

Time(PST)	Username	Update
2/21/12 9:02	southpawmegan MissBrittanyMa	RT @shonali: And, it's time! Welcome to our bi-weekly chat on all things PR (and social media) measurement. Who's here? #measurePR
2/21/12 9:02	c	Excited to hear from guest @prtini in the #measurePR chat today!
2/21/12 9:02	mikedonatello	Back after a long absence. :) #measurePR
2/21/12 9:03	JasMollica	Hello #measurePR from WNY!
2/21/12 9:03	UofAABFI	@shonali We are here and excited for today's chat #measurepr
2/21/12 9:03	prtini	Hi #measurePR crew! Looking forward to joining you all today. @shonali thanks for the invite! @MissBrittanyMac Welcome! Yes, I'm excited that @prtini is joining today. She's awesome. Hey, @mikedonatello! #measurePR
2/21/12 9:03	shonali	
2/21/12 9:03	abernst	Excited to be at my first #measurePR chat! Tweeting from Boston:)
2/21/12 9:03	joeldon	@vargas!: One of my 1st follows ;-) #measurePR
2/21/12 9:03	shonali	@Liamsdad LOL. I can feel your eyes on my back... :p #measurePR
2/21/12 9:03	cloudspark	listening in to #measurepr today.
2/21/12 9:03	shonali	@prtini So glad to have you! Welcome @bernst to your first chat! #measurePR
2/21/12 9:04	shonali	We'll get started in just a moment, but before that, please introduce yourself - who you are, what you do, etc. #measurePR
2/21/12 9:04	jenzings	I'm Jen Z at @CustomScoop, we're a monitoring & analysis firm. #measurePR
2/21/12 9:04	vargas!	@joeldon Oh really? Well, glad to see you again! #measurePR
2/21/12 9:05	RobinMarie	Lurking while working -- but learning! #measurePR
2/21/12 9:05	John_Trader1	Keeping one eye on the chat today, looks like a great guest #measurepr
2/21/12 9:05	shonali	@vargas! Great to see you here! #measurePR
2/21/12 9:05	shashib	RT @shonali: We'll get started in just a moment, but before that, please introduce yourself - who you are, what you do, etc. #measurePR
2/21/12 9:05	shonali	@jenzings Is Jen Z going to be your new moniker? :p I kinda like the sound of it... #measurePR
2/21/12 9:05	cloudspark	@shonali listening in for the smart stuff always coming from this chat #measurepr
2/21/12 9:05	shonali	@meganfarry Just follow & use the #measurePR hashtag on Twitter.
2/21/12 9:05	rachaelseda	Hi! I'm Rachael Seda and I do digital communication at an association in the DC area #measurepr
2/21/12 9:06	Liamsdad	PR and outreach for Virginia traffic safety non-profit. #measurePR
2/21/12 9:06	shonali	Me, I'm a #solopr pro based in the DC area, @SAISHopkins faculty & measurement geek, hence this chat. #measurePR
2/21/12 9:06	JasMollica	Hi all I'm Jason Mollica, pres of JRM Comm, a SM/PR consultancy. #measurePR
2/21/12 9:06	shonali	A few things before we get started... #measurePR
2/21/12 9:07	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
2/21/12 9:07	DigitalKaitlyn	Hi #measurePR :)
2/21/12 9:07	prtini	Hi everyone, I'm Heather. My company, @GebenComm, develops/implements traditional & digital PR strategies. Also, #pr20chat co-mod #measurePR
2/21/12 9:07	shonali	2, if you have specific questions for @prtini and/or the chat, please DM to me so I can add to the question stream. #measurePR
2/21/12 9:07	shonali	@DigitalKaitlyn Hey there! How are you doing? #measurePR
2/21/12 9:07	DigitalKaitlyn	great! Looking forward to joining the chat today RT @shonali: @DigitalKaitlyn Hey there! How are you doing? #measurePR

2/21/12 9:08 shonali 3, this is where all chat recaps/transcripts are posted: <http://t.co/oMJmBule> Might want to bookmark it. #measurePR

2/21/12 9:08 shonali Communic&nH RT @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

2/21/12 9:08 shonali we OK! Q1 coming up (directed to @prtini but all are welcome to chime in)... #measurePR

2/21/12 9:09 shonali Q1: @prtini Please can you tell us a little about your business? #measurePR

2/21/12 9:09 MissBrittanyMa c I'm Brittany! PR coordinator @ For Rent Media Solutions in VA. Always looking forward to finding new ways to show PR's value! #measurePR

2/21/12 9:09 meganfarry Hi All - I'm Megan Farry with @SuperiorGroup in Buffalo, NY. I handle their tactical & social marketing efforts, branding, and PR. #measurePR

2/21/12 9:10 shonali @MissBrittanyMac Great to see/have you here! #measurePR

2/21/12 9:10 shonali @meganfarry Welcome! #measurePR

2/21/12 9:10 UofAABFI @shonali We are here and excited for today's chat #measurePR

2/21/12 9:10 prtini Q1 @GebenComm develops/implements traditional & digital PR strategies for variety of clients, incl. startups/tech, B2B & events. #measurePR

2/21/12 9:10 rachaelseda @MissBrittanyMac Hi Brittany! My family actually lives in #VABeach, not too far from you! #measurepr

2/21/12 9:11 prtini Q! We focus on innovating best practices in media/blogger outreach, cmmtly mgmt, content creation, whitpapers, messaging, etc. #measurePR

2/21/12 9:11 shonali @uofaabfi Great, welcome! #measurePR

2/21/12 9:12 MissBrittanyMa c @rachaelseda Small world. I love VA beach! I work in Norfolk right next to it! #measurePR

2/21/12 9:12 prtini Q1 @GebenComm clients include @Zaarly @uberlife @CbusMarathon @OhioHistory @MEProducts etc. 1/4 in Columbus; rest national. #measurePR

2/21/12 9:12 shonali MT @prtini: Q1 @GebenComm develops/implements traditional/digital PR strategies for clients, incl. startups/tech, B2B & events. #measurePR

2/21/12 9:13 rachaelseda @MissBrittanyMac That's awesome, I went to high school at Kellam in #VABeach. I love it there! #measurepr

2/21/12 9:14 shonali Neat clients! MT @prtini: Q1 @GebenComm clients include @Zaarly @uberlife @CbusMarathon @OhioHistory @MEProducts etc. #measurePR

2/21/12 9:14 shonali Q2. @prtini How did you develop your interest in measurement? What has your journey been? #measurePR

2/21/12 9:14 ancitasatija Hello everyone @prtini @shonali #measurePR

2/21/12 9:15 prtini Q2 I believe it's our job to convey PR value to businesses. Stacks of clips don't matter if it doesn't support business goals. #measurePR

2/21/12 9:15 shonali @ancitasatija Hey, there, nice to see you! #measurePR

2/21/12 9:15 shonali And re: Q2, I'd love to hear from everyone else to as to your measurement interest/journey. #measurePR

2/21/12 9:16 decruz87 "@shonali: And, it's time! Welcome to our bi-weekly chat on all things PR (and social media) measurement. Who's here? #measurePR"

2/21/12 9:16 rachaelseda RT @prtini: Q2 I believe it's our job to convey PR value to businesses. Stacks of clips don't matter if it doesn't support goals. #measurepr

2/21/12 9:16 shonali AMEN. MT @prtini: Q2 It's our job to convey PR value to biz. Stacks of clips don't matter if it doesn't support business goals. #measurePR

2/21/12 9:16 prtini Q2 After working at agencies that relied on ad equivalency, social media was *hugely* helpful. I discovered better ways! #measurePR

2/21/12 9:16 KellyeCrane RT @prtini: ...it's our job to convey PR value to businesses. Stacks of clips don't matter if

it doesn't support business goals. #measurePR
RT @prtini: Q2 I believe it's our job to convey PR value to businesses. Stacks of clips don't matter if it doesn't support business goal ...

2/21/12 9:16 pfindling

RT @shonali: AMEN. MT @prtini: Q2 It's our job to convey PR value to biz. Stacks of clips don't matter if it doesn't support business go ...

2/21/12 9:16 shashib

RT @prtini: Q2 Stacks of clips don't matter if it doesn't support business goals. #measurePR

2/21/12 9:16 joeldon

RT @prtini: Q2 I believe it's our job to convey PR value to biz. Stacks of clips don't matter if it doesn't support biz goals. #measurePR

2/21/12 9:17 vargasl

MT @prtini: Q2 After working @ agencies that used on ad equivalency, social media was *hugely* helpful. I discovered better ways! #measurePR

2/21/12 9:17 shonali

RT @prtini: Q2 I believe it's our job to convey PR value to businesses. Stacks of clips don't matter if it doesn't support business goal ...

2/21/12 9:17 pixiebrandblog

RT @prtini: Q2 I believe it's our job to convey PR value to businesses. Stacks of clips don't matter if it doesn't support business goal ...

2/21/12 9:17 MissBrittanyMa

RT @shonali: AMEN. MT @prtini: Q2 It's our job to convey PR value to biz. Stacks of clips don't matter if it doesn't support business go ...

2/21/12 9:17 c

@prtini Aaaah! Ad equivalency! /me crosses self #measurePR

2/21/12 9:17 carlenlea

Q3. Do you have any "aha!" or "oops" measurement memories you'd care to share? #measurePR

2/21/12 9:18 mikedonatello

RT @shonali: AMEN. MT @prtini: Q2 It's our job to convey PR value to biz. Stacks of clips don't matter if it doesn't support business go ...

2/21/12 9:18 shonali

Q2 Customer acquisition, thought-leadership, awareness among investors <- Things we do every day, but all measured differently. #measurePR

2/21/12 9:18 ancitasatija

RT @joeldon: RT @prtini: Q2 Stacks of clips don't matter if it doesn't support business goals. #measurePR

2/21/12 9:18 prtini

Q2 On non-profit side, we include twitter and FB numbers in quarterly grant report. #measurepr

2/21/12 9:18 ancitasatija

RT @shonali: AMEN. MT @prtini: Q2 It's our job to convey PR value to biz. Stacks of clips don't matter if it doesn't support business go ...

2/21/12 9:18 Liamsdad

Just joining the #measurepr chat today - @integratepr is a Houston based PR firm

2/21/12 9:19 cloudspark

MT @prtini: Q2 Customer acquisition, thought-leadership, investor awareness <- Things we do every day, but measured differently. #measurePR

2/21/12 9:19 integratePR

I realized ad equivalency wasn't enough when a huge, impressive stack of clips didn't translate to business value for clients. #measurePR

2/21/12 9:19 shonali

@integratePR Hi there, welcome! #measurePR

2/21/12 9:19 prtini

What do you say about the numbers? @Liamsdad: Q2 On non-profit side, we include twitter and FB numbers in quarterly grant report. #measurepr

2/21/12 9:19 shonali

Q3 I also don't think everything can/should be measured in \$\$\$\$. PR provides other valuable outcomes that we shouldn't discount. #measurePR

2/21/12 9:20 joeldon

RT @shonali: Q3. Do you have any "aha!" or "oops" measurement memories you'd care to share? #measurePR

2/21/12 9:20 prtini

RT @KellyeCrane: RT @prtini: ...it's our job to convey PR value to businesses. Stacks of clips don't matter if it doesn't support busine ...

2/21/12 9:20 DigitalKaitlyn

RT @prtini: I realized ad equivalency wasn't enough when a huge, impressive stack of clips didn't translate to business value for client ...

2/21/12 9:20 Zeljana_Croatia

@prtini IMO, it's unfortunate how many PR practitioners still view soc media as peripheral to their function #measurePR

2/21/12 9:20 MissBrittanyMa

2/21/12 9:20 c

2/21/12 9:21 mikedonatello

2/21/12 9:21 joeldon You mean non-measurable deliverables? RT @prtini: Q3 PR provides other valuable outcomes that we shouldn't discount. #measurePR

2/21/12 9:21 DigitalKaitlyn RT @prtini: Q3 I also don't think everything can/should be measured in \$\$\$\$. PR provides other valuable outcomes that we shouldn't discou ...

2/21/12 9:21 pixiebrandblog RT @prtini: Q3 I also don't think everything can/should be measured in \$\$\$\$. PR provides other valuable outcomes that we shouldn't discou ...

2/21/12 9:21 shonali MT @prtini: I realized ad equivalency wasn't enough when a huge stack of clips didn't translate to biz value for clients. #measurePR

2/21/12 9:21 DigitalKaitlyn @prtini I agree, PR is not only promoting sales it is promoting a brand lifestyle that contributes to trust as well as sales #measurePR

2/21/12 9:22 prtini @mikedonatello Agree! Even if clients aren't ready to join social, it's a hugely valuable research tool for PR pros. #measurePR

2/21/12 9:22 MsMollyKelley RT @prtini: Q3 I also don't think everything can/should be measured in \$\$\$\$. PR provides other valuable outcomes that we shouldn't discou ...

2/21/12 9:22 jenzings RT @prtini: Q3 I also don't think everything can/should be measured in \$\$\$\$. PR provides other valuable outcomes that we shouldn't discou ...

2/21/12 9:23 shonali MT @prtini: Q3 Also don't think everything can/should be measured in \$. PR -> other valuable outcomes that we shouldn't discount. #measurePR

2/21/12 9:23 ancitasatija RT @DigitalKaitlyn: @prtini I agree, PR is not only promoting sales it is promoting a brand lifestyle that contributes to trust as well ...

2/21/12 9:23 shonali @meganfarry I'll add that to the queue, and if we have time we'll definitely get to it.

2/21/12 9:23 shonali @prtini #measurePR

2/21/12 9:23 shonali @Robb_Wexler Exactly. @prtini #measurePR

2/21/12 9:24 prtini @joeldon Outcomes, not just deliverables. Mitigating a crisis, insights from monitoring, facilitating intro's, etc. #measurePR

2/21/12 9:24 ancitasatija @prtini @mikedonatello but eventually everyone will hv2 move to social platforms if they wna remain in the eco system #measurePR

2/21/12 9:25 integratePR @prtini Although it does get tough to explain the non \$ value to a client #measurepr

2/21/12 9:25 vargasl @prtini You just said my favorite word...outcomes. ;) #measurePR

2/21/12 9:25 shonali Q4: What is your approach to integrating measurement into your client work? #measurePR

2/21/12 9:25 shonali Understood. @prtini: Outcomes, not just deliverables. Mitigating a crisis, insights from monitoring, facilitating intro's, etc. #measurePR

2/21/12 9:26 joeldon @integratePR I've found if you define what success looks like from the beginning, then you can show progress in metrics beyond \$\$ #measurePR

2/21/12 9:26 prtini @vargasl I'm all about outcomes! We could "output" all day, but it doesn't matter if you don't bring results to the table. #measurePR

2/21/12 9:27 prtini RT @integratePR: @prtini Although it does get tough to explain the non \$ value to a client #measurepr

2/21/12 9:27 DanyaBushey @ancitasatija Totally agree - but some ppl are lagging on that, in the same way they lagged on moving beyond clip counts #measurePR

2/21/12 9:27 mikedonatello YES RT @prtini: Ive found if you define what success looks like from the beg, then you can show progress in metrics beyond \$\$ #measurePR

2/21/12 9:27 vargasl @integratePR @prtini how should the agencies tackle that problem? #measurePR

2/21/12 9:28 ancitasatija <3 MT @prtini: I'm all about outcomes! We could "output" all day, but it doesn't matter if you don't bring results to the table. #measurePR

2/21/12 9:28 shonali Bravo! RT @prtini: @vargasl I'm all about outcomes! ... it doesn't matter if you don't bring results to the table. #measurePR

2/21/12 9:28 chen_mingi

2/21/12 9:28 Aujefferies PR News Q&A With Priya Ramesh: Wear a Marketing Hat for PR Measurement
<http://t.co/rNm811q4> #measurepr

2/21/12 9:28 shonali @DanyaBushey I think if you set up client expectations from the start, then it's easier.
 @integratePR @prtini #measurePR

2/21/12 9:28 prtini Q4 As clients' community managers, @chuckhemann's content scorecards are a must.
 They provide ammo to justify content strategy. #measurePR

2/21/12 9:28 Liamsdad @joeldon Because we don't have \$ for traditional media we use social media. Grantee
 believes growth means reaching more people. #measurepr

2/21/12 9:29 DanyaBushey @prtini Good response. So what are typical types of goals you set to show clients ROI?
 #measurePR

2/21/12 9:29 integratePR Great advice! RT @prtini Define what success looks like from the beginning in order to
 show progress in metrics beyond \$\$ #measurepr

2/21/12 9:29 joeldon Define what success looks like from the beginning, then u can show progress in metrics
 beyond \$\$\$~by @prtini #measurePR #pr #publicrelations

2/21/12 9:29 prtini Q4 Balance long- & short-term measurement. Need to be accountable each week, while
 also understanding long-term implications #measurePR

2/21/12 9:29 ancitasatija @prtini @vargasl could you explain the diff between output and outcome? #measurePR

2/21/12 9:30 shonali MT @prtini: Q4 As clients' community managers, use @chuckhemann's content
 scorecards, provide ammo to justify content strategy. #measurePR

2/21/12 9:30 cloudspark @prtini and building reputation is difficult to measure #measurepr

2/21/12 9:30 shonali MT @prtini: Q4 Balance long/shortterm measurement. Be accountable each week,
 while also understanding long-term implications #measurePR

2/21/12 9:31 prtini @danyabushey Here's an example from B2B client. Key goal ties to crowdsourcing
 product development: <http://t.co/pRNiVBXx> #measurePR

2/21/12 9:31 DanyaBushey @shonali @prtini Such as? Increase in sales, website visits, etc? How do you separate
 from other mktg elements?@integratepr #measurePR

2/21/12 9:32 ancitasatija @mikedonatello absolutely! I hope they realise that soon enough :-) #measurePR

2/21/12 9:32 prtini @ancitasatija Output = daily tasks being completed (eg pitches sent). Outcomes =
 results. cc @vargasl #measurePR

2/21/12 9:32 JasMollica RT @shonali: MT @prtini: Q4 Balance long/shortterm measurement. Be accountable
 each week, while also understanding long-term implication ...

2/21/12 9:32 ancitasatija @shonali @DanyaBushey @integratePR @prtini agree #measurePR

2/21/12 9:32 shonali @DanyaBushey They'll be different for each client/org/campaign. Eg, # of keys bought
 was a #bluekey goal. Also blog posts, SERPs. #measurePR

2/21/12 9:33 ancitasatija RT @integratePR: Great advice! RT @prtini Define what success looks like from the
 beginning in order to show progress in metrics beyond \$...

2/21/12 9:33 DanyaBushey @prtini Thx, I'll review. My agency's clients are mostly tourism orgs with full mktg
 programs so isolating PR metrics is tough. #measurePR

2/21/12 9:34 shonali RT @prtini: Here's an example from B2B client. Key goal ties to crowdsourcing product
 development: <http://t.co/6fefyHEA> #measurePR

2/21/12 9:34 DigitalKaitlyn RT @prtini: Q4 As clients' community managers, @chuckhemann's content scorecards
 are a must. They provide ammo to justify content strate ...

2/21/12 9:34 DigitalKaitlyn RT @shonali: RT @prtini: Here's an example from B2B client. Key goal ties to
 crowdsourcing product development: <http://t.co/6fefyHEA> #me ...

2/21/12 9:35 shonali Q5: Are there common questions clients ask/challenges you have to overcome, w.r.t.
 measurement? #measurePR

2/21/12 9:35 prtini @DanyaBushey Show the value as part of an overall campaign instead of isolating. Have
 you connected w #tourismchat? Could help! #measurePR

2/21/12 9:35 integratePR RE: Measurement RT @shonali @DanyaBushey It's different for each client/org/campaign. Eg, # of keys bought was a #bluekey goal #measurePR

2/21/12 9:36 prtini Q5 Clients want results *right now,* but campaigns may take time to develop. All PR can't be measured right away. #measurePR

2/21/12 9:36 DanyaBushey @shonali Thx, I'll look at this too. Having lots of #measurePR conversations with my team right now. Looking at using Google Analytics also.

2/21/12 9:36 BendurePR RT @prtini: @integratePR I've found if you define what success looks like from the beginning, then you can show progress in metrics beyo ...

2/21/12 9:36 shonali RT @prtini: Q5 Clients want results *right now,* but campaigns may take time to develop. All PR can't be measured right away. #measurePR

2/21/12 9:36 ancitasatija @prtini @vargas! great! Thanks for explaining that :-) #measurePR

2/21/12 9:37 prtini Q5 To get clients to think beyond fans/followers, we try to show network activation, engagement, web traffic, etc as well. #measurePR

2/21/12 9:37 BendurePR RT @prtini: @vargas! I'm all about outcomes! We could "output" all day, but it doesn't matter if you don't bring results to the table. # ...

2/21/12 9:37 shonali @DanyaBushey Oh you should TOTALLY use Google Analytics! It's brilliant & you can learn so much/really track stuff. #measurePR

2/21/12 9:38 shonali MT @prtini: Q5 To get clients to think beyond fans/followers, try to show network activation, engagement, web traffic, etc too. #measurePR

2/21/12 9:38 joeldon What tool(s) do u use for that metric? @prtini: Q5 think beyond fans/followers, show network activation, engagement, web traffic, #measurePR

2/21/12 9:38 ancitasatija RT @prtini: Q5 Clients want results *right now,* but campaigns may take time to develop. All PR can't be measured right away. #measurePR

2/21/12 9:39 ancitasatija RT @integratePR: RE: Measurement RT @shonali @DanyaBushey It's different for each client/org/campaign. Eg, # of keys bought was a #bluek ...

2/21/12 9:40 DanyaBushey @shonali I'm a little late but on it! #measurePR

2/21/12 9:40 prtini @joeldon Google Analytics and Facebook Insights are good places to start. Anecdotal evidence also matters. #measurePR

2/21/12 9:40 ancitasatija @joeldon @prtini and are these all paid tools? #measurePR

2/21/12 9:40 shonali @DanyaBushey Heh, better late than never! #measurePR

2/21/12 9:40 joeldon Q5 Seems to me "engagement" is both a qualitative (soft) and quantitative measure. How do you justify the soft measure? #measurepr

2/21/12 9:41 alison_buckley RT @shonali: RT @prtini: Here's an example from B2B client. Key goal ties to crowdsourcing product development: <http://t.co/6fefyHEA> #me ...

2/21/12 9:41 prtini @ancitasatija Nope, those are both free tools. If you admin a FB page, you can access the analytics. #measurePR

2/21/12 9:41 shonali Q6: As a #smallbiz owner, what are your favorite measurement tools? #measurePR

2/21/12 9:42 DanyaBushey @joeldon @prtini My agency is getting ready to purchase Sysamos. #measurePR

2/21/12 9:42 ericschwartzman n @shonali Q6: Sales #smallbiz #measurePR

2/21/12 9:42 integratePR @prtini Important esp. when talking about soc. media, some campaigns take time to grow a following #measurepr

2/21/12 9:43 ancitasatija @joeldon if right key messages r captured(may be) #measurePR

2/21/12 9:43 prtini I'm obsessed with @chuckhemann's content scorecards. We also use FB Insights, google Analytics. Mostly free options. #measurePR

2/21/12 9:43 shonali @ericschwartzman I think sales can be one, but sometimes PR efforts aren't sales-focused. #measurePR

2/21/12 9:44 BendurePR RT @prtini: Q5 Clients want results *right now,* but campaigns may take time to develop. All PR can't be measured right away. #measurePR

2/21/12 9:44 ancitasatija @prtini cool...will check that out #measurePR

2/21/12 9:44 shonali MT @prtini: I'm obsessed with @chuckhemann's content scorecards. We also use FB Insights, google Analytics. Mostly free options. #measurePR

2/21/12 9:45 shonali Re: Q6, personally I love Excel (there's so much you can do with it once you draw data in), Google Analytics too. #measurePR

2/21/12 9:45 rachaelseda MT @prtini: Q5 To get clients to think beyond fans/followers, try to show network activation, engagement, web traffic, etc. #measurepr

2/21/12 9:45 shonali @prtini Do you have a link to @chuckhemann 's scorecard handy? Boy, is he getting a lot of love today. :p #measurePR

2/21/12 9:46 SarahsAmbition RT @prtini: Q3 I also don't think everything can/should be measured in \$\$\$\$. PR provides other valuable outcomes that we shouldn't discou ...

2/21/12 9:46 S @shonali @prtini yes, I'd love to check out @chuckhemann 's scorecards! #measurepr

2/21/12 9:46 rachaelseda @prtini Again, important to make sure clients understand what engagement means/entails/leads to #measurepr

2/21/12 9:46 saignacio I know @GebenComm PR/social efforts work because 80+% of our clients come from connections that began on social media. #measurePR

2/21/12 9:47 prtini @prtini Again, important to make sure clients understand what engagement means/entails/leads to #measurepr

2/21/12 9:47 integratePR @shonali @prtini @chuckhemann Haha ...he totally is :p #measurePR

2/21/12 9:47 ancitasatija Yes you do! MT @shonali: Q6, personally I love Excel (theres so much you can do w/it once you draw data in), Google Anal too. #measurepr

2/21/12 9:47 rachaelseda @rachaelseda @shonali @prtini Ditto on @chuckheman scorecards! #measurePR

2/21/12 9:47 DanyaBushey RT @prtini: I'm obsessed with @chuckhemann's content scorecards. We also use FB Insights, google Analytics. Mostly free options. #measurePR

2/21/12 9:48 DigitalKaitlyn @shonali I agree. We use Excel and Google Analytics as both can generate some great statistics and graphs - visuals #measurePR

2/21/12 9:48 UofAABFI RT @shonali: Q6: As a #smallbiz owner, what are your favorite measurement tools? #measurePR

2/21/12 9:48 DigitalKaitlyn Q7: What are your tips for smart measurement on a budget, since many #PR pros have that issue? #measurePR

2/21/12 9:48 shonali @rachaelseda LOL! I think I've even made you love it a little more. :p #measurePR

2/21/12 9:48 shonali @UofAABFI yes! #measurePR

2/21/12 9:48 shonali RT @shonali: Q7: What are your tips for smart measurement on a budget, since many #PR pros have that issue? #measurePR

2/21/12 9:48 DigitalKaitlyn @MiamiDC What kind of client accounts? #measurePR

2/21/12 9:49 shonali Q7 On a budget? Ask clients to define PR success. They figure out how to show related qualitative & quantitative value. #measurePR

2/21/12 9:49 prtini RT @shonali: Q7: What are your tips for smart measurement on a budget, since many #PR pros have that issue? #measurePR

2/21/12 9:50 ancitasatija @shonali Re. Q6 I've found Excel to be an awesome & simple tool too. It's easy to forget it's not about having an expensive tool #measurepr

2/21/12 9:50 rachaelseda Q7 Take advantage of the free tools. There are SO MANY free/freemium options available. You can measure PR w/o going broke. #measurePR

2/21/12 9:50 prtini @shonali You have...you're the only reason I love Excel...haha but I'm glad you opened my eyes to it's awesomeness #measurepr

2/21/12 9:50 rachaelseda

2/21/12 9:51 shonali @MiamiDC If that's part of your SOW, absolutely. #measurePR
Amen! MT @prtini: Q7 Take advantage of free tools. There are SO MANY
2/21/12 9:51 rachaelseda free/freemium options. You can measure PR w/o going broke. #measurepr
MT @prtini: Q7 Take advantage of the free tools, SO MANY free/freemium options
2/21/12 9:52 shonali available. You can measure PR w/o going broke. #measurePR
@rachaelseda We *love* excel, too. It's not glamerous, but it gets the job done!
2/21/12 9:52 prtini Spreadsheets FTW. :) #measurePR
@prtini bt the first move has to done by the agency side for budget and then comes the
2/21/12 9:52 ancitasatija negotiation...am i correct in saying that? #measurePR
Also, re: Q7, I'd add, be smart about what you're going to measure. Measure only what
2/21/12 9:52 shonali matters (hint: tied to biz objectives). #measurePR
RT @shonali: MT @prtini: Q4 Balance long/shortterm measurement. Be accountable
2/21/12 9:53 Cklar each week, while also understanding long-term implication ...
RT @prtini: Q7 Take advantage of the free tools. There are SO MANY free/freemium
2/21/12 9:53 ancitasatija options available. You can measure PR w/o going broke. ...
2/21/12 9:53 prtini @ancitasatija I'm not sure I understand the question. Can you clarify? #measurePR
RT (con't) PR provides other valuable outcomes that we shouldn't discount.
2/21/12 9:53 KimAspinall #measurePR
2/21/12 9:53 TRethore @shonali Need to know what questions to ask for any metric to add value. #measurePR
YES! RT @shonali: Be smart about what you're going to measure. Measure only what
2/21/12 9:53 prtini matters (hint: tied to biz objectives). #measurePR
RT @prtini: YES! RT @shonali: Be smart about what you're going to measure. Measure
2/21/12 9:54 CharlieCurve only what matters (hint: tied to biz objectives). #me ...
Q7 Small biz may have less data 2 crunch by hand (via Excel); large corps tend to need
2/21/12 9:54 joeldon \$\$\$ svcs to monitor & crunch huge metrics. #measurepr
Good! I was thinking you were going to be love sick after all this #measurepr love! MT
2/21/12 9:55 rachaelseda @shonali @prtini I'm always open for love, Shonali
@prtini @shonali And of course, don't just settle for always measuring what is easiest.
2/21/12 9:55 vargasl Connecting dots is tedious, but necessary #measurePR
MT @shonali: re: Q7, Id add, be smart about what youre going to measure. Measure
2/21/12 9:56 rachaelseda only what matters (hint: tied to biz objectives) #measurepr
YES! RT @vargasl: And don't just settle for always measuring what is easiest. Connecting
2/21/12 9:56 shonali dots is tedious, but necessary #measurePR
Measure what matters? sounds like good title for book. :) @prtini @shonali Measure
2/21/12 9:56 joeldon only what matters....tied to biz objectives). #measurePR
@ancitasatija @prtini Typically clients communicate the total budget and agencies
2/21/12 9:59 DanyaBushey recommend on allocation. #measurePR
Reading it now. <http://t.co/q1OELits> Not getting commission for plug :) @shonali:
2/21/12 9:59 joeldon ...@kdpaine cornered the market on that ... #measurePR
@ancitasatija We provide a budget & scope. Our model is different though - all
2/21/12 9:59 prtini retainers. No billing to 1/4 hour.Seems antiquated #measurePR
We're out of time today, but thanks so much to all for joining the chat and especially to
2/21/12 9:59 shonali @prtini for bringing her smarts! #measurePR
2/21/12
10:00 tursita @prtini Agree. There is so much value beyond just the \$\$\$ #measurepr
2/21/12
10:00 rachaelseda @shonali Gosh should I admit that I do kind of love Excel publicly? My middle school
computer teacher would be proud! haha #measurepr
2/21/12 shonali I promise to post today's recap/transcript soon. Next chat is on March 6, 12-1 pm ET,

10:00 with @jenzings guest-hosting. #measurePR
2/21/12

10:00 ancitasatija @shonali @prtini hmm #measurePR
2/21/12 RT @rachaelseda: @shonali Gosh should I admit that I do kind of love Excel publicly?
10:00 ExtremelyAvg My middle school computer teacher would be proud! h ...
2/21/12 RT @shonali: MT @prtini: Q7 On a budget? Ask clients to define PR success. Then figure
10:00 MiamitoDC out how to show related qual & quant value. #meas ...
2/21/12 @shonali Thank YOU for having me! Now I feel like I should blog about measurement ...
10:00 prtini :) #measurePR
2/21/12 Looking forward to it! Woo Hoo! RT @shonali: Next chat is on March 6, 12-1 pm ET,
10:01 jenzings with @jenzings guest-hosting. #measurePR
2/21/12

10:01 rachaelseda @shonali @prtini thank you both for a great chat! #measurepr
2/21/12

10:01 ancitasatija @DanyaBushey @prtini hmm got that :-) #measurePR
2/21/12

10:01 shonali @prtini You should. :) #measurePR
2/21/12 Thanks again, all! Have a great time talking & practicing measurement. Remember: next
10:02 shonali chat: March 6, 12-1 ET, @jenzings leads. :) #measurePR
2/21/12 i love webinar/event hashtags. because on busy mornings i can still follow the
10:02 abothman conversations! #measurepr #SMTlive
2/21/12

10:02 vargasl Good chat today. Thank you, @shonali and @prtini! #measurePR
2/21/12

10:02 MiamitoDC Thanks for all the #PR wisdom today @shonali @prtini #measurepr
2/21/12

10:02 DanyaBushey @shonali @prtini Many thx! #measurePR
2/21/12 @shonali @prtini Thanks for an exciting and engaging chat as well as for posting
10:04 integratePR transcripts - lots of useful nuggets of info! #measurepr
2/21/12 @shonali @prtini Thank you for the great information. We appreciate your time
10:06 UofAABFI #measurePR