

| Created | AuthorName | Message |
|-----------------|----------------|--|
| 3/10/2016 17:02 | shonali | It's time! Welcome to the March Madness edition of #measurepr ;). Who's here, what do you do? Introduce yourself! |
| 3/10/2016 17:02 | jenzings | Checking in! #measurePR |
| 3/10/2016 17:03 | OhhSocialMedia | RT @shonali: It's time! Welcome to the March Madness edition of #measurepr ;). Who's here, what do you do? Introduce yourself! |
| 3/10/2016 17:03 | emmamhawes | @gerardcorbett yeah! Glad to hear from you Gerry! I always learn something from you. #measurepr |
| 3/10/2016 17:03 | austinomaha | Good morning, #measurePR friends! Director of Media Analysis at @Universal_Info. Happy to see ya'll. |
| 3/10/2016 17:03 | aiaddysonzhang | Ai from @Stockton_edu and advisor of @StocktonPRSSA and student-run PR firm #measurePR |
| 3/10/2016 17:03 | JamesWBreen | March Madness! I'm a Media Monitoring specialist at CNW Group (you may also know them as PR Newswire) in Toronto, Ontario #measurepr |
| 3/10/2016 17:04 | jenzings | @shonali I'm here! I'm Jen Phillips (Zingsheim) and I'm a solo practitioner and freelance writer. #MeasurePR |
| 3/10/2016 17:04 | gerardcorbett | Gerry Corbett Redphlag & UC Berkeley @PRJobCoach #measurePR |
| 3/10/2016 17:04 | aiaddysonzhang | @emmamhawes @gerardcorbett Me too! #measurePR |
| 3/10/2016 17:04 | shonali | @aiaddysonzhang @JamesWBreen @emmamhawes @gerardcorbett Great to see you here! #measurepr |
| 3/10/2016 17:05 | aiaddysonzhang | @shonali Great to see you too Shonali! Excited for today's chat! @JamesWBreen @emmamhawes @gerardcorbett #measurePR |
| 3/10/2016 17:05 | RobinMarie | SM and Communications for Mpls Park Bd. #measurepr |
| 3/10/2016 17:05 | CatherineCarol | Catherine from Hattiesburg, MS here - one-woman shop for comms at a nonprofit school for kiddos with lang disorders. #measurePR |
| 3/10/2016 17:05 | emmamhawes | @austinomaha glad to see someone who cheers for the @Cardinals on here. #measurepr |
| 3/10/2016 17:05 | ErinnLarson1 | Howdy all. I'm Erinn, I work with @queenofmetrics as a Marketing & Analytics Asst for Paine Publishing! #measurepr |
| 3/10/2016 17:05 | AmandaMRoe | Hello everyone! #measurepr |
| 3/10/2016 17:05 | shonali | We have a stellar guest lineup today: @jenzings @sallyfalkow @queenofmetrics - it will be awesome! We'll start soon, but first... #measurepr |
| 3/10/2016 17:05 | aiaddysonzhang | I teach PR and social media classes at my school #measurePR |
| 3/10/2016 17:06 | aiaddysonzhang | Look forward to learning from today's experts! #measurePR https://t.co/UThqfV0iXj |
| 3/10/2016 17:06 | emmamhawes | @shonali @aiaddysonzhang @JamesWBreen @gerardcorbett Excited to be apart of the awesome crew. #measurePR |
| 3/10/2016 17:06 | shonali | @AmandaMRoe @CatherineCarol @ErinnLarson1 @AustinOmaha @RobinMarie welcome! #measurepr |
| 3/10/2016 17:06 | CatherineCarol | .@ErinnLarson1 Bonus points for supporting a coworker! @queenofmetrics #measurePR |
| 3/10/2016 17:07 | shonali | OK, few guidelines to make chatting easy & fun: 1) always use the hashtag (d'oh) else everyone else won't see your tweets #measurepr |
| 3/10/2016 17:07 | GregRokisky | RT @shonali: We have a stellar guest lineup today: @jenzings @sallyfalkow @queenofmetrics - it will be awesome! We'll start soon, but first... |
| 3/10/2016 17:07 | kfreberg | Awesome group of pros! #MeasurePR https://t.co/TfxLLbyWUH |
| 3/10/2016 17:07 | shonali | 2) Please try to index your tweets, eg "A1" or "re Q1" - makes it easier to follow the conversation stream #measurepr |
| 3/10/2016 17:07 | shonali | @kfreberg Hey Karen! #measurepr |
| 3/10/2016 17:08 | ErinnLarson1 | @CatherineCarol @queenofmetrics Well she IS the Queen of Measurement. I can't resist supporting her (and learning from her)! #measurepr |
| 3/10/2016 17:08 | aiaddysonzhang | @kfreberg Hi Karen! #measurePR |
| 3/10/2016 17:08 | ep_comms | @shonali guilty. #measurePR |
| 3/10/2016 17:08 | shonali | 3) I'll be addressing qns to @queenofmetrics @sallyfalkow @jenzings but of course all are welcome (& invited) to respond #measurepr |
| 3/10/2016 17:08 | shonali | @ep_comms ha! #measurepr |
| 3/10/2016 17:08 | shonali | 3 (cont) if you have NEW qns for our guests/chat, please DM to me and I'll add to the queue #measurepr |
| 3/10/2016 17:09 | shonali | 4) this is about conversation, NOT selling, so please hold off on the SSP until then end, when I INVITE you to SSP yo'self. #measurepr |
| 3/10/2016 17:10 | aiaddysonzhang | I am fired up! #measurePR |
| 3/10/2016 17:10 | richardbagnall | Hi #measurePR folk! Brief check in from family hols to wish you well @Shonali @queenofmetrics |
| 3/10/2016 17:10 | ErinnLarson1 | @kfreberg Your use of a gif AND emojis automatically puts you on my "cool people" list :) #measurepr |
| 3/10/2016 17:11 | jenzings | @CatherineCarol @shonali @K_Olivia_Ann Okay those are darling! #measurePR |
| 3/10/2016 17:11 | shonali | @richardbagnall HEY! We miss you AND you & I need to catch up! Have a super hol xoxo @queenofmetrics #measurepr |
| 3/10/2016 17:12 | shonali | @CatherineCarol @K_Olivia_Ann Oh I LOVE those! #measurePR |
| 3/10/2016 17:12 | queenofmetrics | @richardbagnall I miss you, and when do I get to meet that handsome boy of yours? @shonali #measurepr |

3/10/2016 17:12 GregRokisky @CatherineCarol @shonali @K_Olivia_Ann love them! #measurePR

3/10/2016 17:12 shonali OK, fasten your seatbelts b/c Q1 is coming up... #measurepr

3/10/2016 17:12 emmamhawes Want these. This is like how my mom had the apple earrings when she taught. Except these are better. #measurePR <https://t.co/EK1nKMxla7>

3/10/2016 17:12 shonali Q1: Please tell us what you do, how you got there. What got you interested in PR measurement? #measurepr

3/10/2016 17:13 JamesWBreen To get started it's part of my job! Clients ask everyday for standards and best practices for ROI #measurepr

3/10/2016 17:13 sallyfalkow A1: I have a #digitalPR agency in the Tampa Bay area @MeritusMedia. #measurepr

3/10/2016 17:13 emmamhawes @CatherineCarol @shonali @K_Olivia_Ann I love how these are career/passion relevant. #measurepr

3/10/2016 17:14 aiaddysonzhang I teach PR & SM classes at my school. Want to learn more about measurement to be included in teaching #measurePR <https://t.co/siCV5YXick>

3/10/2016 17:14 sallyfalkow A1: Early in my career I studied Management by Statistics - it made me goals and measurement focused #measurepr

3/10/2016 17:14 TweetsAnup Hi @shonali glad to join #measurePR I am a student if life make my living as a social media and communication consultant

3/10/2016 17:14 GregRokisky RT @shonali: Q1: Please tell us what you do, how you got there. What got you interested in PR measurement? #measurepr

3/10/2016 17:14 queenofmetrics @shonali A1. I was a history major working in Silicon Valley & constantly had to justify my budget. Only answer was data & charts #measurepr

3/10/2016 17:14 aiaddysonzhang My long-term goal is to have my own business one day and utilize my digital skills to run my business #measurePR <https://t.co/2LVogxjllZ>

3/10/2016 17:15 emmamhawes Definitely working as the social media manager for @PRSSAMSU however, I still need to play around with the Cision free trial. #measurepr

3/10/2016 17:15 kfreberg A1: Currently teaching PR & #SM - along w/ ðŸ™ˆ, understanding ðŸ™ˆ is ðŸ™ˆ for the field & our students. #MeasurePR <https://t.co/UryqDIISv7>

A1: â€œIf you canâ€™t measure it you canâ€™t manage itâ€” Peter Drucker.

3/10/2016 17:15 sallyfalkow #measurepr

3/10/2016 17:15 CatherineCarol A1: I manage all comms for a nonprofit, been here for almost 4 years, did similar work for 4 years prior. #measurePR

3/10/2016 17:15 aiaddysonzhang @queenofmetrics Loved your answer! @shonali #measurePR

3/10/2016 17:15 TheCoolBrownKid Sorry I'm late everyone! Hello I'm a student at UNT and this is my second tweet chat #measurePR

3/10/2016 17:15 emmamhawes @aiaddysonzhang Please write a blog about social media measurement, plus I love connecting with the #measurePR more than once a month.

3/10/2016 17:15 CatherineCarol A1) Interested in measurement b/c I need to know what works/doesn't - what to change - how to be better - it all falls on me! #measurePR

3/10/2016 17:16 austinomaha I help clients across all types of business make sense of their media coverage in terms of ROI. #measurePR <https://t.co/1NKPOEsNq9>

3/10/2016 17:16 jenzings @shonali A1: I worked at a media monitoring firm @CustomScoop pretty much mandates that one understand how to #MeasurePR Clients needed it.

3/10/2016 17:16 shonali A1: run my own #socialPR biz out of DC but work globally. I wanted to know how the gold stars on my clip reports made a diff. #measurepr

3/10/2016 17:16 gerardcorbett Got my start as an engineer and programmer at NASA Ames in Silicon Valley. Been in PR for 40 Years #measurePR

3/10/2016 17:16 GregRokisky RT @queenofmetrics: @shonali A1. I was a history major working in Silicon Valley & constantly had to justify my budget. Only answer was datâ€¦

3/10/2016 17:16 queenofmetrics A1: I run a consulting & publishing co. <https://t.co/WlFhpo0kDa> focused on all things related to communications measurement #measurepr

3/10/2016 17:16 shonali @gerardcorbett I did NOT know that about you! A1 #measurepr

3/10/2016 17:16 aiaddysonzhang @emmamhawes Will do lady! Love all the connections that i made via Twitter #measurePR

3/10/2016 17:16 ep_comms @sallyfalkow i said that out loud the other day huffing and puffing as I trained for my 5k. haha #measurePr

3/10/2016 17:17 austinomaha @austinomaha my passion for measurement comes from my intense passion of being a media junkie. #measurePR

3/10/2016 17:17 GregRokisky A1: I'm [newly] a dig. strategist. Sought focusing on doing social that was integrated into goals -- metrics/data was that bridge #measurePR

3/10/2016 17:17 shonali @TheCoolBrownKid Hey, we didn't scare you away. ;) Welcome back and to @TweetsAnup too! #measurepr

3/10/2016 17:17 JamesWBreen @jenzings that's similar to my experience, gives you great exposure to many different ways of measurement #measurePR

@ep_comms that sounds painful!

3/10/2016 17:18 sallyfalkow #measurepr

3/10/2016 17:18 shonali @GregRokisky you forgot to tell everyone you got a big promotion recently (it's not SSP if someone else does it for you ;)) #measurepr

3/10/2016 17:18 TheCoolBrownKid A1: To gain more knowledge in PR. As a student I'd like to look at all different aspects of the profession. #measurePR

3/10/2016 17:18 aiaddysonzhang @shonali I love your insights and content, Shonali! Listened to the podcast u did with @dbreakenridge. <3 it! #measurePR

3/10/2016 17:18 gerardcorbett A1. My first job demanded measurement. Early lessons in precision. #measurePR

3/10/2016 17:18 TweetsAnup A1: Work in PR and need 2 keep justifying clients that "unpaid" brings value, hence #measurePR to show results <https://t.co/7Grl6d08Wc>

3/10/2016 17:19 emmamhawes @shonali @gerardcorbett I hope to have those bragging rights about being in PR for a long time. However that is an awesome story. #measurepr

3/10/2016 17:19 shonali @aiaddysonzhang thank you :) @dbreakenridge #measurepr

3/10/2016 17:19 austinomaha @JamesWBreen @jenzings Same! I'm lucky to be in this job straight out of college. Gives me a great tool set going forward.#measurePR

3/10/2016 17:19 aiaddysonzhang A1: I am also passionate abt measurement b/c of my students' fear of numbers #measurePR

3/10/2016 17:19 ErinnLarson1 I'm learning to love measurement because it adds logic to decision-making! #measurepr

3/10/2016 17:19 AmandaMroe I wanted to help improve how my co was perceived and track this change. I knew it would be fun #measurepr

3/10/2016 17:19 GregRokisky @shonali I suppose that's true :) Definitely loving my newly digital/social focused #PR role at @martinwaymire #measurePR

3/10/2016 17:19 shonali Q2: Are impressions a valuable metric for PR in a social age? #measurepr

3/10/2016 17:20 jenzings @JamesWBreen Yes! Every client is different, so important to understand needs/requirements.#MeasurePR

3/10/2016 17:20 GregRokisky A1.2: As a #PR professional...I also want to break the math + PR stereotype.. I personally LOVE date #nerd #measurePR

3/10/2016 17:20 GregRokisky RT @shonali: Q2: Are impressions a valuable metric for PR in a social age? #measurepr

3/10/2016 17:20 aiaddysonzhang A2: Impressions tell us something. But need to go beyond impressions to engagement & lead generations #measurePR <https://t.co/D0gtR27peV>

3/10/2016 17:21 sallyfalkow A2: Impressions show reach, which is important, but not the final goal. #measurepr

3/10/2016 17:21 KristK RT @ErinnLarson1: I'm learning to love measurement because it adds logic to decision-making! #measurepr

3/10/2016 17:21 shonali @gerardcorbett WOW. Bet you have some (more) stories to tell. #measurepr

3/10/2016 17:21 aiaddysonzhang @sallyfalkow Exactly! #measurePR

3/10/2016 17:21 gerardcorbett A2. Do you really need to ask with this group??? ǒǃ, #measurePR

3/10/2016 17:21 shonali RT @sallyfalkow A2: Impressions show reach, which is important, but not the final goal. #measurepr

3/10/2016 17:21 JamesWBreen A2: Impressions are only numbers without context #measurepr

3/10/2016 17:21 GregRokisky A2: I think that @BuzzFeed has taught us that impressions are no longer a quality metric: <https://t.co/zQODN8fly4> (cc: @AirPR) #measurePR

3/10/2016 17:21 StruttinMyStuff I'm the marketing manager for @mediamiser. Working at keeping on top of #measurePR! :)

3/10/2016 17:21 Tinu RT @sallyfalkow: A2: Impressions show reach, which is important, but not the final goal. #measurepr

3/10/2016 17:21 JamesWBreen @gerardcorbett haha! It was an easy one ;) #measurepr

A2: The question to ask is what did they do, what impact did your reach have? #measurepr

3/10/2016 17:22 sallyfalkow @StruttinMyStuff Nice to have you here :) @mediamiser #measurepr

3/10/2016 17:22 TheCoolBrownKid A2: Yes, the first impression is always as strong as your last expression. People remember and take that with them. #measurepr

3/10/2016 17:22 austinomaha @shonali 100%! As I say every month in this chat. But they need to be presented in conjunction with other USEFUL metrics. #measurePR

3/10/2016 17:22 queenofmetrics @shonali A2: impressions are overrated -- like sperm there's a lot of them, but few actually accomplish the goal #measurepr

3/10/2016 17:22 TweetsAnup A1: Impressions do giv a top line benchmark but misses on Impact #measurePR <https://t.co/b9gw5HCUnb>

3/10/2016 17:22 jenzings @shonali A2: best ever exampl. was @mstory123 saying impressions=window shopping. Value of impressions is v. low, IMHO #MeasurePR

3/10/2016 17:22 aiaddysonzhang LOVE this! #measurePR <https://t.co/iCGWi37YBs>

3/10/2016 17:22 GregRokisky A2.2: Impressions can be useful...but only if you go beyond them and they have a purpose #measurePR

3/10/2016 17:23 emmamhawes A2. Yes they are valuable. I think the FB emojis are a great way, but one should not solely rely on it. #measurePR <https://t.co/wFL6qwbZar>

3/10/2016 17:23 Alukomnik OH no how could I possibly miss the first half of #measurepr ??? Hint: Work #agencylife

3/10/2016 17:23 GregRokisky RT @shonali: RT @sallyfalkow A2: Impressions show reach, which is important, but not the final goal. #measurepr

3/10/2016 17:23 GregRokisky RT @queenofmetrics: @shonali A2: impressions are overrated -- like sperm there's a lot of them, but few actually accomplish the goal #measurepr

3/10/2016 17:23 queenofmetrics @Shonali A2: There are better alternatives like conversions in Google Analytics & Share of desirable vs undesirable voice #measurepr

3/10/2016 17:23 aiaddysonzhang @Alukomnik We just started. On Q2 now. #measurePR

3/10/2016 17:24 kfreberg A2: Impressions only show part of the ǒǃ. of the situation, but we have more â's for ǒǃ to extend ǒǃ. Metrics on behavior are ǒǃ #MeasurePR

3/10/2016 17:24 TheCoolBrownKid @emmamhawes I agree with you completely. Nobody likes being bombarded with 50 emojis. We're not in high school anymore u guys. #measurepr

3/10/2016 17:24 ep_comms Are impressions the ultimate in #socialmedia management? @queenofmetrics thinks otherwise... #measurePR <https://t.co/70RflbbucY>

3/10/2016 17:24 GregRokisky @Alukomnik I hear you on that #agencylife...skipping lunch to be a part of the chat :) #measurePR

3/10/2016 17:24 gerardcorbett A2. You want to make an impact not an impression! #measurePR

3/10/2016 17:24 GregRokisky RT @queenofmetrics: @Shonali A2: There are better alternatives like conversions in Google Analytics & Share of desirable vs undesirable voiâ€!

3/10/2016 17:24 austinomaha @kfreberg superb use of emojis here.#measurePR

3/10/2016 17:24 aiaddysonzhang @kfreberg Loved how you use emojis to communicate #measurePR

3/10/2016 17:24 emmamhawes @Alukomnik It's fine, just take a chill pill. You can catch up. #measurePR

3/10/2016 17:24 austinomaha @gerardcorbett WORD. #measurePR

3/10/2016 17:24 KristK RT @queenofmetrics: A2: impressions are overrated -- like sperm there's a lot of them, but few actually accomplish the goal #measurepr

3/10/2016 17:25 CatherineCarol A2: Everything in measurement has some value, it just depends on how you use it. You need more than just an impression number. #measurePR

3/10/2016 17:25 TweetsAnup RT @sallyfalkow: A2: The question to ask is what did they do, what impact did your reach have? #measurepr

3/10/2016 17:25 Alukomnik @shonali Alone, No. In context (eg: engagement%) possibly. @easatwick is writing up a piece on impressions for next month #measurepr

3/10/2016 17:25 jenzings @shonali A2, p.2 - Try telling a mgr. at a retail store that the number of people who walked by window matters. No. Sales matter. #MeasurePR

3/10/2016 17:25 GregRokisky RT @aiaddysonzhang: @kfreberg Loved how you use emojis to communicate #measurePR

3/10/2016 17:25 StruttinMyStuff RT @kfreberg A2: Impressions only show part of the ðŸˆ of the situation, but we have more â€s for ðŸˆ to extend ðŸˆ. #MeasurePR

3/10/2016 17:25 ErinnLarson1 @TheCoolBrownKid @emmamhawes I think emojis can be used tastefully sometimes. #measurepr They can add a creative edge.

3/10/2016 17:26 GregRokisky RT @jenzings: @shonali A2, p.2 - Try telling a mgr. at a retail store that the number of people who walked by window matters. No. Sales matâ€!

3/10/2016 17:26 aiaddysonzhang Numbers without contexts are just numbers. Don't mean much #measurePR <https://t.co/nihm8NQzLe>

3/10/2016 17:26 emmamhawes @TheCoolBrownKid It breaks it down, but I think it is funny that the emojis came out during election season. #measurepr

3/10/2016 17:26 CatherineCarol A2: I use impressions as part of my decision making process on future distributions - timing/wording/media/etc. #measurePR

3/10/2016 17:26 queenofmetrics @GregRokisky @sallyfalkow @Shonali most impressions DO NOT show reach, only potential. Most do not show true audience reach #measurepr

3/10/2016 17:26 sallyfalkow A2: But w/o any people walking by or impressions you can't get any conversions or sales either. #measurepr

3/10/2016 17:26 Alukomnik A2) #Impressions should be called "people that kinda, sorta, sometimes, maybe, possibly see your story" #measurepr

3/10/2016 17:26 kfreberg RT @StruttinMyStuff: RT @kfreberg A2: Impressions only show part of the ðŸˆ of the situation, but we have more â€s for ðŸˆ to extend ðŸˆ. #Measureâ€

3/10/2016 17:26 shonali Ha! RT @Alukomnik A2) #Impressions should be called "people that kinda, sorta, sometimes, maybe, possibly see your story" #measurepr

3/10/2016 17:26 emmamhawes RT @kfreberg: A2: Impressions only show part of the ðŸˆ of the situation, but we have more â€s for ðŸˆ to extend ðŸˆ. Metrics on behavior are ðŸˆ #Mâ€

3/10/2016 17:26 JamesWBreen @queenofmetrics @GregRokisky @sallyfalkow @Shonali Impressions should have a *disclaimer #measurepr

3/10/2016 17:27 JamesWBreen Great use of benchmarking! #measurePR <https://t.co/5ONxq9nFcT>

3/10/2016 17:27 shonali Q3: What is the most effective way to report to execs on PR initiatives? #measurepr

3/10/2016 17:27 KristK RT @shonali: Q3: What is the most effective way to report to execs on PR initiatives? #measurepr

3/10/2016 17:27 aiaddysonzhang @sallyfalkow Impressions can be an initial step, & then go further from there to engagement #measurePR

3/10/2016 17:27 jenzings RT @shonali: Ha! RT @Alukomnik A2) #Impressions should be called "people that kinda, sorta, sometimes, maybe, possibly see your story" #meaâ€!

3/10/2016 17:27 ep_comms RT @shonali: Ha! RT @Alukomnik A2) #Impressions should be called "people that kinda, sorta, sometimes, maybe, possibly see your story" #meaâ€!

3/10/2016 17:28 aiaddysonzhang @kfreberg I can see that! You have done it so well! #measurePR

3/10/2016 17:28 StruttinMyStuff RT @aiaddysonzhang: @sallyfalkow Impressions can be an initial step, & then go further from there to engagement #measurePR

3/10/2016 17:28 TheCoolBrownKid @emmamhawes Haha right? and let's not get started on the memes. Sure gives the election some spunk. #measurepr

3/10/2016 17:28 gerardcorbett A2. Emojis can work when they are intuitive and appropriate. ðŸˆ± #measurePR

3/10/2016 17:28 GregRokisky RT @JamesWBreen: Great use of benchmarking! #measurePR <https://t.co/5ONxq9nFcT>

3/10/2016 17:28 emmamhawes @ErinnLarson1 @TheCoolBrownKid a untasteful example are the emoji pillows you see at the vendor cards at the mall. #measurePR

3/10/2016 17:28 JamesWBreen A3: Ask your execs what is important to them! Start backwards #measurepr

3/10/2016 17:28 GregRokisky @shonali @Alukomnik so true! #measurePR

3/10/2016 17:28 aiaddysonzhang This ðŸˆ!#measurePR <https://t.co/YrgmHUG4BQ>

3/10/2016 17:28 GregRokisky RT @shonali: Q3: What is the most effective way to report to execs on PR initiatives? #measurepr

3/10/2016 17:28 sallyfalkow RT @JamesWBreen: A3: Ask your execs what is important to them! Start backwards #measurepr

3/10/2016 17:28 austinomaha I always phrase as "potential impressions" but even then that phrase presented by itself makes my cringe. #measurePR <https://t.co/50dqJYStRX>

3/10/2016 17:28 sallyfalkow RT @JamesWBreen A3: Ask your execs what is important to them! Start backwards #measurepr

3/10/2016 17:29 gerardcorbett A3. Use language they can easily understand. Also ROI helps. #measurePR
RT @sallyfalkow: A1: â€œIf you canâ€™t measure it you canâ€™t manage itâ€ Peter Drucker.

3/10/2016 17:29 Louise_Marstrand #measurepr

3/10/2016 17:29 JamesWBreen A3: I would also ask execs how often you should be reporting on PR results. Monthly? Quarterly? Per Campaign? #measurepr

3/10/2016 17:29 aiaddysonzhang A3: How PR efforts help contribute to bottom line and sales #measurePR <https://t.co/hRslRln1Aw>

3/10/2016 17:29 AirPR A3: Execs want to be woo'd. Here's how: <https://t.co/RXjUq7qWS5> #measurePR

3/10/2016 17:29 queenofmetrics @shonali A3: Get agreement on what role PR plays in the path to purchase, then measure it. Conversions & engagement r good options #measurepr

3/10/2016 17:29 psarmmiey RT @AirPR: A3: Execs want to be woo'd. Here's how: <https://t.co/RXjUq7qWS5> #measurePR

3/10/2016 17:29 GregRokisky A3: What I've found is ensure clear, measurable goals upfront and then report regularly, and often #measurePR

3/10/2016 17:29 austinomaha @shonali reporting PR metrics that align with TRUE business goals. What's the end BIZZ goal? Find and shape KPI's. #measurePR

3/10/2016 17:29 emmamhawes @TheCoolBrownKid House of cards is less stressful this this election, and that says a lot because of the cliffhangers. #measurePR

3/10/2016 17:29 aiaddysonzhang A3: Align PR efforts to overall business goals/objectives, & go from there #measurePR

3/10/2016 17:29 sallyfalkow A3: Get agreement on what constitutes success and what to track. #measurepr

3/10/2016 17:29 kfreberg A3: Visualizations w/ full data ðŸ“Š» + summary points ðŸ“” + ðŸ“–recommended actions steps for strategies ðŸ“–#MeasurePR <https://t.co/5bjxetCory>

3/10/2016 17:30 shonali RT @sallyfalkow A3: Get agreement on what constitutes success and what to track. #measurepr

3/10/2016 17:30 Alukomnik A3) What are your #objectives, and what are your executive's objectives? Show them how what you've done has helped them #measurepr

3/10/2016 17:30 AirPR Here here! #measurePR <https://t.co/Jo1HyICF9R>

3/10/2016 17:30 GregRokisky RT @queenofmetrics: @shonali A3: Get agreement on what role PR plays in the path to purchase, then measure it. Conversions & engagement r goâ€; @sallyfalkow True, but the q. is, are they a *valuable* metric? Not really. The real value is who engages #measurePR

3/10/2016 17:30 jenzings @sallyfalkow True, but the q. is, are they a *valuable* metric? Not really. The real value is who engages #measurePR

3/10/2016 17:30 TheCoolBrownKid A3: Track, engage, and focus on the business goals. #measurepr

3/10/2016 17:30 sallyfalkow A3: Speak their language. Show them the value of your PR actions #measurepr

3/10/2016 17:30 CatherineCarol re q3: Yes! And it gives them buy-in to what you're doing! #measurePR <https://t.co/O97MKS3IZg>

3/10/2016 17:30 shonali MT @queenofmetrics A3: Get agreement on what role PR plays in path to purchase, then measure it. Conversions & engagement r good #measurepr

3/10/2016 17:30 JamesWBreen @CatherineCarol It can save you time in the long run to focus on what matters #measurepr

3/10/2016 17:30 GregRokisky Good to see @AirPR joining the chat. Love their newsletter -- helpful and valuable content #measurePR

3/10/2016 17:31 emmamhawes RT @GregRokisky: A3: What I've found is ensure clear, measurable goals upfront and then report regularly, and often #measurePR

3/10/2016 17:31 queenofmetrics @gerardcorbett #measurepr @shonali, ONLY use ROI if it meets acct standards = real return and all-in investment. Most ROI is BS #measurepr

3/10/2016 17:31 TheCoolBrownKid @emmamhawes My professor loves that show. Its on my "to watch" list! #measurepr

3/10/2016 17:31 aiaddysonzhang Love it every time when i hear engagement & conversation #measurePR <https://t.co/jzp6oZZy36>

3/10/2016 17:31 emmamhawes RT @shonali: MT @queenofmetrics A3: Get agreement on what role PR plays in path to purchase, then measure it. Conversions & engagement r gooâ€; A3a: Also focusing on ðŸ“Š on how to ðŸ“– the complete journey of the brand & customer (360 degrees) w/ ties to #PR & other areas. #MeasurePR

3/10/2016 17:31 kfreberg A3 B) Don't just give insights and leave it at that. Telling what happened isn't as helpful as explaining what to do next #measurepr

3/10/2016 17:31 Alukomnik RT @shonali: RT @sallyfalkow A3: Get agreement on what constitutes success and what to track. #measurepr

3/10/2016 17:31 aiaddysonzhang @shonali A3: always include competitive comparison; align w/co's goals & how relationships positively impact sales. #measurepr

3/10/2016 17:32 AmandaMRoe @GregRokisky bluuuuuushing :) #measurePR

3/10/2016 17:32 sallyfalkow @jenzings Agreed - that's why I said it's a starting place. You have to go beyond impressions. #measurepr

3/10/2016 17:32 jenzings @shonali A3: connect to biz objectives. That might mean reputation, sales, etc.--get that nailed down 1st #MeasurePR

3/10/2016 17:32 CatherineCarol @GregRokisky @AirPR Thanks for the tip - following! #measurePR

3/10/2016 17:32 JamesWBreen @AirPR @GregRokisky newsletter? ooh, I'm signing up #measurepr

3/10/2016 17:32 GregRokisky A3.2: Clone @queenofmetrics and bring her to all meetings :) #measurePR

3/10/2016 17:32 aiaddysonzhang RT @AmandaMRoe: @shonali A3: always include competitive comparison; align w/co's goals & how relationships positively impact sales. #measureâ€; With agreement upfront. #measurePR <https://t.co/Acg2LHip3J>

3/10/2016 17:32 Alukomnik @AmandaMRoe @shonali Is a competitive comparison is always right for measurements you don't fully control (Eg share of voice) #measurepr

3/10/2016 17:32 shonali RT @jenzings @shonali A3: connect to biz objectives. That might mean reputation, sales, etc.--get that nailed down 1st #measurepr

3/10/2016 17:33 GregRokisky @CatherineCarol @AirPR you bet! #measurePR

3/10/2016 17:33 aiaddysonzhang Look the why and why questions first #measurePR <https://t.co/bDJlzE37fK>

3/10/2016 17:33 emmamhawes RT @AmandaMRoe: @shonali A3:always include competitive comparison; align w/co's goals & how relationships positively impact sales. #measurepr

3/10/2016 17:33 AmandaMRoe @Alukomnik absolutely! answer, give learnings & next steps, plus adjusted goals. #measurepr

3/10/2016 17:34 AirPR A3: It's also important to share what's next! W/ X data or because of Y thing, we are going to focus on Z. #measurePR

3/10/2016 17:34 shonali Q4: How do you go from measurement to reporting to optimization? What tools do you need to get there? #measurepr

3/10/2016 17:34 KristK RT @AirPR: A3: It's also important to share what's next! W/ X data or because of Y thing, we are going to focus on Z. #measurePR

3/10/2016 17:34 queenofmetrics @Alukomnik @AmandaMRoe @shonali #measurepr A3: yes, competitive is valid bcuz that's what your customers are seeing. Look at the industry

3/10/2016 17:34 StruttinMyStuff RT @AirPR: A3: It's also important to share what's next! W/ X data or because of Y thing, we are going to focus on Z. #measurePR

3/10/2016 17:35 aiaddysonzhang Look forward to learning more on these & some good tools! #measurePR <https://t.co/n0lSyOfFID>

3/10/2016 17:35 Alukomnik So true @AirPR The "now what, so what" as @coronorcal likes to teach #measurepr

3/10/2016 17:35 GregRokisky @ErinnLarson1 I bet! :) she came and spoke at a @CMPRSA event! She recommended "Can't Buy Me Like" -- life-changing #measurePR

3/10/2016 17:35 JamesWBreen A4: Measurement to reporting I'd recommend visual elements, prezi and powerpoint are good go-tos (when done right) #measurepr

3/10/2016 17:35 GregRokisky RT @shonali: Q4: How do you go from measurement to reporting to optimization? What tools do you need to get there? #measurepr

3/10/2016 17:35 AirPR RT @JamesWBreen: A4: Measurement to reporting I'd recommend visual elements, prezi and powerpoint are good go-tos (when done right) #measurepr

3/10/2016 17:36 queenofmetrics @shonali A3 & A4: Focus on what DIDN'T work, you learn far more from failure than pointing out the obvious successes. #measurepr

3/10/2016 17:36 TweetsAnup A3: Define busn nd PR objective and goals nd measure impact. Keep option of course correction #measurePR <https://t.co/Q67XpkU8ZT>

3/10/2016 17:36 jenzings @shonali A4: Depends on how much buy-in you have. Might need a bulldozer in some situations. #measurePR

3/10/2016 17:36 GregRokisky A4: From measurement to reporting -- remove the jargon, add in the graphics and simplify to what your client/boss cares about #measurePR

3/10/2016 17:36 shonali RT @queenofmetrics A3 & A4: Focus on what DIDN'T work, you learn far more from failure than pointing out the obvious successes. #measurepr

3/10/2016 17:36 aiaddysonzhang Learned from @AdamDvorin yesterday that failure rate means that you are that much closer to success #measurePR <https://t.co/sFO0wVSBxL>

3/10/2016 17:36 shonali @jenzings LOL! #measurepr

3/10/2016 17:36 GregRokisky RT @queenofmetrics: @shonali A3 & A4: Focus on what DIDN'T work, you learn far more from failure than pointing out the obvious successes. #measurepr

3/10/2016 17:36 emmamhawes @GregRokisky @ErinnLarson1 @CMPRSA the movie? I rewatched it this weekend. It is an absolute classic. #measurePR

3/10/2016 17:36 TweetsAnup RT @shonali: RT @queenofmetrics A3 & A4: Focus on what DIDN'T work, you learn far more from failure than pointing out the obvious successes. #measurepr

3/10/2016 17:37 Alukomnik A4) Measure--& Find insights and actions --& Report --& Agree on actions --& implement (to optimize) repeat #measurepr

3/10/2016 17:37 AirPR +1 for #dataviz! The #PRTech ecosystem is STACKED w/ tools for use: <https://t.co/fgCk6Dxllr> #measurePR <https://t.co/olUbr7riFP>

3/10/2016 17:37 gerardcorbett A4. Optimization should take cues from analysis. Rinse, adjust and repeat. #measurePR

3/10/2016 17:37 StruttinMyStuff A4. Keep it simple, visual and tell a story. #measurePR

3/10/2016 17:37 CatherineCarol RT @queenofmetrics: @shonali A3 & A4: Focus on what DIDN'T work, you learn far more from failure than pointing out the obvious successes. #measurepr

3/10/2016 17:37 queenofmetrics @shonali A4: you need brains & guts more than tools. Show what is not effective, learn from mistakes, make decisions with data. #measurepr

3/10/2016 17:37 jenzings RT @queenofmetrics: @shonali A3 & A4: Focus on what DIDN'T work, you learn far more from failure than pointing out the obvious successes. #measurepr

3/10/2016 17:37 sallyfalkow A3: The C-suite cares about the bottom line, so should you. #measurepr

3/10/2016 17:37 emmamhawes RT @Alukomnik: A4) Measure--& Find insights and actions --& Report --& Agree on actions --& implement (to optimize) repeat #measurepr

3/10/2016 17:37 aiaddysonzhang Like this ðŸ™# #measurePR <https://t.co/zh5XIMbQdv>

3/10/2016 17:37 shonali RT @sallyfalkow A3: The C-suite cares about the bottom line, so should you. #measurepr

3/10/2016 17:37 kfreberg RT @AirPR: +1 for #dataviz! The #PRTech ecosystem is STACKED w/ tools for use: <https://t.co/fgCk6Dxllr> #measurePR <https://t.co/olUbr7riFP>

3/10/2016 17:37 gerardcorbett RT @queenofmetrics: @shonali A4: you need brains & guts more than tools. Show what is not effective, learn from mistakes, make decisions with data. #measurepr

3/10/2016 17:37 ErinnLarson1 @emmamhawes @GregRokisky @CMPRSA No the book. #measurepr

3/10/2016 17:38 GregRokisky @emmamhawes @ErinnLarson1 @CMPRSA LOVE that movie! But no, it's a book by Doug Levy: <https://t.co/rCHB3CKjIV> #measurePR
RT @shonali: RT @sallyfalkow A3: The C-suite cares about the bottom line, so should you. #measurepr

3/10/2016 17:38 aiaddysonzhang RT @queenofmetrics: @shonali A4: you need brains & guts more than tools. Show what is not effective, learn from mistakes, make decisions wiâ€} Q5 is from @AmandaMRoe: What do you think are the most important 2-3 KPIs to measure PR success? #measurepr

3/10/2016 17:38 AirPR RT @StruttinMyStuff: A4. Keep it simple, visual and tell a story. #measurePR

3/10/2016 17:38 shonali As @neiltyson said on @waitwait, "by getting two things wrong today, I've learned two things" @aiaddysonzhang @AdamDvorin #measurepr

3/10/2016 17:38 JamesWBreen A4: While tools are important, I think people & resources are also ðŸ™ˆ to note here as well since tools/metrics change #MeasurePr

3/10/2016 17:38 Alukomnik @sallyfalkow @shonali A3 & A4 C-suite wants to know what needs to be done to improve, not what you've already accomplished #measurepr

3/10/2016 17:38 kfreberg @queenofmetrics totally agree here. You can get a lot done with excel, powerpoint and BRAIN power. #measurePR

3/10/2016 17:38 queenofmetrics Love this Q #measurePR <https://t.co/JQ2MiKS4Hv>

3/10/2016 17:38 austinomaha A4: Learn to analyze data and see the good, the bad and the ugly. Then use that to achieve better results. #measurepr

3/10/2016 17:38 aiaddysonzhang RT @shonali: Q5 is from @AmandaMRoe: What do you think are the most important 2-3 KPIs to measure PR success? #measurepr

3/10/2016 17:39 sallyfalkow A5: Traffic back to site, engagement, message pull through #measurePR

3/10/2016 17:39 GregRokisky @ErinnLarson1 @GregRokisky @CMPRSA learn something new everyday. I knew it was the song or movie, but now I have to read it. #measurepr

3/10/2016 17:39 AirPR @austinomaha @queenofmetrics Those are close to my 3 fave tools that I always talk about: Excel, Google Analytics & YOUR BRAIN ;) #measurepr

3/10/2016 17:39 emmamhawes A5: I really think KPIs are going to be unique to each organization, there is no standard #measurepr

3/10/2016 17:39 shonali A4: Visual elements are great for reporting. Keep the Powerpoint light and communicate to keep that 1 on 1 communication. #measurepr

3/10/2016 17:39 JamesWBreen RT @AirPR (so glad you're here!) A5: Traffic back to site, engagement, message pull through #measurePR

3/10/2016 17:39 TheCoolBrownKid A4: That's why @chriskerns of @Spredfast & @richcalabrese of @Fizziology are my go-tos for ðŸ™ˆ & reporting/analytics #MeasurePr

3/10/2016 17:39 shonali MT @kfreberg A4: @chriskerns of @Spredfast & @richcalabrese of @Fizziology are my go-tos for & reporting/analytics #measurepr

3/10/2016 17:39 kfreberg @shonali @queenofmetrics PR pro's need to stop wasting money on worthless tools! Overlooked how much excel helps! #measurePR

3/10/2016 17:40 shonali RT @shonali: RT @AirPR (so glad you're here!) A5: Traffic back to site, engagement, message pull through #measurePR

3/10/2016 17:40 austinomaha A5: That being said, it really is all about content specific measurement. You have to know the goal of your content first #measurePR

3/10/2016 17:40 GregRokisky @shonali @austinomaha @queenofmetrics Also my three fave tools, plus twitter chat like #measurePR

3/10/2016 17:40 AirPR @shonali @AirPR me too! welcome :) #measurePR

3/10/2016 17:40 aiaddysonzhang @shonali A5: 1. Share of desirable voice vs undesirable 2. % message amplification 3. Engagement & Conversions from earned media. #measurepr

3/10/2016 17:40 GregRokisky Human analytics are often better than machine analytics @shonali @austinomaha @queenofmetrics #measurpr #measurepr

3/10/2016 17:40 queenofmetrics @queenofmetrics With agreed upon KPIs you show where you are, what's working & not working and how to move forward. #measurepr

3/10/2016 17:40 Alukomnik A5: I would also say make sure you're measuring both external conversations (earned) and your channels (owned) #measurepr

3/10/2016 17:41 sallyfalkow @shonali @AmandaMRoe A5: These can be so varied depending on industry. For public affairs, could be just one- did bill pass/fail #measurePR

3/10/2016 17:41 JamesWBreen RT @kfreberg: A4: That's why @chriskerns of @Spredfast & @richcalabrese of @Fizziology are my go-tos for ðŸ™ˆ & reporting/analytics #MeasurePR

3/10/2016 17:41 jenzings RT @queenofmetrics A5: Share of desirable voice v undesirable; % message amplification; Engagement & Conversions fm earned media. #measurepr

3/10/2016 17:41 aiaddysonzhang @shonali @AmandaMRoe depends on what is important to YOUR biz success. KPIs vary depending on your end goal! #measurePR

3/10/2016 17:41 shonali A4: Also, look at pros like @jeffokeefe who are active in ðŸ™ˆ for brands. Did some ðŸ™ˆ - work a few weeks ago for @NASCAR #MeasurePr

3/10/2016 17:41 austinomaha A5: I think KPIs vary based on client/company goals and on a project-by-project (or campaign) basis #measurePR

3/10/2016 17:41 kfreberg RT @austinomaha: @shonali PR pro's need to stop wasting money on worthless tools! Overlooked how much excel helps! #measurePR

3/10/2016 17:41 GregRokisky RT @queenofmetrics: @shonali A5: 1. Share of desirable voice vs undesirable 2. % message amplification 3. Engagement & Conversions from earâ€} #

3/10/2016 17:41 queenofmetrics RT @AirPR: A5: That being said, it really is all about content specific measurement. You have to know the goal of your content first #measuâ€} #

3/10/2016 17:41 GregRokisky Q6: Whatâ€™s the backstory to one of your biggest personal lessons learned wrt #measurePR?

3/10/2016 17:42 GregRokisky A5) really depends upon your goals, but should be something that you have control over. #measurepr

3/10/2016 17:42 shonali A5: Depending on what particular PR field, many are based on their particular goals. #measurepr

3/10/2016 17:42 Alukomnik @Alukomnik humans can make sense of data that machines CANNOT. This is a fact. #humanpower #measurePR

3/10/2016 17:42 TheCoolBrownKid

3/10/2016 17:42 austinomaha

3/10/2016 17:42 GregRokisky @queenofmetrics @austinomaha @shonali so true. Learning excel = priceless #measurePR

3/10/2016 17:42 emmamhawes RT @JamesWBreen: A5: I would also say make sure you're measuring both external conversations (earned) and your channels (owned) #measurepr

3/10/2016 17:42 DocSouthernland RT @queenofmetrics: @shonali A5: 1. Share of desirable voice vs undesirable 2. % message amplification 3. Engagement & Conversions from ear“

3/10/2016 17:42 GregRokisky RT @shonali: Q6: What“s the backstory to one of your biggest personal lessons learned wrt #measurePR?

3/10/2016 17:42 jenzings @shonali @AmandaMRoe A5 p.2: in other words, KPIs are one area where type of biz for PR matters a LOT. #measurePR

3/10/2016 17:42 emmamhawes RT @GregRokisky: A5: I think KPIs vary based on client/company goals and on a project-by-project (or campaign) basis #measurePR

3/10/2016 17:43 JamesWBreen A6: Have a crisis plan and get buy-in from execs. It should be part of every strategy #measurepr

3/10/2016 17:43 TweetsAnup RT @queenofmetrics: RT @austinomaha: @shonali PR pro's need to stop wasting money on worthless tools! Overlooked how much excel helps! #mea“

3/10/2016 17:43 GregRokisky A6: Early days I spent time/money growing audience on social w/o anything for them to do once there -- BIG (+ common) mistake #measurePR

3/10/2016 17:43 shonali @JamesWBreen True... but what's the backstory? ;) A6 #measurepr

3/10/2016 17:43 shonali @GregRokisky OMG, tell me about it. Ditto for blogging. A6 #measurepr

3/10/2016 17:43 chachachanel Perk of insomnia: catching the #measurePR chat happening in the US. *likes and screenshots everything for notes*

3/10/2016 17:43 Alukomnik I agree. Use tools to gather and do preliminary analysis and then use your brain to see trends and actions @kfreberg @Fizziology #measurepr

3/10/2016 17:44 gerardcorbett A6. Do you have a week? #measurePR

3/10/2016 17:44 queenofmetrics @jenzings @Shonali pass/fail for bills is bad metric. By the time u know, it's too late to do anything. Need in-progress metric #measurepr

3/10/2016 17:44 shonali @chachachanel LOL, and your Twitter cover photo made me laugh too! #measurepr

3/10/2016 17:44 jenzings *every* biz should have a crisis plan. Every. #MeasurePR <https://t.co/MPNwlcG2eE>

3/10/2016 17:44 JamesWBreen @shonali Haha, I think I would hit my character limit ;) #measurepr

3/10/2016 17:44 shonali @gerardcorbett Give us the Cliff Notes version. A6 ;) #measurepr

3/10/2016 17:44 queenofmetrics RT @sallyfalkow: With agreed upon KPIs you show where you are, what's working & not working and how to move forward. #measurepr

3/10/2016 17:44 emmamhawes A6. Never forget to share your experience and tips like with my IG hacking. #measurePR

3/10/2016 17:45 emmamhawes RT @JamesWBreen: A6: Have a crisis plan and get buy-in from execs. It should be part of every strategy #measurepr

3/10/2016 17:45 chachachanel @shonali Haha! Hello from the Philippines :) #MeasurePR

3/10/2016 17:45 shonali @emmamhawes That's a huge lesson learned, to be sure! A6 #measurepr

3/10/2016 17:45 GregRokisky @shonali client wasn't sure on goals, so I grew Facebook page to over 30K without anything for them to do -- oh, being 20 :) #measurePR

3/10/2016 17:45 JamesWBreen @emmamhawes I read your story and honestly didn't know what I would do #measurepr

3/10/2016 17:45 TheCoolBrownKid A6: How to b consistently active on all social media platforms. Thanks to professor @samjb . I'm starting to get the hang of it #measurepr

3/10/2016 17:46 ChrisThames29 RT @AirPR: +1 for #dataviz! The #PRTech ecosystem is STACKED w/ tools for use: <https://t.co/fgCk6Dxllr> #measurePR <https://t.co/olUbr7riFP>

3/10/2016 17:46 aiaddysonzhang RT @queenofmetrics: @shonali A5: 1. Share of desirable voice vs undesirable 2. % message amplification 3. Engagement & Conversions from ear“

3/10/2016 17:46 GregRokisky RT @jenzings: *every* biz should have a crisis plan. Every. #MeasurePR <https://t.co/MPNwlcG2eE>

3/10/2016 17:46 austinomaha Have to jump off #measurePR for now! Would enjoy some of my peeps from here taking this survey: <https://t.co/0jWGNzVDnA> #PRresearch

3/10/2016 17:46 emmamhawes @chachachanel Sadly, I haven't found a twitter chat to join during the late hours when I have insomnia. #measurePR

3/10/2016 17:46 AirPR @austinomaha @Alukomnik so true. You cannot place a value the power of the human brain. #criticalthinking is key! #measurePR

3/10/2016 17:46 shonali A6 RT @GregRokisky client wasn't sure on goals, so I grew Facebook page to >30K without anything for them to do - oh, being 20 :) #measurepr

3/10/2016 17:47 jenzings @queenofmetrics @shonali Heh. In-progress for legislation is like trying to gig frogs. Lots of misses. #beentheredonethat #MeasurePR

3/10/2016 17:47 StruttinMyStuff A6. Don't be afraid to punch above your weight. #measurePR

3/10/2016 17:47 TheCoolBrownKid A6: Trying to kick that procrastination habit before I graduate! #measurepr

3/10/2016 17:47 shonali RT @StruttinMyStuff A6. Don't be afraid to punch above your weight. #measurePR

3/10/2016 17:47 GregRokisky @emmamhawes SUCH a valuable story. Thank you for sharing. Others should read: <https://t.co/UPNHGocmsF> #measurePR

3/10/2016 17:47 Alukomnik A6B) to steal a photo that I found on a #Meaurepr chat last year. But that means lots of hand holding and education is necessary #measurepr

3/10/2016 17:47 emmamhawes @GregRokisky @shonali explain this story a little bit more. I'm impressed by the condensed 140 characters. #measurePR

3/10/2016 17:47 TheCoolBrownKid @StruttinMyStuff Everyone needs to tell themselves this everyday! LOVE IT! #measurepr

3/10/2016 17:48 shonali Q7: Are there any new tools or resources you“d recommend? #measurepr

3/10/2016 17:48 msponhour Late arrival here: Michael Sponhour, Director of Marketing and Communications, Ohio Public Employees Retirement System #measurepr
3/10/2016 17:48 AmandaMRoe A6: Personal Connection! Establd raport; gain support, followers & moved the NEEDLE at key tradeshow #measurepr <https://t.co/eUQzOc78W>
3/10/2016 17:48 shonali @Alukomnik So true! And it can get tiring. A6 #measurePR
3/10/2016 17:48 GregRokisky lol'd at my desk #measurePR <https://t.co/NyzCQO6noZ>
3/10/2016 17:49 GregRokisky RT @shonali: Q7: Are there any new tools or resources youâ€™d recommend? #measurepr
3/10/2016 17:49 queenofmetrics @shonali A6: I measured my promo for HP LaserJet in units sold to new dealers = \$1.4 million in new biz. Sales claimed all credit #measurepr
3/10/2016 17:49 gerardcorbett A6. Explaining to management how to measure the impact of a trumped up story of giving a condo to Charles and Di for honeymoon #measurePR
A7: The Google Analytics Dashboard for PR that @tinu and I put together.
<https://t.co/cywZf5T7jQ>
#measurepr
3/10/2016 17:49 sallyfalkow #measurepr
3/10/2016 17:49 emmamhawas @JamesWBreen I'm surprised I handled as well as what I did. Usually I'm hungry all the time and it cut down my appetite for days. #measurePR
3/10/2016 17:49 shonali Hey @msponhour great to see you! #measurepr
3/10/2016 17:49 aiaddysonzhang Just like with tools, it's impt to use the right tools for ur brand #measurePR <https://t.co/TGRTyELd9e>
3/10/2016 17:49 shonali RT @sallyfalkow A7: The Google Analytics Dashboard for PR that @tinu and I put together. <https://t.co/h2rqchQD4q> #measurepr
3/10/2016 17:49 GregRokisky A7: Drop the shiny tools and REALLY learn Google Analytics and Excel #measurePR
3/10/2016 17:49 queenofmetrics RT @GregRokisky: lol'd at my desk #measurePR <https://t.co/QHeUN8EPA0>
3/10/2016 17:49 Alukomnik @GregRokisky #thelittlethings but actually, this made so much sense to people who didn't understand measurement #measurepr
3/10/2016 17:50 sallyfalkow RT @GregRokisky: A7: Drop the shiny tools and REALLY learn Google Analytics and Excel #measurePR
3/10/2016 17:50 jesserker @CatherineCarol @shonali @K_Olivia_Ann those earrings are AWESOME #measurepr
3/10/2016 17:50 sallyfalkow RT @GregRokisky A7: Drop the shiny tools and REALLY learn Google Analytics and Excel #measurePR
3/10/2016 17:50 gerardcorbett A7. Ears, eyes and brain are old tools, but still work well. #measurePR
3/10/2016 17:50 shonali RT @queenofmetrics A6: I measured my promo for HP LaserJet in units sold to new dealers = \$1.4M in new biz. Sales claimed credit #measurepr
3/10/2016 17:50 Tinu RT @shonali: Q7: Are there any new tools or resources youâ€™d recommend? #measurepr
3/10/2016 17:50 shonali @queenofmetrics that sucks! #measurepr
3/10/2016 17:50 Tinu RT @GregRokisky: A7: Drop the shiny tools and REALLY learn Google Analytics and Excel #measurePR
3/10/2016 17:50 GregRokisky @Alukomnik saving and borrowing this brilliance for others -- TOTALLY effective #measurePR
RT @sallyfalkow: A7: The Google Analytics Dashboard for PR that @tinu and I put together.
<https://t.co/cywZf5T7jQ>
#measurepr
3/10/2016 17:50 Tinu RT @sallyfalkow: A7: The Google Analytics Dashboard for PR that @tinu and I put together.
<https://t.co/cywZf5T7jQ>
#measurepr
3/10/2016 17:50 aiaddysonzhang #measurepr
3/10/2016 17:50 Tinu RT @gerardcorbett: A7. Ears, eyes and brain are old tools, but still work well. #measurePR
3/10/2016 17:50 chachachanel @emmamhawas Aww shucks! Haha hope you find one as good as #MeasurePR ðŸ˜‰
3/10/2016 17:51 jesserker I'm super late to #measurePR. D'oh.
RT @sallyfalkow: A7: The Google Analytics Dashboard for PR that @tinu and I put together.
<https://t.co/cywZf5T7jQ>
#measurepr
3/10/2016 17:51 GregRokisky #measurepr
3/10/2016 17:51 emmamhawas @GregRokisky Thanks. I just hope someone will bookmark it so they will know that things are okay because we don't think about it. #measurepr
3/10/2016 17:51 jenzings RT @GregRokisky: A7: Drop the shiny tools and REALLY learn Google Analytics and Excel #measurePR
3/10/2016 17:51 shonali @jesserker Better late than never! #measurepr
3/10/2016 17:51 Alukomnik @GregRokisky I totally stole it from a #measurpr chat last year, so go for it! <https://t.co/Uw6QaOj2EE> #measurepr
3/10/2016 17:51 aiaddysonzhang Agreed. #measurePR <https://t.co/iMqSfMjdiW>

3/10/2016 17:51 emmamhawes @chachachanel I think @shonali raised the bar very well. #measurepr

3/10/2016 17:52 queenofmetrics @shonali A7: <https://t.co/dpfr3iAcnA> for influence tracking #measurepr. @cyberalert's new dashboard. @survata for simple surveys #measurepr

3/10/2016 17:52 GregRokisky @emmamhawes I related SO much. I got locked out of a client Insta account and had to start over...also in my younger years O.o #measurePR

3/10/2016 17:52 shonali @emmamhawes Aww thank you! #measurePR @chachachanel

3/10/2016 17:52 TheCoolBrownKid A7: Using all Google docs features including Sheets and Slides. A life saver for those who do not have Word or PP on their CPU. #measurepr

3/10/2016 17:52 msponhour @queenofmetrics @shonali Can you elaborate on 3. Engagement & Conversions from earned media. Comments on stories? What else? #measurepr

3/10/2016 17:52 jesserker This, this a thousand times this! #measurePR <https://t.co/debO2LKUyo>

3/10/2016 17:52 JamesWBreen A7: I don't think it's a newer tool but I like crowdboost for tracking internal social media handle metrics #measurepr

3/10/2016 17:52 queenofmetrics What he said: RT @aiaddysonzhang: Agreed. #measurePR <https://t.co/bPSLi8EByF>

3/10/2016 17:53 Tinu RT @queenofmetrics: @shonali A7: <https://t.co/dpfr3iAcnA> for influence tracking #measurepr. @cyberalert's new dashboard. @survata for simplâ€¦

3/10/2016 17:53 GregRokisky @jesserker welcome, regardless :) #measurePR

3/10/2016 17:53 shonali @GregRokisky OMG. Did you write that up anywhere? Else maybe for #WUL? :) @emmamhawes #measurepr

3/10/2016 17:53 Tinu RT @TheCoolBrownKid: A7: Using all Google docs features including Sheets and Slides. A life saver for those who do not have Word or PP on tâ€¦

3/10/2016 17:53 Tinu RT @JamesWBreen: A7: I don't think it's a newer tool but I like crowdboost for tracking internal social media handle metrics #measurepr

3/10/2016 17:53 AirPR We have a #PRTech course that may be helpful. Includes lots of stuff on GA & Excel: <https://t.co/tf60qSpnh9> (resources) #measurePR

3/10/2016 17:53 sallyfalkow A7: I really like <https://t.co/o43I2YZQdK> You can build custom reports #measurepr

3/10/2016 17:53 sallyfalkow A7: I really like <https://t.co/ucGRnUXInJ> You can build custom reports #measurepr

3/10/2016 17:53 JamesWBreen Great tool! #measurepr <https://t.co/7ZScCjreCi>

3/10/2016 17:53 TheCoolBrownKid A7: The Docs features gives everyone the chance to use all microsoft office features online. So there's a way to get it out there #measurepr

3/10/2016 17:53 GregRokisky A7.2: Shockingly, going back to basics has proven exponentially more valuable than spending thousands on other tools ;) #measurePR

3/10/2016 17:54 gerardcorbett @Shonali Anyone ever try <https://t.co/AacYOZQTig> ? #measurePR

3/10/2016 17:54 CatherineCarol Scooting out early from #measurePR on to the next meeting. Glad I caught most of it - always learn so much from you folks!

3/10/2016 17:54 shonali A7 RT @gerardcorbett Anyone ever try <https://t.co/N78GB0vo0E> ? #measurePR

3/10/2016 17:54 emmamhawes @GregRokisky that's so funny. Even the great, have the worst things happen to them. #measurepr

3/10/2016 17:54 jesserker @GregRokisky thank you :) #measurePR

3/10/2016 17:54 aiaddysonzhang @gerardcorbett @Shonali I have never heard of it. Going to take a look now #measurePR

3/10/2016 17:54 sallyfalkow The 15 Digital Skills course (free) also has a section on GA and measurement <https://t.co/frB33CL6tP> #measurepr

3/10/2016 17:54 sallyfalkow The 15 Digital Skills course (free) also has a section on GA and measurement <https://t.co/BdNmB4YPum> #measurepr

3/10/2016 17:54 shonali Almost outta time! Q8 (NOW for SSP!): Do you have an initiative/program youâ€™d like #measurePR folk to know about? Please share!

3/10/2016 17:54 queenofmetrics @msponhour @Shonali A6: Use tags & Set up conversions in Google Analytics to track click thru to "more info" page from organic #measurepr

3/10/2016 17:54 GregRokisky @chachachanel can you come to all my client meetings with me...I need you to say that :) #measurePR

3/10/2016 17:55 shonali @CatherineCarol thanks so much for joining today! #measurepr

3/10/2016 17:55 GregRokisky @shonali No, but it's time! That can be my cautionary tale :) #measurePR @emmamhawes

3/10/2016 17:55 shonali @gerardcorbett I have not, thank you for sharing A7 #measurepr

3/10/2016 17:55 JamesWBreen Q8: Check out our blog for some great press interviews and PR best practices <https://t.co/b2tBgZzeKm> #measurepr

3/10/2016 17:55 emmamhawes Listening, observations and common sense are perfect tools. #measurePR <https://t.co/IMlJy0gzlP>

3/10/2016 17:56 GregRokisky @emmamhawes as long as we learn from them, right? :) #measurePR

3/10/2016 17:56 GregRokisky RT @shonali: Almost outta time! Q8 (NOW for SSP!): Do you have an initiative/program youâ€™d like #measurePR folk to know about? Please share!

3/10/2016 17:56 queenofmetrics @shonali #measurepr A7: BananaTag for measuring internal comms email effectiveness

3/10/2016 17:56 AirPR This is a GREAT resource #measurePR <https://t.co/5CIn8Rk1aU>

3/10/2016 17:56 gerardcorbett RT @emmamhawes: Listening, observations and common sense are perfect tools. #measurePR <https://t.co/IMlJy0gzlP>

3/10/2016 17:56 TheCoolBrownKid A8: I do not, but I am interested in what everyone has to offer. As a student I'm always trying to expanding my knowledge :) #measurepr

3/10/2016 17:57 msponhour @queenofmetrics @shonali Agree. Any way to benchmark that? #measurepr

3/10/2016 17:57 Alukomnik A8A) We're doing a #measurementminutes to boil measurement into quick digestible bites. #measurepr <https://t.co/kuwxIT1UPi>

3/10/2016 17:57 shonali @TheCoolBrownKid No shortage of resources here! Plus we'll post a transcript & recap, so you can look at that too. #measurepr

3/10/2016 17:57 emmamhawes @GregRokisky @shonali write it, write it, write it! #measurepr

3/10/2016 17:57 jesserker RT @AirPR: This is a GREAT resource #measurePR <https://t.co/5Cln8Rk1aU>

3/10/2016 17:57 aiaddysonzhang @Alukomnik love that idea #measurePR

3/10/2016 17:57 GregRokisky A8: I just did a recent blog post on measurement for @martinwaymire here: <https://t.co/oXnUadmDQW> #measurePR

3/10/2016 17:58 queenofmetrics @shonali A9: Attend Summit on the Future of Communications Measurement Oct 12-14 at my farm. Learn from the best & the brightest #measurepr

3/10/2016 17:58 Alukomnik A8B) Would love suggestions for what topics ppl would want to see on #measurementminutes <https://t.co/kuwxIT1UPi> #measurepr

3/10/2016 17:58 JamesWBreen RT @GregRokisky: A8: I just did a recent blog post on measurement for @martinwaymire here: <https://t.co/oXnUadmDQW> #measurePR

3/10/2016 17:58 TheCoolBrownKid @shonali Thank you! #measurepr

3/10/2016 17:58 GregRokisky RT @queenofmetrics: @shonali #measurepr A7: BananaTag for measuring internal comms email effectiveness

3/10/2016 17:58 GregRokisky RT @JamesWBreen: Q8: Check out our blog for some great press interviews and PR best practices <https://t.co/b2tBgZzeKm> #measurepr

3/10/2016 17:59 JamesWBreen @GregRokisky @martinwaymire haha, I think our posts have some overlap #greatminds #measurepr

3/10/2016 17:59 GregRokisky @JamesWBreen @martinwaymire great minds? :) #measurePR

3/10/2016 17:59 StruttinMyStuff A8: We love to share PR tips and analytics information on our blog: <https://t.co/FedpUK4By8> :) #measurePR

3/10/2016 17:59 emmamhawes RT @Alukomnik: A8B) Would love suggestions for what topics ppl would want to see on #measurementminutes <https://t.co/kuwxIT1UPi> #measurepr

3/10/2016 17:59 shonali A8: join my Social PR Posse group on FB for regular #SocialPR *and* measurement tips + community <https://t.co/fgaee55MTj> #measurepr

3/10/2016 17:59 queenofmetrics @shonali #measurepr check out our new Measurement 101 for non profits <https://t.co/jSAYI39hX8>

3/10/2016 18:00 shonali We're out of time! Wow. What a great chat. Thank you ALL so much for joining, esp @sallyfalkow @queenofmetrics @jenzings #measurepr

3/10/2016 18:00 aiaddysonzhang Love all the resources being shared #measurePR

3/10/2016 18:00 GregRokisky RT @queenofmetrics: @shonali #measurepr check out our new Measurement 101 for non profits <https://t.co/jSAYI39hX8>

3/10/2016 18:00 GregRokisky RT @shonali: A8: join my Social PR Posse group on FB for regular #SocialPR *and* measurement tips + community <https://t.co/fgaee55MTj> #measurepr

3/10/2016 18:00 aiaddysonzhang @shonali @sallyfalkow @queenofmetrics @jenzings Thank you all for a great chat! #measurePR

3/10/2016 18:00 queenofmetrics RT @AirPR: This is a GREAT resource #measurePR <https://t.co/8D8fJoVMrm>

3/10/2016 18:01 jenzings @shonali @sallyfalkow @queenofmetrics Thank you as always, gracious host! #MeasurePR

3/10/2016 18:01 GregRokisky LOVE. THIS. GROUP. & Do it :) #measurePR <https://t.co/NPFjTMH3yU>

3/10/2016 18:01 JamesWBreen Ooh, that was an easy one #joined #measurePR <https://t.co/nH039aCMai>

3/10/2016 18:01 sallyfalkow You are all invited to the #digitalPR chat tomorrow at 1 pm Eastern with guest @VictoriaLim, content editor for Walt Disney World #measurepr

3/10/2016 18:01 shonali Keep an eye on #WUL <https://t.co/zQocpSsUzz> for the chat recap, and save the date for next month: April 14, 12-1 pm ET (cont) #measurepr

3/10/2016 18:01 StruttinMyStuff Thanks for all the valuable insight into #measurePR! Looking forward to the next chat!

3/10/2016 18:01 Alukomnik MT SO TRUE! @GregRokisky LOVE. THIS. GROUP. & Do it :) #measurePR <https://t.co/iopXCnodxT>

3/10/2016 18:01 GregRokisky @shonali @sallyfalkow @queenofmetrics @jenzings seriously, THANK YOU! :) #measurePR

3/10/2016 18:01 emmamhawes Nice seeing you for #measurePR By the way y'all. Let's talk more than these chats and I'm available at anytime. See you.

3/10/2016 18:01 chachachanel @GregRokisky There are a lot of things said in #measurePR that some clients need to hear about 10,465 times before believing, haha!

3/10/2016 18:01 AmandaMRoe @shonali @sallyfalkow @queenofmetrics @jenzings Thank you everyone! #measurepr

3/10/2016 18:02 TheCoolBrownKid A8: Actually, you know what? If you want to read what other students write about Social Media from UNT <https://t.co/TyHAFtmcON> #measurepr

3/10/2016 18:02 jesserker Awesome resources in #measurePR. Looking forward to the chat transcript!

3/10/2016 18:02 jenzings RT @sallyfalkow: You are all invited to the #digitalPR chat tomorrow at 1 pm Eastern with guest @VictoriaLim, content editor for Walt Disney World #measurepr

3/10/2016 18:02 queenofmetrics @msponhour @shonali #measurepr Tough to benchmark against others in your industry, but look back 3-6 months & use as benchmark

3/10/2016 18:02 GregRokisky RT @emmamhawes: Nice seeing you for #measurePR By the way y'all. Let's talk more than these chats and I'm available at anytime. See you.

3/10/2016 18:02 shonali April chat guests @jasonfalls @ginidietrich @zonozi & @pierreloic, so you KNOW it will be dynamite! 4/14, 12-1 pm ET #measurepr