

Time(PST)	Username	Update
12/8/2015 8:59	shonali	OK! Who's ready for #measurepr?!
12/8/2015 9:00	shonali	LOVE! RT @hksully Quick #Cision coffee refill before I get ready for #measurePR https://t.co/JwzVi0nLqa
12/8/2015 9:00	austinomaha	@shonali present! #measurePR
12/8/2015 9:02	IanGertler	@shonali @hksully Love that awesome @Cision logo and mug ... especially filled with #coffee! :-) #measurePR
12/8/2015 9:02	emmamhawes	@shonali not going to lie I probably would have forgotten about #measurepr if it were not for a cool assignment at work.
12/8/2015 9:02	shonali	@IanGertler I know! @hksully's too cool for school #measurepr
12/8/2015 9:03	JohnFriedman	Hey #measurepr - I made it.
12/8/2015 9:03	shonali	@austinomaha Woo hoo! #measurepr
12/8/2015 9:04	shonali	Today @tweetchat isn't working which is really throwing me off... :(#measurepr
12/8/2015 9:04	shonali	@sallyfalkow YAY! So great to have you @missusP @hksully as guests today! #measurepr
12/8/2015 9:04	shonali	OK, gang, say who's here and what you do, and then we'll get started with the "official" chat #measurepr
12/8/2015 9:05	sallyfalkow	Yes I am also having to tweet and read in different places A total pain in the butt. #measurepr
12/8/2015 9:05	shonali	@sallyfalkow Right? Ugh. #measurepr
12/8/2015 9:05	austinomaha	@shonali Austin Gaule, media analysis director @Universal_Info. Omaha, NE. Happy to be here. Love #measurePR!
12/8/2015 9:06	hksully	Me too! @shonali - What are you using? RT Today @TweetChat isn't working which is really throwing me off... :(#measurepr
12/8/2015 9:06	shonali	Me: I run a global #socialPR biz out of DC, measurement geek (hence this chat). Founder https://t.co/FYzMxnb5V1 (new!) #measurepr
12/8/2015 9:06	shonali	@austinomaha Great to see you! #measurepr
12/8/2015 9:07	sallyfalkow	I focus on Digital PR strategy, content and training. My blog is https://t.co/eWYfxO2cW3 #measurePR
12/8/2015 9:07	sallyfalkow	I focus on Digital PR strategy, content and training. My blog is https://t.co/ZBSqn9n77P #measurePR
12/8/2015 9:07	JohnFriedman	I help businesses live their values & engage in authentic conversations. Huff Po blogger & Sodexo corporate responsibility comms #measurepr
12/8/2015 9:07	shonali	@hksully Today I'm on @twubs, which I usually keep open as a backup anyway... but still not as great :(#measurepr
12/8/2015 9:07	cloudspark	@shonali listening in to #measurepr
12/8/2015 9:07	emmamhawes	Emma Hawes. Freelance Social Media Content Creator from Sikeston, MO. Hopefully one day a Nashville PR practitioner #measurepr
12/8/2015 9:08	CatherineCarol	Catherine here -- comms coord for a nonprofit school for children with lang disorders in Hattiesburg Miiss. #OneWomanShop #measurePR
12/8/2015 9:08	hksully	I'm SVP, product @ Cision. Also MD, Canada in my spare time. Self-proclaimed metrics nerd & love figuring out biz impact of PR. #measurePR
12/8/2015 9:08	shonali	@emmamhawes You will be, I have faith. #measurepr
12/8/2015 9:08	Alukomnik	Aidan, SF Digital Coms Professional with a focusing on how measurmenet can increase impact #measurepr
12/8/2015 9:09	shonali	@cloudspark Great to see you and @johnfriedman too! #measurepr
12/8/2015 9:09	sbalie	#measurepr we are making some good progress in Africa. Presented #barcelona2.0 at #wcpree 2 weeks ago. But long road still awaits!
12/8/2015 9:09	samemac	Samantha McCain here from Hattiesburg, MS. Currently PR & Content Mgr for @focusgroupms. #measurepr
12/8/2015 9:09	Tinu	RT @sallyfalkow: Good morning to @hksully @missusP and @shonali for #measurePR
12/8/2015 9:09	Tinu	RT @sallyfalkow: I focus on Digital PR strategy, content and training. My blog is https://t.co/ZBSqn9n77P #measurePR
12/8/2015 9:10	shonali	I'm absolutely THRILLED that @sallyfalkow @hksully @missusP are special guests on the last #measurepr chat for 2015. Please welcome them!
12/8/2015 9:10	shonali	@samemac @sbalie So great to have you! #measurepr
12/8/2015 9:10	shonali	@Alukomnik Hey there! Is this your first chat? #measurepr
12/8/2015 9:10	BernadetteDavis	@shonali Listening in today. I'm a corporate communications consultant in Dallas. #measurepr
12/8/2015 9:10	sallyfalkow	My correct blog link is https://t.co/eWYfxO2cW3 #measurepr
12/8/2015 9:10	sallyfalkow	My correct blog link is https://t.co/UcnTs8pV4x #measurepr
12/8/2015 9:11	Alukomnik	@shonali second #measurePR chat! You hooked me last time
12/8/2015 9:11	shonali	@BernadetteDavis Hey! #measurepr

12/8/2015 9:11 samemac @sallyfalkow Enjoyed your recent LI post about Cision & Industry standards. #goodread #measurepr

12/8/2015 9:11 JimBeaugez Jim Beaugez here on #measurePR. Director of PR at Special Olympics Mississippi.

12/8/2015 9:11 shonali A few quick guidelines before we get started: 1) don't forget to use the hashtag, else your tweets won't get indexed in the recap #measurepr

12/8/2015 9:11 shonali An easy way to do this is use @twubs (like I'm doing today) #measurepr

12/8/2015 9:12 shonali 2) Please ref. the Q # when answering, eg "re Q1" or "A1" as it helps others follow the convo better #measurepr

12/8/2015 9:12 sallyfalkow TKU @samemac Always nice to hear feedback from readers. #measurepr

12/8/2015 9:13 shonali 3) if you have NEW qns for the guests/group, please DM to me, so I can add to the qn queue #measurepr

12/8/2015 9:13 jfouts woohoo! #measurePR <https://t.co/daSmlhDrCz>

12/8/2015 9:13 shonali 4) Finally - HAVE FUN! This is edutainment at its best. ;) Ready? Let's go... #measurepr

12/8/2015 9:13 IanGertler @shonali @twubs Agree,Shonali. #measurePR

12/8/2015 9:14 Elaine_Hughes Hello from Philadelphia! #measurepr

12/8/2015 9:14 hksully @sallyfalkow @samemac Just checked it out - Great post, Sal! #measurepr

12/8/2015 9:15 shonali @Elaine_Hughes Hey Elaine! #measurepr

12/8/2015 9:15 shonali Q1: Please tell us what you do, how you got there. What got you interested in learning how to #measurepr?

12/8/2015 9:15 sallyfalkow @hksully Glad you liked it. Had a little pet rant there.#measurepr

12/8/2015 9:16 sallyfalkow I earned my APR in 1994, which upped my game in strategy, goals and measurement #measurepr

12/8/2015 9:16 hksully Sorry, broke a rule already. Forgot to add A1. :) #measurepr

12/8/2015 9:16 missusP @IanGertler @shonali Hi Ian! Long time! #measurePR

12/8/2015 9:17 samemac Interest in measurement occurred at the formal education level. Evaluating for success & proving the mgmt fx of #PR is important. #measurepr

12/8/2015 9:17 hksully SVP, product @ Cision. Also MD, Canada in my spare time. Metrics nerd & love figuring out biz impact of PR. #measurePR #measurepr

12/8/2015 9:17 sallyfalkow I am also trained in Mgt by Stats, so that gave me a head start. #measurepr

12/8/2015 9:17 JohnFriedman A1: Always get good ideas from #measurePR re latest ways to measure what matters

12/8/2015 9:17 emmahawes A1. I am a freelance social media content creator. I got there by meeting my boss running social media for @PRSSAMSU as VP. #measurepr

12/8/2015 9:17 Alukomnik A1) I'm Fascinated by how we communicate online, and measuring allows us to understand how to best create impact #measurepr

12/8/2015 9:17 hksully A1 Marketing is seen as profit center b/c they measure \$\$\$ impact. Mostly, PR has been a cost-center. I want to help change that. #measurePR

12/8/2015 9:17 sallyfalkow In 2005 I attend the Web Analytics conference in Santa Barbra and that really got me going.#measurepr

12/8/2015 9:17 shonali @hksully LOL! #measurepr

12/8/2015 9:18 Tinu RT @hksully: SVP, product @ Cision. Also MD, Canada in my spare time. Metrics nerd & love figuring out biz impact of PR. #measurePR #measur...

12/8/2015 9:18 shonali RT @sallyfalkow I earned my APR in 1994, which upped my game in strategy, goals and measurement #measurepr

12/8/2015 9:18 Tinu RT @sallyfalkow: In 2005 I attend the Web Analytics conference in Santa Barbra and that really got me going.#measurepr

12/8/2015 9:18 Elaine_Hughes I'm a communications consultant, and one of my strengths is media relations. I'm interested in #measurepr to take my game to the next level.

12/8/2015 9:18 shonali RT @Alukomnik A1) I'm Fascinated by how we communicate online, and measuring allows us to understand how to best create impact #measurepr

12/8/2015 9:18 samemac A1. Measurement, specifically with the amount of data that's available, allows for proactive planning & implementation. #measurepr

12/8/2015 9:18 shonali RT @sallyfalkow In 2005 I attend the Web Analytics conference in Santa Barbra and that really got me going.#measurepr

12/8/2015 9:19 shonali RT @hksully A1 Marketing seen as profit center b/c measure \$ impact. Mostly, PR been a cost-center. I want to help change that. #measurePR

12/8/2015 9:19 JimBeaugez A1: I'm interesting in measuring outcomes in PR. But I also saw @samemac & @CatherineCarol wielding the #measurePR and got curious!

12/8/2015 9:19 shonali A1: I never quite understood what the point of "media" was unless it helped DO something. That's what got me into #measurepr

12/8/2015 9:19 sallyfalkow RT @hksully A1 Marketing seen as profit center b/c measure \$ impact. Mostly, PR been a cost-center. I want to help change that. #measurePR

12/8/2015 9:20 austinomaha Measurement nerd by way of social media marketing - working in media analysis for companies across the states. #measurePR

12/8/2015 9:20 CatherineCarol A1) I manage all of our marketing/comms -- interested in measurement to learn good/bad and how to improve. #measurePR

12/8/2015 9:20 Alukomnik RT @shonali: A1: I never quite understood what the point of "media" was unless it helped DO something. That's what got me into #measurepr

12/8/2015 9:20 IanGertler @missusP @shonali Too long, Chris ... I hope you're doing well, my awesome friend! #measurePR

12/8/2015 9:20 jfouts RT @samemac: A1. Measurement, specifically with the amount of data that's available, allows for proactive planning & implementation. #measu...

12/8/2015 9:20 sallyfalkow A1: If you can't measure it, you can't manage it. Drucker #measurepr

12/8/2015 9:20 shonali A1: How did we help generate revenue? How did we help "put butts in seats," as my 1st boss used to say? That's what excites me. #measurepr

12/8/2015 9:21 hksully Amen! RT @shonali A1: I never quite understood what the point of media was unless it helped DO something. That's what got me into #measurepr

12/8/2015 9:21 emmamhawes @JimBeaugez @samemac @CatherineCarol you have to get on board something when @shonali is educating people. #measurepr

12/8/2015 9:21 samemac TRUTH. #measurepr <https://t.co/f4w4VkJXExp>

12/8/2015 9:21 shonali @JimBeaugez NICE! @samemac @CatherineCarol #measurepr

12/8/2015 9:21 Prezly 10 Elements of #PR Empowerment -- a must read from @PRDaily <https://t.co/cPihXb8EMr> #measurePR <https://t.co/hlg6ISOEMV>

12/8/2015 9:21 SeeDepthInc We agree w/ @hksully - we're focused on moving PR from a cost center to a profit center in eyes of execs. It's about time! - JR #measurePR

12/8/2015 9:21 shonali RT @sallyfalkow A1: If you can't measure it, you can't manage it. Drucker #measurepr

12/8/2015 9:21 RiveraP Welcome! MT @shonali I'm THRILLED that @sallyfalkow @hksully @missusP are special guests on 2015's last #measurepr chat. Pls welcome them!

12/8/2015 9:21 hksully I think we need t-shirts w/ this. RT @sallyfalkow A1: If you can't measure it, you can't manage it. Drucker #measurepr

12/8/2015 9:21 JohnFriedman Those who think media = a stakeholder misunderstand meaning of 'stakeholder' (1 who has stake). Media r means 2 reach stakeholders #measurePR

12/8/2015 9:22 shonali A1 I'd rather spend my time w/fam+friends, cooking/dancing/eating/w my pups. #measurepr makes me more efficient so I get to do that stuff :)

12/8/2015 9:22 shonali @hksully we do, and @emmamhawes came up with something really good for another #measurepr type swag... trying to remember...

12/8/2015 9:23 samemac A1. Measurement creates more opportunities to know what went wrong, how to fix it and to make it better in the future. #measurepr

12/8/2015 9:23 missusP Forgot to say, followers, I'm a guest on #measurePR for the next hour so my tweets will be focused. In PR or marketing? Join us! on now!

12/8/2015 9:23 shonali Q2: Most common #measurePR #fail you've seen (or been through!): GO.

12/8/2015 9:23 samemac A1. In a nutshell, the key to success is measurement. #measurepr

12/8/2015 9:23 sallyfalkow A1: Peter Drucker also said "If you can't measure it you can't improve it" #measurepr

12/8/2015 9:23 Alukomnik RT @sallyfalkow: A1: Peter Drucker also said "If you can't measure it you can't improve it" #measurepr

12/8/2015 9:23 hksully A2 May be dating myself, but my 1st PR internship in college was using a ruler on newspaper clips to track ad value in Excel. #measurePR

12/8/2015 9:23 Tinu RT @sallyfalkow: A1: If you can't measure it, you can't manage it. Drucker #measurepr

12/8/2015 9:23 Tinu RT @shonali: A1: How did we help generate revenue? How did we help "put butts in seats," as my 1st boss used to say? That's what excites me...

12/8/2015 9:23 JohnFriedman Why is it important to measure what matters to the c-suite? Beware of impressive but misleading metrics #measurePR <https://t.co/FFBo9yQQbi>

12/8/2015 9:24 austinomaha @shonali measuring at the END of the year, rather than the entire year. Relevant at this time of year. ;) #measurePR

12/8/2015 9:24 sallyfalkow A1: Without stats you don't know where you are and if you're making progress. #measurepr

12/8/2015 9:24 hksully A2 Biggest PR #fail to #measurePR is focusing on eyeballs & impressions w/o setting objectives. How do you know what you're measuring?

12/8/2015 9:24 RiveraP RT @sallyfalkow: A1: If you can't measure it, you can't manage it. Drucker #measurepr

12/8/2015 9:24 Tinu RT @SeeDepthInc: We agree w/ @hksully - we're focused on moving PR from a cost center to a profit center in eyes of execs. It's about time!...

12/8/2015 9:24 emmamhawes @shonali @hksully God I forgot it. Now I will have to go through my twitter account and squeal since it was forever ago. #measurepr

12/8/2015 9:24 Tinu RT @hksully: I think we need t-shirts w/ this. RT @sallyfalkow A1: If you can't measure it, you can't manage it. Drucker #measurepr

12/8/2015 9:24 samemac A2. The list goes on... AVEs, measuring outputs and miscommunication them as outcomes, etc. #measurepr

12/8/2015 9:24 CatherineCarol Q2: Stopping at metrics measuring outputs instead of outcomes. "200 people visited our site -- great -- ...and...?" #measurePR

12/8/2015 9:24 Tinu RT @shonali: Q2: Most common #measurePR #fail you've seen (or been through!): GO.

12/8/2015 9:25 JimBeaugez A2: Mgmt thinking PR is reactive rather than proactive and part of a sound business/org strategy. Too many instances to note. #measurePR

12/8/2015 9:25 shonali @emmamhawes LOL. Don't do that, you'll come up with something else that's equally good if not better. @hksully #measurepr

12/8/2015 9:25 sallyfalkow @Tinu I'm up for those Tshirts #measurepr

12/8/2015 9:25 Elaine_Hughes Q2: Not setting goals at the start. It was impossible to chart our progress and to articulate what was being accomplished. #measurepr

12/8/2015 9:25 hksully @JohnFriedman True - PLUS, it's a whole new world where we go direct to stakeholders thru social as publishers ourselves #measurepr

12/8/2015 9:25 shonali (A2) RT @austinomaha @shonali measuring at the END of the year, rather than the entire year. Relevant at this time of year. ;) #measurePR

12/8/2015 9:25 Tinu RT @sallyfalkow: A1: Without stats you don't know where you are and if you're making progress. #measurepr

12/8/2015 9:25 CatherineCarol Q2: Unfortunately I always get asked for just outputs. So I give both. #measurePR

12/8/2015 9:25 Tinu RT @hksully: A2 Biggest PR #fail to #measurePR is focusing on eyeballs & impressions w/o setting objectives. How do you know what you're me...

12/8/2015 9:25 samemac It's a pain! Monthly reports are monotonous but easier to pull from at the end than doing it all at once. #measurepr <https://t.co/6Qsjn59Gk2>

12/8/2015 9:25 Elaine_Hughes RT @austinomaha: @shonali measuring at the END of the year, rather than the entire year. Relevant at this time of year. ;) #measurePR

12/8/2015 9:25 sallyfalkow A2: AVE qualifies for a start. It has never been a valid measurement for PR #measurepr

12/8/2015 9:26 shonali Good for you! RT @CatherineCarol Q2: Unfortunately I always get asked for just outputs. So I give both. #measurePR

12/8/2015 9:26 Alukomnik A2) Measuring data and stopping there. "we got X number of hits".Great, what's next? Is success repeatable, can you do better? #measurepr

12/8/2015 9:26 samemac RT @CatherineCarol: Q2: Stopping at metrics measuring outputs instead of outcomes. "200 people visited our site -- great -- ...and...?" #me...

12/8/2015 9:26 JohnFriedman A2 follow up - need to set goals with other departments so what you're measuring matters to them #measurePR <https://t.co/Ylsrb96uab>

12/8/2015 9:26 Tinu RT @shonali: (A2) RT @austinomaha @shonali measuring at the END of the year, rather than the entire year. Relevant at this time of year. ;]...

12/8/2015 9:26 shonali @RiveraP Hey Paula! #measurepr

12/8/2015 9:26 Tinu RT @sallyfalkow: A2: AVE qualifies for a start. It has never been a valid measurement for PR #measurepr

12/8/2015 9:26 hksully Yes! We need to measure in real-time & iterate! RT @shonali (A2) @austinomaha measuring at END of year, rather than entire year. #measurePR

12/8/2015 9:26 samemac RT @JohnFriedman: A2 follow up - need to set goals with other departments so what you're measuring matters to them #measurePR <https://t.co...>

12/8/2015 9:26 emmamhawes @shonali @hksully I know it had the hashtag of #measurepr. Maybe one day when I'm bored I will find it.

12/8/2015 9:27 sallyfalkow A2: Another pet peeve is awards entries that have no relevant goals or metrics. Goal = get more FB likes. #measurepr

12/8/2015 9:27 JohnFriedman And how do hits translate into sales, brand reputation, etc. Who are they (customers, critics, etc.) #measurePR <https://t.co/icc6XVCMaU>

12/8/2015 9:27 samemac @austinomaha You miss too much, and it's usually done under stress and a crunch. #measurepr

12/8/2015 9:27 CatherineCarol Feeling [some of] the pain! #measurePR #annualreport <https://t.co/oxQNegiSbg>

12/8/2015 9:27 shonali Q2, I'm seeing a lot of pet peeves (they're mine too!), I'd love to hear specific examples if you're up for sharing/can remember? #measurepr

12/8/2015 9:27 RiveraP For me it was bums in beds MT @shonali A1 Did we help generate rev; "put butts in seats" my 1st boss used to say? That excites me #measurepr

12/8/2015 9:27 Alukomnik A2) Not starting with measurement in mind, but instead throwing it in as an afterthought #measurepr

12/8/2015 9:27 BrandaSemene RT @shonali: Good for you! RT @CatherineCarol Q2: Unfortunately I always get asked for just outputs. So I give both. #measurePR

12/8/2015 9:27 austinomaha @CatherineCarol pain or not - it must be done! #measurePR

12/8/2015 9:28 sallyfalkow A2: Measuring your PR work in a vacuum. Tie your goals to biz goals #measurepr

12/8/2015 9:28 samemac A2. Also measuring pieces & parts. I think sometimes we get trapped in the weeds. Need to pull up & looking at it all, routinely. #measurepr

12/8/2015 9:28 JeanRSaucier @shonali Years in media relations + selling OnlineMEDIAtlas and PRtrak. Seeing the value! #measurepr

12/8/2015 9:28 austinomaha @samemac rushed analysis is a bad analysis. Good analysis takes time. #measurePR

12/8/2015 9:28 samemac But curveballs are fun! #not #measurepr <https://t.co/j0SlgYyF9J>

12/8/2015 9:28 Tinu RT @shonali: Q2, I'm seeing a lot of pet peeves (they're mine too!), I'd love to hear specific examples if you're up for sharing/can rememb...

12/8/2015 9:29 sallyfalkow A2: Measuring only outputs. It's time to show outcomes. #measurepr

12/8/2015 9:29 CatherineCarol RT @samemac: A2. Also measuring pieces & parts. I think sometimes we get trapped in the weeds. Need to pull up & looking at it all, routine...

12/8/2015 9:29 JohnFriedman Pet peeves: # followers or 'likes' as 'success' rather than 'interim' or 'proxy' measures. #measurePR

12/8/2015 9:29 shonali @JeanRSaucier Is that re: Q2 or Q1? #measurepr

12/8/2015 9:29 Elaine_Hughes At the start of a project, always ask "how will we measure success?" and "what does success look like?" #measurepr <https://t.co/0o3i3tW1dj>

12/8/2015 9:29 emmamhawes RT @sallyfalkow: A2: Measuring only outputs. It's time to show outcomes. #measurepr

12/8/2015 9:30 shonali RT @samemac A2. Also measuring pieces & parts. sometimes get trapped in the weeds. Need to pull up & looking at all routinely. #measurepr

12/8/2015 9:30 samemac SUPER hard if the PR fx is not at the table. Heard, "Do this again 6x & we'll see" after an ROI report. #measurepr <https://t.co/viqr7h1XB>

12/8/2015 9:30 shonali OMG, drives me NUTS! RT @Alukomnik A2) Not starting with measurement in mind, but instead throwing it in as an afterthought #measurepr

12/8/2015 9:30 austinomaha @Elaine_Hughes I like to use the SMART acronym. Specific, Measurable, Attainable, Relevant, Time-bound. #measurePR

12/8/2015 9:30 samemac RT @austinomaha: @samemac rushed analysis is a bad analysis. Good analysis takes time. #measurePR

12/8/2015 9:31 hksully A2 specific example: I remember setting goals for # of Twitter followers (blushes w/ embarrassment) #measurepr

12/8/2015 9:31 Tinu RT @sallyfalkow: A2: Measuring your PR work in a vacuum. Tie your goals to biz goals #measurepr

12/8/2015 9:31 Tinu RT @sallyfalkow: A2: Measuring only outputs. It's time to show outcomes. #measurepr

12/8/2015 9:31 sallyfalkow RT @austinomaha @Elaine_Hughes I like to use the SMART acronym. Specific, Measurable, Attainable, Relevant, Time-bound. #measurePR

12/8/2015 9:31 samemac @hksully We've all been there. I think there's a level of knowledge gain that comes with practice out of school. #measurepr

12/8/2015 9:31 austinomaha @sallyfalkow biggest PR measurement mistake! ALWAYS, always tie to organizational/biz goals. Important part of the process. #measurePR

12/8/2015 9:32 CatherineCarol RT @austinomaha: @sallyfalkow biggest PR measurement mistake! ALWAYS, always tie to organizational/biz goals. Important part of the process...

12/8/2015 9:32 sallyfalkow A2: I Like that acronym of SMART goals #measurepr

12/8/2015 9:32 samemac @hksully And when social media first came out - NOONE truly understood how to measure, and many still don't. #measurepr

12/8/2015 9:32 shonali Q3: What tools would you recommend for #measurePR, including on a small budget?

12/8/2015 9:32 emmamhawes That's a big one. Retweeting to celebrities is the worst one. They can decline it and make you look bad. #measurepr <https://t.co/40eCGFMxQK>

12/8/2015 9:32 austinomaha @sallyfalkow an acronym that we all can live by! #measurePR

12/8/2015 9:32 RiveraP Love SMART MT @austinomaha @Elaine_Hughes I use the SMART acronym. Specific, Measurable, Attainable, Relevant, Time-bound. #measurePR

12/8/2015 9:32 sallyfalkow A2; I teach APR classes and have yet to get candidates who know how to do that #measurepr

12/8/2015 9:32 missusP A2) big #PRFail not just #measurePR - is to not ask what client business goals are, not just comms goals. Must align strategy #measurePR

12/8/2015 9:33 hksully We've learned so much! RT @samemac When social first came out - NOONE truly understood how to measure, and many still don't. #measurepr

12/8/2015 9:33 Elaine_Hughes Q2: Valuing quantity over quality. If we reach five of the right people, it's more value than reaching 1,000 of the wrong ones. #measurepr

12/8/2015 9:33 shonali @sallyfalkow Same with my grad students, and they are SMART people. It's a weakness in the educational system, IMO. (A2) #measurepr

12/8/2015 9:33 shonali @hksully Been there, done that. ;) But so many people STILL do ONLY that...! #measurepr

12/8/2015 9:34 sallyfalkow A2: I feel a blog post coming on about SMART goals. #measurepr

12/8/2015 9:34 hksully A3 Shameless self-plug: CISION! ☑ On a budget, Google Analytics should be your BFF – what campaigns are driving actions? #measurePR

12/8/2015 9:34 missusP A3) Many affordable tools now - disclosure I own one @seedepthinc - but I also recommend #PRstack source <https://t.co/XZeSaEeJF7> #measurePR

12/8/2015 9:34 samemac And the crowd said amen. #measurepr That's why we encourage digital strategies 10-1 over traditional. <https://t.co/5MRU2whUCO>

12/8/2015 9:34 Alukomnik A2) Measuring pure numbers and not looking at context. "We got 10000 mentions" Great! Were they yelling at you? or thanking you? #measurepr

12/8/2015 9:34 Tinu RT @shonali: Q3: What tools would you recommend for #measurePR, including on a small budget?

12/8/2015 9:34 austinomaha @sallyfalkow currently working on one myself! #measurePR

12/8/2015 9:34 CatherineCarol RT @Elaine_Hughes: Q2: Valuing quantity over quality. If we reach five of the right people, it's more value than reaching 1,000 of the wron...

12/8/2015 9:35 hksully A3 If you're measuring reputation or share of voice, tag manually (free!) or use software that tags sentiment & tracks competitors #measurePR

12/8/2015 9:35 sallyfalkow A3: The PR Dashboard in GA I developed with @Tinu. It's free. <https://t.co/OUKK0lwZ4H> #measurepr

12/8/2015 9:35 queenofmetrics On the other hand, here's the worst thing to happen to measurement in 2015: <https://t.co/FtytRkNH30> #measurepr #measurecomms @robwynne

12/8/2015 9:35 samemac A3. Not necessarily a tool, but understanding basic reporting tools with social platforms & diving deeper into analytics packages #measurepr

12/8/2015 9:35 sallyfalkow A3: Sendible for measuring reach and engagement of social content #measurepr

12/8/2015 9:35 Alukomnik A3) Google Analytics is number one if you have 0 budget. IF you have some budget I love #simplymeasured #measurepr

12/8/2015 9:35 FranchiseKing RT @missusP: A3) Many affordable tools now - disclosure I own one @seedepthinc - but I also recommend #PRstack source <https://t.co/XZeSaEeJ...>

12/8/2015 9:36 JohnFriedman Ow ow ow. I thought we put a stake in the heart of this vampire ... and it has risen again. SMH #measurePR <https://t.co/l2PsNgdMZ1>

12/8/2015 9:36 sallyfalkow A3: CARMA for media analysis #measurepr

12/8/2015 9:36 CatherineCarol Next meeting up: Gotta run! Looking forward to reading the #measurePR transcript! So. Much. Knowledge.

12/8/2015 9:36 shonali RT @sallyfalkow A3: The PR Dashboard in GA I developed with @Tinu. It's free. <https://t.co/xrcalBk0vZ> #measurepr

12/8/2015 9:36 CatherineCarol Aw man! And Q3 is right up my alley! #measurePR

12/8/2015 9:36 austinomaha @shonali EXCEL, EXCEL, EXCEL! It's a low-budget gift from god! #measurePR

12/8/2015 9:36 sallyfalkow A3: Use the platform's analytics - YouTube FB Twitter etc. #measurepr

12/8/2015 9:36 RiveraP I couldn't agree more! #measurepr <https://t.co/lKeHgmKYCO>

12/8/2015 9:36 shonali @CatherineCarol Thanks so much for stopping by, see you soon! #measurepr

12/8/2015 9:36 hksully A3 For social, some of the built-in analytics can be great like FB Insights. Again, it all depends on what you're measuring. #measurePR

12/8/2015 9:36 RiveraP RT @missusP: A2) big #PRFail not just #measurePR - is to not ask what client business goals are, not just comms goals. Must align strategy ...

12/8/2015 9:37 shonali RT @Alukomnik A3) Google Analytics is number one if you have 0 budget. IF you have some budget I love #simplymeasured #measurepr

12/8/2015 9:37 hksully @sallyfalkow LOL - great minds think alike - #measurepr

12/8/2015 9:37 samemac Teach me your ways? Because I hate excel. #measurepr <https://t.co/pmaQxrSlgh>

12/8/2015 9:37 missusP A3) @Prezly is always compiling lists like this one of 140 top #PRTech tools: 2015 guide to PR software <https://t.co/3wK9rLQKsd> #measurePR

12/8/2015 9:37 sallyfalkow A3: AirPR has a great tool too #measurepr

12/8/2015 9:38 shonali RT @hksully A3 If measuring reputation/share of voice, tag manually (free) or use software that tags sentiment/tracks competitors #measurePR

12/8/2015 9:38 samemac I also have to head out to a meeting. Great 3 first questions and I look forward to the transcript! – this community! #measurepr

12/8/2015 9:38 missusP And of course, Google Analytics. @cspenn provides a lot of insight in his talks, blogs, etc. on using it. Follow him for tips #measurePR

12/8/2015 9:38 shonali RT @missusP A3) Many affordable tools now - discl I own 1 @seedepthinc but also recommend #PRstack source <https://t.co/iNwynHJBLh> #measurePR

12/8/2015 9:38 emmamhawes @austinomaha blog please. I'm not a lover of excel. I hated using it for broadcasting classes. #measurepr

12/8/2015 9:38 shonali RT @sallyfalkow A3: Sendible for measuring reach and engagement of social content #measurepr

12/8/2015 9:38 Tinu RT @sallyfalkow: A3: The PR Dashboard in GA I developed with @Tinu. It's free. <https://t.co/OUKK0lwZ4H> #measurepr

12/8/2015 9:39 shonali A3: My 3 fave #measurepr tools: Google Analytics, Excel & YOUR BRAIN

12/8/2015 9:39 Tinu RT @sallyfalkow: A3: Sendible for measuring reach and engagement of social content #measurepr

12/8/2015 9:39 Tinu RT @Alukomnik: A3) Google Analytics is number one if you have 0 budget. IF you have some budget I love #simplymeasured #measurepr

12/8/2015 9:39 SeeDepthInc A3) we find that many customers use a variety of tools combined for best results, but Google Analytics always plays a role. #measurePR

12/8/2015 9:39 stellabayles A3) @shonali automate measurement & counts with tools like <https://t.co/ZF0l8TNr3B> to free up more time for ROI evaluation #measurePR

12/8/2015 9:39 shonali @austinomaha LOL, I just said that! #measurepr

12/8/2015 9:39 Tinu RT @sallyfalkow: A3: CARMA for media analysis #measurepr

12/8/2015 9:39 Elaine_Hughes @sallyfalkow With website conversion trackers, that's easier than ever to do! #measurepr

12/8/2015 9:39 shonali RT @sallyfalkow A3: Use the platform's analytics - YouTube FB Twitter etc. #measurepr

12/8/2015 9:39 Tinu RT @RiveraP: I couldn't agree more! #measurepr <https://t.co/lKeHgmKYCO>

12/8/2015 9:39 Tinu RT @sallyfalkow: A3: Use the platform's analytics - YouTube FB Twitter etc. #measurepr

12/8/2015 9:39 Tinu RT @hksully: A3 For social, some of the built-in analytics can be great like FB Insights. Again, it all depends on what you're measuring. #...

12/8/2015 9:39 austinomaha @shonali maybe if we say it enough, some of our industry friends will take notice, and use it! #measurePR

12/8/2015 9:39 shonali @samemac We – you too! xoxoxo #measurepr

12/8/2015 9:39 Tinu RT @sallyfalkow: A3: AirPR has a great tool too #measurepr

12/8/2015 9:40 shonali RT @sallyfalkow A3: AirPR has a great tool too #measurepr cc @rebekahiliff

12/8/2015 9:40 TeamPivot @shonali @emmamhawes @CatherineCarol // Present! Listening in #measurepr

12/8/2015 9:40 shonali @austinomaha Ha! #measurepr

12/8/2015 9:40 sallyfalkow A3: If you feel a little wary of Google Analytics start with our simple PR Dashboard. #measurepr

12/8/2015 9:42 Holly_Love2 RT @missusP: Forgot to say, followers, I'm a guest on #measurePR for the next hour so my tweets will be focused. In PR or marketing? Join u...

12/8/2015 9:42 Alukomnik A3) A) often people are turned away from Google Analytics and Excel because of the idea that they need complex macros #measurepr

12/8/2015 9:42 JohnFriedman Sadly, there's an industry developing measurement tools and then marketing those as the 'silver bullet' #measurePR <https://t.co/uFo1WzscAS>

12/8/2015 9:43 shonali RT @hksully A3 For social, some of the built-in analytics can be great like FB Insights. All depends on what you're measuring. #measurePR

12/8/2015 9:43 Alukomnik A3) B) BUT you can do so much by just looking and spending time with the data, you don't always need complex codes #measurepr

12/8/2015 9:43 SeeDepthInc A3: of course Google Analytics can be overwhelming & why we have integrated its key features in our platform - powerful but easy #measurePR

12/8/2015 9:43 austinomaha @Alukomnik common misconception! #measurePR

12/8/2015 9:44 sbalie #measurepr we've built our own tools but excel and SM platforms are great tools. All depends on #measurepr goals though! #barcelona2.0

12/8/2015 9:44 shonali Exactly. RT @Alukomnik A3) you can do so much by just looking and spending time with data, you don't always need complex codes #measurepr

12/8/2015 9:44 sallyfalkow A3: Just having the data is not enough You have to extract insights #measurepr

12/8/2015 9:44 austinomaha @Alukomnik 99% of the time, you don't need the complex codes. #measurePR

12/8/2015 9:45 hksully A3 @JohnFriedman With the big data we're measuring, there is no silver bullet. Unless like @shonali said, we count YOUR BRAIN #measurepr

12/8/2015 9:45 Alukomnik @sallyfalkow Data doesn't drive action, Insights and recommendations do! #measurepr

12/8/2015 9:46 missusP A3) You can extract data from Google & Excel if you have to - it's about putting it into action. Must make the time. #noexcuses #measurePR

12/8/2015 9:47 JohnFriedman data without context is as useless (or misleading) as information is without knowledge #measurepr

12/8/2015 9:47 shonali Q4: What is ONE thing #PR pros can start doing right now to better #measurePR?

12/8/2015 9:48 Alukomnik THIS! RT @JohnFriedman: data without context is as useless (or misleading) as information is without knowledge #measurepr

12/8/2015 9:48 missusP A4) ADD IT TO THE BUDGET Also, follow invaluable sources such as @prezly @PRNews @queenofmetrics @AmecOrg & of course @shonali #measur

12/8/2015 9:48 RiveraP Really, data is useless without the insights #measurepr <https://t.co/3MPkgOVY2n>

12/8/2015 9:48 sallyfalkow A4: Learn to set a measurable goal so that you can track your progress. #measurepr

12/8/2015 9:48 austinomaha @shonali get measurement 'buy-in' from your entire department and leadership. Put measurement at the front of the PR process. #measurePR

12/8/2015 9:48 hksully A4 Get to know your marketing team! They have automation tools & working together to integrate messaging will help both succeed! #measurePR

12/8/2015 9:49 sallyfalkow RT @shonali get measurement 'buy-in' from your entire department and leadership. Put measurement at the front of the PR process. #measurePR

12/8/2015 9:49 Alukomnik Q4) Start with Goals--> Objectives--> Strategy --> Tactics (NOT other way around) #measurepr

12/8/2015 9:49 SeeDepthInc A4) We say use data to track success AND failure so you can repeat what's working & pivot from what isn't. Start w/ data gather #measurePR

12/8/2015 9:49 austinomaha @sallyfalkow thanks for the RT! #measurePR

12/8/2015 9:49 hksully A4 "Though it's been said, many times, many ways...": Set objectives!! Know what you are measuring before you start... #measurePR

12/8/2015 9:50 SarahLawlerDC @missusP Thanks for these resources. Any other favorites out there? #measurePR

12/8/2015 9:50 Tinu RT @sallyfalkow: A3: Just having the data is not enough You have to extract insights #measurepr

12/8/2015 9:50 Tinu RT @shonali: Q4: What is ONE thing #PR pros can start doing right now to better #measurePR?

12/8/2015 9:50 hksully Great point! RT @SeeDepthInc A4) Use data to track success AND failure so you can repeat what's working & pivot from what isn't. #measurePR

12/8/2015 9:51 Tinu RT @sallyfalkow: A4: Learn to set a measurable goal so that you can track your progress. #measurepr

12/8/2015 9:51 Tinu RT @sallyfalkow: RT @shonali get measurement 'buy-in' from your entire department and leadership. Put measurement at the front of the PR pr...

12/8/2015 9:51 missusP A4) Agencies & brands banter over who should pay for measurement. Both should invest if they want stronger long term #PR results #measurePR

12/8/2015 9:51 Tinu RT @Alukomnik: Q4) Start with Goals--> Objectives--> Strategy --> Tactics (NOT other way around) #measurepr

12/8/2015 9:51 shonali RT @Alukomnik Q4) Start with Goals--> Objectives--> Strategy --> Tactics (NOT other way around) #measurepr

12/8/2015 9:51 sallyfalkow A4: Learn the basic measurement and analytics skills you need #measurepr

12/8/2015 9:51 Alukomnik @hksully @SeeDepthInc Measurement is a diagnostic. Sometimes you're not going to do well. Learn from it, don't ignore it #measurepr

12/8/2015 9:52 shonali RT @hksully A4 Get to know mkting team! They have automation tools & working together to integrate messaging helps both succeed! #measurePR

12/8/2015 9:52 sallyfalkow A4: Register for the GA course that goes with the Dashboard <https://t.co/OTRw2z0yRw> #measurepr

12/8/2015 9:52 sallyfalkow A4: Register for the GA course that goes with the Dashboard <https://t.co/09n1Ctq6tN> #measurepr

12/8/2015 9:52 shonali RT @sallyfalkow A4: Learn the basic measurement and analytics skills you need #measurepr

12/8/2015 9:52 shonali RT @SeeDepthInc A4) use data to track success AND failure to repeat what's working & pivot from what isn't. #measurePR

12/8/2015 9:52 SeeDepthInc EXACTLY. too many do. - JR #measurePR <https://t.co/q8DvgP8FN3>

12/8/2015 9:53 shonali RT @sallyfalkow A3: Just having the data is not enough You have to extract insights #measurepr

12/8/2015 9:53 RiveraP RT @Alukomnik: Q4) Start with Goals--> Objectives--> Strategy --> Tactics (NOT other way around) #measurepr

12/8/2015 9:53 sbalie RT @shonali: RT @hksully A4 Get to know mkting team! They have automation tools & working together to integrate messaging helps both succee...
@Alukomnik Thanks so much. #measurePR

12/8/2015 9:53 JohnFriedman :) RT @missusP A4) ADD IT TO THE BUDGET Also, follow invaluable sources such as @prezly @PRNews @queenofmetrics @AmecOrg @shonali #measure

12/8/2015 9:53 shonali RT @sbalie we've built our own tools but excel and SM platforms are great tools. All depends on #measurepr goals though! #barcelona2.0

12/8/2015 9:54 shonali Q5: What's new & exciting for #PR measurement as we head into 2016? #measurePR

12/8/2015 9:54 sallyfalkow RT @Alukomnik @hksully @SeeDepthInc Measurement is a diagnostic. Learn from it, don't ignore it #measurepr

12/8/2015 9:54 missusP A4) Stop being afraid of insights. Better to say "client, this didn't work, here's why & what we're changing" vs ignoring. #measurePR

12/8/2015 9:54 hksully A5 Integrated Communications Measurement. Tying your media relations, social, influencer & content marketing together as one. #measurePR

12/8/2015 9:54 Alukomnik @missusP This is so true! #measurePR

12/8/2015 9:54 austinomaha @shonali Barcelona Principles 2.0! Read them, apply them and repeat! #measurePR

12/8/2015 9:55 sallyfalkow A5: And the ability to track it all #measurepr

12/8/2015 9:55 sallyfalkow A5: Amplification of content and messaging with social ads and remarketing. . #measurepr

12/8/2015 9:55 shonali RT @missusP A4) Stop being afraid of insights. Better to say "this didn't work, here's why & what we're changing" v ignoring. #measurePR

12/8/2015 9:55 sallyfalkow A5: The ability to communicate effectively online is one of the top skills identified as lacking. #measurepr

12/8/2015 9:55 missusP A4) Great #PR agency/client relationship=open communication. Good client will appreciate you're monitoring & pivoting proactively #measurePR

12/8/2015 9:56 shonali RT @hksully A5 Integrated Communications Measurement. Tying media relations, social, influencer & content marketing together as 1 #measurePR

12/8/2015 9:56 sallyfalkow A5: More training in digital comms in 2016 #measurepr

12/8/2015 9:56 hksully A5 Tracking top-of-funnel PR awareness campaigns all the way thru to bottom of the funnel like marketers... Go 2016! #measurepr

12/8/2015 9:56 shonali A5: For me, integration is where it's at. Integration & conversions. Show me the money, baby! #measurepr

12/8/2015 9:56 shonali RT @hksully A5 Tracking top-of-funnel PR awareness campaigns all the way thru to bottom of the funnel like marketers... Go 2016! #measurepr

12/8/2015 9:57 missusP A5) Exciting that PR analytics are on minds now, #measurePR is a regular topic & #PRTech is making it available to all; improving industry

12/8/2015 9:57 emmamhawes A6. Whooh, I just don't know. I know 2016 is going to be way better than 2015. It will be crazier, but I don't care I'll be ready #measurePR

12/8/2015 9:57 austinomaha @hksully integration, integration, integration! #measurePR

12/8/2015 9:57 Msha3el_Z RT @hksully: A4 "Though it's been said, many times, many ways...": Set objectives!! Know what you are measuring before you start... #measure...

12/8/2015 9:57 sallyfalkow MT @missusP A4) Better to say "this didn't work, here's why & what we're changing" v ignoring. #measurePR

12/8/2015 9:57 shonali Wow - time flies! Last question coming up, we have just 3 minutes to go... #measurepr

12/8/2015 9:57 emmamhawes I mean the good kind of crazy as well. #measurePR

12/8/2015 9:57 shonali Q6: Do you have an initiative/program you'd like #measurePR folk to know about? Please share!

12/8/2015 9:57 Alukomnik A5) hopefully we see the widespread adoption of data being used to make recommendations rather than for the sake of data #measurepr

12/8/2015 9:57 sallyfalkow RT @hksully A5 Tracking top-of-funnel PR awareness campaigns all the way thru to bottom of the funnel like marketers... Go 2016! #measurepr

12/8/2015 9:58 emmamhawes RT @shonali: Q6: Do you have an initiative/program you'd like #measurePR folk to know about? Please share!

12/8/2015 9:58 SeeDepthInc A5) PR measurement is now about data, analytics & tech so the landscape is evolving & brands are beginning to pay attention #measurePR

12/8/2015 9:59 sallyfalkow A5: @hksully the ROI funnel for PR <https://t.co/WcbR8UCg7Z> #measurepr

12/8/2015 9:59 Alukomnik A6) As someone starting in the industry I would love to hear about great conferences for #measurepr folks

12/8/2015 9:59 hksully A6 #Cision's got a FREE webinar w @Ginidietrich starting NOW on blogging & content - check it out! #measurePR <https://t.co/3BbAtYpCFb>

12/8/2015 9:59 sallyfalkow A5: @hksully the ROI funnel for PR <https://t.co/295DuWMIpW> #measurepr

12/8/2015 9:59 sbalie Q5: #measurePR more education. More integration. Breaking data silos between marketing, comms, IT, finance, CRM. <https://t.co/YqapuHbzfA>

12/8/2015 9:59 Elaine_Hughes Couldn't agree more! #measurepr <https://t.co/LeLVLB5pc>

12/8/2015 9:59 shonali @emmamhawes It will! #measurepr

12/8/2015 9:59 sbalie RT @hksully: A5 Integrated Communications Measurement. Tying your media relations, social, influencer & content marketing together as one. ...

12/8/2015 9:59 sallyfalkow A6: Yes, a free email course on the #15DigitalSkills PR pros need right now. #measurepr
12/8/2015 10:00 shonali RT @sallyfalkow A6: Yes, a free email course on the #15DigitalSkills PR pros need right now. #measurepr
12/8/2015 10:00 sallyfalkow A6: You can see the poster here <https://t.co/BugM1r8lms> #measurepr
12/8/2015 10:00 recuweb RT @shonali: RT @hksully A5 Integrated Communications Measurement. Tying media relations, social, influencer & content marketing together a...
12/8/2015 10:00 sallyfalkow A6: You can see the poster here <https://t.co/mbWinXXK3O> #measurepr
12/8/2015 10:00 hksully Bookmarking this! & RT @sallyfalkow A5: @hksully the ROI funnel for PR <https://t.co/i2jd55DRKG> #measurepr
12/8/2015 10:00 shonali A6: I just launched my OWN training site & 1st program, many more to come! Check out <https://t.co/zDI7sEQ4sM> #measurepr
12/8/2015 10:00 sbalie RT @shonali: A5: For me, integration is where it's at. Integration & conversions. Show me the money, baby! #measurepr
12/8/2015 10:00 PR4Science Q4) Sad - my clients share fab idea for {insert tactic here} & then I proceed to crush their dreams #measurepr <https://t.co/kr0yhHV09H>
12/8/2015 10:00 shonali RT @hksully Bookmarking this! & RT @sallyfalkow A5: @hksully the ROI funnel for PR <https://t.co/3ZxPB16tSC> #measurepr
12/8/2015 10:01 sallyfalkow A6" Murphy's Law – the download link is not available right now. Network #fail. #measurepr
12/8/2015 10:01 sallyfalkow A6: Tweet me @sallyfalkow with #15DigitalSkills and as soon as the issue is resolved I'll let you know. #measurepr
12/8/2015 10:01 shonali RT @sallyfalkow A6: Tweet me @sallyfalkow with #15DigitalSkills and as soon as the issue is resolved I'll let you know. #measurepr
12/8/2015 10:02 shonali And... we're out of time! Wow, time sure flies when you're having fun. :) #measurepr
12/8/2015 10:02 shonali Huge thanks @sallyfalkow @hksully @missusP for being guests on the last #measurepr chat of 2015, what a great way to end the year!
12/8/2015 10:02 missusP A6) Launching new partnership in Q1 @seedepthinc - stay tuned + special pricing now - 12/31 w/ mention of #measurePR <https://t.co/9IHJOxFIi2>
12/8/2015 10:02 shonali And thanks to all of YOU who made the time to participate & bring your smarts - the chat is nothing without you. #measurepr
12/8/2015 10:02 hksully Thanks to @ shonali and all the amazing people of #measurepr - I had a blast!
12/8/2015 10:02 sallyfalkow Great to be here Tks @shonali for a great chat. #measurepr
12/8/2015 10:03 shonali Here's an official #measurepr "Happy Holidays" & wish for a great start to 2016 for you. Keep calm and measure on! :)
12/8/2015 10:03 austinomaha @shonali always happy to be here, thanks for all you do! #measurePR
12/8/2015 10:03 missusP The hour is fun & always flies by too quickly. Looking forward to 2016 w/ you all. Thanks for having me! #measurePR <https://t.co/yuagudKx2x>
12/8/2015 10:03 RiveraP Hear, hear! #measurepr <https://t.co/Y4sIrCPzmx>
12/8/2015 10:04 shonali The chat is "officially over" but of course do use the hashtag for relevant convos. Save the date for Jan: Jan 12, 12-1 pm ET #measurepr
12/8/2015 10:04 Alukomnik I always have a wonderful time on #measurepr. Thank you @shonali !
12/8/2015 10:04 missusP RT @Alukomnik: A5) hopefully we see the widespread adoption of data being used to make recommendations rather than for the sake of data #me...
12/8/2015 10:04 shonali I can tell you @rebekahiliff is one of the guests on the Jan #measurepr chat, more to come! So def. save the date. Tues 1/12, 12-1 pm ET.