

Time(PDT)	Username	Update
7/2/2013 9:08	shonali	OK, today's a community chat, we don't have a special guest (we do in August, more on that later!) #measurepr
7/2/2013 9:08	shonali	So it's just us, which is kinda nice sometimes, no? #measurepr
7/2/2013 9:08	marthamuzychka	@shonali #measurepr Glad to be here. I usually just lurk!
7/2/2013 9:09	mlaffs	@shonali ah, we have more in common than I knew! ABBA is also a guilty pleasure of mine :) #measurepr
7/2/2013 9:09	shonali	OK. Q1: How did you get interested in measurement? #measurepr
7/2/2013 9:09	marthamuzychka	@ClaireEWolf #measurepr I love meeting multitaskers! You must not be sequestered.:)
7/2/2013 9:09	KelByrd	I'm a global PR and social media consultant: http://t.co/dnvX1y7GoO #measurepr
7/2/2013 9:09	shonali	@ClaireEWolf LOL, you're sitting in jury duty? I love that you're here, but should you be...? ;) #measurepr
7/2/2013 9:10	shonali	@mlaffs Really?! My husband says it's one of the most "hipster" things about me, b/c I sing along with no irony. #measurepr
7/2/2013 9:10	shonali	@KelByrd Thanks for joining today! #measurepr
7/2/2013 9:10	lisakwiese	@KelByrd Awesome idea to share your LI profile! http://t.co/zRLrtBv21D for anyone in #measurePR to connect
7/2/2013 9:10	marthamuzychka	@shonali #measurepr Q!: I needed to show how effective my work was, & I learned from public health that good evidence/outcomes essential.
7/2/2013 9:11	shonali	Q1: How did you get interested in measurement? Come on, tell your story! #measurepr
7/2/2013 9:11	mlaffs	@shonali I think singing along to ABBA has been a thing even before hipsters were cool #measurepr
7/2/2013 9:11	wardcreative1	A1 In order to learn what works and what doesn't in pr strategy, detailed measurements are critical. Also, ROI, ROI, ROI! #measurepr
7/2/2013 9:12	Unmana	A1 @shonali Because I used to often hear marketing/PR isn't effective or can't be measured. #measurepr
7/2/2013 9:12	ColinStorm	A1: became interested b/c time is of the essence. Measurement helps me know if I'm spending my time resource well. #measurepr
7/2/2013 9:12	shonali	A1: 13 years ago, I wasn't satisfied with measuring "hits", I wanted to know how my work was making \$\$ for clients. #measurepr
7/2/2013 9:12	ClaireEWolf	@marthamuzychka nope! This gives me something to do! #measurePR
7/2/2013 9:12	shonali	A1 (cont): So I started looking, and researching, came across @kdpaine, and that kicked it off. #measurepr
7/2/2013 9:13	marthamuzychka	@lisakwiese @KelByrd #measurepr Great idea! http://t.co/QQP7a0SfqF
7/2/2013 9:13	shonali	@marthamuzychka It's great when you work in a field like that, that really values measurement of outcomes. #measurepr
7/2/2013 9:13	shonali	RT @ColinStorm A1: became interested b/c time is of the essence. Measurement helps me know if I'm spending my time resource well. #measurepr
7/2/2013 9:14	Unmana	RT @shonali: RT @ColinStorm A1: became interested b/c time is of the essence. Measurement helps me know if I'm spending my time resource we...
7/2/2013 9:14	shonali	@Unmana re: A1: really? Even with marketing? The PR thing I hear all the time, even now... #measurepr
7/2/2013 9:14	J_Mignano	@shonali A1: from a personal standpoint, I wanted to know if my blogging was worth the time and energy. #measurePR
7/2/2013 9:14	RoxannaSalas	RT @wardcreative1: A1 In order to learn what works and what doesn't in pr strategy, detailed measurements are critical. Also, ROI, ROI, ROI...
7/2/2013 9:14	mlaffs	Q1 As junior mktg staffer at @OrchLeague & @OPERAmerica confs 09-10, Q about social was "ROI" @shonali #measurepr
7/2/2013 9:14	cyrstalcebula78	RT @RobinMarie: One of my least favorite things: work emergencies that cause me to miss the #measurepr chat I'd been looking forward to for...
7/2/2013 9:14	ClaireEWolf	A1: my boss is an epidemiologist so he likes data. Measurement lets me keep doing what I do. #measurePR
7/2/2013 9:14	KelByrd	A1: I'm interested in measurement for strategy development, implementation and success determination. Linking comms to income. #measurepr
7/2/2013 9:15	ColinStorm	A1: also became interested in measure more than numbers. Wanted to measure who, why, etc. 1 right lead > 1,000 wrong ones. #measurepr
7/2/2013 9:15	lisakwiese	A1 Stumbled on #measurePR 6 months after graduation and I wanted to know how measurement was REALLY done... not just by the books
7/2/2013 9:15	padnama	A1: I was already working in the data management field, so I went from organizing the tracking and storage to telling the story #measurePR
7/2/2013 9:15	marthamuzychka	@shonali Public health is evidence-based, & demonstrating ROI is critical. You need longterm view U to change habits, practice. #measurepr
7/2/2013 9:16	marthamuzychka	RT @ClaireEWolf: A1: my boss is an epidemiologist so he likes data. Measurement lets me keep doing what I do. #measurePR
7/2/2013 9:16	J_Mignano	@shonali @Unmana Just depends on the platform. Direct mail, for example, can be measured to the penny! #measurePR
7/2/2013 9:16	marthamuzychka	@ClaireEWolf #measurepr I like data too. Your boss & I could be friends.:) #datageekery
7/2/2013 9:17	padnama	@marthamuzychka How do you demonstrate ROI in public health from a PR standpoint? #measurePR
7/2/2013 9:17	shonali	MT @padnama A1: I was working in data management field, so I went from organizing the tracking and storage to telling the story #measurePR
7/2/2013 9:17	marthamuzychka	@padnama A1. Telling the story behind the numbers important. Otherwise risk MEGO syndrome. #measurepr
7/2/2013 9:17	shonali	@J_Mignano Which is why so many marketers like direct mail and why so many DM pros get big budgets. @Unmana #measurepr

7/2/2013 9:17 shonali @lisakwiese Has the chat been useful to you so far? #measurepr

7/2/2013 9:18 J_Mignano RT @shonali: @J_Mignano Which is why so many marketers like direct mail and why so many DM pros get big budgets. @Unmana #measurepr

7/2/2013 9:18 ClaireEWolf Yes! RT @marthamuzychka: Public health is evidence-based, demonstrating ROI is critical. need longterm view to change habits... #measurepr

7/2/2013 9:18 shonali @marthamuzychka Yup. My best friend is in the public health field, so I know exactly what you mean. #measurepr

7/2/2013 9:18 lisakwiese @shonali YES YES! I don't currently have a role working directly with PR measurement but I hope to take skills/knowledge forward #measurepr

7/2/2013 9:18 wardcreative1 Agreed! Quantitative AND qualitative// RT@ColinStorm Wanted to measure who, why, etc. 1 right lead & 1,000 wrong ones. #measurepr

7/2/2013 9:19 shonali @lisakwiese That's terrific! #measurepr

7/2/2013 9:19 RoxannaSalas RT @wardcreative1: Agreed! Quantitative AND qualitative// RT@ColinStorm Wanted to measure who, why, etc. 1 right lead & 1,000 wrong ones. #...

7/2/2013 9:19 shonali Q2: What was your first big lesson or "aha" moment in the arena of #measurepr?

7/2/2013 9:20 KelByrd Quality & Quantity MT @ColinStorm "measure more than numbers. Wanted to measure who, why, etc. 1 right lead & 1,000 wrong ones." #measurepr

7/2/2013 9:21 marthamuzychka A2: Realizing what you think worked actually didn't in the way you assumed it did, also some results unexpected. #measurepr

7/2/2013 9:21 padnama A2: Quantifying key message and product pull-through in lieu of impressions and AVEs in trying to answer the "So what?" #measurePR

7/2/2013 9:22 shonali @marthamuzychka That sounds interesting, can you elaborate? #measurepr

7/2/2013 9:22 Unmana @shonali That just overall numbers might be misleading, but it's possible to dig deeper and unravel the whole story. #measurepr

7/2/2013 9:22 ClaireEWolf A2: realizing i didn't set measurable objectives...after the fact! Lesson learned! #measurePR

7/2/2013 9:23 marthamuzychka A2: As in, just because you hear hoofbeats, don't assume you have zebras! #measurepr

7/2/2013 9:23 padnama @ClaireEWolf Knowing the questions you want to answer in a realistic fashion is key to any measurement program. #measurePR

7/2/2013 9:23 shonali Ha! RT @ClaireEWolf A2: realizing i didn't set measurable objectives...after the fact! Lesson learned! #measurePR

7/2/2013 9:24 mktgupdate RT @lisakwiese: I'm with a digital marketing agency in WI focusing on basic #inboundmarketing support. All love and career aspirations for ...

7/2/2013 9:25 RoxannaSalas A2 I worked at one company where they were spending a good portion of the MKT budget on something that really wasn't producing #measurepr

7/2/2013 9:25 shonali A2: When I was working on my accreditation portfolio, and put together a client case study linking PR & revenue. Bingo! #measurepr

7/2/2013 9:25 RoxannaSalas A2 (cont) Once I gathered data, we were able to redirect that budget to more lucrative investments #measurepr

7/2/2013 9:25 KelByrd RT @padnama: @ClaireEWolf Knowing the questions you want to answer in a realistic fashion is key to any measurement program. #measurePR

7/2/2013 9:25 shonali @RoxannaSalas That's really interesting. How did they find out? What did they do after that? #measurepr

7/2/2013 9:26 shonali I'm stealing this line. RT @marthamuzychka A2: As in, just because you hear hoofbeats, don't assume you have zebras! #measurepr

7/2/2013 9:26 lisakwiese A2 @shonali Which accreditation did you seek? Was that for ABC or did you get APR from PRSA? #measurePR

7/2/2013 9:26 shonali @lisakwiese I earned my ABC from @iabc. #measurepr

7/2/2013 9:26 ClaireEWolf RT @padnama: @ClaireEWolf Knowing the questions you want to answer in a realistic fashion is key to any measurement program. #measurePR

7/2/2013 9:27 KelByrd A2: Quantifying comms efforts in advertising impressions is not relevant. PR/comms may have different goals/objectives. #measurePR

7/2/2013 9:27 RoxannaSalas @shonali ha! Inadvertently answered your questions in my second response #mindreader #measurepr

7/2/2013 9:28 shonali @RoxannaSalas :) #measurepr

7/2/2013 9:28 padnama @RoxannaSalas What sort of data points did you use to prove your case? #measurePR

7/2/2013 9:28 shonali RT @KelByrd A2: Quantifying comms efforts in advertising impressions isnt relevant. PR/comms may have different goals/objectives. #measurePR

7/2/2013 9:28 marthamuzychka @shonali Feel free. It's one my mother, a now retired public health physician, uses often! #measurepr

7/2/2013 9:29 shonali @marthamuzychka So it runs in the blood, then. ;) #measurepr

7/2/2013 9:30 ColinStorm Have to bail on #measurepr already. Have a great chat, and a great afternoon!

7/2/2013 9:30 _087286296423: RT @KelByrd: A1: I'm interested in measurement for strategy development, implementation and success determination. Linking comms to income....

7/2/2013 9:30 JessColumbo Marketing friends - Scroll through some good conversation at #measurepr around...measuring...PR :) Smart folks sharing key learnings.

7/2/2013 9:30 RoxannaSalas @padnama They didn't have any benchmark data to go off of. It was as simple as measuring the investment vs. leads generated #measurepr

7/2/2013 9:30 shonali @ColinStorm You too, thanks for dropping by and come back next month! #measurepr

7/2/2013 9:31 marthamuzychka @shonali #measurepr Yes. :) I think moms often demonstrate the relationship between inputs & outcomes quite well.

7/2/2013 9:31 shonali Q3: If you were giving a #measurepr piece of advice to a newbie, what would it be?

7/2/2013 9:32 marthamuzychka RT @padnama: @ClaireEWolf Knowing the questions you want to answer in a realistic fashion is key to any measurement program. #measurePR

7/2/2013 9:32 lisakwiese A3- #measurePR watch and observe, ask questions and network to find out the best solution for your measurement needs.

7/2/2013 9:32 padnama @RoxannaSalas Did you assign a dollar amount to your leads? Or did you just compare the volume of leads vs the investment? #measurePR

7/2/2013 9:33 padnama A3: The field is open, come up with your own opinions and methods...then see if they work. #measurePR

7/2/2013 9:33 Unmana A3 #measurePR business results, not vanity metrics.

7/2/2013 9:34 shonali A3 (and my @JHUComm students know this by heart): If it [an objective] isn't time-bound and quantifiable, it's not measurable. #measurepr

7/2/2013 9:34 shonali Amen. RT @Unmana A3 #measurePR business results, not vanity metrics.

7/2/2013 9:35 marthamuzychka A3: Create Specific Measurable Actionable Realistic & Time-bound SMART objectives.#measurepr Look for outcomes/change, not outputs only.

7/2/2013 9:35 wardcreative1 A3 Write down all of the questions you want to answer first. Then seek out the answers. Know what info you're looking for #measurepr

7/2/2013 9:35 marthamuzychka RT @shonali: Amen. RT @Unmana A3 #measurePR business results, not vanity metrics.

7/2/2013 9:35 nileshbhojani +1 RT @Unmana: A3 #measurePR business results, not vanity metrics.

7/2/2013 9:36 lisakwiese RT @Unmana: A3 #measurePR business results, not vanity metrics.

7/2/2013 9:36 KelByrd A3: Set clear, measurable goals/objectives before implementation. Platform(s) and metrics should be strategy specific. Ask Qs! #measurePR

7/2/2013 9:36 KelByrd RT @shonali: A3 (and my @JHUComm students know this by heart): If it [an objective] isn't time-bound and quantifiable, it's not measurable....

7/2/2013 9:37 mlaffs @shonali @Unmana sometimes it can be really challenging to illustrate this to clients. How do you help them untangle the two? #measurepr

7/2/2013 9:37 KelByrd RT @marthamuzychka: A3: Create Specific Measurable Actionable Realistic & Time-bound SMART objectives.#measurepr Look for outcomes/change, ...

7/2/2013 9:37 shonali MT @wardcreative1 A3 Write down all the qns you want to answer first. Then seek out the answers. Know what you're looking for #measurepr

7/2/2013 9:37 Unmana RT @KelByrd: A3: Set clear, measurable goals/objectives before implementation. Platform(s) and metrics should be strategy specific. Ask Qs!...

7/2/2013 9:38 RoxannaSalas @padnama Both actually. I asked how many leads this initiative generated, then how many came through the door as customers/\$\$ #measurepr

7/2/2013 9:38 ClaireEWolf A3: understand how your org measures its business objectives. What metrics are important to your boss, CEO? #measurepr

7/2/2013 9:38 padnama A3 (1 of 2): I'd also say that you should get to know other types of marketing. Most programs these days are multi-channel #measurePR

7/2/2013 9:38 KelByrd A3: Set clear, measurable goals/objectives before implementation. Platform(s) and metrics should be strategy specific. Ask Qs! #measurePR

7/2/2013 9:38 lisakwiese I've gotta catch lunch while I can :(lunch at 11:30 bites! Thanks @shonali and #measurePR. I'll be back next time around, like always.

7/2/2013 9:38 padnama A3 (2 of 2) so you should be able to make integrated recommendations and lead a group of cross-discipline partners. #measurePR

7/2/2013 9:38 RoxannaSalas @padnama This also revealed another internal problem with how our administrative team handled these incoming leads. #measurepr

7/2/2013 9:39 marthamuzychka RT @ClaireEWolf: A3: understand how your org measures its business objectives. What metrics are important to your boss, CEO? #measurepr

7/2/2013 9:39 shonali @mlaffs Ask them if ____ is contributing to the bottom line in some way. If the answer is no/don't know... @unmana #measurepr

7/2/2013 9:39 padnama @RoxannaSalas Smart! Were you able to optimize the process moving forward? #measurePR

7/2/2013 9:39 RoxannaSalas @padnama Through this, we generated a list of reasons why leads didn't convert, then built initiatives around those reasons #measurepr

7/2/2013 9:39 Unmana A3 @mlaffs How is it making a difference to the biz? Example: Facebook likes is irrelevant; engaged followers is good. @shonali #measurePR

7/2/2013 9:39 shonali @lisakwiese Thanks for joining! Remember, the next chat will be the first Tuesday in August, same time. #measurepr

7/2/2013 9:40 shonali Yes! RT @ClaireEWolf A3: understand how your org measures its business objectives. What metrics are important to your boss, CEO? #measurepr

7/2/2013 9:40 marthamuzychka #measurepr A3. Ask: how do you know you succeeded? How do you know that your action is connected to this result?

7/2/2013 9:40 RoxannaSalas @padnama Absolutely :) We found the source of the problem and found more efficient and effective ways to accomplish our goals #measurepr

7/2/2013 9:41 Unmana A3 @mlaffs Build your funnel. When you're starting, visibility is good, but it has to soon translate to sales/results. #measurePR @shonali

7/2/2013 9:41 shonali @RoxannaSalas That sounds like a terrific case study, and measurement doing exactly what it was supposed to. @padnama #measurepr

7/2/2013 9:41 RoxannaSalas RT @shonali: @RoxannaSalas That sounds like a terrific case study, and measurement doing exactly what it was supposed to. @padnama #measure...

7/2/2013 9:42 LaTokarz RT @ClaireEWolf: A3: understand how your org measures its business objectives. What metrics are important to your boss, CEO? #measurepr

7/2/2013 9:42 shonali A4: Can you name ONE favorite no-to-low cost measurement tool? #measurepr

7/2/2013 9:42 RoxannaSalas @shonali @padnama Definitely learned a lot from it! #measurepr

7/2/2013 9:42 Unmana RT @marthamuzychka: #measurepr A3. Ask: how do you know you succeeded? How do you know that your action is connected to this result?

7/2/2013 9:42 shonali I mean Q4 (sorry!): Can you name ONE favorite no-to-low cost measurement tool? #measurepr

7/2/2013 9:42 LaTokarz .@Unmana This is my mantra....really. RT A3 #measurePR business results, not vanity metrics.

7/2/2013 9:43 RoxannaSalas RT @wardcreative1: A3 Write down all of the questions you want to answer first. Then seek out the answers. Know what info you're looking fo...

7/2/2013 9:44 Unmana @shonali Ooh I was hoping this question was coming! #measurepr

7/2/2013 9:44 wardcreative1 RT @shonali: Yes! RT @ClaireEWolf A3: understand how your org measures its business objectives. What metrics are important to your boss, CE...

7/2/2013 9:45 RoxannaSalas RT @shonali: Yes! RT @ClaireEWolf A3: understand how your org measures its business objectives. What metrics are important to your boss, CE...

7/2/2013 9:45 mlaffs @LaTokarz same Q I asked the others - how do you help clients detangle when they conflate the two? #measurepr

7/2/2013 9:46 padnama A4: Just discovered @mynewsdesk, the tool offers outreach and monitoring with free & low cost plans #measurePR

7/2/2013 9:46 DefinitionPR RT @shonali: A3 (and my @JHUComm students know this by heart): If it [an objective] isn't time-bound and quantifiable, it's not measurable....

7/2/2013 9:46 marthamuzychka A4. A focus group with key stakeholders over coffee or lunch. #measurepr

7/2/2013 9:48 marthamuzychka A4: Media measurement/tracking tool IABC/CPRS offer joint access. Great for media analysis. Can code to desired themes. #measurepr

7/2/2013 9:48 shonali A4: For me this is an "it depends" answer (or question), but overall it might be Excel. Yes, I'm one of *those* people. #measurepr

7/2/2013 9:48 wardcreative1 A4 Google Analytics should be on everyone's radar, especially with regards to tracking SM traffic back to your client's website #measurepr

7/2/2013 9:49 padnama @mlaffs @LaTokarz Vanity metrics: When a number just hangs in the air and after you hear it you want to say "And what about it?" #measurePR

7/2/2013 9:49 SocialMediaDC RT @shonali: A3 (and my @JHUComm students know this by heart): If it [an objective] isn't time-bound and quantifiable, it's not measurable....

7/2/2013 9:51 marthamuzychka @padnama @mlaffs @LaTokarz YES! #measurepr I always say, "And "what will this show/tell/do for us?"

7/2/2013 9:52 Unmana @wardcreative1 A4 Of course! The referrals and trackbacks data is awesome. #measurePR

7/2/2013 9:52 wardcreative1 RT @padnama: @mlaffs @LaTokarz Vanity metrics: When a number just hangs in the air and after you hear it you want to say "And what about it..."

7/2/2013 9:52 shonali @marthamuzychka @padnama @mlaffs @LaTokarz YES! #measurepr

7/2/2013 9:53 shonali Last question for today: Q5: Who would you recommend following for #measurepr smarts? Catch: they have to fit into one tweet. ;)

7/2/2013 9:53 wardcreative1 @Unmana And you can't beat free! haha! #measurepr

7/2/2013 9:53 jgombita Please get the identification/ownership for @MRPdatadotcom correct@marthamuzychka #measurepr

7/2/2013 9:54 shonali A5: @kdpaine @donbart @kamichat @brennermichael @wittlake @avinash @gojohnab @richardbagnall are all great follows for #measurepr

7/2/2013 9:55 wittlake @shonali Wow, that is awesome company. Thank you! #measurepr

7/2/2013 9:56 shonali @wittlake Thank you for sharing great info in a readable and understandable way! #measurepr

7/2/2013 9:56 jgombita More background @marthamuzychka on the @CPRSNational website: <http://t.co/MMfyHXfKBv> #measurePR

7/2/2013 9:56 marthamuzychka #measurepr Please note my remark abt MRP tool is being taken as owned/developed by IABC/CPRS. It's @MRPdatadotcom. Members have access.

7/2/2013 9:56 richardbagnall Tx! MT @shonali: @kdpaine @donbart @kamichat @brennermichael @wittlake @avinash @gojohnab @richardbagnall all great followsfor #measurepr

7/2/2013 9:57 wardcreative1 A5 @padnama (asks great questions!) @Unmana @marthamuzychka @colinstorm #measurepr Everyone had great info to add! This was fantastic

7/2/2013 9:57 richardbagnall Thanks @shonali for including me in a great list. Hope you're having a brilliant #measurepr

7/2/2013 9:58 RoxannaSalas RT @wardcreative1: A5 @padnama (asks great questions!) @Unmana @marthamuzychka @colinstorm #measurepr Everyone had great info to add! This ...

7/2/2013 9:58 marthamuzychka @jgombita @MRPdatadotcom Have updated my tweet. Thanks for the information. I appreciate it. #measurepr

7/2/2013 9:59 Unmana @wardcreative1 I agree! Thanks, everyone @padnama @marthamuzychka @ColinStorm And @Shonali of course! #measurePR

7/2/2013 9:59 wardcreative1 RT @Unmana: @wardcreative1 I agree! Thanks, everyone @padnama @marthamuzychka @ColinStorm And @Shonali of course! #measurePR

7/2/2013 9:59 ClaireEWolf RT @shonali: A5: @kdpaine @donbart @kamichat @brennermichael @wittlake @avinash @gojohnab @richardbagnall are all great follows for #measur...

7/2/2013 10:00 marthamuzychka RT @jgombita: More background @marthamuzychka on the @CPRSNational website: <http://t.co/MMfyHXfKBv> #measurePR

7/2/2013 10:00 shonali Well, that's our chat for today. So many great insights and tips were shared today, thank you very much! #measurepr (hang on, I'm not done)

7/2/2013 10:00 padnama This was my first #measurePR chat, had a great time! You're all doing awesome work!

7/2/2013 10:01 shonali Our next #measurepr chat is on Tuesday, Aug. 6, 12-1 pm ET. Drum roll: @jaybaer is our guest (read his new book #YouTility ASAP)!

7/2/2013 10:02 shonali So remember to save the date for next month: #measurepr, Aug. 6, 12-1 pm ET, with @jaybaer. Today's recap will be up soon. Thanks all!