

Time(PDT)	Username	Update
9/8/2015 9:00	shonali	And... it's TIME! Welcome to the Sept #measurePR chat which promises to be EPIC. Or, as @decillis called it, #measurePR-palooza!
9/8/2015 9:00	anthrofoodie	RT @shonali: And... it's TIME! Welcome to the Sept #measurePR chat which promises to be EPIC. Or, as @decillis called it, #measurePR-palooz...
9/8/2015 9:00	wadds	Going to be jumping into #measurePR for the next hour. You may want to mute me if that's not your thing,
9/8/2015 9:00	amithpr	RT @anthrofoodie: Celebrate #MeasurementMonth on today's #measurePR chat! <a href="http://t.co/p431gk2Er2">http://t.co/p431gk2Er2</a>
9/8/2015 9:00	anthrofoodie	very excited! RT @shonali @anthrofoodie Love the countdown! :) #measurepr
9/8/2015 9:01	richardbagnall	RT @anthrofoodie: It's about to get even HOTTER in #SanFrancisco today during #measurepr
9/8/2015 9:01	shonali	We have a BIG BIG BIG chat today, so please bear with me while I go through some housekeeping... and THEN will kick off the chat! #measurepr
9/8/2015 9:01	emmamhawes	RT @shonali: And... it's TIME! Welcome to the Sept #measurePR chat which promises to be EPIC. Or, as @decillis called it, #measurePR-palooz...
9/8/2015 9:01	AmecOrg	RT @shonali: And... it's TIME! Welcome to the Sept #measurePR chat which promises to be EPIC. Or, as @decillis called it, #measurePR-palooz...
9/8/2015 9:01	SuzieLin	RT @shonali: And... it's TIME! Welcome to the Sept #measurePR chat which promises to be EPIC. Or, as @decillis called it, #measurePR-palooz...
9/8/2015 9:01	justinsimon	Popping into #MeasurePR Twitter chat. Might be a big run on Tweets in 3...2...
9/8/2015 9:01	richardbagnall	RT @emmamhawes: WARNING: in the next 30 minutes you will see #measurepr in my newsfeed. If you are in PR join in. #publicrelations
9/8/2015 9:01	shonali	*Not* anyone's thing? ;) RT @wadds Going to be jumping into #measurePR for the next hour. You may want to mute me if that's not your thing,
9/8/2015 9:01	michaelrinaman	RT @margotsavell: Join us momentarily and celebrate #MeasurementMonth on today's #measurePR chat! #AMECMM
9/8/2015 9:01	gojohnab	It's HERE! #measurepr during #amecmm buckle up.)
9/8/2015 9:01	LayneyP	RT @richardbagnall: Can't wait - it's going to be a #measurepr #amecmm extravaganza! <a href="https://t.co/C54jyi2DsQ">https://t.co/C54jyi2DsQ</a>
9/8/2015 9:02	corinamanea	RT @shonali: *Not* anyone's thing? ;) RT @wadds Going to be jumping into #measurePR for the next hour. You may want to mute me if that's no...
9/8/2015 9:02	richardbagnall	RT @wadds: Going to be jumping into #measurePR for the next hour. You may want to mute me if that's not your thing,
9/8/2015 9:02	amithpr	RT @emmamhawes: WARNING: in the next 30 minutes you will see #measurepr in my newsfeed. If you are in PR join in. #publicrelations
9/8/2015 9:02	shonali	I'm psyched that this month #measurePR also supports & is part of #amecmm, with a stellar, global guest lineup. Can I get a WOOT?!
9/8/2015 9:02	donnavincentro	Lunch time activity...participating in the #measurePR for the next hour. Perhaps you can mute me if it's not your thing...
9/8/2015 9:02	anthrofoodie	Make sure to use a twitter chat tool like #TweetChat to make talking #measurement easier #measurepr
9/8/2015 9:02	SulaWineFest	RT @shonali: Final call for #measurePR chat w/ @richardbagnall @gojohnab @margotsavell & more! <a href="http://t.co/C7rvsDb...">http://t.co/C7rvsDb...</a> <a href="http://t.co/hpP6vSQEvY">http://t.co/hpP6vSQEvY</a>
9/8/2015 9:02	SulaWineFest	And... it's TIME! Welcome to the Sept #measurePR chat which promises to be EPIC. Or, as @decillis called it, #meas... <a href="http://t.co/5qmeB0yfX4">http://t.co/5qmeB0yfX4</a>
9/8/2015 9:02	stephbridgeman	RT @shonali: And... it's TIME! Welcome to the Sept #measurePR chat which promises to be EPIC. Or, as @decillis called it, #measurePR-palooz...
9/8/2015 9:02	rdimcclung	RT @margotsavell: Join us momentarily and celebrate #MeasurementMonth on today's #measurePR chat! #AMECMM
9/8/2015 9:02	corinamanea	@shonali So sorry I won't be here Shonali, on the road! #measurePR
9/8/2015 9:02	shonali	OK, before we begin, please introduce yourselves, say who's here, where you're from, what you do, etc. #measurepr
9/8/2015 9:02	anthrofoodie	RT @shonali: I'm psyched that this month #measurePR also supports & is part of #amecmm, with a stellar, global guest lineup. Can I get a WO...
9/8/2015 9:02	MarketingFeed	RT Prezly: .richleighpr on using googleanalytics Goals to demonstrate the value of a #PR campaign: <a href="http://t.co/XhS8msuqUv">http://t.co/XhS8msuqUv</a> #measurePR #prs...
9/8/2015 9:02	shonali	@corinamanea Boo! :( #measurepr
9/8/2015 9:03	gojohnab	Woot! #measurepr #amecmm
9/8/2015 9:03	emmamhawes	WOOT Woot #measurepr <a href="https://t.co/5OXPMJ5ZJ0">https://t.co/5OXPMJ5ZJ0</a>
9/8/2015 9:03	shonali	@richardbagnall Heh! #measurepr
9/8/2015 9:03	austinomaha	@shonali Austin Gaule, PR Measurement Director at @Universal_Info! Omaha, NE. Happy to be on the chat today. #measurePR
9/8/2015 9:03	AdeCapon	RT @wadds: Going to be jumping into #measurePR for the next hour. You may want to mute me if that's not your thing,
9/8/2015 9:03	anthrofoodie	Alexander Wilson, Analyst @Eastwickcom specializing in media measurement, San Francisco #measurepr
9/8/2015 9:04	donnavincentro	Hi! I am Chief of Party, Securing Water for Food TA Facility – providing acceleration services to Grand Challenge innovators. #measurePR
9/8/2015 9:04	shonali	@anthrofoodie Hey, welcome and say hi to my friends at @Eastwickcom! #measurepr
9/8/2015 9:04	CatherineCarol	@shonali Catherine Lott here -- comm coord for DuBard School for Language Disorders (nonprofit) in Hattiesburg, Miss. #measurePR

9/8/2015 9:04 shonali @austinomaha Great to have you! @Universal\_Info #measurepr

9/8/2015 9:04 anthrofoodie :) RT @shonali @anthrofoodie Hey, welcome and say hi to my friends at @Eastwickcom! #measurepr

9/8/2015 9:04 justinsimon Justin Simon, Chief Social Strategist @evolscorp. Content creation, digital marketing, lead gen, growth #MeasurePR

9/8/2015 9:04 shonali @CatherineCarol Lovely to see you! #measurepr

9/8/2015 9:04 KristK Howdy y'all! Kristie here from the MS Gulf Coast, where I'm a PR consultant, Tulane instructor and president of @SPRF2015 #measurepr

9/8/2015 9:04 TheDame615 PR manager with Goodwill Easter Seals Miami Valley (Dayton, Ohio) - looking forward to today's chat. #measurepr

9/8/2015 9:04 amithpr @shonali Hi, Excited to be part of this truly international chat. I co-organise @PromiseFdn's #PRAXIS2015 & co-founded @SCoReInd #measurepr

9/8/2015 9:04 margotsavell I lead the global measurement team at @hkstrategies & I'm the North America co-chair of @Amecorg with @gojohnab #measurePR @shonali

9/8/2015 9:04 pierreloic Made it! #measurepr

9/8/2015 9:04 GreenSmithPR @shonali I'm Karen, account executive at GreensmithPr in Washington, D.C. #measurepr

9/8/2015 9:05 shonali Me, I'm a measurement geek (hence this chat), #socialPR pro, dogmom, shoe fiend & Elvis' biggest fan. Don't be judgy. #measurepr

9/8/2015 9:05 justinsimon Justin Simon, Chief Social Strategist @evolscorp. Content creation, digital marketing, lead gen, growth #MeasurePR

9/8/2015 9:05 amithpr @shonali you rock and so does #measurepr

9/8/2015 9:05 aseemsood Hello from India #measurePR #amecmm

9/8/2015 9:05 shonali @justinsimon @evolscorp @GreenSmithPR Welcome! #measurepr

9/8/2015 9:05 sushilkiln RT @Prezly: .@richleighpr on using @googleanalytics Goals to demonstrate the value of a #PR campaign: <http://t.co/n0SJNjU3oy> #measurePR #pr...

9/8/2015 9:05 shonali @pierreloic YAY! #measurepr

9/8/2015 9:05 austinomaha @shonali it's okay, I won't judge. Kanye is my favorite, that's pretty "judge-worthy." #measurePR

9/8/2015 9:05 shonali OK, as all y'all settle in, just a few guidelines to make chatting fun & easy (kinda sorta)... #measurepr

9/8/2015 9:06 gojohnab Hello ALL Measurement Minded! I'm Johna Burke, BurrellesLuce EVP, AMEC NA Co-chair with @margotsavell #measurepr #amecmm

9/8/2015 9:06 anthrofoodie Let's get this #hashtag trending! #measurepr

9/8/2015 9:06 KristK Good to see other Mississippi girls here! @emmahawes @catherineCarol #measurepr

9/8/2015 9:06 anthrofoodie RT @shonali: OK, as all y'all settle in, just a few guidelines to make chatting fun & easy (kinda sorta)... #measurepr

9/8/2015 9:06 aseemsood I lead a news intelligence firm in India (@IRMPL). Started as a PR professional and felt the need for PR measurement #measurePR #amecmm

9/8/2015 9:06 ErinnLarson1 Hi all- I'm Erinn, I work with @queenofmetrics as a marketing & data analytics assistant #measurepr

9/8/2015 9:06 emmahawes Emma Hawes- Leslie Knope fan, Pilates Lover, Current Social Media Freelancer, Writer of the @buzzfeed social media post #measurepr

9/8/2015 9:06 queenofmetrics Me TOO! RT @wadds: Going to be jumping into #measurePR for the next hour. You may want to mute me if that's not your thing, @ErinnLarson1 @queenofmetrics you provided some great humor last chat. Hope to see more of that! #measurePR

9/8/2015 9:06 SuzieLin I'm Suzie a wine girl and passionate social media enthusiast with 9yr of tech pr experience #measurepr

9/8/2015 9:07 shonali 1) Don't forget to use the hashtag with your tweets (else they won't show up in our transcript). Use Tweetchat or Twubs for this. #measurepr

9/8/2015 9:07 martinwaxman Hi @shonali. I'm here from Toronto. Just did a talk to new #PR students from #SenecaPR and mentioned the chat #measurepr

9/8/2015 9:07 anthrofoodie RT @shonali: 1) Don't forget to use the hashtag with your tweets (else they won't show up in our transcript). Use Tweetchat or Twubs for th...

9/8/2015 9:07 wadds Hello y'all. I'm Chief Engagement Officer @KetchumPR currently in Brussels. Care passionately about proving value of PR clients #measurepr

9/8/2015 9:07 shonali @amithpr Aww, thanks! #measurepr

9/8/2015 9:07 wadds RT @shonali: 1) Don't forget to use the hashtag with your tweets (else they won't show up in our transcript). Use Tweetchat or Twubs for th...

9/8/2015 9:07 richardbagnall Hi, CEO of @primeresearchuk and SVP of PRIME Europe. PRIME is a global communications measurement biz #measurepr

9/8/2015 9:07 pierreloic Founder & CEO of @traackr Influencer management platform #measurepr

9/8/2015 9:08 shonali 2) Try to index your answers, e.g. "Re Q1" or "A1," makes it easier for folks to follow along (now or later) #measurepr

9/8/2015 9:08 anthrofoodie RT @shonali: 2) Try to index your answers, e.g. "Re Q1" or "A1," makes it easier for folks to follow along (now or later) #measurepr

9/8/2015 9:08 SCernojevich Hello @shonali! So glad to be part of #measurePR.

9/8/2015 9:08 martinwaxman RT @shonali 1) Use the hashtag with your tweets (else they won't show up in our transcript). Use Tweetchat or Twubs for this. #measurepr

9/8/2015 9:08 RoeMoPR Rosanne from @PRSA here. Glad to be chatting with you today! #measurePR

9/8/2015 9:08 ErinnLarson1 RT @austinomaha: @ErinnLarson1 @queenofmetrics you provided some great humor last chat. Hope to see more of that! #measurePR

9/8/2015 9:08 shonali @SCernojevich HEY, welcome!!! #measurepr

9/8/2015 9:08 martinwaxman RT @shonali 2) Try to index your answers, e.g. "Re Q1" or "A1," makes it easier for folks to follow along (now or later) #measurepr

9/8/2015 9:08 wadds RT @shonali: 2) Try to index your answers, e.g. "Re Q1" or "A1," makes it easier for folks to follow along (now or later) #measurepr

9/8/2015 9:08 donnnavincentro: Interested in seeing how comms support and measurement plays a direct role in helping enterprises/businesses scale. #measurePR

9/8/2015 9:08 CatherineCarol A very important part of twitter chats! #measurePR <https://t.co/0BnXz64bW0>

9/8/2015 9:08 shonali 3) Qns are primarily for our guests (I'll do roll call in a mo) but all feel welcome to share your thoughts, please #measurepr

9/8/2015 9:09 anthrofoodie RT @shonali: 3) Qns are primarily for our guests (I'll do roll call in a mo) but all feel welcome to share your thoughts, please #measurepr

9/8/2015 9:09 AmecOrg @shonali. @AmecOrg at #measurepr. You might have competition to be the King's greatest fan!

9/8/2015 9:09 shonali 4) if you have a NEW qn for the guests/community, please DM to me so that we can try & keep the chat flowing #measurepr

9/8/2015 9:09 cloudspark listening in to #measurepr because you can't improve what you don't measure #pr

9/8/2015 9:09 emmamhawes Glad to see people from around the globe. I'm in Sikeston, MO right now, home of Lambert's Cafe and countless farms. #measurepr

9/8/2015 9:09 martinwaxman @emmamhawes @shonali They should but that's up to their profs :) #measurepr

9/8/2015 9:09 wadds @shonali great tip. Every day IS a school day. And big thanks for setting this up #measurepr

9/8/2015 9:09 margotsavell @SuzieLin Hi Suzie! It's been ages and from a different Twitter handle! #measurePR

9/8/2015 9:09 anthrofoodie Fantastic guidelines @shonali TY #measurepr

9/8/2015 9:09 SixtaTaraborell RT @shonali: 2) Try to index your answers, e.g. "Re Q1" or "A1," makes it easier for folks to follow along (now or later) #measurepr

9/8/2015 9:10 berkson0 Been a long time... #measurepr

9/8/2015 9:10 shonali 5) Please DO be conversational. Do NOT be salesy or spammy. If I find you're doing that, Lola will come get you. #measurepr

9/8/2015 9:10 JamesRRubec Hi everyone! I'm James Rubec, a content marketing manager with @Cision\_Canada #measurepr @shonali

9/8/2015 9:10 donnnavincentro: Interested in seeing how comms support and measurement play a direct role in helping enterprises/businesses scale. #measurePR

9/8/2015 9:10 decillis Running late today, but I'm here! #measurepr

9/8/2015 9:10 stephbridgeman #measurepr I'm Steph, freelance measurement & evaluation specialist, data nerd - often found walking the dog (puppies on the way!)

9/8/2015 9:10 aseemsood Hi @richardbagnall @gojohnab @amithpr good to join you on #measurePR #amecmm

9/8/2015 9:10 margotsavell RT @martinwaxman: RT @shonali 2) Try to index your answers, e.g. "Re Q1" or "A1," makes it easier for folks to follow along (now or later) ...

9/8/2015 9:10 richardbagnall @stephbridgeman Hi Steph! :- ) #measurepr

9/8/2015 9:10 TweetsAnup RT @CatherineCarol: It's a big panel for today's #measurePR chat. Everything PR measurement from the pros. Starts in 10 min. #BeThere

9/8/2015 9:10 stuartbruce Will try and dip in and out of #measurepr while on DLR and tube back to @CIPR\_UK to speak at social short on crisis comms #ciprsm

9/8/2015 9:10 shonali @decillis @JamesRRubec Yay, welcome! @stephbridgeman @berkson0 @cloudspark too! #measurepr

9/8/2015 9:11 queenofmetrics RT @cloudspark: listening in to #measurepr because you can't improve what you don't measure #pr

9/8/2015 9:11 CatherineCarol @shonali Happy to be here even if for just a bit! I'll have to have a post-chat review later today. #measurePR

9/8/2015 9:11 richardbagnall @aseemsood @gojohnab @amithpr Morning all! #measurepr

9/8/2015 9:11 emmamhawes Tips for #measurepr <https://t.co/lhb0YSrANx>

9/8/2015 9:11 martinwaxman @emmamhawes Yes - and learning from each other! #measurepr

9/8/2015 9:11 daniellericks Greetings. I'm Head Storyteller at Danielle Ricks Productions, a full-service digital media company. #measurepr

9/8/2015 9:11 anthrofoodie It really warms my heart to see SO many folks from around the global who are passionate about #measurement #measurepr

9/8/2015 9:11 tonya\_mcgee Tonya McGee, Marketing Specialist for Career @USMCareerSrvcs at @SouthernMiss. Glad to be on #measurepr chat today!

9/8/2015 9:11 ErinnLarson1 @AmecOrg @shonali Although the King is dead, measurement is not! #measurepr

9/8/2015 9:11 philipodiakose #measurepr Hello @queenofmetrics @richardbagnall good to have both of you in same meeting ..

9/8/2015 9:11 donnnavincentro: RT @queenofmetrics: RT @cloudspark: listening in to #measurepr because you can't improve what you don't measure #pr

9/8/2015 9:11 shonali OK! THRILLED to have @pierreloic @wadds @aseemsood @amithpr @gojohnab as guests today, also joined by (cont) #measurepr

9/8/2015 9:11 SuzieLin @shonali Glad to be able to catch this chat today #measurepr

9/8/2015 9:12 wadds @shonali you've totally cracked the global angle with #measurepr eh? Nice work

9/8/2015 9:12 jrsygrl62 hello! I am attending because I often get asked questions about measurement at work #measurepr

9/8/2015 9:12 martinwaxman @emanassis @SenecaCollege My pleasure. You've got an engaged and smart group! Hope you can join us for #measurePR chat during your lunch

9/8/2015 9:12 shonali ... @richardbagnall @queenofmetrics @margotsavell @martinwaxman @donnavincentroa to round out today's expert panel. WOW! #measurepr

9/8/2015 9:12 aseemsood RT @shonali: OK! THRILLED to have @pierreloic @wadds @aseemsood @amithpr @gojohnab as guests today, also joined by (cont) #measurepr

9/8/2015 9:12 richardbagnall @philipodiakose @queenofmetrics Thanks Phillip. Hi Katie! :- ) #measurepr

9/8/2015 9:12 aseemsood RT @shonali: OK! THRILLED to have @pierreloic @wadds @aseemsood @amithpr @gojohnab as guests today, also joined by (cont) #measurepr

9/8/2015 9:12 anschube Andrés Schubert, Project Director at Prime India, glad to be on #measurepr and looking forward to an interesting chat!

9/8/2015 9:12 anthrofoodie RT @shonali: ... @richardbagnall @queenofmetrics @margotsavell @martinwaxman @donnavincentroa to round out today's expert panel. WOW! #meas...

9/8/2015 9:12 margotsavell Hi @aseemsood @richardbagnall @gojohnab - in great company! #measurePR #amecmm

9/8/2015 9:12 aseemsood @shonali @pierreloic @wadds @amithpr @gojohnab hello everyone #measurePR

9/8/2015 9:12 anthrofoodie RT @shonali: OK! THRILLED to have @pierreloic @wadds @aseemsood @amithpr @gojohnab as guests today, also joined by (cont) #measurepr

9/8/2015 9:12 donnavincentroa RT @shonali: ... @richardbagnall @queenofmetrics @margotsavell @martinwaxman @donnavincentroa to round out today's expert panel. WOW! #meas...

9/8/2015 9:12 shonali HUGE thanks to ALL our guests and participants for making the time today - without further ado, here's Q1! #measurepr

9/8/2015 9:12 amithpr @aseemsood @richardbagnall @gojohnab yes - i hope @TweetsAnup @thecorpcmmguy @hemantgaule @RadhikaNandwani @vikramkharvi join us #measure

9/8/2015 9:12 missusP Hi #measurepr crew. I'm the CEO & founder of @PerkettPR (agency) & @SeeDepthInc - PR analytics & measurement software

9/8/2015 9:12 stephbridgeman hi Richard - #measurepr - @richardbagnall was one of my main mentors, was just 22 when I started out, a bright young thing, stil here...!

9/8/2015 9:12 anthrofoodie RT @shonali: HUGE thanks to ALL our guests and participants for making the time today - without further ado, here's Q1! #measurepr

9/8/2015 9:12 orlagraham18 \*waves\* I'm a media analysis account manager for @Gorkana - long time reader, first time #measurepr chatter! :)

9/8/2015 9:12 NigelSarbutts #measurePR Independent comms strategist with a background in running PR consultancies.

9/8/2015 9:12 lusine\_koda @shonali hi and glad to be back. Thanks for organizing this! #measurePR

9/8/2015 9:13 media\_list Going to be jumping into #measurePR for the next hour. You may want to mute me if that's not your thing,

9/8/2015 9:13 richardbagnall RT @shonali: OK! THRILLED to have @pierreloic @wadds @aseemsood @amithpr @gojohnab as guests today, also joined by (cont) #measurepr

9/8/2015 9:13 media\_list Hello y'all. I'm Chief Engagement Officer KetchumPR currently in Brussels. Care passionately about proving value of PR clients #measurepr

9/8/2015 9:13 media\_list RT shonali: 2) Try to index your answers, e.g. "Re Q1" or "A1," makes it easier for folks to follow along (now or later) #measurepr

9/8/2015 9:13 media\_list shonali great tip. Every day IS a school day. And big thanks for setting this up #measurepr

9/8/2015 9:13 media\_list shonali you've totally cracked the global angle with #measurepr eh? Nice work

9/8/2015 9:13 richardbagnall RT @shonali: ... @richardbagnall @queenofmetrics @margotsavell @martinwaxman @donnavincentroa to round out today's expert panel. WOW! #meas...

9/8/2015 9:13 margotsavell RT @shonali: ... @richardbagnall @queenofmetrics @margotsavell @martinwaxman @donnavincentroa to round out today's expert panel. WOW! #meas...

9/8/2015 9:13 Russell\_CIB Hi all! Senior PR Account Manager with CIB Comms, London here. Excited to learn how to add more value to my clients #measurepr

9/8/2015 9:13 shonali @wadds World Domination, meet Shonali. ;) #measurepr

9/8/2015 9:13 martinwaxman Wow indeed! RT @shonali @richardbagnall @queenofmetrics @margotsavell @donnavincentroa to round out today's expert panel. WOW! #measurepr

9/8/2015 9:13 shonali Q1: Please tell us what you do, how you got there. What got you interested in learning to #measurePR?

9/8/2015 9:13 gojohnab PLEASURE! Thank you for organizing & keeping the #measurepr chat going! <https://t.co/dlz5GJeqJr>

9/8/2015 9:13 amithpr @shonali @pierreloic @wadds @aseemsood @gojohnab hi everyone - excited about the #measurepr chat and learning from it

9/8/2015 9:13 anthrofoodie RT @shonali: Q1: Please tell us what you do, how you got there. What got you interested in learning to #measurePR?

9/8/2015 9:14 amithpr RT @shonali: OK! THRILLED to have @pierreloic @wadds @aseemsood @amithpr @gojohnab as guests today, also joined by (cont) #measurepr

9/8/2015 9:14 KristK RT @shonali: Q1: Please tell us what you do, how you got there. What got you interested in learning to #measurePR?

9/8/2015 9:14 TweetsAnup Part time communications consultant and full time student of life. #measurePR

9/8/2015 9:14 shonali @lusine\_koda Great to see you! How're you doing? #measurepr

9/8/2015 9:14 margotsavell Hi @philipodiakose @queenofmetrics @richardbagnall - great to see you all! #measurePR #AMECMM

9/8/2015 9:14 martinwaxman Um...I may be a bit slow replying. Sitting in my car - parked. Traffic was bad and I didn't want to miss #measurepr

9/8/2015 9:14 shonali @richardbagnall MUAHAHAHAHAH!!!! @wadds #measurepr

9/8/2015 9:14 emmamhawes Amen to the fact that every day is a school day. #measurepr <https://t.co/rWlQJ4TW>

9/8/2015 9:14 queenofmetrics RT @shonali: @richardbagnall @queenofmetrics @margotsavell @martinwaxman @donnavincentroa to round out today's expert panel. WOW! #measurepr

9/8/2015 9:14 donnavincentroa A1: A1: Chief of Party, Securing Water for Food TA Facility – providing acceleration services to Grand Challenge innovators. #measurePR

9/8/2015 9:14 shonali @martinwaxman That's ok, we'll wait for you. :) #measurepr

9/8/2015 9:14 AnnBarks Listening in on #measurepr with the great @shonali and @martinwaxman among others

9/8/2015 9:14 MalharBarai RT @shonali: 5) Please DO be conversational. Do NOT be salesy or spammy. If I find you're doing that, Lola will come get you. #measurepr

9/8/2015 9:14 TheDame615 RT @emmamhawes Amen to the fact that every day is a school day. #measurepr <https://t.co/7Gzoz7K9IP>

9/8/2015 9:14 wadds So @media\_list is an automated-troll that follows me around. Apologies. Please block #measurepr

9/8/2015 9:14 richardbagnall @shonali @wadds Doesn't that call for an evil laugh? #measurepr

9/8/2015 9:15 margotsavell A1: Managing website analytics for TV news media in 1997 launched almost 2 decades of interest in #measurePR @hkstrategies #AMECMM

9/8/2015 9:15 donnavincentroa A1: Chief of Party, Securing Water for Food TA Facility – providing acceleration services to Grand Challenge innovators. #measurePR

9/8/2015 9:15 martinwaxman RT @shonali Q1: Please tell us what you do, how you got there. What got you interested in learning to #measurePR?

9/8/2015 9:15 ErinnLarson1 @anthrofoodie Yay! Then you should come to the IPR Measurement Summit in October: <http://t.co/hjZEyKKffY> #measurepr

9/8/2015 9:15 shonali @NigelSarbutts Welcome! #measurepr

9/8/2015 9:15 DigitalThakur RT @shonali: 5) Please DO be conversational. Do NOT be salesy or spammy. If I find you're doing that, Lola will come get you. #measurepr

9/8/2015 9:15 richardbagnall A1 I used to be in PR in 1990s, hated poor measurement available, so joined a company to do it better myself! #measurepr

9/8/2015 9:15 amithpr @shonali A1. I have spent a decade in PR, both in India and USA - both in-house and in a consultancy work and wanting to find 1/2 #measurepr

9/8/2015 9:15 donnavincentroa A1: Interested in seeing how comms support and measurement plays a direct role in helping enterprises/businesses scale. #measurePR

9/8/2015 9:15 emmamhawes @shonali A1. I learned about #Measurepr at the @PRAMonline conference this spring. I want to learn more about engagement.

9/8/2015 9:15 shonali @orlagraham18 Great to have you! @Gorkana #measurepr

9/8/2015 9:15 SuzieLin @shonali A1 Measurement showcases results that move the needle. Very important in this digital business world #measurepr

9/8/2015 9:16 richardbagnall A1 So now have 20 years' measurement experience (gulp), having ran Metrica then Gorkana's insights businesses prior to PRIME #measurepr

9/8/2015 9:16 anthrofoodie I'll look into it! @ErinnLarson1 #measurepr

9/8/2015 9:16 shonali RT @emmamhawes @shonali A1. I learned about #Measurepr at the @PRAMonline conference this spring. I want to learn more about engagement.

9/8/2015 9:16 daniellericks A1 I've always been interested in a good story. Be it my TV shows or a digital/social media campaign, it's all about the story #measurepr

9/8/2015 9:16 amithpr @shonali 2/2 A1. innovative and transparent ways to #measurepr have been a decade-long quest. Hoping the search ends someday & we get better

9/8/2015 9:16 anthrofoodie RT @amithpr: @shonali 2/2 A1. innovative and transparent ways to #measurepr have been a decade-long quest. Hoping the search ends someday &...

9/8/2015 9:16 wadds A1. Having my own agency and wanting to connect the value we created with what we got paid #measurepr

9/8/2015 9:16 stephbridgeman #measurepr Q1 1/2: entered the industry by accident. Art history degree gave me aspirations to be a curator. Now I curate content.

9/8/2015 9:16 vickiistace Victoria Stacey, recent grad of @uwaterlooARTS, still new in my role as Digital Media Coordinator @HealthSnapCA #measurepr

9/8/2015 9:16 lusine\_koda @shonali Been good but busy. Hope to join the chat on a more regular basis. #measurePR

9/8/2015 9:16 pierreleic A1: PR measurement is a great launching pad for a new way for C-Suite to think about modern marketing (...) #measurepr

9/8/2015 9:16 KristK RT @SuzieLin: @shonali A1 Measurement showcases results that move the needle. Very important in this digital business world #measurepr

9/8/2015 9:16 richardbagnall A1 I had been made to look a fool using crap metrics in front of important client. Had to be a better way! #measurepr

9/8/2015 9:16 pierreleic A1: (...) where much of com and branding lives outside the brand #measurepr

9/8/2015 9:16 amithpr RT @wadds: Going to be jumping into #measurePR for the next hour. You may want to mute me if that's not your thing,

9/8/2015 9:17 JamesRRubec A1: Content Marketing via journalism: measurement proves my value and if you can't measure it - it may not be real. #measurepr

9/8/2015 9:17 shonali A1 My 1st PR job in the US was with an ent. PR firm, where we "put butts in seats." So I wanted to know if/how PR did that. #measurepr

9/8/2015 9:17 TweetsAnup RT @anthrofoodie: It really warms my heart to see SO many folks from around the global who are passionate about #measurement #measurepr

9/8/2015 9:17 aseemsood A1:I work at @IRMPL in India. Started as a PR professional and felt the need for PR measurement #measurePR #amecmm Been 10 yrs in #measurePR

9/8/2015 9:17 gojohnab A1: Started i#PR & #IR at F500. Realized early #PR is driving force in ALL things (HR, Sales, R&D & comms) & metrics tell story #measurepr

9/8/2015 9:17 martinwaxman Q1 Started as a publicist, then PR agency and now soc media @shonali-If we don't measure what we do, how do we know if it works? #measurepr

9/8/2015 9:17 JamesRRubec RT @shonali: A1 My 1st PR job in the US was with an ent. PR firm, where we "put butts in seats." So I wanted to know if/how PR did that. #m...

9/8/2015 9:17 RoeMoPR A1. Looking forward to hearing innovative, accurate ways folks are measuring efforts. #measurepr

9/8/2015 9:17 vickiistace RT @daniellericks: A1 I've always been interested in a good story. Be it my TV shows or a digital/social media campaign, it's all about the...

9/8/2015 9:17 anthrofoodie RT @martinwaxman: Q1 Started as a publicist, then PR agency and now soc media @shonali-If we don't measure what we do, how do we know if it...

9/8/2015 9:17 shonali A1 (cont) that got me started on my measurement journey, which led to @queenofmetrics, and the rest is history (16 yrs ago!) #measurepr

9/8/2015 9:17 wadds A1. And subsequently via practice for clients @ketchumPR and via @CIPR\_UK and @amecorg #measurepr

9/8/2015 9:17 orlagraham18 A1: fell into media eval by accident.It plays well to the geek in me but w/lots of client interaction.9 yrs later I'm still here! #measurepr

9/8/2015 9:17 martinwaxman @AnnBarks Hi Ann - great to see you #measurePR #CAPRSA @shonali

9/8/2015 9:18 emmamhawes @daniellericks I love it when pr pros are involved in tv production in some way. #measurepr

9/8/2015 9:18 philipodiakose I am the CEO of Potential Plus Measurement Services. Since I started my career in measurement PR agencies now see me as evil. Lol #measurepr

9/8/2015 9:18 shonali MT @gojohnab A1: Started at F500. Realized early #PR is driving force in ALL things (HR, Sales, R&D & comms) & metrics tell story #measurepr

9/8/2015 9:18 stephbridgeman #measurepr Q1 2/2: currently a freelance consultant, recently joined AMEC, supported by a great team of freelance associates

9/8/2015 9:18 austinomaha @shonali I feel young. Only been in the industry for about two years. However, I'm a geek for media analysis geek. #measurePR

9/8/2015 9:18 emmamhawes RT @pierreloic: A1: PR measurement is a great launching pad for a new way for C-Suite to think about modern marketing (...) #measurepr

9/8/2015 9:18 Cision\_Canada How @shonali got her start in #PR. Follow along on this great conversation through #measurepr <https://t.co/l8D27nSk0J>

9/8/2015 9:18 margotsavell A1: So now I have almost 20 years (ack!) of measurement experience in various types of analytics. #measurePR #amecmm @hkstrategies

9/8/2015 9:18 orlagraham18 A1: I bore easily of doing the same old, so love working with people excited to find new ways of doing things #measurepr...

9/8/2015 9:19 anthrofoodie RT @Cision\_Canada: How @shonali got her start in #PR. Follow along on this great conversation through #measurepr <https://t.co/l8D27nSk0J>

9/8/2015 9:19 TPSpencer88 Account Manager for @speedcomms, former journo interested in a career change.Interested in measurement to... 1/2 #measurePR

9/8/2015 9:19 amithpr @shonali A1. my first PR job was helping launch Hutch mobile in northern India and measuring how subscribers grew month on month #measurepr

9/8/2015 9:19 stuartbruce Hi #measurepr folk I'm an independent PR advisor and trainer based in UK working in Europe, Russia, Middle East, Africa and Asia

9/8/2015 9:19 RadhikaNandwa @shonali a learning and applying the #art of communications from the past 4 years. Hope to learn 1 golden rule one can apply 1/2 #measurepr

9/8/2015 9:19 KristK A1: I learned early in career: those who #measurePR get ahead. Those who don't fall behind. True for individual pros or organizations

9/8/2015 9:19 shonali A1 (cont) I think #PR is a great profession and we undercut its efficacy if we don't show its value. Also, measurement is SEXY. #measurepr

9/8/2015 9:19 martinwaxman Me too! MT @shonali A1 My 1st PR job was with an ent. PR firm, where we "put butts in seats." So I wanted to know if it worked. #measurepr

9/8/2015 9:19 orlagraham18 A1...I work with public sector orgs a lot, who often want something a bit different, and with less focus on sales etc #measurepr

9/8/2015 9:19 daniellericks My biz has always centered around measurements. Be it ratings on a TV show or the ROI on a social campaign. It has to be measured #Measurepr

9/8/2015 9:19 donnavincentro: @shonali A1: When we explore the why and how through measurement, we can inform C-suite decision making. #measurePR

9/8/2015 9:19 TPSpencer88 ...to demonstrate the value of #PR for clients, the impact clients make and the value of the industry itself #measurePR

9/8/2015 9:19 aseemsood A1 (contd.) After PR I worked at McKinsey & Co as a knowledge specialist. Combined experience from PR + Consulting to get into #measurePR

9/8/2015 9:20 RoeMoPR RT @shonali: A1 (cont) I think #PR is a great profession and we undercut its efficacy if we don't show its value. Also, measurement is SEXY...

9/8/2015 9:20 anthrofoodie what's sexier than #measurement?! RT @shonali A1 (cont) Also, measurement is SEXY. #measurepr

9/8/2015 9:20 ShaleenSehgal @shonali Barcelona Principles updated as new communication benchmarks launched - <http://t.co/fxuQXvevL> #measurepr

9/8/2015 9:20 citywhit RT @martinwaxman: Q1 Started as a publicist, then PR agency and now soc media @shonali-If we don't measure what we do, how do we know if it...

9/8/2015 9:20 emmamhawes A1. Also, I feel like I need to know more about analytics. I mean that's the results right? #measurepr

9/8/2015 9:20 tonya\_mcgee RT @martinwaxman: Q1 Started as a publicist, then PR agency and now soc media @shonali-If we don't measure what we do, how do we know if it...

9/8/2015 9:20 RadhikaNandwa @shonali 1/2 to #measurePR effectively across platforms

9/8/2015 9:20 martinwaxman @JamesRRubec Hi James - good to see you here #measurepr

9/8/2015 9:20 SuzieLin RT @shonali: A1 (cont) I think #PR is a great profession and we undercut its efficacy if we don't show its value. Also, measurement is SEXY...

9/8/2015 9:20 JamesRRubec RT @donnavincentroa: @shonali A1: Measurement validates the profession. It is necessary to substantiate value add to an org. #measurePR

9/8/2015 9:20 emmamhawes RT @KristK: A1: I learned early in career: those who #measurePR get ahead. Those who don't fall behind. True for individual pros or organiz...

9/8/2015 9:20 gojohnab ALWAYS stay YOUNG! Mind is like a sponge & learning critical to growth, Professional & personal. #measurepr #amecmm <https://t.co/tY7oGoBX55>

9/8/2015 9:20 margotsavell Measurement rules! #measurePR #amecmm

9/8/2015 9:20 martinwaxman RT @Cision\_Canada How @shonali got her start in #PR. Follow along on this great conversation through #measurepr <https://t.co/W0M1NJKARH>

9/8/2015 9:20 shonali Everyone on this chat. ;) RT @anthrofoodie what's sexier than #measurement?! RT @shonali A1 (cont) Also, measurement is SEXY. #measurepr

9/8/2015 9:20 KristK RT @gojohnab: ALWAYS stay YOUNG! Mind is like a sponge & learning critical to growth, Professional & personal. #measurepr #amecmm <https://...>

9/8/2015 9:21 queenofmetrics RT @shonali: I think #PR is a great profession & we undercut its efficacy if we don't show its value. Also, measurement is SEXY. #measurepr

9/8/2015 9:21 TheDame615 Been in nonprofit PR all of my career. Trying to figure out how to do it on this scale is challenging. #measurePR

9/8/2015 9:21 tonya\_mcgee RT @shonali: MT @gojohnab A1: Started at F500. Realized early #PR is driving force in ALL things (HR, Sales, R&D & comms) & metrics tell sto...

9/8/2015 9:21 ErinnLarson1 @JamesRRubec I like your answer! 1 reason measurement matters is bc it adds factual content to our emotionally-driven society #measurepr

9/8/2015 9:21 TheDame615 RT @queenofmetrics: RT @shonali: I think #PR is a great profession & we undercut its efficacy if we don't show its value. Also, measurement ...

9/8/2015 9:21 jrsygrl62 RT @ErinnLarson1: @JamesRRubec I like your answer! 1 reason measurement matters is bc it adds factual content to our emotionally-driven soc...

9/8/2015 9:21 aseemsood @amithpr @queenofmetrics is always welcome in India #measurePR

9/8/2015 9:21 gojohnab Based on your line-up...#amen lol #measurepr <https://t.co/rHoG9FOcVU>

9/8/2015 9:21 donnavincentroa: @shonali A1: Proof. In times of economic challenges, substantiation goes a long way. #measurePR

9/8/2015 9:21 shonali Q2: What's new & exciting for #PR measurement today (or tomorrow)? @wadds @richardbagnall @pierreloic @margotsavell @gojohnab #measurepr

9/8/2015 9:21 stuartbruce A1 I teach @cipr\_uk PR measurement and evaluation course in London and also run similar ones elsewhere in the world #measurepr

9/8/2015 9:21 anthrofoodie RT @shonali: Q2: What's new & exciting for #PR measurement today (or tomorrow)? @wadds @richardbagnall @pierreloic @margotsavell @gojohnab ...

9/8/2015 9:21 KristK RT @donnavincentroa: @shonali A1: Proof. In times of economic challenges, substantiation goes a long way. #measurePR

9/8/2015 9:21 serinlan Sam Landa from Vancouver BC, dropping in a little late! Currently a content/PR consultant anticipating agency launch. #measurepr@shonali

9/8/2015 9:21 austinomaha @gojohnab 100%. #measurePR

9/8/2015 9:21 JamesRRubec Well put! We aren't promotional magicians pulling results from under our sleeves. There are processes @donnavincentroa @shonali #measurepr

9/8/2015 9:21 martinwaxman @shonali A1 When I did ent publicity, there was no ad budget, so if there was no PR results, there was an empty show #measurepr

9/8/2015 9:21 CommAMMO RT @shonali: Q2: What's new & exciting for #PR measurement today (or tomorrow)? @wadds @richardbagnall @pierreloic @margotsavell @gojohnab ...

9/8/2015 9:21 TweetsAnup A1: started as a rookie TV asst director, moved 2 Integrated Mktng, was part of DotCom era and then PR. Learning how 2 engage #measurepr

9/8/2015 9:22 jetsnow RT @ErinnLarson1: @JamesRRubec I like your answer! 1 reason measurement matters is bc it adds factual content to our emotionally-driven soc...

9/8/2015 9:22 shonali Q2: What's new & exciting for #PR measurement today (or tomorrow)? @queenofmetrics @donnavincentroa @martinwaxman @aseemsood #measurepr

9/8/2015 9:22 SuzieLin RT @shonali: Q2: What's new & exciting for #PR measurement today (or tomorrow)? @wadds @richardbagnall @pierreloic @margotsavell @gojohnab ...

9/8/2015 9:22 emmamhawes @TheDame615 @media\_list if not you are going no where. #measurepr

9/8/2015 9:22 JamesRRubec @martinwaxman You too Martin. Glad you've found a safe parking spot between Toronto's gridlock. #measurepr

9/8/2015 9:22 shonali Q2: What's new & exciting for #PR measurement today (or tomorrow)? @amithpr (couldn't tag all the guests in one tweet!) #measurepr

9/8/2015 9:22 TPSpencer88 PR must to a better job to educate the public about its function to help attract talent & clients, starting with measurement #measurePR

9/8/2015 9:22 richardbagnall A2 New & exciting? The new integrated comms measurement framework being developed by great team @amecorg #measurepr

9/8/2015 9:22 margotsavell RT @gojohnab: Based on your line-up...#amen lol #measurepr <https://t.co/rHoG9FOcVU>

9/8/2015 9:22 amithpr Sexier than measurement is the REWARDS that come from demonstrating outcomes & getting raises/bonuses #measurepr A1 <https://t.co/BR2j9BWWcA>

9/8/2015 9:22 anthrofoodie RT @richardbagnall: A2 New & exciting? The new integrated comms measurement framework being developed by great team @amecorg #measurepr

9/8/2015 9:22 ThisIsPRable RT @TPSpencer88: PR must to a better job to educate the public about its function to help attract talent & clients, starting with measureme...

9/8/2015 9:22 tonya\_mcgee I'm learning just how true that is @KristK. You've got measure and test. #MeasurePR <https://t.co/YlrvNvy9M4>

9/8/2015 9:22 martinwaxman RT @shonali: Q2: What's new & exciting for #PR measurement today (or tomorrow)? @queenofmetrics @donnavincentroa @martinwaxman @aseemsood

9/8/2015 9:23 jrsygrl62 so true- in NGO world- everyone wants to create a "buzz" especially management which works on low budgets #measurepr

9/8/2015 9:23 vickiistace RT @queenofmetrics: RT @shonali: I think #PR is a great profession & we undercut its efficacy if we don't show its value. Also, measurement ...

9/8/2015 9:23 TheDame615 @emmamhawes I'm finding most info focuses on large corporations or agency measurement. Smaller scale has proven challenging. #measurePR

9/8/2015 9:23 ThisIsPRable #PR professional? Join the important measurement conversation happening with #measurePR - this is the future of our industry

9/8/2015 9:23 ErinnLarson1 @TheDame615 Have you the book Measuring the Networked Non-Profit? #measurepr HIGHLY recommend.

9/8/2015 9:23 aseemsood A2: No client can rely on just one channel anymore & run Integrated campaigns. This offers new challenges and opportunities #measurePR

9/8/2015 9:23 pierreleic A2: 1) Many solutions in tech stack offer workflows and integration points to go beyond measuring output #measurePR

9/8/2015 9:23 serinlan A1: Outbound media relations--hired by clients to tell their stories. Need #measurepr as it can be difficult to quantify value of my work.

9/8/2015 9:23 TweetsAnup RT @aseemsood: A1 (contd.) After PR I worked at McKinsey & Co as a knowledge specialist. Combined experience from PR + Consulting to get in...

9/8/2015 9:23 shonali RT @pierreleic A2: 1) Many solutions in tech stack offer workflows and integration points to go beyond measuring output #measurePR

9/8/2015 9:23 richardbagnall A2 New framework will help PRs move from counting 'stuff' to proving value against organisation objectives #measurepr

9/8/2015 9:23 citywhit RT @tonya\_mcgee: I'm learning just how true that is @KristK. You've got measure and test. #MeasurePR <https://t.co/YlrvNvy9M4>

9/8/2015 9:23 queenofmetrics #measurepr A1 cont. After 27 yrs in measurement, in 2013 started company #3 to teach good measurement practices <http://t.co/UtAvZLBy44>

9/8/2015 9:23 CommAMMO Hi @shonali and everyone - of course, A2: Growth and sophistication of #internalcomms measurement. IC Meas Stds proj und way #measurepr

9/8/2015 9:23 citywhit RT @TPSpencer88: PR must do a better job to educate the public about its function to help attract talent & clients, starting with measureme...

9/8/2015 9:23 martinwaxman A2-the chance to measure outcomes and really see if our ideas worked #measurePR @shonali @queenofmetrics @donnavincentroa @aseemsood

9/8/2015 9:23 donnavincentroa: @shonali Q2: Exciting? The new tools/technologies we have to support measurement. #measurePR

9/8/2015 9:23 anthrofoodie the rise of cross-channel&cross-device RT @aseemsood A2: No client can rely on just one channel anymore & run Integrated campaigns #measurepr

9/8/2015 9:23 anschube RT @richardbagnall: A2 New framework will help PRs move from counting 'stuff' to proving value against organisation objectives #measurepr

9/8/2015 9:23 shonali RT @donnavincentroa @shonali Q2: Exciting? The new tools/technologies we have to support measurement. #measurePR

9/8/2015 9:23 wadds A2. PR is getting increasingly assertive about its ability to measure. #measurepr

9/8/2015 9:23 CommAMMO RT @richardbagnall: A2 New framework will help PRs move from counting 'stuff' to proving value against organisation objectives #measurepr

9/8/2015 9:24 bcsrdak RT @queenofmetrics: #measurepr A1 cont. After 27 yrs in measurement, in 2013 started company #3 to teach good measurement practices http:...

9/8/2015 9:24 TheDame615 @ErinnLarson1 Thanks, I'll check it out! #measurepr

9/8/2015 9:24 richardbagnall A2 Framework will work for organisations of all sizes with all budgets and all objectives across all channels #measurepr

9/8/2015 9:24 emmamhawes A2 being able to take free online certification classes from @hootsuite and @Skillcrush for free to improve our skills. #measurepr #postgrad

9/8/2015 9:24 amithpr @shonali in India the Barcelona Principles are catching up. Return on Objectives are being talked about #measurepr <http://t.co/ouEYkcq7i7>

9/8/2015 9:24 shonali As it should and about time. RT @wadds A2. PR is getting increasingly assertive about its ability to measure. #measurepr

9/8/2015 9:24 gojohnab A2 The Barcelona Principles updated launch last week, @richardbagnall 's AMEC group is ALWAYS developing resources. #measurepr

9/8/2015 9:24 martinwaxman @JamesRRubec I'm sitting in a Shopper's lot...was hoping to make it to a Starbucks... #measurePR #whateverworks

9/8/2015 9:24 TPSpencer88 RT @shonali: Q2: What's new & exciting for #PR measurement today (or tomorrow)? @queenofmetrics @donnavincentroa @martinwaxman @aseemsood

9/8/2015 9:24 daniellericks RT @aseemsood: A2: No client can rely on just one channel anymore & run Integrated campaigns. This offers new challenges and opportunities #...

9/8/2015 9:24 wadds We're shifting to constant iteration throughout a campaign rather than measuring at the beginning and the end #measurepr

9/8/2015 9:24 richardbagnall RT @gojohnab: A2 The Barcelona Principles updated launch last week, @richardbagnall 's AMEC group is ALWAYS developing resources. #measurepr

9/8/2015 9:24 vickiistace RT @ErinnLarson1: @TheDame615 Have you the book Measuring the Networked Non-Profit? #measurepr HIGHLY recommend.

9/8/2015 9:24 amithpr @thecorpcommguy use hashtag #measurepr and join @aseemsood @richardbagnall @gojohnab @TweetsAnup @hemantgaule @RadhikaNandwani @vikramkh

9/8/2015 9:24 pierreleic A2: 2) complexity of attribution due to multi-channel is fascinating and some models are emerging #measurePR

9/8/2015 9:24 TheDame615 RT @wadds: We're shifting to constant iteration throughout a campaign rather than measuring at the beginning and the end #measurepr

9/8/2015 9:24 stephbridgeman @richardbagnall mush... he he he #measurepr



9/8/2015 9:24 shonali RT @pierreloic A2: 2) complexity of attribution due to multi-channel is fascinating and some models are emerging #measurePR

9/8/2015 9:25 speedcomms RT @shonali: Q2: What's new & exciting for #PR measurement today (or tomorrow)? @queenofmetrics @donnavincentroa @martinwaxman @aseemsood

9/8/2015 9:25 shonali RT @wadds: We're shifting to constant iteration throughout a campaign rather than measuring at the beginning and the end #measurepr

9/8/2015 9:25 KristK RT @shonali: Q2: What's new & exciting for #PR measurement today (or tomorrow)? @queenofmetrics @donnavincentroa @martinwaxman @aseemsood

9/8/2015 9:25 richardbagnall RT @wadds: We're shifting to constant iteration throughout a campaign rather than measuring at the beginning and the end #measurepr

9/8/2015 9:25 wadds A2. There's also a load of third party tools to help us track and monitor at various stages of a campaign #measurepr

9/8/2015 9:25 CommAMMO FYI @dickjonescomm - you should follow this Scott and team. #measurepr

9/8/2015 9:25 anthrofoodie A2. as more and more "traditional PR" agencies are becoming integrated, there are many more opportunities for measurement #measurepr

9/8/2015 9:25 martinwaxman Q2. The other thing I like about PR measurement these days is we can see results fast and adapt #measurepr @shonali

9/8/2015 9:25 CommAMMO RT @anthrofoodie: A2. as more and more "traditional PR" agencies are becoming integrated, there are many more opportunities for measurement...

9/8/2015 9:25 shonali RT @martinwaxman Q2. The other thing I like about PR measurement these days is we can see results fast and adapt #measurepr

9/8/2015 9:25 margotsavell A2: New/exciting? #BarcelonaPrinciples 2.0 -it focuses on what to do instead of what not to do #measurePR @hkstrategies #AMECMM

9/8/2015 9:25 queenofmetrics #measurepr A2: Integration & correlation of PR metrics with CRM, Social data, Web Analytics to show outcomes

9/8/2015 9:25 CommAMMO RT @wadds: A2. There's also a load of third party tools to help us track and monitor at various stages of a campaign #measurepr

9/8/2015 9:25 aseemsood A2 (Contd.) Renewed confidence with which PRs are now demanding and promising more to their CxOs is also encouraging #measurePR

9/8/2015 9:25 shonali RT @margotsavell A2: New/exciting? #BarcelonaPrinciples 2.0 focuses on what to do instead of what not to do #measurePR @hkstrategies #AMECMM

9/8/2015 9:25 martinwaxman RT @donnavincentroa @shonali Q2: Exciting? The new tools/technologies we have to support measurement. #measurePR

9/8/2015 9:26 anthrofoodie demand of real-time RT @martinwaxman Q2. we can see results fast and adapt #measurepr @shonali

9/8/2015 9:26 TheDame615 RT @queenofmetrics: #measurepr A2: Integration & correlation of PR metrics with CRM, Social data, Web Analytics to show outcomes

9/8/2015 9:26 daniellericks Agreed. I like to call it how we measure success. #measurepr <https://t.co/Rufp8u9Zc2>

9/8/2015 9:26 SuzieLin A2 The amount of data available and tools to manage and pull relevant information, trends and results is exciting #measurepr

9/8/2015 9:26 rahulvnathan A1: Communicating and continue learning new age communications. Hope to get interesting dope on measuring effectiveness at #measurepr

9/8/2015 9:26 shonali Q3: Most common #measurePR #fail you've seen (or been through!): GO.

9/8/2015 9:26 richardbagnall New fraework will developing great work already in place via social media measurement framework <http://t.co/3h5JTas9L> #measurepr

9/8/2015 9:26 KristK RT @wadds: We're shifting to constant iteration throughout a campaign rather than measuring at the beginning and the end #measurepr

9/8/2015 9:26 TweetsAnup A2: the emerging of the digital media and the transition phase. #measurePR <https://t.co/l1aPuXYtte>

9/8/2015 9:26 anthrofoodie RT @shonali: Q3: Most common #measurePR #fail you've seen (or been through!): GO.

9/8/2015 9:26 NatalijaPavic Cision\_Canada: How shonali got her start in #PR. Follow along on this great conversation through #measurepr <https://t.co/qyBphu0M4j> #cisio...

9/8/2015 9:26 margotsavell RT @richardbagnall: A2 Framework will work for organisations of all sizes with all budgets and all objectives across all channels #measurepr

9/8/2015 9:26 CommAMMO RT @shonali: Q3: Most common #measurePR #fail you've seen (or been through!): GO.

9/8/2015 9:26 philipodiakose RT @richardbagnall: A2 New framework will help PRs move from counting 'stuff' to proving value against organisation objectives #measurepr

9/8/2015 9:26 PRJobCoach Better late than never. #measurepr

9/8/2015 9:26 TheDame615 RT @shonali: Q3: Most common #measurePR #fail you've seen (or been through!): GO.

9/8/2015 9:26 aseemsood RT @gojohnab: A2 The Barcelona Principles updated launch last week, @richardbagnall 's AMEC group is ALWAYS developing resources. #measurepr

9/8/2015 9:26 richardbagnall A2 New framework will develop the great work already in place via social media measurement framework <http://t.co/3h5JTas9L> #measurepr

9/8/2015 9:26 JamesRRubec A2: Integrating social media monitoring and #PR measurement helps brands target the full sales funnel. #measurepr

9/8/2015 9:26 austinomaha @margotsavell love the new principles. Good that our industry adapts to change! #measurePR

9/8/2015 9:26 aseemsood RT @amithpr: @shonali in India the Barcelona Principles are catching up. Return on Objectives are being talked about #measurepr <http://t.co...>

9/8/2015 9:26 anthrofoodie A3. a continued reliance on IMPRESSIONS! #measurepr

9/8/2015 9:26 queenofmetrics RT @wadds: We're shifting to constant iteration throughout a campaign rather than measuring at the beginning and the end #measurepr

9/8/2015 9:26 tonya\_mcgee .@martinwaxman love the dedication! #MeasurePR

9/8/2015 9:26 richardbagnall A3 Comms pros doing stuff without first setting objectives & defining success then measuring against that #measurepr

9/8/2015 9:26 emmamhawes A2. Another incite. Meeting people from all over the globe who share the same goal as you to #measurepr

9/8/2015 9:27 stephbridgeman Q2: What's new & exciting for #PRmeasurement today A2: the long overdue attention it deserves #measurepr

9/8/2015 9:27 donnavincentro: @shonali A2: There's also more opp to capture the "voice of the customer." They have channels. Are empowered. #measurePR

9/8/2015 9:27 JohnFriedman And by doing so, PR demonstrates maturation of the discipline; willing to be held accountable. #measurePR <https://t.co/Fabqj5LvSG>

9/8/2015 9:27 dchancogne RT @shonali: OK! THRILLED to have @pierreloic @wadds @aseemsood @amithpr @gojohnab as guests today, also joined by (cont) #measurepr

9/8/2015 9:27 amithpr @shonali Q3. We need to teach young grads right methods to #measurepr and not archaic ways that are hollow. Hoping to do that at in India

9/8/2015 9:27 GillianNeild Darn it, I am late for #measurepr hello from Leeds where I'm 2 months into a new Head of Comms role in a large university! #catchingup

9/8/2015 9:27 donnavincentro: RT @queenofmetrics: RT @wadds: We're shifting to constant iteration throughout a campaign rather than measuring at the beginning and the en...

9/8/2015 9:27 orlagraham18 A2: sadly, both the lack of objectives and the presence of AVEs are still all too common #measurepr

9/8/2015 9:27 richardbagnall A3 Counting 'stuff' that's easy to count rather than measuring what matters. Any old chart will do! ;-) #measurepr

9/8/2015 9:27 shonali RT @amithpr @shonali Q3. We need to teach young grads right methods to #measurepr and not archaic ways. Hoping to do that in India

9/8/2015 9:27 philipodiakose RT @wadds: We're shifting to constant iteration throughout a campaign rather than measuring at the beginning and the end #measurepr

9/8/2015 9:27 margotsavell RT @richardbagnall: New fraework will developing great work already in place via social media measurement framework <http://t.co/3h5JTsas9L> ...

9/8/2015 9:27 gojohnab A2 I ALWAYS love simplicity @margotsavell shared how to speak stakeholder language outputs & outcomes = tactics & strategy #measurepr

9/8/2015 9:27 shonali RT @richardbagnall A3 Counting 'stuff' that's easy to count rather than measuring what matters. Any old chart will do! ;-) #measurepr

9/8/2015 9:27 Comms\_Events RT @richardbagnall: A3 Comms pros doing stuff without first setting objectives & defining success then measuring against that #measurepr

9/8/2015 9:27 CommAMMO A3 Over-reliance on output measures, incorrect use of impressions, lack of serious interest in using measurement 4 strategy #measurepr

9/8/2015 9:27 gojohnab RT @richardbagnall: A2 Framework will work for organisations of all sizes with all budgets and all objectives across all channels #measurepr

9/8/2015 9:27 shonali Unfortunately true. RT @orlagraham18 A2: sadly, both the lack of objectives and the presence of AVEs are still all too common #measurepr

9/8/2015 9:27 anthrofoodie RT @CommAMMO: A3 Over-reliance on output measures, incorrect use of impressions, lack of serious interest in using measurement 4 strategy #...

9/8/2015 9:27 speedcomms Join the conversation about the future of the PR industry - Measurement Week is live #measurePR <http://t.co/vNPB6jRbEA>

9/8/2015 9:28 bhujbalview @shonali the personal satisfaction of having evidence of positively impacting a client/ business is way more sexier! #measurePR

9/8/2015 9:28 ep\_comms RT @queenofmetrics: RT @cloudspark: listening in to #measurepr because you can't improve what you don't measure #pr

9/8/2015 9:28 media\_list So media\_list is an automated-troll that follows me around. Apologies. Please block #measurepr

9/8/2015 9:28 media\_list A1. Having my own agency and wanting to connect the value we created with what we got paid #measurepr

9/8/2015 9:28 media\_list A1. And subsequently via practice for clients ketchumPR and via CIPR\_UK and amecorg #measurepr

9/8/2015 9:28 pierreloic A3: Easy: confusing output and success. shares, mentions, etc. don't mean a thing unless you can reasonably tie them to results #measurePR

9/8/2015 9:28 media\_list A2. PR is getting increasingly assertive about its ability to measure. #measurepr

9/8/2015 9:28 media\_list We're shifting to constant iteration throughout a campaign rather than measuring at the beginning and the end #measurepr

9/8/2015 9:28 media\_list A2. There's also a load of third party tools to help us track and monitor at various stages of a campaign #measurepr

9/8/2015 9:28 aseemsood A3:As if use of AVE was not enough, I have seen PRs changing their AVE multiplier to show better ROI to the CEO. #measurePR

9/8/2015 9:28 PRJobCoach A2. Counting doesn't count unless there is rhyme and reason #measurepr

9/8/2015 9:28 amithpr @shonali how will we measure the success of this #measurepr chat? I'm sure a storify is in order.

9/8/2015 9:28 orlagraham18 A3: sadly, both the lack of objectives and the presence of AVEs are still all too common #measurepr

9/8/2015 9:28 gojohnab RT @wadds: We're shifting to constant iteration throughout a campaign rather than measuring at the beginning and the end #measurepr

9/8/2015 9:28 philipodiakose RT @gojohnab: A2 The Barcelona Principles updated launch last week, @richardbagnall 's AMEC group is ALWAYS developing resources. #measurepr

9/8/2015 9:28 TheDame615 @shonali @richardbagnall A3 But isn't "what counts" a constantly changing platform? #measurepr

9/8/2015 9:28 shonali RT @gojohnab A2 love simplicity @margotsavell shared how to speak stakeholder language outputs & outcomes = tactics & strategy #measurepr

9/8/2015 9:28 richardbagnall A3 Not telling the story of PR work through its measurement, instead producing loads of charts showing little that matters #measurepr

9/8/2015 9:28 TPSpencer88 RT @speedcomms: Join the conversation about the future of the PR industry - Measurement Week is live #measurePR <http://t.co/vNPB6jRbEA>

9/8/2015 9:28 ErinnLarson1 RT @shonali: RT @amithpr @shonali Q3. We need to teach young grads right methods to #measurepr and not archaic ways. Hoping to do that in l...

9/8/2015 9:28 martinwaxman @tonya\_mcgee Ha! Neither rain nor sleet nor... Wait, wrong type of communications but the metaphor works #measurepr

9/8/2015 9:28 AdeCapon RT @richardbagnall: A2 New framework will help PRs move from counting 'stuff' to proving value against organisation objectives #measurepr

9/8/2015 9:28 CommAMMO A3: and, of course, the demand for AVE - I'm a capitalist, but jeeppers. Can we stop the #AVEMadness please? #measurepr

9/8/2015 9:28 emmamhawes @ErinnLarson1 @hootsuite is to be certified in social media management. @Skillcrush is a class for coding. Hope that helps. #measurepr

9/8/2015 9:28 RoeMoPR A2. Mostly excited about access to MORE information. Now we just have to decide how to harness it. #measurepr

9/8/2015 9:28 JamesRRubec A3: You can't track media you don't get: Too many interview requests too little time. You need experts ready 24/7 @shonali #measurepr

9/8/2015 9:28 richardbagnall @PRJobCoach Nice! #measurepr

9/8/2015 9:28 donnnavincentro: @shonali A3: Faulty project design and/or acute consideration of the political/risk/reputation factors. Experience! #measurePR

9/8/2015 9:28 CommAMMO RT @richardbagnall: A3 Not telling the story of PR work through its measurement, instead producing loads of charts showing little that matt...

9/8/2015 9:28 richardbagnall RT @PRJobCoach: A2. Counting doesn't count unless there is rhyme and reason #measurepr

9/8/2015 9:28 shonali RT @richardbagnall A3 Not telling story of PR work thru measuremnt, instead producing loads of charts showing little that matters #measurepr

9/8/2015 9:29 shonali RT @donnnavincentro A3: Faulty project design and/or acute consideration of the political/risk/reputation factors. Experience! #measurePR

9/8/2015 9:29 emmamhawes @ErinnLarson1 plus the post grad life can be a roller coaster. #measurepr

9/8/2015 9:29 EmilyBaillie A3 Measuring #socialmedia campaign outcomes on number of new followers alone. The followers must be relevant/qualified! @shonali #measurePR

9/8/2015 9:29 IrisPrCorey I do help with some of this stuff. I'd be happy to talk about it with anyone who is interested, just email me. #measurepr

9/8/2015 9:29 margotsavell A3: #fail - Trying to slap measurement on at the end of a campaign instead of through goal-setting at beginning #measurePR

9/8/2015 9:29 aseemsood We also see his happen a lot in India #measurePR <https://t.co/6kJ5QPqAy9>

9/8/2015 9:29 richardbagnall A3 Not understanding what genuine insights are. Tip: this charts went from x to y is not insight! #measurepr

9/8/2015 9:29 shonali RT @JamesRRubec A3: You can't track media you don't get: Too many interview requests too little time. You need experts ready 24/7 #measurepr

9/8/2015 9:29 austinomaha @CommAMMO We should start a campaign against the use. Want to do this so bad. #measurePR

9/8/2015 9:29 orlagraham18 @shonali the AMEC survey released in June had some interesting, but worrying stats on this topic #measurepr

9/8/2015 9:29 queenofmetrics @shonali #measurepr A3. Too many #FAILs not enough characters :). Misuse of ROI, confusing impressions w/awareness, results not tied to goals

9/8/2015 9:29 CommAMMO @TheDame615 @shonali @richardbagnall To some extent, yes, it is ever-changing. But business outcomes are business outcomes. #measurepr

9/8/2015 9:29 martinwaxman RT @TheDame615 @queenofmetrics #measurepr A2 Integration & amp; correlation of PR metrics with CRM, soc data, Web Analytics to show outcomes

9/8/2015 9:29 anthrofoodie A3. Not being aligned with your clients. KPIs should map back to business objectives #measurepr

9/8/2015 9:29 AdeCapon RT @wadds: We're shifting to constant iteration throughout a campaign rather than measuring at the beginning and the end #measurepr

9/8/2015 9:29 emmamhawes Another reason I like this guy. #measurepr <https://t.co/Bg5BOyMKDU>

9/8/2015 9:29 vickiistace RT @EmilyBaillie: A3 Measuring #socialmedia campaign outcomes on number of new followers alone. The followers must be relevant/qualified! @...

9/8/2015 9:29 amithpr @shonali In India some professionals still embrace AVE. I feel sorry for them but they don't know any other way to #measurepr & won't learn

9/8/2015 9:29 GillianNeild RT @TPSpencer88: PR must a better job to educate the public about its function to help attract talent & clients, starting with measureme...

9/8/2015 9:29 TheDame615 @emmamhawes is Facebook still penalizing user stats for scheduling posts with anything other than its own platform? #measurepr

9/8/2015 9:29 CommAMMO RT @austinomaha: @CommAMMO We should start a campaign against the use. Want to do this so bad. #measurePR

9/8/2015 9:29 rdimcclung RT @margotsavell: A2: New/exciting? #BarcelonaPrinciples 2.0 -it focuses on what to do instead of what not to do #measurePR @hkstrategies #...

9/8/2015 9:29 JamesRRubec A3: Another big #Fail is setting up tracking too late and having to scrounge afterward @shonali #measurepr Preparation over perspiration.

9/8/2015 9:29 shonali @queenofmetrics LOL, that's ok, use as many tweets as you'd like :) A3 #measurepr

9/8/2015 9:30 aseemsood #chartporn #measurePR <https://t.co/Yd42CAFa3t>

9/8/2015 9:30 vickiistace RT @emmamhawes: A2 being able to take free online certification classes from @hootsuite and @Skillcrush for free to improve our skills. #me...

9/8/2015 9:30 tonya\_mcgee @amithpr I completely agree! As a recent grad, I needed to learn how to #measurepr and I wasn't taught anything wasn't 10 years old.

9/8/2015 9:30 martinwaxman RT @TheDame615 RT @shonali: Q3: Most common #measurePR #fail you've seen (or been through!): GO.

9/8/2015 9:30 shonali Q4: What is the progress on #measurePR standards worldwide – is there any? Outside of Barcelona Principles 2.0? #amecmm

9/8/2015 9:30 anschube RT @amithpr: @shonali In India some professionals still embrace AVE. I feel sorry for them but they don't know any other way to #measurepr ...

9/8/2015 9:30 AdeCapon RT @richardbagnall: New fraework will developing great work already in place via social media measurement framework <http://t.co/3h5JTsas9L> ...

9/8/2015 9:30 anthrofoodie RT @shonali: Q4: What is the progress on #measurePR standards worldwide – is there any? Outside of Barcelona Principles 2.0? #amecmm

9/8/2015 9:30 stephbridgeman Q3 #measurePR A:having to list out an AVE result by individual cutting and being judged on that data even though I knew it was nonsense

9/8/2015 9:30 ErinnLarson1 @shonali @amithpr As a young grad I can attest to feeling like I should have learned more about measurement in college! #measurepr

9/8/2015 9:30 Russell\_CIB RT @TheDame615 @queenofmetrics #measurepr A2 Integration & amp; correlation of PR metrics with CRM, soc data, Web Analytics to show outcomes

9/8/2015 9:30 JohnFriedman Sad and frightening. #measurePR <https://t.co/4AuqP4zTlI>

9/8/2015 9:30 richardbagnall @aseemsood Got to love some chart porn! :- ) #measurepr

9/8/2015 9:30 wadds A3. Am I allowed two? i) Counting meaningless stuff; and (ii) AVE (see i). #measurepr

9/8/2015 9:30 austinomaha @tonya\_mcgee @amithpr Measurement needs to be taught in all Universities. Not enough emphasis on measurement. #measurePR

9/8/2015 9:30 PeerNazia RT @queenofmetrics: #measurepr A1 cont. After 27 yrs in measurement, in 2013 started company #3 to teach good measurementnt practices <http://t.co/3h5JTsas9L> ...

9/8/2015 9:30 shonali @ErinnLarson1 Yup, I see that ALL the time with my students...! @amithpr A3 #measurepr

9/8/2015 9:30 amithpr @tonya\_mcgee we need to collectively work towards changing that in our schools - hoping to achive that at <http://t.co/OPsQTJu1Kz> #measurepr

9/8/2015 9:31 mcintoshs RT @queenofmetrics: RT @wadds: We're shifting to constant iteration throughout a campaign rather than measuring at the beginning and the en...  
@wadds Of course! Or more, if you like. :) A3 #measurepr

9/8/2015 9:31 JamesRRubec RT @CommAMMO: A3 Over-reliance on output measures, incorrect use of impressions, lack of serious interest in using measurement 4 strategy #...  
@ErinnLarson1 @shonali @amithpr I back this 100%. Need a full class on measurement. #measurePR

9/8/2015 9:31 austinomaha @ErinnLarson1 @shonali @amithpr I back this 100%. Need a full class on measurement. #measurePR

9/8/2015 9:31 anthrofoodie A4. Unfortunately, measurement standards are frequently not enforced #measurepr

9/8/2015 9:31 rdimcclung RT @gojohnab: A2 I ALWAYS love simplicity @margotsavell shared how to speak stakeholder language outputs & amp; outcomes = tactics & amp; strategy #m...  
@wadds super true & amp; i can say in India atleast, its a matter of the business pushing to understand ROI on PR spends! #measurePR

9/8/2015 9:31 bhujbalview Join in @tangled26 @nirjhara @Misrapolis @ChetanMahajan @vikramkharvi @RakeshThukral for #measurePR <https://t.co/ghLX6aRZD4>

9/8/2015 9:31 TweetsAnup RT @shonali: Q4: What is the progress on #measurePR standards worldwide – is there any? Outside of Barcelona Principles 2.0? #amecmm

9/8/2015 9:31 emmamhawes RT @queenofmetrics: RT @wadds: We're shifting to constant iteration throughout a campaign rather than measuring at the beginning and the en...  
RT @CommAMMO: A3 Over-reliance on output measures, incorrect use of impressions, lack of serious interest in using measurement 4 strategy #...  
@rahulvnathan conversation incomplete without #measurepr hashtag ;- ) @shonali @TweetsAnup

9/8/2015 9:31 margotsavell Thanks for the RTs! @serinlan - great to see you here! #measurePR

9/8/2015 9:31 donnvincentro: @shonali A3: Need to be careful about burdening leadership with "communication speak." #measurePR

9/8/2015 9:31 gerardcorbett A3. Measurement starts with smart objectives in the first place. #measurepr

9/8/2015 9:31 themissiongroup RT @speedcomms: Join the conversation about the future of the PR industry - Measurement Week is live #measurePR <http://t.co/vNPB6jRbEA>

9/8/2015 9:31 KristK RT @CommAMMO: A3 Over-reliance on output measures, incorrect use of impressions, lack of serious interest in using measurement 4 strategy #...  
RT @austinomaha: @tonya\_mcgee @amithpr Measurement needs to be taught in all Universities. Not enough emphasis on measurement. #measurePR

9/8/2015 9:31 michaelblowers RT @austinomaha: @tonya\_mcgee @amithpr Measurement needs to be taught in all Universities. Not enough emphasis on measurement. #measurePR

9/8/2015 9:31 shonali RT @donnavincentroa A3: Need to be careful about burdening leadership with "communication speak." #measurePR

9/8/2015 9:31 randimason RT @shonali: A1 (cont) I think #PR is a great profession and we undercut its efficacy if we don't show its value. Also, measurement is SEXY...  
@anthrofoodie AMEC can only do so much, you know? Our responsibility to act ethically and follow the standards. #measurePR

9/8/2015 9:32 austinomaha @anthrofoodie AMEC can only do so much, you know? Our responsibility to act ethically and follow the standards. #measurePR

9/8/2015 9:32 orlagraham18 This! Diff btwn measuring&evaluating, as discussed at #barcelonaprinciples 2.0 update #measurepr <https://t.co/SOPDOUq8Co>

9/8/2015 9:32 CommAMMO There is. RT @anthrofoodie RT @shonali: Q4: Progress on #measurePR standards? Outside of Barcelona Principles 2.0? @amecorg @instituteforPR

9/8/2015 9:32 gojohnab A3 Too many cases of measurement starvation or binging. A lot of 'Counts & Amounts' vs. focus on metrics that drive their success #measurepr

9/8/2015 9:32 margotsavell Thanks for the RTs @rdimcclung - good to see you here! #measurePR

9/8/2015 9:32 RadhikaNandwa @shonali the ability to accurately measure the outcome of a #PR campaign is one of the most disappointing things #measurePR. 1/2

9/8/2015 9:32 martinwaxman A3 It was considered a success-millions of impressions. Thick book of clips but no correlation w action #measurepr

9/8/2015 9:32 queenofmetrics @TheDame615 @shonali #measurepr I strongly disagree. "What counts" = business results & amp; outcomes, that doesn't ever change.

9/8/2015 9:32 rahulvnathan @shonali @amithpr Effectiveness of conversation, message delivery and evaluating ROI @TweetsAnup #measurePR

9/8/2015 9:32 bhujbalview @wadds also quantitative insights provided by #socialmedia / #digital is also having this impact wher ppl want the same frm #PR . #measurePR

9/8/2015 9:32 tonya\_mcgee @austinomaha @amithpr I completely agree! I had to learn it all the hard way when I started my career. #measurepr

9/8/2015 9:33 margotsavell A3: #fail Using impressions, SOV or AVEs as a sole metric to showcase success. Not. #measurePR #AMECMM

9/8/2015 9:33 pierreleic A4: My POV is a little skewed as we're not operating straight in PR but... #measurePR

9/8/2015 9:33 CommAMMO RT @gerardcorbett: A3. Measurement starts with smart objectives in the first place. #measurepr

9/8/2015 9:33 pierreleic A4 (cont) we're seeing a lot of efforts aligning measurements on marcom mixes rather than swim lanes #measurePR

9/8/2015 9:33 TheDame615 @queenofmetrics @shonali I am struggling for a deeper understanding of results, esp w engagement. #measurePR

9/8/2015 9:33 wadds A4. Beyond Barcelona? Other disciplines such as management consultancy after offering more formal methods #measurepr

9/8/2015 9:33 queenofmetrics RT @JohnFriedman: Sad and frightening. #measurePR <https://t.co/epsuGrI084>

9/8/2015 9:33 AnnBarks RT @gerardcorbett: A3. Measurement starts with smart objectives in the first place. #measurepr

9/8/2015 9:33 tonya\_mcgee .@amithpr I 100% agree! Let's do it. #measurepr

9/8/2015 9:33 donnavincentro: @shonali A4: I like the work of IPR. <http://t.co/3muWi4xDKL> #measurePR @IPR

9/8/2015 9:33 emmamhawes RT @RadhikaNandwani: @shonali the ability to accurately measure the outcome of a #PR campaign is one of the most disappointing things #meas...

9/8/2015 9:33 JohnFriedman Re: Q/A 3: if PR wants to be part of biz it must be willing to 'tie its fate' to biz goals & demonstrate how it advances those #measurePR

9/8/2015 9:33 stephbridgeman Q4 #measurePR standards \*schmandards\* no 2 pieces of analysis are the same, even those operating in the same industry have different needs

9/8/2015 9:33 AnnBarks RT @gojohnab: A3 Too many cases of measurement starvation or binging. A lot of 'Counts & Amounts' vs. focus on metrics that drive their suc...

9/8/2015 9:33 martinwaxman RT @CommAMMO RT @gerardcorbett: A3. Measurement starts with smart objectives in the first place. #measurepr

9/8/2015 9:33 serinlan RT @anthrofoodie: A3. Not being aligned with your clients. KPIs should map back to business objectives #measurepr

9/8/2015 9:33 RadhikaNandwa @shonali 1/2 output is easier to measure #measurePR

9/8/2015 9:34 anthrofoodie some clients love only impressions & SOV :/ RT @margotsavell A3: #fail Using impressions, SOV or AVEs as a sole metric #measurepr

9/8/2015 9:34 aseemsood Good point. We need to learn and speak their language as well #measurePR <https://t.co/i0ErGi9i8>

9/8/2015 9:34 michaelblowers So scary if true #measurepr <https://t.co/EueWGMcvk5>

9/8/2015 9:34 anthrofoodie super fails RT @margotsavell A3: #fail Using impressions, SOV or AVEs as a sole metric to showcase success. Not. #measurePR #AMECMM

9/8/2015 9:34 CommAMMO @TheDame615 @queenofmetrics @shonali Melissa - we may need to take this offline, but "engagement" - as in employee, or social? #measurepr

9/8/2015 9:34 gojohnab Chart Porn...think about it like any other porn..NOT FOR WORK COMPUTERS...EVER:) #measurepr <https://t.co/Xn7kiya7XJ>

9/8/2015 9:34 wadds A4. Planning at the outset of a campaign using data is creating better insights and better creative. See Cannes #measurepr

9/8/2015 9:34 missusP A3) delivering status reports vs truly analyzing what you're measuring - what's really happening beyond outputs #measurePR

9/8/2015 9:34 margotsavell RT @gojohnab: A3 Too many cases of measurement starvation or binging. A lot of 'Counts & Amounts' vs. focus on metrics that drive their suc...

9/8/2015 9:34 amithpr @tonya\_mcgee #measurepr yes we must

9/8/2015 9:34 BryanZwan3 RT <http://t.co/kKVZv6cXQL> A3: #fail Using impressions, SOV or AVEs as a sole metric to showcase success. Not. #measurePR #AMECMM #BryanZw...

9/8/2015 9:34 CommAMMO RT @JohnFriedman: Re: Q/A 3: if PR wants to be part of biz it must be willing to 'tie its fate' to biz goals & demonstrate how it advances ...

9/8/2015 9:34 CommAMMO RT @donnaVincentro: @shonali A4: I like the work of IPR. <http://t.co/3muWi4xDKL> #measurePR @IPR

9/8/2015 9:35 richardbagnall A4 Yes in terms of agreeing definitions, but not in terms of providing a suite of metrics that are always appropriate #measurepr

9/8/2015 9:35 serinlan @margotsavell Happy to be here! Loving the insights so far. #measurePR

9/8/2015 9:35 shonali Q4 pt 2 via @AmecOrg: Are we making real progress to embed measurement/analytics into PR? If not, what's the 1 Big Thing to do? #measurepr

9/8/2015 9:35 margotsavell RT @anthrofoodie: super fails RT @margotsavell A3: #fail Using impressions, SOV or AVEs as a sole metric to showcase success. Not. #measure...

9/8/2015 9:35 Russell\_CIB RT @JohnFriedman: Re: Q/A 3: if PR wants to be part of biz it must be willing to 'tie its fate' to biz goals & demonstrate how it advances ...

9/8/2015 9:35 austinomaha @richardbagnall giant need for ethics in this regard. PR professionals subscribe to the standards, then don't use them. #measurePR

9/8/2015 9:35 orlagraham18 A4: Some progress on #measurepr standards, but not enough or fast enough. More education still needed.

9/8/2015 9:35 richardbagnall A4 Despite lots of great work being done (voluntarily) by many very talented & experienced people #measurepr

9/8/2015 9:35 gojohnab RT @donnavincentroa: @shonali A4: I like the work of IPR. <http://t.co/3muWi4xDKL> #measurePR @IPR

9/8/2015 9:35 TweetsAnup RT @gojohnab: Chart Porn...think about it like any other porn..NOT FOR WORK COMPUTERS...EVER:) #measurepr <https://t.co/Xn7kiya7XJ>

9/8/2015 9:35 bhujbalview actually, even #commerce grads dnt know what #PR is, so proper metrics fr #measurePR is still fr mature audiences. <https://t.co/tclxy960nQ>

9/8/2015 9:35 aseemsood @saysaman Hi, good to see you here #measurePR

9/8/2015 9:35 anthrofoodie RT @orlagraham18: A4: Some progress on #measurepr standards, but not enough or fast enough. More education still needed.

9/8/2015 9:35 martinwaxman RT @shonali Q4: What is the progress on #measurePR standards worldwide – is there any? Outside of Barcelona Principles 2.0? #amecmm

9/8/2015 9:35 stephbridgeman #measurepr I can't keep up with all this chatter, I'm going to have to do all my following, RT's and interactions later

9/8/2015 9:35 emmamhawes RT @shonali: Q4 pt 2 via @AmecOrg: Are we making real progress to embed measurement/analytics into PR? If not, what's the 1 Big Thing to d...

9/8/2015 9:35 ErinnLarson1 @aseemsood Yup! Jargon isn't useful when it creates barriers #measurepr

9/8/2015 9:35 laurafromaura RT @wadds: A3. Am I allowed two? i) Counting meaningless stuff; and (ii) AVE (see i). #measurepr

9/8/2015 9:36 twotoneams RT @speedcomms: Join the conversation about the future of the PR industry - Measurement Week is live #measurePR <http://t.co/vNPB6jRbEA>

9/8/2015 9:36 richardbagnall A4 PR's remember - Can never be a magic bullet approach, always need relevant metrics depending on relevant objectives #measurepr

9/8/2015 9:36 TheDame615 @CommAMMO Primarily social. Growing our engagement on FB now. Our org. has many programs n parts. #measurePR

9/8/2015 9:36 anthrofoodie RT @TheDame615: @CommAMMO Primarily social. Growing our engagement on FB now. Our org. has many programs n parts. #measurePR

9/8/2015 9:36 anthrofoodie RT @richardbagnall: A4 PR's remember - Can never be a magic bullet approach, always need relevant metrics depending on relevant objectives...

9/8/2015 9:36 gerardcorbett @JohnFriedman Yep, no good alternatives #measurepr

9/8/2015 9:36 CommAMMO & so, #fail MT @martinwaxman A3 was considered success-millions of impressions. Thick book of clips but no correlation w action #measurepr

9/8/2015 9:36 queenofmetrics #measurepr @shonali we have standards for social media #smmstandards <http://t.co/2WiR8tHiIU> & standards for PR <http://t.co/6fLXQIM86x>

9/8/2015 9:36 stuartbruce A2 Exciting for #measurepr & evaluation as more attention mean clients more willing to try sophisticated approach beyond crude sales/ROI

9/8/2015 9:36 CommAMMO RT @stuartbruce: A2 Exciting for #measurepr & evaluation as more attention mean clients more willing to try sophisticated approach beyond c...

9/8/2015 9:36 anthrofoodie can this be triple favored? RT @richardbagnall A4 PR's relevant metrics depending on relevant objectives #measurepr

9/8/2015 9:36 CommAMMO RT @queenofmetrics: #measurepr @shonali we have standards for social media #smmstandards <http://t.co/2WiR8tHiIU> & standards for PR <http://t.co/6fLXQIM86x>

9/8/2015 9:36 margotsavell @anthrofoodie There are ways to ease them off impressions and SOVs as sole metrics by giving metrics that are meaningful #measurePR

9/8/2015 9:36 shonali A5 from @anthrofoodie: How do you advise clients / what do you say to clients who are scared of measurement? #measurepr

9/8/2015 9:36 martinwaxman MT @shonali @richardbagnall A3 Not telling story of PR work thru measuremnt, instead producing many charts w little that matters #measurepr

9/8/2015 9:36 laurafromaura RT @wadds: We're shifting to constant iteration throughout a campaign rather than measuring at the beginning and the end #measurepr

9/8/2015 9:36 TPSpencer88 Tracking engagement through #socialmedia is a great metric for tracking the sentiment & value of PR#measurePR <http://t.co/Bba0LhjoGN>

9/8/2015 9:36 saysaman Pleasure #measurepr <https://t.co/jk4ri8morO>

9/8/2015 9:36 richardbagnall @austinomaha Nailed it. #measurepr

9/8/2015 9:37 queenofmetrics RT @donnavincentroa: @shonali A4: I like the work of IPR. <http://t.co/a2k6IUFD4n> #measurePR @IPR

9/8/2015 9:37 donnavincentroa: @shonali A4: Measurement seems to be for a chosen few. I've judged MANY comms contests, and I see it as a very big gap. #measurePR

9/8/2015 9:37 IrisPrCorey RT @shonali: Q4 pt 2 via @AmecOrg: Are we making real progress to embed measurement/analytics into PR? If not, what's the 1 Big Thing to d...

9/8/2015 9:37 shonali Q5 from @anthrofoodie: How do you advise clients / what do you say to clients who are scared of measurement? #measurepr

9/8/2015 9:37 JamesRRubec A4: We need to think like Product Managers. Our content is a product unto itself. It needs to drive results \$\$\$ too #measurepr

9/8/2015 9:37 TheDame615 RT @shonali: Q4 pt 2 via @AmecOrg: Are we making real progress to embed measurement/analytics into PR? If not, what's the 1 Big Thing to d...

9/8/2015 9:37 amithpr @shonali conversations are veering towards ROO, but for that three's a need to define objectives clearly in a written brief to #measurepr A4

9/8/2015 9:37 TheDame615 RT @donnavincentroa: @shonali A4: Measurement seems to be for a chosen few. I've judged MANY comms contests, and I see it as a very big gap...

9/8/2015 9:37 orlagraham18 A4 pt 2: More education needed that gets into nitty gritty, not just general concepts. More hands on, detailed examples #measurepr

9/8/2015 9:37 martinwaxman RT @shonali Q5 from @anthrofoodie: How do you advise clients / what do you say to clients who are scared of measurement? #measurepr

9/8/2015 9:37 michaelblowers #measurePR @richardbagnall Hi, PR campaigns are unique and so should their measurement...I think said @Sheldrake

9/8/2015 9:37 JonesTP Q4 pt 2 @shonali @AmecOrg Getting clients to buy into that way of thinking & educating them as to impact on wider biz goals #measurepr

9/8/2015 9:37 aseemsood @erinnlarson1 agree! #measurePR

9/8/2015 9:37 richardbagnall A5 Suggest they get ahead of it before they're made to by someone else in their org #measurepr

9/8/2015 9:37 stephbridgeman RT @gerardcorbett: A3. Measurement starts with smart objectives in the first place. #measurepr

9/8/2015 9:37 shonali RT @richardbagnall A5 Suggest they get ahead of it before they're made to by someone else in their org #measurepr

9/8/2015 9:38 ApexRacingPR Calling all motorsport PR professionals, come join the conversation about the future of the industry at #measurePR <http://t.co/5tGrKVzR45>

9/8/2015 9:38 gojhnab A4 THINK. Yes, T-H-I-N-K! Don't rely on a program to tell you the metrics & importance. Engage your mind, align & excel #measurepr

9/8/2015 9:38 richardbagnall A5 Help them see that it's not something to feat but something to relish #measurepr

9/8/2015 9:38 martinwaxman Q5 Encourage them to get beyond comfort zone by doing a test and analysing results. Then adapt #measurepr

9/8/2015 9:38 CommAMMO RT @richardbagnall: A4 PR's remember - Can never be a magic bullet approach, always need relevant metrics depending on relevant objectives...

9/8/2015 9:38 AmecOrg RT @shonali: Q4 pt 2 via @AmecOrg: Are we making real progress to embed measurement/analytics into PR? If not, what's the 1 Big Thing to d...

9/8/2015 9:38 TPSpencer88 RT @ApexRacingPR: Calling all motorsport PR professionals, come join the conversation about the future of the industry at #measurePR <http://t.co/5tGrKVzR45>

9/8/2015 9:38 shonali RT @martinwaxman Q5 Encourage them to get beyond comfort zone by doing a test and analysing results. Then adapt #measurepr

9/8/2015 9:38 donnvincentro: @shonali A4: Measurement should be the gospel for comms professionals, not Second Hand Rose. #measurePR @queenofmetrics @amecorg

9/8/2015 9:38 richardbagnall A5 It's not about exposing failure, but guiding excellence and efficiency #measurepr

9/8/2015 9:38 TweetsAnup A3: Coverage appeared in all leading publications but hardly any stakeholder noticed. #measurePR <https://t.co/U8ilwv8RcE>

9/8/2015 9:38 anthrofoodie RT @richardbagnall: A5 It's not about exposing failure, but guiding excellence and efficiency #measurepr

9/8/2015 9:38 jrsygrl62 RT @richardbagnall: A5 It's not about exposing failure, but guiding excellence and efficiency #measurepr

9/8/2015 9:38 JohnFriedman IMHO nothing can win award (or be 'honorable' mention) if good, valid, appropriate measurement not part? #measurePR <https://t.co/cdOf17tWcN>

9/8/2015 9:38 wadds Q5. Link it to proving their value, or their department's value, to the org #measurepr

9/8/2015 9:38 JamesRRubec RT @shonali: RT @martinwaxman Q5 Encourage them to get beyond comfort zone by doing a test and analysing results. Then adapt #measurepr

9/8/2015 9:38 anthrofoodie RT @martinwaxman: Q5 Encourage them to get beyond comfort zone by doing a test and analysing results. Then adapt #measurepr

9/8/2015 9:39 ThisIsPRable RT @ApexRacingPR: Calling all motorsport PR professionals, come join the conversation about the future of the industry at #measurePR <http://t.co/5tGrKVzR45>

9/8/2015 9:39 ThisIsPRable RT @TPSpencer88: Tracking engagement through #socialmedia is a great metric for tracking the sentiment & value of PR #measurePR <http://t.co/5tGrKVzR45>

9/8/2015 9:39 ThisIsPRable RT @speedcomms: Join the conversation about the future of the PR industry - Measurement Week is live #measurePR <http://t.co/vNPB6jRbEA>

9/8/2015 9:39 CommAMMO RT @shonali: Q4 pt 2 via @AmecOrg: Are we making real progress to embed measurement/analytics into PR? If not, what's the 1 Big Thing to d...

9/8/2015 9:39 RadhikaNandwa Join in #measurePR tweet chat @bhujbalview @tanay1Jan @sayanbanerjee85 with @shonali <https://t.co/yDizjQRru2>

9/8/2015 9:39 ThisIsPRable RT @shonali: Q2: What's new & exciting for #PR measurement today (or tomorrow)? @queenofmetrics @donnavincentroa @martinwaxman @aseemsood

9/8/2015 9:39 berkson0 Does anyone use @squeezeCMM for link tracking for PR/content marketing? #measurepr

9/8/2015 9:39 amithpr @bhujbalview PR has not done enough PR for itself and it is just about picking up #measurepr is for PR grads :-)

9/8/2015 9:39 gerardcorbett @amithpr @shonali Shouldn't be doing any program or campaign in less you have objectives. #measurePR

9/8/2015 9:39 wadds A5 Demonstrate success = bigger budgets and career progress #measurepr

9/8/2015 9:39 ErinnLarson1 RT @richardbagnall: A5 It's not about exposing failure, but guiding excellence and efficiency #measurepr

9/8/2015 9:39 martinwaxman @CommAMMO Exactly-even though back then we were all happy and thought it was the opposite of #fail. We didn't know any better :) #measurePR

9/8/2015 9:39 TweetsAnup RT @missusP: A3) delivering status reports vs truly analyzing what you're measuring - what's really happening beyond outputs #measurePR

9/8/2015 9:39 orlagraham18 A5: Show them how it helps them improve so they'll want to shout about results, not be afraid of them. #measurepr

9/8/2015 9:39 shonali RT @wadds A5 Demonstrate success = bigger budgets and career progress #measurepr

9/8/2015 9:39 CommAMMO "always" is always a problem. MT @richardbagnall A4 Yes - agreeing definitions, but not a suite of metrics always appropriate #measurepr

9/8/2015 9:40 queenofmetrics @shonali #measurepr #A4 All the standards, best practices & papers to back them up are now in one place <http://t.co/He0aJak85f>

9/8/2015 9:40 anschube RT @gerardcorbett: @amithpr @shonali Shouldn't be doing any program or campaign in less you have objectives. #measurePR

9/8/2015 9:40 pierreleoc A5: in our category, there's no choice: measure or die #measurePR

9/8/2015 9:40 laurafromaura RT @shonali: RT @martinwaxman Q5 Encourage them to get beyond comfort zone by doing a test and analysing results. Then adapt #measurepr

9/8/2015 9:40 martinwaxman RT @shonali RT @wadds A5 Demonstrate success = bigger budgets and career progress #measurepr

9/8/2015 9:40 emmamhawes A5. Show them that measurement will lead to positive results, which means more money. they can't say no to more money #measurepr

9/8/2015 9:40 anthrofoodie RT @pierreloic: A5: in our category, there's no choice: measure or die #measurePR

9/8/2015 9:40 shonali RT @pierreloic A5: in our category, there's no choice: measure or die #measurePR

9/8/2015 9:40 AmecOrg @shonali.@richardbagnall leading #AmecOrg int working group on integrated metrics. Good progress being made. #measurePR

9/8/2015 9:40 donnavincentro: @shonali A5: Simply, no program should be without measurement or metrics. It's good business. #measurePR @queenofmetrics @wadds

9/8/2015 9:40 JamesRRubec A5: If you are striking out #measurePR lets you know it is because the pitcher is throwing 105 mph = competition @shonali @anthrofoodie

9/8/2015 9:40 twotoneams Hey #measurePR, consider moving this awesome convo to a slack community, namely: <http://t.co/LdoiddqrtN> cc @prdotco <http://t.co/hwAlqeSBfq>

9/8/2015 9:40 amithpr @gerardcorbett more often than not a lot of campaigns happen because they need to happen not because of objectives #measurepr @shonali

9/8/2015 9:40 gojohnab A5 Measurement is F-U-N! It's like a big puzzle w/ game of new channels & metrics all the time. #measurepr <https://t.co/DCeTNyWB66>

9/8/2015 9:40 rahulvnathan @shonali long way to go! Mindset, and the correct permutation and combination of story, media and message is key #measurepr @AmecOrg

9/8/2015 9:40 serinlan @shonali @martinwaxman This hits home. Take action, then ask for 'forgiveness' later...prove that it's worth the 'risk'. #measurePR

9/8/2015 9:40 shonali RT @donnavincentro A5: Simply, no program should be without measurement or metrics. It's good business. #measurePR

9/8/2015 9:40 GillianNeild RT @shonali: RT @pierreloic A5: in our category, there's no choice: measure or die #measurePR

9/8/2015 9:41 anschube RT @amithpr: @gerardcorbett more often than not a lot of campaigns happen because they need to happen not because of objectives #measurepr ...

9/8/2015 9:41 shonali Q6: What tools would you recommend for #measurePR, including on a small budget?

9/8/2015 9:41 CommAMMO @stephbridgeman Standards don't mean straitjackets and no creativity. Analysis is diff, but terms, approaches, tools can b similr #measurepr

9/8/2015 9:41 anthrofoodie RT @shonali: Q6: What tools would you recommend for #measurePR, including on a small budget?

9/8/2015 9:41 TheDame615 RT @shonali: Q6: What tools would you recommend for #measurePR, including on a small budget?

9/8/2015 9:41 CommAMMO RT @shonali: Q6: What tools would you recommend for #measurePR, including on a small budget?

9/8/2015 9:41 gerardcorbett A5. Maybe if enough people start measuring we won't need a Tweet Chat #measurepr lol

9/8/2015 9:41 orlagraham18 A5: I'm lucky to work with a lot of UK Gov clients - proper analysis well embedded in culture there, so less of a battle! #measurepr

9/8/2015 9:41 nirjhara A3: just the press release reproduced as is in the name of journalism! #measurePR

9/8/2015 9:41 aseemsood RT @shonali: RT @wadds A5 Demonstrate success = bigger budgets and career progress #measurepr

9/8/2015 9:41 laurafromaura RT @shonali: Q5 from @anthrofoodie: How do you advise clients / what do you say to clients who are scared of measurement? #measurepr

9/8/2015 9:41 bhujbalview @shonali @AmecOrg there can't be 1 comprehensive yes/ no. it needs 2be answered on a case to case (industry/ co. size etc.) basis #measurePR

9/8/2015 9:41 JohnFriedman No 'silver bullet' measures, must 1st know what matters to ldrship - then pick from portfolio of metrics those that matter mosts #measurePR

9/8/2015 9:41 richardbagnall A6 Best tool? Your self! There are many free tools to count things. Good measurement needs time, thought & proper planning #measurepr

9/8/2015 9:41 jrsygrl62 RT @JohnFriedman: No 'silver bullet' measures, must 1st know what matters to ldrship - then pick from portfolio of metrics those that matte...

9/8/2015 9:41 Cision\_Canada RT @shonali: RT @martinwaxman Q5 Encourage them to get beyond comfort zone by doing a test and analysing results. Then adapt #measurepr

9/8/2015 9:41 margotsavell It is fantastic being here w/ so many of our #measurati #AMECMM #MeasurePR! @gojohnab @richardbagnall @queenofmetrics @shonali

9/8/2015 9:41 nirjhara RT @TweetsAnup: A3: Coverage appeared in all leading publications but hardly any stakeholder noticed. #measurePR <https://t.co/U8ilwv8RcE>

9/8/2015 9:42 TSP Spencer88 RT @shonali: Q6: What tools would you recommend for #measurePR, including on a small budget?

9/8/2015 9:42 stephbridgeman Q5 #measurepr keep clients informed of the process, keep them involved & engaged. Ask tough questions and you will get good answers

9/8/2015 9:42 rahulvnathan RT @shonali: Q6: What tools would you recommend for #measurePR, including on a small budget?

9/8/2015 9:42 aseemsood A6: Tools are useful for monitoring of content (be it news or conversations) #measurepr

9/8/2015 9:42 Russell\_CIB RT @gerardcorbett: A5. Maybe if enough people start measuring we won't need a Tweet Chat #measurepr lol

9/8/2015 9:42 richardbagnall @margotsavell @gojohnab @queenofmetrics @shonali you bet! #measurepr

9/8/2015 9:42 queenofmetrics @shonali #measurepr A5: do you want to waste \$\$ doing things that may or may not work? If you don't measure, you don't know what's working

9/8/2015 9:42 shonali MT @TweetsAnup: A3: Coverage appeared in all leading pubs but hardly any stakeholder noticed. #measurePR

9/8/2015 9:42 gerardcorbett A6. Said it before: ears, eyes and a brain #measurepr



9/8/2015 9:42 CommAMMO .@shonali A6 - TALK TO PEOPLE. Measurement doesn't need to be Ph.D. Statistics. #finddata #qualitativeresearch #measurepr

9/8/2015 9:42 CampaignerEma #RT @TPSpencer88 Tracking engagement through #socialmedia is a great metric for tracking the sentiment & value of PR #measurePR

9/8/2015 9:42 richardbagnall RT @CommAMMO: .@shonali A6 - TALK TO PEOPLE. Measurement doesn't need to be Ph.D. Statistics. #finddata #qualitativeresearch #measurepr

9/8/2015 9:42 laurafromaura @shonali @anthrofoodie A5 demonstrate the positive effect across the biz using case studies #measurepr

9/8/2015 9:42 richardbagnall RT @gerardcorbett: A6. Said it before: ears, eyes and a brain #measurepr

9/8/2015 9:42 shonali RT @CommAMMO A6 - TALK TO PEOPLE. Measurement doesn't need to be Ph.D. Statistics. #finddata #qualitativeresearch #measurepr

9/8/2015 9:42 aseemsood A6 (contd.) To #measurePR you need a sound approach which starts with clearly defined objectives

9/8/2015 9:42 CommAMMO RT @gerardcorbett: A6. Said it before: ears, eyes and a brain #measurepr

9/8/2015 9:42 RadhikaNandwa RT @shonali: Q6: What tools would you recommend for #measurePR, including on a small budget?

9/8/2015 9:43 margotsavell A6: Best tool? The answer to many #measurePR questions is "it depends." Choose a tool based on goals, metrics, media channels, etc

9/8/2015 9:43 CommAMMO RT @aseemsood: A6 (contd.) To #measurePR you need a sound approach which starts with clearly defined objectives

9/8/2015 9:43 orlagraham18 Yeah, but no campaign is going to succeed if you don't know what success looks like surely? #measurepr <https://t.co/TazM2pzcg8>

9/8/2015 9:43 anthrofoodie A6. Some tools I use: Sysomos, Traackr, Radian6, Factiva, LexisNexis NewsDesk, Spriklr, Topsy (free) #measurepr

9/8/2015 9:43 tonya\_mcgee @shonali, for #socialmedia: @hootsuite and the analytics within the platform. #measurepr

9/8/2015 9:43 CommAMMO RT @queenofmetrics: @shonali #measurepr A5: do you want to waste \$\$ doing things that may or may not work? If you don't measure, you don't ...

9/8/2015 9:43 shonali RT @queenofmetrics A5: want to waste \$\$ doing things that may or may not work? If you don't measure, don't know what's working #measurepr

9/8/2015 9:43 Russell\_CIB RT @richardbagnall: A6 Best tool? Your self! There are many free tools to count things. Good measurement needs time, thought & proper plann...

9/8/2015 9:43 aseemsood A6 (contd) Barcelona principles V2 are a great start to #measurePR #amecmm

9/8/2015 9:43 GillianNeild And your creativity too! Tools don't have fab personalities! #measurepr <https://t.co/0vEVSCjDxd>

9/8/2015 9:43 amithpr @aseemsood you do a fab job of #measurepr in India I am told ;-)

9/8/2015 9:43 laurafromaura RT @shonali: Q6: What tools would you recommend for #measurePR, including on a small budget?

9/8/2015 9:43 CommAMMO TRU DAT! RT @Russell\_CIB RT @gerardcorbett: A5. Maybe if enough people start measuring we won't need a Tweet Chat #measurepr lol

9/8/2015 9:43 TPSpencer88 A6: Can't go wrong with @followerwonk. Great free #socialmedia tool that's the starting point for good PR #measurePR <http://t.co/9PEeAx8r7t>

9/8/2015 9:43 gojohnab A5 some things fail. There isn't a CEO who wouldn't rather 'fail fast & cheap' & measurement helps.#measurepr <https://t.co/5T94OgfSc0>

9/8/2015 9:43 austinomaha @margotsavell agreed. Not a "one size fits all" kind of solution. Adapt to client needs and goals. #measurePR

9/8/2015 9:43 pierreleic A6: measuring on small budgets means limiting what you track to most meaningful metrics. For many biz, GA is a great tool #measurePR

9/8/2015 9:43 CommAMMO RT @stephbridgeman: Q5 #measurepr keep clients informed of the process, keep them involved & engaged. Ask tough questions and you will get...

9/8/2015 9:43 TPSpencer88 RT @CampaignerEmail: #RT @TPSpencer88 Tracking engagement through #socialmedia is a great metric for tracking the sentiment & value of PR #...

9/8/2015 9:43 wadds A6. Check out #PRstack. Loads of tools characterised in the app. Start with a listening tool + web analytics #measurepr

9/8/2015 9:43 emmamhawes A6: from an amateur's perspective, I use @hootsuite Pro and @klout. So help me please with budget friendly ideas. #measurepr

9/8/2015 9:43 AmecOrg RT @shonali: RT @CommAMMO A6 - TALK TO PEOPLE. Measurement doesn't need to be Ph.D. Statistics. #finddata #qualitativeresearch #measurepr

9/8/2015 9:43 CommAMMO RT @margotsavell: It is fantastic being here w/ so many of our #measurati #AMECMM #MeasurePR! @gojohnab @richardbagnall @queenofmetrics @sh...

9/8/2015 9:43 GillianNeild RT @CommAMMO: .@shonali A6 - TALK TO PEOPLE. Measurement doesn't need to be Ph.D. Statistics. #finddata #qualitativeresearch #measurepr

9/8/2015 9:43 laurafromaura RT @JohnFriedman: No 'silver bullet' measures, must 1st know what matters to ldrship - then pick from portfolio of metrics those that matte...

9/8/2015 9:43 anthrofoodie A6 part 2) It's good to be tools agnostic. find the tool (and vendor) that best fits with your client #measurepr

9/8/2015 9:44 richardbagnall RT @gojohnab: A5 some things fail. There isn't a CEO who wouldn't rather 'fail fast & cheap' & measurement helps.#measurepr <https://t.co/5T...>

9/8/2015 9:44 CommAMMO RT @JohnFriedman: No 'silver bullet' measures, must 1st know what matters to ldrship - then pick from portfolio of metrics those that matte...

9/8/2015 9:44 shonali MT @pierreleic A6: measuring on small budgets means limiting what you track to most meaningful metrics. For many biz, GA is great #measurePR

9/8/2015 9:44 laurafromaura RT @richardbagnall: A6 Best tool? Your self! There are many free tools to count things. Good measurement needs time, thought & proper plann...

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9/8/2015 9:44 speedcomms RT @CampaignerEmail: #RT @TPSpencer88 Tracking engagement through #socialmedia is a great metric for tracking the sentiment & value of PR #...

9/8/2015 9:44 media\_list A3. Am I allowed two? i) Counting meaningless stuff; and (ii) AVE (see i). #measurepr

9/8/2015 9:44 media\_list A4. Beyond Barcelona? Other disciplines such as management consultancy after offering more formal methods #measurepr

9/8/2015 9:44 media\_list A4. Planning at the outset of a campaign using data is creating better insights and better creative. See Cannes #measurepr

9/8/2015 9:44 media\_list Q5. Link it to proving their value, or their department's value, to the org #measurepr

9/8/2015 9:44 media\_list A5 Demonstrate success = bigger budgets and career progress #measurepr

9/8/2015 9:44 media\_list A6. Check out #PRstack. Loads of tools characterised in the app. Start with a listening tool + web analytics #measurepr

9/8/2015 9:44 margotsavell A6: Totally agree with @richardbagnall that the best tool is ourselves! #measurePR #AMECMM

9/8/2015 9:44 speedcomms RT @TPSpencer88: A6: Can't go wrong with @followerwonk. Great free #socialmedia tool that's the starting point for good PR #measurePR http:...

9/8/2015 9:44 speedcomms RT @shonali: Q6: What tools would you recommend for #measurePR, including on a small budget?

9/8/2015 9:44 stuartbruce Why wasn't one of #BarcelonaPrinciples 2.0 there is no silver bullet? Metrics are unique because objectives/organisations are #measurepr

9/8/2015 9:44 kflahertycom RT @queenofmetrics: @shonali #measurepr A5: do you want to waste \$\$ doing things that may or may not work? If you don't measure, you don't ...

9/8/2015 9:44 emmamhawes RT @shonali: RT @CommAMMO A6 - TALK TO PEOPLE. Measurement doesn't need to be Ph.D. Statistics. #finddata #qualitative research #measurepr

9/8/2015 9:44 berkson0 A6: Does anyone use @SqueezeCMM for link tracking for PR/content marketing? #measurepr

9/8/2015 9:44 stephbridgeman @CommAMMO agree, and over the years a lot of \*fudgy\* pseudo metrics have disappeared. Hurrah! #measurepr

9/8/2015 9:44 anthrofoodie RT @stuartbruce: Why wasn't one of #BarcelonaPrinciples 2.0 there is no silver bullet? Metrics are unique because objectives/organisations...

9/8/2015 9:44 CommAMMO RT @stuartbruce: Why wasn't one of #BarcelonaPrinciples 2.0 there is no silver bullet? Metrics are unique because objectives/organisations...

9/8/2015 9:44 shonali A6 My 3 "top tools" are Excel (or Google spreadsheets), Google Analytics & Your BRAIN. #measurepr

9/8/2015 9:44 GillianNeild RT @wadds: A6. Check out #PRstack. Loads of tools characterised in the app. Start with a listening tool + web analytics #measurepr

9/8/2015 9:44 pierreleic A6: (cont) and of course if you have a few dollars to spend, you can look at @traackr :) #measurePR

9/8/2015 9:44 orlagraham18 A6: Humans are the best tool you can use - all the data in the world is useless without someone to make sense of it. #measurepr

9/8/2015 9:44 lusine\_koda Useful: RT @queenofmetrics: #measurepr All the standards, best practices & papers to back them up r now in one place <http://t.co/oiBkYfLgbH>

9/8/2015 9:44 CommAMMO RT @media\_list: A5 Demonstrate success = bigger budgets and career progress #measurepr

9/8/2015 9:44 nirjhara A6: @shonali build ur own tool, I suggest. Based on ur unique objective n needs. Not easy to do but certainly worth it #measurePR

9/8/2015 9:44 aseemsood @amithpr Thanks! #measurePR We are still learning!

9/8/2015 9:44 wadds @shonali LOLZ #measurepr

9/8/2015 9:44 CommAMMO RT @media\_list: Q5. Link it to proving their value, or their department's value, to the org #measurepr

9/8/2015 9:45 stephbridgeman RT @richardbagnall: A6 Best tool? Your self! There are many free tools to count things. Good measurement needs time, thought & proper plann...

9/8/2015 9:45 CommAMMO RT @media\_list: A4. Planning at the outset of a campaign using data is creating better insights and better creative. See Cannes #measurepr

9/8/2015 9:45 anschube RT @orlagraham18: A6: Humans are the best tool you can use - all the data in the world is useless without someone to make sense of it. #mea...

9/8/2015 9:45 richardbagnall RT @wadds: A6. Check out #PRstack. Loads of tools characterised in the app. Start with a listening tool + web analytics #measurepr

9/8/2015 9:45 THINK\_Lyndon In order to measure what we do @martinwaxman @shonali we have to be able to define it #measurePR <http://t.co/FUR9yJsg92>

9/8/2015 9:45 michaelblowers And all neatly categorised...thanks to @WADDS #measurepr <https://t.co/aEG5LtnOMH>

9/8/2015 9:45 margotsavell RT @austinomaha: @margotsavell agreed. Not a "one size fits all" kind of solution. Adapt to client needs and goals. #measurePR

9/8/2015 9:45 serinlan RT @stuartbruce: Why wasn't one of #BarcelonaPrinciples 2.0 there is no silver bullet? Metrics are unique because objectives/organisations...

9/8/2015 9:45 donnvincentro: @shonali A6: Tools - <http://t.co/KyZSLHyVa6> or <http://t.co/8Wa6pt4cnz> #measurePR

9/8/2015 9:45 richardbagnall RT @wadds: A5 Demonstrate success = bigger budgets and career progress #measurepr

9/8/2015 9:45 CommAMMO RT @orlagraham18: A6: Humans are the best tool you can use - all the data in the world is useless without someone to make sense of it. #mea...

9/8/2015 9:45 nirjhara YOUR BRAIN! "@shonali: A6 My 3 "top tools" are Excel (or Google spreadsheets), Google Analytics & Your BRAIN. #measurepr"

9/8/2015 9:45 ErinnLarson1 RT @orlagraham18: A6: Humans are the best tool you can use - all the data in the world is useless without someone to make sense of it. #mea...

9/8/2015 9:45 RadhikaNandwa @gerardcorbett agree :) #measurePR @shonali

9/8/2015 9:45 amithpr @shonali A6. Tools: A good understanding of putting metrics in a brief, fair understanding of excel/crunching numbers are key to #measurepr

9/8/2015 9:45 shonali RT @wadds: A6. Check out #PRstack. Loads of tools characterised in the app. Start with a listening tool + web analytics #measurepr

9/8/2015 9:45 Russell\_CIB When is the book published? RT @wadds A6. Check out #PRstack. Loads of tools characterised in the app. #measurepr

9/8/2015 9:45 laurafromaura RT @wadds: A6. Check out #PRstack. Loads of tools characterised in the app. Start with a listening tool + web analytics #measurepr

9/8/2015 9:45 GillianNeild RT @shonali: A6 My 3 "top tools" are Excel (or Google spreadsheets), Google Analytics & Your BRAIN. #measurepr

9/8/2015 9:46 CommAMMO RT @lusine\_koda: Useful: RT @queenofmetrics: #measurepr All the standards, best practices & papers to back them up r now in one place http:...

9/8/2015 9:46 anthrofoodie A6. In a digital world, no tools = no data #measurepr

9/8/2015 9:46 wadds A6. Understanding a P&L is also a good place to start #measurepr

9/8/2015 9:46 gerardcorbett RT @CommAMMO: TRU DAT! RT @Russell\_CIB RT @gerardcorbett: A5. Maybe if enough people start measuring we won't need a Tweet Chat #measurepr ...

9/8/2015 9:46 CommAMMO RT @stephbridgeman: @CommAMMO agree, and over the years a lot of \*fudgy\* pseudo metrics have disappeared. Hurrah! #measurepr

9/8/2015 9:46 shonali RT @wadds A6. Understanding a P&L is also a good place to start #measurepr

9/8/2015 9:46 richardbagnall RT @anthrofoodie: A6. In a digital world, no tools = no data #measurepr

9/8/2015 9:46 richardbagnall RT @wadds: A6. Understanding a P&L is also a good place to start #measurepr

9/8/2015 9:46 queenofmetrics @shonali #measurepr A6 Excel, Google Analytics, CyberAlert (they give non-profit grants for 1 yr of free monitoring) http://t.co/7N1og8YbWR

9/8/2015 9:46 martinwaxman RT @shonali @wadds A6. Check out #PRstack. Loads of tools characterised in the app. Start with a listening tool + web analytics #measurepr

9/8/2015 9:46 speedcomms Everything you need to know about Measurement Month 2015#measurePR http://t.co/fWpm5npwFL http://t.co/PN2XO6t5zP

9/8/2015 9:46 laurafromaura RT @stuartbruce: Why wasn't one of #BarcelonaPrinciples 2.0 there is no silver bullet? Metrics are unique because objectives/organisations...

9/8/2015 9:46 margotsavell RT @lusine\_koda: Useful: RT @queenofmetrics: #measurepr All the standards, best practices & papers to back them up r now in one place http:...

9/8/2015 9:46 swoodbridge13 RT @shonali: MT @pierreloic A6: measuring on small budgets means limiting what you track to most meaningful metrics. For many biz, GA is gr...

9/8/2015 9:46 amithpr @shonali bang on, i realised we think alike on #measurepr A6

9/8/2015 9:46 CommAMMO RT @speedcomms: Everything you need to know about Measurement Month 2015#measurePR http://t.co/fWpm5npwFL http://t.co/PN2XO6t5zP

9/8/2015 9:46 shonali Q7: What is ONE thing #PR pros can start doing right now to better #measurePR?

9/8/2015 9:46 anthrofoodie RT @shonali: Q7: What is ONE thing #PR pros can start doing right now to better #measurePR?

9/8/2015 9:46 TPSpencer88 RT @shonali: Q7: What is ONE thing #PR pros can start doing right now to better #measurePR?

9/8/2015 9:46 gojohnab Silver bullets are for vampires:) Goals & proper metrics are for #measurepr https://t.co/R3nfaG0FQZ

9/8/2015 9:46 laurafromaura RT @orlagraham18: A6: Humans are the best tool you can use - all the data in the world is useless without someone to make sense of it. #mea...

9/8/2015 9:46 richardbagnall RT @gojohnab: Silver bullets are for vampires:) Goals & proper metrics are for #measurepr https://t.co/R3nfaG0FQZ

9/8/2015 9:47 stephbridgeman Q6 #measurepr best \*free\* tools after you have sourced the data = time, spreadsheets and a questioning mind

9/8/2015 9:47 TPSpencer88 A7: Stop, assess what your client needs and how best you can display the value of your PR services#measurePR http://t.co/3RFR3vOmbc

9/8/2015 9:47 anthrofoodie A7. learn boolean #enoughsaid #measurepr

9/8/2015 9:47 CommAMMO SO important, but too many PRs still have "fear of numbers" RT @wadds A6. Understanding a P&L is also a good place to start #measurepr

9/8/2015 9:47 amithpr RT @philipodiakose: Join the hastag #measurepr for Q & A with Measurement Experts, Sept. 8. 12:00pm EDT.@shonali @richardbagnall @wadds ht...

9/8/2015 9:47 pierreloic A6: (cont) that said, often budgets are small because of the lack of measurement... Catch 22 #measurePR

9/8/2015 9:47 queenofmetrics RT @richardbagnall: A6 Best tool? Your self! Good measurement needs time, thought & proper planning #measurepr

9/8/2015 9:47 laurafromaura RT @wadds: A6. Understanding a P&L is also a good place to start #measurepr

9/8/2015 9:47 aseemsood A7: Define measurable communication objectives. #measurePR

9/8/2015 9:47 anthrofoodie RT @aseemsood: A7: Define measurable communication objectives. #measurePR

9/8/2015 9:47 jrsgyrl62 RT @orlagraham18: A6: Humans are the best tool you can use - all the data in the world is useless without someone to make sense of it. #mea...

9/8/2015 9:48 THINK\_Lyndon . @queenofmetrics @shonali but they're standards for publicity, not #PR #measurePR http://t.co/9ebjOvSByg

9/8/2015 9:48 shonali RT @aseemsood A7: Define measurable communication objectives. #measurePR

9/8/2015 9:48 TransformEvent: RT @speedcomms: Everything you need to know about Measurement Month 2015#measurePR http://t.co/fWpm5npwFL http://t.co/PN2XO6t5zP

9/8/2015 9:48 margotsavell Love @Traackr! @pierreloic #measurePR https://t.co/4FAOLv0uRj

9/8/2015 9:48 ThisIsPRable RT @TPSpencer88: A7: Stop, assess what your client needs and how best you can display the value of your PR services#measurePR <http://t.co/...>

9/8/2015 9:48 ThisIsPRable RT @shonali: Q7: What is ONE thing #PR pros can start doing right now to better #measurePR?

9/8/2015 9:48 laurafromaura RT @shonali: Q7: What is ONE thing #PR pros can start doing right now to better #measurePR?

9/8/2015 9:48 TheDame615 RT @aseemsood: A7: Define measurable communication objectives. #measurePR

9/8/2015 9:48 orlagraham18 Q7: metrics framework or something similar to clearly link org objectives to comms objectives, and choose right metrics #measurepr

9/8/2015 9:48 ThisIsPRable RT @CampaignerEmail: #RT @TPSpencer88 Tracking engagement through #socialmedia is a great metric for tracking the sentiment & value of PR #...

9/8/2015 9:48 richardbagnall A7 \*Pause\*, Define objectives, set targets, agree what's success, plan against objectives, measure appropriately #measurepr

9/8/2015 9:48 ThisIsPRable RT @shonali: Q6: What tools would you recommend for #measurePR, including on a small budget?

9/8/2015 9:48 ThisIsPRable RT @TPSpencer88: A6: Can't go wrong with @followerwonk. Great free #socialmedia tool that's the starting point for good PR #measurePR <http://t.co/...>

9/8/2015 9:48 CommAMMO @wadds to the point - PR planning: How do we make money? How much do we spend doing it? How can we help make it or save it? #measurepr

9/8/2015 9:48 emmamhawes A7. Never cease to learn. Also Listen to their clients. #measurepr

9/8/2015 9:48 AmecOrg RT @shonali: RT @aseemsood A7: Define measurable communication objectives. #measurePR

9/8/2015 9:48 anthrofoodie RT @richardbagnall: A7 \*Pause\*, Define objectives, set targets, agree what's success, plan against objectives, measure appropriately #measu...

9/8/2015 9:48 KristK RT @shonali: Q7: What is ONE thing #PR pros can start doing right now to better #measurePR?

9/8/2015 9:48 martinwaxman Tying PR results to biz results RT @wadds A6. Understanding a P&L is also a good place to start #measurepr

9/8/2015 9:48 Crayon Updated: The Living (Behind the Scenes) Story of a PR Launch - <http://t.co/1HkXY8KDS8> #measurepr @Inboundorg <http://t.co/nGPH4naLx5>

9/8/2015 9:48 prdotco RT @twotoneams: Hey #measurePR, consider moving this awesome convo to a slack community, namely: <http://t.co/LdoiddqrtN> cc @prdotco <http://t.co/...>

9/8/2015 9:48 CommAMMO RT @Crayon: Updated: The Living (Behind the Scenes) Story of a PR Launch - <http://t.co/1HkXY8KDS8> #measurepr @Inboundorg <http://t.co/nGPH4n...>

9/8/2015 9:48 TweetsAnup A4: a gradual shift frm AVE to key message delivery; from TRP to TOMA #measurePR <https://t.co/NchTr3W8Dg>

9/8/2015 9:48 donnvincenro: @shonali A6: Basic - Google search/alerts/news/photos. It's open the eyes of many to the world of measurement. #measurePR @wadds

9/8/2015 9:48 nirjhara A7: @shonali set SMART goals. Specific. Measurable. Aligned with business. Accounting for all stakeholders. #measurepr

9/8/2015 9:48 Cision\_Canada A7: Start with basic keyword research into your industry themes and targets. #JustOneThing @shonali #measurePR

9/8/2015 9:48 pierreleoc RT @queenofmetrics: RT @richardbagnall: A6 Best tool? Your self! Good measurement needs time, thought & proper planning #measurepr

9/8/2015 9:48 AnnBarks RT @gojohnab: Silver bullets are for vampires:) Goals & proper metrics are for #measurepr <https://t.co/R3nfaG0FQZ>

9/8/2015 9:48 tonya\_mcgee A7: Share what works with your peers! Hence, why I love #measurepr chat so much! :)

9/8/2015 9:48 amithpr @measurePR soon is NOW - #measurepr @shonali

9/8/2015 9:48 CommAMMO RT @martinwaxman: Tying PR results to biz results RT @wadds A6. Understanding a P&L is also a good place to start #measurepr

9/8/2015 9:48 zramaniah RT @ApexRacingPR: Calling all motorsport PR professionals, come join the conversation about the future of the industry at #measurePR <http://t.co/...>

9/8/2015 9:49 margotsavell @CommAMMO @wadds This reminds me of a quote I've heard a few times: "I'm in PR. I don't do MATH." #measurePR

9/8/2015 9:49 donnvincenro: @shonali A6: Basic - Google search/alerts/news/photos. It's opened the eyes of many to the world of measurement. #measurePR @wadds

9/8/2015 9:49 martinwaxman @serinlan You always meet great folks at #measurePR

9/8/2015 9:49 rahulvnathan Need to start positioning and sharing insights on PR wins than just sharing numbers is integral as well #measurePR <https://t.co/nA6jM6SUjK>

9/8/2015 9:49 JamesRRubec RT @Cision\_Canada: A7: Start with basic keyword research into your industry themes and targets. #JustOneThing @shonali #measurePR

9/8/2015 9:49 zramaniah RT @gojohnab: Silver bullets are for vampires:) Goals & proper metrics are for #measurepr <https://t.co/R3nfaG0FQZ>

9/8/2015 9:49 shonali Aww! &lt;3 RT @tonya\_mcgee A7: Share what works with your peers! Hence, why I love #measurepr chat so much! :)

9/8/2015 9:49 wadds Q7. Align your remuneration with the value you deliver. That'll focus and sharpen your mind #measurepr

9/8/2015 9:49 zramaniah RT @speedcomms: Everything you need to know about Measurement Month 2015#measurePR <http://t.co/fWpm5npwFL> <http://t.co/PN2XO6t5zP>

9/8/2015 9:49 emmamhawes RT @richardbagnall: A7 \*Pause\*, Define objectives, set targets, agree what's success, plan against objectives, measure appropriately #measu...

9/8/2015 9:49 GillianNeild RT @martinwaxman: Tying PR results to biz results RT @wadds A6. Understanding a P&L is also a good place to start #measurepr

9/8/2015 9:49 serinlan No measurement = no ROI/quantifying results = no bigger budget = no measurement. Catch 22 indeed! #measurePR <https://t.co/xVEg4QXy78>

9/8/2015 9:49 stephbridgeman @twotoneams I'm normally good at multi screening but this chat is so busy today #measurepr (and its late in the day)

9/8/2015 9:49 tonya\_mcgee Amen! #measurepr <https://t.co/NFjCrZKEJL>

9/8/2015 9:49 DellaDollie\_086 RT @shonali: RT @martinwaxman Q5 Encourage them to get beyond comfort zone by doing a test and analysing results. Then adapt #measurepr

9/8/2015 9:49 bhujbalview @shonali keep questioning your output/ results/ productivity! advice i received from @amritahuja :) #measurePR

9/8/2015 9:49 CommAMMO @wadds nothing quite as tasty as eating what you have caught yourself. #measurepr

9/8/2015 9:49 donnvincenro: RT @wadds: Q7. Align your remuneration with the value you deliver. That'll focus and sharpen your mind #measurepr

9/8/2015 9:49 QuestionStar RT @CampaignerEmail: #RT @TPSpencer88 Tracking engagement through #socialmedia is a great metric for tracking the sentiment & value of PR #...

9/8/2015 9:49 anschube RT @richardbagnall: A7 \*Pause\*, Define objectives, set targets, agree what's success, plan against objectives, measure appropriately #measu...

9/8/2015 9:49 martinwaxman RT @shonali RT @aseemsood A7: Define measurable communication objectives. #measurePR

9/8/2015 9:49 shonali RE Q7: RT @bhujbalview keep questioning your output/ results/ productivity! advice i received from @amritahuja :) #measurePR

9/8/2015 9:49 OhhSocialMedia RT @shonali: RT @donnavincenro A5: Simply, no program should be without measurement or metrics. It's good business. #measurePR

9/8/2015 9:49 OhhSocialMedia RT @shonali: Q6: What tools would you recommend for #measurePR, including on a small budget?

9/8/2015 9:50 anthrofoodie A7. Measurement is, and should be a diagnostic. A health check. It won't always be what your client wants to hear (and see) #measurepr

9/8/2015 9:50 Russell\_CIB RT @wadds: Q7. Align your remuneration with the value you deliver. That'll focus and sharpen your mind #measurepr

9/8/2015 9:50 AmecOrg RT @shonali: Aww! &#3 RT @tonya\_mcgee A7: Share what works with your peers! Hence, why I love #measurepr chat so much! :)

9/8/2015 9:50 CommAMMO Gaa! RT @margotsavell @wadds This reminds me of a quote I've heard a few times: "I'm in PR. I don't do MATH." #measurePR

9/8/2015 9:50 shonali MT @anthrofoodie A7. Measurement is, and should be a diagnostic. It won't always be what your client wants to hear (and see) #measurepr

9/8/2015 9:50 AmecOrg RT @shonali: RE Q7: RT @bhujbalview keep questioning your output/ results/ productivity! advice i received from @amritahuja :) #measurePR

9/8/2015 9:50 martinwaxman A7 for starters they should be SMART-specific, measurable, achievable, realistic, time-based #measurepr

9/8/2015 9:50 JamesRRubec @serinlan No budget, mo problems #MeasurePR

9/8/2015 9:50 richardbagnall RT @martinwaxman: A7 for starters they should be SMART-specific, measurable, achievable, realistic, time-based #measurepr

9/8/2015 9:50 CommAMMO @margotsavell @wadds might as well be saying, "I'm not a business person." Nice ticket to the sidelines. #measurepr

9/8/2015 9:50 AmecOrg RT @shonali: MT @anthrofoodie A7. Measurement is, and should be a diagnostic. It won't always be what your client wants to hear (and see) ...

9/8/2015 9:50 nirjhara A7: @shonali identify ur 'dream' wordcloud. Measurable PR impact against that. #measurepr

9/8/2015 9:50 austinomaha @anthrofoodie measurement helps that process though. Tweak your approach to see better results. #measurePR

9/8/2015 9:50 RadhikaNandwa @shonali can we effectively #measurePR success on social platforms like @Snapchat ?

9/8/2015 9:50 rahulvnathan RT @TweetsAnup: A4: a gradual shift frm AVE to key message delivery; from TRP to TOMA #measurePR <https://t.co/NchTr3W8Dg>

9/8/2015 9:50 shonali DRIVES ME BATSHIT NUTS RT @margotsavell @wadds This reminds me of a quote I've heard a few times: "I'm in PR. I don't do MATH." #measurePR

9/8/2015 9:50 CommAMMO RT @gojohnab: Silver bullets are for vampires:) Goals & proper metrics are for #measurepr <https://t.co/R3nfaG0FQZ>

9/8/2015 9:51 laurafromaura A7 the biz objectives need to be echoed in PR goals but metrics are essential #measurepr

9/8/2015 9:51 shonali @RadhikaNandwani Check out a post on #WUL @leaderswest wrote on some ways to measure @Snapchat #measurepr

9/8/2015 9:51 stephbridgeman @donnavincenro @shonali @wadds and also Google trends interrogation to understand search trends - fascinating for us data nerds #measurepr

9/8/2015 9:51 wadds @CommAMMO depends entirely on the business model you build #measurepr

9/8/2015 9:51 mrjosewilson RT nirjhara A7: shonali set SMART goals. Specific. Measurable. Aligned with business. Accounting for all stakeholders. #measurepr

9/8/2015 9:51 austinomaha @RadhikaNandwani @shonali @Snapchat Ah! I love this question. Snapchat measurement is a new frontier. #measurePR

9/8/2015 9:51 nirjhara RT @margotsavell: @CommAMMO @wadds This reminds me of a quote I've heard a few times: "I'm in PR. I don't do MATH." #measurePR

9/8/2015 9:51 anschube #measurePR should be about observing developments and steering PR activity into the right direction, based on data and lessons learned

9/8/2015 9:51 MeredithLEaton A7: set expectations and understand what #PR is not (i.e. advertising)! #measurePR

9/8/2015 9:51 tonya\_mcgee .@anthrofoodie it's all in the attitude you present and how you present. #measurepr

9/8/2015 9:51 laurafromaura RT @tonya\_mcgee: A7: Share what works with your peers! Hence, why I love #measurepr chat so much! :)

9/8/2015 9:51 orlagraham18 RT @shonali: DRIVES ME BATSHIT NUTS RT @margotsavell @wadds This reminds me of a quote I've heard a few times: "I'm in PR. I don't do MATH...

9/8/2015 9:51 amithpr @shonali A7 a) Ask right questions b) Listen c) Get written brief d) Clarify objectives e) Figure metrics to #measurepr f) use common sense

9/8/2015 9:51 serinlan Give a man a fish, and he'll eat for a day. Give a man/woman measurement tools, it's success for life. #measurePR <https://t.co/tkwBJvScAv>

9/8/2015 9:51 KristK A7: Stop thinking of objectives as pass/fail. Consider them milestones to measure progress toward your goals. #measurepr

9/8/2015 9:51 pierreleic A7: define success and how to track it before starting a new initiative #measurePR

9/8/2015 9:51 anthrofoodie RT @serinlan: Give a man a fish, and he'll eat for a day. Give a man/woman measurement tools, it's success for life. #measurePR <https://t.c...>

9/8/2015 9:52 JohnFriedman Fastest way to marginalize self & function @margotsavell @wadds "I'm in PR. I don't do MATH." #measurePR

9/8/2015 9:52 CommAMMO RT @KristK: A7: Stop thinking of objectives as pass/fail. Consider them milestones to measure progress toward your goals. #measurepr

9/8/2015 9:52 martinwaxman RT @JamesRRubec @Cision\_Canada A7 Start with basic keyword research into your industry themes and targets. #JustOneThing @shonali #measurePR

9/8/2015 9:52 LindsCollumbell RT @richardbagnall: A7 \*Pause\*, Define objectives, set targets, agree what's success, plan against objectives, measure appropriately #measu...

9/8/2015 9:52 JamesRRubec You can tell how many people see your stories and new followers. #MeasurePR Engagement = victory @RadhikaNandwani @shonali @Snapchat

9/8/2015 9:52 donnavincentro: @shonali A7: Consider measurement as a required (not optional) skill for professional communicators. #measurePR @queenofmetrics

9/8/2015 9:52 anthrofoodie RT @donnavincentroa: @shonali A7: Consider measurement as a required (not optional) skill for professional communicators. #measurePR @queen...

9/8/2015 9:52 queenofmetrics A7 #measurepr @shonali set up Conversion Goal URLs in Google Analytics to find out if what is driving traffic to key URLs.

9/8/2015 9:52 shonali Wow, time is flying by! Any other questions, please DM to me else I will throw out the last one for this chat... #measurepr

9/8/2015 9:52 martinwaxman RT @serinlan No measurement=no ROI/quantifying results=no bigger budget=no measurement. Catch 22 indeed! #measurePR <https://t.co/VQOy68m757>

9/8/2015 9:52 donnavincentro: RT @shonali: DRIVES ME BATSHIT NUTS RT @margotsavell @wadds This reminds me of a quote I've heard a few times: "I'm in PR. I don't do MATH..."

9/8/2015 9:52 nirjhara @wadds yea but tht will circle back to 'how to measure PR impact'! #measurePR

9/8/2015 9:52 gojohnab A7 Develop comms jargon Bingo card. Will help you put your own jargon monster (who nobody values, but fears) out to pasture #measurepr

9/8/2015 9:52 anschube RT @donnavincentroa: @shonali A7: Consider measurement as a required (not optional) skill for professional communicators. #measurePR @queen...

9/8/2015 9:52 shonali RT @martinwaxman RT @serinlan No measurement=no ROI/quantifying results=no bigger budget=no measurement. Catch 22 indeed! #measurepr

9/8/2015 9:53 emmamhawes I took macroeconomics. Yeah it wasn't asked for and it made my semester crazy, but it was worth it. #measurepr <https://t.co/Y4cCUzlsaV>

9/8/2015 9:53 TheDame615 RT @gojohnab: A7 Develop comms jargon Bingo card. Will help you put your own jargon monster (who nobody values, but fears) out to pasture ...

9/8/2015 9:53 RadhikaNandwa @shonali thanks #measurePR @leaderswest @Snapchat

9/8/2015 9:53 gojohnab RT @aseemsood: A7: Define measurable communication objectives. #measurePR

9/8/2015 9:53 AdamFairclough Nice "@wadds: We're shifting to constant iteration throughout a campaign rather than measuring at the beginning and the end #measurepr"

9/8/2015 9:53 CommAMMO #Strategy MT @anschube s/b abt observing developments and steering PR activity in right directn, based on data, lessons learned #measurepr

9/8/2015 9:53 richardbagnall RT @AdamFairclough: Nice "@wadds: We're shifting to constant iteration throughout a campaign rather than measuring at the beginning and the..."

9/8/2015 9:53 martinwaxman @shonali And there's so much great conversation-may have to extend #measurepr to 2 hrs :)

9/8/2015 9:53 wadds A7. I'm a public relations practitioner. I do maths and I also make money #biteme #measurepr

9/8/2015 9:53 queenofmetrics @shonali #measurepr A7, or just come to The Measurement Summit <http://t.co/jPOxbc65I7> and learn from the best :)

9/8/2015 9:53 shonali @martinwaxman LOL! I know... but not today. :) #measurepr

9/8/2015 9:53 CommAMMO RT @donnavincentroa: @shonali A7: Consider measurement as a required (not optional) skill for professional communicators. #measurePR @queen...

9/8/2015 9:53 bhujbalview #measurePR is actually a #tweetchat #startups should participate in. They hav/ shud hav the most questions regarding it.

9/8/2015 9:54 gojohnab RT @laurafromaura: A7 the biz objectives need to be echoed in PR goals but metrics are essential #measurepr

9/8/2015 9:54 CommAMMO RT @shonali: Q8 is our FINAL question today: Do you have an initiative/program you'd like #measurePR community to know about? Please share!

9/8/2015 9:54 anthrofoodie RT @shonali: Q8 is our FINAL question today: Do you have an initiative/program you'd like #measurePR community to know about? Please share!

9/8/2015 9:54 margotsavell A7: Review & understand the #BarcelonaPrinciples @AMECorg #measurePR #AMECMM

9/8/2015 9:54 shonali Q8 is your chance to pitch, share, etc., folks - so have at it! #measurepr

9/8/2015 9:54 heathercoleman RT @shonali: Q8 is our FINAL question today: Do you have an initiative/program you'd like #measurePR community to know about? Please share!

9/8/2015 9:54 CommAMMO RT @laurafromaura: A7 the biz objectives need to be echoed in PR goals but metrics are essential #measurepr

9/8/2015 9:54 martinwaxman @shonali Yes-I have to move my car soon :) #measurepr

9/8/2015 9:54 richardbagnall A8 Yes, @amecorg's revised & updated #barcelonaprinciples 2.0 – top level guidance on best practice #measurepr

9/8/2015 9:54 emmamhawes It looks like #measurepr is coming to an end, but if you want to continue the conversation at anytime please tweet me.

9/8/2015 9:54 heathercoleman RT @shonali: Q8 is your chance to pitch, share, etc., folks - so have at it! #measurepr

9/8/2015 9:54 AmecOrg RT @shonali: RT @martinwaxman RT @serinlan No measurement=no ROI/quantifying results=no bigger budget=no measurement. Catch 22 indeed! #mea...

9/8/2015 9:54 jfouts RT @gerardcorbett: A6. Said it before: ears, eyes and a brain #measurepr

9/8/2015 9:54 laurafromaura RT @shonali: Q8 is our FINAL question today: Do you have an initiative/program you'd like #measurePR community to know about? Please share!

9/8/2015 9:54 richardbagnall A8 and the forthcoming integrated comms measurement framework also from @amecorg #measurepr

9/8/2015 9:55 stephbridgeman A7: #measurepr be tidy with your cuttings admin if you are a small PR co/SME, keep an organised coverage list in xl for data crunching later

9/8/2015 9:55 rahulvnathan @nirjhara @shonali A7: understand the value and effectiveness of #measurePR, then clients will see impact in it. @maskachaska @TweetsAnup

9/8/2015 9:55 anthrofoodie RT @richardbagnall: A8 and the forthcoming integrated comms measurement framework also from @amecorg #measurepr

9/8/2015 9:55 richardbagnall A8 Keep your eyes out at <http://t.co/1fwNOWt6T0> for more developments over next few months #measurepr

9/8/2015 9:55 aseemsood A8 We have a free webinar coming up on Sep 11 "If AVE is not right, what is?" [bit.ly/amecwebinar](http://bit.ly/amecwebinar) #measurePR #amecmm

9/8/2015 9:55 KristK PR pros who don't do math are the bane of our profession. Their attitude taints us all. #MeasurePR <https://t.co/SOMWJ1k5fq>

9/8/2015 9:55 margotsavell A7: And yes, learning Boolean is key! #measurePR

9/8/2015 9:55 nirjhara RT @rahulvnathan: @nirjhara @shonali A7: understand the value and effectiveness of #measurePR, then clients will see impact in it. @maskac...

9/8/2015 9:55 davehochman .@shonali #measurePR #fail trying to measure vagaries of human behavior (which is truly what drives the majority of media coverage

9/8/2015 9:55 wadds A8. What's the ROI of a #measurePR Twitter chat?

9/8/2015 9:55 jfouts Great share @queenofmetrics We gotta #measurepr to show our value <https://t.co/qEJKsPRgL1>

9/8/2015 9:55 RadhikaNandwa @shonali to have a clarity on the end goal in mind and continuously asses if your efforts are in the right direction #measurePR #PR

9/8/2015 9:55 gojohnab PLUS- Your budget IS about math so you better figure it out or be quickly bypassed! #measurepr <https://t.co/wW3qphvXki>

9/8/2015 9:56 martinwaxman MT @CommAMMO RT @donnavincentroa @shonali A7 Consider measurement a required-not optional PR skill. #measurePR @queenofmetrics

9/8/2015 9:56 aseemsood A8 (cont) this webinar is being organised by AMEC APAC chapter <http://t.co/nlvdZHyCby> #measurepr #amecmm

9/8/2015 9:56 KristK RT @aseemsood: A8 We have a free webinar coming up on Sep 11 "If AVE is not right, what is?" [bit.ly/amecwebinar](http://bit.ly/amecwebinar) #measurePR #amecmm

9/8/2015 9:56 wadds @brownbare @AdamFairclough @richardbagnall I didn't claim it was original #measurepr

9/8/2015 9:56 CommAMMO Two things - 1) Internal Comm meas standards project. 2nd, <http://t.co/65Pj4X0NzX> Manager comm training program. :- ) #measurepr

9/8/2015 9:56 martinwaxman RT @shonali Q8 is your chance to pitch, share, etc., folks - so have at it! #measurepr

9/8/2015 9:56 pierreleic A8 Anyone headed to #CMWorld? Come say hi at @traackr Caafé #measurePR

9/8/2015 9:56 queenofmetrics @shonali #measurepr #A8, YES! come to IPR's Summit on the Future of Measurement Oct 12 & 13th, my house.. <http://t.co/tAT01fNDUB>

9/8/2015 9:56 jfouts RT @shonali: Q8 is our FINAL question today: Do you have an initiative/program you'd like #measurePR community to know about? Please share!

9/8/2015 9:56 LauriePR RT @martinwaxman: A7 for starters they should be SMART-specific, measurable, achievable, realistic, time-based #measurepr

9/8/2015 9:56 brownbare @wadds @AdamFairclough @richardbagnall didn't say you did dear fellow. #measurepr

9/8/2015 9:56 JamesRRubec Q8: What matters more? The influence of a great writer engaging with a brand or a big audience reading an OK story? @shonali #MeasurePR

9/8/2015 9:56 margotsavell Q8: Contact me at @hkstrategies to learn more about our customized measurement programs for clients in all sectors #measurePR

9/8/2015 9:56 shonali (FYI @traackr is my #client & I LOVE them) RT @pierreleic A8 Anyone headed to #CMWorld? Come say hi at @traackr Caafé #measurePR

9/8/2015 9:56 richardbagnall And if anyone's looking for a great international #PR measurement & insights co, pls consider the team @ukprimeresearch #measurepr

9/8/2015 9:56 aseemsood A8 We have a free webinar coming up on Sep 11 "If AVE is not right, what is?" <http://t.co/nlvdZHyCby> #measurePR correction

9/8/2015 9:56 TSPencer88 I think the PR industry needs to make a handbook for clients to help them understand best practice to avoid reputation issues#measurePR

9/8/2015 9:56 KristK RT @shonali: Q8 is our FINAL question today: Do you have an initiative/program you'd like #measurePR community to know about? Please share!

9/8/2015 9:57 anthrofoodie RT @ErinnLarson1: As this Twitter Chat exemplifies so well, measurement is a collective activity not something an isolated individual perfo...

9/8/2015 9:57 shonali RT @margotsavell Q8: Contact me @hkstrategies to learn more about our customized measurement programs for clients in all sectors #measurePR

9/8/2015 9:57 queenofmetrics RT @martinwaxman @CommAMMO RT @donnavincentroa @shonali A7 Consider measurement a required-not optional PR skill. #measurePR @queenofmetrics

9/8/2015 9:57 shonali RT @aseemsood A8 We have a free webinar coming up on Sep 11 "If AVE is not right, what is?" <http://t.co/MAcrTkhJdP> #measurepr

9/8/2015 9:57 anthrofoodie A8. If anyone is located in the San Francisco Bay Area, it would be great to organize a #MeasurementMeetUp #measurepr  
9/8/2015 9:57 amithpr @shonali at #praxis2015 we have had @AmecOrg + @aseemsood support us with a session on #measurepr four years in a row <http://t.co/UxWLPiV1LQ>  
9/8/2015 9:57 ErinnLarson1 As this Twitter Chat exemplifies so well, measurement is a collective activity not something an isolated individual performs! #measurepr  
9/8/2015 9:57 jfouts @shonali @margotsavell @wadds Hahahaha, Even if you really, really don't do math, keep it to yerself! #measurepr  
9/8/2015 9:57 wadds @brownbare @AdamFairclough @richardbagnall snogs #measurepr  
9/8/2015 9:57 martinwaxman Check out #CAPRSA call for presentations for our sprint PR agency leader conference: <https://t.co/8zrGpOOmNn> #measurepr  
9/8/2015 9:57 rdimcclung RT @margotsavell: Q8: Contact me at @hkstrategies to learn more about our customized measurement programs for clients in all sectors #measu...  
9/8/2015 9:58 CommAMMO @wadds Obviously, \$3.21 per participant. Wait. \$32.10 per participant. Or... ;-) #measurepr  
9/8/2015 9:58 TweetsAnup Data will becom an asset 2every busns but ultimately its the human intelligence which will break the code #measurePR <https://t.co/L4I8qE1SNt>  
9/8/2015 9:58 aseemsood RT @amithpr: @shonali at #praxis2015 we have had @AmecOrg + @aseemsood support us with a session on #measurepr four years in a row <http://t...>  
9/8/2015 9:58 richardbagnall RT @aseemsood: A8 We have a free webinar coming up on Sep 11 "If AVE is not right, what is?" <http://t.co/nlvdZHyCby> #measurePR correction  
9/8/2015 9:58 CommAMMO RT @KristK: PR pros who don't do math are the bane of our profession. Their attitude taints us all. #MeasurePR <https://t.co/SOMWJ1k5fq>  
9/8/2015 9:58 CommAMMO RT @gojohnab: PLUS- Your budget IS about math so you better figure it out or be quickly bypassed! #measurepr <https://t.co/wW3qphvXki>  
9/8/2015 9:58 CommAMMO RT @aseemsood: A8 We have a free webinar coming up on Sep 11 "If AVE is not right, what is?" <http://t.co/9wk1nM1Wf5>  
9/8/2015 9:58 MeredithLEaton A8: Great @PRsABoston event coming up on the #measurePR topic... check it out <https://t.co/9wk1nM1Wf5>  
9/8/2015 9:58 serinlan RT @margotsavell: Q8: Contact me at @hkstrategies to learn more about our customized measurement programs for clients in all sectors #measu...  
9/8/2015 9:58 AmecOrg @shonal. Thx for organising. Great session. @AmecOrg. #measurepr  
9/8/2015 9:58 shonali A8 I'll be in India for #praxis2015 & ALL over the country Sept 24-Oct 13, would love to meet you! B'lore, Pune, BOM, DEL, CCU! #measurepr  
9/8/2015 9:58 CommAMMO RT @richardbagnall: A8 and the forthcoming integrated comms measurement framework also from @amecorg #measurepr  
9/8/2015 9:58 RadhikaNandwa RT @shonali: RT @aseemsood A8 We have a free webinar coming up on Sep 11 "If AVE is not right, what is?" <http://t.co/MACrTkhJdP> #measurepr  
9/8/2015 9:58 queenofmetrics @shonali this #measurepr was great. Action packed and great focus. Congratulats once again on being amazing..  
9/8/2015 9:58 margotsavell A8: A pitch? Yes! Contact me at @HKStrategies to learn more re our customized measurement programs for clients in all sectors #measurePR  
9/8/2015 9:58 NatalijaPavic Cision\_Canada: A7: Start with basic keyword research into your industry themes and targets. #JustOneThing shonali #measurePR #cision #media...  
9/8/2015 9:58 KristK A8: I'd like to invite everyone to join me at @SPRF2015 conference Sept. 20-23. Details at <http://t.co/aLXqFlxok8> #measurepr  
9/8/2015 9:58 shonali @AmecOrg Absolutely my pleasure, thank you so much for the support! #measurepr  
9/8/2015 9:59 shonali RT @KristK A8: I'd like to invite everyone to join me at @SPRF2015 conference Sept. 20-23. Details at <http://t.co/LBSFbnbv9q> #measurepr  
9/8/2015 9:59 KristK RT @martinwaxman: Check out #CAPRSA call for presentations for our sprint PR agency leader conference: <https://t.co/8zrGpOOmNn> #measurepr  
9/8/2015 9:59 anthrofoodie . @shonali, When will there be a transcript available for this #measurepr  
9/8/2015 9:59 wadds A8. We need the @AMECorg updated frameworks. AVEs need to die. Measurement in PR needs to be normalised #measurepr  
9/8/2015 9:59 TheDame615 RT @NatalijaPavic: Cision\_Canada: A7: Start with basic keyword research into your industry themes and targets. #JustOneThing shonali #measu...  
9/8/2015 9:59 orlagraham18 @shonali Thanks! And thanks for a great #measurepr session!  
9/8/2015 9:59 donnnavincentro: @shonali A8: Want pro bono, big agency relationship for comms to support scaling and business growth #measurePR @wadds #agwater  
9/8/2015 9:59 shonali @queenofmetrics Aww, thank you - and THANK YOU for making the time and sparking the #measurePR fire in me & SO many others! xo  
9/8/2015 9:59 martinwaxman Ditto! RT @queenofmetrics @shonali this #measurepr was great. Action packed and great focus. Congratulats once again on being amazing..  
9/8/2015 9:59 nirjhara RT @TweetsAnup: Data will becom an asset 2every busns but ultimately its the human intelligence which will break the code #measurePR <https://t...>  
9/8/2015 9:59 laurafromaura For collaborations in #Scotland and meaningful #PRChat drop me a tweet or email #measurePR  
9/8/2015 9:59 shonali RT @donnnavincentro: A8: Want pro bono, big agency relationship for comms to support scaling and business growth #agwater #measurepr  
9/8/2015 9:59 emmamhaves Glad I joined in for #measurepr at first y'all scared me with your years of experience & knowledge, but I learned a lot from you.  
9/8/2015 9:59 aseemsood RT @shonali: A8 I'll be in India for #praxis2015 & ALL over the country Sept 24-Oct 13, would love to meet you! B'lore, Pune, BOM, DEL, CCU...  
9/8/2015 10:00 martinwaxman Yes! RT @wadds A8. We need the @AMECorg updated frameworks. AVEs need to die. Measurement in PR needs to be normalised #measurepr  
9/8/2015 10:00 brownbare @wadds @AdamFairclough @richardbagnall I would however like there to be a measurement for 'because it's going to be fking fun' #measurepr



9/8/2015 10:00 aseemsood You are welcome! #measurePR <https://t.co/dHXOEcSizW>

9/8/2015 10:00 shonali RT @emmamhawes Glad I joined in for #measurepr at first y'all scared me with years of experience & knowledge, but I learned a lot from you.

9/8/2015 10:00 media\_list shonali LOLZ #measurepr

9/8/2015 10:00 media\_list A6. Understanding a P&L is also a good place to start #measurepr

9/8/2015 10:00 media\_list Q7. Align your remuneration with the value you deliver. That'll focus and sharpen your mind #measurepr

9/8/2015 10:00 media\_list CommAMMO depends entirely on the business model you build #measurepr

9/8/2015 10:00 media\_list A7. I'm a public relations practitioner. I do maths and I also make money #biteme #measurepr

9/8/2015 10:00 media\_list brownbare AdamFairclough richardbagnall I didn't claim it was original #measurepr

9/8/2015 10:00 media\_list A8. We need the AMECorg updated frameworks. AVEs need to die. Measurement in PR needs to be normalised #measurepr

9/8/2015 10:00 media\_list brownbare AdamFairclough richardbagnall snogs #measurepr

9/8/2015 10:00 anthrofoodie This has been a FANTASTIC #measurementmonth twitter chat! Happy #measurementmonth #measurepr

9/8/2015 10:00 margotsavell Thanks @shonali for a great #measurepr - great guests, great questions, great focus! Measurement Rules! #measurati

9/8/2015 10:00 speedcomms We love talking about PR measurement - great to chat with like-minded people through #measurePR Come join us <http://t.co/auTu8JOJ0o>

9/8/2015 10:00 shonali And... it's time! WOW. That was an action-packed hour. Thank you all SO much for joining and the great convo! #measurepr

9/8/2015 10:00 AmecOrg RT @richardbagnall: A8 Yes, @amecorg's revised & updated #barcelonaprinciples 2.0 – top level guidance on best practice #measurepr

9/8/2015 10:00 jnavarro84 RT @gojohnab: PLUS- Your budget IS about math so you better figure it out or be quickly bypassed! #measurepr <https://t.co/wW3qphvXki>

9/8/2015 10:00 Sysomos @anthrofoodie Thanks for the shout-out Alexander! #measurepr

9/8/2015 10:00 gojohnab A8 9/14-18 is AMEC NA 'week' of #AMECMM look out for a lot of sharing & free events to carry on conversation & learning #measurepr

9/8/2015 10:00 aseemsood RT @AmecOrg: @shonal. Thx for organising. Great session. @AmecOrg. #measurepr

9/8/2015 10:00 AmecOrg RT @richardbagnall: A8 and the forthcoming integrated comms measurement framework also from @amecorg #measurepr

9/8/2015 10:00 gerardcorbett RT @martinwaxman: Ditto! RT @queenofmetrics @shonali this #measurepr was great. Action packed and great focus. Congratulaton once again on...

9/8/2015 10:00 martinwaxman Thanks for another great #measurepr @shonali. Always fun to take part! Till next time...

9/8/2015 10:00 TSPencer88 RT @speedcomms: We love talking about PR measurement - great to chat with like-minded people through #measurePR Come join us <http://t.co/a...>

9/8/2015 10:01 gerardcorbett A7. Set objectives that are measureable #measurepr

9/8/2015 10:01 gerardcorbett @wadds you get out what you put in. #measurepr

9/8/2015 10:01 gerardcorbett a7. If you are working for yourself you better be doing math. Lol #measurepr

9/8/2015 10:01 AnnBarks @shonali Thanks for organizing the #measurepr chat! Great info

9/8/2015 10:01 ChrisBennett017 There is a big difference having the mind set that #pr is not #advertising #measurePR

9/8/2015 10:01 orlagraham18 Die with FIRE. #measurepr <https://t.co/vYyeAQE6jv>

9/8/2015 10:01 gojohnab RT @shonali: And... it's time! WOW. That was an action-packed hour. Thank you all SO much for joining and the great convo! #measurepr

9/8/2015 10:01 os\_chen RT @orlagraham18: A6: Humans are the best tool you can use - all the data in the world is useless without someone to make sense of it. #mea...

9/8/2015 10:01 wadds Cracking session. Exhausted. Big thanks @shonali. Heading off in search of Belgian beer, fries and mayo #measurepr

9/8/2015 10:01 serinlan I have so many tabs open in my browser right now for post-#measurePR reading. Thanks for the eye-opening info!

9/8/2015 10:01 shonali Special thanks to @pierreloic @wadds @aseemsood @amithPR @gojohnab @richardbagnall @queenofmetrics @margotsavell (cont...) #measurepr

9/8/2015 10:01 anschube RT @shonali: Special thanks to @pierreloic @wadds @aseemsood @amithPR @gojohnab @richardbagnall @queenofmetrics @margotsavell (cont...) #me...

9/8/2015 10:01 aseemsood RT @gojohnab: A8 9/14-18 is AMEC NA 'week' of #AMECMM look out for a lot of sharing & free events to carry on conversation & learning #meas...

9/8/2015 10:01 shonali (cont) @martinwaxman @donnavincentroa for joining as guests, and to @AmecOrg for MEGA support #amecmm #measurepr

9/8/2015 10:01 margotsavell RT @shonali: Special thanks to @pierreloic @wadds @aseemsood @amithPR @gojohnab @richardbagnall @queenofmetrics @margotsavell (cont...) #me...

9/8/2015 10:01 donnavincentroa: @shonali Thanks for the awesome lunchtime engagement. Long live measurement! #measurePR @wadds #agwater @queenofmetrics

9/8/2015 10:02 deanbrady Great, did I get the time wrong? #measurepr

9/8/2015 10:02 KristK Three cheers for @shonali on an EPIC #MeasurePR chat today. Thanks for all you do to encourage and empower PR pros to do better.

9/8/2015 10:02 ErinnLarson1 Thank you to everyone who shared their wisdom with me. My brain feels bigger now :) #measurepr

9/8/2015 10:02 anthrofoodie RT @KristK: Three cheers for @shonali on an EPIC #MeasurePR chat today. Thanks for all you do to encourage and empower PR pros to do better.

9/8/2015 10:02 CommAMMO One more A8 - at @PRSA in November: Int Comms Meas Stds session <http://t.co/NzxU6YTknr> #measurepr

9/8/2015 10:02 jrsygrl62 RT @gerardcorbett: a7. If you are working for yourself you better be doing math. Lol #measurepr

9/8/2015 10:02 jrsygrl62 RT @gerardcorbett: A7. Set objectives that are measureable #measurepr

9/8/2015 10:02 amithpr @shonali thanks for getting me to be a part of this global chat. can't wait to see you in person in 16 days and talk #measurepr in person

9/8/2015 10:02 gojohnab Thank you for organizing & the invite! Time really does FLY when you're having fun. #measurepr #warpspeed <https://t.co/s6t6pwnd4y>

9/8/2015 10:02 shonali Also great to see so many leaders like @commAMMO @kristK participate, and encourage young pros like @emmamhawes @ErinnLarson1 #measurepr

9/8/2015 10:02 AmecOrg RT @shonali: (cont) @martinwaxman @donnavincentroa for joining as guests, and to @AmecOrg for MEGA support #amecmm #measurepr

9/8/2015 10:02 aseemsood @shonali Thank you for organising #measurePR chat and inviting us. #amecmm

9/8/2015 10:02 ThisIsPRable RT @speedcomms: We love talking about PR measurement - great to chat with like-minded people through #measurePR Come join us <http://t.co/a...>

9/8/2015 10:02 ThisIsPRable RT @TPSpencer88: I think the PR industry needs to make a handbook for clients to help them understand best practice to avoid reputation iss...

9/8/2015 10:02 ScientifikCIO RT @shonali: RT @martinwaxman Q5 Encourage them to get beyond comfort zone by doing a test and analysing results. Then adapt #measurepr

9/8/2015 10:02 shonali I am VERY touched by the generosity of spirit that pervades this community. Thank you all SO much! #measurepr

9/8/2015 10:02 laurafromaura Keep your eyes open for @prfestscot in 2016! #measurepr #international #collaboration #creativity

9/8/2015 10:02 CommAMMO RT @wadds: Cracking session. Exhausted. Big thanks @shonali. Heading off in search of Belgian beer, fries and mayo #measurepr

9/8/2015 10:02 austinomaha @shonali @commAMMO @kristK @emmamhawes @ErinnLarson1 young pros stand up! \*stands up\* #measurePR

9/8/2015 10:03 aseemsood @shonali @pierreloic @wadds @amithpr @gojohnab @richardbagnall @queenofmetrics @margotsavell Thanks everyone #amecmm #measurepr

9/8/2015 10:03 TheDame615 The #measurePR chat was intense but worth it. Trying to learn all I can about metrics. Whoosh.

9/8/2015 10:03 shonali Next month's #measurePR chat will be Oct. 6, 12-1 pm ET (1 week earlier than usual due to my being in the air a week later!). Save the date.

9/8/2015 10:03 richardbagnall RT @shonali: Next month's #measurePR chat will be Oct. 6, 12-1 pm ET (1 week earlier than usual due to my being in the air a week later!). ...

9/8/2015 10:03 shonali We'll have super guests - as always! - in October, so please mark your calendars! Oct 6, 12-1 pm ET. #measurepr