

User Name	Tweet
jenzings (Jen Zingsheim)	jenzings: It's that time folks! Please introduce yourselves, and let me know who is here! #MeasurePR
JGoldsborough (JGoldsborough)	JGoldsborough: Woohoo! RT @shonali: Hey @cubanalaf you know your own @donbart is on #measurepr today, right? :p
jenzings (Jen Zingsheim)	jenzings: I'll go first-I'm Jen Zingsheim, subbing in for @shonali this week. Our guest is @donbart #MeasurePR
donbart (Don Bartholomew)	donbart: Greetings everyone. Thanks for joining #MeasurePR...Bring it!
BlueprintCG_PR (Fabiola Fleuranvil)	BlueprintCG_PR: Blueprint Creative Group joining from Miami #measurepr
jenzings (Jen Zingsheim)	jenzings: It's been a few weeks, so let's review some of our operating guidelines #MeasurePR
jenzings (Jen Zingsheim)	jenzings: First, remember to use the hashtag #MeasurePR
jenzings (Jen Zingsheim)	jenzings: ...next, remember to number your answers wrt the Q number (Q1, A1, etc.) #MeasurePR
jenzings (Jen Zingsheim)	jenzings: and the summary will be posted along with the transcript by @shonali #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Please DM me any questions, it helps with the overall "flow" of the chat #MeasurePR
jenzings (Jen Zingsheim)	jenzings: *whew* Okay...who's ready to get started on measurement tools? #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @JGoldsborough @shonali @cubanalaf @donbart Welcome all! #MeasurePR

jenzings (Jen Zingsheim)	jenzings: Q1 @donbart: How should PRs go about assessing which tool to use to measure-what are 1st steps? #measurePR
rowandrebec (Andrew Cobear)	rowandrebec: Andrew Cober from Heart+Mind Strategies is ready to be wowwed #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @rowandrebec Glad to have you with us Andrew! #measurePR
donbart (Don Bartholomew)	donbart: A1. Define your social media/PR measurement strategy/approach BEFORE tool selection begins. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: RT @donbart: A1. Define your social media/PR measurement strategy/approach BEFORE tool selection begins. #MeasurePR
consumerlife (Michelle Weinberger)	consumerlife: RT@shonali: #measurepr is today, 12-1 pm ET, guest-hosted by @jenzings and featuring @donbart - don't miss it!
donbart (Don Bartholomew)	donbart: A1. Tools can limit you to what you CAN measure rather than what you SHOULD measure. Define measurement approach first. #measurePR
BlueprintCG_PR (Fabiola Fleuranvil)	BlueprintCG_PR: A1 First know what you're measuring...impact, influence, reach, sharing, placement? #measurepr
donbart (Don Bartholomew)	donbart: A1. Start with Objectives then define Business Processes addressed, Metrics, Data sets AND THEN Tools #MeasurePR
jenzings (Jen Zingsheim)	jenzings: RT @BlueprintCG_PR: A1 First know what you're measuring...impact, influence, reach, sharing, placement? #measurepr
deannaboss (Deanna Boss)	deannaboss: Hi! Deanna Boss, Maccabee in Minneapolis. Excited to talk tools today. #measurepr
jenzings (Jen Zingsheim)	jenzings: Yes-this first RT @donbart: A1. Start with Objectives then define Business Processes addressed, Metrics, Data sets AND THEN Tools #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @deannaboss Hello and welcome Deanna! #MeasurePR

- deannaboss (Deanna Boss) deannaboss: @jenzings thank you! glad to be here. #measurepr
- donbart (Don Bartholomew) donbart: Start with Objectives first RT@blueprintcg_pr: A1 First know what you're measuring..impact, influence, reach, sharing, placement? #measurepr
- jenzings (Jen Zingsheim) jenzings: RE: A1, @donbart this can be tough when you have legacy systems in place, ppl. work w/what they know. #measurePR
- jenzings (Jen Zingsheim) jenzings: @donbart re: A1: it's important to think beyond the tools as a first step, right? #measurePR
- donbart (Don Bartholomew) donbart: A1. Planning for selection should include assessing requirements, stakeholders and scope (e.g. languages, countries, etc.) #MeasurePR
- cubanalaf (Lauren Fernandez) cubanalaf: A1: 1st steps should always be objectives - if you don't know that, you can't define strategy, tactics and finally, tools to use. #measurepr
- jenzings (Jen Zingsheim) jenzings: RT @donbart: A1. Planning for selection should include assessing requirements, stakeholders and scope (e.g. languages, countries, etc.) #MeasurePR
- jenzings (Jen Zingsheim) jenzings: RT @cubanalaf: A1: 1st steps should always be objectives - if you don't know that, you can't define strategy, tactics and finally, tools to use. #measurepr
- BlueprintCG_PR (Fabiola Fleuranvil) BlueprintCG_PR: The tools are just part of tactics RT @jenzings: @donbart re: A1: it's important to think beyond the tools as a first step right? #measurePR
- deannaboss (Deanna Boss) deannaboss: RT @cubanalaf: A1: 1st steps should be objectives - if you don't know you can't define strategy, tactics & finally, tools to use. #measurepr
- donbart (Don Bartholomew) donbart: Yes, tools come after metrics & data.RT @jenzings: @donbart re: A1: it's imp to think beyond the tools as a first step, right? #measurePR
- jenzings (Jen Zingsheim) jenzings: That's a perfect lead in to Q2...Q2, coming up... #MeasurePR
- donbart (Don Bartholomew) donbart: Correct, grasshopper RT @cubanalaf: A1: 1st steps should always be objectives - then define strat, tactics and finally, tools. #measurepr

cubanalaf (Lauren Fernandez)	cubanalaf: @donbart SEE, I do pay attention! (As I'm working on Q3 metrics for @jgoldsborough.....) #measurepr
jenzings (Jen Zingsheim)	jenzings: Q2 @donbart: Sometimes the right tool is not the one you've been using. What are some test driving tips? #MeasurePR
donbart (Don Bartholomew)	donbart: Snaps for Lauren RT @cubanalaf: @donbart SEE, I do pay attention! (As I'm working on Q3 metrics for @jgoldsborough.....) #measurepr
cubanalaf (Lauren Fernandez)	cubanalaf: Q2: Start with 6-8 tools that match objectives. Do test searches to see results/compare. What best matches? No 1 tool for every1. #measurepr
donbart (Don Bartholomew)	donbart: A2. First consider you may need a set of tools not just one. (Hammer, screwdriver & pliers, not just a hammer) #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Grt pt. RT @donbart: A2. 1st consider you may need a set of tools not just one. (Hammer, screwdriver & pliers, not just a hammer) #MeasurePR
cubanalaf (Lauren Fernandez)	cubanalaf: Q2: Also, you can end up needing more than 1 tool to satisfy client needs. That's ok. Figure out how they work together. #measurepr
donbart (Don Bartholomew)	donbart: A2. Conduct side-by-side tests of tools using relevant keywords, languages, countries. Make the testing realistic. #MeasurePR
criticalmention (Critical Mention)	criticalmention: @jenzings @donbart #measurePR A2: Ask for Demos! There's no better to gauge your needs then taking it out for a test drive
cubanalaf (Lauren Fernandez)	cubanalaf: Q2: If you ask for demos, make sure you have a list of questions ready. Helps the account manager identify how they can help you. #measurepr
jenzings (Jen Zingsheim)	jenzings: yup! RT @criticalmention: @donbart #measurePR A2: Ask for Demos! There's no better to gauge your needs then taking it out for a test drive
jenzings (Jen Zingsheim)	jenzings: RT @donbart: A2. Conduct side-by-side tests of tools using relevant keywords, languages, countries. Make the testing realistic. #MeasurePR
donbart (Don Bartholomew)	donbart: A2. When testing be sure to assess both quantity and quality of content. Also focus on sources not just posts. #MeasurePR

jenzings (Jen Zingsheim)	jenzings: Love the side by side reco. Helps 2 compare apples 2 apples. #MeasurePR
deannaboss (Deanna Boss)	deannaboss: RT @donbart: A2. 1st consider you may need a set of tools not just 1. (Hammer, screwdriver & pliers, not just a hammer) #MeasurePR
donbart (Don Bartholomew)	donbart: Make the tool vendors respond to your specific tests, don't let them give you their standard demo. #MeasurePR #DrEvil
jenzings (Jen Zingsheim)	jenzings: @cubanalaf a2: "Have a list of questions ready" - yes, good idea #measurePR
jenzings (Jen Zingsheim)	jenzings: LOL! RT @donbart: Make the tool vendors respond to your specific tests, don't let them give you their standard demo. #MeasurePR #DrEvil
cubanalaf (Lauren Fernandez)	cubanalaf: Best test ever RT @donbart: Make the tool vendors respond to your specific tests, dont let them give you their standard demo. #measurepr
rowandrebec (Andrew Cobear)	rowandrebec: @donbart: loved your idea of a realtime testdrive on a webinar for competing vendor. Demonstrates is not a can solution #MeasurePR #DrEvil
deannaboss (Deanna Boss)	deannaboss: @jenzings @donbart I was just about to say make demos specific to your clients. otherwise of course it will look amazing! #measurepr
jenzings (Jen Zingsheim)	jenzings: @donbart Love the #DrEvil hashtag, but this is really key: your test will tell you more than a standard demo. #measurePR
donbart (Don Bartholomew)	donbart: A2. Define a key sources list (like key media list) and ask each vendor if they aggregate content (or can) for the sources #MeasurePR
criticalmention (Critical Mention)	criticalmention: @donbart #measurePR in order to do that know the organization(s) so you can ask the right questions
jenzings (Jen Zingsheim)	jenzings: @deannaboss @donbart Indeed- v. important. #measurePR
donbart (Don Bartholomew)	donbart: WAY mo RT @jenzings: @donbart Love the #DrEvil hashtag, but this is really key: your test will tell you more than a stand demo. #measurePR

jenzings (Jen Zingsheim)	jenzings: RT @donbart: A2. Define a key sources list (like key media list) and ask each vendor if they aggregate content (or can) for the sources #MeasurePR
cubanalaf (Lauren Fernandez)	cubanalaf: Q2: Ask what type of exporting tools they have for Excel + have a keyword list: 1.) have to captures 2.) nice to haves #measurepr
donbart (Don Bartholomew)	donbart: A2. Ask about (and test) content latency.Critical for real-time monitoring like a crisis. Real-time doesn't always mean real-time #MeasurePR
deannaboss (Deanna Boss)	deannaboss: Good exporting to Excel is a must! RT @cubanalaf: Q2: Ask what type of exporting tools they have for Excel + have a keyword list: #measurepr
jenzings (Jen Zingsheim)	jenzings: A2: ladd: don't let 'nice to haves' get in the way of 'must haves.' you've defined what your client needs, don't get off track #measurePR
donbart (Don Bartholomew)	donbart: RT @cubanalaf: A2:Ask what type of export tools they have for Excel + have a keyword list:1.) have to captures 2.) nice to haves #measurepr
jenzings (Jen Zingsheim)	jenzings: RT @donbart: A2. Ask about (and test) content latency.Critical for real-time monitoring like a crisis. Real-time doesn't always mean real-time #MeasurePR
criticalmention (Critical Mention)	criticalmention: #measurePR A2:This may be a no-brainer but sometimes we forget - ask about measuring capabilities and limits
jenzings (Jen Zingsheim)	jenzings: good point RT @criticalmention: #measurePR A2:This may be a no-brainer but sometimes we forget - ask about measuring capabilities and limits
donbart (Don Bartholomew)	donbart: A2. Consider having the potential vendors do a real-time test with you and have them export and email results while on the phone. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Okay, are we ready for Q3? Things seem a smidge laggy... #measurePR
jenzings (Jen Zingsheim)	jenzings: Q3 @donbart : What are your thoughts on free tools (like #Klout) versus paid ones—any merit? #MeasurePR
donbart (Don Bartholomew)	donbart: And involve stakeholders RT @criticalmention: @donbart A2 in order to do that know the organization(s) so you can ask the rt Qs #measurePR

jenzings (Jen Zingsheim)	jenzings: RT @donbart: A2. Consider having the potential vendors do a real-time test with you and have them export and email results while on the phone. #MeasurePR
cubanalaf (Lauren Fernandez)	cubanalaf: Q3: A lot of times, budget dictates the type of tool you can have - and if its paid vs. free. #measurepr
donbart (Don Bartholomew)	donbart: A3. 1st most free tools are channel-specific (e.g. twitter, facebook) not conversation/listening oriented so they are limited. #MeasurePR
deannaboss (Deanna Boss)	deannaboss: re Q3: you get what you pay for, right? :-) #measurepr
jenzings (Jen Zingsheim)	jenzings: @cubanalaf Yes, that was a plant. I can be #DrEvil too... ;-) #MeasurePR
jenzings (Jen Zingsheim)	jenzings: RT @donbart: A3. 1st most free tools are channel-specific (e.g. twitter, facebook) not conversation/listening oriented so they are limited. #MeasurePR
BlueprintCG_PR (Fabiola Fleuranvil)	BlueprintCG_PR: That applies in many ways too RT @deannaboss: re Q3: you get what you pay for, right? :-) #measurepr
donbart (Don Bartholomew)	donbart: A3. Think about using free tools to supplement not replace a more robust platform. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Love this idea. RT @donbart: A3. Think about using free tools to supplement not replace a more robust platform. #MeasurePR
richardbagnall (Richard Bagnall)	richardbagnall: RT @donbart: A1. Define your social media/PR measurement strategy/approach BEFORE tool selection begins. #MeasurePR
richardbagnall (Richard Bagnall)	richardbagnall: RT @donbart: A1. Start with Objectives then define Business Processes addressed, Metrics, Data sets AND THEN Tools #MeasurePR
richardbagnall (Richard Bagnall)	richardbagnall: RT @donbart: A2. First consider you may need a set of tools not just one. (Hammer, screwdriver & pliers, not just a hammer) #MeasurePR
criticalmention (Critical Mention)	criticalmention: Very true RT @deannabossre Q3: you get what you pay for, right? :-) #measurepr

richardbagnall (Richard Bagnall)	richardbagnall: RT @donbart: Make the tool vendors respond to your specific tests, don't let them give you their standard demo. #MeasurePR #DrEvil
donbart (Don Bartholomew)	donbart: A3. Yes, but some have value in specific situations (e.g. FB Insights) RT @deannaboss: re Q3: you get what you pay for, right? #measurepr
cubanalaf (Lauren Fernandez)	cubanalaf: Q3:Free tools = specific to platform. On flipside, listening tools won't always satisfy your point of sale measurement obj. #measurepr
BlueprintCG_PR (Fabiola Fleuranvil)	BlueprintCG_PR: RT @jenzings: RT @donbart: A3. Think about using free tools to supplement not replace a more robust platform. #MeasurePR
donbart (Don Bartholomew)	donbart: While I believe Klout doesn't measure true influence, some of the sub-metrics are interesting (e.g. RTs/1000 Followers) #MeasurePR
jenzings (Jen Zingsheim)	jenzings: RT @donbart: While I believe Klout doesn't measure true influence, some of the sub-metrics are interesting (e.g. RTs/1000 Followers) #MeasurePR
donbart (Don Bartholomew)	donbart: A3. Now that we have Klout and Kred, can Krap be far behind? #MeasurePR #KrapApp
jenzings (Jen Zingsheim)	jenzings: @donbart Some of the Klout topics pages can be helpful for research too. Supplement other efforts. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: RT @cubanalaf: Q3:Free tools = specific to platform. On flipside, listening tools won't always satisfy your point of sale measurement obj. #measurepr
donbart (Don Bartholomew)	donbart: Exactly RT @jenzings: A3: Think it's a grt idea to use free tools to inform parts of a paid platform. Add more data. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @donbart re A3 and @cubanalaf point about budget, how do you prevent measuring 2 the tool when is a factor? #MeasurePR
donbart (Don Bartholomew)	donbart: A3. Free tools can only take you only so far. Is that far enough for you? #MeasurePR
jenzings (Jen Zingsheim)	jenzings: This is imptant point 4 those on budget RT @donbart: A3. Free tools can only take you only so far. Is that far enough for you? #MeasurePR

donbart (Don Bartholomew)	donbart: A3. While I don't put a lot of stock in Klout, I want my score to be as high as possible! #MeasurePR #VanityMetrics
jenzings (Jen Zingsheim)	jenzings: @donbart That, I believe, is by design. They have to know ppl will want a higher number... #MeasurePR
criticalmention (Critical Mention)	criticalmention: Well said RT @donbart A3. While I don't put a lot of stock in Klout, I want my score to be as high as possible! #MeasurePR #VanityMetrics
donbart (Don Bartholomew)	donbart: I'm off it now...RT @cubanalaf: Q3: Oh, brother. We are getting @donbart started on Klout? :) #measurepr
jenzings (Jen Zingsheim)	jenzings: Okay, just under 15 minutes left, Q4 coming up #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @donbart, Q4. What are the two or three most common mistakes people make during the tool selection process? #MeasurePR
jenzings (Jen Zingsheim)	jenzings: A3: I think it's a great idea to use free tools to further inform parts of a paid platform. Add more data to certain areas. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: *Giggle/LOL* RT @donbart: A3. Now that we have Klout and Kred, can Krap be far behind? #MeasurePR #KrapApp
criticalmention (Critical Mention)	criticalmention: #measurePR A3: Great free services out there but weigh your options. ex: if radio is important to you get the best service not the cheapest
donbart (Don Bartholomew)	donbart: A3.Capability and budget are always a trade-off with tools. 'Perfect' tool may be too expensive so compromise is the play. #MeasurePR
donbart (Don Bartholomew)	donbart: Thanks for joining #MeasurePR @RichardBagnall - getting late for you.
donbart (Don Bartholomew)	donbart: A4. Mistake 1: Not thinking enough about organizational deployment issues. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: That's huge-- RT @donbart: A4. Mistake 1: Not thinking enough about organizational deployment issues. #MeasurePR

donbart (Don Bartholomew)	donbart: A4. Mistake 2: Need to plan for training...and retraining. Training half-life is short. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Hadn't thought of that; true RT @donbart: A4. Mistake 2: Need to plan for training...and retraining. Training half-life is short. #MeasurePR
donbart (Don Bartholomew)	donbart: A4. Mistake 3: Failing to identify champions for the platform in each stakeholder group. Need organic buy-in for success. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: RT @donbart: A4. Mistake 3: Failing to identify champions for the platform in each stakeholder group. Need organic buy-in for success. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @donbart Re: A4/champions: can you elaborate on that? #MeasurePR
donbart (Don Bartholomew)	donbart: A4. Lastly, managing expectations throughout the process is critical. Tools have flaws - don't over-promise and under-deliver. #MeasurePR
deannaboss (Deanna Boss)	deannaboss: Q3: @donbart yes some free tools rock (FB Insights & Google Analytics for sure!). I was talking in terms of monitoring solutions. #measurepr
jenzings (Jen Zingsheim)	jenzings: RT @donbart: A4. Lastly, managing expectations throughout the process is critical. Tools have flaws - don't over-promise and under-deliver. #MeasurePR
donbart (Don Bartholomew)	donbart: Advocates or power users that can help drive uptake RT @jenzings: @donbart Re: A4/champions: can you elaborate on that? #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Wow, that hour flew by, huh? Thanks so much to @donbart for joining us on #measurePR
deannaboss (Deanna Boss)	deannaboss: And thank you @jenzings for moderating! RT @jenzings: Wow, that hour flew by, huh? Thanks so much to @donbart for joining us on #measurePR
jenzings (Jen Zingsheim)	jenzings: Transcript and summary up soon at Waxing UnLyrical, and next chat is in two weeks! #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @deannaboss *blushing* why, thank you! My pleasure. Fun group, and I always learn a lot! #MeasurePR

donbart (Don Bartholomew) donbart: You are very welcome. Thanks to all. RT @jenzings: Wow, that hour flew by, huh? Thanks so much to @donbart for joining us on #measurePR