

Time(PST)	Username	Update
1/7/2014 5:28	shonali	So... who's ready for today's #MeasurePR hat with @wittlake? 12-1 pm ET, hope you'll join!
1/7/2014 5:28	HREForum	RT @shonali: So... who's ready for today's #MeasurePR hat with @wittlake? 12-1 pm ET, hope you'll join!
1/7/2014 5:29	JoyCookPR	@shonali @wittlake I'm IN #MeasurePR #PR
1/7/2014 9:00	shonali	And... it's time! Welcome to the first chat of 2014; Happy New Year! Fun fact: the chat turns 4 this year! #measurePR
1/7/2014 9:00	wittlake	3... 2... 1... #measurepr
1/7/2014 9:01	shonali	Whee! RT @wittlake 3... 2... 1... #measurepr
1/7/2014 9:01	wittlake	@shonali Wow, 4 yrs, congrats!! #measurepr
1/7/2014 9:01	shonali	@wittlake It's hard to believe sometimes. @kdpaine was the first guest (we'll have to bring her back this year). #measurePR
1/7/2014 9:02	shonali	As you join the chat, please settle in, tell us who you are, what you do, etc. Let's get to know each other! #measurePR
1/7/2014 9:03	JohnMTrader	4 years of #measurepr? Wow.
1/7/2014 9:03	shonali	@JohnMTrader Yea, hard to believe! Welcome, and HNY! #measurePR
1/7/2014 9:04	shonali	I'll start: I'm a #social #pr pro & measurement geek (hence this chat). Wife, foodie, dogmom & ABBA/Elvis fan. Don't be hatin'. #measurePR
1/7/2014 9:04	wittlake	#coffee. Now I can settle in for the chat. I'm a B2B marketer based in rainy Portland, OR. #westcoastproblems #measurepr
1/7/2014 9:05	jessicagsharp	#PR pro in Philly. Own a small agency specializing in professional services #measurePR
1/7/2014 9:05	shonali	@jessicagsharp Super, and thank you! #measurePR
1/7/2014 9:06	shonali	@jessicagsharp Welcome, great to have you! #measurePR
1/7/2014 9:06	rajean	Congrats @shonali, four years for a twitter chat is boss! Thanks for noting, @JohnMTrader. Peeking in on #measurepr
1/7/2014 9:06	shonali	@wittlake Heh! I have tea. :) Thank you so much for being our guest today! #measurePR
1/7/2014 9:06	shonali	@rajean Thank you! @prsarahevens' #jourchat is still going strong too (and was the 1st, btw...) @JohnMTrader #measurePR
1/7/2014 9:07	wittlake	@shonali Thanks, looking forward to it. A great way to start the year! #measurepr
1/7/2014 9:07	shonali	Just a few quick guidelines to make chatting fun (and easy), and then we'll get started... #measurePR
1/7/2014 9:08	shonali	1, don't forget to include the hashtag with your tweets else they won't be included in the transcript. I use TweetChat or Twubs. #measurePR
1/7/2014 9:08	dbvickery	Joining #measurePR for 1st time. Been software dev, data architect, and account manager. I promote our social monitoring/analytics platform
1/7/2014 9:08	shonali	1 (cont) using Tweetchat or Twubs helps b/c they automatically include the hashtag for you. #measurePR
1/7/2014 9:09	shonali	@dbvickery Oh, so glad you could make it, even if for a bit! #measurePR
1/7/2014 9:09	JoyCookPR	#PR pro in North Carolina Owner of #JoyCookPR specializing in strategic communication #measurePR
1/7/2014 9:09	shonali	@JoyCookPR Great to see you, welcome! #measurePR
1/7/2014 9:09	JoyCookPR	"@JohnMTrader: 4 years of #measurepr? Wow." Awesome!
1/7/2014 9:10	JoyCookPR	"@shonali: @JoyCookPR Great to see you, welcome! #measurePR" thanks and cheers to 4 more years!
1/7/2014 9:10	ZenYinger	Popping in cause I just caught your #FB post @shonali :) #HappyNewYear to you & our #measurePR community!
1/7/2014 9:10	shonali	2, Please try to index your tweets, eg "Re Q1" or "A1," it helps when people are trying to catch up/read the transcript. #measurePR
1/7/2014 9:10	JoyCookPR	RT @shonali: 1 (cont) using Tweetchat or Twubs helps b/c they automatically include the hashtag for you. #measurePR
1/7/2014 9:10	shonali	@ZenYinger Oh, super, thanks so much for joining and HNY to you too! #measurePR
1/7/2014 9:10	dbvickery	yeah, concall and taking the car in because of that hit-and-run over weekend has me occupied, but wanted to support #measurePR and @shonali
1/7/2014 9:10	shonali	@dbvickery Awww. Mwaah. #measurePR
1/7/2014 9:11	shonali	@dbvickery More importantly: HIT AND RUN?!!!! Are you ok?! #measurePR
1/7/2014 9:11	rajean	I think I've joined #measurePR chat before, but it's been a long time. I vow to follow all, learn more about you. Waving from #Denver.
1/7/2014 9:11	shonali	3, While I'll be fielding qns to @wittlake, please do all share your thoughts/opinions. #measurePR
1/7/2014 9:11	wittlake	@dbvickery Yikes! Hope everyone is ok! @shonali #measurepr
1/7/2014 9:12	dbvickery	@shonali yep, just have to pay the blasted \$500 deductible because we couldn't get license plate on that black Mercedes SUV!! #measurePR
1/7/2014 9:12	shonali	@rajean LOL, yes, you have indeed joined before. :) #measurePR
1/7/2014 9:12	shonali	@dbvickery That sucks but more importantly you're ok. @wittlake #measurePR

1/7/2014 9:12 wittlake @rajean To Denver, welcome aboard from Portland! #measurepr

1/7/2014 9:12 shonali 4, Finally, if you have brand-new qns for @wittlake, please DM to me & I'll add to the queue. Ready? Off we go! #measurePR

1/7/2014 9:12 dbvickery @wittlake One of those typical fender benders where only one fender damaged...that'll be \$2,000 - ;(#measurePR

1/7/2014 9:13 jason_ I'm new to #measurePR Currently admin Salesforce, previously worked for a software co, & worked in healthcare insurance eligibility.

1/7/2014 9:13 shonali @jason_ That must have been fun. ;) Welcome to the chat, we love newbies. :) #measurePR

1/7/2014 9:13 wittlake @dbvickery Gah. Crazy how expensive things are to fix. Makes to want to just get an old pickup and not worry about it. #measurepr

1/7/2014 9:13 shonali Q1: @wittlake, as a #marketer, what is your opinion of the state of #pr and the measurement thereof? #measurePR

1/7/2014 9:14 shonali @dbvickery Guk. @wittlake #measurePR

1/7/2014 9:14 wittlake @shonali And it begins!! #measurepr

1/7/2014 9:14 jason_ .@shonali thank you! #measurePR

1/7/2014 9:14 dbvickery @wittlake been listening to more country music, so old pickup trucks are at forefront of my mind ;) #measurePR

1/7/2014 9:14 JohnMTrader An emergency just surfaced that is going to make me miss the rest of #measurepr - so bummed but look forward to reading transcript!

1/7/2014 9:15 jenzings RT @shonali: Q1: @wittlake, as a #marketer, what is your opinion of the state of #pr and the measurement thereof? #measurePR

1/7/2014 9:15 wittlake A1. PR has a BIG image problem. Some say PR isn't just press releases. That's like saying tomatoes aren't the only fruit! #measurepr

1/7/2014 9:15 shonali @JohnMTrader Oh, bummer, but good luck with the emergency! #measurePR

1/7/2014 9:15 dbvickery A1: Here's where I'm looking forward to OTHER answers...could be great product functionality crowdsourcing ;) #measurePR

1/7/2014 9:15 shonali LOL! MT @wittlake A1. Some say PR isn't just press releases. That's like saying tomatoes aren't the only fruit! #measurePR

1/7/2014 9:16 ZenYinger The Inbound Marketing Propaganda Machine <http://t.co/kyzzeBLjy8> via @wittlake [Looking fwd to connecting v #measurePR chat happening now]

1/7/2014 9:16 rajean RT @wittlake: A1. PR has a BIG image problem. Some say PR isn't just press releases. That's like saying tomatoes aren't the only fruit! #me...

1/7/2014 9:16 wittlake A1. PR measurement today is way to focused on tactical execution, needs to move towards business value. #measurepr

1/7/2014 9:16 shonali RT @wittlake A1. PR measurement today is way to focused on tactical execution, needs to move towards business value. #measurePR

1/7/2014 9:16 wittlake @ZenYinger Wow, thanks!! Welcome to the chat! #measurepr

1/7/2014 9:17 wittlake A1. The result: PR is poorly integrated with the rest of marketing. Many don't understand PR or its value. #measurepr

1/7/2014 9:17 IanGertler @shonali @wittlake Related to that, there's a growing "melting pot" for marketing, PR, advertising & now social. Pro or con? #measurePR

1/7/2014 9:17 ZenYinger @wittlake Pleasure. U r right on the mark! A1. PRmeas. today is way 2 focused on tactical exec., needs to move towards biz value. #measurepr

1/7/2014 9:18 wittlake @IanGertler Mostly PRO. More people are literate across functions. But fewer people are really good at them. @shonali #measurepr

1/7/2014 9:18 shonali RT @wittlake A1. The result: PR is poorly integrated with the rest of marketing. Many don't understand PR or its value. #measurePR

1/7/2014 9:18 shonali @wittlake I agree. @IanGertler #measurePR

1/7/2014 9:18 dbvickery A1: Showing my ignorance, I think PR is migrating to more community management/outreach, so NEEDS to be integrated w/marketing #measurePR

1/7/2014 9:19 wittlake @IanGertler BIG issue I'm seeing from non-PR folks is that "social" is replacing PR. It's not. @shonali #measurepr

1/7/2014 9:19 shonali @wittlake And IMHO that ties back to the misperception that PR = publicity. @IanGertler #measurePR

1/7/2014 9:20 IanGertler @wittlake @shonali I like that they are reinforcing one another better also, but it's also making some people "territorial." #measurePR

1/7/2014 9:20 shonali @dbvickery That's not ignorant. :) I think *smart* PR does that, i.e. bring in the community, b/c they are a key "public" of "PR" #measurePR

1/7/2014 9:20 rajean Agree, re: focus on tactical execution @wittlake. Biz value proof is subjective & challenging, often budget is pulled too early. #measurePR

1/7/2014 9:21 dbvickery Question from non-PR guy: Would you view PR as more outbound communications, or also instrumental in inbound/content strategy? #measurePR

1/7/2014 9:22 jessicagsharp A1: we're changing how we communicate our services b/c of this issue. Not sure we can get past the association of PR w/ Media #measurePR

1/7/2014 9:22 wittlake @shonali Yes, and also the magic bullet view of social as the only channel that matters. @IanGertler #measurepr

1/7/2014 9:22 shonali @rajean Often that's b/c PR strategies aren't built around measurement, the latter is shoehorned in. @wittlake Re: A1 #measurePR

1/7/2014 9:22 shonali Q2 from @dbvickery Would you view #PR as more outbound communications, or also instrumental in inbound/content strategy? #measurePR

1/7/2014 9:23 jessicagsharp @wittlake @IanGertler @shonali But it's social is certainly PART of PR #measurePR

1/7/2014 9:23 shonali @wittlake Yes, which is total piffle. @IanGertler #measurePR

1/7/2014 9:23 top_webtech Top popular tags webtech: 1^ #cmworld 2^ #CES2014 3^ #measurePR 4^ #marketing 5^ #Tech <http://t.co/91X3RM6wAp>

1/7/2014 9:23 IanGertler @shonali @wittlake Good point. I just retweeted this yesterday. Seems appropriate here. ;) #measurepr <http://t.co/t21yO2kCcq>

1/7/2014 9:23 shonali LOL, we're 3rd RT @top_webtech Top popular tags webtech: 1^ #cmworld 2^ #CES2014 3^ #measurePR 4^ #marketing 5^ #Tech <http://t.co/SejtmBsocr>

1/7/2014 9:24 shonali @jessicagsharp Certainly, but not the be-all and end-all @wittlake @lanGertler #measurePR

1/7/2014 9:24 wittlake A2. I see PR as key component of driving inbound. #measurepr

1/7/2014 9:24 shonali RT @wittlake A2. I see PR as key component of driving inbound. #measurepr

1/7/2014 9:24 dbvickery In some cases, social is viewed as magic bullet to wholly cover PR and marketing based upon shoestring budget/resources? #measurePR

1/7/2014 9:24 wittlake A2. My inbound def'n: Be found through the recommendation of others and delight everyone that finds you. #measurepr

1/7/2014 9:24 lanGertler @shonali @jessicagsharp @wittlake I think this is where people find challenges with holistic strategy vs tactical approaches. #measurepr

1/7/2014 9:25 rajean RT @lanGertler: @shonali @wittlake Good point. I just retweeted this yesterday. Seems appropriate here. ;-) #measurepr <http://t.co/t21yO2kC...>

1/7/2014 9:25 shonali Love it. RT @wittlake A2. My inbound def'n: Be found through the recommendation of others and delight everyone that finds you. #measurepr

1/7/2014 9:25 jenzings RT @wittlake: A2. My inbound def'n: Be found through the recommendation of others and delight everyone that finds you. #measurepr

1/7/2014 9:25 ZenYinger A2. My dilemma is I feel Integrated Comms is where #sm + #pr + #mktg connect 2 & create a & synergy, but what 2 call it? #measurepr

1/7/2014 9:25 wittlake A2. Based on that def'n, PR is key source of those recommendations (they aren't all links!) #measurepr

1/7/2014 9:26 rajean RT @wittlake: A2. My inbound def'n: Be found through the recommendation of others and delight everyone that finds you. #measurepr

1/7/2014 9:26 wittlake A2. A wrote quite a bit more about this here - 5 elements of inbound: <http://t.co/1PfNjm7NzP> #measurepr

1/7/2014 9:26 ZenYinger RT @wittlake A2. A wrote quite a bit more about this here - 5 elements of inbound: <http://t.co/P3YjKXACN> #measurepr

1/7/2014 9:26 dbvickery So PR needs seat at table, along w/mktg, #custserv...and even engineering/product dev for some companies...to generate content #measurePR

1/7/2014 9:26 wittlake @ZenYinger Marketing! #measurepr

1/7/2014 9:26 shonali & limited understanding. MT @dbvickery (is) social viewed as magic bullet to wholly cover PR/mktg b/c shoestring budget? #measurePR

1/7/2014 9:26 lanGertler @ZenYinger Business! ;-) #measurepr

1/7/2014 9:27 shonali RT @wittlake A2. A wrote quite a bit more about this here - 5 elements of inbound: <http://t.co/F86QCydtoA> #measurepr

1/7/2014 9:27 jason_ RT @dbvickery: So PR needs seat at table, along w/mktg, #custserv...and even engineering/product dev for some companies...to generate conte...

1/7/2014 9:27 shonali Q3: @wittlake how do you think #pr and #marketing measurement differs? Should it? Why/why not? #measurePR

1/7/2014 9:27 ZenYinger So you think #PR and #Social are now merged into one BIG BEAST i.e Marketing ? @wittlake #measurepr

1/7/2014 9:27 wittlake @shonali And lies of "free" perpetuated by many. @dbvickery #measurepr

1/7/2014 9:27 MattLaCasse RT @shonali: & limited understanding. MT @dbvickery (is) social viewed as magic bullet to wholly cover PR/mktg b/c shoestring budget? #meas...

1/7/2014 9:28 shonali @wittlake O.M.G. Don't even get me started on that. @dbvickery #measurePR

1/7/2014 9:28 dbvickery A2: In some cases, you have to FIND where those recommendations are occurring (social, review sites, blogs) to further promote #measurePR

1/7/2014 9:28 wittlake @ZenYinger No, not yet, but I believe that needs to be the answer. We won't be integrated until that happens. #measurepr

1/7/2014 9:28 DyanakF RT @shonali: Q3: @wittlake how do you think #pr and #marketing measurement differs? Should it? Why/why not? #measurePR

1/7/2014 9:29 wittlake A3. First, I believe #PR should be part of #marketing. Split drives integration challenges today. #measurepr

1/7/2014 9:29 ZenYinger RT @wittlake A2. My inbound def'n: Be found through the recommendation of others and delight everyone that finds you. #measurepr

1/7/2014 9:29 lanGertler @dbvickery Absolutely. While it sounds like hype, this breaking down of silos is really a huge part of #SocBiz. 1+1 can be & 2! #measurePR

1/7/2014 9:29 dbvickery The "lies of free" are definitely exasperating...anything requiring resources is NOT free, folks! @shonali @wittlake #measurePR

1/7/2014 9:29 wittlake A3. PR needs some of its own measurements, just like a website and an ad campaign can't use all the same metrics. #measurepr

1/7/2014 9:29 shonali RT @wittlake A3. PR needs some of its own measurements, just like a website and an ad campaign can't use all the same metrics. #measurePR

1/7/2014 9:29 rajean A solid, genuine (esp. unsolicited) recommendation is gold for any #PR plan @wittlake = shared socially? Platinum. #measurePR

1/7/2014 9:29 wittlake RT @dbvickery The "lies of free" are definitely exasperating...anything requiring resources is NOT free, folks! @shonali #measurePR

1/7/2014 9:30 dbvickery Great point about the sum being far greater than the individual parts when it comes to integrated, non-silo'd teams @lanGertler #measurePR

1/7/2014 9:30 wittlake @rajean And then think of ways to further amplify that recommendation (but topic for later in the chat) :-) #measurepr

1/7/2014 9:30 wittlake A3. The KEY: PR, and the rest of marketing, need to have a clear purpose, tied to a biz challenge or opportunity. #measurepr

1/7/2014 9:31 shonali YES! RT @wittlake A3. The KEY: PR & the rest of marketing, need to have a clear purpose, tied to a biz challenge or opportunity. #measurePR

1/7/2014 9:31 dbvickery A3: Would love your opinion on what those measurements should be, @wittlake #measurePR

1/7/2014 9:31 ZenYinger @wittlake It get's even tougher as a consultant when u believe in simplicity but have to resort to complexity 2 explain ur serv/s #measurepr

1/7/2014 9:31 wittlake A3. Measurement then must tie to each activities role in addressing the biz challenge or opportunity. #measurepr

1/7/2014 9:31 shonali @wittlake this is a great segue to Q4... #measurePR

1/7/2014 9:31 wittlake A3. Too often, every little part of marketing tries to accomplish, and measure, against everything. #measurepr

1/7/2014 9:31 PamMHarris RT @shonali: YES! RT @wittlake A3. The KEY: PR & the rest of marketing, need to have a clear purpose, tied to a biz challenge or opportunit...

1/7/2014 9:32 ZenYinger So true! RT @wittlake A3. Measurement then must tie to each activities role in addressing the biz challenge or opportunity. #measurepr #pr

1/7/2014 9:32 shonali Q4: @wittlake What do CMOs and execs see as most important elements to measure when it comes to #biz #comms? #measurePR

1/7/2014 9:32 dbvickery A3: Do you start out looking at volume of mentions, volume of reviews/recommendations, and then the overall trend of sentiment? #measurePR

1/7/2014 9:32 jenzings RT @shonali: Q4: @wittlake What do CMOs and execs see as most important elements to measure when it comes to #biz #comms? #measurePR

1/7/2014 9:32 ZenYinger Great Q ! @shonali @wittlake #measurepr

1/7/2014 9:33 wittlake A4. ROI, in some form of investment versus financial return. If you don't show that, you will always be on the defensive. #measurepr

1/7/2014 9:33 rajean RT @shonali: Q4: @wittlake What do CMOs and execs see as most important elements to measure when it comes to #biz #comms? #measurePR

1/7/2014 9:33 jenzings @ZenYinger @wittlake Yes! Measurement back to biz objectives--always. #measurePR

1/7/2014 9:33 jessicagsharp @shonali @wittlake the bottom line! #measurePR

1/7/2014 9:33 wittlake A4. Unfortunately, this means the ability to granularly measure often dictates, and limits, marketing tactics. #measurepr

1/7/2014 9:34 PlumMarComm RT @wittlake: A3. Measurement then must tie to each activities role in addressing the biz challenge or opportunity. #measurepr

1/7/2014 9:34 shonali RT @wittlake A4. ROI, in some form of investment v financial return. If you don't show that, you will always be on the defensive. #measurePR

1/7/2014 9:34 dbvickery That's always the most important measurement in any exec's mind RT @jessicagsharp: @shonali @wittlake the bottom line! #measurePR

1/7/2014 9:34 shonali RT @wittlake A4. Unfortunately, this means the ability to granularly measure often dictates, and limits, marketing tactics. #measurePR

1/7/2014 9:34 wittlake A4. Often, this leads to each activity trying to measure itself against the end result instead of its needed contribution... :- (#measurepr

1/7/2014 9:35 jenzings RT @wittlake: A4. Often, this leads to each activity trying to measure itself against the end result instead of its needed contribution... ..

1/7/2014 9:35 shonali RT @wittlake A4. Often, this leads to each activity trying to measure itself against end result instead of needed contribution #measurePR

1/7/2014 9:35 wittlake @dbvickery Yes, it is. But the tougher question: should it be? @jessicagsharp @shonali #measurepr

1/7/2014 9:36 jenzings @wittlake re: A4 I never thought of it that way (activity measured against end result), but I think that's right. #MeasurePR

1/7/2014 9:36 dbvickery A4: Don't you find that the measurement of ROI matures over time - first need eyeballs, then mentions/reviews, then conversions #measurePR

1/7/2014 9:36 PlumMarComm RT @shonali: RT @wittlake A4. ROI, in some form of investment v financial return. If you don't show that, you will always be on the defensi...

1/7/2014 9:36 OhhSocialMedia RT @shonali: RT @wittlake A3. PR needs some of its own measurements, just like a website and an ad campaign can't use all the same metrics....

1/7/2014 9:36 OhhSocialMedia RT @shonali: YES! RT @wittlake A3. The KEY: PR & the rest of marketing, need to have a clear purpose, tied to a biz challenge or opportunit...

1/7/2014 9:36 OhhSocialMedia RT @shonali: Q4: @wittlake What do CMOs and execs see as most important elements to measure when it comes to #biz #comms? #measurePR

1/7/2014 9:36 shonali @wittlake I think so, BUT not all execs realize that "the bottom line" doesn't always mean "sales." @dbvickery @jessicagsharp #measurePR

1/7/2014 9:36 jessicagsharp @wittlake @dbvickery @shonali Yes it should be. But PR can provide real value IF you can figure out how to measure it #measurePR

1/7/2014 9:37 wittlake @dbvickery No, actually. For all but a brand new business, this is a fallacy IMO. #measurepr

1/7/2014 9:37 shonali RT @jenzings @wittlake re: A4 I never thought of it that way (activity measured against end result), but I think that's right. #measurePR

1/7/2014 9:37 dbvickery I do think that a myopic focus on the bottom line can have adverse effects on long-term success @wittlake @jessicagsharp @shonali #measurePR

1/7/2014 9:37 jenzings RT @shonali: @wittlake I think so, BUT not all execs realize that "the bottom line" doesn't always mean "sales." @dbvickery @jessicagsharp ...

1/7/2014 9:37 jessicagsharp @shonali @wittlake @dbvickery very true. But there needs to be at least a dotted line to sales. #measurePR

1/7/2014 9:37 rajean Ah, the layer cake. Each ingredient is needed to make final result sweetest. Sweet alone, better together. @wittlake #measurePR

1/7/2014 9:37 shonali @dbvickery That's true... so maybe "long-term" bottom line? Is that too far down the road? (ha!) @wittlake @jessicagsharp #measurePR

1/7/2014 9:38 wittlake @dbvickery You don't uniformly educate audience about your company/product/space. Progression is true for individual, not market. #measurepr

1/7/2014 9:38 dbvickery Applies to brand new business...as well as existing biz w/brand new digital strategy,right? Embracing new channels? @wittlake #measurePR

1/7/2014 9:39 shonali @jessicagsharp No, needs to be correlation to biz objectives & ultimately revenue (not same as "sales") @wittlake @dbvickery #measurePR

1/7/2014 9:39 wittlake 4. "Myopic focus on bottom line." Always be focused on driving bottom line, but understand it isn't always directly measurable. #measurepr

1/7/2014 9:40 shonali MT @wittlake 4. "Myopic focus on bottom line." Always focus on bottom line, but understand it isn't always directly measurable. #measurePR

1/7/2014 9:40 wittlake @jessicagsharp Agree. Sometimes sales connection is in the story or in overall biz result though, not "attributed" metrics #measurepr

1/7/2014 9:40 shonali Q5: @wittlake What are some #marketing measurement best practices we should be using? #measurePR

1/7/2014 9:40 dbvickery re: Progression true for individual not market - I would say progression true for "channel", too (social, mobile, etc) @wittlake #measurePR

1/7/2014 9:40 OhhSocialMedia RT @shonali: RT @jenzings @wittlake re: A4 I never thought of it that way (activity measured against end result), but I think that's right....

1/7/2014 9:40 wittlake @dbvickery Consider a new follower: they are starting at the beginning, others are near the end. #measurepr

1/7/2014 9:41 IanGertler @rajejan @wittlake Love the cake scenario. In order to entice people to taste an incredible cake, the presentation must be right. #measurePR

1/7/2014 9:42 dbvickery Trick question -focus on top-line or bottom-line revenue? PR and mktg could greatly reduce costs to achieve same rev thru digital #measurePR

1/7/2014 9:42 wittlake A5. It starts with strategic planning: Biz goal > Identified barrier > Marketing plan to address > Measurement of success #measurepr

1/7/2014 9:42 HunterSwift The metrics to measure for the 3 core marketing goals for social: Lead gen, awareness, retention. #measurePR

1/7/2014 9:43 shonali MT @wittlake A5. starts with strategic planning: Biz goal > Identified barrier > Marketing plan to address > Measure of success #measurePR

1/7/2014 9:43 wittlake @dbvickery Similar,short term or long term view of revenue or profit. #measurepr

1/7/2014 9:43 wittlake A5. If you follow this model, you measurement ties back to the identified business opportunity. #measurepr

1/7/2014 9:43 dbvickery MT @wittlake: A5. Starts w/strategic planning: Biz goal > Identified barrier > Marketing plan to address > Measurement of success #measurepr

1/7/2014 9:44 ZenYinger Look what I found! RT @ginidietrich It's a new year - it's time to integrate your communications <http://t.co/y6nO6tWjur> #measurepr

1/7/2014 9:45 rajean Exactly @IanGertler, thanks. Presentation, when hurried, can fall flat. Can still perform on deadline/fly, but prep is key. #measurePR

1/7/2014 9:45 ZenYinger RT @shonali @wittlake A5. starts with strategic planning: Biz goal > Identified barrier> Mktg plan to address >Measure of success #measurePR

1/7/2014 9:45 jenzings @ZenYinger @ginidietrich That's a great piece, isn't it? #measurePR

1/7/2014 9:45 wittlake A5. Until you have that clarify of objective, the "best" measurement turns into a "but ..." spiral discussion. #measurepr

1/7/2014 9:46 hilraiser I'm new to #measurePR. Currently a PR grad student trying to create a guide to help with #measurement in #publicrelations. Great chat!

1/7/2014 9:46 ZenYinger Yes, just skimmed it but will read in depth soon after this chat! :) @jenzings @ginidietrich #measurepr

1/7/2014 9:46 shonali RT @wittlake A5. Until you have that clarify of objective, the "best" measurement turns into a "but ..." spiral discussion. #measurePR

1/7/2014 9:46 jenzings RT @wittlake: A5. If you follow this model, you measurement ties back to the identified business opportunity. #measurepr

1/7/2014 9:46 rajean RT @wittlake: A5. Until you have that clarify of objective, the "best" measurement turns into a "but ..." spiral discussion. #measurepr

1/7/2014 9:46 shonali @hilraiser Super, thank you for joining and welcome to the chat! #measurePR

1/7/2014 9:46 sandhillpr Events go largely unmeasured yet companies keep doing more events. Too costly to #measurepr effectively.

1/7/2014 9:47 shonali @sandhillpr I don't think so, mostly they are not putting effort into measuring correctly. They do it because they do it. #measurePR

1/7/2014 9:47 wittlake @sandhillpr FWIW: I'm seeing the opposite trend. Companies are doing fewer and fewer events. #measurepr

1/7/2014 9:47 wittlake @shonali Agree. Inertia is huge in marketing. Need to assess the trend, not the activity / budget split. @sandhillpr #measurepr

1/7/2014 9:48 dbvickery Events more rewarding when speaking vs simply attending/exhibiting. We all need to work more on pre/post event comm @sandhillpr #measurePR

1/7/2014 9:48 shonali Q6: @wittlake Many #pr pros are hesitant about #math and #analytics. What do you have to say to them? #measurePR

1/7/2014 9:48 wittlake A6. Get over it! If you can't use data to show success and find insights that improve results, someone else will. #measurepr

1/7/2014 9:48 ZenYinger RT @wittlake: @shonali Agree. Inertia is huge in marketing. Need to assess the trend, not the activity / budget split. @sandhillpr #measure...

1/7/2014 9:48 rajean Great point @sandhillpr. #measurePR Everyone wants the next viral share socially.

1/7/2014 9:48 micahn RT @wittlake: A6. Get over it! If you can't use data to show success and find insights that improve results, someone else will. #measurepr

1/7/2014 9:49 shonali LOL! RT @wittlake A6. Get over it! If you can't use data to show success, find insights that improve results, someone else will. #measurePR

1/7/2014 9:49 dbvickery Inertia is huge in almost any business decision...can be a killer to innovation and new approaches @wittlake @shonali @sandhillpr #measurePR

1/7/2014 9:49 cloudspark @sandhillpr if you have the budget to put on an event, you have the budget to measure its effectiveness #measurepr

1/7/2014 9:49 hilraiser RT @wittlake: A6. Get over it! If you can't use data to show success and find insights that improve results, someone else will. #measurepr

1/7/2014 9:49 shonali @wittlake I think I'm going to frame this bit: "Get over it!" ;) @jenzings @queenofmetrics @sallyfalkow #measurePR

1/7/2014 9:50 wittlake A6. This ties into Q5 as well. Don't just "measure." Dig, develop understanding of the WHY. That will move you forward. #measurepr

1/7/2014 9:50 cloudspark @wittlake i see more co's moving to webinars in place of events, esp in b2b #measurepr

1/7/2014 9:50 shonali RT @wittlake A6. This ties into Q5 as well. Don't just "measure." Dig, develop understanding of WHY. That will move you forward. #measurePR

1/7/2014 9:51 jenzings @shonali @wittlake @queenofmetrics @sallyfalkow LOL! Math & I don't always get along, but measurement is important! #measurePR

1/7/2014 9:51 jenzings RT @shonali: RT @wittlake A6. This ties into Q5 as well. Don't just "measure." Dig, develop understanding of WHY. That will move you forwar...

1/7/2014 9:51 kstansberry @cloudspark @sandhillpr Event effectiveness measurement does not need to be pricey. Requires time & planning though. #measurepr
1/7/2014 9:51 jenzings RT @kstansberry: @cloudspark @sandhillpr Event effectiveness measurement does not need to be pricey. Requires time & planning though. #meas...
1/7/2014 9:51 rajean :-) or contract w/ someone who DOES well crunching numbers, interpreting data @wittlake #measurePR
1/7/2014 9:51 wittlake @cloudspark True. And I'm seeing webinars shift to shorter timeperiods (5 to 15 minutes) or move to video format without Q&A #measurepr
1/7/2014 9:52 shonali RT @kstansberry Event effectiveness measurement does not need to be pricey. Requires time & planning though. #measurePR
1/7/2014 9:52 rajean RT @dbvickery: Inertia is huge in almost any business decision...can be a killer to innovation and new approaches @wittlake @shonali @sandh...
1/7/2014 9:52 dbvickery RT @wittlake: A6. Get over it! If you can't use data to show success and find insights that improve results, someone else will. #measurepr
1/7/2014 9:52 rajean RT @cloudspark: @sandhillpr if you have the budget to put on an event, you have the budget to measure its effectiveness #measurepr
1/7/2014 9:52 ZenYinger #Lovelt Don't just "measure." Dig, develop understanding of WHY. That will move you forward. RT @wittlake#measurePR #pr #sm #mktg
1/7/2014 9:52 wittlake @rajean Yes, but this is a challenge for small engagements. You have to KNOW the work to provide the best insights. #measurepr
1/7/2014 9:52 rajean RT @shonali: @wittlake I think I'm going to frame this bit: "Get over it!" ;) @jenzings @queenofmetrics @sallyfalkow #measurePR
1/7/2014 9:53 shonali Just 7 minutes left for today's chat! The final question is coming your way, @wittlake... #measurePR
1/7/2014 9:53 shonali Q7: @wittlake, what tools and/or dashboards do you think #pr pros should get familiar with from a measurement point of view? #measurePR
1/7/2014 9:53 rajean RT @kstansberry: @cloudspark @sandhillpr Event effectiveness measurement does not need to be pricey. Requires time & planning though. #meas...
1/7/2014 9:53 dbvickery Of course, it needs to be the RIGHT data and the RIGHT correlations. That someone else may make bad assumptions @wittlake #measurePR
1/7/2014 9:54 wittlake A7. (1) Web analytics. Start with GA. Learn about setting up goals, filters and funnels, not just how to log in. #measurepr
1/7/2014 9:54 PlumMarComm RT @shonali: Q7: @wittlake, what tools and/or dashboards do you think #pr pros should get familiar with from a measurement point of view? #...
1/7/2014 9:55 wittlake @dbvickery big issue I see is analyst saying "do more of this" when its maxed out, and missing the "things like" insight #measurepr
1/7/2014 9:55 PlumMarComm RT @wittlake: A7. (1) Web analytics. Start with GA. Learn about setting up goals, filters and funnels, not just how to log in. #measurepr
1/7/2014 9:55 Manitobagal RT @HunterSwift: The metrics to measure for the 3 core marketing goals for social: Lead gen, awareness, retention. #measurePR
1/7/2014 9:55 shonali RT @wittlake A7. (1) Web analytics. Start with GA. Learn about setting up goals, filters and funnels, not just how to log in. #measurePR
1/7/2014 9:56 dbvickery Good point MT @wittlake: big issue I see: analyst saying "do more of this" when its maxed out, and missing "things like" insight #measurepr
1/7/2014 9:56 shonali True! RT @dbvickery Of course, it needs to be the RIGHT data & RIGHT correlations. That someone else may make bad assumptions #measurePR
1/7/2014 9:56 wittlake A7. (2) Amplification tools. Great favorable perspective? Awesome, but now you need to increase its audience. #measurepr
1/7/2014 9:56 dbvickery RT @wittlake: A7. (1) Web analytics. Start with GA. Learn about setting up goals, filters and funnels, not just how to log in. #measurepr
1/7/2014 9:57 ZenYinger MT @wittlake Start with @Google #Analytics. Learn abt setting up goals, filters & funnels, not just how to log in. #measurePR #pr #sm #mktg
1/7/2014 9:57 hilraiser .@wittlake and is knowledge of these tools/dashboards vital for graduating students trying to find a full time position? #measurePR
1/7/2014 9:57 dbvickery A7: And when you want to integrate those GA measurements w/mentions and sentiment on other channels...umm, let's talk #measurePR
1/7/2014 9:57 wittlake A7. (3) Influencer platforms. Many "social" teams are owning this (poorly). Many are more like small media cos today. #measurepr
1/7/2014 9:58 shonali RT @wittlake A7. (2) Amplification tools. Great favorable perspective? Awesome, but now you need to increase its audience. #measurePR
1/7/2014 9:58 wittlake @hilraiser It definitely helps. Both the toolset as well as the dedication to category it shows. #measurepr
1/7/2014 9:58 shonali RT @wittlake A7. (3) Influencer platforms. Many "social" teams are owning this (poorly). Many are more like small media cos today #measurePR
1/7/2014 9:59 ZenYinger Loved all the insights shared ! Thanks so much @wittlake @shonali and #measurePR community! 2014 : Let's do this! :)
1/7/2014 9:59 rajean RT @wittlake: A7. (3) Influencer platforms. Many "social" teams are owning this (poorly). Many are more like small media cos today. #measur...
1/7/2014 9:59 shonali Wow, we're out of time... already! Thank you so much for kicking off the 2014 chat series @wittlake, you were (are) awesome! #measurePR
1/7/2014 10:00 wittlake @shonali - thanks for inviting me and congrats on 4 years running for a great chat! #measurepr
1/7/2014 10:00 shonali The next chat will be Tues., Feb. 4, 12-1 pm ET (remember we moved to a monthly format), so save the date, please! #measurePR
1/7/2014 10:00 jenzings RT @shonali: The next chat will be Tues., Feb. 4, 12-1 pm ET (remember we moved to a monthly format), so save the date, please! #measurePR
1/7/2014 10:00 shonali @wittlake Thank you - it's folks like you who've made it what it is, so thank YOU! #measurePR
1/7/2014 10:00 wittlake Thanks everyone! I'm signing off now, but will check the stream for questions later today! #measurepr
1/7/2014 10:01 shonali Many thanks to all who joined, especially seeing how early in the year it is. You took time away from work & I appreciate it! #measurePR
1/7/2014 10:01 shonali The "official" chat is now over, but do keep sharing/chatting using the hashtag. See you later... and Happy New Year! #measurePR