

Time(PST)	Username	Update
12/2/2014 9:00	shonali	And... it's time! 12 noon ET on the 1st Tuesday of the month, which means it's time for our monthly #measurePR Twitter chat. Who's here?
12/2/2014 9:01	shonali	Hard to believe we are starting the FINAL chat of 2014... where did the year go?! #measurepr
12/2/2014 9:01	ancitasatija	RT @shonali: And... it's time! 12 noon ET on the 1st Tuesday of the month, which means it's time for our monthly #measurePR Twitter chat. W..
12/2/2014 9:01	ancitasatija	RT @shonali: Hard to believe we are starting the FINAL chat of 2014... where did the year go?! #measurepr
12/2/2014 9:02	ancitasatija	@shonali I know right, just flew by!! #measurepr
12/2/2014 9:02	AlexisAnth	Ready to start talking about the things that matter! #MeasurePR @shonali
12/2/2014 9:02	ancitasatija	RT @AlexisAnth: Ready to start talking about the things that matter! #MeasurePR @shonali
12/2/2014 9:03	shonali	@AlexisAnth @ancitasatija @robinmarie Great to see you here! @deannaboss let's pull you away. :) #measurepr
12/2/2014 9:03	shonali	Before we start chatting, please introduce yourself, say who you are, what you do, etc.? #measurepr
12/2/2014 9:03	ancitasatija	RT @shonali: @AlexisAnth @ancitasatija @robinmarie Great to see you here! @deannaboss let's pull you away. :) #measurepr
12/2/2014 9:03	deannaboss	I am here! I am here! #measurepr
12/2/2014 9:04	shonali	@deannaboss Awesome! #measurepr
12/2/2014 9:04	shonali	Intros: me, I'm a #social #PR pro based in the DC area, working nationally & internationally (cont) #measurepr
12/2/2014 9:05	shonali	I'm a dog-mom, foodie, shoe fiend, dance-aholic and measurement geek, hence this chat, which I founded almost 5 years ago (!). #measurepr
12/2/2014 9:05	deannaboss	I do research & analytics at Maccabee Public Relations and about 18 other various consulting and volunteer projects! #measurepr
12/2/2014 9:06	jenzings	@shonali squeezing in under the proverbial wire...I'm here! #MeasurePF
12/2/2014 9:06	shonali	@jenzings Yay! #measurepr
12/2/2014 9:06	RobinMarie	Robin Smothers, APR, MPA, Minneapolis Park Board marketing/communications. Measurement and data geek. #measurepr
12/2/2014 9:06	ancitasatija	#SoMe enthusiast & a PR professional from India. #measurepr
12/2/2014 9:07	shonali	OK, we'll get started in a moment. Just a couple of housekeeping notes: 1) don't forget to use the hashtag with your tweets... #measurepr
12/2/2014 9:07	AlexisAnth	.@shonali I'm a senior at the University of Maryland studying PR and analytics, exploring the intersection of the two. #measurePF
12/2/2014 9:07	shonali	... 2) # your tweets if they're responses to a question so it's easy for others to follow. 3) Have fun! OK, off we go. #measurepr
12/2/2014 9:08	ancitasatija	RT @shonali: ... 2) # your tweets if they're responses to a question so it's easy for others to follow. 3) Have fun! OK, off we go. #measur...
12/2/2014 9:08	shonali	@AlexisAnth Have you learned from Prof. Grunig? #measurepr
12/2/2014 9:08	jenzings	I do PR consulting, and I have a baking business. Not as far apart as they seem! #MeasurePR
12/2/2014 9:08	shonali	Since this is the last chat of the year, I thought it would be fun to do a community chat, where the special guest is YOU! #measurepr
12/2/2014 9:09	shonali	@jenzings It looks like your business is really taking off! #measurepr
12/2/2014 9:09	ancitasatija	@jenzings wow baking! That sounds interesting #measurepr
12/2/2014 9:09	shonali	Q1: What surprised you most about PR (and/or social media) measurement this year (2014)? #measurepr
12/2/2014 9:09	chriswilliamspr	RT @jenzings: I do PR consulting, and I have a baking business. Not as far apart as they seem! #MeasurePR
12/2/2014 9:09	ancitasatija	RT @shonali: Since this is the last chat of the year, I thought it would be fun to do a community chat, where the special guest is YOU! #me..
12/2/2014 9:10	ggSolutions123	Journalist and also a PR industry-watcher More like "constructive criticizer" #measurePR Don't sneer.I'm "that friend" in your life.Thank me
12/2/2014 9:11	shonali	@ggSolutions123 I don't think anyone's sneering... And welcome to the chat! #measurepr
12/2/2014 9:12	ggSolutions123	@shonali Oh! Easy. Cision's "Digital Reach" product announced in the summer #measurePR That's @HKSully's "baby" and the big surprise for me
12/2/2014 9:12	jenzings	@shonali A1, IMHO: the re-emergence of the "social media can't be measured" theme. Hard does not equal "can't." #MeasurePF
12/2/2014 9:13	shonali	RT @ggSolutions123: @shonali Oh! Easy. Cision's "Digital Reach" product announced in the summer #measurePR That's @HKSully's "baby" and the..
12/2/2014 9:13	ancitasatija	A1 clients have started realizing the significance of SM measurement & give importance to #s (conversation/impression/impact) #measurepr
12/2/2014 9:13	ancitasatija	RT @shonali: Q1: What surprised you most about PR (and/or social media) measurement this year (2014)? #measurepr
12/2/2014 9:14	shonali	@ggSolutions123 That's so neat and particularly satisfying to me as 1) @HKSully & I are good friends, 2) my co. did the #PR :) #measurepr
12/2/2014 9:14	jenzings	RT @ancitasatija: A1 clients have started realizing the significance of SM measurement & give importance to #s (conversation/impression/imp..
12/2/2014 9:14	shonali	@ancitasatija ... that surprised you how? Re Q1 #measurepr
12/2/2014 9:14	shonali	True! RT @jenzings @shonali A1, IMHO: the re-emergence of the "social media can't be measured" theme. Hard does not = "can't." #measurepr

12/2/2014 9:15 shonali For me A1 would be how even smaller clients are more willing to discuss analytics & "good" measurement. I'm so happy about that! #measurep

12/2/2014 9:16 ggSolutions123 @jenzings @shonali Sounds like they're looking for any excuse to just not do it. #measurePF

12/2/2014 9:16 kamichat @shonali @jenzings I really despise the "social media can't be measured argument" #measurepr

12/2/2014 9:18 jenzings @kamichat @shonali I totally agree. Just surprised to see it in 2014! #MeasurePR

12/2/2014 9:18 ancitasatija A1 Earlier it was all abt print media/messaging. Now - its abt the conversations & listening & modifying the msg accordingly #measurepr

12/2/2014 9:18 shonali Q2: What #PR measurement trend from 2014 would you like to see carried into 2015? #measurepr

12/2/2014 9:18 jenzings RT @ggSolutions123: @jenzings @shonali Sounds like they're looking for any excuse to just not do it. #measurePF

12/2/2014 9:18 shonali MT @ancitasatija A1 Earlier all abt print media/messaging. Now - its abt conversations & listening & modifying msg accordingly #measurepr

12/2/2014 9:18 kushalresearch RT @shonali: For me A1 would be how even smaller clients are more willing to discuss analytics & "good" measurement. I'm so happy about tha..

12/2/2014 9:19 shonali @kamichat And thanks for joining, Kami! @jenzings #measurepr

12/2/2014 9:19 ancitasatija RT @shonali: Q2: What #PR measurement trend from 2014 would you like to see carried into 2015? #measurepr

12/2/2014 9:19 kamichat A1: What suprised me about social media measurement in 2014 was that clients are now asking for it vs. me pushing it #measurepr

12/2/2014 9:19 ancitasatija RT @kamichat: A1: What suprised me about social media measurement in 2014 was that clients are now asking for it vs. me pushing it #measure...

12/2/2014 9:19 kamichat @shonali Better lat than never, LOL #measurepr

12/2/2014 9:20 shonali Oh, also re: A1, a lot more understanding of the need for audits & research-based strategy. A2: let's continue this in 2015! #measurepr

12/2/2014 9:20 shonali @kamichat True. :) #measurepr

12/2/2014 9:21 AlexisAnth A2: Believing that there IS an ROI for social and PR beyond the AVE! #MeasurePR @shonal

12/2/2014 9:21 jenzings RT @kamichat: A1: What suprised me about social media measurement in 2014 was that clients are now asking for it vs. me pushing it #measure...

12/2/2014 9:21 shonali RT @AlexisAnth A2: Believing that there IS an ROI for social and PR beyond the AVE! #measurepr

12/2/2014 9:21 deannaboss A2: Standards! It's great to see them and I'm happy to implement them. #measurepr

12/2/2014 9:21 ggSolutions123 A2 Great q's today @shonali Would love tosee smarter assessments when it comes to SEO/algo considerations <https://t.co/LZTtZYxb8R> #measurePR

12/2/2014 9:21 ancitasatija RT @AlexisAnth: A2: Believing that there IS an ROI for social and PR beyond the AVE! #MeasurePR @shonal

12/2/2014 9:22 RobinMarie Q2: The slower-than-I'd-like death of the AVE #measurepr

12/2/2014 9:22 deannaboss @shonali audits! so important. and right now all the "cook kids" are doing them. ;-) #measurepr

12/2/2014 9:22 jenzings RT @AlexisAnth: A2: Believing that there IS an ROI for social and PR beyond the AVE! #MeasurePR @shonal

12/2/2014 9:22 ancitasatija RT @RobinMarie: Q2: The slower-than-I'd-like death of the AVE #measurepr

12/2/2014 9:23 kamichat @shonali I would like to see agencies continue to put more sophisticated measures in place, and #PRstandards #measurepr

12/2/2014 9:23 shonali @ggSolutions123 Thanks! Re: SEO & PR, @leeodden has been talking about that for years. #measurepr

12/2/2014 9:23 shonali YES. RT @deannaboss A2: Standards! It's great to see them and I'm happy to implement them. #measurepr

12/2/2014 9:23 RobinMarie RT @shonali: Oh, also re: A1, a lot more understanding of the need for audits & research-based strategy. A2: let's continue this in 2015! #..

12/2/2014 9:23 jenzings RT Q2: The slower-than-I'd-like death of the AVE #measurepr Oh, yes. This x 1000 @RobinMarie

12/2/2014 9:23 ggSolutions123 RT @kamichat: @shonali I would like to see agencies continue to put more sophisticated measures in place, and #PRstandards #measurepr

12/2/2014 9:23 jenzings RT @deannaboss: A2: Standards! It's great to see them and I'm happy to implement them. #measurepr

12/2/2014 9:24 deannaboss oops. "cool" not "cook" @shonali audits! so important. and right now all the "cook kids" are doing them. ;-) #measurepr

12/2/2014 9:24 ancitasatija A2 social media measurement on the basis of engagement & not only through likes/shares/RT's #measurepr

12/2/2014 9:24 shonali Maybe they're cooks too? ;) MT @deannaboss oops. "cool" not "cook" - audits! so important. now all the "cook kids" are doing them #measurepr

12/2/2014 9:25 deannaboss I saw @jenzings tweet about a baking business! I did not know that. I'll blame my typo on thoughts of delicious treats. #measurepr

12/2/2014 9:25 shonali Speaking of standards, huge props to the work @jmoyeripr is doing in that area (A2) @kamichat @jenzings @deannaboss #measurepr

12/2/2014 9:26 ggSolutions123 @shonali @leeodden Lee is fantastic I consider him the gold standard for super smart marketers #measurePF

12/2/2014 9:26 shonali Q3: What was one of your biggest learnings about PR measurement in 2014? Could be from a win, failure, anything. #measurepr

12/2/2014 9:26 Ghannam4 A2 The emergence of paid media even with small/nonprofit clients #measurepr

12/2/2014 9:26 ancitasatija RT @shonali: Q3: What was one of your biggest learnings about PR measurement in 2014? Could be from a win, failure, anything. #measurepr

12/2/2014 9:26 shonali @deannaboss OMG, have you seen @jenzings pix of the stuff she bakes? Mouthwatering! #measurepr

12/2/2014 9:27 shonali RT @Ghannam4 A2 The emergence of paid media even with small/nonprofit clients #measurepr

12/2/2014 9:27 shonali @Ghannam4 Thanks for joining, Jeff! #measurepr

12/2/2014 9:27 jenzings RT @shonali: Q3: What was one of your biggest learnings about PR measurement in 2014? Could be from a win, failure, anything. #measurepr

12/2/2014 9:28 kamichat A2: @deannaboss's cooking typo reminds me. People need to be creative about approaches but not make stuff up #measurepr

12/2/2014 9:28 shonali Amen. RT @kamichat A2: @deannaboss's cooking typo reminds me. People need to be creative about approaches but not make stuff up #measurepr

12/2/2014 9:29 jenzings RT @kamichat: A2: @deannaboss's cooking typo reminds me. People need to be creative about approaches but not make stuff up #measurepr

12/2/2014 9:30 kamichat Q3: My biggest learning in 2014 was to simplify. Just because you can measure something doesn't mean you should #measurepr

12/2/2014 9:30 ancitasatija RT @kamichat: Q3: My biggest learning in 2014 was to simplify. Just because you can measure something doesn't mean you should #measurepr

12/2/2014 9:30 AlexisAnth A3: that collecting and analyzing data isn't enough. We need to make sure we use it to improve our strategy. #measurePR @shonal

12/2/2014 9:31 shonali Exactly. RT @kamichat Q3: My biggest learning was to simplify. Just because you can measure something doesn't mean you should #measurepr

12/2/2014 9:31 kamichat RT @AlexisAnth: A3: that collecting and analyzing data isn't enough. We need to make sure we use it to improve our strategy. #measurePR @sh..

12/2/2014 9:32 AlexisAnth RT @kamichat: Q3: My biggest learning in 2014 was to simplify. Just because you can measure something doesn't mean you should #measurepr

12/2/2014 9:32 shonali A4: My 2014 biggest learning was that all parties on the client side MUST see eye-to-eye on metrics. Else you're set up to fail. #measurepr

12/2/2014 9:32 jenzings RT @shonali: Exactly. RT @kamichat Q3: My biggest learning was to simplify. Just because you can measure something doesn't mean you should ..

12/2/2014 9:33 shonali RT @AlexisAnth: A3: that collecting and analyzing data isn't enough. We need to make sure we use it to improve our strategy. #measurePF

12/2/2014 9:33 jenzings @shonali @kamichat "Just because you can measure something doesn't mean you should" -- I love this. Can end up spinning wheels #MeasurePF

12/2/2014 9:33 jenzings RT @shonali: A4: My 2014 biggest learning was that all parties on the client side MUST see eye-to-eye on metrics. Else you're set up to fai..

12/2/2014 9:33 ancitasatija RT @jenzings: @shonali @kamichat "Just because you can measure something doesn't mean you should" -- I love this. Can end up spinning wheel..

12/2/2014 9:34 Cfox12 RT @shonali: A4: My 2014 biggest learning was that all parties on the client side MUST see eye-to-eye on metrics. Else you're set up to fai..

12/2/2014 9:34 shonali I'm curious to hear others' "biggest learnings" of PR measurement in 2014... @ancitasatija @deannaboss @jenzings @ggsolutions123? #measurepr

12/2/2014 9:36 jenzings Ack! Just got called on by the teacher, with no solid answer in mind. @shonali #measurePF

12/2/2014 9:36 spectrumak RT @shonali: RT @AlexisAnth: A3: that collecting and analyzing data isn't enough. We need to make sure we use it to improve our strategy. #..

12/2/2014 9:37 kateeidam A3: All parties must agree on realistic set of impactful, meaningful metrics up front that are proactively reviewed & discussed #measurepr

12/2/2014 9:37 jessie\_paul RT @jenzings: @shonali @kamichat "Just because you can measure something doesn't mean you should" -- I love this. Can end up spinning wheel..

12/2/2014 9:37 ancitasatija A3 showcasing data/analysis isn't enough unless there is a proper strategy to up the game & achieve better results #measurepr

12/2/2014 9:37 shonali @jenzings LOL! I'm so sorry, I didn't mean to do that! #measurepr

12/2/2014 9:37 ancitasatija RT @kateeidam: A3: All parties must agree on realistic set of impactful, meaningful metrics up front that are proactively reviewed & discus..

12/2/2014 9:37 AlexisAnth RT @kateeidam: A3: All parties must agree on realistic set of impactful, meaningful metrics up front that are proactively reviewed & discus..

12/2/2014 9:37 ancitasatija RT @jenzings: Ack! Just got called on by the teacher, with no solid answer in mind. @shonali #measurePF

12/2/2014 9:38 AlexisAnth RT @ancitasatija: A3 showcasing data/analysis isn't enough unless there is a proper strategy to up the game & achieve better results #measu..

12/2/2014 9:38 shonali RT @ancitasatija A3 showcasing data/analysis isn't enough unless there's proper strategy to up the game & achieve better results #measurepr

12/2/2014 9:38 AlexisAnth @ancitasatija my thoughts exactly! #measurePR

12/2/2014 9:39 ggSolutions123 @jenzings LOL, me too. #measurePR I think I'll just say: I learned last-touch-attribution is a real prob <https://t.co/Ulev7PLNQM>

12/2/2014 9:39 kateeidam RT @kamichat: Q3: My biggest learning in 2014 was to simplify. Just because you can measure something doesn't mean you should #measurepr

12/2/2014 9:39 jenzings @shonali Biggest learnings 2014: change is a slow process. Measurement is critical, but won't be mainstream until it's easier. #MeasurePR

12/2/2014 9:39 kamichat RT @ancitasatija: A3 showcasing data/analysis isn't enough unless there is a proper strategy to up the game & achieve better results #measu..

12/2/2014 9:39 shonali Q5: Can you share a post/article that you found thought-provoking when it comes to measuring PR? #measurepr

12/2/2014 9:39 leeodden @ggSolutions123 @shonali Now that's a tweet worth a "Favorite"! #measurePR

12/2/2014 9:39 shonali MT @jenzings Biggest learning 2014: change is a slow process. Measurement critical, but won't be mainstream until it's easier A4 #measurepr

12/2/2014 9:40 bcsrdak RT @ancitasatija: A3 showcasing data/analysis isn't enough unless there is a proper strategy to up the game & achieve better results #measu..

12/2/2014 9:40 shonali @jenzings That is so true, and I think a lot of vendors are starting to understand that now. A4 #measurepr

12/2/2014 9:40 Ghannam4 A4 The need to continually reinforce/teach value to clients given turnover of client staff. #measurePF

12/2/2014 9:41 shonali RT @Ghannam4 A4 The need to continually reinforce/teach value to clients given turnover of client staff. #measurepr

12/2/2014 9:41 ancitasatija RT @shonali: Q5: Can you share a post/article that you found thought-provoking when it comes to measuring PR? #measurepr

12/2/2014 9:42 ancitasatija Did we/ I miss Q4? #measurepr

12/2/2014 9:42 kamichat Q5: Is time spent a better metric than pageviews? Upworthy says it is <http://t.co/JKHnNed4QJ> #measurepr

12/2/2014 9:43 shonali RT @kamichat Q5: Is time spent a better metric than pageviews? Upworthy says it is <http://t.co/Zrxtak1cVc> #measurepr

12/2/2014 9:43 AlexisAnth RT @kamichat: Q5: Is time spent a better metric than pageviews? Upworthy says it is <http://t.co/JKHnNed4QJ> #measurepr

12/2/2014 9:44 ancitasatija RT @kamichat: Q5: Is time spent a better metric than pageviews? Upworthy says it is <http://t.co/JKHnNed4QJ> #measurepr

12/2/2014 9:44 kateeidam RT @kamichat: Q5: Is time spent a better metric than pageviews? Upworthy says it is <http://t.co/JKHnNed4QJ> #measurepr

12/2/2014 9:45 jenzings RT @kamichat: Q5: Is time spent a better metric than pageviews? Upworthy says it is <http://t.co/JKHnNed4QJ> #measurepr

12/2/2014 9:45 ggSolutions123 @shonali @jenzings Well gee, how easy do they want it to be?? So they can shirk analysis for convenience? There's danger in that. #measurepr

12/2/2014 9:45 kamichat Q5: Why Your Company Is Probably Measuring Social Media Wrong | MIT Sloan Management Review <http://t.co/vo3kScMmIO> #measurepr

12/2/2014 9:46 shonali I loved this post from @markwschaefer on big data & smallbiz: <http://t.co/qxfGmRkFzt> Shows just how imp data is to biz (& PR!) #measurepr

12/2/2014 9:47 deannaboss @shonali not just 2014-you can't prove something w/o data & the data will probably prove you wrong #measurepr #biggestlearning

12/2/2014 9:47 ancitasatija RT @deannaboss: @shonali not just 2014-you can't prove something w/o data & the data will probably prove you wrong #measurepr #biggestlearning

12/2/2014 9:47 shonali @ancitasatija Ack, I think I skipped ahead... so sorry! Anyway, let's just say we're on Q5, so I don't mess everyone else up! #measurepr

12/2/2014 9:48 AlexisAnth RT @deannaboss: @shonali not just 2014-you can't prove something w/o data & the data will probably prove you wrong #measurepr #biggestlearning

12/2/2014 9:50 kicommunicator RT @shonali: Q5: Can you share a post/article that you found thought-provoking when it comes to measuring PR? #measurepr

12/2/2014 9:50 jenzings @ggSolutions123 @shonali True. There is no easy button. Teams that are small and not well-funded (i.e., everyone) need simple. #MeasurePR

12/2/2014 9:51 shonali Q6: If you could have your choice of guest on the chat(s) in 2015, who'd you like to hear from? #measurepr

12/2/2014 9:53 ancitasatija RT @shonali: Q6: If you could have your choice of guest on the chat(s) in 2015, who'd you like to hear from? #measurepr

12/2/2014 9:53 kamichat Have to leave a few minutes early for a call. Great to talk with you all. Happy Holidays and Happy measuring #measurePR

12/2/2014 9:53 shonali @kamichat Thanks for making the time, Kami, happy holidays to you too! #measurepr

12/2/2014 9:55 RobinMarie Q6: I'd love to hear from someone in government about how they are using measurement. Don't have a name, just an idea. #measurepr

12/2/2014 9:55 ggSolutions123 @jenzings @shonali Good point Jen. I didnt realize how tiny #measurePR budgets can be until @barryreich elaborated <http://t.co/lePVPXI0p>

12/2/2014 9:55 shonali @RobinMarie That's a great idea, thank you! Maybe a government panel, or something like that? #measurepr

12/2/2014 9:56 RobinMarie @shonali That'd be great. Probably not relevant to all but helpful to those of us in the public arena. #measurepr

12/2/2014 9:56 ggSolutions123 @shonali A6 Heidi again. To hear if Cision clients are embracing/liking/using Digital Reach #measurePR

12/2/2014 9:57 shonali Btw, today's #givingtuesday. If you want to support @jmoyeripr work on setting standards, donate here: <http://t.co/YwfO3plGmg> #measurepr

12/2/2014 9:57 shonali @ggSolutions123 Kewl. Hear that, @hksully? ;) #measurepr

12/2/2014 9:58 shonali We're almost out of time! Thank you so much for joining, and for being part of the community. You're the reason it's still going. #measurepr

12/2/2014 9:58 Ghannam4 A5 would love to hear from @afshop and @starfocus. #measurePR

12/2/2014 9:58 ancitasatija RT @shonali: @RobinMarie That's a great idea, thank you! Maybe a government panel, or something like that? #measurepr

12/2/2014 9:58 shonali Have a wonderful holiday season & save the date for the first chat of 2015: Jan 6, 12-1 pm ET. #measurepr

12/2/2014 9:58 ancitasatija RT @shonali: We're almost out of time! Thank you so much for joining, and for being part of the community. You're the reason it's still going.

12/2/2014 9:58 shonali @Ghannam4 OK! @afshop @starfocus has been on the chat before, but it's time to have her on again. :) #measurepr

12/2/2014 9:59 ancitasatija Great insights and awesome chat...see you all next year!! :-)) #measurepr

12/2/2014 9:59 ancitasatija RT @shonali: Have a wonderful holiday season & save the date for the first chat of 2015: Jan 6, 12-1 pm ET. #measurepr

12/2/2014 10:00 RobinMarie RT @ancitasatija: Great insights and awesome chat...see you all next year!! :-)) #measurepr

12/2/2014 10:00 shonali Thanks again, all. As @ancitasatija said: See you next year! #measurepr