

Time(PST)	Username	Update
11/3/2015 9:01	shonali	And... it's time! I feel like the Nov chat has just crept up on us, where did the time AND the year go?! Welcome all! #measurepr
11/3/2015 9:01	JamesWBreen	@martinwaxman @wbsmith200 @jameswbreen I'm locked and loaded for the next 60 min #measurepr #measurepr
11/3/2015 9:01	anthrofoodie	RT @shonali: And... it's time! I feel like the Nov chat has just crept up on us, where did the time AND the year go?! Welcome all! #measure..
11/3/2015 9:01	martinwaxman	I'll be typing fast, so please forgive the typos - like in the last tweet :) #measurepr
11/3/2015 9:01	shonali	I'm SUPER stoked to have @martinwaxman as our special guest today, he's a rockstar in his own right AND a multimedia guru. #measurepr
11/3/2015 9:01	emmamhawes	One call down for work and I'm here for #measurepr Hey a minute late isn't too bad
11/3/2015 9:01	shonali	Before we get started, couple of quick things to make chatting easy (and fun)... #measurepr
11/3/2015 9:02	shonali	@emmamhawes YAY! #measurepr
11/3/2015 9:02	SpinSucks	Hi everyone, we'll be attending @shonali #measurepr, so apologies in advance for the volume of tweets in the next hour
11/3/2015 9:02	martinwaxman	RT @shonali: @martinwaxman LOL, you'll just be measured out today. ;) @senecacollege do join in! #measurepr
11/3/2015 9:02	KelByrd	It's been awhile. Hello @shonali @martinwaxman! #measurepr
11/3/2015 9:02	JamesWBreen	@SpinSucks @shonali no need to apologize ;) #measurepr
11/3/2015 9:02	shonali	1) Make sure to index your answers eg A1 or "re Q1," it'll be easier for folks to follow the convo (and thread, later) #measurepr
11/3/2015 9:02	shonali	@KelByrd It HAS! Great to see you and @spinsucks too! @martinwaxman #measurepr
11/3/2015 9:02	THINK_Lyndon	There's a twitter chat about measuring #PR?! #measurepr
11/3/2015 9:03	sonalmoraes	Excited for today's #tweetchat #measurePR @shonali
11/3/2015 9:03	SpinSucks	Hi @shonali @martinwaxman. Looking forward to #measurepr
11/3/2015 9:03	anthrofoodie	what's more fun than talking #measurement?! #measurepr
11/3/2015 9:03	shonali	2) We want @martinwaxman's smarts but yours as well too, so DO chime in through the chat #measurepr
11/3/2015 9:03	martinwaxman	#measurepr If anyone from @senecacollege PR is around, I'm sitting in the Tel building lounge. You're welcome to join me..
11/3/2015 9:03	austinomaha	@anthrofoodie I literally can't think of anything better. #measurepr #measurementnerc
11/3/2015 9:03	shonali	3) If you have NEW qns for the group or @martinwaxman do DM to me, I'll add them to the queue if we have time #measurepr
11/3/2015 9:04	shonali	4) Make sure you use the #measurePR hashtag else your tweets won't be curated in the stream (or transcript we'll pull later)
11/3/2015 9:04	caylahicks	Joining the #measurepr chat today. Not sure I'll be able to contribute much, but look forward to learning
11/3/2015 9:04	martinwaxman	@SpinSucks Glad you're hear! Is that Laura or Gini or both? #measurepr
11/3/2015 9:04	martinwaxman	Yes please! RT @shonali 2) We want @martinwaxman's smarts but yours as well too, so DO chime in through the chat #measurepr
11/3/2015 9:04	shonali	5) Above all else, HAVE FUN. Edutainment, that's what we're all about. ;) Ready? #measurepr
11/3/2015 9:04	wbsmith200	@martinwaxman @SpinSucks Yeah, how is tweeting behind @Spinsucks today? #measurepr
11/3/2015 9:05	martinwaxman	RT @shonali 4) Make sure you use the #measurePR hashtag else your tweets won't be curated in the stream (or transcript we'll pull later)
11/3/2015 9:05	shonali	Before we get started - who's here today? Tell us who you are, what you do, why you're here #measurepr
11/3/2015 9:05	anthrofoodie	and if you're not using a #twitterchat platform like @Tweetchat, do so! Much easier #measurepr
11/3/2015 9:05	SpinSucks	@martinwaxman Hi Martin! Corina here #measurepr
11/3/2015 9:05	JamesWBreen	@anthrofoodie @Tweetchat I always use tweetchat too! #measurepr
11/3/2015 9:05	michey1st	Long-time lurker of #measurePR. Maybe I'll actually participate this time? =)
11/3/2015 9:05	SpinSucks	@wbsmith200 @martinwaxman Hi Bill, Corina here. #measurepr
11/3/2015 9:05	anthrofoodie	it's fantastic! @JamesWBreen @Tweetchat #measurepr
11/3/2015 9:05	shonali	@michey1st OH I SEE YOU!!! #measurepr
11/3/2015 9:05	wbsmith200	@anthrofoodie @Tweetchat I'm a big fan of the Tweetchat platform, I use it for #iabctochat . #measurepr
11/3/2015 9:06	shonali	What he said! RT @anthrofoodie and if you're not using a #twitterchat platform like @Tweetchat, do so! Much easier #measurepr
11/3/2015 9:06	austinomaha	@shonali Austin Gaule, PR Measurement Director at @Universal_Info. Measurement nerd providing global solutions to clients.#measurepr
11/3/2015 9:06	shonali	@caylahicks Don't sell yourself short! #measurepr
11/3/2015 9:06	JamesWBreen	Hey I'm James and I work at media monitoring and analysis for @cnwgroup in Toronto! Interested in multimedia measurement #measurepr

11/3/2015 9:06 laurafromaura Hi all, I'm Laura, Chief of @AuraPR based in Scotland! I'm here to learn from others and help share best practice #measurepr

11/3/2015 9:06 THINK\_Lyndon Lyndon Johnson, founder of two PR industry #startups #measurepr

11/3/2015 9:06 shonali @sonalmoraes Great to see you here! #measurepr

11/3/2015 9:06 wbsmith200 @THINK\_Lyndon Hi stranger! #measurepr

11/3/2015 9:06 SpinSucks RT @anthrofoodie: and if you're not using a #twitterchat platform like @Tweetchat, do so! Much easier #measurepr

11/3/2015 9:06 shonali @THINK\_Lyndon You learn something new every day, eh? ;) #measurepr

11/3/2015 9:06 martinwaxman I'm a former ent publicist turned agency PR guy turned social media and content strategist and trainer -and twitterholic #measurepr

11/3/2015 9:07 sonalmoraes @shonali of course, wouldn't miss it! #measurepr

11/3/2015 9:07 anthrofoodie Heya, I'm Alexander, Senior Analyst at @Eastwickcom, an integrated comms agency that focuses on #technology #measurepr

11/3/2015 9:07 martinwaxman @SpinSucks Hi Corina! #measurepr

11/3/2015 9:07 shonali @THINK\_Lyndon Glad you decided to join! And @laurafromaura I LOVE that Twitter handle! #measurepr

11/3/2015 9:07 shonali @JamesWBreen Great to see you! @cnwgroup #measurepr

11/3/2015 9:08 SpinSucks RT @martinwaxman: I'm a former ent publicist turned agency PR guy turned social media and content strategist and trainer -and twitterholic ..

11/3/2015 9:08 laurafromaura @shonali @THINK\_Lyndon thanks! Most people chuckle at it :) #measurepr

11/3/2015 9:08 JamesWBreen @shonali @cnwgroup Thanks! #measurepr

11/3/2015 9:08 shonali @austinomaha I feel like I need a trip there... ;) @Universal\_Info #measurepr

11/3/2015 9:08 orlagraham18 \*waves\* analysis account manager at Gorkana in London here #measurepr

11/3/2015 9:08 martinwaxman @laurafromaura Hi Laura -welcome! I'm in Toronto #measurepr

11/3/2015 9:08 gregwbrooks First-time visitor to #measurePR. Live in Vegas, work nationally, mostly public affairs stuff.

11/3/2015 9:08 laurafromaura I think measurement is one of the most important parts of our jobs in PR #measurepr

11/3/2015 9:09 KelByrd PR and social media pro: <https://t.co/hmSLuSWvG2> #measurepr

11/3/2015 9:09 anthrofoodie RT @laurafromaura: I think measurement is one of the most important parts of our jobs in PR #measurepr

11/3/2015 9:09 shonali Me: I'm a #socialPR strategist & measurement geek, hence this chat. Foodie, dog mom. Oh, also Elvis & ABBA. Don't be hatin'. #measurepr

11/3/2015 9:09 laurafromaura @martinwaxman Hi! I've been to Toronto and LOVED it! #measurepr

11/3/2015 9:09 shonali @gregwbrooks OMG I think the Red Sea just parted. :p #measurepr

11/3/2015 9:09 sonalmoraes My name is Sonal Moraes and I am a Director of Customer Engagement at @PRNewswire, here to learn more about #measurepr

11/3/2015 9:09 JamesWBreen @laurafromaura definitely helps you to learn what is/isn't working ;) #measurepr

11/3/2015 9:09 Alukomnik Hey there #measurepr! Intern interested in turning Data--& Insights--& Actior

11/3/2015 9:09 shonali @orlagraham18 Hey Orla! #measurepr

11/3/2015 9:10 martinwaxman @anthrofoodie Welcome. I know Eastwick and some of your colleagues past and present #measurepr

11/3/2015 9:10 JamesWBreen @laurafromaura @martinwaxman It helps that it's gorgeous in Toronto today too, definitely going for a run later #measurepr

11/3/2015 9:10 laurafromaura @JamesWBreen indeed but it also let's you know if you've achieved objectives. I consider monitoring to be included in that frame #measurepr

11/3/2015 9:10 wbsmith200 I'm a #socialPR strategist in greater Toronto and I'm always out to learn more about measurement. #measurepr

11/3/2015 9:10 THINK\_Lyndon hello @wbsmith200, Sir. How have you been? #measurepr

11/3/2015 9:10 shonali Wow, we have a GREAT group here today, must be that @martinwaxman magic. OK, Q1 coming up... #measurepr

11/3/2015 9:10 wbsmith200 @THINK\_Lyndon Busy blinked and we're in November already. #measurepr

11/3/2015 9:10 shonali Q1: Tell us what you do, how you got there. What got you interested in learning to #measurePR?

11/3/2015 9:10 laurafromaura @JamesWBreen @martinwaxman it's 5.10pm here and pitch black! I'm finishing off soonish and heading home...to do more work! #measurepr

11/3/2015 9:10 anthrofoodie RT @shonali: Q1: Tell us what you do, how you got there. What got you interested in learning to #measurePR?

11/3/2015 9:11 martinwaxman @JamesWBreen Sure does!@laurafromaura #measurepr

11/3/2015 9:11 THINK\_Lyndon I know @wbsmith200 how did that happen?! #measurepr

11/3/2015 9:11 michey1st @shonali you win the honor of my very first ever TWEET! (from this account, lol) #measurepr

11/3/2015 9:11 martinwaxman RT @shonali Q1: Tell us what you do, how you got there. What got you interested in learning to #measurePR?

11/3/2015 9:11 JamesWBreen A1: I get to work with many clients and each of them have different business objectives, it's excellent learning for me #measurepr

11/3/2015 9:11 SpinSucks RT @shonali: Q1: Tell us what you do, how you got there. What got you interested in learning to #measurePR?

11/3/2015 9:11 laurafromaura A1 I have been in PR for 14+ yrs and only in the last 5 have realised the importance of measurement & HOW to do it! #measurepr

11/3/2015 9:12 shonali @michey1st I'm totally humbled. Now let's get that avatar changed post-chat! ;) #measurepr

11/3/2015 9:12 wbsmith200 @THINK\_Lyndon I miss my long weekend up in Algonquin Park back in September. It was beautiful up there. #measurepr

11/3/2015 9:12 anthrofoodie A1: I specialize in media #measurement (traditional, social, digital) & reporting for many difference clients #measurepr

11/3/2015 9:12 sonalmoraes A1: Been a PR nerd for years and am always interested in seeing new trends and industry changes. #measurepr

11/3/2015 9:12 martinwaxman A1. I said this before-it was via ent publicity and seeing that great coverage could sell out a show-bad coverage, the opposite #measurepr

11/3/2015 9:12 laurafromaura A1 I also like learning, constantly. Picking up new ways of conveying measurement too #measurepr

11/3/2015 9:13 KelByrd A1: PR & social media pro. Interested in learning how PR measurement has evolved, what we expect in 2016. #measurePF

11/3/2015 9:13 JamesWBreen RT @KelByrd: A1: PR & social media pro. Interested in learning how PR measurement has evolved, what we expect in 2016. #measurePF

11/3/2015 9:13 martinwaxman @anthrofoodie Me too! #measurePR

11/3/2015 9:13 austinomaha @shonali Media Analysis, I got this job straight out of college and fell in love with. Now directing our measurement department. #measurepr

11/3/2015 9:13 caylahicks A1- Grad Student & Social Media Manager for a lounge in Chicago. Started as an intern after finishing my undergrad. #measurepr

11/3/2015 9:13 THINK\_Lyndon A1. I help entrepreneurs build and maintain the key relationships, on which their business successes rely #measurepr

11/3/2015 9:13 wbsmith200 A1) Background in marketing and PR, now more a #socialPR strategist based in the Toronto area and a student of measurement #measurepr

11/3/2015 9:13 Koolsocial RT @SpinSucks: Hi @shonali @martinwaxman. Looking forward to #measurepr

11/3/2015 9:13 laurafromaura @jgombita exactly! outputs are great but the outcomes are the most important! #measurepr

11/3/2015 9:14 orlagraham18 A1 Been in media evaluation for 9 yrs, now an account manager in the analysis team at Gorkana working mostly with Govt/non profit #measurepr

11/3/2015 9:14 JamesWBreen @KelByrd love that attitude! Keeping on top of trends lets you speak as an expert #measurepr

11/3/2015 9:14 austinomaha @caylahicks fantastic! Will you be at the @PRNews measurement conference this month? #measurepr

11/3/2015 9:14 gregwbrooks A1: Journalist 10 million years ago. Did agency, did corp, did political. No one measures, which means it's probably crucial. #measurepr

11/3/2015 9:14 Alukomnik A1) From social media to traditional PR and now learning how to make sense out of all the amazing data that we have #measurepr

11/3/2015 9:14 richardbagnall Fleeting visit to say hi to my firends @shonali @martinwaxman et al on #measurepr today, dashing out for birthday treat so can't stay long

11/3/2015 9:14 sonalmoraes @Caylahicks which school do you go to? I'm a former @DePaul alum :) Where did you intern? #measurePF

11/3/2015 9:14 THINK\_Lyndon A1. I was tired of my industry at large paying lip service to measurement #measurepr

11/3/2015 9:15 shonali MT @gregwbrooks A1: Journalist 10M years ago. Did agency, corp, political. No one measures, which means it's probably crucial. #measurepr

11/3/2015 9:15 KelByrd @JamesWBreen Exactly. Thanks for the kudos! #measurePR

11/3/2015 9:15 martinwaxman @gregwbrooks was that in the paleozoic or print era? :) #measurepr

11/3/2015 9:15 recuweb RT @Alukomnik: A1) From social media to traditional PR and now learning how to make sense out of all the amazing data that we have #measure..

11/3/2015 9:15 shonali @richardbagnall We hope you have a measurably astounding birthday, see you SOON! xo @martinwaxman #measurepr

11/3/2015 9:15 martinwaxman @richardbagnall Hi back! Look forward to seeing you at #PRSAICon @shonali #measurepr

11/3/2015 9:15 JamesWBreen @martinwaxman @gregwbrooks a little early for a throwback Thursday no? ;) #measurepr

11/3/2015 9:16 laurafromaura A1 I also like to learn what other practitioners are doing outwith my own country and the chat is always good! #measurepr

11/3/2015 9:16 martinwaxman @shonali @richardbagnall Yes - HB from me, too! #measurePR

11/3/2015 9:16 gregwbrooks @martinwaxman I was there for Peak Print!(tm)(r)(c) #measurepr

11/3/2015 9:16 martinwaxman RT @THINK\_Lyndon A1. I was tired of my industry at large paying lip service to measurement #measurepr

11/3/2015 9:16 shonali RT @martinwaxman A1. it was via ent publicity and seeing that great coverage could sell out a show-bad coverage, the opposite #measurepr

11/3/2015 9:17 shonali Q2: Seeing as how we're almost at the end of 2015, what do you think is new & exciting for #PR measurement today (or tomorrow)? #measurepr

11/3/2015 9:17 anthrofoodie RT @shonali: Q2: Seeing as how we're almost at the end of 2015, what do you think is new & exciting for #PR measurement today (or tomorrow)..

11/3/2015 9:17 SpinSucks RT @laurafromaura: A1 I also like to learn what other practitioners are doing outwith my own country and the chat is always good! #measurepr

11/3/2015 9:17 martinwaxman A great time-I remember it fondly! RT @gregwbrooks @martinwaxman I was there for Peak Print!(tm)(r)(c) #measurepr

11/3/2015 9:18 shonali @JamesWBreen HA! Burn. ;) @martinwaxman @gregwbrooks #measurepr

11/3/2015 9:18 Cnekolai A1 Hey I'm Colin, Director of corp @MAVERICK\_POV - got here via int'l marketing/comms... always looking for ways to measure work! #measurepr

11/3/2015 9:18 J\_MacIndoe .@shonali A1 - If you can't measure it, you can't manage it. I'm here to #measurePR

11/3/2015 9:18 JamesWBreen A2: Directly relating PR measurement into your company's objectives for the C-Suite #measurepr

11/3/2015 9:18 austinomaha @shonali I think PR folks are finally starting to see value in measurement -& directly connected to #AMECMM. #measurepr

11/3/2015 9:18 shonali @Cnekolai Hey, Colin, great to see you! @MAVERICK\_POV #measurepr

11/3/2015 9:18 wbsmith200 A2) I wouldn't say exciting but very crucial, tie your measurement to a specific business objective, people have to be reminded. #measurepr

11/3/2015 9:18 martinwaxman MT @shonali Q2: Seeing as we're almost at the end of 2015, what do you think is new & exciting for #PR measurement today? #measurepr

11/3/2015 9:18 martinwaxman #measurepr

11/3/2015 9:19 orlagraham18 A2 Increasing awareness of integrating outcomes - still not as prolific as it should be, but we're getting somewhere #measurepr

11/3/2015 9:19 shonali MT @wbsmith200 A2) Not exciting but crucial, tie your measurement to specific biz objective, people have to be reminded. #measurepr

11/3/2015 9:19 JamesWBreen A2: I also see a trend of including internal (owned) metrics like google analytics, social media follower growth, share price #measurepr

11/3/2015 9:19 SpinSucks RT @austinomaha: @shonali I think PR folks are finally starting to see value in measurement -& directly connected to #AMECMM. #measurepr

11/3/2015 9:19 anthrofoodie A2: Just because it's so recent, @Twitter's platform updates: Polls, Brand Hub, and changing from favorites to likes #measurepr

11/3/2015 9:19 AlisonGJ @martinwaxman: And mentor to many of us, Martin. #measurepr

11/3/2015 9:19 anthrofoodie RT @JamesWBreen: A2: I also see a trend of including internal (owned) metrics like google analytics, social media follower growth, share pr..

11/3/2015 9:19 SpinSucks RT @JamesWBreen: A2: Directly relating PR measurement into your company's objectives for the C-Suite #measurepr

11/3/2015 9:19 shonali RT @JamesWBreen A2: also see trend of including internal (owned) metrics like google analytics, SM follower growth, share price #measurepr

11/3/2015 9:19 shonali @AlisonGJ Hey Alison! @martinwaxman #measurepr

11/3/2015 9:19 laurafromaura A2 milestones linked to strategy and measurement and evaluation - both comms and business strategy #measurepr

11/3/2015 9:19 wbsmith200 @AlisonGJ @martinwaxman Hi Alison! #measurepr

11/3/2015 9:19 JamesWBreen @Cnekolai @MAVERICK\_POV oh hey Colin! Welcome to #measurepr

11/3/2015 9:20 martinwaxman @AlisonGJ Thanks Alison! #measurePR

11/3/2015 9:20 Alukomnik A2) Being specific about your rationale for measuring something. Just because you can doesn't mean you should #measurepr

11/3/2015 9:20 gregwbrooks A2: Measurement is moving from niche to geek territory to -- gasp! -- competitive differentiation. #measurepr

11/3/2015 9:20 SpinSucks RT @wbsmith200: A2) I wouldn't say exciting but very crucial, tie your measurement to a specific business objective, people have to be remi..

11/3/2015 9:20 shonali @J\_MacIndoe Very true. #measurepr

11/3/2015 9:20 emmamhawes A1. I got into freelance social media after managing PRSSA MSU's sm. I want my masters in pr & I want to live in Nashville. #measurepr

11/3/2015 9:20 SpinSucks RT @laurafromaura: A2 milestones linked to strategy and measurement and evaluation - both comms and business strategy #measurepr

11/3/2015 9:21 martinwaxman RT @shonali RT @JamesWBreen A2: also see trend of including int metrics like google analytics, SM follower growth, share price #measurepr

11/3/2015 9:21 caylahicks A2- As a social media manager, I'm looking forward to seeing how the new Twitter Polls change engagement. #measurepr

11/3/2015 9:21 AlisonGJ @shonali @martinwaxman: Hi Shonali! #measurepr

11/3/2015 9:21 austinomaha @Alukomnik there is always a reason to measure ;) Just need to be focused with your measurements so you're not wasting time. #measurepr

11/3/2015 9:21 laurafromaura RT @Alukomnik: A2) Being specific about your rationale for measuring something. Just because you can doesn't mean you should #measurepr

11/3/2015 9:21 JamesWBreen @Alukomnik great point! Showing methodology behind your measurement is important #measurepr

11/3/2015 9:21 martinwaxman RT @laurafromaura A2 milestones linked to strategy and measurement and evaluation - both comms and business strategy #measurepr

11/3/2015 9:21 sonalmoraes A2: I'm seeing a shift from people wanting every metric possible to simplifying down to core measurements that matter #measurePF

11/3/2015 9:21 shonali This. RT @Alukomnik A2) Being specific about your rationale for measuring something. Just because you can doesn't mean you should #measurepr

11/3/2015 9:21 martinwaxman A2. Hopefully 2016 will be the year AVEs become extinct #measurepr

11/3/2015 9:21 shonali RT @gregwbrooks A2: Measurement is moving from niche to geek territory to -- gasp! -- competitive differentiation. #measurepr

11/3/2015 9:21 Cnekolai A2 I'd say the VARIETY of options for measurement, that can be tailored to client needs (alone or in combination) #measurepr

11/3/2015 9:21 austinomaha @sonalmoraes "measurements that matter" is my motto! #measurepr

11/3/2015 9:21 JamesWBreen @sonalmoraes consolidation is key, you don't need to show every bell and whistle #measurepr

11/3/2015 9:21 sonalmoraes @martinwaxman amen to that! #measurePR

11/3/2015 9:22 laurafromaura @caylahicks yes, that's going to be interesting! Who's next to follow?! #measurepr

11/3/2015 9:22 orlagraham18 A2 What I want to encourage more of in the future is clients engaging with the reporting and seeing it as an evolving process #measurepr

11/3/2015 9:22 anthrofoodie A2: Social media networks monetizing and becoming ad networks. A slew of metrics that allow for targeted measurement #measurepr

11/3/2015 9:22 anthrofoodie RT @sonalmoraes: A2: I'm seeing a shift from people wanting every metric possible to simplifying down to core measurements that matter #mea..

11/3/2015 9:22 martinwaxman @caylahicks I'll be interested to see that too - and if Twitter Moments engages more people #measurepr

11/3/2015 9:22 wbsmith200 @martinwaxman If not, you will have the honour of running a stake through AVE's heart #measurepr

11/3/2015 9:22 THINK\_Lyndon A2. Answering the question 'is what I am doing building or maintaining key relationships?' #measurepr

11/3/2015 9:22 SpinSucks RT @martinwaxman: A2. Hopefully 2016 will be the year AVEs become extinct #measurepr

11/3/2015 9:22 martinwaxman RT @Cnekolai A2 I'd say the VARIETY of options for measurement, that can be tailored to client needs (alone or in combination) #measurepr

11/3/2015 9:22 JamesWBreen @Cnekolai definitely being a thought leader and making suggestions prior to doing the measurement #measurepr

11/3/2015 9:22 anthrofoodie I am seeing this as well. There is a high value in 'simple' metrics like sentiment, prominence and message resonance @sonalmoraes #measurepr

11/3/2015 9:23 orlagraham18 Can I get this for Christmas, Santa? #measurepr <https://t.co/qKPFOrp20x>

11/3/2015 9:23 sonalmoraes @austinomaha Love it!! Great motto :) #measurePR

11/3/2015 9:23 emmamhawes @martinwaxman we need to talk more. I hope to get into the entertainment industry. #measurepr

11/3/2015 9:23 austinomaha @sonalmoraes it's a lifestyle ;) #measurepr

11/3/2015 9:23 laurafromaura RT @austinomaha: @sonalmoraes "measurements that matter" is my motto! #measurepr

11/3/2015 9:23 shonali Q3: How do you #measurePR that uses multimedia? Do you need special skills/tools for this?

11/3/2015 9:23 martinwaxman RT @THINK\_Lyndon A2. Answering the question 'is what I am doing building or maintaining key relationships?' #measurepr

11/3/2015 9:23 anthrofoodie RT @shonali: Q3: How do you #measurePR that uses multimedia? Do you need special skills/tools for this?

11/3/2015 9:23 J\_MacIndoe .@shonali A2: I love tying #PRGoals to measurable #BusinessGoals. The clearer we can show #ROI, the more #PR grows. #measurepr

11/3/2015 9:23 AlisonGJ @Alukomnik:As @crestodina wd say, choose Applied Analytics over "data pukes." Go in with questions, then find the answers. #measurepr

11/3/2015 9:23 martinwaxman @wbsmith200 Ha! Thanks Bill... #measurepr

11/3/2015 9:24 SpinSucks @wbsmith200 @martinwaxman :) #measurepr

11/3/2015 9:24 JamesWBreen A3: Sometimes multimedia can include the number of downloads or shares which is a helpful metric #measurepr

11/3/2015 9:24 CLRochelle RT @sonalmoraes: A2: I'm seeing a shift from people wanting every metric possible to simplifying down to core measurements that matter #mea..

11/3/2015 9:24 shonali RT @AlisonGJ As @crestodina wd say, choose Applied Analytics over "data pukes." Go in with questions, then find the answers. #measurepr

11/3/2015 9:24 SpinSucks RT @sonalmoraes: A2: I'm seeing a shift from people wanting every metric possible to simplifying down to core measurements that matter #mea..

11/3/2015 9:24 anthrofoodie A3: funny, multimedia seems like such an outdated term to me #measurepr

11/3/2015 9:24 sonalmoraes @anthrofoodie this is interesting too because I feel like sentiment used to get pushed to the back-burner in the past #measurePI

11/3/2015 9:24 SpinSucks RT @shonali: Q3: How do you #measurePR that uses multimedia? Do you need special skills/tools for this?

11/3/2015 9:24 CLRochelle RT @shonali: RT @AlisonGJ As @crestodina wd say, choose Applied Analytics over "data pukes." Go in with questions, then find the answers. #..

11/3/2015 9:24 orlagraham18 Q3 I don't think you need special skills, but you need to familiarise yourself with all tools available, lots of which are free #measurepr

11/3/2015 9:24 JamesWBreen @anthrofoodie what term would you recco? #measurepr

11/3/2015 9:25 wbsmith200 A3) I would use Google Analytics as a starting to track incoming traffic from Youtube, Instagram, Twitter, Vine etc. #measurepr

11/3/2015 9:25 shonali @anthrofoodie Ha, I guess it is! A3 #measurepr

11/3/2015 9:25 martinwaxman @emmamhawes Sure! I'd be happy too. DM me anytime after the chat. I did that a long time ago, tho... #measurepr

11/3/2015 9:25 SpinSucks RT @JamesWBreen: A3: Sometimes multimedia can include the number of downloads or shares which is a helpful metric #measurepr

11/3/2015 9:25 orlagraham18 A3 I don't think you need special skills, but you need to familiarise yourself with all tools available, lots of which are free #measurepr

11/3/2015 9:25 emmamhawes A3. I use @hootsuite for measuring pr. Any other analytic sites. Help me out folks. #measurepr

11/3/2015 9:25 martinwaxman RT @shonali Q3: How do you #measurePR that uses multimedia? Do you need special skills/tools for this?

11/3/2015 9:25 KelByrd A2: Agree with the group - Measure What Matters (and focus on that). Happy to see so many including social media metrics. #measurePF

11/3/2015 9:26 orlagraham18 A3 Most important thing is not to treat the various forms of media in isolation - integration, correlation are key! #measurepr

11/3/2015 9:26 martinwaxman Like the AV cart? But it's back again... RT @anthrofoodie A3: funny, multimedia seems like such an outdated term to me #measurepr

11/3/2015 9:26 Alukomnik I think that there's always a reason to measure, but there's not always a reason to measure everything #measurepr <https://t.co/3C32M0qf8G>

11/3/2015 9:26 JamesWBreen A3: If youre measuring multimedia on your social channels, compare which content piece is most effective (shares, likes, replies) #measurepr

11/3/2015 9:26 sonalmoraes @orlagraham18 Refreshing to hear u say that tools are helpful, I sometimes find people have too much pride to admit it! #measurePF

11/3/2015 9:26 J\_MacIndoe There's lots of gr8 #free tools built into many platforms, but for a deeper dive the professional tools are worth the investment. #measurePF

11/3/2015 9:26 SpinSucks RT @orlagraham18: A3 I don't think you need special skills, but you need to familiarise yourself with all tools available, lots of which ar...

11/3/2015 9:27 laurafromaura @caylahicks LinkedIn cancelled its poll function! #measurepr

11/3/2015 9:27 JamesWBreen RT @J\_MacIndoe: There's lots of gr8 #free tools built into many platforms, but for a deeper dive the professional tools are worth the inves..

11/3/2015 9:27 emmamhawes One thing not to do ask everyone to like and share something. Plus it erks my nerves it they include that in an image. Just no. #measurep

11/3/2015 9:27 martinwaxman A3. You still need to include a text description, to be tracked by Google ... for now #measurepr

11/3/2015 9:27 JamesWBreen @emmamhawes Definitely a 'worst' practice to avoid, great point! #measurepr

11/3/2015 9:27 SpinSucks A3: Define first what you want to measure and why, then choose the appropriate tools #measurepr

11/3/2015 9:27 sonalmoraes @J\_MacIndoe so on point. I find people have a hard time admitting that they use other resources to back up their work #measurePF

11/3/2015 9:27 SpinSucks RT @KelByrd: A2: Agree with the group - Measure What Matters (and focus on that). Happy to see so many including social media metrics. #mea..

11/3/2015 9:28 shonali RT @orlagraham18 A3 Most important thing is not to treat various forms of media in isolation - integration, correlation are key! #measurepr

11/3/2015 9:28 KelByrd A3: Multimedia = views, reach, (impressions if you MUST), engagement (likes, comments, shares, etc.), CTR, CPA. #measurePR

11/3/2015 9:28 shonali RT @JamesWBreen A3: If measuring multimedia on social channels, compare which content is most effective (shares, likes, replies) #measurepr

11/3/2015 9:28 orlagraham18 @sonalmoraes There are lots of tools, free and cheap, which can be implemented to add insight. Just a case of trial and learning! #measurep

11/3/2015 9:28 JamesWBreen I'm feeling a post #measurePR blog post coming on....

11/3/2015 9:28 sonalmoraes @emmamhawes those are typically the people I unfollow - great point! #measurePF

11/3/2015 9:28 martinwaxman Great point! MT @JamesWBreen A3 If you measure multimedia on soc channels, compare which content's most effective-shares, replies #measurepr

11/3/2015 9:28 shonali RT @martinwaxman A3. You still need to include a text description, to be tracked by Google ... for now #measurepr

11/3/2015 9:28 laurafromaura RT @SpinSucks: A3: Define first what you want to measure and why, then choose the appropriate tools #measurepr

11/3/2015 9:29 shonali @JamesWBreen Oh, please share if you write it... #measurepr

11/3/2015 9:29 emmamhawes @JamesWBreen I wanted to squeal when our local news channel included that at the beginning of a story. How is that needed? #measurep

11/3/2015 9:29 SpinSucks RT @martinwaxman: A3. You still need to include a text description, to be tracked by Google ... for now #measurep

11/3/2015 9:29 JamesWBreen @shonali I definitely will, (WHEN) I write it, should be up Monday on @cnwgroup #measurepr

11/3/2015 9:29 SpinSucks RT @KelByrd: A3: Multimedia = views, reach, (impressions if you MUST), engagement (likes, comments, shares, etc.), CTR, CPA. #measurePR

11/3/2015 9:29 anthrofoodie A3: you need to be (at a minimum) savvy in using social networks' analytics - there is so much data there. #measurepr

11/3/2015 9:29 sonalmoraes RT @JamesWBreen: @shonali I definitely will, (WHEN) I write it, should be up Monday on @cnwgroup #measurep

11/3/2015 9:29 laurafromaura I'm assuming everyone knows about and hopefully uses #barcelonaprinciples by @AmecOrg? #measurep

11/3/2015 9:30 JamesWBreen @emmamhawes wow! Even on traditional media? Know your medium people! #measurep

11/3/2015 9:30 anthrofoodie A3: and linking your social media data with google analytics to track social-to-web referrals #measurepr

11/3/2015 9:30 austinomaha @emmamhawes I think this is an epidemic. Facebook/Twitter pages for most local news station is puke worthy. #measurepr

11/3/2015 9:30 shonali RT @anthrofoodie A3: you need to be (at a minimum) savvy in using social networks' analytics - there is so much data there. #measurepr

11/3/2015 9:31 martinwaxman RT @laurafromaura I'm assuming everyone knows about and hopefully uses #barcelonaprinciples by @AmecOrg? #measurep

11/3/2015 9:31 JamesWBreen #protip! #measurepr <https://t.co/MA8zU3yMMX>

11/3/2015 9:31 THINK\_Lyndon A3. I don't. I identify key relationships required to achieve commercial goal [not only \$\$], benchmark them and measure progress #measurep

11/3/2015 9:31 shonali @JamesWBreen Awesome, just point me to it, please, I'll be at #prsaIC so could easily miss stuff @cnwgroup #measurepr

11/3/2015 9:31 firebelly @shonali hi! suprise! #measurepr

11/3/2015 9:31 shonali @firebelly ZOMG!!! #measurepr

11/3/2015 9:31 austinomaha @anthrofoodie SO much data. Almost overwhelming. You can really get to know your audience within that data, though. #measurep

11/3/2015 9:31 emmamhawes @sonalmoraes when the celeb says no or doesn't follow. Shouldn't they reach out to the pr person at first? #measurep

11/3/2015 9:32 martinwaxman And setting goals RT @anthrofoodie A3: and linking your social media data with google analytics to track social-to-web referrals #measurep

11/3/2015 9:32 laurafromaura Gutted I'm going to have to leave #measurepr. Please follow, DM, email me or connect on LinkedIn if you like. I'll follow rest of conv later

11/3/2015 9:32 shonali RT @THINK\_Lyndon A3. I identify key relationships required to achieve commercial goal [not only \$\$], benchmark & measure progress #measurepr

11/3/2015 9:32 caylahicks A3- With social media, measure by engagement: reach, likes, shares, RTs, Favs, even clicks. #measurePR

11/3/2015 9:32 JamesWBreen @laurafromaura nice to e-meet you Laura! #measurepr

11/3/2015 9:32 shonali @laurafromaura Bummer! But thank you for joining, we'll have a transcript up soon. Have a great evening! #measurepr

11/3/2015 9:32 THINK\_Lyndon A3. Everything I do is designed to deliver desired outcome and measured by progress #measurepr

11/3/2015 9:32 shonali Q4: What are some multimedia best practices that generate better outcomes? #measurePR

11/3/2015 9:33 SpinSucks RT @martinwaxman: And setting goals RT @anthrofoodie A3: and linking your social media data with google analytics to track social-to-web re..

11/3/2015 9:33 JamesWBreen A4: Experiment with your multimedia! See what connects best with your audience, which can change over time #measurepr

11/3/2015 9:33 anthrofoodie absolutely! measure, benchmark, set goals @martinwaxman #measurepr

11/3/2015 9:33 martinwaxman RT @shonali Q4: What are some multimedia best practices that generate better outcomes? #measurePR

11/3/2015 9:33 anthrofoodie RT @shonali: Q4: What are some multimedia best practices that generate better outcomes? #measurePF

11/3/2015 9:33 anthrofoodie RT @JamesWBreen: A4: Experiment with your multimedia! See what connects best with your audience, which can change over time #measurepr

11/3/2015 9:33 emmamhawes RT @JamesWBreen: #protip! #measurepr <https://t.co/MA8zU3yMMX>

11/3/2015 9:33 austinomaha @anthrofoodie huge mistake i've been seeing from a lot of my PR friends. How can you track social success if you don't? #measurepr

11/3/2015 9:34 laurafromaura Lovely to chat everyone! #measurepr

11/3/2015 9:34 SpinSucks RT @shonali: Q4: What are some multimedia best practices that generate better outcomes? #measurePF

11/3/2015 9:34 martinwaxman A4. Always think about your audience first and what they like/need when creating multimedia-or any-content #measurepr

11/3/2015 9:34 Koolsocial RT @shonali: Q3: How do you #measurePR that uses multimedia? Do you need special skills/tools for this?

11/3/2015 9:34 gundamwing413 RT @emmamhawes: One thing not to do ask everyone to like and share something. Plus it erks my nerves it they include that in an image. Just..

11/3/2015 9:35 SpinSucks @laurafromaura Great to meet you Laura. #measurepr

11/3/2015 9:35 anthrofoodie A4. Different channels and audiences will determine what 'multimedia' or content resonates best. Create, measure, evaluate etc. #measurepr

11/3/2015 9:35 martinwaxman And repeat... #measurePR <https://t.co/X9yz8R3GjY>

11/3/2015 9:35 THINK\_Lyndon A4. Create content designed to start conversations and build relationships. Less is more. #measurepr

11/3/2015 9:35 KelByrd A4: Know your specs + key targeting and timing. Use previous results (eng. & \$) to inform content creation. #measurePF

11/3/2015 9:35 shonali RT @JamesWBreen A4: Experiment with your multimedia! See what connects best with your audience, which can change over time #measurepr

11/3/2015 9:35 shonali RT @THINK\_Lyndon A4. Create content designed to start conversations and build relationships. Less is more. #measurepr

11/3/2015 9:35 Alukomnik A4) On social measure to see what generates real engagement, and identify how to replicate that engagement #measurepr

11/3/2015 9:35 shonali RT @martinwaxman A4. Always think about your audience first and what they like/need when creating multimedia-or any-content #measurepr

11/3/2015 9:35 Alukomnik RT @martinwaxman: A4. Always think about your audience first and what they like/need when creating multimedia-or any-content #measurepr

11/3/2015 9:36 JamesWBreen A4: For video specifically, I'd recco several shorter 'snackable' clips (30 sec) rather than a very long video #measurepr

11/3/2015 9:36 Cnekolai A4 Be flexible and don't be afraid to adjust course - understand why something isn't working, or what might make it better #measurepr

11/3/2015 9:36 SpinSucks @martinwaxman Indeed Martin. Most of the time we focus on tools rather than what our audience needs. #measurepr

11/3/2015 9:36 SpinSucks RT @martinwaxman: A4. Always think about your audience first and what they like/need when creating multimedia-or any-content #measurepr

11/3/2015 9:36 orlagraham18 A4 from an analysis perspective, evaluate continuously, not just at the end so you can adjust and adapt #measurepr

11/3/2015 9:36 gregwbrooks A4: Proper tagging of YouTube video makes a big difference, but few do it. Similar (but not exact) issues for self-hosted video. #measurePF

11/3/2015 9:37 SpinSucks RT @martinwaxman: And repeat... #measurePR <https://t.co/X9yz8R3GjY>

11/3/2015 9:37 Alukomnik RT @orlagraham18 A4 from an analysis perspective, evaluate continuously, not just at the end so you can adjust and adapt #measurepr

11/3/2015 9:37 martinwaxman @emmamhawes Thanks Emma! We can learn a lot about connecting with audiences from showbiz #measurePF

11/3/2015 9:37 firebelly follow @shonali for the best is PR and social #measurepr #kyasamje

11/3/2015 9:37 JamesWBreen Yes! RT @orlagraham18 A4 from an analysis perspective, evaluate continuously, not just at the end so you can adjust and adapt #measurepr

11/3/2015 9:37 SiennaBadura RT @shonali: Q1: Tell us what you do, how you got there. What got you interested in learning to #measurePR?

11/3/2015 9:37 austinomaha @SpinSucks @martinwaxman PR pros need to attempt to be more focused. Learn, adapt, plan. #measurepr

11/3/2015 9:37 AlisonGJ RT @sonalmoraes: A2: I'm seeing a shift from people wanting every metric possible to simplifying down to core measurements that matter #mea..

11/3/2015 9:37 SpinSucks RT @KelByrd: A4: Know your specs + key targeting and timing. Use previous results (eng. & \$) to inform content creation. #measurePF

11/3/2015 9:37 SiennaBadura RT @shonali: Q2: Seeing as how we're almost at the end of 2015, what do you think is new & exciting for #PR measurement today (or tomorrow)..

11/3/2015 9:37 emmamhawes RT @Cnekolai: A4 Be flexible and don't be afraid to adjust course - understand why something isn't working, or what might make it better #m..

11/3/2015 9:37 wbsmith200 A4) Tag your videos and photos to make them searchable and most importantly have links available to more content. #measurepr

11/3/2015 9:37 shonali RT @gregwbrooks: A4: Proper tagging of YouTube video makes big diff, but few do. Similar (not exact) issues for self-hosted video. #measurePI

11/3/2015 9:37 SiennaBadura RT @shonali: Q3: How do you #measurePR that uses multimedia? Do you need special skills/tools for this?

11/3/2015 9:37 shonali RT @wbsmith200 A4) Tag your videos and photos to make them searchable and most importantly have links available to more content. #measurepr

11/3/2015 9:37 Cnekolai RT @SpinSucks: @martinwaxman Indeed Martin. Most of the time we focus on tools rather than what our audience needs. #measurepr

11/3/2015 9:37 SiennaBadura RT @shonali: Q4: What are some multimedia best practices that generate better outcomes? #measurePF

11/3/2015 9:38 martinwaxman That's for sure - and also what we think will be good for them rather than trying to step in their shoes #measurePR <https://t.co/rec4S0wOZW>

11/3/2015 9:38 caylahicks A4- Keep most of copy in the post, not on image. Though I'm currently in a love/hate relationship with FB image guidelines. #measurepr

11/3/2015 9:38 shonali @firebelly Arey vah! #mainsamjhi #measurepr

11/3/2015 9:38 AlisonGJ RT @Alukomnik: A4) On social measure to see what generates real engagement, and identify how to replicate that engagement #measurepr

11/3/2015 9:38 Cnekolai RT @JamesWBreen: Yes! RT @orlagraham18 A4 from an analysis perspective, evaluate continuously, not just at the end so you can adjust and ad..

11/3/2015 9:38 SpinSucks RT @gregwbrooks: A4: Proper tagging of YouTube video makes a big difference, but few do it. Similar (but not exact) issues for self-hosted ..

11/3/2015 9:38 anthrofoodie A4: audiences demand high-quality content that's relevant and personalized to them. Try segmenting your audiences #measurepr

11/3/2015 9:38 JamesWBreen RT @anthrofoodie: A4: audiences demand high-quality content that's relevant and personalized to them. Try segmenting your audiences #meas..

11/3/2015 9:38 shonali GREAT tip, elaborate please? RT @caylahicks A4- Keep most of copy in the post, not on image. #measurepr

11/3/2015 9:38 SpinSucks RT @wbsmith200: A4) Tag your videos and photos to make them searchable and most importantly have links available to more content. #measure..

11/3/2015 9:38 martinwaxman RT @wbsmith200 A4) Tag your videos and photos to make them searchable and most importantly have links available to more content. #measurepr

11/3/2015 9:39 shonali RT @JamesWBreen A4: For video specifically, I'd recco several shorter 'snackable' clips (30 sec) rather than a very long video #measurepr

11/3/2015 9:39 shonali RT @KelByrd A4: Know your specs + key targeting and timing. Use previous results (eng. & \$) to inform content creation. #measurePF

11/3/2015 9:39 firebelly late to the #measurePR party today but keen to contribute and learn in the future cc: @shonal

11/3/2015 9:39 SpinSucks @wbsmith200 And make sure those links work! #measurepr

11/3/2015 9:39 wbsmith200 @SpinSucks Of course, nothing's worse than bad links that go to never never land. #measurepr

11/3/2015 9:40 shonali Big one! Kinda like making your computer is plugged in. RT @SpinSucks @wbsmith200 And make sure those links work! #measurepr A

11/3/2015 9:40 martinwaxman Yes-and not focus on trad media so much MT @austinomaha @SpinSucks PR pros need to attempt to be more focused. Learn adapt plan. #measurepr

11/3/2015 9:40 shonali @firebelly Great, then save the date for the next one AND I will ping you about something I need your help with! #measurepr

11/3/2015 9:40 SiennaBadura A1: I came for the strategic direction & stayed for the credibility #measurePR

11/3/2015 9:40 JamesWBreen @wbsmith200 @SpinSucks or grammar errors #tangent #measurepr

11/3/2015 9:40 SpinSucks RT @shonali: RT @KelByrd A4: Know your specs + key targeting and timing. Use previous results (eng. & \$) to inform content creation. #measu..

11/3/2015 9:41 martinwaxman MT @shonali @JamesWBreen A4 For video, I'd reco several shorter 'snackable' clips (30 sec) rather than a very long video #measurepr

11/3/2015 9:41 shonali RT @SiennaBadura A1: I came for the strategic direction & stayed for the credibility #measurePR

11/3/2015 9:41 SiennaBadura RT @shonali: MT @gregwbrooks A1: Journalist 10M years ago. Did agency, corp, political. No one measures, which means it's probably crucial...

11/3/2015 9:41 SixtaTaraborell RT @shonali: Big one! Kinda like making your computer is plugged in. RT @SpinSucks @wbsmith200 And make sure those links work! #measurepr A

11/3/2015 9:41 emmamhawes Dear people in #measurepr, I'm a picky person, which is obvious. I'm critical, but I love what you have to say. That's why I'm here.

11/3/2015 9:41 austinomaha @martinwaxman every situation is unique! Different approaches are needed to reach unique audiences. Find where your audience is. #measurepr

11/3/2015 9:41 SpinSucks RT @shonali: Big one! Kinda like making your computer is plugged in. RT @SpinSucks @wbsmith200 And make sure those links work! #measurepr A

11/3/2015 9:41 anthrofoodie RT @austinomaha: @martinwaxman every situation is unique! Different approaches are needed to reach unique audiences. Find where your audien.

11/3/2015 9:41 shonali RT @anthrofoodie A4: audiences demand high-quality content that's relevant and personalized to them. Try segmenting yr audiences #measurepr

11/3/2015 9:41 SpinSucks RT @martinwaxman: Yes-and not focus on trad media so much MT @austinomaha @SpinSucks PR pros need to attempt to be more focused. Learn adap..

11/3/2015 9:41 gundamwing413 RT @anthrofoodie: A4: audiences demand high-quality content that's relevant and personalized to them. Try segmenting your audiences #meas..



11/3/2015 9:42 martinwaxman RT @austinomaha: @martinwaxman every situation is unique! Different approaches are needed to reach unique audiences. Find where your audien.

11/3/2015 9:42 firebelly @shonali apologies - one did miss the date on the next one and please do ping me #measurepr

11/3/2015 9:42 SpinSucks RT @shonali: RT @anthrofoodie A4: audiences demand high-quality content that's relevant and personalized to them. Try segmenting yr audienc..

11/3/2015 9:43 shonali Q5 is from @martinwaxman to the group (b/c all y'all are SO smart): Where do impressions fit in measuring multimedia? #measurepr

11/3/2015 9:43 martinwaxman I like that! Maybe a Disney musical :) #measurePR <https://t.co/JQWJX6xn7g>

11/3/2015 9:43 anthrofoodie RT @shonali: Q5 is from @martinwaxman to the group (b/c all y'all are SO smart): Where do impressions fit in measuring multimedia? #measure..

11/3/2015 9:43 SiennaBadura A2: It's all about #sociallistening Tone & sentiment analytics are only going to get more accurate in 2016! #measurePF

11/3/2015 9:43 shonali @firebelly I will xo #measurepr

11/3/2015 9:43 SiennaBadura RT @shonali: This. RT @Alukomnik A2) Being specific about your rationale for measuring something. Just because you can doesn't mean you should..

11/3/2015 9:43 martinwaxman Inquiring minds want to know #measurePR <https://t.co/2vKn8F3ABz>

11/3/2015 9:43 austinomaha @shonali @martinwaxman "potential impressions" I think is a more suitable term. Can indicate high engagement, IMO. #measurepr

11/3/2015 9:44 anthrofoodie A5. they don't. don't use them. Impressions are opportunities to be seen not a true measurement of outcomes #measurepr

11/3/2015 9:44 SpinSucks RT @martinwaxman: That's for sure - and also what we think will be good for them rather than trying to step in their shoes #measurePR <https://t.co/2vKn8F3ABz>

11/3/2015 9:44 Alukomnik A5) I have strong feelings about social impressions: They don't mean anything, and we should measure actual engagement instead #measurepr

11/3/2015 9:44 JamesWBreen A5 Impressions are helpful, but I'd also include direct actions (click throughs, downloads, sales leads) if avail #measurepr

11/3/2015 9:44 SpinSucks RT @shonali: Q5 is from @martinwaxman to the group (b/c all y'all are SO smart): Where do impressions fit in measuring multimedia? #measure..

11/3/2015 9:44 Koolsocial RT @martinwaxman: A4. Always think about your audience first and what they like/need when creating multimedia-or any-content #measurepr

11/3/2015 9:45 SiennaBadura #Accurate A ton of #Seattle #Startups are raising #millions in #venturecapital by developing platforms to #measurePR <https://t.co/CTR7NX7gfi>

11/3/2015 9:45 austinomaha @anthrofoodie this too. Too many PR pros focus on impressions as a important metric, but it should be a indicative metric. #measurepr

11/3/2015 9:45 wbsmith200 A5) Impressions are a nice ego boost, nothing more. It's not about the # of people but the right people to reach. #measurepr

11/3/2015 9:45 orlagraham18 A5 Impressions can be such an unreliable stat, they can only be used a) very carefully and b) in conjunction with other metrics #measurepr

11/3/2015 9:45 martinwaxman @austinomaha That's interesting. Can you explain a bit more about what you mean @shonali #measurepr

11/3/2015 9:45 martinwaxman RT @JamesWBreen A5 Impressions are helpful, but I'd also include direct actions (click throughs, downloads, sales leads) if avail #measurepr

11/3/2015 9:45 JamesWBreen @austinomaha definitely agree with 'potential' it's important to be precise! #measurepr

11/3/2015 9:45 SpinSucks Yes! #measurepr <https://t.co/gFnqpG3Ei6>

11/3/2015 9:45 caylahicks A5- I see it as impressions vs. engagement. People saw your post/tweet, but did they actually see it enough to Like/comment/share #measurepr

11/3/2015 9:45 anthrofoodie A5. Impressions are an empty metric that represent empty promises #measurepr

11/3/2015 9:45 emmamhawes RT @JamesWBreen: A5 Impressions are helpful, but I'd also include direct actions (click throughs, downloads, sales leads) if avail #measure..

11/3/2015 9:45 gregwbrooks A5: They're a denominator in a fraction. Impressions in a vacuum? Meh. Impressions vs. actions? Or vs. reach? Or vs. goal? Yeah. #measurepr

11/3/2015 9:45 Alukomnik RT @caylahicks: A5- I see it as impressions vs. engagement. People saw your post/tweet, but did they actually see it enough to Like/comment..

11/3/2015 9:46 JamesWBreen @martinwaxman @austinomaha For example using impression #s from twitter are the number of people who 'may have' seen your tweet #measurepr

11/3/2015 9:46 orlagraham18 A5 High/low impressions only tell you where to look for something more useful and interesting, not valid on their own #measurepr

11/3/2015 9:46 JamesWBreen @gregwbrooks awesome point Greg, context is king! #measurepr

11/3/2015 9:46 SpinSucks RT @caylahicks: A5- I see it as impressions vs. engagement. People saw your post/tweet, but did they actually see it enough to Like/comment..

11/3/2015 9:46 wbsmith200 A5) Engagement is where to start looking, did people comment, share and more importantly click through to the website. #measurepr

11/3/2015 9:47 orlagraham18 Yes, this! Same as referring to OTS as people reached \*shudders\* #measurepr <https://t.co/SGyisUdZCC>

11/3/2015 9:47 martinwaxman MT @gregwbrooks A5 They're a denominator in a fraction. Impressions in a vacuum? Meh. Impressions vs. actions, reach goal? Yeah #measurepr

11/3/2015 9:47 SpinSucks @anthrofoodie Vanity metric #measurepr

11/3/2015 9:47 anthrofoodie indeed @SpinSucks #measurepr

11/3/2015 9:47 gundamwing413 A1 Measuring all influential analytics is important for maximizing growth Keep tabs on your KPIs, #iterate @martinwaxman @shonali #measurepr

11/3/2015 9:47 Alukomnik A5) As @caylahicks said, what action came from an impression? Measuring them doesn't tell me anything #measurepr

11/3/2015 9:47 shonali MT @orlagraham18 A5 Impressions can be so unreliable, they can only be used a) very carefully b) in conjunction w other metrics #measurepr

11/3/2015 9:47 austinomaha @martinwaxman reporting impressions to your higher ups = worst practice. Instead find what those impressions are indicative of. #measurepr

11/3/2015 9:47 anthrofoodie RT @Alukomnik: A5) As @caylahicks said, what action came from an impression? Measuring them doesn't tell me anything #measurepr

11/3/2015 9:48 SpinSucks RT @wbsmith200: A5) Engagement is where to start looking, did people comment, share and more importantly click through to the website. #mea..

11/3/2015 9:48 martinwaxman @gregwbrooks That's a great way to describe impressions A small potential of a total... #measurepr

11/3/2015 9:48 shonali MT @gregwbrooks A5 They're denominator in a fraction. Impressions in a vacuum? Meh. Impressions v actions? Or v reach? Or v goal? #measurepr

11/3/2015 9:48 emmamhawes a5. The best analogy I heard relating to Likes, is a Ferrari poster in a guy's dorm room in the 80s. How many guys own one? #measurepr

11/3/2015 9:48 anthrofoodie A5) Impressions and AVEs fall in the same category of HUGE measurement no-nos #redflag #stopplease #measurepr

11/3/2015 9:49 SpinSucks RT @Alukomnik: A5) As @caylahicks said, what action came from an impression? Measuring them doesn't tell me anything #measurepr

11/3/2015 9:49 J\_MacIndoe Q4: Follow the numbers! Use your analytics to learn what your fans want, then give it to them! #measurePR <https://t.co/1Deqa9RewN>

11/3/2015 9:49 austinomaha @anthrofoodie word. Agree 100%. #measurepr

11/3/2015 9:49 martinwaxman @SiennaBadura Um... my comedy background - couldn't help it :) #measurePR

11/3/2015 9:49 orlagraham18 Yup. Just as bad as AVEs - they'll start to get hooked on crazy big numbers that don't actually mean much #measurepr <https://t.co/oOePz8HPxg>

11/3/2015 9:49 JamesWBreen @orlagraham18 nothing is worse than AVEs though! #measurepr

11/3/2015 9:49 gregwbrooks @martinwaxman (/curtsy) #measurepr

11/3/2015 9:49 SpinSucks @austinomaha Yep! #measurepr

11/3/2015 9:50 Alukomnik Nothing's worse, but impressions are close: RT @JamesWBreen @orlagraham18 nothing is worse than AVEs though! #measurepr

11/3/2015 9:50 shonali Just 10 mins left! Q6: What is ONE thing #PR pros can start doing right now to better #measurePR & multimedia?

11/3/2015 9:50 SpinSucks RT @anthrofoodie: A5) Impressions and AVEs fall in the same category of HUGE measurement no-nos #redflag #stopplease #measurepr

11/3/2015 9:50 anthrofoodie A5. AND we have access to SUCH better quality metrics: Likes, comments, views, time spent, click-through, pixel tracking, etc. #measurepr

11/3/2015 9:50 anthrofoodie RT @shonali: Just 10 mins left! Q6: What is ONE thing #PR pros can start doing right now to better #measurePR & multimedia?

11/3/2015 9:51 SarahParkerPR RT @shonali: Just 10 mins left! Q6: What is ONE thing #PR pros can start doing right now to better #measurePR & multimedia?

11/3/2015 9:51 austinomaha @shonali LEARN how to track conversions from social media. Mentioned this earlier. Easy to do! #measurepr

11/3/2015 9:51 JamesWBreen My 2016 PSA, just say NO to AVE #measurepr <https://t.co/TjZrntEY6d>

11/3/2015 9:51 orlagraham18 Q6 Clear objectives and an idea of what good looks like - start with those, metrics come afterwards, not the other way round! #measurepr

11/3/2015 9:51 SiennaBadura A4: All about the TITLE! Limited characters appear, must be SEO friendly and tug at emotion & curiosity #measurePR <https://t.co/19VvdvHPTa>

11/3/2015 9:51 martinwaxman RT @anthrofoodie @shonali Just 10 mins left! Q6: What is ONE thing #PR pros can start doing right now to better #measurePR & multimedia?

11/3/2015 9:51 SpinSucks RT @shonali: Just 10 mins left! Q6: What is ONE thing #PR pros can start doing right now to better #measurePR & multimedia?

11/3/2015 9:52 anthrofoodie A6. 1) Connect measurement to key business objectives 2) set goals 3) benchmark 4) stop using impressions/AVEs 5) transparency #measurepr

11/3/2015 9:52 orlagraham18 A6 Clear objectives and an idea of what good looks like - start with those, metrics come afterwards, not the other way round! #measurepr

11/3/2015 9:52 austinomaha @JamesWBreen lets collab on a campaign to end the AVE. #measurepr

11/3/2015 9:52 emmamhawes A6. Be honest to everyone. Plus be transparent on a level of information that is allowed to be talked about outside of the office. #measurepr

11/3/2015 9:52 Kuo\_Alexander RT @anthrofoodie: A6. 1) Connect measurement to key business objectives 2) set goals 3) benchmark 4) stop using impressions/AVEs 5) transpa..

11/3/2015 9:52 Alukomnik A6) Say No To AVEs and Impressions; figure out \*why\* you want to measure, and align measurement on that goal #measurePF

11/3/2015 9:52 JamesWBreen A6 Get a better understanding from your internal audience about what metrics/values are important to THEM not to YOU #measurepr

11/3/2015 9:52 gregwbrooks A6: Treat it like it effin' matters. Seriously. Clients don't pay us to rubberstamp their outdated ideas about judging success. #measurepr

11/3/2015 9:52 martinwaxman @austinomaha Good point - focusing on outcomes and using impressions as a guide to see if something's catching steam #measurePF

11/3/2015 9:52 SpinSucks RT @anthrofoodie: A6. 1) Connect measurement to key business objectives 2) set goals 3) benchmark 4) stop using impressions/AVEs 5) transpa..

11/3/2015 9:52 gundamwing413 A3 Multimedia analytics tracking will definitely need new tools! #hackathon #measurepr

11/3/2015 9:52 SiennaBadura RT @shonali: RT @anthrofoodie A4: audiences demand high-quality content that's relevant and personalized to them. Try segmenting yr audienc..

11/3/2015 9:52 Cnekolai A6 Start thinking about measurement from the BEGINNING - what will success look like? How will we indicate that? #measurepr

11/3/2015 9:53 SiennaBadura RT @shonali: Just 10 mins left! Q6: What is ONE thing #PR pros can start doing right now to better #measurePR & multimedia?

11/3/2015 9:53 THINK\_Lyndon A5. They don't. They're equivalent of measuring the number of people that walked past a bricks & mortar store! #measurepr

11/3/2015 9:53 KelByrd A5: I agree with @anthrofoodie Impressions = inflation. Focus on ACTIONS. #measurePF

11/3/2015 9:53 J\_MacIndoe A5: Impressions are 1 of many metrics. Important to measure, but does not speak to quality or engagement. We need to dig deeper. #measurePF

11/3/2015 9:53 JamesWBreen @austinomaha done! I'm going to make a blog post after the chat #measurepr

11/3/2015 9:53 martinwaxman MT @orlagraham18 A6 Clear objectives and an idea of what good looks like-start with those, metrics come after, #measurepr

11/3/2015 9:53 orlagraham18 Why do I keep putting a Q instead of an A at the start of my responses?! Clearly it's nearly hometime..... #measurepr

11/3/2015 9:53 wbsmith200 A6) Start with the business objective, then figure out what and how to measure, then go from there. #measurepr

11/3/2015 9:53 anthrofoodie A6b) and don't forget about the 'legacy metrics': sentiment, message pull-through, prominence, mention type #measurepr

11/3/2015 9:53 SpinSucks A6: Understand social media networks analytics and how they tie in with your goals and overall strategy #measurepr

11/3/2015 9:54 KelByrd A6: Decide what content strategies, tactics and KPI actions matter for your company/ clients for 2016, and confirm. #measurePR

11/3/2015 9:54 JamesWBreen @anthrofoodie I would just add 'share of voice' if you're comparing to your competitors too #measurepr

11/3/2015 9:54 anthrofoodie RT @martinwaxman: A6 And don't forget to benchmark so you can see how far you've moved the needle #measurepr

11/3/2015 9:54 Cnekolai RT @martinwaxman: A6 And don't forget to benchmark so you can see how far you've moved the needle #measurepr

11/3/2015 9:54 SpinSucks RT @JamesWBreen: A6 Get a better understanding from your internal audience about what metrics/values are important to THEM not to YOU #meas..

11/3/2015 9:54 JamesWBreen RT @SpinSucks: A6: Understand social media networks analytics and how they tie in with your goals and overall strategy #measurepr

11/3/2015 9:54 shonali RT @KelByrd A6: Decide what content strategies, tactics and KPI actions matter for your company/ clients for 2016, and confirm. #measurePR

11/3/2015 9:54 shonali RT @martinwaxman A6 And don't forget to benchmark so you can see how far you've moved the needle #measurepr

11/3/2015 9:54 shonali RT @SpinSucks A6: Understand social media networks analytics and how they tie in with your goals and overall strategy #measurepr

11/3/2015 9:54 shonali RT @anthrofoodie A6b) and don't forget about the 'legacy metrics': sentiment, message pull-through, prominence, mention type #measurepr

11/3/2015 9:54 Alukomnik A6) Also don't forget to trend, and track! Measurement is so much more helpful over time #measurepr

11/3/2015 9:54 shonali @orlagraham18 LOL! #measurepr

11/3/2015 9:54 gundamwing413 A4 General best practice: Help others with amazing content that teaches #growth and #gratitude :) #measurepr

11/3/2015 9:55 anthrofoodie SOV IS important, but focus on the number of mentions and how YOU moved that needle. Can't control competitors @JamesWBreen #measurepr

11/3/2015 9:55 shonali RT @Cnekolai A6 Start thinking about measurement from the BEGINNING - what will success look like? How will we indicate that? #measurepr

11/3/2015 9:55 J\_MacIndoe RT @shonali: RT @martinwaxman A6 And don't forget to benchmark so you can see how far you've moved the needle #measurepr

11/3/2015 9:55 SpinSucks Good point! #measurepr <https://t.co/bxikLVkmW6>

11/3/2015 9:55 martinwaxman RT @shonali @SpinSucks A6: Understand social media networks analytics and how they tie in with your goals and overall strategy #measurepr

11/3/2015 9:55 SpinSucks RT @JamesWBreen: @anthrofoodie I would just add 'share of voice' if you're comparing to your competitors too #measurepr

11/3/2015 9:55 shonali Last question for today! Q7: Do you have an initiative/program you'd like #measurePR folk to know about? Please share

11/3/2015 9:55 anthrofoodie RT @Alukomnik: A6) Also don't forget to trend, and track! Measurement is so much more helpful over time #measurepr

11/3/2015 9:55 anthrofoodie RT @shonali: Last question for today! Q7: Do you have an initiative/program you'd like #measurePR folk to know about? Please share

11/3/2015 9:56 JamesWBreen @anthrofoodie context can help with SOV too, are their key areas in the media your competitors are dominating? #measurepr

11/3/2015 9:56 KelByrd Let's make it official: @shonali @martinwaxman #measurePR

11/3/2015 9:56 SiennaBadura RT @shonali: Last question for today! Q7: Do you have an initiative/program you'd like #measurePR folk to know about? Please share

11/3/2015 9:56 austinomaha @shonali Yes! PR Measurement Conference in Chicago in two weeks. Anybody going to be there? Lets meet up and chat! #measurepr

11/3/2015 9:56 anthrofoodie always go beyond the numbers and give context and insight @JamesWBreen #measurepr

11/3/2015 9:56 SpinSucks RT @shonali: Last question for today! Q7: Do you have an initiative/program you'd like #measurePR folk to know about? Please share

11/3/2015 9:56 shonali RT @austinomaha Yes! PR Measurement Conference in Chicago in two weeks. Anybody going to be there? Lets meet up and chat! #measurepr

11/3/2015 9:56 Alukomnik RT @anthrofoodie always go beyond the numbers and give context and insight @JamesWBreen #measurepr

11/3/2015 9:56 JamesWBreen @austinomaha @shonali Hey @sonalmoraes are you going to that one? #measurepr

11/3/2015 9:57 martinwaxman A7 If you're an agency owner/leader check out Counselors Academy #CAPRSA and our session at #PRSAIcon #measurepr

11/3/2015 9:57 SpinSucks RT @KelByrd: Let's make it official: @shonali @martinwaxman #measurePR

11/3/2015 9:57 gundamwing413 RT @emmamahawes: A6. Be honest to everyone. Plus be transparent on a level of information that is allowed to be talked about outside of the ..

11/3/2015 9:57 SpinSucks RT @martinwaxman: A7 If you're an agency owner/leader check out Counselors Academy #CAPRSA and our session at #PRSAIcon #measurepr

11/3/2015 9:58 shonali A7 and if you'd support my @thunderclapit on my #socialPR mini-training, I'll love you to pieces <https://t.co/7xzesBNGZY> TYVM! #measurepr

11/3/2015 9:58 JamesWBreen A8 @cnwgroup writes about #measurepr on a regular basis, check out our blog with some great int/ext contributors <https://t.co/KzxKFu8IWc>

11/3/2015 9:58 Cnekolai RT @martinwaxman: A7 If you're an agency owner/leader check out Counselors Academy #CAPRSA and our session at #PRSAIcon #measurepr  
11/3/2015 9:58 martinwaxman What about a #measurepr tweetup at #PRSAIcon @shonali? Not that I want to put you on the spot..  
11/3/2015 9:58 anthrofoodie Thank you very much @martinwaxman for the lively discussion! And thank you as always for hosting @shonali #measurepr  
11/3/2015 9:58 shonali RT @JamesWBreen A8 @cnwgroup writes about #measurepr on a regular basis, check out our blog <https://t.co/MT4dDWVgC5>  
11/3/2015 9:58 SiennaBadura A5: Impressions are important for contrast: it they're high but engagement is low then you know it's a content problem. #measurepr  
11/3/2015 9:58 martinwaxman @SpinSucks Thanks! #measurepr  
11/3/2015 9:58 JamesWBreen Ooh, I'm in! RT @martinwaxman What about a #measurepr tweetup at #PRSAIcon @shonali? Not that I want to put you on the spot..  
11/3/2015 9:59 HackLords A3 Multimedia analytics tracking will definitely need new tools! #hackathon #measurepr <https://t.co/XWZRfAzs8J> #hack  
11/3/2015 9:59 shonali @martinwaxman I'm down with that, let's do it! Gang - you up for a bonus chat this weekend at #PRSAIcon? A8 #measurepr  
11/3/2015 9:59 martinwaxman MT @JamesWBreen A7 @cnwgroup writes abt#measurepr on a regular basis, check out our blog with int/ext contributors <https://t.co/EtttOltSh5>  
11/3/2015 9:59 anthrofoodie Have a great week everyone #measurepr  
11/3/2015 9:59 shonali And... we're out of time! Thank you all SO much for joining today, it was a GREAT chat. @martinwaxman #you dabomb as always #measurepr