RT @smanalyticsbook: A2: Some services eg Google Orkut do well in certain places such as Brazil, not elsewhere, don't know why #measurepr

8/16/11 9:22 shonali Stopping by for a few...here's my review of @smanalyticsbook

8/16/11 9:22 erkramer <http://t.co/m4577mC> #GreatRead #measurepr

8/16/11 9:23 jdeloma I wish @Twitter had a 30-minute snooze button for users. rt @shonali About to head into #measurepr, so if I'm too talkative, snooze me. :)

8/16/11 9:23 smanalyticsbook A2: I think our lives and thoughts are shaped by our surroundings, not just physically, but culturally and historically as well.  
#measurepr

8/16/11 9:23 kdaine #iprmeasure #measurepr #measuresm for all you metrics geeks out there, the perfect greeting cards <http://t.co/unGQkdL>

8/16/11 9:23 smanalyticsbook Hi @erkramer glad to "meet you here" again #measurepr

8/16/11 9:23 shonali RT @smanalyticsbook: a2: Google isn't the dominant search engine in China. Baidu is, has been all along. See Ch. 3 of #smabook #measurepr

8/16/11 9:24 smanalyticsbook A2: Thanks for the review @erkramer and c U at NYC book signing Thursday <http://t.co/HrQ8IxJ> #measurepr

8/16/11 9:24 JoAnnLefebvre RT @shonali: RT @smanalyticsbook: a2: Google isn't the dominant search engine in China. Baidu is, has been all along. See Ch. 3 of #smab ...

8/16/11 9:25 jdeloma @smanalyticsbook Sorry I'm late. This is my first #measurepr chat. Will try to catch-up.

8/16/11 9:25 shonali RT @smanalyticsbook: A2: Our lives, thoughts are shaped by our surroundings, not just physically, but culturally/historically too #measurepr

8/16/11 9:25 shonali @erkramer Welcome! #measurepr

8/16/11 9:25 smanalyticsbook A2: I suspect social media usage will be refracted on the lens of history and popular culture, differs from place to place #measurepr

8/16/11 9:25 shonali @jdeloma So you don't want to snooze us after all? ;p #measurepr

8/16/11 9:25 JoAnnLefebvre Love it! RT @kdpaine: #iprmeasure #measurepr #measuresm for all you metrics geeks out there, the perfect greeting cards <http://t.co/5WC7vBC>

8/16/11 9:25 thinksocreative @shonali We have a question about #measurepr. Starting out, what metrics are the most important for a soc media campaign?

8/16/11 9:26 smanalyticsbook A2: And habits and usages of people who use Social Media will reflect that. #measurepr

8/16/11 9:26 shonali RT @smanalyticsbook: A2: I suspect SM usage will be refracted on the lens of history/popular culture, differs from place to place #measurepr

8/16/11 9:26 JoAnnLefebvre RT @thinksocreative: @shonali We have a question about #measurepr. Starting out, what metrics are the most important for a soc media cam ...

8/16/11 9:26 paulafwagner Love these! @kdpaine RT: #iprmeasure #measurepr #measuresm for all you metrics geeks out there, the perfect greeting cards [bit.ly/qxzaY4](http://bit.ly/qxzaY4)

8/16/11 9:26 jdeloma I wasn't talking about you; I meant a button in general :P rt @shonali @jdeloma So you don't want to snooze us after all? ;p #measurepr

8/16/11 9:27 shonali @thinksocreative We'll add to the list and ask it a bit later. Thanks! #measurepr

8/16/11 9:27 shonali Q3: @smanalyticsbook: How much is a fan or follower worth? #measurepr

8/16/11 9:27 Rosemontwriter @smanalyticsbook Advice on how to use #socialmedia to enhance (and measure the impact) of #PR for our clients? #measurepr

8/16/11 9:27 shonali @jdeloma LOL. Phew. :p #measurepr

8/16/11 9:27 lauredoyle HA! RT @kdpaine: #iprmeasure #measurepr #measuresm for all you metrics geeks out there, the perfect greeting cards [bit.ly/qxzaY4](http://bit.ly/qxzaY4)

8/16/11 9:27 jdeloma @thinksocreative A combination of mentions, responses and followers are important for a social media campaign. #measurepr #analytics

8/16/11 9:28 shonali @Rosemontwriter We'll add that to the list of questions, thanks! #measurepr

8/16/11 9:28 JoAnnLefebvre What everyone wants to know! :) RT @shonali: Q3: @smanalyticsbook: How much is a fan or follower worth? #measurepr

8/16/11 9:28 smanalyticsbook A3: Again, I did most of the homework here by pulling something from Chapter 5 of my book and my interview last week #measurepr

8/16/11 9:28 jdeloma Follower/fan is worth as much as they contribute pro/con. rt @shonali Q3: @smanalyticsbook: How much is a fan or follower worth? #measurepr

8/16/11 9:28 smanalyticsbook A3: Social Media Analytics: Marshall Sponder Provides Social Media Proof - Page 8 – Technorati Blogging <http://t.co/hGalOS7> #measurepr  
RT @smanalyticsbook: A3: Social Media Analytics: Marshall Sponder Provides SM Proof Pg 8: Technorati Blogging <http://t.co/EAU3O80> #measurepr

8/16/11 9:29 shonali @Rosemontwriter I've found being conversational on FB/Twitter has worked wonders in #socialmedia. Followers/comments way up #measurepr

8/16/11 9:29 jdeloma RT @shonali: RT @smanalyticsbook: A2: Our lives, thoughts are shaped by our surroundings, not just physically, but culturally/historical ...

8/16/11 9:30 jdeloma RE Q3 how much is a fan/follower worth? RT @jdeloma: Follower/fan is worth as much as they contribute pro/con. #measurepr

8/16/11 9:30 susan\_w Love these! @kdpaine RT: #iprmeasure #measurepr #measuresm for all you metrics geeks out there, the perfect greeting cards [quiplip.com](http://quiplip.com)

8/16/11 9:30 paulafwagner A3: Augie Ray of Forester Research says the value of Facebook fans begins at 0.00

8/16/11 9:31 smanalyticsbook #measurepr  
Engagement measures! RT: @jdeloma @Rosemontwriter conversational on FB/Twitter has worked wonders in #sm. Followers/cmmts way up

8/16/11 9:32 BDlonline #measurepr

8/16/11 9:32 shonali RT @smanalyticsbook: A3: Augie Ray of Forester Research says the value of Facebook fans begins at 0.00 #measurepr

8/16/11 9:32 kenburbary love em! RT @kdpaine: #iprmeasure #measurepr #measuresm for all you metrics geeks out there, the perfect greeting cards <http://t.co/lrnXksm>

8/16/11 9:32 smanalyticsbook A3: Others disagree, of course. In June 2010, the analytics company Syncapse released a study saying a Facebook fan is \$136.38. #measurepr

8/16/11 9:32 jdeloma Agreed. rt @smanalyticsbook Social media usage will be refracted on lens of history, popular culture, differs from place to place #measurepr

8/16/11 9:32 smanalyticsbook A3: however, the true value of any fan is a variable, according to the Syncapse study'

8/16/11 9:32 smanalyticsbook #measurepr  
RT @smanalyticsbook: A3: Others disagree, of course. In June '10, Syncapse released a study saying a Facebook fan is \$136.38. #measurepr

8/16/11 9:33 shonali RT @smanalyticsbook: A3: however, the true value of any fan is a variable, according to the Syncapse study. #measurepr

8/16/11 9:33 shonali A3: Besides, the value of a fan is going to depend on the formulas used to calculate it and there is no standard approach here,

8/16/11 9:33 smanalyticsbook #measurepr  
RT @smanalyticsbook: A3: Besides, the value of a fan is going to depend on the formulas used to calculate it and there is no standard ap ...

8/16/11 9:34 JoAnnLefebvre Q4 (from @thinksocreative): Starting out, what metrics are the most important for a soc media campaign? #measurepr

8/16/11 9:34 shonali A3: I'd suggest taking any study that claims to have calculated the value of a Facebook fan with a grain of salt #measurepr

8/16/11 9:35 smanalyticsbook RT @smanalyticsbook: A3: The value of a fan is going to depend on formulas used to calculate it & there is no standard approach. #measurepr

8/16/11 9:35 shonali A4: It depends on what your goals are for the campaign and I believe you need to really think about that first before metrics #measurepr

8/16/11 9:35 smanalyticsbook RT @smanalyticsbook: A3: I'd suggest taking any study that claims to have

8/16/11 9:36 shonali

calculated the value of a Facebook fan w/ grain of salt #measurepr  
A4: Put it this way, the metrics and KPI's will be defined once you can define what it is you actually want know and measure #measurepr

8/16/11 9:36 smanalyticsbook Not much if they aren't engaging with you/your brand RT @shonali Q3: @smanalyticsbook: How much is a fan or follower worth? #measurepr

8/16/11 9:36 thinksocreative RT @smanalyticsbook: A4: It depends on your goals for the campaign. You need to really think about that first before metrics. #measurepr

8/16/11 9:36 shonali RT @smanalyticsbook: A3: Suggest taking any study that claims 2 have calculated the value of a Facebook fan w/ a grain of salt #measurepr

8/16/11 9:36 susan\_w A4: Until then, I suggest staying away from defining any metrics, which will probably lead you astray #measurepr

8/16/11 9:36 smanalyticsbook RT @smanalyticsbook: A4: Put it this way, metrics & KPI's will be defined once you define what it is you want know and measure. #measurepr

8/16/11 9:37 shonali RT @kdpaine: #iprmeasure #measurepr #measuresm for all you metrics geeks out there, the perfect greeting cards <http://t.co/unGQkdL>

8/16/11 9:37 paulafwagner Great advice. RT @smanalyticsbook: You need to really think about goals are for the campaign 1st, before the metrics #measurepr

8/16/11 9:37 spiral16 @shonali @webmetricsguru Hello! Marshall have you calculated fan value based on Impact? To me that's where the real biz value is #measurepr

8/16/11 9:37 johnlovet RT @thinksocreative: Not much if they aren't engaging with you/your brand RT @shonali Q3: @smanalyticsbook: How much is a fan or followe ...

8/16/11 9:37 JoAnnLefebvre A4: However, once you define what your foals are, we can then decide what metrics we can collect on them, and what KPI's to use #measurepr

8/16/11 9:38 smanalyticsbook @johnlovet - I bet you have, I have your book and I think you mention it - what have you come up with? #measurepr

8/16/11 9:38 smanalyticsbook RT @smanalyticsbook: A4: Put it this way, metrics & KPI's will be defined once you define what it is you want know and measure. #measurepr

8/16/11 9:38 susan\_w A4. Before establishing SM metrics, 1st know ur audience b/c it makes a difference. Are they lurkers, active, contributors, etc? #measurepr

8/16/11 9:38 BlueprintCG\_PR RT @smanalyticsbook: A4: Once you define your goals, then decide what metrics to collect on them, and what KPI's to use. #measurepr

8/16/11 9:39 shonali @johnlovet maybe you can share Amazon link to your new book on Social Media Metrics Secrets here for the rest of the readers #measurepr

8/16/11 9:39 smanalyticsbook @BlueprintCG\_PR How to you change a lurker to an active contributor or reach out to a lurker? #measurepr

8/16/11 9:41 BDlonline @smanalyticsbook It requires working with your influencers to tie back to outcomes using campaign IDs. Web Analytics + SMM #measurepr

8/16/11 9:41 johnlovet A4: I am resisting getting into specifics, but I do cover them in my book - I suggest looking at it for more details. #measurepr

8/16/11 9:41 smanalyticsbook A4: On developing a #socmedia strategy before you start measuring: <http://ow.ly/64BwW> #measurepr

8/16/11 9:41 thinksocreative A4: correct, John, a Web Analytics approach requiring a bit of mapping and setup people often don't do in this work,unfortunately #measurepr

8/16/11 9:42 smanalyticsbook RT @BlueprintCG\_PR: A4. Before establishing SM metrics, 1st know ur audience b/c it makes a difference. &lt;-agree #measurepr

8/16/11 9:42 TedWeismann RT @smanalyticsbook: A4: correct, @johnlovet a Web Analytics approach requiring mapping & setup. People often don't do this. #measurepr

8/16/11 9:43 shonali A4: The best results will come from putting the Analyst, Creative and

8/16/11 9:43 smanalyticsbook

Community Manager in the same team and room - brainstorming #measurepr

8/16/11 9:44 Rosemontwriter RT @smanalyticsbook: A4: best results will come from putting the Analyst, Creative & #CMGR in same team & room - brainstorming #measurepr

8/16/11 9:44 JoAnnLefebvre RT @TedWeismann: RT @BlueprintCG\_PR: A4. Before establishing SM metrics, 1st know ur audience b/c it makes a difference. &lt;-agree #mea ...

8/16/11 9:44 BlueprintCG\_PR @BDIonline Truth is that diff audiences have diff levels of SM activity. Can't change them. Just know how 2 communicate w/ them #measurepr

8/16/11 9:44 Shift2Inbound RT @smanalyticsbook: A4: The best results will come from putting the Analyst, Creative and Community Manager in the same team and room - ...

8/16/11 9:44 smanalyticsbook A4: it's syncing up Business Process with Measurement Process, which may end up causing you to ACTUALLY CHANGE your Business Pros #measurepr

8/16/11 9:45 shonali RT @smanalyticsbook: A4: Best results will come fm putting the Analyst, Creative & Cmty Manager in same team/room, brainstorming. #measurepr

8/16/11 9:45 smanalyticsbook A4: A revolutionary approach I cover in my book - most books tell you to add measurement process to business process #measurepr

8/16/11 9:46 shonali RT @smanalyticsbook: A4: it's syncing Business Process w Measurement Process, which may cause you to ACTUALLY CHANGE yr Biz Pros #measurepr

8/16/11 9:46 smanalyticsbook A4: But that's 2 Dimensional thinking - you may have to change your business to make it trackable - with profound implications #measurepr

8/16/11 9:46 thinksocreative The cure for everything: MT @smanalyticsbook: A4: The best results will come from...brainstorming #measurepr

8/16/11 9:47 shonali Q5. What is the best way to measure PR campaigns? #measurepr

8/16/11 9:48 tatitosi RT @shonali: RT @smanalyticsbook: A4: correct, @johnlovetta a Web Analytics approach requiring mapping & setup. People often don't do thi ...

8/16/11 9:48 JoAnnLefebvre RT @smanalyticsbook: A4: But that's 2 Dimensional thinking - you may have to change your business to make it trackable - with profound i ...

8/16/11 9:48 thinksocreative @svilardo2 Collaborative brainstorming = getting on the same page and developing creative strategies! #measurepr

8/16/11 9:49 Rosemontwriter RT @shonali: Q5. What is the best way to measure PR campaigns? #measurepr

8/16/11 9:49 smanalyticsbook A5: Interesting, because that presents a paradox for me as 1) I don't think that PR firms should measure campaigns they manage #measurepr

8/16/11 9:50 BlueprintCG\_PR A5 Many measure PR based on typical impressions, clippings etc. instead of intangibles i.e. tone of coverage, influence of outlet #measurepr

8/16/11 9:50 smanalyticsbook A5: So question 5 is .. maybe they need to have some else them, because a PR firm is not an objective observer #measurepr

8/16/11 9:51 shonali RT @smanalyticsbook: A5: Interesting. That presents a paradox for me. I don't think PR firms shd measure campaigns they manage #measurepr

8/16/11 9:51 smanalyticsbook A5: I believe 3 party measurement firms such as Semphonic and WAD should be doing the measurement for PR #measurepr

8/16/11 9:51 Rosemontwriter Never? RT @smanalyticsbook: A5: So Q 5 is .. maybe they need to have some else them, bc a PR firm is not an objective observer #measurepr

8/16/11 9:51 smanalyticsbook A5: before we go into the metrics let me explain my thinking on this #measurepr

8/16/11 9:52 JoAnnLefebvre RT @smanalyticsbook: A5: Interesting, because that presents a paradox for me as 1) I don't think that PR firms should measure campaigns ...

8/16/11 9:52 shonali RT @smanalyticsbook: A5: So Q5 is .. maybe they need to have some else do

them, because a PR firm is not an objective observer #measurepr  
 RT @smanalyticsbook: A5: before we go into the metrics let me explain my thinking on this. #measurepr  
 8/16/11 9:52 shonali  
 A5: First, PR firms are not the best place for measurement to begin with, since there focus is on creative and spin #measurepr  
 8/16/11 9:52 smanalyticsbook  
 RT @smanalyticsbook: A5 Interesting, b/c that presents a paradox 4 me I don't think PR firms should measure campaigns they manage #measurepr  
 8/16/11 9:52 susan\_w  
 A5: Therefore, they may not have the proper ground in data Analytics to even to a good analysis #measurepr  
 8/16/11 9:53 smanalyticsbook  
 Ouch. RT @smanalyticsbook: A5: First, PR firms are not the best place for measurement, since there focus is on creative and spin #measurepr  
 8/16/11 9:54 Rosemontwriter  
 Double ouch. RT @smanalyticsbook: A5: Therefore, they may not have the proper ground in data Analytics to even to a good analysis #measurepr  
 8/16/11 9:54 Rosemontwriter  
 @smanalyticsbook Our Analytics Watchdog program is designed to fill just that void: <http://t.co/GWASHfF> #measure #measurepr  
 8/16/11 9:54 Semphonic  
 A5: Same as merchandising back in the 1980's used to be done by Sears, etc, now done by RGIS #measurepr  
 8/16/11 9:54 smanalyticsbook  
 Why not, I wonder? RT @susan\_w: RT @smanalyticsbook: A5 PR firms should'nt measure campaigns they manage #measurepr  
 8/16/11 9:54 akroundtree  
 Uhoh, the "S" word RT @smanalyticsbook A5: 1st, PR firms aren't the best place for measurement, since their focus-&gt; creative/spin #measurepr  
 8/16/11 9:55 shonali  
 @smanalyticsbook That's been changing, as any good PR person needs to be data-driven now and learn analytics #measurepr  
 8/16/11 9:55 TedWeismann  
 A5: Third party that will do this objectively #measurepr  
 8/16/11 9:55 smanalyticsbook  
 @smanalyticsbook Agreed! Precious few brands require agencies to use their internal #measure frameworks #foxinthehenhouse #measurepr  
 8/16/11 9:56 johnlovet  
 Hurts, but should the roosters guard the hen house? 3rd party audits, at least probably good. RT @Rosemontwriter: Double ouch. #measurepr  
 8/16/11 9:57 JoAnnLefebvre  
 RT @smanalyticsbook: A5 curious how developing goals & measuring success objectively 4 clients differs from PR firms to 3rd party #measurepr  
 8/16/11 9:57 Rosemontwriter  
 RT @smanalyticsbook: A5: Third party that will do this objectively. #measurepr  
 8/16/11 9:57 shonali  
 A5: I suggest people buy my book and read Chapter 10 #measurepr  
 8/16/11 9:58 smanalyticsbook  
 A5: I can more easily point to the firms that I think should be doing this work rather than how they differ from internal PR Meas #measurepr  
 8/16/11 9:58 smanalyticsbook  
 How about a little teaser? RT @smanalyticsbook: A5: I suggest people buy my book and read Chapter 10 #measurepr  
 8/16/11 9:58 Rosemontwriter  
 @rosemontwriter Totally disagree with @smanalyticsbook. I work in #PR and we use measurement in every campaign and pitch #measurepr  
 8/16/11 9:59 gchesman  
 RT @gchesman: @rosemontwriter Totally disagree with @smanalyticsbook. I work in #PR and we use measurement in every campaign and pitch # ...  
 8/16/11 9:59 akroundtree  
 RT @gchesman: @rosemontwriter Totally disagree w/ @smanalyticsbook. I work in #PR & we use measurement in every campaign & pitch #measurepr  
 8/16/11 9:59 Rosemontwriter  
 a5: Well, there's chapter 9, and you can get that easily right here <http://t.co/S3u26Zr> #measurepr  
 8/16/11 9:59 smanalyticsbook  
 Well, that last question woke a lot of us up, eh? :p Unfortunately time's out & @smanalyticsbook has to go. #measurepr  
 8/16/11 10:01 shonali  
 8/16/11 10:01 shonali  
 If some of you have lingering questions, do tweet @smanalyticsbook (aka



@webmetricsguru). I'd suggest his book too. #measurepr  
 Also, if you're in NYC, @smanalyticsbook has a book signing coming up this  
 Thursday: <http://ow.ly/64CPW> #measurepr  
 8/16/11 10:02 shonali  
 8/16/11 10:02 smanalyticsbook A5: Disagreement is good - but I do want to point out that I'm not claiming  
 measurement should not be done in PR #measurepr  
 @shonali @smanalyticsbook @webmetricsguru Thanks for informative chat.  
 8/16/11 10:02 TedWeismann #measurepr  
 8/16/11 10:02 smanalyticsbook a5: I am just saying that I think client measurement work should be done by  
 a third party, not all measurement work #measurepr  
 8/16/11 10:03 shonali RT @smanalyticsbook: A5: Disagreement is good, but I do want to point out  
 I'm not claiming measurement shouldn't be done in PR.. #measurepr  
 8/16/11 10:03 Rosemontwriter @shonali @smanalyticsbook thanks for #measurepr chat  
 To avoid bias? RT @smanalyticsbook: a5: client measurement work should  
 8/16/11 10:03 akroundtree be done by a third party #measurepr  
 RT @smanalyticsbook: a5: I'm just saying that I think client msmt work  
 8/16/11 10:04 shonali should be done by a 3rd party, not all msmt work. #measurepr  
 OK, folks, that's the end of this week's chat. Many thanks to all for joining,  
 8/16/11 10:04 shonali and to @smanalyticsbook for fielding questions. #measurepr  
 Btw, I've started reading @smanalyticsbook and while I'm not through, it's v.  
 8/16/11 10:05 shonali interesting. So check it out. #measurepr  
 RT @shonali: Btw, I've started reading @smanalyticsbook and while I'm not  
 8/16/11 10:05 akroundtree through, it's v. interesting. So check it out. #measurepr  
 The "official" chat is now over, but do use the hashtag for relevant convos.  
 8/16/11 10:05 shonali Next chat: 8/30, 12-1 pm ET. Save the date! #measurepr