

Username	Tweet
rachaelseda (Rachael Seda)	rachaelseda: @shonali @jenzings @deannaboss @ancitasatija @pr_in_pink MEEEE #measurePR
jenzings (Jen Zingsheim)	jenzings: @rachaelseda W00t! Awesome. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: We're getting close--chat about measurement. Come join us! #MeasurePR
ancitasatija (Ancita Satija)	ancitasatija: @shonali @jenzings @deannaboss @rachaelseda @pr_in_pink I'm here !! All set :-) #measurePR
shonali (Shonali Burke)	shonali: @rachaelseda Woo hoo! @jenzings #measurePR
shonali (Shonali Burke)	shonali: @PR_in_Pink @soulati Troll away! #measurePR
jenzings (Jen Zingsheim)	jenzings: Okay folks, I hear the bells ringing...that means it's noon and time for #MeasurePR Who's here?
jenzings (Jen Zingsheim)	jenzings: As we start, a few reminders... #MeasurePR
ancitasatija (Ancita Satija)	ancitasatija: @jenzings @shonali @deannaboss @rachaelseda @pr_in_pink Same here Jen! How are you doing today? #measurePR
jenzings (Jen Zingsheim)	jenzings: @ancitasatija @shonali @deannaboss @rachaelseda @pr_in_pink Doing great! The sun is shining. All is well. #MeasurePR
rachaelseda (Rachael Seda)	rachaelseda: @jenzings I'm here! #measurepr
jenzings (Jen Zingsheim)	jenzings: First, remember to use the hashtag #MeasurePR

Vocus (Vocus)	Vocus: #measurePR is going on right now w/ @shonali and @jenzings, check it out! #PR
jenzings (Jen Zingsheim)	jenzings: @ancitasatija @shonali @deannaboss @rachaelseda @pr_in_pink Good to "see" you! #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @rachaelseda Hello....!!!! Great to have you joining. #MeasurePR
DigitalKaitlyn (Kaitlyn Marie)	DigitalKaitlyn: RT @Vocus: #measurePR is going on right now w/ @shonali and @jenzings, check it out! #PR
jenzings (Jen Zingsheim)	jenzings: ...next, remember to number your answers wrt the Q number (Q1, A1, etc.) #MeasurePR
DigitalKaitlyn (Kaitlyn Marie)	DigitalKaitlyn: Hi #MeasurePR, looking forward to listening in :)
ronele (ronele klingensmith)	ronele: @jenzings I'm here! #MeasurePR
shonali (Shonali Burke)	shonali: @Vocus Thanks for reminding folk about the chat today and hello @digitalkaitlyn! #measurePR
ancitasatija (Ancita Satija)	ancitasatija: @jenzings @shonali @deannaboss @rachaelseda @pr_in_pink Awesome :) #measurePR
jenzings (Jen Zingsheim)	jenzings: We'll post the transcript and summary here: #MeasurePR
shonali (Shonali Burke)	shonali: RT @jenzings: First, remember to use the hashtag #measurePR
DigitalKaitlyn (Kaitlyn Marie)	DigitalKaitlyn: They reminded me too! :) RT @shonali: @Vocus Thanks for reminding folk about the chat today and hello @digitalkaitlyn! #measurePR

jenzings (Jen Zingsheim) jenzings: @ronele welcome! #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: We'll post the transcript and summary here: #measurePR

jenzings (Jen Zingsheim) jenzings: Thanks a bunch! RT @Vocus: #measurePR is going on right now w/ @shonali and @jenzings, check it out! #PR

deannaboss (Deanna Boss) deannaboss: joining in about 10 minutes! save me a seat! :-) #measurepr

jenzings (Jen Zingsheim) jenzings: Please DM me any questions, it helps with the overall "flow" of the chat #MeasurePR

jenzings (Jen Zingsheim) jenzings: @deannaboss See you soon! #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: Okay, are we ready to roll? (Yes!) #MeasurePR

jasonkonopinski (Jason Konopinski) jasonkonopinski: Crud, late again for #measurepr.

shonali (Shonali Burke) shonali: YES! RT @jenzings: Okay, are we ready to roll? (Yes!) #measurePR

jenzings (Jen Zingsheim) jenzings: Q1 is coming up...based on this post: <http://www.businessesgrow.com/2012/02/19/the-social-media-measurement-smackdown/> #MeasurePR

shonali (Shonali Burke)	shonali: @jasonkonopinski You're not late, we're just getting started. #measurePR
jenzings (Jen Zingsheim)	jenzings: @jasonkonopinski Not that late, we're just now starting--welcome! #MeasurePR
jessicagsharp (Jessica Sharp)	jessicagsharp: @jenzings here and excited! #MeasurePR
DigitalKaitlyn (Kaitlyn Marie)	DigitalKaitlyn: RT @jenzings: Please DM me any questions, it helps with the overall "flow" of the chat #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Oops, I didn't introduce myself, I'm Jen Z, I'm w/@CustomScoop. We provide monitoring & analysis of trad & soc media. #MeasurePR
shonali (Shonali Burke)	shonali: RT @jenzings: Q1 is coming up...based on this post: #measurePR
DigitalKaitlyn (Kaitlyn Marie)	DigitalKaitlyn: @jenzings nice to meet you :) #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Q1 @Markwschaefer says an antimeasurement bias is creeping up online. Do you agree? #MeasurePR
shonali (Shonali Burke)	shonali: RT @jenzings: Q1 @Markwschaefer says an antimeasurement bias is creeping up online. Do you agree? #measurePR
lusine_koda (Lusine Kodagolian)	lusine_koda: @jenzings @shonali Hi Shonali and Jen, good to be here again #measurePR
joeldon (Joel Don)	joeldon: RT @jenzings: Q1 @Markwschaefer says an antimeasurement bias is creeping up online. Do you agree? #MeasurePR
shonali (Shonali Burke)	shonali: @lusine_koda Great to see you! @jenzings #measurePR

shonali (Shonali Burke)	shonali: A1: First, I thought that was a terrific post by @markwschaefer... #measurePR
ronele (ronele klingensmith)	ronele: RT @shonali: A1: First, I thought that was a terrific post by @markwschaefer... #measurePR
jenzings (Jen Zingsheim)	jenzings: Indeed. RT @shonali: A1: First, I thought that was a terrific post by @markwschaefer... #measurePR #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @lusine_koda Good to see you! #MeasurePR
rachaelseda (Rachael Seda)	rachaelseda: A1: I like @markwshaefer 's post as well. I think part of the problem is measuring SM is not a straightforward calculation. #measurepr
shonali (Shonali Burke)	shonali: A1 (cont) I don't know if there is an anti-measurement bias creeping up online, based on the vendors/scorers, it's the opposite. #measurePR
ancitasatija (Ancita Satija)	ancitasatija: RT @shonali: RT @jenzings: Q1 is coming up...based on this post: #measurePR
ronele (ronele klingensmith)	ronele: A1: The need to measure paves the way to further exploration. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: A1: I think it's less of a creeping bias against measurement and more of a "two camps of thought" #MeasurePR
cloudspark (jr schmitt)	cloudspark: lisening in to #measurepr
joeldon (Joel Don)	joeldon: A1: Is this all suggesting that companies need to have faith/belief that SM delivers value, in addition to hard metrics? #measurepr
JessBayerDC (Jessica Bayer)	JessBayerDC: RT @shonali: Q1 is coming up...based on this post: #measurePR

jenzings (Jen Zingsheim)	jenzings: @DigitalKaitlyn Nice to meet you too! Glad to have you here. #MeasurePR
rachaelseda (Rachael Seda)	rachaelseda: A1: cont. Because measuring SM incorporates both quantitative & qualitative & a bit of thinking outside the box (aka more work) #measurepr
John_Trader1 (John Trader)	John_Trader1: A1: We r entering into "justification" era of #SM, there will be a natural reaction to rebel against un-standardized measurements #measurepr
shonali (Shonali Burke)	shonali: A1 (cont): But I think there is a desire to measure quick & cheap, so people measure the wrong things. #measurePR
ancitasatija (Ancita Satija)	ancitasatija: @joeldon I guess soo #measurePR
lusine_koda (Lusine Kodagolian)	lusine_koda: A1: I don't necessarily agree. Those that measured would continue to do so, those that did not may be swayed #measurePR
DigitalKaitlyn (Kaitlyn Marie)	DigitalKaitlyn: A1 If your company has 20k followers on Twitter & you are actively engaging with them & adding to that # it is justified #measurepr
rachaelseda (Rachael Seda)	rachaelseda: A1: My opinion is that people are intimidated by it or don't believe it's worth their time to figure it out #measurepr
rachaelseda (Rachael Seda)	rachaelseda: RT @shonali: A1 (cont): But I think there is a desire to measure quick & cheap, so people measure the wrong things. #measurepr
DigitalKaitlyn (Kaitlyn Marie)	DigitalKaitlyn: A1 and to not look into ways to monitor that growth and engagement is a real missed opportunity IMO #measurePR
jessicagsharp (Jessica Sharp)	jessicagsharp: @jenzings A1: Jen, I agree. measurement is work and not everyone is willing to do it #MeasurePR
rachaelseda (Rachael Seda)	rachaelseda: @shonali Yes, that too! #measurepr

DigitalKaitlyn (Kaitlyn Marie)	DigitalKaitlyn: RT @jessicagsharp: @jenzings A1: Jen, I agree. measurement is work and not everyone is willing to do it #MeasurePR
ronele (ronele klingensmith)	ronele: A1 (cont): Anti? Would agree with @markwschaefer about evolution & determining what works varies. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: RT @DigitalKaitlyn: A1 and to not look into ways to monitor that growth and engagement is a real missed opportunity IMO #measurePR
ancitasatija (Ancita Satija)	ancitasatija: RT @shonali: A1 (cont): But I think there is a desire to measure quick & cheap, so people measure the wrong things. #measurePR
rachaelseda (Rachael Seda)	rachaelseda: RT @ronele: A1: The need to measure paves the way to further exploration. #measurepr
ancitasatija (Ancita Satija)	ancitasatija: @DigitalKaitlyn completely agree with you on this #measurePR
jenzings (Jen Zingsheim)	jenzings: Oh, yes--the quick & cheap conundrum. So true, @shonali #MeasurePR
rachaelseda (Rachael Seda)	rachaelseda: Yes, my thought exactly! RT @jessicagsharp: @jenzings A1: Jen, I agree. measurement is work and not everyone is willing to do it #measurepr
joeldon (Joel Don)	joeldon: RT @John_Trader1: A1: We r entering into "justification" era of #SM...natural reaction 2 rebel against un-standardized measurement #measurepr
jenzings (Jen Zingsheim)	jenzings: RT @jessicagsharp: A1: Jen, I agree. measurement is work and not everyone is willing to do it #MeasurePR
John_Trader1 (John Trader)	John_Trader1: A1: As Mark points out too, how can we make improvements if we don't know results? Can't base everything on sentiment. #measurepr
ancitasatija (Ancita Satija)	ancitasatija: RT @jessicagsharp: @jenzings A1: Jen, I agree. measurement is work and not everyone is willing to do it #MeasurePR

joeldon (Joel Don)	joeldon: Trust & faith it works then. @rachaelseda: A1: My opinion people r intimidated by it/don't believe worth time to figure it out #measurepr
jenzings (Jen Zingsheim)	jenzings: Q1, b: Is it really a hard work vs. quick&easy? I think some feel we're trying to nail Jello to the wall. #MeasurePR
rachaelseda (Rachael Seda)	rachaelseda: Very true! MT @John_Trader1: A1:...how can we make improvements if we dont know results? Cant base everything on sentiment. #measurepr
rachaelseda (Rachael Seda)	rachaelseda: @joeldon Yes, until budgets are cut and they can't prove what they do is worth the company's time and money. #measurepr
John_Trader1 (John Trader)	John_Trader1: Good analogy RT @jenzings: Q1, b: Is it really a hard work vs. quick&easy? I think some feel were trying to nail Jello to wall. #measurepr
ancitasatija (Ancita Satija)	ancitasatija: RT @jenzings: Q1, b: Is it really a hard work vs. quick&easy? I think some feel we're trying to nail Jello to the wall. #MeasurePR
ronele (ronele klingensmith)	ronele: @joeldon @rachaelseda A1: My opinion people r intimidated by it/don't believe worth time to figure it out #measurepr And that it moves FAST
jenzings (Jen Zingsheim)	jenzings: @rachaelseda @John_Trader1 ...and, FWIW, sentiment *is* a measurement! #MeasurePR
lusine_koda (Lusine Kodagolian)	lusine_koda: Q1 b. Done right it's hard work to align with biz objectives. Quick and easy is flashy charts with meaningless data #measurePR
ancitasatija (Ancita Satija)	ancitasatija: RT @jenzings: @rachaelseda @John_Trader1 ...and, FWIW, sentiment *is* a measurement! #MeasurePR
shonali (Shonali Burke)	shonali: MT @John_Trader1: A1: As Mark points out, how can we make improvements if we don't know results? Can't base all on sentiment. #measurePR
joeldon (Joel Don)	joeldon: A1: If PR hit was achieved in a major pub (WSJ, NYT), never tied it to a sales revenue. The C-suite 'sentiment' was...it helped #measurepr

rachaelseda (Rachael Seda)	rachaelseda: RT @lusine_koda: Q1 b. Done right its hard work to align with biz objectives. Quick and easy is flashy charts w/ meaningless data #measurepr
jenzings (Jen Zingsheim)	jenzings: @lusine_koda Aligning w/Biz obj. can be hard, but so important. #MeasurePR
ancitasatija (Ancita Satija)	ancitasatija: @lusine_koda True #measurePR....
shonali (Shonali Burke)	shonali: @jenzings @lusine_koda I don't think aligning with biz objectives is hard. It takes time, and some thinking, but it's not hard. #measurePR
joeldon (Joel Don)	joeldon: A1: If you have ###,### followers plus levels of engagement, there will also be unmeasurable variables that 'help' #measurepr
jenzings (Jen Zingsheim)	jenzings: @shonali @lusine_koda Ha! you got me. Hard=finding the time. Does that count? #MeasurePR #shonaliisrightasusual ;-)
jessicagsharp (Jessica Sharp)	jessicagsharp: @joeldon I have to disagree. That might have been the case, but no longer. ROI is expected today. #MeasurePR
rachaelseda (Rachael Seda)	rachaelseda: @jenzings Yes, yes it is! #measurepr
ancitasatija (Ancita Satija)	ancitasatija: @joeldon unmeasurable variables like? #measurePR
transPR (Darrel W. Cole)	transPR: RT @shonali: @techguerilla! Always measure your #socialmedia effort. Except when you shouldn't. #measurepr
shonali (Shonali Burke)	shonali: @jenzings LOL! You get a hall pass because you're Ms. Measurement anyway. :p #measurePR
lusine_koda (Lusine Kodagolian)	lusine_koda: @jenzings @shonali Agree. Not hard but hard work to plan the entire cycle. Quick and easy involves no planning :) #measurePR

RobinMarie (Robin Smothers)	RobinMarie: A1:I thk part of it is that "measurement" is now a buzzwd esp to those w/o a foundation in PR. So is overused and poorly defined #measurepr
joeldon (Joel Don)	joeldon: I am talking direct PR revenue: tricky, controversial & prone to fuzzy math @jessicagsharp: ROI is expected today. #MeasurePR
John_Trader1 (John Trader)	John_Trader1: @jenzings Good point Jen. Seems like sentiment is the safety valve measurement of #SM. #measurepr
jenzings (Jen Zingsheim)	jenzings: @transPR Has jumped ahead to the follow on (good work)...., so Q2, coming up #MeasurePR
ancitasatija (Ancita Satija)	ancitasatija: RT @shonali: @jenzings LOL! You get a hall pass because you're Ms. Measurement anyway. :p #measurePR
John_Trader1 (John Trader)	John_Trader1: RT @shonali: @jenzings @lusine_koda Dont think aligning w/biz objectives is hard. It takes time, & some thinking, but not hard. #measurepr
jenzings (Jen Zingsheim)	jenzings: Q2 Is it okay to *not* measure? Ever? #MeasurePR
shonali (Shonali Burke)	shonali: I have to run but so glad to see the chat is buzzing today! @jenzings, thanks so much and see y'all later (don't y'all go away!). #measurePR
jenzings (Jen Zingsheim)	jenzings: @shonali Ya'll come back now, y' hear? ;-) (Beverly Hillbillies signoff--see ya soon!) #MeasurePR
rachaelseda (Rachael Seda)	rachaelseda: RT @jenzings: Q2 Is it okay to *not* measure? Ever? #measurepr
jenzings (Jen Zingsheim)	jenzings: A2: I think what @techguerilla is saying here is that common sense should sometimes prevail. Thoughts? #MeasurePR
rachaelseda (Rachael Seda)	rachaelseda: A2: If measuring smthg outweighs the cost of ur effort or ur measuring smthg unaligned w/your objs ur wasting ur time @jenzings #measurepr

jasonkonopinski (Jason Konopinski)	jasonkonopinski: A2 @jenzings @techguerilla Common sense is a hot commodity. Teams and orgs can lose themselves in the thrill of social tools. #measurepr
Jtattrie (Jonathan Tattrie)	Jtattrie: @ancitasatija that had to have been a auto tweet, I'm creeping this #measurePR talk and you're voicing your opinion like its your day job.
DigitalKaitlyn (Kaitlyn Marie)	DigitalKaitlyn: A2 if you are a business using social media then no, it is not ok to never measure. Lots of free & helpful tools out there #measurePR
deannaboss (Deanna Boss)	deannaboss: @jenzings I'm here! Yes, common sense prevails and there's not always ROI on measuring ROI. #measurepr
jasonkonopinski (Jason Konopinski)	jasonkonopinski: @rachaelseda @jenzings i.e Likes, followers, fans and the like. They measure 'something' but might not have bearing on objs. #measurepr
jenzings (Jen Zingsheim)	jenzings: @jasonkonopinski I agree--Katie Paine always says that the tools shouldn't drive the measurement. Other way 'round. #measurePR
John_Trader1 (John Trader)	John_Trader1: A2: That's a flippin brilliant post. Seems like calculating opportunity cost is sometimes lost when measuring #SM #measurepr
jasonkonopinski (Jason Konopinski)	jasonkonopinski: @jenzings Yup - much the same as 'data' for the purposes of content generation, i.e infographics. #measurepr
rachaelseda (Rachael Seda)	rachaelseda: Yes! RT @jenzings: @jasonkonopinski I agree-@kdpaine always says that the tools shouldnt drive the measurement. Other way round. #measurepr
John_Trader1 (John Trader)	John_Trader1: RT @DigitalKaitlyn: A2 if u r business using #SM then no, it is not ok 2 never measure. Lots of free & helpful tools exist #measurepr
John_Trader1 (John Trader)	John_Trader1: RT @rachaelseda: A2: If measuring smthg outweighs cost of effort or ur measuring smthg unaligned w/your objs ur wasting ur time #measurepr
jessicagsharp (Jessica Sharp)	jessicagsharp: @John_Trader1 Understanding what to do with it - now that's novel! #measurepr Agree, love this post.

jenzings (Jen Zingsheim)	jenzings: A2 con't...doesn't mean you shouldn't have the account. Clearly you should. But measuring such small #s is time better spent #MeasurePR
ancitasatija (Ancita Satija)	ancitasatija: @jasonkonopinski @rachaelseda @jenzings they do measure "something", bt engaging wit the TA is as imp to achieve better results #measurePR
RobinMarie (Robin Smothers)	RobinMarie: A2 Msmnt of something that matters shld always be part of a plan. If u can't measure all, then state what has 2 b omitted & why. #measurepr
John_Trader1 (John Trader)	John_Trader1: @jessicagsharp *sigh* there just isn't enough time in the day to keep up with all this great measurement content! #measurepr
Jtattrie (Jonathan Tattrie)	Jtattrie: @jasonkonopinski @rachaelseda @jenzings also to have a benchmark, to set a goal, when future #measurepr is relevant/unique to bizzgoals.
jenzings (Jen Zingsheim)	jenzings: @RobinMarie Excellent point. Explaining what is omitted makes sense. #MeasurePR
rachaelseda (Rachael Seda)	rachaelseda: MT @jenzings: A2 cont. doesnt mean you shouldnt have the account. You should. But measuring such small #s is time better spent #measurepr
jenzings (Jen Zingsheim)	jenzings: RT @Jtattrie: @jasonkonopinski @rachaelseda @jenzings also to have a benchmark, to set a goal, when future #measurepr is relevant/unique to bizzgoals.
jenzings (Jen Zingsheim)	jenzings: Whew! Lots of great comments on this. Time *is* a commodity and using it well means planning your measurement program. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Q3 coming up... #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Q3 Have you ever spent time measuring something that in the end wasn't worth the time spent measuring? #MeasurePR
jenzings (Jen Zingsheim)	jenzings: A3: I think the biggest bummer is when you set to measure and then have the biz goal shifted on you. Blergh. #MeasurePR

rachaelseda (Rachael Seda)	rachaelseda: RT @jenzings: Q3 Have you ever spent time measuring something that in the end wasn't worth the time spent measuring? #measurepr
joeldon (Joel Don)	joeldon: A3: Greater challenge for SMB is having enough things to measure, or extrapolating from what is available in the count. #MeasurePR
ancitasatija (Ancita Satija)	ancitasatija: RT @jenzings: A3: I think the biggest bummer is when you set to measure and then have the biz goal shifted on you. Blergh. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: A2 @John_Trader1 Exactly. If you have a twitter acct for cust svcs, & it's rarely used, having a full scale msmt prog is a waste #MeasurePR
lttlewys (Brandie McCallum)	lttlewys: RT @jenzings Whew! Lots of great comments on this. Time *is* a commodity & using it well means planning your measurement program. #MeasurePR
lusine_koda (Lusine Kodagolian)	lusine_koda: Q3 @jenzings I couldn't have agreed more. Shifting biz goals is one of the biggest challenges when measuring #measurePR
DigitalKaitlyn (Kaitlyn Marie)	DigitalKaitlyn: A3 the effort I spend on social media measurement is spent looking for quality tools, never time wasted & time saved later #measurePR
jenzings (Jen Zingsheim)	jenzings: A3: Shifting biz goals are a problem. As are mid-msmt course changes, but they are to be expected. #MeasurePR
DigitalKaitlyn (Kaitlyn Marie)	DigitalKaitlyn: RT @Mediabistro: Reaction to the new definition of PR: (via @PRNewser) #measurePR #BlogTrends
RobinMarie (Robin Smothers)	RobinMarie: Q3 Being asked to measure w/o baseline data. Being asked 2 measure "awareness" for only one strategy when many r in play #measurePR
jenzings (Jen Zingsheim)	jenzings: RT @DigitalKaitlyn: A3 effort I spend on soc med msmnt is spent looking 4 quality tools, never time wasted & time saved later #MeasurePR
ancitasatija (Ancita Satija)	ancitasatija: RT @jenzings: A3: Shifting biz goals are a problem. As are mid-msmt course changes, but they are to be expected. #MeasurePR

ancitasatija (Ancita Satija)	ancitasatija: RT @DigitalKaitlyn: RT @Mediabistro: Reaction to the new definition of PR: (via @PRNewser) #measurePR #BlogTrends
jenzings (Jen Zingsheim)	jenzings: Less than 10 mins to go, Q4 is coming up... #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Q4 Are you a Jedi, an Apprentice, or an Ostrich? #MeasurePR
deannaboss (Deanna Boss)	deannaboss: RT @jenzings: Q4 Are you a Jedi, an Apprentice, or an Ostrich? #MeasurePR
deannaboss (Deanna Boss)	deannaboss: A4: these are not the numbers you are looking for... I'd like to think Jedi but that's a mighty title. #measurepr
jenzings (Jen Zingsheim)	jenzings: RT @deannaboss: A4: these are not the numbers you are looking for... I'd like to think Jedi but that's a mighty title. #measurepr
jenzings (Jen Zingsheim)	jenzings: @deannaboss Deanna, you get the response of the chat prize with that! #MeasurePR
lusine_koda (Lusine Kodagolian)	lusine_koda: RT @jenzings: Q4 Are you a Jedi, an Apprentice, or an Ostrich? #MeasurePR
jenzings (Jen Zingsheim)	jenzings: A4: Indeed, Jedi is a mighty title. I think most (all?) in the chat are at least...apprentice Jedis. ;-) #MeasurePR
jenzings (Jen Zingsheim)	jenzings: A4: would that make us all Younglings? Hm. We've run out of time! #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Thanks everyone for participating in the chat! The transcript & summary will be up soon. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: And remember to mark your calendars for the next chat on 3/20, Noon ET. #MeasurePR

deannaboss (Deanna Boss) deannaboss: I think that's a padwan but my son isn't here to correct me!MT @jenzings A4: most in the chat are at least...apprentice Jedis.#MeasurePR

deannaboss (Deanna Boss) deannaboss: RT @jenzings: And remember to mark your calendars for the next chat on 3/20, Noon ET. #MeasurePR

lusine_koda (Lusine Kodagolian) lusine_koda: @jenzings Thank you, Jen! #measurePR

ancitasatija (Ancita Satija) ancitasatija: RT @jenzings: And remember to mark your calendars for the next chat on 3/20, Noon ET. #MeasurePR

jenzings (Jen Zingsheim) jenzings: @deannaboss Clearly, I need a refresher course. I used to know this stuff! #notsoyounglinganymore #MeasurePR

rachaelseda (Rachael Seda) rachaelseda: @jenzings thanks Jen!! #measurepr

jenzings (Jen Zingsheim) jenzings: @rachaelseda Thank you for joining! #MeasurePR

jenzings (Jen Zingsheim) jenzings: @lusine_koda Thanks for joining the chat! #MeasurePR