

Time(PDT)	Username	Update
6/12/12 7:01	shonali	Hey, all, #measurepr is BACK today! 12-1 pm ET, so I hope you'll join. Do mark your calendar & share?
6/12/12 7:02	jasonkonopinski	Yay! RT @shonali: Hey, all, #measurepr is BACK today! 12-1 pm ET, so I hope you'll join. Do mark your calendar & share?
6/12/12 7:02	cassiepean	+1 RT @shonali: Hey, all, #measurepr is BACK today! 12-1 pm ET, so I hope you'll join. Do mark your calendar & share?
6/12/12 7:13	leaderswest	Picking up on #measurePR (May 2012) <a href="http://t.co/XmYLDnPD">http://t.co/XmYLDnPD</a> via @shonali
6/12/12 7:17	SRasmussen	RT @shonali: Hey, all, #measurepr is BACK today! 12-1 pm ET, so I hope you'll join. Do mark your calendar & share?
6/12/12 7:19	MSL_DC	Join the #measurepr #twitter chat TODAY with our VP of Digital @Shonali from 12-1 pm ET! @MSL_Americas #PR #SM #measurement
6/12/12 7:32	shonali	#measurePR folk, here are the transcripts from the last 2 chats (sorry for the delay!) <a href="http://t.co/xVcp63ci">http://t.co/xVcp63ci</a> see you today 12-1 pm ET?
6/12/12 7:32	SmartMPM	RT @shonali: #measurePR folk, here are the transcripts from the last 2 chats (sorry for the delay!) <a href="http://t.co/xVcp63ci">http://t.co/xVcp63ci</a> see you today 1 ...
6/12/12 7:32	HoustonBrooke	RT @shonali: #measurePR folk, here are the transcripts from the last 2 chats (sorry for the delay!) <a href="http://t.co/xVcp63ci">http://t.co/xVcp63ci</a> see you today 1 ...
6/12/12 7:34	hannahharrill	<a href="http://t.co/xVcp63ci">http://t.co/xVcp63ci</a> see you today 1 ...
6/12/12 7:37	netsolcares	Definitely going to try to tune into #measurePR chat today 12-1 pm ET! @shonali Via @Shonali Picking up on #measurePR (May 2012): There were two installments of the #measurePR Twitter chat... <a href="http://t.co/WW2UHMfF">http://t.co/WW2UHMfF</a> #pr
6/12/12 7:54	Samjb	RT @shonali: #measurePR folk, here are the transcripts from the last 2 chats (sorry for the delay!) <a href="http://t.co/xVcp63ci">http://t.co/xVcp63ci</a> see you today 1 ...
6/12/12 7:57	shonali	@hannahharrill Terrific, I look forward to seeing you at #measurepr today!
6/12/12 8:22	shonali	This is terrific! Standards agreed upon for traditional media measurement! <a href="http://t.co/Ny85bQNN">http://t.co/Ny85bQNN</a> #measurePR via @kdpaine
6/12/12 8:22	rjsauter	RT @shonali: This is terrific! Standards agreed upon for traditional media measurement! <a href="http://t.co/Ny85bQNN">http://t.co/Ny85bQNN</a> #measurePR via @kdpaine
6/12/12 8:23	gunshotdigital	RT @shonali: This is terrific! Standards agreed upon for traditional media measurement! <a href="http://t.co/Ny85bQNN">http://t.co/Ny85bQNN</a> #measurePR via @kdpaine
6/12/12 8:24	chuckhemann	RT @shonali: This is terrific! Standards agreed upon for traditional media measurement! <a href="http://t.co/Ny85bQNN">http://t.co/Ny85bQNN</a> #measurePR via @kdpaine

6/12/12 8:27 gchesman Impressive descriptions MT @shonali: Standards agreed upon for traditional #media measurement!  
<http://t.co/WAKtai7S> #measurePR via @kdpaine

6/12/12 8:27 CauseComments Impressive descriptions MT @shonali: Standards agreed upon for traditional #media measurement!  
<http://t.co/ZsQXPHmf> #measurePR via @kdpaine  
 RT @shonali: This is terrific! Standards agreed upon for traditional media measurement!

6/12/12 8:29 deannaboss <http://t.co/Ny85bQnQ> #measurePR via @kdpaine  
 RT @gchesman: MT @shonali: Standards agreed upon for traditional #media measurement!

6/12/12 8:45 John\_Trader1 <http://t.co/sAV2ciC9> #measurePR via @kdpaine

6/12/12 8:45 jenzings @shonali I'll be there! #MeasurePR

6/12/12 8:47 shonali @jenzings Awesome! Both #measurePR and I have missed you!

6/12/12 8:48 shonali Just about 10 minutes to today's #measurePR chat - hope to see you there! (12-1 pm ET)

6/12/12 8:49 jasonkonopinski Getting ready to settle into #measurepr with a fresh cup of coffee. Who will I see there?  
 @kdpaine Yes! Has your presentation already started? Or do you think you can join #measurepr for a bit (starting in 8 mins)?

6/12/12 8:52 shonali What kind of topics do you cover? RT @shonali: Just about 10 minutes to today's #measurePR chat - hope to see you there! (12-1 pm ET)

6/12/12 8:53 TaraGeissinger @TaraGeissinger It's exactly what it sounds like - a chat about measuring PR (including social media). #measurepr

6/12/12 8:53 shonali

6/12/12 8:56 shonali @jasonkonopinski ME!!! #measurepr

6/12/12 9:00 JohnFriedman Getting ready for #measurepr with @shonali and a the rest of the 'measuratti'  
 And... it's time! Welcome to the bi-weekly chat on all things PR (and social media) measurement.

6/12/12 9:00 shonali Who's here? #measurepr  
 @JohnFriedman Hahah! Good to see you here, I really appreciate you making the time. :)

6/12/12 9:00 shonali #measurepr  
 We've had a bit of a lag between chats, and I apologize. Hope you're well, and thanks for joining today! #measurepr

6/12/12 9:01 shonali

6/12/12 9:01 John\_Trader1 I'm sitting in today for some serious enlightenment. It's good to see the chat back! #measurepr

6/12/12 9:02 jenzings @shonali I'm here! #MeasurePR  
 As you settle in to today's chat, please introduce yourself, tell us who you are, what you do, etc.

6/12/12 9:02 shonali #measurepr

6/12/12 9:03 kdpaine @shonali joining #measurepr although I'm at #sasgov learning what people do with big data (might

be a good next topic)  
 I'm a fulltime freelance copywriter and brand journalist looking for a role inside the agency world.  
 6/12/12 9:03 jasonkonopinski #measurepr  
 @kdpaine Oh, terrific, thanks so much for joining and yes, that would be a terrific next topic (do you  
 6/12/12 9:04 shonali wanna guest?) #measurepr  
 6/12/12 9:04 shonali @jenzings So great to see you! #measurepr  
 6/12/12 9:04 shonali @jasonkonopinski Welcome (back) to the chat, and @john\_trader1 too! #measurepr  
 At crossroads of corporate communications, PR & sustainability, I help companies live their  
 6/12/12 9:04 JohnFriedman values & tell their authentic story #measurepr  
 Me: I'm VP Digital @msl\_dc, measurement/SM geek (hence this chat). The line "PR people can't do  
 6/12/12 9:05 shonali math" drives me nuts. #measurepr  
 6/12/12 9:05 shonali @JohnFriedman That is a BRILLIANT one-line bio. Welcome to the chat! #measurepr  
 I'm here! I'm here! Missed the last couple, glad to be back. Deanna with Maccabee Public Relations  
 6/12/12 9:05 deannaboss in sunny Mpls, MN. #measurepr  
 shonali:Me: I'm VP Digital @msl\_dc, measurement/SM geek (hence this chat). The line "PR people  
 6/12/12 9:05 donscalos can't do math" drives me nuts. #measurepr ...  
 6/12/12 9:05 just\_kate Going to check out #measurePR chat today....  
 I second that: RT @shonali: @JohnFriedman That is a BRILLIANT one-line bio. Welcome to the chat!  
 6/12/12 9:06 John\_Trader1 #measurepr  
 6/12/12 9:06 shonali @just\_kate Welcome! #measurepr  
 6/12/12 9:07 shonali @deannaboss So glad you're here, \*we\* missed you too! #measurepr  
 6/12/12 9:07 JohnFriedman @John\_Trader1 <<blush>> #measurepr  
 I'm a PR and Mkt pro extolling the virtues of biometrics for ID for a tech company in ATL.  
 6/12/12 9:07 John\_Trader1 #measurepr  
 @kdpaine True, but I have a feeling if you don't, then you'll make it sound good enough that  
 6/12/12 9:07 shonali everyone thinks you do. ;) #measurepr  
 Today's a community chat (no special guest except you), so if you have questions for the crowd,  
 6/12/12 9:07 shonali please DM to me. #measurepr  
 6/12/12 9:07 shonali Before we get started, just a few things... #measurepr  
 RT @shonali: Today's a community chat (no special guest except you), so if you have questions for  
 6/12/12 9:07 shashib the crowd, please DM to me. #measurepr

6/12/12 9:08	cassiepean	Hey @Shonali! Cassie here with @GoogleDC... Eating lunch and joining in on #measurepr today :-)
6/12/12 9:08	SandraSays	RT @shonali: Today's a community chat (no special guest except you), so if you have questions for the crowd, please DM to me. #measurepr
6/12/12 9:08	deannaboss	@shonali thanks. looking forward to catching up! lots going on in the #measurepr world these days.
6/12/12 9:08	shonali	@John_Trader1 Is it very funky, Matrix-like stuff that you get to tell stories about? Because if so, I'm SO jealous! #measurepr
6/12/12 9:08	kdpaine	#measurepr I'm a data geek, run a measurement company, write books, blogs & newsletters about measurement
6/12/12 9:08	shonali	@cassiepean Oh, terrific to see you representing @googleDC here, thanks for joining! #measurepr
6/12/12 9:08	shonali	@SandraSays Thanks, Sandra! Are you joining? #measurepr
6/12/12 9:09	SandraSays	@shonali I am going to try and sit in today. If the phone doesn't pull me away. :-) #measurepr
6/12/12 9:09	shonali	We'll start shortly, but before, a few pointers on making your participation fun & easy... #measurepr
6/12/12 9:09	jasonkonopinski	And she's WAY smart. RT @kdpaine: #measurepr I'm a data geek, run a measurement company, write books, blogs & newsletters about measurement
6/12/12 9:09	shonali	@SandraSays Wonderful! #measurepr
6/12/12 9:09	John_Trader1	@shonali It's funky, complicated, sensitive, techie, and very matrix like. Pretty exciting. #measurepr
6/12/12 9:10	shonali	If you're lurking on today's chat, you should be aware that @kdpaine, THE measurement queen, is here. So you should speak up! #measurepr
6/12/12 9:10	shonali	@John_Trader1 It's official. I'm jealous. #measurepr
6/12/12 9:11	SmartMPM	Lurking no longer - here! #measurepr
6/12/12 9:11	deannaboss	MT @shonali: If you're lurking on today's chat, you should be aware that @kdpaine, THE measurement queen, is here. So speak up! #measurepr
6/12/12 9:11	shonali	Tips: 1. Don't forget to use the hashtag, else the transcript won't capture your tweets. Tweetgrid/Tweetchat makes this easy. #measurepr
6/12/12 9:11	John_Trader1	@shonali As if. I saw your singing skills - I am well aware what you are capable of. #measurepr
6/12/12 9:12	mediastow	RT @shonali: If you're lurking on today's chat, you should be aware that @kdpaine, THE measurement queen, is here. So you should speak u ...
6/12/12 9:12	Othersidegroup	Listening to @kdpaine today at #measurepr chat
6/12/12 9:13	juliaaburgos	I finally made it on to #measurepr. What are we talking about today?
6/12/12 9:13	shonali	2. Reference the Q/A # in your tweet, e.g. "Re: Q1" or "A1," it makes it easier to follow the

conversation thread. #measurepr

6/12/12 9:13 mediastow What does everyone think of our take of IPR's measurement standard and the definition of prominence? <http://t.co/SzIVEAIP> #measurepr

6/12/12 9:14 shonali 3. It's a community chat, but if you have a burning question, try to DM it to me, please, so I can number 'em? #measurepr

6/12/12 9:14 SandraSays RT @shonali: Tips: 1. Don't forget to use the hashtag, else the transcript won't capture your tweets. Tweetgrid/Tweetchat makes this eas ...

6/12/12 9:14 SandraSays RT @shonali: 2. Reference the Q/A # in your tweet, e.g. "Re: Q1" or "A1," it makes it easier to follow the conversation thread. #measurepr

6/12/12 9:14 shonali And with that, let's get started... Q1 coming up... #measurepr

6/12/12 9:14 SandraSays RT @shonali: 3. It's a community chat, but if you have a burning question, try to DM it to me, please, so I can number 'em? #measurepr

6/12/12 9:15 mlaffs Hey @shonali and @kdpaine! I have time to join #measurePR today - very timely to a project I'm working on.

6/12/12 9:15 shonali Q1: Did you read @kdpaine recap of IPR setting standards for traditional media measurement? <http://t.co/jjIPhRj7> Your thoughts? #measurepr

6/12/12 9:15 alanchumley Just saying hello 2 @kdpaine + @shonali on #measurepr Lurking 4 15 mins 'tween meetings. VP @Fleishman-Hillard: Social media measurement

6/12/12 9:15 shonali @mlaffs Great to see you! And @Dilennox too! @kdpaine #measurepr

6/12/12 9:16 shonali @juliaaburgos Welcome! This is your first chat, right? It's a community chat, I'm throwing qns out, all welcome to opine. #measurepr

6/12/12 9:16 shonali @alanchumley Oh, we haven't talked in SO long. Hi!!! How are you? @kdpaine #measurepr

6/12/12 9:17 SmartMPM A2: We need to read it thoroughly, but looks like we could take some cues from it on future updates to SmartMPM #measurepr

6/12/12 9:17 rachaelveda I made it! Hi everyone! #measurepr

6/12/12 9:18 mlaffs Q1 @shonali @kdpaine I'm not familiar with IPR - can you tell me more about the org? #measurePR

6/12/12 9:18 jasonkonopinski @rachaelveda Hi Rachael! Bummed I won't see you at Gini & Geoff's thing next week. :/ #measurepr

6/12/12 9:18 deannaboss A1: love it. even if I didn't love it just nice to have standards defined. now how to get the rest of the world on board... #measurepr

6/12/12 9:18 shonali @rachaelveda You made it! Awesome - welcome (back)! #measurepr

6/12/12 9:18	cesarinou	RT @shonali: 2. Reference the Q/A # in your tweet, e.g. "Re: Q1" or "A1," it makes it easier to follow the conversation thread. #measurepr
6/12/12 9:19	jenzings	A1: I find the elimination of the validity of multipliers for impressions most interesting. Does this mean a piece on A1=C14? #MeasurePR
6/12/12 9:19	SmartMPM	@mlaffs Good question! #measurePR
6/12/12 9:19	rachaelseda	@jasonkonopinski I KNOW! It's a super bummer but I will be on vacation so that's not that big of a bummer haha #measurepr
6/12/12 9:19	kdpaine	@mlaffs tell us more? what's the challenge? #measurepr
6/12/12 9:19	shonali	Re: Q1: @mlaffs IPR is the Institute for Public Relations, @kdpaine was/is a founding member of its measurement commission #measurepr
6/12/12 9:19	skypulsemedia	all this time and still working on that public radio measurement? 8) @shonali RT @rachaelseda: I made it! Hi everyone! #measurepr
6/12/12 9:19	jasonkonopinski	A1 Good to see the trend towards a standard, actionable lexicon. #measurepr
6/12/12 9:19	Vieoo_com	Trend: A1 Good to see the trend towards a standard, actionable lexicon. #measurepr
6/12/12 9:20	jenzings	<a href="http://t.co/9JAAhzrN">http://t.co/9JAAhzrN</a>
6/12/12 9:20	John_Trader1	Adding: I always have thought multipliers were sketchy. #MeasurePR
6/12/12 9:20	mlaffs	A1: Standards breed wider adoption. This is fantastic news. #measurepr
6/12/12 9:20	shonali	Q1 @shonali @kdpaine thanks! reading about it now! #measurePR
6/12/12 9:20	JohnFriedman	A1: If you look at IPR's guidelines over the years, they've been trying to educate along these lines for years, right @kdpaine? #measurepr
6/12/12 9:20	John_Trader1	A1 PR pros tell clients if we don't define ourselves others do it for us, yet #PR profession slow to determine metrix that matter #measurepr
6/12/12 9:20	jasonkonopinski	RT @jasonkonopinski: A1 Good to see the trend towards a standard, actionable lexicon. #measurepr
6/12/12 9:20	juliaaburgos	@rachaelseda We're not speaking. ;) #measurepr
6/12/12 9:20	mlaffs	@shonali Yes first chat. I think I'll just observe this one. #measurepr
6/12/12 9:21	Traackr_One	@John_Trader1 i agree - as a freelancer w/ few professional affiliations, it's nice to have an authoritative place to start. #measurePR
6/12/12 9:21	shonali	@kdpaine looks back on 10 years of Public Relations Measurement <a href="http://t.co/4sg27Dxj">http://t.co/4sg27Dxj</a> #measurepr
6/12/12 9:21	shonali	MT @jenzings: A1: I find elimination of validity of multipliers for impressions v interesting. Does this mean a piece on A1=C14? #measurepr
		MT @deannaboss: A1: love it. even if I didn't, nice to have standards defined. now how to get the

rest of the world on board... #measurepr

6/12/12 9:22 shonali @juliaaburgos Lurk away. :) #measurepr

6/12/12 9:22 shonali @Robb\_Wexler Hahahah!! @deannaboss @kdpaine #measurepr

6/12/12 9:22 shonali @skypulsemedia We're suckers for punishment. ;) @rachaelseda #measurepr

6/12/12 9:22 rachaelseda @skypulsemedia hahaha #measurepr

6/12/12 9:22 mlaffs Q1 @shonali @kdpaine how do you guys educate re: PR standards? do you have local chapters like PRSA, programs for pros, etc? #measurePR

6/12/12 9:22 jasonkonopinski Good pt. MT @jenzings: A1: I find elimination of validity of multipliers for impressions v int. Does this mean a piece on A1=C14? #measurepr

6/12/12 9:23 shonali Re: Q1 @jenzings I found that really interesting too. What do you mean by A1=C14, though? #measurepr

6/12/12 9:23 just\_kate @johnfriedman PR pros are still trying to define PR ;- ) #measurePR

6/12/12 9:24 elzubeir #measurepr A1. Our thoughts on the definition of prominence - <http://t.co/0bqQqd8F>. But generally a welcome thing to have standards.

6/12/12 9:24 shonali @just\_kate I think that'll continue to the end of time... @johnfriedman #measurepr

6/12/12 9:24 jenzings @shonali Ha, not a lot of room. An article on p. 1A of a paper will be seen more than one in sec. C p.14. How to account 4 that? #MeasurePR

6/12/12 9:24 iizLiz Bookmarked -&gt; Standards traditional media measurement <http://t.co/jxRvaxNV> #measurePR via @kdpaine (ht @shonali)

6/12/12 9:25 SmartMPM .@kdpaine article - Good to see a 'media hit' more defined. A person tweeting and mentioning you is not a 'hit' #measurepr

6/12/12 9:25 jasonkonopinski @shonali I believe @jenzings is talking impression on A1 of the Post is going to carry more weight that one buried way back. #measurepr

6/12/12 9:25 rachaelseda @jasonkonopinski it just means you have to make another trip to DC! #measurepr

6/12/12 9:25 jenzings @shonali so, are we saying impressions=circulation, no matter where in the paper? seems...off. #MeasurePR

6/12/12 9:25 mlaffs @SmartMPM @kdpaine what if that person is REALLY influential? ;) #measurePR

6/12/12 9:25 shonali A1: Like @deannaboss, I love the IPR's move towards setting standards for trad. media measurement. The challenge is in adoption. #measurepr

6/12/12 9:26 jenzings @jasonkonopinski @shonali Exactly...you got my drift. #MeasurePR

6/12/12 9:26 elzubeir @just\_kate but you have to admit it is far more bold than AMEC attempts at it. @johnfriedman

#measurePR

6/12/12 9:26 shonali @jenzings Got it. Yes, that's a good point. @jasonkonopinski got that before I did, LOL. #measurepr 'tweets' are lousy measures b/c they don't demonstrate value created or engagement. RTs better, b/c show people engaged. #measurepr

6/12/12 9:26 JohnFriedman MT @shonali: A1: Like @deannaboss, I love IPRs move towards setting standards for trad. media measurement. Challenge=adoption. #measurepr

6/12/12 9:26 rachaelveda @shonali @deannaboss I'd be curious to hear how IPR plans to encourage adoption, given how many PR pros are freelance #measurePR

6/12/12 9:27 mlaffs @iizLiz Terrific, and you're welcome! #measurepr

6/12/12 9:27 shonali @shonali @jenzings Question becomes then, how should impressions across media be weighted, if at all? #measurepr

6/12/12 9:27 jasonkonopinski RT @shonali: Me: I'm VP Digital @msl\_dc, measurement/SM geek (hence this chat). The line "PR people can't do math" drives me nuts. #meas ...

6/12/12 9:27 OSoyombo @mlaffs @deannaboss That's my thought too (re: Q1). #measurepr

6/12/12 9:28 shonali Good point: RT @mlaffs: @shonali @deannaboss Curious 2 hear how IPR plans 2 encourage adoption, given how many pros are freelance #measurepr

6/12/12 9:28 John\_Trader1 @jasonkonopinski @shonali That's exactly what I'm wondering. Seems like the sketchy stuff happens when ppl weight things. #MeasurePR

6/12/12 9:28 jenzings @just\_kate PR pros are still trying to define PR & struggling to redefine in socialmedia world when direct engagement skips media #measurePR

6/12/12 9:29 JohnFriedman RT @shonali: This is terrific! Standards agreed upon for traditional media measurement!

6/12/12 9:29 RyderMedia <http://t.co/Ny85bQnQ> #measurePR via @kdpaine

6/12/12 9:29 deannaboss @shonali @John\_Trader1 @mlaffs what's the saying-it takes 10 people in 1 community to make a change? I say we start here & build! #measurepr

6/12/12 9:29 OSoyombo @mlaffs great question, thanks #measurepr @shonali

6/12/12 9:29 jenzings @jasonkonopinski @shonali OTOH, how else does one account for more prominent placement? #MeasurePR

6/12/12 9:30 JohnFriedman Yes @elzubeir, it is far more bold, but will our bosses buy in, and will we. Bold = scary for many #measurePR

6/12/12 9:30 SmartMPM RT @jasonkonopinski: @shonali @jenzings Question becomes then, how should impressions across media be weighted, if at all? #measurepr



6/12/12 9:30	mlaffs	@JohnFriedman @just_kate but i don't think that social media/direct engagement precludes convos with the media - complementary #measurePR
6/12/12 9:30	jasonkonopinski	re A1 @JohnFriedman That's a potentially slippery slope. RTs can be indicative of *something*, but sentiment is squirrely in SM. #measurepr
6/12/12 9:30	John_Trader1	@deannaboss This is as good a place as any to start. A measurement revolution! #measurepr
6/12/12 9:30	SmartMPM	@deannaboss @shonali @John_Trader1 @mlaffs +1! #measurepr
6/12/12 9:30	shonali	Q2: Another interesting post is from @gorkana: <a href="http://t.co/pmRFupsE">http://t.co/pmRFupsE</a> "Cannes Lions Jury Should Ignore AVE" h/t @richardbagnall #measurepr
6/12/12 9:31	mlaffs	@deannaboss @shonali @John_Trader1 great, i would love to have a hands-on training - how to adopt these standards? #measurePR
6/12/12 9:31	shonali	@SmartMPM @jasonkonopinski @jenzings They talk about weighted values in #4 (of the post) re: Q1 #measurepr
6/12/12 9:31	JohnFriedman	We must integrate digitalmedia, social media and traditional media into communications strategies. Too many keep separate #measurepr
6/12/12 9:32	John_Trader1	@mlaffs So would I Maura. #measurepr
6/12/12 9:32	shonali	Q2 (cont): AMEC is aggressively trying to get the PR entries at Cannes judged correctly. Is this how IPR should proceed? #measurepr
6/12/12 9:32	SmartMPM	@mlaffs @deannaboss @shonali @John_Trader1 Again, +1 for this too! #measurePR
6/12/12 9:32	jenzings	@shonali @SmartMPM @jasonkonopinski ah, got it. Saw quality measures but missed the sentence about weighting. #MeasurePR
6/12/12 9:32	SmartMPM	RT @JohnFriedman: We must integrate digitalmedia, social media and traditional media into communications strategies. Too many keep separ ...
6/12/12 9:33	deannaboss	Love it! RT @John_Trader1: @deannaboss This is as good a place as any to start. A measurement revolution! #measurepr
6/12/12 9:33	jasonkonopinski	@jenzings @shonali @SmartMPM Ah, I see it now. Carry on. ;) #measurepr
6/12/12 9:34	michaelnewhouse	RT @shonali: This is terrific! Standards agreed upon for traditional media measurement!
6/12/12 9:34	shonali	<a href="http://t.co/Ny85bQnQ">http://t.co/Ny85bQnQ</a> #measurePR via @kdpaine
6/12/12 9:34	just_kate	@John_Trader1 @mlaffs Hmm... now you've gotten me thinking... #measurepr
6/12/12 9:34	SmartMPM	@elzubair Oh very true. I don't think it's a futile exercise. Especially in social media world, as @JohnFriedman just pointed out #measurepr
		Since last #measurepr, we've made progress on Earned Media Measurement - new report building

6/12/12 9:35 mlaffs now. Reading article, we're on the right path.  
@SmartMPM which article? #measurePR

6/12/12 9:35 shonali MT @JohnFriedman: We must integrate digital media, social media & traditional media into  
comms strategies. Too many keep separate #measurepr

6/12/12 9:36 Dilennox Re Q1 @shonali Couldn't weighted values work if pre-defined, consistent and tied to your business  
objectives,? #measurepr

6/12/12 9:36 shonali Q3 from @jasonkonopinski: Given that AVEs & media impressions are falling out of favor, will  
we see a new metric emerge? #measurepr

6/12/12 9:36 rachaelveda Agree! MT @JohnFriedman: We must integrate digital, social & tradmedia into communications  
strategies. Too many keep separate #measurepr

6/12/12 9:36 shonali @Dilennox I think they could (re: weighted values & Q1). The problem is everyone weights  
differently (cont) #measurepr

6/12/12 9:37 SmartMPM @mlaffs @kdpaine 's - we've spent time evaluating what metrics are worthy in earned media &  
glad to see a standard will reinforce #measurePR

6/12/12 9:37 deannaboss re Q2: best line from the @gorkana post "some marketers are still using the wrong measures."  
really!?! #measurepr

6/12/12 9:37 shonali Re Q1 (cont) @dilennox So maybe weights need to be standardized as well, by a body like IPR, to be  
applied consistently...? #measurepr

6/12/12 9:38 deannaboss ??? MT @shonali: Q3 from @jasonkonopinski: Given that AVEs & media impressions are falling  
out of favor, will a new metric emerge?#measurepr

6/12/12 9:39 SmartMPM A3: are they though? Are impressions being tossed out with the bath water, or just a rose by another  
name? #measurepr

6/12/12 9:39 deannaboss RT @SmartMPM: A3: are they though? Are impressions being tossed out with the bath water, or just  
a rose by another name? #measurepr

6/12/12 9:39 JohnFriedman Non-A3: We best be careful not to dismiss measures we have until we have and agree on new. That  
which is measured, gets funded. #measurepr

6/12/12 9:39 waphle #measurepr A2: Awareness abt standards among juries impt, but ultimately shld eval on whether  
goals & KPIs, as defined by CLIENT, were met.

6/12/12 9:40 shonali A3: I feel like even though AVEs are viewed unfavorably & people know to look beyond  
impressions, they'll still be around. #measurepr

6/12/12 9:40 kdpaine @SmartMPM #measurepr impressions are NOT being tossed out. just being clarified and better  
defined.

6/12/12 9:40 Dilennox Q1 (cont) @shonali more reasons for knowing both WHAT you want to measure and WHY. Maybe standards for creating custom weighting? #measurepr

6/12/12 9:40 John\_Trader1 RT @kdpaine: @SmartMPM #measurepr impressions are NOT being tossed out. just being clarified and better defined. #measurepr

6/12/12 9:40 rachaelseda RT @kdpaine: @SmartMPM #measurepr impressions are NOT being tossed out. just being clarified and better defined. #measurepr

6/12/12 9:41 deannaboss A3: I don't think impressions are bad, it's the misconception that a big number = success. as with everything need context. #measurepr

6/12/12 9:41 jasonkonopinski @deannaboss @shonali A3 IMO, AVEs and impressions haven't pointed back to KPIs like shorter sales cycle, etc. Blended metric? #measurepr

6/12/12 9:41 kdpaine @deannaboss @shonali @jasonkonopinski #measurepr NO, there will not be a single metric. there are different goals, therefore diff metrics

6/12/12 9:42 deannaboss RT @kdpaine: @deannaboss@shonali @jasonkonopinski #measurepr NO, there will not be a single metric. different goals, therefore diff metrics

6/12/12 9:42 shonali @kdpaine LOL, was that a definitive "NO" to @jasonkonopinski's question (about other metrics) or something else? ;0 #measurepr

6/12/12 9:42 Dilennox @kdpaine @smartMPM just differentiating between impressions (ops to see) vs guesswork (AVEs, multipliers, etc). #measurepr

6/12/12 9:42 jasonkonopinski MT @shonali: A3: Even though AVEs are viewed unfavorably & people know to look beyond impressions, they'll still be around. #measurepr

6/12/12 9:42 mlaffs @deannaboss +1! #measurePR

6/12/12 9:43 jasonkonopinski @shonali @kdpaine I know how to ask provocative (i.e controversial) questions. :) #measurepr

6/12/12 9:43 shonali @kdpaine But can you put guidelines in place for how people come up with those weights? @dilennox (A1) #measurepr

6/12/12 9:44 SmartMPM RT @Dilennox: @kdpaine @smartMPM just differentiating between impressions (ops to see) vs guesswork (AVEs, multipliers, etc). #measurepr

6/12/12 9:44 jasonkonopinski re A3 @deannaboss Agreed. #measurepr

6/12/12 9:44 SmartMPM RT @deannaboss: A3: I don't think impressions are bad, it's the misconception that a big number = success. as with everything need cont ...

6/12/12 9:45 shonali @waphle How nice of you to say, thank you! I'd love to learn more, shall we connect offline some time? #measurepr

6/12/12 9:45 waphle Amen! RT @kdpaine: #measurepr NO, there will not be a single metric. there are different goals,

		therefore diff metrics
6/12/12 9:45	shonali	Q4 (from @mlaffs): how much of what @kdpaine outlined in Q1 are you currently using with clients/to communicate value? #measurepr
6/12/12 9:45	jenzings	RT @deannaboss: A3: I don't think impressions are bad, it's the misconception that a big number = success. as with everything need cont ...
6/12/12 9:46	Dilennox	AVES still easy crutch. Who's got ideas for diverting attn from AVEs to measure that matter (hey, @kdpaine, catchy title?)?#measurepr
6/12/12 9:46	OSoyombo	@JohnFriedman integration: the silver-bullet we've been waiting for ? #measurepr
6/12/12 9:47	kdpaine	@shonali @JohnFriedman #measurepr Is a Tweet by @nprScottSimon on @NPR trad media or social?
6/12/12 9:47	shonali	@Dilennox As to that (why AVEs are bad), I thought @richardbagnall post the other day was brilliant <a href="http://t.co/qIPPrTgL">http://t.co/qIPPrTgL</a> #measurepr
6/12/12 9:48	John_Trader1	@shonali @mlaffs A4: Clients and/or decision makers (C-level)? #measurepr
6/12/12 9:48	kdpaine	@shonali @JohnFriedman #measurepr there are influential writersand everyone else
6/12/12 9:49	SmartMPM	A4 Many of our clients are definitely using circulation figures. For broadcast, problem is many don't have a monitoring service #measurepr
6/12/12 9:49	JohnFriedman	Yes @kdpaine influentials often - more and more - reach multiple audiences in multiple ways. #measurepr
6/12/12 9:49	shonali	@kdpaine I remember you talking about that yesterday @johnfriedman #measurepr
6/12/12 9:49	kmueller62	Picking up on #measurePR (May 2012) <a href="http://t.co/yjewkRWi">http://t.co/yjewkRWi</a> via @shonali
6/12/12 9:49	Dilennox	does it matter? RT @kdpaine: @shonali @JohnFriedman #measurepr Is a Tweet by @nprscottsimon on @NPR trad media or social?
6/12/12 9:50	mlaffs	@John_Trader1 @shonali yes, C-level for those in house. i just live in freelance brain, so everyone is a client haha. #measurePR
6/12/12 9:50	shonali	@john_trader1 I'd say so... @mlaffs do you agree? #measurepr
6/12/12 9:50	JohnFriedman	@Dilennox it matters if you segment audience. Followers probably MORE influenced than listener, but need to ID targets #measurepr
6/12/12 9:51	shonali	@kdpaine That reminds me of what I said at #prsaicon last year. I hope we're both right! ;)
6/12/12 9:51	jasonkonopinski	@jasonkonopinski #measurepr
		@kdpaine @shonali I can see that happening. Impressions won't be dislodged from the 'canon'

because they're still valuable. #measurepr  
RT @kdpaine: #measurepr NO, there will not be a single metric. there are different goals, therefore  
diff metrics #measurepr  
6/12/12 9:52 rachaelveda @Dilennox #measurepr sitting here next to Deb at #sasgov and she says I need to go up stairs -- but  
ur right, valid reach vs bs  
6/12/12 9:52 kdpaine But impressions, like 'highway mileage' are accepted, but weak measure. You don't know someone's  
watching/listening/reading. #measurepr  
6/12/12 9:52 JohnFriedman Curious about what a 'client specific study to prove impact of earned vs paid' would entail @kdpaine  
#measurepr  
6/12/12 9:52 SmartMPM Or -- what are examples when earned media wouldn't be more credible than paid media and  
multipliers therefore not justified? #measurepr  
6/12/12 9:53 SmartMPM Anyone else want to rename influence? like impressions, it's opps, not actual results #measurepr .  
6/12/12 9:54 Dilennox Not influence if no minds changed.  
@kdpaine @jasonkonopinski @shonali I admire the Goddess' bluntness :)  
6/12/12 9:55 OSoyombo #AVE #measurepr  
6/12/12 9:55 jenzings @Dilennox I SO agree, not influence if no minds are changed. My big problem w/ influence  
measurement "tools" #MeasurePR  
6/12/12 9:55 deannaboss RT @jenzings: @Dilennox I SO agree, not influence if no minds are changed. My big problem w/  
influence measurement "tools" #MeasurePR  
6/12/12 9:55 shonali Q4 again (from @mlaffs): how much of what @kdpaine outlined in Q1 are you currently using with  
clients/to communicate value? #measurepr  
6/12/12 9:56 JohnFriedman RT @jenzings: @Dilennox +1 - I SO agree, not influence if no minds are changed. #MeasurePR  
6/12/12 9:56 John\_Trader1 RT @JohnFriedman: Impressions, like highway milage r accepted, but weak measure. U dont know  
someones watching/listening/reading. #measurepr  
6/12/12 9:58 shonali Well, time flew by today, we're at the end of our designated hour! Thanks much for stopping by, all  
#measurepr  
6/12/12 9:58 John\_Trader1 A4: In 2011, very little. My C-level now asks to see impressions (esp. on intn'l level), but cares little  
about tone/sentiment. #measurepr  
6/12/12 9:59 shonali And a special thank you to @kdpaine who made the time to visit us today despite being at #sasgov  
#measurepr  
6/12/12 9:59 SandraSays RT @shonali: And a special thank you to @kdpaine who made the time to visit us today despite  
being at #sasgov #measurepr

6/12/12 9:59 JohnFriedman If don't care about tone/sentiment buying into 'any buzz is good buzz' mentality. Bet BP/goldman sachs would disagree #measurepr

6/12/12 9:59 shonali MT @John\_Trader1: V little. My C-level now asks to see impressions (esp. on intrn'l level), but cares little about tone/sentiment. #measurepr

6/12/12 9:59 rachaelveda @shonali @kdpaine yes thank you both! Have a great week everyone! #measurepr

6/12/12 9:59 KellyGroehler RT @JohnFriedman: If don't care about tone/sentiment buying into 'any buzz is good buzz' mentality. Bet BP/goldman sachs would disagree ...

6/12/12 10:00 mlaffs @shonali thanks for asking my Q. looking forward to continuing this convo #measurepr

6/12/12 10:00 shonali The next chat will be June 26, 12-1 pm ET. Save the date, I hope you'll join! Any questions for next time, DM/email me, please. #measurepr

6/12/12 10:00 shonali @mlaffs My pleasure, so glad you were able to join! #measurepr

6/12/12 10:00 jasonkonopinski @rachaelveda @shonali @kdpaine Thanks for a wonderful chat. Cheers and a great week to all! #measurepr

6/12/12 10:00 shonali The official chat is now over, do keep using the hashtag for relevant convos. See you in 2 weeks, thanks again for joining! #measurepr

6/12/12 10:01 John\_Trader1 @shonali Thank you for hosting - and thanks to @kdpaine for sitting in, this chat by far is most informative I participate in. #measurepr

6/12/12 10:01 JohnFriedman Shameless plug: If interested, my series on CSR redefining PR started today on 3blmedia <http://t.co/8QCb5NUB> #measurePR

6/12/12 10:01 SmartMPM Thanks to @shonali and @kdpaine for some great insight today on #measurepr!

6/12/12 10:03 deannaboss @jasonkonopinski @mlaffs @kdpaine @SmartMPM @John\_Trader1 @rachaelveda @jenzings thank you. great chat! and thank you @shonali. #measurepr

6/12/12 10:03 jenzings @shonali Thanks so much for hosting! #MeasurePR

6/12/12 10:05 jasonkonopinski @deannaboss @mlaffs @kdpaine @SmartMPM @John\_Trader1 @rachaelveda @jenzings @shonali Likewise! Until next time, friends. #measurepr

6/12/12 10:05 WaynetteTubbs I like this RT @Dilennox Want to rename influence? like impressions, it's opps, not results #measurepr. Not influence if no minds changed

6/12/12 10:05 jenzings @jasonkonopinski @deannaboss @mlaffs @kdpaine @SmartMPM @John\_Trader1 @rachaelveda @shonali "See" you all soon! #MeasurePR

6/12/12 10:08 Dilennox @shonali thanks! Reading list: Katies post <http://t.co/aYcyLjsU> & IPR paper, @richardbagnall on AVE, <http://t.co/LBsOnjHa> #measurepr

6/12/12 10:10	fifthroom	I'm a fulltime freelance copywriter and brand journalist looking for a role inside the agency world. #measurepr (via @jasonkonopinski)
6/12/12 10:28	donbart	What time is it? Time to get real about social media audience reporting (NEW POST) <a href="http://t.co/ezNp8roZ">http://t.co/ezNp8roZ</a> #SMMStandards #MeasurePR
6/12/12 10:33	PaulDavidFord	Measurement in Communications: #measurePR chat with @KDPaine <a href="http://t.co/471eCW5m">http://t.co/471eCW5m</a>
6/12/12 10:50	xlambertg	Measurement in Communications: #measurePR chat with @KDPaine <a href="http://t.co/nuMLtVvA">http://t.co/nuMLtVvA</a>
6/12/12 10:56	SocialMediaInf	Picking up on #measurePR (May 2012) <a href="http://t.co/p9OEjCNH">http://t.co/p9OEjCNH</a> <a href="http://t.co/AtQ8YmJI">http://t.co/AtQ8YmJI</a>
6/12/12 11:09	SocialTurbine	Measurement in Communications: #measurePR chat with @KDPaine - <a href="http://t.co/eUkZlmLj">http://t.co/eUkZlmLj</a>
6/12/12 11:10	SocialTurbine	Measurement in Communications: #measurePR chat with @KDPaine - <a href="http://t.co/JBPys5S2">http://t.co/JBPys5S2</a> Measuring your influencer efforts with @kdpaine <a href="http://t.co/ETIMBwB9">http://t.co/ETIMBwB9</a> #measurepr
6/12/12 11:14	traackr	#onlineinfluence Facebook's Promoted Posts: Are They Worth the Cost and Effort? #measurepr #socialmedia
6/12/12 11:15	shonali	<a href="http://t.co/kUvMauLv">http://t.co/kUvMauLv</a> via @kmueller62 RT @JohnFriedman: Impressions, like 'highway mileage' are accepted, but weak . U don't know
6/12/12 11:18	darbtX	someone's watching/listening/reading. #measurepr
6/12/12 11:25	B2BVoices	Measurement in Communications: #measurePR chat with @KDPaine <a href="http://t.co/Q7t9cqDI">http://t.co/Q7t9cqDI</a>
6/12/12 11:25	just_kate	Measurement in Communications: #measurePR chat with @KDPaine <a href="http://t.co/eHMSYzHB">http://t.co/eHMSYzHB</a> RT @shonali: Facebook's Promoted Posts: Are They Worth the Cost and Effort? #measurepr
6/12/12 11:29	IreneKoehler	#socialmedia <a href="http://t.co/iBx4v30J">http://t.co/iBx4v30J</a> via @kmueller62 @shonali Can we really #measurepr in India where all clients understand is just churning out press
6/12/12 11:35	DaMadHooker	coverages? Nothing else! What Makes a News Tweet Popular [STUDY] <a href="http://t.co/mvUVWbnQ">http://t.co/mvUVWbnQ</a> #socialmedia #MeasurePR
6/12/12 11:43	han_ma	#pr20chat #journchat
6/12/12 11:52	kmueller62	@shonali how did #measurepr go? RT @joeldon: Re-think the bandwagon. The 10 Most Misleading #SocialMedia Metrics in the World
6/12/12 11:57	OSoyombo	<a href="http://t.co/Of4FiA9j">http://t.co/Of4FiA9j</a> #measurepr Indeed, it is time to get real about SoMe audience reporting: RT @donbart: What time is it?
6/12/12 12:10	lusine_koda	<a href="http://t.co/ZPTYa4xS">http://t.co/ZPTYa4xS</a> #SMMStandards #MeasurePR
6/12/12 12:37	shonali	@kmueller62 #measurepr was huge fun today, thanks for asking!