

Time(PDT)	Username	Update
4/2/2013 9:01	shonali	And... it's time! Welcome to #measurePR, where we talk about all things #PR & #SM-measurement related. Who's here?
4/2/2013 9:01	BeckyGaylord	Great post and points ~> "Talking #measurePR with Sandra Fathi" http://t.co/0mLMNGT2ru via @shonali
4/2/2013 9:02	deannaboss	I am here and I am ON TIME! #measurepr
4/2/2013 9:02	shonali	@BeckyGaylord Thanks! If you have time to join today's chat (just started) @sandrafathi is back with us. #measurePR
4/2/2013 9:02	shonali	@deannaboss LOL! Yes, you are. :) #measurePR
4/2/2013 9:03	shonali	Before we begin our chat, please introduce yourself, tell us who you are, what you do, etc. #measurePR
4/2/2013 9:03	karelyneve	I'm here as well. Excited for my 1st time at #measurePR!
4/2/2013 9:03	John_Trader1	Present, and ready to learn. Love this chat & the information shared! #measurepr
4/2/2013 9:04	sandrafathi	Thanks Becky! RT @beckygaylord: Great post and points ~> "Talking #measurePR with Sandra Fathi" http://t.co/fXgWY2y8v8 via @shonali
4/2/2013 9:04	ganeshjacharya	#measurePR also just started #DigitalNow
4/2/2013 9:04	shonali	Me: I'm CEO of a social PR biz, measurement geek (hence this chat), foodie & dog-mom. I & 3 Elvis & ABBA. Don't be hatin. #measurePR
4/2/2013 9:05	shonali	@karelyneve I'm very happy you're here! #measurePR
4/2/2013 9:06	wittlake	@shonali I'm bigger on baba (baby talk), different life stage. :-) Will follow along as much as I can this morning! #measurepr
4/2/2013 9:07	shonali	@wittlake LOL! That's terrific. And then we can talk about when *you* guest on the chat (esp after your recent post!). #measurePR
4/2/2013 9:07	standingdog	If you are interested in how to #measurepr follow @shonali and this hashtag now, and every Tuesday at 11am CST.
4/2/2013 9:07	shonali	@karelyneve Really? Did you find it easy to get set up? Are you using Tweetgrid or Tweetchat? #measurePR
4/2/2013 9:07	sandrafathi	Me: I'm Pres. of Affect (http://t.co/TuhXMD3Y2y), PR & SM firm. Mom, Entrepreneur, blogger, & measurement loving practitioner! #measurepr
4/2/2013 9:08	shonali	@standingdog That's so kind of you, thank you! The chat is every other Tuesday, though, not weekly. #measurePR
4/2/2013 9:08	shonali	MT @sandrafathi: I'm Pres. of Affect (http://t.co/6XPlvWRqW6), Entrepreneur, blogger, & measurement loving practitioner! #measurePR
4/2/2013 9:09	karelyneve	@shonali Yes. Right now I'm using Hootsuite, but I think I need a better option for next time. #measurePR
4/2/2013 9:09	shonali	@ganeshjacharya Very cool. Do you host/curate the chat, or someone else? #measurePR
4/2/2013 9:09	shonali	@karelyneve Look up #WUL for "Twitter chat" posts, I've written a bunch of them. That'll set you up. #measurePR
4/2/2013 9:10	shonali	OK, on with a few quick rules before we start. First, I'm thrilled that @sandrafathi is back today as the guest. Welcome, Sandra! #measurePR
4/2/2013 9:10	shonali	@standingdog LMAO!!! #measurePR
4/2/2013 9:10	ganeshjacharya	@shonali both me and @ryangovindan #measurePR
4/2/2013 9:11	shonali	Ok, rules of thumb: 1, don't forget to use the hashtag with your tweets, else they won't show up when we pull the transcript #measurePR
4/2/2013 9:11	ganeshjacharya	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 transcript ...
4/2/2013 9:11	NateRisch	@shonali Brand Management and Marketing consultant here. Will follow along as I can today... #measurePR
4/2/2013 9:12	shonali	@NateRisch Thank you for coming across from Google+, I appreciate it! #measurePR
4/2/2013 9:12	shonali	2, When prefacing your tweets, pls use "re" Q1" or "A1" (or similar) convention so it's easy to follow the conversation thread #measurePR
4/2/2013 9:13	shonali	@ganeshjacharya @ryangovindan Great to know & meet both of you #measurePR
4/2/2013 9:13	shonali	3: We love a good conversation, so have at it! But if you have a question that's quite different than that discussed, pls DM me #measurePR
4/2/2013 9:14	ganeshjacharya	@shonali great to meet you too #measurePR
4/2/2013 9:14	shonali	Finally - above all, have fun! This is a lovely group of people, and we're all here to learn collectively. Ready? Off we go... #measurePR
4/2/2013 9:14	shonali	Q1. Do you think there are differences in B2B & B2C #PR measurement? @sandrafathi #measurePR
4/2/2013 9:15	deannaboss	MT @shonali: Finally - above all, have fun! This is a lovely group of people, we're all here to learn. Ready? Off we go... #measurePR
4/2/2013 9:15	John_Trader1	A good one to start with: RT @shonali: Q1. Do you think there are differences in B2B & B2C #PR measurement? @sandrafathi #measurepr
4/2/2013 9:15	ryangovindan	RT @deannaboss: MT @shonali: Finally - above all, have fun! This is a lovely group of people, we're all here to learn. Ready? Off we go ...
4/2/2013 9:16	ganeshjacharya	RT @shonali: Q1. Do you think there are differences in B2B & B2C #PR measurement? @sandrafathi #measurePR
4/2/2013 9:16	FrankIPR	RT @franklinwalton: "Please Kill the PR Isn't Measurable Myth" http://t.co/9X1nFAERBy #measurepr #i4pr #pr

4/2/2013 9:16 ryangovindan RT @John_Trader1: A good one to start with: RT @shonali: Q1. Do you think there are differences in B2B & B2C #PR measurement? @sandr ...

4/2/2013 9:16 wittlake @shonali A1. There better be! There are differences in how they buy, need different goals and measurement. #measurepr

4/2/2013 9:16 JohnFriedman RT @wittlake: @shonali A1. There better be! There are differences in how they buy, need different goals and measurement. #measurepr

4/2/2013 9:18 JohnFriedman #measurepr A1: The only accurate measurements reflect audience/stakeholder interests/perspectives, so B2B and B2C must differ...

4/2/2013 9:18 shonali MT @sandrafathi: A1: Both need meaningful KPIs, but on the B2B side usually needs more direct alignment w/ business goals #measurePR

4/2/2013 9:18 shonali RT @wittlake: A1. There better be! There are differences in how they buy, need different goals and measurement. #measurePR

4/2/2013 9:18 sandrafathi A1: Both need meaningful KPIs (key performance indicators) but B2B side usually needs more direct alignment w/ business goals #measurepr

4/2/2013 9:19 deannaboss Re Q1: why impressions can be weak metric - in B2B trade valuable but smaller circs than B2C (usually). #measurepr

4/2/2013 9:19 ryangovindan RT @wittlake: @shonali A1. There better be! There are differences in how they buy, need different goals and measurement. #measurepr

4/2/2013 9:19 sandrafathi @franklinwalton I think it's dead and buried #measurepr

4/2/2013 9:19 shonali MT @sandrafathi: A1: B2C might be ok w 'awareness'/'perception' changes. B2B wants # of leads, revenue generated, conversion etc #measurePR

4/2/2013 9:20 theelusivefish A1 measurement should be the same (in terms of framework/methods/process) but objectives and thus KPIs will differ #measurePR

4/2/2013 9:20 John_Trader1 A1: Buying cycles tend to be longer between B2C and B2B too, reflecting need for different benchmarks and altered metrics. #measurepr

4/2/2013 9:20 ryangovindan RT @sandrafathi: A1: Both need meaningful KPIs (key performance indicators) but B2B side usually needs more direct alignment w/ business ...

4/2/2013 9:21 John_Trader1 MT @sandrafathi: A1: Both need meaningful KPIs but B2B side usually needs more direct alignment w/ business goals #measurepr

4/2/2013 9:21 sandrafathi Agreed! RT @theelusivefish: A1 measurement should be the same (in terms of framework/process) but objectives and KPIs will differ #measurePR

4/2/2013 9:21 standingdog RT @John_Trader1: A1: Buying cycles tend to be longer between B2C and B2B too, reflecting need for different benchmarks and altered metr ...

4/2/2013 9:22 JohnFriedman #measurepr A1: depends on your goals, too. 'increase awareness' vs 'enhance reputation' vs 'active engagement' different for B2B and B2C

4/2/2013 9:22 JasKeller Lead gen vs. sales as an emphasis. @shonali: Q1. Do you think there are differences in B2B & B2C #PR measurement? #measurePR

4/2/2013 9:22 shonali RT @theelusivefish: A1 measurement should be same (in terms of framework/methods/process) but objectives & thus KPIs will differ #measurePR

4/2/2013 9:23 standingdog A1: B2C measurements involve success of branding, B2B measurements are bottom-line driven. #measurepr

4/2/2013 9:23 sandrafathi A1: B2C also may not have direct sales - i.e. if product is on supermarket shelf, harder to measure from FB to checkout #measurepr

4/2/2013 9:23 shonali RT @JohnFriedman: A1: depends on goals, too. 'increase awareness' v 'enhance reputation' vs 'active engagement' diff for B2B, B2C #measurePR

4/2/2013 9:25 shonali RT @sandrafathi A1: B2C also may not have direct sales ie if product is on supermarket shelf, harder to measure fm FB to checkout #measurePR

4/2/2013 9:25 JohnFriedman #measurepr A1: #PR is often combined/equated with #marketing but the two are different, and have different KPIs, IMHO

4/2/2013 9:26 shonali Q2: @sandrafathi What do you make of "the value of a Facebook fan" type conversations? #measurePR

4/2/2013 9:26 JasKeller @shonali @sandrafathi The same can be said for B2B, which can sometimes be more about the business relationship than the product. #measurePR

4/2/2013 9:27 wittlake @JohnFriedman True, but both are part of the same waterfall of goals. Diff biz needs still drive diff measurements. #measurepr

4/2/2013 9:28 JohnFriedman @wittlake U said it better than I did #measurepr; both complements, not substitutes for each other.

4/2/2013 9:28 wittlake @shonali A2. Bunk. True at a point in time, but when you change behavior, benchmark is no longer valid. #measurepr

4/2/2013 9:28 standingdog @shonali A2: The value of that conversation and that Fan depends on who you are having that conversation with, yes? #measurepr

4/2/2013 9:29 shonali Thank you! RT @wittlake: A2. Bunk. True at a point in time, but when you change behavior, benchmark is no longer valid. #measurePR

4/2/2013 9:29 sandrafathi Q2: I don't think you can put a \$ value on a fan except in very specific situations. Usually this approach leads to #measurepr

4/2/2013 9:29 wittlake @JohnFriedman Compliments, not substitutes && Perfect. #measurepr

4/2/2013 9:29 sandrafathi Q2: (Cont) an attempt to acquire fans in an unorganic way - and that's a dangerous road #measurepr

4/2/2013 9:29 JohnFriedman #measurePR A2: FB 'fans' = just another easy to measure, hard to quantify the value, metric. Too much of that in #PR damages cred w/ c-suite

4/2/2013 9:30 shonali @standingdog Yes. I meant the stuff one sees on "quantifying" the value of FB fans, etc. Like @wittlake said, I think it's bunk. #measurePR

4/2/2013 9:30 shonali RT @sandrafathi: Q2: I don't think you can put a \$ value on a fan except in specific situations. Usually this approach leads to.. #measurePR

4/2/2013 9:30 shonali RT @sandrafathi: Q2: (Cont) an attempt to acquire fans in an unorganic way - and that's a dangerous road. #measurePR

4/2/2013 9:31 NateRisch @shonali @sandrafathi fan value is dependent on involvement. #measurePR

4/2/2013 9:31 shonali So that said, a bit of SSP: everyone please go "like" the SBC biz page on FB ;) http://t.co/dz1Cm2xvH #measurePR

4/2/2013 9:31 theelusivfish A2: New rule. Anyone who assigns a \$\$ value to Likes must be forced to pay me cold hard currency in exchange for my clicks #measurePR

4/2/2013 9:32 JohnFriedman #measurePR A2: Example where 'fans' matter - company I know using FB to engage employees w/o Intranet access. 'Fans' = % of workforce.

4/2/2013 9:32 ganeshjacharya RT @theelusivfish: A2: New rule. Anyone who assigns a \$\$ value to Likes must be forced to pay me cold hard currency in exchange for my ...

4/2/2013 9:32 JasKeller @JohnFriedman For it to matter, you need to translate size of your community to how they take action. #measurePR

4/2/2013 9:32 shonali A1: @wittlake has a very thoughtful post out today on measuring B2B marketing: <http://t.co/83CO78irvi> #measurePR

4/2/2013 9:32 karelyneve RT @shonali: So that said, a bit of SSP: everyone please go "like" the SBC biz page on FB ;) <http://t.co/dz1Cm2xvvh> #measurePR

4/2/2013 9:32 John_Trader1 @JohnFriedman Interesting example. Thanks for sharing that, anything written on it? #measurepr

4/2/2013 9:33 JohnFriedman @John_Trader1 Not yet, still in early stages. But will have metrics re: engagement in desired programs, etc. #measurepr

4/2/2013 9:34 wittlake @shonali wow, thanks Shonali! #measurepr

4/2/2013 9:34 John_Trader1 @JohnFriedman Thank you -- look forward to reading more about it. #measurepr

4/2/2013 9:34 standingdog @shonali @wittlake In what ways do YOU value a Facebook fan? #measurePR

4/2/2013 9:35 standingdog RT @shonali: A1: @wittlake has a very thoughtful post out today on measuring B2B marketing: <http://t.co/83CO78irvi> #measurePR

4/2/2013 9:35 RFPAssoc PR Pros Making Progress In Following the Barcelona Principles via @CARMA_Tweets @PRNews <http://t.co/XzPd1DJJhE> #measurepr

4/2/2013 9:35 RUdowitz RT @RFPAssoc: PR Pros Making Progress In Following the Barcelona Principles via @CARMA_Tweets @PRNews <http://t.co/XzPd1DJJhE> #measurepr

4/2/2013 9:35 shonali LOL! MT @theelusivfish: A2: New rule. Anyone who assigns \$\$ value to Likes must pay me cold currency in exchange for my clicks #measurePR

4/2/2013 9:35 sandrafathi A2: Value can be measured in cost deferral. Ex. # of ppl following MTA or ConEd online can reduce calls to cust serv #measurepr #measurepr

4/2/2013 9:35 JasKeller RT @theelusivfish: A2: New rule. Anyone who assigns a \$\$ value to Likes must be forced to pay me cold hard currency in exchange for my ...

4/2/2013 9:36 BH_Social For those of us playing catchup, is there a link that shows Q1 and Q2? #measurePR

4/2/2013 9:36 JohnFriedman @John_Trader1 right now measuring % of employee population are 'fans', % that 'follow' and % who 'engage' on pgs #measurepr

4/2/2013 9:36 shonali A2: yesterday @leaderswest published a terrific case study on @MaerskLine b2b use of #socialmedia: <http://t.co/mmOq8HKVYF> #measurePR

4/2/2013 9:36 shonali @wittlake You're welcome! #measurePR

4/2/2013 9:36 wittlake @standingdog I don't value a "fan" directly. I value the results from Facebook activity (or other social venues) #measurepr

4/2/2013 9:37 John_Trader1 RT @sandrafathi: A2: Value can be msured in cost deferral. Ex. # of ppl following MTA or ConEd online can reduce cust serv calls #measurepr

4/2/2013 9:37 ganeshjacharya RT @wittlake: @standingdog I don't value a "fan" directly. I value the results from Facebook activity (or other social venues) #measurepr

4/2/2013 9:37 shonali MT @sandrafathi: A2: Value can be measured in cost deferral. Ex. # of ppl following MTA online can reduce calls to cust serv #measurePR

4/2/2013 9:37 JohnFriedman new biz model from #measurepr "will 'like' your page for cash"

4/2/2013 9:37 standingdog @sandrafathi Are MTA and ConEd social followers now using FB as customer service? Is this cost just being shifted? #measurepr

4/2/2013 9:38 NateRisch @shonali @sandrafathi A2: fan value is dependent on involvement. #measurePR

4/2/2013 9:38 JasKeller @sandrafathi You would need to show that followers are receiving support to validate that claim - not just follower amount right? #measurePR

4/2/2013 9:38 BH_Social The value of a "Like" is measured by how it was gained - people adding due to quality content > people adding due to targeted ads #measurePR

4/2/2013 9:38 standingdog @wittlake What specific results from a fan's activity do you value, and more importantly, measure? #measurepr

4/2/2013 9:40 standingdog RT @shonali: A2: yesterday @leaderswest published a terrific case study on @MaerskLine b2b use of #socialmedia: <http://t.co/mmOq8HKVYF> ...

4/2/2013 9:40 sandrafathi @standingdog Some yes. If call avg \$7 and a tweet or FB post is less than \$1 - & reaching more ppl, it's significant savings. #measurepr

4/2/2013 9:40 ganeshjacharya Value of 1 FB like = Net profit via FB conversions / Number of likes? #measurepr

4/2/2013 9:41 JohnFriedman #measurePR A2: It cannot be just collecting numbers of 'fan's they must be engaged to act in way that supports biz goals & is trackable

4/2/2013 9:41 theelusivfish A2 (more serious A) different pages will have different objectives. One KPI to rule 'em all will have you chasing wrong data. #measurePR

4/2/2013 9:42 BH_Social Don't forget everybody that a Like can lead to stories being created in other timelines - value of Like beyond just 1 person now #measurePR

4/2/2013 9:42 JasKeller Yup. RT @theelusivfish: Diff pages will have different objectives. One KPI to rule 'em all will have you chasing wrong data. #measurePR

4/2/2013 9:42 sandrafathi @jaskeller Where possible, yes. Sometimes its also seen as reduction in average call volume. But ppl tweet/FB Qs to SM & get help #measurepr

4/2/2013 9:42 standingdog @sandrafathi Social media is cost-effective venue for customer service, that can be measured bottom-line. That is CEO-friendly. #measurepr

4/2/2013 9:42 karelyneve @bh_social I agree I think that this is what makes FB "likes" hard to quantify bc you need to know the motive behind the "like." #measurePR

4/2/2013 9:43 wittlake @standingdog that's specific to each client. Could be consumption of key content, traffic, survey response/feedback, \$\$'s, ... #measurepr

4/2/2013 9:43 Pallavi_8 RT @shonali: Q1. Do you think there are differences in B2B & B2C #PR measurement? @sandrafathi #measurePR

4/2/2013 9:43 BH_Social @sandrafathi Exactly. Push to social assistance creates FAQ of sorts for observers, recurring value well past 1st engagement #measurePR

4/2/2013 9:43 theelusivefish A2 the value comes from your outcomes occurring, not the inputs leading to the outcome. Value of a cake != cost of eggs #measurePR

4/2/2013 9:43 JohnFriedman Added value when ppl tweet/FB Qs to SM & get help - they often share positive experiences on same SM; builds reputation #measurepr

4/2/2013 9:43 JasKeller @sandrafathi I like the comparison to reduction in call volume, but seems like a metric most struggle with bc its hard to access #measurePR

4/2/2013 9:43 karelyneve RT @BH_Social: Don't forget everybody that a Like can lead to stories being created in other timelines - value of Like beyond just 1 per ...

4/2/2013 9:43 BH_Social @karelyneve Exactly. "Likes" actually mean something now bc they have recurring value that rivals sponsored ads/stories on FB #measurePR

4/2/2013 9:44 wittlake @karelyneve And that's why, if you change your behavior, all bets are off on similar value going forward. #measurepr

4/2/2013 9:44 sandrafathi MTA & ConEd customers helping others during crises - by RTing outage maps & answering cust serv Qs with no intervention from orgs #measurepr

4/2/2013 9:45 wittlake @BH_Social Careful, that starts to sound like AVE. (likes compared to cost of sponsored ads/stories) #measurepr

4/2/2013 9:46 BH_Social @JasKeller Fortune 50 & 500 companies can access info - basis of present, future funding of social (if it reduces call volume) #measurePR

4/2/2013 9:46 BH_Social @wittlake FB started that fire. Ppls interactions with Pages are nearly identical to Sponsored stories in Timeline currently. #measurePR

4/2/2013 9:47 JasKeller @BH_Social Absolutely but most orgs aren't streamlined where that data is universally known - so digital may not has clear access #measurePR

4/2/2013 9:48 BH_Social @JasKeller You bring up good pt (need for unified #custserv) but digital tends not to own. Corp streamlines info access. #measurePR

4/2/2013 9:48 BH_Social @JasKeller Illustrates need for top-down adoption, acceptance of #social value in corps (ability to proliferate data btwn depts) #measurePR

4/2/2013 9:49 wittlake @BH_Social Agreed, but that still doesn't make AVE a good measurement unless it leads directly to reducing \$s spent on FB ads. #measurePR

4/2/2013 9:49 JasKeller Def! RT @BH_Social: You bring up good pt (need for unified #custserv) but digital tends not to own. Corp streamlines access. #measurePR

4/2/2013 9:50 BH_Social @wittlake Oh I'd never use as a measurement. More about value in the conceptual meaning, not as a reporting mechanism #measurePR

4/2/2013 9:50 BeckyGaylord Sorry I missed it. Will look over #measurePR later @shonali @sandrafathi Thanks!

4/2/2013 9:51 JohnFriedman #measurePR i think there's a danger in being unable to quantify the value SM bring b/c others may do it for us, or value not seen by ldrs

4/2/2013 9:52 shonali @BeckyGaylord NP - thank you again! @sandrafathi #measurePR

4/2/2013 9:53 standingdog @JohnFriedman The daily and eternal struggle of social media for justification. *sigh* #measurepr

4/2/2013 9:53 BH_Social @JohnFriedman Lack of a consistent ROI in #social has been issue for yrs. Value = cant afford not to have presence. #measurePR

4/2/2013 9:55 BH_Social @sandrafathi What was Q3? #measurePR

4/2/2013 9:55 sandrafathi Please tell ppl @ NY Job Project (<http://t.co/R9gJM4Cr0V>) for chance to win entry-level job at Affect (w/ lots of measurement!) #measurepr

4/2/2013 9:55 shonali @sandrafathi (rel to Q3) - even though the contest close date is still on, have you already seen an uptick in these metrics? #measurePR

4/2/2013 9:55 standingdog @BH_Social @JohnFriedman And not just simply presence. #measurepr

4/2/2013 9:55 John_Trader1 That's what I was thinking! RT @BH_Social: @sandrafathi What was Q3? #measurepr

4/2/2013 9:55 JasKeller @shonali @sandrafathi What was Q3? #measurePR

4/2/2013 9:56 sandrafathi RT @shonali: Q3: Affect has launched a job contest: <http://t.co/U0aPta9wZi> Do you have other metrics (other than making a hire)? #measurepr

4/2/2013 9:56 shonali Q3: @sandrafathi Affect launched a fun jobs contest: <http://t.co/cDKAj6T562> Do you have other metrics (other than a hire)? #measurePR

4/2/2013 9:57 shonali @JasKeller @John_Trader1 @BH_Social y'all got so involved in Q2 you missed Q3. ;) @sandrafathi & I just re-sent #measurePR

4/2/2013 9:57 BH_Social @standingdog When someone brings up lack of ROI scale for #social I channel John McClain in Die Hard: "Welcome to the party pal!" #measurePR

4/2/2013 9:58 standingdog RT @shonali: Q3: @sandrafathi Affect launched a fun jobs contest: <http://t.co/cDKAj6T562> Do you have other metrics (other than a hire)? ...

4/2/2013 9:58 JohnFriedman #measurepr A3: Using social media we were able to increase applicants to a scholarship program 78%. Included tweets, posts and online ads.

4/2/2013 9:59 sandrafathi @shonali Yes, we do. This is our 3rd yr. 2012 had 110+ entries, 16,000+ votes, 3x our Twitter, 2x our FB and 20%+ increase to web #measurepr

4/2/2013 9:59 John_Trader1 @shonali Shame on me for missing that. I was following the @BH_social, @JasKeller @JohnFriedman conversation! #measurepr

4/2/2013 9:59 JohnFriedman #measurepr Distracting people from the main thread...my bad...oh look, a squirrel....

4/2/2013 9:59 theelusivefish A3: what's their objective? Perception that they're a 'must work there place' - then overall uptick in new applicants #measurePR

4/2/2013 9:59 shonali RT @JohnFriedman A3: Using social media were able to increase applicants to scholarship prog 78%. Incl tweets, posts, online ads #measurePR

4/2/2013 10:00 standingdog @BH_Social HA! "Die Hard Without Social Media." #measurepr
4/2/2013 10:00 shonali @John_Trader1 I think that's awesome, it's a sign of a good convo! @BH_social @JasKeller @JohnFriedman #measurePR
4/2/2013 10:00 sdxNomadMom "@JohnFriedman: #measurepr Distracting people from the main thread...my bad...oh look, a squirrel...." @sdxtravelchef @David_Willard
4/2/2013 10:01 shonali MT @sandrafathi: A3 Yes, we do. This is 3rd yr. 2012 had 110+ entries, 16,k+ votes, 3x our Twitter, 2x our FB, 20%+ incr to web #measurePR
4/2/2013 10:01 shonali Wow, time flies when you're having fun (I think @standingdog said it first ;)). We're out of time, gang. Great chat today! #measurePR
4/2/2013 10:01 JohnFriedman Looks like #Sodexo dietitians have joined #measurePR. Their wellness tips now #1 on our company blog by traffic (shameless plug)
4/2/2013 10:02 shonali Many thanks @sandrafathi for coming back to #measurePR - you were wonderful!
4/2/2013 10:02 sandrafathi RT @JohnFriedman: #measurepr A3: Using SM increased applicants to a scholarship prog 78%. W/ tweets, posts and online ads. #measurepr
4/2/2013 10:02 BH_Social Thanks for the discussion - first time for me, hence coming in late. Appreciate the chat! #measurePR
4/2/2013 10:02 standingdog @shonali You know you've been in a good twitter chat when Die Hard and squirrels are mentioned within seconds of each other. #measurepr
4/2/2013 10:02 shonali And also to all who joined in today, especially some new faces like @NateRisch @karelyneve (discl: she works with me!) #measurePR
4/2/2013 10:02 sandrafathi Great to meet everyone on #measurepr. Looking forward to future chats! Thanks @shonali #measurepr
4/2/2013 10:03 sdxtravelchef @sdxNomadMom @JohnFriedman @David_Willard #measurepr one day someone's going to shoot that squirrel :)
4/2/2013 10:03 JohnFriedman Gr8 ideas/convo on #measurepr. TY all, and @shonali for hosting.
4/2/2013 10:03 JasKeller @shonali @sandrafathi Thanks guys! :-) #measurePR
4/2/2013 10:03 John_Trader1 Thanks to @shonali for guiding the chat and to @sandrafathi for her wisdom! Everyone else had some great info too :) #measurepr
4/2/2013 10:03 BH_Social For those interested, new blog post: 'Your Copy/Paste Style of #SocialMedia #CustServ is Failing' (<https://t.co/S4guJHwzM6>) #measurePR
4/2/2013 10:03 shonali This is where chat recaps are posted, you might want to bookmark it: <http://t.co/R7XfJkktrj> #measurePR
4/2/2013 10:04 shonali And if you have questions/guest ideas for a future chat, PLMK. Today's chat is "officially" over (next: 4/16, 12-1 pm ET) #measurePR