

Time(EST)	Username	Update
1/10/12		
9:28	shonali	Any questions for today's #measurepr chat (12-1 ET)? Hit me!
1/10/12		
9:28	SandraSays	RT @shonali: Any questions for today's #measurepr chat (12-1 ET)? Hit me!
1/10/12		
9:29	nakiareighbiz	RT @shonali: Any questions for today's #measurepr chat (12-1 ET)? Hit me!
1/10/12		
9:30	alanchumley	RT @kdpaine: RT @kdpaine: What to Expect When You Are Expecting Measurement: 5 Unrealistic Expectations http://t.co/8EMpyE0K #measurepr ...
1/10/12		
9:32	alanchumley	#measurepr chat today at 12 ET. Any questions for the chat's creator + host? @shonali
1/10/12		
9:33	prweb	RT @alanchumley: #measurepr chat today at 12 ET. Any questions for the chat's creator + host? @shonali
1/10/12		
9:35	Slightobsession	RT @PRSAPhilly: Don't forget! Mark your calendar for our #prsaphl Twitter chat this Wednesday at 8pm to discuss #PR measurement. #MeasurePR
1/10/12		
9:41	jenzings	Whoo hooRT @shonali: Any questions for today's #measurepr chat (12-1 ET)? Hit me!
1/10/12		
9:41	jenzings	Folks, it's back...see you all at noon! RT @shonali: Any questions for today's #measurepr chat (12-1 ET)? Hit me!
1/10/12		
9:55	alanchumley	@kdpaine is bang on here: What to Expect When U R Expecting Measurement: 5 Unrealistic Expectations http://t.co/8y8K7wMO #measurepr
1/10/12		
11:38	DavidGHPhillips	RT @kdpaine: What to Expect When You Are Expecting Measurement: 5 Unrealistic Expectations http://t.co/Rg4c6OID #measurepr #measure
1/10/12		
11:46	shonali	Just under 15 minutes to #measurepr! Who's coming today?
1/10/12		
11:47	shashib	RT @shonali: Just under 15 minutes to #measurepr! Who's coming today?
1/10/12		
11:53	criticalmention	Ready to join today's #MeasurePR! :)
1/10/12		
11:56	shonali	Just about 4 minutes to today's chat. If you're not interested in talking #measurepr, snooze me, please.
1/10/12		
11:57	shonali	@criticalmention Great! #measurepr
1/10/12		
11:59	jenzings	Checking in for #measurePR
1/10/12		
12:00	shonali	@jenzings Hey, Jen, great to see you here! #measurepr
1/10/12		
12:00	shonali	OK, folks, we're starting today's chat (and the first one of 2012). If you're just joining, Happy New Year! #measurepr
1/10/12		
12:01	deannaboss	What! #measurepr is today! I forgot. That would not be a good start to the new year since it was one of my resolutions to never miss!
1/10/12		
12:01	shonali	We don't have any special guests today; it's a community chat. So grab your hot cocoa, take your shoes off and stay a while. #measurepr
1/10/12		
12:01	shonali	@deannaboss I know! Are you going to make it today? #measurepr
1/10/12		
12:02	criticalmention	@deannaboss For someone who forgot this is great timing...You made it just in time! #measurepr
1/10/12		
12:02	shonali	As you settle in, do introduce yourself, tell us who you are, what you do (and where you are), etc. #measurepr

1/10/12 12:03 shonali Me: I'm a #solopr pro based in DC & measurement fanatic (hence this chat). Also teach at @SAISHopkins. You? #measurepr

1/10/12 12:04 shonali Ha, true! RT @criticalmention: @deannaboss For someone who forgot this is great timing...You made it just in time! #measurepr

1/10/12 12:04 criticalmention We are Critical Mention a real-time broadcast monitoring firm here to help pr pros. based in NYC - right around bryant park :) #measurepr

1/10/12 12:04 jenzings Jen from @customscoop - great to be back in the new year #measurePR

1/10/12 12:05 shonali @criticalmention You mean you're based in NYC but help #PR pros all around the country/world, right? #measurepr

1/10/12 12:05 criticalmention #measureprsense RT @deannaboss: I was about to start something and thought "I better take one last look at Twitter..." #measurepr

1/10/12 12:06 criticalmention Yes, yes! Thanks for the catch! RT @shonali: You mean you're based in NYC but help #PR pros all around the country/world, right? #measurepr

1/10/12 12:06 shonali A few things before we get started... #measurepr

1/10/12 12:06 shonali 1, remember to use the hashtag AND index your tweets w/ Q no. E.g. "Re: Q1" or "A1," etc., when you're chatting. #measurepr

1/10/12 12:07 shonali 2, if you have specific questions for the chat, please DM to me so I can add to the question stream. #measurepr

1/10/12 12:07 shonali 3rd, this is where all chat recaps/transcripts are posted: <http://t.co/oMJmBule> Might want to bookmark it. #measurepr

1/10/12 12:07 KyleeCoffman Hey! I'm the senior manager, marketing at the Retail Industry Leaders Assoc in DC & DigitalConfetti blogger <http://t.co/Q7N7NdCp> #measurepr

1/10/12 12:09 shonali @KyleeCoffman Welcome! Is this your first chat? #measurepr

1/10/12 12:09 hopwood RT @deannaboss: What! #measurepr is today! #measurepr

1/10/12 12:09 criticalmention @KyleeCoffman welcome! #measurepr

1/10/12 12:10 deannaboss RT @criticalmention: @KyleeCoffman welcome! #measurepr

1/10/12 12:10 shonali @hopwood Yes it is! Are you joining? @deannaboss #measurepr

1/10/12 12:11 hopwood @shonali Yes for a bit. It will be short (but no doubt sweet). #measurepr

1/10/12 12:11 shonali OK, Q1 coming up (remember to reply with "Re Q1" or "A1" in your tweet!)... #measurepr

1/10/12 12:12 SceneStealrEric Eric from @Spiral16 here <http://t.co/nLHFehJq> Happy New Year #measurepr

1/10/12 12:12 dskaletsky RT @shonali: don't have any special guests today; it's a community chat. Grab ur hot cocoa, take off your shoes and stay a while #measurepr

1/10/12 12:12 shonali Q1: Now that you've had a chance to evaluate 2011 (hopefully!), what was your biggest measurement success last year? #measurepr

1/10/12 12:12 KyleeCoffman @shonali Yep! I read the archived chats, but first I've joined real-time. :) #measurepr

1/10/12 12:13 shonali @hopwood Short is better than "naught." Hahahha! #measurepr

1/10/12 shonali @SceneStealrEric Hey, Eric, great to see you here! @dskaletsky are you joining

12:13 the chat too? #measurepr

1/10/12 12:13 shonali It's a great way to start 2012, lol. #measurepr

1/10/12 12:13 criticalmention RT @shonali: Q1: Now that youve had a chance to evaluate 2011 (hopefully!), what was your biggest measurement success last year? #measurepr

1/10/12 12:14 KyleeCoffman @deannaboss @criticalmention @shonali thanks for the warm welcome! happy to connect. #measurepr

1/10/12 12:14 hopwood RT @shonali: Q1: Now that youve had a chance to evaluate 2011 (hopefully!), what was your biggest measurement success last year? #measurepr

1/10/12 12:14 PebbleInWaters RT @shonali: Q1: Now that you've had a chance to evaluate 2011 (hopefully!), what was your biggest measurement success last year? #measurepr

1/10/12 12:16 deannaboss A1: biggest measurement success of 2011 was tripling the number of clients actively measuring. hope to do the same in 2012! #measurepr

1/10/12 12:17 shonali Re: Q1, and I don't mean just a "yes, we measured this great & these were the results," it could be learnings, etc. #measurepr

1/10/12 12:17 shonali @deannaboss That's great! #measurepr

1/10/12 12:17 SceneStealrEric A1: One fun victory was helping a client find out their product was being used as a verb and where this was happening online #measurepr

1/10/12 12:17 jenzings RT @deannaboss: A1: biggest measurement success of 2011 was tripling the number of clients actively measuring. hope to do the same in 20 ...

1/10/12 12:18 jenzings @deannaboss Wow! #MeasurePR

1/10/12 12:18 shonali A1: For me, my #measurepr success in 2011 was definitely putting the right kind of metrics in place for the #bluekey campaign.

1/10/12 12:19 deannaboss A1: and who would say @shonali 's work building this #measurepr community was a great 2011 success?

1/10/12 12:19 kathy_moore Hi @Shonali I am jumping in for a quick listen / learn on today's #measurepr chat. Happy new year!

1/10/12 12:19 criticalmention A1 Joining #measurepr of course =P... trying to learn more about our clients on a personal level to better suit their needs.

1/10/12 12:20 hopwood A1 Just asked around the office and got "OMG that's a hard question". Hope to do better next year. #measurepr

1/10/12 12:20 shonali Cool! MT @SceneStealrEric: A1: 1 fun victory: helping client find out product was being used as verb, where twas happening online #measurepr

1/10/12 12:20 shonali @hopwood LOL! I thought that would be an easy one. #measurepr

1/10/12 12:21 shonali @criticalmention I'm really glad you guys started joining too! #measurepr

1/10/12 12:21 deannaboss @hopwood good benchmark to start 2012. #measurepr

1/10/12 12:21 shonali @kathy_moore Great to see you! Happy New Year! #measurepr

1/10/12 12:21 shonali @deannaboss Oh, that's very kind of you. I didn't do it alone, all of you helped and big h/t to @jenzings. #measurepr

1/10/12 12:21 criticalmention @shonali Thanks and thanks for having us! :) #measurePR

1/10/12 12:22 hopwood @deannaboss The only way is up :) #measurepr

1/10/12 12:22 KyleeCoffman RT @shonali: A1: For me, my #measurepr success in 2011 was definitely putting the right kind of metrics in place for the #bluekey campaign.

1/10/12 12:23 jenzings @shonali @deannaboss *blushing* #measurePR Thanks Shonali! (and congrats Deanna!)

1/10/12 12:23 kathy_moore @shonali Thanks! So nice to be a part of #measurePR - great ideas and conversations happening here.

1/10/12 12:24 shonali A1 cont: Learning more about Google Analytics, tracking URLs, etc. was huge for me in 2011. #measurepr

1/10/12 12:24 shonali Q2: What did you NOT get to do in 2011, measurement-related, that you aim to do in 2012? #measurepr

1/10/12 12:25 dskaletsky @shonali i'm multitasking...but #measurepr is definitely one of the tasks :)

1/10/12 12:25 jenzings RT @shonali: Q2: What did you NOT get to do in 2011, measurement-related, that you aim to do in 2012? #measurepr

1/10/12 12:26 hopwood A2 This one might take more than 140 characters to answer #measurepr

1/10/12 12:26 hopwood RT @shonali: Q2: What did you NOT get to do in 2011, measurement-related, that you aim to do in 2012? #measurepr

1/10/12 12:26 SceneStealrEric RT @shonali: Q2: What did you NOT get to do in 2011, measurement-related, that you aim to do in 2012? #measurepr

1/10/12 12:27 shonali @hopwood That's ok, spread it over a few tweets! #measurepr

1/10/12 12:27 hopwood A2 Set firm, meaningful and motivational goals for our people to achieve "client delight" #measurepr

1/10/12 12:28 shonali @hopwood Wow. I imagine that's quite a task. #measurepr

1/10/12 12:30 kathy_moore @hopwood Q.2 that is a GREAT objective. I heartily approve. #measurePR

1/10/12 12:30 shonali A2: I didn't get very far with the Google Analytics qualification, and I want to complete that this year: <http://t.co/zeJ4yyct> #measurepr

1/10/12 12:30 SceneStealrEric A2 Providing clients with full-service, customized reporting based on their web data. Too many still don't have time. #measurepr

1/10/12 12:31 hopwood A2 Be completely clear about what we can and will achieve for clients through social media #measurepr

1/10/12 12:31 deannaboss Good one! Might steal... RT @hopwood: A2 Set firm, meaningful & motivational goals for our people to achieve "client delight" #measurepr

1/10/12 12:32 hopwood Thank you RT @kathy_moore: @hopwood Q.2 that is a GREAT objective. I heartily approve. #measurepr

1/10/12 12:32 deannaboss A2: be more proactive about introducing measurement into projects that don't have it #measurepr

1/10/12 12:33 shonali @SceneStealrEric Sadly, I think the time constraint is a problem we're going to have to contend with for a while... #measurepr

1/10/12 12:33 shonali Nice! RT @deannaboss: A2: be more proactive about introducing measurement into projects that don't have it #measurepr

1/10/12 12:33 ImpactMktPR RT @shonali: Nice! RT @deannaboss: A2: be more proactive about introducing measurement into projects that don't have it #measurepr

1/10/12 12:34 criticalmention Should add this to the list RT @deannaboss: A2: be more proactive about introducing measurement into projects that dont have it #measurepr

1/10/12 deannaboss @shonali and now that I've said it I know all of you will hold me accountable!

12:34 scary and good at the same time. #measurepr

1/10/12 12:34 hopwood @deannaboss I would be flattered #measurepr

1/10/12 12:34 KyleeCoffman Good one! RT @deannaboss RT @hopwood: A2 Set firm, meaningful & motivational goals for our people to achieve "client delight" #measurepr

1/10/12 12:34 KyleeCoffman Reading: Criteria for the Evaluation of Public Relations Effectiveness.

1/10/12 12:35 DavidGHPhillips <http://t.co/fn3p88FC> #measurepr

1/10/12 12:35 hopwood RT @deannaboss: A2: be more proactive about introducing measurement into projects that dont have it #measurepr

1/10/12 12:35 shashib RT @shonali: Nice! RT @deannaboss: A2: be more proactive about introducing measurement into projects that don't have it #measurepr

1/10/12 12:36 shonali Q3 (fm @kathy_moore): Know a customizable, inexpensive dashboard (vendor) to measure incoming data <from source>+online mentions? #measurepr

1/10/12 12:37 shonali @deannaboss Hah! I know. That's what I was thinking too. #measurepr

1/10/12 12:39 bizfilings RT @shonali: A1 cont: Learning more about Google Analytics, tracking URLs, etc. was huge for me in 2011. #measurepr

1/10/12 12:39 shonali Q3 cont: @kathy_moore wants to find realtime dashboard combining IRL metrics like sales, visitor counts, occupancy rates+PR KPIs #measurepr

1/10/12 12:40 jenzings A3 wouldn't sales and visitor count figures be proprietary? Am I missing something...? #MeasurePR

1/10/12 12:40 kathy_moore Q3. Any #measurepr dashboard-type apps that can track IRL metrics (e.g. sales, visitor counts and occupancy rates) and map against PR KPIs?

1/10/12 12:41 hopwood Thanks for the chat everyone. Have to sign off for this week. Nice talking with you. #measurepr

1/10/12 12:41 shonali @jenzings I think @kathy_moore is looking for a dashboard that has the ability to pull such data in... right, Kathy? #measurepr

1/10/12 12:41 sallyfalkow @kathy_moore Have you ever looked at Vizyx? they can build a dashboard for your needs #measurepr

1/10/12 12:42 kathy_moore @jenzings Q3. yes, definitely, it would need to be customizable and password protected. @shonali #measurepr

1/10/12 12:42 shonali @sallyfalkow Oh, no worries! Thanks for joining. We're just talking about dashboards (on Q3)... #measurepr

1/10/12 12:42 shonali @sallyfalkow (cont) @kathy_moore is looking for a dashboard that can track IRL metrics like sales, etc., and map against PR KPIs. #measurepr

1/10/12 12:43 kathy_moore @sallyfalkow no, but I will check them out, thanks for the suggestion #measurepr

1/10/12 12:43 jenzings @kathy_moore @shonali definitely that--I'm more wondering where the data are coming from. If it's external and rss we can pull #measurePR

1/10/12 12:44 jenzings @kathy_moore @shonali ...I think. Not the techie here...! #measurePR

1/10/12 12:44 shonali RT @sallyfalkow: @kathy_moore (A3) Have you ever looked at Vizyx? they can build a dashboard for your needs #measurepr

1/10/12 12:45 sallyfalkow @shonali Every PR person shd read SAMS Leran Google Analytics in 10 mins this year. Mor e like 10 mins a day, but valuable data #measurepr

1/10/12 12:45 kathy_moore @jenzings @shonali IRL data already being measured & tracked - objective here is to put it all in one place through a cloud app #measurepr

1/10/12 12:45 shonali @jenzings LOL! But that would be cool, if you could. @kathy_moore #measurepr

1/10/12 12:45 shonali @sallyfalkow Do you have a link to share? #measurepr

1/10/12 12:46 kdpaine @alanchumley #measurepr ya think? I figured you of all people could empathasize

1/10/12 12:46 jenzings @kathy_moore @shonali ah, okay. Bit different than what I was thinking...carry on... #MeasurePR :-)

1/10/12 12:46 deannaboss A3: Sorry I had to take a break from the action and check out Vizyx. it looks very promising! #measurepr

1/10/12 12:46 jenzings RT @sallyfalkow: @shonali Every PR person shd read SAMS Leran Google Analytics in 10 mins this year. Mor e like 10 mins a day, but valu ...

1/10/12 12:47 shonali @deannaboss I know, it does. Thank you, @sallyfalkow for the Vizyx tip! #measurepr

1/10/12 12:47 jenzings Need to step out for a bit -- thanks for the chat! #MeasurePR I'll catch up on the rest of smart stuff in the transcript...

1/10/12 12:48 sallyfalkow RT @sallyfalkow: @shonali Here is the link Speak to Bill French <http://t.co/rHW3zQKI> #measurepr

1/10/12 12:48 kathy_moore Sounds promising & RT @shonali @deannaboss I know, it does. Thank you, @sallyfalkow for the Vizyx tip! #measurepr

1/10/12 12:51 KyleeCoffman RT @hopwood: RT @deannaboss: A2: be more proactive about introducing measurement into projects that dont have it #measurepr

1/10/12 12:51 sallyfalkow @shonali Duh! Sorry Yes that is the book #measurepr

1/10/12 12:51 shonali OK, almost onto the last question... ready for a little homework? :p #measurepr

1/10/12 12:52 shonali @sallyfalkow Ha, no worries! Thanks! #measurepr

1/10/12 12:53 deannaboss @shonali ack. homework. I still owe my 100 phrases on the whiteboard pic. #measurepr

1/10/12 12:53 SceneStealrEric @shonali What was that you said about time? ;) #measurepr

1/10/12 12:54 shonali MT @sallyfalkow: Every PR person shd read SAMS Learn Google Analytics in 10 mins this year <http://t.co/Pw6xeD8z> [Me: DO IT!] #measurepr

1/10/12 12:54 shonali @deannaboss Well, now that I shared the Bart Simpson chalkboard generator, that should be pretty easy for you! #measurepr

1/10/12 12:55 shonali Q4 (Homework!): What is ONE thing you can do between now & the next chat to improve your measurement skills? #measurepr

1/10/12 12:55 shonali @kathy_moore Great to see you! I think Vizyx looks pretty good for what you're looking for... #measurepr

1/10/12 12:56 shonali @SceneStealrEric What, now you're Bart Simpson? :p #measurepr

1/10/12 12:57 KyleeCoffman RT @shonali: Q4 (Homework!): What is ONE thing you can do between now & the next chat to improve your measurement skills? #measurepr

1/10/12 12:57 criticalmention A4 ready up on vizyx =P RT @shonali: What is 1 thing you can do between now & the next chat to improve your measurement skills #measurepr

1/10/12 12:58 shonali @criticalmention LOL! See, that wasn't too hard, was it? #measurepr

1/10/12 12:59 criticalmention Not when you get to assign your own homework haha #measurepr

1/10/12 deannaboss A4: reassess my monitoring tools to make sure I'm getting what I need now that

12:59 my measurement skills (and demands) have changed. #measurepr

1/10/12 Well, clearly no one wants to do any homework, outside of @criticalmention. :p

12:59 shonali We'll be back in 2 wks, thanks for coming today! #measurepr

1/10/12 I know today's chat was pretty loose, but I thought it would be nice to began 2012

12:59 shonali with a casual chat. Great to see all of you! #measurepr

1/10/12

13:00 shonali @criticalmention Well, you want to assign mine? :) #measurepr

1/10/12 Today's chat is over, but save the date for 1/24, 12-1 pm ET, when @alanchumley

13:01 shonali will join as our special guest. TTYL! #measurepr

1/10/12 RT @shonali: Today's chat is over, but save the date for 1/24, 12-1 pm ET, when

13:01 AJDonovan @alanchumley will join as our special guest. TTYL! #meas ...

1/10/12

13:01 shonali @deannaboss That's a great one! Will you share in the next chat? #measurepr

1/10/12 Thx! RT @shonali: Today's chat is over, but save the date for 1/24, 12-1 pm ET,

13:02 SceneStealrEric when @alanchumley will join as special guest. #measurepr

1/10/12 @shonali you too! thanks! & thanks @kathy_moore @hopwood @KyleeCoffman

13:02 deannaboss @criticalmention @jenzings @SceneStealrEric @sallyfalkow #measurepr

1/10/12 @shonali Here goes: What is 1 measuring technique you recommend should be

13:02 criticalmention applied on a daily basis. A new 1 if you want a toughie #measurepr

1/10/12 Thank you ALL for this insightful chat! Great to be here and thanks for having us :)

13:03 criticalmention #measurepr

1/10/12 RT @shonali: Today's chat is over, but save the date for 1/24, 12-1 pm ET, when

13:05 KyleeCoffman @alanchumley will join as our special guest. TTYL! #meas ...

1/10/12 @shonali I'd love to. if it absolves me from my white board writing. I hadn't seen

13:06 deannaboss the Bart Simpson chalkboard generator... #measurepr

1/10/12 RT @deannaboss: @shonali you too! thanks! & thanks @kathy_moore

13:15 KyleeCoffman @hopwood @KyleeCoffman @criticalmention @jenzings @SceneStealrEric @sall ...

1/10/12 #AMEC's Big Ask conference – European consultation on social media

13:27 Sheldrake measurement: <http://t.co/GR9GCsJ5> #measurepr #cipr

1/10/12 RT @Sheldrake: #AMEC's Big Ask conference – European consultation on social

14:02 stephbridgeman media measurement: <http://t.co/GR9GCsJ5> #measurepr #cipr

1/10/12 RT @shonali: MT @sallyfalkow: Every PR person shd read SAMS Learn Google

14:15 RobinDally Analytics in 10 mins this year <http://t.co/Pw6xeD8z> [Me: DO IT! ...

1/10/12 What to expect when u are expecting measurement...unrealistic expectations by

14:19 joeldon @kdpaine <http://t.co/65VcR8u5> #measurepr #pr #publicrelations

1/10/12 RT @joeldon: What to expect when u are expecting measurement...unrealistic

14:40 cmor21 expectations by @kdpaine <http://t.co/65VcR8u5> #measurepr #pr ...

1/10/12 Honored to be asked to be a guest on @shonali 's next #measurepr chat. 1/24,

17:12 alanchumley 12-1 pm ET

1/10/12 @jenzings You're so welcome! @alanchumley I'm so happy you'll be joining the

17:32 shonali next #measurePR!

1/10/12 And deserved . . . RT @alanchumley: Honored to be asked to be a guest on

17:33 BoydNeil @shonali 's next #measurepr chat. 1/24, 12-1 pm ET