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
8/16/11 9:01	shonali	you do, etc. #measurepr
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 -
8/16/11 9:01	storgaardconley	startting now! RT @wgbiz: Join our @wgbiz Editor @shonali for her #measurepr chat -
8/16/11 9:01	Alexandrafunfit	startting now!
		I'll start: I'm a #solopr pro based in DC, #wgbiz editor & measurement
8/16/11 9:01	shonali	fanatic (hence this chat). #measurepr
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
8/16/11 9:03	thinksocreative	work that both we and our clients can be proud of. #measurepr
8/16/11 9:03	shonali	@thinksocreative Welcome to the chat! #measurepr
0/45/44.0.00		RT @BlueprintCG_PR: PR pros should join join #measurepr chat going on
8/16/11 9:03	JoAnnLefebvre	now!
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. :)
8/10/11 9.04	Silialialyticsbook	RT @shonali: I'm about to head into #measurepr with @smanalyticsbook, so
8/16/11 9:04	Shift2Inbound	if I'm too talkative for you, please snooze me. :)
0, 10, 11 0.0	•	Hi all, I'm with Lois Paul & Partners (@LPP_PR), tech and healthcare PR in
8/16/11 9:04	TedWeismann	Boston. Happy to join today. #measurepr
		Joining #measurepr for the first time, am sure will like it, greetings all from
8/16/11 9:05	ZeljanaALH	#croatia
8/16/11 9:05	shonali	@ZeljanaALH @TedWeismann Welcome to the chat! #measurepr
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
8/16/11 9:06	smanalyticsbook	@smanalyticsbook!#measurePR #smabook Hi all, form Providence! Looking forward to part @ with @shonali and
8/16/11 9:06	Shift2Inbound	@smanalyticsbook!#measurePR #smabook
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:
8/16/11 9:07	shonali	Q1" or "A1," etc., when you're chatting. #measurepr 2nd, we have groups on Facebook & LinkedIn, if you'd like to join, just search
8/16/11 9:07	shonali	for the hashtag. #measurepr 3rd, this is where all chat recaps/transcripts are posted: http://ow.ly/3OdC8
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
8/16/11 9:08	susan_w	Sterling VA #measurePR

		Abb. IIII be conding acceptions to Samonab tisebook but all one conforms to
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
0, 20, 22 0.00	omana, moodoon	@susan_w Great to see you! Tell @Neustar they have a rock star in you, if
8/16/11 9:08	shonali	they don't already know it. :) #measurepr
		welcome @shift2Inbound
8/16/11 9:09	smanalyticsbook	#measurepr
		Q1. @smanalyticsbook Can you explain what you call "social spectrum"
8/16/11 9:10	shonali	activity? #measurepr
		@smanalyticsbook Looking forward to learning more about your book,
8/16/11 9:10	TedWeismann	Marshall. #measurepr
		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 9:10	smanalyticsbook	#measurepr
0,10,11 3.10	Simulary tiesbook	a1. or we're tracking it, but the data isn't in a useable for the analytics and
8/16/11 9:11	smanalyticsbook	the operations we'd like to perform on the data. #measurepr
	·	And, btw, this is the link (literally) to @smanalyticsbook: http://ow.ly/64zls
8/16/11 9:11	shonali	#measurepr
		a1. I wrote a paper on the subject last year Tracking Social Media ROI using
8/16/11 9:11	smanalyticsbook	Spectrum Analytics http://t.co/qlR7RE3 #measurepr
0/45/44.0.44	1 11	RT @smanalyticsbook: A1. That's what I call "ultraviolet" activity. It's the
8/16/11 9:11	shonali	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/Fm04QHn q/a 2 #measurepr
0/10/11 9.12	Silialialyticsbook	RT @smanalyticsbook: a1. or we're tracking it, but data isn't usable for the
8/16/11 9:12	shonali	analytics & operations we'd like to perform. #measurepr
-, -, -		@shonali the last link is to an technorati interview last week where I also
8/16/11 9:13	smanalyticsbook	answered the question your asking, A1. #measurepr
8/16/11 9:13	deannaboss	yikes! I'm late for #measurepr.
		RT @smanalyticsbook: a1. I wrote a paper on the subject last year Tracking
8/16/11 9:13	shonali	SM ROI using Spectrum Analytics http://t.co/oMhRFeF #measurepr
0/45/44.0.44		RT @smanalyticsbook: a1.Social Media Analytics: Marshall Sponder Provides
8/16/11 9:14	JoAnnLefebvre	Social Media Proof - Page 2 – Technorati Blogging http://t.co/ a1. http://t.co/qlR7RE3 - came up with a audit process that allows user to
8/16/11 9:14	smanalyticsbook	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
0, 10, 11 3.1 .	311011411	a1. I call it the Social Enablement Audit - shows how much of your data is
8/16/11 9:15	smanalyticsbook	Ultraviolet #measurepr
		RT @smanalyticsbook: a1. http://t.co/oMhRFeF - came up w audit process
8/16/11 9:15	shonali	that allows user to know how much data theyre missing/have #measurepr
		RT @smanalyticsbook: wrote a paper on the subject last year Tracking Social
8/16/11 9:15	Rosemontwriter	Media ROI w/ Spectrum Analytics http://t.co/jE2EFri #measurepr
0/16/11 0:15	December of the second	RT @smanalyticsbook: wrote a paper on the subject last year Tracking Social
8/16/11 9:15	Rosemontwriter	Media ROI w/ Spectrum Analytics http://t.co/ZmKblc6 #measurepr RT @smanalyticsbook: a1. I call it the Social Enablement Audit - shows how
8/16/11 9:15	shonali	much of your data is Ultraviolet. #measurepr
0, 10, 11 3.13	5.7011611	A1: Also postulate we can come up with solutions to make more data usable
8/16/11 9:16	smanalyticsbook	on a case by case basis #measurepr
	-	

8/16/11 9:16 shonali make more data usable on a case by case basis. #measurepr 8/16/11 9:16 shonali elicitabethcorley #measurepr 8/16/11 9:16 shonali elicitabethcorley #measurepr 8/16/11 9:17 JoAnnLefebvre audit process that allows user to know how much data theyre missin 8/16/11 9:17 shonali different? #measurepr 8/16/11 9:17 smanalyticsbook 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 Page 4 - Technorati Blogging http://t.co/wp95co #measurepr 8/16/11 9:18 thinksocreative Cultures use social media, and are their measures different cultures use social media, and are their measurepr 8/16/11 9:18 smanalyticsbook Page 4 - Technorati Blogging http://t.co/wp95co #measurepr 8/16/11 9:18 smanalyticsbook Read their measurepr RT @shonali: Q2: How do different cultures use social media, and are their measures different different cultures use social media, and are their measurepr 8/16/11 9:18 smanalyticsbook Page 4 - Technorati Blogging http://t.co/wp95co Also, Chapter 3 of my book Social Media Proof Page 4 - http://t.co/wp85co Also, Chapter 3 of my book Social Media Analytics Marshall Sponder 8/16/11 9:19 smanalytic		elizabethcorley	Greetings, all from DC. This is my first chat #measurePR RT @smanalyticsbook: A1: Also postulate we can come up with solutions to
8/16/11 9:16 smanalyticsbook s/16/11 9:16 welcome @elizabethcorley #measurepr RT @shonali @elizabethcorley Welcome! #measurepr RT @shonali: RT @smanalyticsbook a:1. http://t.co/oMhRFeF - came up w audit process that allows user to know how much data theyre missin Q2: How do different cultures use social media, and are their measures different? #measurepr A2: This is pretty much the same question I answered at the bottom of this page from my interview at Technorati - #measurepr A2: Social Media Analytics: Marshall Sponder Provides Social Media Proof - Page 4 - Technorati Blogging http://t.co/wwpFoc #measurepr Great questions from my interview at Technorati - #measurepr Measurepr RT @shonali: Q2: How do different cultures use social media, and are their measures different? A2: http://t.co/wwpFoc Also, Chapter 3 of my book Social Media Analytics was smanalyticsbook. A2: http://t.co/wwpFoc Also, Chapter 3 of my book Social Media Analytics Marshall Sponder Provides Social Media Proof - Page 4 - http://t.co/akdquB #measurepr Mmeasurepr Sorry to tune in latel I'm multi-tasking 3 TweetChats right nowl We love @smanalyticsbook. A2: Social Media Analytics: Marshall Sponder Provides Social Media Proof - Page 4 - http://t.co/akdquB #measurepr @bdoinline Wow I hassalotta chats: p. Welcomel #measurepr 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 hi @bdionline, looking forwards to 9/21 Mobile Social Conf and glad your here #measurepr hi @bdionline, looking forwards to 9/21 Mobile Social Conf and glad your here #measurepr such as Brazil, but not elsewhere, don't know why 8/16/11 9:21 smanalyticsbook #measu	8/16/11 9:16	shonali	
8/16/11 9:16 shonali @elizabethcorley Welcomel #measurepr 8/16/11 9:16 JoAnnLefebvre audit process that allows user to know how much data theyre missin 8/16/11 9:17 shonali different cultures use social media, and are their measures different? #measurepr 8/16/11 9:17 smanalyticsbook page from my interview at Technorati - #measurepr 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 Page 4 - Technorati Blogging http://t.co/vwpP5c0 #measurepr 8/16/11 9:18 thinksocreative Cultures use social media, and are their measurepr 8/16/11 9:18 smanalyticsbook Provides Social Media Analytics: Marshall Sponder Provides Social Media Analytics: Marshall Sponder Provides Social Media Analytics: Marshall Sponder Provides Social Media Analytics at their multi-tasking 3 TweetChats right now! 8/16/11 9:18 smanalyticsbook Provides Social Media Proof - Page 4 - http://t.co/vabdqub #measurepr 8/16/11 9:19 shonali Provides Social Media Proof - Page 4 - http://t.co/vabdqub #measurepr 8/16/11 9:19 smanalyticsbook #Tesensanalyticsbook at 2: Social Media Analytics: Marshall Sponder 8/16/11 9:21 smanalyticsbook #measurepr 8/16/11 9:21 smanal			
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8/16/11 9:17smanalyticsbook A2: Social Media Analytics: Marshall Sponder Provides Social Media Proof A2: Social Media Analytics: Marshall Sponder Provides Social Media Proof Great questions from #measurepr RT @shonali: Q2: How do different cultures use social media, and are their measures different? A2: http://t.co/wwpPSco Also, Chapter 3 of my book Social Media Analytics has details on certain regions such as China. #measurepr #measurepr Sorry to tune in late! I'm multi-tasking 3 TweetChats right now!8/16/11 9:18BDIonlineWe love @smanalyticsbook RT @smanalyticsbooks: A2: Social Media Analytics: Marshall Sponder8/16/11 9:19shonaliProvides Social Media Proof - Page 4 - http://t.co/zAkdquB #measurepr @bdionline Wow, Inbassalotta chats: :p Welcome! #measurepr a2: there clearly are cultural norms that differ in every country and region. It's said that Europeans use SMS more than we do8/16/11 9:19smanalyticsbook #measurepr hi @bdionline, looking forwards to 9/21 Mobile Social Conf and glad your here #measurepr RT @smanalyticsbook a2: there are cultural norms that differ in every country/region. It's said Europeans use SMS more than us. #measurepr A2: Some services such as Google Okrut seem to do well in certain places such as Brazil, but not elsewhere, don't know why8/16/11 9:21smanalyticsbook RT @smanalyticsbook: A2: Some services eg Google Orkut do well in certain places such as Brazil, not elsewhere, don't know why #measurepr Stopping by for a fewhere's my review of @smanalyticsbook8/16/11 9:22erkramerhttp://t.co/m4577mC #GreatRead #measurepr I wish @Twitter had a 30-minute snooze button for users. rt @shonali About to head into #measurepr, so if i'm too talkative, snoozer me. :) physically, but culturally and historically as well.<	8/16/11 9:1/	shonali	·
A2: Social Media Analytics: Marshall Sponder Provides Social Media Proof- Page 4 - Technorati Blogging http://t.co/wwpP5co #measurepr Great questions from #measurepr RT @shonalli: Q2: How do different cultures use social media, and are their measures different? A2: http://t.co/wwpP5co Also, Chapter 3 of my book Social Media Analytics A5/16/11 9:18 smanalyticsbook has details on certain regions such as China. #measurepr #measurepr Sorry to tune in late! I'm multi-tasking 3 TweetChats right now! We love @smanalyticsbook AT @smanalyticsbook A	8/16/11 9:17	smanalyticshook	
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8/16/11 9:18smanalyticsbook #measurepr Sorry to tune in late! I'm multi-tasking 3 TweetChats right now!8/16/11 9:18BDIonlineWe love @smanalyticsbook RT @smanalyticsbook: A2: Social Media Analytics: Marshall Sponder8/16/11 9:19shonaliProvides Social Media Proof - Page 4 - http://t.co/zAkdquB #measurepr a2: there clearly are cultural norms that differ in every country and region. It's said that Europeans use SMS more than we do8/16/11 9:19smanalyticsbook #measurepr hi @bdionline , looking forwards to 9/21 Mobile Social Conf and glad your here #measurepr RT @smanalyticsbook: a2: there are cultural norms that differ in every country/region. It's said Europeans use SMS more than us. #measurepr A2: Some services such as Google Okrut seem to do well in certain places such as Brazil, but not elsewhere, don't know why8/16/11 9:21smanalyticsbook #measurepr RT @smanalyticsbook: A2: Some services eg Google Orkut do well in certain places such as Brazil, not elsewhere, don't know why #measurepr Stopping by for a fewhere's my review of @smanalyticsbook http://t.co/m4577mC #GreatRead #measurepr8/16/11 9:22erkramerhttp://t.co/m4577mC #GreatRead #measurepr 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. :) A2: I think our lives and thoughts are shaped by our surroundings, not just physically, but culturally and historically as well.8/16/11 9:23smanalyticsbook Hemasure #measurepr #measuresm for all you metrics geeks out there, #iprmeasure #measurepr #measuresm for all you metrics geeks out there,	8/16/11 9:18	thinksocreative	·
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A2: I think our lives and thoughts are shaped by our surroundings, not just physically, but culturally and historically as well. 8/16/11 9:23 smanalyticsbook #measurepr #iprmeasure #measurepr #measuresm for all you metrics geeks out there, the perfect greeting cards http://t.co/unGQkdL	8/16/11 9:21 8/16/11 9:21 8/16/11 9:22 8/16/11 9:22	shonali smanalyticsbook smanalyticsbook shonali	RT @smanalyticsbook: a2: there are cultural norms that differ in every country/region. It's said Europeans use SMS more than us. #measurepr A2: Some services such as Google Okrut seem to do well in certain places such as Brazil, but not elsewhere, don't know why #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 RT @smanalyticsbook: A2: Some services eg Google Orkut do well in certain places such as Brazil, not elsewhere, don't know why #measurepr Stopping by for a fewhere's my review of @smanalyticsbook http://t.co/m4577mC #GreatRead #measurepr
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8/16/11 9:23 smanalyticsbook #measurepr #measuresm for all you metrics geeks out there, 8/16/11 9:23 kdpaine the perfect greeting cards http://t.co/unGQkdL	8/16/11 9:21 8/16/11 9:21 8/16/11 9:22 8/16/11 9:22 8/16/11 9:22	shonali smanalyticsbook smanalyticsbook shonali erkramer	RT @smanalyticsbook: a2: there are cultural norms that differ in every country/region. It's said Europeans use SMS more than us. #measurepr A2: Some services such as Google Okrut seem to do well in certain places such as Brazil, but not elsewhere, don't know why #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 RT @smanalyticsbook: A2: Some services eg Google Orkut do well in certain places such as Brazil, not elsewhere, don't know why #measurepr Stopping by for a fewhere's my review of @smanalyticsbook http://t.co/m4577mC #GreatRead #measurepr 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.:)
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8/16/11 9:23 smanalyticsbook Hi @erkramer glad to "meet you here" again #measurepr	8/16/11 9:21 8/16/11 9:21 8/16/11 9:22 8/16/11 9:22 8/16/11 9:22 8/16/11 9:23	shonali smanalyticsbook smanalyticsbook shonali erkramer jdeloma	RT @smanalyticsbook: a2: there are cultural norms that differ in every country/region. It's said Europeans use SMS more than us. #measurepr A2: Some services such as Google Okrut seem to do well in certain places such as Brazil, but not elsewhere, don't know why #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 RT @smanalyticsbook: A2: Some services eg Google Orkut do well in certain places such as Brazil, not elsewhere, don't know why #measurepr Stopping by for a fewhere's my review of @smanalyticsbook http://t.co/m4577mC #GreatRead #measurepr 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. :) A2: I think our lives and thoughts are shaped by our surroundings, not just physically, but culturally and historically as well. #measurepr
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0,10,11	2.23	Silonan	A2: Thanks for the review @erkramer and c U at NYC book signing Thursday
8/16/11	L 9:24	smanalyticsbook	http://t.co/HrQ8lxJ #measurepr
			RT @shonali: RT @smanalyticsbook: a2: Google isn't the dominant search
8/16/11	L 9:24	JoAnnLefebvre	engine in China. Baidu is, has been all along. See Ch. 3 of #smab
011011			@smanalyticsbook Sorry I'm late. This is my first #measurepr chat. Will try to
8/16/11	L 9:25	jdeloma	catch-up.
8/16/11	1 0.25	shonali	RT @smanalyticsbook: A2: Our lives, thoughts are shaped by our surroundings, not just physically, but culturally/historically too #measurepr
8/16/11		shonali	@erkramer Welcome! #measurepr
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			popular culture, differs from place to place
8/16/11	L 9:25	smanalyticsbook	#measurepr
8/16/11	L 9:25	shonali	@jdeloma So you don't want to snooze us after all? ;p #measurepr
			Love it! RT @kdpaine: #iprmeasure #measurepr #measuresm for all you
8/16/11	1 9:25	JoAnnLefebvre	metrics geeks out there, the perfect greeting cards http://t.co/5WC7vBC
0/46/44	. 0.25	41-1-1	@shonali We have a question about #measurepr. Starting out, what metrics
8/16/11	L 9:25	thinksocreative	are the most important for a soc media campaign? A2: And habits and usages of people who use Social Media will reflect that.
			AZ. And habits and usages of people who use social Media will reflect that.
8/16/11	L 9:26	smanalyticsbook	#measurepr
		•	RT @smanalyticsbook: A2: I suspect SM usage will be refracted on the lens
8/16/11	L 9:26	shonali	of history/popular culture, differs from place to place #measurepr
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8/16/11	L 9:26	JoAnnLefebvre	Starting out, what metrics are the most important for a soc media cam
8/16/11	1 0.26	paulafwagner	Love these! @kdpaine RT: #iprmeasure #measurepr #measuresm for all you
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8/16/11	L 9:26	jdeloma	@jdeloma So you don't want to snooze us after all? ;p #measurepr
-, -,		,	@thinksocreative We'll add to the list and ask it a bit later. Thanks!
8/16/11	L 9:27	shonali	#measurepr
8/16/11	L 9:27	shonali	Q3: @smanalyticsbook: How much is a fan or follower worth? #measurepr
			@smanalyticsbook Advice on how to use #socialmedia to enhance (and
8/16/11		Rosemontwriter	measure the impact) of #PR for our clients? #measurepr
8/16/11	19:27	shonali	@jdeloma LOL. Phew. :p #measurepr
8/16/11	1 9.27	laurenedoyle	HA! RT @kdpaine: #iprmeasure #measurepr #measuresm for all you metrics geeks out there, the perfect greeting cards bit.ly/qxzaY4
6/10/11	1 3.27	laureneuoyie	@thinksocreative A combination of mentions, responses and followers are
8/16/11	L 9:27	jdeloma	important for a social media campaign. #measurepr #analytics
		•	@Rosemontwriter We'll add that to the list of questions, thanks!
8/16/11	L 9:28	shonali	#measurepr
			What everyone wants to know! :) RT @shonali: Q3: @smanalyticsbook: How
8/16/11	L 9:28	JoAnnLefebvre	much is a fan or follower worth? #measurepr
0/10/14	1 0.20	omonoli, #: -	A3: Again, I did most of the homework here by pulling something from
8/16/11	L 9:28	smanalyticsbook	Chapter 5 of my book and my interview last week #measurepr Follower/fan is worth as much as they contribute pro/con. rt @shonali Q3:
8/16/11	9:28	jdeloma	@smanalyticsbook: How much is a fan or follower worth? #measurepr
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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 Rg 8: Technorati Blogging http://t.co/FALI2OS0
8/16/11 9:29	shonali	Provides SM Proof Pg 8: Technorati Blogging http://t.co/EAU3O80 #measurepr
8/16/11 9:29	jdeloma	@Rosemontwriter I've found being conversational on FB/Twitter has worked wonders in #socialmedia. Followers/comments way up #measurepr RT @shonali: RT @smanalyticsbook: A2: Our lives, thoughts are shaped by
8/16/11 9:30	jdeloma	our surroundings, not just physically, but culturally/historical RE Q3 how much is a fan/follower worth? RT @jdeloma: Follower/fan is
8/16/11 9:30	susan_w	worth as much as they contribute pro/con. #measurepr Love these! @kdpaine RT: #iprmeasure #measurepr #measuresm for all you
8/16/11 9:30	paulafwagner	metrics geeks out there, the perfect greeting cards quiplip.com 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	BDIonline	#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
8/10/11 9.32	Silonali	love em! RT @kdpaine: #iprmeasure #measurepr #measuresm for all you
8/16/11 9:32	kenburbary	metrics geeks out there, the perfect greeting cards http://t.co/lrnXksm A3: Others disagree, of course. In June 2010, the analytics company
8/16/11 9:32	smanalyticsbook	Syncapse released a study saying a Facebook fan is \$136.38. #measurepr Agreed. rt @smanalyticsbook Social media usage will be refracted on lens of
8/16/11 9:32	jdeloma	history, popular culture, differs from place to place #measurepr 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
8/16/11 9:33	shonali	released a study saying a Facebook fan is \$136.38. #measurepr RT @smanalyticsbook: A3: however, the true value of any fan is a variable,
8/16/11 9:33 8/16/11 9:33	shonali	released a study saying a Facebook fan is \$136.38. #measurepr RT @smanalyticsbook: A3: however, the true value of any fan is a variable, according to the Syncapse study. #measurepr
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		released a study saying a Facebook fan is \$136.38. #measurepr RT @smanalyticsbook: A3: however, the true value of any fan is a variable, according to the Syncapse study. #measurepr 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, #measurepr
8/16/11 9:33	shonali	released a study saying a Facebook fan is \$136.38. #measurepr RT @smanalyticsbook: A3: however, the true value of any fan is a variable, according to the Syncapse study. #measurepr 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, #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 9:33 8/16/11 9:33	shonali smanalyticsbook	released a study saying a Facebook fan is \$136.38. #measurepr RT @smanalyticsbook: A3: however, the true value of any fan is a variable, according to the Syncapse study. #measurepr 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, #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 Q4 (from @thinksocreative): Starting out, what metrics are the most important for a soc media campaign? #measurepr
8/16/11 9:33 8/16/11 9:33 8/16/11 9:34	shonali smanalyticsbook JoAnnLefebvre	released a study saying a Facebook fan is \$136.38. #measurepr RT @smanalyticsbook: A3: however, the true value of any fan is a variable, according to the Syncapse study. #measurepr 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, #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 Q4 (from @thinksocreative): Starting out, what metrics are the most important for a soc media campaign? #measurepr A3: I'd suggest taking any study that claims to have calculated the value of a Facebook fan with a grain of salt #measurepr
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8/16/11 9:33 8/16/11 9:33 8/16/11 9:34 8/16/11 9:35	shonali smanalyticsbook JoAnnLefebvre shonali smanalyticsbook	released a study saying a Facebook fan is \$136.38. #measurepr RT @smanalyticsbook: A3: however, the true value of any fan is a variable, according to the Syncapse study. #measurepr 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, #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 Q4 (from @thinksocreative): Starting out, what metrics are the most important for a soc media campaign? #measurepr A3: I'd suggest taking any study that claims to have calculated the value of a Facebook fan with a grain of salt #measurepr RT @smanalyticsbook: A3: The value of a fan is going to depend on formulas

		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
8/16/11 9:36	smanalyticsbook	what it is you actually want know and measure #measurepr Not much if they aren't engaging with you/your brand RT @shonali Q3:
8/16/11 9:36	thinksocreative	@smanalyticsbook: How much is a fan or follower worth? #measurepr RT @smanalyticsbook: A4: It depends on your goals for the campaign. You
8/16/11 9:36	shonali	need to really think about that first before metrics. #measurepr RT @smanalyticsbook: A3: Suggest taking any study that claims 2 have
8/16/11 9:36	susan_w	calculated the value of a Facebook fan w/ a grain of salt #measurepr A4: Until then, I suggest staying away from defining any metrics, which will
8/16/11 9:36	smanalyticsbook	probably lead you astray #measurepr RT @smanalyticsbook: A4: Put it this way, metrics & KPI's will be defined
8/16/11 9:37	shonali	once you define what it is you want know and measure. #measurepr RT @kdpaine: #iprmeasure #measurepr #measuresm for all you metrics
8/16/11 9:37	paulafwagner	geeks out there, the perfect greeting cards http://t.co/unGQkdL Great advice. RT @smanalyticsbook: You need to really think about goals are
8/16/11 9:37	spiral16	for the campaign 1st, before the metrics #measurepr @shonali @webmetricsguru Hello! Marshall have you calculated fan value
8/16/11 9:37	johnlovett	based on Impact? To me that's where the real biz value is #measurepr RT @thinksocreative: Not much if they aren't engaging with you/your brand
8/16/11 9:37	JoAnnLefebvre	RT @shonali Q3: @smanalyticsbook: How much is a fan or followe A4: However, once you define what your foals are, we can then decide what
8/16/11 9:38	smanalyticsbook	metrics we can collect on them, and what KPI's to use #measurepr @johnlovett - I bet you have, I have your book and I think you mention it -
8/16/11 9:38	smanalyticsbook	what have you come up with? #measurepr RT @smanalyticsbook: A4: Put it this way, metrics & KPI's will be defined
8/16/11 9:38	susan_w	once you define what it is you want know and measure. #measurepr A4. Before establishing SM metrics, 1st know ur audience b/c it makes a
8/16/11 9:38	BlueprintCG_PR	difference. Are they lurkers, active, contributors, etc? #measurepr RT @smanalyticsbook: A4: Once you define your goals, then decide what
8/16/11 9:39	shonali	metrics to collect on them, and what KPI's to use. #measurepr @johnlovett maybe you can share Amazon link to your new book on Social
8/16/11 9:39	smanalyticsbook	Media Metrics Secrets here for the rest of the readers #measurepr @BlueprintCG_PR How to you change a lurker to an active contributer or
8/16/11 9:41	BDIonline	reach out to a lurker? #measurepr @smanalyticsbook It requires working with your influencers to tie back to
8/16/11 9:41	johnlovett	outcomes using campaign IDs. Web Analytics + SMM #measurepr A4: I am resisting getting into specifics, but I do cover them in my book - I
8/16/11 9:41	smanalyticsbook	suggest looking at it for more details. #measurepr A4: On developing a #socmedia strategy before you start measuring:
8/16/11 9:41	thinksocreative	http://ow.ly/64BwW #measurepr A4: correct, John, a Web Analytics approach requiring a bit of mapping and
8/16/11 9:42	smanalyticsbook	setup people often don't do in this work,unfortunately #measurepr RT @BlueprintCG_PR: A4. Before establishing SM metrics, 1st know ur
8/16/11 9:42	TedWeismann	audience b/c it makes a difference. <-agree #measurepr RT @smanalyticsbook: A4: correct, @johnlovett a Web Analytics approach
8/16/11 9:43 8/16/11 9:43	shonali smanalyticsbook	requiring mapping & setup. People often don't do this. #measurepr A4: The best results will come from putting the Analyst, Creative and

		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 RT @TedWeismann: RT @BlueprintCG_PR: A4. Before establishing SM
8/16/11 9:44	JoAnnLefebvre	metrics, 1st know ur audience b/c it makes a difference. <-agree #mea @BDIonline Truth is that diff audiences have diff levels of SM activity. Can't
8/16/11 9:44	BlueprintCG_PR	change them. Just know how 2 communicate w/ them #measurepr RT @smanalyticsbook: A4: The best results will come from putting the
8/16/11 9:44	Shift2Inbound	Analyst, Creative and Community Manager in the same team and room A4: it's syncing up Business Process with Measurement Process, which may
8/16/11 9:44	smanalyticsbook	end up causing you to ACTUALLY CHANGE your Business Pros #measurepr RT @smanalyticsbook: A4: Best results will come fm putting the Analyst,
8/16/11 9:45	shonali	Creative & Cmty Manager in same team/room, brainstorming. #measurepr A4: A revolutionary approach I cover in my book - most books tell you to add
8/16/11 9:45	smanalyticsbook	measurement process to business process #measurepr RT @smanalyticsbook: A4: it's syncing Business Process w Measurement
8/16/11 9:46	shonali	Process, which may cause you to ACTUALLY CHANGE yr Biz Pros #measurepr A4: But that's 2 Dimensional thinking - you may have to change your
8/16/11 9:46	smanalyticsbook	business to make it trackable - with profound implications #measurepr The cure for everything: MT @smanalyticsbook: A4: The best results will
8/16/11 9:46	thinksocreative	come frombrainstorming #measurepr
8/16/11 9:47	shonali	Q5. What is the best way to measure PR campaigns? #measurepr RT @shonali: RT @smanalyticsbook: A4: correct, @johnlovett a Web
8/16/11 9:48	tatitosi	Analytics approach requiring mapping & setup. People often don't do thi RT @smanalyticsbook: A4: But that's 2 Dimensional thinking - you may have
8/16/11 9:48	JoAnnLefebvre	to change your business to make it trackable - with profound i @svilardo2 Collaborative brainstorming = getting on the same page and
8/16/11 9:48	thinksocreative	developing creative strategies! #measurepr RT @shonali: Q5. What is the best way to measure PR campaigns?
8/16/11 9:49	Rosemontwriter	#measurepr A5: Interesting, because that presents a paradox for me as 1) I don't think
8/16/11 9:49	·	that PR firms should measure campaigns they manage #measurepr A5 Many measure PR based on typical impressions, clippings etc. instead of
8/16/11 9:50	BlueprintCG_PR	intangibles i.e. tone of coverage, influence of outlet #measurepr A5: So question 5 is maybe they need to have some else them, because a
8/16/11 9:50	smanalyticsbook	PR firm is not an objective observer #measurepr RT @smanalyticsbook: A5: Interesting. That presents a paradox for me. I
8/16/11 9:51	shonali	don't think PR firms shd measure campaigns they manage #measurepr A5: I believe 3 party measurement firms such as Semphonic and WAD
8/16/11 9:51	smanalyticsbook	should be doing the measurement for PR #measurepr Never? RT @smanalyticsbook: A5: So Q 5 is maybe they need to have
8/16/11 9:51	Rosemontwriter	some else them, bc a PR firm is not an objective observer #measurepr A5: before we go into the metrics let me explain my thinking on this
8/16/11 9:51	smanalyticsbook	#measurepr RT @smanalyticsbook: A5: Interesting, because that presents a paradox for
8/16/11 9:52	JoAnnLefebvre	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
8/16/11 9:52	shonali	thinking on this. #measurepr
0/16/11 0.53	smanalyticshaal	A5: First, PR firms are not the best place for measurement to begin with,
8/16/11 9:52	smanalyticsbook	since there focus is on creative and spin #measurepr RT @smanalyticsbook: A5 Interesting, b/c that presents a paradox 4 me I
8/16/11 9:52	susan_w	don't think PR firms should measure campaigns they manage #measurepr
8/10/11 9.32	susan_w	A5: Therefore, they may not have the proper ground in data Analytics to
8/16/11 9:53	smanalyticsbook	even to a good analysis #measurepr
0, 10, 11 3.33	Silialial y closs ook	Ouch. RT @smanalyticsbook: A5: First, PR firms are not the best place for
8/16/11 9:54	Rosemontwriter	measurement, since there focus is on creative and spin #measurepr
-, -, -		Double ouch. RT @smanalyticsbook: A5: Therefore, they may not have the
8/16/11 9:54	Rosemontwriter	proper ground in data Analytics to even to a good analysis #measurepr
		@smanalyticsbook Our Analytics Watchdog program is designed to fill just
8/16/11 9:54	Semphonic	that void: http://t.co/GWAShfF #measure #measurepr
		A5: Same as merchandising back in the 1980's used to be done by Sears, etc,
8/16/11 9:54	smanalyticsbook	now done by RGIS #measurepr
		Why not, I wonder? RT @susan_w: RT @smanalyticsbook: A5 PR firms
8/16/11 9:54	akroundtree	should'nt measure campaigns they manage #measurepr
0/46/44055	1 1.	Uhoh, the "S" word RT @smanalyticsbook A5: 1st, PR firms aren't the best
8/16/11 9:55	shonali	place for measurement, since their focus-> creative/spin #measurepr
0/16/11 0:55	TodWoismann	@smanalyticsbook That's been changing, as any good PR person needs to be
8/16/11 9:55	TedWeismann	data-driven now and learn analytics #measurepr
8/16/11 9:55	smanalyticsbook	A5: Third party that will do this objectively #measurepr @smanalyticsbook Agreed! Precious few brands require agencies to use
8/16/11 9:56	johnlovett	their internal #measure frameworks #foxinthehenhouse #measurepr
8/10/11 9.50	joinnovett	Hurts, but should the roosters guard the hen house? 3rd party audits, at
8/16/11 9:57	JoAnnLefebvre	least probably good. RT @Rosemontwriter: Double ouch. #measurepr
2, 22, 22 2 2 2		RT @smanalyticsbook: A5 curious how developing goals & measuring
8/16/11 9:57	Rosemontwriter	success objectively 4 clients differs from PR firms to 3rd party #measurepr
		RT @smanalyticsbook: A5: Third party that will do this objectively.
8/16/11 9:57	shonali	#measurepr
8/16/11 9:58	smanalyticsbook	A5: I suggest people buy my book and read Chapter 10 #measurepr
		A5: I can more easily point to the firms that I think should be doing this work
8/16/11 9:58	smanalyticsbook	rather than how they differ from internal PR Meas #measurepr
	_	How about a little teaser? RT @smanalyticsbook: A5: I suggest people buy
8/16/11 9:58	Rosemontwriter	my book and read Chapter 10 #measurepr
0/46/44 0:50		@rosemontwriter Totally disagree with @smanalyticsbook. I work in #PR
8/16/11 9:59	gchesman	and we use measurement in every campaign and pitch #measurepr
0/16/11 0:50	akroundtree	RT @gchesman: @rosemontwriter Totally disagree with @smanalyticsbook.
8/16/11 9:59	akroundtree	I work in #PR and we use measurement in every campaign and pitch # RT @gchesman: @rosemontwriter Totally disagree w/ @smanalyticsbook. I
8/16/11 9:59	Rosemontwriter	work in #PR & we use measurement in every campaign & pitch #measurepr
0, 10, 11 3.33		a5: Well, there's chapter 9, and you can get that easily right here
8/16/11 9:59	smanalyticsbook	http://t.co/S3u26Zr #measurepr
-,, 5.33	,	Well, that last question woke a lot of us up, eh? :p Unfortunately time's out
8/16/11 10:01	shonali	& @smanalyticsbook has to go. #measurepr
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
8/16/11 10:02	shonali	Thursday: http://ow.ly/64CPW #measurepr
		A5: Disagreement is good - but I do want to point out that I'm not claiming
8/16/11 10:02	smanalyticsbook	measurement should not be done in PR #measurepr
		@shonali @smanalyticsbook @webmetricsguru Thanks for informative chat.
8/16/11 10:02	TedWeismann	#measurepr
		a5: I am just saying that I think client measurement work should be done by
8/16/11 10:02	smanalyticsbook	a third party, not all measurement work #measurepr
		RT @smanalyticsbook: A5: Disagreement is good, but I do want to point out
8/16/11 10:03	shonali	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
0/10/11/10 ==		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