

Time(PST)	Username	Update
2/5/2013 9:10	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
2/5/2013 9:11	shonali	Q!: @geoffliving: How, IYHO, has #pr measurement changed/not in recent times? #measurePR
2/5/2013 9:11	ancitasatija	@shonali joining in after a long time...look fwd to the chat! #measurePR
2/5/2013 9:11	deannaboss	MT @shonali: Above all, have fun! This is a lovely group of people, and we're all here to learn collectively. Ready? Off we go... #measurePR
2/5/2013 9:11	Atomic_Reach	Looks like a great community here, glad I stopped by! #MeasurePR
2/5/2013 9:11	KDillabough	@shonali Will be dropping in and out, especially for the "unintentionals", haha! #measurePR
2/5/2013 9:11	ancitasatija	RT @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... #me ...
2/5/2013 9:11	khirek	catching a little #measurepr before I catch a train! as always thanks @shonali
2/5/2013 9:12	litlewys	@trace_cohen Nice to meet you!! Hopefully, we can have an IRL thing in couple of weeks!! @Launch_it #measurepr
2/5/2013 9:12	geoffliving	@shonali More than anything PR has been forced to show tangible demand, leads and ROI. #measurePR
2/5/2013 9:12	shonali	@khirek Oh, I'm so glad you can join, even if for a bit. :) #measurePR
2/5/2013 9:13	lisakwiese	RT @shonali: Q!: @geoffliving: How, IYHO, has #pr measurement changed/not in recent times? #measurePR
2/5/2013 9:13	shonali	@Atomic_Reach Yes, we're very nice. You should see us when we get feisty, right @jenzings @cloudspark? #measurePR
2/5/2013 9:13	lisakwiese	RT @geoffliving: @shonali More than anything PR has been forced to show tangible demand, leads and ROI. #measurePR
2/5/2013 9:13	shonali	RT @geoffliving: A1: More than anything PR has been forced to show tangible demand, leads and ROI. #measurePR
2/5/2013 9:13	John_Trader1	RT @geoffliving: More than anything #PR has been forced to show tangible demand, leads and ROI. #measurepr
2/5/2013 9:13	Katrina_Doell	RT @geoffliving: @shonali More than anything PR has been forced to show tangible demand, leads and ROI. #measurePR
2/5/2013 9:13	KDillabough	RT @geoffliving: @shonali More than anything PR has been forced to show tangible demand, leads and ROI. #measurePR
2/5/2013 9:13	geoffliving	I do think that kind of accountability can be good, but people need to understand branding/reputation has its place, too. #measurePR
2/5/2013 9:14	PKDanielM	Hey, gang - Jumping in late and for the first time from the middle of the map (Kansas City). #measurepr
2/5/2013 9:14	lisakwiese	RT @geoffliving: I do think that kind of accountability can be good, but people need to understand branding/reputation has its place, to ...
2/5/2013 9:14	shonali	A1 MT @geoffliving: I think that kind of acctblty can be good, but ppl need to understand branding/reputation has its place, too. #measurePR
2/5/2013 9:15	John_Trader1	@geoffliving A1: So true. #PR measurement has gone from "wing and a prayer" to "show me results" #measurepr
2/5/2013 9:15	litlewys	A1: PR not only has to shift to doing things "Real Time" quickly & smartly, they also, now have to show company \$\$ #measurepr
2/5/2013 9:15	shonali	@PKDanielM Welcome, we just got started, @geoffliving is talking about how PR measurement has/hasn't changed. #measurePR
2/5/2013 9:15	lisakwiese	#measurePR There's no dollar value IN for brand management and #pr, they just see the OUT towards PR. It will always be an uphill battle.
2/5/2013 9:15	shonali	RT @John_Trader1: @geoffliving A1: So true. #PR measurement has gone from "wing and a prayer" to "show me results" #measurePR
2/5/2013 9:15	litlewys	@geoffliving Totally agree, also, need the time to really build a strong brand/reputation #measurepr
2/5/2013 9:16	Atomic_Reach	@shonali @jenzings @cloudspark Oooh will there be some feisty-ness today? ;) #measurePR
2/5/2013 9:16	geoffliving	@John_Trader1 In some ways that's good, but in others it can lead to short sighted funding. #measurePR
2/5/2013 9:16	JCGibbsDC	RT @shonali: Q!: @geoffliving: How, IYHO, has #pr measurement changed/not in recent times? #measurePR
2/5/2013 9:16	shonali	(Re: Q1): RT @geoffliving: @John_Trader1 In some ways that's good, but in others it can lead to short sighted funding. #measurePR
2/5/2013 9:16	markzohar	RT @Trace_Cohen: Hi, Trace here - I used to do PR for tech companies and launched my own startup @Launch_it as a PR news release site fo ...
2/5/2013 9:16	John_Trader1	@geoffliving I never thought of it that way Geoff. Keen observation. #measurepr
2/5/2013 9:17	shonali	@Atomic_Reach With @geoffliving around, one can hope. ;) @jenzings @cloudspark #measurePR
2/5/2013 9:17	geoffliving	@litlewys top of the funnel still matters. #measurePR
2/5/2013 9:17	shonali	Q2 @geoffliving: Recently you wrote "social to move from PR to ads." <a href="http://t.co/SQ0U7Tds">http://t.co/SQ0U7Tds</a> Why do you think this? #measurePR
2/5/2013 9:18	traackr	RT @shonali: Aight (sp?) folks, I'm heading in to moderate #measurePR with @geoffliving starting in 3 minutes, and will be there for the ...
2/5/2013 9:18	lisakwiese	RT @shonali: Q2 @geoffliving: Recently you wrote "social to move from PR to ads." <a href="http://t.co/SQ0U7Tds">http://t.co/SQ0U7Tds</a> Why do you think this? #measurePR
2/5/2013 9:19	shonali	@jcgibbsdc Hiya! Are you going to be able to hang out at #measurePR for a while?
2/5/2013 9:19	Trace_Cohen	@geoffliving Yes! Client expectations have gone beyond just getting coverage but what actually happens when you do. Sales/traffic #measurePR

2/5/2013 9:19 geoffliving A2 Pt. 1: In short, social has become a game of the aggregate. Influence & search are determined by #s of RTs, impressions, etc. #measurePR

2/5/2013 9:19 SuzieLin RT shonali Q2 @geoffliving: Recently you wrote "social to move from PR to ads." <http://t.co/T9E3xV8Y> Why do you think this? #measurePR

2/5/2013 9:20 JCGibbsDC @shonali right on time I hope! :) #measurePR

2/5/2013 9:20 lisakwiese RT @geoffliving: A2 Pt. 1: In short, social has become a game of the aggregate. Influence & search are determined by #s of RTs, imp ...

2/5/2013 9:20 geoffliving A2 Pt. 2: So that makes it harder for organic social PR to work. Companies will pay for top position. Ads take precedent. #measurePR

2/5/2013 9:20 ancitasatija RT @geoffliving: I do think that kind of accountability can be good, but people need to understand branding/reputation has its place, to ...

2/5/2013 9:20 shonali MT @geoffliving: A2 Social has become a game of the aggregate. Influence & search are determined by #s of RTs, impressions, etc #measurePR

2/5/2013 9:21 ancitasatija RT @litlewys: A1: PR not only has to shift to doing things "Real Time" quickly & smartly, they also, now have to show company \$\$ #me ...

2/5/2013 9:21 kateupdates Jumping in for the first time ...Hi all! #measurePR

2/5/2013 9:21 lisakwiese RT @geoffliving: A2 Pt. 2: So that makes it harder for organic social PR to work. Companies will pay for top position. Ads take precede ...

2/5/2013 9:21 Atomic\_Reach @geoffliving Are you saying PR is going from earned to paid media? #MeasurePR

2/5/2013 9:21 shonali MT @geoffliving A2: So it's harder for organic social PR to work. Companies will pay for top position. Ads take precedent #measurePR

2/5/2013 9:21 ancitasatija RT @Trace\_Cohen: @geoffliving Yes! Client expectations have gone beyond just getting coverage but what actually happens when you do. Sal ...

2/5/2013 9:22 shonali @kateupdates Welcome to your first chat! #measurePR

2/5/2013 9:22 shonali @JCGibbsDC It ain't over until... ;) #measurePR

2/5/2013 9:22 John\_Trader1 MT @geoffliving: A2: In short, social has become game of aggregate. Influence & srch determined by #s of RTs, impressions, etc. #measurepr

2/5/2013 9:22 Trace\_Cohen A2: At the last PRSA conf all the major PR/Digital Agencies said they are doing paid/earned now to give their clients everything #measurePR

2/5/2013 9:23 geoffliving @lisakwiese I'm not saying #socialpr is gone or ineffective, I am saying that mass comms dictates native advertising, etc. #measurepr

2/5/2013 9:23 KDillabough RT @John\_Trader1: MT @geoffliving: A2: In short, social has become game of aggregate. Influence & srch determined by #s of RTs, imp ...

2/5/2013 9:24 lisakwiese @geoffliving Insightful, thanks for the feedback. #measurePR

2/5/2013 9:24 geoffliving @lisakwiese To get immediate sales/lead results, buying your way in has becomes a cheaper alternative for some. Sad, but true. #measurepr

2/5/2013 9:24 Atomic\_Reach RT @Trace\_Cohen: A2: At the last PRSA conf all the major PR/Digital Agencies said they are doing paid/earned now to give their clients e ...

2/5/2013 9:24 ancitasatija RT @geoffliving: @lisakwiese I'm not saying #socialpr is gone or ineffective, I am saying that mass comms dictates native advertising, ...

2/5/2013 9:25 lisakwiese RT @geoffliving: @lisakwiese I'm not saying #socialpr is gone or ineffective, I am saying that mass comms dictates native advertising, ...

2/5/2013 9:25 lisakwiese RT @geoffliving: @lisakwiese To get immediate sales/lead results, buying your way in has becomes a cheaper alternative for some. Sad, bu ...

2/5/2013 9:25 shonali MT @Trace\_Cohen: A2: At last PRSA conf major PR/Digital Agencies said they're doing paid/earned now to give clients everything #measurePR

2/5/2013 9:25 AerialEllis MT @Trace\_Cohen: A2: At last PRSA conf major PR/Digital Agencies said they're doing paid/earned now to give clients everything #measurePR

2/5/2013 9:25 JCGibbsDC RT @geoffliving: @lisakwiese I'm not saying #socialpr is gone or ineffective, I am saying that mass comms dictates native advertising, ...

2/5/2013 9:26 kateupdates @geoffliving A2: It's more important than ever for PR to know more about advertising. It can't just be seen as the "ad dept" job. #measurePR

2/5/2013 9:26 shonali Q3: @geoffliving: F/u to Q2, can you elaborate how will this impact PR (and social media) measurement? #measurePR

2/5/2013 9:26 litlewys @geoffliving @lisakwiese Agree, I really see lines between sales, marketing & PR getting blurry & bein a Grey area, with #Social #measurepr

2/5/2013 9:26 ancitasatija RT @kateupdates: @geoffliving A2: It's more important than ever for PR to know more about advertising. It can't just be seen as the "ad ...

2/5/2013 9:27 geoffliving @kateupdates yeah, integration is critical. Hand in hand. Customer,ears don't delineate anymore, anyway. #measurePR

2/5/2013 9:27 ancitasatija RT @litlewys: @geoffliving @lisakwiese Agree, I really see lines between sales, marketing & PR getting blurry & bein a Grey area ...

2/5/2013 9:28 geoffliving A3: It puts pressure on PR to deliver big hits are settle back into community evangelism and influencer/media relations. #measurePR

2/5/2013 9:28 John\_Trader1 @litlewys I agree with u there. The modern communications pro has to be fluent & understand symbiosis between these disciplines. #measurepr

2/5/2013 9:28 jetsnow RT @geoffliving: @kateupdates yeah, integration is critical. Hand in hand. Customer,ears don't delineate anymore, anyway. #measurePR

2/5/2013 9:29 Atomic\_Reach RT @litlewys: @geoffliving @lisakwiese Agree, I really see lines between sales, marketing & PR getting blurry & bein a Grey area ...

2/5/2013 9:29 litlewys @john\_trader1 And the differ between digital & Tradt'l \*sigh\* Lots of overlap and hard to give hard definitions! #measurepr

2/5/2013 9:29 Katrina\_Doell RT @geoffliving: @kateupdates yeah, integration is critical. Hand in hand. Customer,ears don't delineate anymore, anyway. #measurePR

2/5/2013 9:29 shonali @geoffliving Re: Q3 do you think the "big hits" PR is now required to deliver also means considering different kinds of outcomes? #measurePR

2/5/2013 9:29 KDillabough @geoffliving From my perspective, client/customer ears never did delineate. Just get the job done:) #measurePR

2/5/2013 9:30 lisakwiese @john\_trader1 Symbiosis is the five dollar word of the day! It explains the relationship perfectly #measurePR

2/5/2013 9:30 kateupdates @geoffliving A3: Agreed. PR needs to step it up and make up for lost time. Need to know how to integrate ads 4 FB/Google/Twitter #measurepr

2/5/2013 9:31 geoffliving "@KDillabough: @geoffliving From my perspective, client/customer ears never did delineate. Just get the job done:) #measurePR" Amen.

2/5/2013 9:31 kateupdates RT @kdillabough: @geoffliving From my perspective, client/customer ears never did delineate. Just get the job done:) #measurePR

2/5/2013 9:31 Trace\_Cohen A3: Sales/marketing/PR etc are converging. I call it PR/Brand Journalism where companies write their news and are in control #measurepr

2/5/2013 9:32 shonali ie show value. MT @geoffliving: @shonali Means show lead and ROI totals, or demonstrate brand impact. RTs mean little anymore. #measurePR

2/5/2013 9:32 Ittlewys @kateupdates @geoffliving Ad integration still falls to marketing, but PR people should know the how & why & be able to respond #measurepr

2/5/2013 9:32 shonali Q4: @geoffliving: What do you think of the "influencer" craze? How best can we measure such programs & outreach? #measurePR

2/5/2013 9:32 lisakwiese RT @Trace\_Cohen: A3: Sales/marketing/PR etc are converging. I call it PR/Brand Journalism where companies write their news and are in co ...

2/5/2013 9:32 John\_Trader1 @lisakwiese You're right. Obviously, as silos around these are deconstructed, less competition and more cooperation emerges. #measurepr

2/5/2013 9:33 MattHurst RT @Trace\_Cohen: @geoffliving Yes! Client expectations have gone beyond just getting coverage but what actually happens when you do. Sal ...

2/5/2013 9:33 kateupdates RT @shonali: Q4: @geoffliving: What do you think of the "influencer" craze? How best can we measure such programs & outreach? #measurePR

2/5/2013 9:33 Atomic\_Reach RT @Trace\_Cohen: A3: Sales/marketing/PR etc are converging. I call it PR/Brand Journalism where companies write their news and are in co ...

2/5/2013 9:33 Ittlewys RT @shonali: Q4: @geoffliving: What do you think of the "influencer" craze? How best can we measure such programs & outreach? #measurePR

2/5/2013 9:33 MattHurst RT @shonali: MT @geoffliving: A2 Social has become a game of the aggregate. Influence & search are determined by #s of RTs, impressi ...

2/5/2013 9:34 geoffliving A4: funny, I researched a follow up book to Marketing in the Round on influencers, but pulled the proposal from @quepublishing #measurepr

2/5/2013 9:34 shonali RT @KDillabough: @geoffliving From my perspective, client/customer ears never did delineate. Just get the job done:) #measurePR

2/5/2013 9:35 geoffliving A4: Long and short, I am not impressed with pop theories on influence. We're missing the boat. Science of Networks is correct. #measurepr

2/5/2013 9:36 KDillabough @geoffliving Amen to that, and banished be the flavours of the week #measurePR

2/5/2013 9:36 geoffliving A4: this means context, relevance, timing, and # of friends talking about an item/brand create influence, not follower counts. #measurePR

2/5/2013 9:36 kateupdates @geoffliving Yes. And if it can't be measured back. Is it worth doing? #measurepr

2/5/2013 9:36 lisakwiese RT @geoffliving: A4: this means context, relevance, timing, and # of friends talking about an item/brand create influence, not follower ...

2/5/2013 9:37 geoffliving @Kristinesimpson @shonali yes, but don't make grown men cry. It's a shame. #measurePR

2/5/2013 9:37 Trace\_Cohen A4: Social media has basically given us more work to do on the execution and then analytics side. It used to just be news pubs #measurepr

2/5/2013 9:37 shonali MT @geoffliving: A4: I am not impressed with pop theories on influence. We're missing the boat. Science of Networks is correct. #measurePR

2/5/2013 9:37 KDillabough RT @geoffliving: A4: this means context, relevance, timing, and # of friends talking about an item/brand create influence, not follower ...

2/5/2013 9:37 lisakwiese @geoffliving Sweet digity! I wish more brand owners would recognize it's quality/quantity. Quality content and valued followers #measurePR

2/5/2013 9:37 DebbieLaskeyMBA @shonali @geoffliving In 140 characters or less, how do you measure brand impact? #measurePR

2/5/2013 9:37 keyholeco Top #MeasurePR tweet so far: @geoffliving: PR forced to show tangible demand, leads, ROI <http://t.co/TSGS5sdr> -- 170+ tweets/43 users

2/5/2013 9:37 geoffliving @kateupdates sometimes it is worth doing. That's why ROI only can hurt reputation. Trust is needed. #measurePR

2/5/2013 9:38 PKDanielM A4 It's being misused just like any other industry buzzword. To say we can scientifically identify and measure it is a stretch. #measurepr

2/5/2013 9:38 deannaboss re: Q4 Whoa! Wait a sec - influence is a craze? @shonali @geoffliving #measurepr

2/5/2013 9:38 shonali MT @geoffliving: A4: ie means context, relevance, timing, # of friends talking abt item/brand create influence, not folwr counts #measurePR

2/5/2013 9:38 JCGibbsDC RT @lisakwiese: @geoffliving Sweet digity! I wish more brand owners would recognize it's quality/quantity. Quality content and valued fo ...

2/5/2013 9:38 geoffliving RT @keyholeco: Top #MeasurePR tweet so far: @geoffliving: PR forced to show tangible demand, leads, ROI <http://t.co/TSGS5sdr> -- 170+ twe ...

2/5/2013 9:39 IanGertler @geoffliving re: A4 Context, relevance, timing & # of friends talking about item/brand create influence, not follower # s. #measurePR &gt; Yes!

2/5/2013 9:39 shonali @deannaboss LOL! No, the question said "influencer craze," ie everyone is jumping on that bandwagon. @geoffliving #measurePR

2/5/2013 9:40 geoffliving @DebbieLaskeyMBA @shonali tonality, trust, pos. neg. reputation, reviews, repeat visits to site, etc. #measurePR

2/5/2013 9:40 Ittlewys @deannaboss A little bit... people are so busy looking for the Magic # that defines influence, they are missin the rite questions #measurepr

2/5/2013 9:40 Ittlewys RT @geoffliving: @DebbieLaskeyMBA @shonali tonality, trust, pos. neg. reputation, reviews, repeat visits to site, etc. #measurePR

2/5/2013 9:40 shonali RT @geoffliving: @DebbieLaskeyMBA @shonali tonality, trust, pos. neg. reputation, reviews, repeat visits to site, etc. #measurePR

2/5/2013 9:40 jetsnow RT @shonali: MT @geoffliving: A4: ie means context, relevance, timing, # of friends talking abt item/brand create influence, not folwr c ...

2/5/2013 9:40 shonali Q5: @geoffliving: What are the basics #PR pros \*must\* do when it comes to measurement? #measurePR

2/5/2013 9:41 ChrisDrinkut RT @geoffliving: A4: this means context, relevance, timing, and # of friends talking about an item/brand create influence, not follower ...

2/5/2013 9:41 ChrisDrinkut RT @shonali: Q5: @geoffliving: What are the basics #PR pros \*must\* do when it comes to measurement? #measurePR

2/5/2013 9:41 geoffliving @shonali @deannaboss when everyone cools their content marketing engines, influencers will be the next hot thing. #measurePR

2/5/2013 9:41 keithepetri @Trace\_Cohen just loved your intro! Re: #measurePR

2/5/2013 9:41 AWCchat Interesting discussion going on in #MeasurePR chat right now....

2/5/2013 9:41 SheilaS Interesting discussion going on in #MeasurePR chat right now....

2/5/2013 9:41 John\_Trader1 RT @shonali: Q5: @geoffliving: What are the basics #PR pros \*must\* do when it comes to measurement? #measurepr

2/5/2013 9:41 deannaboss @shonali yeah. Jumping on the bandwagon like two years after the rest of us! lol! Thanks for clarifying. #measurepr

2/5/2013 9:41 Ittlewys RT @shonali: Q5: @geoffliving: What are the basics #PR pros \*must\* do when it comes to measurement? #measurePR

2/5/2013 9:42 shonali Ha! RT @geoffliving: when everyone cools their content marketing engines, influencers will be the next hot thing. #measurePR

2/5/2013 9:42 SuzieLin Great chat and sorry I can't participate more. All of sudden things got busy. #measurepr

2/5/2013 9:42 John\_Trader1 RT @geoffliving: when everyone cools their content marketing engines, influencers will be the next hot thing. #measurepr

2/5/2013 9:42 geoffliving A5: Map back to business strategy. What does these metrics say about the health of the business and/or its goals? #measurePR

2/5/2013 9:42 shonali @mikenealis Ask them if that's helping them make money. ;) @geoffliving #measurePR

2/5/2013 9:42 lisakwiese RT @geoffliving: when everyone cools their content marketing engines, influencers will be the next hot thing. #measurePR

2/5/2013 9:43 PKDanielM @iangertler Well put. Digging for true influence takes work and time. That's why fewer folks do it. :) #measurepr

2/5/2013 9:43 Trace\_Cohen A5: Benchmark so you can show results and get every analytics platform out there to show whatever you did worked (Google/bitly) #measurepr

2/5/2013 9:43 shonali @SuzieLin No worries, thank you so much for taking the time. See you soon! #measurePR

2/5/2013 9:43 KDillabough RT @shonali: Ha! RT @geoffliving: when everyone cools their content marketing engines, influencers will be the next hot thing. #measurePR

2/5/2013 9:43 Ittlewys RT @geoffliving A5: Map back to business strategy. What does these metrics say about the health of the business and/or its goals? #measurePR

2/5/2013 9:43 shonali MT @geoffliving: A5: Map back to business strategy. What do these metrics say about the health of the business and/or its goals? #measurePR

2/5/2013 9:43 kateupdates Great Q! RT @shonali: Q5: @geoffliving: What are the basics #PR pros \*must\* do when it comes to measurement? #measurePR

2/5/2013 9:43 deannaboss No shortcuts! RT @PKDanielM: @iangertler Well put. Digging for true influence takes work and time. That's why fewer folks do it. #measurepr

2/5/2013 9:44 deannaboss RT @geoffliving: @shonali @deannaboss when everyone cools their content marketing engines, influencers will be next hot thing. #measurePR

2/5/2013 9:44 shonali MT @Trace\_Cohen: A5: Benchmark so you can show results. Get analytics platform to show whatever you did worked (Google/bitly) #measurePR

2/5/2013 9:45 kateupdates RT @geoffliving: A5: Map back to business strategy. What do these metrics say about the health of the business and/or its goals? #measurePR

2/5/2013 9:45 lisakwiese Powerful! RT @pkdanielm: @IanGertler Well put. Digging for true influence takes work and time. That's why fewer folks do it. :) #measurepr

2/5/2013 9:45 JessColumbo RT @deannaboss: RT @geoffliving: @shonali @deannaboss when everyone cools their content marketing engines, influencers will be next hot ...

2/5/2013 9:45 PKDanielM A5: First rule of measurement club: Educate your clients and supervisors about measurement. #measurepr

2/5/2013 9:45 MrAndrewBradle RT @Ittlewys: A1: PR not only has to shift to doing things "Real Time" quickly & smartly, they also, now have to show company \$\$ #measurepr

2/5/2013 9:46 mainwilk Enticing! MT @geoffliving: when everyone cools their content marketing engines, influencers will be the next hot thing. #measurePR

2/5/2013 9:46 Katrina\_Doell Well said. RT @PKDanielM: A5: First rule of measurement club: Educate your clients and supervisors about measurement. #measurepr

2/5/2013 9:46 ChrisDrinkut A5: 1. Take a simplified approach KISS. 2. demonstrate causality (as much as possible) with Biz-goals 3. Track output and impact #measurepr

2/5/2013 9:46 shonali @sheilas Hi! Are you peeking in on #measurePR?

2/5/2013 9:46 John\_Trader1 A5: Second rule of measurement club: participate regularly in this chat. #measurepr

2/5/2013 9:46 Atomic\_Reach RT @PKDanielM: A5: First rule of measurement club: Educate your clients and supervisors about measurement. #MeasurePR

2/5/2013 9:47 kateupdates Have to jet ... Great first #measurePR for me ... will definitely be back. Thanks @shonali and @geoffliving and gang.

2/5/2013 9:47 ChrisDrinkut RT @PKDanielM: A5: First rule of measurement club: Educate your clients and supervisors about measurement. #measurepr

2/5/2013 9:47 ragtag Will read #MeasurePR later.. tracking our own streams which are running at light speed today

2/5/2013 9:47 lisakwiese Understand before execution MT @pkdanielm: A5: 1 rule of measurement club: Educate your clients and supervisors about measurement #measurepr

2/5/2013 9:47 geoffliving @kateupdates @shonali have a great afternoon! #measurePR

2/5/2013 9:47 shonali @kateupdates Great to see you, thanks so much for joining today's chat with @geoffliving, come back soon. :) #measurePR

2/5/2013 9:48 Trace\_Cohen A5: Make sure to set expectations and don't over promise. Usually the biggest problem I see in PR and why people get "burned." #measurepr

2/5/2013 9:48 shonali Q6: @geoffliving You're co-producing @xpotomac on 2/25 (disc: #cl). How will you measure \*its\* success? ;) #measurePR

2/5/2013 9:48 mainwilk Catching the end of #measurepr and it's quite interesting. Lots on content, true influence, what to really measure. Bummed I'm late!

2/5/2013 9:48 deannaboss @litlewys I can see craze as in people who don't normally pay attention to it are starting to, I don't see it as something trendy.#measurepr

2/5/2013 9:48 SuzieLin @shonali Thanks and I always look forward to this chat! I'll be sure to read the transcript afterwards. #measurepr

2/5/2013 9:48 KDillabough RT @shonali: Q6: @geoffliving You're co-producing @xpotomac on 2/25 (disc: #cl). How will you measure \*its\* success? ;) #measurePR

2/5/2013 9:49 shonali @mainwilk Better late than never. Come back for the next chat on time! ;) 2/19 with @richardbagnall #measurePR

2/5/2013 9:49 pashamalla I'm a fly on the wall following a great thread at #measurePR

2/5/2013 9:49 JessColumbo RT @SheilaS: Interesting discussion going on in #MeasurePR chat right now....

2/5/2013 9:49 geoffliving A6: great question. @xpotomac will be successful if it shifts some conversation from social to newer media experiences #measurepr

2/5/2013 9:50 lisakwiese @shonali is #measurePR every other week traditionally (pardon my first-timer experience)

2/5/2013 9:50 shonali @pashamalla You're no fly, You're The Fly. ;) #measurePR

2/5/2013 9:50 litlewys @deannaboss Agree, not trendy, people thou are more involved/participating then before, that will fade out #measurepr

2/5/2013 9:50 mainwilk @shonali @richardbagnall Can't wait! I'll be there! #measurepr

2/5/2013 9:50 IanGertler @deannaboss @PKDanielM It's fine to explore "quicker routes," but social=real life: share/gain info & forge relationships. #measurepr #RonR

2/5/2013 9:50 deannaboss @litlewys their loss! #measurepr

2/5/2013 9:50 shonali MT @geoffliving: A6: great qn. @xpotomac will be successful if it shifts some conversation from social to newer media experiences #measurePR

2/5/2013 9:51 shonali @lisakwiese Please don't apologize, we love 1st-timers. Yes, the chat is bi-weekly on Tuesdays, 12-1 pm ET. #measurePR

2/5/2013 9:51 KDillabough RT @geoffliving: A6: great question. @xpotomac will be successful if it shifts some convo from social to newer media experiences #measurePR

2/5/2013 9:51 geoffliving @shonali the old stuff is just that, old. We need to turn our eyes forward as a sector. #measurepr thus @xpotomac

2/5/2013 9:52 MattHurst RT @Trace\_Cohen: A5: Make sure to set expectations and don't over promise. Usually the biggest problem I see in PR and why people get "b ...

2/5/2013 9:52 JohnFriedman Sorry to be late to #measurepr chat but hey, I am on travel.

2/5/2013 9:52 litlewys MT @iangertler: It's fine to explore "quicker routes," but social=real life: share/gain info & forge relationships. #measurepr #RonR

2/5/2013 9:52 JessColumbo @geoffliving @xpotomac Would love a follow up convo around "newer media experiences." Feels like the world is our comms oyster #measurepr

2/5/2013 9:52 shonali Re Q6: btw, if you're in the DMV area, use code Twitter for 50% off biz/vendor rates <http://t.co/u1W8kpOw> (#cl AND I'm speaking!) #measurePR

2/5/2013 9:52 shonali @JohnFriedman Mr. High Flyer. ;) #measurePR

2/5/2013 9:53 geoffliving @JessColumbo @xpotomac hahahaha, or echo chamber, lol! #measurePR

2/5/2013 9:53 JohnFriedman Well on the ground now @shonali #measurepr

2/5/2013 9:53 MattHurst RT @shonali: MT @Trace\_Cohen: A5: Benchmark so you can show results. Get analytics platform to show whatever you did worked (Google/bitl ...

2/5/2013 9:53 shonali RT @geoffliving: the old stuff is just that, old. We need to turn our eyes forward as a sector. thus @xpotomac #measurePR

2/5/2013 9:53 shonali @JohnFriedman Are you here or in Paris? #measurePR

2/5/2013 9:53 ChrisDrinkut "Will be successful if..." - a great planning device (or measurement question to ask) to #measurepr / Now how is it measured?

2/5/2013 9:54 mariadiaz Next? how about now?@geoffliving: when everyone cools their content marketing engines, influencers will be the next hot thing. #measurePR

2/5/2013 9:54 shonali Q7 (last question for today!) @geoffliving: Do you have a favorite measurement mantra you can share? #measurePR

2/5/2013 9:54 pashamalla RT @shonali: RT @geoffliving: the old stuff is just that, old. We need to turn our eyes forward as a sector. thus @xpotomac #measurePR

2/5/2013 9:54 KDillabough RT @shonali: Q7 (last question for today!) @geoffliving: Do you have a favorite measurement mantra you can share? #measurePR

2/5/2013 9:55 geoffliving @mariadiaz lol, what's old is new again... Influencers, everyone wants to feel important! #measurePR

2/5/2013 9:55 lisakwiese RT @shonali: Q7 (last question for today!) @geoffliving: Do you have a favorite measurement mantra you can share? #measurePR

2/5/2013 9:55 lisakwiese RT @ChrisDrinkut: "Will be successful if..." - a great planning device (or measurement question to ask) to #measurepr / Now how is it me ...

2/5/2013 9:56 geoffliving A7: Yes, how does it impact the web site? I always ask this whenever i see a new fancy social media metric. #measurePR

2/5/2013 9:56 JohnFriedman " PR is not measured by column inches, minutes of airtime, tweets or 'likes' but whether it creates a lasting impression." #measurepr

2/5/2013 9:56 lisakwiese RT @geoffliving: A7: Yes, how does it impact the web site? I always ask this whenever i see a new fancy social media metric. #measurePR

2/5/2013 9:56 bureaugroup RT @geoffliving: A7: Yes, how does it impact the web site? I always ask this whenever i see a new fancy social media metric. #measurePR

2/5/2013 9:57 lisakwiese RT @JohnFriedman: " PR is not measured by column inches, minutes of airtime, tweets or 'likes' but whether it creates a lasting impressi ...

2/5/2013 9:57 JohnFriedman @shonali, I am in Paris #measurepr (we're doing it metric over here.)

2/5/2013 9:57 John\_Trader1 RT @geoffliving: A7: Yes, how does it impact the web site? I always ask this whenever i see a new fancy social media metric. #measurepr

2/5/2013 9:57 geoffliving @eclectitech @shonali lol, we don't. It's a part of th mix, just like email. But let's not call it new anymore. #measurePR

2/5/2013 9:57 TwistedEdge Sorry I wasn't able to participate in today's chat. Will try better next time, I promise! #measurePR

2/5/2013 9:57 shonali RT @geoffliving: A7: Yes, how does it impact the web site? I always ask this whenever i see a new fancy social media metric. #measurePR

2/5/2013 9:58 pashamalla RT @shonali: Q7 (last question for today!) @geoffliving: Do you have a favorite measurement mantra you can share? #measurePR

2/5/2013 9:58 pashamalla RT @geoffliving: A7: Yes, how does it impact the web site? I always ask this whenever i see a new fancy social media metric. #measurePR

2/5/2013 9:58 PKDanielM Thanks, all. Gotta jet but wanted to throw out a misc. #measurepr ?: Anyone use <http://t.co/hC1Z2yna>? Seems like its freemium model is out.

2/5/2013 9:59 shonali MT @JohnFriedman: PR isn't measured by column "s, mins of airtime, tweets or likes but whether it creates a lasting impression." #measurePR

2/5/2013 9:59 KDillabough RT @JohnFriedman: " PR is not measured by column inches, minutes of airtime, tweets or 'likes' but whether it creates a lasting impressi ...

2/5/2013 9:59 mainwikl Truth &gt; RT @geoffliving: @mariadiaz lol, what's old is new again... Influencers, everyone wants to feel important! #measurePR

2/5/2013 9:59 shonali Well, today's chat is officially over. Thanks so much for joining & esp to @geoffliving. #measurePR

2/5/2013 9:59 SuperDU 1) Measure twice, cut once. 2) If it can't be measured, it's not worth doing. @shonali Q7 favorite measurement mantra(s) #measurePR

2/5/2013 9:59 geoffliving @deannaboss @shonali cheers! #measurePR

2/5/2013 10:00 John\_Trader1 Thanks to @geoffliving for the wisdom and to @shonali for administering another fantastic chat. #measurepr

2/5/2013 10:00 lttlewys @deannaboss Great to meet you, was a fun chat!! #measurepr

2/5/2013 10:00 shonali We'll post the transcript/recap soon here: <http://t.co/nCUZmv2J> might want to bookmark #measurePR

2/5/2013 10:00 lttlewys Much thanks @shonali & @geoffliving Fun chat!! #measurepr

2/5/2013 10:00 ChrisDrinkut Always good analysis here: <http://t.co/kjZRWyF> thank you @donbart #measurepr Measure and Grow.

2/5/2013 10:00 SuzieLin RT @shonali: Well post the transcript/recap soon here: <http://t.co/X2o67nnX> might want to bookmark #measurepr

2/5/2013 10:00 KDillabough @shonali Ditto that! Thanks so much Shonali and @geoffliving, and gr8 to participate in my first @measurePR #measurePR

2/5/2013 10:00 Atomic\_Reach @geoffliving I like your A7. This is true! Will be re-visiting our metrics this week... thanks! #MeasurePR

2/5/2013 10:00 jetsnow RT @SuperDU: 1) Measure twice, cut once. 2) If it can't be measured, it's not worth doing. @shonali Q7 favorite measurement mantra(s) # ...

2/5/2013 10:00 shonali Do keep chatting & using the hashtag for relevant convos. If it's important, it CAN be neasured! #measurePR

2/5/2013 10:00 geoffliving Thank you for having me, @shonali! #measurePR is a great chat!

2/5/2013 10:01 KDillabough RT @John\_Trader1: Thanks to @geoffliving for the wisdom and to @shonali for administering another fantastic chat. #measurePR

2/5/2013 10:01 jetsnow RT @shonali: MT @JohnFriedman: PR isn't measured by column "s, mins of airtime, tweets or likes but whether it creates a lasting impress ...

2/5/2013 10:01 lttlewys @trace\_cohen Great to meet! Will be emailing you shortly!! #measurepr

2/5/2013 10:01 shonali Oops - I meant to say, if it's important, it CAN be measured. You just have to be smart about figuring out how. #measurePR

2/5/2013 10:01 lisakwiese I love stumbling on great new chats! I'm adding #measurePR every other Tuesday at 11p-12a CST. Be a fly on the wall or come to chat!

2/5/2013 10:01 shonali And save the date for the next chat, Tues. Feb 19, 12-1 pm ET, when @richardbagnall will join us as our guest. #measurePR

2/5/2013 10:01 Trace\_Cohen @shonali Thanks for a great chat! #measurepr

2/5/2013 10:01 Atomic\_Reach Thanks @shonali and @geoffliving - awesome chat! Wish it was every week! #MeasurePR

2/5/2013 10:01 shonali Over & out of the chat for now - thank you again for joining. Your time, smarts & sharing souls are most appreciated! #measurePR

2/5/2013 10:02 Time4Marketing RT @JohnFriedman: " PR is not measured by column inches, minutes of airtime, tweets or 'likes' but whether it creates a lasting impressi ...

2/5/2013 10:02 shonali @lisakwiese Terrific!! #measurePR

2/5/2013 10:02 shonali @Trace\_Cohen @KDillabough @littlewys @John\_Trader1 @deannaboss @JohnFriedman so glad you joined, thank you! #measurePR

2/5/2013 10:03 shonali @Atomic\_Reach Yea... that would be tough on me. ;) But every other week is better than nothing, right? #measurePR

2/5/2013 10:03 shonali @ChrisDrinkut Great to see you, hope to see you again soon! #measurePR

2/5/2013 10:03 ChrisDrinkut

Thank you @shonali @geoffliving and #measurepr folks! Good discussion.

2/5/2013 10:04 shonali

RT @SuperDU: 1) Measure twice, cut once. 2) If it can't be measured, it's not worth doing. Q7 favorite measurement mantra(s) #measurePR

2/5/2013 10:04 shonali

Thanks again for joining today's chat, all. See you later! Remember: next chat, Feb 19, 12-1 pm ET, @richardbagnall at the mic. #measurePR