

Time(PDT)	Username	Update
8/6/2013 9:01	shonali	Hi everyone, and welcome (back) to #measurepr, the Twitter chat about all things measuring #PR & #socialmedia. Who's here today?
8/6/2013 9:02	JessColumbo	@nikimae This --> MT @shonali Hi everyone, and welcome (back) to #measurepr, the Twitter chat about all things measuring #PR & #socialmedia.
8/6/2013 9:02	shonali	Today we have a wonderful guest in @jaybaer (can I get a w00t!) but before we start, do introduce yourself. #measurepr
8/6/2013 9:02	UAPRSSA	Joining in with @jaybaer right now for his #measurePR twitter join! Follow and tweet along!
8/6/2013 9:02	Paco_Belle	RT @jaybaer: join me for #measurePR chat in 2 minutes!
8/6/2013 9:03	shonali	I'll start: I'm a social PR biz owner, measurement geek (hence this chat), love dogs, shoes, food & Elvis. Don't be hatin'. ;p #measurepr
8/6/2013 9:03	jenleereeves	@shonali Hi #measurePR! I'm Jen, @AARP's social media trainer. I'm on a plane & will join as much as possible.
8/6/2013 9:04	jaybaer	Hi #MeasurePR (and the amazing @shonali) I'm Jay Baer. Marketing keynote speaker, social/digital/content strategist, author, podcaster.
8/6/2013 9:04	shonali	@jenleereeves You might be our highest-flying participant ever! ;) #measurePR @AARP
8/6/2013 9:05	SmartMPM	RT @shonali: Today we have a wonderful guest in @jaybaer (can I get a w00t!) but before we start, do introduce yourself. #measurepr
8/6/2013 9:05	ancitasatija	@shonali I'm here after a long time :) #measurepr
8/6/2013 9:05	shonali	@jaybaer Thank you so much for making the time for #measurepr today, we're thrilled to have you!
8/6/2013 9:05	ancitasatija	RT @shonali: Hi everyone, and welcome (back) to #measurepr, the Twitter chat about all things measuring #PR & #socialmedia. Who's here toda...
8/6/2013 9:05	ancitasatija	RT @jenleereeves: @shonali Hi #measurePR! I'm Jen, @AARP's social media trainer. I'm on a plane & will join as much as possible.
8/6/2013 9:05	ancitasatija	RT @shonali: @jenleereeves You might be our highest-flying participant ever! ;) #measurePR @AARP
8/6/2013 9:05	shonali	@ancitasatija You sure are! Great to see you here, my dear! #measurepr
8/6/2013 9:05	BRGLiving	Hello #measurepr! We're a public relations agency that specializes in health, safety, and wellness. Happy to be here today! - JM
8/6/2013 9:06	shonali	@linkmyfan_rep @jaybaer @LinkMyFan Welcome! #measurePR
8/6/2013 9:06	lisakwiese	Hola #measurePR! I'm a long-time lurker and participator. I'm a marketing assistant for an #inboundmarketing firm. I love PR and learning
8/6/2013 9:06	jenleereeves	@jaybaer @shonali I might get some amazing ideas for #measurePR today. The thin air can be inspirational. ;)
8/6/2013 9:07	ennaree	Hi #measurepr! I'm Emily, a newer member of @drelevance's Digital Media Relations team. Saw this on my feed, and thought I'd read along!
8/6/2013 9:07	shonali	@jenleereeves LOL, just as long as it doesn't make you pass out. ;) @jaybaer #measurepr
8/6/2013 9:07	HeenaPRGal	@shonali It's been ages but excited to be back into the #measurepr swing of things :)
8/6/2013 9:07	shonali	@lisakwiese Thanks so much for joining today, and @BRGLiving too! #measurepr
8/6/2013 9:07	shonali	OK, as you settle in, I'm just going to share a few participating guidelines before starting the chat... #measurepr
8/6/2013 9:08	ancitasatija	@ennaree Good decision! @drelevance #measurePR
8/6/2013 9:08	kristendwesley	Hi all #measurepr I am a digital strategist at @environicspr. Happy to be here!
8/6/2013 9:08	shonali	1, do remember to use the hashtag, else your tweets won't show when we pull the transcript later (Twubs is easy for this) #measurepr
8/6/2013 9:08	LinkMyFan_rep	Hello #measurePR! We @LinkMyFan are excited to be participating today. We are a #SocialMedia start up out of ATL.
8/6/2013 9:08	shonali	@kristendwesley Great to see you here, hope all's well at @environicspr #measurepr
8/6/2013 9:09	lisakwiese	Apologies for excessive tweets over lunch. It's #measurePR today, friends. Join along with @shonali and @jaybaer as a special guest!
8/6/2013 9:09	shonali	2. Try to number your answers eg "A1" or "re Q1", makes it easier for those joining later to follow the thread #measurepr
8/6/2013 9:10	ennaree	@ancitasatija I'm excited to check it out! #measurePR
8/6/2013 9:10	shonali	3. I will be moderating the Q&A with @jaybaer, all are welcome to chime in. For NEW qns for Jay, please DM to me #measurepr
8/6/2013 9:11	shonali	This is where #measurepr chat transcripts are posted, so might want to bookmark it http://t.co/LiMU23uHIj
8/6/2013 9:11	shonali	@HeenaPRGal Lovely to have you back at #measurepr
8/6/2013 9:11	shonali	OK! Let's get going, @jaybaer Q1 coming your way... #measurepr
8/6/2013 9:12	shonali	Q1: @jaybaer (all do chime in) What is your opinion on the state of #PR #measurement today? #measurepr
8/6/2013 9:12	kauaiianSun	Listening in, joining when I can - I'm Ligaya with @crttanaka #measurepr
8/6/2013 9:12	MilaU5	RT @shonali: Hi everyone, and welcome (back) to #measurepr, the Twitter chat about all things measuring #PR & #socialmedia. Who's here toda...
8/6/2013 9:12	randimason	RT @shonali: This is where #measurepr chat transcripts are posted, so might want to bookmark it http://t.co/ElhWn4bsLw
8/6/2013 9:13	LinkMyFan_rep	RT @shonali: This is where #measurepr chat transcripts are posted, so might want to bookmark it http://t.co/HmeRo85IJC

8/6/2013 9:13 shonali @kauaiianSun Thank you for joining, my dear @rachaelseda is a @crttanaka gal too #measurepr

8/6/2013 9:13 TheMthDegree Hello! We're the Mth Degree, a brand strategy and activation agency that creates integrated brand platforms. Happy to join! #measurePR

8/6/2013 9:13 jenleereeves @shonali @jaybaer There's a lot of data flying around but not a consistent way to report it out. I hope to learn & train more #measurePR

8/6/2013 9:13 ancitasatija RT @shonali: Q1: @jaybaer (all do chime in) What is your opinion on the state of #PR #measurement today? #measurepr

8/6/2013 9:14 jaybaer A1. #measurePR PR measurement is in a state of flux. As more PR happens online, it becomes more trackable. That's different than before...

8/6/2013 9:14 shonali @TheMthDegree Thanks so much for joining the chat today #measurepr

8/6/2013 9:14 davejscott RT @jaybaer: A1. #measurePR PR measurement is in a state of flux. As more PR happens online, it becomes more trackable. That's different th...

8/6/2013 9:14 kauaiianSun RT @shonali: Q1: @jaybaer (all do chime in) What is your opinion on the state of #PR #measurement today? #measurepr

8/6/2013 9:14 ancitasatija RT @jaybaer: A1. #measurePR PR measurement is in a state of flux. As more PR happens online, it becomes more trackable. That's different th...

8/6/2013 9:15 jaybaer A1 (cont) #measurePR I see PR pros getting very comfy with using data to "prove" PR value, but often clients are resistant, clinging to AEV.

8/6/2013 9:15 CartneyRenn RT @jaybaer: A1. #measurePR PR measurement is in a state of flux. As more PR happens online, it becomes more trackable. That's different th...

8/6/2013 9:16 mktgupdate RT @lisakwiese: Hola #measurePR! I'm a long-time lurker and participator. I'm a marketing assistant for an #inboundmarketing firm. I love P...

8/6/2013 9:16 jacobsloan RT @jaybaer: A1 (cont) #measurePR I see PR pros getting very comfy with using data to "prove" PR value, but often clients are resistant, cl...

8/6/2013 9:16 jaybaer .@davejscott #MeasurePR You can absolutely measure PR firms, if everyone agrees on the scoreboard ahead of time (but they usually don't)

8/6/2013 9:17 shonali @jaybaer That's the nail that needs hitting on the head, isn't it? @davejscott (Re: A1) #measurepr

8/6/2013 9:17 joshhumble RT @jaybaer: A1. #measurePR PR measurement is in a state of flux. As more PR happens online, it becomes more trackable. That's different th...

8/6/2013 9:17 jgombita KPIs @davejscott for marketing is generally different than for public relations. Outputs/outtakes vs. public relations "outcomes" #measurePR

8/6/2013 9:17 ancitasatija @jaybaer in India, not many clients care about online PR. They are more concerned to get the visibility in print mediums. #measurePR

8/6/2013 9:18 jaybaer A1 (cont) #MeasurePR I'm pleased by PR consortiums (including some led by friend @DanTisch (#client)) to establish new measurement standards

8/6/2013 9:18 jaybaer .@jgombita @davejscott indeed, but those outcomes ARE measurable, if you want to measure it badly enough. #measurePR

8/6/2013 9:19 ancitasatija RT @jaybaer: A1 (cont) #MeasurePR I'm pleased by PR consortiums (including some led by friend @DanTisch (#client)) to establish new measure...

8/6/2013 9:19 shonali RT @ancitasatija in India, not many clients care about online PR. They are more concerned to get the visibility in print mediums. #measurePR

8/6/2013 9:19 jaybaer .@ancitasatija Not just in India. Most clients still think PR = newspaper and magazine coverage. But that's a means to an end. #measurepr

8/6/2013 9:19 jgombita It's not worth doing if it's not worth measuring @jaybaer @davejscott. But outcomes more qualitative/more difficult to assess. #measurePR

8/6/2013 9:19 shonali Q2 @jaybaer You've been working with companies for many years now, how have you seen their #PR & #socialmedia measurement evolve? #measurepr

8/6/2013 9:20 lisakwiese RT @jaybaer: .@davejscott #MeasurePR You can absolutely measure PR firms, if everyone agrees on the scoreboard ahead of time (but they usua...

8/6/2013 9:20 jaybaer Getting written about in the newspaper is NOT your goal. Your goal is changing perceptions, and then behavior. Measure THAT. #measurepr

8/6/2013 9:20 ancitasatija RT @jaybaer: .@ancitasatija Not just in India. Most clients still think PR = newspaper and magazine coverage. But that's a means to an end...

8/6/2013 9:20 SmartMPM RT @jaybaer: Getting written about in the newspaper is NOT your goal. Your goal is changing perceptions, and then behavior. Measure THAT. #...

8/6/2013 9:20 bryonythomas RT @jaybaer: Getting written about in the newspaper is NOT your goal. Your goal is changing perceptions, and then behavior. Measure THAT. #...

8/6/2013 9:20 JeanessaPR RT @jaybaer: Getting written about in the newspaper is NOT your goal. Your goal is changing perceptions, and then behavior. Measure THAT. #...

8/6/2013 9:21 ancitasatija RT @jaybaer: Getting written about in the newspaper is NOT your goal. Your goal is changing perceptions, and then behavior. Measure THAT. #...

8/6/2013 9:21 ennaee RT @jaybaer: Getting written about in the newspaper is NOT your goal. Your goal is changing perceptions, and then behavior. Measure THAT. #...

8/6/2013 9:21 shonali MT @jaybaer Getting written about in the newspaper is NOT your goal. Your goal is changing perceptions, behavior. Measure THAT. #measurepr

8/6/2013 9:21 kauaiianSun A1 We are making progress, though I think challenge lies in planning for measurement & est. goals beforehand. #measurepr

8/6/2013 9:21 jgombita I'm sure @FrankPR @JMoyerIPR could share some of the fabulous "outcomes-based measurement" the #IPR does. #measurePR

8/6/2013 9:21 LinkMyFan_rep RT @shonali: MT @jaybaer Getting written about in the newspaper is NOT your goal. Your goal is changing perceptions, behavior. Measure THAT...

8/6/2013 9:21 HeyElleCP RT @jaybaer: Getting written about in the newspaper is NOT your goal. Your goal is changing perceptions, and then behavior. Measure THAT. #...

8/6/2013 9:21 CourtV RT: @jaybaer: Getting written about in the newspaper is not your goal, it is changing perceptions & then behavior. Measure THAT #measurepr

8/6/2013 9:21 lisakwiese RT @jaybaer: Getting written about in the newspaper is NOT your goal. Your goal is changing perceptions, and then behavior. Measure THAT. #...

8/6/2013 9:22 jaybaer A2 #measurePR With increasing reach and prevalence of online information, measurement is tilting toward behavior, away from activity. Yay!

8/6/2013 9:22 annieerstling RT @jaybaer: Getting written about in the newspaper is NOT your goal. Your goal is changing perceptions, and then behavior. Measure THAT. #...

8/6/2013 9:23 BucksMontOM RT @jaybaer: Getting written about in the newspaper is NOT your goal. Your goal is changing perceptions, and then behavior. Measure THAT. #...

8/6/2013 9:23 MovingTargets RT @jaybaer: Getting written about in the newspaper is NOT your goal. Your goal is changing perceptions, and then behavior. Measure THAT. #...

8/6/2013 9:23 enmeschieri RT @jaybaer: Getting written about in the newspaper is NOT your goal. Your goal is changing perceptions, and then behavior. Measure THAT. #...

8/6/2013 9:23 ancitasatija RT @jaybaer: A2 #measurePR With increasing reach and prevalence of online information, measurement is tilting toward behavior, away from ac...

8/6/2013 9:23 jaybaer A2 (cont) #measurePR But we're not there yet. Some PR pros still measured, compensated by tweets sent, bloggers contacted, hours spent<sig>

8/6/2013 9:23 danderson705 RT @jaybaer: Getting written about in the newspaper is NOT your goal. Your goal is changing perceptions, and then behavior. Measure THAT. #...

8/6/2013 9:23 LinkMyFan_rep A1. #measurePR PR has the ability to be measured by participation the more interactive it becomes with multimodal discourse. #crowdsourcing

8/6/2013 9:23 ThatWould RT @jaybaer: Getting written about in the newspaper is NOT your goal. Your goal is changing perceptions, and then behavior. Measure THAT. #...

8/6/2013 9:25 _iSakshi RT @jaybaer: Getting written about in the newspaper is NOT your goal. Your goal is changing perceptions, and then behavior. Measure THAT. #...

8/6/2013 9:25 daveescott RT @jaybaer: .@jgombita @daveescott indeed, but those outcomes ARE measurable, if you want to measure it badly enough. #measurePR

8/6/2013 9:25 DalMgmtFac RT @jaybaer: Getting written about in the newspaper is NOT your goal. Your goal is changing perceptions, and then behavior. Measure THAT. #...

8/6/2013 9:25 mlaffs RT @jaybaer: Getting written about in the newspaper is NOT your goal. Your goal is changing perceptions, and then behavior. Measure THAT. #...

8/6/2013 9:26 jenleereeves RT @jaybaer: Getting written about in the newspaper is NOT your goal. Your goal is changing perceptions, and then behavior. Measure THAT. #...

8/6/2013 9:26 shonali Q3 @jaybaer What are some of the biggest mistakes you've seen orgs make in measuring #PR and/or #socialmedia? #measurepr

8/6/2013 9:26 shonali So that kinda leads to Q3, @jaybaer... #measurepr

8/6/2013 9:26 Haydeki RT @jaybaer: Getting written about in the newspaper is NOT your goal. Your goal is changing perceptions, and then behavior. Measure THAT. #...

8/6/2013 9:26 jgombita @daveescott I'm talking about the @sheldrake version of "influence" based outcomes, not marketing PR..... #measurePR

8/6/2013 9:27 kauaiianSun RT @shonali: Q3 @jaybaer What are some of the biggest mistakes you've seen orgs make in measuring #PR and/or #socialmedia? #measurepr

8/6/2013 9:28 jenleereeves @shonali @jaybaer A3. I see blind assumptions about influence & outreach instead of really understanding social PR. #measurePR

8/6/2013 9:28 ennaree @jaybaer Used to work in marketing that emphasized only numbers, not human interactions--happy to see shift toward interactions! #measurePR

8/6/2013 9:28 lisakwiese RT @jgombita: @daveescott I'm talking about the @sheldrake version of "influence" based outcomes, not marketing PR..... #measurePR

8/6/2013 9:28 GemmaBurnikell RT @jaybaer: Getting written about in the newspaper is NOT your goal. Your goal is changing perceptions, and then behavior. Measure THAT. #...

8/6/2013 9:28 jaybaer .@HeenaPRGal I know. That's the problem. But activity doesn't equal results. #measurepr

8/6/2013 9:29 jenleereeves @shonali A3 (con't) Social PR is crafted for specific campaigns. There's no easy button to find and reach the right people. #measurePR

8/6/2013 9:29 ennaree A3 I've seen a high emphasis on numbers, but not as much on follow-up and implementing change based on data. #measurePR

8/6/2013 9:29 jaybaer .@jenleereeves Yes! #measurePR Every time I see a PR pro (or anyone) talk about "Twitter impressions" I want to smack them in the head.

8/6/2013 9:29 jginc RT @jaybaer: Getting written about in the newspaper is NOT your goal. Your goal is changing perceptions, and then behavior. Measure THAT. #...

8/6/2013 9:30 ancitasatija RT @jenleereeves: @shonali A3 (con't) Social PR is crafted for specific campaigns. There's no easy button to find and reach the right peopl...

8/6/2013 9:30 ennaree RT @jaybaer: .@jenleereeves Yes! #measurePR Every time I see a PR pro (or anyone) talk about "Twitter impressions" I want to smack them in ...

8/6/2013 9:30 ancitasatija RT @ennaree: A3 I've seen a high emphasis on numbers, but not as much on follow-up and implementing change based on data. #measurePR

8/6/2013 9:30 kauaiianSun A3 per @ennaree, how about reporting on # of impressions & placements w/o much context? #measurepr

8/6/2013 9:30 jaybaer A3 #MeasurePR It's not an issue of measurement "mistakes" but a refusal to evolve, to measure business-level outcomes, and to use data.

8/6/2013 9:30 jgombita The definition of "influence" by @sheldrake is so perfect for goals of public relations. See Glossary: <http://t.co/WNxBOgEyYI> #measurePR

8/6/2013 9:31 lisakwiese MT @jaybaer @jenleereeves Yes! #measurePR Every time I see a PR pro talk about "Twitter impressions" I want to smack them in the head.

8/6/2013 9:31 Bec_PR RT @jaybaer: A3 #MeasurePR It's not an issue of measurement "mistakes" but a refusal to evolve, to measure business-level outcomes, and to ...

8/6/2013 9:32 ancitasatija RT @jaybaer: A3 #MeasurePR It's not an issue of measurement "mistakes" but a refusal to evolve, to measure business-level outcomes, and to ...

8/6/2013 9:32 kauaiianSun A3 I think @kdpaine mentioned that #s tell us the how much, but not the so what. What does it all mean?!! #measurepr

8/6/2013 9:32 jwatton RT @jaybaer: Getting written about in the newspaper is NOT your goal. Your goal is changing perceptions, and then behavior. Measure THAT. #...

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8/6/2013 9:32 katefink1 RT @jaybaer: .@jenleereeves Yes! #measurePR Every time I see a PR pro (or anyone) talk about "Twitter impressions" I want to smack them in ...

8/6/2013 9:32 ancitasatija RT @kauaiianSun: A3 I think @kdpaine mentioned that #s tell us the how much, but not the so what. What does it all mean?!! #measurepr

8/6/2013 9:33 ennaree @kauaiianSun It's so easy to fall in love with big numbers and forget about the big picture! #measurePR

8/6/2013 9:33 BRGLiving . @kauaiianSun @kdpaine It is so important that the data is delivered alongside easy to understand learnings/takeaways. #measurepr Q3

8/6/2013 9:34 schtevey RT @jaybaer: .@jenleereeves Yes! #measurePR Every time I see a PR pro (or anyone) talk about "Twitter impressions" I want to smack them in ...

8/6/2013 9:34 timwieland RT @jaybaer: A3 #MeasurePR It's not an issue of measurement "mistakes" but a refusal to evolve, to measure business-level outcomes, and to ...

8/6/2013 9:34 jaybaer .@kauaiianSun Exactly. That @kdpaine is wise (and fun to hang with). Measure PR's impact on attitude and behavior that's the key. #measurePR

8/6/2013 9:35 rachaelseada @shonali @kauaiianSun I'm trying to join #measurepr but my Internet is acting up on my computer :(boo

8/6/2013 9:35 Tony_DWM RT @jaybaer: Getting written about in the newspaper is NOT your goal. Your goal is changing perceptions, and then behavior. Measure THAT. #...

8/6/2013 9:35 vansan2010 Quote of the Day RT @ennaree: @kauaiianSun It's so easy to fall in love with big numbers and forget about the big picture! #measurePR

8/6/2013 9:35 jaybaer .@BRGLiving #MeasurePR Such a good point. Rule in my companies is NEVER give a client a report without explanation, context, and recos.

8/6/2013 9:35 ancitasatija RT @ennaree: @kauaiianSun It's so easy to fall in love with big numbers and forget about the big picture! #measurePR

8/6/2013 9:35 baoch RT @jaybaer: .@BRGLiving #MeasurePR Such a good point. Rule in my companies is NEVER give a client a report without explanation, context, a...

8/6/2013 9:35 Haydeki RT @ennaree: @kauaiianSun It's so easy to fall in love with big numbers and forget about the big picture! #measurePR

8/6/2013 9:35 SmartMPM RT @jaybaer: .@BRGLiving #MeasurePR Such a good point. Rule in my companies is NEVER give a client a report without explanation, context, a...

8/6/2013 9:36 thejenn MT @jaybaer: @jenleereeves Yes! #measurePR Every time I see a PR pro talk about "Twitter impressions" I want to smack them in the head.

8/6/2013 9:36 HeenaPRGal RT @jaybaer: .@BRGLiving #MeasurePR Such a good point. Rule in my companies is NEVER give a client a report without explanation, context, a...

8/6/2013 9:36 ennaree RT @vansan2010: Quote of the Day RT @ennaree: @kauaiianSun It's so easy to fall in love with big numbers and forget about the big picture! ...

8/6/2013 9:37 FaceFwd_Ryan RT @BRGLiving: . @kauaiianSun @kdpaine It is so important that the data is delivered alongside easy to understand learnings/takeaways. #mea...

8/6/2013 9:38 jaybaer #MeasurePR If you give client a standard report from a software package, eventually client will realize they have a printer & toner too.

8/6/2013 9:38 shonali Q4 @jaybaer In #Youtility <http://t.co/JYCRRUiTqo> you talk about the Zero Moment of Truth. How does PR play into this? #measurepr

8/6/2013 9:38 mmdelong #MeasurePR looks like an exciting conversation today! In meetings now . . . will there be a recap later?

8/6/2013 9:38 dfriez I see @jaybaer is the guest on #MeasurePR, today! I know there will be great insights! cc: @Shonali

8/6/2013 9:39 jaybaer .@mmdelong Only time you should use Twitter impressions is if you are pulling from Twitter analytics natively (accurate count) #MeasurePR

8/6/2013 9:39 LinkMyFan_rep RT @BRGLiving: . @kauaiianSun @kdpaine It is so important that the data is delivered alongside easy to understand learnings/takeaways. #mea...

8/6/2013 9:39 ancitasatija @jaybaer so true! Experienced that #measurePR

8/6/2013 9:40 ancitasatija RT @jaybaer: #MeasurePR If you give client a standard report from a software package, eventually client will realize they have a printer & ...

8/6/2013 9:40 mlaffs @mmdelong check @shonali's site for more on #MeasurePR

8/6/2013 9:40 jaybaer A4. #MeasurePR Done well, PR helps direct potential customers to information sources that educate, inform, delight...

8/6/2013 9:41 SP_Data This! +1 RT @jaybaer Yes! #measurePR Every time I see a PR pro (or anyone) talk about "Twitter impressions" I want to smack them in the head

8/6/2013 9:41 shonali @mmdelong Definitely! And @dfriez, yes @jaybaer is terrific! #measurepr

8/6/2013 9:41 redsharkgroup RT @jaybaer: #MeasurePR If you give client a standard report from a software package, eventually client will realize they have a printer & ...

8/6/2013 9:41 SmartMPM RT @jaybaer: #MeasurePR If you give client a standard report from a software package, eventually client will realize they have a printer & ...

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8/6/2013 9:41 JeanessaPR RT @jaybaer: #MeasurePR If you give client a standard report from a software package, eventually client will realize they have a printer & ...

8/6/2013 9:42 jaybaer A4 #MeasurePR Sometimes, do PR sideways. If your client KILLS IT on TripAdvisor, use PR to promote TripAdvisor, not just your client

8/6/2013 9:45 shonali Q5 So leading from that @jaybaer how can PR pros practice #Youtility *and* measure their efforts? #measurepr

8/6/2013 9:45 MilaU5 RT @shonali: Q3 @jaybaer What are some of the biggest mistakes you've seen orgs make in measuring #PR and/or #socialmedia? #measurepr

8/6/2013 9:45 daveescott RT @jaybaer: A4 #MeasurePR Sometimes, do PR sideways. If your client KILLS IT on TripAdvisor, use PR to promote TripAdvisor, not just your ...

8/6/2013 9:45 MilaU5 RT @shonali: Q2 @jaybaer You've been working with companies for many years now, how have you seen their #PR & #socialmedia measurement evol...

8/6/2013 9:45 mlaffs @jaybaer A4 how do you illustrate the value of the sideways approach to people who are used to straight-ahead PR? #MeasurePR

8/6/2013 9:45 kristendwesley RT @jaybaer: A4 #MeasurePR Sometimes, do PR sideways. If your client KILLS IT on TripAdvisor, use PR to promote TripAdvisor, not just your ...

8/6/2013 9:46 jaybaer A5 #MeasurePR Youtility is really a content strategy. And indeed, PR needs to talk less, and make more. Everything you make can be measured.

8/6/2013 9:46 AgNews_Otto RT @jaybaer: A4. #MeasurePR Done well, PR helps direct potential customers to information sources that educate, inform, delight...

8/6/2013 9:47 HeenaPRGal RT @jaybaer: A4. #MeasurePR Done well, PR helps direct potential customers to information sources that educate, inform, delight...

8/6/2013 9:47 jaybaer A5 #MeasurePR I've yet to find a PR firm that can't be a real asset to their clients in content strategy, execution and promotion.

8/6/2013 9:48 Julie_Meredith RT @jaybaer: A3 #MeasurePR It's not an issue of measurement "mistakes" but a refusal to evolve, to measure business-level outcomes, and to ...

8/6/2013 9:48 jaybaer @mlaffs #MeasurePR in the TripAdvisor example, you'd look at increase in number of reviews, avg score, etc. Correlation to PR efforts.

8/6/2013 9:49 kristendwesley RT @jaybaer: A5 #MeasurePR I've yet to find a PR firm that can't be a real asset to their clients in content strategy, execution and promot...

8/6/2013 9:49 shonali Speaking of content, here's a terrific presentation from @jaybaer on content marketing metrics <http://t.co/wPMPOJAA7i> #measurepr

8/6/2013 9:49 ancitasatija RT @jaybaer: A5 #MeasurePR I've yet to find a PR firm that can't be a real asset to their clients in content strategy, execution and promot...

8/6/2013 9:49 zaibatsu RT @jaybaer: .@mmdelong Only time you should use Twitter impressions is if you are pulling from Twitter analytics natively (accurate count)...

8/6/2013 9:49 ancitasatija RT @shonali: Speaking of content, here's a terrific presentation from @jaybaer on content marketing metrics <http://t.co/wPMPOJAA7i> #measure...

8/6/2013 9:50 alexcrabb Agree, always be creating RT @jaybaer: A5 #MeasurePR PR needs to talk less, and make more. Everything you make can be measured.

8/6/2013 9:50 davejscott RT @shonali: Speaking of content, here's a terrific presentation from @jaybaer on content marketing metrics <http://t.co/wPMPOJAA7i> #measure...

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8/6/2013 9:50 LinkMyFan_rep RT @shonali: Speaking of content, here's a terrific presentation from @jaybaer on content marketing metrics <http://t.co/wPMPOJAA7i> #measure...

8/6/2013 9:51 MatthewLiberty RT @jaybaer: .@mmdelong Only time you should use Twitter impressions is if you are pulling from Twitter analytics natively (accurate count)...

8/6/2013 9:51 TheDRofPR RT @shonali: Q3 @jaybaer What are some of the biggest mistakes you've seen orgs make in measuring #PR and/or #socialmedia? #measurepr

8/6/2013 9:51 shonali Q6 @jaybaer What are some favorite #measurePR tools that you'd recommend? Resources?

8/6/2013 9:52 jaybaer .@TheDRofPR @shonali @MilaU5 #MeasurePR Facebook likes aren't without value, you just have to prove that they do have value, and how.

8/6/2013 9:53 mlaffs RT @jaybaer: A4. #MeasurePR Done well, PR helps direct potential customers to information sources that educate, inform, delight...

8/6/2013 9:54 SmartMPM Today's #measurepr with @jaybaer is the kind where you lean in and listen, all the way.

8/6/2013 9:54 BH_Social Attempting to directly correlate one metric of popularity to ROI is recipe for disaster. Many other factors involved #measurepr

8/6/2013 9:54 LinkMyFan_rep RT @alexcrabb: Agree, always be creating RT @jaybaer: A5 #MeasurePR PR needs to talk less, and make more. Everything you make can be measu...

8/6/2013 9:54 LisaHorner RT @jaybaer: A6 #MeasurePR The best tool to measure anything is Excel. You have to do the work yourself (h/t @webby2001) Take data & digest...

8/6/2013 9:54 jaybaer A6 #MeasurePR That said, you MUST use a social media tool that ties in Web analytics

8/6/2013 9:55 HeenaPRGal RT @jaybaer: A6 #MeasurePR The best tool to measure anything is Excel. You have to do the work yourself (h/t @webby2001) Take data & digest...

8/6/2013 9:55 shonali MT @jaybaer: A6 #MeasurePR The best tool to measure anything is Excel. You have to do the work yourself (h/t @webby2001)

8/6/2013 9:55 BH_Social @jaybaer Excellent point. Pivot table an excellent metaphor for need to approach success from diff angles #measurepr

8/6/2013 9:55 jaybaer A6 #MeasurePR I'm a big fan of @cision and @vocus too. Smart, integrated metrics.

8/6/2013 9:55 Vocus RT @jaybaer: A6 #MeasurePR I'm a big fan of @cision and @vocus too. Smart, integrated metrics.

8/6/2013 9:55 Vocus @jaybaer Appreciate that Jay! #measurePR

8/6/2013 10:00 jaybaer Thanks all for joining on #MeasurePR and especially to the sublime @Shonali for making it happen. Go forth, measure, and buy #Youtility ! :)

8/6/2013 10:00 jenleereeves @shonali @jaybaer I'm glad I had a chance to visit #measurePR from high above! Thanks for the insight.

8/6/2013 10:00 shonali @jaybaer Flatterer :) Thank you again for making the time, I/we really appreciate it! #measurePR

8/6/2013 10:01 shonali I second this, it's a great book. MT @jaybaer: Thanks all for joining on #MeasurePR... Go forth, measure, and buy #Youtility ! :)