

Time(PST)	Username	Update
2/3/2015 9:01	shonali	And.. it's time! Welcome to the 5th birthday celebration of #measurePR! How time flies, our little baby's a toddler now
2/3/2015 9:01	KirkHazlett	#measurePR done all grewed up! :-)
2/3/2015 9:01	decillis	@shonali Your baby is in kindergarten! #measurePR
2/3/2015 9:01	KellyeCrane	Congrats!! RT @shonali: And.. it's time! Welcome to the 5th birthday celebration of #measurePR
2/3/2015 9:01	jenzings	@jesserker Welcome! #measurePR
2/3/2015 9:02	martinwaxman	@gojohnab Great to see you #measurePR. I hear you're going to be joining us at #CAPRSA soon
2/3/2015 9:02	JoelDInwood	Checking in from an also snowy @eastwestchicago #measurepr
2/3/2015 9:02	shonali	I'm super-psyched that we have a really special edition of #measurepr today...
2/3/2015 9:02	tressalynne	@jenzings @shonali I'm here! :) #measurePR
2/3/2015 9:02	ggSolutions123	@shonali And a very smart toddler! Happy 5th birthday @shonali #measurepr
2/3/2015 9:02	jenzings	@shonali Hello and congrats! #measurePR
2/3/2015 9:02	RobinMarie	@jenzings Robin from Mpls. reporting for #measurepr duty, maam
2/3/2015 9:03	gojohnab	Representing AZ, warmth & sunshine...#measurepr
2/3/2015 9:03	shonali	Today, @jenzings & @deannaboss will co-host #measurepr, and @queenofmetrics @gojohnab & *I* will be on the hot seat. Over to you, J+D
2/3/2015 9:03	jesserker	Exciting! RT @shonali: I'm super-psyched that we have a really special edition of #measurepr today..
2/3/2015 9:03	deannaboss	They grow up so fast! RT @decillis: @shonali Your baby is in kindergarten! #measurePF
2/3/2015 9:03	jesserker	RT @deannaboss: They grow up so fast! RT @decillis: @shonali Your baby is in kindergarten! #measurePF
2/3/2015 9:03	JasKeller	RT @shonali: Today, @jenzings & @deannaboss will co-host #measurepr, and @queenofmetrics @gojohnab & *I* will be on the hot seat. Over to y.
2/3/2015 9:03	shonali	@decillis @KirkHazlett Haha, I know! #measurepr
2/3/2015 9:03	jesserker	RT @shonali: Today, @jenzings & @deannaboss will co-host #measurepr, and @queenofmetrics @gojohnab & *I* will be on the hot seat. Over to y.
2/3/2015 9:03	jenzings	@JoelDInwood @eastwestchicago hello from a very snowy NH... #measurePR
2/3/2015 9:03	shonali	@JoelDInwood Great to see you, thank you for making it despite the snow. :) #measurepr
2/3/2015 9:03	KristK	It's been five years since @shonali started #measurepr. Join us now to celebrate and continue learning and sharing
2/3/2015 9:03	queenofmetrics	Excited to be part of the 5th anniversary of #measurepr Congrats @shonali
2/3/2015 9:04	shonali	@abernst @cloudspark TYVM! #measurepr
2/3/2015 9:04	martinwaxman	@shonali I brought a steel tape measure. Is that too old school? #measurepr
2/3/2015 9:04	jenzings	@RobinMarie At ease soldier! Welcome! #measurePR
2/3/2015 9:04	shonali	@NovaComms @jesserker TYVM for joining today! #measurepr
2/3/2015 9:04	deannaboss	@RobinMarie yeah Mpls! Welcome! #hometown #measurepr
2/3/2015 9:04	jesserker	@shonali @NovaComms @jesserker absolutely my pleasure! Glad to be part of this special celebration! #measurepr
2/3/2015 9:05	kamichat	#measurepr
2/3/2015 9:05	shonali	@jenzings Thank you and to YOU for all the support over the years! #measurePF
2/3/2015 9:05	jenzings	Whoo hoo! Welcome all. I'll set up the rules so that the #measurePR convo flows smoothly
2/3/2015 9:05	shonali	@ggSolutions123 Aww, thank you! #measurePR
2/3/2015 9:05	ep_comms	RT @queenofmetrics: Excited to be part of the 5th anniversary of #measurepr Congrats @shonali
2/3/2015 9:05	jesserker	RT @jenzings: Whoo hoo! Welcome all. I'll set up the rules so that the #measurePR convo flows smoothly
2/3/2015 9:05	jenzings	1-remember to use the hashtag #measurePR (we want to find your brilliant contributions!)
2/3/2015 9:05	kamichat	Many contracts to @shonali for 5 years of #measurepr - keeping up the drum beat.
2/3/2015 9:05	shonali	@queenofmetrics Thank YOU for getting me (and so many) started on this path. I can't ever thank you enough. xoxo #measurePF
2/3/2015 9:06	sohinibaliga	Here for #measurePR - thank you @shonali!
2/3/2015 9:06	hartinc	Joining the #MeasurePR twitter chat right now... come see what it's all about
2/3/2015 9:06	jenzings	2-please DM questions to me or @deannaboss #measurePR (helps with flow!)

2/3/2015 9:06 deannaboss Congrats to @shonali on the 5th bday of #measurePR. thank you @jenzings and @queenofmetrics @gojohnab for joining today

2/3/2015 9:06 shonali @martinwaxman You made it! #measurepr

2/3/2015 9:06 deannaboss RT @jenzings: 1-remember to use the hashtag #measurePR (we want to find your brilliant contributions!

2/3/2015 9:06 kamichat Many CONGRATS to @shonali for 5 years of #measurepr - keeping up the drum beat. #measurepr

2/3/2015 9:06 SeeDepthInc Congrats @shonali on today's 5 year celebratory #measurePR chat! Great to see someone paving the way for PR executives to measure better

2/3/2015 9:06 jenzings 3-when responding, ref. the Q: A1 to Q1, etc. #measurePR (helps keep track of what we're talkin' about...)

2/3/2015 9:06 shonali @martinwaxman Lawdy, no, I keep one in my purse, ask @geoffliving ;) #measurePR

2/3/2015 9:07 JoelDInwood @gojohnab when the going gets snowy, the pros stay indoors and tweet. #measurepr

2/3/2015 9:07 shonali @JoelDInwood LOL! #measurepr

2/3/2015 9:07 martinwaxman @shonali I wouldn't miss this one! Congrats on 5 years of #measurePR

2/3/2015 9:07 shonali @sohinibaliga Oh super, thanks for joining! #measurepr

2/3/2015 9:07 shonali RT @jenzings 1-remember to use the hashtag #measurePR (we want to find your brilliant contributions!

2/3/2015 9:07 shonali RT @jenzings 2-please DM questions to me or @deannaboss #measurePR (helps with flow!)

2/3/2015 9:07 jesserker RT @shonali: RT @jenzings 1-remember to use the hashtag #measurePR (we want to find your brilliant contributions!

2/3/2015 9:07 jenzings RT @JoelDInwood: @gojohnab when the going gets snowy, the pros stay indoors and tweet. #measurepr

2/3/2015 9:08 jesserker And Retweet :) RT @JoelDInwood: @gojohnab when the going gets snowy, the pros stay indoors and tweet. #measurepr

2/3/2015 9:08 missusP Starting now. Congrats on 5 yrs @shonali! RT @cloudspark: today at noon, #pr pros would be smart to jump in to #measurepr with host @shonal

2/3/2015 9:08 gojohnab @JoelDInwood I love it! Mother Nature loves all PR pros:) #measurepr

2/3/2015 9:08 shonali @KristK @hartinc @ep_comms great to see you, thanks for joining! #measurepr

2/3/2015 9:09 deannaboss Welcome @ChristinaMila @CaitlinJago & Leila Hirsch from the @maccabeepr crowd! #measurepr

2/3/2015 9:09 shonali @SeeDepthInc @MissusP TYVM! #measurePR

2/3/2015 9:09 shonali @martinwaxman TY! #measurePR

2/3/2015 9:09 shonali Indeed! RT @deannaboss: Welcome @ChristinaMila @CaitlinJago & Leila Hirsch from the @maccabeepr crowd! #measurepr

2/3/2015 9:09 RogerKBeaty RT @shonali: And.. it's time! Welcome to the 5th birthday celebration of #measurePR! How time flies, our little baby's a toddler now

2/3/2015 9:10 queenofmetrics Taking a break from shoveling the 5 feet of snow in front of my office to be part of #measurePR's 5th anniversary

2/3/2015 9:10 jenzings We are v. fortunate to have @gojohnab and @queenofmetrics AND @shonali with us on hot seats... #measurePF

2/3/2015 9:11 tressalyne RT @jenzings: We are v. fortunate to have @gojohnab and @queenofmetrics AND @shonali with us on hot seats... #measurePF

2/3/2015 9:11 jenzings @deannaboss will start with our first question... over to you Deanna! #MeasurePR

2/3/2015 9:11 shonali That's a much-needed break! RT @queenofmetrics Taking a break from shoveling 5 feet of snow to be part of #measurePR's 5th anniversar

2/3/2015 9:11 KirkHazlett @queenofmetrics You're a braver soul than I, Katie! I waited until the maintenance crew cleaned everything! #measurePF

2/3/2015 9:11 gomezdm Sitting in on #measurepr -- though, mostly observing (busy day!). Congrats on 5th anniversary!

2/3/2015 9:11 gojohnab Celebrate #measurepr 5 yr anniversary...NOW!Congrats @shonali well done on taking good care of your baby to be a mature contributor:)

2/3/2015 9:11 sallyfalkow Hey everyone Sal here #measurepr

2/3/2015 9:11 jenzings @queenofmetrics Five is the theme, so that fits! Welcome. #measurePR Only around 3.5 feet here..

2/3/2015 9:12 kamichat Hey @sallyfalkow Great to see you here at #measurepr

2/3/2015 9:12 sallyfalkow @shonali - Happy 5th anniversary #measurepr

2/3/2015 9:12 shonali LOL & TY! MT @gojohnab: Congrats @shonali well done on taking good care of your baby to be a mature contributor:) #measurePI

2/3/2015 9:12 deannaboss Here we go! Q1: @shonali- looking back 5 years ago why did you start #measurePR?

2/3/2015 9:12 shonali RT @jenzings @deannaboss will start with our first question... over to you Deanna! #MeasurePR

2/3/2015 9:12 ChristinaMila Twitter chat fun @maccabeepr for #measurepr cc: @deannaboss <http://t.co/oLHdwOfyWd>

2/3/2015 9:12 shonali @sallyfalkow Hi Sally! @gomezdm Hi Diane! #measurepr

2/3/2015 9:13 ggSolutions123 RT @sallyfalkow: @shonali - Happy 5th anniversary #measurepr

2/3/2015 9:13 jenzings @KirkHazlett @queenofmetrics That's wicked smaht Kirk! #measurePR

2/3/2015 9:13 jesserker RT @shonali: @sallyfalkow Hi Sally! @gomezdm Hi Diane! #measurepr

2/3/2015 9:13 ggSolutions123 RT @queenofmetrics: Taking a break from shoveling the 5 feet of snow in front of my office to be part of #measurePR's 5th anniversary

2/3/2015 9:13 jenzings RT @deannaboss: Here we go! Q1: @shonali- looking back 5 years ago why did you start #measurePR?

2/3/2015 9:13 jesserker RT @deannaboss: Here we go! Q1: @shonali- looking back 5 years ago why did you start #measurePR?

2/3/2015 9:14 sallyfalkow Hey @tresslynn Good to see you here #measurepr

2/3/2015 9:14 shonali A1: I really like Twitter chats when I started participating (2008-09). Esp on PR-type chats, measurement-related qns (cont) #measurepr

2/3/2015 9:15 shonali A1 (cont) would come up, but there was no hashtag to curate them. I kept thinking that would be a really smart thing to do (cont) #measurepr

2/3/2015 9:15 jesserker RT @shonali: A1: I really like Twitter chats when I started participating (2008-09). Esp on PR-type chats, measurement-related qns (cont) #...

2/3/2015 9:15 KirkHazlett RT @shonali: A1: I really like Twitter chats when I started participating (2008-09). Esp on PR-type chats, measurement-related qns (cont) #...

2/3/2015 9:15 sallyfalkow And hello to the amazing @gojohna #measurepr

2/3/2015 9:15 shonali A1 (cont) so I did what I usually do, I called Ms. Katie Paine aka @queenofmetrics and ran it by her (cont) #measurepr

2/3/2015 9:15 PaulaJohns Paula here, joining #measurePR late from San Diego area -- and for the first time. And what a day to participate -- happy 5th anniversary!

2/3/2015 9:15 martinwaxman RT @shonali: A1 (cont) would come up, but there was no hashtag to curate them. I kept thinking that would be a really smart thing to do (co..

2/3/2015 9:16 deannaboss @PaulaJohns welcome! so glad you can join us today! #measurePF

2/3/2015 9:16 missusP A1: @shonali was ahead of her time; recognized that "PR isn't measurable" would no longer fly. #smartie #measurepr

2/3/2015 9:16 shonali A1 (cont) She said, "That's a great idea! I wish I'd thought of it!" So I KNEW I'd better do it quickly! (cont) #measurepr

2/3/2015 9:16 martinwaxman @geoffliving @shonali next time I see both of you, you'll have to verify it #MeasurePF

2/3/2015 9:16 sallyfalkow Since there has been so much snow I bet @queenofmetrics won't mind a hot seat #measurepr

2/3/2015 9:16 KirkHazlett RT @missusP: A1: @shonali was ahead of her time; recognized that "PR isn't measurable" would no longer fly. #smartie #measurepr

2/3/2015 9:16 shonali A1 (cont) @queenofmetrics agreed to help me kick off the chat, and that's what we did. 5 yrs later, we're still going strong! #measurepr

2/3/2015 9:16 gojohnab @sallyfalkow CHEERS! Always good to see you:) #measurepr

2/3/2015 9:16 queenofmetrics RT @shonali: A1 (cont) so I did what I usually do, I called Ms. Katie Paine aka @queenofmetrics and ran it by her (cont) #measurepr

2/3/2015 9:17 KristK RT @missusP: A1: @shonali was ahead of her time; recognized that "PR isn't measurable" would no longer fly. #smartie #measurepr

2/3/2015 9:17 JuliaAngelenPR Remind me, is that noon EST? @cloudspark: today at noon, #pr pros would be smart to jump in to #measurepr with host @shonali

2/3/2015 9:17 deannaboss so smart! MT @shonali:A1 (cont) but there was no hashtag to curate them. I kept thinking that would be a really smart thing to do #measurepr

2/3/2015 9:18 kamichat @JuliaAngelenPR @cloudspark @shonali #measurepr is NOW

2/3/2015 9:18 jesserker RT @shonali: There is really an amazing community built up around #measurepr, we wouldn't have made it this far without (A1)

2/3/2015 9:18 queenofmetrics @sallyfalkow anything to thaw me out.. :) #measurepr

2/3/2015 9:18 jenzings Wow, great start @shonali ! Follow up Q2: Why do you think #measurePR is still going strong? @queenofmetrics @gojohnab

2/3/2015 9:18 gojohnab RT @shonali: A1 (cont) @queenofmetrics agreed to help me kick off the chat, and that's what we did. 5 yrs later, we're still going strong! ..

2/3/2015 9:18 shonali Yes, we just started, not too late to join RT @kamichat @JuliaAngelenPR @cloudspark @shonali #measurepr is NOW

2/3/2015 9:18 deannaboss @JuliaAngelenPR @cloudspark @shonali yes! right now! join us. #measurePF

2/3/2015 9:19 KirkHazlett RT @jenzings: Wow, great start @shonali ! Follow up Q2: Why do you think #measurePR is still going strong? @queenofmetrics @gojohnab

2/3/2015 9:19 sallyfalkow RT @deannaboss: so smart! MT @shonali:A1 (cont) but there was no hashtag to curate them. I kept thinking that would be a really smart thing..

2/3/2015 9:19 sallyfalkow @queenofmetrics :) #measurePR

2/3/2015 9:20 sallyfalkow Join the #measurepr chat 5th anniversary Q & A on right now

2/3/2015 9:20 BrandonTLuong A2 bc @shonali has wonderful community members helping her @queenofmetrics @gojohnab @jenzings #measurePI

2/3/2015 9:20 kamichat RT @sallyfalkow: Join the #measurepr chat 5th anniversary Q & A on right now

2/3/2015 9:20 jesserker RT @sallyfalkow: Join the #measurepr chat 5th anniversary Q & A on right now

2/3/2015 9:21 gojohnab A2 Main reason is...@shonali gr8 job getting guests & timely topics. Also, Industry appetite has kept pace:) #measurepr

2/3/2015 9:21 queenofmetrics A2: #measurepr is still going strong because if anything measurement has gotten more complicated in the last few years w/ the addition of SM

2/3/2015 9:21 CapitolCom RT @sallyfalkow: Join the #measurepr chat 5th anniversary Q & A on right now

2/3/2015 9:21 shonali A2: I think there's clearly a need for ongoing education around #measurepr. Even though it's changed, Twitter's still great for that

2/3/2015 9:21 KirkHazlett RT @queenofmetrics: A2: #measurepr is still going strong because if anything measurement has gotten more complicated in the last few years w..

2/3/2015 9:21 jenzings @BrandonTLuong @shonali @queenofmetrics @gojohnab Aw, thanks! #measurePF

2/3/2015 9:21 jenzings RT @gojohnab: A2 Main reason is...@shonali gr8 job getting guests & timely topics. Also, Industry appetite has kept pace:) #measurep

2/3/2015 9:21 KristK RT @queenofmetrics: A2: #measurepr is still going strong because if anything measurement has gotten more complicated in the last few years w..

2/3/2015 9:21 jesserker RT @shonali: A2: I think there's clearly a need for ongoing education around #measurepr. Even though it's changed, Twitter's still great fo..

2/3/2015 9:22 gomezdm RT @shonali: A2: I think there's clearly a need for ongoing education around #measurepr. Even though it's changed, Twitter's still great fo..

2/3/2015 9:22 martinwaxman A2 Figuring out how to #measurePR outcomes is so important. There's still no accepted standard though @queenofmetrics is working on tha

2/3/2015 9:22 sallyfalkow @shonali I agree. There is a need and not enough education #measurePF

2/3/2015 9:22 KristK RT @martinwaxman: A2 Figuring out how to #measurePR outcomes is so important. There's still no accepted standard though @queenofmetrics is ..

2/3/2015 9:22 shonali A2 (cont) there is an ease/simplicity to a Twitterchat that you don't get with #googleplus, for example. Low barrier to entry #measurepr

2/3/2015 9:22 gomezdm RT @martinwaxman: A2 Figuring out how to #measurePR outcomes is so important. There's still no accepted standard though @queenofmetrics is ..

2/3/2015 9:23 jenzings RT @martinwaxman: A2 Figuring out how to #measurePR outcomes is so important. There's still no accepted standard though @queenofmetrics is ..

2/3/2015 9:23 queenofmetrics A2: #measurepr People need peer to peer advice, not pre-packaged solutions so they turn to #measurepr for guidance

2/3/2015 9:23 jesserker YES RT @queenofmetrics: A2: #measurepr People need peer to peer advice, not pre-packaged solutions so they turn to #measurepr for guidance

2/3/2015 9:23 jenzings RT @queenofmetrics: A2: #measurepr is still going strong because if anything measurement has gotten more complicated in the last few years w..

2/3/2015 9:23 shonali A2 (cont) to cont. what @gojohnab said (TY!), industry pioneers like queenofmetrics @richardbagnall supported it from the start #measurep

2/3/2015 9:23 KristK RT @queenofmetrics: A2: #measurepr People need peer to peer advice, not pre-packaged solutions so they turn to #measurepr for guidance

2/3/2015 9:23 KirkHazlett A2: And for those of us who teach now, need to ramp up teaching of future professionals to help build support. #measurePI

2/3/2015 9:24 Jaskeller @jenzings A2: Also because measurement nerds are dispersed across the globe and a Twitter chat helps localize them. #measurePF

2/3/2015 9:24 martinwaxman RT @KirkHazlett: A2: And for those of us who teach now, need to ramp up teaching of future professionals to help build support. #measurePI

2/3/2015 9:24 thesaurairp Howdy everyone! Happy 5th Anniversary #measurePR! Congrats @Shonali

2/3/2015 9:24 queenofmetrics RT @shonali: A2 (cont) there is an ease/simplicity to a Twitterchat that you don't get with #googleplus, for example. Low barrier to entry ..

2/3/2015 9:24 queenofmetrics RT @martinwaxman: A2 Figuring out how to #measurePR outcomes is so important. There's still no accepted standard though @queenofmetrics is ..

2/3/2015 9:24 ggSolutions123 @queenofmetrics I think many of you feel a challenge is an opportunity to shine and you want to have the latest #measurePR news✓

2/3/2015 9:24 shonali And even less standardization RT @sallyfalkow @shonali I agree. There is a need and not enough education #measurePR A2

2/3/2015 9:25 KristK A1: As long as others think a checklist on the to-do list or AVE means evaluation, we'll need #measurepr to show them how it's done

2/3/2015 9:25 gojohnab A2 @sallyfalkow @shonali Increased awareness & groups like #AMEC help provide resources to bridge the education gap. #measurep

2/3/2015 9:25 jenzings RT @Jaskeller: @jenzings A2: Also because measurement nerds are dispersed across the globe and a Twitter chat helps localize them. #measure..

2/3/2015 9:25 jenzings @Jaskeller A2: Yay for measurement nerds! #measurePF

2/3/2015 9:25 queenofmetrics @KirkHazlett #measurepr that is SO true. they need to learn business skills not just PR skills, Business impact not PR poundage

2/3/2015 9:25 PRSA_MDC RT @gojohnab: A2 @sallyfalkow @shonali Increased awareness & groups like #AMEC help provide resources to bridge the education gap. #measure.

2/3/2015 9:25 JoelDinwood RT @Jaskeller @jenzings A2: Also because measurement nerds are dispersed across the globe and a Twitter chat helps localize them. #measurePI

2/3/2015 9:26 shonali Yes! RT @KirkHazlett A2: And for those of us who teach now, need to ramp up teaching of future profs to help build support. #measurePI

2/3/2015 9:26 queenofmetrics RT @Jaskeller: @jenzings A2: Also because measurement nerds are dispersed across the globe and a Twitter chat helps localize them. #measure..

2/3/2015 9:26 ep_comms Already finding it useful! MT @queenofmetrics People need peer to peer advice, not pre-packaged solutions so they turn to #measurep

2/3/2015 9:26 shonali @thesaurairp Welcome and thank you! #measurepr

2/3/2015 9:26 jesserker @Jaskeller @jenzings measurement nerds UNITE!!!! #measurepr

2/3/2015 9:26 tressalynne RT @gojohnab: A2 @sallyfalkow @shonali Increased awareness & groups like #AMEC help provide resources to bridge the education gap. #measure.

2/3/2015 9:26 KirkHazlett @queenofmetrics Totally agree. I teach reality, not theory! #measurePR

2/3/2015 9:27 shonali @KristK So true. Just yesterday I was on a call w/a vendor that kept talking about AVE. #shootmenow #measurepr A1

2/3/2015 9:27 kamichat @Jaskeller Love that your bio includes pvot tables #measurepr

2/3/2015 9:27 Jaskeller @KirkHazlett ...and teach them how to teach measurement, right? #measurePR

2/3/2015 9:27 KirkHazlett RT @shonali: @KristK So true. Just yesterday I was on a call w/a vendor that kept talking about AVE. #shootmenow #measurepr A1

2/3/2015 9:27 shonali We need a secret handshake! RT @jesserker @JasKeller @jenzings measurement nerds UNITE!!!! #measurep

2/3/2015 9:27 jenzings RT @jesserker: @JasKeller @jenzings measurement nerds UNITE!!!! #measurep

2/3/2015 9:27 Jaskeller RT @shonali: We need a secret handshake! RT @jesserker @JasKeller @jenzings measurement nerds UNITE!!!! #measurep

2/3/2015 9:27 KristK A1: Some of us are fans of measurement nerds, and #measurepr gives us access to your brains, without stalking.

2/3/2015 9:27 deannaboss Q3: from @JasKeller - What do you do when you get asked for campaign benchmarks? Aren't benchmarks mostly educated guesses? #measurePF

2/3/2015 9:27 JoelDInwood RT @shonali We need a secret handshake! RT @jesserker @JasKeller @jenzings measurement nerds UNITE!!!! #measurep

2/3/2015 9:27 KirkHazlett @JasKeller That's the idea, Jason. Share the knowledge as well as the skills. #measurePR

2/3/2015 9:27 KristK RT @deannaboss: Q3: from @JasKeller - What do you do when you get asked for campaign benchmarks? Aren't benchmarks mostly educated guesses?..

2/3/2015 9:27 PaulaJohns So true > MT @queenofmetrics People need peer to peer advice, not pre-packaged solutions so they turn to #measurepr via @epcomm

2/3/2015 9:28 KirkHazlett RT @deannaboss: Q3: from @JasKeller - What do you do when you get asked for campaign benchmarks? Aren't benchmarks mostly educated guesses?..

2/3/2015 9:28 shonali @KirkHazlett @queenofmetrics I can vouch for that! #measurepr

2/3/2015 9:28 SeeDepthInc No more AVEs! RT @KristK: A1: As long as others think check on to-do list or AVE means evaluation, we need #measurepr to show how it's done

2/3/2015 9:28 tressalynne YES! :) RT @KristK: A1: Some of us are fans of measurement nerds, and #measurePR gives us access to your brains, without stalking. #PR

2/3/2015 9:28 KristK RT @shonali: @KristK So true. Just yesterday I was on a call w/a vendor that kept talking about AVE. #shootmenow #measurepr A1

2/3/2015 9:28 martinwaxman MT @KristK A2 As long as others think a checklist on the to-do list or AVE means evaluation, we'll need #measurepr to show how it's done

2/3/2015 9:28 shonali RT @JasKeller: @jenzings A2: Also b/c measurement nerds are dispersed across the globe and a Twitter chat helps localize them. #measurePF

2/3/2015 9:28 jenzings @shonali @KristK *weeping* #measurePR

2/3/2015 9:29 CARMA_Tweets RT @SeeDepthInc: No more AVEs! RT @KristK: A1: As long as others think check on to-do list or AVE means evaluation, we need #measurepr to s..

2/3/2015 9:29 ChristinaMila RT @SeeDepthInc: No more AVEs! RT @KristK: A1: As long as others think check on to-do list or AVE means evaluation, we need #measurepr to s..

2/3/2015 9:29 sohinibaliga @deannaboss @JasKeller A3: Also depends heavily on what it is the campaign's trying to achieve. #measurePF

2/3/2015 9:29 shonali ROFL! RT @tressalynne: YES! :) @KristK: A1: Some of us r fans of measurement nerds, #measurePR gives us access to yr brains w/o stalking #PF

2/3/2015 9:29 kamichat Ha @KristK - you are not a stalker anyone #toonice #measurepr

2/3/2015 9:29 shonali @jenzings I know! @kristk #measurepr

2/3/2015 9:29 gojohnab @shonali or twitter secret code...knock-pause..knock-knock-pause..knock-knock-knock password is...hashtag measure pr #measurepr

2/3/2015 9:30 Jaskeller RT @deannaboss: Q3: from @JasKeller - What do you do when you get asked for campaign benchmarks? Aren't benchmarks mostly educated guesses?..

2/3/2015 9:30 sallyfalkow @shonali @tressalynne @KristK Totally ROFL That made my day #measurePR

2/3/2015 9:30 gojohnab RT @shonali: ROFL! RT @tressalynne: YES! :) @KristK: A1: Some of us r fans of measurement nerds, #measurePR gives us access to yr brains w/..

2/3/2015 9:30 shonali RT @deannaboss Q3: from @JasKeller: What do you do when asked for campaign benchmarks? Aren't benchmarks mostly educated guesses? #measurePF

2/3/2015 9:30 gomezdm A3: Can be difficult as technology (web/SM) can get in the way. It becomes a multi-step process to get somewhat accurate pic. #measurepr

2/3/2015 9:31 PaulaJohns Good one...ha ha RT @KristK: A1: Some of us r fans of measurement nerds, #measurePR gives us access to yr brains w/o stalking #PF

2/3/2015 9:31 shonali HAHAAH! RT @gojohnab: or twitter secret code...knock-pause..knock-knock-pause..knock-knock-knock password is...hashtag measure pr #measurepr

2/3/2015 9:31 martinwaxman Agree-and establishing a baseline MT @sohinibaliga @deannaboss @JasKeller A3 depends on what campaign's trying to achieve. #measurePF

2/3/2015 9:31 Jaskeller RT @jesserker: @JasKeller @jenzings measurement nerds UNITE!!!! #measurep

2/3/2015 9:32 jenzings RT @shonali: RT @deannaboss Q3: from @JasKeller: What do you do when asked for campaign benchmarks? Aren't benchmarks mostly educated guess..

2/3/2015 9:32 shonali A3: I think you have to have some kind of benchmark, even if it *is* an educated guess. How you develop it differs (cont) #measurep

2/3/2015 9:32 sohinibaliga @martinwaxman Is this where you bring in the steel tape measure? :) #measurePF

2/3/2015 9:32 sallyfalkow A3. You need to know where you are now and where you want to be. Otherwise you can't measure progress #measurep

2/3/2015 9:32 KristK RT @sallyfalkow: A3. You need to know where you are now and where you want to be. Otherwise you can't measure progress #measurep

2/3/2015 9:32 martinwaxman @gomezdm Good point. Right now we have to cobble together our measurement dashboard #measurePI

2/3/2015 9:32 KirkHazlett Yes! RT @sallyfalkow: A3. You need to know where you are now and where you want to be. Otherwise you can't measure progress #measurep

2/3/2015 9:32 ChristinaMila RT @martinwaxman: Agree-and establishing a baseline MT @sohinibaliga @deannaboss @JasKeller A3 depends on what campaign's trying to achieve..

2/3/2015 9:32 jesserker A3. You need to know what you've been doing, even if it is an educated guess. But you definitely need to know your goals. #measurep

2/3/2015 9:33 MonicaMRodger RT @queenofmetrics: @KirkHazlett #measurepr that is SO true. they need to learn business skills not just PR skills, Business impact not PR ...

2/3/2015 9:33 joannkilleen RT @KirkHazlett: A2: And for those of us who teach now, need to ramp up teaching of future professionals to help build support. #measurePF

2/3/2015 9:33 queenofmetrics And because we give you better checklists that help you do measurement right! #measurepr <http://t.co/jFFwMXsch1>

2/3/2015 9:33 jenzings RT @deannaboss: Q3: from @Jaskeller - What do you do when you get asked for campaign benchmarks? Aren't benchmarks mostly educated guesses?..

2/3/2015 9:33 joannkilleen RT @martinwaxman: A2 Figuring out how to #measurePR outcomes is so important. There's still no accepted standard though @queenofmetrics is ..

2/3/2015 9:33 SeeDepthInc A3: That's why we need analytical tools; move benchmarking & strategy from "hunch" and "experience-based" to data based. #measurepr

2/3/2015 9:33 shonali A3 (cont): So you have to do some kind of research to establish a baseline. What's the history? Clues from analytics? etc. (cont) #measurepr

2/3/2015 9:33 KirkHazlett @sallyfalkow Alice & The Cheshire Cat: "If you don't know where you're going, any road will take you there." #measurePF

2/3/2015 9:33 joannkilleen RT @KirkHazlett: Yes! RT @sallyfalkow: A3. You need to know where you are now and where you want to be. Otherwise you can't measure progre..

2/3/2015 9:33 jesserker RT @SeeDepthInc: A3: That's why we need analytical tools; move benchmarking & strategy from "hunch" and "experience-based" to data based. #..

2/3/2015 9:33 deannaboss RT @KirkHazlett: Yes! RT @sallyfalkow: A3. You need to know where you are now and where you want to be. Otherwise you can't measure progre..

2/3/2015 9:34 gomezdm Exactly! RT @martinwaxman: @gomezdm Good point. Right now we have to cobble together our measurement dashboard #measurePF

2/3/2015 9:34 gojohnab RT @queenofmetrics: And because we give you better checklists that help you do measurement right! #measurepr <http://t.co/jFFwMXsch1>

2/3/2015 9:34 martinwaxman Ha! Yes, that's a good time! RT @sohinibaliga Is this where you bring in the steel tape measure? :) #measurePF

2/3/2015 9:34 ep_comms @jenzings @deannaboss #measurePR: as a soloist, i'd be interested in the best cost-effective/free tools to use to track campaigns

2/3/2015 9:34 sallyfalkow Establish the existing scene and the ideal scene. Then plan how to get there. No guesses. Use stats. #measurepr

2/3/2015 9:34 jenzings RT @KirkHazlett: @sallyfalkow Alice & The Cheshire Cat: "If you don't know where you're going, any road will take you there." #measurePF

2/3/2015 9:35 shonali A3 (cont): Once you have some kind of baseline, then you can set a goal, and measure your progress towards it (or not) #measurepr

2/3/2015 9:35 Jaskeller RT @sallyfalkow: Establish the existing scene and the ideal scene. Then plan how to get there. No guesses. Use stats. #measurepr

2/3/2015 9:35 queenofmetrics Benchmarks must be specific to your market & industry. U need to know not just where YOU are, but where the competition is #measurepr

2/3/2015 9:35 deannaboss I & 3 checklists! MT @queenofmetrics: we give you checklists that help you do measurement right! #measurepr <http://t.co/pwEf3z5obg>

2/3/2015 9:35 martinwaxman RT @queenofmetrics And because we give you better checklists that help you do measurement right! #measurepr <http://t.co/VVtHNRt2G6>

2/3/2015 9:35 Jaskeller RT @shonali: A3 (cont): So you have to do some kind of research to establish a baseline. What's the history? Clues from analytics? etc. (co...

2/3/2015 9:35 gojohnab A3 Never let technology overrule thinking. Understand biz & be smart re:what data you can get...before during & after campaigns #measurepr

2/3/2015 9:35 BrandonTLuong A3 You need to set achievable goals so you know how far you came along. Also makes good bragging rights. #measurePF

2/3/2015 9:35 queenofmetrics RT @shonali: A3 (cont): So you have to do some kind of research to establish a baseline. What's the history? Clues from analytics? etc. (co...

2/3/2015 9:35 shonali A3 (cont) otherwise you're really pulling *nothing* out of *thin air*. So why would you be disappointed if/when it doesn't work? #measurepr

2/3/2015 9:35 gomezdm RT @queenofmetrics: And because we give you better checklists that help you do measurement right! #measurepr <http://t.co/jFFwMXsch1>

2/3/2015 9:36 sallyfalkow Exactly so! RT @queenofmetrics: You need to know not just where YOU are, but where the competition is #measurepr

2/3/2015 9:36 KristK RT @gojohnab: A3 Never let technology overrule thinking. Understand biz & be smart re:what data you can get...before during & after campaig.

2/3/2015 9:36 jenzings RT @sallyfalkow: Establish the existing scene and the ideal scene. Then plan how to get there. No guesses. Use stats. #measurepr

2/3/2015 9:36 jesserker (Although I know there are better ways to do it ... that's how I start) @deannaboss @queenofmetrics #measurepr

2/3/2015 9:36 SeeDepthInc RT @queenofmetrics: Benchmarks must be specific to your market & industry. U need to know not just where YOU are, but where the competition..

2/3/2015 9:36 jesserker RT @queenofmetrics: Benchmarks must be specific to your market & industry. U need to know not just where YOU are, but where the competition..

2/3/2015 9:36 shonali RT @queenofmetrics Benchmarks must be specific to yr market, industry. U need to know not just where YOU are, but competition is #measurepr

2/3/2015 9:37 martinwaxman RT @BrandonTLuong A3 You need to set achievable goals so you know how far you came along. Also makes good bragging rights. #measurePF

2/3/2015 9:37 jenzings Q4 from @kamichat What will be the best way to get people to start using measurement standards? #MeasurePR

2/3/2015 9:37 shonali A3 (cont) this is why I love doing #PR audits, & discovery for new clients, it's like a treasure hunt. #measurepr

2/3/2015 9:37 jesserker RT @jenzings: Q4 from @kamichat What will be the best way to get people to start using measurement standards? #MeasurePF

2/3/2015 9:37 KirkHazlett RT @jenzings: Q4 from @kamichat What will be the best way to get people to start using measurement standards? #MeasurePF

2/3/2015 9:37 sallyfalkow RT @shonali: A3 (cont) this is why I love doing #PR audits, & discovery for new clients, it's like a treasure hunt. #measurepr

2/3/2015 9:37 martinwaxman RT @shonali: RT @queenofmetrics Benchmarks must be specific to yr market, industry. U need to know not just where YOU are, but competition ..

2/3/2015 9:37 YeimiVasquez1 Hi everyone! I'm a senior PR major @MaybornUNT this my first tweetchat. #measurepr #untj4460

2/3/2015 9:38 sohinibaliga @shonali And frequently a reality check. And hey, I'd rather know than not know! #measurePF

2/3/2015 9:38 kamichat A3: Measurement without a comparison is pointless. Tools are getting better. I like <http://t.co/je8D3FhYat> #measurepr

2/3/2015 9:38 shonali RT @jenzings Q4 from @kamichat What will be the best way to get people to start using measurement standards? #MeasurePF

2/3/2015 9:38 jenzings RT @gojohnab: A3 Never let technology overrule thinking. Understand biz & be smart re: what data you can get...before during & after campaign.

2/3/2015 9:38 Jaskeller @YeimiVasquez1 @MaybornUNT It's a great one to start with. Welcome! #measurePR

2/3/2015 9:38 martinwaxman RT @jenzings Q4 from @kamichat What will be the best way to get people to start using measurement standards? #MeasurePF

2/3/2015 9:38 PaulaJohns Good point! MT @gojohnab A3 Never let tech overrule thinking. Understand biz & be smart re: data before during & after campaigns #measurepr

2/3/2015 9:38 queenofmetrics @gomezdm @martinwaxman #measurepr NO dashboard should have to be cobbled. It should be funded just the way sales or manufacturing measure

2/3/2015 9:38 shonali @YeimiVasquez1 Your first Twitterchat ever? Welcome! #measurepr

2/3/2015 9:38 BrandonTLuong A3 Gives you an idea of where you are in the marketplace. Makes playing Battleship easier #measurePF

2/3/2015 9:38 shonali @sohinibaliga Totally. #measurepr

2/3/2015 9:39 deannaboss @jesserker do what works! I'm always exploring new ideas & tools but never underestimate checklists and spreadsheets! #measurepr

2/3/2015 9:39 queenofmetrics RT @shonali: A3 (cont) this is why I love doing #PR audits, & discovery for new clients, it's like a treasure hunt. #measurepr

2/3/2015 9:39 BrandonTLuong @sohinibaliga @shonali Knowledge is power #measurePF

2/3/2015 9:39 jenzings @gojohnab *excellent reminder* MT A3 Never let technology overrule thinking. [...] #measurePF

2/3/2015 9:39 kathy_moore @queenofmetrics @shonali I haven't participated in #measurepr in long time, but just noticed the chat and wish you happy 5th anniversary

2/3/2015 9:39 KirkHazlett @YeimiVasquez1 @MaybornUNT Welcome, Yeimi! This is a great learning opportunity for all of us! #measurePF

2/3/2015 9:39 BrandonTLuong A4 Let them fail and hopefully they learn their lesson. #badadvice #measurePR @jenzings @kamichat

2/3/2015 9:39 jesserker @deannaboss sometimes -- especially with new clients -- that's where you have to start! #measurepr

2/3/2015 9:39 kamichat @queenofmetrics "NO dashboard should ever have to be cobbled" From your mouth to my client's ears #measurepr

2/3/2015 9:40 jesserker @kamichat @queenofmetrics PREACH #measurepr

2/3/2015 9:40 shonali @kathy_moore TYVM! #measurepr

2/3/2015 9:40 queenofmetrics A4: #measurepr the best path to standards is when clients demand them of all vendors. Any change starts with \$\$

2/3/2015 9:40 Jaskeller RT @jesserker: @deannaboss @queenofmetrics checklists + Google spreadsheets = bliss #measurepr

2/3/2015 9:40 BrandonTLuong @PaulaJohns @gojohnab tech is useless if you have low quality talent #measurePF

2/3/2015 9:40 YeimiVasquez1 @Jaskeller Thank you! I'm definitely finding #measurePR usefu

2/3/2015 9:40 kamichat Welcome to @YeimiVasquez1 @MaybornUNT #measurepr

2/3/2015 9:41 BrandonTLuong @Jaskeller @YeimiVasquez1 @MaybornUNT We're friendly folks. Promise we don't bite :) #measurePF

2/3/2015 9:41 martinwaxman @queenofmetrics @gomezdm Agree. That's where we need education on the value of measurement. Too often that's missing #measurePF

2/3/2015 9:41 shonali A4: We need critical mass w.r.t. standards. We're not there yet, but at least we're moving. #measurepr

2/3/2015 9:41 jenzings @BrandonTLuong @kamichat #toughlove #measurePF

2/3/2015 9:41 PaulaJohns @deannaboss Thanks, Deanna. Lots of smart advice and great reminders here. Don't know what took me so long to join a #measurePR chat. .

2/3/2015 9:41 Jaskeller @BrandonTLuong @PaulaJohns @gojohnab well I wouldn't call them talent then... ;) #measurePR #TrainThen

2/3/2015 9:41 queenofmetrics A4: #measurepr when Clients dump non-standard vendors & agencies because of their "black boxes" & AVEs, standards will take over

2/3/2015 9:41 jenzings RT @queenofmetrics: A4: #measurepr the best path to standards is when clients demand them of all vendors. Any change starts with \$\$

2/3/2015 9:41 bhespe RT @queenofmetrics: Benchmarks must be specific to your market & industry. U need to know not just where YOU are, but where the competition..

2/3/2015 9:41 kathy_moore @queenofmetrics @shonali Great work; #measurepr has always provided great insight, leadership, education, and motivation. Thanks

2/3/2015 9:42 shonali A4 (cont): Clients need to continue to get educated, PR pros need to continue to provide that *education* #measurepr

2/3/2015 9:42 gojohnab A4 Demonstrated results. Success breeds interest/desire to succeed. Individually learn from failure, but Industry responds 2 WIN #measurepr

2/3/2015 9:42 martinwaxman @shonali @YeimiVasquez1 Welcome from me, too! #measurePR -Are you learning about measurement in your courses'

2/3/2015 9:42 queenofmetrics RT @kamichat: @queenofmetrics "NO dashboard should ever have to be cobbled" From your mouth to my client's ears #measurepr

2/3/2015 9:42 deannaboss @PaulaJohns just glad you did! #measurepr

2/3/2015 9:42 jenzings RT @shonali: A4: We need critical mass w.r.t. standards. We're not there yet, but at least we're moving. #measurepr

2/3/2015 9:42 jesserker RT @shonali: A4: We need critical mass w.r.t. standards. We're not there yet, but at least we're moving. #measurepr

2/3/2015 9:42 JoelDInwood RT @shonali A4 (cont): Clients need to continue to get educated, PR pros need to continue to provide that *education* #measurep

2/3/2015 9:43 jenzings RT @gojohnab: A4 Demonstrated results. Success breads interest/desire to succeed. Individually learn from failure, but Industry responds 2 ..

2/3/2015 9:43 sallyfalkow RT @shonali: A4 (cont): Clients need to continue to get educated, PR pros need to continue to provide that *education* #measurep

2/3/2015 9:43 jesserker Absolutely RT @shonali: A4 (cont): Clients need to continue to get educated, PR pros need to continue to provide that *education* #measurep

2/3/2015 9:43 shonali A4 (cont) ... so that more & more clients ask for smart measurement, as opposed to tired rubbish that doesn't help anyone. #measurep

2/3/2015 9:43 BrandonTLuong @JasKeller @PaulaJohns @gojohnab Some like to stretch some words out like innovative, hard working, food, etc #TrainThemHard #measurePI

2/3/2015 9:43 JasKeller Take the time to splain it. @shonali: A4 (cont): Clients need to continue to get educated, pros need to provide that *education* #measurep

2/3/2015 9:43 SDITSystems RT @PaulaJohns: Good point! MT @gojohnab A3 Never let tech overrule thinking. Understand biz & be smart re: data before during & after camp.

2/3/2015 9:43 jesserker RT @JasKeller: Take the time to splain it. @shonali: A4 (cont): Clients need to continue to get educated, pros need to provide that *educa..

2/3/2015 9:43 YeimiVasquez1 @shonali Thank you! As a PR CEO, any advice for measuring PR? #measurePR #untj4460

2/3/2015 9:44 kamichat @queenofmetrics @deannaboss @shonali We need more case studies using the standards as they are developed. #measurep

2/3/2015 9:44 jenzings @gojohnab THIS. A4: Demonstrated results. It's the only way to peer-pressure those still using (shudder) AVEs. #measurePF

2/3/2015 9:44 shonali A4 (cont): No matter if you're a student, indie, prof, agency or corp comm honcho. This is the responsibility of EVERY #PR pro. #measurep

2/3/2015 9:44 KirkHazlett Agree. RT @kamichat: @queenofmetrics @deannaboss @shonali We need more case studies using the standards as they are developed. #measurep

2/3/2015 9:44 SeeDepthInc Brands must demand it RT @shonali: A4 (cont): Clients need to continue to get educated, PR pros need to provide that *education* #measurep

2/3/2015 9:44 KristK Pretty Please? RT @kamichat: @queenofmetrics @deannaboss @shonali More case studies using the standards as they are developed. #measurep

2/3/2015 9:44 sallyfalkow RT @KirkHazlett: Agree. RT @kamichat: @queenofmetrics @deannaboss @shonali We need more case studies using the standards as they are develo..

2/3/2015 9:44 shonali Yes. RT @kamichat @queenofmetrics @deannaboss @shonali We need more case studies using the standards as they are developed. #measurep

2/3/2015 9:44 jesserker RT @KirkHazlett: Agree. RT @kamichat: @queenofmetrics @deannaboss @shonali We need more case studies using the standards as they are develo..

2/3/2015 9:45 JasKeller Don't we need to clarify the standards first? RT @kamichat: We need more case studies using the standards as they are developed. #measurep

2/3/2015 9:45 tressalynne RT @KirkHazlett: Agree. RT @kamichat: @queenofmetrics @deannaboss @shonali We need more case studies using the standards as they are develo..

2/3/2015 9:45 gomezdm RT @queenofmetrics: A4: #measurepr the best path to standards is when clients demand them of all vendors. Any change starts with \$

2/3/2015 9:45 queenofmetrics @martinwaxman @gomezdm #measurepr that's why I started Measurement Advisor, to show how many ways there are 2 prove the value of metric:

2/3/2015 9:45 shonali @YeimiVasquez1 You've joined the chat, that's the first step! #measurepr

2/3/2015 9:45 BrandonTLuong @JasKeller @shonali That can be said cross channels #measurePR

2/3/2015 9:45 queenofmetrics RT @shonali: Yes. RT @kamichat @queenofmetrics @deannaboss @shonali We need more case studies using the standards as they are developed. #m..

2/3/2015 9:45 gojohnab Lssons for ALL good 5yr olds...SHARE! @kamichat @queenofmetrics @deannaboss @shonali #measurep

2/3/2015 9:45 jenzings Gentle reminder: to help the flow, @deannaboss and I are posting the questions for participants! #measurePF

2/3/2015 9:45 KristK MT @shonali: A4: No matter if you're a student, indie, prof, agency or corp comm honcho, #measurepr is the responsibility of EVERY #PR pro

2/3/2015 9:45 ChristinaMila RT @KirkHazlett: Agree. RT @kamichat: @queenofmetrics @deannaboss @shonali We need more case studies using the standards as they are develo..

2/3/2015 9:46 queenofmetrics @shonali @kamichat @deannaboss #measurepr , that's my next book! stay tuned

2/3/2015 9:46 kamichat @JasKeller I would also agree that we need to clarify the standards. I spent hours with them for a @PRNews article. #measurep

2/3/2015 9:46 KirkHazlett RT @queenofmetrics: @shonali @kamichat @deannaboss #measurepr , that's my next book! stay tuned

2/3/2015 9:46 JasKeller RT @kamichat: @JasKeller I would also agree that we need to clarify the standards. I spent hours with them for a @PRNews article. #measurep

2/3/2015 9:46 BrandonTLuong @kamichat @queenofmetrics @deannaboss Perhaps @shonali can submit some to Harvard ;) #MeasurePF

2/3/2015 9:46 deannaboss Goal for 2015! MT@kamichat: @queenofmetrics @deannaboss @shonali We need more case studies using standards as they are developed. #measurep

2/3/2015 9:46 YeimiVasquez1 @KirkHazlett Thank you! I'm ready to learn all I can, what do you think is a 'must know' in #measurePR

2/3/2015 9:46 SeeDepthInc A4): Educate: measurement does not mean reports on effort (we pitched XX; we submitted XX). Until that changes, progress stalls. #measurep

2/3/2015 9:46 shonali Help them! & RT @jenzings Gentle reminder: to help the flow, @deannaboss and [Jen] are posting the questions for participants! #measurePI

2/3/2015 9:46 jenzings RT @shonali: Yes. RT @kamichat @queenofmetrics @deannaboss @shonali We need more case studies using the standards as they are developed. #m..

2/3/2015 9:46 kamichat @queenofmetrics @shonali @deannaboss You can count on me reading that book. Also, want to test myself #measurep

2/3/2015 9:47 martinwaxman And for people over 5! RT @gojohnab Lessons for ALL good 5yr olds...SHARE! @kamichat @queenofmetrics @deannaboss @shonali #measurep

2/3/2015 9:47 gojohnab @JasKeller @kamichat Standards are evolving. media & environment changing constantly no longer a 'one-&done' proposition. #measurepr

2/3/2015 9:47 queenofmetrics @JasKeller @kamichat #measurepr the standards are written, approved and available to everyone <http://t.co/5uXfa3TvZw>

2/3/2015 9:48 ggSolutions123 @kamichat @JasKeller At the same time, don't 'set and forget', as standards will certainly evolve. I know y'all know. Just sayin #measurePR

2/3/2015 9:48 KristK RT @queenofmetrics: @JasKeller @kamichat #measurepr the standards are written, approved and available to everyone <http://t.co/5uXfa3TvZw>

2/3/2015 9:48 shonali @YeimiVasquez1 I know you joined late, for today all qns are going through @jenzings @deannaboss (cont) #measurepr

2/3/2015 9:48 KirkHazlett @YeimiVasquez1 I would say an understanding of the value that measurement brings. Help your boss get it! #measurePF

2/3/2015 9:48 YeimiVasquez1 @BrandonTLuong @JasKeller @MaybornUNT lol thats good to know! #measurePR looks like a great place to learn

2/3/2015 9:48 shonali @YeimiVasquez1 So please DM your qns to @jenzings @deannaboss, it will help with the flow. Thanks for understanding! #measurepr

2/3/2015 9:48 JasKeller Agreed, makes standards difficult... RT@gojohnab: Standards are evolving & envt changing constantly no longer a one&done prop #measurepr

2/3/2015 9:48 gojohnab @martinwaxman @kamichat @queenofmetrics @deannaboss @shonali Ideally once we learn 'lesson' we always apply & hone the SKILL:) #measurepr

2/3/2015 9:49 deannaboss So many questions so little time! Q5: As pros our roles changed over last 5 yrs. What is most important skill for msmt job? #measurepr

2/3/2015 9:49 BrandonTLuong & @shonali is providing cake, right? #measurePR cc flowmasters @jenzings & @deannaboss

2/3/2015 9:49 KirkHazlett RT @deannaboss: So many questions so little time! Q5: As pros our roles changed over last 5 yrs. What is most important skill for msmt job?..

2/3/2015 9:49 kamichat @queenofmetrics @JasKeller @kamichat Yep, I know it isn't set and forget for great measurement. But it should be repeated often #measurePR

2/3/2015 9:49 KristK RT @deannaboss: So many questions so little time! Q5: As pros our roles changed over last 5 yrs. What is most important skill for msmt job?..

2/3/2015 9:49 shonali RT @queenofmetrics #measurepr the standards are written, approved and available to everyone <http://t.co/DH9yQ8JUfE>

2/3/2015 9:49 jesserker @BrandonTLuong @shonali @jenzings @deannaboss cake?! yes please! :) #measurepr

2/3/2015 9:50 jesserker RT @kamichat: @queenofmetrics @JasKeller @kamichat Yep, I know it isn't set and forget for great measurement. But it should be repeated oft..

2/3/2015 9:50 BrandonTLuong @jesserker @shonali @jenzings @deannaboss Kinda bugged her to do a line dance and cake while celebrating the 5 yrs #measurePI

2/3/2015 9:50 queenofmetrics @kamichat @JasKeller @PRNews #measurepr It's not clarification that's needed, it's real life experience with them. <http://t.co/6i7f1f6lhX>

2/3/2015 9:50 shonali RT @deannaboss Q5: As pros our roles changed over last 5 yrs. What is most important skill for msmt job? #measurepr

2/3/2015 9:50 tressalynne RT @queenofmetrics: The standards are written, approved and available to everyone <http://t.co/3VlyvpRljt> #measurePR #PRtips #PF

2/3/2015 9:50 jenzings Okay...wow. Time is a flyin'! 10 minutes left in the #measurePR chat. We are trying to get to all of the questions...eek!

2/3/2015 9:51 jesserker @shonali @jesserker @BrandonTLuong @jenzings @deannaboss duly noted ;-) #measurepr

2/3/2015 9:51 JasKeller @deannaboss A5: Data analysis and understanding new tech platforms (& explaining the analysis in simple terms.) ...easy, right? #measurePR

2/3/2015 9:51 shonali @jesserker @BrandonTLuong @jenzings is the baker among us! :) @deannaboss #measurepr

2/3/2015 9:51 jenzings @jesserker @BrandonTLuong @shonali @deannaboss I LOVE CAKE. Chocolate. #measurePR #whatdie

2/3/2015 9:51 shonali A5: Getting to grips with Analytics. It sounds scarier than it is. So just do it! #measurepr

2/3/2015 9:51 KristK A5: I'm tempted to say patience. Q5: What is most impnt skill for #measurepr pros?

2/3/2015 9:51 BrandonTLuong @jesserker @shonali @jenzings @deannaboss And now we play the waiting game #measurePF

2/3/2015 9:52 KirkHazlett RT @shonali: A5: Getting to grips with Analytics. It sounds scarier than it is. So just do it! #measurepr

2/3/2015 9:52 KirkHazlett RT @KristK: A5: I'm tempted to say patience. Q5: What is most impnt skill for #measurepr pros?

2/3/2015 9:52 JasKeller RT @shonali: A5: Getting to grips with Analytics. It sounds scarier than it is. So just do it! #measurepr

2/3/2015 9:52 twtweetr RT @shonali: A4 (cont): No matter if you're a student, indie, prof, agency or corp comm honcho. This is the responsibility of EVERY #PR pro..

2/3/2015 9:52 ep_comms Ah, the holy grail of social media measurement standards: <http://t.co/QBsHLthzdD> via @queenofmetrics #measurePR

2/3/2015 9:52 queenofmetrics A5: #measurepr the most important skill needed in measurement today is to understand business economics & how communications contribute

2/3/2015 9:52 shonali A5 (cont): ... but you can't really get to grips with measurement if you don't understand how it works with/impacts strategy. #measurepr

2/3/2015 9:52 martinwaxman @deannaboss A5-2 things, setting the right goals and knowing how to gain insights from analysing the results #measurePF

2/3/2015 9:52 BrandonTLuong @jenzings @jesserker @shonali @deannaboss what's a diet? I want chocolate strawberries cake #measurePF

2/3/2015 9:52 gojohnab A5 Most important Skill...THINKING..use tools & resources & critically think about what UR 'seeing' when U think UC look harder #measurepr

2/3/2015 9:52 shonali A5 (cont): Strategic thinking hasn't changed over the years, but I think it's easily forgotten, with so many tools at hand #measurepr

2/3/2015 9:52 jenzings RT @KristK: A5: I'm tempted to say patience. Q5: What is most impnt skill for #measurepr pros?

2/3/2015 9:52 KirkHazlett RT @gojohnab: A5 Most important Skill...THINKING..use tools & resources & critically think about what UR 'seeing' when U think UC look har..

2/3/2015 9:52 jenzings RT @shonali: A5: Getting to grips with Analytics. It sounds scarier than it is. So just do it! #measurepr

2/3/2015 9:52 Jaskeller @shonali ...and don't know how to tie it back to profitability #measurePR

2/3/2015 9:53 shonali Nice! RT @KristK A5: I'm tempted to say patience. Q5: What is most imp't skill for #measurepr pros?

2/3/2015 9:53 tressalynne RT @gojohnab: A5 Most important Skill...THINKING..use tools & resources & critically think about what UR 'seeing' when U think UC look har..

2/3/2015 9:53 kamichat MT @queenofmetrics: It's not clarification that's needed with measurement, it's real life experience. <http://t.co/BL7ig4cCJW> #measurepr

2/3/2015 9:53 gojohnab A5 if there was a magic bullet there would be no need for this chat. Different for every organization. #measurepr

2/3/2015 9:53 jentrification RT @shonali: A3 (cont) this is why I love doing #PR audits, & discovery for new clients, it's like a treasure hunt. #measurepr

2/3/2015 9:53 jesserker @shonali we all took the Google Analytics course at @tenacity5media. Far, far less scary when you can learn what you need to do #measurepr

2/3/2015 9:53 jentrification missed #measurepr chat but i'll view the hash

2/3/2015 9:53 JoelDInwood RT @KristK A5: I'm tempted to say patience. Q5: What is most imp't skill for #measurepr pros?

2/3/2015 9:54 McMasterMCM RT @queenofmetrics: A5: #measurepr the most important skill needed in measurement today is to understand business economics & how communica.

2/3/2015 9:54 queenofmetrics @deannaboss #measurepr A5: Analytical skills come after knowing how the business works. msmt is part therapist. Need to know how to fix

2/3/2015 9:54 jentrification RT @queenofmetrics: A5: #measurepr the most important skill needed in measurement today is to understand business economics & how communica.

2/3/2015 9:54 jenzings RT @jesserker: @shonali we all took the Google Analytics course at @tenacity5media. Far, far less scary when you can learn what you need to..

2/3/2015 9:54 jesserker RT @queenofmetrics: @deannaboss #measurepr A5: Analytical skills come after knowing how the business works. msmt is part therapist. Need t..

2/3/2015 9:54 shonali @Jaskeller Exactly. #measurePR

2/3/2015 9:54 thesaurairp @Jaskeller @Kamichat: I believe in order to clarify standards, case studies are very important sources of discovery. #measurepr

2/3/2015 9:54 BrandonTLuong RT @martinwaxman: @deannaboss A5-2 things, setting the right goals and knowing how to gain insights from analysing the results #measurePF

2/3/2015 9:54 jenzings RT @gojohnab: A5 if there was a magic bullet there would be no need for this chat. Different for every organization. #measurepr

2/3/2015 9:54 BrandonTLuong RT @Jaskeller: @deannaboss A5: Data analysis and understanding new tech platforms (& explaining the analysis in simple terms.) ...easy, rig..

2/3/2015 9:54 kamichat @queenofmetrics @Jaskeller I didn't mean clarification as changes, but more clear explanation and examples #measurePF

2/3/2015 9:54 jesserker RT @Jaskeller: @deannaboss A5: Data analysis and understanding new tech platforms (& explaining the analysis in simple terms.) ...easy, rig..

2/3/2015 9:55 jentrification RT @KristK: MT @shonali: A4: No matter if you're a student, indie, prof, agency or corp comm honcho, #measurepr is the responsibility of EV..

2/3/2015 9:55 shonali @jesserker I was reading about that! Which course did you start with? #measurePR

2/3/2015 9:55 jenzings @gojohnab I wish I could favorite this more than once. YES. #measurePF

2/3/2015 9:55 gojohnab @Jaskeller @shonali PR PROs must first understand 'cost' profit can only be calculated once you really understand cost! #measurepr

2/3/2015 9:55 shonali RT @gojohnab: A5 if there was a magic bullet there would be no need for this chat. Different for every organization. #measurepr

2/3/2015 9:55 deannaboss A5: I see a common theme in @shonali and @gojohnab's answers - thinking. All the tools are worthless without that skill! #measurePF

2/3/2015 9:55 AshleyKB91 RT @shonali: A5 (cont): ... but you can't really get to grips with measurement if you don't understand how it works with/impacts strategy. ...

2/3/2015 9:55 jentrification RT @Jaskeller: Don't we need to clarify the standards first? RT @kamichat: We need more case studies using the standards as they are develo..

2/3/2015 9:55 shonali RT @martinwaxman: @deannaboss A5-2 things, setting the right goals and knowing how to gain insights from analysing the results #measurePF

2/3/2015 9:55 SeeDepthInc Yes! RT @gojohnab: A5 Most important Skill THINKING..use tools & resources & critically think about what UR 'seeing' #measurepr

2/3/2015 9:55 jentrification RT @SeeDepthInc: Brands must demand it RT @shonali: A4 (cont): Clients need to continue to get educated, PR pros need to provide that *educ..

2/3/2015 9:55 BrandonTLuong @Jaskeller @deannaboss You took my the words right outta my mouth good sir. #measurePF

2/3/2015 9:55 Jaskeller @queenofmetrics @deannaboss I believe that's getting at that optimization level and making data-informed recommendations. Right? #measurePF

2/3/2015 9:56 gomezdm A5: Definitely an analytical mindset. Imp't to be able to convey meaning and impact. Q5: What is most imp't skill for #measurepr pros?

2/3/2015 9:56 deannaboss @martinwaxman so true! can't just show up with data. no one (well besides us) loves a shiny Excel spreadsheet. #measurepr

2/3/2015 9:56 queenofmetrics @shonali #measurepr analytics is only a skill. like a therapist taking psych courses. Not valuable unless you use them to solve a problem

2/3/2015 9:56 jenzings @jentrification It's been very active! The summary will be posted on @shonali 's Waxing Unlyrical! #measurePF

2/3/2015 9:56 KristK A5: Pet peeve: when PR pros joke about not having math skills. If you don't have 'em, get 'em. #measurepr

2/3/2015 9:56 kamichat RT @gomezdm: A5: Definitely an analytical mindset. Imp't to be able to convey meaning and impact. Q5: What is most imp't skill for #measurepr...

2/3/2015 9:56 BrandonTLuong @deannaboss @shonali @gojohnab Kinda like power tools in most people's hands #measurePF

2/3/2015 9:56 jesserker @shonali we all started with the Introduction to Google Analytics #measurepr

2/3/2015 9:56 shonali RT @gomezdm: A5: Definitely an analytical mindset. Imp't to be able to convey meaning and impact. Q5: most imp't skill for #measurepr pros?

2/3/2015 9:56 jenzings RT @deannaboss: A5: I see a common theme in @shonali and @gojohnab's answers - thinking. All the tools are worthless without that skill! #m..

2/3/2015 9:57 KirkHazlett RT @KristK: A5: Pet peeve: when PR pros joke about not having math skills. If you don't have 'em, get 'em. #measurepr

2/3/2015 9:57 jesserker RT @gomezdm: A5: Definitely an analytical mindset. Impt to be able to convey meaning and impact. Q5: What is most impt skill for #measurepr...

2/3/2015 9:57 jentrification RT @SeeDepthInc: A3: That's why we need analytical tools; move benchmarking & strategy from "hunch" and "experience-based" to data based. #..

2/3/2015 9:57 BrandonTLuong @jenzings @gojohnab You could unfav it and refav it #measurepr

2/3/2015 9:57 Jaskeller RT @KristK: A5: Pet peeve: when PR pros joke about not having math skills. If you don't have 'em, get 'em. #measurepr

2/3/2015 9:57 ggSolutions123 @jesserker Hope they mentioned the stuff in here <https://t.co/j0bVv7AIE> to help PR and everybody avoid data misinterpretation #measurepr

2/3/2015 9:57 shonali Can I get an AMEN? RT @KristK: A5: Pet peeve: when PR pros joke about not having math skills. If you don't have 'em, get 'em. #measurepr

2/3/2015 9:57 queenofmetrics RT @KristK: A5: Pet peeve: when PR pros joke about not having math skills. If you don't have 'em, get 'em. #measurepr

2/3/2015 9:57 KirkHazlett RT @shonali: Can I get an AMEN? RT @KristK: A5: Pet peeve: when PR pros joke about not having math skills. If you don't have 'em, get 'em. ..

2/3/2015 9:58 shonali @KristK I am SO tired of hear that. If you can add 2+2, or manage your personal budget, you can do math. #measurepr A5

2/3/2015 9:58 tressalynne SMH :(RT @KristK: A5: Pet peeve: when #PRpros joke about not having math skills. If you don't have 'em, get 'em! #measurepr

2/3/2015 9:58 queenofmetrics @KristK couldn't agree with you more. When I hear that I think "unemployable. reject reject" #measurepr

2/3/2015 9:58 JoelDinwood RT @jesserker @shonali we all started with the Introduction to Google Analytics #measurepr

2/3/2015 9:58 jenzings Well folks, we are winding down the #measurepr chat. I'll send the q's we didn't get to to @shonali as they are good ones for next chat

2/3/2015 9:58 BrandonTLuong @shonali @KristK Or be one sided for new talent. #measurepr

2/3/2015 9:58 APEXLinda RT @shonali: Can I get an AMEN? RT @KristK: A5: Pet peeve: when PR pros joke about not having math skills. If you don't have 'em, get 'em. ...

2/3/2015 9:58 martinwaxman Have to exit stage left... Congrats on 5 years and thanks for the fun and thoughtful #measurepr chat! @shonali @deannaboss @gojohnab

2/3/2015 9:58 KirkHazlett RT @jenzings: Well folks, we are winding down the #measurepr chat. I'll send the q's we didn't get to to @shonali as they are good ones for..

2/3/2015 9:59 gojohnab @BrandonTLuong @deannaboss @shonali More like a hammer.. info can be more dangerous in hands unwilling to think. #measurepr

2/3/2015 9:59 Tenacity5Media @ggSolutions123 here's what we learned: <http://t.co/hDFxvKEB2> #measurepr

2/3/2015 9:59 ggSolutions123 @KristK Yeah, see, it's stuff like that that does the PR industry no good #measurepr Innocent as it seems, when it's said

2/3/2015 9:59 gomezdm Yes! RT @KristK: A5: Pet peeve: when PR pros joke about not having math skills. If you don't have 'em, get 'em. #measurepr

2/3/2015 9:59 deannaboss @shonali @KristK or learn Excel ;-) #EnglishMajor #measurepr

2/3/2015 9:59 joetea48 RT @queenofmetrics: A5: #measurepr the most important skill needed in measurement today is to understand business economics & how communica.

2/3/2015 9:59 shonali @queenofmetrics @KristK B/c not only does it tell me they're glib, but that they're frightened of learning/expanding horizons #measurepr A!

2/3/2015 9:59 Pulpopaz RT @KristK: A5: Pet peeve: when PR pros joke about not having math skills. If you don't have 'em, get 'em. #measurepr

2/3/2015 9:59 jenzings Before we go, a BIG happy birthday to @dariasteigman and @missusP !!! #measurepr

2/3/2015 9:59 KristK A5: what do you call a PR pro with math skills? Answer: Boss. #measurepr

2/3/2015 9:59 jesserker @deannaboss @shonali @KristK LOL fellow #EnglishMajor and formerly afraid of math, as well :) #measurepr

2/3/2015 9:59 Jaskeller RT @KristK: A5: what do you call a PR pro with math skills? Answer: Boss. #measurepr

2/3/2015 9:59 gojohnab @martinwaxman @shonali @deannaboss ALWAYS A TREAT!! #measurepr

2/3/2015 10:00 jentrification RT @PRSA_MDC: Speaker Proposals' deadline Feb 18 for #PRSAMDC! <http://t.co/LBjvSS3IU> #PRSA #PRpros #digitalPR #socialPR #measurepr <http://t.co/3VlyvpRIjt> #measurepr #PRtip..

2/3/2015 10:00 WeArePRAgency RT @tressalynne: RT @queenofmetrics: The standards are written, approved and available to everyone <http://t.co/3VlyvpRIjt> #measurepr #PRtip..

2/3/2015 10:00 KirkHazlett Time to get focused on evening class (Crisis Comms)...measuring the impact of crisis on your co. Awesome birthday chat! #measurepr

2/3/2015 10:00 shonali RT @jenzings: We are winding down the #measurepr chat. I'll send the q's we didn't get to to @shonali as they are good ones for next chat

2/3/2015 10:00 kamichat @gomezdm @KristK I was never a math whiz in school, but I managed to get it done. It's called Excel, a calculator and logic #measurepr

2/3/2015 10:00 queenofmetrics @shonali @KristK actually, I haven't balanced my checkbook or my budget since 1973, but that doesn't mean I can't do math :) #measurepr

2/3/2015 10:00 jenzings I would like to sincerely thank @gojohnab @queenofmetrics and @shonali for being great guests! #measurepr

2/3/2015 10:01 jesserker @jenzings @gojohnab @queenofmetrics @shonali thank you all for a wonderful chat #measurepr

2/3/2015 10:01 deannaboss @martinwaxman thanks for joining! enjoy the rest of your day. #measurepr

2/3/2015 10:01 Jaskeller +1 RT @jesserker: @jenzings @gojohnab @queenofmetrics @shonali thank you all for a wonderful chat #measurepr

2/3/2015 10:01 jenzings And, a big thank you to my (first time!) guest co-host, @deannaboss ! #Measurepr

2/3/2015 10:01 deannaboss Thank you! Thank you! RT @jenzings:I would like to sincerely thank @gojohnab @queenofmetrics and @shonali for being great guests! #measureP

2/3/2015 10:01 gojohnab Let's face it- Adult learning is hard, but NERDS! Embrace challenges! You have a gr8 peer group here...no FEAR! #measurep

2/3/2015 10:01 CarolynMaeKim Just joining the #MeasurePR chat and loving it! Who is hosting this? It's fantastic!

2/3/2015 10:01 shonali HAHAAHAH!!! RT @KristK: A5: what do you call a PR pro with math skills? Answer: Boss. #measurepr

2/3/2015 10:01 kamichat @KirkHazlett What is your favorite resource on measuring the impact of crisis communication? For the road. #measurePR

2/3/2015 10:01 queenofmetrics @shonali @KristK or they had really bad teachers or parents #measurePR

2/3/2015 10:01 jesserker @JasKeller @JoelDinwood @shonali gotta start somewhere ;-) #measurePR

2/3/2015 10:01 dr_tindall RT @shonali: HAHAAHAH!!! RT @KristK: A5: what do you call a PR pro with math skills? Answer: Boss. #measurepr

2/3/2015 10:02 gojohnab @jenzings @queenofmetrics @shonali THANK YOU so much for keeping us on track:) #measurep

2/3/2015 10:02 KristK RT @shonali: @queenofmetrics @KristK B/c not only does it tell me they're glib, but that they're frightened of learning/expanding horizons .

2/3/2015 10:02 ggSolutions123 HBD @missusP and @dariasteigman. @shonali HbelatedBD to you #measurePR

2/3/2015 10:02 jenzings @jesserker @gojohnab @queenofmetrics @shonali Thank you! And get some cake! #measurePI

2/3/2015 10:02 jesserker @jenzings @jesserker @gojohnab @queenofmetrics @shonali mmmm cake #measurepi

2/3/2015 10:02 deannaboss @jenzings it was an honor. thanks so much! #measurePR

2/3/2015 10:02 shonali .@jenzings @deannaboss Thank you for being SUPER co-hosts, @gojohnab @queenofmetrics for joining today's very special edition of #measurePR

2/3/2015 10:02 kamichat RT @KristK: A5: what do you call a PR pro with math skills? Answer: Boss. #measurepr

2/3/2015 10:02 Digital_DRK Thank you for an insightful hour #measurePR and Happy 5th! with many more to follow

2/3/2015 10:02 gomezdm @kamichat @KristK Exactly! That, plus simple reading. If you can interpret an article, you can interpret a spreadsheet. #measurePR

2/3/2015 10:02 gojohnab @jenzings @deannaboss APPLAUSE for your efforts & Many thanks for including me on this FUN celebration:) #measurep

2/3/2015 10:03 deannaboss And champagne! RT @jenzings: @jesserker @gojohnab @queenofmetrics @shonali Thank you! And get some cake! #measureP

2/3/2015 10:03 gojohnab RT @CarolynMaeKim: Just joining the #MeasurePR chat and loving it! Who is hosting this? It's fantastic!

2/3/2015 10:03 jenzings The summary and transcript will be posted on Waxing Unlyrical #measurePR as soon as we're able to pull those together

2/3/2015 10:03 jesserker RT @deannaboss: And champagne! RT @jenzings: @jesserker @gojohnab @queenofmetrics @shonali Thank you! And get some cake! #measureP

2/3/2015 10:03 gojohnab RT @shonali: HAHAAHAH!!! RT @KristK: A5: what do you call a PR pro with math skills? Answer: Boss. #measurepr

2/3/2015 10:03 ChristinaMila @KristK do you mean @deannaboss :) #measurePR

2/3/2015 10:03 queenofmetrics @ggSolutions123 @KristK Last time I heard that I just said "the key to success is making good choices. maybe u should start. #measurePR

2/3/2015 10:03 jenzings @deannaboss @jesserker @gojohnab @queenofmetrics @shonali always room for champagne! #measurePF

2/3/2015 10:03 Digital_DRK Thank you ! RT @jenzings: I would like to sincerely thank @gojohnab @queenofmetrics and @shonali for being great guests! #measureP

2/3/2015 10:03 JasKeller This cake: RT @jesserker: @jenzings @jesserker @gojohnab @queenofmetrics @shonali mmmm cake #measurepr <http://t.co/PQPpw9K3U>:

2/3/2015 10:04 jesserker RT @JasKeller: This cake: RT @jesserker: @jenzings @jesserker @gojohnab @queenofmetrics @shonali mmmm cake #measurepr <http://t.c..>

2/3/2015 10:04 shonali RT @jenzings: The summary and transcript will be posted on Waxing Unlyrical #measurePR as soon as we're able to pull those together

2/3/2015 10:04 gojohnab Thank you to all! Bubbles chilling for an in-person celebration soon:) @shonali @jenzings @deannaboss @queenofmetrics #measurep

2/3/2015 10:04 queenofmetrics @shonali thank your for starting this all those years ago. and thank you @jenzings @deannaboss @gojohnab for a great hour of #measurePI

2/3/2015 10:04 deannaboss Congrats @shonali! Looking forward to 5 more years of great #measurePR chats! thank you @gojohnab @queenofmetrics and especially @jenzings

2/3/2015 10:04 MichaelWillett Good! RT @gojohnab A5 if there was a magic bullet there would be no need for this chat. Different for every organization. #measurep

2/3/2015 10:05 PaulaJohns Very nice to join the chat. Thank you, #measurePR. Congrats! #5years #measurepr

2/3/2015 10:05 shonali @CarolynMaeKim We just ended! Today was a special 5th bday edition of #measurePR, back next month, 1st Tues, 12-1 pm ET