

Time(PDT)	Username	Update
5/15/12 5:19	Sheldrake	The last week for early-bird rates for the AMEC European Summit: http://t.co/nb45ALHr #measurepr #amec #cipr
5/15/12 5:55	lusine_koda	Useful post on Five Common Mistakes in #SocialMedia Measurement and How to Avoid Them http://t.co/PXYJcoYZ #measurepr
5/15/12 6:19	shonali	Folks, don't forget we have #measurepr today, with special guest @rebeccadenison - 12-1 pm ET, be there or square!
5/15/12 6:20	CourtV	RT @shonali: Folks, don't forget we have #measurepr today, with special guest @rebeccadenison - 12-1 pm ET, be there or square!
5/15/12 6:22	CARMA_Tweets	RT @lusine_koda Useful post on Five Common Mistakes in #SocialMedia Measurement and How to Avoid Them http://t.co/cwe878r1 #measurepr
5/15/12 6:23	kmueller62	RT @shonali: Folks, don't forget we have #measurepr today, with special guest @rebeccadenison - 12-1 pm ET, be there or square!
5/15/12 6:55	shonali	Any questions for @rebeccadenison on today's #measurepr (12-1 pm ET)? DM to me, please, ahead of time if possible. TY!
5/15/12 7:50	shonali	RT @BillPaarlbergEd: Lifehacker: How to Choose the Best Chart for Your Data http://t.co/MqzbJhMU #measurePR
5/15/12 7:54	simee	RT @shonali: RT @BillPaarlbergEd: Lifehacker: How to Choose the Best Chart for Your Data http://t.co/MqzbJhMU #measurePR
5/15/12 7:57	nicmonks	RT @shonali: RT @BillPaarlbergEd: Lifehacker: How to Choose the Best Chart for Your Data http://t.co/MqzbJhMU #measurePR
5/15/12 8:05	shonali	Folks, don't forget we have #measurepr today, with special guest @rebeccadenison: 12-1 pm ET (less than an hour!), be there or square!
5/15/12 8:15	rebeccadenison	RT @shonali Folks, don't forget we have #measurepr today, w guest @rebeccadenison: 12-1 pm ET (less than an hour!), be there or square!
5/15/12 8:16	rebeccadenison	Hope y'all will join me for #measurepr chat today at 12 p.m. ET! It's coming right up! :)
5/15/12 8:25	mikedonatello	@rebeccadenison Topic? #measurepr
5/15/12 8:51	rachaelseda	Getting ready for #measurepr - 10 minutes left. Woot woot!
5/15/12 8:51	rebeccadenison	@mikedonatello Attribution, choosing KPIs and proxy measures, and standard metrics across media/channels #measurepr
5/15/12 8:51	shonali	9 minutes to today's chat with @rebeccadenison... who's coming? #measurepr
5/15/12 8:53	shonali	Today on #measurepr we'll be talking attribution, choosing KPIs/proxy measures, & standard metrics across media/channels w/ @rebeccadenison
5/15/12 8:54	mikeschaffer	RT @shonali: Today on #measurepr we'll be talking attribution, choosing KPIs/proxy measures, & standard metrics across media/channel ...
5/15/12 8:55	lauragonzo	RT @shonali: Today on #measurepr we'll be talking attribution, choosing KPIs/proxy measures, & standard metrics across media/channel ...
5/15/12 8:59	shonali	Folks, I'm heading into #measurepr, so will be (especially) delayed on replying to other @ & DMs for the next hour. Excuse, please. :) @lauragonzo @mikeschaffer Thanks! And @rachaelseda, so glad you'll
5/15/12 9:00	shonali	mlake it! #measurePR
5/15/12 9:00	SmartMPM	Time for #MeasurePR chat - head over to the hashtag in 3 minutes....

5/15/12 9:00 HoustonBrooke Time for #MeasurePR chat - head over to the hashtag in 3 minutes....

5/15/12 9:00 shonali And... it's time for your bi-weekly chat on all things PR (and social media) measurement! Welcome (back). Who's here? #measurePR

5/15/12 9:00 shonali We have a terrific guest today in @rebeccadenison, but before I introduce her, who's here? #measurePR

5/15/12 9:01 shonali As you settle in, please introduce yourself, tell us who you are, what you do, etc. #measurePR

5/15/12 9:01 rachaelseda @shonali I am! #measurepr

5/15/12 9:02 SmartMPM Reporting for #MeasurePR duty! We're here, our 2nd time.

5/15/12 9:02 jenzings Checking in--Jen Z from @CustomScoop, here for #MeasurePR

5/15/12 9:02 shonali I'll start: I'm VP Digital @msl_dc, SM/measurement geek (hence this chat), @SAISHopkins faculty, dog mom & foodie. #measurePR

5/15/12 9:03 shonali @SmartMPM Great to see you, welcome back! So we didn't scare you off the first time, eh? :) #measurePR

5/15/12 9:03 rebeccadenison @SmartMPM Welcome back! Glad you could make it. :) #measurepr

5/15/12 9:03 shonali @jenzings Hey, Jen, terrific to see you! Thanks so much for making the time! #measurePR

5/15/12 9:04 SmartMPM @shonali No way! It's very good stuff. #measurePR

5/15/12 9:04 mikedonatello Here! #measurepr

5/15/12 9:04 shonali @SmartMPM Aww. Thanks. And I PROMISE to get both transcripts (last time & today's) up soon. #measurePR

5/15/12 9:05 tkossari RT @shonali: Today on #measurepr we'll be talking attribution, choosing KPIs/proxy measures, & standard metrics across media/channel ...

5/15/12 9:05 shonali @mikedonatello Hey, great to see you! How's it going? #measurePR

5/15/12 9:06 shonali Our guest today is @rebeccadenison, SM/digital analyst with @digitas Chicago (and who's been a guest before). Do say "hi!" #measurePR

5/15/12 9:06 mikedonatello @shonali Good, thx! Settling into new job, etc. #measurePR

5/15/12 9:06 shonali @mikedonatello Me too. :) #measurePR

5/15/12 9:07 shonali @tkossari Thanks for sharing! Are you joining the chat today? #measurePR

5/15/12 9:07 MiamiDC Following the #measurepr chat today! I love how I can learn almost as much on Twitter as I did in college. Not to knock my love The U.

5/15/12 9:07 shonali We'll start shortly, but before that, a few pointers on making your participation fun/easy... #measurePR

5/15/12 9:07 rmgsr Checking in #MeasurePR

5/15/12 9:07 rachaelseda Welcome @rebeccadenison! #measurepr

5/15/12 9:07 rebeccadenison Hey everyone! I'm excited to jump back in here. Can't wait for a lively discussion! #measurepr

5/15/12 9:07 rmgsr RT @MiamiDC: Following the #measurepr chat today! I love how I can learn almost as much on Twitter as I did in college. Not to knock m ...

5/15/12 9:08 shonali 1. Don't forget to include the hashtag in your tweets, else they won't be in the transcript. Tweetgrid/Tweetchat make this easy. #measurePR

5/15/12 9:08 rebeccadenison @rachaelseda Thanks, Rachel! Glad to be back. #measurepr

5/15/12 9:08 SmartMPM @MiamiDC haha.... true THAT. #measurepr

5/15/12 9:09 shonali w00t! MT @rmgsr: @MiamiDC: Following #measurepr today! Love how I can learn almost as much on Twitter as I did in college.

2. Reference the question no., e.g. "Re: Q1" or "A1" in your tweets, please, it makes it easier to follow the conversation flow. #measurepr
RT @shonali: guest today is @rebeccadenison, SM/digital analyst w/ @Digitas Chicago (and who's been a guest before). #measurePR
First time tweeter for this talk, but am excited to talk with fellow news & PR nerds! #measurepr

3. If you have additional qns for @rebeccadenison, please DM to me, so I can add to the queue (makes the convo flow better). #measurepr
@caconroy1 Hi there, newbie - welcome! We're a friendly group of people, right @rachaelseda @rebeccadenison @jenzings? #measurepr
@caconroy1 Welcome, welcome! Dive right in! We're excited you're here. #measurepr
@shonali @caconroy1 @rachaelseda @rebeccadenison Yes indeedy, very nice group! #measurePR

4. Finally, chat recaps/transcripts live here: <http://t.co/kRO3Xt65> You might want to bookmark it. #measurepr
RT @shonali 4. Finally, chat recaps/transcripts live here: <http://t.co/ViUPT0QD> You might want to bookmark it. #measurepr
Before we get started, @rebeccadenison did you want to "say" a few words? (Imaginary mike being handed over...) #measurepr
Thanks for the warm welcome! I'll have to tweet here more often :) RT @shonali welcome! @rachaelseda @rebeccadenison @jenzings #measurepr
@AriMontelongo @tarynbaranowski You should get in on this: #measurepr
Stumbled across the #measurepr chat and looks great. Look forward to listening in.
@caconroy1 Heh, yes you will. I took a real quick look at your site & like it very much, btw. #measurepr
How nice of you @HoustonBrooke thank you! RT: @AriMontelongo @tarynbaranowski You should get in on this: #measurepr
I'm a self-proclaimed data nerd and measurement geek, and I am so excited to learn from you guys today! #measurepr
@mahonovic Welcome! #measurepr
The #dsum12 and #smbhou groups might also be interested in #measurepr chat - starting now.
@mahonovic Glad to have you! Jump in if you feel comfortable, too! :) #measurepr
Thanks! It's brand new, still getting content up, but appreciate the feedback! @shonali #measurepr
RT @rebeccadenison: I'm a self-proclaimed data nerd and measurement geek, and I am so excited to learn from you guys today! #measurepr
OK, questions for @rebeccadenison coming up but all are welcome to chime in... #measurepr
Ditto (from Brazil!) RT @mahonovic: Stumbled across the #measurepr chat and looks great. Look forward to listening in.
Q1: When it comes to measuring results, do you struggle with attribution and the long tail? What's your biggest challenge?

5/15/12 9:10 shonali

5/15/12 9:10 Crowderism

5/15/12 9:10 caconroy1

5/15/12 9:11 shonali

5/15/12 9:11 shonali

5/15/12 9:11 rebeccadenison

5/15/12 9:11 jenzings

5/15/12 9:11 shonali

5/15/12 9:12 rebeccadenison

5/15/12 9:13 shonali

5/15/12 9:13 caconroy1

5/15/12 9:13 HoustonBrooke

5/15/12 9:13 mahonovic

5/15/12 9:13 shonali

5/15/12 9:14 shonali

5/15/12 9:14 rebeccadenison

5/15/12 9:14 shonali

5/15/12 9:14 SmartMPM

5/15/12 9:14 rebeccadenison

5/15/12 9:15 caconroy1

5/15/12 9:16 shonali

5/15/12 9:16 shonali

5/15/12 9:16 SarahBam82

5/15/12 9:16 shonali

5/15/12 9:17 shonali #measurepr
 @SarahBam82 Very nice to have you here! #measurepr
 RT @shonali Q1 When it comes to measuring results, do you struggle w/
 attribution & the long tail? Whats your biggest challenge?

5/15/12 9:17 rebeccadenison #measurepr
 RT @shonali: Q1: When it comes to measuring results, do you struggle
 with attribution and the long tail? What's your biggest challenge? ...

5/15/12 9:17 SmartMPM @SarahBam82 Btw, where in Brazil are you? #measurepr
 5/15/12 9:18 shonali A1: As we integrate social media w/ our traditional channels, attribution
 is a constant struggle. We want to know what works #measurepr
 5/15/12 9:18 rebeccadenison @sameplane you should chime in here the #longtail is being discussed
 5/15/12 9:18 Derek_Schroeder #uwonewmedia #measurepr
 5/15/12 9:18 that_Husker_fan #measurePR I'm here! Until my 30 minute lunch break is over.... Haha
 5/15/12 9:19 rebeccadenison A1: And as social media can have a short lifespan, we wonder how much
 the "long tail" affects how people find a brand #measurepr
 MT @rebeccadenison: A1: As we integrate social media w/ trad
 channels, attribution's a constant struggle; want to know what works
 5/15/12 9:19 shonali #measurepr
 A1: We're always looking to find ways to track social and other channels
 5/15/12 9:19 rebeccadenison to ensure we can properly attribute conversions #measurepr
 @that_Husker_fan LOL. Well, welcome for however long you can join. :)
 5/15/12 9:19 shonali #measurepr
 RT @rebeccadenison: A1: We're always looking to find ways to track
 5/15/12 9:20 Kase_PR social and other channels to ensure we can properly attribute convers ...
 RT @rebeccadenison: A1: And as social media can have a short lifespan,
 5/15/12 9:20 Kase_PR we wonder how much the "long tail" affects how people find a bran ...
 @shonali @that_Husker_fan Thanks for spending your lunch break with
 5/15/12 9:20 rebeccadenison us! What an honor. #measurepr
 RT @rebeccadenison: A1: We're always looking to find ways to track
 5/15/12 9:20 SmartMPM social and other channels to ensure we can properly attribute convers ...
 MT @rebeccadenison: A1: As social media can have a short lifespan,
 5/15/12 9:20 shonali wonder how much the "long tail" affects how people find brands
 #measurepr
 @rebeccadenison may not be #sm but I've found blog articles from
 5/15/12 9:21 Derek_Schroeder #yearsago in the top 10 search results on #google #measurepr
 What tricks do y'all use to attribute actions back to specific media
 5/15/12 9:21 rebeccadenison channels or tactics? #measurepr
 MT @rebeccadenison: A1: We look for ways to track social and other
 5/15/12 9:21 shonali channels to ensure we properly attribute conversions #measurepr
 @shonali my biggest challenge is figuring out how many people actually
 5/15/12 9:22 skypulsemedia saw the press coverage #measurepr
 RT @rebeccadenison: What tricks do y'all use to attribute actions back
 5/15/12 9:22 jenzings to specific media channels or tactics? #measurepr
 Re: Q1: RT @rebeccadenison: What tricks do y'all use to attribute
 5/15/12 9:22 shonali actions back to specific media channels or tactics? #measurepr
 @Derek_Schroeder Me too! That's the long tail, and how can we tell
 5/15/12 9:22 rebeccadenison when that old blog post drives an action today? #measurepr
 5/15/12 9:22 ClickXposure I know we're late to the party, but wanted to say "hi" as we join our first

#measurepr
Ditto. Always a challenge RT @skypulsemedia: @shonali biggest challenge is figuring out how many people saw the press coverage

5/15/12 9:22 caconroy1 #measurepr
RT @rebeccadenison: What tricks do yall use to attribute actions back to specific media channels or tactics? #measurepr

5/15/12 9:22 rachaelseda A1: Personally, I think using tracking URLs/landing pages, can go a long way towards attribution. That's what we did for #bluekey #measurepr

5/15/12 9:23 shonali @shonali Obrigada! Saw you speak at @FIT in 08' hope to make a contribution here #measurepr any other countries participating?

5/15/12 9:23 SarahBam82 @skypulsemedia Absolutely! And what actions did they take because of it? It's often nearly impossible to track. #measurepr

5/15/12 9:23 rebeccadenison @skypulsemedia (A1) Well, you'll never be able to tell exactly how many saw media coverage, only an estimate. (A1) #measurepr

5/15/12 9:23 shonali RT @rebeccadenison: What tricks do yall use to attribute actions back to specific media channels or tactics? #measurepr

5/15/12 9:23 caconroy1 A1: agree w/ @shonali Landing pages and URLs are a good way. #measurePR

5/15/12 9:23 jenzings @rebeccadenison you can look at views of the blog post by date but that may require more work than its worth #measurepr

5/15/12 9:23 Derek_Schroeder @shonali Same here, though I've heard a lot of talk lately about people not loving vanity urls - if it's offline to online #measurepr

5/15/12 9:24 HoustonBrooke A1. For PPC campaigns we always use a landing page. #measurepr

5/15/12 9:24 ClickXPosure A1 cont - but the more imp. qn is, what actions did people take? That's where tracking URLs, landing pages, etc., come in. #measurepr

5/15/12 9:24 shonali @Derek_Schroeder Story of my life! The value of information is often not worth the effort. #measurepr

5/15/12 9:24 rebeccadenison RT @shonali: @skypulsemedia (A1) Well, youll never be able to tell exactly how many saw media coverage, only an estimate. (A1) #measurepr

5/15/12 9:25 Derek_Schroeder A1: Also try to utilize promo codes, as people may go right to homepage rather than landing page (unless directly linked). #measurepr

5/15/12 9:25 caconroy1 @HoustonBrooke (A1) Perhaps so, but if it works, I bet they'll start loving 'em soon. :p Could even be dedicated phone # etc. #measurepr

5/15/12 9:25 shonali @HoustonBrooke Why don't people like them? Are they too hard to remember? cc @shonali #measurepr

5/15/12 9:25 rebeccadenison And we should try to do so for PR as well! RT @ClickXPosure: A1. For PPC campaigns we always use a landing page. #measurepr

5/15/12 9:25 shonali @shonali #measurepr I'm right now in a taxi traveling through Goiânia a very green city in Goiás to an appointment - just started to rain!

5/15/12 9:26 SarahBam82 @darbydarnit (A1) In a perfect world, yes. But if you isolate outputs/outcomes and do correlation, you can figure it out. #measurepr

5/15/12 9:26 shonali RT @shonali: And we should try to do so for PR as well! RT @ClickXPosure: A1. For PPC campaigns we always use a landing page. #measurepr

5/15/12 9:26 rachaelseda @shonali @clickxposure Absolutely! Connecting offline and online actions is so critical moving forward. #measurepr

5/15/12 9:26 rebeccadenison A1: you can also use different (shortened) URLs for different channels,

5/15/12 9:27 shonali

and see which work best. Again, what we did in #bluekey #measurepr more important to measure change in opinion than impressions, but hard to quantify #measurepr

5/15/12 9:28 JohnFriedman @shonali Right - went to a luncheon that spent tons of time talking about call tracking as it connects to web analytics #measurepr

5/15/12 9:28 HoustonBrooke Any other answers/thoughts on Q1? Else we'll move along to Q2... #measurepr

5/15/12 9:28 shonali A1: I want to start playing around more with pixels to see if I can't track exact actions after you see an ad or read a story #measurepr

5/15/12 9:29 rebeccadenison @JohnFriedman Definitely! It's so much harder to get a good read on changes in opinion. #measurepr

5/15/12 9:29 rebeccadenison @shonali Do you think the time of the post would have more to do with its success or which shortened URL? #measurepr

5/15/12 9:29 Derek_Schroeder @rebeccadenison What is an example? #measurepr

5/15/12 9:29 ClickXPosure MT @rebeccadenison: A1: I want to play around more with pixels to see if can track exact actions after you see an ad/read a story #measurepr

5/15/12 9:30 shonali Agreed -- example would be nice! RT @ClickXPosure: @rebeccadenison What is an example? #measurepr

5/15/12 9:30 jenzings @Derek_Schroeder Well, there are a number of factors, but my point is that you can try to isolate activity by channel. (A1) #measurepr

5/15/12 9:30 shonali @ClickXPosure If you click through an ad to our landing page, I want to be able to see what else you did on the site #measurepr

5/15/12 9:30 rebeccadenison @rebeccadenison I'll try to find the reference link/send it. But the argument was based on people's desire to not remember/type #measurepr

5/15/12 9:31 HoustonBrooke @ClickXPosure Right now it's all in aggregate, so I can see that maybe 10% of folks who hit the landing page about went to home #measurepr

5/15/12 9:31 rebeccadenison @ClickXPosure But it's tough to track individual paths. Would be nice to see if certain ads drive different paths/actions #measurepr

5/15/12 9:31 rebeccadenison @HoustonBrooke I can see that! We want it to work as marketers, but is it really consumer-friendly/natural? #measurepr

5/15/12 9:32 rebeccadenison Might want to check out Kissmetrics, they offer additional drill-down by user @rebeccadenison #measurepr

5/15/12 9:32 caconroy1 Q2 (@rebeccadenison & all): How do you choose which KPIs to measure? How to choose proxy measures when needed? #measurepr

5/15/12 9:32 shonali @rebeccadenison If the action involves signing up for an email list or something like that, there are many software options. #measurepr

5/15/12 9:32 ClickXPosure RT @shonali: Q2 (@rebeccadenison & all): How do you choose which KPIs to measure? How to choose proxy measures when needed? #measurepr

5/15/12 9:33 SmartMPM @shonali (A1) In gov't PR, it's really difficult to know how to assess value to different strategies to effectively measure. #measurePR

5/15/12 9:33 arodriguez3310 A2: KPIs should always stem from overall busi objectives & goals. If a brand wants to boost sales, KPIs shoudl tie directly sales #measurepr

5/15/12 9:34 rebeccadenison A2: Proxy measures can get tricky. As we've mentioned, finding the exact number of folks who saw something is difficult #measurepr

5/15/12 9:34 rebeccadenison @arodriguez3310 IMHO, it has to be really customized and yes, that takes time to do/figure out. Want to talk more offline? #measurepr

5/15/12 9:34 shonali

5/15/12 9:35 rebeccadenison A2: Often I turn to trends over hard numbers. If estimated impressions are increasing, I can assume more folks are seeing content #measurepr @shonali A2: For us, we always encourage choosing KPIs that ARE or closest to objectives, & can b same across off/online channels #measurepr

5/15/12 9:35 SmartMPM RT @rebeccadenison: A2: KPIs should always stem from overall busi objectives & goals. If a brand wants to boost sales, KPIs shoudl t ... #measurepr

5/15/12 9:35 tkossari @ClickXPosure True! But what if I just want to understand how qualified consumers are? Or how they use our site coming from ads? #measurepr

5/15/12 9:35 rebeccadenison A2. We generally have some sort of action, such as signing up for a free download. #measurepr

5/15/12 9:35 ClickXPosure Totally agree - always go back to main goals RT @rebeccadenison A2 KPIs should always stem from overall busi objectives & goals. #measurepr

5/15/12 9:36 caconroy1 @SmartMPM I like that you mention consistency across channels! This is definitely important and often overlooked. #measurepr

5/15/12 9:36 rebeccadenison MT @rebeccadenison: A2: KPIs should always stem fm overall busi objectives/goals. If brand wants to boost sales, tie to sales #measurepr

5/15/12 9:37 shonali @arodriguez3310 Terrific! #measurepr

5/15/12 9:37 shonali A2: If I can't measure a changing opinion, for example, I might measure something else that changes as opinion does #measurepr

5/15/12 9:37 rebeccadenison Can be difficult but v. important RT @SmartMPM: A2: We always encourage choosing KPIs that are same across off/online channels #measurepr

5/15/12 9:38 caconroy1 @rebeccadenison You can set up goals in Google Analytics to better track movement within a site. #measurepr

5/15/12 9:38 ClickXPosure This is a smart thing to do! RT @ClickXPosure: A2. We generally have some sort of action, such as signing up for a free download. #measurepr

5/15/12 9:38 shonali @rebeccadenison Ah smart - and like @arodriguez3310 mentioned struggle with govt PR, changing opinion may result in diff actions #measurepr

5/15/12 9:39 SmartMPM Exactly! RT @ClickXPosure: You can set up goals in Google Analytics to better track movement within a site. #measurepr

5/15/12 9:39 shonali Agree @rebeccadenison: trends over hard numbers. #measurepr

5/15/12 9:39 JohnFriedman I agree. RT @arodriguez3310: @shonali In gov't PR, v. difficult to know how to assess value to diff. strategies to measure. #measurePR

5/15/12 9:39 jenzings @ClickXPosure Cough cough, I need to DM you... :p #measurepr

5/15/12 9:40 shonali MT @shonali: MT @rebeccadenison: A2: KPIs should stem fm overall biz obj/goals. If brand wants to boost sales, tie to sales #measurepr

5/15/12 9:40 rachaelseda @ClickXPosure Oh yeah! I love Goals. Wish it could catch everything, though. We will only see what we already know to look for! #measurepr

5/15/12 9:40 rebeccadenison MT @SmartMPM: A2: We always encourage choosing KPIs that ARE or closest to objectives, & can b same across off/online channels #measurepr

5/15/12 9:41 shonali @SmartMPM @arodriguez3310 Exactly. If it's politics, you could in theory tie votes to changing opinion, right? #measurepr

5/15/12 9:41 rebeccadenison @SmartMPM It's just a matter of finding analogous measures for PR or marketing! #measurepr

5/15/12 9:41 JohnFriedman Measure what matters to biz; which are usually biz objectives. Altho some just like seeing their name! #measurepr

5/15/12 9:42 jenzings A2: love seeing the move to ID KPIs that work across channels. #measurePR

5/15/12 9:42 rachaelveda RT @rebeccadenison: @SmartMPM Its just a matter of finding analogous measures for PR or marketing! #measurepr

5/15/12 9:42 rebeccadenison @JohnFriedman Too true! "Buzz" is popular. :P #measurepr

5/15/12 9:43 shonali Me too! RT @jenzings: A2: love seeing the move to ID KPIs that work across channels. #measurepr

5/15/12 9:43 rebeccadenison @kdpaine and others are doing a great job here RT @jenzings: A2 love seeing the move to ID KPIs that work across channels. #measurepr

5/15/12 9:43 shonali Heh! RT @JohnFriedman: Measure what matters to biz; which are usually biz objectives. Altho some just like seeing their name! #measurepr

5/15/12 9:43 shonali RT @JohnFriedman: When they say they want buzz I remind that need something buzz worthy. Good PR cannot overcome bad reality. #measurepr

5/15/12 9:44 rebeccadenison RT @JohnFriedman: When they say they want 'buzz' I remind that need something buzz worthy. Good PR cannot overcome bad reality. #measurepr

5/15/12 9:44 ClickXposure @JohnFriedman YES! Maybe the goal should be to BE buzzworthy, be better! #measurepr

5/15/12 9:44 rebeccadenison QOTD MT @JohnFriedman: When they say they want 'buzz' I remind that need something buzzworthy. Good PR can't overcome bad reality #measurepr

5/15/12 9:44 shonali @jenzings *grin* A2 -- Our first question is always "Can it work across a multi-channel campaign?" #measurePR

5/15/12 9:44 SmartMPM Q3 (@rebeccadenison & all): Are there standard metrics you measure across channels and tactics? #measurepr

5/15/12 9:45 shonali IMHO PR should be about helping them strategize what differentiates, not creating 'cotton candy' instead of substance. #measurepr

5/15/12 9:45 JohnFriedman @SmartMPM I'm somewhat surprised it isn't most folks' first question, but sometimes can be difficult to ID #MeasurePR

5/15/12 9:45 jenzings RT @shonali: Q3 (@rebeccadenison & all): Are there standard metrics you measure across channels and tactics? #measurepr

5/15/12 9:45 SmartMPM RT @shonali: Q3 (@rebeccadenison & all): Are there standard metrics you measure across channels and tactics? #measurepr

5/15/12 9:45 jenzings Excited to hear @SmartMPM's answer to Q3! #measurepr

5/15/12 9:46 rebeccadenison @rebeccadenison Uh-oh, pressure's on! :D #measurepr

5/15/12 9:46 SmartMPM A3: We watch similar trends across channels. Visits, interactions/actions and reach to name a few. #measurepr

5/15/12 9:46 rebeccadenison RT @rebeccadenison: A3: We watch similar trends across channels. Visits, interactions/actions and reach to name a few. #measurepr

5/15/12 9:47 shonali A3: And at the end of the day, driving conversions is key for us. Conversion usually means diff things to diff brands. #measurepr

5/15/12 9:47 rebeccadenison @SmartMPM Yea, you better bring it now! ;p @rebeccadenison (Q3) #measurepr

5/15/12 9:47 shonali RT @rebeccadenison: A3: We watch similar trends across channels.

5/15/12 9:49 jenzings

5/15/12 9:49 shonali Visits, interactions/actions and reach to name a few. #measurepr
MT @rebeccadenison: A3: At the end of the day, driving conversions is key. Conversion usually means diff things to diff brands. #measurepr
RT @shonali: QOTD MT @JohnFriedman: When they say they want 'buzz' I remind that need something buzzworthy. Good PR can't overcome bad r ...

5/15/12 9:49 Mark_at_Weise A3: I think one reason ppl. rely on impressions is it's easy to apply that to multiple channels. Doesn't make it good though! #measurePR

5/15/12 9:49 jenzings Better late than never - finally at #measurepr

5/15/12 9:49 sohinibaliga A3: The difficulty is in finding something 'standard' that correlates with objectives/conversion goals not just likes, follows... #measurepr

5/15/12 9:50 SmartMPM @jenzings Impressions has its place. Watching trend of imps can give you an idea how your audience is really changing #measurepr

5/15/12 9:50 rebeccadenison A3: the answer for ecommerce is always easier - sales! #measurepr

5/15/12 9:51 SmartMPM A3. We view traffic back to the site and conversions usually. Some companies have different goals though-awareness, not traffic. #measurepr

5/15/12 9:51 ClickXPosure RT @rebeccadenison: A3: We watch similar trends across channels.

5/15/12 9:51 rachaelveda Visits, interactions/actions and reach to name a few. #measurepr

5/15/12 9:51 jenzings @rebeccadenison True, but many stop there. #measurePR

5/15/12 9:51 rebeccadenison @SmartMPM Exactly. Likes and follows are great, but how do I compare that to folks who read my press release? #measurepr

5/15/12 9:51 thawrite1 RT @shonali: QOTD MT @JohnFriedman: When they say they want 'buzz' I remind that need something buzzworthy. Good PR can't overcome bad r ...

5/15/12 9:51 rebeccadenison They've got it easy! ;) RT @SmartMPM: A3: the answer for ecommerce is always easier - sales! #measurepr

5/15/12 9:51 rachaelveda MT @rebeccadenison: A3: Driving conversions is key for us. Conversion usually means diff things to diff brands. #measurepr

5/15/12 9:51 sohinibaliga RT @JohnFriedman: When they say they want 'buzz' I remind that need something buzz worthy. Good PR cannot overcome bad reality. #measurepr

5/15/12 9:51 SmartMPM @rebeccadenison Ha - we just had a brainstorming meeting yesterday about that! #measurepr

5/15/12 9:51 shonali MT @SmartMPM: A3 Difficulty: finding something 'standard' that correlates w objectives/conversion goals, not just likes, follows #measurepr

5/15/12 9:52 SmartMPM +1 RT @rachaelveda @rebeccadenison: A3: Driving conversions is key for us. Conversion usually means diff things to diff brands. #measurepr

5/15/12 9:53 rebeccadenison @jenzings Which is just shameful! Even the goal is awareness, there's much more than can be measured! #measurepr

5/15/12 9:53 JohnFriedman For driving conversations, I find tweetreach (dot) com good for showing how many retrweets, etc. #measurepr

5/15/12 9:53 shonali MT @ClickXPosure: A3. We view traffic back to the site and conversions. Some cos. have different goals-awareness, not traffic. #measurepr

5/15/12 9:53 mikedonatello AMEN! RT @rebeccadenison: @jenzings Which is just shameful! Even the goal is awareness, there's much more than can be measured! #measurepr

5/15/12 9:53 rebeccadenison @SmartMPM Did you solve the puzzle?? #measurepr
@rebeccadenison We wish! So far there hasn't been a demand to consider PR indepth, but we know it's coming, working on answer now

5/15/12 9:54 SmartMPM #measurepr
RT @shonali: QOTD MT @JohnFriedman: When they say they want 'buzz' I remind that need something buzzworthy. Good PR can't

5/15/12 9:55 callmesimona overcome bad r ...

5/15/12 9:55 shonali MT @rebeccadenison: Impressions has its place. Watching trend ofimps can give idea how your audience is really changing #measurepr
@SmartMPM The whole media mix is making it tricky. All this offline/online interaction make it hard to make connections.

5/15/12 9:56 rebeccadenison #measurepr
Looks like Q3 has everyone thinking hard(er than usual). Seems like a good note to end today's chat, since time's up... #measurepr

5/15/12 9:57 shonali Many thanks to all who participated today, and especially

5/15/12 9:57 shonali @rebeccadenison for being a thought-provoking guest! #measurepr
@rebeccadenison Yup. And makes last click attribution an even more obviously flawed system. #measurepr

5/15/12 9:58 SmartMPM Many thanks again for joining today! Do continue to use the hashtag in relevant conversations #measurepr

5/15/12 9:58 shonali TYSM @shonali for hosting #measurepr. Gr8 engagement. Gr8 ideas. True! RT Many thanks to all who participated today, and especially

5/15/12 9:58 JohnFriedman @rebeccadenison for being a thought-provoking guest! #measurepr
@SmartMPM Absolutely. It's a constant struggle to ensure we're catching attribution, while seeking a better model than last click

5/15/12 9:59 arodriguez3310 #measurepr
@shonali Is this a weekly chat? I'd love to stay turned as much as possible. #measurepr

5/15/12 9:59 rebeccadenison @SmartMPM Let's just solve this. We'll be millionaires! ;) #measurepr
Thank you, everyone! This was our first time participating and we really enjoyed it. #measurepr

5/15/12 9:59 ClickXPosure @shonali Yes, thank you @rebeccadenison ! And thank you @shonali - these are great. #measurepr

5/15/12 9:59 SmartMPM @shonali Thanks for having me! I learned a lot, and I know I'll be chewing on some of these questions for a while! #measurepr

5/15/12 10:00 rebeccadenison @Derek_Schroeder Awesome! Bi-weekly on Tuesdays, 12-1 pm ET (put it in your calendar :)). #measurepr
@SmartMPM @ClickXPosure Thank YOU! And I hope we'll see you back. :) @rebeccadenison #measurepr

5/15/12 10:00 shonali RT @shonali: @Derek_Schroeder Awesome! Bi-weekly on Tuesdays, 12-1 pm ET (put it in your calendar :)). #measurepr

5/15/12 10:00 shonali Another great #MeasurePR -- Thanks @shonali @rebeccadenison!

5/15/12 10:00 rebeccadenison @rebeccadenison Totally my pleasure and yea, me too! #measurepr
@jenzings Thank you for joining, Jen, you're stellar! @rebeccadenison #measurepr

5/15/12 10:01 shonali Thank you @shonali & @rebeccadenison - it always seems to fly by! #measurepr

5/15/12 10:02 rachaelveda @rebeccadenison Yes! Solved and trademarked (or whatever

5/15/12 10:02 SmartMPM

registration you do to formulas) #measurepr
5/15/12 10:02 shonali @JohnFriedman My pleasure, so glad you could make it! #measurepr
5/15/12 10:02 shonali @Derek_Schroeder EXcellent. :) #measurepr
5/15/12 10:02 shonali @Derek_Schroeder EXcellent! #measurepr
@rachaelseda It does, doesn't it? So glad you made it!
5/15/12 10:03 shonali @rebeccadenison #measurepr
@rebeccadenison @SmartMPM But how would you know if votes are
5/15/12 10:03 arodriguez3310 b/c of your campaign or if that was their initial vote? Polls? #measurePR
Hokay. Thanks again to everyone who joined today's chat. Now I's gotta
5/15/12 10:03 shonali go off for a while, catch you later! #measurepr
5/15/12 10:04 shonali @arodriguez3310 The best way to find out is to ask people. #measurepr
@arodriguez3310 @SmartMPM I'd stick with watching trends, not the
5/15/12 10:04 rebeccadenison hard numbers. Definitely not an exact science #measurepr
5/15/12 10:06 SmartMPM Okay so, #measurepr is over. That must mean it's lunchtime!