

Username	Tweet
deannaboss	deannaboss: Just fired up Twitter! I'm ready... RT @jenzings: Just about an hour until start--hope you can join us! #MeasurePR
jenzings	jenzings: @deannaboss woo hoo! looking forward to chatting with you! #MeasurePR
shonali	shonali: Just half an hour until #measurePR! Today it's guest-hosted by the fab @jenzings, hope you'll be there!
donbart	donbart: @amecorg EarlyBird last day! Learn how to #measurePR from experts at AMEC Euro Summit in Madrid Please RT
deannaboss	deannaboss: RT @donbart: @AmecOrg EarlyBird last day! Learn how to #measurePR from experts at AMEC Euro Summit in Madrid
BH_Social	BH_Social: Checking in to #measurepr
Courtney_Tarnow	Courtney_Tarnow: Tuning in to #MeasurePR for the first time :)
jenzings	jenzings: Q1: Klout has unveiled Klout Experts, where you can ask questions of experts--this looks like context to me. What do you think? #MeasurePR
BH_Social	BH_Social: @jenzings How so? Think it's flaw is still its intangibility when it comes to scoring, etc. More a projection than an assessment #measurepr
jenzings	jenzings: @wittlake Ha, excellent catch. You are correct...so, Klout Experts--Influence? #MeasurePR
jenzings	jenzings: @BH_Social Re: Q1: Context-ties the answer to an expert, increasing their influence #MeasurePR
jenzings	jenzings: For reference on Q1: #MeasurePR

wittlake	wittlake: @jenzings A1. Feels like Demand Media meets Quora. Answer rote questions (DM) for personal visibility (quora) #measurepr
BH_Social	BH_Social: I think Klout will benefit when it can better connect businesses to niche influencers, almost like FB ad targeting/demographics #measurepr
jenzings	jenzings: RT @BH_Social: @jenzings How so? flaw is still its intangibility when it comes to scoring, etc. More a projection / assessment #MeasurePR
JohnFriedman	JohnFriedman: Influence = ability to change minds. Who influences the influencers (i.e. media)? Klout counts all followers same (I think) #measurepr
wittlake	wittlake: @jenzings A1(b). Yes, it is context, but is it context we care about? Real experts get "Ask Me Anything" audiences. #measurepr
jenzings	jenzings: RT @wittlake: @jenzings A1. Feels like Demand Media meets Quora. Answer rote questions (DM) for personal visibility (quora) #MeasurePR
deannaboss	deannaboss: Soooo, I did a blog post on influence. In the process researched Klout & became slightly less of a hater #measurepr
jenzings	jenzings: @wittlake A1: I had the same reaction re: Quora. The example of being in a store and asking an expert b4 purchase made sense 2 me #MeasurePR
JohnFriedman	JohnFriedman: Not sure I agree @jenzings A1b) true experts have field(s) they're influential in. Celebrity not the same as influence, IMHO #measurepr
jenzings	jenzings: oh, snap RT @wittlake:A1(b). Yes, it is context, but is it context we care about? Real experts get "Ask Me Anything" audiences. #MeasurePR
BH_Social	BH_Social: @JohnFriedman Which is the main problem with Klout is it still prioritizes Followers & can't dig into/analyze the content shared #measurepr
BH_Social	BH_Social: Someone w/500 Followers providing #custserv/#marketing advice should be ranked better than a Tw bikini acct that pushes pics #measurepr

- jenzings jenzings: @JohnFriedman agree re: celeb v. influence.If I can tap an expert chef if I'm having a problem w/a pan sauce, is that influence? #MeasurePR
- JohnFriedman JohnFriedman: @JenZings To me difference btwn knowledge-sharing and having influence. Influence is stronger, moves the needle of perception. #measurepr
- jenzings jenzings: RT @BH_Social: w/500 Followers providing #custserv/#marketing advice shd be ranked better than a Tw bikini acct that pushes pics #MeasurePR
- wittlake wittlake: @jenzings My old Klout theory: Klout isn't about real influencers. Its about mass audiences marketers can buy. #measurepr
- thehatchergroup thehatchergroup: Learn how #deathpenalty coalition turned to social media for repeal-vote for our conf session: #measurePR
- thehatchergroup thehatchergroup: @deannaboss interesting. and timely for this chat. #measurepr
- BH_Social BH_Social: Can anyone explain why Klout takes into account the re-sharing of pics as influence? Short of infographics, how;s that influence? #measurepr
- jenzings jenzings: @JohnFriedman That's a good distinction re: knowledge sharing/move needle of perception. #MeasurePR
- deannaboss deannaboss: Totally. RT @wittlake: My old Klout theory: Klout isn't about real influencers. Its about mass audiences marketers can buy. #measurepr
- wittlake wittlake: @jenzings Real influencers won't sell influence. The mass of small 'influencers' will. And marketers still have a BUY mindset. #measurepr
- wittlake wittlake: @BH_Social Easy: Klout measures ability to spread content, not influence. Marketers buy distribution of content. Perfect match. #measurepr
- jenzings jenzings: @BH_Social Great question. I don't know...anyone else? Why does re-sharing pics count? #MeasurePR

wittlake	wittlake: @BH_Social Agree, and that's why topics are key in marketers use (and increasingly so with Experts program) #measurepr
jenzings	jenzings: @BH_Social Hm...I have a puppy.... ;-) #MeasurePR
wittlake	wittlake: @BH_Social Yes, it encourages the exact same kind of gaming that FB Edgerank encourages. #measurepr
JohnFriedman	JohnFriedman: I think the issue is that in a attempt to gain traction offers instant gratification (perks, quick changes, etc.) to users #measurepr
wittlake	wittlake: @jenzings Did you say puppy? You could be the next Klout Ninja!! ;-) #measurepr
BH_Social	BH_Social: @wittlake That's why I think Kloud would work as an app w/in platforms & not a stand-alone, 1000 foot 'assessment' of value #measurepr
AlHopper_	AlHopper_: @BH_Social The only Perks I've seen are magazine subs for one I don't read and a 5 gift card. Not great #measurepr
jenzings	jenzings: Q2 (related to Q1): They've also introduced Klout for biz, which includes a dashboard. Does this change marketing? PR? #MeasurePR
BH_Social	BH_Social: @AlHopper_ Exactly. It needs to be geared with analytics where content is mined for proper pairing/sponsorship i.e. florists #measurepr
jenzings	jenzings: @wittlake I am counting on that! #MeasurePR
deannaboss	deannaboss: @AlHopper_ the 5 gift card for the Egg White McMuffin!? C'mon now, who doesn't love a free breakfast sandwich. ;-) #measurepr
jenzings	jenzings: @AlHopper_ @BH_Social I agree, most of the perks are lame, IMHO. #MeasurePR

BH_Social	BH_Social: @AlHopper_ If Klout dug into my Tw/Fb feed & found mention of neg exp w/flowers, could pair me w/FTD & capitalize on 'influence' #measurepr
AlHopper_	AlHopper_: @deannaboss I didn't say that one wasn't appreciated. ;0) How about #starbucks next time #measurepr
thehatchergroup	thehatchergroup: MT @JohnFriedman: I think the issue is that in a attempt to gain traction offers instant gratification (perks, quick changes etc) #measurepr
wittlake	wittlake: Aside: my view on why Klout isn't about real influencers and the need it meets for marketers: #measurepr
AlHopper_	AlHopper_: @BH_Social That would be a great way to pair influencers. I'm forever tweeting about #coffee #measurepr
deannaboss	deannaboss: Klout is successful in getting users to voluntarily link their social accts. What about influencers who may not be as social? #measurepr
BH_Social	BH_Social: A2 I think any #custserv strategy that rewards influencers based upon Klout is flawed & wrong. Creates imbalance, cut-the-line #measurepr
deannaboss	deannaboss: @AlHopper_ I'm from MN so kinda partial to @Caribou_Coffee #measurepr
wittlake	wittlake: @BH_Social Yes. One key Klout has is access. Structure gives them access to FB, not just public feeds. #measurepr
BH_Social	BH_Social: @AlHopper_ Mining your feed for coffee mentions, paired w/your Klout score, makes you a commodity for coffee retailers, not McDs #measurepr
jenzings	jenzings: RT @deannaboss: Klout is successful in getting users 2 voluntarily link social accts. Wht abt inflncers who may not be as social? #MeasurePR
deannaboss	deannaboss: Yes, yes and yes! RT @BH_Social: A2 I think any #custserv strategy that rewards influencers based upon Klout is flawed & wrong. #measurepr

wittlake	wittlake: @jenzings A2. Not really. Klout or other influence metrics already in tools for companies that want to use them. #measurepr
AlHopper_	AlHopper_: Fari enough ;0) I like the local @HEB brands also RT @deannaboss: @AlHopper_ I'm from MN so kinda partial to @Caribou_Coffee #measurepr
wittlake	wittlake: @deannaboss Exactly. Getting us to give up our private feeds, to be mined for marketing, was genius. #measurepr
jenzings	jenzings: Re: Q1 &Q2 - Klout is making the effort to adjust, find ways to get closer 2 influence. They appear 2 be in 4 the long haul. #MeasurePR
deannaboss	deannaboss: @BH_Social unless it involves giving influencers free coffee cc: @AlHopper_ #measurepr
jenzings	jenzings: RT @wittlake: @deannaboss Exactly. Getting us to give up our private feeds, to be mined for marketing, was genius. #MeasurePR
thehatchergroup	thehatchergroup: RT @wittlake: @deannaboss Exactly. Getting us to give up our private feeds, to be mined for marketing, was genius. #measurepr
jenzings	jenzings: @wittlake @deannaboss - Same w/FB. We turn over masses of data to be mass-marketed to...what a coup! #MeasurePR
BH_Social	BH_Social: @deannaboss But that's Marketing. If you give 1 person free cup due to bad exp but not to 1 w/same exp, lower klout, thats wrong #measurepr
wittlake	wittlake: @BH_Social But VIP treatment has always been a reality. Now its just more public, more broadly applied, right? #measurepr
Courtney_Tarnow	Courtney_Tarnow: RT @wittlake: @deannaboss Exactly. Getting us to give up our private feeds, to be mined for marketing, was genius. #measurepr
AlHopper_	AlHopper_: RT @wittlake: @BH_Social But VIP treatment has always been a reality. Now its just more public, more broadly applied, right? #measurepr

BH_Social BH_Social: @wittlake Well the problem is that the VIP treatment is suddenly thrust in the face of thousands of witnesses, before it was 1:1 #measurepr

deannaboss deannaboss: @BH_Social yes! in cust service that'd total fail. to promote new drink or roast ok use. wait - is there even cust serv anymore!? #measurepr

wittlake wittlake: @deannaboss Why do you have to play it personally? Alternative is to ignore it and let it play out. #measurepr

deannaboss deannaboss: @wittlake yeah but when you have colleagues and clients asking better to have first hand experience. #measurepr

jenzings jenzings: One of the "perks" of discussing Klout on this chat: it's never dull! Okay, are we ready for Q3? #MeasurePR

wittlake wittlake: @BH_Social True, and worse, the structure encourages them to publicly brag about it. #measurepr

wittlake wittlake: @deannaboss First hand experience with gaming Klout? Or with Perks campaigns as a marketer? #measurepr

BH_Social BH_Social: @wittlake #Social too 'democratic' a platform to give VIP treatment as ongoing effort. Finding advocates? Sure. But not #custserv #measurepr

jenzings jenzings: Q3: Traackr also introduced a new level of analysis to its tool: Influencer Network Analysis. (con't) #MeasurePR

Courtney_Tarnow Courtney_Tarnow: Interesting debate RT @jenzings: One of the "perks" of discussing Klout on this chat: it's never dull! Okay, are we ready for Q3? #MeasurePR

JohnFriedman JohnFriedman: Like any measurement, a cottage industry is created to improve the score, rather than what the score is supposed to measure #measurepr

jenzings jenzings: (q3 con't) is having a map of how a conversation develops useful for a brand? (link:) #MeasurePR

wittlake	wittlake: @jenzings A3. I think this is more interesting as it attempts to find key topical influencers. #measurepr
deannaboss	deannaboss: @wittlake both! don't you think we have obligation to speak w/ certain level of expertise on different tools? good, bad & ugly? #measurepr
jenzings	jenzings: RT @AIHopper_: A3 Definitely! Following the conversation allows you to be more agile and ID unexpected opportunities #MeasurePR
jenzings	jenzings: @AIHopper_ A3. I agree. Traackr does really well at getting to the "nut" of what is useful/helpful w/this tool. #MeasurePR
wittlake	wittlake: @jenzings A3. I'm a fan of @getlittlebird for somewhat similar "source influencer" identification. #measurepr
jenzings	jenzings: Agreed. RT @wittlake: @jenzings A3. I think this is more interesting as it attempts to find key topical influencers. #MeasurePR
jenzings	jenzings: @wittlake Ooh, good to know. #MeasurePR
wittlake	wittlake: @deannaboss Yes, but since Klout to date is about "scoring" I can do it as an active observer. #measurepr
wittlake	wittlake: @deannaboss Introduction of experts may change that, it will require some hands-on experience. #measurepr
jenzings	jenzings: @wittlake @deannaboss re: scoring--kind of giving people what they are used to seeing, a number from 1-100, yes? #MeasurePR
thehatchergroup	thehatchergroup: Learn how social media is used to advance grassroots advocacy campaigns- vote for our conf session: #measurePR
BH_Social	BH_Social: I've been slightly miffed as to Klout's lack of use/functionality behind "answering questions." Does nothing for score/zero use #measurepr

deannaboss deannaboss: @jenzings @wittlake yes. someone should mix it up and make it like golf - low score is better! #measurepr

jenzings jenzings: Okay, less than 15 minutes to go in the chat...Q4: what's the most important measurement of influence that you use for clients? #MeasurePR

jenzings jenzings: @deannaboss @wittlake - Ha! good idea. #MeasurePR

jenzings jenzings: @BH_Social Can you elaborate on that? How is the functionality lacking? (Just curious.) #MeasurePR

BH_Social BH_Social: @AlHopper_ Oh def. Klout does provide an educated guess/starting pt for marketers but shouldnt be seen as end-all or in #custserv #measurepr

jenzings jenzings: Also, this has nothing to do with measurement, but as PR pros, you might find this interesting... #MeasurePR

jenzings jenzings: ...another brand meltdown on Facebook: #MeasurePR

jenzings jenzings: @BH_Social It's still fairly new, maybe they are working on it? Voting would be interesting, and there is an element of that too #MeasurePR

BH_Social BH_Social: @jenzings Ha! I almost linked to that also. Perfect example why outsourcing #sm efforts can be good due to emotional disconnect #measurepr

Courtney_Tarnow Courtney_Tarnow: @jenzings thanks for hosting! I'll be back with #measurepr on 5/28 @wittlake @deannaboss @bh_social @AlHopper_ Great hearing from you

jenzings jenzings: We are out of time! Thanks so much for the great chat, all! Have a lovely week, and "see" you all again soon, I hope. #MeasurePR

AlHopper_ AlHopper_: @BH_Social That's really all anyone can hope for: a starting point? #measurepr

deannaboss deannaboss: @jenzings OK that is why PR should manage social accts. and that incident def can tie into msmt. #measurepr

jenzings jenzings: @BH_Social It was epic. I couldn't help but share. #MeasurePR

deannaboss deannaboss: @Courtney_Tarnow you too! looking forward to 5/28. #measurepr

jenzings jenzings: Agreed. RT @deannaboss: @jenzings OK that is why PR should manage social accts. and that incident def can tie into msmt. #MeasurePR

AlHopper_ AlHopper_: @Courtney_Tarnow TY. Glad I stumbled in by following @bh_social #measurepr @jenzings @wittlake @deannaboss

jenzings jenzings: @Courtney_Tarnow Awesome! Thanks for joining! #MeasurePR