

Username	Tweet
jenzings (Jen Zingsheim)	jenzings: So, who's in for #MeasurePR today at noon? It will be a community chat, discussing #Klout changes and more!
SmartMPM (SmartMPM)	SmartMPM: RT @jenzings: So, who's in for #MeasurePR today at noon? It will be a community chat, discussing #Klout changes and more!
HoustonBrooke (Brooke Browne)	HoustonBrooke: RT @jenzings: So, who's in for #MeasurePR today at noon? It will be a community chat, discussing #Klout changes and more!
shonali (Shonali Burke)	shonali: Please join! MT @jenzings: So, who's in for #MeasurePR today at noon (ET)? It will be a community chat, discussing #Klout changes and more!
JayOuellette (Jason Ouellette)	JayOuellette: What really matters? Look forward to it. RT @jenzings: #MeasurePR today at 12 pm ET. A community chat, discussing #Klout changes and more!
shashib (Shashi Bellamkonda)	shashib: RT @shonali: Please join! MT @jenzings: So, who's in for #MeasurePR today at noon (ET)? It will be a community chat, discussing #Klout changes and more!
jenzings (Jen Zingsheim)	jenzings: 15 minutes and counting until today's #MeasurePR. Here's a piece we'll be discussing:
jenzings (Jen Zingsheim)	jenzings: It's noon! Time for the chat...who's here? How are you doing today? #MeasurePR
jenzings (Jen Zingsheim)	jenzings: There's a lot happening in the world of influence metrics, #Klout, #Kred, lots to discuss #MeasurePR
deannaboss (Deanna Boss)	deannaboss: Good morning/afternoon! Deanna Boss with Maccabee Public Relations in Minneapolis, MN. Very excited to chat about #klout changes. #measurepr
JayOuellette (Jason Ouellette)	JayOuellette: @jenzings "Klout deserves credit for listening to their critics and attempting to knock down the problems one by one." #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @deannaboss Howdy! Is your summer going well? #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @JayOuellette Good to "see" you-It's an interesting piece, yes? #MeasurePR

deannaboss (Deanna Boss)	deannaboss: @jenzings yes! summer goes by too fast but it has been lots of fun. how 'bout you? #measurepr
jenzings (Jen Zingsheim)	jenzings: We'll give folks a few more minutes to settle and join...in the meantime, the structure stuff #MeasurePR
jenzings (Jen Zingsheim)	jenzings: First, remember to use the hashtag! We can't archive your brilliant content w/o it! #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Feel free to DM me any questions, although today's a community chat so a bit more loosey-goosey #MeasurePR
RobinMarie (Robin Smothers)	RobinMarie: Dropping by to check in on #measurepr
jenzings (Jen Zingsheim)	jenzings: Use Q1/A1 to keep track of questions and answers! #MeasurePR
jenzings (Jen Zingsheim)	jenzings: ...and, the summary and transcript will be posted soon on Waxing Unlyrical. Now, let's chat! #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @markwschaefer recently posted this about #Klout. They've been busy...good busy. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Q1 - Will the #Klout changes encourage you to use influence measurement for clients? #MeasurePR
deannaboss (Deanna Boss)	deannaboss: good read! RT @jenzings: @markwschaefer recently posted this about #Klout. They've been busy...good busy. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: RT @JayOuellette: s It is. biggest question facing any / all #SM programs now is who is seeing the content AND acting on it? #MeasurePR
jenzings (Jen Zingsheim)	jenzings: A1: I certainly think they've made solid headway in addressing concerns. #MeasurePR
deannaboss (Deanna Boss)	deannaboss: A1: even with the #Klout changes it is still ONE measure to consider so I don't see how I use it changing at all. #measurepr
HoustonBrooke (Brooke Browne)	HoustonBrooke: @jenzings A1 no matter what they change, I'm not buying into the ridiculousness of influence measurement. #MeasurePR

JayOuellette (Jason Ouellette)	JayOuellette: A1 @jenzings Agreed. But right now it's a number that really has no backing. Need to incorporate two-way interaction #MeasurePR
jenzings (Jen Zingsheim)	jenzings: RT @HoustonBrooke: @jenzings A1 no matter what they change, I'm not buying into the ridiculousness of influence measurement. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @HoustonBrooke A1 - Ha! Fair enough. How about as a datapoint for what is shared, rather than "influence"? #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @JayOuellette A1 - great point about interaction. You've touched on something we'll discuss re #Kred #MeasurePR
jenzings (Jen Zingsheim)	jenzings: A1: I'm pleased they're addressing the "vacation effect" -no one loses influence b/c of time off. #MeasurePR
HoustonBrooke (Brooke Browne)	HoustonBrooke: .@jenzings You can't tell individuals if you're valuable to them, as an individual, based on a #. It's like an oxymoron to me. #MeasurePR
deannaboss (Deanna Boss)	deannaboss: @jenzings I use #klout to get a baseline. Not concerned w/ number but the topics listed as what person is "influential" about. #measurepr
jenzings (Jen Zingsheim)	jenzings: So @JayOuellette touched on it, but guess what? #Kred's been busy too #MeasurePR
HoustonBrooke (Brooke Browne)	HoustonBrooke: .@deannaboss Those have been so insanely wrong for all the accounts I've managed when I looked. #klout #measurepr
HoustonBrooke (Brooke Browne)	HoustonBrooke: .@jenzings Due diligence. Studying recent activity and interactions and who they associate with. Visit their sites... #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @deannaboss That's a great use. And I think the baseline *might* get more accurate given the changes, esp. wrt addressing gaming #MeasurePR
deannaboss (Deanna Boss)	deannaboss: @HoustonBrooke context, context, context. I'm listed as influential in video. I do nothing w/ it but follow the topic closely. #measurepr
jenzings (Jen Zingsheim)	jenzings: @HoustonBrooke smart legwork & doing your homework. Excellent! #MeasurePR
jenzings (Jen Zingsheim)	jenzings: So, Q2, #Kred is making changes too - incorporating online & offline (!) Thoughts? #MeasurePR

HoustonBrooke (Brooke Browne)	HoustonBrooke: .@deannaboss but if I use that to determine if I want to follow you, I'd be disappointed. #measurepr
HoustonBrooke (Brooke Browne)	HoustonBrooke: .@deannaboss Unless you share a lot from others, then I'd start going straight to the source! #measurepr
JayOuellette (Jason Ouellette)	JayOuellette: @jenzings who drives what discussion will help business and marketers. peer groups are top influencer IMO #Kred, #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @JayOuellette I agree. And it will be easier to ID, based on the "Story" changes #Kred #MeasurePR
donbart (Don Bartholomew)	donbart: IMO there is an element of putting lipstick on a pig to the recent Klout changes. #measurePR
jenzings (Jen Zingsheim)	jenzings: Q3 - What does all of this competition in Influence mean for PR pros? Anything? #MeasurePR
JayOuellette (Jason Ouellette)	JayOuellette: RT @donbart: IMO there is an element of putting lipstick on a pig to the recent Klout changes. #measurePR
deannaboss (Deanna Boss)	deannaboss: @HoustonBrooke again, everything has to have context. if you're building a community I could be valuable! #measurepr
Derek_Schroeder (Derek Schroeder)	Derek_Schroeder: RT @donbart: IMO there is an element of putting lipstick on a pig to the recent Klout changes. #measurePR
RobinMarie (Robin Smothers)	RobinMarie: RT @donbart: IMO there is an element of putting lipstick on a pig to the recent Klout changes. #measurePR
donbart (Don Bartholomew)	donbart: A3. Competition will make all participants stronger over time. #MeasurePR
deannaboss (Deanna Boss)	deannaboss: and maybe some fake eyelashes. RT @donbart: IMO there is an element of putting lipstick on a pig to the recent Klout changes. #measurePR
jenzings (Jen Zingsheim)	jenzings: @donbart I agree w/that to an extent. But making sure the pres has a higher score than a pop star helps. #MeasurePR
JayOuellette (Jason Ouellette)	JayOuellette: A3: Means PR teams need to understand who they're communicating with more than ever. And with the RIGHT content @jenzings #measurepr

deannaboss (Deanna Boss)	deannaboss: @donbart I agree. and that's why it's not better or worse to me. #klout is a teeny, tiny piece of the measurement puzzle. #measurepr
jenzings (Jen Zingsheim)	jenzings: @donbart ...I still don't think it measures *influence*--but can determine whose content gets shared online. Useful? Maybe #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Bwahahaha!!! RT @deannaboss: and maybe some fake eyelashes. #measurePR
donbart (Don Bartholomew)	donbart: Agree RT @jenzings:I still don't think it measures *influence*--but can determine whose content gets shared online. Useful? Maybe #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Agreed. Hopefully quickly... RT @donbart: A3. Competition will make all participants stronger over time. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @deannaboss @donbart Never underestimate the power of a decent lipstick. #MeasurePR
deannaboss (Deanna Boss)	deannaboss: RT @jenzings: @donbart...I still don't think it measures *influence*--but can determine whose content gets shared online. Useful? #MeasurePR
donbart (Don Bartholomew)	donbart: Influence is contextual not absolute. Klout still does a poor job of contextual relevance. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: A3: I think any additional improvements help PR pros. It's not the easy button many want, but it's something. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Yup, so true. RT @donbart: Influence is contextual not absolute. Klout still does a poor job of contextual relevance. #MeasurePR
JayOuellette (Jason Ouellette)	JayOuellette: At the end of the day influence, engagement, all helps, but org's are looking 4 disruptive ways 2 market themselves to drive rev. #MeasurePR
jenniferwindrum (jenniferwindrum)	jenniferwindrum: RT @jenzings: Yup, so true. RT @donbart: Influence is contextual not absolute. Klout still does poor job of contextual relevance. #MeasurePR
donbart (Don Bartholomew)	donbart: Motivating someone to RT is very diff than influencing someone's buying decisions.That is the influence most of us care about. #MeasurePR
deannaboss (Deanna Boss)	deannaboss: @jenzings Estee Lauder Black Cherry! and with that I'm guessing we lost @donbart. #measurepr

HoustonBrooke (Brooke Browne)	HoustonBrooke: .@deannaboss @jenzings @donbart #MeasurePR Sounds like it's just a directory then to me!
jenzings (Jen Zingsheim)	jenzings: @JayOuellette Yes--and there are no effective shortcuts to get to real measurement. #MeasurePR
JayOuellette (Jason Ouellette)	JayOuellette: RT @donbart: Motivating someone to RT is very diff than influencing someone's buying decisions.That is most of us care about. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @HoustonBrooke @deannaboss @donbart Could be 1 way of looking at it. But even a directory is a good place to start sometimes. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Okay moving on to Q4, about this piece #MeasurePR
deannaboss (Deanna Boss)	deannaboss: @HoustonBrooke @jenzings @donbart I actually like the idea of considering #klout a directory... #measurepr
RobinMarie (Robin Smothers)	RobinMarie: @deannaboss @jenzings Now you will be influential abt cosmetics. Better bone up! #measurePR
JayOuellette (Jason Ouellette)	JayOuellette: IMO it takes time. No more 1 hit & move on. Consistent, relevant touch pts work today. Prospects like personal touch @jenzings #MeasurePR
deannaboss (Deanna Boss)	deannaboss: reading quickly! excuse my temporary absence. RT @jenzings: Okay moving on to Q4, about this piece #MeasurePR
deannaboss (Deanna Boss)	deannaboss: @RobinMarie @jenzings following me for cosmetics would really disappoint someone! #klout #measurepr
Appinions (Appinions)	Appinions: Great piece! RT @jenzings: Okay moving on to Q4, about this piece #MeasurePR
HoustonBrooke (Brooke Browne)	HoustonBrooke: @jenzings @deannaboss @donbart Sure. I would welcome it if it was presented as a directory. A non-pompous one. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @RobinMarie @deannaboss You have no idea how amusing that thought is. I wear almost no cosmetics! #MeasurePR @shonali has #Bacon
HoustonBrooke (Brooke Browne)	HoustonBrooke: Too long to read now, but looks good! RT @jenzings: Okay moving on to Q4, about this piece #MeasurePR

jenzings (Jen Zingsheim)	jenzings: Q4 What is the impact for PR if news uses metrics to guide *how* they cover news? #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @HoustonBrooke Yeah, I should post these ahead of time. Mea culpa! #MeasurePR
jenzings (Jen Zingsheim)	jenzings: A4. I thought this was v. interesting "Journalists will also have to understand how and when people change their beliefs" #MeasurePR
jenzings (Jen Zingsheim)	jenzings: So (A4 cont)--it appears to acknowledge that how they craft coverage may change. Def. will impact PR? #MeasurePR
jenzings (Jen Zingsheim)	jenzings: A4: I also think the concern about changing coverage not becoming "advocacy" is an interesting dynamic #MeasurePR
entroporium (Shawn Roberts)	entroporium: @donbart Hi, Shawn from Kred. Community Relevance v important to us. We give scores by communities connected by interests. #measurepr
JayOuellette (Jason Ouellette)	JayOuellette: A4: Absolutely will. Media want engagement as well. It's shy you see all the hashtags on TV and news shows today. @jenzings #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @entroporium @donbart Hi Shawn! Thanks for dropping by. #MeasurePR
entroporium (Shawn Roberts)	entroporium: @donbart My pleasure. Just caught wind :) Happy to answer Qs about Kred and our take on influence. #measurepr
SmartMPM (SmartMPM)	SmartMPM: We actually work with a broadcast media outlet to measure their clients/advertisers effect on online media. #MeasurePR @JayOuellette
jenzings (Jen Zingsheim)	jenzings: Q5 - If engagement becomes a key metric for news, how do PR pros work this into their pitching & outreach? #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @entroporium We should have you on as a guest for a chat -- lots of new stuff, I see! #Kred #MeasurePR
deannaboss (Deanna Boss)	deannaboss: @jenzings that was a long read & very weighty. perhaps we could have a part 2 at next #measurepr? and even part 3 & 4. getting a Diet Coke.
jenzings (Jen Zingsheim)	jenzings: We're winding down the chat...what a lively group! #MeasurePR

HoustonBrooke (Brooke Browne)	HoustonBrooke: A5 Would think a smooth carry-over to digital, such as ending news w/ 'continue this convo on our forum' #MeasurePR
deannaboss (Deanna Boss)	deannaboss: I would appreciate it! RT @jenzings: @entroporium We should have you on as a guest for a chat -- lots of new stuff, I see! #Kred #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @deannaboss Great idea. I'll loop @shonali in, there's lots to digest in that piece. Important stuff. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: RT @HoustonBrooke: A5 Would think a smooth carry-over to digital, such as ending news w/ 'continue this convo on our forum' #MeasurePR
deannaboss (Deanna Boss)	deannaboss: Bacon.RT@jenzings:@RobinMarie@deannaboss U have no idea how amusing that thought is. I wear almost no cosmetics!#MeasurePR@shonali has#Bacon
SandraSays (Sandra Fernandez)	SandraSays: @jenzings sorry I missed #MeasurePR today! Will look for the transcript when it's up.
deannaboss (Deanna Boss)	deannaboss: the hour always goes by too fast! RT @jenzings: We're winding down the chat...what a lively group! #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @SandraSays Missed you! Transcript and summary will be posted soon on Waxing Unlyrical #MeasurePR
HoustonBrooke (Brooke Browne)	HoustonBrooke: @deannaboss haha on the diet coke. When I see an article like that I want to tackle, I usually get the caffeine first. #measurepr
jenzings (Jen Zingsheim)	jenzings: @deannaboss I know, right? Too fast. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: We're out of time--mark your calendars for the next chat, Sept. 4! #MeasurePR
deannaboss (Deanna Boss)	deannaboss: @HoustonBrooke that was my first mistake. #measurepr #dietcoke
jenzings (Jen Zingsheim)	jenzings: Thank you all for participating, it was a fun hour. #MeasurePR
deannaboss (Deanna Boss)	deannaboss: Thank you @jenzings for hosting! Until next time... #measurepr

SandraSays (Sandra Fernandez)

SandraSays: RT @jenzings: We're out of time--mark your calendars for the next chat, Sept. 4! #MeasurePR

deannaboss (Deanna Boss)

deannaboss: and thank you @HoustonBrooke @RobinMarie @donbart @entroporium. enjoy the rest of your day and happy measuring! #measurepr

HoustonBrooke (Brooke Browne)

HoustonBrooke: @deannaboss @RobinMarie @donbart @entroporium @jenzings Good times! #measurepr