

Time(PST)	Username	Update
1/8/13 9:00	shonali	Folks, welcome to the first #measurePR chat of 2013... and happy new year! Did 2012 end/2013 start on a good note for you?
1/8/13 9:01	SuzieLin	I'm here and looking forward to the chat! #measurepr
1/8/13 9:01	shonali	It's been a while since we had the chat, so thank you for your patience with it/me. Huge propz to @jenzings for guest-hosting. #measurePR
1/8/13 9:01	RobinMarie	I'm here, but also prepping for a noon meeting. #measurePR #multitasking
1/8/13 9:01	shonali	@SuzieLin Great to see you after a while (on Twitter)! #measurePR
1/8/13 9:01	shonali	@RobinMarie That's the beauty of Twitter. ;) Thanks for joining! #measurePR
1/8/13 9:02	shonali	As we get ready for the chat, do tell us who you are, what you do, where you're based, etc. #measurePR
1/8/13 9:02	shonali	@kdpaine LOL. True. :) #measurePR
1/8/13 9:03	shonali	I'll start: I'm a social #PR strategist & business owner (#wgbiz holla!) & measurement geek, hence this chat, in the DC area. #measurePR
1/8/13 9:03	SuzieLin	@shonali Great to see you on here too. I know I've been neglecting Twitter #measurepr
1/8/13 9:04	shonali	@SuzieLin Oh, me too! #measurePR
1/8/13 9:05	shonali	Today's guest is @kdpaine, the undisputed queen of measurement, and who was also the guest on the first chat. Welcome, Katie! #measurePR
1/8/13 9:05	cduren23	Hi, I'm a PR professional from Raleigh, NC. Recently with Cisco, now looking for work or new op. Thanks for this op. #measurepr
1/8/13 9:05	shonali	Just a few housekeeping notes before we get started... #measurePR
1/8/13 9:06	SuzieLin	Hi all, I'm a PR girl in agency life who loves social media and can't learn enough. Currently in Arizona... #measurepr
1/8/13 9:06	shonali	@cduren23 Welcome to the chat and good luck in your search! #measurePR
1/8/13 9:06	shonali	Ok, rules of thumb: 1, don't forget to use the hashtag with your tweets, else they won't show up when we pull the transcript #measurePR
1/8/13 9:07	kdpaine	@shonali #measurepr, metrics geek, CMO of http://t.co/ELPCulni Chair of http://t.co/2O8ypn7u , been measuring&anzlyzing comms since 1987
1/8/13 9:07	shonali	@SuzieLin We need to get you back to DC, but I'm so glad you're happy in AZ! #measurePR
1/8/13 9:07	shonali	2, I will be addressing questions to @kdpaine, but all are welcome to answer/add to the convo #measurePR
1/8/13 9:07	kdpaine	@shonali thank you, honored to be here! #measurepr. fire away with those questions.
1/8/13 9:08	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

1/8/13 9:08 mr_prolixic @shonali Also listening in... #measurepr

1/8/13 9:08 katwife @kdpaine #measurepr so where does a public relations person begin to calculate reach in placements?

1/8/13 9:08 SuzieLin @shonali I miss being in N. VA/DC! Tried so hard to stay there! Hoping to visit this summer! #measurepr

1/8/13 9:08 shonali 4, We have a lot of questions to get through today, so if you have MORE questions for @kdpaine, please DM to me. #measurePR

1/8/13 9:08 shonali OK, I think that's it... ready? And off we go! Q1 coming up... #measurePR

1/8/13 9:08 SuzieLin RT @shonali: 4, We have a lot of questions to get through today, so if you have MORE questions for @kdpaine, please DM to me. #measurepr

1/8/13 9:09 shonali Q1. What were some of the measurement highlights of 2012 for you @kdpaine (and all)? #measurePR

1/8/13 9:10 nshafer2 RT @shonali: OK, I think that's it... ready? And off we go! Q1 coming up... #measurePR

1/8/13 9:11 shonali @mr_prolixic Welcome! #measurePR

1/8/13 9:12 kdpaine @katwife #measurepr very difficult these days.Hard to know what % of your audience is seeing anything standard def : <http://t.co/TVq4cLX7>

1/8/13 9:13 SoNewBird @shonali My name is Sophie Birdwell, I'm a senior graduating in May with a PR degree and I live in OKC. #measurePR

1/8/13 9:13 EAHarter @shonali @kdpaine A1. @Cincim revamped its #measurePR strategy and found that our awareness was much better than anyone imagined in 2012!

1/8/13 9:13 EAHarter A1. Leave it to me to spell my old company's name wrong. Should have been @Cincom #measurePR

1/8/13 9:13 kdpaine re q1 #measurepr; The effort we made on setting standards, both at <http://t.co/dDmZc6ze> and IPR was definitely the best part of 2012....

1/8/13 9:14 shonali @SoNewBird Oh, you and I met at #prsalC last year, didn't we? Nice to see you again! #measurePR

1/8/13 9:15 shonali MT @kdpaine: re q1 The effort we made on setting standards, at <http://t.co/4zhzH1We> and IPR was definitely the best part of 2012. #measurePR

1/8/13 9:16 shonali @EAHarter Nice to see you (and @cincom) :) welcome! #measurePR

1/8/13 9:16 kdpaine re: q1: #measurepr. also. watching <http://t.co/YarnHPwD> see results from PR campaign & tweak pages to increase conversions in real time.

1/8/13 9:18 shonali For me the highlight of 2012 was that the standards that @kdpaine mentioned started to get more traction/attention. #measurePR

1/8/13 9:19 kdpaine re:q1, #measurepr here's a link to the Do Something study. Publishing Measuring the Networked Non Profit w/ @kanter is right up there...

1/8/13 9:19 shonali Q2. What about measurement low point(s) of 2012, @kdpaine? #measurePR

1/8/13 9:19 katwife @kdpaine im on my New #kindlefirehd and auto correct was driving me crazy. Now, other than algorithms what choice? #measurepr

1/8/13 9:19 deannaboss For sure! MT @shonali: For me the highlight of 2012 was the standards @kdpaine mentioned started to get more traction/attention. #measurePR

1/8/13 9:20 kdpaine @shonali #measurepr re: q2: all the countless times people still ask me for AVE or worse, the AVE for social media. arrgh!

1/8/13 9:20 kdpaine RT @shonali: For me the highlight of 2012 was that the standards that @kdpaine mentioned started to get more traction/attention. #measurePR

1/8/13 9:21 cduren23 @shonali q1 How did it change the way you do business? @kdpaine q1 What's the expectation for change by practitioners as result? #measurePR

1/8/13 9:21 shonali RT @kdpaine: re: q2: all the countless times people still ask me for AVE or worse, the AVE for social media. arrgh! #measurePR

1/8/13 9:21 kdpaine @katwife why do impressions matter? don't you want conversions? #measurepr

1/8/13 9:22 shonali @cduren23 Is this a question for the chat? If yes, please clarify what "it" is and I'll add it to the queue. Thanks. cc @kdpaine #measurePR

1/8/13 9:22 LiaisonPR A1 Nailed coverage for a big merger in a niche industry. 34 features, 14 blog posts, 159 twitter mentions from influentials #measurepr

1/8/13 9:22 SuzieLin RT @shonali: For me the highlight of 2012 was that the standards that @kdpaine mentioned started to get more traction/attention. #measurepr

1/8/13 9:22 mr_prolixic @kdpaine @shonali Just curious: To what extent is the standards committee working w/ people on the tech-side w/r/t measurement? #measurepr

1/8/13 9:23 kdpaine #measurepr re:q1. standards make biz easier. don't have to battle over what everything means& you stop doing the stupid stuff right @shonali

1/8/13 9:24 shonali Q3. @kdpaine: What has been the biggest change in PR measurement over the last 5 years? #measurePR

1/8/13 9:24 SuzieLin A2 So many still see impressions/#press release posts for measurement. No way of seeing if any action or brand awareness happened #measurepr

1/8/13 9:24 SuzieLin RT @shonali: Q3. @kdpaine: What has been the biggest change in PR measurement over the last 5 years? #measurepr

1/8/13 9:25 shonali Yes! MT @kdpaine: re:q1. standards make biz easier. don't have to battle over what everything means & stop doing the stupid stuff #measurePR

1/8/13 9:25 kdpaine @mr_prolixic #measurepr re:q1. we are working w/ Media Ratings Council, WOMMA, DAA, SNCR and many

others. who else should we include?

1/8/13 9:26 JessColumbo @shonali Just arrived & excited about chat content. Thanks for your questions. #measurePR
RT @kdpaine: RT @ajeffrey1: Real Measurement Standards Are Being Set! <http://t.co/JfJ7VDHP>. Be sure to weigh-in! #measurepr #smmstandard ...

1/8/13 9:26 richardbagnall @JessColumbo Lovely to see you! #measurePR

1/8/13 9:26 shonali @mr_prolixic #measurepr , full list is in here <http://t.co/ZD7CskK5>

1/8/13 9:26 kdpaine @kdpaine #measurepr can u explain conversions? Yes i can get impressions from circulation info.

1/8/13 9:26 katwife @katwife #measurepr the point of making an "impression" to get someone to do something, change behavior or opinion? that's a conversion

1/8/13 9:28 kdpaine @SuzieLin Interesting to see folks measuring actions of little/no value e.g. user clicks bt hit barrier that prevented conversion #measurepr

1/8/13 9:28 JessColumbo RT @kdpaine: the point of making an "impression" to get someone to do something, change behavior or opinion? that's a conversion #measurePR

1/8/13 9:28 shonali @JessColumbo Yep, surprises me that it's still used for measuring without seeing if any "action" resulted from it #measurepr

1/8/13 9:29 SuzieLin RT @kdpaine: the point of making an "impression" to get someone to do something, change behavior or opinion? that's a conversion #measurePR

1/8/13 9:29 wickedjava re: q3, #measurepr. . Instead of hearing "we don't have that data" now we just ave to get it from whoever has it. Getting all PRs and measurement pros speaking the same language with agreed definitions crucial to #smmstandards Right? @kdpaine #measurepr

1/8/13 9:29 richardbagnall glad to be joining the #measurePR chat

1/8/13 9:30 wickedjava @wickedjava Great to see you AND @richarbagnall! #measurePR

1/8/13 9:30 shonali @SuzieLin @jesscolombo It's crazy how much it is STILL used, though...! #measurePR

1/8/13 9:31 shonali RT @suzielin: @JessColumbo Yep, surprises me that it's still used for measuring without seeing if any "action" resulted from it #measurepr

1/8/13 9:31 kdpaine RT @shonali: RT @kdpaine: the point of making an "impression" to get someone to do something, change behavior or opinion? that's a conve ...

1/8/13 9:31 mayraruiz @shonali Glad to be seen. :) #measurePR

1/8/13 9:31 wickedjava @kdpaine Love the typo! We'd better not AVE to get it - they're not valid! ;-)... #measurepr

1/8/13 9:31 richardbagnall RT @kdpaine: re: q3, Instead of hearing "we don't have that data" now we just ave to get it from whoever has it. #measurePR

1/8/13 9:31 shonali

1/8/13 9:31 MollyBorchers @shonali @kdpaine A3 just catching up but I'd say less focus on traditional metrics (circ, reach). More focus on influence. #measurePR

1/8/13 9:32 shonali @mayraruiz Mayra!!!! How are you? #measurePR

1/8/13 9:32 kdpaine @richardbagnall @kdpaine #simmstandards #measurepr yes. if we all spoke the same measurement language, life would be easy.

1/8/13 9:33 wickedjava @kdpaine @richardbagnall Has someone created an online lexicon for this? Something we can all refer to? #measurepr

1/8/13 9:33 JessColumbo @kdpaine @SuzieLin Think next phase is understanding "actions" of most value to your org; prioritizing when we identify KPIs. #measurepr

1/8/13 9:33 katwife RT @kdpaine: @katwife #measurepr the point of making an "impression" to get someone to do something, change behavior or opinion? that's ...

1/8/13 9:34 shonali Q4. @kdpaine You & @kanter recently published Measuring the Networked Nonprofit <http://t.co/GFnKPUow>, how was writing together? #measurepr

1/8/13 9:34 JessColumbo @MollyBorchers @shonali @kdpaine Glad you opened up can of "influence" worms! Hope we chat more abt measuring level and value of. #measurePR

1/8/13 9:34 mayraruiz @shonali Darling!! I'm loving #measurePR oonvo today missy!!

1/8/13 9:34 shonali @wickedjava Yes, @kdpaine shared the link earlier in the chat & it will be in the transcript/recap too. #measurePR

1/8/13 9:35 shonali @richardbagnall We need to get you back on the chat as well. Wanna schedule a date? #measurePR

1/8/13 9:35 shonali @mayraruiz I'm loving that YOU are here, missy! When are we going to catch up IRL? #measurePR

1/8/13 9:35 wickedjava @shonali @kdpaine Most excellent. Thank you. #measurePR

1/8/13 9:36 traackr RT @shonali: For me the highlight of 2012 was that the standards that @kdpaine mentioned started to get more traction/attention. #measurePR

1/8/13 9:36 richardbagnall @wickedjava Yes, we have a definitions lexicon on AMEC's site here <http://t.co/LfTWfILg> #measurepr

1/8/13 9:36 richardbagnall @shonali Would love to, thank you. (blush). #measurepr

1/8/13 9:36 kdpaine Q4. #measurepr #mnp. working w/ @kanter is a blast. She's a dog person, I'm a cat person, but we agree on metrics & I learned a ton....

1/8/13 9:37 SusanLider RT @shonali: Q3. @kdpaine: What has been the biggest change in PR measurement over the last 5 years? #measurePR

1/8/13 9:37 wickedjava Thank you RT @richardbagnall @wickedjava Yes, we have a definitions lexicon on AMEC's site here <http://t.co/mLSKgGZk> ... #measurepr

1/8/13 9:37 kdpaine @mollyborchers I agree A3, #measurepr, social is driving the measurement train these days. Traditional is an afterthought.

1/8/13 9:38 margotsavell RT @shonali: For me the highlight of 2012 was that the standards that @kdpaine mentioned started to get more traction/attention. #measurePR

1/8/13 9:38 shonali LOL MT @kdpaine: Q4 working w/ @kanter is a blast. She's a dog person, I'm a cat person, but we agree on metrics. I learned a ton #measurePR

1/8/13 9:38 margotsavell Hear here! RT @kdpaine: @katwife why do impressions matter? don't you want conversions? #measurepr

1/8/13 9:38 kdpaine @wickedjava #measurepr #smmstandards it's here and at <http://t.co/kazYQH2y>

1/8/13 9:39 margotsavell RT @richardbagnall: @wickedjava Yes, we have a definitions lexicon on AMEC's site here <http://t.co/VIPdfTbT> #measurepr

1/8/13 9:39 WriteforWine RT @richardbagnall: @wickedjava Yes, we have a definitions lexicon on AMEC's site here <http://t.co/b7ensrQ1> #measurepr

1/8/13 9:39 shonali Q5. @kdpaine: What can for-profits learn from nonprofits when it comes to measurement? #measurePR

1/8/13 9:39 kdpaine RT @writeforwine: RT @richardbagnall: @wickedjava Yes, we have a definitions lexicon on AMEC's site here <http://t.co/Y3uPGDrk> #measurepr

1/8/13 9:39 SoNewBird @shonali Yes! @samsims introduced us! Nice to see you again as well! #measurePR

1/8/13 9:40 shonali RT @richardbagnall: @wickedjava Yes, we have a definitions lexicon on AMEC's site here <http://t.co/m3U842Y8> #measurePR

1/8/13 9:40 SuzieLin RT @kdpaine: @mollyborchers I agree #measurepr social is driving the measurement train these days. Traditional is an afterthought #measurepr

1/8/13 9:40 WriteforWine RT @kdpaine: #measurepr the point of making an "impression" to get someone to do something, change behavior or opinion-that's a conversion

1/8/13 9:40 shonali @sonewbird One can never, ever forget anyone @samsims introduces one to. ;p Are you having fun at #measurePR today?

1/8/13 9:41 margotsavell RT @kdpaine: #measurepr the point of making an "impression" to get someone to do something, change behavior or opinion-that's a conversion

1/8/13 9:41 katwife @kdpaine @wickedjava thanks for the links. What do u consider when developing your algorithms? #measurepr

1/8/13 9:41 RobinMarie I'd love to have a #measurepr session on what government can learn from non-profits. and now a word from the commerce division :) #measurepr. the details of the book are here:

1/8/13 9:41 kdpaine <http://t.co/rN3VplZ1>

1/8/13 9:41 kdpaine and now a word from the commerce division :) #measurepr. the details of the book are here:

<http://t.co/Do4kr9lh>
 RT @kdpaine: @mollyborchers I agree A3, #measurepr, social is driving the measurement train these days. Traditional is an afterthought.

1/8/13 9:42 MollyBorchers Heh! RT @kdpaine: and now a word from the commerce division :) the details of the book are here:

1/8/13 9:43 shonali <http://t.co/cTiFpDG4> #measurePR

1/8/13 9:43 wickedjava Yes RT @RobinMarie I'd love to have a #measurepr session on what government can learn from non-profits.

1/8/13 9:44 kdpaine @katwife #measurepr any algorithm has to be designed from the perspective of the organization's goals & stakeholders. Count what counts.

1/8/13 9:44 margotsavell Hi Shonali! And @kdpaine & @richardbagnall RT @shonali: @margotsavell Hi Margot!!!! & good to see everyone & great convo! #measurepr

1/8/13 9:44 SuzieLin Nice RT @kdpaine: and now a word from the commerce division :) #measurepr. the details of the book are here:

1/8/13 9:44 SuzieLin <http://t.co/GgLArPJ0> #measurepr

1/8/13 9:44 SuzieLin RT @kdpaine: @katwife #measurepr any algorithm has to be designed from the perspective of the organization's goals & stakeholders. C ...

1/8/13 9:45 richardbagnall @margotsavell @shonali @kdpaine Good evening from London! #measurepr

1/8/13 9:45 kdpaine @katwife #measurepr algorithm should be designed around organization's goals & stakeholders. Count what counts.

1/8/13 9:45 shonali I laughed at @kdpaine "commerce division" comment, but #mnp is good, my writeup here <http://t.co/1d4jdugf> (discl: I'm in it) #measurepr

1/8/13 9:45 SoNewBird @shonali THE @samsims has changed my drive & introduced me to some pretty amazing people. I'm very thankful for that connection. #measurePR

1/8/13 9:46 shonali @RobinMarie Great idea, duly noted. Thank you! @wickedjava #measurePR

1/8/13 9:46 SoNewBird @shonali This is my first twitter chat, so I'm not really sure what I'm doing. I'm a newbie but I'm interested to learn more! #measurePR

1/8/13 9:46 SoNewBird @kdpaine @katwife Einstein said, "Not everything that counts can be counted, and not everything that can be counted counts." #measurePR

1/8/13 9:47 MollyBorchers @sonewbird #measurepr, got a question about anything measure related?

1/8/13 9:47 kdpaine @sonewbird #measurepr, got a question about anything measurement related?

1/8/13 9:48 kdpaine RT @MollyBorchers: @kdpaine @katwife Einstein said, "Not everything that counts can be counted, and not everything that can be counted c ...

1/8/13 9:48 RobinMarie @sonewbird Best thing you can do is buy @kdpaine's book. It is fabulous! #measurepr

1/8/13 9:48 dianeschwartz @kdpaine: measurement standards will allow us to stop doing the stupid stuff #measurepr @prnews

1/8/13 9:49 shonali RT Q5. @kdpaine: What can for-profits learn from nonprofits when it comes to measurement? #measurepr

1/8/13 9:49 shonali RT @mollyborchers: Einstein said, "Not everything that counts can be counted, and not everything that can be counted counts." #measurePR

1/8/13 9:50 kdpaine @mollyborchers #measurepr, only1 thing you need to know about measurement is measure what matters :) count what counts...

1/8/13 9:51 shonali @wickedjava Yes, that's a great tip for @SoNewBird. And participate in the convo freely, that's what makes it fun. #measurePR #twitterchat

1/8/13 9:51 kdpaine @shonali #measurepr A5: nonprofits have fewer barriers to sharing info. They see the big picture, not the silos, so measurement is easier

1/8/13 9:52 shonali RT @kdpaine: A5 nonprofits have fewer barriers to sharing info. They see the big picture, not the silos, so measurement is easier #measurePR

1/8/13 9:52 mr_prolixic @kdpaine I can get back to you with ideas later. I just thought it was extremely important to work with people on the tech side #measurepr

1/8/13 9:52 kdpaine @shonali #measurepr A5: for-profits never want to ask the big question. I love @starfocus #nwf for always asking "did we save more animals?"

1/8/13 9:52 shonali Q6. @kdpaine: What is the most common mistake you see people/orgs make when it comes to measurement? #measurePR

1/8/13 9:53 SuzieLin RT @kdpaine: @shonali #measurepr A5: nonprofits have fewer barriers to sharing info. They see the big picture, not the silos, so measure ...

1/8/13 9:53 shonali @margotsavell @kdpaine @richardbagnall I love how #measurePR just became a calendar. ;) When are any/all of you in DC?

1/8/13 9:54 SoNewBird @RobinMarie @kdpaine Thank you for the suggestion! I'm already learning so much! Where can I buy the book? #measurepr

1/8/13 9:54 kdpaine @shonali #measurepr A5: for-profits ask the wrong questions @starfocus #nwf never asks: "how many impressions did we make?"

1/8/13 9:54 shonali MT @kdpaine: A5 forprofits never want to ask the big question. I love @starfocus #nwf for asking "did we save more animals?" #measurePR

1/8/13 9:54 newpr So good to see @shonali kick start #measurepr with @kdpaine this year! if your are a data-driven #pr pro must join this tweet chat.

1/8/13 9:55 kdpaine #measurepr#A5 @starfocus #nwf always asks "were we able to save more animals?"

1/8/13 9:55 mr_prolixic @kdpaine Thanks. Re: my tech question, it's important to know what data *can* be obtained b4 stating that it *should* be obtained #measurepr

1/8/13 9:55 shonali Here's the link to @kdpaine @kanter book, "Measuring the Networked Nonprofit" <http://t.co/MRvPhEvV> for those interested (get it!) #measurePR

1/8/13 9:55 SoNewBird @shonali To be honest I feel like I don't know very much about #measurePR where is the best place to start my research? #measurePR

1/8/13 9:56 MollyBorchers RT @shonali: Here's the link to @kdpaine @kanter book, "Measuring the Networked Nonprofit" <http://t.co/MRvPhEvV> for those interested (ge ...

1/8/13 9:57 shonali @SoNewBird This chat, :) what @kdpaine @donbart @margotsavell @richardbagnall & more write (cont) #measurePR

1/8/13 9:57 mr_prolixic @kdpaine Tough to convey this in <140 characters, but that's where I was headed. I'm obviously looking at this from a tech POV #measurepr

1/8/13 9:57 shonali @SoNewBird The measurement/chat categories on my blog (SSP :)). I created a Twitter list you should follow/learn from as well. #measurePR

1/8/13 9:57 shonali @newpr Nice to see you! Are you back yet? #measurePR

1/8/13 9:58 John_Trader1 I can't believe I am missing this chat, with @kdpaine as guest no less! I will be reading this transcript for sure. #measurepr

1/8/13 9:58 kdpaine @mr_prolixic don't agree. In today's data-rich environment, we assume that any data can be obtained, so we focused on what should #measurepr

1/8/13 9:59 SuzieLin Love this chat and so happy I could join today #measurepr

1/8/13 9:59 shonali We're almost out of time for today's chat, many thanks @kdpaine for getting a great convo going #measurePR

1/8/13 9:59 SoNewBird @shonali @kdpaine @donbart @margotsavell @richardbagnall Ahhh I see. All right. Well I'm ready to learn! Thank you for having me! #measurePR

1/8/13 9:59 newpr @shonali Oh yeah back and jet lagging big time #measurepr

1/8/13 9:59 shonali @John_Trader1 I can't believe you missed it either, I looked for you! #measurePR

1/8/13 10:00 shonali The chat recap/transcript will be posted here soon <http://t.co/IBHstysq> so keep an eye out. Thanks much for joining, all. #measurePR

1/8/13 10:00 kdpaine That was fast! Time flies when you are having such interesting convo. thanks @shonali: #measurePR

1/8/13 10:01 AmyStrope RT @MollyBorchers: Einstein said, "Not everything that counts can be counted, and not everything that can be counted counts." #measurePR

1/8/13 10:01 cduren23 @shonali Thanks for hosting! #measurePR!

1/8/13 10:01 SoNewBird @shonali Sounds like I have some reading to do this afternoon. Good thing I just got a delicious soy london fog from Starbucks! #measurePR

1/8/13 10:02 RobinMarie RT @cduren23: @shonali Thanks for hosting! #measurePR!

1/8/13 10:03 shonali @RobinMarie @cduren23 My pleasure, thanks so much for joining! #measurePR
where did the last hour go!?! thank you @kdpaine & @shonali. sorry wasn't too active, big deadline today.

1/8/13 10:03 deannaboss until next time! #measurepr
the chat is officially over, but do keep using the hashtag to continue the convo. See you Jan 22, 12-1 ET when @kanter joins! #measurePR

1/8/13 10:04 shonali @deannaboss No worries at all, thanks so much for stopping by! @kdpaine #measurePR

1/8/13 10:04 shonali @shonali Thanks Shonali! Looking forward to the Jan. 22 chat! #measurepr

1/8/13 10:06 SuzieLin Nice job today @kdpaine and @shonali for hosting - thanks to all. #measurepr

1/8/13 10:06 richardbagnall @shonali Damn. I'll be on a work trip on 1/22 and will miss the talk with @kanter. #measurePR

1/8/13 10:06 wickedjava RT @shonali: Here's the link to @kdpaine @kanter book, "Measuring the Networked Nonprofit"
<http://t.co/MRvPhEvV> for those interested (ge ...

1/8/13 10:06 TeamFraneo RT @AmyStrope: RT @MollyBorchers: Einstein said, "Not everything that counts can be counted, and not everything that can be counted coun ...

1/8/13 10:09 duartej Thanks for todays #measurepr chat! My first time - enjoyed immensely. @kdpaine

1/8/13 10:11 katwife @prtini @shonali Any best tools you'd recommend to help #newPRpros learn to #measurePR? #pr20chat

1/8/13 10:12 MEKwrites RT @MollyBorchers: Einstein said, "Not everything that counts can be counted, and not everything that can be counted counts." #measurePR

1/8/13 10:13 cpietryla RT @shonali: RT @mollyborchers: Einstein said, "Not everything that counts can be counted, and not everything that can be counted counts ...

1/8/13 10:17 montelutz Cheers! RT @kdpaine: Great piece by @ajeffrey on the state of standards <http://t.co/2h0ljuDs>. Weigh-in! #measurepr #smmstandards

1/8/13 10:20 Infoition @JGoldsborough is the #measurePR community on your radar for this goal? @shonali is a great resource for measurement strategies. #pr20chat

1/8/13 10:24 mlaffs @kdpaine At the end of the day there *are* technological limitations on what sort of data can (currently) be collected. #measurepr

1/8/13 10:24 mr_prolixic @mlaffs @JGoldsborough @shonali #measurePR - ooh ooh, me too me too! #pr20chat. Being able to properly measure is ticket to reinvestment.

1/8/13 10:26 KKnapp RT @KKnapp: @mlaffs @JGoldsborough @shonali #measurePR - ooh ooh, me too me too! #pr20chat. Being able

1/8/13 10:27 MEKwrites

to properly measure is ticket to ...
LOL! RT @shonali: @margotsavell @kdpaine @richardbagnall I love how #measurePR just became a calendar. ;)
1/8/13 10:30 margotsavell When are any/all of you in DC?
1/8/13 10:32 abigail_e RT @shonali: RT @mollyborchers: Einstein said, "Not everything that counts can be counted, and not everything that can be counted counts ...
1/8/13 10:33 abigail_e @shonali @mollyborchers absolutely love that quote. Sad I missed #measurePR today.
1/8/13 10:43 BillPaarlbergEd The Measurement Standard's Top 10 Most Popular Articles for 2012 #measure #measurepr
<http://t.co/y4RMCaoO>
RT @shonali: the chat is officially over, but do keep using the hashtag to continue the convo. See you Jan 22, 12-1 ET when @kanter join ...
1/8/13 11:16 kanter Save the date for the next #measurepr, when @kanter will join us to talk #nonprofit measurement: 12-1 pm ET, Tues., Jan. 22 via @shonali
1/8/13 11:22 lusine_koda @shonali @kdpaine waving from Tunisia #measurepr here's the tally for dogs vs cats lovers of the our book
1/8/13 11:23 kanter <http://t.co/k083ncLa>
RT @shonali: the chat is officially over, but do keep using the hashtag to continue the convo. See you Jan 22, 12-1 ET when @kanter join ...
1/8/13 12:28 murskothuook8 TY for the follow: @shonali @johnbossong @Rpetrillomktg TY for the #measurepr today Shona. Have a great week!
1/8/13 13:35 katwife