

Created	AuthorName	Message
6/14/2016 16:00	shonali	Hey everyone! Time for this month's VERY special chat, coming to you live from #AMECSummit in London! Who's here? #measurepr YAY! It's time for today's #measurePR chat fm #AMECSummit! w @shonali @austinomaha @dbreakenridge @Andersenology @annsikrol #measurepr
6/14/2016 16:01	KristK	@KristK yeah! ready! @shonali @austinomaha @dbreakenridge @Andersenology @annsikrol #measurepr
6/14/2016 16:01	Andersenology	Starting the #MeasurePR #AMECSummit chat now! Hop on over for some amazing insights!
6/14/2016 16:02	austinomaha	Hiya! Reporting in from Omaha, Nebraska. #measurepr https://t.co/7NJ9EcqRo7
6/14/2016 16:02	emmamhawes	I'm Em, a social media freelancer and graduate student. I want to work in Nashville. #amecsummit #measurepr
6/14/2016 16:02	contactjeff	It's @contactjeff here, ready for #measurepr https://t.co/J3Jwuj2OxP
6/14/2016 16:03	aiaddysonzhang	Hi everyone! I am Ai @Stockton_edu. I teach PR and social media. #measurepr
6/14/2016 16:03	dbreakenridge	For the next hour, I'll be participating in the #MeasurePR chat at #AMECSummit w/ @shonali. Hope you'll join the conversation!
6/14/2016 16:03	StylishMarketer	Joining in for the first time. Might skulk a little! #measurepr
6/14/2016 16:03	MrBlakeCarver	RT @austinomaha: Hiya! Reporting in from Omaha, Nebraska. #measurepr https://t.co/7NJ9EcqRo7
6/14/2016 16:03	michaelblowers	In the office before an early morning trip to #amecsummit tomorrow #measurepr
6/14/2016 16:03	aiaddysonzhang	@dbreakenridge Hi Deirdre! Hope you are well. Look forward to today's #measurepr @shonali
6/14/2016 16:04	KristK	Joining #measurePR for next hour. Kristie here from the MS Gulf Coast (25+ yrs in PR, consultant + Tulane instructor)
6/14/2016 16:04	emmamhawes	@StylishMarketer don't be nervous. You will be great! Just prepare for tons of information. #measurepr
6/14/2016 16:04	dbreakenridge	@aiaddysonzhang Thank you! Hope you're well too. It's going to be a great discussion. #MeasurePR #AMECSummit
6/14/2016 16:04	shonali	So great to see so many of you join today's special #AMECSummit chat!!! How's everyone doing? #measurepr As we settle in, do introduce yourself & say where you are, what you do, & why you're here (other than it's #AMECSummit ;)). #measurepr
6/14/2016 16:05	shonali	#measurepr
6/14/2016 16:05	aiaddysonzhang	@shonali Doing great! look forward to today's chat! #measurepr
6/14/2016 16:05	StylishMarketer	It's a beautiful, low humidity day in DC, so having a great day! #measurepr
6/14/2016 16:05	aiaddysonzhang	@dbreakenridge Cannot wait to learn more from you! #measurepr
6/14/2016 16:05	aiaddysonzhang	@StylishMarketer I did my graduate school at Maryland. Love visiting DC. #measurepr
6/14/2016 16:05	emmamhawes	If you are a spin doctor, please refrain from #measurepr. Those who are ethical we welcome you with open arms.
6/14/2016 16:06	CARMA	Live from #AMEC Summit headquarters in London; #MeasurePR : The industry's longest running Twitter chat! @AmecOrg #AMECSummit
6/14/2016 16:06	Andersenology	It's a hot and muggy day down here in Tampa, Florida! But the AC is working great, so it's all good here. #AMECSummit #measurepr
6/14/2016 16:06	aiaddysonzhang	@emmamhawes haha. love what you wrote. #measurepr
6/14/2016 16:06	austinomaha	I'm a guest on the chat today! Join in and chat with me! #amecsummit #measurepr https://t.co/3y9XWFoyN2
6/14/2016 16:06	dbreakenridge	@aiaddysonzhang That's so nice of you to say. Thanks! #measurePR #AMECSummit
6/14/2016 16:06	emmamhawes	@aiaddysonzhang we actually had someone who had spin doctor in their Twitter name before so it's a fair warning. #measurepr
6/14/2016 16:07	dbreakenridge	RT @shonali: So great to see so many of you join today's special #AMECSummit chat!!! How's everyone doing? #measurepr
6/14/2016 16:07	shonali	Great to see you @aiaddysonzhang @Carma @emmamhawes @StylishMarketer (w00t!) @KristK @michaelblowers @contactjeff #AMECSummit #measurepr
6/14/2016 16:07	aiaddysonzhang	@emmamhawes haha. #measurepr
6/14/2016 16:07	aiaddysonzhang	@shonali Great to see you too, Shonali! @Carma @emmamhawes @StylishMarketer @KristK @michaelblowers @contactjeff #measurepr
6/14/2016 16:07	emmamhawes	@shonali @aiaddysonzhang @CARMA @StylishMarketer @KristK @michaelblowers @contactjeff let's go PR! #measurepr
6/14/2016 16:08	annsikrol	I am a guest at the chat as well. So looking forward to this! #measurePR #amecsummit
6/14/2016 16:08	chastecharity	RT @CARMA: Live from #AMEC Summit headquarters in London; #MeasurePR : The industry's longest running Twitter chat! @AmecOrg #AMECSummit
6/14/2016 16:08	aiaddysonzhang	Yes. Let's do it! #measurepr https://t.co/baQU8lh6iS
6/14/2016 16:08	shonali	Psyched to have our VERY special guests here today: @annsikrol (live at #AMECSummit) @dbreakenridge @austinomaha @Andersonology! #measurepr
6/14/2016 16:08	gerardcorbett	Gerry Corbett here from Redphlag. "A stitch in time one saves nine." #measurePR
6/14/2016 16:08	emmamhawes	RT @gerardcorbett: Gerry Corbett here from Redphlag. "A stitch in time one saves nine." #measurePR

6/14/2016 16:08 CARMA RT @AmecOrg: Excited for the industry's longest twitter chat on PR measurement from 17.00BST today - hosted by @Shonali #measurePR at the #AMECSummit!

6/14/2016 16:08 Andersenology @shonali @annsikrol @dbreakenridge @austinomaha @Andersonology Psyched and honored to be in such good company! #AMECSummit #measurepr

6/14/2016 16:09 aiaddysonzhang @gerardcorbett Hi Gerry! #measurepr

6/14/2016 16:09 shonali OK, we're about to kick off, just a few things before we start... #AMECSummit #measurepr

6/14/2016 16:09 shonali 1, don't forget to use BOTH hashtags today, after all we're live at #AMECSummit! #measurepr

6/14/2016 16:09 emmamhawes RT @shonali: OK, we're about to kick off, just a few things before we start... #AMECSummit #measurepr

6/14/2016 16:09 Gorkana RT @shonali: 1, don't forget to use BOTH hashtags today, after all we're live at #AMECSummit! #measurepr

6/14/2016 16:09 dbreakenridge @gerardcorbett Hi, it's always so great to "see" you! #MeasurePR #AMECSummit
It is great to see you live @shonali Fun fun fun! #measurePR #amecsummit

6/14/2016 16:09 annsikrol <https://t.co/0hr3gmwob3>

6/14/2016 16:09 emmamhawes RT @shonali: 1, don't forget to use BOTH hashtags today, after all we're live at #AMECSummit! #measurepr

6/14/2016 16:10 shonali 2, please try to reference your tweets with the qn #, eg Re Q1, or A1, it helps others make sense of the stream... :) #measurepr

6/14/2016 16:10 dbreakenridge Important! RT @shonali: 1, don't forget to use BOTH hashtags today, after all we're live at #AMECSummit! #measurepr

6/14/2016 16:10 shonali 2, please try to reference your tweets with the qn #, eg Re Q1, or A1, it helps others make sense of the stream... :) #AMECSummit #measurepr

6/14/2016 16:10 CARMA @shonali Great to see you too! #MeasurePR

6/14/2016 16:11 shonali 3, I'll field qns to @dbreakenridge @austinomaha @Andersenology @annsikrol, if you have more to add, please DM to me #AMECSummit #measurepr

6/14/2016 16:11 emmamhawes RT @shonali: 2, please try to reference your tweets with the qn #, eg Re Q1, or A1, it helps others make sense of the stream... :) #measurepr
Hello from Birmingham, England (Yes, it is raining) I'm a fan of the Barcelona Principles and of all things comms/pr evaluation #measurepr

6/14/2016 16:11 darrencaveney 4, above all, have FUN, this is a chat, not a fashion show. ;) #AMECSummit. Ready? Let's go! Q1 coming up.. #measurepr

6/14/2016 16:11 shonali @Andersenology I feel the same way! Excited to participate & learn. @shonali @andersonology @annsikrol @austinomaha #MeasurePR #AMECSummit

6/14/2016 16:12 dbreakenridge RT @dbreakenridge: @Andersenology I feel the same way! Excited to participate & learn. @shonali @andersonology @annsikrol @austinomaha #MeasurePR

6/14/2016 16:12 KentFindley RT @shonali: 4, above all, have FUN, this is a chat, not a fashion show. ;) #AMECSummit. Ready? Let's go! Q1 coming up.. #measurepr

6/14/2016 16:12 emmamhawes @gerardcorbett London is AWESOME!!! #AMECSummit #measurepr

6/14/2016 16:12 shonali RT @shonali: 2, please try to reference your tweets w/ the qn #, eg Re Q1, or A1, it helps others make sense of the stream... :) #measurepr

6/14/2016 16:12 dbreakenridge @AmecOrg Thank you so much again for having us!!! #AMECSummit #measurepr

6/14/2016 16:12 shonali RT @shonali: 4, above all, have FUN, this is a chat, not a fashion show. ;) #AMECSummit. Ready? Let's go! Q1 coming up.. #measurepr

6/14/2016 16:13 dbreakenridge @darrencaveney @OBSERVER1896 @gerardcorbett great to see you! #AMECSummit #measurepr

6/14/2016 16:13 shonali Yes, thank you! RT @shonali: @AmecOrg Thank you so much again for having us!!! #AMECSummit #measurepr

6/14/2016 16:13 shonali Q1: Please tell us what you do, how you got there. What got you interested in measurement? #AMECSummit #measurepr

6/14/2016 16:13 GugumukHelena Hi this is Helena here from beautiful Austria #measurepr

6/14/2016 16:14 startsnakken RT @CARMA: Live from #AMEC Summit headquarters in London; #MeasurePR : The industry's longest running Twitter chat! @AmecOrg #AMECSummit

6/14/2016 16:14 austinomaha A1: I'm a measurement pro by way of social media marketing. Needed to find a way early in my career to prove stuff was working. #measurePR

6/14/2016 16:14 dbreakenridge @gerardcorbett LOL! #MeasurePR #AMECSummit

6/14/2016 16:14 Andersenology A1: I'm the Chief Strategist @Ceralytics, a content intelligence company. #AMECSummit #measurepr

6/14/2016 16:14 austinomaha A1: I'm in a unique place now because my position at @Universal_Info we mostly focus on traditional media measurement. #measurepr

6/14/2016 16:14 KristK RT @shonali: Q1: Please tell us what you do, how you got there. What got you interested in measurement? #AMECSummit #measurepr

6/14/2016 16:14 emmamhawes RT @shonali: Q1: Please tell us what you do, how you got there. What got you interested in measurement? #AMECSummit #measurepr

6/14/2016 16:14 annsikrol A1 I am the CEO of @bybrickinsight a communication strategy agency (cont) #measurePR #amecsummit

6/14/2016 16:14 Andersenology A1 continued: I'm drawn to measurement because I prefer facts over opinions. #AMECSummit #measurepr

6/14/2016 16:14 dbreakenridge A1. Hi, I'm an author, communication strategist at @purepercomm & a Chief Relationship Agent. #measurePR #AMECSummit

6/14/2016 16:15 aiaddysonzhang A1: i am a PR prof & want to develop a course on PR measurement in the digital world. #AMECSummit #measurepr

6/14/2016 16:15 kami2k RT @shonali: Q1: Please tell us what you do, how you got there. What got you interested in measurement? #AMECSummit #measurepr

6/14/2016 16:15 annsikrol A1 (cont) I have a +20 year background in comms & digital & fell in love with analysis when I started (cont) #measurePR #amecsummit

6/14/2016 16:15 austinomaha A1: Got the position at @universal_info right out of college and worked my way up to direct our media analysis department. #measurePR

6/14/2016 16:15 dbreakenridge A1. 25+ years of being in the agency trenches moved me to launch my comms consulting firm. #MeasurePR #AMECSummit

6/14/2016 16:15 aiaddysonzhang @austinomaha that's so cool!@universal_info #AMECSummit #measurepr

6/14/2016 16:15 austinomaha A1: Also, cheers to the other guests today. Great role models for young pro's like me. @dbreakenridge @Andersenology @annsikrol #measurePR

6/14/2016 16:15 carolmiller100 Glad to join #measurepr chat at #amecsummit - I'm @carolmiller100 and I'm a non-profit PR professional, helping ethical clients help others

6/14/2016 16:16 StylishMarketer @Andersenology They also help when the C-suite wants to know what you're doing with your budget! #measurePr #amecsummit

6/14/2016 16:16 annsikrol A1 (cont) as the MD for a media monitoring firm in 2006 with the goal to build consultancy offer/org platform #measurePR #amecsummit

6/14/2016 16:16 dbreakenridge A1. The responsibility of sr. level positions & owning a biz requires a strong #measurement focus! #measurePR #AMECSummit

6/14/2016 16:16 Andersenology RT @dbreakenridge: A1. The responsibility of sr. level positions & owning a biz requires a strong #measurement focus! #measurePR #AMECSummit

6/14/2016 16:16 emmamhawes A1. Social media freelancer. My boss saw my work managing social media for a club at MS State & also a grad student #measurepr #AMECSummit

6/14/2016 16:16 Todder4News TV, radio, web, social and print! #amecsummit #measurePR <https://t.co/l81fLVsWQb>

6/14/2016 16:16 OleckiMarline RT @Todder4News: TV, radio, web, social and print! #amecsummit #measurePR <https://t.co/l81fLVsWQb>

6/14/2016 16:16 aiaddysonzhang @dbreakenridge Absolutely the case! #AMECSummit #measurepr

6/14/2016 16:16 gerardcorbett A1. Coach, consult, collaborate, counsel and curate. The measurement mafia made me an offer! #measurePR

6/14/2016 16:17 darrencaveney A1 I am founder of @comms2point0 and worked in comms, pr and marketing for 20-years. I do lots on strategy and reviews for orgs #MeasurePR

6/14/2016 16:17 michaelblowers A1 Got into it at @Kantar (more interesting than media monitoring) Doing own evaluation past 10yrs #AMECSummit! #measurepr

6/14/2016 16:17 ericrdew @Todder4News Cool to see someone from the tv, radio, and print industry here! #measurepr

6/14/2016 16:17 emmamhawes A1. Stating the obvious but to improve how my goals were achieved. #measurepr

6/14/2016 16:17 austinomaha @aiaddysonzhang it's a great gig! #measurePR #amecsummit

6/14/2016 16:17 dbreakenridge RT @austinomaha: A1: Also, cheers to the other guests today. Great role models for young pro's like me. @Andersenology @annsikrol #measurePR

6/14/2016 16:17 PRSAtech RT @shonali: @AmecOrg Thank you so much again for having us!!! #AMECSummit #measurepr

6/14/2016 16:17 Andersenology @StylishMarketer Indeed! #AMECSummit #measurepr

6/14/2016 16:18 PRSAtech RT @shonali: Q1: Please tell us what you do, how you got there. What got you interested in measurement? #AMECSummit #measurepr

6/14/2016 16:18 RoeMoPR A1. I recently moved to a small org, where I am the only #PRpro. I want to help set up goals to be more strategic. #measurepr

6/14/2016 16:18 StylishMarketer I'm getting back into comms after some sales diversion. Just setting myself up as "The Stylish Marketer" #measurepr #amecsummit

6/14/2016 16:18 aiaddysonzhang @ericrdew Hi Eric, are you a student? so cool to have students being active learners. #AMECSummit #measurepr

6/14/2016 16:18 austinomaha @michaelblowers fantastic. You're in good company! #measurepr #amecsummit

6/14/2016 16:18 dbreakenridge Must have been good! MT @gerardcorbett: A1 Coach, consult, collaborate, counsel & curate. The measurement mafia made me an offer! #measurePR

6/14/2016 16:18 dbreakenridge RT @shonali: Q1: Please tell us what you do, how you got there. What got you interested in measurement? #AMECSummit #measurepr

6/14/2016 16:18 KristK A1: I got into measurement because I was tired of PR having a Rodney Dangerfield attitude. Respect is earned through results. #measurepr

6/14/2016 16:18 shonali @Todder4News @_FIBEP @ericrdew Great to have you here! #AMECSummit #measurepr

6/14/2016 16:19 shonali RT @KristK: A1: I got into measurement because I was tired of PR having a Rodney Dangerfield attitude. Respect is earned through results.â€¦

6/14/2016 16:19 aiaddysonzhang A1: recently i just became a social media consultant for @thankgodi Loving my new role. #AMECSummit #measurepr

6/14/2016 16:19 Andersenology @austinomaha @universal_info Nice! Way to work your way up! You go to UNL? UNO? Creighton? #measurepr

6/14/2016 16:19 ericrdew @aiaddysonzhang Yep, but not sure college is right for me. I'm studying #programming, but I started a business not too long ago #measurepr

6/14/2016 16:19 dbreakenridge @RoeMoPR Love it! You have to be goal oriented for success. #MeasurePR #AMECSummit

6/14/2016 16:19 emmamhawes RT @gerardcorbett: A1. Coach, consult, collaborate, counsel and curate. The measurement mafia made me an offer! #measurePR

6/14/2016 16:19 austinomaha @Andersenology UNO, man! Loved my time there. Such a great place to learn. @JeremyHL is a legend. #measurepr #amecsummit

6/14/2016 16:19 PRSAtech RT @dbreakenridge: A1. The responsibility of sr. level positions & owning a biz requires a strong #measurement focus! #measurePR #AMECSummit

6/14/2016 16:20 bybrickinsight RT @annsikrol: A1 I am the CEO of @bybrickinsight a communication strategy agency (cont) #measurePR #amecsummit

6/14/2016 16:20 Andersenology @KristK YES! Respect doesn't come from BS metrics. It comes from proving what you do works. #AMECSummit #measurepr

6/14/2016 16:20 aiaddysonzhang @ericrdew that's SO awesome! u may have a better learning experience doing ur own ed by yourself. u should follow @CalebMaddix #measurepr

6/14/2016 16:20 dbreakenridge @aiaddysonzhang: How exciting! Congrats on this new role. #AMECSummit #measurepr

6/14/2016 16:20 contactjeff A1 I have a social PR practice in Baltimore and measurement is one way to distinguish the pros in the business #AMECSummit #measurePR

6/14/2016 16:21 shonali Q2: Where IYHO does PR fit within the integrated comms context? Do you think that's changed over time? How (or not)? #AMECSummit #measurepr

6/14/2016 16:21 Andersenology @austinomaha @JeremyHL Very cool. I'm a Nebraska boy as well. Born and raised there. Go Huskers! #AMECSummit #measurepr

6/14/2016 16:21 wbsmith200 A1) Hi late to the conversation, Bill Smith here, indie integrated communications strategist and photography geek out of Toronto #measurePR

6/14/2016 16:21 aiaddysonzhang @dbreakenridge Thank you so much Deirdre! Loving it! I love immersing myself into the industry. help me be a better teacher #measurepr

6/14/2016 16:21 Andersenology A2: PR is a two-way communication channel now that weaves itself throughout all of marketing and business. #AMECSummit #measurepr

6/14/2016 16:21 PRSAtech MT @KristK: A1: I was tired of #PR having a Rodney Dangerfield attitude. Respect is earned through results. #measurepr

6/14/2016 16:21 StylishMarketer RT @Andersenology: A2: PR is a two-way communication channel now that weaves itself throughout all of marketing and business. #AMECSummit #measurepr

6/14/2016 16:21 shonali @wbsmith200 Great to see you, Bill! #AMECSummit #measurepr

6/14/2016 16:21 ericrdew @aiaddysonzhang My learning style is definitely more independent; Good to see you here and thanks for the referral! #MeasurePR

6/14/2016 16:21 aiaddysonzhang RT @dbreakenridge: @aiaddysonzhang: How exciting! Congrats on this new role. #AMECSummit #measurepr

6/14/2016 16:21 emmamhawes RT @shonali: Q2: Where IYHO does PR fit within the integrated comms context? Do you think that's changed over time? How (or not)? #AMECSummit #measurepr

6/14/2016 16:21 dbreakenridge Well said! RT @Andersenology Respect doesn't come fr/ BS metrics. It comes fr/ proving what you do works. #AMECSummit #measurepr

6/14/2016 16:22 annsikrol A2 Distinctions btwn comms disciplines are blurred more & more. Integrated comms focus on effect (cont) #measurePR #amecsummit

6/14/2016 16:22 shonali Folks, do remember to use BOTH hashtags, otherwise your tweets won't show up in the #AMECSummit stream... it's hard, I know! #measurepr

6/14/2016 16:22 KristK MT @shonali: Q2: Where IYHO does PR fit within integrated comms? Has that changed over time? How (or not)? #AMECSummit #measurepr

6/14/2016 16:22 pracademy Hop on to #MeasurePR right now & join the debate prior to #amecsummit #pr #measurement

6/14/2016 16:22 austinomaha @Andersenology so awesome! Good to have a fellow Nebraskan! #amecsummit #measurepr

6/14/2016 16:22 aiaddysonzhang @ericrdew no problem. u should definitely check him out. he is 16 years old and SO good at business. homeschooled. #AMECSummit #measurepr

6/14/2016 16:22 Andersenology @ericrdew I double majored in CS and business. Well worth getting to know the business side. Translates EVERYWHERE. #AMECSummit #measurepr

6/14/2016 16:22 dbreakenridge @aiaddysonzhang That's awesome! Consulting is learning too ... which enhances the teaching. Great!! #MeasurePR #AMECSummit

6/14/2016 16:22 StylishMarketer @annsikrol I had noticed this coming back after a break. I like it better this way! #measurepr #amecsummit

6/14/2016 16:23 PRSAtech MT @shonali: Q2: Where IYHO does PR fit within the integrated comms context? Has it changed over time? How (or not)? #AMECSummit #measurepr

6/14/2016 16:23 wbsmith200 A1 part two) I'm here because advertising equivalency values as a PR analytic must die, preferably with fire. #measurePR

6/14/2016 16:23 dbreakenridge RT @pracademy: Hop on to #MeasurePR right now & join the debate prior to #amecsummit #pr #measurement

6/14/2016 16:23 gerardcorbett A2. PR us all about advocacy and building relationships. It leads not follows. #measurePR

6/14/2016 16:23 emmamhawes @wbsmith200 Ok I guess I embarrassed you on my Facebook comments. Haha welcome Bill! #measurePR #AMECSummit

6/14/2016 16:23 michaelblowers A2 Many don't think PR can do paid and SEO - helpful if that could change #AMECSummit! #measurepr

6/14/2016 16:23 shonali RT @michaelblowers A2 Many don't think PR can do paid and SEO - helpful if that could change #AMECSummit! #measurepr

6/14/2016 16:23 annsikrol A2 (cont) our customers care little about which agency supplies what discipline but (cont) #measurePR #amecsummit

6/14/2016 16:23 KristK Well said RT @gerardcorbett: A2. PR us all about advocacy and building relationships. It leads not follows. #measurePR #AMECSummit

6/14/2016 16:23 missusP A1) I'm founder of @SeeDepthInc., a SaaS PR analytics platform, & I got there by experience w/ @PerkettPR since '98. #amecsummit #measurePR

6/14/2016 16:23 dbreakenridge A2. PR pros are the natural storytellers for the business & open, transparent & human. #measurePR #AMECSummit

6/14/2016 16:24 emmamhawes RT @gerardcorbett: A2. PR us all about advocacy and building relationships. It leads not follows. #measurePR

6/14/2016 16:24 StylishMarketer RT @dbreakenridge: A2. PR pros are the natural storytellers for the business & open, transparent & human. #measurePR #AMECSummit

6/14/2016 16:24 austinomaha A2: PESO! We all exist in the same world. Everyone is pushing the bottom line. #measurePR #amecsummit

6/14/2016 16:24 aiaddysonzhang @dbreakenridge Yes. Be the change i want to see in the classroom. Be the bridge b/w academia & industry #AMECSummit #measurepr

6/14/2016 16:24 AimeelWest A1: Marketing/Social @mibeertours @ImaBeerHound - I want to know my hard work is paying off #measurepr <https://t.co/UZa6FpqmzD>

6/14/2016 16:24 shonali @missusP HEY CHRISTINE!!!! #AMECSummit @SeeDepthInc @PerkettPR #measurepr

6/14/2016 16:24 Andersenology RT @austinomaha: A2: PESO! We all exist in the same world. Everyone is pushing the bottom line. #measurePR #amecsummit

6/14/2016 16:24 gerardcorbett A2. PR role has evolved not changed so much. #measurePR

6/14/2016 16:24 dbreakenridge A2. PR has moved fr/ being just the media liaison to the PR influencer w/ all stakeholders incl. customers. #measurePR #AMECSummit

6/14/2016 16:24 shonali @AimeelWest So glad you could make it! #AMECSummit @mibeertours @ImaBeerHound #measurepr

6/14/2016 16:24 austinomaha A2: All jobs i've held since early college years have been inclusive all of all types of comms. #measurepr #amecsummit

6/14/2016 16:24 annsikrol A2 (cont) loves one that delivers effect, our focus is to find proof of that effect & connect strategies & tactics #measurePR #amecsummit

6/14/2016 16:24 ColinSumter RT @gerardcorbett: A2. PR us all about advocacy and building relationships. It leads not follows. #measurePR

6/14/2016 16:25 StylishMarketer RT @dbreakenridge: A2. PR has moved fr/ being just the media liaison to the PR influencer w/ all stakeholders incl. customers. #measurePR #â€¦

6/14/2016 16:25 aiaddysonzhang RT @wbsmith200: A1 part two) I'm here because advertising equivalency values as a PR analytic must die, preferably with fire. #measurePR

6/14/2016 16:25 austinomaha A2: PR/Marketing collaboration = success. All aspects of comms working together pushes the bottom line. Period. #measurepr #amecsummit

6/14/2016 16:25 dbreakenridge A2. PR has expanded into different types of content & media â€¦ Hurray for the PESO model. #measurePR #AMECSummit

6/14/2016 16:25 shonali MT @dbreakenridge A2 PR has moved fr/ being just media liaison to PR influencer w/ all stakeholders incl. customers. #measurePR #AMECSummit

6/14/2016 16:25 wbsmith200 A2) For businesses, PR builds awareness, marketing generates leads and ideally sales closes the deal #amecsummit #measurePR

6/14/2016 16:26 PRSAtech MT @andersenology: A2: PR is a two-way communication channel now ; weaves itself throughout all of marketing & biz #AMECSummit #measurepr

6/14/2016 16:26 aiaddysonzhang So agreed. SM sites bring that storytelling to a new level. #AMECSummit #measurepr <https://t.co/4Rp2XbAmXm>

6/14/2016 16:26 NilsApeland Opttatt av mÃ¥ling innen PR? FÃ¥lg live Twitter-diskusjonen #measurePR fra #amecsummit i London nÃ¥. Jeg er her IRL ;-)

6/14/2016 16:26 dbreakenridge A2. PR are data literate ...we understand the #s & require data fr/ other areas: marketing, Web, CS & Sales. #measurePR #AMECSummit

6/14/2016 16:26 austinomaha This is poetry. Very well said. #MeasurePR #amecsummit <https://t.co/lJcx3zjKM5>

6/14/2016 16:26 gerardcorbett A2. Can't manage what you don't measure. #measurePR

6/14/2016 16:26 emmamhawes RT @wbsmith200: A2) For businesses, PR builds awareness, marketing generates leads and ideally sales closes the deal #amecsummit #measurePR

6/14/2016 16:27 Andersenology RT @dbreakenridge: A2. PR are data literate ...we understand the #s & require data fr/ other areas: marketing, Web, CS & Sales. #measurePR #â€¦

6/14/2016 16:27 shonali @NilsApeland Thanks so much! (@annsikrol translated for me. ;)) #AMECSummit #measurepr

6/14/2016 16:27 missusP A1 cont; my interest & dev of PR analytics platform = out of my own need & agency's pain for better PR measurement #measurePR #amecsummit

6/14/2016 16:27 dbreakenridge MT @austinomaha marketing collaboration = success. All aspects of comms working together pushes bottom line. Period. #measurepr #amecsummit

6/14/2016 16:27 Todder4News @ericdew Been tracking and measuring news since 1908. I'm a lifer. #measurePR #amecsummit

6/14/2016 16:27 shonali Q3: PR pros often get dinged for focusing only on "impressions." How can they move beyond, esp e/i integrated comms? #AMECSummit #measurepr

6/14/2016 16:27 dbreakenridge So true! RT @gerardcorbett: A2. Can't manage what you don't measure. #measurePR #AMECSummit

6/14/2016 16:28 AcademyKev . @dbreakenridge and employees #amecsummit #measurepr #internalcomms

6/14/2016 16:28 wbsmith200 A2 continued) I also see pubic relations as part of the PESO model and that's great for us, more services to offer, #measurePR #AMECSummit

6/14/2016 16:28 austinomaha A3: PESO measurement, which @AMECorg is really pushing! Holistic measurement is crucial. Get the FULL picture not just a segment. #measurePR

6/14/2016 16:28 Andersenology A3: If youâ€™re just going for impressions, thatâ€™s all youâ€™ll get. You manifest what you measure. #AMECSummit #measurepr

6/14/2016 16:28 aiaddysonzhang ðŸ™ on point. Students need to stop choosing PR b/c they are afraid of #s #AMECSummit #measurepr <https://t.co/uH45h1Y3AK>

6/14/2016 16:28 KristK RT @shonali: Q3: PR pros often get dinged for focusing only on "impressions." How can they move beyond? #AMECSummit #measurepr

6/14/2016 16:28 StylishMarketer Q3: Interested in what you all have to say on this one. #measurepr #amecsummit

6/14/2016 16:28 austinomaha A3: The new edition of the BP's are really focusing on the entire communications space, rather than just PR. #measurePR #amecsummit

6/14/2016 16:28 annsikrol A3 I think itâ€™s connected to goalsetting & what the customer sees as success, to remind them of the effect factor to #measurePR #amecsummit

6/14/2016 16:28 emmamhawes RT @shonali: Q3: PR pros often get dinged for focusing only on "impressions." How can they move beyond, esp e/i integrated comms? #AMECSummit #â€¦

6/14/2016 16:28 aiaddysonzhang RT @gerardcorbett: A2. Can't manage what you don't measure. #measurePR

6/14/2016 16:28 dbreakenridge @aiaddysonzhang You are a teaching inspiration! #MeasurePR #AMECSummit

6/14/2016 16:28 austinomaha A3: If youâ€™re not sure if your organization is measuring holistically, check out this link: <https://t.co/LWRLlCUIDt> #MeasurePR #amecsummit

6/14/2016 16:28 shonali Om. ;p RT @Andersenology A3 If youâ€™re going for impressions, thatâ€™s all youâ€™ll get. You manifest what you measure. #AMECSummit #measurepr

6/14/2016 16:29 missusP A2) PR has definitely evolved many ways; not just media/not just earned but now as creators & publishers of content #measurePR #amecsummit

6/14/2016 16:29 gerardcorbett A3. Impressions don't impress. Action speaks louder than impressions. #measurePR

6/14/2016 16:29 RoeMoPR Better goal setting from the outset - putting actual numbers to programs! #MeasurePR

6/14/2016 16:29 emmamhawes A3. Results such as an increase in donors by 25% or 10% increase in pet adoptions. #measurepr

6/14/2016 16:29 missusP @shonali HI!! Great work, as always, pushing the conversation into limelight :) #amecsummit #measurePR

6/14/2016 16:29 shonali MT @annsikrol A3 It's™s connected to goalsetting & what customers see as success, to remind them of the effect factor #measurePR #amecsummit

6/14/2016 16:30 dbreakenridge A3. We need to move past impressions to performance analytics: downloads, registrations, leads, & yes, sales!.#measurePR #AMECSummit

6/14/2016 16:30 aiaddysonzhang A3:Connect the dots between "impressions" and bottom line and business goals #AMECSummit #measurepr

6/14/2016 16:30 shonali @missusP Aww, thank you! It's so cool to be doing this from London #AMECSummit! #measurepr

6/14/2016 16:30 aiaddysonzhang RT @dbreakenridge: MT @austinomaha marketing collaboration = success. All aspects of comms working together pushes bottom line. Period. #mea€;

6/14/2016 16:30 missusP @shonali I'm sure!! super cool! #measurePR #amecsummit

6/14/2016 16:30 NilsApeland PR pros should measure attitudes, relations and behaviour/intentions to a much larger extent. Requires knowledge and courage! #measurePR

6/14/2016 16:30 shonali RT @gerardcorbett A3. Impressions don't impress. Action speaks louder than impressions. #measurePR

6/14/2016 16:30 dbreakenridge A3. PR looks at traffic fr/ all types of earned coverage to see the results of your PR outreach. #measurePR #AMECSummit

6/14/2016 16:30 aiaddysonzhang Love this. #AMECSummit #measurepr <https://t.co/sUktUM7Q3I>

6/14/2016 16:30 Andersenology A3: Start with the goal of the campaign. What are you trying to accomplish? Now, use metrics to show that success. #AMECSummit #measurepr

6/14/2016 16:30 StylishMarketer @dbreakenridge Although sometimes those things happen so much later - difficult to connect directly? #measurepr #amecsummit

6/14/2016 16:30 missusP RT @austinomaha: A3: The new edition of the BP's are really focusing on the entire communications space, rather than just PR. #measurePR #a€;

6/14/2016 16:30 AimeelWest A3: We focus more on Retweets and Conversations We want people to share our upcoming events #amecsummit ! #measurepr <https://t.co/jSvuieHPX9>

6/14/2016 16:31 PRSAtech MT @dbreakenridge: A2. #PR no longer just the media liaison, now the influencer w/ all stakeholders incl. customers. #measurePR #AMECSummit

6/14/2016 16:31 dbreakenridge A3. It's™s time to look at the BIG picture w/ different data sets to see how PR is a part of the ROI puzzle. #measurePR #AMECSummit

6/14/2016 16:31 ericrdew @aiaddysonzhang And you also have to realize that impressions aren't always positive ones. #AMECSummit #MeasurePR

6/14/2016 16:31 austinomaha "Business goals" rather than "comms goals" #amecsummit #measurePR <https://t.co/Vlum16ZmQK>
We said! #measurePR

6/14/2016 16:31 ColinSumter <https://t.co/1CUz6Lvk6V>

6/14/2016 16:31 dbreakenridge A3. Don't forget message pull through. Are your messages coming through in your coverage? #measurePR #AMECSummit

6/14/2016 16:31 missusP A3) they can, and they must. Stop measuring possibilities & measure realities - including what DIDN'T work #measurePR #amecsummit

6/14/2016 16:31 StylishMarketer @NilsApeland How do you measure attitudes on a limited budget? #measurepr #amecsummit

6/14/2016 16:31 shonali MT @Andersenology A3: Start with the goal. What are you trying to accomplish? Now, use metrics to show success. #AMECSummit #measurepr

6/14/2016 16:31 aiaddysonzhang @dbreakenridge Thank you so much, Deirdre. Means a lot to me coming from you whom i respect SO much. #AMECSummit #measurepr

6/14/2016 16:31 annsikrol So true @NilsApeland We use more & more surveys & research in our framework set ups #measurePR #amecsummit

6/14/2016 16:32 shonali RT @dbreakenridge A3. Don't forget message pull through. Are your messages coming through in your coverage? #measurePR #AMECSummit

6/14/2016 16:32 aiaddysonzhang Love this notion of holistic measurement. #AMECSummit #measurepr <https://t.co/AlhTAjTVTt>

6/14/2016 16:32 NilsApeland .@wbsmith200 I think these borders are getting blurred. PR can also generate awareness and sales. PR is more than publicity #MeasurePR

6/14/2016 16:32 Bz_Hive RT @dbreakenridge: A3. It's™s time to look at the BIG picture w/ different data sets to see how PR is a part of the ROI puzzle. #measurePR #A€;

6/14/2016 16:32 shonali Q4: Are there common mistakes you see in measuring PR? How can we avoid them? #AMECSummit #measurepr

6/14/2016 16:32 emmamhawes A3. Yes social media presence is good, but change is way better. #AMECSummit #measurepr

6/14/2016 16:32 Andersenology RT @NilsApeland: .@wbsmith200 I think these borders are getting blurred. PR can also generate awareness and sales. PR is more than publicitâ€;

6/14/2016 16:32 darrencaveney A3 Stats and outputs are important. But real outcomes, results and answering the 'So what?' question are still key #MeasurePR #amecsummit

6/14/2016 16:32 austinomaha @aiaddysonzhang incredibly important! #measurePR #amecsummit

6/14/2016 16:32 sarahvanslette RT @aiaddysonzhang: ðŸ™ on point. Students need to stop choosing PR b/c they are afraid of #s #AMECSummit #measurepr <https://t.co/uH45h1Y3AK>

6/14/2016 16:33 Andersenology A4: Not knowing what the true goal of a campaign is. "Publicity" isn't a reason to do something. #AMECSummit #measurepr

6/14/2016 16:33 THINK_Lyndon A1. Lyndon Johnson @shonali Founder of <https://t.co/ekJM92WGDa> to democratize PR for 90%+ that can't afford retainers #AMECSummit #measurepr

6/14/2016 16:33 shonali RT @darrencaveney A3 Stats and outputs are important. But real outcomes, results, answering 'So what?' are still key #amecsummit #measurepr

6/14/2016 16:33 tag_fact RT @shonali: Q4: Are there common mistakes you see in measuring PR? How can we avoid them? #AMECSummit #measurepr

6/14/2016 16:33 dbreakenridge A3. We should be looking at changes in behavior ... we have data to show if our communication is working. #MeasurePR #AMECSummit

6/14/2016 16:33 austinomaha Q4: One of the biggest mistakes I see in our industry is PR pros thinking that measurement is one-size-fits-all. #measurePR #amecsummit

6/14/2016 16:33 michaelblowers RT @emmamhawes: A3. Yes social media presence is good, but change is way better. #AMECSummit #measurepr

6/14/2016 16:33 Todder4News Impressions can be a component of a greater metric as long as the correlation is transparent. #amecsummit #measurePR <https://t.co/kNOTkee8jy>

6/14/2016 16:33 austinomaha Q4 continue! "This is how we did it at my last job.." that type of thinking doesn't work. #measurePR #amecsummit

6/14/2016 16:33 Bz_Hive RT @shonali: Q4: Are there common mistakes you see in measuring PR? How can we avoid them? #AMECSummit #measurepr

6/14/2016 16:33 THINK_Lyndon Q2. It's most important part - without strong relationships nothing else works #AMECSummit #measurepr

6/14/2016 16:33 emmamhawes RT @austinomaha: Q4: One of the biggest mistakes I see in our industry is PR pros thinking that measurement is one-size-fits-all. #measurePR

6/14/2016 16:33 aiaddysonzhang Cannot agree more! #measurePR #AMECSummit <https://t.co/SuHXOpYnoX>

6/14/2016 16:33 emmamhawes RT @shonali: Q4: Are there common mistakes you see in measuring PR? How can we avoid them? #AMECSummit #measurepr

6/14/2016 16:33 missusP A4) common PR measurement mistakes: focusing only on outputs, not outcomes. Show what's working AND what isn't/pivot #measurePR #amecsummit

6/14/2016 16:34 annsikrol A4 Still to much focus on what is easy to count not answer What does it mean? (cont) #measurePR #amecsummit

6/14/2016 16:34 dbreakenridge MT @darrencaveney: A3 Stats & outputs are important. Real outcomes, results & answering the 'So what?' are still key #MeasurePR #amecsummit

6/14/2016 16:34 austinomaha Need to tie measures to BIZ objectives. #measurePR #amecsummit

6/14/2016 16:34 PRSAtech RT @shonali: Q3: #PR pros get dinged for "impressions" focus. How can they move beyond, esp e/i integrated comms? #AMECSummit #measurepr

6/14/2016 16:34 dbreakenridge RT @shonali: Q4: Are there common mistakes you see in measuring PR? How can we avoid them? #AMECSummit #measurepr

6/14/2016 16:34 shonali RT @austinomaha Q4: One of the biggest mistakes I see is PR pros thinking that measurement is one-size-fits-all. #measurePR #amecsummit

6/14/2016 16:34 shonali RT @annsikrol A4 Still to much focus on what is easy to count not answer What does it mean? (cont) #measurePR #amecsummit

6/14/2016 16:34 gerardcorbett A4. Not setting a goal or objectives at the outset. #measurePR

6/14/2016 16:34 aiaddysonzhang RT @dbreakenridge: A3. It's time to look at the BIG picture w/ different data sets to see how PR is a part of the ROI puzzle. #measurePR #A

6/14/2016 16:34 THINK_Lyndon A2. Industry is focusing more on technology and less on core disciplines and strategy #AMECSummit #measurepr

6/14/2016 16:34 missusP A4) also not showing how strategy will change as a result of analysis. Gathering data isn't enough - only 1st step #measurePR #amecsummit

6/14/2016 16:34 austinomaha Q4: We need to think in terms of bussiness. What is it that we are doing that is pushing the bottom line? #measurePR #amecsummit

6/14/2016 16:34 dbreakenridge A4. If you don't know what you want to achieve, then you can't measure anything! #measurePR #AMECSum

6/14/2016 16:34 KristK A3: Success isn't how many times you hit the nail. #AMECSummit #measurepr

6/14/2016 16:34 shonali MT @missusP A4) common mistakes: focusing only on outputs, not outcomes. Show what's working AND what isn't/pivot #measurePR #amecsummit

6/14/2016 16:34 Andersenology RT @austinomaha: Q4: We need to think in terms of bussiness. What is it that we are doing that is pushing the bottom line? #measurePR #amec

6/14/2016 16:34 aiaddysonzhang @ericdew yes totally! great point. #measurePR #AMECSummit

6/14/2016 16:34 shonali RT @KristK A3: Success isn't how many times you hit the nail. #AMECSummit #measurepr

6/14/2016 16:34 annsikrol A4 (cont) Establish what is a sign of effect, then decide on method, might need several types of measuring #measurePR #amecsummit

6/14/2016 16:35 PRSAtech MT @dbreakenridge: A3. Move past impressions to performance analytics: downloads, registrations, leads, & yes, sales! #measurePR #AMECSummit

6/14/2016 16:35 gerardcorbett A4. Confusing outputs with outcomes. #measurePR

6/14/2016 16:35 dbreakenridge A4. Mistake: Not quantifying your objectives and benchmarking progress over time. #measurePR #AMECSummit

6/14/2016 16:35 Andersenology @austinomaha Yep, and connecting those dots can be more work, but it's ESSENTIAL. #AMECSummit #measurepr

6/14/2016 16:35 RoeMoPR RT @dbreakenridge: A4. Mistake: Not quantifying your objectives and benchmarking progress over time. #measurePR #AMECSummit

6/14/2016 16:35 PRSAtech RT @aiaddysonzhang: A3:Connect the dots between "impressions" and bottom line and business goals #AMECSummit #measurepr

6/14/2016 16:35 Alukomnik OH NO! So late to #measurePR. Hey @shonali, sorry about that!

6/14/2016 16:35 THINK_Lyndon A3. Focus on relationship strength with key people as most important metric #AMECSummit #measurepr

6/14/2016 16:35 missusP @austinomaha agree here - PR needs to think big picture, wholistic business impact. So much missed opportunity if not #measurePR #amecsummit

6/14/2016 16:35 Andersenology RT @dbreakenridge: A4. Mistake: Not quantifying your objectives and benchmarking progress over time. #measurePR #AMECSummit

6/14/2016 16:35 aiaddysonzhang @austinomaha YES absolutely. had a meeting the other day. the higher-up treated SM as a stand-alone entity. #measurePR #AMECSummit

6/14/2016 16:35 dbreakenridge Another big mistake â€¦ thinking your comms outputs are your business outcomes. Know the difference! #measurePR #AM

6/14/2016 16:36 dbreakenridge A4. Mistake: Not tying your comms goals to higher level business objectives. #measurePR #AMECSummit

6/14/2016 16:36 PRSAtech RT @gerardcorbett: A3. Impressions don't impress. Action speaks louder than impressions. #measurePR

6/14/2016 16:36 Andersenology @dbreakenridge YES! No more output metrics! Seriously, a HUGE waste of time for the biz. #AMECSummit #measurepr

6/14/2016 16:36 Bz_Hive @NilsApeland @wbsmith200 I agree... so many people get PR and publicity completely twisted #MeasurePR

6/14/2016 16:36 THINK_Lyndon ...It's whether you can hang a picture on it #AMECSummit #measurepr <https://t.co/D1zAhS2hwZ>

6/14/2016 16:36 shonali YUGE! RT @dbreakenridge Another big mistake: thinking your comms outputs are business outcomes. Know the difference! #measurePR #AMECSummit

6/14/2016 16:36 StylishMarketer Yes! Exactly! All the sales will follow from there. #measurepr #amecsummit <https://t.co/kqKKUci4OA>

6/14/2016 16:36 austinomaha @aiaddysonzhang education to high ups is a ongoing struggle for most PR pros. Agree? #amecsummit #measurePR

6/14/2016 16:36 missusP Agree; missing picture RT @dbreakenridge A4. Mistake: Not tying your comms goals to higher level business objectives. #measurePR #AMECSummit

6/14/2016 16:36 PRSAtech RT @shonali: Q4: Are there common mistakes you see in measuring PR? How can we avoid them? #AMECSummit #measurepr

6/14/2016 16:36 shonali @Alukomnik Oh, no worries, you're here now! #AMECSummit #measurepr

6/14/2016 16:36 annsikrol A4 (cont) donâ€™t forget to ask the customer when needed using survey or research data #measurePR #amecsummit

6/14/2016 16:36 dbreakenridge A4. Mistake: Not sharing the biz metrics with biz executives. Don't waste an exec's time. #measurePR #AMECSummit

6/14/2016 16:37 THINK_Lyndon A4. Not benchmarking starting position #AMECSummit #measurepr

6/14/2016 16:37 Alukomnik A3) Impressions are so outdated! Use business objectives to define new #KPIs <https://t.co/NaiFe4jTpt> #measurepr

6/14/2016 16:37 Andersenology @austinomaha @aiaddysonzhang If you can break it down to the bottom line, there's very little education involved. :) #AMECSummit #measurepr

6/14/2016 16:37 aiaddysonzhang @NilsApeland absolutely the case! @wbsmith200 #measurePR #AMECSummit

6/14/2016 16:37 ColinSumter RT @dbreakenridge: A4. Mistake: Not quantifying your objectives and benchmarking progress over time. #measurePR #AMECSummit

6/14/2016 16:37 THINK_Lyndon A4. Measuring only the end goal, rather than measuring progress #AMECSummit #measurepr

6/14/2016 16:37 PRSAtech MT @missusP: A4) common mistakes: focusing only on outputs, not outcomes. Show what's working AND what isn't/pivot #measurePR #amecsummit

6/14/2016 16:37 aiaddysonzhang A4: NOT relating PR/COMM efforts to the overall business goals. #measurePR #AMECSummit <https://t.co/s9vMCovPj6>

6/14/2016 16:37 dbreakenridge @missusP Hi!! I find that many are still not connecting the dots! #MeasurePR #AMECSummit

6/14/2016 16:37 KristK A4: Checking items off your to-do list does not equal success. Know how your efforts make a difference. #AMECSummit #measurepr

6/14/2016 16:38 Bz_Hive Just found a new chat #MeasurePR

6/14/2016 16:38 missusP A4) mistake also not educating clients on what really matters. Get over ego metrics & get to biz impact metrics #measurePR #amecsummit

6/14/2016 16:38 shonali Good point! RT @THINK_Lyndon A4. Measuring only the end goal, rather than measuring progress #AMECSummit #measurepr

6/14/2016 16:38 dbreakenridge RT @THINK_Lyndon: A4. Measuring only the end goal, rather than measuring progress #AMECSummit #measurepr

6/14/2016 16:38 Alukomnik A4) A lot of #PR is #Topoffunnel. However that still affects bottomline. #measurepr #AMECSummit

6/14/2016 16:38 shonali @Bz_Hive Hey, nice to meet you! :) #measurePR

6/14/2016 16:38 PRSAtech RT @dbreakenridge: A4. If you donâ€™t know what you want to achieve, then you canâ€™t measure anything! #measurePR #AMECSum

6/14/2016 16:38 aiaddysonzhang @Andersenology Can't believe that there are still people believing all publicity is good publicity ... #measurePR #AMECSummit

6/14/2016 16:38 missusP @dbreakenridge hello! and yes, I agree. See a lot of that - we still educate a lot on analysis. #measurePR #amecsummit

6/14/2016 16:38 THINK_Lyndon A4. Would be like measuring only homers (but not measuring RBIs) #AMECSummit #measurepr

6/14/2016 16:39 TbroOnline RT @KristK: A4: Checking items off your to-do list does not equal success. Know how your efforts make a difference. #AMECSummit #measurepr

6/14/2016 16:39 THINK_Lyndon RT @shonali: YUGE! RT @dbreakenridge Another big mistake: thinking your comms outputs are business outcomes. Know the difference! #measurePR #amecsummit

6/14/2016 16:39 Andersenology @Alukomnik PR affects every marketing stage in the funnel, including retention. Find a way to measure it. #AMECSummit #measurepr

6/14/2016 16:39 dbreakenridge MT @missusP A4. Also not educating clients on what really matters. Get over ego metrics & get to biz impact metrics #measurePR #amecsummit

6/14/2016 16:39 aiaddysonzhang RT @dbreakenridge: A4. Mistake: Not quantifying your objectives and benchmarking progress over time. #measurePR #AMECSummit

6/14/2016 16:39 shonali RT @Andersenology PR affects every marketing stage in the funnel, including retention. Find a way to measure it. #AMECSummit #measurepr

6/14/2016 16:40 Todder4News @PRSAtech @dbreakenridge The true test of your measurement service. They can guide you in a way to meet your goals. #amecsummit #measurePR

6/14/2016 16:40 shonali Q5: What tools do you recommend to #measurePR? Incl for those with small / no budgets? #AMECSummit

6/14/2016 16:40 dbreakenridge RT @THINK_Lyndon: A4. Would be like measuring only homers (but not measuring RBIs) #AMECSummit #measurepr

6/14/2016 16:41 Golden2One RT @dbreakenridge: A3. It's time to look at the BIG picture w/ different data sets to see how PR is a part of the ROI puzzle. #measurePR #A&€!

6/14/2016 16:41 aiaddysonzhang Love this. #measurePR #AMECSummit <https://t.co/TZ9IIaKwHU>

6/14/2016 16:41 dbreakenridge RT @shonali: Q5: What tools do you recommend to #measurePR? Incl for those with small / no budgets? #AMECSummit

6/14/2016 16:41 Andersenology @aiaddysonzhang The only good thing from all publicity is that there's room to learn something from it. #AMECSummit #measurepr

6/14/2016 16:41 austinomaha A5: BITLY! Excel, too. A lot of what PR professionals don't realize is that free tools are life. #measurePR #amecsummit

6/14/2016 16:41 TbroOnline RT @shonali: Q5: What tools do you recommend to #measurePR? Incl for those with small / no budgets? #AMECSummit

6/14/2016 16:41 dbreakenridge RT @Todder4News: @PRSAtech The true test of your measurement service. They can guide you in a way to meet your goals. #amecsummit #measurePR

6/14/2016 16:41 Andersenology A5: Google Analytics. Learn how to use UTM parameters to track clicks and funnel activity from your outreach. #AMECSummit #measurepr

6/14/2016 16:41 KristK A4: Many clients/orgs need to be educated on why comms pros want data. Crazy how many times I need to explain #AmecSummit #measurepr

6/14/2016 16:42 Golden2One RT @austinomaha: A3: If you're not sure if your organization is measuring holistically, check out this link: <https://t.co/LWRLlcUIDt> #Measu&€!

6/14/2016 16:42 aiaddysonzhang @Andersenology True. But publicity should definitely not be the end goal. #measurePR #AMECSummit

6/14/2016 16:42 Alukomnik RT @Andersenology: A5: Google Analytics. Learn how to use UTM parameters to track clicks and funnel activity from your outreach. #AMECSummit&€!

6/14/2016 16:42 dbreakenridge @Todder4News Yes, a test we must pass! :) #measurePR #AMECSummit @PRSAtech

6/14/2016 16:42 gerardcorbett A5. Brain, eyes and ears to start. A strategy and goals based on logic and purpose. #measurePR

6/14/2016 16:42 aiaddysonzhang this is definitely on my learning list. #measurePR #AMECSummit <https://t.co/laHMb8HrJk>

Excel is the key! #measurePR

6/14/2016 16:42 ColinSumter <https://t.co/fMcnsBWhb0>

6/14/2016 16:42 annsikrol A5 Monitoring for relevant data, SMplatforms statistics & analytics, Free Survey platforms & Excel (cont) #measurePR #amecsummit

6/14/2016 16:43 dbreakenridge A5. @google is a #PR pros best friend. Google #analytics is a favorite tool. #measurePR #AMECSummit

6/14/2016 16:43 Andersenology @aiaddysonzhang Oh heavens no. Publicity is just a byproduct of what the goal should be. #AMECSummit #measurepr

6/14/2016 16:43 THINK_Lyndon A5. My relationship mapping & benchmarking canvas #AMECSummit #measurepr

6/14/2016 16:43 Andersenology RT @dbreakenridge: A5. @google is a #PR pros best friend. Google #analytics is a favorite tool. #measurePR #AMECSummit

6/14/2016 16:43 austinomaha A5: Top cheap tools for measurement: <https://t.co/3qboxiMTol>, Bitly, Google Analytics, EXCEL (kinda). #measurePR #amecsummit

6/14/2016 16:43 missusP A5) tools of course, Google Analytics high on list. #plug: tools like @SeedepthInc integrate GA to align w/ PR view #measurePR #amecsummit

6/14/2016 16:43 aiaddysonzhang @Andersenology shake hands! #measurePR #AMECSummit

6/14/2016 16:43 annsikrol A5 (cont) but don't forget internal data that can give so much valuable insight CRM Sales Customer behaviours #measurePR #amecsummit

6/14/2016 16:43 aiaddysonzhang RT @austinomaha: A5: Top cheap tools for measurement: <https://t.co/3qboxiMTol>, Bitly, Google Analytics, EXCEL (kinda). #measurePR #amecsummit&€!

6/14/2016 16:43 NilsApeland .@THINK_Lyndon A3 Agree. Research shows that good relations build good reputations, which drives supportive behavior. #measurePR

6/14/2016 16:43 Andersenology @aiaddysonzhang Very few people really know how to use it properly. It's super powerful and worth it! #AMECSummit #measurepr

6/14/2016 16:43 dbreakenridge A5. Giving a shout out to my friends at @AirPR ... a great platform for #PRTech performance & measurement. #measurePR #AMECSummit

6/14/2016 16:44 PRSAtech RT @dbreakenridge: A4. Mistake: Not quantifying your objectives and benchmarking progress over time. #measurePR #AMECSummit

6/14/2016 16:44 THINK_Lyndon RT @Alukomnik: A3) Impressions are so outdated! Use business objectives to define new #KPIs <https://t.co/NaiFe4jTpt> #measurepr

6/14/2016 16:44 austinomaha A5: Also, mind power is YUGE in this process. Need to UNDERSTAND the free tools. #amecsummit #MeasurePR

6/14/2016 16:44 Alukomnik A5A) Google analytics is a must! along with click tracking (<https://t.co/7GtKoa21Eo> social sites) and human intelligence #measurepr

6/14/2016 16:44 AimeelWest A5:@Bitly @googleanalytics @buffer @msexcel @Streak is a great tool for emails and FREE! #measurePR #AMECSummit <https://t.co/ZPjfZWlub7>

6/14/2016 16:44 missusP A5) many great analytics in social channels themselves; but still disparate - need tool that pulls into one dashboard #measurePR #amecsummit

6/14/2016 16:44 Bz_Hive RT @austinomaha: A5: BITLY! Excel, too. A lot of what PR professionals don't realize is that free tools are life. #measurePR #amecsummit

6/14/2016 16:44 aiaddysonzhang A5: just learned Adobe Spark which seems to be more user friendly than canvas. any one tried Adobe Spark? #measurePR #AMECSummit

6/14/2016 16:44 gerardcorbett A5. Assess whether you accomplished what you said. The brain should help. #measurePR

6/14/2016 16:44 Andersenology @aiaddysonzhang *Tips hat* #AMECSummit #measurepr

6/14/2016 16:44 Todder4News RT @shonali: YUGE! RT @dbreakenridge Another big mistake: thinking your comms outputs are business outcomes. Know the difference! #measurePR #AMECSummit

6/14/2016 16:44 shonali Yes!  @rebekahiliff MT @dbreakenridge A5. Giving a shout out to my friends at @AirPR, great platform for #PRTech #measurePR! #AMECSummit

6/14/2016 16:44 dbreakenridge A5. Use @Google URL builder for campaigns to see what messages are resonating w/ your audiences. #measurePR #AMECSummit

6/14/2016 16:44 missusP A5) anything that can automate some of the work; can create your own dashboard & scoring if need be. #measurePR #amecsummit

6/14/2016 16:44 Andersenology RT @dbreakenridge: A5. Use @Google URL builder for campaigns to see what messages are resonating w/ your audiences. #measurePR #AMECSummit

6/14/2016 16:45 aiaddysonzhang @Andersenology i know. i saw some presentations on how brands use Google analytics. powerful. #measurePR #AMECSummit

6/14/2016 16:45 dbreakenridge @PROCKSTAR I agree. It's the dot connecting that gives you that big picture. @missusP #MeasurePR #AMECSummit

6/14/2016 16:45 shonali RT @Andersenology: A5: Google Analytics. Learn how to use UTM parameters to track clicks and funnel activity from your outreach. #AMECSummit #measurepr

6/14/2016 16:45 Andersenology @dbreakenridge @Google YEP! GA UTM parameters with the URL builder is essential to tracking properly. #AMECSummit #measurepr

6/14/2016 16:45 aiaddysonzhang @dbreakenridge thanks for the recommendation. will check it out! @AirPR #measurePR #AMECSummit

6/14/2016 16:45 shonali RT @missusP A5) anything that can automate some of the work; can create your own dashboard & scoring if need be. #measurePR #amecsummit

6/14/2016 16:46 GugumukHelena Measure everything that is possible. Not just data that is easy and cheap to get. #AMECSummit #measurepr

6/14/2016 16:46 KristK RT @aiaddysonzhang: A5: just learned Adobe Spark which seems to be more user friendly than canvas. #measurePR #AMECSummit

6/14/2016 16:46 Bz_Hive A5: @SproutSocial @Bitly @HubSpot @hootsuite are a few tools that I've researched and used in the past #MeasurePR

6/14/2016 16:46 dbreakenridge RT @missusP: A5) anything that can automate some of the work; can create your own dashboard & scoring if need be. #measurePR #amecsummit

6/14/2016 16:46 missusP A5) also consider PR CRM tools such as @Bullhorn - allows you to measure relationship impact; ID patterns of success #measurePR #amecsummit

6/14/2016 16:46 gerardcorbett Who can remember or knows the original name of Google analytics tool? (It was an acquisition). #measurePR

6/14/2016 16:46 ColinSumter A5: I use @undelayio with GA I can deploy as fast as I can scale back & avoid UTM codes. #measurePR

6/14/2016 16:46 Andersenology @GugumukHelena I'd suggest setting up measurement criteria before starting. Otherwise it's a mess. #AMECSummit #measurepr

6/14/2016 16:46 PRSAtech @shonali: Q5: What tools do you recommend to #measurePR? Incl for those with small / no budgets? #AMECSummit

6/14/2016 16:46 dbreakenridge @aiaddysonzhang Great and be sure to tell them I say, "Hi!" :) #MeasurePR #AMECSummit

6/14/2016 16:47 KristK Are any avail online? RT @aiaddysonzhang: I saw some presentations on how brands use Google analytics. powerful. #measurePR #AMECSummit

6/14/2016 16:47 SmartData_Fr RT @gerardcorbett: Who can remember or knows the original name of Google analytics tool? (It was an acquisition). #measurePR

6/14/2016 16:47 emmamhawes RT @gerardcorbett: A5. Assess whether you accomplished what you said. The brain should help. #measurePR

6/14/2016 16:47 austinomaha AGREE here. So hard to measure after campaign, event, ect. Set up before hand. #amecsummit #MeasurePR <https://t.co/4pEhkCpRir>

6/14/2016 16:47 aiaddysonzhang @dbreakenridge Yes. will make sure to do so! :) #measurePR #AMECSummit

6/14/2016 16:47 Bz_Hive @shonali @rebekahiliff @dbreakenridge @AirPR Yay! glad you recommended them, I follow them :) #measurePR

6/14/2016 16:47 annsikrol A5 (cont) no matter what platform you still need goalsetting & focus on what success is for what you are doing #amecsummit #measurePR

6/14/2016 16:47 dbreakenridge @ColinSumter Will have to check out @UnDelayio. Thanks for sharing, Colin! #MeasurePR #AMECSummit

6/14/2016 16:47 Andersenology @gerardcorbett Was it Urchin? They still used urchin tags for a while afterward. #AMECSummit #measurepr

6/14/2016 16:47 PRSAtech RT @austinomaha: A5: BITLY! Excel, too. A lot of what PR professionals don't realize is that free tools are life. #measurePR #amecsummit

6/14/2016 16:47 Alukomnik Everything is possible to measure, but not everything should be measured all the time. Objectives--&KPIs #MeasurePR <https://t.co/qzIXPcE3J8>

6/14/2016 16:48 shonali MT @missusP A5 consider PR CRM tools such as @Bullhorn, allows you to measure relationship impact; ID patterns #measurePR #amecsummit

6/14/2016 16:48 THINK_Lyndon RT @NilsApeland: .@THINK_Lyndon A3 Agree. Research shows that good relations build good reputations, which drives supportive behavior. #mea #measurepr

6/14/2016 16:48 aiaddysonzhang @KristK i don't know any. but if you YouTube, i'm sure there are some. :) #measurePR #AMECSummit

6/14/2016 16:48 dbreakenridge RT @Andersenology: @GugumukHelena I'd suggest setting up measurement criteria before starting. Otherwise it's a mess. #AMECSummit #measurepr

6/14/2016 16:48 shonali MT @annsikrol A5 (cont) no matter what platform you still need goalsetting & focus on what success is for you #amecsummit #measurePR

6/14/2016 16:48 missusP @Andersenology @GugumukHelena agree; which is why we allow you to do so in our platform directly - help ID goals #measurePR #amecsummit

6/14/2016 16:49 SproutSocial @Bz_Hive You're the best. Thanks for mentioning Sprout here. #MeasurePR

6/14/2016 16:49 shonali @ZalkaB HEY Zala! #measurepr

6/14/2016 16:49 shonali @SproutSocial Ditto! @Bz_Hive #measurepr

6/14/2016 16:49 yoURDATAisyour RT @dbreakenridge: RT @THINK_Lyndon: A4. Would be like measuring only homers (but not measuring RBIs) #AMECSummit #measurepr

6/14/2016 16:49 dbreakenridge @Andersenology @google = Best Friend :) #MeasurePR #AMECSummit

6/14/2016 16:49 shonali @SproutSocial I need to get you guys on a chat! Interested? #AMECSummit #measurepr

6/14/2016 16:49 VickieKelli_025 RT @shonali: MT @annsikrol A5 (cont) no matter what platform you still need goalsetting & focus on what success is for you #amecsummit #meaâ€¦

6/14/2016 16:50 shonali Q6: Can you share some examples of successful integrated campaigns + metrics? #AMECSummit #measurepr

6/14/2016 16:50 ZalkaB @shonali Hey Shonali! Sorry to be missing today's discussion, but just seeing some great stuff on my TL and wanted to jump in :-) #MeasurePR

6/14/2016 16:50 missusP A5) ideally, find vendors who don't just offer tools for data capture but customer seeing success teams who help you analyze #measurePR #amecsummit

6/14/2016 16:50 aiaddysonzhang RT @shonali: Q6: Can you share some examples of successful integrated campaigns + metrics? #AMECSummit #measurepr

6/14/2016 16:50 Bullhorn RT @shonali: MT @missusP A5 consider PR CRM tools such as @Bullhorn, allows you to measure relationship impact; ID patterns #measurePR #ameâ€¦

6/14/2016 16:50 dbreakenridge MT @annsikrol: A5 no matter what platform you still need goal setting & focus on what success is ... #amecsummit #measurePR

6/14/2016 16:50 shonali @Andersenology @gerardcorbett I think it *was* Urchin... Brandon, only a true geek would know that. Consider yourself crowned. ;) #measurepr

6/14/2016 16:50 Andersenology @dbreakenridge @google Seriously. I don't know what we'd do without them. :D #AMECSummit #measurepr

6/14/2016 16:50 vdeval Thanks for showing me how to use gifs #twitternovice #AMECSummit #MeasurePR <https://t.co/rKw1nBHXhb>

6/14/2016 16:50 austinomaha A6: TRANSFARENCY! Southwest Airlines killed it with this campaign: <https://t.co/pHeqA5ID7s> #measurePR #amecsummit <https://t.co/uuVo0FH9RH>

6/14/2016 16:50 missusP A5) at end of day, tools should depend/be chosen based on your goals & what you are trying to track & measure. #measurePR #amecsummit

6/14/2016 16:50 aiaddysonzhang @ZalkaB Hi Zala! we are having an amazing conversation today. learned a lot already. great to see u! @shonali #measurePR #AMECSummit

6/14/2016 16:51 dbreakenridge RT @shonali: Q6: Can you share some examples of successful integrated campaigns + metrics? #AMECSummit #measurepr

6/14/2016 16:51 PRSAtech MT @dbreakenridge @Todder4News true test of a measurement service: can guide you in a way to meet your goals. #amecsummit #measurePR

6/14/2016 16:51 aiaddysonzhang @austinomaha oh yeah! loved it. #measurePR #AMECSummit

6/14/2016 16:51 austinomaha A6: Southwest Airlines is CONSTANTLY tying comms goals to business goals. #amecsummit #measurePR

6/14/2016 16:51 Andersenology @shonali @gerardcorbett I will wear that crown with pride and swagger! #AMECSummit #measurepr

6/14/2016 16:51 annsikrol A6 We are currently measuring one campaign on marketing, PR, social media, brand tracking (cont) #measurePR #amecsummit

6/14/2016 16:51 austinomaha A6: They are trying to â€œcept butts in seats.â€ Simple to measure! Well, maybe not as simple as it seems. #measurePR #amecsummit

6/14/2016 16:52 Andersenology A6: Using UTM parameters and targeting niche publications, we garnered ~100 leads from one article placement. #AMECSummit #measurepr

6/14/2016 16:52 contactjeff How would you link #measurePR output to a broader outcome that involves many factors, such as a college attracting applicants? #amecsummit

6/14/2016 16:52 Todder4News Important distinction. Just because you have the tools doesn't mean you have the knowledge. #amecsummit #measurePR <https://t.co/4d0WGsurlx>

6/14/2016 16:52 annsikrol A6 (cont) survey data & internal KPIs such as sales, in store traffic etc. but can't reveal customer name yet #measurePR #amecsummit

6/14/2016 16:52 dbreakenridge A6. 1 of my favs â€¦ Always #likeagirl campaign via YouTube w/ a multi-national/multi-lingual print campaign. #measurePR #AMECSummit

6/14/2016 16:52 Andersenology RT @Todder4News: Important distinction. Just because you have the tools doesn't mean you have the knowledge. #amecsummit #measurePR <https://t.co/4d0WGsurlx>

6/14/2016 16:52 ZalkaB @aiaddysonzhang @shonali Ai I see. Quickly browsing thru before my next meeting. Great conversation indeed. Happy to see you! #MeasurePR

6/14/2016 16:52 KristK @austinomaha I remember a preso by Southwest Air PR 20+ years ago (before social) about how they measured PR impact on sales #measurepr

6/14/2016 16:52 austinomaha A6: Currently-lâ€™m helping several national brands measure their earned media in conjunction with other comms efforts. #measurePR #amecsummit

6/14/2016 16:53 dbreakenridge A6. The @Always #LikeAGirl campaign was viewed more than 850 million times in 150+ countries. #measurePR #AMECSummit

6/14/2016 16:53 shonali MT @Andersenology A6: Using UTM parameters and targeting niche publications, we garnered ~100 leads from 1 placement. #AMECSummit #measurepr

6/14/2016 16:53 aiaddysonzhang @dbreakenridge Yes. i loved it as well. So powerful! #measurePR #AMECSummit

6/14/2016 16:53 austinomaha A6: What we look for month to month is how ALL comms efforts are pushing the bottom line and overall comm goals. #measurePR #amecsummit

6/14/2016 16:53 yoga_girl65 RT @dbreakenridge: A6. The @Always #LikeAGirl campaign was viewed more than 850 million times in 150+ countries. #measurePR #AMECSummit

6/14/2016 16:53 annsikrol A6 (cont) Metrics depends on type of comms and goal setting Hopefully a future #amecwinner ;) #measurePR #amecsummit

6/14/2016 16:53 aiaddysonzhang @austinomaha what tools do u used to measure earned media? #measurePR #AMECSummit

6/14/2016 16:54 austinomaha @KristK they do an absolutely fantastic job. I stay loyal to them, too. Love my RR card. #freeflights #amecsummit #measurePR

6/14/2016 16:54 StylishMarketer @dbreakenridge Awesome campaign. But do we know that it translated to sales? #measurepr #AMECSummit

6/14/2016 16:54 PRSAtech MT @andersenology: A5: Google Analytics.UTM parameters track clicks and funnel activity from your outreach. #AMECSummit #measurepr

6/14/2016 16:54 dbreakenridge Great example! RT @austinomaha: A6: Southwest Airlines is CONSTANTLY tying comms goals to business goals. #amecsummit #measurePR

6/14/2016 16:54 Bz_Hive @SproutSocial Awe thanks for replying :) You're welcome.. keep being a ground breaker #measurePR

6/14/2016 16:54 shonali MT @contactjeff How to link #measurePR output to a broader outcome w many factors, such as college attracting applicants? #amecsummit (Q6)

6/14/2016 16:54 aiaddysonzhang Right move! ðŸ™‚ #measurePR #AMECSummit <https://t.co/XxZArk6doH>

6/14/2016 16:54 THINK_Lyndon I'd break down the steps & measure each stage @contactjeff #AMECSummit #measurePR

6/14/2016 16:54 PRSAtech RT @dbreakenridge: A5. @google is a #PR pros best friend. Google #analytics is a favorite tool. #measurePR #AMECSummit

6/14/2016 16:55 austinomaha @aiaddysonzhang lucky to work at @Universal_Info where we track all mediums of comms! #amecsummit #measurePR

So true! Measuring social & Excel blend together. I still haven't mastered all the tools I use. #measurePR

6/14/2016 16:55 ColinSumter <https://t.co/KTba9JQH4Y>

6/14/2016 16:55 GugumukHelena Q4: you might miss things e g competitor or partner talks about you and your company #AMECSummit #measurePR

6/14/2016 16:55 austinomaha A6: Successful campaigns must measure holistically, otherwise it is like playing the game without keeping score. #measurePR #amecsummit

6/14/2016 16:55 Alukomnik RT @austinomaha: A6: Successful campaigns must measure holistically, otherwise it is like playing the game without keeping score. #measurePR #amecsummit

6/14/2016 16:55 PRSAtech RT @shonali: Q6: Can you share some examples of successful integrated campaigns + metrics? #AMECSummit #measurePR

6/14/2016 16:55 missusP A6) @jetblue also very metric & data-driven: "focus on data that addresses the problems." <https://t.co/01UKnlWLOp> #measurePR #amecsummit

6/14/2016 16:55 aiaddysonzhang @austinomaha yes lucky you! awesome to hear! @Universal_Info #amecsummit #measurePR

6/14/2016 16:56 emmamhawes RT @austinomaha: A6: Successful campaigns must measure holistically, otherwise it is like playing the game without keeping score. #measurePR #amecsummit

6/14/2016 16:56 shonali Wow, time has flown! Q7 coming up, then @annsikrol @vdeval @GugumukHelena @Amecorg & me are gonna go for cocktails :) #AMECSummit #amecsummit

6/14/2016 16:56 dbreakenridge @StylishMarketer I don't have that info. As far as awareness goes on an important topic, they scored a home run. #MeasurePR #AMECSummit

A6. @Maserati_HQ 'Strike' @shonali <https://t.co/UzU2rv1Qo0>

6/14/2016 16:56 THINK_Lyndon #AMECSummit #measurePR

6/14/2016 16:56 vdeval Agree... A fab campaign #MeasurePR #amecsummit <https://t.co/4apkZub7cj>

6/14/2016 16:56 shonali Q7: Do you have an initiative/program you'd like the #measurePR AND #AMECSummit community to know about? Please share!

6/14/2016 16:57 austinomaha @shonali @annsikrol @vdeval @GugumukHelena @Amecorg UGH LUCKY! It's NOON here. Too early for cocktails? #amecsummit #measurePR

6/14/2016 16:57 Todder4News @KristK @austinomaha Yes! Downstream outcomes are the goal. SWA was doing it 20yrs past. USPS is also good at this. #measurePR #amecsummit

6/14/2016 16:57 missusP @PROCKSTAR @dbreakenridge indeed! or fruitless. #measurePR #amecsummit

6/14/2016 16:57 PRSAtech MT @Andersenology: A6: Using UTM parameters and targeting niche pubs, we garnered ~100 leads from one placement. #AMECSummit #measurePR

6/14/2016 16:57 dbreakenridge MT @missusP: A6) @jetblue also metric & data-driven: "focus on data that addresses problems." <https://t.co/WJpmZ7aBuU> #measurePR #amecsummit

6/14/2016 16:57 missusP @aiaddysonzhang easier said than done ;) #measurePR #amecsummit

6/14/2016 16:57 Andersenology A7: Just in general, remember why companies actually exist - to deliver value to their customers. #AMECSummit #measurePR

6/14/2016 16:57 XpressPage RT @missusP: A6) @jetblue also very metric & data-driven: "focus on data that addresses the problems." <https://t.co/01UKnlWLOp> #measurePR #amecsummit

6/14/2016 16:57 StylishMarketer @austinomaha @shonali @annsikrol @vdeval @GugumukHelena @Amecorg Not if you have company! :) #measurePR #AMECSummit

6/14/2016 16:57 Andersenology A7: If you're doing something that isn't delivering value to customers/prospects, you're doing something wrong. #AMECSummit #measurePR

6/14/2016 16:57 aiaddysonzhang @missusP yes absolutely, like everything in life. #amecsummit #measurePR

6/14/2016 16:58 michaelblowers A5 Google Analytics is free but takes some understanding Do the GA Individual Qualification #AMECSummit! #measurePR <https://t.co/IBKfy218tX>

6/14/2016 16:58 dbreakenridge RT @shonali: Q7: Do you have an initiative/program you'd like the #measurePR AND #AMECSummit community to know about? Please share!

6/14/2016 16:58 austinomaha Q7: Take this short survey! Researching PR tactics, would love any/all levels of experience. #measurePR #amecsummit <https://t.co/CMRMTt9zQE>

6/14/2016 16:58 gerardcorbett A7. Um, #measurePR Tweet Chat? #amecsummit

6/14/2016 16:59 emmamhawes RT @shonali: Q7: Do you have an initiative/program you'd like the #measurePR AND #AMECSummit community to know about? Please share!

6/14/2016 16:59 shonali MT @austinomaha Q7: Take this survey! Researching PR tactics, any/all levels of experience. #measurePR #amecsummit <https://t.co/POdeA66PCO>

6/14/2016 16:59 Andersenology RT @shonali: MT @austinomaha Q7: Take this survey! Researching PR tactics, any/all levels of experience. #measurePR #amecsummit <https://t.co/câ€>

6/14/2016 16:59 aiaddysonzhang @michaelblowers is that the certification that you are talking about? #amecsummit #measurePR

6/14/2016 16:59 dbreakenridge A7. My #WomenWorldwide podcast: Women sharing incredible career journeys & giving advice! <https://t.co/XSGvsgtviM> #measurePR #AMECSummit

6/14/2016 16:59 joshuatodPRprof RT @shonali: MT @austinomaha Q7: Take this survey! Researching PR tactics, any/all levels of experience. #measurePR #amecsummit <https://t.co/câ€>

6/14/2016 16:59 PRSAtech RT @todder4news: Important distinction. Just because you have the tools doesn't mean you have the knowledge. #amecsummit #measurePR @missusP

6/14/2016 16:59 Andersenology RT @dbreakenridge: A7. My #WomenWorldwide podcast: Women sharing incredible career journeys & giving advice! <https://t.co/XSGvsgtviM> #measu:

6/14/2016 16:59 Todder4News @austinomaha Thanks for the nudge, Austin. We're correlating future tactics to measured PR outcomes. #DecisionTheory #amecsummit #measurePR

6/14/2016 16:59 AirPR Thanks for the love @dbreakenridge! PR measurement and reporting are our favorite things. #measurePR #AMECSummit <https://t.co/9IQNzz7Uy6>

6/14/2016 16:59 aiaddysonzhang @dbreakenridge you absolutely interviewed some amazing women! love their stories. #amecsummit #measurePR

6/14/2016 17:00 Andrew7000 RT @dbreakenridge: A7. My #WomenWorldwide podcast: Women sharing incredible career journeys & giving advice! <https://t.co/XSGvsgtviM> #measu:

6/14/2016 17:00 emmamhawes RT @PRSAtech: RT @todder4news: Important distinction. Just because you have the tools doesn't mean you have the knowledge. #amecsummit #mea–

6/14/2016 17:00 shonali – RT @gerardcorbett A7. Um, #measurePR Tweet Chat? #amecsummit

6/14/2016 17:00 dbreakenridge MT @austinomaha: Q7: Take this short survey! Researching PR tactics, any/all levels of exp.. #measurePR #amecsummit <https://t.co/czINHy80cP>

6/14/2016 17:00 michaelblowers A7 Perspective on the news environment around a campaign - not everything is under your control #AMECSummit! #MeasurePR

6/14/2016 17:00 austinomaha @dbreakenridge absolutely incredible. Need to dig into this. #measurePR #amecsummit

6/14/2016 17:01 shonali Wow, that was an incredible chat, with so many folk joining from all over the world, THANK YOU ALL!!! #AMECSummit #measurepr

6/14/2016 17:01 Alukomnik A7: Some amazing #contentmarketing initiatives and #measurement coming out of @eastwick <https://t.co/a3T3BiKX57> #measurepr

6/14/2016 17:01 aiaddysonzhang @AirPR thank you for reaching out before i even had a chance to contact you. awesome! @dbreakenridge #amecsummit #measurePR

6/14/2016 17:01 dbreakenridge RT @shonali: – RT @gerardcorbett A7. Um, #measurePR Tweet Chat? #amecsummit

6/14/2016 17:01 ed_salinas RT @shonali: YUGE! RT @dbreakenridge Another big mistake: thinking your comms outputs are business outcomes. Know the difference! #measureP–!

6/14/2016 17:01 PRSAtech RT @shonali: Q7: Do you have an initiative/program you'd like the #measurePR AND #AMECSummit community to know about? Please share! @shonali Thank you and #AMECSummit for making this chat happen! It's been AMAZING!

6/14/2016 17:01 Andersenology #measurepr

6/14/2016 17:01 shonali Special thanks to @dbreakenridge @Andersenology @austinomaha @annsikrol for being today's guests, you killed it! #AMECSummit #measurepr

6/14/2016 17:02 aiaddysonzhang @austinomaha You will love it! @dbreakenridge #amecsummit #measurePR

6/14/2016 17:02 austinomaha Special shout out to my North American Chapter friends at the #amecsummit! Wish I could be there. #measurePR <https://t.co/HWf1isg3EU>

6/14/2016 17:02 dbreakenridge @austinomaha Thank you so much! Hope you enjoy the #WomenWorldwide interviews :) #MeasurePR #AMECSummit

6/14/2016 17:02 shonali And huge thanks to @AMECOrg for hosting this very special edition of the chat from jolly olde Londone :p #AMECSummit #measurepr

6/14/2016 17:02 annsikrol A7 Well let–s look at the new integrated framework tool from @AmecOrg this week! #amecsummit #MeasurePR

6/14/2016 17:02 shonali RT @Alukomnik A7: Some amazing #contentmarketing initiatives and #measurement coming out of @eastwick <https://t.co/dsUNdLYngy> #measurepr

6/14/2016 17:02 shonali RT @annsikrol A7 Well let–s look at the new integrated framework tool from @AmecOrg this week! #amecsummit #MeasurePR

6/14/2016 17:02 ColinSumter RT @dbreakenridge: A7. My #WomenWorldwide podcast: Women sharing incredible career journeys & giving advice! <https://t.co/XSGvsgtviM> #measu:

6/14/2016 17:02 dbreakenridge @aiaddysonzhang Thank you for your kind words & all of your support! #WomenWorldwide #MeasurePR #AMECSummit

6/14/2016 17:02 aiaddysonzhang @shonali @dbreakenridge @Andersenology @austinomaha @annsikrol Thank U ALL for a wonderful chat today! Learned a lot! #amecsummit #measurePR

6/14/2016 17:03 shonali That's it for this month's chat, remember a transcript/recap will be up soon at #WUL. We're signing off here at #AMECSummit... #measurepr