

Username	Tweet
jenzings (Jen Zingsheim)	jenzings: Okay, are we ready to roll? (Yes!) #MeasurePR
shonali (Shonali Burke)	shonali: Yes we are! RT @jenzings: Okay, are we ready to roll? (Yes!) #measurepr
jenzings (Jen Zingsheim)	jenzings: First, a few reminders--let me know who is here! #MeasurePR
shonali (Shonali Burke)	shonali: @hopwood Hi! Nice to see you here! #measurepr
jenzings (Jen Zingsheim)	jenzings: Remember to use the hashtag #MeasurePR
shonali (Shonali Burke)	shonali: @deannaboss Great to see you! #measurepr
jenzings (Jen Zingsheim)	jenzings: ...next, remember to number your answers wrt the Q number (Q1, A1, etc.) #MeasurePR
shonali (Shonali Burke)	shonali: I am! PR/measurement geek (founder of this chat), #solopro based in the DC area & @SAISHopkins adjunct faculty. #measurepr
jenzings (Jen Zingsheim)	jenzings: @hopwood Hello and welcome! 3 England! #MeasurePR
hopwood (Duncan Hopwood)	hopwood: @shonali Thanks. Always a pleasure. Look forward to seeing how @jenzings does in the hot seat! #measurepr
jenzings (Jen Zingsheim)	jenzings: Please DM me any questions, it helps with the overall "flow" of the chat #MeasurePR

criticalmention (Critical Mention)	criticalmention: @jenzings @Criticalmention here....well technically NYC but here! =P #measurepr
jenzings (Jen Zingsheim)	jenzings: @criticalmention Welcome! #MeasurePR
shonali (Shonali Burke)	shonali: @hopwood IMHO @jenzings always does great in the hot seat. It's her PR training. :p #measurepr
hopwood (Duncan Hopwood)	hopwood: @jenzings Actually, I'm just representing regional agency hopwood PR - not the whole of the country :) #measurepr
jenzings (Jen Zingsheim)	jenzings: @hopwood @shonali Nothing is hot here. It is December in New Hampshire! #MeasurePR
shonali (Shonali Burke)	shonali: RT @jenzings: Remember to use the hashtag #measurepr
criticalmention (Critical Mention)	criticalmention: @jenzings Thanks for having us! #measurepr
shonali (Shonali Burke)	shonali: RT @jenzings: ...next, remember to number your answers wrt the Q number (Q1, A1, etc.) #measurepr
shonali (Shonali Burke)	shonali: RT @jenzings: Please DM [her] any questions, it helps with the overall "flow" of the chat #measurepr
jenzings (Jen Zingsheim)	jenzings: @hopwood Ah, well, I figured with the Queen's income cut diplomacy was being outsourced... ;-) #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Okay, Q1 coming up! #MeasurePR
deannaboss (Deanna Boss)	deannaboss: @shonali thanks. so glad I can make this #measurepr and look forward to the next hour. cc: @jenzings

jenzings (Jen Zingsheim)	jenzings: Q1 from @deannaboss what does 2012 look like for #measurepr? new trends? saying goodbye to bad habits? any goals? #MeasurePR
criticalmention (Critical Mention)	criticalmention: @hopwood Welcome! :) Don't believe I've seen you in #measurepr
shonali (Shonali Burke)	shonali: RT @jenzings: Q1 from @deannaboss what does 2012 look like for #measurepr? new trends? saying goodbye to bad habits? any goals?
criticalmention (Critical Mention)	criticalmention: RT @jenzings: Q1 from @deannaboss what does 2012 look like for #measurepr? new trends? saying goodbye to bad habits? any goals? #measurepr
shonali (Shonali Burke)	shonali: A1: I think we're going to see a spurt in interest in analytics from many of the "regular" PR agencies/practitioners. #measurePR
hopwood (Duncan Hopwood)	hopwood: @criticalmention Not my first time though the time difference makes it awkward to be a regular. #measurepr
shonali (Shonali Burke)	shonali: A1 (cont): I also think we will continue to hear the "die AVE" meme, b/c someone or other is going to pimp it. #measurePR
John_Trader1 (John Trader)	John_Trader1: @jenzings A1 The 1 trend I can see is the continued rise in accountability for results. No more blank checks. #measurepr
jenzings (Jen Zingsheim)	jenzings: A1: Goal 1, the end of #AVE (Yes, I had to go there...) #MeasurePR
deannaboss (Deanna Boss)	deannaboss: RT @jenzings: A1: Goal 1, the end of #AVE (Yes, I had to go there...) #MeasurePR
criticalmention (Critical Mention)	criticalmention: @hopwood Definitely understandable. Either way, great to meet you! #measurepr
jenzings (Jen Zingsheim)	jenzings: RT @John_Trader1: @jenzings A1 The 1 trend I can see is the continued rise in accountability for results. No more blank checks. #MeasurePR

hopwood (Duncan Hopwood)	hopwood: @criticalmention Thank you. You too. #measurepr
jenzings (Jen Zingsheim)	jenzings: RT @shonali: A1: I think we're going to see a spurt in interest in analytics from many of the "reg" PR agencies/practitioners. #MeasurePR
shonali (Shonali Burke)	shonali: A1: What I *hope* we see more of is more outcome-oriented PR and measurement thereof. Better definitions of "results." #measurePR
John_Trader1 (John Trader)	John_Trader1: @jenzings It's almost as if days of operating blindly are a distant memory. Expectations are shifting to "prove u r effective" #measurepr
jenzings (Jen Zingsheim)	jenzings: Love the point just made by @John_Trader1: no more blank checks. Accountability. #MeasurePR
shonali (Shonali Burke)	shonali: @jenzings Heh! See - my prediction came true, and it's not even 2012 yet, LOL. I'm there with you, btw. :) #measurePR
hopwood (Duncan Hopwood)	hopwood: A1 I should definitely set some goals for the agency in this area. Just don't know what they'd be. #measurepr
jenzings (Jen Zingsheim)	jenzings: RT @shonali: A1: What I *hope* we see more of is more outcome-oriented PR and measurement thereof. Better def. of "results." #MeasurePR
criticalmention (Critical Mention)	criticalmention: @jenzings @shonali very true. Many are catching on, like youtube with intro of Youtube Analytics #measurepr
deannaboss (Deanna Boss)	deannaboss: A1: I hope we see more thought given to measurement in the planning phases of campaigns in 2012, not after! #measurepr
John_Trader1 (John Trader)	John_Trader1: @jenzings This is my first true participation in the chat, I finally got the time right! So glad to be here! #measurepr
shonali (Shonali Burke)	shonali: @deannaboss It boggles my mind when people don't factor measurement into planning. I honestly don't know how to do it otherwise! #measurePR

jenzings (Jen Zingsheim)	jenzings: Re: @Shonali A1: Are agencies equally equipped to handle analytics? Important to know capabilities. #MeasurePR
shonali (Shonali Burke)	shonali: @John_Trader1 Welcome, first-timer! #measurePR
shonali (Shonali Burke)	shonali: @criticalmention I haven't had a chance to dive into YT Analytics yet, but I'm looking forward to doing so. #measurePR
criticalmention (Critical Mention)	criticalmention: @John_Trader1 Great to see you here! #measurepr
John_Trader1 (John Trader)	John_Trader1: @deannaboss You are spot on. Any strategic plan is meaningless unless it includes a measurement system. #measurepr
CARMA_Tweets (CARMA)	CARMA_Tweets: A1: More effort put into tailoring specific measurement needs to all the measurement tools/systems available out there #measurepr
shonali (Shonali Burke)	shonali: @jenzings No, I don't think they are. But I still see a lot of agencies who don't even use basic Google Analytics (cont) #measurePR
jenzings (Jen Zingsheim)	jenzings: So important! RT @deannaboss: A1: I hope we see more thought given to msment in the planning of campaigns in 2012, not after! #MeasurePR
criticalmention (Critical Mention)	criticalmention: RT @deannaboss: A1: I hope we see more thought given to measurement in the planning phases of campaigns in 2012, not after! #measurepr
shonali (Shonali Burke)	shonali: @jenzings re: A1 cont: and I think they will try to start understanding those better & focus on outcomes & impact. #measurePR
John_Trader1 (John Trader)	John_Trader1: @criticalmention Likewise! Nice to see you too! #measurepr
jenzings (Jen Zingsheim)	jenzings: @shonali I very much hope so. Measurement is important, and what I see are a lot of attempts at shortcuts. #MeasurePR

jenzings (Jen Zingsheim)	jenzings: RT @criticalmention: @jenzings @shonali very true. Many are catching on, like youtube with intro of Youtube Analytics #MeasurePR
criticalmention (Critical Mention)	criticalmention: A1 Organizations should start including engagement as a form of measurement, its not all about followers etc. #measurepr
amandaoboza (Amanda Oboza)	amandaoboza: A1: I was very lucky to have teachers who stressed measurement, I hope it will continue to get stronger in 2012 among educators #MeasurePR
deannaboss (Deanna Boss)	deannaboss: RT @criticalmention: A1 Organizations should include engagement as a form of measurement, its not all about followers etc. #measurepr
jenzings (Jen Zingsheim)	jenzings: Follow-on to Q1: Can we expect near-universal adoption of free tools, like Google Analytics? They're free...! #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @amandaoboza That's great! proving value through good measurement is key. #MeasurePR
John_Trader1 (John Trader)	John_Trader1: @criticalmention Good point - I created an "Engagement Index" of my own which I use to track each time I make contact w/someone. #measurepr
shonali (Shonali Burke)	shonali: @jenzings Should we label that as Q2? Or, I mean, A2? #measurePR
PR2Politics (Raven M. Robinson)	PR2Politics: RT @criticalmention: @jenzings @shonali very true. Many are catching on, like youtube with intro of Youtube Analytics #measurepr
John_Trader1 (John Trader)	John_Trader1: @amandaoboza I hope so too -- educators hold the keys to molding the future minds of young #PR pros. #measurepr
jenzings (Jen Zingsheim)	jenzings: Yes, should have! RT @shonali: @jenzings Should we label that as Q2? Or, I mean, A2? #MeasurePR
criticalmention (Critical Mention)	criticalmention: @John_Trader1 Sounds great. Would love to see an example some time if possible. #measurepr

deannaboss (Deanna Boss)	deannaboss: @John_Trader1 an "engagement index" sounds very cool! #measurepr
jenzings (Jen Zingsheim)	jenzings: Okay, Q2 coming up. #MeasurePR
shonali (Shonali Burke)	shonali: A2: Much as I'd like to say "yes," I don't think adoption will be near-universal, but I think it will rise quite a bit. #measurePR
criticalmention (Critical Mention)	criticalmention: Q1a. I think we can expect them as universally used even if not. We can't conform w/ only what's universally used sometimes #measurepr
jenzings (Jen Zingsheim)	jenzings: Q2: what are everyone's favorite free tools for measurement? #MeasurePR
shonali (Shonali Burke)	shonali: @John_Trader1 That sounds neat. May I get a look at your engagement index? #measurePR
shonali (Shonali Burke)	shonali: RT @jenzings: Q2: what are everyone's favorite free tools for measurement? #measurePR
statdash (Statdash)	statdash: @jenzings Many companies use paid services. Often it's because of internal information that they can't share with Google. #measurepr
deannaboss (Deanna Boss)	deannaboss: Please tell! We love Google Analyticss-what else? RT @jenzings: Q2: what are everyone's favorite free tools for measurement? #MeasurePR
John_Trader1 (John Trader)	John_Trader1: @criticalmention @deannaboss Use that index as a way 2 show the brass value of engaging with varying levels of contacts & results #measurepr
criticalmention (Critical Mention)	criticalmention: RT @jenzings: Q2: what are everyone's favorite free tools for measurement? #measurepr
jenzings (Jen Zingsheim)	jenzings: A2: Google analytics. Such a great free tool. #MeasurePR

statdash (Statdash)	statdash: @jenzings A2: I'm my favorite free tool. ;-) #measurepr
John_Trader1 (John Trader)	John_Trader1: @shonali I'd be happy to share the index with everyone. Don't have it online but can email spreadsheet if needed. #measurepr
hopwood (Duncan Hopwood)	hopwood: A2 My smart young colleague @Kirst_y says "Google Analytics" #measurepr
shonali (Shonali Burke)	shonali: A2: Google Analytics and Excel. I love them and you can do so much with them! #measurePR
jenzings (Jen Zingsheim)	jenzings: @statdash Bhahahaha! #MeasurePR
criticalmention (Critical Mention)	criticalmention: Google analytics, oldie but goodie-tweetdeck :) #measurepr
amandaoboza (Amanda Oboza)	amandaoboza: A2: Definitely Google Analytics and I use tiny.cc to measure clicks. Working at a non-prof, I live for free tools #MeasurePR
deannaboss (Deanna Boss)	deannaboss: ah yes. TweetDeck. RT @criticalmention: Google analytics, oldie but goodie-tweetdeck :) #measurepr
shonali (Shonali Burke)	shonali: @John_Trader1 That would be wonderful, thanks! Would you like to write a guest post for me on it/how you use it? #measurePR
jenzings (Jen Zingsheim)	jenzings: *headslap* Excel, of course! RT @shonali: A2: Google Analytics and Excel. I love them and you can do so much with them! #MeasurePR
shonali (Shonali Burke)	shonali: @amandaoboza Do you combine that with tracking URLs set up via Analytics? #measurePR
John_Trader1 (John Trader)	John_Trader1: A2 I like to use Alexa and seoMoz to gauge SEO efforts & spy on competitor prowess! #measurepr

criticalmention (Critical Mention)	criticalmention: @John_Trader1 Sounds really interesting. You really know your stuff huh ;) And I'd love to see a spreadsheet. Thanks! #measurePR
jenzings (Jen Zingsheim)	jenzings: A2: I need to get a look at @John_Trader1 engagment index, sounds like a contender. #MeasurePR
statdash (Statdash)	statdash: @jenzings We have a free version of our online metrics mash-up maker. That's what I meant, I swear! :-P #measurepr
Shishev (Stoyan Shishev)	Shishev: RT @John_Trader1 A2 I like to use Alexa and seoMoz to gauge SEO efforts & spy on competitor prowess! #measurepr
John_Trader1 (John Trader)	John_Trader1: @shonali I'd be happy to write a post for you after holidays -- right now I am booked with end of year projects. #measurepr
jenzings (Jen Zingsheim)	jenzings: Alexa is solid. RT @John_Trader1: A2 I like to use Alexa and seoMoz to gauge SEO efforts & spy on competitor prowess! #MeasurePR
deannaboss (Deanna Boss)	deannaboss: RT @jenzings: Alexa is solid. RT @John_Trader1: A2 I like Alexa and seoMoz to gauge SEO efforts & spy on competitor prowess! #MeasurePR
shonali (Shonali Burke)	shonali: @jenzings LOL! #measurePR
statdash (Statdash)	statdash: @John_Trader1 Personally, I already miss Yahoo! Site Explorer. @Blekko does it for me now, but it just isn't the same. #measurepr
John_Trader1 (John Trader)	John_Trader1: @jenzings Created that index sort off as a joke at 1st but suddenly realized that it pushes me to take engagement to high levels! #measurepr
jenzings (Jen Zingsheim)	jenzings: Since we've touched on free, predictions, and engagement as a measurement, I have Q3 ready... #MeasurePR
John_Trader1 (John Trader)	John_Trader1: @statdash I'll have to check out @Blekko #measurepr

deannaboss (Deanna Boss)	deannaboss: A2: did anyone see this anti-Alexa & Compete TechCrunch post? I still use (& most of the time love) both. #measurepr
hopwood (Duncan Hopwood)	hopwood: @John_Trader1 I like how you just managed everyone's expectations. That engagement tool was getting a life of its own! :) #measurepr
jenzings (Jen Zingsheim)	jenzings: Q3: Will the departure of high-profile influencers from Klout (like Liz Strauss) impact its usefulness as a msmt tool? #MeasurePR
deannaboss (Deanna Boss)	deannaboss: me too! favorite part of this chat is hearing what others do/read. RT @John_Trader1: @statdash I'll have to check out @Blekko #measurepr
shonali (Shonali Burke)	shonali: RT @deannaboss: A2: did you see this anti-Alexa & Compete TechCrunch post? I still use (& mostly love) both. #measurePR
shonali (Shonali Burke)	shonali: RT @jenzings: Q3: Will the departure of high-profile influencers from Klout (like Liz Strauss) impact usefulness as a msmt tool? #measurePR
deannaboss (Deanna Boss)	deannaboss: @jenzings was Klout really ever useful? :-) #measurepr
John_Trader1 (John Trader)	John_Trader1: @deannaboss I didn't see that article from @techcrunch thanks for sharing it. #measurepr
jenzings (Jen Zingsheim)	jenzings: @shonali @deannaboss Alexa and Compete both have problems, but still good for what you pay for. Use as guidance, not absolute #measurePR
shonali (Shonali Burke)	shonali: @deannaboss @jenzings A3: I really, really wanted to like Klout when it came out. But... you know the rest. #measurePR
criticalmention (Critical Mention)	criticalmention: I've got to admit, I never really was a Klout fan #measurepr
criticalmention (Critical Mention)	criticalmention: @deannaboss Didn't see the article. Will definitely take a look :) #measurepr

rajean (rajean)	rajean: Gr8 discussion w/ @shonali & others now #MeasurePR If you're not factoring measurement into PR planning, you're leaving huge hole.
John_Trader1 (John Trader)	John_Trader1: @hopwood Thank you! #measurepr
deannaboss (Deanna Boss)	deannaboss: @John_Trader1 @criticalmention curious to hear if you think author was just sour grapes about low numbers or has legit point. #measurepr
John_Trader1 (John Trader)	John_Trader1: Me neither. RT @criticalmention: Ive got to admit, I never really was a Klout fan #measurepr
jenzings (Jen Zingsheim)	jenzings: A3: prediction: Klout will become viewed more as a marketing targeting tool than an influence tool. #MeasurePR
deannaboss (Deanna Boss)	deannaboss: RT @shonali: @deannaboss @jenzings A3: I really, really wanted to like Klout when it came out. But... you know the rest. #measurePR
statdash (Statdash)	statdash: @jenzings A3: Has it ever been useful? According to @Klout, @Clayburn is influential about "Sorting". Whaaaa? #measurepr
hopwood (Duncan Hopwood)	hopwood: A3 Klout and other SM tools rely on stats that don't always give a true picture and can be misused - like AVE :) #measurepr
CARMA_Tweets (CARMA)	CARMA_Tweets: RT @jenzings: A3: prediction: Klout will become viewed more as a marketing targeting tool than an influence tool. #MeasurePR
criticalmention (Critical Mention)	criticalmention: @deannaboss haha, I'll be sure to let you know thoughts on the article :) #sourgrapes #measurepr
John_Trader1 (John Trader)	John_Trader1: @deannaboss I guess I am sort of blinded by value of Alexa info to pay any attention to ads that decorate the site. #measurepr
statdash (Statdash)	statdash: @jenzings Klout is a vanity tool. #measurepr

shonali (Shonali Burke)	shonali: @statdash Take a look at my #bacon post on my blog a while back. That pretty much said it all re: Klout. #measurePR
jenzings (Jen Zingsheim)	jenzings: Indeed. RT @statdash: @jenzings Klout is a vanity tool. #measurepr
rajean (rajean)	rajean: Thanks @deannaboss I missed the anti-Alexa & Complete TechCrunch post, will read: #measurepr
MorganBarnhart (Morgan Barnhart)	MorganBarnhart: Nor !! RT @John_Trader1: Me neither. RT @criticalmention: Ive got to admit, I never really was a Klout fan #measurepr
jenzings (Jen Zingsheim)	jenzings: BACON!!! RT @shonali: @statdash Take a look at my #bacon post on my blog a while back. That pretty much said it all re: Klout. #measurePR
John_Trader1 (John Trader)	John_Trader1: @deannaboss Of course, commercialization of data sites does slightly detract from the value of the data. Need to look past it. #measurepr
shonali (Shonali Burke)	shonali: @jenzings HAHAHAH! #measurePR
criticalmention (Critical Mention)	criticalmention: @MorganBarnhart I see we're not alone in this topic :) #measurePR
jenzings (Jen Zingsheim)	jenzings: Okay, theory of like aggregation (birds of a feather, etc.) playing out on #MeasurePR. No real Klout fans...
John_Trader1 (John Trader)	John_Trader1: A3 I continue to be floored from stories of jobs being awarded and contracts won by high Klout scores. #measurepr
jenzings (Jen Zingsheim)	jenzings: I find this so disturbing RT @John_Trader1: A3 cont to be floored w/stories of jobs awded and contracts won by high Klout scores. #measurepr
John_Trader1 (John Trader)	John_Trader1: @shonali Can you send us a link to the bacon post? #measurepr

shonali (Shonali Burke)	shonali: RT @jenzings: Theory of like aggregation (birds of a feather, etc.) playing out on #MeasurePR. No real Klout fans...
rajean (rajean)	rajean: Really? @John_Trader1 jobs are being awarded & contracts are won by high Klout scores? #measurepr We need to campaign for change :)
criticalmention (Critical Mention)	criticalmention: @John_Trader1 Hey, sadly, to some people, numbers mean everything, even if the numbers mean nothing.... #measurepr
hopwood (Duncan Hopwood)	hopwood: Hey everyone - have to fly. Really enjoyed it. Catch you all again soon. #measurepr
jenzings (Jen Zingsheim)	jenzings: A3: as high profile influencers drop out, leaves holes in results. Big ones. Opt-out will become a problem if this continues. #MeasurePR
deannaboss (Deanna Boss)	deannaboss: Worse than I thought. RT @John_Trader1: A3 continue to be floored from stories of jobs awarded & contracts won by Klout scores. #measurepr
criticalmention (Critical Mention)	criticalmention: @hopwood Great to meet you and great having you on this #measurepr
jenzings (Jen Zingsheim)	jenzings: @hopwood Thanks for joining us! #MeasurePR
jenzings (Jen Zingsheim)	jenzings: RT @criticalmention: @John_Trader1 Hey, sadly, to some people, numbers mean everything, even if the numbers mean nothing... #MeasurePR
shonali (Shonali Burke)	shonali: @hopwood Thanks so much for stopping by today. See you soon! #measurepr
deannaboss (Deanna Boss)	deannaboss: yes! RT@rajean: Really? @John_Trader1 jobs are being awarded & contracts are won by high Klout scores?#measurepr We need campaign for change
John_Trader1 (John Trader)	John_Trader1: @rajean Really. #measurepr

joeldon (Joel Don)	joeldon: U get what you pay 4 @John_Trader1: A3 continue to be floored from stories of jobs awarded & contracts won by high Klout scores. #measurepr
jenzings (Jen Zingsheim)	jenzings: @statdash I am influential about sorting too. Laundry, at home. ;-) #MeasurePR
MorganBarnhart (Morgan Barnhart)	MorganBarnhart: Definitely not alone. :) RT @criticalmention: @MorganBarnhart I see we're not alone in this topic :) #measurePR
jenzings (Jen Zingsheim)	jenzings: Count me in. RT @deannaboss: yes! RT@rajean: Really? @John_Trader1 We need campaign for change #MeasurePR
John_Trader1 (John Trader)	John_Trader1: @criticalmention Agree with you, people are so fixated on scores & rankings they lose sight of relationship value. #measurepr
John_Trader1 (John Trader)	John_Trader1: RT @jenzings: @statdash I am influential about sorting too. Laundry, at home. ;-) #measurepr
criticalmention (Critical Mention)	criticalmention: @John_Trader1 Very well put! RT Agree with you, people are so fixated on scores & rankings they lose sight of relationship value. #measurepr
jenzings (Jen Zingsheim)	jenzings: Are we ready for Q4? #MeasurePR
deannaboss (Deanna Boss)	deannaboss: Yes! Bring it! RT @jenzings: Are we ready for Q4? #MeasurePR
joeldon (Joel Don)	joeldon: Nice, we're only one algorithm away from success or poverty. #measurepr
shonali (Shonali Burke)	shonali: Heh! RT @jenzings: I am influential about sorting too. Laundry, at home. ;-) #measurepr
rajean (rajean)	rajean: Yes, and often you get LESS @joeldon U get what you pay 4 #measurepr

jenzings (Jen Zingsheim)	jenzings: RT @John_Trader1: @criticalmention Agree with you, ppl are so fixated on scores & rankings they lose sight of relationship value. #MeasurePR
shonali (Shonali Burke)	shonali: Yup. RT @jenzings: Are we ready for Q4? #measurepr
John_Trader1 (John Trader)	John_Trader1: *sigh* aint that the truth! RT @joeldon: Nice, were only one algorithm away from success or poverty. #measurepr
jenzings (Jen Zingsheim)	jenzings: Q4: Read this about attribution uncertainty: How do you control for this? Any ideas? #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Sad. And a problem, IMHO. RT @joeldon: Nice, we're only one algorithm away from success or poverty. #MeasurePR
John_Trader1 (John Trader)	John_Trader1: @jenzings A4: There is good advice in this post from @rebeccadenison - reducing attribution starts with tracking diligence. #measurepr
shonali (Shonali Burke)	shonali: A4:I think @rebeccadenison tips are great. The more you track, the more you can attribute. #measurepr
jenzings (Jen Zingsheim)	jenzings: A4: Tracking back to the point of origin of an idea, recommendation, etc. is always tricky. Setting up msmt and planning r key. #MeasurePR
shonali (Shonali Burke)	shonali: A4 cont - what @rebeccadenison suggests is a lot of what we're doing in the #bluekey (client) campaign. #measurepr
John_Trader1 (John Trader)	John_Trader1: A4 Sorry, I meant reducing attribution uncertainty! #measurepr
criticalmention (Critical Mention)	criticalmention: Great speaking with all of you, but unfortunately I've got to make my exit :(Enjoy the rest of your #measurepr
shonali (Shonali Burke)	shonali: A4 (cont): the one thing that's not mentioned here is setting up campaign tracking in GA. That's killer useful. #measurepr

deannaboss (Deanna Boss)	deannaboss: @jenzings A4: it all ties together w/ planning. Post mentions unique URLs & tracking codes, know this going into it and use it! #measurepr
John_Trader1 (John Trader)	John_Trader1: RT @jenzings: A4: Tracking back to pt of origin of an idea, recommendation, etc. is tricky. Setting up msmt and planning r key. #measurepr
jenzings (Jen Zingsheim)	jenzings: A4 con't: The planning is really critical. This should be baked into just about any PR program. #MeasurePR
shonali (Shonali Burke)	shonali: @criticalmention Thanks for joining - see you soon! #measurepr
deannaboss (Deanna Boss)	deannaboss: RT @jenzings: A4 con't: The planning is really critical. This should be baked into just about any PR program. #MeasurePR
criticalmention (Critical Mention)	criticalmention: @shonali Thanks for having us! :)#measurePR
jenzings (Jen Zingsheim)	jenzings: RT @deannaboss: A4: all ties together w/ planning. Post mentions unique URLs & tracking codes, know this going into it & use it! #measurepr
John_Trader1 (John Trader)	John_Trader1: @criticalmention Have a good day - nice seeing you again! #measurepr
jenzings (Jen Zingsheim)	jenzings: Thanks for joining! RT @criticalmention: @shonali Thanks for having us! :) #MeasurePR
jenzings (Jen Zingsheim)	jenzings: A4: If there's one theme from today, it's build measurement into programs at the outset. #resolutions2012 #MeasurePR
shonali (Shonali Burke)	shonali: Yes! RT @jenzings: A4: If there's one theme from today, it's build measurement into programs at the outset. #resolutions2012 #measurepr
joeldon (Joel Don)	joeldon: 2nd that. RT @jenzings: A4: If there's one theme from today, it's build measurement into programs at the outset. #resolutions2012 #MeasurePR

Atrex14 (Abby Trexler)	Atrex14: RT @shonali: Yes! RT @jenzings: A4: If there's one theme from today, it's build measurement into programs at the outset. #resolutions2012 #measurepr
jenzings (Jen Zingsheim)	jenzings: Winding down the Chat, quickie Q5 #MeasurePR
deannaboss (Deanna Boss)	deannaboss: Amen! RT @jenzings: A4: If there's one theme from today, it's build measurement into programs at the outset. #resolutions2012 #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Q5: any measurement resolutions for 2012? #MeasurePR
rajean (rajean)	rajean: Thanks @shonali & all, I gained two valuable articles & smart advice #measurepr Happiest of holidays how will we measure that?
shonali (Shonali Burke)	shonali: RT @jenzings: Q5: any measurement resolutions for 2012? #measurepr
shonali (Shonali Burke)	shonali: A5: My 2012 measurement resolution is to brush up on my Statistics. #nerd #measurepr
deannaboss (Deanna Boss)	deannaboss: A5: my resolution for 2012 is to never miss a #measurepr!
jenzings (Jen Zingsheim)	jenzings: A5 - Mine is to put more emphasis on outcomes. #MeasurePR
shonali (Shonali Burke)	shonali: I like it! RT @deannaboss: A5: my resolution for 2012 is to never miss a #measurepr!
jenzings (Jen Zingsheim)	jenzings: LOVE IT!! RT @deannaboss: A5: my resolution for 2012 is to never miss a #measurepr! #MeasurePR
deannaboss (Deanna Boss)	deannaboss: Good one. It's learn more about stats. RT @shonali: A5: My 2012 measurement resolution is to brush up on my Statistics. #nerd #measurepr

jenzings (Jen Zingsheim) jenzings: Good one! RT @shonali: A5: My 2012 measurement resolution is to brush up on my Statistics. #nerd #MeasurePR

shonali (Shonali Burke) shonali: @rajean Sweet! Benchmark & compare. :p #measurepr

John_Trader1 (John Trader) John_Trader1: Q5 My resolution for 2012 is measure often and evolve fast. #measurepr

deannaboss (Deanna Boss) deannaboss: These are all good. I'm copying. RT @John_Trader1: Q5 My resolution for 2012 is measure often and evolve fast. #measurepr

joeldon (Joel Don) joeldon: A5: Recommend all clients bet on MySpace, Second Life and Klout. #measurepr #humor

jenhorton (jenhorton) jenhorton: RT @John_Trader1: Q5 My resolution for 2012 is measure often and evolve fast. #measurepr - that is a good one!

jenzings (Jen Zingsheim) jenzings: Thanks everyone for participating in the chat! #MeasurePR

shonali (Shonali Burke) shonali: LOL! RT @joeldon: A5: Recommend all clients bet on MySpace, Second Life and Klout #humor #measurepr

jenzings (Jen Zingsheim) jenzings: ...and, remember to mark your calendars for the next chat on 12/20! #MeasurePR

deannaboss (Deanna Boss) deannaboss: So, my 2012 resolutions = never miss a #measurepr chat, learn more about stats, measure often and evolve fast. #measurepr

shonali (Shonali Burke) shonali: @jenzings Thank you for hosting today's chat, Jen! #measurepr

jenzings (Jen Zingsheim) jenzings: and the summary will be posted along with the transcript by @shonali #MeasurePR

deannaboss (Deanna Boss)	deannaboss: RT @jenzings: ...and, remember to mark your calendars for the next chat on 12/20! #MeasurePR
CARMA_Tweets (CARMA)	CARMA_Tweets: Heh heh heh, excellent RT @joeldon: A5: Recommend all clients bet on MySpace, Second Life and Klout. #measurepr #humor
shonali (Shonali Burke)	shonali: Please do! RT @jenzings: ...and, remember to mark your calendars for the next chat on 12/20! #measurepr
deannaboss (Deanna Boss)	deannaboss: @jenzings will there be cookies and egg nog? #measurepr
shonali (Shonali Burke)	shonali: @deannaboss Girl, you're a quick study. :p #measurepr
jenzings (Jen Zingsheim)	jenzings: RT @shonali: LOL! RT @joeldon: A5: Recommend all clients bet on MySpace, Second Life and Klout #humor #MeasurePR
John_Trader1 (John Trader)	John_Trader1: Ditto - RT @shonali: @jenzings Thank you for hosting today's chat, Jen! #measurepr
amandaoboza (Amanda Oboza)	amandaoboza: @shonali yes, I have url trackers on each of my companys Web sites. #measurepr
jenzings (Jen Zingsheim)	jenzings: @John_Trader1 @shonali Thank you! Glad you joined! #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Of course! (tracking cookies, sure) #nerdhumor RT @deannaboss: @jenzings will there be cookies and egg nog? #measurepr
shonali (Shonali Burke)	shonali: @amandaoboza Excellent. #measurepr
shonali (Shonali Burke)	shonali: @deannaboss Ha, you sure do! #measurepr

John_Trader1 (John Trader) John_Trader1: @jenzings I'll be back. #measurepr

jenzings (Jen Zingsheim) jenzings: I had a blast, as always. :-) RT @shonali: @jenzings Thank you for hosting today's chat, Jen! #measurepr

shonali (Shonali Burke) shonali: 'Bye for now, #measurepr friends. See you in a couple weeks. Thanks again, @jenzings!

deannaboss (Deanna Boss) deannaboss: @shonali @jenzings @rajean @John_Trader1 @criticalmention thank you all. another great #measurepr! enjoy the day and happy measuring!