

Time(PST)	Username	Update
		And... it's time! Welcome to the bi-weekly #measurePR chat on all things PR (and social media)
1/24/12 9:01	shonali	measurement. How's everyone doing?
1/24/12 9:01	jenzings	Checking in for #measurePR-- Jen Z from @customscoop!
1/24/12 9:02	alanchumley	Doing just fine, thx. Go #measurepr ! @measurePR
1/24/12 9:02	CaptainLauren	been a while since I've gotten to stop by, Lauren here. #measurepr
1/24/12 9:03	shonali	We'll kick off with our guest (1st for 2012!) @alanchumley soon, but as you settle in, do introduce yourself? #measurePR
1/24/12 9:03	UofAABFI	@shonali This is our first #measurepr. We are doing great! How are you?
1/24/12 9:03	shonali	@jasonkonopinski Aha! A lurker turned participant. Awesome. :p @theshepTSG #measurePR
1/24/12 9:04	shonali	@CaptainLauren Hey, Lauren, nice to see you! How've you been? #measurePR
1/24/12 9:04	CARMA_Tweets	It's a good day for #measurepr - Checking in for today's chat!
1/24/12 9:04	criticalmention	Hello all! Critical Mention here, a broadcast monitoring firm based in NYC. Ready for today's #measurepr
1/24/12 9:04	shonali	@UofAABFI We love newbies. Oldies too. :p Welcome! #measurePR
1/24/12 9:04	deannaboss	good morning! Deanna with Maccabee (agency) in Minneapolis. ready for a good #measurepr chat today!
1/24/12 9:05	shonali	@ancitasatija Good, thanks! Are you joining our chat today? #measurePR
1/24/12 9:05	shonali	@deannaboss @criticalmention @CARMA_Tweets @jenzings So nice to see all y'all, welcome! #measurePR
1/24/12 9:05	shonali	Me: I'm a #solopr pro based in DC & measurement fanatic (hence this chat). Also teach at @SAISHopkins. You? #measurePR
1/24/12 9:06	jasonkonopinski	Good afternoon, folks. Looking forward to a good chat. Topic? #measurepr
1/24/12 9:06	criticalmention	Thanks! Nice to see you too! RT @shonali: @deannaboss @criticalmention @CARMA_Tweets
1/24/12 9:06	shonali	@jenzings So nice to see all yall, welcome! #measurepr
1/24/12 9:06	joeldon	A few things before we get started... #measurePR
1/24/12 9:06	shonali	Good morning. #measurePR
1/24/12 9:07	shonali	@jasonkonopinski We'll be going all over the place with @alanchumley today... ha! #measurePR
1/24/12 9:07	alanchumley	OK, housekeeping: 1, remember to use the hashtag AND index your tweets w/ Q no. E.g. "Re: Q1" or "A1," etc., when chatting. #measurePR
1/24/12 9:07	alanchumley	RT @shonali: @jasonkonopinski We'll be going all over the place with @alanchumley today... ha!

#measurePR

1/24/12 9:07 shonali @joeldon Hi! Nice to see you. #measurePR

1/24/12 9:07 shonali 2, if you have specific questions for the chat, please DM to me so I can add to the question stream. #measurePR

1/24/12 9:08 jasonkonopinski Me: I'm a copywriter who has taken a great interest in measurement & analytics both personally & professionally. Seeking F/T gig. #measurepr

1/24/12 9:08 shonali 3, this is where all chat recaps/transcripts are posted: <http://t.co/oMJmBule> Might want to bookmark it. #measurePR

1/24/12 9:08 belllindsay RT @jasonkonopinski: Me: I'm a copywriter who has taken a great interest in measurement & analytics both personally & professionally. Se ...

1/24/12 9:08 prweb Lurking around in #measurepr - come join in if you're interested in #PR measurement w/ @shonali and @alanchumley

1/24/12 9:08 shonali And now let me bring in our guest @alanchumley, formerly with CARMA, and now with Fleishman-Hillard. Welcome, Alan! #measurePR

1/24/12 9:08 alanchumley RT @shonali: 3, this is where all chat recaps/transcripts are posted: <http://t.co/oMJmBule> Might want to bookmark it. #measurePR

1/24/12 9:09 jasonkonopinski @shonali Looks like a database error on WUL. ./ #measurepr

1/24/12 9:09 shonali @jasonkonopinski Darn it. I'll check that as soon as I can, thanks for letting me know! #measurePR

1/24/12 9:10 DigitalTimGrant RT @prweb: Lurking around in #measurepr - come join in if you're interested in #PR measurement w/ @shonali and @alanchumley

1/24/12 9:10 shonali @jasonkonopinski Hmm... it's working for me... #measurePR

1/24/12 9:10 alanchumley thx @Shonali Hi everybody A pleasure. #measurePR

1/24/12 9:10 shonali OK @alanchumley, Q1: You recently joined Fleishman-Hillard. Tell us a little about your new role. #measurePR

1/24/12 9:10 jasonkonopinski @shonali Ah, there it goes. #measurepr

1/24/12 9:11 shonali @DigitalTimGrant Are you lurking too? @prweb Good to see you! #measurePR

1/24/12 9:11 alanchumley Q1 new role: As much pre-campaign data-4-insights 4 clients & newbiz as during+post-campaign meas't. Work across all practice #measurepr

1/24/12 9:12 colleenovate I'd like to #measurePR in part by the number of short lists my company makes. Thoughts?

1/24/12 9:12 alanchumley Q1 (2) Get 2 work w/ smart range of in-house pollsters, ethnographers, interviewers, focus group facilitators, media analysts #measurepr

1/24/12 9:13	BasiaV	RT @alanchumley: Q1 (2) Get 2 work w/ smart range of in-house pollsters, ethnographers, interviewers, focus group facilitators, media an ...
1/24/12 9:13	shonali	MT @alanchumley: Q1 new role: pre-campaign data-4-insights 4 clients & newbiz, during+post-campaign meas't. Work across practices #measurePR
1/24/12 9:13	BasiaV	RT @colleenovate: I'd like to #measurePR in part by the number of short lists my company makes. Thoughts?
1/24/12 9:14	jenzings	RT @alanchumley: Q1 (2) Get 2 work w/ smart range of in-house pollsters, ethnographers, interviewers, focus group facilitators, media an ...
1/24/12 9:14	shonali	@colleenovate Is that a question for the chat? #measurePR
1/24/12 9:15	dfriez	Debbie from @BurrellesLuce joining #measurePR late. Glad to see @alanchumley, since he isn't roaming around #DC anymore.
1/24/12 9:15	alanchumley	Q1 curious as to what other folks measurement roles look like... #measurepr
1/24/12 9:15	schinski	RT @shonali: And now let me bring in our guest @alanchumley, formerly with CARMA, and now with Fleishman-Hillard. Welcome, Alan! #measurePR
1/24/12 9:15	schinski	RT @shonali: OK @alanchumley, Q1: You recently joined Fleishman-Hillard. Tell us a little about your new role. #measurePR
1/24/12 9:16	shonali	MT @alanchumley: Q1 (2) work w/smart range of inhouse pollsters, ethnographers, interviewers, focus grp facilitators, analysts #measurePR
1/24/12 9:16	shonali	@dfriez Great to see you! DC definitely misses @alanchumley. #measurePR
1/24/12 9:16	shonali	Yes, please share? RT @alanchumley: Q1 curious as to what other folks measurement roles look like... #measurePR
1/24/12 9:16	shonali	@DigitalTimGrant Ha! #measurePR
1/24/12 9:18	shonali	Re: @alanchumley's follow-up to Q1, as a consultant, it's very client-dependent, but I'd say primarily campaign success/failure. #measurePR
1/24/12 9:18	jenzings	A1: My "measurement role" is predominantly as an advocate and how to use our tool to gain measurement insight #measurePR
1/24/12 9:19	DigitalTimGrant	#measurepr Particularly when it comes to social media
1/24/12 9:19	alanchumley	@jenzings A measurement advocate. Love that characterization. #measurepr
1/24/12 9:20	shonali	A1 (cont) Though sometimes I'm able to do audits/research projects, which are great fun. #measurePR
1/24/12 9:20	criticalmention	A1 We help facilitate the measuring process for PR pros by monitoring broadcast media coverage

for them. #measurepr

1/24/12 9:20 deannaboss Q1: like @alanchumley my role works across many things. new biz, media outreach planning, client reporting. never a dull moment! #measurepr

1/24/12 9:20 jasonkonopinski A1 to @alanchumley For me, very client-dependent, but it typically rests on campaign meeting outlined objectives. #measurepr

1/24/12 9:20 alanchumley @shonali...primarily campaign success...are u also doing dome pre-campaign work to measure success later? #measurepr

1/24/12 9:21 shonali Q2 for @alanchumley: What's it like to go from being a client, to a measurement supplier, to a PR agency? Has your focus changed? #measurePR

1/24/12 9:21 shonali @alanchumley Whenever we can. #measurePR

1/24/12 9:22 shonali @jasonkonopinski @DigitalTiimGrant Yea, me too. #measurePR

1/24/12 9:22 JJBaybee @shonali I'm a first timer. Orientation pls? #measurePR

1/24/12 9:23 alanchumley Q2: focus has broadened. Audits. Research Meas't strategy. Translate sometimes amorphous goals 2 meas objectives + align meas #measurepr

1/24/12 9:23 alanchumley Q2 (2) Noting value in being able 2 C 3 points on the service triangle/speak 3 languages. Never busier / more varied. #measurepr

1/24/12 9:24 jasonkonopinski @shonali @DigitalTiimGrant From a copywriting perspective, that success is often measured by traffic/pageviews. Blended view. #measurepr

1/24/12 9:24 kathy_moore Good resource for #PR pros in DC area: Measurement Conference (April 18) <http://t.co/6vHpV7aP> #measurepr

1/24/12 9:24 shonali @JJBaybee Use the hashtag, any Qs for guest (@alanchumley) send to me via DM, index tweets eg "Re Q2," "A2," & so on. #measurePR

1/24/12 9:24 alanchumley Q2 (3) 3 languages: client, agency, supply side. #measurepr Helps executives

1/24/12 9:25 alanchumley RT @kathy_moore: Good resource for #PR pros in DC area: Measurement Conference (April 18) <http://t.co/6vHpV7aP> #measurepr

1/24/12 9:25 shonali MT @alanchumley: Q2: focus has broadened. Audits. Research Msmt strategy. Translate sometimes amorphous goals 2 meas obj,align #measurePR

1/24/12 9:26 DigitalTimGrant @jasonkonopinski @shonali @DigitalTiimGrant #measurepr agreed on the traffic / page views Jason

1/24/12 9:26 CaptainLauren @shonali woah work got in the way there! but I'm good. great to be lurking again. #measurepr

1/24/12 9:26 alanchumley @kathy_moore agreed. Other great meas conferecnes: IPR in Philly in October. IABC / Cision

usually NYC in the summer time #measurepr
 MT @alanchumley: Q2 (2) Noting value in being able 2 C 3 points on service triangle/speak 3 languages. Never busier/more varied. #measurePR
 1/24/12 9:27 shonali
 1/24/12 9:27 shonali Q3. What trends do you see for measurement in 2012? #measurePR
 1/24/12 9:28 CourtV RT @shonali: Q3. What trends do you see for measurement in 2012? #measurePR
 Re Q2 (changing roles) Are PR firms properly equipped to supply measurement services?
 1/24/12 9:28 jasonkonopinski @alanchumley #measurepr
 Good one! I'm excited to hear. RT @shonali: Q3. What trends do you see for measurement in 2012?
 1/24/12 9:28 deannaboss #measurePR
 1/24/12 9:29 ancitasatija @DigitalTimGrant @jasonkonopinski @shonali @DigitalTiimGrant agree #measurepr
 jasonkonopinski
 @shonali @DigitalTiimGrant traffic/pageviews oftn claimed by web marketing teams, not PR
 1/24/12 9:29 colleenovate #measurepr
 1/24/12 9:29 shonali @colleenovate OK, if we have time I'll add it to the list for today's chat. #measurePR
 1/24/12 9:29 alanchumley Q3: (1) trends in meas't: Focus on outcomes. Correlate (causality better). Integrate. #measurepr
 @shonali @alanchumley Hi, I'm listening briefly ~ but have to run out to a meeting. Sorry to miss
 1/24/12 9:29 kathy_moore #measurepr today! Will check transcript.
 Q3 (2) trends: Blend multi-channel data in mashboards. Including PESO. Look 4ward not just back.
 1/24/12 9:29 alanchumley #measurepr What are u all seeing?
 @shonali #measurepr Social media monitoring using platforms such as Radian6 & reporting
 1/24/12 9:30 DigitalTimGrant facilities
 1/24/12 9:30 alanchumley Q3 (3) looking cross channel at PESO (paid earn owned shared metrics) too. #measurepr
 Some of us have been saying this for a while. RT @alanchumley: Q3: (1) Focus on outcomes.
 1/24/12 9:30 shonali Correlate (causality better). Integrate #measurePR
 @colleenovate @shonali @DigitalTiimGrant So does that mean it all boils down to coverage in
 1/24/12 9:30 ancitasatija papers? #measurePR
 Agreed. I'm seeing this too! RT @alanchumley: Q3 (3) looking cross channel at PESO (paid earn
 1/24/12 9:31 dfriez owned shared metrics) too. #measurepr
 Q3. Would like to see major league measurement solutions scale to SMEs; price & appropriateness.
 1/24/12 9:31 joeldon #measurepr
 1/24/12 9:31 shonali @kathy_moore NP, have a good meeting! #measurePR

1/24/12 9:31 alanchumley Q3: so outcomes > correlate > causality > integrate/blend cross channel / multi channel > include PESO and shake not stir #measurepr

1/24/12 9:32 shonali RT @alanchumley: Q3 (2) trends: Blend multi-channel data in mashboards. Including PESO. Look

1/24/12 9:32 dfriez 4ward not just back. #measurePR

1/24/12 9:32 jenzings @alanchumley Got it! No stiring! :) #measurepr

1/24/12 9:32 CourtV Hope so...'bout time! RT @alanchumley: Q3: (1) trends in meas't: Focus on outcomes. Correlate (causality better). Integrate. #measurepr

1/24/12 9:32 jasonkonopinski Trends for 2012: RT @alanchumley: Q3 (3) looking cross channel at PESO (paid earn owned shared metrics) too. #measurepr

1/24/12 9:32 shonali @DigitalTimGrant @shonali @DigitalTiimGrant Beyond that, it's also about activating behavior/conversions. Integrated approach. #measurepr

1/24/12 9:32 shonali RT @alanchumley: Q3 (3) looking cross channel at PESO (paid earn owned shared metrics) too. #measurePR

1/24/12 9:33 alanchumley @joeldon #measurepr is often more scalable than you think.

1/24/12 9:33 DigitalTimGrant @ancitasatija @colleenovate @shonali @DigitalTiimGrant #measurepr No, thinking online & the potentials & potential pitfalls of measurement

1/24/12 9:33 shonali @ancitasatija I'm sorry, what is the question exactly? #measurePR

1/24/12 9:34 joeldon Alan, sign me up for that conference, for sure. @alanchumley: #measurepr is often more scalable than you think.

1/24/12 9:34 alanchumley Q3 (4) trend...keep hammering practitioners on need for MEASURABLE OBJECTIVES! #measurepr so much progress to be made here #measurepr

1/24/12 9:34 shonali Q4 is from @jasonkonopinski: @alanchumley, what are some of the biggest challenges for a global PR firm counseling global brands? #measurePR

1/24/12 9:34 dfriez @alanchumley Q3, don't you think clients are looking for us to tell them how and what to measure because they don't have time? #measurepr

1/24/12 9:35 shonali Yes! MT @alanchumley: Q3(4) trend, keep hammering practitioners on need for MEASURABLE OBJECTIVES! Much progress to be made here #measurePR

1/24/12 9:36 DigitalTimGrant @jasonkonopinski @shonali #measurepr Integrated approach is ESSENTIAL

1/24/12 9:36 alanchumley @dfriez sure, clients are looking to us to advise them on measurable objectives. I'm just surprised how few obj's aren't already #measurepr

1/24/12 9:36 deannaboss RT @shonali: Yes! MT @alanchumley: Q3(4) trend, keep hammering practitioners on need for MEASURABLE OBJECTIVES! #measurePR

1/24/12 9:37 alanchumley Q3: PR industry sometimes still has a bit of a lingering tactical fetish. We need to measure by objective not tactic #measurepr

1/24/12 9:38 alanchumley Q3: #measurepr cheese of the day. consumers are multi channel. Metrics can't be single channel. Integration is key.

1/24/12 9:38 katbow_carma @alanchumley @CARMA_Tweets CARMA Connect links Media Performance with Tangible Business Outcomes <http://t.co/ScoXgecr> #measurepr

1/24/12 9:38 dfriez True! RT @alanchumley: Q3: #PR industry still has a bit of a lingering tactical fetish. Need to measure by objective not tactic #measurepr

1/24/12 9:38 shonali MT @alanchumley: Q3: PR industry sometimes still has a lingering tactical fetish. We need to measure by objective not tactic #measurePR

1/24/12 9:38 joeldon RT @alanchumley: Q3: PR industry ... still has a bit of a lingering tactical fetish. Need to measure by objective not tactic #measurepr

1/24/12 9:39 shonali @UofAABFI I'll ask in a bit, cool? #measurePR

1/24/12 9:39 alanchumley And they do it well. @CARMA_Tweets CARMA Connect links Media Performance with Tangible Business Outcomes <http://t.co/f5h5mItk...> #measurepr

1/24/12 9:40 shonali Q4 from @jasonkonopinski: @alanchumley, what are some of the biggest challenges for a global PR firm counseling global brands? #measurePR

1/24/12 9:42 UofAABFI @shonali Thanks! Yes, that would be great #measurepr

1/24/12 9:42 alanchumley Q4: (1) challenge facing global PR firms counselling global clients re: meas't: diff't objectives/metrics/vendors/platforms #measurepr

1/24/12 9:43 alanchumley Q4 (2) .. and knitting all that together. Also, that #measurepr is at different levels of understanding + sophistication in diff't. regions

1/24/12 9:43 jkerrstevens RT @shonali: Q3. What trends do you see for measurement in 2012? #measurePR

1/24/12 9:43 ancitasatija @alanchumley According to you, what are the top 3 variables to #measurePR ?

1/24/12 9:44 DigitalTimGrant RT @alanchumley: And they do it well. @CARMA_Tweets CARMA Connect links Media Performance with Tangible Business Outcomes [http://t.co/f ...](http://t.co/f...)

1/24/12 9:45 alanchumley @ancitasatija What are the top 3 variables to #measurePR ? Exposure > Engagement > Influence > Action. Or output thru outcome

1/24/12 9:45 shonali MT @alanchumley: Q4: (1) challenge for global PR firms counseling global clients re: meas't: diff objs/metrics/vendors/platforms #measurePR

1/24/12 9:46 UofAABFI RT @alanchumley: @ancitasatija What are the top 3 variables to #measurePR ? Exposure > Engagement > Influence > Action. Or ou ...

1/24/12 9:46 shonali MT @alanchumley: Q4 (2) .. & knitting all that together. Also #measurepr is at diff levels of understanding,sophistication in diff regions

1/24/12 9:46 jenzings RT @alanchumley: @ancitasatija What are the top 3 variables to #measurePR ? Exposure > Engagement > Infuence > Action. Or ou ...

1/24/12 9:47 ancitasatija @alanchumley very well said #measurePR

1/24/12 9:47 ancitasatija RT @alanchumley: @ancitasatija What are the top 3 variables to #measurePR ? Exposure > Engagement > Infuence > Action. Or ou ...

1/24/12 9:47 DhruvBhutani RT @alanchumley: @ancitasatija What are the top 3 variables to #measurePR ? Exposure > Engagement > Infuence > Action. Or ou ...

1/24/12 9:48 DigitalTimGrant RT @alanchumley: @ancitasatija What are the top 3 variables to #measurePR ? Exposure > Engagement > Infuence > Action. Or ou ...

1/24/12 9:49 shonali Q5 via @dfriez: Do you @alanchumley get different kinds of measurement requests? How d'you link w the digital side of the agency? #measurePR

1/24/12 9:49 ancitasatija @alanchumley Do these variables depend on industry type? #measurePR

1/24/12 9:49 shonali Follow-up to Q5 from @dfriez (not enough room earlier), she's curious to hear from others as well. #measurePR

1/24/12 9:49 shonali What are the top 3 variables to #PR measurement? Exposure>Engagement>Infuence>Action. Or output thru outcome via @alanchumley #measurepr

1/24/12 9:50 joeldon Q5: #measurepr link up w/ digital? Yes! Work w/ them everyday. We sit in each others' meetings.

1/24/12 9:51 alanchumley Critical to integrate digital #measurepr

1/24/12 9:51 REDMEDIAPR RT @kathy_moore: Good resource for #PR pros in DC area: Measurement Conference (April 18) <http://t.co/6vHpV7aP> #measurepr

1/24/12 9:53 alanchumley @ancitasatija hopw you #measurepr depends on so many things..objectives, context of organization, campaign, audience etc. etc. #measurepr

1/24/12 9:53 shonali Q6: @alanchumley To what extent should measurement be incorporated into RFP responses? How? #measurePR

1/24/12 9:53 DigitalTimGrant #measurepr Thanks for having me all, I need to go to a meeting

1/24/12 9:54 shonali @DigitalTimGrant Thanks for stopping by! #measurePR

1/24/12 9:54 jasonkonopinski @alanchumley @ancitasatija Not only *how* you #measurepr - but *what*. Collecting data points doesn't necessarily get you closer to insight.

1/24/12 9:55 alanchumley Q6 if prospects don;t demand measurement as part of an RFP response, there is cause for concern. very few don;t these days #measurepr

1/24/12 9:55 dfriez good pt.! RT @jasonkonopinski: Not only *how* you #measurepr but *what* Collecting data points doesn't necessarily get u closer to insight.

1/24/12 9:55 alanchumley Q6: #measurepr is best baked in from day 1 not bolted on the back at the end.

1/24/12 9:56 alanchumley RT @jasonkonopinski: @alanchumley @ancitasatija Not only *how* you #measurepr - but *what*. Collecting data points doesn't necessarily g ...

1/24/12 9:56 deannaboss Amen! RT @alanchumley: Q6: #measurepr is best baked in from day 1 not bolted on the back at the end.

1/24/12 9:56 shonali MT @alanchumley: Q6 if prospects don't demand measurement as part of RFP response, there's cause for concern. V few don't. #measurePR

1/24/12 9:56 joeldon RT @alanchumley: Q6 if prospects don't demand #PR measurement as part of an RFP response, there is cause for concern. #measurepr

1/24/12 9:57 joeldon +1 @alanchumley: Q6: #measurepr is best baked in from day 1 not bolted on the back at the end. Yespleaseandthankyou. :) RT @alanchumley: Q6: #measurepr is best baked in from day 1 not bolted on the back at the end.

1/24/12 9:57 shonali @deannaboss @alanchumley The problem is getting clients to do the baking on the front-end!

1/24/12 9:57 dfriez #measurepr

1/24/12 9:57 colleenovate RT @dfriez @jasonkonopinski: Not only how you measure but what collecting data points doesn't necessarily get u closer to insight #measurepr

1/24/12 9:57 shonali @jasonkonopinski Exactly. The "what" is really important, and IMHO many pros don't look at the right "what." @ancitasatija #measurePR

1/24/12 9:58 jenzings Agreed! (Mmm baking...)RT @alanchumley: Q6: #measurepr is best baked in from day 1 not bolted on the back at the end.

1/24/12 9:59 alanchumley @dfriez @deannaboss True...but an RFP that asks for it is the best time to sell it in #measurepr

1/24/12 9:59 ancitasatija RT @alanchumley: Q6: #measurepr is best baked in from day 1 not bolted on the back at the end. The fabled education process? RT @dfriez: @deannaboss @alanchumley problem is getting clients to do the baking on the front-end! #measurepr

1/24/12 9:59 joeldon Almost out of time! @alanchumley Q7: Can you share 2-3 resources for "further reading"? (@UofAABFI is looking for PESO refs). #measurePR

1/24/12 9:59 shonali (@UofAABFI is looking for PESO refs). #measurePR

1/24/12 9:59 deannaboss @dfriez @alanchumley yes, but we try. :-) #measurepr

1/24/12 10:00 ancitasatija @jasonkonopinski @alanchumley how do you convert data points to concrete business evidence? #measurePR

1/24/12 10:00 alanchumley Q7: @kdpaine 's blog+book. Books: @johnlovett @sheldrake @thebrandbuilder @webmetricsguru @jimsterne #measurepr

1/24/12 10:02 shonali MT @alanchumley: [Resources] Q7: @kdpaine 's blog+book. Books: @johnlovett @sheldrake @thebrandbuilder @webmetricsguru @jimsterne #measurePR

1/24/12 10:03 rachaelseda @shonali I just read your post and was all excited to put #measurePR on my calendar and I looked up and realized I just missed it. UGH!

1/24/12 10:03 UofAABFI RT @shonali: Almost out of time! @alanchumley Q7: Can you share 2-3 resources for "further reading"? (@UofAABFI is looking for PESO refs ...

1/24/12 10:04 UofAABFI RT @shonali: MT @alanchumley: [Resources] Q7: @kdpaine 's blog+book. Books: @johnlovett @sheldrake @thebrandbuilder @webmetricsguru @jim ...

1/24/12 10:04 shonali We're out of time for today. @alanchumley thanks so much for being our guest, and thanks to ALL for joining today! #measurePR

1/24/12 10:05 ancitasatija RT @alanchumley: Q7: @kdpaine 's blog+book. Books: @johnlovett @sheldrake @thebrandbuilder @webmetricsguru @jimsterne #measurepr

1/24/12 10:05 jasonkonopinski @ancitasatija @alanchumley As my friend @webby2001 is fond of saying (and I quote him often) - > "Do your own work." #measurepr

1/24/12 10:05 shonali The "official" chat is over but of course do use/share using the hashtag. Next chat: Feb 7, 12-1 pm ET. Save the date! #measurePR

1/24/12 10:05 UofAABFI @shonali @alanchumley thank you for the chat. We appreciate your time #measurepr

1/24/12 10:05 shonali @rachaelseda There's always next time. :) #measurePR

1/24/12 10:05 alanchumley #measurepr Thanks @shonali. Thanks evverybody. Happy measuring.

1/24/12 10:05 ancitasatija RT @shonali: The "official" chat is over but of course do use/share using the hashtag. Next chat: Feb 7, 12-1 pm ET. Save the date! #mea ...

1/24/12 10:06 LittleSandyW RT @jenzings: Agreed! (Mmm baking...)RT @alanchumley: Q6: #measurepr is best baked in from day 1 not bolted on the back at the end.

1/24/12 10:06 shonali @UofAABFI My pleasure and @alanchumley is always a terrific guest. Thanks for joining today, hope you had fun! #measurePR

1/24/12
10:06 joeldon Thanks @shonali @alanchumley & fellow bean counters #measurepr

1/24/12
10:07 ancitasatija @shonali @alanchumley Thanks Alan for some great insights! #measurePR

1/24/12
10:07 shonali @joeldon You're so welcome, good to see you! @alanchumley #measurePR

1/24/12
10:07 shonali @ancitasatija You're most welcome, glad you could make it. @alanchumley #measurePR

1/24/12
10:08 johnlovett @alanchumley Thanks for the shout out Alan! For anyone interested, here's a free chapter:
<http://t.co/KF3rD4fk> Go #measurePR

1/24/12
10:08 shonali And... we're done. Over & out. See you in 2 weeks for the next chat! #measurePR

1/24/12
10:08 deannaboss @alanchumley @shonali thank you! have a great day and see you at the next chat! #measurepr

1/24/12
10:09 ancitasatija RT @shonali: And... we're done. Over & out. See you in 2 weeks for the next chat! #measurePR

1/24/12
10:10 MichaelWillett RT @shonali: The "official" chat is over but of course do use/share using the hashtag. Next chat: Feb 7, 12-1 pm ET. Save the date! #mea ...

1/24/12
10:10 jasonkonopinski That was an enjoyable #measurePR chat. Thanks to @alanchumley @shonali @dfriez et al for the conversation.

1/24/12
10:10 shonali Nice! MT @johnlovett: @alanchumley Thanks for the shout out! For anyone interested, here's a free chapter <http://t.co/yWBKTb9D> Go #measurePR

1/24/12
10:11 shonali @jasonkonopinski I'm VERY glad you stopped by #measurePR today. @alanchumley @dfriez