

Time(PST)	Username	Update
3/5/2013 9:13	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
3/5/2013 9:13	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 ...
3/5/2013 9:13	jenzings	Whew...skated in a tad late, but in the nick of time...#MeasurePR
3/5/2013 9:13	richardbagnall	@shonali Whoop! We're off! #measurepr
3/5/2013 9:14	shonali	Q1: @richardbagnall Last time, we ended #measurePR talking about the need for education on best practices. Further thoughts?
3/5/2013 9:14	richardbagnall	@jenzings Delighted to have you with us. Thanks for joining! #measurepr
3/5/2013 9:14	SuzieLin	Woo hoo made it just in time #measurepr
3/5/2013 9:14	shonali	@jenzings GREAT to see you! And that reminds me, I have to DM/email you... #measurePR
3/5/2013 9:14	richardbagnall	A1 A better understanding of how to measure - & plan PR credibly is the No1 challenge facing our industry. #measurepr
3/5/2013 9:14	deannaboss	@jenzings yeah! so glad you made it. #measurepr
3/5/2013 9:15	shonali	@SuzieLin It's not the same without you. Great to see you! #measurePR
3/5/2013 9:15	deannaboss	RT @shonali: @SuzieLin It's not the same without you. Great to see you! #measurePR
3/5/2013 9:15	shonali	RT @richardbagnall: A1 A better understanding of how to measure - & plan PR credibly is the No1 challenge facing our industry. #measurePR
3/5/2013 9:15	SuzieLin	RT @richardbagnall: A1 A better understanding of how to measure - & plan PR credibly is the No1 challenge facing our industry. #measurepr
3/5/2013 9:15	heathertweedy	RT @richardbagnall: A1 A better understanding of how to measure - & plan PR credibly is the No1 challenge facing our industry. #meas ...
3/5/2013 9:15	richardbagnall	A1 Too frequently we still see clients & PR agencies still looking for impressions and AVEs. Has to stop! #measurepr
3/5/2013 9:15	SuzieLin	@shonali Thank you for that! So glad to be here! #measurepr
3/5/2013 9:15	shonali	RT @richardbagnall: A1 Too frequently we still see clients & PR agencies still looking for impressions and AVEs. Has to stop! #measurePR
3/5/2013 9:15	ancitasatija	RT @richardbagnall: A1 A better understanding of how to measure - & plan PR credibly is the No1 challenge facing our industry. #meas ...
3/5/2013 9:16	SuzieLin	Yes! RT @richardbagnall: A1 Too frequently we still see clients & PR agencies still looking for impressions & AVEs. Has to stop! #measurepr
3/5/2013 9:16	shonali	@GorkanaUS Thanks for joining! #measurePR
3/5/2013 9:16	ksaust	RT @richardbagnall: A1 Too frequently we still see clients & PR agencies still looking for impressions and AVEs. Has to stop! #measurepr
3/5/2013 9:16	richardbagnall	A1 Drum has been beaten for years, time is now of the essence. We HAVE to improve as an industry #measurepr
3/5/2013 9:16	rachaelseda	RT @richardbagnall: A1 Too frequently we still see clients & PR agencies still looking for impressions and AVEs. Has to stop! #measurepr
3/5/2013 9:16	ancitasatija	RT @shonali: RT @richardbagnall: A1 Too frequently we still see clients & PR agencies still looking for impressions and AVEs. Has to ...
3/5/2013 9:16	richardbagnall	A1 Better education will only come through ALL OF US working together - we all have a part to play. #measurepr
3/5/2013 9:16	lisakwiese	@richardbagnall I'd love to know what you would like to see as an alternate #measurePR
3/5/2013 9:17	rachaelseda	Yes! RT @richardbagnall: A1 A better understanding of how to measure & plan PR credibly is the No1 challenge facing our industry. #measurepr
3/5/2013 9:17	richardbagnall	A1 - That's Measurement geeks, Measurement Pros, #PR practitioners, PR educators and PR students. #measurepr
3/5/2013 9:17	kauaiianSun	A1 Agree w/@richardbagnall, impressions measure potential reach, but what does that mean for clients, goals? #measurepr
3/5/2013 9:18	shonali	RT @richardbagnall: A1 - That's Measurement geeks, Measurement Pros, #PR practitioners, PR educators and PR students. #measurePR
3/5/2013 9:18	richardbagnall	A1 Other marketing disciplines are colliding into our silo with bigger budgets & better metrics. Be prepared! #measurepr
3/5/2013 9:18	wittlake	@rachaelseda @richardbagnali Not just PR, measurement is a vexing problem today in all of marketing. #measurepr
3/5/2013 9:18	richardbagnall	@kauaiianSun You're so right. #measurepr
3/5/2013 9:18	shonali	RT @richardbagnall: A1 Other marketing disciplines are colliding into our silo with bigger budgets & better metrics. Be prepared! #measurePR
3/5/2013 9:18	ksaust	RT @richardbagnall: A1 Other marketing disciplines are colliding into our silo with bigger budgets & better metrics. Be prepared! #m ...
3/5/2013 9:19	shonali	Q2. @richardbagnall Recently "CPM" has been discussed among #i4pr elite: http://t.co/QPIAw5vXo5 Please explain its #pr context. #measurePR
3/5/2013 9:19	deannaboss	RE: Q1 I need practical applications for how to wean clients off AVE. haven't used it since '08 but people ask for it. #measurepr
3/5/2013 9:19	ancitasatija	RT @richardbagnall: A1 Other marketing disciplines are colliding into our silo with bigger budgets & better metrics. Be prepared! #m ...
3/5/2013 9:19	richardbagnall	@wittlake Yes, it's all getting a lot more complicated, not a lot more simple! :-) #measurepr

3/5/2013 9:19 shonali RT @wittlake: @rachaelseda @richardbagnali Not just PR, measurement is a vexing problem today in all of marketing. #measurePR

3/5/2013 9:19 richardbagnall A2 CPM = Cost per thousand impressions #measurepr

3/5/2013 9:20 deannaboss RE: Q1 (pt 2) and I know it's suggest meaningful metrics in their place but again, best practices to transition? #measurepr

3/5/2013 9:20 richardbagnall A2 It's an advertising technique used to model the cost to buy 1000 impressions #measurepr

3/5/2013 9:20 wittlake @kauaiianSun If no one sees it (imps), it doesn't have a chance to make an impact. An important "status" metric (not success). #measurepr

3/5/2013 9:20 owly84 RT @ConsumerTeam: Gorkana director @richardbagnall is joining in on a Twitter chat about #PR measurement. For updates please follow #mea ...

3/5/2013 9:21 rachaelseda @shonali @wittlake @richardbagnali I couldn't agree more #measurepr

3/5/2013 9:21 shonali RT @richardbagnall: A2 It's an advertising technique used to model the cost to buy 1000 impressions #measurePR

3/5/2013 9:21 rachaelseda RT @kauaiianSun: A1 Agree w/@richardbagnall, impressions measure potential reach, but what does that mean for clients, goals? #measurepr

3/5/2013 9:21 shonali @deannaboss Re Q1/2, have you tried asking how AVE helped reach biz objectives and/or improve strategy? #measurePR

3/5/2013 9:22 richardbagnall @deannaboss This will help wean clients off AVEs - 16 reasons they suck:<http://t.co/4Z7IzE3rdP> #measurepr

3/5/2013 9:22 shonali RT @wittlake: If no one sees it (imps), it doesn't have a chance to make an impact. An important "status" metric (not success). #measurePR

3/5/2013 9:22 shonali RT @richardbagnall: @deannaboss This will help wean clients off AVEs - 16 reasons they suck:<http://t.co/9SbXy4mLRQ> #measurePR

3/5/2013 9:22 deannaboss @shonali now, it's one of those things that CEOs are used to it, so when our clients report they still want it. #measurepr

3/5/2013 9:23 richardbagnall RT @wittlake: If no one sees it (imps), it doesn't have a chance to make an impact. An important "status" metric (not success). #measurepr

3/5/2013 9:23 shonali Q3. @richardbagnall Is CPM a valid metric for #PR? Yes/no, and why/why not, in your opinion? #measurePR

3/5/2013 9:23 deannaboss Thank you. RT @richardbagnall: @deannaboss This will help wean clients off AVEs - 16 reasons they suck:<http://t.co/04HeUufmpf> #measurepr

3/5/2013 9:23 richardbagnall @deannaboss So we all need to educate the clients on why they are not a valid metric #measurepr

3/5/2013 9:23 SuzieLin RT @shonali: Q3. @richardbagnall Is CPM a valid metric for #PR? Yes/no, and why/why not, in your opinion? #measurepr

3/5/2013 9:24 Gorkana RT @richardbagnall: @deannaboss This will help wean clients off AVEs - 16 reasons they suck:<http://t.co/4Z7IzE3rdP> #measurepr

3/5/2013 9:24 shonali @deannaboss Yea, I know. I think we need to encourage them to ask the question too. #measurePR

3/5/2013 9:24 richardbagnall We must not just provide metrics that are nonsense just because they are requested. Need for all to educate is paramount. #measurepr

3/5/2013 9:25 GorkanaUS RT @richardbagnall: A1 A better understanding of how to measure - & plan PR credibly is the No1 challenge facing our industry. #measurepr

3/5/2013 9:25 deannaboss @shonali yes, good question to start (and end?) the AVE discussion. #measurepr

3/5/2013 9:25 heathertweedy @deannaboss RE: Q:1/2 agree w/ Shonali - ask why client likes AVE's. We emphasize that it's outdated. CEO's hate falling behind! #measurepr

3/5/2013 9:25 richardbagnall A3 It's a step above AVE's as it attempts to look at value & get PR on a level playing field with advertising #measurepr

3/5/2013 9:25 Gorkana Lots of interesting discussions going on at #measurePR right now. Tune in and join the conversation.

3/5/2013 9:25 pashamalla MT @richardbagnall: Wean off AVEs - 16 reasons they suck: <http://t.co/f5zUOa7PdL> #measurepr

3/5/2013 9:26 shonali RT @richardbagnall: A3 It's a step above AVE's as it attempts to look at value & get PR on a level playing field with advertising #measurePR

3/5/2013 9:26 richardbagnall A3 But with #PR it still needs to take into account quality of coverage, messaging & target audiences etc #measurepr

3/5/2013 9:26 lisakwiese RT @richardbagnall: A3 It's a step above AVE's as it attempts to look at value & get PR on a level playing field with advertising #measurePR

3/5/2013 9:26 rachaelseda RT @richardbagnall: A3 Its a step above AVEs as it attempts to look at value & get PR on a level playing field with advertising #measurepr

3/5/2013 9:26 richardbagnall A3 And of course it doesn't talk to out-takes and outcomes - what has our PR activity actually driven? #measurepr

3/5/2013 9:26 jenzings RT @richardbagnall: A3 But with #PR it still needs to take into account quality of coverage, messaging & target audiences etc #mea ...

3/5/2013 9:26 shonali RT @richardbagnall: A3 But with #PR it still needs to take into account quality of coverage, messaging & target audiences etc #measurePR

3/5/2013 9:27 rachaelseda RT @richardbagnall: A3 But with #PR it still needs to take into account quality of coverage, messaging & target audiences etc #measurepr

3/5/2013 9:27 EdelmanBerland AVEs don't measure PR. Here's why. <http://t.co/H4RGgks14O> #measurePR

3/5/2013 9:27 MikeR_MMM RT @richardbagnall: A2 It's an advertising technique used to model the cost to buy 1000 impressions #measurepr

3/5/2013 9:27 deannaboss Last year I got in trouble for even mentioning AVE here. @jenzings ratted me out! why has it made a comeback in our discussion?#measurepr :)

3/5/2013 9:27 richardbagnall A3 So is it a valid metric? I think it has value when used appropriately bearing in mind the points raised. #measurepr

3/5/2013 9:28 ksaustr MT @richardbagnall: We must not provide metrics that R nonsense because they're requested. Need 4 all to educate is paramount. #measurepr

3/5/2013 9:28 heathertweedy RT @richardbagnall: A3 And of course it doesn't talk to out-takes and outcomes - what has our PR activity actually driven? #measurepr

3/5/2013 9:28 hlatiri @richardbagnall If we are no longer using AVEs to #measurePR what should we be using? Bump in sales? Increased website traffic?

3/5/2013 9:28 Toronto_PR_Gu RT @EdelmanBerland: AVEs don't measure PR. Here's why. <http://t.co/H4RGgks14O> #measurePR

3/5/2013 9:28 richardbagnall A3 Remember it's just an "Output" metric, not an outtake or outcome. #measurepr

3/5/2013 9:29 shonali Q4. @richardbagnall Some feel #pr firms shouldn't offer #measurePR services (as most big agencies do) b/c of conflict of interest. Thoughts?

3/5/2013 9:29 richardbagnall A3 #PR objectives are very rarely based on outputs, but instead should be based on outtakes and outcomes. #measurepr

3/5/2013 9:29 kauaiianSun A3 Could supplement your other metrics, but it still needs context to reveal true impact. #measurepr

3/5/2013 9:30 deannaboss @shonali @heathertweedy I like it, I like it. #measurepr

3/5/2013 9:30 kauaiianSun Uh-oh...anyone elses Tweetchat down? #measurepr

3/5/2013 9:54 richardbagnall Actually #measurepr peeps, I am off to Madrid myself in a few weeks time for my stag (bachelor) party! ;-)

3/5/2013 9:54 shonali RT @richardbagnall: More on #AMEC2013 conference in Madrid is here: <http://t.co/BxplW4Ud6a> so check it out! #measurepr

3/5/2013 9:54 Gorkana RT @richardbagnall: We have new leaders - Ketchum's David Rockland is the new Chair and @gorkana's own @jeremythompson is the deputy ch ...

3/5/2013 9:55 richardbagnall A6 Junk? Easy... AVE's! #measurepr

3/5/2013 9:55 shonali Congrats! RT @richardbagnall: Actually #measurepr peeps, I am off to Madrid myself in a few weeks time for my stag (bachelor) party! ;-)

3/5/2013 9:55 deannaboss @wittlake @jenzings yes, the TweetDeck issues are just right in line with my day so far. Can only get better, right!? #measurepr

3/5/2013 9:55 shonali RT @richardbagnall: A6 Junk? Easy... AVE's! #measurepr

3/5/2013 9:55 homiegcheesefr @jenzings @wittlake tweetdeck has repeatedly been freezing on me over the past few days too. i jumped ship. #measurepr

3/5/2013 9:55 jenzings RT @shonali: RT @richardbagnall: A6 Junk? Easy... AVE's! #measurepr

3/5/2013 9:56 heathertweedy @richardbagnall Have to get out of the country for it?! That's quite the raucous fete you must have planned! #measurepr

3/5/2013 9:56 richardbagnall A6 Additionally, need to question many of the 'absolute number' metrics - so volumes, 'number of X', impressions, scores etc #measurepr

3/5/2013 9:57 shonali Q7. @richardbagnall Finally, can you tell us about @sharethisoo? #measurePR

3/5/2013 9:57 shonali MT @richardbagnall: A6 Also need to question many 'absolute number' metrics - so volumes, 'number of X', impressions, scores etc #measurepr

3/5/2013 9:57 richardbagnall A6 Monitoring tools/vendors don't agree with each other on volumes, how can we trust any number to be right? #measurepr

3/5/2013 9:58 richardbagnall A6 All differ across time periods, social media 'channels', relevance, spam etc #measurepr

3/5/2013 9:58 ksaust MT @richardbagnall: Nothing wrong with measuring #PR in house. The rules: credible, objective, meaningful, objective based #measurepr

3/5/2013 9:58 richardbagnall A6 And Impressions and OTS also need to be questioned now = and therefore CPM too of course. #measurepr

3/5/2013 9:59 shonali RT @richardbagnall: A6 Monitoring tools/vendors don't agree with each other on volumes, how can we trust any number to be right? #measurepr

3/5/2013 9:59 kateryanNY RT @shonali: RT @richardbagnall: A5 You can read more on social media measurement standards at <http://t.co/Uu4bz3tG18> and via #smmstanda ...

3/5/2013 9:59 GorkanaUS RT @richardbagnall: Nothing wrong with measuring your own #PR in house. Just follow the rules - credible, objective, meaningful, objecti ...

3/5/2013 9:59 shonali @rachaelseda So glad you could make it to #measurePR - have a terrific rest of your day, doll!

3/5/2013 10:00 shonali Wow - time flew! We're at the end of our allotted hour for #measurePR, thanks so much to all for participating, even if in/out.

3/5/2013 10:00 Katie_1977 Great article from @Gorkana : This will help wean clients off AVEs - 16 reasons they suck:<http://t.co/5YgfFpiXEG> #measurepr

3/5/2013 10:00 richardbagnall A7 #ShareThis is a social media handbook for #PR pros written by PR Pros #measurepr

3/5/2013 10:01 shonali And special thanks to @richardbagnall for dropping by #measurePR for the 2nd time, we loved having you. Congrats on your upcoming nuptials!

3/5/2013 10:01 richardbagnall A7 I was honoured to be asked to write the social media measurement chapter. #measurepr

3/5/2013 10:01 shonali RT @richardbagnall: A7 #ShareThis is a social media handbook for #PR pros written by PR Pros #measurepr

3/5/2013 10:01 richardbagnall A7 #Sharethis sold so well in Europe & the USA that Share This Too has just been written. #measurepr

3/5/2013 10:02 shonali RT @richardbagnall: A7 #Sharethis sold so well in Europe & the USA that Share This Too has just been written. #measurepr

3/5/2013 10:03 richardbagnall It's been an absolute pleasure @shonali. Thanks to all for joining, please stay connected. #measurepr

3/5/2013 10:04 richardbagnall And don't forget to keep educating on importance of decent metrics for the #pr industry #measurepr

3/5/2013 10:04 richardbagnall #PR AVE's must die! <http://t.co/4Z7IzE3rdP> #measurepr

3/5/2013 10:04 shonali

3/5/2013 10:05 shonali

@richardbagnall Thank you so much again! Hey, all, how's about a big round of applause for Richard? <shakes hands in silent clap> #measurePR
Thanks to all for joining #measurePR today despite the tech hiccups. Next chat: March 19, 12- 1 pm ET, please mark your calendars!