

Time(PST)	Username	Update
2/11/2016 9:00	shonali	And it's TIME! Welcome (back) to your monthly must-do in the Twittersphere for all things PR (including social) and measurement! #measurepr
2/11/2016 9:00	kfreberg	👉+📧📧📧 = Perfect way to spend lunch! Excited to chat w/ everyone on #MeasurePR! https://t.co/0F2uu08Ogy
2/11/2016 9:00	aiaddysonzhang	@RebekahRadice Thanks Rebekah! Great to be here! #measurepr
2/11/2016 9:00	shonali	@aiaddysonzhang Hey, Ai, great to see you here! #measurepr
2/11/2016 9:00	RebekahRadice	@gerardcorbett Me too Gerard! Still morning here on the west coast. :) #measurepr
2/11/2016 9:00	ericajmoss	Checking into #measurePR chat today! I run community at @Bitly. 🍷
2/11/2016 9:01	shonali	@ericajmoss Oh HI Erica! Love @Bitly #measurepr
2/11/2016 9:01	RebekahRadice	RT @shonali: And it's TIME! Welcome (back) to your monthly must-do in the Twittersphere for all things PR (including social) and measurement..
2/11/2016 9:01	kstansberry	Multi-tasking while in a meeting. PR and SM prof at #CSUOhio lurking on #measurepr today
2/11/2016 9:01	aiaddysonzhang	@kfreberg Wave wave! i am another tweetdeck user! Hi Karen! #measurepr
2/11/2016 9:01	gerardcorbett	On track. Let's do this. #measurePR https://t.co/wiQXu3WzkM
2/11/2016 9:01	shonali	Great to see you all here, we'll kick off the chat soon. As you settle in, tell us who's here, where you are, what you do, etc #measurepr
2/11/2016 9:01	PostPlanner	Join @PostPlanner CMO @RebekahRadice on chat now! #MeasurePR https://t.co/NXtfCKtlxQ
2/11/2016 9:01	PostPlanner	RT @shonali: And it's TIME! Welcome (back) to your monthly must-do in the Twittersphere for all things PR (including social) and measurement..
2/11/2016 9:02	RebekahRadice	@kstansberry Hi Kathleen! Thanks for multi-tasking and joining us! #measurepr
2/11/2016 9:02	RebekahRadice	RT @PostPlanner: Join @PostPlanner CMO @RebekahRadice on chat now! #MeasurePR https://t.co/NXtfCKtlxQ
2/11/2016 9:02	emmamhawes	RT @kfreberg: 👉+📧📧📧 = Perfect way to spend lunch! Excited to chat w/ everyone on #MeasurePR! https://t.co/0F2uu08Ogy
2/11/2016 9:02	ericajmoss	@shonali I love hearing that. 😊 cc @Bitly #measurePR
2/11/2016 9:02	emmamhawes	RT @kfreberg: FYI #Freberg16! If you want to see a 🌟 Twitter chat w/ some amazing pros, join us for #MeasurePR! https://t.co/9edLzDbOk
2/11/2016 9:02	shonali	We have 3 amazing guests today: @rhogroupee @kfreberg @RebekahRadice to talk about community building & measurement! #measurepr
2/11/2016 9:02	kfreberg	RT @shonali: We have 3 amazing guests today: @rhogroupee @kfreberg @RebekahRadice to talk about community building & measurement! #measurepr
2/11/2016 9:02	PostPlanner	RT @shonali: We have 3 amazing guests today: @rhogroupee @kfreberg @RebekahRadice to talk about community building & measurement! #measurepr
2/11/2016 9:02	pplusmeasure	RT @philipodiakose: How To Measure PR. https://t.co/UXYgGS3O2Q #measurepr # @PRDaily @PRNews @RedMediaAfrica @cmconnect @pplusmeasu..
2/11/2016 9:02	aiaddysonzhang	Hi everyone! I am Ai, tweeting from Philly! I teach PR at @Stockton_edu and the faculty advisor of @StocktonPRSSA and its PR firm #measurepr
2/11/2016 9:02	RebekahRadice	RT @shonali: We have 3 amazing guests today: @rhogroupee @kfreberg @RebekahRadice to talk about community building & measurement! #measurepr
2/11/2016 9:02	emmamhawes	RT @shonali: And it's TIME! Welcome (back) to your monthly must-do in the Twittersphere for all things PR (including social) and measurement..
2/11/2016 9:02	shonali	@ericajmoss OMG, once I learned how to set up my vanity URL, I drove @karelyneve crazy. ;) @Bitly #measurepr
2/11/2016 9:02	aiaddysonzhang	Hello everyone! Clapping! #measurepr https://t.co/X5r0glDTAC
2/11/2016 9:03	ShannonRenee	Hi folks, what are discussing in #MeasurePR today?
2/11/2016 9:03	ericajmoss	@austinomaha Austin! That's so nice of you to say. Can I send you some swag? cc @shonali @Bitly #measurePR
2/11/2016 9:03	austinomaha	@shonali Austin Gaule, Measurement Director at @Universal_Info! Lover of all things measurement and PR...(and @Drake) #MeasurePR
2/11/2016 9:03	standrebe	RT @shonali: We have 3 amazing guests today: @rhogroupee @kfreberg @RebekahRadice to talk about community building & measurement! #measurepr
2/11/2016 9:03	JohnFriedman	Corporate Responsibility & Commincistions to drive biz goals & enhance earned reputations. In DC today #measurepr
2/11/2016 9:03	gerardcorbett	Gerry Corbett UC Berkeley branding prof and CEO Redphlag #measurePF
2/11/2016 9:03	RebekahRadice	@JohnFriedman Hey John! Great to see you here today! #measurepr
2/11/2016 9:03	shonali	Me: I'm a #socialPR pro, measurement geek (hence this chat), foodie (#paleo & currently #whole30), shoedee :, dog mom & prof. #measurepr
2/11/2016 9:03	aiaddysonzhang	@gerardcorbett Hello Gerard! Happy Thursday! #measurepr
2/11/2016 9:03	Raselhossain420	RebekahRadice : I'm ready Shonali! Let's do this. :) #measurePR https://t.co/wzmpJU2NAU (... https://t.co/oaLdWWpSrR) https://t.co/hndmVwAIRc
2/11/2016 9:03	ShannonRenee	RT @shonali: We have 3 amazing guests today: @rhogroupee @kfreberg @RebekahRadice to talk about community building & measurement! #measurepr
2/11/2016 9:03	shonali	@austinomaha So great to have you back! @Universal_Info @Drake #measurepr
2/11/2016 9:04	JohnFriedman	#measurePR the fastest hour on twitter!
2/11/2016 9:04	kfreberg	Great to see you here on #MeasurePR, Gerry!

2/11/2016 9:04 Alukomnik AHHH So excited to be back to #measurepr !

2/11/2016 9:04 aiaddysonzhang Cannot wait for today's chat #measurepr

2/11/2016 9:04 shonali @ShannonRenee Hey, Shannon! Today we have @rhogroupee @kfreberg @RebekahRadice as special guests talking community building/msmt. #measurepr

2/11/2016 9:04 austinomaha @JohnFriedman ain't that the truth! Should extend for another hour ;) #measurePR

2/11/2016 9:04 shonali @ericajmoss Oh, I want swag PUHLEEZE! @austinomaha @Bitly #measurepr

2/11/2016 9:05 shonali @kstansberry Welcome to the chat! #measurepr

2/11/2016 9:05 austinomaha @ericajmoss you're my new best friend. #measurePR brings us all together

2/11/2016 9:05 JohnFriedman @RebekahRadice likewise great to see you here too. #measurepr

2/11/2016 9:05 RebekahRadice I'm a #socialmedia strategist, award winning writer, CMO for @PostPlanner, dog lover and rescue advocate. #luvmypups #measurepr

2/11/2016 9:05 skullsick I'm a #socialmedia strategist, award winning writer, CMO for @PostPlanner, dog lover and rescue advocate. #luvmypups #measurepr

2/11/2016 9:05 emmamhawes #measurePR I'm Em! A freelance social media content creator and a grad student at Purdue and Mississippi State Alumna from Sikeston, Mo

2/11/2016 9:05 aiaddysonzhang Yeah! #measurePRhttps://t.co/B9P98pPuAy

2/11/2016 9:05 aiaddysonzhang Yeah! #measurePRhttps://t.co/aVunkCtzQO

2/11/2016 9:05 ShannonRenee I'm ret for today's #MeasurePR https://t.co/Tg1QmMvn4M

2/11/2016 9:06 kfreberg Hello everyone! I'm Karen, I teach & do research in #CrisisPR, #SM & StratComm @UofL. Great being here! #MeasurePR #MeasurePF

2/11/2016 9:06 trade_black RT @RebekahRadice: I'm a #socialmedia strategist, award winning writer, CMO for @PostPlanner, dog lover and rescue advocate. #luvmypups #me..

2/11/2016 9:06 RebekahRadice @emmamhawes Hi Em! Great to meet you! #measurepr

2/11/2016 9:06 aiaddysonzhang My link was supposed to be a gif... sorry it didn't show up #measurePR https://t.co/Mhkk8vjmFf

2/11/2016 9:06 rhogroupee I'm Co-Founder of Social Strata. We make the Hoop.la (@gethoopla) community platform. CMGR since 1996. #measurepr

2/11/2016 9:06 rhogroupee No geezer jokes please. #measurepr

2/11/2016 9:06 shonali Just one thing, before we get started: can we all say "Have Mercy"?! https://t.co/bVSvzE7uOt via @ellentube #measurepr

2/11/2016 9:06 CMForA RT @shonali: And it's TIME! Welcome (back) to your monthly must-do in the Twittersphere for all things PR (including social) and measurement.

2/11/2016 9:06 RebekahRadice @kfreberg @UofL Hi Karen! Fun to tweet alongside you today! #measurepr

2/11/2016 9:06 kmarnoch Newbie to #measurepr - Hi all !

2/11/2016 9:06 kfreberg @RebekahRadice Great connecting with you here, Rebekah!!! Excited to be part of the #measurePR chat with you too

2/11/2016 9:07 shonali @emmamhawes Hey Emma! #measurepr

2/11/2016 9:07 gerardcorbett Quite a Twestival of Stars today. #measurePR

2/11/2016 9:07 emmamhawes @RebekahRadice thanks nice to meet you too. I can't wait to learn a lot from you. #measurePR

2/11/2016 9:07 Koustave RT @RebekahRadice: I'm a #socialmedia strategist, award winning writer, CMO for @PostPlanner, dog lover and rescue advocate. #luvmypups #me..

2/11/2016 9:07 shonali @kmarnoch Oh, great to have you here, welcome! #measurepr

2/11/2016 9:07 Alukomnik I work in Social Media and Analytics for @eastwickcom ! #measurepr

2/11/2016 9:07 aiaddysonzhang @gerardcorbett I love that word, Twestival! #measurePR

2/11/2016 9:07 emmamhawes @shonali it's me! #measurePR

2/11/2016 9:07 shonali @Alukomnik Hey, there, great to see you! Tell @hellosahana I said hi. :) @eastwickcom #measurepr

2/11/2016 9:08 shonali @emmamhawes I know it is! #measurepr

2/11/2016 9:08 rhogroupee What an impressive group! Waving at all the regulars :) #measurepr

2/11/2016 9:08 Richard_Y Hello all, 1st timer so be gentle with me :) #measurePR

2/11/2016 9:08 Alukomnik RT @shonali: @Alukomnik Hey, there, great to see you! Tell @hellosahana I said hi. :) @eastwickcom #measurepr

2/11/2016 9:08 shonali @Richard_Y Welcome! #measurepr

2/11/2016 9:08 shonali OK, few quick things before we get started... #measurepr

2/11/2016 9:08 aiaddysonzhang @emmamhawes Hi Emma! We met via Shonali's FB group! Great to interact with u here today! @shonali #measurePR

2/11/2016 9:08 KristK Signing in for #measurepr chat! Kristie here from MS Gulf Coast, still recovering from Mardi Gras (PR pro w 25 yrs exp and still learning

2/11/2016 9:08 rhogroupee @Richard_Y it's only my second time...they're gentle, don't worry. #measurepr

2/11/2016 9:08 Alukomnik Great to see you too @shonali and I absolutly will @hellosahana @eastwickcom #measurepr

2/11/2016 9:08 shonali 1) remember to use the hashtag #measurePR, else your tweets won't get indexed in the recap. Using Tweetchat/Twubs is an easy way to do this

2/11/2016 9:08 RebekahRadice @Richard_Y No need to worry Richard...this will be fun! #measurePR

2/11/2016 9:09 ViralChat Join us live now on #measurePR! @PostPlanner CEO @RebekahRadice will be sharing her tips on community building

2/11/2016 9:09 frosty8556 RT @RebekahRadice: I'm a #socialmedia strategist, award winning writer, CMO for @PostPlanner, dog lover and rescue advocate. #luvmy pups #me..

2/11/2016 9:09 emmamhawes 🐶🐶🐶🐶🐶🐶 #measurePR <https://t.co/EUGdhCYi1y>

2/11/2016 9:09 kstansberry @shonali Thanks @shonali. It's been awhile since I could get it on my schedule but #measurepr is always a great experience

2/11/2016 9:09 Richard_Y Fab 5pm here so getting dark outside @rhogroupee #measurePF

2/11/2016 9:09 JessikaWhite I'm the communications specialist for the @PlankCenterPR! Shout-out to @kfreberg for the reminder tweet! #MeasurePF

2/11/2016 9:09 shonali 2) It helps if you number your qns, eg A1 or "re Q1," that way others can follow the conversation thread #measurepr

2/11/2016 9:09 RebekahRadice Important chat reminders...don't forget that hashtag! #measurePR <https://t.co/7ZRtrvWYEd>

2/11/2016 9:09 kfreberg You are very welcome, Jessika! Glad you are here! #MeasurePR <https://t.co/SoNKq4iVjt>

2/11/2016 9:10 emmamhawes @aiaddysonzhang @shonali hopefully it will be about happy things. Yes I remember you Ai! #measurePF

2/11/2016 9:10 kfreberg YAY Kathleen!! SO glad you are here for #MeasurePR! <https://t.co/UDKvgLuRyq>

2/11/2016 9:10 socialcraft613 RT @RebekahRadice: I'm a #socialmedia strategist, award winning writer, CMO for @PostPlanner, dog lover and rescue advocate. #luvmy pups #me..

2/11/2016 9:10 shonali 3) In addition to insights from @rhogroupee @kfreberg @rebekahradice we want to know what YOU think, so share & share freely :) #measurepr

2/11/2016 9:10 shonali @kstansberry So glad to see you back! #measurepr

2/11/2016 9:10 kfreberg It's all about community and #MeasurePR is a fabulous one! <https://t.co/sSqjPu5S3r>

2/11/2016 9:10 shonali @JessikaWhite Great to see you here! @PlankCenterPR @kfreberg #measurepr

2/11/2016 9:11 shonali 4) Above all, have FUN! Ready? OK, let's go, Q1 coming up... #measurepr

2/11/2016 9:11 CoachJayMo RT @kfreberg: It's all about community and #MeasurePR is a fabulous one! <https://t.co/sSqjPu5S3r>

2/11/2016 9:11 PostPlanner We're ready! #measurePR <https://t.co/YBM8YX2hxl>

2/11/2016 9:11 shonali Q1 Tell us what you do, how you got there. What got you interested in online communities? @rhogroupee @kfreberg @RebekahRadice #measurepr

2/11/2016 9:11 RebekahRadice RT @shonali: Q1 Tell us what you do, how you got there. What got you interested in online communities? @rhogroupee @kfreberg @RebekahRadice.

2/11/2016 9:11 kumarmangla RT PostPlanner "Join PostPlanner CMO RebekahRadice on chat now! #MeasurePR <https://t.co/cmdgouvjUK>"

2/11/2016 9:11 kumarmangla RT PostPlanner "We're ready! #measurePR <https://t.co/eQVj5sphBD>"

2/11/2016 9:12 kfreberg A1: I got interested in online communities when I was a track athlete + saw the power of networking & online presence #MeasurePR (1/2

2/11/2016 9:12 Alukomnik Couldn't agree more @kfreberg It's all about community and #MeasurePR is a fabulous one

2/11/2016 9:12 ShannonRenee RT @shonali: Q1 Tell us what you do, how you got there. What got you interested in online communities? @rhogroupee @kfreberg @RebekahRadice.

2/11/2016 9:12 rhogroupee A1: I'm a "people person". This is my happy place, helping ppl build relationships. #measurepr

2/11/2016 9:12 aiaddysonzhang A1: I teach PR and also the faculty advisor for our @StocktonPRSSA. I use online tools to create online communities #measurePF

2/11/2016 9:13 kfreberg A1: Now a #SMprof, I am trying to teach these lessons to my students in my class & pay it forward by engaging in the community. #MeasurePF

2/11/2016 9:13 RebekahRadice A1) Marketing has been my career for 20 yrs. Online communities became a passion around 2004 when I saw the power of connection. #measurePF

2/11/2016 9:13 ericajmoss For me, I think it started in AOL chat rooms — connecting with people around shared interests! #measurePF

2/11/2016 9:13 gerardcorbett A1. I'm a connector coach counsellor consultant and consigliere Community is the connective tissue of life. #measurePF

2/11/2016 9:13 austinomaha @shonali I promoted concerts on small level while in college. Built a community to promote my shows and to promote discussions. #measurePF

2/11/2016 9:13 Alukomnik RT @ericajmoss: For me, I think it started in AOL chat rooms — connecting with people around shared interests! #measurePF

2/11/2016 9:13 aiaddysonzhang A1: The online communities that i am actively involved help amplify my teaching and research. Amazing! #measurePF

2/11/2016 9:13 shonali RT @aiaddysonzhang: A1: The online communities that i am actively involved help amplify my teaching and research. Amazing! #measurePF

2/11/2016 9:13 rhogroupee @ericajmoss Woot for the AOL OG's! #measurepr

2/11/2016 9:13 Alukomnik @ericajmoss I loved the AOL chat room days! #measurepr

2/11/2016 9:14 shonali @austinomaha Very interesting. How did you find that helping? Re Q1 #measurepr

2/11/2016 9:14 RebekahRadice @ericajmoss Wow, that's a throwback, isn't it? Oh the good 'ol AOL days. #measurepr

2/11/2016 9:14 TTMobile_us #measurePR is now trending in USA, ranking 44

2/11/2016 9:14 kfreberg Indeed! AOL was where it was at and then there was Prodigy! #MeasurePR <https://t.co/GS3pMYbCnS>

2/11/2016 9:14 ericajmoss @rhogroupee They were definitely not *NSYNC chat rooms. Nope. #measurePF

2/11/2016 9:14 shonali @rhogroupee @ericajmoss LOL. Were you guys on ICQ? Re Q1 #measurepr

2/11/2016 9:14 RebekahRadice @aiaddysonzhang Absolutely! It's amazing what a tight knit community can do. #measurepr

2/11/2016 9:14 kstansberry @kfreberg How could I miss a Karen Freberg experience? I'm hoping there will be coffee and snacks along w/ the great convo #measurepr

2/11/2016 9:15 rhogroupee @shonali @ericajmoss I would hate to tell you how low my ICQ number is... #measurepr

2/11/2016 9:15 RebekahRadice @shonali @rhogroupee @ericajmoss YES! Spent many a day/night hanging out on ICQ. #measurepr

2/11/2016 9:15 kfreberg Absolutely! Coffee is always around!! #MeasurePR <https://t.co/sitlkdy7KJ>

2/11/2016 9:15 aiaddysonzhang Agreed! i was inspired by how Karen uses SM 2 engage & interact with her students. I am an advocate now #measurePR <https://t.co/0Pb1tTZrm>

2/11/2016 9:15 annekaboardman RT @RebekahRadice: A1) Marketing has been my career for 20 yrs. Online communities became a passion around 2004 when I saw the power of con..

2/11/2016 9:15 socialcraft613 RT @shonali: Q1 Tell us what you do, how you got there. What got you interested in online communities? @rhogroupee @kfreberg @RebekahRadice.

2/11/2016 9:15 kfreberg RT @aiaddysonzhang: Agreed! i was inspired by how Karen uses SM 2 engage & interact with her students. I am an advocate now #measurePR [http..](https://t.co/0Pb1tTZrm)

2/11/2016 9:15 austinomaha @shonali I moderated the discussions to promote engagement on discussion boards, FB groups. Numbers for attendance boomed. #measurePI

2/11/2016 9:15 Alukomnik A1) I'm fascinated with how we tell stories, especially how we tell them online. Anthro and poli-sci will do that to you! #measurepr

2/11/2016 9:15 ericajmoss @RebekahRadice @shonali @rhogroupee I actually wasn't on ICQ! #measurePR

2/11/2016 9:15 kfreberg @aiaddysonzhang You are too kind, Ai! #MeasurePR - you will definitely want to check out what Ai is doing for her #AZSM class - amazing

2/11/2016 9:16 theelusivfish Q1/ I first noticed the power of communities pre-www from the letters pages of comic books, then Usenet, then forums, blogs, etc #measurepr

2/11/2016 9:16 shonali RT @austinomaha I moderated discussions to promote engagement on discussion boards, FB groups. Numbers for attendance boomed. #measurePR A:

2/11/2016 9:16 Richard_Y q1) I'm in CRM & building communities should be part of that. Id like to understand how to connect the 2 #measurePR <https://t.co/YrVjcsMDB>

2/11/2016 9:16 RebekahRadice @ericajmoss @shonali @rhogroupee Not sure it's anything any of us want to admit at this point. ;) #measurepr

2/11/2016 9:16 gerardcorbett A1. My first community was @PRSA 42 years ago in @PRSSANational #measurePR @sjsu

2/11/2016 9:16 shonali @theelusivfish HI Rob!! #measurepr

2/11/2016 9:16 JohnFriedman Online relationships ARE real and offer immediacy, transparency and connection - just like face to face #measurePR <https://t.co/GghXbwdJTc>

2/11/2016 9:16 Richard_Y #measurePR <https://t.co/gwe2KBF1SZ>

2/11/2016 9:16 aiaddysonzhang @RebekahRadice I met so many wonderful PR pros online and are able to keep the connections. Powerful! #measurePI

2/11/2016 9:17 theelusivfish @shonali Hi !!! very glad that I stumbled online right as #measurepr was starting up.

2/11/2016 9:17 kmarnoch Comms / Meda Relations is my thing, but always closely linked to Marketing function. Currently in Higher Ed. in Canada ! #measurepr

2/11/2016 9:17 Alukomnik @aiaddysonzhang @RebekahRadice So true, and I've found #measurepr a great place to do that

2/11/2016 9:17 emmamhawes Meeting @shonali at the @PRAMonline conference is why I'm here. Plus, I have a lot to learn. #measurePR <https://t.co/aw8b1Tsqt>

2/11/2016 9:17 austinomaha @JohnFriedman "having a real face behind your voice" is really how I like to word this. So important to be authentic. #measurePF

2/11/2016 9:17 kfreberg Already on Q1 for #MeasurePR chat and I'm already getting a workout by typing answers! 😊 So fabulous! <https://t.co/NplAwutW7S>

2/11/2016 9:17 RebekahRadice A1) Blogging is where it began for me. I had no idea what an "online journal" would mean to my business & community building. #measurepr

2/11/2016 9:17 shonali @theelusivfish Doesn't it feel weird that we've been doing this a LONG time...! #measurepr

2/11/2016 9:17 kstansberry Got interested in online communities when diagnosed w/ lymphoma at 23. Online young adult cancer community mitigated isolation #measurepr

2/11/2016 9:17 aiaddysonzhang Thank you so much, Karen, for the shoutout! Shyly blushing ... #measurePR <https://t.co/YHDsEi45oM>

2/11/2016 9:18 skullsick @aiaddysonzhang And what's neat about that is how the relationships expand beyond one social network or community. #measurepr

2/11/2016 9:18 KristK RT @RebekahRadice: A1) Blogging is where it began for me. I had no idea what an "online journal" would mean to my business & community buil..

2/11/2016 9:18 EwaMariaDerrick RT @RebekahRadice: A1) Blogging is where it began for me. I had no idea what an "online journal" would mean to my business & community buil..

2/11/2016 9:18 ShannonRenee A1 I wasn't a chat room person. Twitter was my 1st online community experience and it remains my fave. #MeasurePR

2/11/2016 9:18 rhogroupee @kstansberry so important to remember that not all communities are about commerce and branding. #measurepr

2/11/2016 9:18 shonali MT @RebekahRadice A1 Blogging. I had no idea what an "online journal" would mean to biz & community building #measurepr

2/11/2016 9:18 aiaddysonzhang Absolutely! Plus, we have so many live streaming video tools! #measurePR <https://t.co/3KONIYHYex>

2/11/2016 9:18 shonali @kstansberry Wow. What an amazing story. xoxo A1 #measurepr

2/11/2016 9:18 Alukomnik @RebekahRadice @aiaddysonzhang Just like networking, when you see the same handles over and over, you start to get to know them #measurepr

2/11/2016 9:19 RebekahRadice @kstansberry Oh wow Kathleen. What a story. And here you are today to share it. Incredibly empowering! #measurepr

2/11/2016 9:19 baraasafaa RT @shonali: Q1 Tell us what you do, how you got there. What got you interested in online communities? @rhogroupee @kfreberg @RebekahRadice.

2/11/2016 9:19 kstansberry Online communities -& communication -& collaboration -& action -& ;-) #measurepr

2/11/2016 9:19 aiaddysonzhang Wow, 42 years ago! That's impressive! #measurePR <https://t.co/KwbqJ0ijPq>

2/11/2016 9:19 shonali VERY IMP. RT @rhogroupee @kstansberry so important to remember that not all communities are about commerce and branding. A1 #measurepr

2/11/2016 9:19 kfreberg Yes! Totally agree and it is also about sustaining these communities and collaborative efforts. #MeasurePR <https://t.co/HMlTrmDaRm>

2/11/2016 9:19 RebekahRadice @Alukomnik @aiaddysonzhang You sure do and at a deeper level. Chats like this really allow you to get to know people one on one. #measurepr

2/11/2016 9:19 austinomaha @rhogroupee as PR pro's, kind of gets lost sometimes. Need to remember that communities aren't always about conversions. #measurePF

2/11/2016 9:20 shonali Q2: Are impressions a valuable metric for PR in a social age? for @rebekahradice @rhogroupee @kfreberg & all. #measurepr

2/11/2016 9:20 JohnFriedman #wordsofwisdom #measurePR <https://t.co/JmDGLX2ypo>

2/11/2016 9:20 kfreberg YES! So true, Austin! #MeasurePR <https://t.co/AL4rw2hxd3>

2/11/2016 9:20 aiaddysonzhang Can i high five this a hundred times? Absolutely! #measurePR <https://t.co/mXBmmhQ1so>

2/11/2016 9:20 rhogroupee A2: Impressions are one tool in the arsenal, but not the most important. I put higher priority on actions. #measurepr

2/11/2016 9:20 Kristk RT @kstansberry: Online communities -& communication -& collaboration -& action -& ;-) #measurepr

2/11/2016 9:20 shonali @Alukomnik Aww. I'm so glad! @aiaddysonzhang @RebekahRadice #measurepr

2/11/2016 9:20 gerardcorbett A1. Don't have enough hands and feet to count today's communities in which I am part. #measurePR

2/11/2016 9:20 theelusivfish @shonali nah - I'm just glad there's finally decent tools/platforms for doing what makes people unique... building communities. #measurePR

2/11/2016 9:20 shonali @kmarnoch Hiya! #measurepr

2/11/2016 9:20 kstansberry @shonali @rhogroupee So true. Online comms can benefit learning, support, education, engagement, etc. etc. #measurepr

2/11/2016 9:21 kfreberg A2: I think they are one metric and tool, but not the only one you should look at. Metrics in #SM are evolving each day #MeasurePF

2/11/2016 9:21 waelsalman <https://t.co/gDMw4MwhZU>"kstansberry Hi Kathleen! Thanks for multi-tasking and joining us! #measurepr"

2/11/2016 9:21 waelsalman <https://t.co/9SFXkjTGZ2>"RT PostPlanner: Join PostPlanner CMO RebekahRadice on chat now! #MeasurePR <https://t.co/VRflpXluUa>"

2/11/2016 9:21 waelsalman <https://t.co/hKu4zTGE4I>"JohnFriedman Hey John! Great to see you here today! #measurepr"

2/11/2016 9:21 waelsalman <https://t.co/Kl4iOQgaxG>"emmamhawes Hi Em! Great to meet you! #measurepr"

2/11/2016 9:21 waelsalman <https://t.co/b5XK5mQGEp>"kfreberg UofL Hi Karen! Fun to tweet alongside you today! #measurepr"

2/11/2016 9:21 waelsalman <https://t.co/L5Jzr5G6c>"Richard_Y No need to worry Richard...this will be fun! #measurePR"

2/11/2016 9:21 waelsalman <https://t.co/e0PEzLZpaE>"Important chat reminders...don't forget that hashtag! #measurePR <https://t.co/4L79XQyGVd>"

2/11/2016 9:21 waelsalman <https://t.co/9N7eKIFgDc>"ericajmoss Wow, that's a throwback, isn't it? Oh the good 'ol AOL days. #measurepr"

2/11/2016 9:21 waelsalman <https://t.co/uuEJvoor1p>"aiaddysonzhang Absolutely! It's amazing what a tight knit community can do. #measurepr"

2/11/2016 9:21 waelsalman <https://t.co/OZAczGsfWP>"shonali rhogroupee ericajmoss YES! Spent many a day/night hanging out on ICQ. #measurepr"

2/11/2016 9:21 waelsalman <https://t.co/pbu6bnLHMn>"ericajmoss shonali rhogroupee Not sure it's anything any of us want to admit at this point. ;) #measurepr"

2/11/2016 9:21 austinomaha @shonali YES, but need to be used in the right CONTEXT. Use engagement metrics to tell the story, impressions are secondary, IMO. #measurePF

2/11/2016 9:21 aiaddysonzhang A2: I think we need to go beyond impressions to look at engagement, interactions, & meaningful conversations #measurePF

2/11/2016 9:21 emmamhawes I take my answer back my first community was @PRSSAMSU glad I changed plans to attend a meeting as new freshman 5 years ago. #MeasurePR

2/11/2016 9:21 gerardcorbett A2. Resulting impact and effect are what count. #measurePR

2/11/2016 9:21 RebekahRadice Never forget that there's people behind those conversations. Not just a logo, promotion, sale. #measurepr <https://t.co/Nxcuglujl>

2/11/2016 9:22 PostPlanner RT @RebekahRadice: Never forget that there's people behind those conversations. Not just a logo, promotion, sale. #measurepr <https://t.co/N..>

2/11/2016 9:22 kstansberry @RebekahRadice @shonali Yup. Experience prompted me to leave corp. comm. and become a Dr ... of social media :-)) #measurepr

2/11/2016 9:22 RebekahRadice Completely agree! #measurePR <https://t.co/tuog8oKC6Q>

2/11/2016 9:22 shonali Amen. RT @RebekahRadice Never forget that there's people behind those conversations. Not just a logo, promotion, sale. #measurepr

2/11/2016 9:22 emmamhawes RT @shonali: Q2: Are impressions a valuable metric for PR in a social age? for @rebekahradice @rhogroupee @kfreberg & all. #measurepr

2/11/2016 9:22 kfreberg A2A: I've found the work & insights @wadds has shared on metrics to be very interesting (<https://t.co/f1VGQmzXUM>) #MeasurePR

2/11/2016 9:22 Alukomnik a2) Impressions in isolation are not a useful tool, especially since they're "potential" and don't measure actual views #measurepr

2/11/2016 9:22 RebekahRadice @kstansberry I love it! @shonali #measurepr

2/11/2016 9:22 RebekahRadice RT @gerardcorbett: A2. Resulting impact and effect are what count. #measurePR

2/11/2016 9:23 shonali RT @Alukomnik a2 Impressions in isolation are not useful, especially since they're "potential" and don't measure actual views #measurepr

2/11/2016 9:23 PostPlanner What do you think: Are impressions a valuable metric for PR in a social age? #measurePR <https://t.co/wDIPhbNEG8>

2/11/2016 9:23 theelusivfish A2/ impressions are an interesting metric, but not important. What's important is 'are you changing what you set out to change' #measurePF

2/11/2016 9:23 RebekahRadice A2) Impressions are still important, but not the only metric that matters. #measurePR

2/11/2016 9:23 kfreberg @shonali @RebekahRadice Yes! There are the vanity metrics, and then there are those that really explain what's going on. #MeasurePF

2/11/2016 9:23 ShannonRenee RT @shonali: Q2: Are impressions a valuable metric for PR in a social age? for @rebekahradice @rhogroupee @kfreberg & all. #measurepr

2/11/2016 9:23 austinomaha @Alukomnik THIS! I ALWAYS use the term "potential." Extremely important in reporting "impressions." #measurePF

2/11/2016 9:23 shonali RT @RebekahRadice A2) Impressions are still important, but not the only metric that matters. #measurePR

2/11/2016 9:23 RebekahRadice RT @PostPlanner: What do you think: Are impressions a valuable metric for PR in a social age? #measurePR <https://t.co/wDIPhbNEG8>

2/11/2016 9:23 rhogroupee Yes you need to consider (and account for) the difference between potential vs actual impressions. #measurepr

2/11/2016 9:23 msmrmyr RT @RebekahRadice: Never forget that there's people behind those conversations. Not just a logo, promotion, sale. #measurepr <https://t.co/N..>

2/11/2016 9:23 RebekahRadice RT @rhogroupee: Yes you need to consider (and account for) the difference between potential vs actual impressions. #measurepr

2/11/2016 9:23 emmamhawes This #MeasurePR chat feels like I'm running a treadmill at 20 mph at a 20% incline or something like. Such good info y'all.

2/11/2016 9:23 aiaddysonzhang Agreed! #measurePR <https://t.co/mBhllLdtzq>

2/11/2016 9:23 kfreberg A2c: I also think impressions are not universal for all platforms. The metrics have to be tailored to the ?s, goals, & platform #MeasurePF

2/11/2016 9:23 Alukomnik A2) 2 And even if impressions did measure total views they don't tell you what happened from seeing your content #measurepr

2/11/2016 9:23 JohnFriedman What is measured gets managed; vital measure what matters or u chase wrong thing & don't add biz value #measurePR <https://t.co/dWLYBCOw2Q>

2/11/2016 9:24 RebekahRadice RT @kfreberg: A2c: I also think impressions are not universal for all platforms. The metrics have to be tailored to the ?s, goals, & platfo..

2/11/2016 9:24 SqueezeCMM RT @theelusivfish: A2/ impressions are an interesting metric, but not important. What's important is 'are you changing what you set out to..

2/11/2016 9:24 Richard_Y A2) Yes, shows a degree of reach. But like any metric can't be taken in isolation. #measurePR <https://t.co/zJG4UmLvd2>

2/11/2016 9:24 theelusivfish A2/ a PR objective should never be 'get impressions'. Impressions are simply a means to the end, not the end. #measurePF

2/11/2016 9:24 gerardcorbett A2. Only if the impression is quantified, qualified and fosters action #measurePR

2/11/2016 9:24 emmamhawes RT @JohnFriedman: What is measured gets managed; vital measure what matters or u chase wrong thing & don't add biz value #measurePR <https://t.co/N..>

2/11/2016 9:24 KristK RT @theelusivfish: A2/ a PR objective should never be 'get impressions'. Impressions are simply a means to the end, not the end. #measur..

2/11/2016 9:24 JohnFriedman Tweeps I have met IRL have all been "as presented" on line. You are what you tweet! #measurePR <https://t.co/kEK2PHmtZ4>

2/11/2016 9:24 IrisPRSoftware @kfreberg @wadds Agree - and the #PRStack book shines a light on great tools. #measurePF

2/11/2016 9:24 kfreberg A2d: For example, I've been following the work of @nickcicero & @Delmondo for @snapchat. Good discussion here for this platform #MeasurePI

2/11/2016 9:25 shonali RT @emmamhawes This #MeasurePR chat feels like I'm running a treadmill at 20 mph at a 20% incline or something like. Such good info y'all

2/11/2016 9:25 kfreberg Yes! Most definitely - a great tool and resource for #PR and #SM pros! #MeasurePR <https://t.co/t48JLb3v9J>

2/11/2016 9:25 shonali RT @kfreberg A2d: I've been following the work of @nickcicero & @Delmondo for @snapchat. Good discussion here for this platform #measurepr

2/11/2016 9:25 Alukomnik A2) 3 Just like Share of Voice, impressions are an "awareness" metric, and don't tell you the whole story <https://t.co/nZyHUv3mVK> #measurepr

2/11/2016 9:25 RebekahRadice And what gets measured, gets moved. Can't make critical adjustments if u don't know what u r tracking. #measurePR <https://t.co/ISphlvFeLI>

2/11/2016 9:25 kfreberg @gerardcorbett Thanks, Gerry! #MeasurePR

2/11/2016 9:25 shonali Q3 To what extent does online community impact PR, and vice versa? @rebekahradice @rhogroupee @kfreberg & all #measurepr

2/11/2016 9:25 ViralChat RT @RebekahRadice: And what gets measured, gets moved. Can't make critical adjustments if u don't know what u r tracking. #measurePR <https://t.co/ISphlvFeLI>

2/11/2016 9:25 Richard_Y This #measurePR <https://t.co/cHJz7yOPIS>

2/11/2016 9:25 rhogroupee A3: An engaged community can be a fantastic PR resource, esp in times of disaster. They can have your back. #measurepr

2/11/2016 9:26 StephanLiozu RT @RebekahRadice: And what gets measured, gets moved. Can't make critical adjustments if u don't know what u r tracking. #measurePR <https://t.co/ISphlvFeLI>

2/11/2016 9:26 RebekahRadice A2) From an awareness level, impressions remain important. Track that data, but carefully analyze among many different factors. #measurePR

2/11/2016 9:26 kfreberg A3a: HUGE impact. Online communities are formulating networks, convos, and opinions in real time around the world. #MeasurePF

2/11/2016 9:26 msmrmyr RT @theelusivfish: A2/ a PR objective should never be 'get impressions'. Impressions are simply a means to the end, not the end. #measur..

2/11/2016 9:26 rhogroupee A3+: And conversely, good PR can also reinforce members' decision to identify with your brand. #measurepr

2/11/2016 9:26 Raselhossain420 RebekahRadice : Completely agree! #measurePR <https://t.co/Q7voUje42p> (via Twitter <https://t.co/715wH5n4wu>) <https://t.co/BubMQEB5kZ>

2/11/2016 9:26 aiaddysonzhang Yes. I love following brands and influencers on #snapchat to see how they use it. #measurePR <https://t.co/BPiZseu9U#>

2/11/2016 9:26 TheSocial_CEO RT @RebekahRadice: And what gets measured, gets moved. Can't make critical adjustments if u don't know what u r tracking. #measurePR <https://t.co/715wH5n4wu>

2/11/2016 9:26 ericajmoss Your community members can be your biggest cheerleaders. Give them the spotlight. #measurePF

2/11/2016 9:27 austinomaha Yes! If you remain engaged to your audience, you'll reap the benefits in time of need (or crisis) #measurePR <https://t.co/AHwWKJ5SB;>

2/11/2016 9:27 RebekahRadice So true! An engaged and loyal community is worth it's weight in gold. #measurepr <https://t.co/5uAORT46iL>

2/11/2016 9:27 shonali MT @RebekahRadice A2 From an awareness level, impressions remain imp. Track, but carefully analyze among many different factors. #measurepr

2/11/2016 9:27 kfreberg A3b: It's how people find out what others are saying about a brand, product, issue. All about WOM & influence in real time. #MeasurePF

2/11/2016 9:27 margotcodes RT @ericajmoss: Your community members can be your biggest cheerleaders. Give them the spotlight. #measurePF

2/11/2016 9:27 RebekahRadice RT @shonali: Q3 To what extent does online community impact PR, and vice versa? @rebekahradice @rhogroupee @kfreberg & all #measurepr

2/11/2016 9:27 emmamhawes RT @rhogroupee: A3+: And conversely, good PR can also reinforce members' decision to identify with your brand. #measurepr

2/11/2016 9:27 Alukomnik A3) 1 Online communities are super important for PR! #measurepr

2/11/2016 9:27 ShannonRenee A2 It's the context that makes the measurement--impressions, reach, etc--valuable, not the number. #MeasurePR

2/11/2016 9:27 RebekahRadice RT @kfreberg: A3a: HUGE impact. Online communities are formulating networks, convos, and opinions in real time around the world. #MeasurePF

2/11/2016 9:27 shonali YES! (A3) RT @ericajmoss Your community members can be your biggest cheerleaders. Give them the spotlight. #measurePF

2/11/2016 9:27 RebekahRadice RT @rhogroupee: A3+: And conversely, good PR can also reinforce members' decision to identify with your brand. #measurepr

2/11/2016 9:27 kfreberg As a Lord of the Rings fan, there is no metric to rule them all! #MeasurePR

2/11/2016 9:27 shonali RT @rhogroupee A3+: And conversely, good PR can also reinforce members' decision to identify with your brand. #measurepr

2/11/2016 9:27 ShannonRenee RT @shonali: Q3 To what extent does online community impact PR, and vice versa? @rebekahradice @rhogroupee @kfreberg & all #measurepr

2/11/2016 9:27 aiaddysonzhang Q3 Online community deepens and expands relationship building #measurePF

2/11/2016 9:27 Alukomnik @shonali @RebekahRadice but do they even measure awareness, when people can skip content and that still counts as an impression? #measurepr

2/11/2016 9:28 austinomaha 100% true. Community users trust other voices more than your own brand voice. #measurePR <https://t.co/W4S2FQJlr0>

2/11/2016 9:28 shonali #tweetoftheday RT @kfreberg As a Lord of the Rings fan, there is no metric to rule them all! #MeasurePF

2/11/2016 9:28 Lalibelaw RT @rhogroupee: A2: Impressions are one tool in the arsenal, but not the most important. I put higher priority on actions. #measurepr

2/11/2016 9:28 theelusivfish A2/ ...don't get me started on share of voice. That's a very flawed metric that PR loves to lopp onto <https://t.co/QjJb7iie3E> #measurePR

2/11/2016 9:28 gerardcorbett A3. If it fosters measurable, positive response and inspires action and behavioral change #measurePF

2/11/2016 9:28 emmamhawes A3. I'd say being a support system to each other beyond the information we share. This week has been evident of that. Thank you. #MeasurePF

2/11/2016 9:28 ViralChat Love this! #MeasurePR <https://t.co/n1H6T5o3iF>

2/11/2016 9:28 msmrmyr A2) So how do you measure beyond the metric? Does engagement alone work as the only measurement? How do you measure action? #measurePI

2/11/2016 9:28 andrea_maclean RT @gerardcorbett: A3. If it fosters measurable, positive response and inspires action and behavioral change #measurePF

2/11/2016 9:28 shonali Q4: What are some smart metrics when it comes to measuring community? @rhogroupee @kfreberg @RebekahRadice (and all, of course!) #measurepr

2/11/2016 9:28 emmamhawes RT @Richard_Y: This #measurePR <https://t.co/cHJz7yOPIS>

2/11/2016 9:29 aiaddysonzhang So true. Isn't this what branding about? A collective perception of who you are #measurePR <https://t.co/roYEPpcr8c>

2/11/2016 9:29 msmrmyr RT @kfreberg: As a Lord of the Rings fan, there is no metric to rule them all! #MeasurePF

2/11/2016 9:29 kfreberg @shonali 🌟👍🌟! We are all on this journey to find the right metrics to #MeasurePR <https://t.co/ezKJLpHJI>

2/11/2016 9:29 emmamhawes RT @austinomaha: Yes! If you remain engaged to your audience, you'll reap the benefits in time of need (or crisis) #measurePR <https://t.co/715wH5n4wu>

2/11/2016 9:29 theelusivfish RT @kfreberg: As a Lord of the Rings fan, there is no metric to rule them all! #MeasurePF

2/11/2016 9:29 ShannonRenee A3 Your online community can be great for PR, if they are the "right" audience whatever you're pushing #MeasurePF

2/11/2016 9:29 KristK RT @shonali: Q4: What are some smart metrics when it comes to measuring community? @rhogroupee @kfreberg @RebekahRadice (and all, of course..)

2/11/2016 9:29 rhogroupee A4: I look at ratio of active members, new posts or content over time, & member-to-member interaction. #measurepr

2/11/2016 9:29 RebekahRadice A3) As public opinion voiced through #socialmedia has grown over the years, cultivating a strong community is critical. #measurepr

2/11/2016 9:29 skullsick A3) As public opinion voiced through #socialmedia has grown over the years, cultivating a strong community is critical. #measurepr

2/11/2016 9:29 theelusivfish @kfreberg Key Precccccccccious Indicators? #MeasurePR

2/11/2016 9:29 RebekahRadice RT @shonali: Q4: What are some smart metrics when it comes to measuring community? @rhogroupee @kfreberg @RebekahRadice (and all, of course..

2/11/2016 9:29 KristK RT @rhogroupee: A4: I look at ratio of active members, new posts or content over time, & member-to-member interaction. #measurepr

2/11/2016 9:29 ViralChat Want to know what smart metrics to use when it comes to measuring community? Join #measurePR now!

2/11/2016 9:29 ShannonRenee RT @shonali: Q4: What are some smart metrics when it comes to measuring community? @rhogroupee @kfreberg @RebekahRadice (and all, of course..

2/11/2016 9:29 rhogroupee A4: But trends are more imp than snapshots when it comes to community. It's a marathon, not a sprint. #measurepr

2/11/2016 9:30 kfreberg A4a: I think Community health, consumer journey, and of course characteristics of customer 360 degrees. #MeasurePF

2/11/2016 9:30 RebekahRadice RT @emmamahawes: A3. I'd say being a support system to each other beyond the information we share. This week has been evident of that. Thank..

2/11/2016 9:30 ericajmoss True Social Metrics allows you to measure conversation rate, amplification rate & applause rate. #measurePR

2/11/2016 9:30 Mark_Northall RT @RebekahRadice: A3) As public opinion voiced through #socialmedia has grown over the years, cultivating a strong community is critical. ..

2/11/2016 9:30 RebekahRadice RT @aiaddysonzhang: Q3 Online community deepens and expands relationship building #measurePR

2/11/2016 9:30 RebekahRadice RT @ShannonRenee: A2 It's the context that makes the measurement--impressions, reach, etc--valuable, not the number. #MeasurePF

2/11/2016 9:30 justinpowellweb RT @RebekahRadice: A3) As public opinion voiced through #socialmedia has grown over the years, cultivating a strong community is critical. ..

2/11/2016 9:30 Alukomnik A3) 2 Online communities can allow you to see trends, hop on them, and engage with more of your community to increase PR impact #measurepr

2/11/2016 9:30 emmahawes RT @shonali: Q4: What are some smart metrics when it comes to measuring community? @rhogroupee @kfreberg @RebekahRadice (and all, of course..

2/11/2016 9:30 ViralChat @mordecaiholtz not quite! But we're hanging out on the #measurePR chat now :

2/11/2016 9:30 emmahawes RT @aiaddysonzhang: So true. Isn't this what branding about? A collective perception of who you are #measurePR <https://t.co/rOYEPpcc8c>

2/11/2016 9:30 kfreberg This is Awesome!!! @shonali - definitely another candidate for #TweetOfTheDay #MeasurePR <https://t.co/zoAhUKSDIC>

2/11/2016 9:30 shonali RT @rhogroupee A4: I look at ratio of active members, new posts or content over time, & member-to-member interaction. #measurepr

2/11/2016 9:30 Tinu RT @shonali: Q3 To what extent does online community impact PR, and vice versa? @rebekahradice @rhogroupee @kfreberg & all #measurepr

2/11/2016 9:30 RebekahRadice We've been a big fan of that tool Erica. Great data in there! #measurePR <https://t.co/GwLR1iUk9h>

2/11/2016 9:30 PostPlanner RT @RebekahRadice: We've been a big fan of that tool Erica. Great data in there! #measurePR <https://t.co/GwLR1iUk9h>

2/11/2016 9:31 kfreberg A4b: I've found what @richcalabrese & @fizziology are doing to explore consumer snapshots for their research is good! #MeasurePI

2/11/2016 9:31 gerardcorbett A4. Who did what, how many, what did they do and what came of it. #measurePR

2/11/2016 9:31 JohnFriedman @RebekahRadice you're scary smart. Thanks for expanding my thinking. #measurePR

2/11/2016 9:31 kfreberg A4c: Also, the work @GM & @qoswhit are doing to explore the customer journey through metrics is also impressive. #MeasurePI

2/11/2016 9:32 aiaddysonzhang simple and classic! #measurePR <https://t.co/F1METUtOGg>

2/11/2016 9:32 kfreberg Great insights! #MeasurePR <https://t.co/Gfss55ecE4>

2/11/2016 9:32 theelusivfish A3/ an engaged community will serve as your greatest advocates,your most useful critic, provide eyes and ears and have your back #MeasurePF

2/11/2016 9:32 shonali RT @rhogroupee A4: But trends are more imp than snapshots when it comes to community. It's a marathon, not a sprint. #measurepr

2/11/2016 9:32 RebekahRadice A4) Social engagement is an important metric that can't be discounted. It fuels community fire and gives lift to PR efforts. #measurepr

2/11/2016 9:32 skullsick A4) Social engagement is an important metric that can't be discounted. It fuels community fire and gives lift to PR efforts. #measurepr

2/11/2016 9:32 shonali RT @kfreberg A4a: I think Community health, consumer journey, and of course characteristics of customer 360 degrees. #MeasurePF

2/11/2016 9:32 RebekahRadice RT @theelusivfish: A3/ an engaged community will serve as your greatest advocates,your most useful critic, provide eyes and ears and have ..

2/11/2016 9:32 ericajmoss The majority of brand mentions don't include your Twitter handle. Set up searches in Tweetdeck to monitor. #measurePI

2/11/2016 9:32 msrmrmyr RT @ericajmoss: True Social Metrics allows you to measure conversation rate, amplification rate & applause rate. #measurePF

2/11/2016 9:33 Alukomnik q4) Smart metrics will differ depending on goals, but some are engagement rate, traffic to site, and conversions #measurepr

2/11/2016 9:33 shonali RT @Alukomnik A3) Online communities can allow you to see trends, hop on them, and engage to increase PR impact #measurepr

2/11/2016 9:33 kmarnoch RT @shonali: RT @Alukomnik A3) Online communities can allow you to see trends, hop on them, and engage to increase PR impact #measurepr

2/11/2016 9:33 kfreberg Agreed. I also think looking at customer networks and who they are connected & influenced by is also key #MeasurePR <https://t.co/u2W64Z7ylc>

2/11/2016 9:33 Alukomnik RT @ericajmoss: The majority of brand mentions don't include your Twitter handle. Set up searches in Tweetdeck to monitor. #measurePI

2/11/2016 9:33 PostPlanner Great tip! #measurePR <https://t.co/2RH8Oc7bfk>

2/11/2016 9:33 gerardcorbett A4. Did you accomplish what you set out as your goal. #measurePR

2/11/2016 9:33 rhogroupee So difficult but important to find the subtweets for your brand! So right @ericajmoss. #measurepr

2/11/2016 9:33 EliasPartys RT @RebekahRadice: A4) Social engagement is an important metric that can't be discounted. It fuels community fire and gives lift to PR effo...

2/11/2016 9:33 Alukomnik @ericajmoss this is why it's so important to set up boolean searches! #measurepr

2/11/2016 9:33 austinomaha @ericajmoss and it's SO easy to do. Utilize those free tools. #measurePR

2/11/2016 9:33 lanGertler @shonali @rhogroupee @kfreberg @RebekahRadice Interesting question, as it can often vary between organization & team members now. #measureP

2/11/2016 9:33 photoartistry2 RT @emmamhawes: A3. I'd say being a support system to each other beyond the information we share. This week has been evident of that. Thank..

2/11/2016 9:34 photoartistry2 RT @RebekahRadice: A3) As public opinion voiced through #socialmedia has grown over the years, cultivating a strong community is critical. ..

2/11/2016 9:34 ViralChat Social engagement is an important metric that can't be discounted. It fuels community fire & lifts PR efforts.~ @RebekahRadice #measurePF

2/11/2016 9:34 kfreberg Absolutely! I think culture (and measuring this) is key. Culture influences community. #MeasurePR <https://t.co/MpeEH9uaY>

2/11/2016 9:34 shonali Elaborate on "subtweets" please! MT @rhogroupee So difficult but important to find the subtweets for your brand! #measurepr

2/11/2016 9:34 RebekahRadice @JohnFriedman Crazy how many don't know what to track or why. Then complain it isn't working. Can't move the needle if u don't! #measurePF

2/11/2016 9:34 LUCYrk78 Is #measurePR a weekly chat? I'm so sorry to have missed it today!

2/11/2016 9:34 fullbeck RT @shonali: Q4: What are some smart metrics when it comes to measuring community? @rhogroupee @kfreberg @RebekahRadice (and all, of course..

2/11/2016 9:34 ericajmoss Shameless plug for @Bitly: track who's clicking on your links/content and when to optimize your efforts. #measurePF

2/11/2016 9:34 theelusivefish @shonali @kfreberg One does not simply walk into Mordor.The eye of Sauron counts as just one impression;the CMO won't be pleased. #measurePI

2/11/2016 9:35 rhogroupee @shonali Meaning when someone is talking about your brand without specifically using your name or handle. #measurepr

2/11/2016 9:35 RebekahRadice @LUCYrk78 Hey Lucy! I believe it's just monthly. Awesome community here! #measurepr

2/11/2016 9:35 ShannonRenee A4 My goal for the community was X, they met X or did not meet X. Then I work to find out why/why not. #MeasurePF

2/11/2016 9:35 kumarmangla RT PostPlanner "What do you think: Are impressions a valuable metric for PR in a social age? #measurePR <https://t.co/FlejrGPWIF>"

2/11/2016 9:35 kumarmangla RT PostPlanner "RT RebekahRadice: We've been a big fan of that tool Erica. Great data in there! #measurePR <https://t.co/Nsz6vUPo4R>"

2/11/2016 9:35 kumarmangla RT PostPlanner "Great tip! #measurePR <https://t.co/tVWoznYYrM>"

2/11/2016 9:35 kfreberg 🌟🌟🌟!!! #MeasurePR <https://t.co/iEi7jIirQb>

2/11/2016 9:35 aiaddysonzhang So true! Org. culture and classroom culture are crucial to community building and learning outcomes #measurePR <https://t.co/ERFonWm1QI>

2/11/2016 9:35 JohnFriedman Last wk 2 million impressions for a company. Only 25,000 had handle #measurePR. 90% tweets of my HuffPo don't tag me <https://t.co/sJgCBCIJvn>

2/11/2016 9:35 Alukomnik @RebekahRadice @JohnFriedman So true! #measurepr

2/11/2016 9:35 RebekahRadice RT @Alukomnik: q4) Smart metrics will differ depending on goals, but some are engagement rate, traffic to site, and conversions #measurepr

2/11/2016 9:35 KristK RT @ShannonRenee: A4 My goal for the community was X, they met X or did not meet X. Then I work to find out why/why not. #MeasurePF

2/11/2016 9:35 gerardcorbett Can't move the needle if you don't have one. #measurepr <https://t.co/GFRGPPPBda>

2/11/2016 9:35 shonali @RebekahRadice @LUCYrk78 Hey there! Yes, it's monthly, usually 2nd Tues of the month, this month we're trying 2nd Thurs. Welcome! #measurepr

2/11/2016 9:36 photoartistry2 RT @rhogroupee: A3+: And conversely, good PR can also reinforce members' decision to identify with your brand. #measurepr

2/11/2016 9:36 shonali @RebekahRadice And THANK YOU! @LUCYrk78 #measurepr

2/11/2016 9:36 JohnFriedman Agree. That's my personal/professional mission. #measurePr <https://t.co/dLitBmWZJj>

2/11/2016 9:36 Alukomnik @theelusivefish @shonali @kfreberg But the impact of that impression is huge! It's like the most qualified lead for the ring #measurePF

2/11/2016 9:36 emmamhawes RT @gerardcorbett: Can't move the needle if you don't have one. #measurepr <https://t.co/GFRGPPPBda>

2/11/2016 9:36 TwoBlondeDogs RT @ericajmoss: True Social Metrics allows you to measure conversation rate, amplification rate & applause rate. #measurePF

2/11/2016 9:36 Tinu RT @RebekahRadice: Never forget that there's people behind those conversations. Not just a logo, promotion, sale. #measurepr <https://t.co/N..>

2/11/2016 9:36 shonali @rhogroupee Got it, I had a bit of a lightbulb moment AFTER I sent that tweet, of course. ;) #measurepr

2/11/2016 9:36 RebekahRadice @gerardcorbett Exactly! #measurepr

2/11/2016 9:36 fullbeck @shonali Sorry I missed the start of this, but trying to follow remainder of debate. #measurePR

2/11/2016 9:36 theelusivefish a4/ base level metrics for community health are growth and engagement. Beyond that it depends on your obj for having community #measurePI

2/11/2016 9:36 RebekahRadice RT @JohnFriedman: Last wk 2 million impressions for a company. Only 25,000 had handle #measurePR. 90% tweets of my HuffPo don't tag me http...

2/11/2016 9:36 LUCYrk78 aha! I love all the tweets I'm seeing from it! #measurePR <https://t.co/kyBFdimsMf>

2/11/2016 9:37 RebekahRadice RT @aiaddysonzhang: So true! Org. culture and classroom culture are crucial to community building and learning outcomes #measurePR <https://t.co/kyBFdimsMf>

2/11/2016 9:37 disgamechanger RT @RebekahRadice: @JohnFriedman Crazy how many don't know what to track or why. Then complain it isn't working. Can't move the needle if u..

2/11/2016 9:37 shonali @fulbeck No worries! We always post a recap & transcript, so you can go through it later to your heart's content. ;) #measurepr

2/11/2016 9:37 ericajmoss @austinomaha Painfully easy. I use Tweetdeck to schedule posts as well. #measurePR

2/11/2016 9:37 gerardcorbett This #measurePR tweetchat is burning through my battery.

2/11/2016 9:37 RebekahRadice @fulbeck Hi Sally! No worries. That's the beauty of a chat. You can always go back and catch up! @shonali #measurepr

2/11/2016 9:37 shonali @RebekahRadice @fulbeck Exactly! #measurepr

2/11/2016 9:37 RebekahRadice RT @LUCYrk78: aha! I love all the tweets I'm seeing from it! #measurePR <https://t.co/kyBFdimsMf>

2/11/2016 9:38 ShannonRenee A3 Know where you're beginning...a baseline to measure against. Gotta start somewhere. #MeasurePF

2/11/2016 9:38 aiaddysonzhang @ericajmoss I also use tweetdeck! like it a lot. @austinomaha #measurePR

2/11/2016 9:38 RebekahRadice RT @ShannonRenee: A3 Know where you're beginning...a baseline to measure against. Gotta start somewhere. #MeasurePF

2/11/2016 9:38 robincarr @gerardcorbett will there be a synopsis of #measurePR chat?

2/11/2016 9:38 shonali RT @gerardcorbett Can't move the needle if you don't have one. #measurepr <https://t.co/JNBlcFxBQz>

2/11/2016 9:38 msmrmyr RT @gerardcorbett: Can't move the needle if you don't have one. #measurepr <https://t.co/GFRGPPPBDe>

2/11/2016 9:38 shonali @robincarr Hey Robin (and HEY ROBIN :)). Yes, there will be a recap/transcript on #WUL later. @gerardcorbett #measurepr

2/11/2016 9:38 ericajmoss There's no better post than this one from @Moz about measuring engagement: <https://t.co/JpJFM1udQK> #measurePF

2/11/2016 9:39 JohnFriedman Me too. But I am live now (cause it matters to me) #measurePr <https://t.co/IR7IEvFZGc>

2/11/2016 9:39 ViralChat RT @LUCYrk78: aha! I love all the tweets I'm seeing from it! #measurePR <https://t.co/kyBFdimsMf>

2/11/2016 9:39 gerardcorbett Always! @robincarr #measurepr

2/11/2016 9:39 shonali Q5: How do you go from measurement to reporting to optimization? What tools get you there? @rebekahradice @rhogroupee @kfreberg #measurepr

2/11/2016 9:39 KristK Brilliant and so simple! #MeasurePR <https://t.co/2TtP0IsD9X>

2/11/2016 9:39 Alukomnik A3) It's quite frustrating when people say "we want to know where we're going, but you can't access our analytics for anything" #measurepr

2/11/2016 9:39 JohnFriedman Or you're moving a needle you're not watching. #measurePR <https://t.co/tFaMkci8K2>

2/11/2016 9:39 gerardcorbett RT @shonali: @robincarr Hey Robin (and HEY ROBIN :)). Yes, there will be a recap/transcript on #WUL later. @gerardcorbett #measurepr

2/11/2016 9:39 disgamechanger RT @gerardcorbett: Can't move the needle if you don't have one. #measurepr <https://t.co/GFRGPPPBDe>

2/11/2016 9:40 rhogroupee A5: Don't do anything until you know your business/PR goal. Then set up metrics that will support it. (1/3) #measurepr

2/11/2016 9:40 photoartistry2 RT @ShannonRenee: A3 Know where you're beginning...a baseline to measure against. Gotta start somewhere. #MeasurePF

2/11/2016 9:40 RebekahRadice Look to why/why not and what worked/what didn't. The answer is always in the data. #measurePR <https://t.co/Xn5hCwspX9>

2/11/2016 9:40 kfreberg A5a: There seems to be a tool coming out each and every day on this very subject! Sometimes hard to keep up! #MeasurePF

2/11/2016 9:40 rhogroupee A5: Most platforms offer some built-in analytics &/or tie to Google Analytics. Decide how often to review. (2/3) #measurepr

2/11/2016 9:40 Alukomnik A5a) @shonali I think it takes a lot of human leg work, asking the question "so what, now what" #measurepr

2/11/2016 9:40 kstansberry @aiaddysonzhang @ericajmoss @austinomaha tweetdeck is great for advanced tweet monitoring too - (ex. location based) #MeasurePF

2/11/2016 9:40 RebekahRadice RT @shonali: Q5: How do you go from measurement to reporting to optimization? What tools get you there? @rebekahradice @rhogroupee @kfreber.

2/11/2016 9:40 rhogroupee A5: Be comfy w/experimenting & changing tactics to support strategy. (3/3) #measurepr

2/11/2016 9:40 IanGertler @kfreberg Thanks for the validation. Culture is often spoken about as hype, but it's crucial. #measurePR @shonali @rhogroupee @RebekahRadice

2/11/2016 9:40 kfreberg A5b: This was actually one of the things I got to do for my @PlankCenterPR fellowship this summer w/ @GM. #MeasurePR

2/11/2016 9:40 austinomaha @kfreberg incredibly difficult to keep up with it. However, soooooo many good tools to use! #measurePF

2/11/2016 9:40 aiaddysonzhang I see this all the time. My students will just jump into tactics without understanding the bigger goals #measurePR <https://t.co/IZTvsVirvt>

2/11/2016 9:41 gerardcorbett A5. The ones you set up before you started your journey. Lol #measurePF

2/11/2016 9:41 fulbeck Culture is crucial #measurePR <https://t.co/MVC9K4AsTC>

2/11/2016 9:41 mjkuhsin Just joining. Late to the conversation.#measurePR

2/11/2016 9:41 Alukomnik A5b) in many ways measurement is only the first step. After that you have to make insights, and that takes knowing your goals #measurepr

2/11/2016 9:41 kfreberg A5c: With that being said, I'm a fan of @Affinio & @SignalLabs (@djwaldow @TheTimHayden& @CoachJayMo are amazing!) #MeasurePR

2/11/2016 9:42 msmrmyr RT @aiaddysonzhang: I see this all the time. My students will just jump into tactics without understanding the bigger goals #measurePR http..

2/11/2016 9:42 aiaddysonzhang I hear you. This is what i found to be the most challenging part to be in SM. Staying updated! #measurePR https://t.co/Y2ap5aXgf

2/11/2016 9:42 kfreberg @IanGertler You are very welcome! #MeasurePR

2/11/2016 9:42 shonali YAS! RT @rhogroupee A5: Don't do anything until you know your business/PR goal. Then set up metrics that will support it. (1/3) #measurep

2/11/2016 9:42 austinomaha @aiaddysonzhang really need to place emphasis goal setting and understanding of goals before moving forward! #measurePI

2/11/2016 9:42 shonali @Alukomnik Gah, some of my students are going through that right now. #measurep

2/11/2016 9:42 Alukomnik 5c) Once you know your goals, you can see what's working, what's not, and where you can change. #measurep

2/11/2016 9:42 RebekahRadice A5) First and foremost, offer a ridiculous amount of value. If you're not a valuable resource, optimization will be impossible. #measurep

2/11/2016 9:42 shonali RT @rhogroupee A5: Most platforms offer some built-in analytics &/or tie to Google Analytics. Decide how often to review. (2/3) #measurep

2/11/2016 9:42 kfreberg @austinomaha Very, very true! That's why I look for amazing pros like @wadds for the latest tools and insights! #MeasurePR

2/11/2016 9:42 shonali RT @rhogroupee A5: Be comfy w/experimenting & changing tactics to support strategy. (3/3) #measurep

2/11/2016 9:42 kstansberry A5: My brain. Great tech tools can aid analysis, but application of data is only effective w/ strategic thought #measurepr

2/11/2016 9:43 aiaddysonzhang i have not explored much of the advanced tweet monitoring. but, i am going to now. thanks! #measurePR https://t.co/mya4UN4Cu

2/11/2016 9:43 Affinio @kfreberg Thanks for the shout out Karen 😊 #MeasurePR

2/11/2016 9:43 waelsalman https://t.co/X9hloDPV8q "We've been a big fan of that tool Erica. Great data in there! #measurePR https://t.co/gBVFVXsqPn"

2/11/2016 9:43 MargeauxDS A sentiment analysis can provide key insights into how our target audience views our brand #measurePR #BigData https://t.co/07mYJUgixl

2/11/2016 9:43 waelsalman https://t.co/WGR7Spdujt "RT aiaddysonzhang: Q3 Online community deepens and expands relationship building #measurePR"

2/11/2016 9:43 aiaddysonzhang @mjkushin Hi Matt! #measurePR

2/11/2016 9:43 austinomaha @Alukomnik tweaking your strategy is key in the measurement process. That's a huge reason WHY we measure. #measurePF

2/11/2016 9:43 eazybanyane RT @ShannonRenee: A3 Know where you're beginning...a baseline to measure against. Gotta start somewhere. #MeasurePI

2/11/2016 9:43 shonali MT @RebekahRadice A5 First, offer a ridiculous amount of value. If you're not a valuable resource, optimization = impossible. #measurep

2/11/2016 9:43 kfreberg @aiaddysonzhang Yes! There are a lot of opportunities here with Tweetdeck, @hootsuite, and @SproutSocial for advanced search. #MeasurePI

2/11/2016 9:44 kfreberg You are very welcome! Happy to do so! #MeasurePR https://t.co/BVIWLSecGN

2/11/2016 9:44 eazybanyane RT @Alukomnik: q4) Smart metrics will differ depending on goals, but some are engagement rate, traffic to site, and conversions #measurep

2/11/2016 9:44 RebekahRadice Culture influences community and creates a bond between brand and consumer. Extremely powerful! #measurePR https://t.co/vyIS6nvcp

2/11/2016 9:44 skullsick Culture influences community and creates a bond between brand and consumer. Extremely powerful! #measurePR https://t.co/oJmVySBRKC

2/11/2016 9:44 Alukomnik @MargeauxDS totally agree, but I don't think there's any tool that can do this as well as a human...yet #measurepr

2/11/2016 9:44 TweetsAnup RT @aiaddysonzhang: So true! Org. culture and classroom culture are crucial to community building and learning outcomes #measurePR https://..

2/11/2016 9:44 dynamic_digi RT @RebekahRadice: Culture influences community and creates a bond between brand and consumer. Extremely powerful! #measurePR https://t.co..

2/11/2016 9:44 RebekahRadice RT @MargeauxDS: A sentiment analysis can provide key insights into how our target audience views our brand #measurePR #BigData https://t.co..

2/11/2016 9:44 aiaddysonzhang Following! #measurePR https://t.co/pjnNyOINLo

2/11/2016 9:44 gerardcorbett A5 it's about outcome, not throughput or output. #measurePR

2/11/2016 9:45 Alukomnik @austinomaha Absolutely! It's all about tweaking and optimizing #measurep

2/11/2016 9:45 jeffsheehan RT @RebekahRadice: And what gets measured, gets moved. Can't make critical adjustments if u don't know what u r tracking. #measurePR https...

2/11/2016 9:45 kfreberg Another element to consider when looking at community are emojis - and @SignalLabs has a tool for this #MeasurePR https://t.co/5gfEqXdwo

2/11/2016 9:45 shonali RT @gerardcorbett A5 it's about outcome, not throughput or output. #measurePF

2/11/2016 9:45 KillerJoule RT @fullbeck: Culture is crucial #measurePR https://t.co/MVC9K4AsTC

2/11/2016 9:45 RebekahRadice RT @MargeauxDS: A sentiment analysis can provide key insights into how our target audience views our brand #measurePR #BigData https://t.co..

2/11/2016 9:45 Alukomnik @gerardcorbett YASSSSS https://t.co/kqr0ZjELRa #measurepr

2/11/2016 9:45 PostPlanner Look to why/why not and what worked/what didn't. The answer is always in the data. ~ @RebekahRadice // More at #measurePR

2/11/2016 9:45 theelusivfish A5/ always important to optimize against the people you want, not necessarily the people you have. #MeasurePF

2/11/2016 9:46 theelusivfish RT @RebekahRadice: Culture influences community and creates a bond between brand and consumer. Extremely powerful! #measurePR https://t.co..

2/11/2016 9:46 emmamhawes RT @kfreberg: Another element to consider when looking at community are emojis - and @SignalLabs has a tool for this #MeasurePR <https://t.co/...>

2/11/2016 9:46 rhogroupee I'd also say it's good to narrow your data focus. Don't drown yourself in numbers you won't use. #measurepr

2/11/2016 9:46 IanGertler @kstansberry We collect so much data (re: #bigdata), but the value is often only revealed when it becomes *actionable* insight! #measurePF

2/11/2016 9:46 ViralChat RT @RebekahRadice: Culture influences community and creates a bond between brand and consumer. Extremely powerful! #measurePR <https://t.co/...>

2/11/2016 9:47 Alukomnik A5) I totally agree, Tools can help, People are necessary. You've gotta think #strategic when measuring, and tools can't do that #measurepr

2/11/2016 9:47 kfreberg @RebekahRadice @kstansberry So true!! You can have all of the data, but you need to know how to apply it strategically. #MeasurePF

2/11/2016 9:47 TweetsAnup .@aseemsood u can add something to this #measurepr <https://t.co/pgetBQyLxu>

2/11/2016 9:47 gerardcorbett 🍷🍷🍷🍷 #measurepr <https://t.co/HPKMM85vn1>

2/11/2016 9:47 LUCYrk78 RT @RebekahRadice: Culture influences community and creates a bond between brand and consumer. Extremely powerful! #measurePR <https://t.co/...>

2/11/2016 9:47 KristK I'm hoping the smarts from today's #measurepr chat are contagious. I'm soaking it in and waiting for the transcript. This one's a keeper!

2/11/2016 9:47 Alukomnik @IanGertler @kstansberry Objectives--> Data collection--> insights --> actionable recommendations. It's the only way to #measurepr

2/11/2016 9:47 shonali @KristK I know!!! #measurepr

2/11/2016 9:48 eazybanyane RT @RebekahRadice: A5) First and foremost, offer a ridiculous amount of value. If you're not a valuable resource, optimization will be impo..

2/11/2016 9:48 kfreberg Yay! Glad you have been enjoying today's #MeasurePR chat, Kristie! <https://t.co/Ecpdk0vIVr>

2/11/2016 9:48 theelusivefish Exactly - if a number's not helping to inform a decision, it's simply trivia. #MeasurePR #justsaynotonumbersoup <https://t.co/zvJb3notuF>

2/11/2016 9:48 RebekahRadice Absolutely! #measurepr <https://t.co/t1zaI7cuCM>

2/11/2016 9:48 kfreberg Yes. Yes, YES! #MeasurePR <https://t.co/VnHVvmDkXK>

2/11/2016 9:48 JohnEDugger I am lurking on #measurePR and I love it! Can't wait to read the log after class.

2/11/2016 9:48 fulbeck Agree. Use the data to create insights you can use, not just because it is nice to know #measurePR <https://t.co/Odw4XRcaly>

2/11/2016 9:48 shonali RT @theelusivefish Exactly - if a number's not helping to inform a decision, it's simply trivia. #measurepr

2/11/2016 9:48 theelusivefish RT @kfreberg: @RebekahRadice @kstansberry So true!! You can have all of the data, but you need to know how to apply it strategically. #Meas..

2/11/2016 9:48 RebekahRadice Yep, know exactly what you're tracking and why. How does it roll up into your overall company goals? #measurePR <https://t.co/TeNafWjyRC>

2/11/2016 9:48 socialcraft613 RT @RebekahRadice: A5) First and foremost, offer a ridiculous amount of value. If you're not a valuable resource, optimization will be impo..

2/11/2016 9:48 shonali Q6: What are some best practices when it comes to online communities? @rebekahradice @rhogroupee @kfreberg #measurepr

2/11/2016 9:48 jetmoody RT @shonali: RT @theelusivefish Exactly - if a number's not helping to inform a decision, it's simply trivia. #measurepr

2/11/2016 9:49 kfreberg Yay John!! Make sure to check out the transcript from @shonali after the chat! #MeasurePR <https://t.co/4tlv8I3DYO>

2/11/2016 9:49 IanGertler @Alukomnik @kstansberry Nicely done! #measurePR <https://t.co/n6kRwt15sV>

2/11/2016 9:49 RebekahRadice RT @shonali: Q6: What are some best practices when it comes to online communities? @rebekahradice @rhogroupee @kfreberg #measurepr

2/11/2016 9:49 PostPlanner YES! #measurePR <https://t.co/MYi4qlzyme>

2/11/2016 9:49 Raselhossain420 RebekahRadice : RT LUCYrk78: aha! I love all the tweets I'm seeing from it! #measurePR ... <https://t.co/O0hIFoLFng> <https://t.co/s9FIPjxEOS>

2/11/2016 9:49 rhogroupee A6: If you plan to use user-generated-content in other formats, make it clear in your terms of use. (1/2) #measurepr

2/11/2016 9:49 theelusivefish @kfreberg or as I always demand out of my reporting: what? so what? now what? #measurePF

2/11/2016 9:49 Alukomnik A5) People love #bigdata, but you've gotta ask: What does it mean? Data's nice, I like insights and action better #measurepr

2/11/2016 9:49 kfreberg A6a: 1) Be Authentic, 2) Walk the walk, and talk the talk, 3) Pay it forward and help others. #MeasurePR

2/11/2016 9:49 Raselhossain420 RebekahRadice : Absolutely! #measurepr <https://t.co/XiGLloRaJZ> (via Twitter <https://t.co/c0IY3KVi1c>) <https://t.co/0hSmB6gRox>

2/11/2016 9:49 shonali RT @kfreberg A6a: 1) Be Authentic, 2) Walk the walk, and talk the talk, 3) Pay it forward and help others. #MeasurePR

2/11/2016 9:50 aiaddysonzhang A6: Show genuine interest and engage with people #measurePF

2/11/2016 9:50 Genlack RT @shonali: RT @gerardcorbett A5 it's about outcome, not throughput or output. #measurePF

2/11/2016 9:50 shonali RT @Alukomnik A5) People love #bigdata, but you've gotta ask: What does it mean? Data's nice, I like insights and action better #measurepr

2/11/2016 9:50 itknowingness RT @shonali: RT @Alukomnik A5) People love #bigdata, but you've gotta ask: What does it mean? Data's nice, I like insights and action bette..

2/11/2016 9:50 kfreberg @theelusivefish Agreed! #MeasurePR

2/11/2016 9:50 RebekahRadice A6) Show up on a consistent basis. The only way to build rapport with your community is through credibility and reliability. #measurepr

2/11/2016 9:50 rhogroupee A6: Spend more time listening than you do talking/promoting. (2/2) #measurepr

2/11/2016 9:50 BigDataTweetBoi RT @MargeauxDS: A sentiment analysis can provide key insights into how our target audience views our brand #measurePR #BigData <https://t.co..>

2/11/2016 9:50 SignalLabs RT @kfreberg: Another element to consider when looking at community are emojis - and @SignalLabs has a tool for this #MeasurePR <https://t..>

2/11/2016 9:50 shonali @Alukomnik Love it. That's a point @dbreakenridge @prtini @adamsinger & I made on a #PRSAIC panel a while back! #measurePR

2/11/2016 9:50 ericajmoss Establish boundaries. Let folks know what is encouraged & what behavior will not be tolerated. #measurePF

2/11/2016 9:50 RebekahRadice So important! RT @rhogroupee A6: Spend more time listening than you do talking/promoting. (2/2) #measurePR

2/11/2016 9:50 mjkushin @aiaddysonzhang hi! :) Enjoying lurking on this #measurePR chat. Lots of great insights and people

2/11/2016 9:50 kfreberg A6b: 4) Really take the time to listen & engage. 5) Take initiative and reach out to others and 6) Always continue to learn #MeasurePF

2/11/2016 9:50 aiaddysonzhang A6: Listening, engaging, offering quality content, value, and help #measurePF

2/11/2016 9:50 shonali MT @RebekahRadice A6) Show up on a consistent basis. Build rapport with your community through credibility and reliability #measurePR

2/11/2016 9:51 BigDataTweetBoi RT @Alukomnik: A5) People love #bigdata, but you've gotta ask: What does it mean? Data's nice, I like insights and action better #measurePR

2/11/2016 9:51 Alukomnik A6a) Don't just sell, in fact don't sell often. First build and engage, then figure out what your audience wants/needs #measurePR

2/11/2016 9:51 aiaddysonzhang Yes, consistency is so imp! #measurePR <https://t.co/TPAYvO2ZJd>

2/11/2016 9:51 shonali RT @kfreberg A6b: 4) Really take the time to listen & engage. 5) Take initiative and reach out to others and 6) continue to learn #MeasurePF

2/11/2016 9:51 RebekahRadice A6) Be a giver. Strong communities are built when you go in with the intention of giving more than you anticipate receiving. #measurePR

2/11/2016 9:51 PostPlanner Learn how to build rapport in your community NOW at #measurePR!

2/11/2016 9:51 RebekahRadice RT @PostPlanner: Learn how to build rapport in your community NOW at #measurePR

2/11/2016 9:51 RebekahRadice RT @Alukomnik: A6a) Don't just sell, in fact don't sell often. First build and engage, then figure out what your audience wants/needs #meas..

2/11/2016 9:52 aiaddysonzhang A6: Be patient. Relationship and trust building take time #measurePR

2/11/2016 9:52 theelusivefish @shonali @Alukomnik In my measurement roles, folks always try to peg me as "the numbers guy". I'm always "No, I'm the answers guy" #measurePF

2/11/2016 9:52 shonali VERY important. RT @ericajmoss Establish boundaries. Let folks know what is encouraged & what behavior will not be tolerated. #measurePR At

2/11/2016 9:52 fulbeck A6) Listen first. Don't rush to speak. Understand how you can contribute #measurePR

2/11/2016 9:52 ericajmoss Talk like a human. Be humble. Surprise & delight. #measurePR

2/11/2016 9:52 kfreberg Yes and yes! So true! #MeasurePR <https://t.co/2YcOXGRBKS>

2/11/2016 9:52 Alukomnik A6b) I see so many communities where selling and pushing out messages is all they do. Engagement is so much more important! #measurePR

2/11/2016 9:52 RebekahRadice All of THIS --&& RT @ericajmoss Talk like a human. Be humble. Surprise & delight. #measurePF

2/11/2016 9:52 PostPlanner RT @RebekahRadice: All of THIS --&& RT @ericajmoss Talk like a human. Be humble. Surprise & delight. #measurePF

2/11/2016 9:52 shonali Not shock and awe. ;) A6 RT @ericajmoss Talk like a human. Be humble. Surprise & delight. #measurePR

2/11/2016 9:52 aiaddysonzhang So true! When you have that giving mindset, receiving will become a natural byproduct #measurePR <https://t.co/5zAP3YjzI2>

2/11/2016 9:52 RebekahRadice Listen and learn RT @fulbeck A6) Listen first. Don't rush to speak. Understand how you can contribute #measurePF

2/11/2016 9:52 Alukomnik @theelusivefish @shonali Love that! It's so true. #measurePR

2/11/2016 9:52 gerardcorbett A6. Enroll, engage, enthuse, energize, emphasize and entertain #measurePF

2/11/2016 9:52 austinomaha @RebekahRadice A.M.E.N. This is so important! Engage -& build relationship by giving -& reap benefits. #measurePF

2/11/2016 9:53 shonali Q7: Conversely, what are some OMGPLEASEDONT tips for #PR folks who also manage communities? @rebekahradice @rhogroupee @kfreberg #measurePR

2/11/2016 9:53 PostPlanner Great question! #measurePR <https://t.co/L3ptP4ZOLK>

2/11/2016 9:53 rhogroupee A7: Don't plunge into existing communities like a bull in a china shop, be sensitive to culture in each platform. #measurePR

2/11/2016 9:53 aiaddysonzhang So many people use SM or online communities as information boards for self promotion only ... dislike #measurePR <https://t.co/tBIBrFMNyf>

2/11/2016 9:53 CatherineMcNair Absolutely, because we all need help sometimes. We don't always have the answers. #measurePR <https://t.co/7rgyduli8l>

2/11/2016 9:53 theelusivefish A6/ Treat the community like an IRL event - a cocktail party. If it doesn't fly face to face, it shouldn't fly online. #measurePR

2/11/2016 9:54 shonali RT @rhogroupee A7 Don't plunge into existing communities like a bull in a china shop, be sensitive to culture in each platform #measurePR

2/11/2016 9:54 TweetsAnup RT @RebekahRadice: A5) First and foremost, offer a ridiculous amount of value. If you're not a valuable resource, optimization will be impo..

2/11/2016 9:54 mjkushin RT @shonali: Not shock and awe. ;) A6 RT @ericajmoss Talk like a human. Be humble. Surprise & delight. #measurePF

2/11/2016 9:54 shonali @Shi_ril Hey there! It's the monthly #measurePR Twitter chat. :) @RebekahRadice

2/11/2016 9:54 theelusivefish a6/ treat your community members w/respect and deal with them fairly and consistently. #measurePR

2/11/2016 9:54 ericajmoss Examples of strong communities: @buffer & @Moz. 🗣️ #measurePR

2/11/2016 9:54 Alukomnik A7) #OMGPLEASEDONT Sell, Sell, Sell, I get it, you're a business, but come on you don't need to hit me over the head with it #measurePR

2/11/2016 9:54 aaronpkessler RT @RebekahRadice: Culture influences community and creates a bond between brand and consumer. Extremely powerful! #measurePR <https://t.co>.

2/11/2016 9:54 aiaddysonzhang Need to go to my next meeting. Thoroughly enjoyed today's #measurePR chat! Thank u to all the wonderful guest chatters

2/11/2016 9:54 kfreberg A7: Don't go into a platform with the mindset all communities are the same + don't be rude/pushy/spammy. #MeasurePR

2/11/2016 9:55 gerardcorbett A7. Enrage and insult #measurePR

2/11/2016 9:55 austinomaha @RebekahRadice so true. Some want just want the conversion. By doing that, really messing up the process. #measurePR

2/11/2016 9:55 shonali @gerardcorbett Aaah, what happened to the roll of the Es?! ;) #measurePR

2/11/2016 9:55 RebekahRadice A7) STOP making the pitch before you've earned that right. People want to get to know you, like you, trust you. Let them! #measurePR

2/11/2016 9:55 RebekahRadice RT @kfreberg: A7: Don't go into a platform with the mindset all communities are the same + don't be rude/pushy/spammy. #MeasurePR

2/11/2016 9:55 RebekahRadice RT @Alukomnik: A7) #OMGPLEASEDONT Sell, Sell, Sell, I get it, you're a business, but come on you don't need to hit me over the head with it..

2/11/2016 9:55 fulbeck RT @Alukomnik: A7) #OMGPLEASEDONT Sell, Sell, Sell, I get it, you're a business, but come on you don't need to hit me over the head with it..

2/11/2016 9:55 shonali MT @RebekahRadice A7) STOP making the pitch before you earn that right. People want to get to know, like, trust you. Let them! #measurePR

2/11/2016 9:56 gerardcorbett @PRSA @PRSSA #measurePR Community. <https://t.co/zyauxkuSpP>

2/11/2016 9:56 PostPlanner Perfectly said and great advice #measurePR <https://t.co/kWxgmNVavx>

2/11/2016 9:56 austinomaha @RebekahRadice this is the best tweet of the chat. @shonali, you really put together a good one today. #measurePR

2/11/2016 9:56 DineshGermany RT @RebekahRadice: Culture influences community and creates a bond between brand and consumer. Extremely powerful! #measurePR <https://t.co>.

2/11/2016 9:56 gerardcorbett RT @shonali: @gerardcorbett Aaah, what happened to the roll of the Es?! ;) #measurePR

2/11/2016 9:56 theelusivfish @Alukomnik Absolutely agree, but don't completely lose sight of the business objectives behind a community. It's a tight-rope walk #measurePR

2/11/2016 9:56 ViralChat RT @PostPlanner: Perfectly said and great advice #measurePR <https://t.co/kWxgmNVavx>

2/11/2016 9:56 ericajmoss Keep ego out of your community. Let feedback (good & bad) inform your actions moving forward. #measurePR

2/11/2016 9:56 shonali @austinomaha You're very kind! @RebekahRadice @rhogroupee @kfreberg and all of YOU make the chat what it is! #measurePR

2/11/2016 9:57 kfreberg Yes!! This is so true. We are human beings, not a follower number or FB/Twitter/IG/Snapchat username. #MeasurePR <https://t.co/2eY1OkImxk>

2/11/2016 9:57 mjkushin Too true! #measurePR Failing to put others first is mistake number 1. <https://t.co/0uwDxfxSCW>

2/11/2016 9:57 shonali Man, time sure flies when you're having fun! 3 mins left and last question coming up... #measurePR

2/11/2016 9:57 RebekahRadice @austinomaha It's a shame. So much opportunity, but too much enthusiasm around the sale & not enough time/effort on relationship. #measurePR

2/11/2016 9:57 RebekahRadice RT @mjkushin: Too true! #measurePR Failing to put others first is mistake number 1. <https://t.co/0uwDxfxSCW>

2/11/2016 9:57 kfreberg RT @mjkushin: Too true! #measurePR Failing to put others first is mistake number 1. <https://t.co/0uwDxfxSCW>

2/11/2016 9:57 fulbeck RT @mjkushin: Too true! #measurePR Failing to put others first is mistake number 1. <https://t.co/0uwDxfxSCW>

2/11/2016 9:57 SudhirKWT12 RT @RebekahRadice: A6) Be a giver. Strong communities are built when you go in with the intention of giving more than you anticipate receive..

2/11/2016 9:57 kfreberg WOW!!! Time has flown by!! That's what happens when you have a great Twitter chat, #MeasurePR <https://t.co/bpgu9YvkX3>

2/11/2016 9:57 shonali Q8: Do you have an initiative/program you'd like #measurePR folk to know about? Please share! @rebekahradice @rhogroupee @kfreberg & a

2/11/2016 9:57 PRAuburn RT @kfreberg: Yes!! This is so true. We are human beings, not a follower number or FB/Twitter/IG/Snapchat username. #MeasurePR <https://t.co>.

2/11/2016 9:57 gerardcorbett A7. Right, leave your ego at the door #measurePR

2/11/2016 9:57 trade_black RT @mjkushin: Too true! #measurePR Failing to put others first is mistake number 1. <https://t.co/0uwDxfxSCW>

2/11/2016 9:58 msrmrmyr RT @gerardcorbett: A7. Right, leave your ego at the door #measurePR

2/11/2016 9:58 SudhirKWT12 RT @RebekahRadice: A6) Show up on a consistent basis. The only way to build rapport with your community is through credibility and reliability.

2/11/2016 9:58 emmahawes RT @ericajmoss: Keep ego out of your community. Let feedback (good & bad) inform your actions moving forward. #measurePR

2/11/2016 9:58 Alukomnik @shonali <https://t.co/WjvV0wg9IA> #measurePR

2/11/2016 9:58 RebekahRadice @austinomaha Thank you Austin! What a great group here today. So many amazing tweets! @shonali #measurePR

2/11/2016 9:58 PostPlanner This has been such a great chat! #measurePR <https://t.co/l20rEu3ke6>

2/11/2016 9:58 austinomaha @shonali I have a survey coming this week! I'll tweet on the hashtag when it's ready. Would really love my #measurePR friends insight

2/11/2016 9:58 shonali @Alukomnik ROFLMAO!!!! #measurePR

2/11/2016 9:58 rhogroupee A8: Thanks for asking! Just released Hoop.la 2.0, with fully responsive design, awesome mobile experience. #measurep

2/11/2016 9:58 kfreberg A8a: If you all are interested in seeing what my #SM class is doing & talking about metrics, follow them on Twitter #Freberg16! #MeasurePF

2/11/2016 9:58 rhogroupee I need to go back over this chat with my own notebook! Lots of great sharing! #measurep

2/11/2016 9:58 kamranrv Don't go into a platform with the mindset all communities are the same + don't be rude/pushy/spammy. #MeasurePF

2/11/2016 9:58 shonali RT @kfreberg A8a: If you're interested in seeing what my #SM class is doing/talking about metrics, follow them #Freberg16! #MeasurePF

2/11/2016 9:59 Alukomnik @shonali Now if only there were a way to measure Gifs! #measurep

2/11/2016 9:59 shonali RT @rhogroupee A8: Thanks for asking! Just released Hoop.la 2.0, with fully responsive design, awesome mobile experience. #measurep

2/11/2016 9:59 RebekahRadice Cant't believe the hour is already up! Thank you so much for having us here today Shonali! @PostPlanner #measurePR <https://t.co/JiQaZu42b>

2/11/2016 9:59 DineshGermany RT @RebekahRadice: A7) STOP making the pitch before you've earned that right. People want to get to know you, like you, trust you. Let them..

2/11/2016 9:59 shonali @austinomaha Please do and also DM to me! A8 That way I can share further if you like #measurepr

2/11/2016 9:59 RebekahRadice @rhogroupee Me too Rosemary! So much great info shared. #measurep

2/11/2016 9:59 kfreberg A8b: Also, follow other #PRprofs experts in metrics & teaching #SM, like @mjkushin @kstansberry @aiaddysonzhang @CarolynMaeKim #MeasurePF

2/11/2016 9:59 rhogroupee Thank you so much for the warm welcome everyone! #measurep

2/11/2016 9:59 emmahawes A8. Look into a grad school program online. I'm in Purdue's and I've learned so much. Although this week has been a blur. #MeasurePI

2/11/2016 9:59 CMForA RT @shonali: Q7: Conversely, what are some OMGPLEASEDONT tips for #PR folks who also manage communities? @rebekahradice @rhogroupee @kfrebe..

2/11/2016 9:59 PostPlanner We're talking about building connections later today on #ViralChat with @Tweetinggoddess - 6 pm PT :) Seems like a good followup! #measurePI

2/11/2016 9:59 curious4all RT @RebekahRadice: Cant't believe the hour is already up! Thank you so much for having us here today Shonali! @PostPlanner #measurePR <http://t.co/0uWdxfxSCW>

2/11/2016 10:00 kfreberg @Alukomnik @shonali This would be epic! If anyone knows how to do this, I'd say it would be @mattdrchs! #MeasurePF

2/11/2016 10:00 TweetsAnup RT @mjkushin: Too true! #measurePR Failing to put others first is mistake number 1. <https://t.co/0uWdxfxSCW>

2/11/2016 10:00 austinomaha @RebekahRadice college PR curriculum needs to include relationship building! #measurePI

2/11/2016 10:00 cfleesphotograp RT @RebekahRadice: A6) Be a giver. Strong communities are built when you go in with the intention of giving more than you anticipate receiv.

2/11/2016 10:00 Alukomnik A8a) Def a self promo... but I love what my agency's doing trying to make quick "minute" long pieces about measurement. #measurep

2/11/2016 10:00 shonali @PostPlanner Ha, it sure does! @Tweetinggoddess #measurep

2/11/2016 10:00 austinomaha @shonali YES! Will do, thanks so much. #measurePR

2/11/2016 10:00 shonali @RebekahRadice Thank YOU so much, you were amazing! @PostPlanner #measurep

2/11/2016 10:00 kfreberg Most definitely! Networking and community building is added in my syllabus for this semester #MeasurePR <https://t.co/i4TRkD66zd>

2/11/2016 10:00 Tweetinggoddess RT @PostPlanner: We're talking about building connections later today on #ViralChat with @Tweetinggoddess - 6 pm PT :) Seems like a good fo..

2/11/2016 10:01 shonali Huge thanks to @rebekahradice @rhogroupee @kfreberg for being special guests today and ALL of you, it was an incredible chat! #measurep

2/11/2016 10:01 austinomaha @kfreberg so awesome to hear!! So great. #measurePR

2/11/2016 10:01 ericajmoss Y'all are awesome — thanks for the great chat! Oh, and follow @Bitly on Twitter for lots of marketing insight & absurd gifs. 🐼 #measurePR

2/11/2016 10:01 kfreberg Major thanks to @shonali @rhogroupee @RebekahRadice & everyone for a 🌟👍🌟 #MeasurePR chat today! Y'all are 🌟100🌟! <https://t.co/C1Ro5A6wfo>

2/11/2016 10:01 Alukomnik A8b) That way people who aren't directly engaged in #measurepr can understand what terms mean <https://t.co/X2vkzpStDC>

2/11/2016 10:01 TweetsAnup The power of learning and sharing @shonali #measurePR

2/11/2016 10:01 shonali Thursdays seem to work well, so please save the date for March, 3/10, 12-1 pm ET... guests etc. to be announced soon here. :) #measurep

2/11/2016 10:01 PRWeekUS From social listening to leveraging the Barcelona Principles, it's important to #measurePR: <https://t.co/J2Bfzw9AOz> <https://t.co/s7IH2cPWed>

2/11/2016 10:01 theelusivfish Thanks @shonali, the guests and everyone else for a really engaging #measurePR. ;)

2/11/2016 10:01 kfreberg RT @PRWeekUS: From social listening to leveraging the Barcelona Principles, it's important to #measurePR: <https://t.co/J2Bfzw9AOz> <https://t.co/4RFNBt8jy>

2/11/2016 10:01 PostPlanner Thanks for putting on a great chat and for having us @shonali! #measurePR <https://t.co/4RFNBt8jy>

2/11/2016 10:01 shonali Many many thanks for sharing your time & smarts! Have a great rest of your week, all y'all. :) #measurepr