

Time(PST)	Username	Update
12/3/2013 9:00	shonali	#measurepr And... it's time! Welcome to the Twitter chat on all things PR (& social media) measurement! We're back after a couple months!
12/3/2013 9:02	DanielGHebert	RT @somattkelly: Want to know how to measure the downsides of social media: http://t.co/PuZUTi2JTC #measurepr
12/3/2013 9:02	InNetworkInc	RT @somattkelly: Want to know how to measure the downsides of social media: http://t.co/fQnb8hYWo1 #measurepr
12/3/2013 9:02	shonali	If you're joining today's chat with @sallyfalkow, please introduce yourself, say who you are, what you do, etc. #measurePR
12/3/2013 9:03	InNetworkInc	@shonali Looking forward to this chat! :) #measurepr
12/3/2013 9:04	shonali	@InNetworkInc Great to have you, thanks so much for joining today! #measurePR
12/3/2013 9:04	shonali	@deannaboss you joining the chat today? #measurePR
12/3/2013 9:05	InNetworkInc	Hey there! I'm @danielghebert, inbound & #cmgr at InNetwork. I focus on content, community, relationship building, and measuring #measurepr
12/3/2013 9:05	sallyfalkow	PR Measurement is a hot topic for 2014. Join me on the #measurepr chat right now
12/3/2013 9:05	shonali	@InNetworkInc @danielghebert Welcome to both of you! :) #measurePR
12/3/2013 9:06	shonali	As for me, I run a social PR biz, measurement geek (hence this chat), @JHUComm faculty and foodie/dog mom/Elvis fan. #measurePR
12/3/2013 9:06	InNetworkInc	@shonali @DanielGHebert Thanks Shonali! Looking forward to the chat! :) #measurepr
12/3/2013 9:07	shonali	Special thanks to @sallyfalkow for joining today's chat as the guest & being VERY patient with numerous reschedules! #measurePR
12/3/2013 9:07	sallyfalkow	Thanks for inviting me. Pleased to be here and share ideas. #measurepr
12/3/2013 9:08	shonali	@sierratierra Great to see you at #measurePR, welcome! @sallyfalkow
12/3/2013 9:09	shonali	Few chat guidelines before we start: 1, please try to # your answers, e.g. "re: Q1," "A1," etc (helps newbies read the stream) #measurePR
12/3/2013 9:09	sallyfalkow	@sierratierra Glad to be drinking tea and chatting with you. #measurepr
12/3/2013 9:09	shonali	2, don't forget to include the hashtag when you tweet, else your tweets won't be included in the transcript #measurePR
12/3/2013 9:09	Digitalnista	HelloRT @shonali Special thanks to @sallyfalkow for joining today's chat as the guest & being VERY patient w/numerous reschedules! #measurePR
12/3/2013 9:09	shonali	3, if you have a new question for @sallyfalkow, please DM to me so I can add to the question queue. OK? Let's go! #measurePR
12/3/2013 9:10	shonali	@Digitalnista Thanks so much for joining today! @sallyfalkow #measurePR
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12/3/2013 9:10	sallyfalkow	A1. Outputs are what we produce. Blog posts, releases, images, videos, pitches sent #measurepr
12/3/2013 9:10	shonali	PS, qns are for our guest @sallyfalkow but please do share your thoughts & smarts as well! #measurePR
12/3/2013 9:11	shonali	RT @sallyfalkow A1. Outputs are what we produce. Blog posts, releases, images, videos, pitches sent #measurePR
12/3/2013 9:11	sallyfalkow	A1. Measure how well you did with outputs -on time? On budget? On message? #measurepr
12/3/2013 9:11	shonali	RT @sallyfalkow A1. Measure how well you did with outputs -on time? On budget? On message? #measurePR
12/3/2013 9:11	sallyfalkow	A1. Outtakes are awareness, reach, traffic, information, video views, link clicks, whitepaper downloads etc #measurepr
12/3/2013 9:11	sallyfalkow	A1. Outcomes are tangible results, behaviors & actions – did they attend, vote, buy, call, tell others, change their minds? #measurepr
12/3/2013 9:12	sallyfalkow	A1: Outcomes can also be qualified leads, improved customer loyalty, fewer service calls #measurepr
12/3/2013 9:12	DanielGHebert	RT @shonali: Q1: @sallyfalkow What outputs, outtakes and outcomes must you measure, and how can you tie them to the bottom line? #measurePR
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12/3/2013 9:12	sallyfalkow	A1. If you are not yet familiar with the Barcelona Principles read this http://t.co/iBfxRLwS6f #measurepr
12/3/2013 9:12	shonali	MT @sallyfalkow A1. Outcomes are tangible results, behaviors & actions – did they attend, vote, buy, call, tell others? #measurePR
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12/3/2013 9:14 sallyfalkow @InNetworkInc TKU :) #measurepr

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12/3/2013 9:15 VanessaFrench Following great convo on #measurepr with @sallyfalkow & @shonali - great tips on #PR measurement here for newbies.

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12/3/2013 9:17 sallyfalkow Example: A1. Business goal of #CHALKPreschool Online– to increase registrations and users #measurepr

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12/3/2013 9:18 sallyfalkow A1. Registration doubled in November = outcomes #measurepr

12/3/2013 9:19 shonali RT @sallyfalkow A1. Reached more than 50,000 new people, lots of comments, blog posts and shares = outtakes #measurePR

12/3/2013 9:19 shonali RT @sallyfalkow A1. Registration doubled in November = outcomes #measurePR

12/3/2013 9:19 shonali Great stuff on Q1, @sallyfalkow, thank you! Q2 coming up... #measurePR

12/3/2013 9:19 sierratierra RT @InNetworkInc: RT @sallyfalkow: A1. You have to know the business goals to tie your PR actions to bottom line #measurepr

12/3/2013 9:19 shonali Q2: @sallyfalkow What does an effective #pr measurement plan look like and how can you create one quickly? #measurePR

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12/3/2013 9:22 PRSAactics RT @DanielGHebert: RT @sallyfalkow: A1. SMART system for setting goals - Specific, Measurable, Actionable, Realistic and Timed #measurepr

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12/3/2013 9:23 JohnFriedman Remember, that which is measured gets FUNDS. If you can't show ROI, don't expect investment #measurePR

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12/3/2013 9:24 ZenYinger Hi @shonali @sallyfalkow #measurepr community!Newbee alert!Sorry 2 b late but was slammed with a client emergy. All good now, let's roll!

12/3/2013 9:25 shonali @ZenYinger So glad you were able to make it! @sallyfalkow is on Q3 now, time is flying by! #measurePR

12/3/2013 9:25 Ancilla_Careers RT @DanielGHebert: RT @sallyfalkow: A1. SMART system for setting goals - Specific, Measurable, Actionable, Realistic and Timed #measurepr

12/3/2013 9:25 david_landis We say this to every #PR client @LandisComm RT @sallyfalkow: Have to know business goals to tie your PR actions to bottom line #measurepr

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12/3/2013 9:25 Courtney_Tarnow Me too! RT @VanessaFrench Following great convo on #measurepr with @sallyfalkow & @shonali - great tips on #PR measurement here for newbies.

12/3/2013 9:26 Digitalnista This great! Thank you! RT @sallyfalkow: Here it is <http://t.co/KydzeAJnJ> #measurepr

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12/3/2013 9:26 sallyfalkow @JohnFriedman At LA Tech Week investors said if you can't show measurement of your PR and marketing we wont invest. #measurepr

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12/3/2013 9:30 shonali As @sallyfalkow explains different KPIs, one thing is clear: figure out what's important for *your* biz/situation #measurePR

12/3/2013 9:30 InNetworkInc @sallyfalkow Love the blend of soft (traffic, engagement) and hard (leads, conversions, sales) KPIs :) #measurepr

12/3/2013 9:30 dc2fla Oops the link for AMEC's measurement plan framework via @Sallyfalkow <http://t.co/A5hMojdIJ> #measurepr

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12/3/2013 9:31 thisisshruti A3) Traditional: New publications tapped, number of cover stories. share in industry stories. Online: No of shares, RTs. #measurePR

12/3/2013 9:31 InNetworkInc @sallyfalkow We do both as well - very important! :) #measurepr

12/3/2013 9:31 IanGertler @sallyfalkow re: Read this excellent post by @ajeffrey1: <http://t.co/LUN2rBT79N> - #measurepr > Yes -- measurable AND attainable goals; +!

12/3/2013 9:31 sallyfalkow @shonali. Great point. We need to know what the goal is and what game we're playing. #measurepr

12/3/2013 9:31 InNetworkInc @shonali @sallyfalkow Agree 100% :) #measurepr

12/3/2013 9:32 shonali Exactly! MT @sallyfalkow We need to know what the goal is and what game we're playing. #measurepr #samepageyo ;)

12/3/2013 9:32 Digitalnista RT @sallyfalkow: A3. Traditionally sales, leads and cost-per-acquisition are the most important KPIS for a CMO #measurepr

12/3/2013 9:32 Courtney_Tarnow RT @shonali: As @sallyfalkow explains different KPIs, one thing is clear: figure out what's important for *your* biz/situation #measurePR

12/3/2013 9:32 AerialEllis RT @sallyfalkow We need to know what the goal is and what game we're playing. #measurepr

12/3/2013 9:32 Digitalnista RT @sallyfalkow: A3. Some other answers from CMOS: Passion and talking about the brand repeatedly CIROC Vodka #measurepr

12/3/2013 9:32 shonali Q4: @sallyfalkow: in light of Google's new link rules, can/should tracking links still be used in content? How? #measurePR

12/3/2013 9:33 Digitalnista RT @shonali: RT @sallyfalkow A3. Inbound leads, conversion rates, and retention. Salient MG #measurePR

12/3/2013 9:33 sallyfalkow A4. Google's new link rules simply say they don't count PR links in content for SEO purposes. #measurepr

12/3/2013 9:33 shonali RT @sallyfalkow A4. Google's new link rules simply say they don't count PR links in content for SEO purposes. #measurePR

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12/3/2013 9:34 sallyfalkow A4. They see it as too commercial, not informational #measurepr

12/3/2013 9:35 InNetworkInc @sallyfalkow Agree! You can track links for referral traffic and conversions, without having to track SEO #measurepr

12/3/2013 9:35 DanielGHebert RT @sallyfalkow: A4. So it is fine to use them. But bear in mind Google News does not like many links in a release or blog post. #measurepr

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12/3/2013 9:36 shonali RT @sallyfalkow A4. Put one link with the tracking code and send the reader or journalist to a page where the info is #measurePR

12/3/2013 9:36 sallyfalkow Use Google's URL builder <http://t.co/9gRGDERkNe> #measurepr

12/3/2013 9:36 InNetworkInc @sallyfalkow That surprises me with their recent update on long-form content (in-depth articles). #measurepr

12/3/2013 9:37 shonali I LOVE Google's URL builder! Used it for #bluekey campaign. RT @sallyfalkow Use Google's URL builder <http://t.co/JaSeVzmVkw> A4 #measurePR

12/3/2013 9:37 IanGertler @AerialEllis re: RT @sallyfalkow Need to know what goal is & what game we're playing. #measurepr & Keep your eye on the ball (AKA: goal)!

12/3/2013 9:37 Courtney_Tarnow RT @sallyfalkow: A4 Google's new link rules simply say they don't count PR links in content for SEO purposes. #measurepr

12/3/2013 9:37 ZenYinger RT @shonali Very true. RT @sallyfalkow A4. Tracking a link is not intended for SEO purposes anyway #measurePR

12/3/2013 9:37 sallyfalkow @InNetworkInc What surprises you? Google News more than Web search #measurepr

12/3/2013 9:38 Courtney_Tarnow Great tip! Thanks, Sally RT @sallyfalkow: Use Google's URL builder <http://t.co/Bx9Zh23GuS> #measurepr

12/3/2013 9:39 damion_white RT @shonali: I LOVE Google's URL builder! Used it for #bluekey campaign. RT @sallyfalkow Use Google's URL builder <http://t.co/JaSeVzmVkw> A4...

12/3/2013 9:39 shonali Q5: @sallyfalkow: in PR we track a lot of content. How do we write #PR content that gets found and shared? #measurePR

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12/3/2013 9:40 shonali Btw, if you have more questions for @sallyfalkow, please DM to me, and I'll add them to the queue. #measurePR

12/3/2013 9:40 sallyfalkow A5. How we write content is different now because of the recent changes in search and social. #measurepr

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12/3/2013 9:41 Courtney_Tarnow Great Q RT @shonali: Q5 @sallyfalkow: in PR we track a lot of content. How do we write #PR content that gets found and shared? #measurePR

12/3/2013 9:41 sallyfalkow A5. Content needs to be discoverable. So you need to understand the search rules #measurepr

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12/3/2013 9:42 Tinu RT @sallyfalkow: A5. How we write content is different now because of the recent changes in search and social. #measurepr

12/3/2013 9:43 CARInotcarrie RT @sallyfalkow: A5. We know journalists don't find release on the wire much anymore, but they all use search and social #measurepr

12/3/2013 9:43 Digitalnista RT @sallyfalkow: A4. They see it as too commercial, not informational #measurepr

12/3/2013 9:43 sallyfalkow A5. It has good data on what the media wants and how they find information about companies. #measurepr

12/3/2013 9:43 shonali Thank you! RT @sallyfalkow A5. I'll post the PRESSfeed 2013 Media Relation Survey results on Slideshare today & tweet the link #measurePR

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12/3/2013 9:43 Tinu RT @shonali: RT @sallyfalkow A5. Content needs to be discoverable. So you need to understand the search rules #measurePR

12/3/2013 9:44 sallyfalkow @Tinu Hey good to see you here. #measurepr

12/3/2013 9:44 sallyfalkow A5. Create SMART content: Visible in Search/Social, add Multimedia, attract Attention, be Relevant and build Trust #measurepr

12/3/2013 9:44 Digitalnista RT @sallyfalkow: Use Google's URL builder <http://t.co/Chv3MioUcY> #measurepr

12/3/2013 9:44 shonali @Tinu You're here! @sallyfalkow #measurePR

12/3/2013 9:44 DanielGHebert RT @sallyfalkow: A5. We know journalists don't find release on the wire much anymore, but they all use search and social #measurepr

12/3/2013 9:44 InNetworkInc RT @sallyfalkow: A5. We know journalists don't find release on the wire much anymore, but they all use search and social #measurepr

12/3/2013 9:45 ZenYinger A5. Article on #How to Make Content Discoverable <http://t.co/k5QkXrcaO1> #measurePR #pr #sm #content

12/3/2013 9:45 Digitalnista RT @shonali: Q5: @sallyfalkow: in PR we track a lot of content. How do we write #PR content that gets found and shared? #measurePR

12/3/2013 9:46 Courtney_Tarnow RT @sallyfalkow: A5 Create SMART content: Visible in Search/Social, add Multimedia, attract Attention, be Relevant & build Trust #measurepr

12/3/2013 9:46 Digitalnista RT @shonali: RT @sallyfalkow A5. How we write content is different now because of the recent changes in search and social. #measurePR

12/3/2013 9:46 Digitalnista RT @sallyfalkow: A5. Content needs to be discoverable. So you need to understand the search rules #measurepr

12/3/2013 9:46 sallyfalkow A5. SEO is more important than ever before. Google's new algorithm actually is good for us #measurepr

12/3/2013 9:46 DanielGHebert RT @sallyfalkow: A5. Create SMART content: Visible in Search/Social, Multimedia, attract Attention, be Relevant and build Trust #measurepr

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12/3/2013 9:46 DanielGHebert RT @ZenYinger: A5. Article on #How to Make Content Discoverable <http://t.co/u2cFobFWM2> #measurePR #pr #sm #content

12/3/2013 9:46 InNetworkInc RT @ZenYinger: A5. Article on #How to Make Content Discoverable <http://t.co/UntJvuzDm1> #measurePR #pr #sm #content

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12/3/2013 9:47 sallyfalkow A5. All in my book SMART News. Kindle on Amazon <http://t.co/y7XGgalu8e> #measurepr

12/3/2013 9:47 shonali RT @sallyfalkow A5. All in my book SMART News. Kindle on Amazon <http://t.co/V6jfdtrluw> #measurePR

12/3/2013 9:48 sallyfalkow A5. Paper back at McNally Jackson <http://t.co/1joH214YmV> #measurepr

12/3/2013 9:48 Digitalnista RT @sallyfalkow: A5. We asked the same qs to media and PR - answers were very different :(#measurepr

12/3/2013 9:48 shonali Gang! @sallyfalkow is giving away 2 hard copies/Kindle copies of her book SMART News <http://t.co/V6jfdtrluw> TODAY! (1/2) #measurePR

12/3/2013 9:48 sallyfalkow A5. I'm doing a 4-hour class for PR University 12/12 with all the latest updates <http://t.co/Dmi9jigHeG> #measurepr

12/3/2013 9:48 Digitalnista RT @sallyfalkow: A5. Create SMART content: Visible in Search/Social, add Multimedia, attract Attention, be Relevant & build Trust #measurepr

12/3/2013 9:49 shonali So ask @sallyfalkow a #measurePR-related qn and you might be the one to win a copy of SMART News: <http://t.co/V6jfdtrluw> (2/2). GO!

12/3/2013 9:49 StaceyHood RT @shonali: Gang! @sallyfalkow is giving away 2 hard copies/Kindle copies of her book SMART News <http://t.co/V6jfdtrluw> TODAY! (1/2) #meas...

12/3/2013 9:49 Digitalnista RT @sallyfalkow: A5. SEO is more important than ever before. Google's new algorithm actually is good for us #measurepr

12/3/2013 9:49 ZenYinger Great insights, most grateful! RT @sallyfalkow : A5. All in my book SMART News. Kindle on Amazon <http://t.co/MJDn5Lbj61> #measurepr #pr #sm

12/3/2013 9:49 Digitalnista RT @sallyfalkow: A5. All in my book SMART News. Kindle on Amazon <http://t.co/h4CAYOJS7H> #measurepr

12/3/2013 9:50 Digitalnista RT @sallyfalkow: A5. Paper back at McNally Jackson <http://t.co/wTDRuzKcFa> #measurepr

12/3/2013 9:50 shonali SMART News <http://t.co/V6jfdtrluw> is a GREAT book for #pr pros, it should be in your library. Want a copy? Ask @sallyfalkow a qn! #measurePR

12/3/2013 9:50 ZenYinger RT @shonali ask @sallyfalkow a #measurePR-related qn and you might be the one to win a copy of SMART News: <http://t.co/MJDn5Lbj61> (2/2). GO!

12/3/2013 9:50 Digitalnista RT @sallyfalkow: A5. I'm doing a 4-hour class for PR University 12/12 with all the latest updates <http://t.co/WuZx1M3KtU> #measurepr

12/3/2013 9:52 shonali Keep thinking of your questions to win a copy of SMART News, but here's Q6 for @sallyfalkow... #measurePR

12/3/2013 9:52 IanGertler @shonali @sallyfalkow In a world where marketing, advertising, PR & social are converging, how do you #measurePR vs all of them combined?

12/3/2013 9:52 sallyfalkow No questions at all? #measurepr

12/3/2013 9:52 shonali Q6: @sallyfalkow, what is the Google Analytics PR Dashboard? #measurePR

12/3/2013 9:52 shonali I know! RT @sallyfalkow No questions at all? #measurePR

12/3/2013 9:53 sallyfalkow A6. Justin Cutroni of Google created a dashboard specifically for PR. You can download it free <http://t.co/PVj3FumBV7> #measurepr

12/3/2013 9:53 ZenYinger A5. @sallyfalkow @shonali #SmartNews pls! here's my Q: How do you measure a brands digital PR Influence? Are there any metrics? #measurepr

12/3/2013 9:53 shonali MT @IanGertler @sallyfalkow In a world where marketing, advertising, PR & social are converging, how do you #measurePR vs all combined?

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12/3/2013 9:53 ManuelaDC RT @shonali: RT @sallyfalkow A5. We know journalists don't find release on the wire much anymore, but they all use search and social #meas...

12/3/2013 9:53 shonali RT @sallyfalkow A6. Justin Cutroni of Google created a dashboard specifically for PR. download it free <http://t.co/xkFYyxtSP> #measurePR

12/3/2013 9:53 Tinu RT @shonali: SMART News <http://t.co/V6jfdtrluw> is a GREAT book for #pr pros, it should be in your library. Want a copy? Ask @sallyfalkow a ...

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12/3/2013 9:53 Courtney_Tarnow @sallyfalkow I just started looking into Google Webtools- What's the best feature/advice for using this tool? #measurepr

12/3/2013 9:54 shonali RT @ZenYinger #SmartNews pls! here's my Q: How do you measure a brands digital PR Influence? Are there any metrics? #measurePR

12/3/2013 9:54 shonali @cloudspark It's been a GREAT chat, @sallyfalkow is a font of unending wisdom (and she's super-funny too). #measurePR

12/3/2013 9:55 shonali RT @Courtney_Tarnow @sallyfalkow I just started looking into Google Webtools- What's the best feature/advice for using this tool? #measurePR

12/3/2013 9:55 ZenYinger RT @sallyfalkow: Justin Cutroni of Google created a dashboard specifically for PR. Download it free <http://t.co/jDrt2J8m6> #measurepr #pr

12/3/2013 9:55 sallyfalkow @Courtney_Tarnow Cutroni took the most PR focused reports and made a dashboard. You set the goals and track them. #measurepr

12/3/2013 9:55 Courtney_Tarnow RT @sallyfalkow A6. Justin Cutroni of Google created a dashboard specifically for PR. download it free <http://t.co/mlatOlyYm> #measurePR

12/3/2013 9:56 SandraSays Ditto. --> RT @cloudspark: @shonali sliding in to the last minute of #measurepr, i'm going to go back, lots of good info in here.

12/3/2013 9:56 akenn RT @sallyfalkow: A6. Justin Cutroni of Google created a dashboard specifically for PR. You can download it free <http://t.co/PVj3FumBV7> #me...

12/3/2013 9:56 shonali @SandraSays @cloudspark Excellent, and @johnfriedman thank you for stopping by earlier! #measurePR

12/3/2013 9:57 Courtney_Tarnow RT @sallyfalkow: @Courtney_Tarnow Cutroni took the most PR focused reports and made a dashboard. You set the goals and track them. #measure...

12/3/2013 9:57 ZenYinger Absolutely! Can't wait for the transcript @Shonali @SallyFalkow you are a #measurePR #genius ! TYSM! @SandraSays @cloudspark

12/3/2013 9:57 sallyfalkow @IanGertler Know the overall goal, see how your actions can contribute and then measure those actions. #measurepr

12/3/2013 9:58 SandraSays RT @sallyfalkow: A1. Outputs are what we produce. Blog posts, releases, images, videos, pitches sent #measurepr

12/3/2013 9:58 SandraSays RT @sallyfalkow: A1. Outtakes are awareness, reach, traffic, information, video views, link clicks, whitepaper downloads etc #measurepr

12/3/2013 9:58 SandraSays RT @sallyfalkow: A1. Outcomes are tangible results, behaviors & actions – did they attend, vote, buy, call, tell others, change their minds...

12/3/2013 9:58 SandraSays RT @sallyfalkow: A1: Outcomes can also be qualified leads, improved customer loyalty, fewer service calls #measurepr

12/3/2013 9:58 SandraSays RT @sallyfalkow: A1. If you are not yet familiar with the Barcelona Principles read this <http://t.co/iBfxRLwS6f> #measurepr

12/3/2013 9:59 Courtney_Tarnow .@sallyfalkow Thanks for sharing this! It takes the guess work right out of it && http://t.co/mlatOlyYm #measurepr

12/3/2013 9:59 SandraSays RT @sallyfalkow: A1. Start with setting measurable goals. Use the SMART system <http://t.co/Pt9Dr5Umto> #measurepr

12/3/2013 9:59 sallyfalkow @ZenYinger Influence means you are able to get someone to do something. So you would measure digital outtakes and outcomes. #measurepr

12/3/2013 9:59 SandraSays RT @sallyfalkow: A1. SMART system for setting goals - Specific, Measurable, Actionable, Realistic and Timed #measurepr

12/3/2013 9:59 SandraSays RT @sallyfalkow: A1. Example: Write a story. Optimize it. Pitch it. Post it to social and wire – all outputs #measurepr

12/3/2013 9:59 SandraSays RT @sallyfalkow: A1. Outtakes: Is it indexed in news and web search? # views, clicks, comments, shares, retweets etc #measurepr

12/3/2013 9:59 SandraSays RT @sallyfalkow: A1. Outcomes: leads, sales, registrations, donations, supporters, changes in behavior or perceptions #measurepr

12/3/2013 10:00 SandraSays RT @sallyfalkow: A1. You have to know the business goals to tie your PR actions to bottom line #measurepr

12/3/2013 10:00 SandraSays RT @sallyfalkow: A1. PR goal: Increase awareness of the program amongst parents with preschool kids #measurepr

12/3/2013 10:00 SandraSays RT @sallyfalkow: A1. Press release, blog posts, influencer outreach, Twitter party. = Outputs #measurepr

12/3/2013 10:00 SandraSays RT @sallyfalkow: A1. Reached more than 50,000 new people, lots of comments, blog posts and shares = outtakes #measurepr

12/3/2013 10:00 sallyfalkow A6. You could also take a look at NetVibes – their dashboard can include GA along with other metrics and alerts #measurepr

12/3/2013 10:01 IanGertler @sallyfalkow Thanks for confirming, Sally -- similar to my "philosophy" & actions. Crucial to create opps where 1+1=more than 2! #measurepr

12/3/2013 10:01 sallyfalkow A6. I also use a dashboard I set up <http://t.co/KtS3D6BPbE> #measurepr

12/3/2013 10:01 Digitalnista My phone just died before I can ask a question :- (RT @shonali: I know! RT @sallyfalkow No questions at all? #measurePR

12/3/2013 10:01 shonali RT @sallyfalkow A6. You could also take a look at NetVibes – their dashboard can include GA along with other metrics & alerts #measurePR

12/3/2013 10:01 SandraSays RT @sallyfalkow: A1. Registration doubled in November = outcomes #measurepr

12/3/2013 10:01 Digitalnista RT @shonali: Q6: @sallyfalkow, what is the Google Analytics PR Dashboard? #measurePR

12/3/2013 10:01 SandraSays RT @sallyfalkow: A2. AMEC has a good framework for a measurement plan #measurepr

12/3/2013 10:01 shonali Thank you @sallyfalkow for a terrific chat today! You shared so much great info and resources. #measurePR

12/3/2013 10:01 ZenYinger Thanks, Sally. :) @sallyfalkow #measurepr

12/3/2013 10:01 SandraSays RT @sallyfalkow: Here it is <http://t.co/pWwj57sSs8> #measurepr

12/3/2013 10:01 SandraSays RT @sallyfalkow: A2. Read the guidelines for setting measurable objectives <http://t.co/LES1Ky5FHV> #measurepr

12/3/2013 10:01 shonali We're at the end of today's #measurePR chat. Many thanks for joining!

12/3/2013 10:01 SandraSays RT @sallyfalkow: A2. Use a blank AMEC template and plot the metrics you use now. Get the template here <http://t.co/J8ETs0lqt3> #measurepr

12/3/2013 10:02 SandraSays RT @sallyfalkow: A2. Choose at least a few key metrics in all three of the vertical PR phases outputs, outtakes, outcomes #measurepr

12/3/2013 10:02 SandraSays RT @sallyfalkow: A2. For the horizontal axis choose metrics from the stage that is the focus of your campaign. #measurepr

12/3/2013 10:02 SandraSays RT @sallyfalkow: Read this excellent post by Angela Jeffrey <http://t.co/UIOchlBJ61> #measurepr

12/3/2013 10:02 Digitalnista RT @sallyfalkowA6.Justin Cutroni of Google created a dashboard specifically 4PR. Youcan download it free <http://t.co/KYIkTYUaQt> #measurepr

12/3/2013 10:02 SandraSays RT @sallyfalkow: A3. Traditionally sales, leads and cost-per-acquisition are the most important KPIS for a CMO #measurepr

12/3/2013 10:03 SandraSays RT @sallyfalkow: A3. Other KPIS: site traffic/lead ratio, form conversion (leads), organic search ranking, social media reach #measurepr

12/3/2013 10:03 shonali @zenyinger @iangertler @courtney_tarnow You won #SMARTNews today! @sallyfalkow will decide who gets hard copy/Kindle (1/2) #measurePR

12/3/2013 10:03 SandraSays RT @shonali: As @sallyfalkow explains different KPIS, one thing is clear: figure out what's important for *your* biz/situation #measurePR

12/3/2013 10:03 ZenYinger OMG!TYSM! @shonali This whole chat shld be converted to a "news u can use" article & be made highly discoverable! @sallyfalkow #measurepr

12/3/2013 10:03 shonali

12/3/2013 10:03 SandraSays

12/3/2013 10:04 SandraSays

12/3/2013 10:04 SandraSays

12/3/2013 10:04 shonali

@zenyinger @iangertler @courtney_tarnow Make sure you're following @sallyfalkow so she can f/u with you for address, etc (2/2) #measurePR

RT @sallyfalkow: A4. Google's new link rules simply say they don't count PR links in content for SEO purposes. #measurepr

RT @sallyfalkow: A4. So it is fine to use them. But bear in mind Google News does not like many links in a release or blog post. #measurepr

RT @sallyfalkow: Use Google's URL builder <http://t.co/9gRGDERkNe> #measurepr

This was an incredible #measurePR chat today. Thank you so much again @sallyfalkow, and all who joined. Next chat: Jan. 7, 2014, 12-1 pm ET