

User Name	Tweet
EdelmanDigital (Edelman Digital)	EdelmanDigital: RT @JonnyBentwood: What is tweetlevel? How is it different? How can it be used? - discuss today with hashtag #measurePR at 12ET #influencechat #edemandigital
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: #usguys meet #measurePR both great chats so introducing you. #measurepr today at 12pm ET on tweetlevel - hope you can come #shamelessplug
jenzings (Jen Zingsheim)	jenzings: Have questions about measuring influence? Join the #MeasurePR chat today at noon!
TedWeismann (Ted Weismann)	TedWeismann: Looking forward to today's chat with @JonnyBentwood & @shonali #measurepr
jenzings (Jen Zingsheim)	jenzings: It's that time folks! Please introduce yourselves, and let me know who is here! #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @TedWeismann Welcome! #MeasurePR
donbart (Don Bartholomew)	donbart: @rebeccadenison Also you can be an influencer in PR and social media measurement without using #measurePR.
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: What is tweetlevel & How is it different? How can it be used? - discuss today with hashtag #measurePR at 12ET #influencechat #edemandigital
KaityFischer (Kaity Fischer)	KaityFischer: RT @JonnyBentwood: What is tweetlevel? How is it different? How can it be used? - discuss today with hashtag #measurePR at 12ET #influencechat #edemandigital
webmetricsguru (Marshall Sponder)	webmetricsguru: Hi folks, got addicted from last two chats, figured I'd drop in today #measurepr

---

JonnyBentwood (Jonny Bentwood)	JonnyBentwood: hi everyone. look forward to answering your questions #measurePR
jenzings (Jen Zingsheim)	jenzings: We have a great guest today, but first, some housekeeping items. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: First, remember to use the hashtag #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @webmetricsguru Welcome back! Glad to have you here. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: ...next, remember to number your answers wrt the Q number (Q1, A1, etc.) #MeasurePR
Rosemontwriter (Aaron Hurst)	Rosemontwriter: RT @webmetricsguru: Hi folks, got addicted from last two chats, figured I'd drop in today #measurepr
webmetricsguru (Marshall Sponder)	webmetricsguru: thanks! met Jonny at Royal Society a few months back, had a peek at platform - #measurepr
jenzings (Jen Zingsheim)	jenzings: When the chat is over, you can find a summary and transcript at: #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @Rosemontwriter Welcome to the chat! #MeasurePR
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: thanks Jennifer for hosting - looking forward to being quizzed - heckling allowed #measurePR
jenzings (Jen Zingsheim)	jenzings: Today's guest is @JonnyBentwood of #edelmandigital; brains behind #TweetLevel #MeasurePR

---

TedWeismann (Ted Weismann)	TedWeismann: @jenzings Hi, all. I'm with @LPP_PR in Boston and am tuning in for first 30 minutes. #measurepr
Rosemontwriter (Aaron Hurst)	Rosemontwriter: @jenzings thank you much, looking forward to it. #MeasurePR
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: takes a bow and waves hand #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @TedWeismann Welcome-great to have you. You have power, I see! #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Okay, are we ready to roll? (Yes!) #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @JonnyBentwood Q1: First, what is TweetLevel? #MeasurePR
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: A1 - tweetlevel is a GPS for navigating social media influence. It defines within a context who is influential #MeasurePR
jenzings (Jen Zingsheim)	jenzings: RT @JonnyBentwood: A1 - tweetlevel is a GPS for navigating social media influence. It defines within a context who is influential #MeasurePR
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: A1 cont. It also provides complementary metrics to help PR pross measure their programmes (buzz, links, phrases) #MeasurePR
Rosemontwriter (Aaron Hurst)	Rosemontwriter: RT @JonnyBentwood: A1 - tweetlevel is a GPS for navigating social media influence. It defines within a context who is influential #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @JonnyBentwood Q1,Okay, you've used the magic word WRT influence (context). How? #MeasurePR

---

Rosemontwriter (Aaron Hurst)	Rosemontwriter: RT @JonnyBentwood: A1 cont. also provides complementary metrics to help PR pros measure their programmes (buzz, links, phrases) #MeasurePR
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: Perhaps the best way is for you to have a play on <a href="http://www.tweetlevel.com">www.tweetlevel.com</a> #MeasurePR
Stratajst (The Stratajst)	Stratajst: Listening in on #MeasurePR on TweetLevel with @JonnyBentwood
litlewys (Brandie McCallum)	litlewys: Lurking in on #MeasurePR to meet @JohnnyBrentwood and learn about Tweetlevel
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: After everyone has done the obligatory vanity check (on their own name), I would like to explain how it should be used #MeasurePR
jenzings (Jen Zingsheim)	jenzings: RT @JonnyBentwood: Perhaps the best way is for you to have a play on <a href="http://www.tweetlevel.com">www.tweetlevel.com</a> #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @litlewys Love to have you lurking, welcome! #MeasurePR
jenzings (Jen Zingsheim)	jenzings: BTW, a #MeasurePR sidebar: I hope everyone has fared well re: hurricanes and earthquakes...
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: I would never counsel picking influential names first - influence without context is irrelevant #MeasurePR
LibbyBrill (Elizabeth G. Brill)	LibbyBrill: RT @JonnyBentwood: What is tweetlevel? How is it different? How can it be used? - discuss today with hashtag #measurePR at 12ET #influencechat #edelmandigital
litlewys (Brandie McCallum)	litlewys: @jenzings Aww, #thanks...I do love me some analytics with my coffee!! #MeasurePR

---

dianasefkow (Diana Sefkow)	dianasefkow: Good morning, lurking on #MeasurePR to hear @JohnnyBentwood discuss #Tweetlevel #measurepr
jenzings (Jen Zingsheim)	jenzings: RT @JonnyBentwood: would never counsel picking influential names first - influence without context is irrelevant #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Music 2 my ears: "influence without context is irrelevant" #MeasurePR
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: for example if you want to find out who is influential about #MeasurePR then type that into the search box - try it now
webmetricsguru (Marshall Sponder)	webmetricsguru: The #tweetlevel influence score for @webmetricsguru is 79.7. How influential are you? #measurepr
PRcbk (Courtney Kessler)	PRcbk: Following the #TweetLevel conversation with @JohnnyBentwood on #MeasurePR #measurepr
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: with over 2400 tweets per second, we will analyse every one to see who is relevant - only then can we calculate influence #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @webmetricsguru I'm at 66.7, which seems decent...@jonnybentwood, what does it mean? #MeasurePR
Stratajst (The Stratajst)	Stratajst: RT @jonnybentwood: I would never counsel picking influential names first - influence without context is irrelevant #MeasurePR
webmetricsguru (Marshall Sponder)	webmetricsguru: are you getting part or the full Twitter firehose? #measurepr
webmetricsguru (Marshall Sponder)	webmetricsguru: is 2400 tweets a second the full firehose? #measurepr

---

JonnyBentwood (Jonny Bentwood)	JonnyBentwood: this is what you would see if you searched for #measurePR
TedWeismann (Ted Weismann)	TedWeismann: @JonnyBentwood Apologies if I'm asking out of turn, but how is #tweetlevel different from Klout, PeerIndex, WeFollow? #measurepr
jenzings (Jen Zingsheim)	jenzings: @JonnyBentwood How about an overview of the tool? That will help! #MeasurePR
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: i will answer questions about Klout, firehose and what scores mean shortly - thanks #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @TedWeismann We'll get to that in Q4! #MeasurePR
webmetricsguru (Marshall Sponder)	webmetricsguru: my main reservation with using twitter for influence, tempting as it is, is the short window of activity (14 days) #measurepr
TedWeismann (Ted Weismann)	TedWeismann: @jenzings Super, thanks! #measurepr
webmetricsguru (Marshall Sponder)	webmetricsguru: it's valid, but a longer window, say 3-6 seems a better measure of influence, but the twitter platform makes it hard to realize #measurepr
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: TweetLevel analyses which people have largest share of voice on topic - & then you can import names to see their influence score #MeasurePR
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: unlike other tools, we search the full firehose and go back beyond 2 weeks #MeasurePR
webmetricsguru (Marshall Sponder)	webmetricsguru: @jonnybentwood - why not just give the scores of the influentials along with their names - is it too intensive a calc? #measurepr

---

jenzings (Jen Zingsheim)	jenzings: RT @JonnyBentwood: unlike other tools, we search the full firehose and go back beyond 2 weeks #MeasurePR
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: we look back 1 year + (to get trend) with focus on past month for relevance #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Remember to DM me additional questions, so we can manage the flow! #MeasurePR
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: yes, too intensive to immediately score top 100 names of share of voice - you can import these names by clicking the button #MeasurePR
jenzings (Jen Zingsheim)	jenzings: RT @JonnyBentwood: we search the full firehose and go back beyond 2 weeks #MeasurePR
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: continued... you will then get an email showing the top 100 names with their score #MeasurePR
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: it takes 2 hours to get back to you with your names imported with a score of the top 100 #MeasurePR
webmetricsguru (Marshall Sponder)	webmetricsguru: got it, just asked for one those, thank you! #measurepr
jenzings (Jen Zingsheim)	jenzings: @JonnyBentwood We've jumped to Q2--which was a Twitter firehose question #MeasurePR
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: A1 overview- provides context search on buzz, related phrases, shared links & influence scores of top 100 people harvested by SOV #MeasurePR
jenzings (Jen Zingsheim)	jenzings: A2 @JonnyBentwood: unlike other tools, we search the full firehose and go back beyond 2 weeks #MeasurePR

---

jenzings (Jen Zingsheim)	jenzings: RT @JonnyBentwood: A1 overview- provides context search on buzz, related phrases, shared links & influence scores of top 100 people harvested by SOV #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Lots to learn here...re: TweetLevel #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @JonnyBentwood Q3: Who uses TweetLevel? #MeasurePR
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: A3 - mainly used by brands to help with their PR and messaging programmes #MeasurePR
jenzings (Jen Zingsheim)	jenzings: RT @JonnyBentwood: A3 - mainly used by brands to help with their PR and messaging programmes #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @JonnyBentwood Q3 (b)--can you explain a "best use" scenario? #MeasurePR
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: A3 cont. Used by Edelman (largest PR firm in world) around 53 offices. Needs to be relevant if user is in Japan, France or US #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @JonnyBentwood A3: You can drill down by country? Sweet! #MeasurePR
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: A3b Best used if follow i) search context ii) find benchmark (buzz, phrases) iii) harvest names and then engage with influentials #MeasurePR
shonali (Shonali Burke)	shonali: Sorry I'm late, pest control issues! #measurepr
jenzings (Jen Zingsheim)	jenzings: RT @JonnyBentwood: A3b Best used if follow i) search context ii) find benchmark (iii) harvest names then engage with influentials #MeasurePR



---

JonnyBentwood (Jonny Bentwood)	JonnyBentwood: A3b cont. recommend target people with score between 65 and 85 influence. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @shonali Welcome! #MeasurePR
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: Looking at this list - what makes it different is that someone with low popularity has high score #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @JonnyBentwood Whew, I just squeaked by w/a 66.7... :-) #MeasurePR
Rosemontwriter (Aaron Hurst)	Rosemontwriter: RT @JonnyBentwood: A3b i) search context ii) find benchmark (buzz, phrases) iii) harvest names & then engage w/ influentials #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @JonnyBentwood Additional Q then: why not higher than 85? #MeasurePR
jenzings (Jen Zingsheim)	jenzings: RT @JonnyBentwood: Looking at this list - what makes it different is that someone with low popularity has high score #MeasurePR
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: above 85, you are in the 'today show' area where those tweeters can be hard to engage. could be good but only if extraordinary #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @JonnyBentwood Q3b re: low popularity/high score, what is the significance of that? #MeasurePR
jenzings (Jen Zingsheim)	jenzings: RT @JonnyBentwood: above 85, you are in the 'today show' area where those tweeters can be hard to engage. could be good but only if extraordinary #MeasurePR
shonali (Shonali Burke)	shonali: RT @jenzings: @JonnyBentwood Q3b re: low popularity/high score, what is the significance of that? #measurepr

---

JonnyBentwood (Jonny Bentwood)	JonnyBentwood: people with low popularity scores who have thoughts that flow around the web score highly. Regression analysis shows who they are #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @JonnyBentwood Q 3 above 85/Today Show area -- Makes sense. #MeasurePR
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: high influence/high popularity = amplifier; high influence/low popularity = idea starter. Both influential but engage differently #MeasurePR
bikespoke (John Kasic)	bikespoke: RT @JonnyBentwood: Looking at this list - what makes it different is that someone with low popularity has high score #MeasurePR
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: we call this analysis - 'the topology of influence' #MeasurePR
jenzings (Jen Zingsheim)	jenzings: A3 RT @JonnyBentwood: ple w low pop. scores have thghts flow around the web score highly. Regression analysis shows who they are #MeasurePR
bikespoke (John Kasic)	bikespoke: Hello all, catching a few bits and pieces from #MeasurePR chat
jenzings (Jen Zingsheim)	jenzings: RT @JonnyBentwood: we call this analysis - 'the topology of influence' #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @bikespoke Welcome! #MeasurePR
shonali (Shonali Burke)	shonali: RT @JonnyBentwood: high influence/high popularity=amplifier; high influence/low popularity=idea starter. #measurepr
shonali (Shonali Burke)	shonali: @TedWeismann @Rosemontwriter @litlewys Hey, are you here? @jonnybentwood is killing it! #measurepr

---

jenzings (Jen Zingsheim)	jenzings: RT @JonnyBentwood: high influence/high popularity = amplifier; high influence/low popularity = idea starter. Both influential but engage differently #MeasurePR
bikespoke (John Kasic)	bikespoke: RT @jenzings: RT @JonnyBentwood: A3b Best used if follow i) search context ii) find benchmark (iii) harvest names then engage with influentials #MeasurePR
bikespoke (John Kasic)	bikespoke: RT @shonali: RT @JonnyBentwood: high influence/high popularity=amplifier; high influence/low popularity=idea starter. #measurepr
jenzings (Jen Zingsheim)	jenzings: @JonnyBentwood the diff between amplifier and idea starter seems key for strategy. Do ppl use this differentiator effectively? #MeasurePR
Rosemontwriter (Aaron Hurst)	Rosemontwriter: @shonali front & center, just enjoying the show #measurepr
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: most people ignore those who influence the influencers - tweetlevel doesnt #MeasurePR
shonali (Shonali Burke)	shonali: @Rosemontwriter Awesome. :) #measurepr
bikespoke (John Kasic)	bikespoke: What is a good range score to be in consistently? #MeasurePR
Rosemontwriter (Aaron Hurst)	Rosemontwriter: RT @JonnyBentwood: most people ignore those who influence the influencers -tweetlevel doesnt #MeasurePR
litlewys (Brandie McCallum)	litlewys: @shonali I'm here, listening and absorbing!! Great info on Tweetlevel @TedWeismann @Rosemontwriter @JonnyBentwood #measurepr
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: we are at a tipping point where sociology and technology converge to allow us to identify who these people are #MeasurePR

---

shonali (Shonali Burke)	shonali: @litlewys Great! #measurepr
Rosemontwriter (Aaron Hurst)	Rosemontwriter: RT @JonnyBentwood: high influence/high popularity = amplifier; high infl/low pop = idea starter. Both influential but engage diff #MeasurePR
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: for idea starters i engage in deep conversation, with amplifiers I send pre-packaged content to allow them to feed their audience #MeasurePR
litlewys (Brandie McCallum)	litlewys: @shonali Also, great to meet you!! and #thanks for the shoutout ;- ) #JustMet #MeasurePR
dianasefkow (Diana Sefkow)	dianasefkow: What distinguishes #TweetLevel? RT @JonnyBentwood: [TweetLevel doesn't] ignore those who influence the influencers #measurepr
jenzings (Jen Zingsheim)	jenzings: RT @JonnyBentwood: for idea starters i engage in deep conversation, with amplifiers I send pre-packaged content to allow them to feed their audience #MeasurePR
shonali (Shonali Burke)	shonali: @litlewys Ditto and you're welcome. :) #measurepr
litlewys (Brandie McCallum)	litlewys: @jonnybentwood What do you consider pre-packaged content? and do you take ur convos offline as well as engage with Twitter? #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @JonnyBentwood I want to make sure we have sufficient time for Q4, as we've already touched on it...Q4 coming up! #MeasurePR
litlewys (Brandie McCallum)	litlewys: RT @dianasefkow What distinguishes #TweetLevel? RT @JonnyBentwood [TweetLevel doesn't] ignore those who influence the influencers #measurepr
bikespoke (John Kotic)	bikespoke: RT @dianasefkow: What distinguishes #TweetLevel? RT @JonnyBentwood: [TweetLevel doesn't] ignore those who influence the influencers #measurepr

---

jenzings (Jen Zingsheim)	jenzings: Q4: How is Teetlevel different from Klout (or other influence tools)? #MeasurePR
dianasefkow (Diana Sefkow)	dianasefkow: Sociology and technology have converged to allow us to identify influential idea-starters. RT via @JohnnyBentwood #measurepr
jenzings (Jen Zingsheim)	jenzings: Um, clearly Q4 should have read "TweetLevel"--trouble typing! #MeasurePR
nimbyist (Amy Sept)	nimbyist: RT @shonali: RT @JonnyBentwood: high influence/high popularity=amplifier; high influence/low popularity=idea starter. #measurepr
EbA (Eb Adeyeri)	EbA: RT @JonnyBentwood: we are at a tipping point where sociology and technology converge to allow us to identify who these people are #MeasurePR
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: q4) We are not trying to compete with Klout or other tools like radian6 #MeasurePR
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: q4 cont) However, we are free, have a transparent algorithm that anyone can review #MeasurePR
bikespoke (John Kosic)	bikespoke: @jenzings Q4- How fast is data updated for Tweetlevel versus Klout #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Wow, that's different: RT @JonnyBentwood: q4 cont) However, we are free, have a transparent algorithm that anyone can review #MeasurePR
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: Q4 cont) and we are not a game or a perk. Just because someone boosts their score by buying a music player will not impact us #MeasurePR
dianasefkow (Diana Sefkow)	dianasefkow: @jenzings [sidebar re: typos] social media is re-teaching us to accept, learn from, and forgive mistakes! #measurepr

---

pbaldovi (PurificaciÃn BaldovÃ)	pbaldovi: RT @dianasefkow: What distinguishes #TweetLevel? RT @JonnyBentwood: [TweetLevel doesn't] ignore those who influence the influencers #measurepr
jenzings (Jen Zingsheim)	jenzings: @DianaSefkow LOL, thanks. Still "teetlevel" seemed egregious enough to correct. Or attempt to. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @JonnyBentwood A4: so, there's less chance of a score being "gamed"? That would be huge. #MeasurePR
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: Q4 cont) this was purpose built for PR, we are not trying to create a game or loyalty card - we want unbiased info to help us #MeasurePR
bikespoke (John Kasic)	bikespoke: RT @JonnyBentwood: Q4 cont) and we are not a game or a perk. Just because someone boosts their score by buying a music player will not impact us #MeasurePR
jenzings (Jen Zingsheim)	jenzings: A4 summary: not a game, and you let folks "see behind the curtain" re: algorithm, and purpose built 4 PR. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: RT @JonnyBentwood: Q4 cont) this was purpose built for PR, we are not trying to create a game or loyalty card - we want unbiased info to help us #MeasurePR
bikespoke (John Kasic)	bikespoke: RT @jenzings: A4 summary: not a game, and you let folks "see behind the curtain" re: algorithm, and purpose built 4 PR. #MeasurePR
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: @jenzings nice summary #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Gentle reminder, last 5 minutes of the chat are upon us... #MeasurePR
litlewys (Brandie McCallum)	litlewys: RT @jenzings: A4 summary: not a game, and you let folks "see behind the curtain" re: algorithm, and purpose built 4 PR. #MeasurePR

---

TedWeismann (Ted Weismann)	TedWeismann: RT @JonnyBentwood: Q4 cont) this was purpose built for PR, we are not trying to create a game or loyalty card-want unbiased info #measurepr
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: i feel i have just scratched the surface with the hour almost gone :( #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @TedWeismann Did we answer your question re: Klout? #MeasurePR
bikespoke (John Kasic)	bikespoke: @JonnyBentwood @jenzings Happy to catch at chat that has been on my mind measuring the measurable Tweetlevel #MeasurePR Thanks!
shonali (Shonali Burke)	shonali: @JonnyBentwood Well, how about we have you back so you can continue? #measurepr
jenzings (Jen Zingsheim)	jenzings: This happens often...always good 2 have u back! RT @JonnyBentwood: have just scratched the surface with the hour almost gone :( #MeasurePR
TedWeismann (Ted Weismann)	TedWeismann: @shonali I am, but was lurking for a bit as I was juggling a call. Agree this is very informative. #measurepr
litlewys (Brandie McCallum)	litlewys: RT @jonnybentwood i feel i have just scratched the surface with the hour almost gone :( #MeasurePR I feel that way too & I adore tweetlevel
aFairlyMe (Susan B.)	aFairlyMe: @JonnyBentwood it's a meaty subject. nice chat. #MeasurePR
TedWeismann (Ted Weismann)	TedWeismann: @jenzings Yes, and your summary helped as well. Bottom line - yet another piece of data to consider when determining influence #measurepr
jenzings (Jen Zingsheim)	jenzings: Folks, for more info, please read @JonnyBentwood primer on TweetLevel: #MeasurePR

---

JonnyBentwood (Jonny Bentwood)	JonnyBentwood: thanks to everyone as the hour nears it close #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @TedWeismann I think the lesser chance of the score being gamed is HUGE. #MeasurePR
shonali (Shonali Burke)	shonali: @jonnybentwood Oh, you're not being pushy at all! We want @jonnybentwood back, right @jenzings @TedWeismann @rosemontwriter ? #measurepr
TedWeismann (Ted Weismann)	TedWeismann: @jenzings @JonnyBentwood Thanks for a great chat. Very helpful for me. #measurepr
jenzings (Jen Zingsheim)	jenzings: @shonali @jonnybentwood @TedWeismann @rosemontwriter Yes, absolutely! Please come back! #MeasurePR
dianasefkow (Diana Sefkow)	dianasefkow: Thanks @jenzings for moderating and @JonnyBentwood for explaining #TweetLevel in today's chat #measurepr
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: How to use tweetlevel + slideshare introducing tweetlevel & bloglevel #MeasurePR
litlewys (Brandie McCallum)	litlewys: RT @tedweismann: @jenzings @JonnyBentwood Thanks for a great chat. Very helpful for me. #measurepr I totally agree!! Nice 2 meet y'all too
webmetricsguru (Marshall Sponder)	webmetricsguru: Hey thanks Jonny, caught parts of the conv, will try reconnecting with you in London next month when i'm there (last week of) #measurepr
jenzings (Jen Zingsheim)	jenzings: Unbelievably, our hour is up...thanks so much to @JonnyBentwood for talking #tweetlevel #MeasurePR
shonali (Shonali Burke)	shonali: Ditto! RT @dianasefkow: Thanks @jenzings for moderating and @JonnyBentwood for explaining #TweetLevel in today's chat #measurepr



---

JonnyBentwood (Jonny Bentwood)	JonnyBentwood: by the way - did i mention BlogLevel? Another time :) #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Summary and transcript will be up on Waxing Unlyrical soon #MeasurePR
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: thank you @jenzings for being a great host #MeasurePR
litlewys (Brandie McCallum)	litlewys: RT @jonnybentwood: How to use tweetlevel + slideshare introducing tweetlevel & bloglevel #MeasurePR
jenzings (Jen Zingsheim)	jenzings: ...and, remember to mark your calendars for the next chat on 9/13 #MeasurePR
krzimmer (Kate Zimmer)	krzimmer: RT @JonnyBentwood: What is tweetlevel & how is it different? How can it be used? Discuss today w hashtag #measurePR 12ET #edelmandigital
jenzings (Jen Zingsheim)	jenzings: Thank you, wonderful guest! @JonnyBentwood and @shonali as always. #MeasurePR
BlondeTXGoddess (Amy )	BlondeTXGoddess: RT @PaulBritPhoto: I'll cut to the CHASE: #TweetLevel =honest. NO "BUY the music player" or forced "check-ins" 4 marketing firm posing as "stats" #MeasurePR
Rosemontwriter (Aaron Hurst)	Rosemontwriter: thanks for tweetlevel chat on #measurePR @johnnybentwood & @jenzings, you too @shonali have a good one.
BlondeTXGoddess (Amy )	BlondeTXGoddess: top 100 tweeters who discuss measurePR #measurePR (via @JonnyBentwood)
jenzings (Jen Zingsheim)	jenzings: @Rosemontwriter Have a lovely Tuesday and a great week. #MeasurePR

---

bch (Bjoern C. Hasse)	bch: RT @JonnyBentwood: How to use tweetlevel + slideshare introducing tweetlevel & bloglevel #MeasurePR
dianasefkow (Diana Sefkow)	dianasefkow: RT @JonnyBentwood: How to use tweetlevel + slideshare introducing tweetlevel & bloglevel #measurepr
litlewys (Brandie McCallum)	litlewys: @jenzings Thank you so much, my first time in #MeasurePR, great chat!!
jenzings (Jen Zingsheim)	jenzings: @litlewys Great to have you, and I hope you'll join again in 2 weeks, or whenever schedule permits. #MeasurePR
berkson0 (Alan Berkson)	berkson0: Influence Measurement Optimization&#x2122; 2 &#x2013; Rise of the Mathematicians #tweetlevel #measurePR
JonnyBentwood (Jonny Bentwood)	JonnyBentwood: @Rosemontwriter glad you liked it - was a fun hour #MeasurePR