

Time(PST)	Username	Update
3/3/2015 9:00	shonali	And... it's time! Welcome to the March edition of the #measurepr Twitter chat, dare we call it March Measurement Madness? ;)
3/3/2015 9:01	shonali	First, who's here? Tell us who you are, what you do. Any chat first-timers? #measurepr
3/3/2015 9:02	jfouts	RT @shonali: We have a great guest lineup for today with @geoffliving & @missusP, but before we get started, let's get settled. #measurepr
3/3/2015 9:02	Tenacity5Media	RT @shonali: And... it's time! Welcome to the March edition of the #measurepr Twitter chat, dare we call it March Measurement Madness? ;)
3/3/2015 9:02	geoffliving	@shonali @missusP I don't know much. The older I get, the truer this statement becomes. ;) #measurePF
3/3/2015 9:02	sallyfalkow	Why isn't Tweepchat working for me today? #measurepr
3/3/2015 9:03	sallyfalkow	Hello to everyone on #measurepr today
3/3/2015 9:03	AirPR	Hey-o #measurePR party people! AirPR (#PRTech company that provides analytics, insights, and measurement solutions) in the house
3/3/2015 9:03	jesserker	@sallyfalkow it wasn't working for me, either -- I'm using tchat.io #measurepr
3/3/2015 9:03	martinwaxman	@shonali Hi Shonali. Looking forward to participating in #measurePR - I'm a social PR and content marketing strategist and teach at UTSCS
3/3/2015 9:03	missusP	@shonali @geoffliving Hi all and thanks for having me on #MeasurePR
3/3/2015 9:04	JoelDInwood	@shonali Let the chat begin! #measurepr #MeasurementMadness
3/3/2015 9:04	shonali	@geoffliving LOL! That's a sure sign of wisdom. :) @missusP #measurepr
3/3/2015 9:04	shonali	@sallyfalkow Try Twubs? #measurepr
3/3/2015 9:04	searchrook	@shonali Hey I'm https://t.co/x5aclA3yff and a first time lurker #measurePR
3/3/2015 9:04	shonali	@JoelDInwood Hey, great to see you! #measurepr
3/3/2015 9:04	ancitasatija	RT @shonali: And... it's time! Welcome to the March edition of the #measurepr Twitter chat, dare we call it March Measurement Madness? ;)
3/3/2015 9:04	shonali	@martinwaxman Great to see you, Martin! #measurepr
3/3/2015 9:04	sallyfalkow	tk's for the suggestions - Makes life easier #measurepr
3/3/2015 9:04	YeimiVasquez1	Hello from Texas! I'm a senior studying PR @MaybornUNT #measurePR
3/3/2015 9:04	shonali	@searchrook You're Google's search results? ;) Welcome! #measurepr
3/3/2015 9:05	missusP	If having trouble w/ TweetChat try this. Thx Jesse RT @jesserker: @sallyfalkow it wasn't working for me, either - using tchat.io #measurepr
3/3/2015 9:05	shonali	@AirPR @jesserker @sallyfalkow great to see you! #measurepr
3/3/2015 9:05	ancitasatija	Hello everyone! All set for today's #measurepr chat.
3/3/2015 9:05	shonali	Me, I'm a #socialPR specialist, measurement geek, founder of #measurepr, foodie & Elvis fan. BIGtime.
3/3/2015 9:05	searchrook	@shonali lol i thought you'd get an answer box, thanks :) #measurepr
3/3/2015 9:05	geoffliving	@missusP @shonali It is an honor. Thank you x2. #measurePR
3/3/2015 9:05	JoelDInwood	Hi all, I'm the Manager of PR & Publications at @eastwestchicago #measurepr
3/3/2015 9:06	sarahstovold	. @shonali Hello! I'm Sarah - Director #EmergingMedia at IMI - a global research consultancy. Looking forward to today's chat. #measurePF
3/3/2015 9:06	ZenYinger	#measurepr @shonali running a bit late at my meeting. Will definitely jump in in a bit! TY! Cheers community! :)
3/3/2015 9:06	ggSolutions123	Hi @shonali, @missusP Alex Yong, named a PR resource by Cision http://t.co/W4PmTY34U7 #measurepr Contrib to PRstack https://t.co/AURi88xXcE
3/3/2015 9:06	shonali	Great to see everyone today! OK, couple notes before we get started... #measurepr
3/3/2015 9:06	AirPR	@shonali @sallyfalkow *waves furiously* #measurePR
3/3/2015 9:06	ep_comms	Hi #measurePR people. Elise from DC. #Communications & #Marketing #solopreneur
3/3/2015 9:06	shonali	1) Don't forget to use the hashtag (else your tweets won't show up when we pull the transcript). I use Twubs or Tweepchat. #measurepr
3/3/2015 9:06	YeimiVasquez1	ah ok thanks that's so much better!@missusP @jesserker @sallyfalkow #measurePR
3/3/2015 9:07	shonali	2) Try to index your answers w/ qn #, e.g. Re Q1 or A1. Makes it easier for others to follow along. #measurepr
3/3/2015 9:07	SeeDepthInc	We're a PR analytics platform here to support our CEO @missusP, guest hosting #measurePR today. Also here to help you do just that, easily
3/3/2015 9:07	jesserker	@YeimiVasquez1 glad that worked! @sallyfalkow @missusP #MeasurePR
3/3/2015 9:07	shonali	3) If you have any *additional* qns for @geoffliving @missusP (or the group), please DM to me, I'll add to the qn queue. #measurepr
3/3/2015 9:08	twtweetr	RT @shonali: First, who's here? Tell us who you are, what you do. Any chat first-timers? #measurepr
3/3/2015 9:08	shonali	4) Above all... have fun and chat away! #measurepr

3/3/2015 9:08 geoffliving RT @shonali: 3) If you have any *additional* qns for @geoffliving @missusP (or the group), please DM to me, I'll add to the qn queue. #meas..

3/3/2015 9:08 gerardcorbett Good morning from #CA #measurepr

3/3/2015 9:08 jesserker @shonali @AirPR @sallyfalkow great to be here! #measurepr

3/3/2015 9:08 shonali @dfriez Yes, @geoffliving is on the hot seat! Along with @missusp #measurepr

3/3/2015 9:08 jentification RT @shonali: And... it's time! Welcome to the March edition of the #measurepr Twitter chat, dare we call it March Measurement Madness? ;)

3/3/2015 9:08 geoffliving @shonali @dfriez @missusP Oh noz. #measurePR

3/3/2015 9:08 jburkhardt10 RT @shonali: And... it's time! Welcome to the March edition of the #measurepr Twitter chat, dare we call it March Measurement Madness? ;)

3/3/2015 9:09 missusP Yes we shall :) RT @shonali: it's time! Welcome to March edition of #measurepr Twitter chat, dare we call it March Measurement Madness? ;)

3/3/2015 9:09 geoffliving RT @shonali: And... it's time! Welcome to the March edition of the #measurepr Twitter chat, dare we call it March Measurement Madness? ;)

3/3/2015 9:09 shonali And away we go! Q1 coming up... #measurepr

3/3/2015 9:09 YeimiVasquez1 Cool I look forward on hearing your thoughts! @SeeDepthInc @missusP #measurePF

3/3/2015 9:09 juliesenter RT @shonali: And... it's time! Welcome to the March edition of the #measurepr Twitter chat, dare we call it March Measurement Madness? ;)

3/3/2015 9:09 martinwaxman @sarahstovold Hi Sarah - glad you could join the #measurePR chat today! @shonal

3/3/2015 9:09 BeGoodandSmar Gonna join #MeasurePR from my company account. ~ @jentification

3/3/2015 9:09 shonali Q1 @geoffliving @missusP (and all!) How did you get interested in #PR measurement in the first place? #measurepr

3/3/2015 9:09 samemac Excited to be here #measurepr PR & Content Manager for @TheFocusGroupMS on the MS Gulf Coast

3/3/2015 9:10 sarahstovold Happy to be here @martinwaxman @shonali #MeasurePR

3/3/2015 9:10 Tenacity5Media We're just here to cheer on our boss, @geoffliving (HI GEOFF!!!!!!!!!!) #measurepr

3/3/2015 9:10 ancitasatija RT @shonali: Q1 @geoffliving @missusP (and all!) How did you get interested in #PR measurement in the first place? #measurepr

3/3/2015 9:10 Tenacity5Media RT @shonali: Q1 @geoffliving @missusP (and all!) How did you get interested in #PR measurement in the first place? #measurepr

3/3/2015 9:10 gerardcorbett Measurement Marches On! #measurePR

3/3/2015 9:10 Tinu RT @shonali: Q1 @geoffliving @missusP (and all!) How did you get interested in #PR measurement in the first place? #measurepr

3/3/2015 9:10 lizrlemuz This is my first time joining #measurepr !

3/3/2015 9:10 YeimiVasquez1 Good morning, hope u enjoy! @BeGoodandSmart @jentification #measurePF

3/3/2015 9:11 jburkhardt10 Joining in from the Sunshine state... #measurePR

3/3/2015 9:11 sallyfalkow RT @shonali: Q1 @geoffliving @missusP (and all!) How did you get interested in #PR measurement in the first place? #measurepr

3/3/2015 9:11 jesserker @lizrlemuz welcome! #measurepr

3/3/2015 9:11 martinwaxman RT @shonali: Q1 @geoffliving @missusP (and all!) How did you get interested in #PR measurement in the first place? #measurepr

3/3/2015 9:11 samemac A1. That one class in college that really drove home craft SMART Objectives. If it can't be measured in some way, big red flag. #measurepr

3/3/2015 9:11 missusP A1) with 20 yrs in the biz, I have always been interested in PR measurement. What's been missing is the analytical part. #measurepr

3/3/2015 9:11 geoffliving A1: I'm a stat geek, so when I first saw @GoogleAnalytics and its rich data, I started playing PR "Money Ball." #measurepr

3/3/2015 9:12 shonali @jburkhardt10 Make us all jealous, won't you? ;) #measurepr

3/3/2015 9:12 Tenacity5Media RT @missusP: A1) with 20 yrs in the biz, I have always been interested in PR measurement. What's been missing is the analytical part. #mea...

3/3/2015 9:12 shonali @lizrlemuz Then a very special welcome to you! #measurepr

3/3/2015 9:12 Tinu RT @geoffliving: A1: I'm a stat geek, so when I first saw @GoogleAnalytics and its rich data, I started playing PR "Money Ball." #measurepr

3/3/2015 9:12 sallyfalkow A1. When I did my APR and learned about strategy and systems. #measurepr

3/3/2015 9:12 missusP A1) At multiple agencies, worked closely w/ clients on much measurement trial & error. In 90s often heard "PR isn't measurable!" #measurepr

3/3/2015 9:12 geoffliving A1 pt 2: Money Ball meaning, playing to which forms of content got the best results with my communities. #measurepr

3/3/2015 9:12 shonali RT @geoffliving A1: I'm a stat geek, so when I first saw @GoogleAnalytics and its rich data, I started playing PR "Money Ball." #measurepr

3/3/2015 9:12 Tinu RT @sallyfalkow: A1. When I did my APR and learned about strategy and systems. #measurepr

3/3/2015 9:12 jfouts @shonali @geoffliving @missusP You can't explain it if you can't measure it #MeasurePR

3/3/2015 9:12 Tenacity5Media RT @geoffliving: A1: I'm a stat geek, so when I first saw @GoogleAnalytics and its rich data, I started playing PR "Money Ball." #measurepr

3/3/2015 9:12 PaulaJohns Joining the #measurePR chat late. Looks to be a great conversation. Paula here, from the San Diego area. Long-time PR pro

3/3/2015 9:12 samemac RT @shonali: RT @geoffliving A1: I'm a stat geek, so when I first saw @GoogleAnalytics and its rich data, I started playing PR "Money Ball....

3/3/2015 9:12 TheFocusGroupM RT @shonali: RT @geoffliving A1: I'm a stat geek, so when I first saw @GoogleAnalytics and its rich data, I started playing PR "Money Ball....

3/3/2015 9:12 shonali RT @missusP A1) with 20 yrs in the biz, I've always been interested in PR measurement. What's been missing is analytical part. #measurepr

3/3/2015 9:12 missusP @geoffliving PR moneyball sounds much more fun! #measurepr

3/3/2015 9:12 YeimiVasquez1 A1 @MaybornUNT we are learning #prplanning and found that it's vital to start measuring at the communication stage #measurePF

3/3/2015 9:12 Tenacity5Media RT @jfouts: @shonali @geoffliving @missusP You can't explain it if you can't measure it #MeasurePR

3/3/2015 9:13 Tenacity5Media @geoffliving suhweeeet #measurepr

3/3/2015 9:13 gerardcorbett A1. Client in 1980: "Prove to me it works." #measurePR

3/3/2015 9:13 geoffliving @Tenacity5Media Extra coffee break! #measurepr

3/3/2015 9:13 sallyfalkow RT @geoffliving: A1: I'm a stat geek, so when I first saw @GoogleAnalytics and its rich data, I started playing PR "Money Ball." #measurepr

3/3/2015 9:13 JoelDInwood RT @geoffliving A1: I'm a stat geek, so when I first saw @GoogleAnalytics and its rich data, I started playing PR "Money Ball." #measurepr

3/3/2015 9:13 shonali MT @samemac A1. That one class in college that really drove home SMART Objectives. If it can't be measured, big red flag. #measurepr

3/3/2015 9:13 missusP @PaulaJohns Hi Paula! You're right on time - we just started. Welcome! #measurepr

3/3/2015 9:13 shonali RT @sallyfalkow A1. When I did my APR and learned about strategy and systems. #measurepr

3/3/2015 9:13 geoffliving @missusP Love baseball stats. I see PR stats in the same way. Let's you play a better campaign. #measurepr

3/3/2015 9:13 AnneVeltema @shonali Measurement is about showing the ROI. Learned about it as an undergrad and started to see importance in my first job #measurePF

3/3/2015 9:13 Tenacity5Media RT @AnneVeltema: @shonali Measurement is about showing the ROI. Learned about it as an undergrad and started to see importance in my first ..

3/3/2015 9:14 SeeDepthInc RT @geoffliving: A1: I'm a stat geek, so when I first saw @GoogleAnalytics and its rich data, I started playing PR "Money Ball." #measurepr

3/3/2015 9:14 sarahstovold a1 How can we prove the #ROI of #WOM #measurepr

3/3/2015 9:14 ancitasatija RT @missusP: A1) with 20 yrs in the biz, I have always been interested in PR measurement. What's been missing is the analytical part. #mea...

3/3/2015 9:14 missusP A1) Today, industry is at a precipice & not only is measurement key, but analytics for better strategies and ROI #measurepr

3/3/2015 9:14 ancitasatija RT @geoffliving: A1: I'm a stat geek, so when I first saw @GoogleAnalytics and its rich data, I started playing PR "Money Ball." #measurepr

3/3/2015 9:14 shonali A1: Always, even when I didn't know it. I wasn't satisfied unless I knew how our work helped the client "put butts in seats". #measurepr

3/3/2015 9:14 TheFocusGroupM RT @missusP: A1) Today, industry is at a precipice & not only is measurement key, but analytics for better strategies and ROI #measurepr

3/3/2015 9:14 samemac RT @missusP: A1) Today, industry is at a precipice & not only is measurement key, but analytics for better strategies and ROI #measurepr

3/3/2015 9:14 Tenacity5Media RT @missusP: A1) Today, industry is at a precipice & not only is measurement key, but analytics for better strategies and ROI #measurepr

3/3/2015 9:14 samemac RT @shonali: A1: Always, even when I didn't know it. I wasn't satisfied unless I knew how our work helped the client "put butts in seats". ...

3/3/2015 9:14 AirPR A1 #PR deserves a seat at the table. #measurePR is how we secure it.

3/3/2015 9:14 YeimiVasquez1 @jfouts @shonali @geoffliving @missusP That's definitely ture! #measurepr

3/3/2015 9:15 JoelDInwood RT @missusP A1) Today, industry is at a precipice & not only is measurement key, but analytics for better strategies and ROI #measurepr

3/3/2015 9:15 shonali RT @geoffliving A1 pt 2: Money Ball meaning, playing to which forms of content got the best results with my communities. #measurepr

3/3/2015 9:15 Tenacity5Media RT @AirPR: A1 #PR deserves a seat at the table. #measurePR is how we secure it.

3/3/2015 9:15 shonali @PaulaJohns Great to see you here, Paula! #measurepr

3/3/2015 9:15 chachachanel RT @AirPR: A1 #PR deserves a seat at the table. #measurePR is how we secure it.

3/3/2015 9:15 sallyfalkow Q1. In 2005 I attended the Emetrics Summit in Santa Barbara and got very excited about analytics. #measurepr

3/3/2015 9:15 geoffliving @AirPR First touch attribution for the win! #measurepr

3/3/2015 9:15 shonali QOTD? RT @jfouts @shonali @geoffliving @missusP You can't explain it if you can't measure it #MeasurePR

3/3/2015 9:15 Tenacity5Media @AirPR well said! #measurepr

3/3/2015 9:15 missusP This is a tough one for 140 character answers ;) Analyzing correlations RT @sarahstovold: a1 How can we prove the #ROI of #WOM #measurepr

3/3/2015 9:15 samemac RT @AirPR: A1 #PR deserves a seat at the table. #measurePR is how we secure it.

3/3/2015 9:16 sharamfm RT @AirPR: A1 #PR deserves a seat at the table. #measurePR is how we secure it.

3/3/2015 9:16 samemac I dunno @shonali. This contends for QOTD! RT @AirPR: A1 #PR deserves a seat at the table. #measurePR is how we secure it. #measurepr

3/3/2015 9:16 lizrlmz RT @shonali: Q1 @geoffliving @missusP (and all!) How did you get interested in #PR measurement in the first place? #measurepr

3/3/2015 9:16 sallyfalkow @jfouts @shonali @geoffliving @missusP #measurepr And you can't manage it if you cant measure it

3/3/2015 9:16 shonali @YeimiVasquez1 I'm SO glad they are teaching you that at @MaybornUNT! #measurePR

3/3/2015 9:16 jburkhardt10 RT @geoffliving: @AirPR First touch attribution for the win! #measurepr

3/3/2015 9:16 missusP A1) Also became more interested in better ways to #measurepr every time in a Board room w/ C-level execs. They like stats & #s; need insight

3/3/2015 9:16 jesserker RT @sallyfalkow: @jfouts @shonali @geoffliving @missusP #measurepr And you can't manage it if you cant measure it

3/3/2015 9:16 Tinu RT @shonali: RT @geoffliving A1 pt 2: Money Ball meaning, playing to which forms of content got the best results with my communities. #me..

3/3/2015 9:16 sarahstovold @missusP Exactly the challenge that got me invested in the quest for answers #measurepr

3/3/2015 9:16 BeGoodandSmar A1. APR process alerted me to measurement. Prior too, I knew about objs but not how to measure them. #MeasurePF

3/3/2015 9:17 martinwaxman A1 When I did ent publicity, I noticed a direct correlation between coverage and show attendance-esp when there was no ad buy #measurePI

3/3/2015 9:17 jfouts @sallyfalkow righto! #Measurepr

3/3/2015 9:17 shonali @sallyfalkow I LOVE eMetrics!!! #measurepr

3/3/2015 9:17 missusP RT @martinwaxman: A1 When I did ent publicity, I noticed a direct correlation between coverage and show attendance-esp when there was no ad..

3/3/2015 9:17 HollyKnowlman RT @martinwaxman: A1 When I did ent publicity, I noticed a direct correlation between coverage and show attendance-esp when there was no ad..

3/3/2015 9:17 shonali Q2: @geoffliving @missusP (and all) How has technology changed PR measurement? #measurepr

3/3/2015 9:17 samemac A1 @missusP Working in healthcare, this was the big. Docs/Admins cared about numbers, reach, correlation between #s and \$\$s. #measurepr

3/3/2015 9:17 GlendaVee RT @missusP: A1) Today, industry is at a precipice & not only is measurement key, but analytics for better strategies and ROI #measurepr

3/3/2015 9:17 INtwriter RT @shonali: RT @geoffliving A1 pt 2: Money Ball meaning, playing to which forms of content got the best results with my communities. #me..

3/3/2015 9:18 jesserker @shonali @sallyfalkow how can you NOT love metrics?! They're proof that you're doing your job!!! :-) #measurepr

3/3/2015 9:18 Tenacity5Media RT @shonali: Q2: @geoffliving @missusP (and all) How has technology changed PR measurement? #measurepr

3/3/2015 9:18 shonali MT @martinwaxman A1 In ent publicity, noticed a direct correlation between coverage, show attendance-esp when no ad buy #measurePF

3/3/2015 9:18 sallyfalkow @shonali #measurepr The keynote was When Darren meets Dilbert - a classic about PR,marketing and analytics.

3/3/2015 9:18 lizrlmuz A1) I think it's important in order to grow in knowing how do PR the right way. #measurepr

3/3/2015 9:18 lizrlmuz RT @shonali: Q2: @geoffliving @missusP (and all) How has technology changed PR measurement? #measurepr

3/3/2015 9:18 juliesenter A1: Evaluation is key to successful PR. How do you evaluate without measuring? How do you speak business, prove RIO w/o it? #measurepr

3/3/2015 9:18 geoffliving A2: Easy. Technology is the death of PR vanity metrics, especially for discerning CMOs. #measurePR

3/3/2015 9:19 Tenacity5Media RT @geoffliving: A2: Easy. Technology is the death of PR vanity metrics, especially for discerning CMOs. #measurePF

3/3/2015 9:19 yaboycroc RT @missusP: A1) with 20 yrs in the biz, I have always been interested in PR measurement. What's been missing is the analytical part. #mea...

3/3/2015 9:19 yaboycroc RT @missusP: A1) At multiple agencies, worked closely w/ clients on much measurement trial & error. In 90s often heard "PR isn't measurable..

3/3/2015 9:19 samemac A2 It's blown the door wide open. Before, we had to spend \$ to analyze an audience. Now that data is provided through platforms. #measurepr

3/3/2015 9:19 sallyfalkow RT @geoffliving: A2: Easy. Technology is the death of PR vanity metrics, especially for discerning CMOs. #measurePF

3/3/2015 9:19 shonali @martinwaxman Me too! And my 1st PR a/c was Singalong Sound of Music in SF, later one of my accreditation portfolio case studies. #measurepr

3/3/2015 9:19 Tenacity5Media RT @samemac: A2 It's blown the door wide open. Before, we had to spend \$ to analyze an audience. Now that data is provided through platform..

3/3/2015 9:19 sarahstovold A2 Tech has provided more, more, more - now we need to solve isolating the metrics that matter #measurepr

3/3/2015 9:19 Tenacity5Media RT @sarahstovold: A2 Tech has provided more, more, more - now we need to solve isolating the metrics that matter #measurepr

3/3/2015 9:19 geoffliving RT @samemac: A2 It's blown the door wide open. Before, we had to spend \$ to analyze an audience. Now that data is provided through platform..

3/3/2015 9:19 ep_comms @geoffliving Zing! #measurePR

3/3/2015 9:19 missusP YES RT @geoffliving: A2: Easy. Technology is the death of PR vanity metrics, especially for discerning CMOs. #measurePF

3/3/2015 9:20 lizrlmuz A2) I think it has made it faster and therefore much easier in PR. #measurepr

3/3/2015 9:20 sallyfalkow A@. Completely - it's forced a move from outputs to outcomes and showing real value. #measurepr

3/3/2015 9:20 jesserker @sarahstovold it's not the worst problem to have :) #measurepr

3/3/2015 9:20 PaulaJohns Yes, so true > #PR RT @geoffliving A2: Easy. Technology is the death of PR vanity metrics, especially for discerning CMOs. #measurePF

3/3/2015 9:20 shonali @samemac True, that's a good one too! @AirPR #measurepr

3/3/2015 9:20 jburkhardt10 Technology has made measuring easier, but also added some manual work. Best analysis is done by humans with technology advances #measurepr

3/3/2015 9:20 gerardcorbett A2. Technology has allowed granularity, repeatability, precision and return on investment #measurePF

3/3/2015 9:20 martinwaxman @shonali That's great! Mine was for @YukYuks-if we could get a cover story or two for a comic, people would come to the shows #measurePF

3/3/2015 9:20 geoffliving @ep_comms @geoffliving @missusP Straight up, right? If you have a data savvy CMO, she/he's going to call out vanity metrics. #measurePR

3/3/2015 9:20 BeGoodandSmart A2. Tech has made measurement more accessible to layman. They get "reach" when things trend. #MeasurePF

3/3/2015 9:20 shonali RT @sallyfalkow: A2. Completely - it's forced a move from outputs to outcomes and showing real value. #measurepr

3/3/2015 9:20 AirPR Tech has introduced an entire new landscape of amazing #PR tools #measurePR #PRTech

3/3/2015 9:20 GlendaVee RT @sarahstovold: A2 Tech has provided more, more, more - now we need to solve isolating the metrics that matter #measurep

3/3/2015 9:20 missusP A2) Before tech, most in industry just measuring outputs, not outcomes. Stop "measuring" possibilities like AVEs & impressions! #measurep

3/3/2015 9:21 Tenacity5Media RT @missusP: A2) Before tech, most in industry just measuring outputs, not outcomes. Stop "measuring" possibilities like AVEs & impressions!..

3/3/2015 9:21 shonali RT @geoffliving: A2: Easy. Technology is the death of PR vanity metrics, especially for discerning CMOs. #measurePF

3/3/2015 9:21 sarahstovold You have a point! But more isn't always better @jesserker :) #measurepr

3/3/2015 9:21 PaulaJohns So much data available thru tech now, the challenge is discerning/communicating what matters. #measurePF

3/3/2015 9:21 GlendaVee RT @jburkhardt10: Technology has made measuring easier, but also added some manual work. Best analysis is done by humans with technology ad..

3/3/2015 9:21 YeimiVasquez1 A2 It has changed every part of it! There are so many more tools we can take advantage of, we just have to incorporate them #measurePF

3/3/2015 9:21 geoffliving RT @shonali: RT @geoffliving: A2: Easy. Technology is the death of PR vanity metrics, especially for discerning CMOs. #measurePF

3/3/2015 9:21 missusP A2) challenge w/ tech is keeping focused on what you really need to measure & plan/strategize on success. Sometimes too much data #measurep

3/3/2015 9:21 JoelDInwood A2: Affordability! #measurepr

3/3/2015 9:21 ep_comms @geoffliving @missusP Very true. #accountability #measurepr

3/3/2015 9:21 shonali RT @gerardcorbett: A2. Technology has allowed granularity, repeatability, precision and return on investment #measurePF

3/3/2015 9:21 ggSolutions123 RT @missusP: A2) Tech has made PR measurement easier & provided an ability to dig deeper (see the depth, pun intended) into outcomes #measu..

3/3/2015 9:21 TheFocusGroupM RT @PaulaJohns: So much data available thru tech now, the challenge is discerning/communicating what matters. #measurePF

3/3/2015 9:21 samemac RT @PaulaJohns: So much data available thru tech now, the challenge is discerning/communicating what matters. #measurePF

3/3/2015 9:21 AirPR A2 Tech is automating the manual work to allow #PR to focus on the knowledge work. #measurePF

3/3/2015 9:21 SeeDepthInc RT @missusP: A2) Before tech, most just measuring outputs, not outcomes. Stop "measuring" possibilities like AVEs & impressions! #measurep

3/3/2015 9:21 samemac RT @shonali: RT @gerardcorbett: A2. Technology has allowed granularity, repeatability, precision and return on investment #measurePI

3/3/2015 9:22 jfouts RT @geoffliving: @ep_comms @geoffliving @missusP Straight up, right? If you have a data savvy CMO, she/he's going to call out vanity metri..

3/3/2015 9:22 shonali RT @jburkhardt10: Tech has made measuring easier, but also added manual work. Best analysis done by humans w technology advances #measurep

3/3/2015 9:22 sarahstovold Agreed! MT @jburkhardt10 Techn has made measuring easier, but added manual work. Best analysis is done by humans w tech advances #measurep

3/3/2015 9:22 ancitasatija RT @geoffliving: A2: Easy. Technology is the death of PR vanity metrics, especially for discerning CMOs. #measurePF

3/3/2015 9:22 shonali This is true. RT @PaulaJohns: So much data available thru tech now, the challenge is discerning/communicating what matters. #measurePF

3/3/2015 9:22 sallyfalkow A2. But it has led to some tracking fans and impressions only, not real outcomes. #measurepr

3/3/2015 9:22 jesserker @sarahstovold oh, I absolutely agree ... but I'm grateful that more data is accessible, rather than nonexistent #measurepr

3/3/2015 9:22 searchrook @shonali @geoffliving @missusP A2 Marketing automation tools intro'd new metrics; made setting KPIs std before starting campaigns #measurepr

3/3/2015 9:22 shonali RT @missusP: A2) Tech has made PR measurement easier & provided an ability to dig deeper (see the depth) into outcomes #measurep

3/3/2015 9:22 missusP @PaulaJohns and picking the right tools. Some just cover too much or focus on wrong/old things (like impressions, circ #s, etc.) #measurep

3/3/2015 9:22 jfouts @BeGoodandSmart Yes but reach is only part of the equation. How valuable is that reach? Are the clients? Journos? #MeasurePF

3/3/2015 9:22 Tenacity5Media RT @YeimiVasquez1: A2 It has changed every part of it! There are so many more tools we can take advantage of, we just have to incorporate t..

3/3/2015 9:23 torodneptune RT @shonali: RT @geoffliving: A2: Easy. Technology is the death of PR vanity metrics, especially for discerning CMOs. #measurePF

3/3/2015 9:23 geoffliving RT @sallyfalkow: A@. Completely - it's forced a move from outputs to outcomes and showing real value. #measurepr

3/3/2015 9:23 sharamfm RT @AirPR: A2 Tech is automating the manual work to allow #PR to focus on the knowledge work. #measurePF

3/3/2015 9:23 shonali Q3: @geoffliving @missusP (and all) What's a #measurePR mistake you learned from, and that you don't mind sharing today?

3/3/2015 9:23 KatieRBromley A2: @shonali It's definitely changed how we can measure, but also what we can. Not necessarily what we should. #measurePF

3/3/2015 9:23 martinwaxman RT @sarahstovold You have a point! But more isn't always better @jesserker :) #measurepr

3/3/2015 9:23 Tenacity5Media RT @shonali: Q3: @geoffliving @missusP (and all) What's a #measurePR mistake you learned from, and that you don't mind sharing today?

3/3/2015 9:23 ep_comms @sallyfalkow Agree. Engagement/Coversations over followers! #MeasurePF

3/3/2015 9:24 ggSolutions123 @PaulaJohns That's a big reason why I tell the PR world to analyze *with* other people who *aren't* in PR to help,initially #measurePF

3/3/2015 9:24 geoffliving @searchrook @shonali @missusP But now we are seeing tools that measure top of funnel better than automation. @triblio for ex. #measurePF

3/3/2015 9:24 jfouts RT @SeeDepthInc: RT @missusP: A2) Before tech, most just measuring outputs, not outcomes. Stop "measuring" possibilities like AVEs & impress..

3/3/2015 9:24 lizlemuz RT @shonali: Q3: @geoffliving @missusP (and all) What's a #measurePR mistake you learned from, and that you don't mind sharing today?

3/3/2015 9:24 SDITSystems RT @PaulaJohns: Yes, so true & #PR RT @geoffliving A2: Easy. Technology is the death of PR vanity metrics, especially for discerning CMOs...

3/3/2015 9:24 BeGoodandSmar RT @AirPR: Tech has introduced an entire new landscape of amazing #PR tools #measurePR #PRTech

3/3/2015 9:24 YeimiVasquez1 @sarahstovold @jesserker Just know how to incorporate them properly & seperate them from bad ones, a good handful is better lol #measurePI

3/3/2015 9:24 sallyfalkow @ep_comms And actionable insights. #measurepr

3/3/2015 9:24 searchrook @jfouts @BeGoodandSmart Need to measure everything along the reach & engagement & conversion path #measurePI

3/3/2015 9:24 bcsrdak RT @sallyfalkow: A@. Completely - it's forced a move from outputs to outcomes and showing real value. #measurepr

3/3/2015 9:25 SeeDepthInc A2) As our customer @globalscape said, real-time view, simplified reporting process, allows team to focus on job of results. #measurePF

3/3/2015 9:25 geoffliving @shonali @missusP A3: Sharing data too publicly when I started out. Clients criticized me for sharing my site behavior, etc. #measurePF

3/3/2015 9:25 juliesenter A2) It's made it more precise, more easily quantifiable. But there's danger in analyzing data poorly, reaching wrong conclusions. #measurepr

3/3/2015 9:25 lizlemuz I haven't had any mistakes yet because I haven't had much experience in the PR field. #measurepr

3/3/2015 9:26 jesserker RT @YeimiVasquez1: @sarahstovold @jesserker Just know how to incorporate them properly & seperate them from bad ones, a good handful is bet.

3/3/2015 9:26 geoffliving A3: Part 2: I am much less likely to share what's going on under the hood these days. #measurePF

3/3/2015 9:26 jfouts @searchrook @BeGoodandSmart yes, it's following the breadcrumbs to determin the value of the reach #MeasurePF

3/3/2015 9:26 YeimiVasquez1 A3 Diving into analytics without truly understanding them #measurePR

3/3/2015 9:26 missusP A3) measuring outputs – was trained that way in early #PR career. Don't measure effort, measure outcomes - & inputs that = best #measurepr

3/3/2015 9:26 samemac A3: Technology is good. But sometimes it has its faults. Relying on a single source removes credibility of data. #measurePF

3/3/2015 9:26 samemac RT @missusP: A3) measuring outputs – was trained that way in early #PR career. Don't measure effort, measure outcomes - & inputs that = bes...

3/3/2015 9:26 geoffliving RT @missusP: A3) measuring outputs – was trained that way in early #PR career. Don't measure effort, measure outcomes - & inputs that = bes...

3/3/2015 9:27 samemac @missusP Do you have specific case studies for best measurement outcomes that you always refer to? #measurePR

3/3/2015 9:27 Tenacity5Media Yes!!! RT @searchrook: @jfouts @BeGoodandSmart Need to measure everything along the reach & engagement & conversion path #measurePF

3/3/2015 9:27 KatieRBromley A3 @shonali Just because you can measure something, doesn't mean you should. You don't need to measure all the things. #MeasurePF

3/3/2015 9:27 missusP A3) When measure both #PR inputs & outcomes (not outputs/effort), you're able to repeat what's working & pivot from what isn't #measurepr

3/3/2015 9:27 lizlemuz RT @missusP: A3) measuring outputs – was trained that way in early #PR career. Don't measure effort, measure outcomes - & inputs that = bes...

3/3/2015 9:27 samemac RT @AirPR: THIS ---& RT @samemac: A3: Technology is good. But it has its faults. Relying on a single source removes credibility of data. #m...

3/3/2015 9:27 TheFocusGroupM RT @AirPR: THIS ---& RT @samemac: A3: Technology is good. But it has its faults. Relying on a single source removes credibility of data. #m...

3/3/2015 9:27 PaulaJohns @missusP So true. Making the right choices when it comes to measurement tools/tech is key. #measurePR

3/3/2015 9:27 shonali MT @juliesenter: A2) made it more precise, quantifiable. But there's danger in analyzing data poorly, reaching wrong conclusions. #measurepr

3/3/2015 9:27 sarahstovold A3 Focusing on fluffy metrics like impressions without correlating them back to actions. #measurepr

3/3/2015 9:28 missusP EXACTLY RT @KatieRBromley: A3 @shonali Just cuz can measure something, doesn't mean should. Don't need to measure all the things. #MeasurePF

3/3/2015 9:28 KatieRBromley A3 part 2 @shonali what needle moving matters most to your audience? #MeasurePF

3/3/2015 9:28 BeGoodandSmar RT @geoffliving: @shonali @missusP A3: Sharing data too publicly when I started out. Clients criticized me for sharing my site behavior, e..

3/3/2015 9:28 BeGoodandSmar RT @SeeDepthInc: A2) As our customer @globalscape said, real-time view, simplified reporting process, allows team to focus on job of result..

3/3/2015 9:28 shonali @juliesenter Absolutely - or making up stuff even though the numbers point you in a different direction. #measurePR (Re A2

3/3/2015 9:28 RBinhammer Don't we still measure too much related to volume and reach vs impact and relationships? #measurePR

3/3/2015 9:28 yaboycroc RT @missusP: YES RT @geoffliving: A2: Easy. Technology is the death of PR vanity metrics, especially for discerning CMOs. #measurePF

3/3/2015 9:28 raychelmoses RT @missusP: YES RT @geoffliving: A2: Easy. Technology is the death of PR vanity metrics, especially for discerning CMOs. #measurePF

3/3/2015 9:28 raychelmoses RT @missusP: A2) Tech has made PR measurement easier & provided an ability to dig deeper (see the depth, pun intended) into outcomes #measu..

3/3/2015 9:28 raychelmoses RT @missusP: A2) Before tech, most in industry just measuring outputs, not outcomes. Stop "measuring" possibilities like AVEs & impressions!..

3/3/2015 9:28 raychelmoses RT @missusP: A2) challenge w/ tech is keeping focused on what you really need to measure & plan/strategize on success. Sometimes too much d..

3/3/2015 9:28 thetatmanx RT @missusP: YES RT @geoffliving: A2: Easy. Technology is the death of PR vanity metrics, especially for discerning CMOs. #measurePF

3/3/2015 9:28 thetatmanx RT @missusP: A2) Tech has made PR measurement easier & provided an ability to dig deeper (see the depth, pun intended) into outcomes #measu..

3/3/2015 9:28 thetatmanx RT @missusP: A2) Before tech, most in industry just measuring outputs, not outcomes. Stop "measuring" possibilities like AVEs & impressions!..

3/3/2015 9:28 thetatmanx RT @missusP: A2) challenge w/ tech is keeping focused on what you really need to measure & plan/strategize on success. Sometimes too much d..

3/3/2015 9:28 moden311 RT @missusP: YES RT @geoffliving: A2: Easy. Technology is the death of PR vanity metrics, especially for discerning CMOs. #measurePF

3/3/2015 9:28 ep_comms A3) Co-signing to vanity metrics like "add 100 new followers/week"#measurePR

3/3/2015 9:28 moden311 RT @missusP: A2) Tech has made PR measurement easier & provided an ability to dig deeper (see the depth, pun intended) into outcomes #measu..

3/3/2015 9:28 moden311 RT @missusP: A2) Before tech, most in industry just measuring outputs, not outcomes. Stop "measuring" possibilities like AVEs & impressions!..

3/3/2015 9:28 moden311 RT @missusP: A2) challenge w/ tech is keeping focused on what you really need to measure & plan/strategize on success. Sometimes too much d..

3/3/2015 9:28 seandoughboi RT @missusP: YES RT @geoffliving: A2: Easy. Technology is the death of PR vanity metrics, especially for discerning CMOs. #measurePF

3/3/2015 9:28 shonali RT @sarahstovold: A3 Focusing on fluffy metrics like impressions without correlating them back to actions. #measurepr

3/3/2015 9:28 seandoughboi RT @missusP: A2) Tech has made PR measurement easier & provided an ability to dig deeper (see the depth, pun intended) into outcomes #measu..

3/3/2015 9:28 seandoughboi RT @missusP: A2) Before tech, most in industry just measuring outputs, not outcomes. Stop "measuring" possibilities like AVEs & impressions!..

3/3/2015 9:28 seandoughboi RT @missusP: A2) challenge w/ tech is keeping focused on what you really need to measure & plan/strategize on success. Sometimes too much d..

3/3/2015 9:28 missusP Impressions are possibilities, not results @sarahstovold #measurepr

3/3/2015 9:28 jfouts RT @KatieRBromley: A3 @shonali Just because you can measure something, doesn't mean you should. You don't need to measure all the things. #..

3/3/2015 9:28 Tenacity5Media RT @AirPR: THIS ---& RT @samemac: A3: Technology is good. But it has its faults. Relying on a single source removes credibility of data. #m...

3/3/2015 9:28 lizrlemuz RT @PaulaJohns: @missusP So true. Making the right choices when it comes to measurement tools/tech is key. #measurePF

3/3/2015 9:28 martinwaxman A3 AVEs are completely subjective and the non-consistent multiplier made results lie the wild west #measurePF

3/3/2015 9:29 YeimiVasquez1 @samemac Never thought of it that way, but its so true! #measurePR

3/3/2015 9:29 geoffliving RT @KatieRBromley: A3 @shonali Just because you can measure something, doesn't mean you should. You don't need to measure all the things. #..

3/3/2015 9:29 shonali YES.MT @KatieRBromley: A3 @shonali Just because you can, doesn't mean you should. You don't need to measure all the things. #MeasurePF

3/3/2015 9:29 AirPR A3 Thinking data is the whole picture. There is ALWAYS nuance and further extrapolation needed when diving into analytics #measurePF

3/3/2015 9:29 Tenacity5Media 110% agree! RT @PaulaJohns: @missusP So true. Making the right choices when it comes to measurement tools/tech is key. #measurePF

3/3/2015 9:29 ep_comms @sarahstovold Agree. Same here. Missing the "so what" factor. #measurePR

3/3/2015 9:29 sarahstovold Preach it! @missusP #measurePR

3/3/2015 9:29 martinwaxman Unfortunately, yes RT @RBInhammer Don't we still measure too much related to volume and reach vs impact and relationships? #measurePF

3/3/2015 9:29 shonali @KatieRBromley In fact, that was the subject line of last month's newsletter! A3 #measurePR

3/3/2015 9:29 geoffliving @KatieRBromley @shonali Amen to that. I am a big fan of five indicators for each campaign. One page executive briefing. #measurepr

3/3/2015 9:29 BeGoodandSmar @jfouts agreed. Simply stating how tech has changed it for layman. They can "see" value now, whereas prior too: fuzzy. #MeasurePF

3/3/2015 9:29 missusP A3) Other big mistake is thinking a tool is all you need. You also need human interpretation & action for success #measurepr

3/3/2015 9:29 BeGoodandSmar RT @searchrook: @jfouts @BeGoodandSmart Need to measure everything along the reach & engagement & conversion path #measurePF

3/3/2015 9:30 BeGoodandSmar RT @jfouts: @searchrook @BeGoodandSmart yes, it's following the breadcrumbs to determin the value of the reach #MeasurePF

3/3/2015 9:30 gerardcorbett Impressions don't make impressions!!! #measurePR

3/3/2015 9:30 samemac @KatieRBromley Alllll the things! #measurePR <http://t.co/mSirL7mBZL>

3/3/2015 9:30 ggSolutions123 @samemac True. I call it data misinterpretation. Also dangerous:Relying on *just 1 database.* e.g.: <https://t.co/DKTN8TSqMz> #measurePR

3/3/2015 9:30 missusP RT @ggSolutions123: @samemac True. I call it data misinterpretation. Also dangerous:Relying on *just 1 database.* e.g.: <https://t.co/DKTN8T..>

3/3/2015 9:30 shonali RT @missusP: A3) Other big mistake is thinking a tool is all you need. You also need human interpretation & action for success #measurepr

3/3/2015 9:30 geoffliving @gerardcorbett I do think you need top of funnel impressions. But what's the % of impressions that become identified leads? #measurepr

3/3/2015 9:30 ainsleychapman RT @missusP: EXACTLY RT @KatieRBromley: A3 @shonali Just cuz can measure something, doesn't mean should. Don't need to measure all the thin..

3/3/2015 9:30 AirPR A3 valuing data over real life, human relationships. People trump data...always. #measurePR

3/3/2015 9:31 Tenacity5Media YES RT @missusP A3) Other big mistake is thinking a tool is all you need. You also need human interpretation & action for success #measurep

3/3/2015 9:31 JoelDInwood RT @sarahstovold A3 Focusing on fluffy metrics like impressions without correlating them back to actions. #measurep

3/3/2015 9:31 BeGoodandSmar RT @missusP: A3) Other big mistake is thinking a tool is all you need. You also need human interpretation & action for success #measurep

3/3/2015 9:31 shonali RT @gerardcorbett: Impressions don't make impressions!!! #measurePR (Re: A3, I think)

3/3/2015 9:31 samemac @YeimiVasquez1 Sometimes FB Ad Click thru don't match Google Analytics paid social metric. Have to ask questions, dive deeper. #measurePF

3/3/2015 9:31 juliesenter A3) Not writing survey questions correctly. Poorly written questions = bad data. Also, not debating client over which KPIs to use #measurep

3/3/2015 9:31 samemac RT @Tenacity5Media: YES RT @missusP A3) Other big mistake is thinking a tool is all you need. You also need human interpretation & action f..

3/3/2015 9:31 KimVallee RT @martinwaxman: Unfortunately, yes RT @RBinhammer Don't we still measure too much related to volume and reach vs impact and relationships..

3/3/2015 9:32 TheFocusGroupN RT @shonali: BWAHAHAHA!!! RT @samemac: @KatieRBromley Allll the things! #measurePR <http://t.co/rAUSvUwI2w>

3/3/2015 9:32 Tenacity5Media RT @martinwaxman: Unfortunately, yes RT @RBinhammer Don't we still measure too much related to volume and reach vs impact and relationships..

3/3/2015 9:32 chachachanel RT @shonali: RT @gerardcorbett: Impressions don't make impressions!!! #measurePR (Re: A3, I think)

3/3/2015 9:32 samemac RT @ggSolutions123: @samemac True. I call it data misinterpretation. Also dangerous:Relying on *just 1 database.* e.g.: <https://t.co/DKTN8T..>

3/3/2015 9:32 RBinhammer RT @shonali: RT @missusP: A3) Other big mistake is thinking a tool is all you need. You also need human interpretation & action for success..

3/3/2015 9:32 BeGoodandSmar RT @AirPR: A3 valuing data over real life, human relationships. People trump data...always. #measurePR

3/3/2015 9:32 shonali Q4 @missusP - you recently launched @SeeDepthInc. Tell us more about it, please? #measurep

3/3/2015 9:32 PaulaJohns Yes, but starting to change RT @RBinhammer Don't we still measure too much related to volume/reach vs impact/relationships? #measurePF

3/3/2015 9:32 gerardcorbett @geoffliving True. A good vector for certain but not long lasting! #measurePF

3/3/2015 9:32 KatieRBromley Awesome. Thanks for the art! RT @samemac: Allll the things! #measurePR <http://t.co/WPAfYINmHL>

3/3/2015 9:32 sallyfalkow RT @RBinhammer: Don't we still measure too much related to volume and reach vs impact and relationships? #measurePF

3/3/2015 9:32 geoffliving @NatashaNDavies Competitive. I don't care what social media wonks think looks good. Otherwise I'd maintain a FB page. #measurepr

3/3/2015 9:33 samemac @KatieRBromley You are welcome! #measurePR

3/3/2015 9:33 jfouts @missusP SO true. The tool only measures the ##s but it can;t really interpret impact. #measurePF

3/3/2015 9:33 JoelDInwood RT @RBinhammer: Don't we still measure too much related to volume and reach vs impact and relationships? #measurePF

3/3/2015 9:33 missusP A4) Yes @shonali, thx. @SeeDepthInc is PR analytics platform helping brands & agencies better understand value of PR investments #measurep

3/3/2015 9:33 juliesenter RT @missusP: A3) Other big mistake is thinking a tool is all you need. You also need human interpretation & action for success #measurep

3/3/2015 9:33 evanpdunn RT @ggSolutions123: Hi @shonali, @missusP Alex Yong, named a PR resource by Cision <http://t.co/W4PmTY34U7> #measurepr Contrib to PRstack htt...

3/3/2015 9:33 PaulaJohns Agree MT @missusP A3) Other big mistake is thinking a tool is all you need. You also need human interpretation & action 4 success #measurep

3/3/2015 9:33 Tenacity5Media RT @geoffliving: @NatashaNDavies Competitive. I don't care what social media wonks think looks good. Otherwise I'd maintain a FB page. #mea...

3/3/2015 9:33 geoffliving @NatashaNDavies Part II: Data showed us daily FB actions yielded little outcome, and often bad traffic, e.g empty impressions. #measurePR

3/3/2015 9:34 shonali RT @missusP: @SeeDepthInc is PR analytics platform helping brands & agencies better understand value of PR investments #measurep

3/3/2015 9:34 TheFocusGroupN RT @shonali: Q4 @missusP - you recently launched @SeeDepthInc. Tell us more about it, please? #measurep

3/3/2015 9:34 samemac RT @shonali: Q4 @missusP - you recently launched @SeeDepthInc. Tell us more about it, please? #measurep

3/3/2015 9:34 missusP A4) we help tie programs to biz objectives & goals w/ proprietary scoring system to benchmark success & help you easily track #measurep

3/3/2015 9:34 sallyfalkow A3. No tool will connect the dots. It takes someone with intelligence to see those connections. #measurep

3/3/2015 9:34 jfouts @BeGoodandSmart yes, agreed.Layman only look at the numbers, we need to educate. but it's getting better. #MeasurePF

3/3/2015 9:34 geoffliving @NatashaNDavies That's just true for our business, not all clients. #measurePR

3/3/2015 9:34 shonali RT @RBinhammer: Don't we still measure too much related to volume and reach vs impact and relationships? #measurePF

3/3/2015 9:34 geoffliving RT @shonali: RT @RBinhammer: Don't we still measure too much related to volume and reach vs impact and relationships? #measurePF

3/3/2015 9:34 gerardcorbett Yep! "Not long lasting!" RT @shonali RT @gerardcorbett: Impressions don't make impressions!!! #measurePR (Re: A3, I think

3/3/2015 9:34 samemac @sallyfalkow There is no easy button. Just good ole humanized handiwork. #measurePF

3/3/2015 9:35 missusP A4) we're making #PR measurement easy, insightful. No "possibilities." @SeeDepthInc looks at patterns of inputs = great outcomes #measurep

3/3/2015 9:35 AirPR Where PR shines RT @sallyfalkow A3 No tool will connect the dots. It takes someone with intelligence to see those connections #measurep

3/3/2015 9:35 ep_comms @geoffliving throwing down some real funnies today on #measurePR

3/3/2015 9:35 lizlemuz RT @shonali: Q4 @missusP - you recently launched @SeeDepthInc. Tell us more about it, please? #measurepr

3/3/2015 9:35 shonali MT @missusP: A4) we (@SeeDepthInc) help tie programs to biz objectives & goals w/ proprietary scoring system to benchmark success #measurepr

3/3/2015 9:35 JoelDInwood But it looks so much better on a PowerPoint slide! MT @RBinhammer We measure too much related to volume and reach [...] #measurePF

3/3/2015 9:35 gloriabell RT @martinwaxman: Unfortunately, yes RT @RBinhammer Don't we still measure too much related to volume and reach vs impact and relationships..

3/3/2015 9:35 SeeDepthInc A4) we're making #PR measurement easy, insightful. No "possibilities." @SeeDepthInc looks at patterns of inputs = great outcomes #measurepr

3/3/2015 9:35 geoffliving @ep_comms Old school social media guy. Gotta be real! #measurePR

3/3/2015 9:35 YeimiVasquez1 @samemac True, thanks for the insight #measurepr

3/3/2015 9:35 samemac RT @geoffliving: @NatashaNDavies Part II: Data showed us daily FB actions yielded little outcome, and often bad traffic, e.g empty impress...

3/3/2015 9:35 TheFocusGroupN RT @geoffliving: @NatashaNDavies Part II: Data showed us daily FB actions yielded little outcome, and often bad traffic, e.g empty impress...

3/3/2015 9:35 ggSolutions123 RT @sallyfalkow: A3. No tool will connect the dots. It takes someone with intelligence to see those connections. #measurepr

3/3/2015 9:36 shonali MT @missusP: A4) @SeeDepthInc is making #PR measurement insightful. No "possibilities." patterns of inputs = great outcomes #measurepr

3/3/2015 9:36 Tenacity5Media RT @geoffliving: @NatashaNDavies Part II: Data showed us daily FB actions yielded little outcome, and often bad traffic, e.g empty impress...

3/3/2015 9:36 gerardcorbett Impact and effect!!! RT @RBinhammer: Don't we still measure too much related to volume and reach vs impact and relationships? #measurePF

3/3/2015 9:36 WhySocial RT @missusP: A1) Today, industry is at a precipice & not only is measurement key, but analytics for better strategies and ROI #measurepr

3/3/2015 9:36 PaulaJohns Very true. RT @sallyfalkow A3. No tool will connect the dots. It takes someone with intelligence to see those connections. #measurepr

3/3/2015 9:36 sharamfm @geoffliving @NatashaNDavies interesting. why did the client not want to know that? #measurePR

3/3/2015 9:37 SeeDepthInc RT @gerardcorbett: Yep! "Not long lasting!" RT @shonali & RT @gerardcorbett: Impressions don't make impressions!! #measurePR (Re: A3

3/3/2015 9:37 shonali Q5: @geoffliving you recently shared 9 lessons learned from @googleanalytics academy <http://t.co/ueVKXjUrfx>. How about a 10th? #measurepr

3/3/2015 9:37 ggSolutions123 @sallyfalkow Amen. Preferably a *team*, across silos #measurePR

3/3/2015 9:37 missusP Do you have a case study on that? Would be an awesome read! @geoffliving @NatashaNDavies #measurepr

3/3/2015 9:37 geoffliving @sharamfm @NatashaNDavies Next tweet says that was for our website, not a client's. #measurePR

3/3/2015 9:37 Tenacity5Media RT @shonali: Q5: @geoffliving you recently shared 9 lessons learned from @googleanalytics academy <http://t.co/ueVKXjUrfx>. How about a 10th?..

3/3/2015 9:37 sarahstovold RT @shonali: Q5: @geoffliving you shared 9 lessons learned from @googleanalytics academy <http://t.co/3zXRXGEPN7>. How about a 10th? #measurepr

3/3/2015 9:38 geoffliving A5: You can't be a part of every party. Focus on the actions where your community is responding. Cut the rest.#measurePF

3/3/2015 9:38 TheFocusGroupN RT @shonali: Q5: @geoffliving you recently shared 9 lessons learned from @googleanalytics academy <http://t.co/ueVKXjUrfx>. How about a 10th?..

3/3/2015 9:38 samemac RT @shonali: Q5: @geoffliving you recently shared 9 lessons learned from @googleanalytics academy <http://t.co/ueVKXjUrfx>. How about a 10th?..

3/3/2015 9:38 sallyfalkow RT @shonali: Q5: @geoffliving you recently shared 9 lessons learned from @googleanalytics academy <http://t.co/ueVKXjUrfx>. How about a 10th?..

3/3/2015 9:38 BeGoodandSmar RT @sarahstovold: RT @shonali Q5: @geoffliving you shared 9 lessons learned from @googleanalytics academy <http://t.co/3zXRXGEPN7>. How about...

3/3/2015 9:38 Tenacity5Media RT @geoffliving: A5: You can't be a part of every party. Focus on the actions where your community is responding. Cut the rest.#measurePF

3/3/2015 9:38 BeGoodandSmar RT @PaulaJohns: Very true. RT @sallyfalkow A3. No tool will connect the dots. It takes someone with intelligence to see those connections. ..

3/3/2015 9:39 shonali RT @geoffliving: A5: You can't be a part of every party. Focus on the actions where your community is responding. Cut the rest. #measurePF

3/3/2015 9:39 samemac #trimthefat RT @geoffliving A5 Can't be a part of every party. Focus on actions where your community is responding. Cut the rest.#measurePF

3/3/2015 9:39 gerardcorbett Friends don't let friends not measure! #measurePR #iknowitstrite

3/3/2015 9:39 RBinhammer RT @geoffliving: A5: You can't be a part of every party. Focus on the actions where your community is responding. Cut the rest.#measurePF

3/3/2015 9:39 BeGoodandSmar RT @missusP: A4) we're making #PR measurement easy, insightful. No "possibilities." @SeeDepthInc looks at patterns of inputs = great outcom...

3/3/2015 9:39 KatieRBromley RT @sallyfalkow: A3. No tool will connect the dots. It takes someone with intelligence to see those connections. #measurepr

3/3/2015 9:39 BeGoodandSmar RT @shonali: RT @RBinhammer: Don't we still measure too much related to volume and reach vs impact and relationships? #measurePF

3/3/2015 9:39 ggSolutions123 @sallyfalkow @AirPR Totally. If I had a dollar for every PR person 'scared of data' that I've met, I could stuff a sofa #measurePR

3/3/2015 9:39 YeimiVasquez1 A5 thats a great article @geoffliving didn't know @googleanalytics had so much to offer <http://t.co/kgpV8zlw8j> #measurepr

3/3/2015 9:40 geoffliving @missusP @NatashaNDavies Here you go: Adios, Facebook Social <http://t.co/tLyRT3YMok> #measurePR

3/3/2015 9:40 gerardcorbett RT @geoffliving: A5: You can't be a part of every party. Focus on the actions where your community is responding. Cut the rest.#measurePF

3/3/2015 9:40 martinwaxman RT @geoffliving: A5: You can't be a part of every party. Focus on the actions where your community is responding. Cut the rest.#measurePF

3/3/2015 9:40 AirPR @ggSolutions123 lol stealing that turn of phrase cc: @sallyfalkow #measurePR

3/3/2015 9:40 ancitasatija RT @shonali: Q5: @geoffliving you recently shared 9 lessons learned from @googleanalytics academy <http://t.co/ueVKXjUrfx>. How about a 10th?..

3/3/2015 9:40 BeGoodandSmar @jfouts it is getting better...thank goodness! #MeasurePR

3/3/2015 9:40 jesserker RT @YeimiVasquez1: A5 thats a great article @geoffliving didn't know @googleanalytics had so much to offer <http://t.co/kgpV8zlw8j> #measure..

3/3/2015 9:40 geoffliving A5 pt 2: That means letting go of sacred cows in favor of tactics that work. #measurePR

3/3/2015 9:40 sarahstovold A5 @geoffliving Feels very - jack of all trades, master of none. #measurepr #focus

3/3/2015 9:40 kikilitalien RT @gerardcorbett: Friends don't let friends not measure! #measurePR #iknowitstrite

3/3/2015 9:41 juliesenter RT @geoffliving: A5: You can't be a part of every party. Focus on the actions where your community is responding. Cut the rest.#measurePF

3/3/2015 9:41 BetseyMahmood RT @shonali: RT @geoffliving: A5: You can't be a part of every party. Focus on the actions where your community is responding. Cut the rest..

3/3/2015 9:41 GlendaVee RT @sallyfalkow: A3. No tool will connect the dots. It takes someone with intelligence to see those connections. #measurepr

3/3/2015 9:41 martinwaxman Ha! RT @gerardcorbett Friends don't let friends not measure! #measurePR #iknowitstrite

3/3/2015 9:41 shonali Ha, love it! RT @gerardcorbett: Friends don't let friends not measure! #measurePR #iknowitstrite

3/3/2015 9:41 sallyfalkow RT @YeimiVasquez1: A5 thats a great article @geoffliving didn't know @googleanalytics had so much to offer <http://t.co/kgpV8zlw8j> #measure..

3/3/2015 9:41 ValuedMerchant RT @nikki_little: Great tips: How to Shift PR From Vanity Metrics to Value-Driven Measurement <http://t.co/s7a2K5nA33> #measurePR

3/3/2015 9:41 RBinhammer RT @gerardcorbett: Friends don't let friends not measure! #measurePR #iknowitstrite

3/3/2015 9:41 ggSolutions123 @AirPR @sallyfalkow A small sofa :) #measurePR

3/3/2015 9:41 shonali RT @geoffliving: A5 pt 2: That means letting go of sacred cows in favor of tactics that work. #measurePR

3/3/2015 9:41 BeGoodandSmar RT @gerardcorbett: Friends don't let friends not measure! #measurePR #iknowitstrite

3/3/2015 9:41 jesserker @BeGoodandSmart @jfouts yes, it definitely IS getting better! #MeasurePF

3/3/2015 9:41 BeGoodandSmar RT @samemac: #trimthefat RT @geoffliving A5 Can't be a part of every party. Focus on actions where your community is responding. Cut the r..

3/3/2015 9:41 orlagraham18 RT @shonali: Ha, love it! RT @gerardcorbett: Friends don't let friends not measure! #measurePR #iknowitstrite

3/3/2015 9:41 jesserker RT @shonali: Ha, love it! RT @gerardcorbett: Friends don't let friends not measure! #measurePR #iknowitstrite

3/3/2015 9:42 samemac RT @shonali: RT @geoffliving: A5 pt 2: That means letting go of sacred cows in favor of tactics that work. #measurePR

3/3/2015 9:42 missusP Yes! Challenge: clients that won't RT @geoffliving: A5 pt 2: means letting go of sacred cows in favor of tactics that work. #measurePF

3/3/2015 9:42 jesserker RT @geoffliving: A5 pt 2: That means letting go of sacred cows in favor of tactics that work. #measurePR

3/3/2015 9:42 geoffliving @RBinhammer Depends on what you want to do. If sales and hard outcomes are your desire, yes! #measurePF

3/3/2015 9:42 BeGoodandSmar @samemac @geoffliving I am a new advocate of lean measurement. #measurePR

3/3/2015 9:42 missusP @geoffliving @NatashaNDavies awesome! #measurePR

3/3/2015 9:42 QEstherN RT @shonali: Q5: @geoffliving you recently shared 9 lessons learned from @googleanalytics academy <http://t.co/ueVKXjUrfx>. How about a 10th?..

3/3/2015 9:42 shonali Q6: @geoffliving @missusP (& all) The ability to smartly #measurePR is often constrained by budget. How can folks with less \$ measure well?

3/3/2015 9:42 PaulaJohns Adopting new behaviors/accepting change is key & RT A5 pt 2: That means letting go of sacred cows in favor of tactics that work. #measurePR

3/3/2015 9:42 geoffliving @missusP Right? But we need a YouTube channel. EVERYONE has a YouTube channel. (Sigh). #measurePF

3/3/2015 9:42 BeGoodandSmar RT @missusP: Yes! Challenge: clients that won't RT @geoffliving: A5 pt 2: means letting go of sacred cows in favor of tactics that work. #me...

3/3/2015 9:43 RBinhammer Could also be drive reputation deeper with influencers as well as sales. #measurePF

3/3/2015 9:43 ZenYinger Totally agree! @sallyfalkow #benchmarking, #shareofvoice, #sociallistening involve human intelligence and matter a lot too! #measurepr

3/3/2015 9:43 missusP A6) so many affordable or free tools now. Google Analytics to start, but others that dig deeper, analyze WHY the #s are happening #measurepr

3/3/2015 9:43 Tenacity5Media RT @shonali: Q6: @geoffliving @missusP (& all) The ability to smartly #measurePR is often constrained by budget. How can folks with less \$...

3/3/2015 9:43 sarahstovold Haha @BenZlotnick I stumbled into it thanks to my friend @martinwaxman join in! #MeasurePR

3/3/2015 9:43 geoffliving @shonali @missusP A6: I don't believe that anymore. I think that's an excuse for marketers and PR pros who are afraid of data. #measurePR

3/3/2015 9:43 KatieRBromley RT @geoffliving: A5: You can't be a part of every party. Focus on the actions where your community is responding. Cut the rest.#measurePF

3/3/2015 9:43 samemac A6 Start small. Trial & error goes a long way. Some often feel they have to eat the entire cake, when a small piece will suffice #measurePF

3/3/2015 9:43 sallyfalkow A6. Focus on the top few goals and measure those with affordable tools #measurepr

3/3/2015 9:44 missusP A6) W/ less \$ must dedicate more time plain & simple. But worth to retain or win clients, business. Great resources exist to help #measurepr

3/3/2015 9:44 lizrlmuz RT @shonali: Q6: @geoffliving @missusP (& all) The ability to smartly #measurePR is often constrained by budget. How can folks with less \$...

3/3/2015 9:44 missusP A6) look for tech co's offering #smallbiz or consultant special pricing and/or payment plans. It exists! Often you have to ask #measurepr

3/3/2015 9:44 lizrlemuz RT @missusP: A6) so many affordable or free tools now. Google Analytics to start, but others that dig deeper, analyze WHY the #s are happen..

3/3/2015 9:44 RBinhammer RT @geoffliving: @missusP Right? But we need a YouTube channel. EVERYONE has a YouTube channel. (Sigh). #measurePF

3/3/2015 9:44 Tenacity5Media LOL We need @snapchat RT @geoffliving: @missusP Right? But we need a YouTube channel. EVERYONE has a YouTube channel. (Sigh). #measurePF

3/3/2015 9:44 lizrlemuz RT @geoffliving: @shonali @missusP A6: I don't believe that anymore. I think that's an excuse for marketers and PR pros who are afraid of d..

3/3/2015 9:44 shonali RT @sallyfalkow: A6. Focus on the top few goals and measure those with affordable tools #measurepr

3/3/2015 9:44 geoffliving A6 Pt 2: The fact of the matter is that when we measure, analyze and respond, we become 2x or > efficient. #measurepr

3/3/2015 9:45 sallyfalkow A6. Learn to use the Google Analytics PR Dashboard - it's free #measurepr

3/3/2015 9:45 missusP A6) and follow tips/tricks from smarties like @queenofmeasurement or @sandrafathi. More on her insights: <http://t.co/IrEJDy0AYz> #measurepr

3/3/2015 9:45 shonali RT @samemac: A6 Start small. Trial & error goes a long way. Some feel have to eat the entire cake, when small piece will suffice #measurePR

3/3/2015 9:45 missusP RT @shonali: RT @samemac: A6 Start small. Trial & error goes a long way. Some feel have to eat the entire cake, when small piece will suffi..

3/3/2015 9:45 sharamfm A6) Google Alerts, Google Analytics, Hootsuite, and more, but just need to be aware of the limitations. #measurePF

3/3/2015 9:45 ggSolutions123 @sallyfalkow #measurePR Q for all if I may: A PR (jokingly?) said working *with* marketing is like sleeping with the enemy!Accurate sentimt:

3/3/2015 9:45 BeGoodandSmar @geoffliving @missusP "we need a *insert new toy here*" says every client for the past 5 years. #MeasurePF

3/3/2015 9:45 Tenacity5Media A6: There are wonderful free tools out there -- Twitter's own analytics are impressive, for example #measurepr

3/3/2015 9:46 gerardcorbett A6. Employ all the free tools, e.g. Google Analytics. Also assess whether you satisfied original goals/objectives #measurePF

3/3/2015 9:46 sallyfalkow A6. Use built in analytics from FB, Twitter, YT and other social sites. #measurepr

3/3/2015 9:46 shonali MT @missusP: A6) many affordable/free tools now. Google Analytics, others that dig deeper, analyze WHY the #s are happening #measurepr

3/3/2015 9:46 ZenYinger TY! Alex Howz it goin in #measurepr? Great discussion! @ggSolutions123 Will do my best to pop by #PRstack chat TOMM Wed March 4th, 2pmET

3/3/2015 9:46 Tenacity5Media AND it's awesome RT @sallyfalkow: A6. Learn to use the Google Analytics PR Dashboard - it's free #measurepr

3/3/2015 9:46 jesserker RT @shonali: RT @samemac: A6 Start small. Trial & error goes a long way. Some feel have to eat the entire cake, when small piece will suffi..

3/3/2015 9:46 RBinhammer #measurePR @geoffliving @shonali @missusP that goes to focus and smarts versus being everywhere

3/3/2015 9:46 geoffliving RT @sallyfalkow: A6. Use built in analytics from FB, Twitter, YT and other social sites. #measurepr

3/3/2015 9:46 missusP A6:1) Agree with everyone saying to "start small." Also, start smart - don't measure outputs (we pitched XX media) but rather ... #measurepr

3/3/2015 9:46 shonali RT @missusP: A6 look for tech cos offering #smallbiz or consultant special pricing/payment plans. It exists! Just have to ask #measurepr

3/3/2015 9:46 hk Wong RT @martinwaxman: Unfortunately, yes RT @RBinhammer Don't we still measure too much related to volume and reach vs impact and relationships..

3/3/2015 9:46 shonali RT @sallyfalkow: A6. Use built in analytics from FB, Twitter, YT and other social sites. #measurepr

3/3/2015 9:46 RBinhammer RT @geoffliving: A6 Pt 2: The fact of the matter is that when we measure, analyze and respond, we become 2x or > efficient. #measurepr

3/3/2015 9:46 Tenacity5Media RT @missusP: Yes! Challenge: clients that won't RT @geoffliving: A5 pt 2: means letting go of sacred cows in favor of tactics that work. #me...

3/3/2015 9:47 RBinhammer RT @Tenacity5Media: AND it's awesome RT @sallyfalkow: A6. Learn to use the Google Analytics PR Dashboard - it's free #measurepr

3/3/2015 9:47 shonali RT @Tenacity5Media: A6: There are wonderful free tools out there -- Twitter's own analytics are impressive, for example #measurepr

3/3/2015 9:47 JoelDinwood RT @geoffliving @missusP Right? But we need a YouTube channel. EVERYONE has a YouTube channel. (Sigh). #measurePF

3/3/2015 9:47 missusP A6):2 rather measure outcomes (campaign resulted in XX) & inputs (Patterns that repeatedly drive interest, referrals, sales, WOM) #measurepr

3/3/2015 9:47 YeimiVasquez1 A6 A lot of social media like FB have features, use them. Budget wise, expand to other mediums like hootsuite or google analytics #measurepr

3/3/2015 9:47 geoffliving @RBinhammer @shonali @missusP Yup, Moneyball means cutting and doubling down where appropriate. Efficiency wins. #measurePF

3/3/2015 9:47 sarahstovold A6 Leverage the plethora of free tools - doing a bit of homework can pay off big time! #measurepr

3/3/2015 9:47 JoelDinwood MT @PaulaJohns Adopting new behaviors/accepting change is key > RT A5 pt 2: That means letting go of sacred cows [...] #measurePF

3/3/2015 9:47 geoffliving RT @missusP: A6):2 rather measure outcomes (campaign resulted in XX) & inputs (Patterns that repeatedly drive interest, referrals, sales, W...

3/3/2015 9:47 ggSolutions123 @ZenYinger That would be great✓ :) #measurepr

3/3/2015 9:48 shonali @ggSolutions123 I'll add that to the queue if we have time, it's easier on the flow if you DM questions for guests/group to me. #measurePF

3/3/2015 9:48 PaulaJohns Lots of "pay as you go" plans> RT @missusP: A6 look for tech cos offering #smallbiz or consultant special pricing/payment plans. #measurepr

3/3/2015 9:48 shonali RT @sallyfalkow: A6. Learn to use the Google Analytics PR Dashboard - it's free #measurepr

3/3/2015 9:48 gerardcorbett A6. If you can't measure it, don't do it!! #measurePR #justsaying

3/3/2015 9:48 Tenacity5Media RT @PaulaJohns: Lots of "pay as you go" plans> RT @missusP: A6 look for tech cos offering #smallbiz or consultant special pricing/payment p..

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3/3/2015 9:49 getmust RT @SeeDepthInc: A4) we're making #PR measurement easy, insightful. No "possibilities." @SeeDepthInc looks at patterns of inputs = great ou..

3/3/2015 9:49 sallyfalkow A6. Try Sendible - it will help you monitor, manage and measure <http://t.co/yagQpM2wg8> #measurepr

3/3/2015 9:49 TheFocusGroupM RT @shonali: RT @sallyfalkow: A6. Learn to use the Google Analytics PR Dashboard - it's free #measurepr

3/3/2015 9:49 samemac RT @shonali: RT @sallyfalkow: A6. Learn to use the Google Analytics PR Dashboard - it's free #measurepr

3/3/2015 9:49 shonali Q7 is from @jburkhardt10, @geoffliving @missusP: What new trends have you seen brands looking to measure in 2015? #measurepr

3/3/2015 9:49 lizriemuz A6) Google has many free tools that are easy to use and easy to access. #measurepr

3/3/2015 9:49 martinwaxman A6 Be very specific about your goals and outcomes-then try to build in back-end analytics that can tract that #measurePR

3/3/2015 9:50 samemac RT @shonali: MT @missusP: A6) many affordable/free tools now. Google Analytics, others that dig deeper, analyze WHY the #s are happening #m..

3/3/2015 9:50 BeGoodandSmar RT @gerardcorbett: A6. If you can't measure it, don't do it!! #measurePR #justsaying

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3/3/2015 9:50 RBinhammer Also A6 it is important to think about what to measure in front end rather than keep adding measurement as you go #measurePF

3/3/2015 9:50 martinwaxman RT @shonali @sallyfalkow: A6. Learn to use the Google Analytics PR Dashboard - it's free #measurepr

3/3/2015 9:50 shonali RT @sallyfalkow: A6. Try Sendible - it will help you monitor, manage and measure <http://t.co/gzd9srHabz> #measurepr

3/3/2015 9:50 geoffliving A7: First touch attribution is a huge must, particularly for PR and social media activities. @shonali @jburkhardt10 @missusP #measurePR

3/3/2015 9:50 samemac A6 Look at benchmark data, move from there. Tools now already give SO much data to build upon. #measurePF

3/3/2015 9:50 sallyfalkow RT @geoffliving: A7: First touch attribution is a huge must, particularly for PR and social media activities. @shonali @jburkhardt10 @missu..

3/3/2015 9:50 BeGoodandSmar @gerardcorbett i often say 'if you can't measure it, it doesn't matter' when i speak/consult. #MeasurePR

3/3/2015 9:51 shonali RT @martinwaxman: A6 Be very specific about your goals and outcomes-then try to build in back-end analytics that can track that #measurePR

3/3/2015 9:51 Tenacity5Media RT @geoffliving: A7: First touch attribution is a huge must, particularly for PR and social media activities. @shonali @jburkhardt10 @missu..

3/3/2015 9:51 KatieRBromley RT @RBinhammer: Also A6 it is important to think about what to measure in front end rather than keep adding measurement as you go #measure..

3/3/2015 9:51 SDITSystems RT @PaulaJohns: Lots of "pay as you go" plans> RT @missusP: A6 look for tech cos offering #smallbiz or consultant special pricing/payment p..

3/3/2015 9:51 shonali RT @geoffliving: A7: First touch attribution is a huge must, particularly for PR and social media activities. #measurePR

3/3/2015 9:51 ZenYinger a7: Great post on How to #MeasurePR Programs in 2015 <http://t.co/YJwO16ZCK0>

3/3/2015 9:51 geoffliving A7 2 It seems like every conversation I have with CMOs and CEOs these days about actions also include first touch attribution. #measurePR

3/3/2015 9:51 RBinhammer RT @geoffliving: A7: First touch attribution is a huge must, particularly for PR and social media activities. @shonali @jburkhardt10 @missu..

3/3/2015 9:51 Tenacity5Media RT @samemac: A6 Look at benchmark data, move from there. Tools now already give SO much data to build upon. #measurePF

3/3/2015 9:51 sallyfalkow RT @ZenYinger: a7: Great post on How to #MeasurePR Programs in 2015 <http://t.co/YJwO16ZCK0>

3/3/2015 9:51 missusP A7) re: trends -more WHY on top of WHAT. Not just what results were but patterns of success @shonali @jburkhardt10 @geoffliving #measurepr

3/3/2015 9:51 YeimiVasquez1 @sallyfalkow Never heard of that one thanks it definitely looks beneficial #measurePR

3/3/2015 9:52 gmquadee RT @sallyfalkow: A6. Learn to use the Google Analytics PR Dashboard - it's free #measurepr

3/3/2015 9:52 yaboycycro RT @missusP: A6) look for tech co's offering #smallbiz or consultant special pricing and/or payment plans. It exists! Often you have to ask...

3/3/2015 9:52 yaboycycro RT @missusP: A6) and follow tips/tricks from smarties like @queenofmeasurement or @sandrafathi. More on her insights: <http://t.co/lrEJDy0AY...>

3/3/2015 9:52 yaboycycro RT @shonali: RT @samemac: A6 Start small. Trial & error goes a long way. Some feel have to eat the entire cake, when small piece will suffi...

3/3/2015 9:52 raychelmoses RT @missusP: A6) look for tech co's offering #smallbiz or consultant special pricing and/or payment plans. It exists! Often you have to ask...

3/3/2015 9:52 yaboycycro RT @missusP: A6:1) Agree with everyone saying to "start small." Also, start smart - don't measure outputs (we pitched XX media) but rather ...

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3/3/2015 9:52 moden311 RT @missusP: A6) look for tech co's offering #smallbiz or consultant special pricing and/or payment plans. It exists! Often you have to ask...

3/3/2015 9:52 seandoughboi RT @missusP: A6) look for tech co's offering #smallbiz or consultant special pricing and/or payment plans. It exists! Often you have to ask...

3/3/2015 9:52 moden311 RT @missusP: A6) and follow tips/tricks from smarties like @queenofmeasurement or @sandrafathi. More on her insights: <http://t.co/lrEJDy0AY...>

3/3/2015 9:52 seandoughboi RT @shonali: RT @samemac: A6 Start small. Trial & error goes a long way. Some feel have to eat the entire cake, when small piece will suffi...

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3/3/2015 9:52 martinwaxman Important to use a base RT @samemac A6 Look at benchmark data, move from there. Tools now already give SO much data to build on #measurePF

3/3/2015 9:52 sallyfalkow @YeimiVasquez1 I love it. #measurepr

3/3/2015 9:52 missusP can also use tools that tie Google Analytics in with deeper insights into the WHY behind the numbers @sallyfalkow #measurepr

3/3/2015 9:52 sarahstovold Clients wanting to get to know their communities. Having followers is one thing - getting to know them - another. #measurepr

3/3/2015 9:52 geoffliving RT @missusP: A7) re: trends -more WHY on top of WHAT. Not just what results were but patterns of success @shonali @jburkhardt10 @geofflivin..

3/3/2015 9:52 KatieRBromley A7 @shonali Not new, but more heavily emphasized for larger brands is share of voice. #MeasurePF

3/3/2015 9:53 YeimiVasquez1 RT @shonali: Q7 is from @jburkhardt10, @geoffliving @missusP: What new trends have you seen brands looking to measure in 2015? #measurepr

3/3/2015 9:53 gerardcorbett A7. Predictive analytics is growing as a tactic and tool. #measurePR

3/3/2015 9:53 Tenacity5Media RT @gerardcorbett: A7. Predictive analytics is growing as a tactic and tool. #measurePR

3/3/2015 9:53 ggSolutions123 @shonali @geoffliving New relationships, matchmaking = Where good PR shines :) #measurePF

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3/3/2015 9:53 ZenYinger A6. Try @Sendible - it will help you monitor, manage and measure <http://t.co/tmtEwqJDWB> RT @sallyfalkow #measurepr #PF

3/3/2015 9:53 shonali RT @KatieRBromley: A7 Not new, but more heavily emphasized for larger brands is share of voice. #MeasurePF

3/3/2015 9:53 shonali RT @gerardcorbett: A7. Predictive analytics is growing as a tactic and tool. #measurePR

3/3/2015 9:54 ZenYinger +1 && New relationships, matchmaking = Where good #PR shines :) RT @ggSolutions123 @shonali @geoffliving #measurePR

3/3/2015 9:54 shonali @sarahstovold Is that re: Q7? #measurePR

3/3/2015 9:54 NouvelleFS RT @martinwaxman: A6 Be very specific about your goals and outcomes-then try to build in back-end analytics that can tract that #measurePR

3/3/2015 9:54 mountainmagic RT @missusP: A6) so many affordable or free tools now. Google Analytics to start, but others that dig deeper, analyze WHY the #s are happen..

3/3/2015 9:54 MathiesonHL RT @geoffliving: A5: You can't be a part of every party. Focus on the actions where your community is responding. Cut the rest.#measurePF

3/3/2015 9:54 missusP A7) Also @SeeDepthInc we are seeing brands wanting to measure success patterns across channels. Do all perform same? Better? etc #measurepr

3/3/2015 9:54 gerardcorbett "Big Data" is only big if it gives insight! #measurePR #stopsayingbigdata

3/3/2015 9:55 sarahstovold Yes! Sorry :) Typing so quickly over here RT @shonali Is that re: Q7? #measurePR

3/3/2015 9:55 AirPR @KatieRBromley we hear more brands talking about Power of Voice vs. Share. Less about volume, more about authority @shonali #measurePF

3/3/2015 9:55 RBinhammer RT @gerardcorbett: A7. Predictive analytics is growing as a tactic and tool. #measurePR

3/3/2015 9:55 geoffliving @ggSolutions123 @shonali No one can say PR doesn't produce revenue anymore. Just not true. #measurePF

3/3/2015 9:55 Tenacity5Media RT @geoffliving: @ggSolutions123 @shonali No one can say PR doesn't produce revenue anymore. Just not true. #measurePF

3/3/2015 9:55 missusP Finally A7) we are seeing brands appreciate insights into all #PR programs, not just media or social media. Esp if have PR agency #measurepr

3/3/2015 9:55 BeGoodandSmar RT @gerardcorbett: A7. Predictive analytics is growing as a tactic and tool. #measurePR

3/3/2015 9:55 martinwaxman @sarahstovold Good point! When you get to know and understand customers and their needs, both sides get better value #measurePI

3/3/2015 9:55 AirPR YAHTZEE! RT @geoffliving: @ggSolutions123 @shonali No one can say PR doesn't produce revenue anymore. Just not true. #measurePI

3/3/2015 9:55 BeGoodandSmar RT @gerardcorbett: "Big Data" is only big if it gives insight! #measurePR #stopsayingbigdata

3/3/2015 9:55 samemac RT @AirPR: YAHTZEE! RT @geoffliving: @ggSolutions123 @shonali No one can say PR doesn't produce revenue anymore. Just not true. #measurePI

3/3/2015 9:56 Tenacity5Media RT @missusP: Finally A7) we are seeing brands appreciate insights into all #PR programs, not just media or social media. Esp if have PR age..

3/3/2015 9:56 lizrlmuz @ZenYinger This is great for people who love to be super organized! Thanks for sharing! #measurepr

3/3/2015 9:56 ZenYinger 5 Global #PR Trends To Watch In 2015 <http://t.co/rhZ55qw7Xl> via @holmesreport #measurePR

3/3/2015 9:56 missusP Esp when tools integrate to CRM etc. RT @geoffliving: @ggSolutions123 @shonali No one can say PR doesn't produce revenue anymore #measurePI

3/3/2015 9:56 samemac RT @missusP: Finally A7) we are seeing brands appreciate insights into all #PR programs, not just media or social media. Esp if have PR age..

3/3/2015 9:56 PaulaJohns @geoffliving Can you reco any good reads on first touch attribution? #measurePF

3/3/2015 9:56 sharamfm RT @AirPR: YAHTZEE! RT @geoffliving: @ggSolutions123 @shonali No one can say PR doesn't produce revenue anymore. Just not true. #measurePI

3/3/2015 9:57 geoffliving @AirPR @ggSolutions123 @shonali LOL! #measurePR

3/3/2015 9:57 sharamfm RT @AirPR: @KatieRBromley we hear more brands talking about Power of Voice vs. Share. Less about volume, more about authority @shonali #mea..

3/3/2015 9:57 BeGoodandSmar RT @missusP: Finally A7) we are seeing brands appreciate insights into all #PR programs, not just media or social media. Esp if have PR age..

3/3/2015 9:57 YeimiVasquez1 A7 @am_freeland taught us to focus on measuring engagement not likes/share/retweets #measurepr

3/3/2015 9:57 shonali RT @sarahstovold: Clients wanting to get to know their communities. Having followers is 1 thing, getting to know them another. #measurepr A7

3/3/2015 9:57 RBinhammer RT @gerardcorbett: "Big Data" is only big if it gives insight! #measurePR #stopsayingbigdata

3/3/2015 9:57 missusP A7) prediction: more #PR #analytics tools on market; available for ALL size co's. Those who don't measure will lose biz/ jobs #measurepr

3/3/2015 9:58 missusP A7) Outputs and possibilities will die down (I hope) & more insightful PR analytics will lead to better, stronger strategies #measurepr

3/3/2015 9:58 ZenYinger My pleasure. Glad you found it useful. 😊 @lizrlemuz #measurePR

3/3/2015 9:58 Tenacity5Media RT @missusP: A7) Outputs and possibilities will die down (I hope) & more insightful PR analytics will lead to better, stronger strategies #..

3/3/2015 9:58 missusP A7) more & more tech solutions saying they measure PR but still just measuring possibilities like circulation, impressions, etc. #measurepr

3/3/2015 9:58 YeimiVasquez1 @missusP Yes it is about time people realize the importance of PR in organizations! #measurePF

3/3/2015 9:58 shonali Yea baby! RT @gerardcorbett: "Big Data" is only big if it gives insight! #measurePR #stopsayingbigdata

3/3/2015 9:58 lizrlemuz @ZenYinger I will definitely be looking more into it! #measurepr

3/3/2015 9:58 missusP A7) GREAT PR Analytics will make stronger PR strategies that = real, visible bottom line impact & PR gains new respect at C-level #measurepr

3/3/2015 9:58 RBinhammer @geoffliving @gerardcorbett best tools for this? Know Spredfast has some good ones. Others? #measurePF

3/3/2015 9:59 Tenacity5Media RT @missusP: A7) GREAT PR Analytics will make stronger PR strategies that = real, visible bottom line impact & PR gains new respect at C-le...

3/3/2015 9:59 ggSolutions123 @geoffliving @shonali I'd say: Anyone who trumpets last-touch attrib is (to put it nicely) not a team player #measurePR

3/3/2015 9:59 sallyfalkow Bye everyone - good chat today. #measurepr

3/3/2015 9:59 geoffliving @PaulaJohns Yeah, here's a good one from the folks at @hubspot <http://t.co/GPQOpWc4qz> #measurepr

3/3/2015 9:59 shonali VERY true. MT @missusP: A7) more tech solutions saying they #measurePR but still just measuring possibilities(circulation, impressions, etc)

3/3/2015 9:59 YeimiVasquez1 A6 2015 #measurepr trends <http://t.co/oi8jDJnvG>

3/3/2015 9:59 missusP A7) The PR industry will gain new respect as a result of better analytics & insights, IF they heed #measurepr

3/3/2015 9:59 PaulaJohns True, we can do better MT @missusP A7) more & more tech solutions say they #measurePR but still just measure circulation, impressions, etc

3/3/2015 9:59 shonali RT @geoffliving: @PaulaJohns Yeah, here's a good one from the folks at @HubSpot <http://t.co/QtAJ3McWkV> #measurepr A7

3/3/2015 9:59 lizrlemuz RT @missusP: A7) GREAT PR Analytics will make stronger PR strategies that = real, visible bottom line impact & PR gains new respect at C-le...

3/3/2015 9:59 YeimiVasquez1 RT @geoffliving: @PaulaJohns Yeah, here's a good one from the folks at @hubspot <http://t.co/GPQOpWc4qz> #measurepr

3/3/2015 10:00 missusP A7) and in 2015 exciting tech integrations for better analytics ex; going beyond Google Analytics into CRM -follow PR thru funnel #measurepr

3/3/2015 10:00 Tenacity5Media RT @geoffliving: @PaulaJohns Yeah, here's a good one from the folks at @hubspot <http://t.co/GPQOpWc4qz> #measurepr

3/3/2015 10:00 ggSolutions123 RT @missusP: A7) GREAT PR Analytics will make stronger PR strategies that = real, visible bottom line impact & PR gains new respect at C-le...

3/3/2015 10:00 shonali Well, that hour sure flew by. We're out of time for today's chat! Thanks so much @geoffliving @missusP for your time and smarts. #measurepr

3/3/2015 10:00 samemac RT @missusP: A7) The PR industry will gain new respect as a result of better analytics & insights, IF they heed #measurepr

3/3/2015 10:00 TheFocusGroupM RT @missusP: A7) The PR industry will gain new respect as a result of better analytics & insights, IF they heed #measurepr

3/3/2015 10:00 Tenacity5Media @sallyfalkow have a great day! #measurePR

3/3/2015 10:00 YeimiVasquez1 Great chat everyone! Learned a lot today #measurepr

3/3/2015 10:00 sandrafathi RT @missusP: A6) and follow tips/tricks from smarties like @queenofmeasurement or @sandrathathi. More on her insights: <http://t.co/lrEJDyOAY..>

3/3/2015 10:00 spotter_xyz RT @shonali: RT @geoffliving: @PaulaJohns Yeah, here's a good one from the folks at @HubSpot <http://t.co/QtAJ3McWkV> #measurepr A7

3/3/2015 10:00 shonali And thank you to EVERYONE who stopped by and made the time to chat & share. You made the chat great. #measurepr

3/3/2015 10:00 gerardcorbett @YeimiVasquez1 @missusP That's what I'm taking about <http://t.co/58AEymZwlm> #measurePR

3/3/2015 10:00 BeGoodandSmar RT @PaulaJohns: True, we can do better MT @missusP A7) more & more tech solutions say they #measurePR but still just measure circulation, i..

3/3/2015 10:00 samemac @shonali @geoffliving @missusP Really great, and insightful! Thanks for hosting! #measurePF

3/3/2015 10:00 RBinhammer RT @shonali: Well, that hour sure flew by. We're out of time for today's chat! Thanks so much @geoffliving @missusP for your time and smart..

3/3/2015 10:01 sarahstovold Thanks for doing a fab job hosting @Shonali #measurepr

3/3/2015 10:01 jesserker
3/3/2015 10:01 shonali

RT @shonali: VERY true. MT @missusP: A7) more tech solutions saying they #measurePR but still just measuring possibilities(circulation, imp..
The next chat will be EITHER April 7 or 14, 12-1 pm ET, so stay tuned, I hope you'll be able to join! #measurepr