

Time(PDT)	Username	Update
9/18/12 9:00	shonali	And... it's time! Welcome (back) to your bi-weekly chat on all things PR (& social media) measurement. How's it going today? #measurePR
9/18/12 9:00	shonali	@Jess_AsPRing Terrific! You all set? #measurePR
9/18/12 9:01	shonali	As you settle in, do introduce yourself (who you are, what you do, etc.) #measurePR
9/18/12 9:02	jenzings	I'm here! #MeasurePR Jen Z from @CustomScoop, here to learn...measurement stuff!
9/18/12 9:02	shonali	@jenzings Great to see you! And #propz to you for being the "guest host in residence" of the chat as well. Thank you! #measurePR
9/18/12 9:03	John_Trader1	John T from @M2SYS is here but I'm like the burger chain today - In-N-Out #measurepr
9/18/12 9:04	shonali	HAHAH! RT @John_Trader1: John T from @M2SYS is here but I'm like the burger chain today - In-N-Out #measurePR
9/18/12 9:05	shonali	Me: I'm VP digital/mktg for @msl_dc, and a measurement fiend (hence this chat). Also dog lover & recent convert to #primal eating #measurePR
9/18/12 9:05	RobinMarie	Robin with Mpls Park Board and PT consultant. #measurepr
9/18/12 9:05	shonali	@RobinMarie Great to see you, welcome! #measurePR
9/18/12 9:05	shonali	Just a few housekeeping notes before we get started... #measurePR
9/18/12 9:06	shonali	1, don't forget to use the hashtag with your tweets, else they won't show up when we pull the transcript #measurePR
9/18/12 9:06	shonali	2, I will be addressing questions to @andrewgrill, but all are welcome to answer/add to the convo #measurePR
9/18/12 9:07	shonali	3, When prefacing your tweets, pls use "re" Q1" or "A1" (or similar) convention so it's easy to follow the conversation thread #measurePR
9/18/12 9:07	corecorina	A'hoy hoy... Corina here representing @Orderit :) #measurepr
9/18/12 9:07	shonali	4, We have a lot of questions to get through today, so if you have MORE questions for @andrewgrill, please DM to me. #measurePR
9/18/12 9:07	shonali	@corecorina Hey, there, great to see you! How's it going? #measurePR
9/18/12 9:08	Jess_AsPRing	Hi, I'm Jess! A PR intern and all around content devourer ready to get into measurement talk #measurePR
9/18/12 9:08	shonali	OK, I think that's it... ready? And off we go! First, @andrewgrill thanks so much for making the time to chat with us today! #measurePR
9/18/12 9:09	corecorina	@shonali really well - I was tipped off to your chat in #smmeasure and eager to experience for myself :) #measurepr
9/18/12 9:09	AndrewGrill	pleasure to be here, live from London #measurePR http://t.co/yHwKS5F5
9/18/12 9:09	shonali	@corecorina Nice! I have to thank @40deuce for supporting the chat & think #smmeasure is terrific too! #measurePR
9/18/12 9:10	amy2431	RT @Kred: Kred CEO @andrewgrill is the guest right now on #MeasurePR chat. Post with hashtag #MeasurePR to join in.
9/18/12 9:10	shonali	Now if only we could add audio. :p RT @AndrewGrill: pleasure to be here, live from London http://t.co/Y9kIMHr0 #measurePR
9/18/12 9:10	shonali	OK, Q1 coming up... #measurePR
9/18/12 9:10	shonali	Q1: @andrewgrill: How did you conceive of @kred? #measurePR
9/18/12 9:11	AndrewGrill	A1: The long story on how we developed Kred - "the makers of Kred" is at http://t.co/IHWtGCIS #measurePR
9/18/12 9:11	AndrewGrill	A1: The short answer is that we have been measuring influence for some

time #measurePR

9/18/12 9:11 AndrewGrill A1: our parent @peoplebrowsr has had access to the Twitter firehose since 2008 #measurePR

9/18/12 9:11 AndrewGrill A1: so we have 100 Billion tweets collected since 2008 & this helps drive real-time aspect of @kred #measurePR

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9/18/12 9:12 shonali RT @AndrewGrill: A1: so we have 100 Billion tweets collected since 2008 & this helps drive real-time aspect of @kred #measurePR

9/18/12 9:12 shonali A1: Recently we released @kred story a very rich view of your influence with analytics behind every panel #measurePR

9/18/12 9:13 AndrewGrill RT @AndrewGrill: A1: so we have 100 Billion tweets collected since 2008 & this helps drive real-time aspect of @kred #measurePR

9/18/12 9:13 jenzings StevenWoodgate #MeasurePR - Follow @AndrewGrill of @Kred for some social media measuring guidance.

9/18/12 9:13 John_Trader RT @StevenWoodgate: Follow @AndrewGrill of @Kred for some social media measuring guidance. #measurepr

9/18/12 9:14 1

9/18/12 9:14 shonali @AndrewGrill And that leads perfectly into Q2... (re: Q!) #measurePR

9/18/12 9:14 JulesZunichP Sneaking into #measurePR w/ @shonali & @andrewgrill of @kred.

9/18/12 9:14 R This should be fun and informative.

9/18/12 9:14 shonali Q2: @andrewgrill Tell us about the genesis of @kred story, please? #measurePR

9/18/12 9:15 AndrewGrill A2: @kred story is best explained during a recent interview with @NickWestergaard at <http://t.co/F8XHD0Ds> #measurePR

9/18/12 9:15 shonali @JulesZunichPR Great to see you, and @stevenwoodgate thanks for the shoutout to @andrewgrill! #measurePR

9/18/12 9:15 AndrewGrill A2: with @kred story we provide a visually rich interface to see what content of yours or your brand resonates online #measurePR

9/18/12 9:15 AndrewGrill A2: The best way is see @kred story for yourself is at <http://t.co/ZbRpyvtc> #measurePR

9/18/12 9:15 shonali RT @AndrewGrill: A2: @kred story is best explained during a recent interview with @NickWestergaard at <http://t.co/nwIHQbS5> #measurePR

9/18/12 9:16 shonali MT @AndrewGrill: A2: w/ @kred story we provide a visually rich interface to see what content of yours/your brand resonates online #measurePR

9/18/12 9:16 John_Trader RT @AndrewGrill: A2: w/@kred story we provide visually rich interface to see what content of yours or your brand resonates online #measurepr

9/18/12 9:16 1 RT @AndrewGrill: A2: The best way is see @kred story for yourself is at <http://t.co/ZbRpyvtc> #measurePR

9/18/12 9:17 ckburgess RT @AndrewGrill: A2: The best way is see @kred story for yourself is at <http://t.co/ohafmiYG> #measurePR

9/18/12 9:17 shonali

9/18/12 9:18 shonali Q3: @andrewgrill, what makes @kred different from other social media measurement platforms? #measurePR

9/18/12 9:20 AndrewGrill A3: In a tweet @kred is different as it is real-time/has a dual-score/ is community focused/with complete transparency #measurePR

9/18/12 9:20 AndrewGrill A3: @kred goes "beyond the score" to provide real insights into where and why you have online influence #measurePR

9/18/12 9:21 shonali MT @AndrewGrill: A3: In a tweet @kred is diff it's real-time/has a dual-score/ is community focused/w complete transparency #measurePR

9/18/12 9:21 AndrewGrill A3: We were the first (& still the only) platform to publish how we score <http://t.co/8oggeZeL> + show score updates in real time #measurePR

9/18/12 9:21 jenzings RT @AndrewGrill: A3: We were the first (& still the only) platform to publish how we score <http://t.co/8oggeZeL> + show score updates ...

9/18/12 9:22 shonali MT @AndrewGrill: A3: Were 1st (& still only) platform to publish how we score <http://t.co/PD5xnJlh> show score updates in realtime #measurePR

9/18/12 9:23 Jess_AsPRing RT @andrewgrill: A3: @Kred goes "beyond the score" to provide real insights into where and why you have online influence #measurePR

9/18/12 9:24 shonali MT @Jess_AsPRing: @andrewgrill: A3: @Kred goes "beyond the score" to give real insights into where/why you have online influence #measurePR

9/18/12 9:25 loudoun RT @AndrewGrill: A3: @kred goes "beyond the score" to provide real insights into where and why you have online influence #measurePR

9/18/12 9:26 AndrewGrill A3: also impossible for you to become influential in "cheese" or "prison" on @kred - we don't have these communities #measurepr

9/18/12 9:28 shonali @AndrewGrill Heh! Reminds me of my bacon experience. ;) cc erinmfeldman @hackmanj @extremelyavg @mattlacasse #measurePR

9/18/12 9:28 shonali Q4: @andrewgrill, In your opinion, how does @kred stack up against @klout? @traackr? #measurePR

9/18/12 9:28 JulesZunichP Well, darn, that leaves me out! "...impossible for you to become influential in "cheese" or "prison" on @kred" via @AndrewGrill #measurePR

9/18/12 9:28 R @AndrewGrill re A3--Cheese and prison communities...are weird. Love real insight. #MeasurePR

9/18/12 9:28 jenzings Thanks! Enjoying it @shonali @StevenWoodgate @AndrewGrill #measurePR

9/18/12 9:28 R

9/18/12 9:28 AndrewGrill A4: #transparency is key & we are leading here. Our real-time aspect sets us apart as does our dual influence/outreach score #measurePR

9/18/12 9:28 AndrewGrill A4: also we were the first to show offline influence – called @kred moments #measurePR

9/18/12 9:28 AndrewGrill A4: @kred also shows full analytics and is more of a tool than a game #measurePR

9/18/12 9:29 AndrewGrill I would really like a pancake breakfast to go with my #MeasurePR chat...le sigh

9/18/12 9:29 Jess_AsPRing LOL! MT @JulesZunichPR: Well, darn, that leaves me out! "imposs to be influential in "cheese"/"prison" on @kred" via @AndrewGrill #measurePR

9/18/12 9:29 shonali A4: and back to the cheese example, our focus on communities not topics means less screwy influence results. #measurepr

9/18/12 9:29 AndrewGrill RT @andrewgrill: A4: and back to the cheese example, our focus on communities not topics means less screwy influence results. #measurepr

9/18/12 9:30 Jess_AsPRing Great conversation going on at #measurePR with CEO of @Kred

9/18/12 9:31 cision @AndrewGrill. Take a peek by following hashtag! @Jess_AsPRing careful - that last pancake tweet might show you as influential in pancakes on other platforms ;-) #MeasurePR

9/18/12 9:32 AndrewGrill HAHHAH! RT @MattLaCasse: @AndrewGrill @hackmanj @extremelyavg If being influential in bacon is wrong, I don't want to be right. :) #measurePR

9/18/12 9:32 shonali RT @cision: Great conversation going on at #measurePR with CEO of @Kred

9/18/12 9:32 AndrewGrill @AndrewGrill. Take a peek by following hashtag!

9/18/12 9:32 shonali Thanks!! RT @cision: Great conversation going on at #measurePR with CEO of @Kred @AndrewGrill. Take a peek by following hashtag!

9/18/12 9:32 shonali Man. Just say "bacon" and the world gets going. ;p #measurePR @andrewgrill I've already gotten +1 in the syrup and butter categories LOL #MeasurePR

9/18/12 9:33 Jess_AsPRing RT @Jess_AsPRing: Hi, I'm Jess! A PR intern and all around content devourer ready to get into measurement talk #measurePR

9/18/12 9:33 jazmyn726 @shonali Well, yes. It *is* bacon after all! #MeasurePR

9/18/12 9:33 jenzings Now we know the keyword to start global communication :) RT @shonali: Man. Just say "bacon" and the world gets going. ;p #measurePR

9/18/12 9:34 Jess_AsPRing @Jess_AsPRing #MeasurePR that's just wrong - brands don't trust these measures if they are just so crazy like that #measurepr

9/18/12 9:34 AndrewGrill Yes it's all about the "community" and not really "topics" here @loudoun - 'cept bacon. #measurepr

9/18/12 9:34 loudoun @andrewgrill Oh, I agree how can we properly measure anyone's influence when they are "experts" in 7 different categories? #MeasurePR

9/18/12 9:35 Jess_AsPRing RT @AndrewGrill: A3: also impossible for you to become influential in "cheese" or "prison" on @kred - we don't have these communities #m ...

9/18/12 9:35 jackraynard @Jess_AsPRing Seriously! Even #google jumped on the bandwagon with its bacon number, LOL! #measurePR

9/18/12 9:35 shonali @loudoun The last time I looked, human beings form communities and not "topics". We value communities of any size on @kred #measurepr

9/18/12 9:35 AndrewGrill @jenzings Speaking of, what's your bacon number? ;) #measurePR

9/18/12 9:36 shonali MT @AndrewGrill: Last time I looked, human beings form communities and not "topics". We value communities of any size on @kred #measurePR

9/18/12 9:36 shonali @Jess_AsPRing on @kred, your score changes in each community where you have influence #MeasurePR

9/18/12 9:36 AndrewGrill @shonali No kidding...talk about influence, right? BACON has it--the power to transform the ordinary. #measurePR

9/18/12 9:37 jenzings RT @andrewgrill: @Jess_AsPRing on @Kred, your score changes in each community where you have influence #MeasurePR

9/18/12 9:37 Jess_AsPRing RT @AndrewGrill: @loudoun The last time I looked, human beings form communities and not "topics". We value communities of any size on @k ...

9/18/12 9:37 jenzings Q5: @andrewgrill, what about a @kred comparison to @traackr? (Discl: @pierreloic & team are friends of mine) #measurePR

9/18/12 9:37 shonali Man I'm hungry RT @jenzings: @shonali No kidding...talk about influence right? BACON has it--the power to transform the ordinary. #measurePR

9/18/12 9:38 Jess_AsPRing @Jess_AsPRing We need to move away from single influencer score myopia see my post on this <http://t.co/seXPdd6v> #MeasurePR

9/18/12 9:38 AndrewGrill A5: my answers for Q4 apply here also - no-one else is doing the same stuff we're doing. #measurePR

9/18/12 9:39 AndrewGrill MT @AndrewGrill: We need to move away from single influencer score myopia see my post on this <http://t.co/vDuWAcKg> #measurePR

9/18/12 9:39 shonali RT @shonali: MT @AndrewGrill: We need to move away from single influencer score myopia see my post on this <http://t.co/vDuWAcKg> #measurePR

9/18/12 9:40 RichBecker RT @AndrewGrill: A5: my answers for Q4 apply here also - no-one else is doing the same stuff we're doing. #measurePR

9/18/12 9:40 shonali

9/18/12 9:40 AndrewGrill A5: also @kred gives a very rich visual story of influence with analytics baked in behind every panel #measurePR

9/18/12 9:41 Jess_AsPRing Agreed. MT @andrewgrill We need to move away from single influencer score myopia see my post on this <http://t.co/6vU3nb14> #MeasurePR

9/18/12 9:41 shonali RT @AndrewGrill: A5: also @kred gives a very rich visual story of influence with analytics baked in behind every panel #measurePR

9/18/12 9:42 shonali Q6: @andrewgrill Can you give an example(s) of where @kred rewards was a #socialmedia measurement success story for a brand? #measurePR

9/18/12 9:43 AndrewGrill A5: when you check out @kred you can enter any one of 120 million @ names or any # tag - click the panels for the analytics #measurePR

9/18/12 9:43 AndrewGrill A6: Brands using @kred get access to all the public data, & unlike other platforms, we are not a "black box" #measurePR

9/18/12 9:43 AndrewGrill A6: As such @kred provides brands/agencies with a complete suite of reports as well as an end-end fulfilment campaign #measurePR

9/18/12 9:44 AndrewGrill A6: multiple @kred rewards campaigns live right now, we can report back @ next #measurePR @kred chat

9/18/12 9:44 AndrewGrill A6: Feedback on @kred rewards very positive because agencies/brands get more data than comparable programs = better ROI #measurePR

9/18/12 9:46 AndrewGrill @loudmouthman that's correct - we only show public data. People like yourself who have elected not to participate are not shown #measurepr

9/18/12 9:47 fulcrummktg loudoun: Yes it's all about the "community" and not really "topics" here @loudoun - 'cept bacon. #measurepr <http://t.co/cZ2GoMng>

9/18/12 9:47 shonali MT @andrewgrill: @loudmouthman correct, we only show public data. People who have elected not to participate are not shown #measurepr

9/18/12 9:47 shonali Q7: @andrewgrill, where do you think #socialmedia measurement is headed? #measurePR

9/18/12 9:48 AndrewGrill A7: big data is where it's at. We're about giving big data to little brother with @kred #measurePR

9/18/12 9:48 Jess_AsPRing Will it help or hurt my job search? RT @shonali: Q7: @AndrewGrill, where do you think #socialmedia measurement is headed? #measurePR

9/18/12 9:49 AndrewGrill A7: social CRM is also a sweet spot - we've just launched @kred for CRM see <http://t.co/J5ScfDVM> #measurepr

9/18/12 9:49 shonali RT @AndrewGrill: A7: big data is where it's at. We're about giving big data to little brother with @kred #measurePR

9/18/12 9:49 MarshaCollie @UBtalkin Gotta upload a @kred moment next week. Speaking at a conference & Obama is too! @andrewgrill #measurePR

9/18/12 9:50 MattLaCasse RT @shonali: RT @AndrewGrill: A7: big data is where it's at. We're about giving big data to little brother with @kred #measurePR

9/18/12 9:50 AndrewGrill @Jess_AsPRing #socialmedia #measurePR see my post <http://t.co/seXPdd6v> on recruitment. Candidates can be better prepared using @kred

9/18/12 9:51 AndrewGrill @UBtalkin #measurePR the wireframes are looking amazing

9/18/12 9:51 Jess_AsPRing Awesome thx MT @andrewgrill #socmed #measurePR see my post <http://t.co/6vU3nb14> on recruitment. Candidates can be better prepared using...

9/18/12 9:52 shonali RT @AndrewGrill: see my post <http://t.co/vDuWackg> on recruitment. Candidates can be better prepared using @kred (rel A7) #measurePR

9/18/12 9:52 shonali Q8 (last question!): @andrewgrill, what are some resources you'd

recommend for learning more about #socialmedia measurement?
#measurePR

9/18/12 9:55 jenzings Re: Q8--yes please, resources! #MeasurePR

9/18/12 9:56 AndrewGrill A8: lots of great resources - start with the @kred blog <http://t.co/PflsubzZ> and also my personal blog <http://t.co/Leth591h> #measurepr
MT @AndrewGrill: A8: lots of great resources, start with @kred blog <http://t.co/mgeA4gtF> & my personal blog <http://t.co/QEbXBwyv> #measurePR

9/18/12 9:57 shonali We're out of time this week, but MANY thanks to all who joined & especially to @andrewgrill of @kred for a great chat! #measurePR

9/18/12 10:00 shonali I hope you enjoyed today's chat, & if so, how about putting #measurePR on your calendar? Bi-weekly, Tues, 12-1 ET. :)

9/18/12 10:02 shonali Great Chat! MT @shonali: We're out of time this week, MANY thanks to all who joined & @AndrewGrill of @Kred for a great chat! #measurePR

9/18/12 10:02 Jess_AsPRing RT @shonali: I hope you enjoyed today's chat, & if so, how about putting #measurePR on your calendar? Bi-weekly, Tues, 12-1 ET. :)

9/18/12 10:02 cision RT @shonali: I hope you enjoyed today's chat, & if so, how about putting #measurePR on your calendar? Bi-weekly, Tues, 12-1 ET. :)

9/18/12 10:02 SandraSays The next chat will be on Tues., Oct. 2, and @jenzings will be moderating it. So mark your calendar & save the date! #measurePR

9/18/12 10:02 shonali RT @shonali: I hope you enjoyed today's chat, & if so, how about putting #measurePR on your calendar? Bi-weekly, Tues, 12-1 ET. :)

9/18/12 10:02 Jess_AsPRing RT @shonali: The next chat will be on Tues., Oct. 2, and @jenzings will be moderating it. So mark your calendar & save the date! #me ...

9/18/12 10:03 jenzings I have to run now, but will check in later. Thanks again for joining the chat today! #measurePR

9/18/12 10:03 shonali I LOVE a good chat, thanks to @shonali for #MeasurePR chat today, can't wait for the next one!

9/18/12 10:03 Jess_AsPRing RT @shonali: The next chat will be on Tues., Oct. 2, and @jenzings will be moderating it. So mark your calendar & save the date! #me ...

9/18/12 10:05 SandraSays RT @shonali: I hope you enjoyed today's chat, & if so, how about putting #measurePR on your calendar? Bi-weekly, Tues, 12-1 ET. :)

9/18/12 10:06 JulesZunichP R RT @PRNews: Social Media Measurement Conference Oct. 2 in NYC -- Register Today && <http://t.co/KGAqE5H5> #measurepr

9/18/12 10:35 Aujefferies RT @aujefferies: RT @PRNews: Social Media Measurement Conference Oct. 2 in NYC -- Register Today && <http://t.co/kf0fRbNc> #measurepr

9/18/12 11:39 donbart RT @PRNews: Get essential #measurepr strategies & tactics at Social Media Measure Conf. Oct. 2 in NYC <http://t.co/OfiWHrtt>

9/18/12 15:04 LinkWorxSeo RT @AndrewGrill: A8: lots of great resources - start with the @kred blog <http://t.co/PflsubzZ> and also my personal blog <http://t.co/Leth> ...

9/18/12 16:57 willy26 RT @AndrewGrill: A1: our parent @peoplebrowsr has had access to the Twitter firehose since 2008 #measurePR

9/18/12 18:10 PeopleBrowsr 10 mins to today's #measurePR (12-1 pm ET). @AndrewGrill of @kred will be joining us to talk about #socialmedia measurement, join us?

9/18/12 20:50 shonali #measurePR Aug. 21, '12: How Much #kred Does #klout Have? <http://t.co/g5sZSpbq> via @shonali

9/18/12 21:38 danielnewmanUV The queen of measure @KDPaine to speak at Social Media Measure Conf. Oct. 2 in NYC -- Register Today! <http://t.co/X3Q33iU8> #measurepr

9/19/12 6:43 PRNews

9/19/12 7:55 shonali

@corecorina It was! Not next week, Oct. 2 is the next chat (we go bi-weekly on Tuesdays, 12-1 pm ET for #measurePR)