

Time(PST)	Username	Update
1/12/2016 17:30	shonali	And... it's time! Welcome (back) to the 1st #measurePR chat of 2016! Happy New Year, everyone... new year, new time :). How're you doing?
1/12/2016 17:31	biggreenpen	@shonali HI! :-) #measurepr
1/12/2016 17:31	shonali	@biggreenpen Paula!!!! So great to see you here! How're you doing? #measurepr
1/12/2016 17:31	SuzBlackburn	Measurably better than in Jan 2015 ! :) #measurepr
1/12/2016 17:32	rebekahiliff	RT @ExperianMkt: 10 minutes till the 1st 2016 #measurePR chat! Our very own @suzblackburn will be speaking w/ @shonali @rebekahiliff @AirPF
1/12/2016 17:32	biggreenpen	@shonali doing okay! It's a little chilly in #Tallahassee but that's all relative! #measurepr
1/12/2016 17:32	shonali	@SuzBlackburn Hahah!!! Love it. :) #measurepr
1/12/2016 17:32	shonali	@biggreenpen True... it's snowing here in the DC area, so... ;) #measurepr
1/12/2016 17:33	rebekahiliff	RT @shonali: And... it's time! Welcome (back) to the 1st #measurePR chat of 2016! Happy New Year, everyone... new year, new time :). How're...
1/12/2016 17:33	shonali	I'm super-psyched to have two very special guests on this 1st chat of 2016, but first, say who you are, what you do, etc.? #measurepr
1/12/2016 17:33	rebekahiliff	@SuzBlackburn well-played. #measurePR
1/12/2016 17:34	biggreenpen	I am Paula Kiger (a/k/a #BigGreenPen). I am a social media specialist & community manager for @weaveinfluence & @leadchange group #measurepr
1/12/2016 17:35	shonali	@biggreenpen Great to have you here, Paula! @weaveinfluence @leadchange group #measurepr
1/12/2016 17:35	shonali	I'm psyched that today's guests are @rebekahiliff, Chief Strategy Officer of @AirPR & @SuzBlackburn, PR Mgr for @ExperianMkt #measurepr
1/12/2016 17:36	KelByrd	Happy 2016 all! Glad to be here @shonali @rebekahiliff @SuzBlackburn #measurePR
1/12/2016 17:36	shonali	I know they have a ton of smarts to share, so am really looking forward to tonight! Thanks much @rebekahiliff @SuzBlackburn #measurepr
1/12/2016 17:36	AirPR	RT @shonali: I'm psyched that today's guests are @rebekahiliff, Chief Strategy Officer of @AirPR & @SuzBlackburn, PR Mgr for @ExperianMkt #..
1/12/2016 17:36	shonali	@KelByrd Hey, so great to have you here! HNY! @rebekahiliff @SuzBlackburn #measurepr
1/12/2016 17:37	shonali	Before we get started, a few rules of thumb (and as you continue to join the chat, do introduce yourself)... #measurepr
1/12/2016 17:37	shonali	1) Don't forget to use the hashtag. :p Else your tweets won't get indexed when we pull the transcript. #measurepr
1/12/2016 17:37	rebekahiliff	@shonali @SuzBlackburn 2016 #measurePR resolution #1: Taking people from old school measurement to new and on-point https://t.co/2vbSzcN8j
1/12/2016 17:37	biggreenpen	RT @shonali: I'm psyched that today's guests are @rebekahiliff, Chief Strategy Officer of @AirPR & @SuzBlackburn, PR Mgr for @ExperianMkt #..
1/12/2016 17:37	shonali	@rebekahiliff @SuzBlackburn LOVE! #measurePR
1/12/2016 17:38	AirPR	RT @rebekahiliff: @shonali @SuzBlackburn 2016 #measurePR resolution #1: Taking people from old school measurement to new and on-point https://t.co/2vbSzcN8j
1/12/2016 17:38	SuzBlackburn	RT @rebekahiliff: @shonali @SuzBlackburn 2016 #measurePR resolution #1: Taking people from old school measurement to new and on-point https://t.co/2vbSzcN8j
1/12/2016 17:38	shonali	2) Do remember to number your answers, eg "A1" or "re Q1," it helps folks make sense of the conversation stream #measurepr
1/12/2016 17:39	SuzBlackburn	Take us there! @rebekahiliff @shonali #measurePR
1/12/2016 17:39	shonali	3) I have a lot of questions for @rebekahiliff @SuzBlackburn, but if you have MORE qns, please DM to me and I'll add to the queue #measurepr
1/12/2016 17:39	SeeDepthInc	Happy to be here @ the new time slot! JR @SeeDepthInc - analytics software for brands & agencies; cure your measurement headaches #measurePR
1/12/2016 17:40	shonali	@SeeDepthInc Oh, super to see you here tonight! #measurepr
1/12/2016 17:40	shonali	Q1 coming up... #measurepr
1/12/2016 17:40	shonali	Q1: Please tell us what you do, how you got there. What got you interested in learning to #measurePR:
1/12/2016 17:40	SuzBlackburn	RT @PenVine: Can't wait to hear from @SuzBlackburn tonight! #measurePR https://t.co/uRIhtP5bmw
1/12/2016 17:41	rebekahiliff	@SeeDepthInc is this a sponsored ad? #measurePR
1/12/2016 17:42	rebekahiliff	@SeeDepthInc cuz I thought we were just having a conversation about #measurePR cc: @LetaSoz
1/12/2016 17:42	SeeDepthInc	RT @rebekahiliff: @SeeDepthInc cuz I thought we were just having a conversation about #measurePR cc: @LetaSoz
1/12/2016 17:43	SuzBlackburn	A1: Hi everyone! I've been a #PRpro for 10+ years both inhouse & agency, mostly for B2B companies in marketing, data & analytics #measurepr
1/12/2016 17:43	biggreenpen	A1 Work for @weaveinfluence as a social media specialist/community manager; personally I blog. Got here b/c I fell in love w/ it. #measurepr
1/12/2016 17:43	SuzBlackburn	#forgottohash, sorry @shonali! #measurepr
1/12/2016 17:43	shonali	RT @SuzBlackburn: A1: Hi everyone! I've been a #PRpro for 10+ years both inhouse & agency, mostly for B2B companies in marketing, data & an..
1/12/2016 17:43	shonali	RT @SuzBlackburn I've been a #PRpro for 10+ years both inhouse & agency, mostly for B2B companies in marketing, data & analytics #measurepr
1/12/2016 17:44	shonali	@SuzBlackburn It came through! :) #measurepr

1/12/2016 17:44 corinamanea A1: Hi everyone! I'm Corina, PR professional, living in Spain. I love measuring and paring up data with the bottom line - sales #measurePF

1/12/2016 17:44 ExperianMkt RT @SuzBlackburn: A1: Hi everyone! I've been a #PRpro for 10+ years both inhouse & agency, mostly for B2B companies in marketing, data & an..

1/12/2016 17:44 SeeDepthInc @rebekahiliff @LetaSoza @shonali Typically we introduce selves at beginning of a chat. But cheap shots at competitors are cool #measurepr

1/12/2016 17:44 shonali @corinamanea Oh, so great to see you here Corina! #measurepr

1/12/2016 17:44 biggreenpen @corinamanea *waves* #measurepr

1/12/2016 17:45 SuzBlackburn A1: I lead PR for @ExperianMk- we're a company that actually specializes in marketing attribution (but not for PR) #measurepr

1/12/2016 17:45 corinamanea @shonali Thank you! Great to be here Shonali. #measurePF

1/12/2016 17:45 corinamanea @biggreenpen Hi Paula! #measurePR

1/12/2016 17:46 Missydi Hello from Detroit - 7 years in social media marketing & PR - analytics, web dev, search are just a few services to name #measurePR

1/12/2016 17:46 ExperianMkt RT @SuzBlackburn: A1: I lead PR for @ExperianMk- we're a company that actually specializes in marketing attribution (but not for PR) #measu...

1/12/2016 17:46 SuzBlackburn @corinamanea Nice! Welcome! #measurepr

1/12/2016 17:47 shonali @SeeDepthInc Let's play nice & not have any pitching pre/during the chat, unless I invite it, yes? @rebekahiliff @LetaSoza #measurepr

1/12/2016 17:47 shonali @Missydi Great to have you! #measurepr

1/12/2016 17:48 corinamanea @SuzBlackburn Hey Suzanne! Thanks #measurePR

1/12/2016 17:48 Tidbitsofexperi RT @biggreenpen: A1 Work for @weaveinfluence as a social media specialist/community manager; personally I blog. Got here b/c I fell in love..

1/12/2016 17:48 SuzBlackburn @Missydi I love Detriot! Seriously. Love PR metrics too. :) #measurepr

1/12/2016 17:49 shonali Q1 again, esp. for @rebekahiliff (@SuzBlackBurn TY for answering!): What got you interested in learning to #measurePR?

1/12/2016 17:49 erinhaselkorn Hi everyone! PR manager and very passionate about measurement. Excited for the chat. #measurepr

1/12/2016 17:49 KelByrd A1: A PR and social media pro of 8+ years agency & in-house interested in tech, travel, startups and eco-conscious ventures #measurepr

1/12/2016 17:49 Missydi RT @SuzBlackburn: @Missydi I love Detriot! Seriously. Love PR metrics too. :) #measurepr

1/12/2016 17:49 shonali @erinhaselkorn Welcome, Erin! #measurepr

1/12/2016 17:49 Missydi RT @shonali: @Missydi Great to have you! #measurepr

1/12/2016 17:49 SuzBlackburn @erinhaselkorn YES #measurepr

1/12/2016 17:50 corinamanea RT @shonali: Q1 again, esp. for @rebekahiliff (@SuzBlackBurn TY for answering!): What got you interested in learning to #measurePR?

1/12/2016 17:50 SeeDepthInc @shonali Was just introducing selves. Didn't expect that response. I'm sure last chat hosted w/ @missusP ppl did same. #measurePR

1/12/2016 17:50 shonali A1: Me, I'm a #socialPR strategist based in DC, #measurePR geek (hence this chat), foodie, dog mom & barre devotee. Also @JHUComm pro!

1/12/2016 17:51 SuzBlackburn RT @shonali Q1 again, esp. for @rebekahiliff (@SuzBlackBurn TY for answering!): What got you interested in learning to #measurePR?

1/12/2016 17:51 shonali @SeeDepthInc It's one thing to introduce yourself, it's another to make it a sales pitch. Esp when you're not the guest. @missusP #measurepr

1/12/2016 17:51 VikramKamboj RT @shonali: A1: Me, I'm a #socialPR strategist based in DC, #measurePR geek (hence this chat), foodie, dog mom & barre devotee. Also @JHUC..

1/12/2016 17:51 SeeDepthInc @shonali @missusP ok, thanks #measurepr

1/12/2016 17:52 SuzBlackburn A1: Why am I into PR measurement? This: "We got 134 placements and 5 billion impressions. Next time, I'll get more!" #measurepr

1/12/2016 17:53 shonali @SeeDepthInc Sure! And always happy to have #measurePR minded folk on the chat, that's what it's about. @missusP

1/12/2016 17:54 shonali RT @SuzBlackburn A1 Why'm I into #measurePR? This: "We got 134 placements/5 billion impressions. Next time, I'll get more!"

1/12/2016 17:54 shonali @SuzBlackburn LOL! #measurepr

1/12/2016 17:55 corinamanea @SuzBlackburn ;) #measurepr

1/12/2016 17:55 corinamanea RT @SuzBlackburn: A1: Why am I into PR measurement? This: "We got 134 placements and 5 billion impressions. Next time, I'll get more!" #mea..

1/12/2016 17:55 shonali Q2: Are impressions a valuable metric for PR? @SuzBlackburn @rebekahiliff (but all welcome to chime in!) #measurepr

1/12/2016 17:55 rebekahiliff A1: CSO @AirPR and as a former PR pro wanted to be part of the #measurePR solution bc PR's contribution is largely undervalued

1/12/2016 17:55 gerardcorbett Gerry Corbett here, Redphlag LLC and a bunch of other stuff. #measurepr

1/12/2016 17:55 shonali @gerardcorbett GREAT to see you Gerry! #measurepr

1/12/2016 17:55 biggreenpen RT @shonali: Q2: Are impressions a valuable metric for PR? @SuzBlackburn @rebekahiliff (but all welcome to chime in!) #measurepr

1/12/2016 17:55 Missydi A1 I need the knowledge to be on both ends - social media & PR. There are times when the channels overlap. #measurePI

1/12/2016 17:56 shonali RT @rebekahiliff A1: CSO @AirPR and as former PR pro wanted to be part of #measurePR solution bc PR's contribution is largely undervalued

1/12/2016 17:56 shonali RT @Missydi A1 I need the knowledge to be on both ends - social media & PR. There are times when the channels overlap. #measurePF

1/12/2016 17:56 corinamanaea @gerardcorbett Hi Gerry! Great to see you! #measurepr

1/12/2016 17:56 corinamanaea RT @shonali: Q2: Are impressions a valuable metric for PR? @SuzBlackburn @rebekahiliff (but all welcome to chime in!) #measurepr

1/12/2016 17:57 SuzBlackburn RT @rebekahiliff A1: CSO @AirPR & as former PR pro wanted to be part of the #measurePR solution bc PR's contribution is largely undervalued

1/12/2016 17:57 SuzBlackburn RT @shonali Q2: Are impressions a valuable metric for PR? @SuzBlackburn @rebekahiliff (but all welcome to chime in!) #measurepr

1/12/2016 17:57 SuzBlackburn A2: No. They were valuable when we had nothing else to work with. Now, I see them as holding PR as a practice back #measurepr

1/12/2016 17:57 gerardcorbett A2. OMG Banished to the dregs of earth #measurepr

1/12/2016 17:58 shonali Amen! RT @SuzBlackburn A2: No. They were valuable when we had nothing else. Now, I see them as holding PR as a practice back #measurepr

1/12/2016 17:58 shonali Please give me your magic wand too. & & & RT @gerardcorbett A2. OMG Banished to the dregs of earth #measurepr

1/12/2016 17:58 gerardcorbett Sorry I am late #measurePR

1/12/2016 17:58 rebekahiliff Q2: W/o context they are NOT valuable, don't tell you anything about biz outcomes. Headline impressions are surely useless. #measurePF

1/12/2016 17:58 shonali @gerardcorbett You're barely late, so don't worry about it - great to see you here! #measurepr

1/12/2016 17:58 SuzBlackburn A2: I am 100% impression-free today. That wasn't the case 6 months ago! #measurepr

1/12/2016 17:59 shonali MT @rebekahiliff Q2: W/o context NOT valuable, don't tell you anything abt biz outcomes. Headline impressions are useless. #measurePF

1/12/2016 17:59 shonali That's pretty amazing! RT @SuzBlackburn A2: I am 100% impression-free today. That wasn't the case 6 months ago! #measurepr

1/12/2016 17:59 shonali Can you elaborate? We'd love to learn! RT @SuzBlackburn A2: I am 100% impression-free today. That wasn't the case 6 months ago! #measurepr

1/12/2016 18:00 shonali @gerardcorbett :) #measurePR

1/12/2016 18:00 corinamanaea RT @rebekahiliff: Q2: W/o context they are NOT valuable, don't tell you anything about biz outcomes. Headline impressions are surely useless..

1/12/2016 18:00 KelByrd A2: IMO impressions = inflation. Good to measure for potential, but focus on actions. #measurePR @shonali @SuzBlackburn @rebekahiliff

1/12/2016 18:00 biggreenpen RT @rebekahiliff: Q2: W/o context they are NOT valuable, don't tell you anything about biz outcomes. Headline impressions are surely useless..

1/12/2016 18:00 rebekahiliff A2: W/o context they are NOT valuable, don't tell you anything about biz outcomes. Headline impressions are surely useless. #measurePF

1/12/2016 18:00 OhhSocialMedia RT @shonali: RT @rebekahiliff A1: CSO @AirPR and as former PR pro wanted to be part of #measurePR solution bc PR's contribution is largely ..

1/12/2016 18:01 Missydi A2 Everything counts as an impression. Everything you do or don't do either adds will / will not add to credibility #measurePF

1/12/2016 18:01 gerardcorbett OMG!!! Rams have permission to move back to LA. #measurePR Measure that!!!

1/12/2016 18:01 shonali Q3 fm @Alukomnik (during the December 2015 chat): If Impressions are a faulty metric is engagement % also faulty? #measurepr

1/12/2016 18:01 shonali @gerardcorbett LOL! #measurepr

1/12/2016 18:01 rebekahiliff @KelByrd I agree, they can be a good "signal", but probably not a good metric. @shonali @SuzBlackburn #measurePF

1/12/2016 18:02 Missydi A2 Measure success by monitoring impressions, conversions, and other statistics - I like Google analytics #measurePR

1/12/2016 18:02 shonali @Missydi I'm not sure I understand, can you elaborate, please? Q2 #measurepr

1/12/2016 18:02 Missydi A2 Impressions are important to track in any campaign, no matter what your goals are. #measurePR

1/12/2016 18:02 rebekahiliff RT @SuzBlackburn: A2: I am 100% impression-free today. That wasn't the case 6 months ago! #measurepr

1/12/2016 18:02 gerardcorbett A2. Did you accomplish what you set out as your goals and objectives? #MeasurePR

1/12/2016 18:03 shonali @Missydi Why? Unless you have correlations in place, there's no way to connect them to outcomes. A2 #measurepr

1/12/2016 18:03 PenVine Awesome #measurePR <https://t.co/FUJR7Djwfm>

1/12/2016 18:03 corinamanaea @Missydi Why? What to you use them for? #measurePR

1/12/2016 18:04 rebekahiliff A3: "Engagement" is more indicative of whether your efforts have been effective. It shows movement down the customer funnel #measurePF

1/12/2016 18:04 SixtaTaraborell RT @shonali: Q3 fm @Alukomnik (during the December 2015 chat): If Impressions are a faulty metric is engagement % also faulty? #measurepr

1/12/2016 18:04 shonali MT @rebekahiliff A3: "Engagement" more indicative of whether efforts have been effective, shows movement down customer funnel #measurePF

1/12/2016 18:04 shonali RT @gerardcorbett A2. Did you accomplish what you set out as your goals and objectives? #MeasurePF

1/12/2016 18:05 Ashley__Bennett RT @rebekahiliff: A3: "Engagement" is more indicative of whether your efforts have been effective. It shows movement down the customer funn..

1/12/2016 18:05 shonali Q4: How can effective measurement improve media relations? #measurepr

1/12/2016 18:05 rebekahiliff @corinamanaea I second your question. @Missydi praytell when you report impressions why are you doing it?#measurePF

1/12/2016 18:05 corinamanaea RT @shonali: Q3 fm @Alukomnik (during the December 2015 chat): If Impressions are a faulty metric is engagement % also faulty? #measurepr

1/12/2016 18:05 corinamanea RT @rebekahiliff: A3: "Engagement" is more indicative of whether your efforts have been effective. It shows movement down the customer funn..

1/12/2016 18:06 SuzBlackburn A4: Impressions are about quantity and scale which means we can't improve unless we get more, and more #measurepr

1/12/2016 18:06 corinamanea RT @shonali: Q4: How can effective measurement improve media relations? #measurepr

1/12/2016 18:06 shonali @Missydi @corinamanea Isn't it funny how one word can have so many connotations? ;) Hey, don't forget the hashtag #measurePF

1/12/2016 18:07 SuzBlackburn A4: "MORE" is at odds with media relations. Reporters want news, not a story that is everywhere else #measurepr

1/12/2016 18:07 gerardcorbett A4. Authenticity reigns. Creates an environment of honesty and transparency. #measurePR

1/12/2016 18:07 Missydi It is impressive how many asked what I was thinking in regards. I'm using my #socialmedia cap #measurePR <https://t.co/isBv9qEOzM>

1/12/2016 18:07 shonali @Missydi :) #measurepr

1/12/2016 18:07 shonali RT @gerardcorbett A4. Authenticity reigns. Creates an environment of honesty and transparency. #measurePF

1/12/2016 18:07 erinhaselkorn RT @SuzBlackburn: A4: "MORE" is at odds with media relations. Reporters want news, not a story that is everywhere else #measurepr

1/12/2016 18:07 rebekahiliff @Missydi @corinamanea Ahh well @GoogleAnalytics is great in general, but we may be interpreting it differently?#measurePF

1/12/2016 18:08 biggreenpen A4 altho it's difficult to explain why/how to measure, ultimately clients will be happy with better focus & better ROI #measurepr

1/12/2016 18:08 corinamanea RT @gerardcorbett: A4. Authenticity reigns. Creates an environment of honesty and transparency. #measurePF

1/12/2016 18:09 Missydi @rebekahiliff @corinamanea I think so. I utilize social listening tools 2 measure my impressions & reach. I need something for PR #measurePF

1/12/2016 18:09 SuzBlackburn A4: #PRdata gives you the opp to think on your feet w reporters. And bring them stories that are resonating #measurepr

1/12/2016 18:10 shonali RT @SuzBlackburn A4: #PRdata gives you the opp to think on your feet w reporters. And bring them stories that are resonating #measurepr

1/12/2016 18:10 shonali Q5: How do you go from measurement to reporting to optimization? What tools do you need to get there? #measurepr

1/12/2016 18:10 rebekahiliff A4: Knowing which pubs and authors "get" your brand and tell stories in a way that gets people to move toward some action. #measurePF

1/12/2016 18:11 shonali RT @rebekahiliff A4: Knowing which pubs/authors "get" your brand, tell stories in a way that gets people to move twd action. #measurepr

1/12/2016 18:11 Missydi A5 A robust reporting tool that has integrated marketing capabilities to do everything under one hood to save time & money. #measurePI

1/12/2016 18:12 corinamanea And to see if/how effective your efforts are, so you can adjust and adapt #measurepr <https://t.co/Rkr8vYTzhp>

1/12/2016 18:12 corinamanea RT @rebekahiliff: A4: Knowing which pubs and authors "get" your brand and tell stories in a way that gets people to move toward some action..

1/12/2016 18:12 KelByrd A4: Effective measurement = impact measurement for you/client and media. Impact (+authenticity, honesty) = strong relationships #measurePR

1/12/2016 18:12 SuzBlackburn A5: Read @LetaSoza and @Rebekahiliff! :) #measurepr

1/12/2016 18:12 corinamanea RT @shonali: Q5: How do you go from measurement to reporting to optimization? What tools do you need to get there? #measurepr

1/12/2016 18:13 SuzBlackburn RT @rebekahiliff: A4: Knowing which pubs and authors "get" your brand and tell stories in a way that gets people to move toward some action..

1/12/2016 18:13 biggreenpen RT @shonali: Q5: How do you go from measurement to reporting to optimization? What tools do you need to get there? #measurepr

1/12/2016 18:13 missusP @shonali @SeeDepthInc thanks for the heads up. Interesting information & developments. Good stuff to know #measurePF

1/12/2016 18:13 rebekahiliff A5, #1: 1. Make sure you are measuring what matters to the business and setting benchmarks. #measurePR

1/12/2016 18:13 IRxCellent RT @Missydi: A5 A robust reporting tool that has integrated marketing capabilities to do everything under one hood to save time & money. #m.

1/12/2016 18:14 shonali RT @rebekahiliff A5, #1: 1. Make sure you are measuring what matters to the business and setting benchmarks. #measurePF

1/12/2016 18:14 rebekahiliff A5, #2: Make sure how you are communicating to the C-Suite resonates with how they think, so they understand value. #measurePF

1/12/2016 18:14 erinhaselkorn A5: Aligning your measurement and objectives with the rest of the organization, how can PR improve the bottom line #measurePI

1/12/2016 18:14 gerardcorbett A5. Thoughtful analysis, benchmarking against goals and fine tuning are the tools for optimization. #measurePF

1/12/2016 18:14 shonali @missusP Nice to see you, Christine - Happy New Year! @SeeDepthInc #measurepr

1/12/2016 18:14 shonali RT @gerardcorbett A5. Thoughtful analysis, benchmarking against goals and fine tuning are the tools for optimization. #measurePF

1/12/2016 18:14 rebekahiliff A5, #3: 3. Choose 2 to 3 things that seemingly have the most efficacy and then "rinse and repeat." #measurePR

1/12/2016 18:14 corinamanea RT @rebekahiliff: A5, #1: 1. Make sure you are measuring what matters to the business and setting benchmarks. #measurePR

1/12/2016 18:15 shonali RT @rebekahiliff A5, #2: Make sure how you're communicating to C-Suite resonates with how they think, so they understand value. #measurePF

1/12/2016 18:15 SeeDepthInc A5) the first tool you need is awareness of goals. Business goals, not just comms goals. #measurepr

1/12/2016 18:15 shonali RT @rebekahiliff A5, #3: 3. Choose 2 to 3 things that seemingly have the most efficacy and then "rinse and repeat." #measurePR

1/12/2016 18:15 corinamanea RT @rebekahiliff: A5, #3: 3. Choose 2 to 3 things that seemingly have the most efficacy and then "rinse and repeat." #measurePR

1/12/2016 18:15 SuzBlackburn RT @erinhaselkorn: A5: Aligning your measurement and objectives with the rest of the organization, how can PR improve the bottom line #meas.

1/12/2016 18:15 corinamanea RT @gerardcorbett: A5. Thoughtful analysis, benchmarking against goals and fine tuning are the tools for optimization. #measurePF

1/12/2016 18:15 SuzBlackburn RT @rebekahiliff: A5, #2: Make sure how you are communicating to the C-Suite resonates with how they think, so they understand value. #meas..

1/12/2016 18:15 KelByrd A5: Data, knowledge, processes/systems/products, analysis, review, distribution, repeat @shonali @rebekahiliff @SuzBlackburn #measurePF

1/12/2016 18:15 SuzBlackburn RT @KelByrd: A4: Effective measurement = impact measurement for you/client and media. Impact (+authenticity, honesty) = strong relationship..

1/12/2016 18:16 corinamanea RT @rebekahiliff: A5, #2: Make sure how you are communicating to the C-Suite resonates with how they think, so they understand value. #meas..

1/12/2016 18:16 ToGovern RT @Missydi: A5 A robust reporting tool that has integrated marketing capabilities to do everything under one hood to save time & money. #m.

1/12/2016 18:17 shonali RT @SeeDepthInc A5) the first tool you need is awareness of goals. Business goals, not just comms goals. #measurepr

1/12/2016 18:18 shonali RT @SuzBlackburn A5 #2, I have found that optimization is easier when you make reporting part of your daily PR routine #measurePF

1/12/2016 18:18 shonali Q6: How can effective metrics improve PR's relationship with key stakeholders? #measurepr

1/12/2016 18:18 corinamanea RT @shonali: Q6: How can effective metrics improve PR's relationship with key stakeholders? #measurepr

1/12/2016 18:18 Ashley__Bennett RT @KelByrd: A4: Effective measurement = impact measurement for you/client and media. Impact (+authenticity, honesty) = strong relationship..

1/12/2016 18:19 SuzBlackburn A5 #3, I used to dread measurement honestly - it can be fun with the right #PRdata! #measurepr

1/12/2016 18:19 biggreenpen RT @shonali: Q6: How can effective metrics improve PR's relationship with key stakeholders? #measurepr

1/12/2016 18:19 SuzBlackburn RT @KelByrd: A5: Data, knowledge, processes/systems/products, analysis, review, distribution, repeat @shonali @rebekahiliff @SuzBlackburn #..

1/12/2016 18:19 corinamanea A6: Creates trust #measurepr

1/12/2016 18:19 shonali It's SUPER fun! RT @SuzBlackburn A5 #3, I used to dread measurement honestly - it can be fun with the right #PRdata! #measurepr

1/12/2016 18:20 shonali RT @corinamanea A6: Creates trust #measurepr

1/12/2016 18:20 rebekahiliff @shonali it seems we have group consensus on A5! Woot! #MeasurePR. Can we request inclusion in the #BarcelonaPrinciple

1/12/2016 18:20 gerardcorbett A6. Relationships improve when you give stakeholders what they want and/or ask or need. #measurePF

1/12/2016 18:20 shonali @rebekahiliff Heh, we'll ask @AmecOrg to officially induct and make #measurePR a part of the declaration. ;)

1/12/2016 18:21 SuzBlackburn A6: Executives are numbers-driven, they want to see metrics that matter #measurepr

1/12/2016 18:21 SuzBlackburn Seriously tho #measurePR <https://t.co/itx6wzStcB>

1/12/2016 18:21 erinhasekorn In love with #PRdata! <https://t.co/qkGkqmqzQI> #measurepr

1/12/2016 18:21 rebekahiliff RT @shonali: @rebekahiliff Heh, we'll ask @AmecOrg to officially induct and make #measurePR a part of the declaration. ;)

1/12/2016 18:22 Missydi A6 Effective metrics can resolve issues facing organizations that will ultimately build relationships with stakeholders. #measurePR

1/12/2016 18:22 SeeDepthInc A6) credibility for strategy & counsel, data is everything, give them what they want (stats), answer before they have to ask. #measurepr

1/12/2016 18:22 shonali RT @SuzBlackburn A6: Executives are numbers-driven, they want to see metrics that matter #measurepr

1/12/2016 18:23 biggreenpen RT @Missydi: A6 Effective metrics can resolve issues facing organizations that will ultimately build relationships with stakeholders. #meas...

1/12/2016 18:23 shonali RT @gerardcorbett A6. Relationships improve when you give stakeholders what they want and/or ask or need. #measurePF

1/12/2016 18:23 SuzBlackburn A6 #2: Many stakeholders (executives) are confused about what PR is. Part of that is because of the metrics #measurepr

1/12/2016 18:23 shonali Q7: What's new & exciting for #PR measurement as we head into 2016? #measurePR

1/12/2016 18:23 SuzBlackburn RT @SeeDepthInc: A6) credibility for strategy & counsel, data is everything, give them what they want (stats), answer before they have to a..

1/12/2016 18:23 corinamanea RT @shonali: Q7: What's new & exciting for #PR measurement as we head into 2016? #measurePF

1/12/2016 18:23 corinamanea RT @shonali: RT @gerardcorbett A6. Relationships improve when you give stakeholders what they want and/or ask or need. #measurePF

1/12/2016 18:23 biggreenpen RT @shonali: Q7: What's new & exciting for #PR measurement as we head into 2016? #measurePR

1/12/2016 18:23 Missydi @shonali ohh this is a good one.. Cant wait to hear! #measurePR

1/12/2016 18:24 gerardcorbett A6. Data that validates objectives is what matters. #measurePR

1/12/2016 18:24 KelByrd A6: Effective metrics (im)PROVE value of all facets of PR in a trackable/scalable way @shonali @rebekahiliff @SuzBlackburn #measurePR

1/12/2016 18:25 corinamanea RT @gerardcorbett: A6. Data that validates objectives is what matters. #measurePR

1/12/2016 18:25 SuzBlackburn A6 #3 Stakeholders @Experian_US love to see the data and analytics behind PR. They want to be part of it. #collaborate #measurepr

1/12/2016 18:25 gerardcorbett A7. Greater awareness of the importance of measurement and validation #measurePR

1/12/2016 18:25 SeeDepthInc A7) measurement (tools, teams, data scientists, etc.) will be included in budgets from the get go. #measurepr

1/12/2016 18:25 SuzBlackburn RT @KelByrd: A6: Effective metrics (im)PROVE value of all facets of PR in a trackable/scalable way @shonali @rebekahiliff @SuzBlackburn #me...

1/12/2016 18:25 SuzBlackburn RT @gerardcorbett: A6. Data that validates objectives is what matters. #measurePR

1/12/2016 18:25 SuzBlackburn RT @shonali: Q7: What's new & exciting for #PR measurement as we head into 2016? #measurePR

1/12/2016 18:26 shonali RT @gerardcorbett A7. Greater awareness of the importance of measurement and validation #measurePF

1/12/2016 18:26 rebekahiliff A6: I think it builds trust and shows that you really understand the nuts and bolts of WHY you do what you do. #measurePF

1/12/2016 18:26 corinamanea Amen! #measurepr <https://t.co/zxkaGtzS5q>

1/12/2016 18:26 shonali Oh my! Only 4 mins left! Last question (Q8) coming up... #measurepr

1/12/2016 18:26 shonali Q8: Do you have an initiative/program you'd like #measurePR folk to know about? Please share!

1/12/2016 18:27 corinamanea RT @rebekahiliff: A6: I think it builds trust and shows that you really understand the nuts and bolts of WHY you do what you do. #measurePF

1/12/2016 18:27 SuzBlackburn A7: 2016 is the year of content - how do we measure it across channels? #measurepr

1/12/2016 18:27 shonali RT @SuzBlackburn A7: 2016 is the year of content - how do we measure it across channels? #measurepr

1/12/2016 18:28 SuzBlackburn A7 #2 I think we'll see more awareness of PR as strategic function for the biz in 2016. I think data will help us get there #measurepr

1/12/2016 18:28 shonali RT @SuzBlackburn A7 #2 we'll see more awareness of PR as strategic function for biz in 2016. I think data will help us get there #measurepr

1/12/2016 18:28 rebekahiliff A7: Wider adoption of the importance of streamlined metrics and continued growth of inclusive approach to PR: #PRTEch #measurePI

1/12/2016 18:28 SeeDepthInc Thanks for letting us chime in. It was enlightening. Happy measuring, happy 2016. - JR #measurepr

1/12/2016 18:28 shonali RT @rebekahiliff A7: Wider adoption of importance of streamlined metrics, continued growth of inclusive approach to PR: #PRTEch #measurePI

1/12/2016 18:28 corinamanea RT @shonali: Q8: Do you have an initiative/program you'd like #measurePR folk to know about? Please share

1/12/2016 18:29 gerardcorbett A8. Good question!!! #measurePR

1/12/2016 18:29 biggreenpen RT @shonali: Q8: Do you have an initiative/program you'd like #measurePR folk to know about? Please share

1/12/2016 18:29 Missydi RT @shonali: Q8: Do you have an initiative/program you'd like #measurePR folk to know about? Please share

1/12/2016 18:29 shonali @SeeDepthInc Thanks for taking the time to join tonight, hope to see you the next time. #measurepr

1/12/2016 18:29 shonali @gerardcorbett LOL! #measurepr

1/12/2016 18:29 shonali So.. how did all y'all like this new time for the chat? #measurepr

1/12/2016 18:29 SuzBlackburn RT @rebekahiliff A6: I think it builds trust and shows that you really understand the nuts and bolts of WHY you do what you do. #measurePF

1/12/2016 18:30 SeeDepthInc @shonali indeed. But we'll be sure to be on as individuals vs brand. #eyeopening. Have a great night. #measurepr

1/12/2016 18:30 corinamanea RT @rebekahiliff: A7: Wider adoption of the importance of streamlined metrics and continued growth of inclusive approach to PR: #PRTEch #me.

1/12/2016 18:30 biggreenpen FUN chat. Nice meeting some new ppl and saying hello to the rest! #measurepr

1/12/2016 18:31 shonali That was a super way to start the 2016 #measurePR chat series, thanks all who joined & esp to @rebekahiliff @SuzBlackBurn as special guests!

1/12/2016 18:31 corinamanea Thank you @shonali @rebekahiliff and everyone. Great chat! #measurePF

1/12/2016 18:31 shonali @biggreenpen @corinamanea @gerardcorbett so glad you could make it! #measurepr

1/12/2016 18:31 Fitehal @mattantonino #rubhusocial and #MeasurePR are social media stuff on Tuesday's Schedule

1/12/2016 18:32 gerardcorbett Good but it cut into #SOTU @shonali #measurePR

1/12/2016 18:32 shonali @gerardcorbett Or #SOTU cut into the chat... ;) #measurepr

1/12/2016 18:32 shonali Thanks again all for joining! Stay tuned for next month's chat (date/time + guests)... coming your way soon! Have a great night. #measurepr