

Time(PST)	Username	Update
1/22/13 9:00	shonali	And... it's time! Welcome to #measurePR, the bi-weekly chat about all things #PR & #socialmedia measurement. How're you doing today?
1/22/13 9:00	kanter	#measurepr Best way to learn is to observe folks with good practice @shonali is a awesome Twitter moderator ...
1/22/13 9:00	La_Suazo	RT @shonali: And... it's time! Welcome to #measurePR, the bi-weekly chat about all things #PR & #socialmedia measurement. How're you ...
1/22/13 9:00	John_Trader1	@shonali Absolutely. Great guest today! #measurepr
1/22/13 9:01	shonali	As you settle in and before we begin the chat with our terrific guest @kanter, do say who you are, what you do, etc. #measurePR
1/22/13 9:01	shonali	@La_Suazo Welcome! #measurePR
1/22/13 9:01	shonali	@deannaboss So glad you're here! #measurePR
1/22/13 9:02	John_Trader1	John from Atlanta, I do PR and Marketing for a tech firm and also independent work for a variety of clients. #measurepr
1/22/13 9:02	vargasl	@kanter It has been much too long. Now that I am studying museums, I am brushing up on my np knowledge. #measurepr
1/22/13 9:02	shonali	Me: I'm a social #PR strategist & business owner (#wgbiz holla!) & measurement geek, hence this chat, based in the DC area. #measurePR
1/22/13 9:03	abigail_e	Joining #measurePR today with @shonali and @kanter!
1/22/13 9:03	lusine_koda	@shonali HI Shonali, good to be back to #measurepr. Excited about today's chat.
1/22/13 9:03	EAHarter	Liz, from South Bend. Just took on a new role as social media manager at Notre Dame. Brushing up my measurement skills #measurepr
1/22/13 9:04	shonali	@abigail_e Great to see you @vargasl and @John_Trader1... and so many others! #measurePR
1/22/13 9:04	deannaboss	@shonali thank you! I try very hard not to miss #measurepr! still catching up from being out yesterday at #bigdatamn but inbox is shrinking.
1/22/13 9:04	shonali	I'm thrilled that our guest today is @kanter, the #nonprofit queen and inspiration to so many of us. Thank you for joining, Beth! #measurePR
1/22/13 9:05	shonali	@lusine_koda Hey, welcome back! #measurePR
1/22/13 9:05	alisy	Ali from Toronto. I manage online content for a national church denomination. Excited to hear @kanter! #measurepr
1/22/13 9:05	deannaboss	@kanter um yeah, about that California... it's -7 here today! Minnesota is definitely earning its reputation

		today. #measurepr
1/22/13 9:05	packersgirl	SR PR Manager for ASAE! I'm excited about today's chat! #measurepr
		@EAHarter Lovely to have you. Hopefully this chat will be useful to you as you go along, then.
1/22/13 9:05	shonali	#measurePR
1/22/13 9:05	shonali	@alisy Welcome and to @packersgirl too! #measurePR
1/22/13 9:06	shonali	Before we get into the chat, just a few guidelines to make it easy to participate: #measurePR
1/22/13 9:06	shonali	@snphelp Very easy, just follow/use the hashtag (#measurePR) to participate and ask questions.
		Ok, rules of thumb: 1, don't forget to use the hashtag with your tweets, else they won't show up when we
1/22/13 9:07	shonali	pull the transcript #measurePR
		@shonali thanks! excited to join #measurePR - Social/digital professional - currently experimenting in
1/22/13 9:07	La_Suazo	mobile app development
1/22/13 9:07	sohinibaliga	Joining #measurePR - and introducing myself - today, communications troublemaker, at large.
		An easy way to participate is to use Tweetgrid (what I'm using) or Tweetchat, both will autopopulate the
1/22/13 9:07	shonali	hashtag for you #measurePR
1/22/13 9:08	shonali	@Robb_Wexler The working up part is the fun part! #measurePR
1/22/13 9:08	shonali	@sohinibaliga Welcome, great to see you! #measurePR
		2, I will be addressing questions to @kanter, but all are welcome to answer/add to the convo
1/22/13 9:08	shonali	#measurePR
		RT @kanter: #measurepr Best way to learn is to observe folks with good practice @shonali is a awesome
1/22/13 9:09	smbahler	Twitter moderator ...
		Good moderator technique MT @shonali Rules: 1, don't forget to use the hashtag with ur tweets, else
1/22/13 9:09	kanter	won't show up in transcript #measurePR
1/22/13 9:09	ragtag	#measurePR looks interesting...
		Good moderators welcome everyone Shonalis is awesome facilitator MT @shonali .. @sohinibaliga
1/22/13 9:09	kanter	Welcome, great to see you! #measurePR
		RT @kanter: Good moderator technique MT @shonali Rules: 1, don't forget to use the hashtag with ur
1/22/13 9:10	La_Suazo	tweets, else won't show up in transcr ...
		3, When prefacing your tweets, pls use "re" Q1" or "A1" (or similar) convention so it's easy to follow the
1/22/13 9:10	shonali	conversation thread #measurePR
1/22/13 9:10	kanter	@ragtag come join us!! #measurePR
1/22/13 9:10	shonali	4, We love a good conversation, so have at it! But if you have a question that's quite different for

1/22/13 9:11 shonali @kanter, please DM to me. #measurePR

1/22/13 9:11 vargasl @ragtag It is! Join us? #measurePR

1/22/13 9:11 KatieMowery Great to see so many familiar AND new faces. It has been far too long since I have participated in this chat. #measurepr

1/22/13 9:11 shonali RT @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 transcrip ...

1/22/13 9:12 kanter @Robb_Wexler LOL. Exactly. And the "keeping on working at it" is what I love, though I don't (yet) have 25 years... #measurePR

1/22/13 9:12 shonali hmm hope I don't mess up MT @shonali pls use "re" Q1" or "A1" (or similar) convention tweet preface so it's easy 2 follow thread #measurePR

1/22/13 9:12 shonali @vargasl Yes, it has been WAY too long, also since I've seen you IRL! #measurePR

1/22/13 9:12 Zonozi Lot of social media champs in here, I'm following along and learning from this chat #measurePR

1/22/13 9:12 shonali 5: Above all, have fun! This is a lovely group of people, and we're all here to learn collectively. Ready? Off we go... #measurePR

1/22/13 9:13 shonali @kanter LOL, you won't, I'll add them if you forget, so don't worry! #measurePR

1/22/13 9:13 ragtag @kanter @shonali I will - Work in AR but hope to learn something #measurePR

1/22/13 9:13 La_Suazo join me & #measurePR

1/22/13 9:13 kanter @Robb_Wexler I agree with @shonali #measurepr anyone can learn to measure you don't have to be a measure geek .. I wasn't b4

1/22/13 9:13 shonali @Zonozi Thanks so much for joining! #measurePR

1/22/13 9:13 kanter The most ingredient to a lively chat ... MT @shonali Above all, have fun! #measurepr

1/22/13 9:13 La_Suazo RT @Zonozi: Lot of social media champs in here, I'm following along and learning from this chat #measurePR

1/22/13 9:14 shonali Q1. @kanter, how did you get interested in the field of #nonprofit measurement? Everyone else, how about you? #measurePR

1/22/13 9:14 kanter @Zonozi #measurepr I am here to learn too - I'm always learning that's why I like measurement

1/22/13 9:14 sohinibaliga @kanter #measurepr very comforting to hear that you learned the measurement part. So many of us here shunned/were turned away from numbers.

1/22/13 9:14 tpemurphy If you're working in PR tune into #measurePR hosted by @shonali

1/22/13 9:14 Zonozi @shonali Thanks for starting this! #measurePR

1/22/13 9:15 shonali Thank you! RT @tpemurphy: If you're working in PR tune into #measurePR hosted by @shonali

1/22/13 9:15 shonali @Zonozi You bet :) #measurePR

1/22/13 9:15 sohinibaliga @shonali @kanter #measurepr got interested because it's how you convince the boss that a) the plan needs done b) the plan works!

1/22/13 9:16 kanter #measurepr Q1 A1 I am a master trainer and capacity builder, not a professional measurer. Felt it was imp. skill for nonprofits to build

1/22/13 9:16 shonali MT @sohinibaliga: got interested because it's how you convince the boss that a) the plan needs done b) the plan works! (A1) #measurePR

1/22/13 9:17 packersgirl RT @kanter: #measurepr Q1 A1 I am a master trainer and capacity builder, not a professional measurer. Felt it was imp. skill for nonpro ...

1/22/13 9:17 kanter #measurepr Q1 A1 - p2 proposed Nonprofit ROI Social Media Poetry Slam at #sxsw in '09 invited @kdpaine 2b expert <http://t.co/5S02t0pd>

1/22/13 9:17 shonali MT @kanter: A1 I am a master trainer and capacity builder, not a professional measurer. Felt imp. skill for nonprofits to build #measurePR

1/22/13 9:17 alisy Hey #macmcm: interesting conversation on now about nonprofit social media measurement with @kanter #measurepr @dweir3 @rebeccamarissa

1/22/13 9:17 Zonozi @kanter #measurePR "always learning" is the key, driven by passion and excellence to stay on the cutting edge

1/22/13 9:17 vargasl A1. I have always been interested in nonprofit perspective. Creating momentum w/little to no \$ is something all orgs should know. #measurepr

1/22/13 9:17 John_Trader1 A1: Me? I got the "Um, it's time to start showing results from your efforts" look from C-level. #measurepr

1/22/13 9:18 rachaelveda A1: I found it fascinating to actually show that your efforts are in fact producing results #measurepr

1/22/13 9:18 erykah_stlouis RT @Zonozi: @kanter #measurePR "always learning" is the key, driven by passion and excellence to stay on the cutting edge

1/22/13 9:18 kanter #measurePR Q1 A1 - p3. I thought measurement was Darth Vader, hated it. But felt it was imp. learned so much from @kdpaine I LOVE IT NOW

1/22/13 9:18 ragtag MT @vargasl: A1.... Creating momentum w/little to no \$ is something all orgs should know. #measurepr < KR Very true

1/22/13 9:18 shonali A1: I had no formal training in PR (was an actress!). I wanted to know how my work mattered. I met @kdpaine, the rest followed. #measurePR

1/22/13 9:19 John_Trader1 @vargasl Well said. A stint working in non-profit world should be part of mandatory professional training regimen. #measurepr

1/22/13 9:19 jenzings Better late than never...I'm here #measurePR

1/22/13 9:19	kanter	that is what seduced me MT @rachaelseda A1: I found it fascinating to actually show that your efforts are producing results #measurepr
1/22/13 9:19	deannaboss	@jenzings hey! good to "see" you. #measurepr
1/22/13 9:19	shonali	RT @kanter: A1(2) proposed Nonprofit ROI Social Media Poetry Slam at #sxsw in '09 invited @kdpaine 2b expert http://t.co/OWab2mbB #measurePR
1/22/13 9:20	jenzings	@deannaboss You too! #measurePR
1/22/13 9:20	shonali	And you're here! RT @rachaelseda: A1: I found it fascinating to actually show that your efforts are in fact producing results #measurePR
1/22/13 9:20	rachaelseda	@shonali @kanter seems like @kdpaine is the common bond. Funny enough @shonali passed on the love for measurement to me :) #measurepr
1/22/13 9:20	TerryFlynn	RT @alisy: Hey #macmcm: interesting conversation on now about nonprofit social media measurement with @kanter #measurepr @dweir3 @rebecc ...
1/22/13 9:20	alisy	Now's the time! We've been investing in social media for several years. It's now about results, not experimentation. #measurepr
1/22/13 9:20	rachaelseda	@kanter Yes it's fun to say "haha I can prove it!" hehe #measurepr
1/22/13 9:20	kanter	my last 34 yrs RT @vargasl A1 interested in nonprofit space. Creating momentum w/little to no \$ is something all should know. #measurepr
1/22/13 9:20	shonali	@jenzings Hey, Jen, GREAT to see you! #measurePR
1/22/13 9:21	jenzings	It's hard not to see the logic in measurement after talking/hearing either @shonali or @kdpaine #measurePR
1/22/13 9:21	rachaelseda	@shonali Yes and happy to be here! I've missed #measurepr
1/22/13 9:21	tpemurphy	RT @Zonozi: @kanter #measurePR "always learning" is the key, driven by passion and excellence to stay on the cutting edge
1/22/13 9:21	vargasl	@John_Trader1 Totally. You have to produce tangible results and FAST. #measurepr
1/22/13 9:21	kanter	Loving measurement is something you can catch like the flu - but far more fun cc: @rachaelseda @shonali @kdpaine #measurePR
1/22/13 9:21	shonali	MT @kanter: A1(3) I thought measurement was Darth Vader, hated it. But felt was imp. learned so much fm @kdpaine I LOVE IT NOW #measurePR
1/22/13 9:22	kanter	@rachaelseda #measurepr what excites me more is the learning how to improve something that isn't working
1/22/13 9:22	deannaboss	RT @kanter: Loving measurement is something you can catch like the flu - but far more fun cc:

1/22/13 9:22 shonali @rachaelseda @shonali @kdpaine #measurePR
 Haha! RT @kanter: Loving measurement is something you can catch like the flu - but far more fun cc
 @rachaelseda @shonali @kdpaine #measurePR
 1/22/13 9:22 kanter @alisy You still need to experiment and place little bets to learn, but also document results agree?
 #measurePR
 1/22/13 9:22 shonali @rachaelseda Yes, it's amazing how many people @kdpaine has turned onto measurement, right
 @jenzings @kanter? #measurePR
 1/22/13 9:23 John_Trader1 Re: measurement - RT @kanter: @rachaelseda what excites me more is the learning how to improve
 something that isnt working #measurepr
 1/22/13 9:23 nychonline on that note.. @rachaelseda Q4: what if your efforts are not producing the intended results? what to do
 next? #measurepr
 1/22/13 9:23 rachaelseda @kanter Yes that to! And being able to point to and learn what did work #measurepr
 @vargasl @John_Trader1 Hmm .. but social change sometimes isn't fast - that's why you need a theory of
 change #measurePR
 1/22/13 9:23 kanter RT @kanter: Getting ready todays #measurePR w/@kanter talking about #nonprofit orgs &
 PR/#socialmedia measurement. 12-1 pm ET#measu ...
 1/22/13 9:23 hardlynormal @kanter @rachaelseda Isn't that a rush? To fix what is broken? To see beyond and add context or create
 process/results? #measurepr
 1/22/13 9:23 vargasl Agree! RT @kanter: @alisy You still need to experiment and place little bets to learn, but also document
 results agree? #measurePR
 1/22/13 9:23 shonali One of the things to consider is the importance of the integration of traditional and social PR
 measurement - metrics & approach #measurePR
 1/22/13 9:23 tpemurphy @kanter @alisy I'm sure the question will come up - but curious what the best ways to measure are...
 #measurePR
 1/22/13 9:23 La_Suazo Yes! RT @kanter: Loving measurement is something you can catch like the flu - but far more fun cc:
 @rachaelseda @shonali @kdpaine #measurepr
 1/22/13 9:23 rachaelseda Q2. @kanter You've been working with nonprofits for many years now, how have you seen their #PR,
 #socialmedia measurement evolve? #measurePR
 1/22/13 9:24 shonali #measurepr Q1 A1 - I see some tension between the "results" and "learning" with measurement. Can't
 be too heavy on one side, must balance
 1/22/13 9:24 kanter on that note.. @rachaelseda Q4: what if your efforts are not producing the intended results? what to do
 next? #measurepr
 1/22/13 9:24 nastrugda

1/22/13 9:24	alisy	@kanter Agreed. Still room for experiments but mgmt need documentation. You need to translate the results into language they get. #measurepr
1/22/13 9:24	rachaelseda	@jenzings Yes I agree! #measurepr
1/22/13 9:24	abigail_e	A1 Wanted to show the power of social media via numbers so others wld understand it better. A @shonali class at JHU didn't hurt! #measurePR
1/22/13 9:25	Zonozi	RT @tpemurphy: One of the things to consider is the importance of the integration of traditional and social PR measurement - metrics &am ...
1/22/13 9:25	sohinibaliga	@nychonline @rachaelseda Hopefully the numbers and data tell you why the efforts are going to waste? #measurepr
1/22/13 9:25	govillage	RT @kanter: Loving measurement is something you can catch like the flu - but far more fun cc: @rachaelseda @shonali @kdpaine #measurePR
1/22/13 9:25	rachaelseda	RT @kanter: A1 - I see some tension btwn the "results" & "learning" w/ measurement. Can't be too heavy on one side, must balance #measurepr
1/22/13 9:25	shonali	MT @tpemurphy: One thing to consider is the imp. of the integration of traditional & social PR measurement - metrics & approach #measurePR
1/22/13 9:26	rachaelseda	@abigail_e That's awesome! I wish I could take a JHU @shonali class :) #measurepr
1/22/13 9:26	govillage	RT @kanter: my last 34 yrs RT @vargasl A1 interested in nonprofit space. Creating momentum w/little to no \$ is something all should kno ...
1/22/13 9:26	rachaelseda	MT @tpemurphy: One thing to consider is the imp. of the integration of traditional & social PR measurement - metrics & approach #measurepr
1/22/13 9:26	shonali	@abigail_e LOL! The 2013 class starts tomorrow, btw, and I'm teaching TWO classes this year...! #measurePR
1/22/13 9:26	Zonozi	RT @kanter: #measurepr Q1 A1 - I see some tension between the "results" and "learning" with measurement. Can't be too heavy on one side ...
1/22/13 9:27	shonali	@La_Suazo It used to be a summer class, then it got switched to spring... #measurePR
1/22/13 9:27	John_Trader1	@rachaelseda Me too. They didn't have a @shonali class when I went to JHU. #measurepr
1/22/13 9:28	Zoomph_Inc	RT @rachaelseda: MT @tpemurphy: One thing to consider is the imp. of the integration of traditional & social PR measurement - metric ...
1/22/13 9:28	kanter	Q2, A2: I quantified the model, so orgs get a score in their practices, useful for benchmarking &my work as a master trainer #measurepr
1/22/13 9:28	shonali	@rachaelseda I think you got the Shonali class when we were doing the #bluekey campaign. :) #measurePR

1/22/13 9:28 rachaelseda @John_Trader1 Haha too funny! #measurepr

1/22/13 9:28 shonali @John_Trader1 You went to JHU?! When?! #measurePR

1/22/13 9:28 JoannaFarley1 So, what would you recommend as the best tools to #measurePR - especially for a new np coms department w no analytics budget?

1/22/13 9:28 NoBadLanguage RT @kanter: Loving measurement is something you can catch like the flu - but far more fun cc:

1/22/13 9:28 abigail_e @rachaelseda @shonali @kdpaine #measurePR

1/22/13 9:29 shonali @rachaelseda @La_Suazo It was a great class! #measurePR

1/22/13 9:29 rachaelseda MT @kanter: A1 I see some tension between the "results" & "learning" with measurement. Can't be too heavy on 1 side, must balance #measurePR

1/22/13 9:30 jenzings @shonali I know I DID get a class...more than a class but I just can't get enough. And I'd love to see you in professor mode hehe #measurepr

1/22/13 9:30 abigail_e RT @kanter: Q2, A2: I quantified the model, so orgs get a score in their practices, useful for benchmarking & my work as a master tr ...

1/22/13 9:30 shonali @shonali Oh boy -- just shows how important this stuff is! #measurePR

1/22/13 9:30 kanter MT @kanter: A2 I use a maturity of practice model so orgs can transform via practice w incremental steps. Crawl, Walk, Run,FLY #measurePR

1/22/13 9:31 vargasl Q2: #measurepr A1 use in my training work, orgs also find it useful 2b intentional abt building best practices & culture #measurepr

1/22/13 9:31 shonali @shonali Balance is the tough piece, for sure. Having the conversation for a framework and understanding basics sets foundation. #measurepr

1/22/13 9:31 kanter RT @kanter: Q2 Here's more about Crawl, Walk, Run, Fly model - <http://t.co/LsclMJwD> #measurePR

1/22/13 9:31 Zonozi @JoannaFarley1 #measurepr in the words of @kdpaine don't focus on tools, most imp. one may be a spreadsheet!! :-)

1/22/13 9:31 shonali Q: #measurePR what are some metrics you value from analytics that you desire but companies haven't provided you yet?

1/22/13 9:31 KellyeCrane RT @kanter: Q2: A1 use in my training work, orgs also find it useful 2b intentional abt building best practices & culture #measurePR

1/22/13 9:32 Zonozi Love RT @kanter: @JoannaFarley1 #measurepr in the words of @kdpaine don't focus on tools, most imp. one may be a spreadsheet!! :-)

RT @kanter: @JoannaFarley1 #measurepr in the words of @kdpaine don't focus on tools, most imp. one may be a spreadsheet!! :-)

1/22/13 9:32 La_Suazo @kanter building a strong foundation.. makes perfect sense #measurePR
RT @kanter: that is what seduced me MT @rachaelseda A1: I found it fascinating to actually show that

1/22/13 9:32 govillage your efforts are producing results ...
We forget this too often! RT @kanter: #measurepr in the words of @kdpaine don't focus on tools, most

1/22/13 9:32 sohinibaliga imp. one may be a spreadsheet!! :-)
RT @kanter: @JoannaFarley1 in the words of @kdpaine dont focus on tools, most imp. one may be a

1/22/13 9:32 John_Trader1 spreadsheet!! :-) #measurepr
@KellyeCrane @JoannaFarley1 #measurepr - here's a summary of tools used by nonprofits

1/22/13 9:32 kanter <http://t.co/nYUx5gCV>

1/22/13 9:33 sohinibaliga @kanter #kdpaine #measurepr smaller clients with spare budgets make this necessary.
Yes! RT @KellyeCrane: Love MT @kanter: In the words of @kdpaine dont focus on tools, most imp. one

1/22/13 9:33 rachaelseda may be a spreadsheet!! :-) #measurepr
RT @kanter: @KellyeCrane @JoannaFarley1 #measurepr - here's a summary of tools used by nonprofits

1/22/13 9:33 deannaboss <http://t.co/nYUx5gCV>
I LOVE spreadsheets! RT @kanter: in the words of @kdpaine don't focus on tools, most imp. one may be

1/22/13 9:33 shonali a spreadsheet!! :-) #measurePR
RT @kanter: @KellyeCrane @JoannaFarley1 #measurepr - here's a summary of tools used by nonprofits

1/22/13 9:33 tpemurphy <http://t.co/nYUx5gCV>
@KellyeCrane @JoannaFarley1 in the words of @kdpaine Most imp. thing is to define success first

1/22/13 9:33 kanter #measurepr
Q3. @kanter Do you have a favorite #nonprofit measurement case study? Or more than 1? Please share!

1/22/13 9:33 shonali #measurePR
MT @kanter: @KellyeCrane here's a summary of tools used by nonprofits <http://t.co/U0OwJZky>

1/22/13 9:34 KellyeCrane #measurepr #solopr

1/22/13 9:34 kanter #measurepr RT if you love spreadsheets, spreadsheet areobics :-) I want t-shirt with that on it

1/22/13 9:35 kanter Q3 A3 @shonali my nonprofit measurement case studies are like my children, don't have favorites with
that said, let me share some #measurepr
@shonali made me love them! ha RT @kanter: RT if you love spreadsheets, spreadsheet aerobics :-) I

1/22/13 9:36 rachaelseda want t-shirt w/ that on it #measurepr

1/22/13 9:36 shonali Thank you! MT @kanter: here's a summary of tools used by nonprofits <http://t.co/uaeGusIG> #measurePR
#measurepr nonprofit measure case study - here's a few about learning from failure, includes techniques

1/22/13 9:36 kanter <http://t.co/N65FtbWq>

1/22/13 9:36 La_Suazo @kanter #measurePR #99problems but a @PitchaintOne
Hilarious! MT @kanter: A3 My nonprofit measurement case studies are like my kids, dont have faves w/
1/22/13 9:37 rachaelseda that said, let me share some #measurepr
Good stuff! Consider it bookmarked! MT @kanter: heres a summary of tools used by nonprofits
1/22/13 9:37 rachaelseda <http://t.co/uBcsrhm> #measurepr
.@kanter @kdpaine THAT I've already got going :) What about SM tracking? Spreadsheet seems like a lot
1/22/13 9:37 JoannaFarley1 of work vs analytic tools? #measurePR
RT @kanter: nonprofit measure case study - heres a few about learning from failure, includes techniques
1/22/13 9:37 rachaelseda <http://t.co/x9lxvh9L> #measurepr
Q3, A3 #measurepr @volunteermatch has a great #sroi process <http://t.co/aqzQl86H> real time data
1/22/13 9:38 kanter analysis too
RT @kanter: nonprofit measure case study - here's a few about learning from failure, includes techniques
1/22/13 9:38 shonali <http://t.co/zf7Bt0r> #measurePR
Excellent RT @kellycrane: MT @kanter: @KellyeCrane here's a summary of tools used by nonprofits
1/22/13 9:38 smc_la <http://t.co/wcTk7iAG> #measurepr #solopr
Great selection: RT @kanter: here's a summary of tools used by nonprofits <http://t.co/JhxtDREp>
1/22/13 9:38 lusine_koda #measurePR
RT @kanter: Q3, A3 @volunteermatch has a great #sroi process <http://t.co/i2Xo53vN> real time data
1/22/13 9:39 shonali analysis too #measurePR
#measurepr Q3 A3 here's one about measuring Facebook promoted posts - small experiment, linked to
1/22/13 9:39 kanter results <http://t.co/bHw5uraW>
RT @kanter: #measurepr nonprofit measure case study - here's a few about learning from failure,
1/22/13 9:39 alisy includes techniques <http://t.co/N65FtbWq>
1/22/13 9:39 vargasl @kanter You totally need a track suit with spreadsheet arobics written on the back of jacket. #measurepr
RT @kanter: Q3 A3 here's one about measuring Facebook promoted posts - small experiment, linked to
1/22/13 9:39 shonali results <http://t.co/IVtRvej7> #measurePR
MT @kanter: Case study about measuring Facebook promoted posts - small experiment, linked to results
1/22/13 9:40 rachaelseda <http://t.co/2Ei25A4c> #measurepr
RT @shonali: RT @kanter: nonprofit measure case study - here's a few about learning from failure,
1/22/13 9:40 Zonozi includes techniques <http://t.co/zf7Bt...>
1/22/13 9:40 kanter Q3 A3 case study about Unicef on Pinterest #measurepr <http://t.co/feyE4NU8>
1/22/13 9:40 John_Trader1 RT @kanter: Q3 A3 case study about Unicef on Pinterest #measurepr <http://t.co/x9rPVrrN> #measurepr

1/22/13 9:40 Zonozi RT @kanter: #measurepr Q3 A3 here's one about measuring Facebook promoted posts - small experiment, linked to results <http://t.co/bHw5uraW>

1/22/13 9:40 La_Suazo @shonali @kanter @VolunteerMatch very cool, had never heard of them...(searching my zip code for #volunteer opps) #measurePR

1/22/13 9:41 shonali RT @kanter: Q3 A3 case study about Unicef on Pinterest <http://t.co/RHamHGiz> #measurePR

1/22/13 9:41 jenzings RT @shonali: MT @kanter: A1 I see some tension between the "results" & "learning" with measurement. Can't be too heavy on 1 side, mu ...

1/22/13 9:41 kanter #measurepr Q3 A3 guest post from @rachelanyes about "Big Listening" measurement of monitoring <http://t.co/vpY3yYzr>

1/22/13 9:41 homiegcheesefry i am bookmarking virtually every link posted on today's #measurePR chat

1/22/13 9:41 SteveHeye RT @kanter: #measurepr RT if you love spreadsheets, spreadsheet areobics :-)) I want t-shirt with that on it

1/22/13 9:41 shonali Q4: @kanter What can for-profit orgs learn from #nonprofits when it comes to measurement? #measurePR

1/22/13 9:42 abigail_e RT @kanter: #measurepr Q3 A3 here's one about measuring Facebook promoted posts - small experiment, linked to results <http://t.co/bHw5uraW>

1/22/13 9:42 shonali That's what I like to hear! RT @homiegcheesefry: i am bookmarking virtually every link posted on today's #measurePR chat

1/22/13 9:42 Zoomph_Inc RT @shonali: RT @kanter: nonprofit measure case study - here's a few about learning from failure, includes techniques <http://t.co/zf7BtT> ...

1/22/13 9:42 rachaelseda @homiegcheesefry Haha I feel like I'm doing the same! #measurepr

1/22/13 9:42 kanter #measurepr best case study ever with @shonali about her work with UNCHR <http://t.co/2y7hq7M7>

1/22/13 9:42 rachaelseda Great questions! RT @shonali: Q4: @kanter What can for-profit orgs learn from #nonprofits when it comes to measurement? #measurepr

1/22/13 9:42 machtm RT @kanter: #measurepr Q3 A3 here's one about measuring Facebook promoted posts - small experiment, linked to results <http://t.co/bHw5uraW>

1/22/13 9:42 sohinibaliga @shonali @kanter #measurepr that's it's not always about numbers, profit and loss. Sometimes people are the inconvenient variable.

1/22/13 9:43 deannaboss me too! RT @rachaelseda: @homiegcheesefry Haha I feel like I'm doing the same! #measurepr

1/22/13 9:43 John_Trader1 Great question. RT @shonali: Q4: @kanter What can for-profit orgs learn from #nonprofits when it comes to measurement? #measurepr

1/22/13 9:43 rachaelseda Probably my favorite..#biased RT @kanter: best case study ever with @shonali about her work with UNCHR <http://t.co/WxcOknsY> #measurepr

1/22/13 9:43 BudSpofford RT @kanter: #measurepr Q3 A3 here's one about measuring Facebook promoted posts - small experiment, linked to results <http://t.co/bHw5uraW>

1/22/13 9:44 kanter Q4 A4 #measurepr how a passion for social change can ignite a passion for measurement that documents results AND facilitates learning

1/22/13 9:44 Zonozi Totally nerding out about #measurePR but no one really understands my excitement at the office :(Aw, thank you! @rachaelseda too! MT @kanter: best case study ever w @shonali abt her work w @UNRefugeeAgency <http://t.co/7zeEdCzV> #measurePR

1/22/13 9:44 shonali RT @shonali: Aw, thank you! @rachaelseda too! MT @kanter: best case study ever w @shonali abt her work w @UNRefugeeAgency <http://t.co/7z...>

1/22/13 9:44 OneRaceOnePlace @sohinibaliga Heh, doesn't matter. :) #measurePR

1/22/13 9:44 shonali @shonali @kanter #measurepr Obv. nonprofits can learn a ton about how to run things from for-profit brethren too. But people aren't numbers.

1/22/13 9:44 sohinibaliga MT @kanter: #measurepr best case study ever with @shonali about her work with @UNRefugeeAgency <http://t.co/s4BRmXz1> @Refugees

1/22/13 9:45 bexband @sohinibaliga absolutely, the learning goes both ways #measurepr ... cc: @shonali

1/22/13 9:45 kanter MT @kanter A4 how passion for social change can ignite a passion for measurement that documents results AND facilitates learning #measurepr

1/22/13 9:45 rachaelseda MT @kanter: A4 how passion 4 social change can ignite a passion for measurement that documents results AND facilitates learning #measurePR

1/22/13 9:45 shonali RT @kanter: #measurepr best case study ever with @shonali about her work with UNCHR <http://t.co/2y7hq7M7>

1/22/13 9:45 abigail_e RT @rachaelseda: Probably my favorite..#biased RT @kanter: best case study ever with @shonali about her work with UNCHR <http://t.co/WxcO...>

1/22/13 9:45 CarrieHillPR @Zonozi Hey that means you have an edge on them...time to go #inspire the #measurepr bug :)

1/22/13 9:46 rachaelseda #measurepr

1/22/13 9:46 shonali @sohinibaliga Absolutely. I think there is so much going on in the NP world, though, that FPs don't always realize @kanter #measurePR

1/22/13 9:46 kanter @Zonozi oh tell us more about getting excited about measurement ..#measurepr

1/22/13 9:46 La_Suazo @vargasl @kanter @shonali here's a quick tee- it's totally doable via @zazzle #measurePR <http://t.co/KLFiPC09>

1/22/13 9:47	amoration	RT @bexband: MT @kanter: #measurepr best case study ever with @shonali about her work with @UNRefugeeAgency http://t.co/s4BRmXz1 @Refugees
1/22/13 9:47	La_Suazo	@Zonozi LOL! We're sharing emotions right now #measurePR
1/22/13 9:47	kanter	#measurepr - I should also mention that I'm donating royalties from my book to send a young Cambodian women to college http://t.co/IF0nc3m7
1/22/13 9:47	Zonozi	@rachaelseda @kanter @La_Suazo @Shonali Social Media Geeks unite! *blows into a seashell* #measurePR
1/22/13 9:48	kanter	@shonali @sohinibaliga #measurepr there is also a blurring of the lines between np and fp -- can do good and make money
1/22/13 9:48	CarrieHillPR	"@vargasl agreed. Navigating nonprofit world can be challenging. #measurePR talks how to flip the ROI
1/22/13 9:49	vargasl	RT @kanter: A4 #measurepr how a passion for social chg can ignite a passion for mmt that documents results & facilitates learning #measurepr
1/22/13 9:49	CarrieHillPR	RT @rachaelseda: RT @kanter: nonprofit measure case study - heres a few about learning from failure, includes techniques http://t.co/x9l...
1/22/13 9:49	rachaelseda	@Zonozi @kanter @la_suazo @shonali hahahaha, and we can all unite here on #measurepr thank goodness! #measurepr
1/22/13 9:49	rachaelseda	RT @kanter: @shonali @sohinibaliga #measurepr there is also a blurring of the lines between np & fp -- can do good & make money #measurepr
1/22/13 9:49	shonali	@la_suazo @vargasl @kanter @zazzle SUH-weet! Maybe we could change the "heart" into <3" ...? #measurepr
1/22/13 9:49	shonali	RT @kanter: @shonali @sohinibaliga #measurepr there is also a blurring of the lines between np and fp -- can do good and make money
1/22/13 9:50	sohinibaliga	@kanter @shonali #measurepr A mental shift for many, who are still working through the discomfort of "can do good *and* make money."
1/22/13 9:50	amoration	@kanter thanks for the #measurePR inspiration this morning - other case studies you love? What fulcrums ignite passion in the new guard?
1/22/13 9:50	rachaelseda	Sad to run but thank you so much @shonali & @kanter for another fab #measurepr chat! "See" you all next time! #measurepr
1/22/13 9:50	La_Suazo	@shonali @vargasl @kanter @zazzle absolutely - that was my initial plan but I just threw in the text really quick :) #measurePR
1/22/13 9:51	shonali	Q5 @kanter you've co-authored Measuring the Networked Nonprofit http://t.co/BQsIV1U3 w @kdpaine. Any "aha" moments while writing? #measurepr

1/22/13 9:51 ragtag @kanter agree, most people in fp want to contribute something meaningful to the world. @shonali @sohinibaliga #measurePR

1/22/13 9:51 shonali @La_Suazo That is TOO cool and cute! @vargasl @kanter @zazzle #measurePR

1/22/13 9:51 shonali @rachaelseda Thanks so much for stopping by, see you next time! #measurePR

1/22/13 9:52 ajeffrey1 RT @airfoilpr: In case you missed it, @ajeffrey1 shares addl insights from #SMMStandards for measurement <http://t.co/uMzgz4o1> #measurepr #pr

1/22/13 9:52 vargasl Maybe it is just me, but I am drawn to the mission behind np engagement & wish for-profit orgs could communicate similarly. #measurepr

1/22/13 9:53 kanter @shonali Q5 #measurePR writing the book w/ @kdpaine was awesome, but I also tested frameworks with 60 Packard Fdn. grantees while writing p1

1/22/13 9:53 sohinibaliga I figure that's why I still get hired! :) MT @vargasl: wish for-profit orgs could communicate similarly. #measurepr

1/22/13 9:53 shonali MT @kanter: Q5 #measurePR writing the book w/ @kdpaine was awesome, but also tested frameworks with 60 Packard Fdn grantees while writing p1

1/22/13 9:53 kanter @shonali Q5 #measurePR my ah ha was about the use of design-thinking, have empathy, being to go deep in practice around embracing new skill

1/22/13 9:54 shonali MT @kanter: Q5 #measurePR my aha was about the use of design-thinking, have empathy, being to go deep in practice around embracing new skill

1/22/13 9:54 sohinibaliga @kanter #measurepr This might be the wrong forum, but could you define "design-thinking" really quick?

1/22/13 9:55 shonali MT @vargasl Maybe it's just me, but I'm drawn to mission behind np engagement & wish for-profit orgs could communicate similarly. #measurepr

1/22/13 9:55 kanter MT @vargasl Maybe it is just me, but drawn to the mission behind np engagement & wish for-profit orgs could communicate similarly #measurepr

1/22/13 9:55 JoannaFarley1 @vargasl no, I agree with you - np's generally have more focus on 1 on 1 engagement/ outreach/communications #measurePR

1/22/13 9:55 shonali We're almost out of time for today's chat! It's flown quickly. One last question coming up... #measurePR

1/22/13 9:55 BrightEndeavors RT @kanter: Q4 A4 #measurepr how a passion for social change can ignite a passion for measurement that documents results AND facilitates ...

1/22/13 9:55 kanter @vargasl #measurepr there's blurring between two fields .. new legal forms, a social economy - see @p2173 research

1/22/13 9:55 shonali Q6. @kanter What are some basic tips you have for #nonprofit orgs just getting started in #PR and #socialmedia measurement? #measurePR

1/22/13 9:55 vargasl @sohinibaliga Right on. I am hoping that keeps me employed for years to come. #measurepr

1/22/13 9:56 ragtag Thanks for the chat and all the info @kanter @shonali dinner time for me #measurePR

1/22/13 9:56 shonali @ragtag Thanks so much for joining, I hope we'll see you again soon! #measurePR

1/22/13 9:56 kanter @sohinibaliga best thing to read re: design thinking #measurepr <http://t.co/ffUg0xZX>
@shonali Thank you for organizing chat today and thanks to @kanter and everyone else for your wisdom!

1/22/13 9:57 John_Trader1 Have a great week! #measurepr

1/22/13 9:57 shonali RT @kanter: @sohinibaliga best thing to read re: design thinking <http://t.co/85kKs8fO> #measurePR
Q6 #measurepr - start with small project and an easy win to build habit, Keep it simple, measure what can be measure and is most imp

1/22/13 9:57 kanter Thanks for the insights, @kanter et al! I have to run to a meeting but will catch up later. When's the next #measurepr chat, @shonali?

1/22/13 9:57 alisy @ragtag Great! #measurePR

1/22/13 9:57 shonali #measurePR is there a CRM platform you like or lessons in implementation? Writing an advice piece: <http://t.co/NLHjX8t7>

1/22/13 9:57 PanthTech @John_Trader1 Thanks so much for joining today's chat with @kanter, you have a great week too! #measurePR

1/22/13 9:58 shonali RT @kanter: @sohinibaliga best thing to read re: design thinking #measurepr <http://t.co/ZfJx6n8K>

1/22/13 9:58 KellyeCrane PT @kanter: Q6 #measurepr - Keep it simple, measure what can be measure and is most imp

1/22/13 9:58 sohinibaliga Who is the best Twitter moderator in the world? I think it is @shonali #measurepr let's all give her a high five RT

1/22/13 9:58 kanter @kanter @shonali have to go- launch of Event Alley Show, 1st call-in radio show for #eventprofs great chat !#measurePR <http://t.co/MaL8RBqu>

1/22/13 9:58 La_Suazo MT @kanter Q6 start with small project & an easy win to build habit, Keep it simple, measure what can be measure and is most imp #measurePR

1/22/13 9:58 shonali RT @kanter: Q3 A3 case study about Unicef on Pinterest #measurepr <http://t.co/feyE4NU8>

1/22/13 9:58 Online_Youth @alisy Thanks for joining! The next chat is 2 weeks from today, 12-1 pm ET. #measurePR

1/22/13 9:58 shonali Three cheers! RT @kanter: Who is the best Twitter moderator in the world? I think it is @shonali #measurepr let's all give her a high five

1/22/13 9:59 deannaboss RT @kanter: Q6 #measurepr-start w/small project and an easy win to build habit, Keep it simple, measure what can be measure and is most imp

1/22/13 9:59 vargasl ita MT @vargasl: I am drawn to the mission behind np engagement & wish for-profit orgs could

1/22/13 9:59 hillaryboucher

communicate similarly. #measurepr

1/22/13 9:59 shonali @La_Suazo Have a great show, thanks so much for joining! #measurePR

1/22/13 9:59 kanter #measurepr thank you everybody for an amazing chat - just recovering from FLU - best medicine ever

1/22/13 Well, that flew by quickly. Thank you SO much @kanter for joining today! All, GO GET the book

1/22/13 10:00 shonali <http://t.co/BQsIV1U3> it's GREAT #measurePR

1/22/13 BTW, a month from now @kamichat will speak on #measurepr at the #SoloPR Summit- psyched!

1/22/13 10:00 KellyeCrane <http://t.co/5jB7Hcuw>

1/22/13 10:00 deannaboss Thank you @shonali and @kanter. Another hour flies by! #measurepr

1/22/13 @shonali not my show - @lizkingevents' show - but yes, great chat - glad I joined and looking forward to

1/22/13 10:00 La_Suazo the next! #measurePR

1/22/13 Seriously, go get Measuring the Networked Nonprofit <http://t.co/BQsIV1U3> you won't regret it. Great

1/22/13 10:00 shonali read and cartoons! #measurePR

1/22/13 10:00 kanter #measurepr - most important thing about book - dogs vs cats! <http://t.co/k083ncLa>

1/22/13 @kanter You're so cool, thank you - #highfive to EVERYONE who made this such a fun chat, thank YOU all

1/22/13 10:00 shonali for doing so! #measurePR

1/22/13 10:01 shonali LOL! RT @kanter: - most important thing about book - dogs vs cats! <http://t.co/r0JLIWvm> #measurePR

1/22/13 10:01 abigail_e @shonali Thank you for organizing #measurePR with @kanter!

1/22/13 Help send cambodian women to college too MT @shonali Seriously, go get book <http://t.co/JX5tjXPP> you

1/22/13 10:01 kanter won't regret it. #measurePR

1/22/13 Thanks MUCH to all who joined & esp @kanter (recovering from flu!). Next chat: Feb 5, 12-1 p ET w

1/22/13 10:03 shonali @geoffliving Save the date! #measurePR

1/22/13 10:03 vargasl Thank you for a wonderful chat @kanter and @shonali. I missed this type of dialogue! #measurepr

1/22/13 @flywheelvt No, just by following the hashtag. I'll be posting a recap & transcript soon, though, so

1/22/13 10:03 shonali don't worry. #measurePR

1/22/13 RT @KellyeCrane: MT @kanter: @KellyeCrane here's a summary of tools used by nonprofits

1/22/13 10:04 vroxin <http://t.co/U0OwJZky> #measurepr #solopr

1/22/13 KellyeCrane Agree! RT @vargasl: Thank you for a wonderful chat @kanter and @shonali. I missed this type of

10:04 dialogue! #measurepr
1/22/13
10:04 vargasl @shonali @kanter I have a copy! It is on my syllabus for class this semester. ;) #measurepr
1/22/13
10:04 shonali @vargasl @abigail_e Absolutely my pleasure, so glad you could make it! #measurePR
1/22/13 @deannaboss So glad you could join, #measurePR isn't the same without you and @jenzings, to name
10:05 shonali just a couple :)
1/22/13 Today's chat is over, but do keep chatting/using the hashtag for relevant convos. Next chat: Feb. 5, 12-1
10:06 shonali ET w @geoffliving #measurePR