

Time(PDT)	Username	Update
5/28/2013 9:00	shonali	And... it's time! Welcome to #measurePR, where we talk about all things #PR & #SM-measurement related. Who's here?
5/28/2013 9:01	zacharyjeans	@shonali Present for #measurePR!
5/28/2013 9:01	shonali	Before we begin our chat, please introduce yourself, tell us who you are, what you do, etc. #measurePR
5/28/2013 9:01	shonali	@zacharyjeans @Courtney_Tarnow Great to see you here! #measurePR
5/28/2013 9:02	JohnFriedman	I help companies live their values and tell their authentic stories. #measurepr
5/28/2013 9:02	Courtney_Tarnow	Tuning in! RT @shonali: And... it's time! Welcome to #measurePR, where we talk about all things #PR & #SM-measurement related. Who's here?
5/28/2013 9:02	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
5/28/2013 9:03	deannaboss	I'm here! Wow, my morning is going fast. Deanna with Maccabee Public Relations in Minneapolis. Excel rules my life. #measurepr
5/28/2013 9:03	JohnMTrader	@JohnFriedman Nice to see you here & thanks for dropping some knowledge on us today. #measurepr
5/28/2013 9:04	amynicoleverhey	@shonali Is there a #MeasurePR happening today? I'm done with @uwmadison's finals and ready to join the conversation!
5/28/2013 9:04	shonali	@deannaboss @JohnMTrader Great to see you both. #measurePR
5/28/2013 9:04	shonali	@amynicoleverhey Yes #measurePR
5/28/2013 9:04	JohnMTrader	I'm a tech PR & marketing pro in #ATL always in search of new & impactful ways to measure my efforts. #measurepr
5/28/2013 9:05	BH_Social	Hope everyone is having a great day and had an enjoyable weekend. Ready for today's chat #measurepr
5/28/2013 9:05	shonali	I'm really happy that our guest today is my good friend @JohnFriedman, Corp Citizenship Comms Director for Sodexo. #measurePR
5/28/2013 9:06	JohnFriedman	@JohnMTrader I am sharing knowledge, and know you and others will add to mine. Two way street. #measurepr
5/28/2013 9:06	shonali	@BH_Social Lovely to see you here, thanks for joining. #measurePR
5/28/2013 9:06	amynicoleverhey	RT @shonali: I'll be heading into #measurePR shortly (join us?) so that's what I'll be tweeting about from 12-1 pm ET. Snooze me if you're ...
5/28/2013 9:06	Courtney_Tarnow	RT @shonali: @zacharyjeans @Courtney_Tarnow Great to see you here! #measurePR
5/28/2013 9:07	shonali	.@johnfriedman has been in the #PR biz for > than 20 years, and is also a @HuffingtonPost blogger. More: http://t.co/ErOpstPy0Y #measurePR
5/28/2013 9:07	zacharyjeans	My #measurePR soundtrack: 'Kaskade - Live At Ultra Music Festival @SoundCloud https://t.co/Vtb9X2nf0y
5/28/2013 9:07	KariLH	Hi everyone! I'm a PR and marketing pro focusing on social good organizations and campaigns. #measurepr
5/28/2013 9:07	JohnFriedman	& 3 right back @shonali UR true friend, PR maven and measurement advocate #measurepr
5/28/2013 9:07	shonali	Before we get started, a few guidelines to make it easy to participate/follow along... #measurePR
5/28/2013 9:08	shonali	@KariLH Hi, Thanks so much for joining today. #measurePR
5/28/2013 9:08	RobinMarie	Robin with Mpls Park Board. SM, MarCom, Media, anything thrown at me, I catch. #measurepr
5/28/2013 9:08	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
5/28/2013 9:08	shonali	@RobinMarie Thanks for joining today! #measurePR
5/28/2013 9:09	KariLH	@shonali Thanks for hosting and organizing! #measurepr
5/28/2013 9:09	deannaboss	@RobinMarie wow! Mpls is well represented today. :-) #measurepr
5/28/2013 9:09	shonali	Rule of thumb #1 cont: An easy way is to use http://t.co/BHsnGXsxCK (like me), which automagically plugs in the hashtag. #measurePR
5/28/2013 9:10	zacharyjeans	I'm w Kari! TY RT @KariLH: @shonali Thanks for hosting and organizing! #measurepr
5/28/2013 9:10	Kartek	RT @shonali: Are you looking for an alternative to Google Analytics? @ShurleyHall explores 16 options: http://t.co/hBMcShOTOM #measurepr #pr
5/28/2013 9:11	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
5/28/2013 9:11	shonali	@zacharyjeans @KariLH :) #measurePR
5/28/2013 9:12	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
5/28/2013 9:12	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
5/28/2013 9:13	shonali	Q1. @johnfriedman Tell us a little about your PR journey, please? #measurePR
5/28/2013 9:14	JohnFriedman	A1: Started out in Not for Profit world, 1st real job - Ad Council (NYC) - saw power of media to move minds for good. #measurepr
5/28/2013 9:15	JohnFriedman	A1 cont: PR for a number of medical/health not-for-profits, then decided to try private industry. Experience (10+ yrs) in each. #measurepr
5/28/2013 9:15	zacharyjeans	"power of media to move minds for good."~ @JohnFriedman #measurepr
5/28/2013 9:15	shonali	MT @JohnFriedman: A1: Started out in Not for Profit world - Ad Council (NYC) - saw power of media to move minds for good. #measurePR
5/28/2013 9:15	AlHopper_	Hi all. I'm running a little late so I'll jump in as I can #measurepr

5/28/2013 9:15 JohnFriedman A1: Started doing #CSR strategy and communications in 2000. (See, I am old!!) #measurepr

5/28/2013 9:16 shonali MT @JohnFriedman: A1 cont: PR for a no. of medical/health not-for-profits, then decided to try private industry. 10+ yrs in each. #measurePR

5/28/2013 9:16 shonali @AlHopper_ NP! #measurePR

5/28/2013 9:17 shonali RT @JohnFriedman: A1: Started doing #CSR strategy and communications in 2000. (See, I am old!!) #measurePR

5/28/2013 9:17 BH_Social @AlHopper_ Good to see you joining in #measurepr

5/28/2013 9:19 shonali Q2. @johnfriedman, How did you become interested in CSR and sustainability? #measurePR

5/28/2013 9:20 JohnFriedman A2: For me, saw doing good had business applicability; supplier, customer, employer, neighbor of choice = strategic advantage #measurePR

5/28/2013 9:21 JohnFriedman A2: When biz protects/restores environ & advances human condition, it deserves to do well & we all benefit if it does, #measurePR

5/28/2013 9:22 shonali MT @JohnFriedman: A2: For me, saw doing good had business applicability; supplier, customer, employer = strategic advantage #measurePR

5/28/2013 9:22 JohnFriedman A2: Great recession crystallizes it, sole and relentless pursuit of \$\$, not sustainable. Destroys values ultimately. #measurePR

5/28/2013 9:22 shonali MT @JohnFriedman: A2: When biz protects/restores environ & advances human condition, it deserves to do well, we all benefit #measurePR

5/28/2013 9:23 AlHopper_ RT @JohnFriedman: A2: Great recession crystallizes it, sole and relentless pursuit of \$\$, not sustainable. Destroys values ultimately. #mea...

5/28/2013 9:24 schwild RT @JohnFriedman: A1: Started doing #CSR strategy and communications in 2000. (See, I am old!!) #measurepr

5/28/2013 9:24 shonali MT @JohnFriedman: A2: sole and relentless pursuit of \$\$, not sustainable. Destroys values ultimately. #measurePR

5/28/2013 9:24 Courtney_Tarnow I agree! RT @JohnFriedman: When biz protect/restores environ & advances human condition, it deserves to do well & we all benefit #measurePR

5/28/2013 9:25 JohnFriedman But it cannot be 'spin' the benefits must be real and measurable - in reply to @Courtney_Tarnow #measurePR

5/28/2013 9:26 shonali Q3. What are some ways companies can measure corporate citizenship communications? Q for @johnfriedman, all please chime in. #measurePR

5/28/2013 9:27 JohnFriedman A3: Key ? @Shonali. If corp citizenship part of core strategy, measure same way, against those metrics agreed by ldrship #measurePR

5/28/2013 9:27 OSoyombo RT @shonali: MT @JohnFriedman: A2: sole and relentless pursuit of \$\$, not sustainable. Destroys values ultimately. #measurePR

5/28/2013 9:28 JohnFriedman A3: Results must be things ldrship values – not 'column inches', minutes airtime, tweets, likes, etc. but did you enhance brand. #measurePR

5/28/2013 9:28 Courtney_Tarnow Yes, must be embedded in co. values RT @JohnFriedman: But it cannot be 'spin' the benefits must be real and measurable #measurePR

5/28/2013 9:29 JohnFriedman A3: Tangible assets less than half company value, rest= goodwill, intellectual capital, customer loyalty, consumer support, etc. #measurePR

5/28/2013 9:29 JohnFriedman A3: Managing these relationships – stakeholder engagement – goal of corp cit comm 'engaging' those who matter for success #measurePR

5/28/2013 9:30 shonali MT @JohnFriedman: A3: Results must be things ldrship values, not 'column inches', airtime, tweets, likes; Did you enhance brand. #measurePR

5/28/2013 9:30 BH_Social A3 Any initiative trying to measure messaging should start with quality example from leadership & how each cog can help maximize #measurepr

5/28/2013 9:31 JohnFriedman A3: #Sodexo uses 3 year survey of stakeholders. I am accountable to enhance strengths, and address opportunities. % gain in each #measurePR

5/28/2013 9:31 shonali MT @JohnFriedman: A3: Tangible assets <1/2 company value, rest=goodwill, intellectual capital, cust loyalty, consmr support, etc. #measurePR

5/28/2013 9:31 JohnFriedman A2: Survey every 2 (not 3) years. #measurePR

5/28/2013 9:32 shonali MT @JohnFriedman: A3: Managing these relationships – stakeholder engagement – goal of corp cit comm 'engaging' those who matter #measurePR

5/28/2013 9:32 zacharyjeans A3: "What gets measured gets done, what gets measured & fed back gets done well, what gets rewarded gets repeated" J. E. Jones #measurePR

5/28/2013 9:33 shonali MT @JohnFriedman: A3: #Sodexo uses 2-yr survey of stakeholders. I am a/cable to enhance strengths, address opps. % gain in each #measurePR

5/28/2013 9:33 akenn RT @zacharyjeans: "What gets measured gets done, what gets measured & fed back gets done well, what gets rewarded gets repeated" #measurepr

5/28/2013 9:34 shonali Related to A3: @JohnFriedman, a 2-yr survey is great. How do you track progress in between.. or do you? #measurePR

5/28/2013 9:34 amynicoleverhey RT @JohnFriedman: A3: Results must be things ldrship values – not 'column inches', minutes airtime, tweets, likes, etc. but did you enhance...

5/28/2013 9:35 AlHopper_ RT @zacharyjeans: A3: "What gets measured gets done, what gets measured & fed back gets done well, what gets rewarded gets repeated" J. E. ...

5/28/2013 9:35 JohnFriedman Today what is valued gets FUNDS. Therefore need to set/agree on measurement with those in charge, first.@zacharyjeans #measurePR

5/28/2013 9:35 JohnMTrader RT @zacharyjeans: A3: "What's measured gets done, what's measured & fed back gets done well, what gets rewarded gets repeated" #measurepr

5/28/2013 9:36 JohnFriedman A3a: In between surveys, we'll measure engagement (hits, time on site, feedback, customer/client feedback) but moving needle key #measurePR

5/28/2013 9:36 shonali Rel to A3: neat read from @JohnFriedman on @HuffingtonPost <http://t.co/Pbiy1PChOT> ("do you really know what your biz does?") #measurePR

5/28/2013 9:37 JohnFriedman Related to 'what biz does' - products/services are what you make. What you do = impact those have on peoples' lives. #measurePR

5/28/2013 9:37 richardbagnall RT @JohnFriedman: A3: Results must be things ldrship values – not 'column inches', minutes airtime, tweets, likes, etc. but did you enhance...

5/28/2013 9:37 richardbagnall RT @JohnFriedman: A3: Tangible assets less than half company value, rest= goodwill, intellectual capital, customer loyalty, consumer suppor...

5/28/2013 9:37 shonali MT @JohnFriedman: A3a: In btwn surveys, measure engagement (hits, time on site, customer/client feedback) but moving needle key #measurePR

5/28/2013 9:38 richardbagnall RT @zacharyjeans: A3: "What gets measured gets done, what gets measured & fed back gets done well, what gets rewarded gets repeated" J. E. ...

5/28/2013 9:38 shonali MT @JohnFriedman: Related to 'what biz does' - products/services are what u make. What u do=impact those have on peoples' lives. #measurePR

5/28/2013 9:38 JohnMTrader RT @JohnFriedman: Related to what biz does - products/svcs are what you make. What you do = impact those have on peoples lives. #measurepr

5/28/2013 9:38 JohnFriedman A3: and never forget employees first stakeholder group. They must 'live it every day' - #PR cannot overcome bad reality #measurePR

5/28/2013 9:39 zacharyjeans @JohnFriedman Exactly. Educating the team/stakeholders on Social PR & its full orbred role first, then talk what to measure. #measurePR

5/28/2013 9:39 shonali Q4. Are there specific measurement challenges you see time and time again? How do you overcome them? (Q for @johnfriedman + all). #measurePR

5/28/2013 9:39 richardbagnall RT @JohnFriedman: Today what is valued gets FUNDS. Therefore need to set/agree on measurement with those in charge, first.@zacharyjeans #m...

5/28/2013 9:39 deannaboss RT @zacharyjeans"What gets measured gets done, what gets measured & fed back gets done well, what gets rewarded gets repeated" #measurePR

5/28/2013 9:39 KariLH A3: Tracking media coverage shows change in attitudes and proportion of positive vs. negative coverage as result of #CSR #measurepr

5/28/2013 9:39 AlHopper_ RT @JohnFriedman: A3: and never forget employees first stakeholder group. They must 'live it every day' - #PR cannot overcome bad reality #...

5/28/2013 9:39 shonali MT @JohnFriedman: A3: never forget employees 1st stakeholder group. They must 'live it every day', #PR can't overcome bad reality #measurePR

5/28/2013 9:40 JohnFriedman A5: Media not a goal in its own right; therefore media results not enough - need context; why matters to company (for csuite) #measurePR

5/28/2013 9:40 JohnFriedman A5: Wish execs were prohibited from setting Google alerts! Too many get 'caught' up asking us to answer each. #measurePR

5/28/2013 9:40 shonali @KariLH No, actually it doesn't, it only *possibly* shows a change in the attitude of those specific media outlets. (A3). #measurePR

5/28/2013 9:41 JohnFriedman A5: Don't fear social media. I like to point out logoed apparel = social media. Companies give away w/o policy what to say/do. #measurePR

5/28/2013 9:41 shonali MT @JohnFriedman: A5: Media not goal in its own right; therefore media results not enough, need context; why matters (for csuite) #measurePR

5/28/2013 9:41 deannaboss Yes! RT @JohnFriedman: Media not a goal in its own right; therefore media results not enough-need context; why matters to company #measurePR

5/28/2013 9:42 JohnMTrader @JohnFriedman A5: Well, at least when Google expires the alerts there will be "grace period" until they find another platform. #measurepr

5/28/2013 9:42 JohnFriedman @KariLH Sorry, but media are way to get msgs out; but their tone is interim measure; attitude of audience (stakeholders) is issue #measurePR

5/28/2013 9:43 shonali MT @JohnFriedman: A4: Wish execs were prohibited from setting Google alerts! Too many get 'caught' up asking us to answer each. #measurePR

5/28/2013 9:43 JohnFriedman A5: I argue 'if CSR is core to our business, then our goals must be the same, and msgs integrated not separate #measurePR

5/28/2013 9:44 akenn RT @JohnFriedman: Don't fear social media. Logo'd apparel = social media. Companies give away w/o policy what to say/do. #measurepr

5/28/2013 9:44 JohnFriedman A5: re exec Google alerts: Tyranny of the urgent 'we have to respond/react/put out our answer' often does not serve strategy #measurePR

5/28/2013 9:44 shonali RT @JohnFriedman: A4: I argue 'if CSR is core to our business, then our goals must be the same, and msgs integrated not separate #measurePR

5/28/2013 9:45 shonali @JohnFriedman Um, I think we're on Q4, not Q5... did I misnumber the questions? #measurePR

5/28/2013 9:46 Courtney_Tarnow RT @johnfriedman: A5: I argue 'if CSR is core to our business, then our goals must be the same, and msgs integrated not separate #measurePR

5/28/2013 9:46 JohnFriedman My bad @shonali A4...not A5... #measurePR

5/28/2013 9:47 shonali @johnfriedman No worries and phew! That's why I've re-numbered the RTs, just in case you were wondering! #measurePR

5/28/2013 9:47 BH_Social A4 Persistent measurement challenge is #CSAT when scored by the company/brand. Too easy to 'want' scores higher than reality #measurepr

5/28/2013 9:47 shonali MT @JohnFriedman: A4: re exec Google alerts: Tyranny of the urgent 'we have to respond/react' often does not serve strategy #measurePR

5/28/2013 9:47 JohnFriedman A4: I have had to tell CEO 'we did that story last month...we don't need to answer (competitor's) every utterance' #measurePR

5/28/2013 9:48 steveseager RT @shonali: MT @JohnFriedman: A4: re exec Google alerts: Tyranny of the urgent 'we have to respond/react' often does not serve strategy #m...

5/28/2013 9:48 shonali T @JohnFriedman: A4: I have had to tell CEO 'we did that story last month, don't need to answer (competitor's) every utterance' #measurePR

5/28/2013 9:49 JohnFriedman @BH_Social Gr8 pt. Too easy to 'want' scores higher than reality We must be authentic with ourselves first. #measurepr #measurePR

5/28/2013 9:50 shonali MT @BH_Social: A4 Persistent measurement challenge is #CSAT when scored by the co/brand. Too easy to 'want' scores > than reality #measurePR

5/28/2013 9:50 shonali Q5. Can you share three tips on smart measurement? (@JohnFriedman of course, and all do chime in.) #measurePR

5/28/2013 9:50 BH_Social Another challenge is impact/reach. The influence reach of #custserv assist on social not just 1 person but thousands who witness #measurepr

5/28/2013 9:51 JohnFriedman Helping companies live their values & tell their authentic story means 'we do what we say, and say what we do.' #measurePR

5/28/2013 9:51 MariaMia_75 RT @zacharyjeans: A3: "What gets measured gets done, what gets measured & fed back gets done well, what gets rewarded gets repeated" J. E. ...

5/28/2013 9:52 JohnFriedman A5: 1) Be as accountable to the business as any other operational unit. #measurePR

5/28/2013 9:52 BH_Social A5 Smart measurement should incorp limits of the effort, prev comparables & value assessment (what objectives were reached) #measurepr

5/28/2013 9:52 JohnFriedman A5: 2) Build measurement into your comms/PR plans, including targets and goals #measurePR

5/28/2013 9:52 JohnFriedman A5: 3.Make sure those goals support the business goals of the company overall as well as the dept you support #measurePR

5/28/2013 9:53 JohnFriedman A5: 4.Get agreement on those goals from those who matter - boss(es) and key influencers #measurePR

5/28/2013 9:53 shonali RT @JohnFriedman: A5: 1) Be as accountable to the business as any other operational unit. #measurePR

5/28/2013 9:53 JohnFriedman A5: 5) Achieving those goals – vital. Doing extra cannot hurt. #measurePR

5/28/2013 9:53 shonali RT @JohnFriedman: A5: 2) Build measurement into your comms/PR plans, including targets and goals. #measurePR

5/28/2013 9:54 Courtney_Tarnow RT @JohnFriedman: Helping companies live their values & tell authentic story means 'we do what we say & say what we do' #measurePR

5/28/2013 9:54 shonali RT @JohnFriedman: A5: 3.Make sure those goals support the business goals of the company overall as well as the dept you support #measurePR

5/28/2013 9:54 shonali RT @JohnFriedman: A5: 4.Get agreement on those goals from those who matter - boss(es) and key influencers #measurePR

5/28/2013 9:54 shonali RT @JohnFriedman: A5: 5) Achieving those goals – vital. Doing extra cannot hurt. #measurePR

5/28/2013 9:54 ayhsWTP56 RT @JohnFriedman: A5: 3.Make sure those goals support the business goals of the company overall as well as the dept you support #measurePR

5/28/2013 9:55 JohnFriedman A4 (follow up) re: employees (including custserv) They, not PR "controls" your brand <http://t.co/is97BLfh29> #measurePR

5/28/2013 9:56 BH_Social To @JohnFriedman's point, brands should audit items measured to ensure timeliness, relevance & if still align w/core biz goals #measurepr

5/28/2013 9:56 shonali @KariLH It still doesn't compute. @JohnFriedman #measurePR

5/28/2013 9:56 Courtney_Tarnow Tips for #SmartMeasurement RT @JohnFriedman: 1) Be as accountable to the business as any other operational unit. #measurePR

5/28/2013 9:57 JohnFriedman A4: companies fear social media because of potential to go 'viral' If u worry abt twitter, problem is not twitter! It's reality #measurePR

5/28/2013 9:57 shonali MT @BH_Social: To @JohnFriedman's pt, brands should audit items msrd to ensure timeliness, relevance, if still align w biz goals #measurePR

5/28/2013 9:58 Courtney_Tarnow Tips for #SmartMeasurement RT @JohnFriedman: 2) Build measurement into your comms/PR plans, including targets and goals. #measurePR (re A5)

5/28/2013 9:59 shonali Well, that's about all the time we have today, folks. Many thanks @JohnFriedman for being our guest today, great stuff. #measurePR

5/28/2013 9:59 shonali Can we give @JohnFriedman a round of applause for making time to chat with us today, please? /clap clap clap/ #measurePR

5/28/2013 9:59 Courtney_Tarnow Tips for #SmartMeasurement RT @JohnFriedman: 3 Make sure those goals support the goals of the company & the dept you support #measurePR (A5)

5/28/2013 9:59 BH_Social New blog post that may be of interest: Effective Social Media #CustServ Starts & Ends with Transparency - <http://t.co/tkS80VQfM6> #measurepr

5/28/2013 9:59 shonali Thanks to all who joined, listened and/or lurked (I know there were some of you there!). The official chat is now over #measurePR

5/28/2013 10:00 shonali The chat will be back on June 11, 12-1 pm ET, so please mark your calendars/save the date. Hope to see you then! #measurePR