

Username	Tweet
deannaboss (Deanna Boss)	deannaboss: Where do I start???? RT @jenzings: Today's #MeasurePR chat is going to be a community chat--what's on your (measurement) minds?
LisaPetrilli (Lisa Petrilli)	LisaPetrilli: Reminders: #prsaicon, #hungertohope & #measurepr ... Today! via @shonali
jenzings (Jen Zingsheim)	jenzings: @deannaboss Go for it! Let me know. I've pulled together a few questions, but would love to know! #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @deannaboss It's a snarky/tongue-firmly-in-cheek piece, but my mind went right to the measurement! #MeasurePR
jenzings (Jen Zingsheim)	jenzings: So, it's noon Eastern--time for the #MeasurePR chat...who's here?
TDefren (Todd Defren)	TDefren: @jenzings Anyone else wonder when this will *finally* get figured out? ;) #MeasurePR
jenzings (Jen Zingsheim)	jenzings: I'll wait a few more minutes to see if anyone joins the chat... #MeasurePR
deannaboss (Deanna Boss)	deannaboss: I'm here! I'm here! Just finishing another project so I can "enjoy" #measurepr. Deanna Boss, Maccabee Public Relations. Minneapolis, MN.
prmaven17 (Dawn Kelly)	prmaven17: @jenzings I am here & interested in learning from #measurepr gurus
jenzings (Jen Zingsheim)	jenzings: @prmaven17 Welcome! #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @deannaboss Always great to "see" you here! #MeasurePR
GreenLA2DC (Erin Greenfield)	GreenLA2DC: I'm here too! I work in communications for the University of California system #measurepr
jenzings (Jen Zingsheim)	jenzings: Looks like a small group today, but we'll have a nice chat! #MeasurePR

jenzings (Jen Zingsheim)	jenzings: A few reminders to help the flow #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: Next, please use A1/Q1 to better track the conversation... #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: Q1 - the year is winding down--what are the most interesting measurement topics you've seen this year? #MeasurePR
cloudspark (jr schmitt)	cloudspark: @jenzings i'm just glad ave's have finally died. really died. #measurepr
jenzings (Jen Zingsheim)	jenzings: Do you really think so? I still see requests... RT @cloudspark: @jenzings i'm just glad ave's have finally died. really died. #measurepr
RobinMarie (Robin Smothers)	RobinMarie: Late to the #measurepr party
prmaven17 (Dawn Kelly)	prmaven17: @jenzings I am listening to @shonali. She promoted the Twitter chat #measurepr I want 2 know how b-to-b co's measure engagement
jenzings (Jen Zingsheim)	jenzings: @cloudspark depressing, consistent requests...usually for legacy reasons (i.e., "it's what X person has come to expect", etc.) #MeasurePR
jenzings (Jen Zingsheim)	jenzings: RT @prmaven17: @jenzings I am listening to @shonali. She promoted Twitter chat I want 2 know how b-to-b co's measure engagement #MeasurePR
deannaboss (Deanna Boss)	deannaboss: @cloudspark @jenzings they haven't! even msmt savvy tools like @CriticalMention & @BurrellesLuce still include "publicity values" #measurepr
GreenLA2DC (Erin Greenfield)	GreenLA2DC: @jenzings A1: I'm curious to see which Pinterest analytics tool wins out. Any favorites out there? #measurepr

RobinMarie (Robin Smothers)	RobinMarie: Q1: I still get requests for AVEs. But less than in previous years. #measurepr
jenzings (Jen Zingsheim)	jenzings: GREAT Q- RT @GreenLA2DC: @jenzings A1: I'm curious to see which Pinterest analytics tool wins out. Any favorites out there? #measurepr
deannaboss (Deanna Boss)	deannaboss: yes and I'm finding people more open to alt metrics RT @RobinMarie: Q1: I still get requests for AVEs. But less than prev years. #measurepr
jenzings (Jen Zingsheim)	jenzings: A1 - on B to B - engagement measurement - my .02 is it depends on the business #MeasurePR
deannaboss (Deanna Boss)	deannaboss: RT @jenzings: GREAT Q- RT @GreenLA2DC: @jenzings A1: I'm curious to see which Pinterest analytics tool wins out. #measurepr
jenzings (Jen Zingsheim)	jenzings: A1 cont: set goals first - what do you see as engagement w/business--more inquiries? FB interaction? then measure #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Love the question about Pinterest measurement - what do folks think? Is this a component of your campaigns yet? #MeasurePR
jenzings (Jen Zingsheim)	jenzings: Pinclout? PinReach? I haven't had to use these (yet), so anyone with experience care to add? #MeasurePR
jenzings (Jen Zingsheim)	jenzings: @GreenLA2DC Which Pintrest tools have you used? thoughts on quality of measurement? #MeasurePR
GreenLA2DC (Erin Greenfield)	GreenLA2DC: @jenzings I haven't used any yet. Still thinking about Pinterest as a good tactic in our strategy. #measurepr
jenzings (Jen Zingsheim)	jenzings: A1 - I'm interested in the intersection of influence and tools - influence on Twitter vs. FB vs Pinterest, etc. #MeasurePR
jenzings (Jen Zingsheim)	jenzings: A1, cont. - I think next year we'll see more breakout by tool--someone can be influential on FB but not Pinterest, etc. #MeasurePR
GreenLA2DC (Erin Greenfield)	GreenLA2DC: @jenzings But should I be thinking of what it measures to see if we should be using it in the place? What comes first? #measurepr

- jenzings (Jen Zingsheim) jenzings: A1...con't: and an influence tool will need to break out not only who is influential, but WHERE. #MeasurePR
- jenzings (Jen Zingsheim) jenzings: @GreenLA2DC re: what comes 1st--always look at objectives first. Figure out KPIs, then find the tool #MeasurePR
- jenzings (Jen Zingsheim) jenzings: @GreenLA2DC that is a great question BTW, and should always be asked before sinking time into a project #MeasurePR
- jenzings (Jen Zingsheim) jenzings: I'm kind of digging the free flow here...anyone else have input on Pinterest measurement? #MeasurePR
- jenzings (Jen Zingsheim) jenzings: Q2 - What's the maximum number of components/moving parts you've ever had to measure? FB, Twitter, QR codes, Pinterest, etc.? #MeasurePR
- caconroy1 (Cate Conroy) caconroy1: RT @jenzings: RT @jenzings: Love the question about Pinterest measurement - what do folks think? Is this a component of your campaigns yet? #MeasurePR
- jenzings (Jen Zingsheim) jenzings: Pinterest seems to be the breakout new tool in the box this year, accurate measurement tools for it are a must #MeasurePR
- jenzings (Jen Zingsheim) jenzings: @deannaboss @RobinMarie Good to know the numbers are coming down on AVE requests. I won't be happy until=0 :-) #MeasurePR
- jenzings (Jen Zingsheim) jenzings: @deannaboss @RobinMarie What are the alt metrics clients are most open to? #MeasurePR
- jenzings (Jen Zingsheim) jenzings: Chat is winding down...any additional thoughts or questions? #MeasurePR
- deannaboss (Deanna Boss) deannaboss: @jenzings @RobinMarie engagement is starting to take off. big victory too is switch from "impressions" to OTS. yeah! #measurepr
- jenzings (Jen Zingsheim) jenzings: The chat transcript and summary will be posted soon on Waxing Unlyrical... #MeasurePR
- jenzings (Jen Zingsheim) jenzings: @deannaboss @RobinMarie that is great news (re: engagement) - shows real progress in measurement. #MeasurePR

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- GreenLA2DC (Erin Greenfield) GreenLA2DC: thanks for the chat @jenzings! #measurepr
- deannaboss (Deanna Boss) deannaboss: @jenzings and while AVEs are the zombies of #measurepr I can say multipliers are officially dead.
- jenzings (Jen Zingsheim) jenzings: @GreenLA2DC Thank you so much for joining--great questions on Pinterest. Will become more of an issue I think! #MeasurePR
- deannaboss (Deanna Boss) deannaboss: Yes, thank you! RT @GreenLA2DC: thanks for the chat @jenzings! #measurepr
- jenzings (Jen Zingsheim) jenzings: Bwhahaha!!! So true... RT @deannaboss: @jenzings and while AVEs are the zombies of #measurepr I can say multipliers are officially dead.
- deannaboss (Deanna Boss) deannaboss: And Happy Boss' Day today. Always a special day for me & my family . :-) #measurepr
- jenzings (Jen Zingsheim) jenzings: @deannaboss Thank you as always for joining! #MeasurePR