

Time(PDT)	Username	Update
7/14/2015 8:59	shonali	And... here we go! Everyone ready for this month's edition of the chat? #measurepr
7/14/2015 8:59	shonali	@CatherineCarol Great to see you, thank you for joining today! Also @corinamanea @K_Olivia_Ann - HI!!! #measurepr
7/14/2015 9:00	shelholtz	All set, @shonali! #measurepr
7/14/2015 9:00	CatherineCarol	The stars aligned and today's #MeasurePR chat correlates to our next @PineBeltPRAM meeting next week! #internalcomms #notplanned
7/14/2015 9:00	corinamanea	RT @shonali: And... here we go! Everyone ready for this month's edition of the chat? #measurepr
7/14/2015 9:00	Barb_G	Ready! #measurePR
7/14/2015 9:00	juliesoneil	RT @shonali: And... here we go! Everyone ready for this month's edition of the chat? #measurepr
7/14/2015 9:00	K_Olivia_Ann	RT @CatherineCarol: The stars aligned and today's #MeasurePR chat correlates to our next @PineBeltPRAM meeting next week! #internalcomms #n..
7/14/2015 9:00	shonali	Welcome all to the August #measurePR chat! This month we're talking about #internalcomms with some allstars - I'm super excited
7/14/2015 9:01	corinamanea	Hi everyone! Corina here from Madrid, Spain. Great to see you all. #measurepr
7/14/2015 9:01	HannaLizKnowles	@shonali I'm here! #measurePR
7/14/2015 9:01	corinamanea	@shonali @CatherineCarol @K_Olivia_Ann Great to be here Shonali. #measurepr
7/14/2015 9:01	sallyfalkow	Good morning everyone #measurepr
7/14/2015 9:01	shonali	We'll start the chat in a minute, but before we get started, please introduce yourself! Tell us who you are, what you do. #measurepr
7/14/2015 9:01	Barb_G	A1 Hi @shonali & everyone joining us for #measurePR. Really happy to be here - my first time on a chat panel
7/14/2015 9:01	juliesoneil	So glad to be part of this chat #measurepr
7/14/2015 9:01	K_Olivia_Ann	Here and ready, from South Mississippi! #measurepr
7/14/2015 9:01	shonali	@HannaLizKnowles You're becoming a regular. :) I LOVE IT!!! #measurepr
7/14/2015 9:01	aiaddysonzhang	Look forward to today's #measurepr chat! Ai here from Philadelphia
7/14/2015 9:01	corinamanea	RT @shonali: Welcome all to the August #measurePR chat! This month we're talking about #internalcomms with some allstars - I'm super excite..
7/14/2015 9:02	Prezly	Excited to participate today - looking forward to meeting everyone #measurePR
7/14/2015 9:02	shonali	@sallyfalkow Hey Sal!! #measurepr
7/14/2015 9:02	juliesoneil	I'm a PR professor; I teach research & eval. Also a member of the #IPR Measurement & Eval Commission #measurePR
7/14/2015 9:02	sallyfalkow	Today's #measurepr is about internal comms. Join us now. #PR
7/14/2015 9:02	aiaddysonzhang	@shonali Is this the August chat or July chat? #measurePR
7/14/2015 9:02	shelholtz	I'm chuffed to have been invited. #measurepr
7/14/2015 9:02	Barb_G	A1 I've had 25+ years in comms, both int & ext, much of it w/ global companies & became interested in how culture impacts comms. #measurePR
7/14/2015 9:02	K_Olivia_Ann	Social Media Specialist with the Office of University Communications at #SouthernMiss. I've been working in social for 4 yrs #measurepr
7/14/2015 9:02	sallyfalkow	@corinamanea @shonali July chat surely? #measurepr
7/14/2015 9:02	shonali	Me, I'm a #socialPR pro & measurement geek, hence this chat. Also teach @SAISHopkins. Shoe fiend, dog-mom & foodie. #measurepr
7/14/2015 9:02	CatherineCarol	@shonali Catherine from Hattiesburg MS here -- manage all comms for a nonprofit. #measurePR
7/14/2015 9:02	shelholtz	I'm an organizational comms consultant, author, speaker, blogger, podcaster. #measurepr
7/14/2015 9:03	shonali	@shelholtz I should have had you on AGES ago, so totally my bad. We'll have to rectify that in the future! #measurepr
7/14/2015 9:03	Universal_Info	RT @sallyfalkow: Today's #measurepr is about internal comms. Join us now. #PR
7/14/2015 9:03	aiaddysonzhang	@juliesoneil Hi Julie, a fellow PR educator here #measurePR
7/14/2015 9:03	Barb_G	A1 A few years ago, I went back to doPhD in intercultural communication. Finished it last year, Now doing research & consulting #measurePR
7/14/2015 9:03	juliesoneil	I've also done some research on #internal PR and #measurePR
7/14/2015 9:03	sallyfalkow	I am a digital strategist, trainer and coach. Currently working on a new PR Measuremnt Dashboard in Google Analytics #measurepr
7/14/2015 9:03	HannaLizKnowles	Marketing Communications for @USMKIN and @USMCoH at #SouthernMiss #measurepr
7/14/2015 9:04	Barb_G	A1 Currently doing research project w/ HSBC's global comms team, looking at diff ways of developing global internal campaigns. #measurePR
7/14/2015 9:04	shonali	Today we're pivoting #measurePR to talk about #internal #comms - so critical - with @shelholtz @Barb_G @juliesoneil. WELCOME
7/14/2015 9:04	ksucich	@shonali Hi - Kathy here from Boston. I do #contentmarketing for @DI_tweet. Looking forward to hearing about #internalcomms! #measurePR

7/14/2015 9:04 CatherineCarol I don't end up doing a lot of #internalcomms, but looking forward to seeing how I can use it to improve our org. #measurePI

7/14/2015 9:04 Barb_G A1 I also teach for Syracuse University @syracuselondon and Birkbeck, University of London @birkbecknews. #measurePF

7/14/2015 9:04 shelholtz Research is a routine part of the internal comms audits we perform. #measurepr

7/14/2015 9:04 shonali @ksucich @DI_tweet Welcome! #measurepr

7/14/2015 9:04 Prezly We're http://t.co/hvt2l2jdy1 - a team of former communications agency pros making PR life easier with multifaceted tools #measurePR

7/14/2015 9:04 K_Olivia_Ann RT @shonali: Today we're pivoting #measurePR to talk about #internal #comms - so critical - with @shelholtz @Barb_G @juliesoneil. WELCOME

7/14/2015 9:05 aiaddysonzhang I am a PR professor who loves tech, SM, and pedagogy #measurePR

7/14/2015 9:05 shonali A few things before we begin: 1) make sure you include the hashtag in your tweets, else they won't get indexed for the recap. #measurepr

7/14/2015 9:05 jfouts RT @shonali: Today we're pivoting #measurePR to talk about #internal #comms - so critical - with @shelholtz @Barb_G @juliesoneil. WELCOME

7/14/2015 9:05 SedaleM RT @shonali: Welcome all to the August #measurePR chat! This month we're talking about #internalcomms with some allstars - I'm super excite..

7/14/2015 9:06 shonali 1) (cont): an easy way to do this is by using Tweetchat or Twubs for the chat, just plug in the hashtag once and fuggedaboutit #measurepr

7/14/2015 9:06 SarahParkerPR I'm a senior comms. advisor with a #Vancouver-based university. I manage employee engagement & stakeholders relations. #measurePF

7/14/2015 9:06 swoodbridge13 @shonali Washington DC. Currently Assoc. Director for PR and outreach - blue ribbon commission #measurePF

7/14/2015 9:06 jfouts RT @shelholtz: I'm an organizational comms consultant, author, speaker, blogger, podcaster. #measurepr

7/14/2015 9:06 shonali 2) Do index your answers, eg "A1" or "re Q1," that makes it easier for those who join later/read the transcript to follow along #measurepr

7/14/2015 9:06 HannalLizKnowles Looks like we have quite the #HigherEd bunch here today! #measurePF

7/14/2015 9:06 decillis I'm Betsy tuning in a few minutes late from sunny Ohio! #measurepr

7/14/2015 9:06 corinamanea About me: I'm an independent PR professional and social media strategist. #measurepr

7/14/2015 9:06 aiaddysonzhang @Barb_G @syracuselondon @birkbecknews I got my MA from Syracuse, in the US though #measurePF

7/14/2015 9:07 shelholtz I've been using http://t.co/IW7DyDQqBR for years. It makes these chats ridiculously easy. #measurepr

7/14/2015 9:07 martinwaxman RT @shonali: Today we're pivoting #measurePR to talk about #internal #comms - so critical - with @shelholtz @Barb_G @juliesoneil. WELCOME

7/14/2015 9:07 shonali 3) If you have NEW qns to add to those I send out, please DM me so I can add to the question stream. #measurepr

7/14/2015 9:07 shonali @swoodbridge13 ZOMG is this your first chat?!!! #measurepr

7/14/2015 9:07 jfouts I'm a social media consultant who supports great #PR #measurepr

7/14/2015 9:07 shonali RT @shelholtz: I've been using http://t.co/IW7DyDQqBR for years. It makes these chats ridiculously easy. #measurepr

7/14/2015 9:07 aiaddysonzhang @HannalLizKnowles Yeah, looks like so #measurePR

7/14/2015 9:07 shelholtz FYI, I teach annually in Sao Paulo as part of a Syracuse program. #measurepr

7/14/2015 9:07 shonali @decillis WOOT! #measurepr

7/14/2015 9:07 choyberg indeed you are :) RT @jfouts: I'm a social media consultant who supports great #PR #measurepr

7/14/2015 9:08 shonali @shelholtz Oh, that's why you were there. How cool! #measurepr

7/14/2015 9:08 shonali 4) Above all, have fun & CHAT with each other and our guests. :) Ready? Let's go! #measurepr

7/14/2015 9:09 SedaleM I'm a PR professional with passion for measurement, digital and data #measurepr

7/14/2015 9:09 hopwood RT @shonali: 4) Above all, have fun & CHAT with each other and our guests. :) Ready? Let's go! #measurepr

7/14/2015 9:09 Barb_G @shelholtz I didn't know that! #measurepr

7/14/2015 9:09 shonali Q1 Tell us what you do, how you got there. What got you interested in #internal #comms? @shelholtz @juliesoneil @barb_G & all! #measurepr

7/14/2015 9:09 martinwaxman RT @shelholtz: I've been using http://t.co/IW7DyDQqBR for years. It makes these chats ridiculously easy. #measurepr

7/14/2015 9:09 jfouts RT @shonali: 4) Above all, have fun & CHAT with each other and our guests. :) Ready? Let's go! #measurepr

7/14/2015 9:09 shonali @Barb_G I was just gonna say... how cool is it that you found this out on #measurePR?! @shelholtz

7/14/2015 9:10 shelholtz Started as a newspaper reporter. Joined ARCO internal comms in 1977 for the money. ;-) #measurepr

7/14/2015 9:10 juliesoneil Q1 Some of my PR students say they don't like math; I'm motivated to show them they can #measurePR

7/14/2015 9:10 shonali @sallyfalkow @corinamanea @aiaddysonzhang OOPS my bad. Totally July. SORRY! #measurePR

7/14/2015 9:10 shelholtz Managed IC at Mattel and Allergan, also worked for 2 global HR consulting firms in comms practice. #measurepr

7/14/2015 9:10 aiaddysonzhang A1: Learned #measurePR from another chat. I teach PR. Here to learn more to improve my teaching. Passionate about SM, measurement, digita

7/14/2015 9:10 SocialAugusto Comms pro, PR and tech are my passion. Husband & father of 2. DC based #measurepr

7/14/2015 9:10 Prezly While working in comms agencies, we saw people struggle sending out news with outdated means so we decided to build our own tools #measureP

7/14/2015 9:11 jfouts W00t! RT @HannaLizKnowles: Looks like we have quite the #HigherEd bunch here today! #measurePF

7/14/2015 9:11 shelholtz Started my own consultancy in 1996 focusing on online communications. #measurepr

7/14/2015 9:11 K_Olivia_Ann RT @juliesoneil: Q1 Some of my PR students say they don't like math; I'm motivated to show them they can #measurePR

7/14/2015 9:11 corinamana RT @shonali: Q1 Tell us what you do, how you got there. What got you interested in #internal #comms? @shelholtz @juliesoneil @barb_G & all!

7/14/2015 9:11 shonali @aiaddysonzhang How neat. Which was the other chat, btw? Re: Q1 #measurepr

7/14/2015 9:11 SocialAugusto @shelholtz thanks for the twubs tip. works great #measurepr

7/14/2015 9:11 aiaddysonzhang @juliesoneil I hear that all the time in the intro class! #measurePR

7/14/2015 9:11 K_Olivia_Ann @juliesoneil Math is so important in PR! I use it daily - way more than I ever thought I would. #measurepr

7/14/2015 9:11 shonali ME TOO!!! RT @juliesoneil Q1 Some of my PR students say they don't like math; I'm motivated to show them they can #measurepr

7/14/2015 9:11 corinamana Cool! #measurepr <https://t.co/OmVxxGSX0m>

7/14/2015 9:11 shonali LOL! Re Q1 RT @shelholtz Started as a newspaper reporter. Joined ARCO internal comms in 1977 for the money. ;-) #measurepr

7/14/2015 9:11 martinwaxman @shonali A1-started in ent publicity and when I moved to an agency, a client needed help with internal, so I learned on the fly #measurepr

7/14/2015 9:12 juliesoneil @K_Olivia_Ann Agree! PR has two important sides: creativity and analysis #measurePR

7/14/2015 9:12 shonali RT @martinwaxman A1-started in ent publicity. when I moved to an agency, client needed help with internal, so learned on the fly #measurepr

7/14/2015 9:12 shalamajackson A1. I am the internal comm person for our organization. #measurepr

7/14/2015 9:12 SarahParkerPR Q1: Building brand ambassadors who feel supported and motivated to champion our initiatives is why I enjoy #internalcomms #measurePF

7/14/2015 9:12 aiaddysonzhang A1: A major reason that my students said that they major in PR is cuz they hate numbers #measurePR

7/14/2015 9:12 Boryana_S I'm a senior comms advisor for a higher ed institution. I also work w tech startups, esp. those operating in sharing economy #measurepr

7/14/2015 9:12 shonali @martinwaxman How did I not know you started in entertainment publicity too?! #measurepr

7/14/2015 9:12 K_Olivia_Ann A1 Started working in social 4 yrs ago on a whim. Worked with an agency & multiple industries. Been in #HigherEd for almost 3 yrs #measurepr

7/14/2015 9:12 K_Olivia_Ann RT @juliesoneil: @K_Olivia_Ann Agree! PR has two important sides: creativity and analysis #measurePF

7/14/2015 9:12 loringbarnes Big topic, live chat right now: #measurePR w/ @shelholz + other experts. @PRSABoston @PRSA #prchat #HAPPC

7/14/2015 9:12 claritynews Big topic, live chat right now: #measurePR w/ @shelholz + other experts. @PRSABoston @PRSA #prchat #HAPPC

7/14/2015 9:13 corinamana RT @martinwaxman: @shonali A1-started in ent publicity and when I moved to an agency, a client needed help with internal, so I learned on t..

7/14/2015 9:13 shonali @aiaddysonzhang LOL, it looks like we all go through the same thing! @juliesoneil #measurepr

7/14/2015 9:13 shelholtz Q1 Seriously, I tripled my income moving from newspaper to sr. internal comms rep at ARCO. #measurepr

7/14/2015 9:13 K_Olivia_Ann @juliesoneil analysis helps to mold/shape/edit the creative process! #measurepr

7/14/2015 9:13 SocialAugusto @shonali aren't we all in this biz for the money? jk #measurepr

7/14/2015 9:13 shonali W.O.W. RT @shelholtz Q1 Seriously, I tripled my income moving from newspaper to sr. internal comms rep at ARCO. #measurepr

7/14/2015 9:13 Prezly A1 We want to help PR teams rock. We aim to make PR teams more efficient and spend more time on stories and relationships #measurePF

7/14/2015 9:13 SandraSays RT @shonali: Today we're pivoting #measurePR to talk about #internal #comms - so critical - with @shelholtz @Barb_G @juliesoneil. WELCOME

7/14/2015 9:13 shelholtz In an increasingly data-driven world, getting into PR to avoid math is a non-starter. #measurepr

7/14/2015 9:13 K_Olivia_Ann RT @shelholtz: In an increasingly data-driven world, getting into PR to avoid math is a non-starter. #measurepr

7/14/2015 9:14 martinwaxman @shonali I don't know-I proudly had the word publicist on my card :) #measurePR-and we were measured on whether our results sold out show

7/14/2015 9:14 SocialAugusto RT @shelholtz In an increasingly data-driven world, getting into PR to avoid math is a non-starter. #measurepr

7/14/2015 9:14 jfouts RT @shonali: W.O.W. RT @shelholtz Q1 Seriously, I tripled my income moving from newspaper to sr. internal comms rep at ARCO. #measurepr

7/14/2015 9:14 shonali RT @Barb_G A1 I also teach for Syracuse University @syracuselondon and Birkbeck, University of London @birkbecknews. #measurePF

7/14/2015 9:14 corinamana RT @K_Olivia_Ann: A1 Started working in social 4 yrs ago on a whim. Worked with an agency & multiple industries. Been in #HigherEd for almo..

7/14/2015 9:14 juliesoneil @shonali and @shelholtz maybe then I need to make the leap from academia to consulting! #measurePF

7/14/2015 9:14 shonali @juliesoneil Or do both. :) @shelholtz #measurepr

7/14/2015 9:14 shonali <3 RT @shelholtz In an increasingly data-driven world, getting into PR to avoid math is a non-starter. #measurepr

7/14/2015 9:14 corinamanea @aiaddysonzhang Not a reason to choose PR or any other major. #measurepr

7/14/2015 9:14 Barb_G @shelholtz It's not just those entering PR afraid of math. My webinar course recently had senior comms folks who said same. #measurepr

7/14/2015 9:15 stuartbruce A1 Liking maths, or being good at it, is not prerequisite for good #measurePR I suck at maths, but consult and train globally on measurement

7/14/2015 9:15 shonali @aiaddysonzhang I do (kinda, it's built into my other teaching). Will you email me? We can chat more offline. #measurepr

7/14/2015 9:15 shelholtz Question for the academics. Is data part of the PR curriculum yet? #measurepr

7/14/2015 9:15 Barb_G A2 Measure the right things, not just the easy-to-measure ones. #measurepr

7/14/2015 9:15 shonali MT @stuartbruce A1 Liking maths is not prerequisite for good #measurePR I suck at maths, but consult and train globally on measurement

7/14/2015 9:16 K_Olivia_Ann RT @Barb_G: A2 Measure the right things, not just the easy-to-measure ones. #measurepr

7/14/2015 9:16 aiaddysonzhang So true! #measurePR <https://t.co/6qcmOinAOE>

7/14/2015 9:16 corinamanea RT @shonali: Q2 @barb_g @shelholtz @juliesoneil: What are some best practices when it comes to #internal #comms, and the measurement thereof..

7/14/2015 9:16 shonali RT @Barb_G A2 Measure the right things, not just the easy-to-measure ones. #measurepr

7/14/2015 9:16 K_Olivia_Ann RT @shonali: MT @stuartbruce A1 Liking maths is not prerequisite for good #measurePR I suck at maths, but consult and train globally on mea..

7/14/2015 9:16 SandraSays RT @Barb_G: A2 Measure the right things, not just the easy-to-measure ones. #measurepr

7/14/2015 9:16 martinwaxman RT @shonali Q2 @barb_g @shelholtz @juliesoneil: What are some best practices when it comes to #internal #comms, and measurement ? #measurepr

7/14/2015 9:16 K_Olivia_Ann RT @martinwaxman: RT @shonali Q2 @barb_g @shelholtz @juliesoneil: What are some best practices when it comes to #internal #comms, and measu..

7/14/2015 9:16 Barb_G A2 For ex, if objective is to change behavior or increase knowledge, number of visits to a website isn't relevant. #measurepr

7/14/2015 9:16 hopwood Good afternoon from England where I run regional/London agency handling internal & external comms for property, non profits #measurepr

7/14/2015 9:16 aiaddysonzhang Totally! #measurePR <https://t.co/mSyQBvSx>

7/14/2015 9:16 martinwaxman RT @Barb_G A2 Measure the right things, not just the easy-to-measure ones. #measurepr

7/14/2015 9:16 K_Olivia_Ann #truth #measurepr <https://t.co/qcToZ9y7yI>

7/14/2015 9:17 corinamanea RT @shonali: RT @Barb_G A2 Measure the right things, not just the easy-to-measure ones. #measurepr

7/14/2015 9:17 shelholtz Q2 Don't confine measurement to outputs. Results have to align with business goals. Have relevant KPIs to measure against. #measurepr

7/14/2015 9:17 SandraSays RT @shelholtz: Q2 Don't confine measurement to outputs. Results have to align with business goals. Have relevant KPIs to measure against. #..

7/14/2015 9:17 SocialAugusto @shelholtz it should be. I had to take those classes in college 10 years ago #measurepr

7/14/2015 9:17 aiaddysonzhang @shonali Yes, i will email you! Thanks! #measurePR

7/14/2015 9:17 K_Olivia_Ann RT @shelholtz: Q2 Don't confine measurement to outputs. Results have to align with business goals. Have relevant KPIs to measure against. #..

7/14/2015 9:17 shonali @shelholtz For @RutgersCommInfo I teach a course solely on measurement. And I build it into my @SAISHopkins courses. #measurepr

7/14/2015 9:17 Barb_G A2 Also often important to measure behavior & comms effectiveness of managers, especially if they are one of your channels. #measurepr

7/14/2015 9:17 juliesoneil A2: Keep the eye on the big picture—outcomes and business objectives. #measurePF

7/14/2015 9:17 hopwood RT @shonali: Q2 @barb_g @shelholtz @juliesoneil: What are some best practices when it comes to #internal #comms, and the measurement thereof..

7/14/2015 9:17 K_Olivia_Ann RT @Barb_G: A2 Also often important to measure behavior & comms effectiveness of managers, especially if they are one of your channels. #me..

7/14/2015 9:18 shonali MT @shelholtz Q2 Don't confine measurement to outputs. Results must align with business goals. Have relevant KPIs #measurepr

7/14/2015 9:18 shonali AMEN. RT @juliesoneil A2: Keep the eye on the big picture—outcomes and business objectives. #measurePF

7/14/2015 9:18 K_Olivia_Ann RT @shonali: AMEN. RT @juliesoneil A2: Keep the eye on the big picture—outcomes and business objectives. #measurePF

7/14/2015 9:18 SarahParkerPR Q2: Have a benchmark. To engage/motivate your internal community, you need to understand the 'state of the union.' #internalcomms #measurePF

7/14/2015 9:18 martinwaxman #measurepr A2-This may be jumping ahead but I think it's important for internal comms to take an employee-first approach

7/14/2015 9:18 CatherineCarol RT @Barb_G: A2 Measure the right things, not just the easy-to-measure ones. #measurepr

7/14/2015 9:18 jfouts Exactly MT @Barb_G: A2 If objective is to change behavior or increase knowledge, number of visits to a website isn't relevant. #measurepr

7/14/2015 9:18 corinamanea RT @juliesoneil: A2: Keep the eye on the big picture—outcomes and business objectives. #measurePF

7/14/2015 9:18 shonali RT @Barb_G A2 Also often imp to measure behavior & comms effectiveness of managers, especially if they are one of your channels #measurepr

7/14/2015 9:18 Barb_G A2 Once had program that required managers at every level to hold team meetings to share key info & gain feedback. #measurepr

7/14/2015 9:18 corinamanea RT @Barb_G: A2 Also often important to measure behavior & comms effectiveness of managers, especially if they are one of your channels. #me..

7/14/2015 9:18 shonali RT @Barb_G A2 Once had program that required managers at every level to hold team meetings to share key info & gain feedback. #measurepr

7/14/2015 9:18 corinamanea RT @shonali: @shelholtz For @RutgersCommInfo I teach a course solely on measurement. And I build it into my @SAISHopkins courses. #measurep

7/14/2015 9:19 aiaddysonzhang @shonali @shelholtz @RutgersCommInfo @SAISHopkins So cool! Can i take a look at ur syllabus? #measurePF

7/14/2015 9:19 shelholtz A2 Measure whether comm got attention, was relevant, and influenced behaviors. #measurep

7/14/2015 9:19 Prezly A2 We're getting to know our stakeholders better. Email analytics help us measure their interests and improves our accuracy #measurePF

7/14/2015 9:19 shonali RT @shelholtz A2 Measure whether comm got attention, was relevant, and influenced behaviors. #measurep

7/14/2015 9:19 shalamajackson RT @martinwaxman: #measurepr A2-This may be jumping ahead but I think it's important for internal comms to take an employee-first approach

7/14/2015 9:19 Barb_G A2 But we found some big holes. So did regular random mini-surveys of employees to identify non-participating bosses. #measurep

7/14/2015 9:19 decillis RT @shelholtz: A2 Measure whether comm got attention, was relevant, and influenced behaviors. #measurep

7/14/2015 9:19 Boryana_S RT @Barb_G: A2 Also often important to measure behavior & comms effectiveness of managers, especially if they are one of your channels. #me..

7/14/2015 9:19 Barb_G A2 But we found some big holes. So did regular random mini-surveys of employees to identify non-participating bosses. #measurep

7/14/2015 9:19 shonali RT @Prezly A2 We're getting to know our stakeholders better. Email analytics help us measure their interests, improves accuracy #measurePF

7/14/2015 9:19 shelholtz A2 Break out demographic groups: admins, front line, supervisors, managers/directors, VPs, and by location. #measurep

7/14/2015 9:19 SixtaTaraborell RT @Barb_G: A2 But we found some big holes. So did regular random mini-surveys of employees to identify non-participating bosses. #measure.

7/14/2015 9:19 K_Olivia_Ann Sharing key info in a timely manner is essential. #measurepr <https://t.co/q7Nb6VCLKx>

7/14/2015 9:19 jrsygrl62 RT @juliesoneil: @K_Olivia_Ann Agree! PR has two important sides: creativity and analysis #measurePF

7/14/2015 9:19 aiaddysonzhang @shonali @shelholtz So true! Relate PR goals and objectives to business ones #measurePF

7/14/2015 9:19 shonali RT @martinwaxman #measurepr A2-This may be jumping ahead but I think it's important for internal comms to take an employee-first approach

7/14/2015 9:20 juliesoneil A2: Measurement can occur at 3 levels: outputs, outtakes, and outcomes; just know the difference and value provided #measurePF

7/14/2015 9:20 SocialAugusto A2 Focusing on vanity metrics is a waste. Keep ur organization goals in mind & measure againts them #measurep

7/14/2015 9:20 CatherineCarol .@Barb_G Great to get all levels involved, helps all comms and buy-in too. #measurePR #internalcomms <https://t.co/Te2VLX3WTz>

7/14/2015 9:20 Prezly RT @juliesoneil: A2: Measurement can occur at 3 levels: outputs, outtakes, and outcomes; just know the difference and value provided #measu..

7/14/2015 9:20 K_Olivia_Ann RT @SocialAugusto: A2 Focusing on vanity metrics is a waste. Keep ur organization goals in mind & measure againts them #measurep

7/14/2015 9:20 shonali MT @SarahParkerPR Q2: Have a benchmark. To engage/motivate your internal community, need to understand 'state of the union.' #measurep

7/14/2015 9:20 CatherineCarol RT @juliesoneil: A2: Measurement can occur at 3 levels: outputs, outtakes, and outcomes; just know the difference and value provided #measu..

7/14/2015 9:20 K_Olivia_Ann RT @shonali: MT @SarahParkerPR Q2: Have a benchmark. To engage/motivate your internal community, need to understand 'state of the union.' #..

7/14/2015 9:20 Prezly RT @shelholtz: A2 Measure whether comm got attention, was relevant, and influenced behaviors. #measurep

7/14/2015 9:20 shelholtz A2 If you're not influencing employees to support organization goals, why are they paying for internal comms? #measurep

7/14/2015 9:20 shonali Q3: @shelholtz the other day you reminded me setting a baseline to measure #internal #comms is important. Please elaborate. #measurep

7/14/2015 9:20 shonali RT @shelholtz A2 If you're not influencing employees to support organization goals, why are they paying for internal comms? #measurep

7/14/2015 9:21 CatherineCarol RT @shelholtz: A2 Break out demographic groups: admins, front line, supervisors, managers/directors, VPs, and by location. #measurep

7/14/2015 9:21 K_Olivia_Ann RT @CatherineCarol: .@Barb_G Great to get all levels involved, helps all comms and buy-in too. #measurePR #internalcomms <https://t.co/Te2V..>

7/14/2015 9:21 shelholtz A2 Also, few organizations measure internal comms' impact on engagement. I think we should. #measurep

7/14/2015 9:21 SarahParkerPR A2: Pulse check your strategy. Collect feedback about how well your approach is influencing behavior. Is it on the right track? #measurePF

7/14/2015 9:21 K_Olivia_Ann RT @shelholtz: A2 Also, few organizations measure internal comms' impact on engagement. I think we should. #measurep

7/14/2015 9:21 shonali @SarahParkerPR Did you see, you pre-empted Q3! :) #measurep

7/14/2015 9:21 jrsygrl62 RT @juliesoneil: A2: Measurement can occur at 3 levels: outputs, outtakes, and outcomes; just know the difference and value provided #measu..

7/14/2015 9:21 shelholtz A3 Measurement is assessing whether the needle moved. You need to know where it moved from, hence the need for a baseline. #measurep

7/14/2015 9:21 SocialAugusto RT @shelholtz A2 If you're not influencing employees to support organization goals, why are they paying for internal comms? #measurep

7/14/2015 9:22 SandraSays RT @shelholtz: A3 Measurement is assessing whether the needle moved. You need to know where it moved from, hence the need for a baseline. #.

7/14/2015 9:22 Barb_G A3 Often see "raise awareness" goals in plans, w/ no idea of what it is now. Need something to measure improvement against. #measurep

7/14/2015 9:22 shonali RT @shelholtz A3 Measurement is assessing whether needle moved. You need to know where it moved from, hence need a baseline. #measurep

7/14/2015 9:22 corinamanea Truth! #measurepr <https://t.co/Vfb2PMzeP8>

7/14/2015 9:22 K_Olivia_Ann RT @shelholtz: A3 Measurement is assessing whether the needle moved. You need to know where it moved from, hence the need for a baseline. #.

7/14/2015 9:22 shonali RT @Barb_G A3 Often see "raise awareness" goals in plans, w/ no idea of what it is now. Need something to measure against. #measurepr

7/14/2015 9:22 aiaddysonzhang Totally agreed! #measurePR <https://t.co/ynBWfEZQul>

7/14/2015 9:22 SarahParkerPR @shonali LOL. Thinking ahead. :) #measurePR

7/14/2015 9:22 K_Olivia_Ann RT @shonali: RT @Barb_G A3 Often see "raise awareness" goals in plans, w/ no idea of what it is now. Need something to measure against. #m..

7/14/2015 9:23 SedaleM A2 Know what you're measuring. We often just pool the "convenient metrics" instead of solving the issue we wanted to address #measurepr

7/14/2015 9:23 shelholtz A2 @jrsgyrl62 Outtakes are a good measure for us. Leaders don't care. Report outcomes to leadership. #measurepr

7/14/2015 9:23 shonali RT @shelholtz A2 @jrsgyrl62 Outtakes are a good measure for us. Leaders don't care. Report outcomes to leadership. #measurepr

7/14/2015 9:23 shonali RT @SedaleM A2 Know what you're measuring. We often pool "convenient metrics" instead of solving the issue we wanted to address #measurepr

7/14/2015 9:23 K_Olivia_Ann RT @shonali: RT @SedaleM A2 Know what you're measuring. We often pool "convenient metrics" instead of solving the issue we wanted to address..

7/14/2015 9:23 SedaleM I actually wrote on this already: <http://t.co/OdDXpkWYt7> This is about all PR but applies to internal comms as well #measurepr

7/14/2015 9:24 shonali Q4: @juliesoneil you & @commAMMO are working with IPR to develop #internal #comms measurement standards. Can you share more? #measurepr

7/14/2015 9:24 shelholtz A3 Raising awareness is fine if you know why and what results that awareness should deliver. #measurepr

7/14/2015 9:24 CatherineCarol RT @shelholtz: A2 @jrsgyrl62 Outtakes are a good measure for us. Leaders don't care. Report outcomes to leadership. #measurepr

7/14/2015 9:24 Prezly A3 Be transparent and have an open line of communication with your team where feedback is encouraged and translates to action #measurePF

7/14/2015 9:24 HannalizKnowles: Agreed! Have to know where you are to determine where you are going. #measurepr <https://t.co/8mkUEOhXO>

7/14/2015 9:24 aiaddysonzhang RT @SedaleM: I actually wrote on this already: <http://t.co/OdDXpkWYt7> This is about all PR but applies to internal comms as well #measurepr

7/14/2015 9:24 K_Olivia_Ann RT @Prezly: A3 Be transparent and have an open line of communication with your team where feedback is encouraged and translates to action #..

7/14/2015 9:24 shelholtz A3 I know people who believe deeply that IC should be about keeping employees in the loop. We're not just internal journalists. #measurepr

7/14/2015 9:25 juliesoneil Q4: Working to develop and test standards for #internal #comms #measurePR

7/14/2015 9:25 corinamanea RT @shelholtz: A3 Raising awareness is fine if you know why and what results that awareness should deliver. #measurepr

7/14/2015 9:25 aiaddysonzhang So true! #measurePR <https://t.co/SoOEe3lfOU>

7/14/2015 9:25 shelholtz Incidentally, half of IC work these days should be facilitating employee-to-employee communication. Are you measuring that? #measurepr

7/14/2015 9:25 shonali RT @juliesoneil: young PR practitioners & students have analytical skills to succeed; sometimes lack confidence to dive in #measurePF

7/14/2015 9:25 Barb_G RT @shelholtz: Incidentally, half of IC work these days should be facilitating employee-to-employee communication. Are you measuring that? ..

7/14/2015 9:25 K_Olivia_Ann RT @shonali: RT @juliesoneil: young PR practitioners & students have analytical skills to succeed; sometimes lack confidence to dive in #me..

7/14/2015 9:26 SarahParkerPR A3: It's important to answer the question about 'what' you're trying to raise awareness about. Be as specific as possible. #measurePR

7/14/2015 9:26 shelholtz A3 When we audit, we model current communication flow (programs and organic), so measuring improvements is easy. #measurepr

7/14/2015 9:26 juliesoneil Standards define what needs to be measured; provide a common language for comparison. #IPR #measurePF

7/14/2015 9:26 shonali Re Q4 RT @juliesoneil Standards define what needs to be measured; provide a common language for comparison. #IPR #measurePI

7/14/2015 9:26 K_Olivia_Ann #truth #measurepr <https://t.co/akubzUEOBv>

7/14/2015 9:26 K_Olivia_Ann RT @shonali: Re Q4 RT @juliesoneil Standards define what needs to be measured; provide a common language for comparison. #IPR #measurePI

7/14/2015 9:27 shonali Folks, reminder to please include the Qn # in your tweets, otherwise it's tough for others to follow along. TY! #measurepr

7/14/2015 9:27 juliesoneil A4 Important that we use #internal #measure tools consistently #measurePR

7/14/2015 9:27 shonali RT @shelholtz A3 When we audit, we model current communication flow (programs and organic), so measuring improvements is easy. #measurepr

7/14/2015 9:27 shonali RT @shelholtz half of IC work these days should be facilitating employee-to-employee communication. Are you measuring that? #measurepr

7/14/2015 9:27 corinamanea Good question! #measurepr <https://t.co/tKv8LFh5CK>

7/14/2015 9:27 K_Olivia_Ann RT @shonali: RT @shelholtz half of IC work these days should be facilitating employee-to-employee communication. Are you measuring that? #..

7/14/2015 9:28 K_Olivia_Ann RT @shonali: RT @shelholtz A3 When we audit, we model current communication flow (programs and organic), so measuring improvements is easy...

7/14/2015 9:28 Prezly Almost every interaction you have with a stakeholders is traceable. Use this data to learn. Data is a PR geeks best friend! #measurePR

7/14/2015 9:28 shonali I'm one. RT @shelholtz A3 I know people who believe IC should be abt keeping employees in the loop, not just internal journalists #measurepr

7/14/2015 9:28 Prezly RT @shonali: Re Q4 RT @juliesoneil Standards define what needs to be measured; provide a common language for comparison. #IPR #measurePI

7/14/2015 9:29 JillLyonsHOPE RT @shelholtz: A2 Also, few organizations measure internal comms' impact on engagement. I think we should. #measurepr

7/14/2015 9:29 aiaddysonzhang @shelholtz Do u use certain templates to do the audit? #measurePR

7/14/2015 9:29 shonali RT @juliesoneil: A4 Important that we use #internal #measure tools consistently #measurePF

7/14/2015 9:29 aiaddysonzhang @juliesoneil What tools do u use and recommend? #measurePF

7/14/2015 9:29 shelholtz A3 Also wonder how many of us get metrics from internal social networks like Yammer. Great data in there! #measurepr

7/14/2015 9:30 HannalizKnowles: @juliesoneil Having consistent leadership helps with this one! #measurePF

7/14/2015 9:30 SocialAugusto Engage! RT @shelholtz A3 I know people who believe IC should be abt keeping employees in the loop, not just internal journalists #measurepr

7/14/2015 9:30 decillis RT @shelholtz: A3 Also wonder how many of us get metrics from internal social networks like Yammer. Great data in there! #measurepr

7/14/2015 9:30 shonali Q5: In your opinion, how should #internal #comms and #PR work together (if at all)? @shelholtz @Barb_G @juliesoneil & all! #measurepr

7/14/2015 9:30 juliesoneil A4: @CommAMMO and I welcome suggestions on what you consider must measure #internal #comms standards #measurePF

7/14/2015 9:30 azjuancafe RT @shelholtz: Incidentally, half of IC work these days should be facilitating employee-to-employee communication. Are you measuring that? ..

7/14/2015 9:30 shonali RT @shelholtz A3 Also wonder how many of us get metrics from internal social networks like Yammer. Great data in there! #measurepr

7/14/2015 9:30 aiaddysonzhang RT @shonali: RT @shelholtz A3 Also wonder how many of us get metrics from internal social networks like Yammer. Great data in there! #measu..

7/14/2015 9:30 K_Olivia_Ann RT @HannalizKnowles: @juliesoneil Having consistent leadership helps with this one! #measurePF

7/14/2015 9:31 Barb_G A5 I'm a big believer in integrated comms. One person should be overseeing both internal and external, IMO. #measurepr

7/14/2015 9:31 SarahParkerPR #Yammer is a great tool for metrics! #internalcomms #measurePR <https://t.co/Msm5nNIGHc>

7/14/2015 9:31 K_Olivia_Ann RT @Barb_G: A5 I'm a big believer in integrated comms. One person should be overseeing both internal and external, IMO. #measurepr

7/14/2015 9:31 juliesoneil A5: HR and #internal #comms should collaborate on goals, strategy, and #measurePR

7/14/2015 9:31 shelholtz @hopwood, an outtake might be improved understanding of an issue. It's what audience takes away from the communication. #measurepr

7/14/2015 9:31 shonali .@shelholtz Do you use @slackhq at all? They give you lots of data on a regular basis, which is really interesting. Re A3 #measurepr

7/14/2015 9:31 K_Olivia_Ann @SarahParkerPR @shelholtz - never used Yammer before. I'm intrigued! #measurepr

7/14/2015 9:31 shonali RT @juliesoneil A5: HR and #internal #comms should collaborate on goals, strategy, and #measurePF

7/14/2015 9:31 K_Olivia_Ann RT @shelholtz: @hopwood, an outtake might be improved understanding of an issue. It's what audience takes away from the communication. #mea..

7/14/2015 9:31 shonali RT @Barb_G A5 I'm a big believer in integrated comms. One person should be overseeing both internal and external, IMO. #measurepr

7/14/2015 9:32 Prezly A5 Use @SlackHQ to set up intelligence channels within your team. Thought leadership builds trust and greater awareness #measurePF

7/14/2015 9:32 SocialAugusto A5 Coherent corporate strategy for #internalcomms & #PR. If everyone is on board, both should be in sync #measurepr

7/14/2015 9:32 shonali RT @Barb_G A5 Employees are key source of intel for a company, so #internal #comms should be feeding rest of comms team. #measurepr

7/14/2015 9:32 Barb_G A5 Employees are key source of intel for a company, so #internal #comms should be feeding rest of comms team. #measurepr

7/14/2015 9:32 K_Olivia_Ann RT @SocialAugusto: A5 Coherent corporate strategy for #internalcomms & #PR. If everyone is on board, both should be in sync #measurepr

7/14/2015 9:32 shelholtz @SarahParkerPR Yammer is just one option. Chatter, Slack, there are probably 100 internal collaboration tools out there. #measurepr

7/14/2015 9:32 shonali RT @juliesoneil: A4: @CommAMMO and I welcome suggestions on what you consider must measure #internal #comms standards #measurePF

7/14/2015 9:32 SocialAugusto Me too! RT @Barb_G A5 I'm a big believer in integrated comms. One person should be overseeing both internal and external, IMO. #measurepr

7/14/2015 9:33 Prezly A5 Host a day for your teams to discover what works for them. Invite the people who built the tools to show you how it's done #measurePF

7/14/2015 9:33 aiaddysonzhang @shonali @Barb_G Employees can also be the best advocates for external PR #measurePF

7/14/2015 9:33 ksucich @shonali @shelholtz @SlackHQ Will have to check this out - haven't heard of it before. #measurePR

7/14/2015 9:33 shonali Yes, definitely! RT @aiaddysonzhang @shonali @Barb_G Employees can also be the best advocates for external PR #measurePF

7/14/2015 9:33 SedaleM RT @SarahParkerPR: #Yammer is a great tool for metrics! #internalcomms #measurePR <https://t.co/Msm5nNIGHc>

7/14/2015 9:33 aiaddysonzhang RT @shelholtz: @SarahParkerPR Yammer is just one option. Chatter, Slack, there are probably 100 internal collaboration tools out there. #me..

7/14/2015 9:33 CatherineCarol Just like in all aspects of PR, lots of collaboration in #internalcomms as well! #measurePR <https://t.co/fcr9X4T1eD>

7/14/2015 9:33 K_Olivia_Ann RT @shonali: Yes, definitely! RT @aiaddysonzhang @shonali @Barb_G Employees can also be the best advocates for external PR #measurePF

7/14/2015 9:33 Prezly RT @shonali: Yes, definitely! RT @aiaddysonzhang @shonali @Barb_G Employees can also be the best advocates for external PR #measurePF

7/14/2015 9:33 Barb_G Absolutely right @aiaddysonzhang #measurepr

7/14/2015 9:34 shelholtz A5 I believe in a separate internal comms function with at least a dotted line to PR. #measurepr

7/14/2015 9:34 corinamana RT @shonali: Q5: In your opinion, how should #internal #comms and #PR work together (if at all)? @shelholtz @Barb_G @juliesoneil & all! #me..

7/14/2015 9:34 ksucich Yes, agree! #measurePR <https://t.co/flpWqx0FY3>

7/14/2015 9:34 SedaleM @shonali Fantastic question because PR firms are notoriously bad at doing PR for themselves I think they have to work in harmony #measurep

7/14/2015 9:34 K_Olivia_Ann RT @ksucich: Yes, agree! #measurePR <https://t.co/flpWqx0FY3>

7/14/2015 9:34 shelholtz A5 I've seen too many IC teams that just became internal redirects of external messaging. #measurepr

7/14/2015 9:34 corinamanea RT @Barb_G: A5 Employees are key source of intel for a company, so #internal #comms should be feeding rest of comms team. #measurep

7/14/2015 9:34 CatherineCarol @aiaddysonzhang @shonali @Barb_G Working on a campaign now that includes this as a big component. #measurePF

7/14/2015 9:34 gerardcorbett Sorry I am late #measurePR Gerry Corbett, CEO Redphlag. Watching Pluto Fly By #pluto <http://t.co/RkTleU7oUF>

7/14/2015 9:34 shonali @ksucich OMG @SlackHQ is TERRIFIC. One of the many advantages to a collab tool is how much it can cut down on email. @shelholtz #measurepr

7/14/2015 9:34 shonali @gerardcorbett I'm so glad you made it! #measurepr

7/14/2015 9:35 shonali RT @shelholtz A5 I've seen too many IC teams that just became internal redirects of external messaging. #measurepr

7/14/2015 9:35 aiaddysonzhang @gerardcorbett Hi Gerry! #measurePR

7/14/2015 9:35 K_Olivia_Ann If you aren't promoting your own #PR, what example does that set for your clients? Not a good one. #measurepr <https://t.co/rhdsWkRvze>

7/14/2015 9:35 shelholtz A5 PR messaging is just 1 dimension of IC. There's the HR, Org Dev, and other dimensions to consider. #measurepr

7/14/2015 9:35 corinamanea @aiaddysonzhang @shonali @Barb_G Great point Ai! #measurepr

7/14/2015 9:35 shonali @SedaleM Tell me about it. I'm a survivor of the #PR agency world. ;) #measurepr

7/14/2015 9:35 Prezly A5 Establishing yourself as an invaluable resource for your boss, clients and business puts you in the perfect position of power #measurePF

7/14/2015 9:35 shelholtz A5 Also, PR doesn't care much about employee-to-employee messaging, which is increasingly important. #measurepr

7/14/2015 9:35 shonali RT @shelholtz A5 PR messaging is just 1 dimension of IC. There's the HR, Org Dev, and other dimensions to consider. #measurepr

7/14/2015 9:35 shonali RT @shelholtz A5 Also, PR doesn't care much about employee-to-employee messaging, which is increasingly important. #measurepr

7/14/2015 9:36 shonali RT @shelholtz A5 I believe in a separate internal comms function with at least a dotted line to PR. #measurepr

7/14/2015 9:36 shelholtz A5 A lot of IC is also tied up in change management, another topic PR doesn't address. #measurepr

7/14/2015 9:36 corinamanea @gerardcorbett Hi Gerry! How are you? #measurepr

7/14/2015 9:36 gerardcorbett Always!!! #measurePR <https://t.co/LQrF8iQqjB>

7/14/2015 9:36 juliesoneil A5 Agree with @shelholtz PR also needs to work with HR to foster employee connectivity, empowerment, and engagement #measurePF

7/14/2015 9:36 aiaddysonzhang @shelholtz You shared great insights! Would really love to have u as a guest speaker for my PR class if it is possible #measurePF

7/14/2015 9:37 dc2fla RT @shelholtz: Incidentally, half of IC work these days should be facilitating employee-to-employee communication. Are you measuring that? ..

7/14/2015 9:37 corinamanea A5: True PR starts inside the organization with its employees. #measurepr

7/14/2015 9:37 Prezly A5 We also use @Wunderlist @asana to assign tasks, track project progress, and show people what you're working on #measurePF

7/14/2015 9:37 K_Olivia_Ann Yes!! #measurepr <https://t.co/AALbzG5HDK>

7/14/2015 9:37 jfouts @ksucich you'll love @SlackHQ ! #measurepr

7/14/2015 9:37 aiaddysonzhang Had to go now... Will read the tweets later. Such a great chat #measurePR Learned so much from everyone

7/14/2015 9:37 aiaddysonzhang RT @corinamanea: A5: True PR starts inside the organization with its employees. #measurepr

7/14/2015 9:37 shelholtz @aiaddysonzhang That'd be fun. I love talking to students. #measurepr

7/14/2015 9:38 corinamanea RT @juliesoneil: A5 Agree with @shelholtz PR also needs to work with HR to foster employee connectivity, empowerment, and engagement #measu.

7/14/2015 9:38 shonali @aiaddysonzhang TYVM for stopping by! #measurepr

7/14/2015 9:38 SocialAugusto RT @juliesoneil A5 Agree with @shelholtz PR also needs 2 work with HR 2 foster employee connectivity, empowerment, and engagement #measurePI

7/14/2015 9:38 Prezly Agreed — employees can be your best advocates and internal influencers! #measurePR <https://t.co/FZRH8c6Nxf>

7/14/2015 9:38 shonali Q6: What are some common mistakes folks make when it comes to measuring #internal #comms? @barb_G @shelholtz @juliesoneil & all! #measurepr

7/14/2015 9:38 jfouts Give employees the content they need to advocate for you. #MeasurePR <https://t.co/M6QLpmZgcg>

7/14/2015 9:38 aiaddysonzhang @shelholtz Thank you so much. Will DM later! #measurePR

7/14/2015 9:38 K_Olivia_Ann RT @jfouts: Give employees the content they need to advocate for you. #MeasurePR <https://t.co/M6QLpmZgcg>

7/14/2015 9:38 aiaddysonzhang @shonali Absolutely! One of my favorite chats! #measurePR

7/14/2015 9:38 shelholtz Re: outtakes, AMEC refers to them as "intermediary effect." <http://t.co/6h5oxMV88i> #measurepr

7/14/2015 9:38 CatherineCarol Yup! Biggest stakeholder -- RT @corinamanea A5: True PR starts inside the organization with its employees. #measurepr

7/14/2015 9:38 martinwaxman @shonali Small publicity world :) #measurePR

7/14/2015 9:38 shonali RT @shelholtz Re: outtakes, AMEC refers to them as "intermediary effect." <http://t.co/OPZJRyfeDr> #measurepr

7/14/2015 9:38 Barb_G A6 Most common mistake is not so much in the measurement but in poorly developed objectives. Bad objectives, wrong measurement. #measurepr

7/14/2015 9:39 corinamanea .@Prezly @Wunderlist @asana Also @SlackHQ is a great internal comms tool. Have you used it? #measurepr

7/14/2015 9:39 juliesoneil A6: Not measuring outcomes; measuring outputs such as clicks, likes, etc. #measurePR

7/14/2015 9:39 CatherineCarol RT @Barb_G: A6 Most common mistake is not so much in the measurement but in poorly developed objectives. Bad objectives, wrong measurement...

7/14/2015 9:39 shonali RT @jfouts Give employees the content they need to advocate for you. #MeasurePR <https://t.co/xQCaJzqnfN>

7/14/2015 9:39 _thoughtcreates In today's world, quantifiable metrics provide you a gateway to PR Superstardom!! I'm just saying'. Stand out! #PRproblems #measurePF

7/14/2015 9:39 Barb_G A6 I'm often suspicious when I see awareness objective, often what is needed is an action one. #measurepr

7/14/2015 9:39 HannalizKnowle RT @jfouts: Give employees the content they need to advocate for you. #MeasurePR <https://t.co/M6QLpmZgcg>

7/14/2015 9:39 shonali RT @K_Olivia_Ann #truth! If you don't tell them the narrative, how will they be advocates? #measurepr

7/14/2015 9:39 shelholtz A6 My least favorite IC measurement tactic: reader response surveys (which only measure what your readers think). #measurepr

7/14/2015 9:39 shonali RT @Barb_G A6 I'm often suspicious when I see awareness objective, often what is needed is an action one. #measurepr

7/14/2015 9:39 shonali RT @shelholtz A6 My least favorite IC measurement tactic: reader response surveys (which only measure what your readers think). #measurepr

7/14/2015 9:39 martinwaxman @shonali I had to step out for a meeting, but I'm back now... #measurepr

7/14/2015 9:39 K_Olivia_Ann RT @CatherineCarol: Yup! Biggest stakeholder -- RT @corinamanea A5: True PR starts inside the organization with its employees. #measurepr

7/14/2015 9:39 Prezly This is a powerful message for PR leadership teams #measurePR <https://t.co/ec85CuUUeN>

7/14/2015 9:40 corinamanea @jfouts And the why Janet. #measurepr

7/14/2015 9:40 shelholtz A6 Pointless to ask whether you read "all, some or none" of a document. Or if they liked the design. #measurepr

7/14/2015 9:40 K_Olivia_Ann RT @Prezly: This is a powerful message for PR leadership teams #measurePR <https://t.co/ec85CuUUeN>

7/14/2015 9:40 jfouts If you don't enable the team with the right content they'll make it up trying to help. Not always a good thing. #MeasurePF

7/14/2015 9:40 corinamanea RT @shonali: Q6: What are some common mistakes folks make when it comes to measuring #internal #comms? @barb_G @shelholtz @juliesoneil & al..

7/14/2015 9:40 juliesoneil A6: Another common #measurePR mistake is collecting data and not acting upon it to change/adapt strategy and tactics

7/14/2015 9:40 K_Olivia_Ann #truth #measurepr <https://t.co/bdtvUyNBOQ>

7/14/2015 9:40 shonali RT @jfouts If you don't enable the team with the right content they'll make it up trying to help. Not always a good thing. #MeasurePF

7/14/2015 9:40 Barb_G A6 For those doing global comms, lots of mistakes in trying to apply the same measurement globally. #measurepr

7/14/2015 9:40 shonali RT @shelholtz A6 Pointless to ask whether you read "all, some or none" of a document. Or if they liked the design. #measurepr

7/14/2015 9:40 Prezly .@corinamanea We use @SlackHQ daily and love it! #measurePR

7/14/2015 9:40 dc2fla RT @shelholtz A6 Pointless to ask whether you read "all, some or none" of a document. Or if they liked the design. #measurepr

7/14/2015 9:41 Barb_G A6 The idea that you can have one employee survey rolled out globally and get valid comparable data is ludicrous to me. #measurepr

7/14/2015 9:41 jfouts @corinamanea Just posted. They'll do what they can with what they have. Better to be informed. #measurePF

7/14/2015 9:41 shonali RT @juliesoneil: A6: Another common #measurePR mistake is collecting data and not acting upon it to change/adapt strategy and tactic:

7/14/2015 9:41 shelholtz A6 @juliesoneil I had a VP once who wouldn't let me conduct a survey because he knew C-suite wouldn't act on the results. #measurepr

7/14/2015 9:41 DellaDollie_086 RT @shonali: RT @jfouts Give employees the content they need to advocate for you. #MeasurePR <https://t.co/xQCaJzqnfN>

7/14/2015 9:41 K_Olivia_Ann RT @Barb_G: A6 The idea that you can have one employee survey rolled out globally and get valid comparable data is ludicrous to me. #measur..

7/14/2015 9:41 Boryana_S RT @shelholtz: A6 My least favorite IC measurement tactic: reader response surveys (which only measure what your readers think). #measurepr

7/14/2015 9:41 jfouts Lots of people don't really know what to do with their metrics. #measurePR <https://t.co/YSrGxBQQqp>

7/14/2015 9:41 shonali RT @Barb_G A6 The idea that you can have 1 employee survey rolled out globally and get valid comparable data is ludicrous to me. #measurepr

7/14/2015 9:41 shonali RT @Barb_G A6 For those doing global comms, lots of mistakes in trying to apply the same measurement globally. #measurepr

7/14/2015 9:42 K_Olivia_Ann MT @jfouts They'll do what they can with what they have. Better to be informed. #measurePR

7/14/2015 9:42 K_Olivia_Ann RT @jfouts: Lots of people don't really know what to do with their metrics. #measurePR <https://t.co/YSrGxBQQqp>

7/14/2015 9:42 juliesoneil A6: @shelholtz --sounds like a wise VP #measurePR

7/14/2015 9:42 CatherineCarol Why #measurePR if you're not going to act on the results? And sooner rather than later. <https://t.co/BONGOZVQz2>

7/14/2015 9:42 K_Olivia_Ann RT @CatherineCarol: Why #measurePR if you're not going to act on the results? And sooner rather than later. <https://t.co/BONGOZVQz̄>

7/14/2015 9:42 gerardcorbett With employees, measurement should be real time, all the time #measurePR #notanafterthough

7/14/2015 9:42 martinwaxman RT @shelholtz A6 @juliesoneil Had a VP once who wouldn't let me conduct a survey because he knew C-suite wouldn't act on results #measurep

7/14/2015 9:42 K_Olivia_Ann RT @martinwaxman: RT @shelholtz A6 @juliesoneil Had a VP once who wouldn't let me conduct a survey because he knew C-suite wouldn't act on ..

7/14/2015 9:42 jfouts Yep. Waste of time. Who needs information anyway? LOL #MeasurePR #Sadpanda <https://t.co/N9Rd6mSSVx>

7/14/2015 9:42 SarahParkerPR A6: Surveys that use rating scales that don't resonate/are not relevant. Also using canned multiple choice q's. #internalcomms #measurePF

7/14/2015 9:43 shelholtz A6 Another issue: Crafting a survey without basis for questions. Do focus groups, interviews 1st to ID issues to test w/ survey. #measurepr

7/14/2015 9:43 shonali Q7: What lessons can other #comms pros learn from their #internal counterparts? #measurePR @shelholtz @barb_G @juliesoneil & all

7/14/2015 9:43 martinwaxman Two-way feedback RT @gerardcorbett With employees, measurement should be real time, all the time #measurePR #notanafterthough

7/14/2015 9:43 K_Olivia_Ann RT @SarahParkerPR: A6: Surveys that use rating scales that don't resonate/are not relevant. Also using canned multiple choice q's. #interna..

7/14/2015 9:43 Barb_G RT @shelholtz A6 Crafting a survey without basis for questions. Do focus groups, interviews 1st to ID issues to test w/ survey. #measurepr

7/14/2015 9:43 K_Olivia_Ann RT @martinwaxman: Two-way feedback RT @gerardcorbett With employees, measurement should be real time, all the time #measurePR #notanafter..

7/14/2015 9:43 shalamajackson RT @shonali: Yes, definitely! RT @aiaddysonzhang @shonali @Barb_G Employees can also be the best advocates for external PR #measurePF

7/14/2015 9:43 CoraMcrea RT @martinwaxman: RT @shelholtz A6 @juliesoneil Had a VP once who wouldn't let me conduct a survey because he knew C-suite wouldn't act on ..

7/14/2015 9:43 juliesoneil A7: Employees are perhaps the most important stakeholder for PR. #measurePF

7/14/2015 9:43 shonali YES! MT @shelholtz A6: Crafting a survey w/o basis for qns. Do focus groups, interviews 1st to ID issues to test w/survey #measurepr

7/14/2015 9:44 Prezly RT @juliesoneil: A7: Employees are perhaps the most important stakeholder for PR. #measurePF

7/14/2015 9:44 HannalizKnowles RT @CatherineCarol: Why #measurePR if you're not going to act on the results? And sooner rather than later. <https://t.co/BONGOZVQz̄>

7/14/2015 9:44 shonali RT @juliesoneil A7: Employees are perhaps the most important stakeholder for PR. #measurePF

7/14/2015 9:44 K_Olivia_Ann RT @shonali: RT @juliesoneil A7: Employees are perhaps the most important stakeholder for PR. #measurePF

7/14/2015 9:44 shelholtz Need to strategize layers of measurement. Audit for baseline, survey to assess progress, pulse polls (and more) for real-time. #measurepr

7/14/2015 9:44 K_Olivia_Ann RT @shelholtz: Need to strategize layers of measurement. Audit for baseline, survey to assess progress, pulse polls (and more) for real-tim..

7/14/2015 9:44 martinwaxman RT @shonali Q7 What lessons can other #comms pros learn from #internal counterparts? #measurePR @shelholtz @barb_G @juliesoneil & all

7/14/2015 9:44 shonali RT @shelholtz Need to strategize layers of measurement. Audit for baseline, survey to assess progress, pulse polls for real-time. #measurepr

7/14/2015 9:44 juliesoneil A7: External PR will not work if empl are not engaged, connected, & empowered. Employees are best brand ambassadors #measurePR

7/14/2015 9:44 SocialAugusto Agreed RT @juliesoneil A7: Employees are perhaps the most important stakeholder for PR. #measurePF

7/14/2015 9:45 K_Olivia_Ann RT @juliesoneil: A7: External PR will not work if empl are not engaged, connected, & empowered. Employees are best brand ambassadors #measu.

7/14/2015 9:45 shelholtz A7 If I judge one more comms award entry that lists advertising value equivalency as an outcome, I'll hurt somebody. #measurepr

7/14/2015 9:45 corinamana RT @shonali: Q7: What lessons can other #comms pros learn from their #internal counterparts? #measurePR @shelholtz @barb_G @juliesoneil & a..

7/14/2015 9:45 Barb_G RT @juliesoneil A7: External PR will not work if empl are not engaged connected & empowered. Employees are best brand ambassadors #measurePF

7/14/2015 9:45 KeeyanaAvery RT @shonali: RT @juliesoneil A7: Employees are perhaps the most important stakeholder for PR. #measurePF

7/14/2015 9:45 SedaleM RT @shelholtz: A7 If I judge one more comms award entry that lists advertising value equivalency as an outcome, I'll hurt somebody. #measur..

7/14/2015 9:45 rivarbrown RT @_thoughtcreates: In today's world, quantifiable metrics provide you a gateway to PR Superstardom!! I'm just saying'. Stand out! #PRprob..

7/14/2015 9:46 shonali ROFL RT @shelholtz A7 If I judge 1 more comms award entry that lists advertising value equivalency as outcome, I'll hurt somebody #measurepr

7/14/2015 9:46 shelholtz A6 @juliesoneil Indeed. A survey sends employees a message: Something will be done to address issues that arise. #measurep

7/14/2015 9:46 martinwaxman A7 Listen hard for the subtleties and don't let rumors spread by creating a comms void #measurepr

7/14/2015 9:46 Barb_G A7 I just think the divisions between internal and external are faulty. #measurepr

7/14/2015 9:46 K_Olivia_Ann RT @shelholtz: A6 @juliesoneil Indeed. A survey sends employees a message: Something will be done to address issues that arise. #measurep

7/14/2015 9:46 shonali RT @shelholtz A6 @juliesoneil Indeed. A survey sends employees a message: Something will be done to address issues that arise. #measurep

7/14/2015 9:46 juliesoneil A7 @shelholtz Unfortunately I still see folks using AVEs. I refer them to the Barcelona Principles #measurePF

7/14/2015 9:46 SocialAugusto RT @juliesoneil A7: External PR will not work if empl are not engaged connected & empowered. Employees are best brand ambassadors #measurePF

7/14/2015 9:46 shonali RT @Barb_G A7 I just think the divisions between internal and external are faulty. #measurepr

7/14/2015 9:46 SarahParkerPR Q7: In #internalcomms we need to listen & be tuned in to needs, wants, understanding. Other #commspros could do more of this. #measurePI

7/14/2015 9:46 shonali RT @martinwaxman A7 Listen hard for the subtleties and don't let rumors spread by creating a comms void #measurepr

7/14/2015 9:46 gerardcorbett A7. Employees are the front line. It is where the buck starts #measurePR

7/14/2015 9:46 Barb_G Good lord! RT @juliesoneil A7 @shelholtz Unfortunately I still see folks using AVEs. I refer them to the Barcelona Principles #measurePF

7/14/2015 9:46 shonali RT @juliesoneil A7: External PR will not work if empl not engaged, connected, & empowered. Employees are best brand ambassadors #measurePR

7/14/2015 9:47 K_Olivia_Ann Agreed #measurepr <https://t.co/7Y4nGCOYrT>

7/14/2015 9:47 Prezly A6 True PR pros use internal resources to identify what works and apply intelligence to develop ways to replicate it #measurePF

7/14/2015 9:47 shonali Q8: What tools would you recommend for measuring #internal #comms, including if on a small budget? #measurep

7/14/2015 9:47 shelholtz A7 It's a problem to involve not-engaged employees in PR. That's why IC needs to set engagement as an objective. #measurep

7/14/2015 9:47 shonali RT @shelholtz A7 It's a problem to involve not-engaged employees in PR. That's why IC needs to set engagement as an objective. #measurep

7/14/2015 9:47 timsbits RT @shonali: RT @Barb_G A5 I'm a big believer in integrated comms. One person should be overseeing both internal and external, IMO. #measu.

7/14/2015 9:48 Barb_G A8 Depends on size and characteristics of audience & what you need to measure. #measurepr

7/14/2015 9:48 K_Olivia_Ann RT @shonali: RT @shelholtz A7 It's a problem to involve not-engaged employees in PR. That's why IC needs to set engagement as an objective...

7/14/2015 9:48 shonali RT @gerardcorbett A7. Employees are the front line. It is where the buck starts #measurePF

7/14/2015 9:48 Barb_G A8 Think about how employees are generally communicating with each other, friends and family. #measurep

7/14/2015 9:48 K_Olivia_Ann RT @Barb_G: A8 Think about how employees are generally communicating with each other, friends and family. #measurep

7/14/2015 9:48 Barb_G A8 Most are using SM tools, phone apps, SMS. Can you use those for quick polls, pulse surveys, etc? #measurepr

7/14/2015 9:48 shonali RT @Barb_G: A8 Depends on size and characteristics of audience & what you need to measure. #measurepr

7/14/2015 9:48 loringbarnes A7 Employees empowered to drive change are loyal, co ambassadors + more industriously engaged on a leadership track. #measurep

7/14/2015 9:48 claritynews A7 Employees empowered to drive change are loyal, co ambassadors + more industriously engaged on a leadership track. #measurep

7/14/2015 9:49 Barb_G A8 Don't forget face-to-face channels for measurement, as long as it doesn't need anonymity to get valid responses. #measurepr

7/14/2015 9:49 shelholtz A8 At 1 of my employers, I could get no measurement budget. I used pulse polls and focus groups. Better than nothing. #measurep

7/14/2015 9:49 Prezly RT @claritynews: A7 Employees empowered to drive change are loyal, co ambassadors + more industriously engaged on a leadership track. #meas..

7/14/2015 9:49 K_Olivia_Ann Exactly. Try and use the tools they're already using! #measurepr <https://t.co/uB1hiIYzbu>

7/14/2015 9:49 juliesoneil A7 Good research on #IPR website that indicates that employee engagement related to positive business outcomes #measurePF

7/14/2015 9:49 K_Olivia_Ann RT @loringbarnes: A7 Employees empowered to drive change are loyal, co ambassadors + more industriously engaged on a leadership track. #mea.

7/14/2015 9:49 gerardcorbett It's all about consistency, coherence and resonance. #measurePR <https://t.co/W2NdmUdOHy>

7/14/2015 9:49 HannaLizKnowles @shonali or budget of zero and team of one! Ha! #measurePF

7/14/2015 9:49 shonali RT @Barb_G: A8 Most are using SM tools, phone apps, SMS. Can you use those for quick polls, pulse surveys, etc? #measurepr

7/14/2015 9:50 Barb_G A8 Also, if objective is behaviour change, observation may be best. Benchmark the behaviour before then after your comms. #measurep

7/14/2015 9:50 shonali RT @Barb_G: A8 Don't forget face-to-face channels for measurement, as long as it doesn't need anonymity to get valid responses. #measurepr

7/14/2015 9:50 K_Olivia_Ann RT @gerardcorbett: It's all about consistency, coherence and resonance. #measurePR <https://t.co/W2NdmUdOHy>

7/14/2015 9:50 loringbarnes Do @klout metrics matter for #measurepr?

7/14/2015 9:50 SarahParkerPR So important! #internalcomms #measurePR <https://t.co/Xk0WOLwtX7>

7/14/2015 9:50 shonali RT @Barb_G A8 Also, if objective is behaviour change, observation may be best. Benchmark the behaviour before & after your comms. #measurep

7/14/2015 9:50 CatherineCarol .@HannaLizKnowles @shonali Yup! #measurePR #onmyown

7/14/2015 9:50 gerardcorbett A8. Ears #measurePR

7/14/2015 9:50 shonali @HannaLizKnowles LOL! #measurepr

7/14/2015 9:50 K_Olivia_Ann RT @SarahParkerPR: So important! #internalcomms #measurePR <https://t.co/Xk0WOLwtX7>

7/14/2015 9:50 Barb_G A8 Some info may already be available w/in company (sales, productivity, attendance, retention stats, profitability). #measurepr

7/14/2015 9:50 corinamanea RT @gerardcorbett: It's all about consistency, coherence and resonance. #measurePR <https://t.co/W2NdmUdOHy>

7/14/2015 9:50 CaronHohner RT @shonali: RT @Barb_G A8 Also, if objective is behaviour change, observation may be best. Benchmark the behaviour before & after your com..

7/14/2015 9:50 ChrystalGrinage RT @shonali: RT @Barb_G A8 Also, if objective is behaviour change, observation may be best. Benchmark the behaviour before & after your com..

7/14/2015 9:51 shonali RT @shelholtz A8 At 1 of my employers, no measurement budget. I used pulse polls and focus groups. Better than nothing. #measurep

7/14/2015 9:51 Barb_G A8 Find out what other depts are measuring. #measurepr

7/14/2015 9:51 juliesoneil A8 Don't underestimate survey tools like Qualtrics & SurveyMonkey. More about the quality of questions, not tool #MeasurePF

7/14/2015 9:51 shonali RT @Barb_G A8 Some info may already be available w/in company (sales, productivity, attendance, retention stats, profitability). #measurepr

7/14/2015 9:51 shonali RT @juliesoneil A8 Don't underestimate survey tools like Qualtrics & SurveyMonkey. More about the quality of questions, not tool #MeasurePF

7/14/2015 9:51 K_Olivia_Ann RT @juliesoneil: A8 Don't underestimate survey tools like Qualtrics & SurveyMonkey. More about the quality of questions, not tool #MeasurePF

7/14/2015 9:51 shelholtz A8 For town hall feedback, try something real-time like PollEverywhere. #measurepr

7/14/2015 9:51 shonali RT @shelholtz A8 For town hall feedback, try something real-time like PollEverywhere. #measurepr

7/14/2015 9:51 Barb_G RT @shonali RT @shelholtz A8 For town hall feedback, try something real-time like PollEverywhere. #measurepr

7/14/2015 9:51 shonali Re Q8: MT @azjuancafe Wufoo forms is cheap way to create your own online survey #measurepr

7/14/2015 9:51 Prezly A8 Use @peanutlabsmedia Crowdv. be for instant polling #measurePR <http://t.co/cTleRJ6Mf3>

7/14/2015 9:51 shonali RT @Barb_G A8 Find out what other depts are measuring. #measurepr

7/14/2015 9:52 K_Olivia_Ann RT @shonali: RT @Barb_G A8 Find out what other depts are measuring. #measurepr

7/14/2015 9:52 shonali RT @Prezly A8 Use @peanutlabsmedia Crowdv. be for instant polling #measurePR <http://t.co/H9HTXjLoh5>

7/14/2015 9:52 CatherineCarol @shonali @juliesoneil Shoutout to @Instantly here for their survey tool - much better than SurveyMonkey (IMO) and totally free. #measurePF

7/14/2015 9:52 K_Olivia_Ann RT @CatherineCarol: @shonali @juliesoneil Shoutout to @Instantly here for their survey tool - much better than SurveyMonkey (IMO) and total.

7/14/2015 9:53 shonali HAH! That reminds me of how I talk about the best free tool out there: your brain. ;) RT @gerardcorbett A8. Ears #measurePF

7/14/2015 9:53 shonali RT @CatherineCarol Shoutout to @Instantly here for their survey tool - much better than SurveyMonkey (IMO) and totally free. #measurePF

7/14/2015 9:53 juliesoneil A8: @Barb_G That's an outstanding point. Lots of good data available in organizations to analyze #measurePF

7/14/2015 9:53 SocialAugusto RT @Prezly A8 Use @peanutlabsmedia Crowdv. be for instant polling #measurePR <http://t.co/eFI78WgXZC>

7/14/2015 9:53 SarahParkerPR Oooh, I haven't tried @Instantly! I will have to look into that tool. #measurePR <https://t.co/7ny3cD1MIK>

7/14/2015 9:53 shelholtz A8 I STRONGLY urge working with a measurement expert to develop non-biased wording for any surveys. It makes a huge difference. #measurepr

7/14/2015 9:54 shonali RT @shelholtz A8 I STRONGLY urge working w measurement expert to develop non-biased wording for surveys, makes a huge difference. #measurepr

7/14/2015 9:54 Barb_G @shelholtz Agree, I've seen so many bad surveys, questions unanswerable. #measurepr

7/14/2015 9:55 K_Olivia_Ann RT @shelholtz: A8 I STRONGLY urge working with a measurement expert to develop non-biased wording for any surveys. It makes a huge differen..

7/14/2015 9:55 HannalizKnowles: @Barb_G Good idea! Simple measurements like attendance and participation at events can provide a baseline for engagement. #measurePF

7/14/2015 9:55 Barb_G A8 And TEST your surveys before distributing widely. #measurepr

7/14/2015 9:55 corinamanea RT @shelholtz: A8 I STRONGLY urge working with a measurement expert to develop non-biased wording for any surveys. It makes a huge differen..

7/14/2015 9:55 shonali Final question! Q9 is from a participant who'd prefer not to be identified: recos for getting a job in #internal #comms? #measurepr

7/14/2015 9:55 Prezly Great precaution — removing any biases (gender/race/sex) from questionnaires is crucial #measurePR <https://t.co/Kzn107hI9X>

7/14/2015 9:55 K_Olivia_Ann RT @shonali: HAH! That reminds me of how I talk about the best free tool out there: your brain. ;) RT @gerardcorbett A8. Ears #measurePF

7/14/2015 9:55 shelholtz @Barb_G Even worse are the questions that superficially seem fine wording could bias the response. #measurepr

7/14/2015 9:55 shonali RT @Barb_G A8 And TEST your surveys before distributing widely. #measurepr

7/14/2015 9:56 CatherineCarol @Barb_G @shelholtz Or if you can't get an expert, at least let someone with fresh eyes review it; watch them, adjust as needed #measurePF

7/14/2015 9:56 SocialAugusto Ideal yes, but sometimes there's no budget RT @Barb_G @shelholtz Agree, I've seen so many bad surveys, questions unanswerable. #measurepr

7/14/2015 9:56 Prezly A9 Set up social media alerts with keywords for the ideal job you're interested in — then act quickly to get in the door! #measurePF

7/14/2015 9:56 K_Olivia_Ann @CatherineCarol @Barb_G @shelholtz fresh eyes can make a huge difference! #measurepr

7/14/2015 9:56 gerardcorbett The organ of orchestration and strategy #measurePR <https://t.co/FhCMIlfzhup>

7/14/2015 9:56 loringbarnes Are any of today's #measurepr participants members of @PRSA, sponsor campuses to @PRSSA students?

7/14/2015 9:57 Barb_G A9 Based on what we've said about math & measurement phobia, a candidate who is good at it stands out. #measurepr

7/14/2015 9:57 shonali RT @Barb_G A9 Based on what we've said about math & measurement phobia, a candidate who is good at it stands out. #measurepr

7/14/2015 9:57 TCUStratComm RT @juliesoneil: A7: External PR will not work if empl are not engaged, connected, & empowered. Employees are best brand ambassadors #measu.

7/14/2015 9:57 SarahParkerPR A8: Our #internalcomms team at previous job created a 'survey action team' - a task force responsible for delivering on feedback. #measurePF

7/14/2015 9:57 shelholtz A9 Do some internal comms volunteer work for a local charity or nonprofit to develop a clipbook. #measurepr

7/14/2015 9:57 shonali @loringbarnes I'm a @PRSA member #measurepr

7/14/2015 9:57 juliesoneil Q9: Propose your best guestimated #internal #comms #measurePR plan for them. Wow them with what you might do. Good luck

7/14/2015 9:57 Prezly RT @SarahParkerPR: A8: Our #internalcomms team at previous job created a 'survey action team' - a task force responsible for delivering on ..

7/14/2015 9:58 TCUStratComm RT @juliesoneil: Research suggests best in-class #internal #comm #measurePR practices <http://t.co/0t9qylomX2>

7/14/2015 9:58 shonali RT @Prezly A9 Set up social media alerts w keywords for the job you're interested in — then act quickly to get in the door! #measurePF

7/14/2015 9:58 shonali RT @juliesoneil Q9: Propose your best guestimated #internal #comms #measurePR plan for them. Wow them with what you might do. Good luck

7/14/2015 9:58 shonali RT @shelholtz A9 Do some internal comms volunteer work for a local charity or nonprofit to develop a clipbook. #measurepr

7/14/2015 9:58 corinamanea Good tips! #measurepr <https://t.co/BKvtmHfmE2>

7/14/2015 9:58 corinamanea RT @shonali: Final question! Q9 is from a participant who'd prefer not to be identified: recos for getting a job in #internal #comms? #meas..

7/14/2015 9:58 Barb_G @loringbarnes I'm in the UK, so not a PRSA member, but IABC and CIPR. #measurepr

7/14/2015 9:58 shelholtz A9 In interviews, talk about outcomes and results, not just the craft of communicating. #measurepr

7/14/2015 9:58 Prezly A9 Also, read the junior PR pro's guide to becoming a PR geek: <http://t.co/Ki5EYtHnl> #measurePF

7/14/2015 9:58 shonali RT @shelholtz A9 In interviews, talk about outcomes and results, not just the craft of communicating. #measurepr

7/14/2015 9:59 shelholtz A9 Join IABC. #measurepr

7/14/2015 9:59 corinamanea A9: Target the people in the companies you want to work for and connect with them on social media #measurepr

7/14/2015 9:59 SocialAugusto A9 Use your linkedin network, attend meetups and build your online reputation. Use about.me #measurepr

7/14/2015 9:59 K_Olivia_Ann RT @corinamanea: A9: Target the people in the companies you want to work for and connect with them on social media #measurepr

7/14/2015 9:59 Barb_G RT @shelholtz A9 Join IABC. #measurepr

7/14/2015 9:59 shelholtz A9 Participate in LinkedIn internal comms groups. #measurepr

7/14/2015 9:59 mountainmagic RT @juliesoneil: A6: Another common #measurePR mistake is collecting data and not acting upon it to change/adapt strategy and tactic:

7/14/2015 9:59 shonali YES. RT @shelholtz A9 Join IABC. #measurepr

7/14/2015 9:59 SarahParkerPR The cruz of #internalcomms. Great advice, @shonali! #measurePR <https://t.co/4bSl1zaoDV>

7/14/2015 9:59 shonali RT @shelholtz A9 Participate in LinkedIn internal comms groups. #measurepr

7/14/2015 9:59 mountainmagic RT @juliesoneil: A2: Measurement can occur at 3 levels: outputs, outtakes, and outcomes; just know the difference and value provided #measu..

7/14/2015 10:00 loringbarnes @shonali I thought so. Seems @PRSA would be an appropriate org to be tied into this #measurepr convo. Big feature of #API

7/14/2015 10:00 mitchellfriedmnn RT @shelholtz: I've been using <http://t.co/IW7DyDQqBR> for years. It makes these chats ridiculously easy. #measurepr

7/14/2015 10:00 Barb_G A9 Drop names like @shelholtz and @shonali in the interview, and say you were just chatting with them about internal comms. #measurepr

7/14/2015 10:00 SarahParkerPR THIS. #truth #IABC #createconnection #measurePR <https://t.co/JW8DydOK9S>

7/14/2015 10:00 juliesoneil A9: Check out the treasure trove of #internal #comm research and best practices on #IPR website #measurePF

7/14/2015 10:00 corinamanea RT @shelholtz: A9 Participate in LinkedIn internal comms groups. #measurepr

7/14/2015 10:00 Prezly A9 Start by thinking about what you're good at. Experiment with blogging and writing outlets to start broadcasting your thoughts #measurePF

7/14/2015 10:00 shonali @loringbarnes I &3 @PRSA and they are aware of #measurePR. Great idea to bring 'em in for "official" reps on a chat

7/14/2015 10:01 Prezly RT @shonali: RT @shelholtz A9 Participate in LinkedIn internal comms groups. #measurepr

7/14/2015 10:01 uber_engagemer @shelholtz surely all IC is E-E? #measurePR

7/14/2015 10:01 mountainmagic RT @shonali: RT @shelholtz A8 For town hall feedback, try something real-time like PollEverywhere. #measurepr

7/14/2015 10:01 Barb_G Was just about to say that RT @Prezly A9 Experiment with blogging and writing outlets to start broadcasting your thoughts #measurePF

7/14/2015 10:01 mountainmagic RT @Barb_G: A8 Some info may already be available w/in company (sales, productivity, attendance, retention stats, profitability). #measurepr

7/14/2015 10:01 shonali And... we're at time! Wow, the hour flew by. I'm thrilled we had so many participants (many new) today - thank you all very much! #measurepr

7/14/2015 10:01 loringbarnes @Barb_G Great to meet you from across the pond! #measurepr

7/14/2015 10:01 SarahParkerPR A9: Continue to contribute your insight and ideas to #sm discussions such as #measurePR. #internalcomms

7/14/2015 10:01 mountainmagic RT @shelholtz: Incidentally, half of IC work these days should be facilitating employee-to-employee communication. Are you measuring that? ..

7/14/2015 10:01 shelholtz @loringbarnes I belong to both IABC & PRSA. Both great. IABC is stronger in internal comms (in my view). #measurepr

7/14/2015 10:01 Barb_G Thanks everyone. Great fun! It flew by so fast. #measurepr

7/14/2015 10:02 Barb_G RT @shelholtz @loringbarnes I belong to both IABC & PRSA. Both great. IABC is stronger in internal comms (in my view). #measurepr

7/14/2015 10:02 shonali And huge thanks to @juliesoneil @shelholtz @Barb_G for being our special guests today. Weren't they great? Applause, please! 🙌 #measurepr

7/14/2015 10:02 shelholtz Thanks again for the invitation, @shonali. It's been a blast! #measurepr

7/14/2015 10:02 Barb_G [takes a bow] #measurepr

7/14/2015 10:02 ksucich @shonali Thanks, Shonali! #measurePR

7/14/2015 10:02 K_Olivia_Ann Thanks for a great #measurepr chat @shonali @Barb_G @juliesoneil @shelholtz !! Y'all have an awesome afternoon

7/14/2015 10:02 loringbarnes Curious @shelholz, why IABC exclusively, and not PRSA too? #measurepr

7/14/2015 10:02 azjuancafe RT @shelholtz: @loringbarnes I belong to both IABC & PRSA. Both great. IABC is stronger in internal comms (in my view). #measurepr

7/14/2015 10:02 juliesoneil This was fun! Look forward to chatting about #internal #comm #measurePR in the future

7/14/2015 10:02 Barb_G Thanks @shonali, you are a goddess of #measurepr

7/14/2015 10:03 corinamanea What an awesome, super fast chat. Thank you @shonali & all. It was great! #measurepr

7/14/2015 10:03 CatherineCarol Learned so much in today's #measurePR chat -- always great to connect and hear from the pros! TY @shonali <https://t.co/zgBPqB3JhD>

7/14/2015 10:03 SocialAugusto A9 Start contributing to the conversation about the topics you like. Comment on other people blogs #measurepr

7/14/2015 10:03 SarahParkerPR Thanks so much for facilitating @shonali! What a fantastic discussion today. I'm inspired! #measurePR #internalcomms

7/14/2015 10:03 Barb_G Scooting out now to go make dinner for my hubby & father-in-law! #dinnertweet #measurepr

7/14/2015 10:04 loringbarnes Ha! Thanks for reply @shelholz. Would like to follow-up. Great forum #measurepr. Count @PR SABoston in for promoting future #prchat

7/14/2015 10:04 shelholtz @loringbarnes I belong to both. IABC's roots are in internal comms (American Society of Industrial Editors). #measurepr

7/14/2015 10:04 HannalizKnowles Thanks, @barb_g @shelholtz @juliesoneil and @shonali. Time is right to implement a plan, so great thoughts to get me started! #measurePR

7/14/2015 10:04 shonali Please save the date for our next chat: Aug. 11, 12-1 pm ET (and it will come to you LIVE FROM TAMPA!). See you then? #measurepr

7/14/2015 10:04 SarahParkerPR Thanks for your expert advice @shonali @Barb_G @juliesoneil @shelholtz! #measurePR #internalcomm:

7/14/2015 10:04 juliesoneil RT @SarahParkerPR: A8: Our #internalcomms team at previous job created a 'survey action team' - a task force responsible for delivering on ..

7/14/2015 10:04 shelholtz Thanks, everyone. Have a great day! #measurepr

7/14/2015 10:04 SocialAugusto Thanks everyone! Specially @shonali @Barb_G and @shelholtz great info #measurepr

7/14/2015 10:05 shonali @SocialAugusto @SarahParkerPR TYVM for joining! #measurepr

7/14/2015 10:05 shonali @HannalizKnowles EXCELLENT. :) @barb_g @shelholtz @juliesoneil #measurepr

7/14/2015 10:05 gerardcorbett What @corinamanea said! #measurePR <https://t.co/upcnP7Tknc>

7/14/2015 10:06 shonali @loringbarnes That is awesome, thank you! The chat is monthly on the 2nd Tuesday, 12-1 pm ET. @PR SABoston #measurepr

7/14/2015 10:06 shonali @loringbarnes Maybe you could be a guest sometime? Let's talk offline? @PR SABoston #measurepr

7/14/2015 10:06 shonali @shelholtz Thank you again, Shel! #measurepr

7/14/2015 10:06 juliesoneil @SarahParkerPR Thanks for your thoughtful comments! #measurePR

7/14/2015 10:06 shonali @Barb_G Love it. And thank you again! Please share the #dinnertweet pix. :) #measurepr

7/14/2015 10:07 maricarjagger RT @shonali: And... we're at time! Wow, the hour flew by. I'm thrilled we had so many participants (many new) today - thank you all very mu...

7/14/2015 10:07 shonali @CatherineCarol @corinamanea it WAS a fast chat - thank you both so much for participating! #measurepr

7/14/2015 10:07 shonali @juliesoneil Thank you SO much for participating, Julie - you rock! #measurepr

7/14/2015 10:08 Prezly Great chatting today! Hope you learned a bit about how we work internally and our goal for improving PR comms - till next time! #measurePR

7/14/2015 10:08 shonali @loringbarnes just FYI @commAMMO did/does a lot of work in IC with @PRSA... @shelholz #measurepr

7/14/2015 10:08 shonali @Prezly Great to see you here! #measurepr

7/14/2015 10:09 shonali Thanks again, everyone! Remember, the next #measurePR chat is Aug 11, 12-1 pm ET. Please save the date! TTYL.