

Time(PST)	Username	Update
11/8/11		RT @shonali: Folks, I don't have a guest for tomorrow's #measurePR. Do you still want to do a community aka fireside chat? 12-1 ET tom'w ...
6:50	jenzings	@jenzings Kewl. That's 1 vote. Who else is up for a #measurePR fireside chat (no guest/agenda) today from 12-1 ET?
11/8/11	shonali	New post: Are you using bit.ly to track campaign clickthroughs? Here's a how to. <a href="http://t.co/AtvRljKC">http://t.co/AtvRljKC</a> #pr20chat #measurePR #prstudchat
11/8/11	JGoldsborough	RT @jenzings: Passed w/1 wrong - RT @BillPaarlbergEd: Can You Pass The Pew Research Center News IQ Quiz? <a href="http://t.co/IWQ8Ywud">http://t.co/IWQ8Ywud</a> #measure # ...
11/8/11	tombebbington	me too, me too! RT @jenzings: @shonali I'm up for a fireside chat #MeasurePR
11/8/11	deannaboss	So @deannaboss & @jenzings are up for a fireside #measurePR today (no guest/agenda), 12-1 pm ET. Anyone else?
11/8/11	shonali	If it's just @deannaboss @jenzings & me at #measurePR today, it'll be quiet. :(
11/8/11	shonali	Anyone else planning on joining? 12-1 ET (7 mins!).
11/8/11	shonali	@sallyfalkow Ha! OK, great. Look forward to seeing you at #measurePR in 3 mins!
11/8/11	deannaboss	Please join in! RT @shonali: If it's just @deannaboss @jenzings & me at #measurePR today, it'll be quiet. :( 12-1 ET.
11/8/11	shonali	RT @BillPaarlbergEd: Can You Pass The Pew Research Center News IQ Quiz? <a href="http://t.co/14h8478o">http://t.co/14h8478o</a> #PR #measurepr
11/8/11	sallyfalkow	I'm here too #measurepr
11/8/11	shonali	@shonali @deannaboss Pfft. It won't be *that* quiet...! #MeasurePR
11/8/11	deannaboss	I'm here! #measurepr
11/8/11	shonali	If you would like to learn more about measuring pr join us now on the #measurepr chat
11/8/11	sallyfalkow	RT @sallyfalkow: If you would like to learn more about measuring pr join us now on the #measurepr chat
11/8/11	jenzings	And... it's time! Welcome to the bi-weekly chat on all things PR (and social media) measurement related. Who's here? #measurePR
11/8/11	shonali	
11/8/11	criticalmention	Looking forward today's #measurePR #letsGetThisStarted
11/8/11	deannaboss	@jenzings @shonali quiet is a relative term... :-)
11/8/11	shonali	@deannaboss @jenzings Like just about everything else, eh? :) #measurePR
11/8/11	jenzings	@shonali I'm here! Jen Zingsheim from @CustomScoop. #MeasurePR
11/8/11	dear_allie	Checking out #measurepr today before class... #UNL
11/8/11	jenzings	@shonali @deannaboss It all depends on the *context* ;-)
11/8/11	shonali	Me: I'm a #solopr pro based in DC & measurement fanatic (hence this chat). You? #measurePR
11/8/11	shonali	@jenzings You forgot to mention that you're also a regular guest-host for the

9:05 chat! #measurePR  
 11/8/11 @dear\_allie Great to see you! How much time do you have today before  
 9:05 shonali class? #measurePR  
 11/8/11 "@shonali: And... it's time! Welcome to the bi-weekly chat on all things PR  
 9:06 RohanCornelio (and social media) measurement related. Who's here? #measurePR"  
 11/8/11  
 9:06 shonali @RohanCornelio Hi there! Are you joining our chat today? #measurePR  
 11/8/11 5 social media #marketing stunts that backfired <http://t.co/WDhT9p8v>  
 9:06 CyberlandGal #measurepr #pr #marketing via @MML\_Research  
 11/8/11  
 9:06 dear\_allie @shonali About 20 min here before I'm off on TA duty! #measurepr  
 11/8/11  
 9:07 criticalmention @criticalmention good to see familiar faces/hastags =P in #measurePR  
 11/8/11  
 9:07 shonali @dear\_allie OK, we'll get started soon for you, then. #measurePR  
 11/8/11 Reminder, if you're joining the chat today, do tell us who you are/what you  
 9:07 shonali do. #measurePR  
 11/8/11  
 9:07 criticalmention @criticalmention here! good to see familiar faces/hastags =P in #measurePR  
 11/8/11 Deanna Boss. Msmt specialist w/ Maccabee (PR & social media marketing  
 9:07 deannaboss agency) in the lovely (& not yet snowy!)land of Minneapolis.#measurepr  
 11/8/11 RT @shonali: Reminder, if you're joining the chat today, do tell us who you  
 9:07 kikilitalien are/what you do. #measurePR  
 11/8/11 Today we're going to have a fireside chat: no special guest, no set agenda, just  
 9:08 shonali chatting. Should be fun, eh? #measurePR  
 11/8/11 Hello all. Duncan Hopwood from UK here. Dropping in for half an hour. Look  
 9:08 hopwood forward to some smart ideas. #measurepr  
 11/8/11 @deannaboss You are welcome to some of our snow. We have extra...  
 9:08 jenzings #MeasurePR  
 11/8/11 @shonali No rush! Normally free during this time so I'll be sure to check it out  
 9:08 dear\_allie later too. #measurePR  
 11/8/11 @deannaboss So glad you're here. Are you looking forward to the snow?  
 9:08 shonali #measurePR  
 11/8/11 RT @JGoldsborough: New post: Are you using bit.ly to track campaign  
 9:08 AngelaConnelly clickthroughs? Here's a how to. <http://t.co/AtvRljKC> #pr20chat #mea ...  
 11/8/11 I'm a social media strategist, speaker, online community builder for  
 9:08 kikilitalien associations and nonprofits. Wheee! And I love @shonali. ;) #measurepr  
 11/8/11  
 9:09 shonali @hopwood Hi Duncan! It's been a while. How are you? #measurePR  
 11/8/11  
 9:09 RohanCornelio @shonali tracking it!#measurePR  
 11/8/11  
 9:09 shonali A few things before we get started... #measurePR  
 11/8/11 @jenzings no thank you! it's already forecasted so we'll have some of our own  
 9:09 deannaboss soon enough. #measurepr  
 11/8/11 1, remember to use the hashtag AND index your tweets w/ Q no. E.g. "Re: Q1"  
 9:09 shonali or "A1," etc., when you're chatting. #measurePR  
 11/8/11 criticalmention We are @CriticalMention a broadcast monitoring service based in NYC check

9:09 out our site if you'd like <http://t.co/TINCttAE> #measurePR  
 11/8/11 2nd, we have groups on Facebook & LinkedIn, if you'd like to join, just search  
 9:09 shonali for the hashtag. #measurePR  
 11/8/11 I'm well thanks. Hope ur too. No snow here. Just cold drizzle. RT @shonali:  
 9:10 hopwood @hopwood Hi Duncan! It's been a while. How are you? #measurePR  
 11/8/11 3rd, this is where all chat recaps/transcripts are posted: <http://t.co/oMJmBule>  
 9:10 shonali Might want to bookmark it. #measurePR  
 11/8/11 @shonali no, not really. funny since I've lived here my entire life! just learned  
 9:10 deannaboss to accept it. I like to #measurepr, not snow. :-)  
 11/8/11 @hopwood It's nice and sunny here, but who knows how long that will last...  
 9:10 shonali #measurePR  
 11/8/11 Grad student, UNL, studying Marketing, Communication & Advertising, hopin 2  
 9:10 dear\_allie get more in2 digital/social media strategy & analytics #measurePR  
 11/8/11 RT @shonali: 1, remember to use the hashtag AND index your tweets w/ Q  
 9:11 ShesLomax no. E.g. "Re: Q1" or "A1," etc., when you're chatting. #measurePR  
 11/8/11  
 9:11 shonali @deannaboss HAHAH! #measurePR  
 11/8/11  
 9:11 shonali @criticalmention Nice to see you, thanks for joining. #measurePR  
 11/8/11  
 9:11 shonali @ShesLomax Nice to see you! #measurePR  
 11/8/11 I am a #PR vetetran10 yrs in #DigitalPR. I do social media research, audits and  
 9:11 sallyfalkow intelligence. I blog at [bit.ly/1mq2KD](http://bit.ly/1mq2KD) #measurepr  
 11/8/11 RT @sallyfalkow: If you would like to learn more about measuring pr join us  
 9:11 PR2Politics now on the #measurepr chat! -I'm following -  
 11/8/11 @sallyfalkow Great to see you here, thank you for making the time to join!  
 9:12 shonali #measurePR  
 11/8/11  
 9:12 criticalmention @shonali Great to see you to. Thank you for having us! :) #measurePR  
 11/8/11 Since today's a fireside chat, I'll throw out Q1 & then we'll go with the flow.  
 9:12 shonali Cool? #measurePR  
 11/8/11 couldn't have said it better. RT @jenzings: @shonali @deannaboss It all  
 9:12 deannaboss depends on the \*context\* ;- ) #measurePR  
 11/8/11 RT @shonali: 2nd, we have groups on Facebook & LinkedIn, if you'd like to  
 9:12 PR2Politics join, just search for the hashtag. #measurePR  
 11/8/11  
 9:12 shonali Q1: What is on your measurement mind today? #measurePR  
 11/8/11 RT @criticalmention: We are @CriticalMention a broadcast monitoring  
 9:12 PR2Politics service based in NYC check out our site if you'd like <http://t.co/TL...>  
 11/8/11 @PR2Politics Thanks so much for sharing, are you joining the chat today?  
 9:12 shonali #measurePR  
 11/8/11 RT @criticalmention: @shonali Great to see you to. Thank you for having us! :)  
 9:12 deannaboss #measurePR cc: @jenzings  
 11/8/11  
 9:13 prweb @shonali Q1A Measuring the impact of Google +! #measurepr  
 11/8/11 @shonali Peter Munnerlyn. Social Media Coordinator for @CCCreatationsUSA.  
 9:13 munnerlynpeter Huge fan of social networks. #measurePR  
 11/8/11 FlackList RT @shonali: Q1: What is on your measurement mind today? #measurePR

9:13  
11/8/11 A1: I'm curious if the Klout stuff from the last week or so has anyone  
9:13 jenzings rethinking linking their accounts. #MeasurePR  
11/8/11 Interesting A1 from @prweb, they're wondering about measuring the impact  
9:14 shonali of Google+. How are you doing that? #measurePR  
11/8/11 RT @shonali: Since today's a fireside chat, I'll throw out Q1 & then we'll go  
9:14 deannaboss with the flow. Cool? #measurePR  
11/8/11 A1) Measuring personal brand versus organizational brand when both are  
9:14 kikilitalien being used for org promotion... #measurepr  
11/8/11 @jenzings Another good one! So Jen wants to know (A1) if the recent Klout  
9:14 shonali stuff has anyone rethinking linking their accounts. #measurePR  
11/8/11  
9:14 shonali @munnerlynpeter Welcome! #measurePR  
11/8/11 RT @shonali: And... it's time! Welcome to the bi-weekly chat on all things PR  
9:14 ShesLomax (and social media) measurement related. Who's here? #measurePR  
11/8/11 A1: I don't think you can measure Google+ brand pages accurately right now -  
9:15 cubanalaf since you can't see Circles/who is following. #measurepr  
11/8/11 @shonali A1 Not sure yet, but my curiosity is piqued! Want to see how many  
9:15 prweb people adopt brand pages vs. actually use. #measurepr  
11/8/11 And @kikilitalien is pondering measuring personal brand v. org brand when  
9:15 shonali both are used for org promo. (A1) #measurePR  
11/8/11 @shonali freelance corporate pr pro with a specialization in crisis  
9:15 PR2Politics management and grass root campaigns #measurepr  
11/8/11 Re: Q1 from @prweb - is anyone thinking about how to measure impact of  
9:16 shonali Google+? Any answers? #measurePR  
11/8/11 RT @cubanalaf: A1: I don't think you can measure Google+ brand pages  
9:16 SandraSays accurately right now - since you can't see Circles/who is followin ...  
11/8/11 The effect of G+ now that they have added business pages see this post  
9:16 sallyfalkow <http://t.co/GMp3So6Q> #measurepr  
11/8/11 A1: Klout is what it is. It is a tool that many corporations use, but it's not magic  
9:16 cubanalaf button. Understand formulas b4 approaching. #measurepr  
11/8/11  
9:16 prweb @sallyfalkow thanks! #measurepr  
11/8/11 @cubanalaf I am trying to figure out how Klout measures and failing.  
9:17 SandraSays #measurepr  
11/8/11 re Q1 @cubanalaf remember how hard it used to be to measure Facebook?  
9:17 deannaboss Look for what you can measure and build on it. #measurepr  
11/8/11 @SandraSays There's some backlog (and posts from Joe) about it. Let me dig  
9:17 cubanalaf and see if I can find them. #measurepr  
11/8/11 @deannaboss Sure, but I would argue that even those that extensively use FB  
9:18 cubanalaf Insights don't know what they are looking at. #measurepr  
11/8/11 @prweb Well, @scobleizer had a lot to say about Google+ brand pages today:  
9:18 shonali <http://t.co/AfOqTIOf> #measurePR  
11/8/11  
9:18 deannaboss I feel like Klout is a necessary evil. #measurepr  
11/8/11 @deannaboss Plus, every brand will be different - and impact is a tricky slope.  
9:18 cubanalaf All depends on your objectives. #measurepr  
11/8/11 @shonali I saw that and generally agreed, many improvements need to be

9:18 made... #measurepr

11/8/11 RT @sallyfalkow: The effect of G+ now that they have added business pages see this post <http://t.co/GMp3So6Q> #measurepr

9:18 JKStHlm

11/8/11 @deannaboss Not sure about necessary, but the evil is in what people are using it for, not the tool itself. #measurepr

9:18 jenzings

11/8/11

9:19 sacevero Ditto. RT @deannaboss: I feel like Klout is a necessary evil. #measurepr

11/8/11 RT @sallyfalkow: The effect of G+ now that they have added business pages see this post <http://t.co/GMp3So6Q> #measurepr

9:19 PR2Politics

11/8/11 @shonali I agree with his assessment - lots of kinks to work out (and on the brand side, how to approach) before jumping in. #measurepr

9:19 cubanalaf

11/8/11 @cubanalaf totally. just adds to our responsibility to define objectives and set goals. meaningful goals. #measurepr

9:19 deannaboss

11/8/11 @cubanalaf @deannaboss I always tell my intro FB class that FB gives you metrics, you have to figure out what's important. #measurepr

9:19 SandraSays

11/8/11 RT @cubanalaf: A1: Klout is what it is. It is a tool that many corporations use, but it's not magic button. Understand formulas b4 appro ...

9:19 ShesLomax

11/8/11 @deannaboss except many don't even know how to set a measurable objective :) They get them confused with tactics. #measurepr

9:19 cubanalaf

11/8/11 RT @sallyfalkow: The effect of G+ now that they have added business pages see this post <http://t.co/HOLY7si1> #measurePR

9:19 shonali

11/8/11 RT @shonali: RT @sallyfalkow: The effect of G+ now that they have added business pages see this post <http://t.co/HOLY7si1> #measurePR

9:20 nlkw

11/8/11 As far as Klout goes, I have never tried to figure it out and honestly don't think I'll be doing so any time soon, @SandraSays #measurePR

9:20 shonali

11/8/11 Taking a quick lunch break to tune into #measurepr by @shonali .. you should too :-)

9:20 ShesLomax

11/8/11 @shonali @SandraSays I agree about not taking too much time to figure it out. I wonder about the wisdom of linking acct. #measurePR

9:21 jenzings

11/8/11

9:21 shonali @cubanalaf @prweb For sure. #measurePR

11/8/11 RT @cubanalaf: @deannaboss Many don't even know how to set a measurable objective :) #measurepr Sad but true

9:22 sallyfalkow

11/8/11 @jenzings hard to admit but I say necessary because it means something to the general public. lame, I know. AVEs did once too. #measurepr

9:22 deannaboss

11/8/11 @jenzings I'll be honest that I've linked my top three (LI, FB, Twiter) as part of my "experiment" but won't do others for now #measurePR

9:22 SandraSays

11/8/11 @SandraSays I only linked my 'public' stuff: Twitter & LinkedIn. FB is friends & family for me. Glad I never linked it. #measurePR

9:23 jenzings

11/8/11

9:23 sallyfalkow @shonali I prefer Peer Index #measurepr

11/8/11 RT @SandraSays: @cubanalaf @deannaboss I always tell my intro FB class that FB gives you metrics, you have to figure out what's importan ...

9:23 ShesLomax

11/8/11 @jenzings I only delved into Klout as I started to see that others were taking it seriously as a "measurement" but it baffles me #measurePR

9:23 SandraSays

11/8/11 Let's go to @kikilitalien's question (Q2) about measuring personal v org. brand when both are used for org. promos. Thoughts? #measurePR

9:23 shonali

11/8/11 @cubanalaf and that's what makes us (and this practice) so valuable.

9:23 #measurepr  
11/8/11 @deannaboss ACK! she said "AVE"! #MeasurePR ;-)  
9:24 jenzings That is an apt comparison. A sketchy metric that is becoming standard. /headdesk/  
11/8/11 @sallyfalkow I've looked at Peer Index a little but not a lot... #measurePR  
9:24 shonali  
11/8/11 @shonali It is smart to build a personal brand as well. #measurepr  
9:25 sallyfalkow  
11/8/11 @sallyfalkow Yikes! I speak AVE, but I do it reluctantly and, mostly, against my will. :-)  
9:25 SandraSays #measurePR  
11/8/11 @jenzings Who said AVE? @deannaboss #measurePR  
9:25 shonali  
11/8/11 @sallyfalkow Right, but I think @kikilitalien's asking about measuring the impact of one v. the other... #measurePR  
9:25 shonali  
11/8/11 @shonali she did!! -----&gt; @deannaboss (#MeasurePR equivalent of "I'm telling mom")  
9:26 jenzings  
11/8/11 @shonali @jenzings - Klout made me do it! #measurepr  
9:26 deannaboss Yes...[Q2] When your personal brand also impacts the organizational brand...  
11/8/11 #measurepr  
9:26 kikilitalien  
11/8/11 RT @jenzings: @shonali ROFLMAO! she did!! -----&gt; @deannaboss  
9:26 shonali (#MeasurePR equivalent of "I'm telling mom") #measurePR  
11/8/11 @deannaboss Now you have to write "I hate AVE" 100 times on the  
9:27 shonali whiteboard. :p cc @jenzings #measurePR  
11/8/11 @munnerlynpeter That's a different issue, IMO. Often you can't help the  
9:28 shonali overlap, besides sometimes friends \*do\* want to know (A2) #measurePR  
11/8/11 @kikilitalien When that happens either keep both separate or carefully  
9:28 criticalmention carefully manage your personal one #measurePR  
11/8/11 @SandraSays Check out the Barcelona Principles statement #5 bit.ly/v43iBH  
9:28 sallyfalkow #measurepr  
11/8/11 re Q2 - not just measuring - personal vs. org brand & professional vs. personal  
9:28 deannaboss brand take a lot of thought to establish & build. #measurepr  
11/8/11 @kikilitalien Have you figured anything out about this, Kiki? (A2) #measurePR  
9:28 shonali  
11/8/11 A2 That's interesting. Any way to compare and see which is getting more  
9:29 jenzings traction? #MeasurePR  
11/8/11 @shonali To prevent overlap, you refer them to your business account. Don't  
9:30 munnerlynpeter use your personal account for business. #measurePR  
11/8/11 guess I've got detention RT @shonali: @deannaboss Now you have to write "I  
9:30 deannaboss hate AVE" 100 times on the whiteboard. :p cc @jenzings #measurePR  
11/8/11 @munnerlynpeter It works differently for everyone. I also think it's different  
9:30 shonali for big brands v. independent biz owners (A2) #measurePR  
11/8/11 @munnerlynpeter Besides, @kikilitalien's not talking about overlap. She's  
9:31 shonali asking about measuring the relative impact. #measurePR  
11/8/11 That's what I'd do. RT @jenzings: A2 That's interesting. Any way to compare  
9:32 shonali and see which is getting more traction? @kikilitalien #measurePR  
11/8/11 One possible tool would be Google Trends to compare search volume around  
9:32 sallyfalkow personal vs corporate blog or page #measurepr  
11/8/11 RT @shonali: @munnerlynpeter That's a different issue, IMO. Often you can't

9:32 help the overlap, besides sometimes friends \*do\* want to kno ...

11/8/11 A2: RT @sallyfalkow: One possible tool would be Google Trends to compare search volume around personal vs corporate blog or page #measurePR

9:33 shonali

11/8/11 @shonali I gotcha;) I apologize for de-railing the conversation;) #measurePR

9:33 munnerlynpeter A2 - Sometimes it's hard to separate. I had my twitter acct before we had a formal @CustomScoop one. #MeasurePR

11/8/11 jenzings @munnerlynpeter @shonali I wouldn't say dont mix the two, but if personal is used for business, don't get too personal #measurePR

9:33 criticalmention @munnerlynpeter LOL, don't worry about it. That's part of the fun of a Twitter chat! #measurePR

11/8/11 shonali @criticalmention @munnerlynpeter @shonali "don't get too personal" --I basically live by this. #measurePR

9:34 jenzings

11/8/11 sallyfalkow Another might be compare the personal and Twitter stats #measurepr

9:34 SandraSays A2 for those of us who act as "spokesperson" it's difficult to keep things separate -- so how do you measure one vs another? #measurePR

11/8/11 @munnerlynpeter - A2 If you're in PR/marketing/SM, can you truly prevent overlap of personal/prof? #measurepr

9:34 LarkinGrant [A2] Yes....trying to figure out which portion of my personal brand helps with organizational. Google Trends could help. #measurepr

11/8/11 kikilitalien @kikilitalien Seems to me a danger of being hired b/c of "personal brand" is how much the org starts leaning on you (A2 cont) #measurePR

9:34 shonali @kikilitalien .. personally for org. results. That is potentially a lot of pressure, esp. if the org. product/program sucks. (A2) #measurePR

9:35 shonali such a big ? RT @LarkinGrant: @munnerlynpeter - A2 If you're in PR/marketing/SM, can you truly prevent overlap of personal/prof? #measurepr

11/8/11 deannaboss On mixing biz & personal in SM: RT @jenzings: "don't get too personal" --I basically live by this. #measurePR

9:36 shonali

11/8/11 sallyfalkow A2 Altimeter Group expects all analysts to build personal brand #measurepr

9:36 SandraSays RT @shonali: On mixing biz & personal in SM: RT @jenzings: "don't get too personal" --I basically live by this. #measurePR

11/8/11 @shonali @munnerlynpeter - I've always worked for small companies & utilize my personal brand to maximize their professional one #measurepr

9:36 LarkinGrant @SandraSays I've seen this done: a personal account(for business) and a personal one which is actually personal #measurePR #thisworks

11/8/11 criticalmention @shonali @kikilitalien This is one of the issues I have w/Klout. The scoring leads 1 to try and pump up personal score. #MeasurePR

9:36 jenzings [A2] It is my personal brand plus skill that led to my being hired...but measuring the affect of what I bring to the org is hard. #measurepr

11/8/11 kikilitalien @shonali @kikilitalien ...but, what might make more sense is to evaluate on the biz acct. #measurePR

9:37 jenzings @jenzings True...

11/8/11 kikilitalien #measurepr

9:38 kikilitalien A2 I tried initially but biz ppl keep joining my personal FB page, so I just gave up. #measurepr

11/8/11 sallyfalkow

11/8/11 9:38 shonali @kikilitalien I'd say if you're building community, etc., then that's a result. But biz goals should be greater than "you." #measurePR

11/8/11 9:39 munnerlynpeter @deannaboss Indeed it is;) #measurepr

11/8/11 9:39 shonali @sallyfalkow As in, they "friend" you on your personal profile? (A2) #measurePR

11/8/11 9:39 LarkinGrant @sandrasays - great point! And if you are a spokesperson your job is going to depend on numbers more than ever #measurepr

11/8/11 9:40 SandraSays RT @kikilitalien: [A2] It is my personal brand plus skill that led to my being hired...but measuring the affect of what I bring to the o ...

11/8/11 9:40 munnerlynpeter @criticalmention If you have friends/family that want to do business with you, then refer them to your business account. #measurePR

11/8/11 9:41 munnerlynpeter @LarkinGrant If you try hard enough, it is possible:) #measurePR

11/8/11 9:41 criticalmention @SandraSays I was thinking more along the lines of Twitter. Facebook has a rep of being a little too personal. #measurePR

11/8/11 9:41 shonali @kikilitalien It's a really interesting question, though, b/c I imagine a lot of people are in a similar situation (A2). #measurePR

11/8/11 9:41 munnerlynpeter @LarkinGrant What do your family and friends think about that? My family/friends were honest with me and found it to be annoying. #measurePR

11/8/11 9:42 LarkinGrant @sallyfalkow - Same. All ppl I'm friends on FB w/ are on lists w/ different privacy settings based on how I know them. #measurepr

11/8/11 9:42 bryansaxton RT @JGoldsborough: New post: Are you using bit.ly to track campaign clickthroughs? Here's how: <http://t.co/RRFvSOR2> #pr20chat #measurePR

11/8/11 9:42 kikilitalien @sallyfalkow I'd love to hear more about the reasoning behind Altimeter's thoughts on building personal brands - agree with it! #measurepr

11/8/11 9:42 SandraSays @criticalmention I agree. & I do have multiple accounts on twttr. I still find it challenging 2 split personal contacts from bsns #measurePR

11/8/11 9:42 criticalmention @munnerlynpeter True but you dont want to bombard friends and family with business related content, it can be a turn off for many #measurePR

11/8/11 9:43 SandraSays This is how I handle info on FB. RT @LarkinGrant: All friends on FB are on lists w/ different settings based on how I know them. #measurepr

11/8/11 9:43 kikilitalien @shonali There is a lot of crossover and many times the conversion of personal brand to sale is only traceable by anecdote... #measurepr

11/8/11 9:44 shonali @kikilitalien Exactly. Which is why it's important to go beyond that, IMHO. #measurePR

11/8/11 9:44 CyberlandGal (A2) Personally make FB personal & not marketing. Friends can find my marketing on LinkedIn, Twitter, etc. Happy but lowers Klout #measurepr

11/8/11 9:44 shonali @CyberlandGal LOL, you're just not going to let go of Klout, are you? :p #measurePR

11/8/11 9:45 criticalmention @SandraSays I suggest choosing platform like Facebook for personal only and others business only. It can get hard to #measurePR otherwise

11/8/11 9:45 LarkinGrant @munnerlynpeter - I don't bombard them & never a copy & paste form my org-I add my own flare & get great interaction. #measurepr

11/8/11 9:46 munnerlynpeter @criticalmention You can solve that by not bombarding people with business related content in the first place:) #measurePR

11/8/11 9:46 kikilitalien @shonali It's way easier to pick a great pair of shoes than pull numbers from personal branding impact on org as a spokesperson. #measurepr

11/8/11 9:46 shonali OK, just about 15 minutes left for the chat. Anyone want to throw out a question? #measurePR

11/8/11 9:46 criticalmention @CyberlandGal completely agree #MeasurePR RT FB personal & not marketing. Friends can find my marketing on LinkedIn, Twitter, etc.

11/8/11 9:46 jenzings A2 - this kind of goes to linked accounts too. I keep biz and personal mostly separate. #measurePR

11/8/11 9:47 shonali @kikitalien ... which is why I think it's a slippery slope! #measurePR

11/8/11 9:47 criticalmention @munnerlynpeter Exactly RT You can solve that by not bombarding people with business related content in the first place:) #measurePR

11/8/11 9:47 CyberlandGal (A2) Have relatives w/ strong political opinions. Never wanted to risk rogue FB updates so kept separate. W/ lists could change #measurepr

11/8/11 9:48 LarkinGrant @criticalmention- It's all about HOW u present content-I never copy & paste. If I'm posting my org's content I add my own flare. #measurepr

11/8/11 9:48 shonali Q3: What is a great measurement-related post you've read in the last week (not your own)? #measurePR

11/8/11 9:48 SandraSays RT @LarkinGrant: @criticalmention- It's all about HOW u present content-I never copy & paste. If I'm posting my org's content I add my o ...

11/8/11 9:50 criticalmention @LarkinGrant good point but no matter how much flare you have, if you post 50 business posts a day in personal, ppl wont be happy #measurePR

11/8/11 9:51 jenzings A3: I liked this piece from @jasonfalls <http://t.co/MSATBxXc> Mostly 'cause he uses mah favorite context phrase... #MeasurePR

11/8/11 9:52 CyberlandGal (A3) Loved, loved, loved this #measurepr video (end best) on putting Klout perks to the test <http://t.co/SAFjgPCg>

11/8/11 9:52 shonali RT @jenzings: A3: I liked this piece from @jasonfalls <http://t.co/A3BIEKUu> Mostly 'cause he uses mah favorite context phrase... #measurePR

11/8/11 9:54 shonali A3: This was a hilarious video on Klout via Edooce: <http://t.co/IUJKKyap> #measurePR

11/8/11 9:54 LarkinGrant RT @criticalmention @LarkinGrant adding a face/personal acct to the org is great & gives it credibility. but know your audience #measurepr

11/8/11 9:54 criticalmention @LarkinGrant adding a face/personal acct to the org is great. Gives it credibility. but pace yourself, know your audience #measurePR

11/8/11 9:55 deannaboss have to check it out! RT @CyberlandGal: (A3) Loved this #measurepr video (end best) on putting Klout perks to the test <http://t.co/oTmRRT8e>

11/8/11 9:55 shonali @CyberlandGal Yes, @kmueller62 does great videos! #measurePR

11/8/11 9:56 kikitalien [A3] @shonali This more than a week ago, but....<http://bit.ly/tGmhdW> #measurepr

11/8/11 9:56 jenzings LOVE IT RT @shonali: A3: This was a hilarious video on Klout via Edooce: <http://t.co/ARbghMW9> #measurePR

11/8/11 9:57 kmueller62 @shonali @CyberlandGal why thank you! #measurePR

11/8/11 9:57 shonali [A3] Excel alert (love it!) RT @kikitalien: This more than a week ago, but....<http://bit.ly/tGmhdW> #measurePR

11/8/11 9:57 shonali @jenzings I know, I couldn't stop laughing! #measurePR

11/8/11 9:58 shonali Well, that hour went by quickly. Thank you all for joining today's fireside chat, did you enjoy it? Want more like it? #measurePR

11/8/11 9:59 deannaboss [A3] not msmt post but USES msmt to make point. via @mashable Animals get more love than disaster relief #measurepr <http://t.co/qttv3PBUa>

11/8/11 9:59 jenzings @shonali Tons of fun...thanks for hosting! #measurePR

11/8/11 10:00 deannaboss @shonali totally fun. off to write my 100 lines on the whiteboard. as always, thanks for facilitating. #measurepr

11/8/11 10:00 kikilitalien @shonali Thanks for leading this great chat! I appreciated everyone's feedback on Q2! #measurepr

11/8/11 10:00 shonali The chat will be on break on 11/22 for the Thanksgiving week (vacation!). Back on 12/6 with @jenzings hosting. :) #measurePR

11/8/11 10:01 shonali @deannaboss My pleasure and please send a video. :P Thank you too @kikilitalien @jenzings! #measurePR

11/8/11 10:01 LarkinGrant First time participating in #measurepr! AWESOME time!! Thanks everybody! Great thoughts. This is now firmly in my Outlook!

11/8/11 10:01 shonali So please save the date: 12/6, 12-1 ET, for the next chat with @jenzings. Thanks for coming by today! #measurePR

11/8/11 10:01 deannaboss RT @shonali: The chat will be on break on 11/22 for the Thanksgiving week (vacation!). Back on 12/6 with @jenzings hosting. :) #measurePR

11/8/11 10:01 SandraSays RT @shonali: The chat will be on break on 11/22 for the Thanksgiving week (vacation!). Back on 12/6 with @jenzings hosting. :) #measurePR

11/8/11 10:01 shonali @LarkinGrant Ooh, I like that. Thank you so much for joining! #measurePR

11/8/11 10:02 deannaboss RT @shonali: So please save the date: 12/6, 12-1 ET, for the next chat with @jenzings. Thanks for coming by today! #measurePR

11/8/11 10:02 criticalmention Once again, great #measurePR discussion. Thanks for having us @shonali @jenzings & all who participated :)

11/8/11 10:02 LarkinGrant @shonali -YES!! YES!! Loved it! Am going to spread the word all my PR/marketing friends. #measurepr

11/8/11 10:03 shonali @LarkinGrant Aw, thank you! @criticalmention @SandraSays @CyberlandGal thank you for joining! #measurePR

11/8/11 10:04 shonali @LarkinGrant No, it's bi-weekly on Tues, 12-1 ET. But next chat is 12/6 since 11/22 is Thanksgiving week. #measurePR

11/8/11 10:06 CyberlandGal @shonali You're welcome, Shonali! Thanks for hosting! cc @LarkinGrant @criticalmention @SandraSays #measurepr

11/8/11 10:07 fhachtmann RT @shonali: A3: This was a hilarious video on Klout via Edoocoe: <http://t.co/S6QQAueU> #measurePR #adpr460 #adpr881 #unl\_cojmc

11/8/11 10:10 JackWeatherly RT @criticalmention: We are @CriticalMention a broadcast monitoring service based in NYC check out our site if you'd like <http://t.co/Tl...>

11/8/11 10:13 CyberlandGal RT @shonali: So please save the date: 12/6, 12-1 ET, for the next chat with @jenzings. Thanks for coming by today! #measurePR