

Created	Author	Message
8/9/2016 16:00	Jen Zingsheim	Hello All! I'm Jen, and I'm guest-hosting the chat today...welcome! Who's here? #measurepr
8/9/2016 16:00	Austin Gaule	@emmamahawes that's like shopping while hungry! Dangerous....haha. #measurepr
8/9/2016 16:01	Heidi Sullivan	Woohoo - it's time! #measurepr
8/9/2016 16:01	Elise Perkins	@jenzings Elise from DC. Content strategist. Boxed wine enthusiast. Small biz owner. #measurePR
8/9/2016 16:02	Jen Zingsheim	A few ground rules before we start...first, remember to use the hashtag --&#x26; #measurepr We want to find your tweets!
8/9/2016 16:02	Greg Rokisky	Hi, everyone! I'm Greg -- a social media manager and communications consultant based in mid-Michigan ðŸˆ¸ðŸŽ‰ #measurePR
8/9/2016 16:02	Kim Fredrich	Hello @jenzings et al! Joining you today from overcast (and blissfully cool) DC. #measurepr
8/9/2016 16:03	AnnSi Krol	@jenzings Annsi from Sweden! In June I was in the panel from the #amecsummit So glad to make it here today! #measurepr
8/9/2016 16:03	Jen Zingsheim	Next, please use the corresponding A to the Q...Q1 / A1, etc. #measurepr
8/9/2016 16:03	Jessica Bates	Hi all! #measurepr
8/9/2016 16:03	Austin Gaule	Hi! Austin Gaule from @Universal_Info in Omaha, NE! Happy to be on the chat. #measurepr <a href="https://t.co/krUfSdqa17">https://t.co/krUfSdqa17</a>
8/9/2016 16:03	Jen Zingsheim	@StylishMarketer Wait...what is "blissfully cool" doing with DC? That's great! Welcome! #MeasurePR
8/9/2016 16:03	Kim Fredrich	@jesserker Hi Jessica! Been thinking about you . . . #measurepr
8/9/2016 16:04	Jen Zingsheim	@austinomaha @Universal_Info Welcome Austin! #MeasurePR
8/9/2016 16:04	Jessica Bates	@StylishMarketer Hi, Kim! That's lovely to hear. We should catch up soon :) #measurePR
8/9/2016 16:04	Kim Fredrich	@jenzings Right?! Enjoying it while it lasts. #measurepr
8/9/2016 16:04	Jen Zingsheim	@ansikrol Welcome! Glad you can join us! #MeasurePR
8/9/2016 16:05	Kim Fredrich	@jesserker For sure! #measurepr
8/9/2016 16:05	Jen Zingsheim	If you have a question for the panel, please send to me directly-it helps the flow #measurepr
8/9/2016 16:05	Ai Zhang	My computer is actually really weird. finally. i am here now! #measurepr
8/9/2016 16:05	Emma Hawes	@Jackie_Giles please call in for an emergency lunch break. #measurepr
8/9/2016 16:05	Elissa Freeman	Looking forward to #measurepr chat!
8/9/2016 16:06	Jen Zingsheim	We have an amazing panel today, to discuss an area that can challenge the best measurement folks #measurepr
8/9/2016 16:06	Sedale McCall	#measurepr Hi everyone I am a DC PR practitioner very interested in measurement, digital and analytics. Excited for the chat!
8/9/2016 16:06	Jen Zingsheim	Welcome to guest @hksully a Senior Vice President, @Cision #measurepr
8/9/2016 16:07	Jen Zingsheim	Also with us is @danfarkas, an Instructor of Strategic Communication for @ohiou #measurepr
8/9/2016 16:07	Heidi Sullivan	Thanks! @jenzings. Am excited to be here - most of all, I'm a metrics nerd! :) #measurepr
8/9/2016 16:07	Emma Hawes	Hey everyone it's Em! The social media content creator and grad student. #measurepr
8/9/2016 16:08	Jill Van Nostran	Hi everyone. Jill here, from Indy. Looking forward to #measurepr today (though will be a bit in and out).
8/9/2016 16:08	Ai Zhang	@jenzings @danfarkas Hello Dan, i am also an instructor. i teach PR & SM. @ohiou #measurepr
8/9/2016 16:08	Dan Farkas	Happy to be at #measurePR today. I teach @scrippsjschool @ohiou. Not the Buckeyes....
8/9/2016 16:08	Jen Zingsheim	And, @rachaelgking co-founded @EllephantPR, a new Comms firm for tech #startups, .... #measurepr
8/9/2016 16:08	Jen Zingsheim	Con't...@rachaelgking also co-hosts @TheShepod podcast over brunch each week #measurepr
8/9/2016 16:08	Ai Zhang	Wow. didn't know that we have a group of people joining the chat. #measurepr
8/9/2016 16:09	Austin Gaule	@danfarkas i'm sure that gets confused a lot by folks not from Ohio. Welcome to the chat! #measurepr
8/9/2016 16:09	Elissa Freeman	Participating in #measurePR - forgive the number of tweets to follow!
8/9/2016 16:09	Greg Rokisky	Hi panelists -- aka, new friends! ðŸˆ¸ðŸŽ‰ @hksully, @danfarkas + @rachaelgking #measurePR
8/9/2016 16:09	Rachael King	@jenzings Glad to be joining from sunny LA! #measurePR
8/9/2016 16:09	Jill Van Nostran	@aiaddysonzhang @danfarkas Bobcats represent! (former Bobcat here) #measurepr
8/9/2016 16:09	Jen Zingsheim	Welcome to you all--big group today! First Q, coming up! #measurepr
8/9/2016 16:09	Ai Zhang	I am tweeting from Philly for today's #measurepr chat. Look forward to it. i teach PR & SM @Stockton_edu in NJ.
8/9/2016 16:10	Jen Zingsheim	@rachaelgking It's wonderful to have you...and sunny LA...ah.... :- ) #MeasurePR
8/9/2016 16:10	Emma Hawes	@danfarkas @scrippsjschool @ohiou nice to meet you Dan! #measurePR

8/9/2016 16:10 Ai Zhang Looks like we have a great panel participating today. #measurepr

8/9/2016 16:10 Jen Zingsheim @rachaelgking Any fan of whiskey is a friend of mine..! #measurePR

8/9/2016 16:11 Adrienne Sheares Hey everyone! Bouncing in and out of #measurePR today. Excited to learn some nuggets.

8/9/2016 16:11 Jen Zingsheim Guests:Q1: Please tell us what you do, how you got there. What got you interested in multimedia & measurement? #measurepr

8/9/2016 16:12 Greg Rokisky RT @jenzings: Guests:Q1: Please tell us what you do, how you got there. What got you interested in multimedia & measurement? #measurepr

8/9/2016 16:13 Heidi Sullivan A1. SVP@Cision & wear lots of hats. Started as PR Pro & fell in love w/ measurement, content & tech to drive brands' messages. #measurepr

8/9/2016 16:13 Ai Zhang A1: already introduced myself. i'm interested in measurement b/c of my passion in SM marketing. it's impt to measure results. #measurepr

8/9/2016 16:13 Jen Zingsheim RT @hksully: A1. SVP@Cision & wear lots of hats. Started as PR Pro & fell in love w/ measurement, content & tech to drive brands' messages

8/9/2016 16:13 Emma Hawes Became a grad student because I want to advance my career and hopefully work part-time as adjunct faculty along with consulting. #measurepr

8/9/2016 16:13 Ai Zhang @hksully hello Heidi. i'm planning to do Cision's higher ed certification program. #measurepr

8/9/2016 16:13 Heidi Sullivan A1. Marketers get big budgets b/c they are seen as a profit center. Measurement is key to the future success of PR. #measurepr

8/9/2016 16:13 Dan Farkas Q1 #measurePR I spent 10 years in TV news & got out. I saw a need for visual content, then saw a better needs to align with business goals.

8/9/2016 16:14 Ai Zhang @hksully i heard lots of great things about it. great to connect with you here today. #measurepr

8/9/2016 16:14 Jen Zingsheim RT @danfarkas: Q1 #measurePR I spent 10 years in TV news & got out. I saw a need for visual content, then saw a better needs to align withâ€¦!

8/9/2016 16:14 Elissa Freeman Healthcare comms strategist hoping to better inform clients about better ways to measure! #measurepr

8/9/2016 16:14 Heidi Sullivan @aiaddysonzhang Awesome - it's a great program & happy to connect! Let me know how it goes & what I can do to help! #measurepr

8/9/2016 16:14 Greg Rokisky A1: I focus on strategic digital media -- spent 3 years at a traditional agency and decided I wanted to focus on SMART social PR #measurePR

8/9/2016 16:14 Jen Zingsheim @danfarkas That's a great and logical trajectory #MeasurePR

8/9/2016 16:14 Austin Gaule @jenzings measurement nerd by way of social media marketing. Need to find out what was working vs. what wasn't using data. #measurepr

8/9/2016 16:14 Elise Perkins RT @hksully: A1. Marketers get big budgets b/c they are seen as a profit center. Measurement is key to the future success of PR. #measurepr

8/9/2016 16:15 Ai Zhang @danfarkas like this. aligning with business goals is so impt. #measurepr

8/9/2016 16:15 Elise Perkins @hksully \*slow clap\* #MeasurePR

8/9/2016 16:15 Jessica Bates A1. I'm a freelance digital strategist & enjoy having data to back up the work I do for clients :) #measurepr

8/9/2016 16:15 Ai Zhang @hksully thanks, Heidi. i will. #measurepr

8/9/2016 16:15 Philadelphia oGoing RT @aiaddysonzhang: I am tweeting from Philly for today's #measurepr chat. Look forward to it. i teach PR & SM @Stockton\_edu in NJ.

8/9/2016 16:15 Dan Farkas Q1 #measurePR I've seen many small groups shy away from multimedia because they can't measure success. Would love to change that.

8/9/2016 16:15 Austin Gaule @elissapr what kinds of metrics do you focus on? I would assume a lot of reputation measurement in earned? (among other things) #measurepr

8/9/2016 16:15 Kim Fredrich Just setting up on my own - marcomms for women owned businesses. We didn't measure back in the day! #measurepr

8/9/2016 16:16 Emma Hawes Impluse buys #measurepr has saved me from wines I want to try, Games and a jacket similar to what I have! Take that Target.

8/9/2016 16:16 Rachael King A1. I've been working in comms at tech cos for years - I love helping startups early on when earned media can really make a diff #measurePR

8/9/2016 16:16 Ai Zhang So true. Measurement gives us legitimacy in the field. #measurepr <https://t.co/1aADlnk2oH>

8/9/2016 16:16 Greg Rokisky A1.2: I find most people understand the importance of playing in the digital space but the WHY is often lost (AKA: measurement) #measurePR

8/9/2016 16:16 Emma Hawes RT @StylishMarketer: Just setting up on my own - marcomms for women owned businesses. We didn't measure back in the day! #measurepr

8/9/2016 16:17 Sedale McCall #measurepr A1. I am a digital specialist by passion, hired as a PR account specialist. I love learning about people and behavior. (1/2)

8/9/2016 16:17 Austin Gaule @rachaelgking by far the most exciting time to focus on earned! Blank slates are sooo fun. Lots of room to storytell! #measurepr

8/9/2016 16:17 Adrienne Sheares This is why I like hybrid roles in PR/Marketing. Those teams KNOW how to measure. Measurement = \$\$\$ #MeasurePR <https://t.co/5RHHwWhThh>

8/9/2016 16:17 Jen Zingsheim RT @rachaelgking: A1. I've been working in comms at tech cos for years - I love helping startups early on when earned media can really makeâ€¦!

8/9/2016 16:17 Sedale McCall #measurepr Always interested in why people do what they do (2/2)

8/9/2016 16:17 Dan Farkas @aiaddysonzhang It is, but I'm amazed how tough it can be for many brands (of all sizes) to consistently do. #measurePR

8/9/2016 16:17 Ai Zhang @emmamhawes when i was at graduate, i used online shopping as a channel to let out stress...not smart .. #measurepr

8/9/2016 16:17 Rachael King A1. I just founded @ellephantpr w/ @Aishwarya228 - our mission is to help underrepresented founders tell their stories #measurePR

8/9/2016 16:17 Kim Fredrich RT @GregRokisky: A1.2: I find most people understand the importance of playing in the digital space but the WHY is often lost (AKA: measureâ€¦!

8/9/2016 16:17 Elissa Freeman @austinomaha most clients still go w AVEs (ack) or reach - looking for easy and affordable ways to #measurepr

8/9/2016 16:17 Jill Van Nostran Me too MT @danfarkas Q1 #measurePR I've seen small groups shy away from multimedia bc they can't measure success. Would love to change that.

8/9/2016 16:18 Jessica Bates A1 (con't) I mostly work with foundations and nonprofits, but want to do more with startups :) #measurepr

8/9/2016 16:18 Heidi Sullivan .@AdriSheares Agreed. The more Mar & Comms can work together, the better we can measure our success. So many blurred lines! #measurepr

8/9/2016 16:18 Jen Zingsheim Now that we're acquainted with one another, Q2 is coming up... #measurePR

8/9/2016 16:18 Jessica Bates RT @GregRokisky: A1.2: I find most people understand the importance of playing in the digital space but the WHY is often lost (AKA: measureâ€¦

8/9/2016 16:18 Austin Gaule @elissapr gotta start somewhere! Kudos to you for trying to bust out of that box! #measurePR #deathtoAVE

8/9/2016 16:18 Elise Perkins a1) as Peter Drucker said: you can't manage what you don't measure #MeasurePR

8/9/2016 16:18 Ai Zhang can't agree more! #measurepr <https://t.co/qGiP6L5TYk>

8/9/2016 16:18 Emma Hawes @aiaddysonzhang partially guilty of that. However cleaning out and getting rid of stuff helps a lot for that grad school mess #measurepr

8/9/2016 16:18 Elissa Freeman @aiaddysonzhang true! But need affordable and EASY ways to #measurepr to convince clients.

8/9/2016 16:18 Jen Zingsheim Older forms of #multimedia (eg podcasts) are seeing a resurgence while weâ€™re now moving into AR/VR. Whatâ€™s leading to this? #measurepr

8/9/2016 16:19 Adrienne Sheares Awesome! BTW hey @hksully -- miss you and the Cision fam : ) #measurepr

8/9/2016 16:19 Jen Zingsheim Q2 Older forms of #multimedia (eg podcasts) are seeing a resurgence while weâ€™re now moving into AR/VR. Whatâ€™s leading to this? #measurepr

8/9/2016 16:19 Emma Hawes RT @GregRokisky: A1.2: I find most people understand the importance of playing in the digital space but the WHY is often lost (AKA: measureâ€¦

8/9/2016 16:19 Ai Zhang @emmamhawes absolutely! #measurepr

8/9/2016 16:20 Emma Hawes @GregRokisky so true. I still think it will always be a mystery to me, but it is important. #measurepr

8/9/2016 16:20 Ai Zhang @elissapr yes totally. affordability and user-friendliness so critical. #measurepr

8/9/2016 16:20 Elissa Freeman RT @jenzings: Q2 Older forms of #multimedia (eg podcasts) are seeing a resurgence while weâ€™re now moving into AR/VR. Whatâ€™s leading to thisâ€¦

8/9/2016 16:20 Dan Farkas @jenzings I call it the gym analogy. For every person reading on a treadmill you see earbuds and people staring at the TV. 1/2 #MeasurePR

8/9/2016 16:20 Jessica Bates @jenzings A2. I'm tempted to say 'what's old is new again' but I'm sure that's only a part of it #measurepr

8/9/2016 16:20 Jen Zingsheim A2 -- People want more than just reading, maybe? #measurepr

8/9/2016 16:21 Elissa Freeman @aiaddysonzhang time efficient to - clients look at measurement as 'something else to do' #measurepr

8/9/2016 16:21 Heidi Sullivan A2. Ad blockers & mobile growth=seamless experience btwn brands & friends. Perfect fit 4 AR/VR, influencer mktg & multimedia. #measurepr

8/9/2016 16:21 Dan Farkas @jenzings I think people see a need to meet all three of those specific needs. The challenge is doing it timely and on budget #measurepr

8/9/2016 16:21 Adrienne Sheares RT @hksully: A2. Ad blockers & mobile growth=seamless experience btwn brands & friends. Perfect fit 4 AR/VR, influencer mktg & multimed

8/9/2016 16:21 AnnSi Krol @AdriSheares And that is just it, it is all becoming much more integrated and mixed. I often get the Q what is PR vs Marketing #measurepr

8/9/2016 16:21 Heidi Sullivan @AdriSheares We miss you too!!! :) #measurepr

8/9/2016 16:21 Jen Zingsheim RT @jesserker: @jenzings A2. I'm tempted to say 'what's old is new again' but I'm sure that's only a part of it #measurepr

8/9/2016 16:21 Rachael King A2. IMHO new tech is why we're seeing a resurgence in (awesome) old forms of media like podcasts -- easier to make, easier to get #measurePR

8/9/2016 16:22 Emma Hawes RT @hksully: A2. Ad blockers & mobile growth=seamless experience btwn brands & friends. Perfect fit 4 AR/VR, influencer mktg & multimed

8/9/2016 16:22 OUImpRessions RT @danfarkas: Q1 #measurePR I've seen many small groups shy away from multimedia because they can't measure success. Would love to changeâ€¦

8/9/2016 16:22 Elise Perkins a2) easier to consume, gives eyes a rest, commute-friendly? #measurePR

8/9/2016 16:22 Heidi Sullivan A2. We've been saying Content is King forever. That's b/c trad ads aren't as effective. Multimedia is one form of what's working. #measurepr

8/9/2016 16:22 Jill Van Nostran RT @jenzings: Q2 Older forms of #multimedia (eg podcasts) are seeing a resurgence while weâ€™re now moving into AR/VR. Whatâ€™s leading to thisâ€¦

8/9/2016 16:22 Dan Farkas @hksully I totally agree. The user experience with podcasts can be so worthwhile for listeners, talent and advertisers. #measurepr

8/9/2016 16:23 Jen Zingsheim These are great! A2 The gym, ad blockers, new tech...all very logical #measurepr

8/9/2016 16:23 Heidi Sullivan .@rachaelgking Totally agreed. Ease of production/digestion when we're all on our mobile devices is key. #measurepr

8/9/2016 16:23 Elissa Freeman RT @hksully A2. Saying Content is King forever. b/c trad ads aren't as effective. Multimedia one form of what's working. #measurepr

8/9/2016 16:23 Adrienne Sheares @annsikrol right. I think they both have a great foundation -- and when they're combined -- watch out! #measurepr

8/9/2016 16:24 Jen Zingsheim Q3: How do you start measuring #multimedia effectively? Any examples? #measurepr

8/9/2016 16:24 AnnSi Krol @AdriSheares Exactly! #measurePR

8/9/2016 16:24 Elissa Freeman RT @jenzings Q3: How do you start measuring #multimedia effectively? Any examples? #measurepr

8/9/2016 16:24 Sedale McCall #measurePR A2 I think new tech but also the ability to multitask. I can listen to podcasts, take notes in evernote & check email all at once

8/9/2016 16:24 Jen Zingsheim A3 - For podcasts would assume downloads is one good one.. #measurepr

8/9/2016 16:25 Greg Rokisky A2: People want simple -- content consumption for the every day (podcasts) + more life-like experiences (AR/VR) for in-depth #measurePR

8/9/2016 16:25 Rachel Newman RT @AdriSheares: @annsikrol right. I think they both have a great foundation -- and when they're combined -- watch out! #measurepr

8/9/2016 16:25 Jill Van Nostran Mobile growth for sure. Content matters in the moment, whenever and wherever people are. #measurepr <https://t.co/PH0irP6FMa>

8/9/2016 16:25 Rachel Newman RT @annsikrol: @AdriSheares And that is just it, it is all becoming much more integrated and mixed. I often get the Q what is PR vs Marketiâ€¦

8/9/2016 16:25 Greg Rokisky RT @rachaelgking: A2. IMHO new tech is why we're seeing a resurgence in (awesome) old forms of media like podcasts -- easier to make, easieâ€¦

8/9/2016 16:25 Rachel Newman RT @AdriSheares: This is why I like hybrid roles in PR/Marketing. Those teams KNOW how to measure. Measurement = \$\$ #MeasurePR <https://t.câ€¦>

8/9/2016 16:25 Rachel Newman RT @jenzings: Q3: How do you start measuring #multimedia effectively? Any examples? #measurepr

8/9/2016 16:25 Kim Fredrich RT @jillvannostran: Mobile growth for sure. Content matters in the moment, whenever and wherever people are. #measurepr <https://t.co/PH0irPâ€¦>

8/9/2016 16:25 Greg Rokisky RT @jesserker: @jenzings A2. I'm tempted to say 'what's old is new again' but I'm sure that's only a part of it #measurepr

8/9/2016 16:25 Jill Van Nostran RT @jenzings: Q3: How do you start measuring #multimedia effectively? Any examples? #measurepr

8/9/2016 16:25 Jessica Bates @hksully @rachaelgking and when we're on the move, too #measurePR

8/9/2016 16:25 Greg Rokisky RT @jenzings: Q3: How do you start measuring #multimedia effectively? Any examples? #measurepr

8/9/2016 16:25 Sedale McCall @jenzings That's actually a question I have as well so interested to hear the opinions of others! #measurePR

8/9/2016 16:26 Greg Rokisky RT @hksully: A2. We've been saying Content is King forever. That's b/c trad ads aren't as effective. Multimedia is one form of what's workiâ€¦

8/9/2016 16:26 Elise Perkins RT @GregRokisky: A2: People want simple -- content consumption for the every day (podcasts) + more life-like experiences (AR/VR) for in-depâ€¦

8/9/2016 16:26 Emma Hawes A3. Set benchmarks based on research...from the start. #measurepr

8/9/2016 16:26 Austin Gaule @SedaleM why can't more people be like us? Haha. #measurePR

8/9/2016 16:26 Dan Farkas Q3: The ALS Ice Bucket Challenge was near perfect. Capture a visual moment, prompt sharing with friends and connect to donations #measurepr

8/9/2016 16:26 Heidi Sullivan A3 Just like all measurement for PR, needs to tie back to biz objectives - what are you trying to achieve? #measurepr

8/9/2016 16:26 AnnSi Krol A2 We work a lot with AR/VR at @byBrick B2B applications like construction & industry makes the tech so relevant #measurepr

8/9/2016 16:26 Adrienne Sheares Because no one likes to be talked at or sold to -- I know I don't! #MeasurePR <https://t.co/uBIC5hISRx>

8/9/2016 16:26 Jessica Bates A3. It's all about what you want to achieve! #measurepr

8/9/2016 16:26 Heidi Sullivan .@danfarkas Great example! #measurepr

8/9/2016 16:26 Greg Rokisky A3: It starts with planning with the end result in mind and working backwards with measurable goals catered to the channels #measurePR

8/9/2016 16:27 Heidi Sullivan A3 Shameless self-plug - case study from @prnewswire (part of Cision fam) for Pivotal using MM <https://t.co/keDM8hdNcf> #measurepr

8/9/2016 16:27 Dan Farkas Spot on. It's a terms and turf argument. Customers want content consumption control. Adapting brands win #measurePR <https://t.co/100sYKXiSz>

8/9/2016 16:27 AnnSi Krol @danfarkas And it now has shown true effect with a breakthrough in step for a cure #measurepr

8/9/2016 16:28 Jen Zingsheim A3 - Ice bucket challenge & tie back to biz objectives, planning, anything else? #measurepr

8/9/2016 16:28 Elissa Freeman RT @GregRokisky A3: Planning with the end result in mind and working backwards with measurable goals catered to the channels #measurePR

8/9/2016 16:28 Elise Perkins @hksully yes - and getting clients/decision-makers to agree to measurable goals is the first step! #measurepr

8/9/2016 16:28 Austin Gaule @jesserker exactly! What is relevant to your organization? Look at your goals and measure accordingly. #measurePR

8/9/2016 16:28 Kathryn H. King, APR .@danfarkas and now they have a great story with tie in to a research breakthrough. #measurePR

8/9/2016 16:28 Jill Van Nostran RT @danfarkas: Q3: The ALS Ice Bucket Challenge was near perfect. Capture a visual moment, prompt sharing with friends and connect to donatâ€¦

8/9/2016 16:28 Elissa Freeman Forcing clients to come up with relevant measurement objectives is key - get them thinking early. #measurepr

8/9/2016 16:28 Rachel Newman RT @hksully: A3 Shameless self-plug - case study from @prnewswire (part of Cision fam) for Pivotal using MM <https://t.co/keDM8hdNcf> #measurâ€¦

8/9/2016 16:28 Jill Van Nostran RT @hksully: A3 Just like all measurement for PR, needs to tie back to biz objectives - what are you trying to achieve? #measurepr

8/9/2016 16:28 Sedale McCall RT @austinomaha: @SedaleM why can't more people be like us? Haha. #measurePR

8/9/2016 16:28 Jessica Bates RT @austinomaha: @jesserker exactly! What is relevant to your organization? Look at your goals and measure accordingly. #measurePR

8/9/2016 16:29 Dan Farkas @khking I was so happy to see that. 1. ALS is awful. 2. It's a blueprint other causes can use #measurepr

8/9/2016 16:29 Jen Zingsheim RT @khking: .@danfarkas and now they have a great story with tie in to a research breakthrough. #measurePR

8/9/2016 16:29 Austin Gaule @jenzings don't measure in a silo. Measure holistically across the PESO model. Important in any type of measurement program! #measurePR

8/9/2016 16:30 Heidi Sullivan .@ep\_comms Thats the toughest part! But content w/ MM gets more engagement so buy-in will get easier \*fingers crsd\* #measurepr

8/9/2016 16:30 Rachael King A3. Completely depends on the goal. I think the bigger problem is people not asking that question first! Totally informs what to #measurePR

8/9/2016 16:30 Jessica Bates @austinomaha @jenzings nothing is in a vacuum .... including our analytics! #measurepr

8/9/2016 16:30 Ai Zhang @AdriSheares i hear you!!!! when i got these auto-response msgs to check out their product, i hate it so much. #measurepr

8/9/2016 16:30 Austin Gaule @danfarkas agree with this, however, think the challenge put some marketing/comms folks in an "go viral" type attitude. #measurePR

8/9/2016 16:30 Ai Zhang Yes, love this reserved planning. #measurepr <https://t.co/tkW57B9Wbq>

8/9/2016 16:30 Rachel Newman @ep\_comms @hksully #ThatsKey - A3. & helping clients/decision-makers understand alternate pathways to get to the goals they want. #measurePR

8/9/2016 16:31 Rachel Newman RT @ep\_comms: @hksully yes - and getting clients/decision-makers to agree to measurable goals is the first step! #measurepr

8/9/2016 16:31 Jen Zingsheim Q4 is coming up... #measurepr

8/9/2016 16:31 Rachel Newman RT @elissapr: Forcing clients to come up with relevant measurement objectives is key - get them thinking early. #measurepr

8/9/2016 16:31 Ai Zhang @hksully thanks for sharing. look forward to checking it out! @prnewswire #measurepr

8/9/2016 16:31 Elise Perkins @CoolBeansRae @hksully good point. #measurepr

8/9/2016 16:31 Jen Zingsheim RT @rachaelgking: A3. Completely depends on the goal. I think the bigger problem is people not asking that question first! Totally informs&#

8/9/2016 16:31 Rachel Newman RT @aiaddysonzhang: @AdriSheares i hear you!!! when i got these auto-response msgs to check out their product, i hate it so much. #measurepr

8/9/2016 16:31 Jill Van Nostran I think it's important, too, that whatever you measure - the process is consistent and understood by stakeholders in the org #measurepr

8/9/2016 16:31 Elissa Freeman @rachaelgking And asking the 'right' kind of question(s) are key! #measurepr

8/9/2016 16:31 Rachel Newman RT @ep\_comms: @CoolBeansRae @hksully good point. #measurepr

8/9/2016 16:32 Jessica Bates RT @jillvannostran: I think it's important, too, that whatever you measure - the process is consistent and understood by stakeholders in th&#

8/9/2016 16:32 Kim Fredrich Critical for buy-in and continued support! #measurePR <https://t.co/R5GeKVA4BT>

8/9/2016 16:32 Rachel Newman RT @jillvannostran: I think it's important, too, that whatever you measure - the process is consistent and understood by stakeholders in th&#

8/9/2016 16:32 Rachel Newman RT @elissapr: @rachaelgking And asking the 'right' kind of question(s) are key! #measurepr

8/9/2016 16:32 Rachel Newman RT @StylishMarketer: Critical for buy-in and continued support! #measurePR <https://t.co/R5GeKVA4BT>

8/9/2016 16:33 Jen Zingsheim Q4: What&#s the most boring, useless use of multimedia you&#ve ever seen? #measurepr (what NOT to do...)

8/9/2016 16:33 Austin Gaule @jillvannostran transparent measurement is always key when setting expectations for C-Suite! Make it easy to understand. #measurePR

8/9/2016 16:33 Dan Farkas @austinomaha I agree. I tell students all the time viral isn't a strategy. I do like a wise and linear path to an action step. #measurePR

8/9/2016 16:33 Kathryn H. King, APR .@CoolBeansRae, have you had success explaining the pathways? #measurePR

8/9/2016 16:33 Greg Rokisky RT @jenzings: Q4: What&#s the most boring, useless use of multimedia you&#ve ever seen? #measurepr (what NOT to do...)

8/9/2016 16:33 Rachel Newman RT @jenzings: Q4: What&#s the most boring, useless use of multimedia you&#ve ever seen? #measurepr (what NOT to do...)

8/9/2016 16:33 Ai Zhang @jesserker true. an impt aspect of analytics: put numbers into context to draw meaningful interpretations @austinomaha @jenzings #measurepr

8/9/2016 16:34 Elissa Freeman RT @jenzings Q4: What&#s the most boring, useless use of multimedia you&#ve ever seen? #measurepr (what NOT to do...)

8/9/2016 16:34 Jessica Bates @jenzings A4. A piece of serious data turned into an animated GIF. It was the wrong format for the data and cringe-worthy #measurepr

8/9/2016 16:34 Jill Van Nostran @austinomaha for sure! #measurepr

8/9/2016 16:34 Kim Fredrich @jesserker @jenzings Ugh! #measurePR

8/9/2016 16:34 Jen Zingsheim @jesserker OMG - no, really? Yikes. #measurePR

8/9/2016 16:34 Jill Van Nostran RT @jenzings: Q4: What&#s the most boring, useless use of multimedia you&#ve ever seen? #measurepr (what NOT to do...)

8/9/2016 16:35 Heidi Sullivan A4. Hate to call out companies publicly, but use of stock photos of pretty people w/ written content - doesn't add to story. #measurepr

8/9/2016 16:35 Jen Zingsheim RT @jesserker: @jenzings A4. A piece of serious data turned into an animated GIF. It was the wrong format for the data and cringe-worthy #m&#

8/9/2016 16:35 Elissa Freeman NOOO RT @jesserker @jenzings A4. Piece of serious data turned into animated GIF. Wrong format for the data and cringe-worthy #measurepr

8/9/2016 16:35 Rachael King A4. Def "potential impressions" based on audience size alone (for press or social) without any consideration for engagement #measurePR

8/9/2016 16:35 Rachel Newman @khking I have. But it takes knowing your client. Sometimes I can jump right in & they are open to it/trust me. Other times, -1/2 #measurePR

8/9/2016 16:35 Elissa Freeman RT @hksully A4. Hate to call out companies, but use of stock photos of pretty people w/ written content - doesn't add to story. #measurepr

8/9/2016 16:35 Jessica Bates @jenzings yeah, it was a lame attempt to make the info look trendy ... and I just couldn't get behind it. #measurepr

8/9/2016 16:35 Austin Gaule @jesserker ah - seen this a few times. Have to be sensitive to topics that can rile up feelings among the audience. #measurePR

8/9/2016 16:36 Heidi Sullivan A4. Also, infographics 4 the sake of infographics. Make an info-g when you say "Cool stats!" not just cuz you want one. #measurepr

8/9/2016 16:36 Jen Zingsheim @rachaelgking Oh, boy... #measurePR

8/9/2016 16:36 Jen Zingsheim RT @hksully: A4. Hate to call out companies publicly, but use of stock photos of pretty people w/ written content - doesn't add to story. #&#

8/9/2016 16:36 Ai Zhang @rachaelgking this is so true. so many brands just focus on numbers. need to go beyond that to engagement & conv & sales #measurepr

8/9/2016 16:36 Dan Farkas A4: Talking head videos are tough to view. Slow visual pacing decimates video completion numbers. Ditto with hollow audio #measurepr

8/9/2016 16:36 Jill Van Nostran @jesserker @jenzings That sounds terrible! I would love to see this #measurepr

8/9/2016 16:37 Heidi Sullivan A4. All MM, just like all MEASURABLE PR should have a purpose. It's useless w/o it. #measurepr

8/9/2016 16:37 Austin Gaule @hksully so true, people want authentic interactions! Not some stock photo that's been photoshopped, edited, ect. #measurePR

8/9/2016 16:37 Greg Rokisky A4: Infographics without any purpose or place behind them -- don't slap the same graphic across all your platforms #measurePR

8/9/2016 16:37 Elise Perkins a4) i think any multimedia content w/o a CTA is wasting time and money #measurePR

8/9/2016 16:37 Jen Zingsheim RT @danfarkas: A4: Talking head videos are tough to view. Slow visual pacing decimates video completion numbers. Ditto with hollow audio #mâ€;

8/9/2016 16:37 Jessica Bates @jillvannostran @jenzings LOL I think I'll spare your eyes this time ;- ) #measurepr

8/9/2016 16:37 AnnSi Krol I knowâ€;. Infographics can be really good but often to cluttered or not relevant enoughâ€; sighâ€; #measurepr <https://t.co/ZmyLZITJa7>

8/9/2016 16:38 Greg Rokisky A4.2: Infographics should also tell a story -- not serve as a replacement for a random array of data #measurePR

8/9/2016 16:38 Jen Zingsheim These are great "what not to do" examples for A4 #measurepr

8/9/2016 16:38 Greg Rokisky RT @hksully: A4. Hate to call out companies publicly, but use of stock photos of pretty people w/ written content - doesn't add to story. #â€;

8/9/2016 16:38 Jill Van Nostran RT @danfarkas: A4: Talking head videos are tough to view. Slow visual pacing decimates video completion numbers. Ditto with hollow audio #mâ€;

8/9/2016 16:38 Ai Zhang @austinomaha that feeling of authentic interactions was what drew me to snapchat originally @hksully #measurepr

8/9/2016 16:38 Greg Rokisky RT @hksully: A4. Also, infographics 4 the sake of infographics. Make an info-g when you say "Cool stats!" not just cuz you want one. #measuâ€;

8/9/2016 16:39 Austin Gaule @aiaddysonzhang @hksully so true, never thought about it like that. True opportunity to engage authentically. #measurePR

8/9/2016 16:39 Elise Perkins RT @GregRokisky: A4.2: Infographics should also tell a story -- not serve as a replacement for a random array of data #measurePR

8/9/2016 16:39 Heidi Sullivan @aiaddysonzhang @austinomaha Totally agree... It's why I joined Snapchat too. #measurepr

8/9/2016 16:39 Greg Rokisky RT @ep\_comms: a4) i think any multimedia content w/o a CTA is wasting time and money #measurePR

8/9/2016 16:39 Ai Zhang love this. too often, inforgraphics are boring to read although they are visually appealing #measurepr <https://t.co/A0ikluM300>

8/9/2016 16:39 Jessica Bates @hksully it's amazing how often people create graphics for the sake of having a graphic, instead of saying something new #measurepr

8/9/2016 16:39 Jen Zingsheim @hksully I think/hope we are passing the era of "an infographic for everything" #measurePR

8/9/2016 16:39 Rachel Newman @khking 2/2a - "tell the surgeon where to cut? Think of me as a surgeon & let me bring u the best." I have 2 no my #ClientsFlow #measurePR

8/9/2016 16:40 Rachel Newman RT @khking: .@CoolBeansRae, have you had success explaining the pathways? #measurePR

8/9/2016 16:40 Heidi Sullivan @jenzings Fingers crossed! #measurepr

8/9/2016 16:40 Austin Gaule @jesserker those "tried and true" ways of communicating create audience fatigue and don't set you apart. Be different! #measurePR

8/9/2016 16:40 Jen Zingsheim Q5, coming up... #measurepr

8/9/2016 16:40 Jessica Bates @austinomaha EXACTLY!!! #measurepr

8/9/2016 16:40 Jen Zingsheim Q5: What tools do you recommend to create and measure multimedia? Incl for those with small/no budgets? #measurepr

8/9/2016 16:40 Heidi Sullivan .@austinomaha @jesserker &lt;3 this point - we so often recycle what others are doing - originality helps a lot! #measurepr

8/9/2016 16:41 Rachel Newman RT @austinomaha: @hksully so true, people want authentic interactions! Not some stock photo that's been photoshopped, edited, ect. #measureâ€;

8/9/2016 16:41 Ai Zhang @austinomaha yes you just feel real. not pre-scheduled; not edited or photoshopped. may not be perfect, but real. @hksully #measurepr

8/9/2016 16:41 Greg Rokisky So glad everyone empathizes the pain re: random infographics, lol #measurePR

8/9/2016 16:41 Kim Fredrich A5: Looking forward to hearing what you all have to say . . . #measurePR

8/9/2016 16:42 Cision RT @hksully: A4. All MM, just like all MEASURABLE PR should have a purpose. It's useless w/o it. #measurepr

8/9/2016 16:42 Greg Rokisky RT @jenzings: Q5: What tools do you recommend to create and measure multimedia? Incl for those with small/no budgets? #measurepr

8/9/2016 16:42 Ai Zhang @hksully shake hands. with so much pre-scheduling and perfection pursuing on SM, i developed perfection fatigue @austinomaha #measurepr

8/9/2016 16:42 Jessica Bates A5. @Canva is amazing. I've recently re-ignited my love affair with this tool & am making beautiful things. #measurepr

8/9/2016 16:42 Dan Farkas A5 If you film video, invest in a wireless mic and tripod. If you buy a DSLR, make sure there is a headphone jack to hear audio #measurepr

8/9/2016 16:42 Jill Van Nostran RT @jenzings: Q5: What tools do you recommend to create and measure multimedia? Incl for those with small/no budgets? #measurepr

8/9/2016 16:42 Heidi Sullivan A5. 2nd self-plug: @cision for measurement! Free: platform-specific msmt tools (Twitter, FB, iTunes) & Google Analytics! #measurepr

8/9/2016 16:42 Ai Zhang this is awesome. cannot agree more. thanks for the impt reminder! #measurepr <https://t.co/CzJbNybftG>

8/9/2016 16:43 Jessica Bates A5 (2) The measurement part -- I'm all about Twitter and Facebook analytics, with some @sproutsocial thrown in #measurepr

8/9/2016 16:43 Kim Fredrich @jesserker @Canva Was wondering if this would come up after all the infographic bashing! #measurePR

8/9/2016 16:43 Ai Zhang @jenzings high five sister!!!!!! @hksully #measurepr

8/9/2016 16:43 Kim Fredrich @aiaddysonzhang @hksully @austinomaha LOL! #measurePR

8/9/2016 16:43 Elissa Freeman Great question RT @jenzings Q5: What tools do u recommend to create and measure multimedia? Incl for those w small/no budgets? #measurepr

8/9/2016 16:43 Cision RT @hksully: A3 Shameless self-plug - case study from @prnewswire (part of Cision fam) for Pivotal using MM <https://t.co/keDM8hdNcf> #measurepr

8/9/2016 16:43 Rachel Newman RT @hksully: A4. Hate to call out companies publicly, but use of stock photos of pretty people w/ written content - doesn't add to story. #â€

8/9/2016 16:43 Eastwick A5. To create images I love Pablo by @buffer; for video I agree with the #DSLR and Tripod #measurepr

8/9/2016 16:43 Heidi Sullivan We use Zencastr for podcasting & love good old Photoshop - use every day for creation. #measurepr

8/9/2016 16:44 Aidan Lukomnik A5. To create images I love Pablo by @buffer; for video I agree with the #DSLR and Tripod #measurepr

8/9/2016 16:44 Jessica Bates @StylishMarketer I mean, there's always room for new content when it's unique, right? @canva #measurePR

8/9/2016 16:44 Ai Zhang I love @canva too and now they have a mobile app! nice! #measurepr <https://t.co/aPKSwPFzOG>

8/9/2016 16:44 Jill Van Nostran RT @jesserker: A5 (2) The measurement part -- I'm all about Twitter and Facebook analytics, with some @sproutsocial thrown in #measurepr

8/9/2016 16:44 Heidi Sullivan .@danfarkas I have a Yeti microphone for my podcast. It's awesome and affordable. #measurepr

8/9/2016 16:45 Austin Gaule Excel, Bitly, and most important...mind power! Most measurement can be done for free using Excel! #measurePR <https://t.co/kiZvc3XqOV>

8/9/2016 16:45 Jen Zingsheim @Alukomnik Welcome! You can catch the recap, NBD! #MeasurePR

8/9/2016 16:45 Jill Van Nostran To measure, for sure @GoogleAnalytics #measurepr

8/9/2016 16:45 Greg Rokisky A5: I always say keep it simple and stay native when you can w/ measurement -- YouTube, Facebook, Google, etc. analytics #measurePR

8/9/2016 16:45 Jessica Bates @aiaddysonzhang @canva it's the best! #measurePR

8/9/2016 16:45 Ai Zhang @eastwickcom pls excuse my ignorance, what does #DSLR stand for? @buffer #measurepr

8/9/2016 16:45 Jen Zingsheim RT @Alukomnik: A5. To create images I love Pablo by @buffer; for video I agree with the #DSLR and Tripod #measurepr

8/9/2016 16:45 Jen Zingsheim RT @hksully: We use Zencastr for podcasting & love good old Photoshop - use every day for creation. #measurepr

8/9/2016 16:45 Jill Van Nostran RT @danfarkas: A5 If you film video, invest in a wireless mic and tripod. If you buy a DSLR, make sure there is a headphone jack to hear auâ€

8/9/2016 16:45 Rachel Newman RT @aiaddysonzhang: @austinomaha yes you just feel real. not pre-scheduled; not edited or photoshopped. may not be perfect, but real. @hksuâ€

8/9/2016 16:46 AnnSi Krol A 5: Try out the new framework tool from @amecorg for approach, goal setting, methods and so forth #measurepr #amecframework

8/9/2016 16:46 Jill Van Nostran RT @jesserker: A5. @Canva is amazing. I've recently re-ignited my love affair with this tool & am making beautiful things. #measurepr

8/9/2016 16:46 Rachel Newman RT @aiaddysonzhang: this is awesome. cannot agree more. thanks for the impt reminder! #measurepr <https://t.co/CzJbNybftG>

8/9/2016 16:46 Greg Rokisky A5.1: The KEY is realizing and measuring when target goes from video (Point A) to conversion (Point B), etc. #measurePR

8/9/2016 16:46 Rachel Newman RT @hksully: A5. 2nd self-plug: @cision for measurement! Free: platform-specific msmt tools (Twitter, FB, iTunes) & Google Analytics! #measâ€

8/9/2016 16:46 Dan Farkas @hksully The pricing is down on many of these items. Even switchers are becoming a more viable option for those with big ideas #measurePR

8/9/2016 16:46 Elise Perkins RT @GregRokisky: A5: I always say keep it simple and stay native when you can w/ measurement -- YouTube, Facebook, Google, etc. analytics #â€

8/9/2016 16:46 Heidi Sullivan A5: Don't reinvent the wheel either. Native apps not just for measurement but production too (Vine, FB Live, Instagram, etc) #measurepr

8/9/2016 16:46 Ai Zhang @GregRokisky i love doing things natively as well. #measurepr

8/9/2016 16:46 Rachel Newman @hksully @Cision LOVE #cision. #measurePR

8/9/2016 16:46 Sedale McCall RT @elissapr: Forcing clients to come up with relevant measurement objectives is key - get them thinking early. #measurepr

8/9/2016 16:46 Jen Zingsheim A5 Zencaster, good wireless mic & tripod, all good ideas! #measurepr

8/9/2016 16:47 Austin Gaule @jillvannostran the free classes that google offers for GA are SO great...(and free)...! #measurePR

8/9/2016 16:47 Greg Rokisky RT @austinomaha: Excel, Bitly, and most important...mind power! Most measurement can be done for free using Excel! #measurePR <https://t.co/â€>

8/9/2016 16:47 Kathryn H. King, APR @CoolBeansRae love that analogy, especially when dealing with know-it-all engineers. #measurePR

8/9/2016 16:47 Rachel Newman RT @Alukomnik: A5. To create images I love Pablo by @buffer; for video I agree with the #DSLR and Tripod #measurepr

8/9/2016 16:47 Emma Hawes RT @GregRokisky: A4: Infographics without any purpose or place behind them -- don't slap the same graphic across all your platforms #measurâ€

8/9/2016 16:47 Jessica Bates @pcipr @canva absolutely agreed :) #measurePR

8/9/2016 16:47 Rachel Newman RT @aiaddysonzhang: I love @canva too and now they have a mobile app! nice! #measurepr <https://t.co/aPKSwPFzOG>

8/9/2016 16:47 Emma Hawes RT @jenzings: Q5: What tools do you recommend to create and measure multimedia? Incl for those with small/no budgets? #measurepr

8/9/2016 16:47 Heidi Sullivan @CoolBeansRae @Cision And Cision &lt;3s you! :) #measurepr

8/9/2016 16:47 Rachel Newman RT @hksully: .@danfarkas I have a Yeti microphone for my podcast. It's awesome and affordable. #measurepr

8/9/2016 16:47 Jen Zingsheim Q6 coming up, time is running short! #measurepr

8/9/2016 16:47 Rachel Newman RT @jenzings: Q5: What tools do you recommend to create and measure multimedia? Incl for those with small/no budgets? #measurepr

8/9/2016 16:47 Jessica Bates I have to duck out and get ready for a call, friends. Thanks for the great convo!! #measurepr

8/9/2016 16:47 Kim Fredrich @austinomaha @jillvannostran Yeah, this is on my to-do list ASAP. #measurePR

8/9/2016 16:48 Sedale McCall RT @hksully: A4. Also, infographics 4 the sake of infographics. Make an info-g when you say "Cool stats!" not just cuz you want one. #measurepr

8/9/2016 16:48 Aidan Lukomnik @hksully I'm especially loving #FBLive right now, and how you can auto save it for later promotions #measurepr

8/9/2016 16:48 Jen Zingsheim Q6: Is there such a thing as a perfect #multimedia campaign? What does it look like? #measurepr

8/9/2016 16:48 AnnSi Krol A5 1.2 here in Sweden we also use @Penetrace all of PESO and comm disciplines and @Notified for digital channels measurement #measurepr

8/9/2016 16:48 Ai Zhang @jesserker nice chatting with you today #measurepr

8/9/2016 16:48 Rachel Newman RT @annsikrol: A 5: Try out the new framework tool from @amecorg for approach, goal setting, methods and so forth #measurepr #amecframework

8/9/2016 16:48 Greg Rokisky @aiaddysonzhang allows you to focus on quality content rather than remembering passwords, lol #measurePR

8/9/2016 16:48 Jill Van Nostran @austinomaha I love them! #measurepr

8/9/2016 16:48 Rachel Newman RT @hksully: A5: Don't reinvent the wheel either. Native apps not just for measurement but production too (Vine, FB Live, Instagram, etc) #measurepr

8/9/2016 16:48 Jessica Bates @aiaddysonzhang same! Enjoy the rest of your day :) #measurePR

8/9/2016 16:48 Rachael King A5. The #'s alone often don't tell the whole story. I always highlight great tweets/comments that showcase the qualitative too #measurePR

8/9/2016 16:48 Heidi Sullivan .@Alukomnik Cision started doing weekly FB Live videos & have seen 40x the engagement of other FB posts!! #measurepr

8/9/2016 16:48 Rachel Newman RT @khking: @CoolBeansRae love that analogy, especially when dealing with know-it-all engineers. #measurePR

8/9/2016 16:48 Austin Gaule @StylishMarketer @jillvannostran it takes a few days/weeks to complete, but the free resource is incredible. #measurePR

8/9/2016 16:48 Rachel Newman RT @hksully: @CoolBeansRae @Cision And Cision &It;3s you! :) #measurepr

8/9/2016 16:49 Rachel Newman RT @jenzings: Q6: Is there such a thing as a perfect #multimedia campaign? What does it look like? #measurepr

8/9/2016 16:49 Greg Rokisky @jesserker thanks for the stellar insight! ðŸ˜ƒ #measurePR

8/9/2016 16:49 Ai Zhang @GregRokisky also i like to tailor m y content to the specific platform that i'm posting to #measurepr

8/9/2016 16:49 Greg Rokisky RT @jenzings: Q6: Is there such a thing as a perfect #multimedia campaign? What does it look like? #measurepr

8/9/2016 16:49 Aidan Lukomnik @rachaelgking SO TRUE! I've found that with out context numbers can actually skew the story incorrectly #measurepr

8/9/2016 16:49 Jill Van Nostran I highly recommend them RT @StylishMarketer @austinomaha @jillvannostran Yeah, this is on my to-do list ASAP. #measurePR

8/9/2016 16:49 Sprout Social @jesserker Thanks for the love, Jess. #measurepr

8/9/2016 16:49 Kim Fredrich A6: Coordinated between all platforms, all with measurable goals and then, once success hits, building on that. #measurePR

8/9/2016 16:50 Heidi Sullivan .@StylishMarketer Amen! Not much more to say from that. #measurepr

8/9/2016 16:50 PublicCommunications A4: Most social media sites provide good analytics. Connect with an account manager for additional insights. #measurePR

8/9/2016 16:50 Greg Rokisky @aiaddysonzhang exactly! as content should be #measurePR

8/9/2016 16:50 Kim Fredrich @hksully @Alukomnik Wow! #measurepr

8/9/2016 16:50 Jen Zingsheim RT @hksully: .@Alukomnik Cision started doing weekly FB Live videos & have seen 40x the engagement of other FB posts!! #measurepr

8/9/2016 16:50 Ai Zhang @hksully really! i didn't know about it. is Cision still doing it? on which day at what time?would love to check it out@Alukomnik #measurepr

8/9/2016 16:50 Jen Zingsheim RT @rachaelgking: A5. The #'s alone often don't tell the whole story. I always highlight great tweets/comments that showcase the qualitativâ€¦

8/9/2016 16:50 AnnSi Krol @jesserker Great insights! Thank you! Have a great day! #measurePR

8/9/2016 16:51 Ai Zhang @rachaelgking cannot agree more. both qualitative + quantitative #measurepr

8/9/2016 16:51 Jill Van Nostran RT @jenzings: Q6: Is there such a thing as a perfect #multimedia campaign? What does it look like? #measurepr

8/9/2016 16:51 Dan Farkas I don't think there is a perfect campaign. I do think successful campaigns get every inch out of the multimedia tube as possible #measurepr

8/9/2016 16:51 Heidi Sullivan A6 MM may never be perfect - but my fave are campaigns that build over time - not just one and done. Also, drawing on emotion... #measurepr

8/9/2016 16:51 Dan Farkas RT @hksully: .@Alukomnik Cision started doing weekly FB Live videos & have seen 40x the engagement of other FB posts!! #measurepr

8/9/2016 16:51 Jen Zingsheim RT @StylishMarketer: A6: Coordinated between all platforms, all with measurable goals and then, once success hits, building on that. #measurepr

8/9/2016 16:51 Kim Fredrich @hksully Right! Building on the success . . . #measurePR

8/9/2016 16:52 Sedale McCall RT @danfarkas: I don't think there is a perfect campaign. I do think successful campaigns get every inch out of the multimedia tube as possâ€¦

8/9/2016 16:52 Greg Rokisky A6: Near-perfect campaigns: integrated w/ goals, measurable + allows every moving piece to tell a different part of your story #measurePR

8/9/2016 16:52 Jen Zingsheim Good point on A6...perfect is tough. This looks close to it though! #measurePR <https://t.co/uOyIUZVXFq>



8/9/2016 16:52 Ai Zhang @hksully so true. i guess this is like being consistent on all social media channels. #measurepr

8/9/2016 16:52 Jen Zingsheim RT @hksully: A6 MM may never be perfect - but my fave are campaigns that build over time - not just one and done. Also, drawing on emotion.â€¦!

8/9/2016 16:52 Kathryn H. King, APR RT @hksully agree. Emotion is key with multimedia. #measurePR

8/9/2016 16:52 Greg Rokisky RT @hksully: A6 MM may never be perfect - but my fave are campaigns that build over time - not just one and done. Also, drawing on emotion.â€¦!

8/9/2016 16:53 Kim Fredrich @GregRokisky I like the different parts of the story idea! #measurePR

8/9/2016 16:53 Heidi Sullivan @aiaddysonzhang @Alukomnik Will ping you on our next FB live - just did a great one with @barrettall if you go to Cision FB page #measurepr

8/9/2016 16:53 Aidan Lukomnik A6) There's always something you could have done better, but success means driving your desired outcomes. #measurepr

8/9/2016 16:53 Dan Farkas A6: Multimedia can have higher costs. The more content you get out of that video crew (or person) for a day pays high dividends #measurepr

8/9/2016 16:53 Jesper Andersen RT @Westofcenter: Monthly #MeasurePR Chat Key Takeaways <https://t.co/gll5Kks71q> via @MediaBullseye

8/9/2016 16:53 Ai Zhang @hksully awesome. will check it out. Yes, please pin or even tweet me! Thank you! @Alukomnik @barrettall #measurepr

8/9/2016 16:54 Heidi Sullivan .@danfarkas This is a great point. Any time you can take advantage of having tools/people in the room, do so! #measurepr

8/9/2016 16:54 Jen Zingsheim RT @danfarkas: A6: Multimedia can have higher costs. The more content you get out of that video crew (or person) for a day pays high divideâ€¦!

8/9/2016 16:54 Aidan Lukomnik A6) B also video and multi-media create top notch engagement, make sure you use emotions to drive action #measurepr

8/9/2016 16:54 Greg Rokisky @StylishMarketer I map out a campaign using hub/spoke model -- every moving piece is part of your wheel + part of your bike (biz) #measurePR

8/9/2016 16:54 Jen Zingsheim @danfarkas A6 This is a great point re: costs. Make the most out of it! #measurePR

8/9/2016 16:55 Kim Fredrich @GregRokisky You knew I was a cyclist didn't you? ; ) #measurepr

8/9/2016 16:55 Jill Van Nostran A6 - I love campaigns that let audiences create the content. GoPro is an example. ALS Ice Bucket challenge is another. #measurepr

8/9/2016 16:55 Jen Zingsheim Q7: Guests- Do you have an initiative/program youâ€™d like the #measurePR community to know about? Please share!

8/9/2016 16:55 Dan Farkas @hksully We've been able to create two months worth of content in two hours. Everyone wins with that efficiency #measurepr

8/9/2016 16:55 Rachel Newman RT @rachaelgking: A5. The #'s alone often don't tell the whole story. I always highlight great tweets/comments that showcase the qualitativâ€¦!

8/9/2016 16:55 Jill Van Nostran RT @danfarkas: A6: Multimedia can have higher costs. The more content you get out of that video crew (or person) for a day pays high divideâ€¦!

8/9/2016 16:55 Rachel Newman RT @austinomaha: @jillvannostran the free classes that google offers for GA are SO great...(and free)...! #measurePR

8/9/2016 16:56 Rachel Newman RT @austinomaha: @StylishMarketer @jillvannostran it takes a few days/weeks to complete, but the free resource is incredible. #measurePR

8/9/2016 16:56 Kim Fredrich @jillvannostran Right! These are win, win, win campaigns. #measurePR

8/9/2016 16:56 Kathryn H. King, APR @hksully @danfarkas completely agree. Think ahead for other uses, too, like stills and sound bytes. #measurePR

8/9/2016 16:56 Greg Rokisky RT @jenzings: Q7: Guests- Do you have an initiative/program youâ€™d like the #measurePR community to know about? Please share!

8/9/2016 16:56 Austin Gaule @danfarkas that's efficient! Even better when your message doesn't change and you can keep using it. #measurePR

8/9/2016 16:57 Rachel Newman RT @hksully: @aiaddysonzhang @Alukomnik Will ping you on our next FB live - just did a great one with @barrettall if you go to Cision FB pâ€¦!

8/9/2016 16:57 Jen Zingsheim @danfarkas @hksully That sounds like EXCELLENT planning. Which I adore. #MeasurePR

8/9/2016 16:57 Ai Zhang True. love that participatory content. even games now have become more engaging. pokemon go #measurepr <https://t.co/03HrRHvVDi>

8/9/2016 16:57 Heidi Sullivan A7 Check out Cision's archived webinar "Convert more customers w/ video & social" w/ @jasonkeath <https://t.co/wLf2ksVVtB> #measurepr

8/9/2016 16:57 Rachel Newman RT @danfarkas: I don't think there is a perfect campaign. I do think successful campaigns get every inch out of the multimedia tube as possâ€¦!

8/9/2016 16:57 Rachel Newman RT @hksully: A6 MM may never be perfect - but my fave are campaigns that build over time - not just one and done. Also, drawing on emotion.â€¦!

8/9/2016 16:57 Kim Fredrich @danfarkas @hksully That's amazing! #measurePR

8/9/2016 16:58 Jill Van Nostran RT @danfarkas: @hksully We've been able to create two months worth of content in two hours. Everyone wins with that efficiency #measurepr

8/9/2016 16:58 Kathryn H. King, APR .@jillvannostran check @DreamItDoltTN for nice use of video with a student contest. #measurePR

8/9/2016 16:58 Ai Zhang RT @hksully: A7 Check out Cision's archived webinar "Convert more customers w/ video & social" w/ @jasonkeath <https://t.co/wLf2ksVVtB> #measâ€¦!

8/9/2016 16:58 Rachel Newman RT @jillvannostran: A6 - I love campaigns that let audiences create the content. GoPro is an example. ALS Ice Bucket challenge is another.â€¦!

8/9/2016 16:58 Rachel Newman RT @jenzings: Q7: Guests- Do you have an initiative/program youâ€™d like the #measurePR community to know about? Please share!

8/9/2016 16:58 Jen Zingsheim RT @hksully: A7 Check out Cision's archived webinar "Convert more customers w/ video & social" w/ @jasonkeath <https://t.co/wLf2ksVVtB> #measâ€¦!

8/9/2016 16:58 Rachel Newman RT @hksully: A7 Check out Cision's archived webinar "Convert more customers w/ video & social" w/ @jasonkeath <https://t.co/wLf2ksVVtB> #measâ€¦!

8/9/2016 16:59 Kathryn H. King, APR .@danfarkas @hksully I want that kind of efficiency! #measurePR

8/9/2016 16:59 Rachel Newman RT @khking: .@jillvannostran check @DreamItDoltTN for nice use of video with a student contest. #measurePR

8/9/2016 16:59 Dan Farkas A7 Launching a podcast in the fall and would love to connect. Our @ScrippsPRSSA group is also looking for professional mentors #measurepr

8/9/2016 16:59 Jill Van Nostran @khking Will do! Thank you for the heads up. #measurepr

8/9/2016 16:59 AnnSi Krol A7 Representing AMEC as well, once again, try out the new framework <https://t.co/1S1VKj39D1> #measurePR

8/9/2016 16:59 Jen Zingsheim RT @danfarkas: A7 Launching a podcast in the fall and would love to connect. Our @ScrippsPRSSA group is also looking for professional mentoâ€¦

8/9/2016 17:00 Austin Gaule @annsikrol thanks for posting! Looking forward to measurement month! #measurePR

8/9/2016 17:00 Jill Van Nostran RT @danfarkas: A7 Launching a podcast in the fall and would love to connect. Our @ScrippsPRSSA group is also looking for professional mentoâ€¦

8/9/2016 17:00 Heidi Sullivan A7 - Also my podcast on @convince Influence Pros can be found here: <https://t.co/FPFNGdKqaH> w/ @redfoxstrategy #measurepr

8/9/2016 17:00 AnnSi Krol A7 Also let me just remind everyone that September is Measurement month with lots of cool free events <https://t.co/imVIMuXpDC> #measurePR

8/9/2016 17:00 Jen Zingsheim Winding down. A HUGE thank you to @danfarkas @hksully and @rachaelgking #measurepr

8/9/2016 17:01 Elise Perkins a7) launching online course this fall on how to start a service-based consultancy. waiting list/freebie: <https://t.co/MTvAmhzSMh> #measurepr

8/9/2016 17:01 John L. RT @danfarkas: A6: Multimedia can have higher costs. The more content you get out of that video crew (or person) for a day pays high divideâ€¦

8/9/2016 17:01 Ai Zhang @jenzings @danfarkas @hksully @rachaelgking Thank you all for a great chat! Appreciate the insights. #measurepr

8/9/2016 17:01 Heidi Sullivan Had a blast w/ @jenzings @danfarkas @rachaelgking & the whole #measurepr community!!! &lt;3

8/9/2016 17:01 Ai Zhang this is great infor. didn't know. thanks for sharing! #measurepr

8/9/2016 17:01 Jen Zingsheim IMPORTANT -- new day for #measurepr next month - second Thursday starting in Sept. on Thursday, Sept. 8

8/9/2016 17:01 Kim Fredrich As always, I've learned something new. Outstanding! #measurePR

8/9/2016 17:02 Greg Rokisky Thanks for another spectacular chat! â€¦ #measurePR

8/9/2016 17:02 AnnSi Krol Thank you everyone! Great panel and great work @jenzings hosting #measurepr

8/9/2016 17:02 Jen Zingsheim Recap will be on Waxing Unlyrical, as always! #measurepr

8/9/2016 17:02 Ai Zhang @hksully i am a big fan of their =&gt; @convince podcast! @redfoxstrategy #measurepr

8/9/2016 17:03 Jen Zingsheim This has been an amazing chat, thank you all so much--lots of new info #measurepr