

Created	AuthorDisplayName	Message
7/12/2016 16:00	Jen Zingsheim	Hello! It's that time again...chat about measurement! We have great guests today. Who's here? #measurepr
7/12/2016 16:00	Aly Saxe	Let's do this! #measurePR https://t.co/MCTvBHEPul
7/12/2016 16:01	Jen Zingsheim	I'll go first-Jen Z, I'm filling in as guest host today for @shonali - I'm a Solo/freelance writer & happy to be here! #measurepr
7/12/2016 16:01	Carol McGarry	Checking out #measurePR tweet up
7/12/2016 16:01	Emma Hawes	Hey #measurePR crew, I might not be able to say long. However, I'm Em the freelancer and Online Grad Student for Purdue University.
7/12/2016 16:01	Elise Perkins	Elise from DC checking in! #measurepr
7/12/2016 16:02	Jen Zingsheim	Guests are...@Aly_Saxe is founder & CEO of @IrisPRSoftware, a PR management & measurement software #measurepr
7/12/2016 16:02	Jen Zingsheim	@emmamhawes Welcome! #measurepr
7/12/2016 16:02	Aly Saxe	@jenzings @IrisPRSoftware Hi everyone! Excited to join the #measurePR chat today.
7/12/2016 16:02	Jen Zingsheim	@ep_comms Great to see you Elise -- DC hot & muggy? ;-) #measurepr
7/12/2016 16:03	SU Social Commerce	Excited to discuss #measurePR today with @jenzings
7/12/2016 16:03	Elise Perkins	@jenzings i'm melting #measurePR
7/12/2016 16:03	Jen Zingsheim	Our other guest today is Heather Whaling, aka @prtini who is CEO of @GebenComm #measurepr
7/12/2016 16:03	Ai Zhang	Hi everyone! Look forward to today's chat! #measurePR
7/12/2016 16:04	Heather Whaling	Hi #measurePR crew! Excited to spend the next hour with you all! I'm Heather, CEO of @gebencomm, a 25+ person agency based in Cbus, OH.
7/12/2016 16:04	Ai Zhang	@jenzings @prtini @GebenComm Look forward to learning from everyone today! #measurePR
7/12/2016 16:04	Jen Zingsheim	@aiaddysonzhang Welcome! Great to have you here! #measurepr
7/12/2016 16:04	Kim Fredrich	Hi everyone! Lurking a little, always wanting to learn more about how to make PR link to revenue. #measurepr
7/12/2016 16:04	Ai Zhang	@jenzings Thanks Jen. The same here. #measurePR
7/12/2016 16:04	Jen Zingsheim	RT @prtini Hi #measurePR crew! Excited to spend the next hour with you all! CEO of @gebencomm, a 25+ person agency based in Cbus, OH.
7/12/2016 16:05	Jen Zingsheim	RT @StylishMarketer Hi everyone! Lurking a little, always wanting to learn more about how to make PR link to revenue. #measurepr
7/12/2016 16:05	Jen Zingsheim	Okay, before we start, a few rules & such: first, make certain to use the hashtag so we can find you! #measurepr
7/12/2016 16:06	Kristie Aylett, APR	Hoping the smarts are contagious during today's #measurepr chat w @jenzings @prtini @Aly_Saxe @shonali. #tpr1
7/12/2016 16:06	Gary Preston	#measurepr Hello everyone - I'm Gary - founder of https://t.co/mTeot4mqkS . Nice to join the talk...
7/12/2016 16:06	Jen Zingsheim	...Next, please use A1, A2 as the indicators to which Q is being answered. Q1-A1, Q2-A2, etc. #measurepr
7/12/2016 16:06	Ceralytics	Brandon from Ceralytics here. Looking forward to this powerhouse panel! #measurepr
7/12/2016 16:06	Michelle Kane	Hi everyone! I may need to pop out but glad 2 be here for the moment. I'm Michelle - have a mktg/pr consultancy in philly burbs. #measurepr
7/12/2016 16:06	Emma Hawes	@prtini Nice to have the fearless leader of @gebencomm here with #measurePR
7/12/2016 16:06	Jen Zingsheim	@KristK @prtini @Aly_Saxe @shonali Yay! Hi Kristie! #measurepr
7/12/2016 16:07	Emma Hawes	RT @jenzings: Okay, before we start, a few rules & such: first, make certain to use the hashtag so we can find you! #measurepr
7/12/2016 16:07	Jen Zingsheim	@VoiceMattersLLC Welcome Michelle! #measurepr
7/12/2016 16:07	Heather Whaling	@emmamhawes :) Happy to be here! #measurePR
7/12/2016 16:07	HannaLizKnowles	Hanna checking-in from Mississippi. #measurePR
7/12/2016 16:07	Jen Zingsheim	@ceralytics Hello Brandon, great to have you here! #measurepr
7/12/2016 16:07	Ai Zhang	My name is Ai, a PR prof @Stockton_edu. Always want to learn more abt #measurePR for my teaching & consulting practices
7/12/2016 16:07	Michelle Kane	Thank you @jenzings #measurepr
7/12/2016 16:08	Aly Saxe	I've been looking forward to the #measurepr chat for a while. Excited to hear #PR pros weigh in with tips and ideas.
7/12/2016 16:08	Jen Zingsheim	Finally, please DM questions to me--we have a bunch queued up, but will get 2 more if there's time! #measurepr
7/12/2016 16:08	Kristie Aylett, APR	Hello to the #measurepr chatters! I'm Kristie from the MS Gulf Coast (consultant and prof w 25+ yrs exp. Always learning)
7/12/2016 16:08	Jen Zingsheim	Here we go! #measurepr
7/12/2016 16:09	Jen Zingsheim	@Aly_Saxe @prtini Q1: Please tell us what you do, how you got there. What got you interested in measurement? #measurepr
7/12/2016 16:09	Emma Hawes	@KristK love the last statement in that tweet. #measurePR
7/12/2016 16:09	michaelblowers	Hi, glad all together for #measurePR - sure we gonna get into some good discussions!

7/12/2016 16:09 Aly Saxe A1 #measurePR -- I'm a PR pro living in a software company and I honestly don't know how this happened.

7/12/2016 16:09 Ai Zhang @KristK Hi Kristie! I cannot agree more with you on the importance of lifelong learning #measurePR

7/12/2016 16:10 Ai Zhang @Aly_Saxe haha! love this. follow the lead of life! #measurePR

7/12/2016 16:10 Jen Zingsheim :-)) I resemble this RT @Aly_Saxe A1 #measurePR -- I'm a PR pro living in a software company and I honestly don't know how this happened.

7/12/2016 16:10 Emma Hawes I'm a graduate student in PR and a freelancer. I decided that I needed to continue my education to learn more about strategy #measurepr

7/12/2016 16:10 Ai Zhang i guess i did my self intro a bit earlier. lol. #measurePR <https://t.co/SFfKLa5664>

7/12/2016 16:11 Michelle Kane A1 MarCommPR for small biz, nonprofit. Metrics are increasingly key so I'm working to make sure I deliver. #measurepr

7/12/2016 16:11 Aly Saxe A1: but there was nothing to help us really measure what mattered, beyond vanity metrics. So I built software to do it. #measurePR.

7/12/2016 16:11 Jen Zingsheim RT @VoiceMattersLLC A1 MarCommPR for small biz, nonprofit. Metrics are increasingly key so I'm working to make sure I deliver. #measurepr

7/12/2016 16:11 Kim Fredrich A1: I'm setting up as a marcomms consultant for women owned biz after 15+ yrs in sales/marketing. Always need to show value! #measurepr

7/12/2016 16:11 Ceralytics @Aly_Saxe LOL! Just buckle in and enjoy the ride. Oh, and you're driving. #measurepr

7/12/2016 16:12 Jen Zingsheim @Aly_Saxe That is awesome. Problem solver! #measurepr

7/12/2016 16:12 michaelblowers A1: thinking that you have to be some sort of a student if you are interest in measurement #measurePR

7/12/2016 16:12 Heather Whaling A1 My career began in politics. No deadline quite like Election Day. I learned the importance of PR accountability early on! #measurePR

7/12/2016 16:12 Ai Zhang @michaelblowers that is SO true! #measurePR

7/12/2016 16:13 Michelle Kane That's terrific @Aly_Saxe #measurepr

7/12/2016 16:13 Jen Zingsheim RT @prtini A1 career began in politics. No deadline quite like Election Day. learned importance of PR accountability early on! #measurePR

7/12/2016 16:13 Heather Whaling A1 When I started @gebencomm in 2009, I wanted to take a very data-driven approach to PR. #measurePR

7/12/2016 16:13 Jen Zingsheim @prtini My start was in politics too! No kidding about *that* deadline... #measurepr

7/12/2016 16:14 Jen Zingsheim RT @prtini A1 When I started @gebencomm in 2009, I wanted to take a very data-driven approach to PR. #measurePR

7/12/2016 16:14 Heather Whaling A1 When done well, PR can solve real business problems. But, you have to measure meaningful metrics to deliver those outcomes. #MeasurePR

7/12/2016 16:14 Kristie Aylett, APR RT @prtini: A1 When done well, PR can solve real business problems. But, you have to measure meaningful metrics to deliver those outcomes.â€¦!

7/12/2016 16:14 Michelle Kane RT @prtini: A1 When done well, PR can solve real business problems. But, you have to measure meaningful metrics to deliver those outcomes.â€¦!

7/12/2016 16:14 Jen Zingsheim RT @prtini A1 done well, PR can solve real business problems/ you have to measure meaningful metrics to deliver those outcomes. #MeasurePR

7/12/2016 16:14 Emma Hawes @prtini @gebencomm Now I'm thinking of your PRSA Presentation in '12 with Kodak is bankrupt instagram is 1 billion. #measurePR

7/12/2016 16:15 Jen Zingsheim Q2: PR pros often get dinged for focusing only on â€œimpressions.â€ How can they move beyond this and report â€œsmarterâ€? #measurepr

7/12/2016 16:15 Elise Perkins A1: launched my own comms/mkting consultancy 2 yrs ago; enjoy helping companies understand the value beyond just followers/likes. #measurePR

7/12/2016 16:15 Elise Perkins RT @prtini: A1 When done well, PR can solve real business problems. But, you have to measure meaningful metrics to deliver those outcomes.â€¦!

7/12/2016 16:16 Katie Bobleter RT @prtini: A1 When done well, PR can solve real business problems. But, you have to measure meaningful metrics to deliver those outcomes.â€¦!

7/12/2016 16:16 Ai Zhang @jenzings What an amazing journey. Loved reading it. Thanks for sharing. @prtini @gebencomm #measurePR

7/12/2016 16:16 Ai Zhang Loved reading everyone's background! #measurePR

7/12/2016 16:16 Ceralytics RT @prtini: A1 When done well, PR can solve real business problems. But, you have to measure meaningful metrics to deliver those outcomes.â€¦!

7/12/2016 16:17 Ai Zhang @jenzings So true! this is an impt fundamental Q for #measurePR

7/12/2016 16:17 Emma Hawes RT @jenzings: Q2: PR pros often get dinged for focusing only on â€œimpressions.â€ How can they move beyond this and report â€œsmarterâ€? #measureâ€

7/12/2016 16:17 Aly Saxe A2: I was just talking to @ginidietrich about this very thing this morning. Impressions are a necessary evil, aren't they? #measurePR

7/12/2016 16:17 Kim Fredrich A2: Having just completed Shonali's Viruoso course - you need to tie PR goals to biz goals. #measurePR

7/12/2016 16:17 Jen Zingsheim @Aly_Saxe @ginidietrich A2 - Yes, I think they are. I just wrote a piece for @Mediabullseye about this very thing. #measurepr

7/12/2016 16:17 Vanguard Comm RT @prtini: A1 When done well, PR can solve real business problems. But, you have to measure meaningful metrics to deliver those outcomes.â€¦!

7/12/2016 16:18 Heather Whaling A2 PR people measure impressions because they don't know what else to measure, which means you need to ask better questions. #MeasurePR

7/12/2016 16:18 SU Social Commerce @jenzings A2: Focus on the people behind the numbers-who are they? where are they from? what do they care about? #measurepr

7/12/2016 16:18 Ai Zhang @StylishMarketer That's absolutely correct! Social media cannot be treated alone. #measurePR

7/12/2016 16:18 Aly Saxe A2: My belief is that impressions are just part of the story. And they aren't the most important part by a long shot. #measurePR

7/12/2016 16:18 Jen Zingsheim RT @prtini A2 PR people measure impressions because they don't know what else to measure; you need to ask better questions. #MeasurePR

7/12/2016 16:18 Ceralytics RT @prtini: A2 PR people measure impressions because they don't know what else to measure, which means you need to ask better questions. #Mâ€¦!

7/12/2016 16:18 Ai Zhang RT @prtini: A2 PR people measure impressions because they don't know what else to measure, which means you need to ask better questions. #MeasurePR

7/12/2016 16:18 Kim Fredrich @prtini Right! I've been wondering for a while how you can tell if someone actually looked at your content . . . #measurePR

7/12/2016 16:18 Jen Zingsheim RT @Aly_Saxe A2: My belief is that impressions are just part of the story...they aren't the most important part by a long shot. #measurePR

7/12/2016 16:19 Ai Zhang @jenzings Can you please share the link? Would love to read it! @Aly_Saxe @ginidietrich @Mediabullseye #measurePR

7/12/2016 16:19 Ceralytics @prtini And when measurement is an afterthought, often impressions are one of the only things left to measure. #measurepr

7/12/2016 16:19 Elise Perkins RT @jenzings: RT @prtini A2 PR people measure impressions because they don't know what else to measure; you need to ask better questions. #MeasurePR

7/12/2016 16:19 michaelblowers A2 Impressions are a kind of currency Maybe we'll find a better one but we'll always need money.. #measurePR

7/12/2016 16:19 Kristie Aylett, APR RT @Aly_Saxe: A2: My belief is that impressions are just part of the story. And they aren't the most important part by a long shot. #measurePR

7/12/2016 16:19 Heather Whaling A2 Ask every new client, "What's the business problem we're trying to solve?" and "How do you define success?" #measurePR

7/12/2016 16:19 Kim Fredrich @SocCommSU @jenzings And also what action did they take as a result of your activity. #measurePR

7/12/2016 16:19 Jen Zingsheim @aiaddysonzhang @Aly_Saxe @ginidietrich @Mediabullseye Not posted yet! Will share once it is. #measurepr

7/12/2016 16:19 Aly Saxe A2: If you're accountable to your brand or your clients, then you'll focus on business impact PR metrics. #measurePR

7/12/2016 16:19 Ceralytics RT @StylishMarketer: @SocCommSU @jenzings And also what action did they take as a result of your activity. #measurePR

7/12/2016 16:20 Ai Zhang @jenzings Oh okay! Thank you very much, Jen. @Aly_Saxe @ginidietrich @mediabullseye #measurePR

7/12/2016 16:20 Jen Zingsheim @Aly_Saxe A2 - excellent point, accountability is key. Impact metrics get to that. #measurepr

7/12/2016 16:20 Ai Zhang Love these questions. #measurePR <https://t.co/j2wMYQRqGi>

7/12/2016 16:20 Aly Saxe A2: business impact metrics include engagement, leads, sales, sentiment, and overall growth. #measurePR

7/12/2016 16:20 michaelblowers RT @SocCommSU: @jenzings A2: Focus on the people behind the numbers-who are they? where are they from? what do they care about? #measurepr

7/12/2016 16:20 Ceralytics RT @Aly_Saxe: A2: business impact metrics include engagement, leads, sales, sentiment, and overall growth. #measurePR

7/12/2016 16:20 Kim Fredrich Exactly. Everyone gets wrapped up in the tactics. #measurePR <https://t.co/2kpreoJgSz>

7/12/2016 16:20 Kristie Aylett, APR RT @Aly_Saxe: A2: business impact metrics include engagement, leads, sales, sentiment, and overall growth. #measurePR

7/12/2016 16:21 Jen Zingsheim @jgombita It's a starter metric. Still has some limited value depending on goals! #measurepr

7/12/2016 16:21 Emma Hawes RT @Aly_Saxe: A2: business impact metrics include engagement, leads, sales, sentiment, and overall growth. #measurePR

7/12/2016 16:21 Aly Saxe A2: We love working with customers who are tracking PR attribution all the way through the funnel. #measurePR

7/12/2016 16:21 Kim Fredrich RT @Aly_Saxe: A2: If you're accountable to your brand or your clients, then you'll focus on business impact PR metrics. #measurePR

7/12/2016 16:22 Jen Zingsheim RT @prtini: A2 Ask every new client, "What's the business problem we're trying to solve?" and "How do you define success?" #measurePR

7/12/2016 16:22 Emma Hawes Love this wording. #measurePR <https://t.co/3ggBmv0otX>

7/12/2016 16:22 Kim Fredrich @Aly_Saxe Can you tell me how to measure sentiment? (I really don't know) #measurePR

7/12/2016 16:22 HannalLizKnowles RT @Aly_Saxe: A2: business impact metrics include engagement, leads, sales, sentiment, and overall growth. #measurePR

7/12/2016 16:22 Ai Zhang @emmamhawes Me too. So nicely put. #measurePR

7/12/2016 16:22 Jen Zingsheim Okay, I think we've beat up on impressions enough, on to Q3 #measurepr

7/12/2016 16:23 Jen Zingsheim Q3: What are some examples of smart metrics? Smart reports? #measurepr

7/12/2016 16:23 Emma Hawes @aiaddysonzhang It's like "did they really care about measurement?" #measurePR

7/12/2016 16:23 Heather Whaling A2 We also need to realize that PR can only do so much. If website isn't converting or sales team can't close deal, not PR fault #MeasurePR

7/12/2016 16:23 Ai Zhang @emmamhawes i know. i hear you sister. #measurePR

7/12/2016 16:23 Jen Zingsheim @StylishMarketer @Aly_Saxe This is a great question, I'll add it to the list. #measurepr

7/12/2016 16:23 Judy Gombita @jenzings measuring possible "outputs" should never ever be a goal. #measurepr

7/12/2016 16:24 Ai Zhang RT @jenzings: Q3: What are some examples of smart metrics? Smart reports? #measurepr

7/12/2016 16:24 Emma Hawes RT @jenzings: Q3: What are some examples of smart metrics? Smart reports? #measurepr

7/12/2016 16:24 Ai Zhang cannot agree more! #measurePR <https://t.co/QMywUybOo>

7/12/2016 16:24 Ceralytics @jgombita @jenzings Yep, outputs and outcomes are two totally different things. People forget that. #measurepr

7/12/2016 16:25 Kim Fredrich @Aly_Saxe Thanks. I'd still like more! #measurePR

7/12/2016 16:25 Kristie Aylett, APR Impressions are like weeds. You tend the garden, fertilize, water, nurture, but the moment you turn away, a dandelion pops up #measurepr

7/12/2016 16:25 Ceralytics RT @aiaddysonzhang: cannot agree more! #measurePR <https://t.co/QMywUybOo>

7/12/2016 16:26 Kim Fredrich A3: Smart metrics = new subscribers, new requests for info, new visitors to web pages #measurePR

7/12/2016 16:26 Gary Preston #measurePR @Aly_Saxe Hi. In your experience how do PR teams that track through the funnel react to data pointing at no impact from PR?

7/12/2016 16:27 Kristie Aylett, APR Easy to get sidetracked by to-do lists and deadlines. Have to look beyond the day-to-day to track progress. #measurepr

7/12/2016 16:27 Ai Zhang sorry that i have to step away for a few minutes. #measurePR

7/12/2016 16:27 Kristie Aylett, APR RT @StylishMarketer: A3: Smart metrics = new subscribers, new requests for info, new visitors to web pages #measurePR

7/12/2016 16:28 Jen Zingsheim Reminder! If you have questions, please DM them to me. We have a bunch in front--and this keeps the chat streamlined #measurepr

7/12/2016 16:28 Heather Whaling A3 Metrics should vary by client. Some are very specific, e.g., app downloads. Other are more general like referral traffic. #measurePR

7/12/2016 16:29 Jen Zingsheim RT @prtini A3 Metrics should vary by client. Some are very specific, e.g., app downloads. Others more general; referral traffic. #measurePR

7/12/2016 16:29 Heather Whaling A3 Also, decide what to measure weekly, monthly, quarterly. Some trends can't be measured in the short-term. #measurePR

7/12/2016 16:29 Aly Saxe @garydpreston recently shared that leads attributed to #PR convert at a 3X rate to leader attributed to ads. #measurePR. Boom.

7/12/2016 16:29 Elise Perkins RT @prtini: A3 Metrics should vary by client. Some are very specific, e.g., app downloads. Other are more general like referral traffic. #mâ€

7/12/2016 16:29 Kim Fredrich RT @prtini: A3 Also, decide what to measure weekly, monthly, quarterly. Some trends can't be measured in the short-term. #measurePR

7/12/2016 16:30 Jen Zingsheim @prtini A3 - excellent point - metrics vary as much as objectives for each client #measurepr

7/12/2016 16:30 HannaLizKnowles Goes back to what you stated earlier - keep the client's goals in mind. #measurePR <https://t.co/oRIbciRi9L>

7/12/2016 16:30 Jen Zingsheim RT @Aly_Saxe @garydpreston .recently shared that leads attributed to #PR convert at a 3X rate to leader attributed to ads. #measurePR. Boom.

7/12/2016 16:31 Heather Whaling @HannaLizKnowles yes, exactly! #measurePR

7/12/2016 16:31 Elise Perkins @prtini agree that a tailored approach is best - much like the idea that every biz needs a FB account...might not work for you! #measurePR

7/12/2016 16:31 Ceralytics RT @prtini: A3 Metrics should vary by client. Some are very specific, e.g., app downloads. Other are more general like referral traffic. #mâ€

7/12/2016 16:32 Ceralytics RT @Aly_Saxe: @garydpreston recently shared that leads attributed to #PR convert at a 3X rate to leader attributed to ads. #measurePR.â€

7/12/2016 16:32 Kristie Aylett, APR Any way to see the source? RT @Aly_Saxe: @garydpreston: leads attributed to #PR convert at a 3X rate to leader attributed to ads #measurepr

7/12/2016 16:32 Aly Saxe A3: Examples of smart metrics: Attribution - leads & sales tied back to PR. #measurePR

7/12/2016 16:32 Jen Zingsheim @prtini A3 - I always recommend clients establish measurement calendars...more data is usually better! #measurepr

7/12/2016 16:33 Sandra Fernandez RT @Aly_Saxe: A3: Examples of smart metrics: Attribution - leads & sales tied back to PR. #measurePR

7/12/2016 16:33 Jen Zingsheim RT @Aly_Saxe A3: Examples of smart metrics: Attribution - leads & sales tied back to PR. #measurePR

7/12/2016 16:33 Ceralytics RT @Aly_Saxe: A3: Examples of smart metrics: Attribution - leads & sales tied back to PR. #measurePR

7/12/2016 16:33 Jen Zingsheim Wow, already halfway through...Q4 coming up! #measurepr

7/12/2016 16:34 Judy Gombita Marketing, yes. #PRMeasurement is about reputation, value & (esp.) relationships w/ stakeholder publics! #measurePR <https://t.co/MEz4kXydgH>

7/12/2016 16:34 Jen Zingsheim @Aly_Saxe @prtini Q4: Whatâ€™s the most boring, useless PR report youâ€™ve ever seen? #measurepr

7/12/2016 16:34 Ceralytics @Aly_Saxe If you can establish attribution for leads, you're winning PR. It should be the most important goal IMO. #measurepr

7/12/2016 16:35 Aly Saxe A3: It's not enough to measure the output. You have to look at the results you tried to get but didn't. That's how you improve. #measurePR

7/12/2016 16:35 Kristie Aylett, APR Great Q! RT @jenzings: Q4: Whatâ€™s the most boring, useless PR report youâ€™ve ever seen? #measurepr

7/12/2016 16:35 Ai Zhang First time heard of a measurement calendar. Love it. #measurePR <https://t.co/k93J9kHfV4>

7/12/2016 16:35 Kim Fredrich RT @Aly_Saxe: A3: It's not enough to measure the output. You have to look at the results you tried to get but didn't. That's how you improvâ€

7/12/2016 16:35 Ai Zhang RT @Aly_Saxe: @garydpreston recently shared that leads attributed to #PR convert at a 3X rate to leader attributed to ads. #measurePR.â€

7/12/2016 16:35 SU Social Commerce @jenzings @Aly_Saxe @prtini A report that doesn't conclude with insights from the report #Measurepr

7/12/2016 16:36 Jen Zingsheim RT @Aly_Saxe: A3: It's not enough to measure the output. You have to look at the results you tried to get but didn't. That's how you improvâ€

7/12/2016 16:36 Rob Clark #measurepr A3: smart metric gives you info you need to make a decision.The smart report delivers info in a timely way, that's easy to grok.

7/12/2016 16:36 Sandra Fernandez RT @theelusivefish: #measurepr A3: smart metric gives you info you need to make a decision.The smart report delivers info in a timely way,â€

7/12/2016 16:36 Jen Zingsheim @SocCommSU @Aly_Saxe @prtini A4 - ugh, yes. That definitely qualifies as not useful... #measurepr

7/12/2016 16:37 SU Social Commerce @jenzings @Aly_Saxe @prtini Q4: A report that doesn't conclude insights from the metrics. #measurepr

7/12/2016 16:37 Jen Zingsheim RT @theelusivefish: #measurepr A3: smart metric gives you info you need to make a decision.The smart report delivers info in a timely way,â€

7/12/2016 16:37 Heather Whaling A4 Former boss prioritized "thud factor" - the sound a binder of placements makes when you drop it in front of client. OMG. #measurePR

7/12/2016 16:37 Judy Gombita @ceralytics personally, think it is presumptuous to assume an organization has an "audience" on social media to play to @jenzings #measurePR

7/12/2016 16:37 Aly Saxe A4: Easy. The one that has AVEs in it. #measurePR

7/12/2016 16:37 HannalizKnowles RT @Aly_Saxe: A3: It's not enough to measure the output. You have to look at the results you tried to get but didn't. That's how you improvâ€¦

7/12/2016 16:37 Jen Zingsheim RT @ceralytics: @Aly_Saxe If you can establish attribution for leads, you're winning PR. It should be the most important goal IMO. #measureâ€¦

7/12/2016 16:37 Aly Saxe A4: And the one that only lists out media wins. #measurePR

7/12/2016 16:37 Kim Fredrich @prtini LOL! #measurepr

7/12/2016 16:38 Jen Zingsheim YES. RT @Aly_Saxe A4: Easy. The one that has AVEs in it. #measurePR

7/12/2016 16:38 Jen Zingsheim RT @Aly_Saxe A4: And the one that only lists out media wins. #measurePR

7/12/2016 16:38 Aly Saxe A4: And the one that doesn't even try to tie results back to business goals. I mean, what's the point? #measurePR

7/12/2016 16:38 Ai Zhang RT @theelusivefish: #measurepr A3: smart metric gives you info you need to make a decision.The smart report delivers info in a timely way,â€¦

7/12/2016 16:39 Ceralytics RT @Aly_Saxe: A4: Easy. The one that has AVEs in it. #measurePR

7/12/2016 16:39 Jen Zingsheim RT @prtini: A4 Former boss prioritized "thud factor" - the sound a binder of placements makes when you drop it in front of client. OMG. #meâ€¦

7/12/2016 16:39 Ceralytics @Aly_Saxe DING! #measurepr

7/12/2016 16:39 Jen Zingsheim @prtini A4 - Thud factor--& the worst. Kills trees! #measurepr

7/12/2016 16:40 Kristie Aylett, APR A4: This Q brings back memories of internships and shoulder pads -- binders full of clips and spreadsheets with AVE totals #measurepr

7/12/2016 16:40 Ai Zhang RT @Aly_Saxe: A4: And the one that only lists out media wins. #measurePR

7/12/2016 16:40 Ai Zhang love this. #measurePR <https://t.co/qnYcWwSVKa>

7/12/2016 16:40 Rob Clark @prtini #measurepr in decibels, a classic. Now if we use this proprietary algorithm we can convert to rock concert equivalency... j/k

7/12/2016 16:40 Wendy J. Gustama Stumbled into the party late and I'm loving this discussion! #measurepr

7/12/2016 16:40 Jen Zingsheim @KristK A4 - yes. Old-school. Not always useful, eh? #measurepr

7/12/2016 16:41 Jen Zingsheim RT @theelusivefish: @prtini #measurepr in decibels, a classic. Now if we use this proprietary algorithm we can convert to rock concert equiâ€¦

7/12/2016 16:41 Rob Clark #measurepr A4: most boring report I've ever seen was a copy of all coverage and the analysis was just restating the coverage.

7/12/2016 16:41 Ceralytics @jgombita @jenzings I was thinking any kind of impressions - print, broadcast, online, social, etc. Need action from impressions #measurepr

7/12/2016 16:41 Heather Whaling @Aly_Saxe @jenzings Right?! We don't even print clips out anymore. OLD SCHOOL. :) #measurePR

7/12/2016 16:42 Jen Zingsheim Q5 is coming up...this is an oft-asked question so looking forward to @prtini and @Aly_Saxe answers #measurepr

7/12/2016 16:42 Jen Zingsheim Q5: What tools do you recommend to report and #measurePR? Incl for those with small/no budgets?

7/12/2016 16:43 Ai Zhang @theelusivefish seriously? that's crazy. #measurePR

7/12/2016 16:43 Rob Clark #measurePR "Headline: company X sucks" analysis: author reports company X sucks. Conclusion: author reports company X sucks. ...umm?

7/12/2016 16:43 Ai Zhang @theelusivefish lol #measurePR

7/12/2016 16:43 Kim Fredrich A5: Google Analytics, and again, and again. Has anyone become certified? #measurePR

7/12/2016 16:44 SU Social Commerce @jenzings Would recommend using @googleanalytics and @hootsuite-both easy & free/inexpensive #measurePR

7/12/2016 16:44 Vanguard Comm RT @Aly_Saxe: A3: It's not enough to measure the output. You have to look at the results you tried to get but didn't. That's how you improvâ€¦

7/12/2016 16:45 Jen Zingsheim @Aly_Saxe @prtini I can imagine. AVEs are soul crushing in any form. #measurePR

7/12/2016 16:45 michaelblowers RT @StylishMarketer: A5: Google Analytics, and again, and again. Has anyone become certified? #measurePR

7/12/2016 16:45 Jen Zingsheim RT @SocCommSU: @jenzings Would recommend using @googleanalytics and @hootsuite-both easy & free/inexpensive #measurePR

7/12/2016 16:45 Ai Zhang @StylishMarketer this is definitely on my to-learn list. Did you get yours? #measurePR

7/12/2016 16:45 Elise Perkins @StylishMarketer, i haven't but am interested. are you certified? #measurePR

7/12/2016 16:45 Aly Saxe A5: I'm going to soapbox a little here. Monitoring tools are good but they only measure the output. Important to keep in mind #measurePR

7/12/2016 16:46 Rob Clark #measurePR A5: Excel. folks gotta get over the math anxiety and start using it as a spreadsheet and not a Word document.

7/12/2016 16:46 Ceralytics RT @theelusivefish: #measurePR A5: Excel. folks gotta get over the math anxiety and start using it as a spreadsheet and not a Word documeâ€¦

7/12/2016 16:46 Ceralytics RT @Aly_Saxe: A5: I'm going to soapbox a little here. Monitoring tools are good but they only measure the output. Important to keep in mindâ€¦

7/12/2016 16:46 Aly Saxe A5: Monitoring tools don't show you HOW you got those wins so you can repeat. And they don't show you the wins you didn't get. #measurePR

7/12/2016 16:46 Gary Preston @StylishMarketer would love to hear what you think of this tool we built to get more PR teams using GA <https://t.co/oYrsijL34e> - #measurePR

7/12/2016 16:46 Aly Saxe A5: So don't put all your faith in monitoring as the end all of #measurePR

7/12/2016 16:47 Heather Whaling A5 @Cision (client) is great. Also, Simply Measured, Hootsuite, Google Analytics, Omniture (for bigger brands) #measurePR

7/12/2016 16:47 Jen Zingsheim RT @theelusivfish: #measurePR A5: Excel. folks gotta get over the math anxiety and start using it as a spreadsheet and not a Word documeâ€¦!

7/12/2016 16:47 Jen Zingsheim RT @Aly_Saxe: A5: Monitoring tools don't show you HOW you got those wins so you can repeat. And they don't show you the wins you didn't getâ€¦!

7/12/2016 16:47 Kim Fredrich @ep_comms I'm trying to decide if it's necessary. It's part of a \$\$\$\$ digital marketing course I'm not sure I need . . . #measurepr

7/12/2016 16:47 Ceralytics A5: Google Analytics with goals/conversions setup. Use UTM parameters on earned media when possible. #measurepr

7/12/2016 16:47 Wendy J. Gustama RT @Aly_Saxe: A2: business impact metrics include engagement, leads, sales, sentiment, and overall growth. #measurePR

7/12/2016 16:47 Jen Zingsheim Yes! Just tools. #measurePR <https://t.co/J0bpbk9fhqr>

7/12/2016 16:47 Elise Perkins @theelusivfish any further recommendations re: how to put this into practice? have you written on it? #measurePR

7/12/2016 16:47 Cision @prtini Thanks for the love, Heather! #measurePR

7/12/2016 16:47 Rob Clark @StylishMarketer I'm certified. Just takes an afternoon or so to do it. Recommend everyone do so. #measurepr

7/12/2016 16:47 Wendy J. Gustama RT @StylishMarketer: Exactly. Everyone gets wrapped up in the tactics. #measurePR <https://t.co/2kpreoJgSz>

7/12/2016 16:47 Kathryn H. King, APR RT @queenofmetrics: Want measurement advice or info? We have over 150 articles you can sift through here: <https://t.co/xe10E3IzWA> #comms #â€¦!

7/12/2016 16:48 Kim Fredrich @aiaddysonzhang No. Am wondering if I should?! #measurepr

7/12/2016 16:48 Jen Zingsheim RT @StylishMarketer: A5: Google Analytics, and again, and again. Has anyone become certified? #measurePR

7/12/2016 16:48 Heather Whaling @theelusivfish YES. So true! #measurePR

7/12/2016 16:48 Jen Zingsheim RT @ceralytics: A5: Google Analytics with goals/conversions setup. Use UTM parameters on earned media when possible. #measurepr

7/12/2016 16:48 Wendy J. Gustama RT @jenzings: @prtini A3 - excellent point - metrics vary as much as objectives for each client #measurepr

7/12/2016 16:48 Kim Fredrich RT @Aly_Saxe: A5: Monitoring tools don't show you HOW you got those wins so you can repeat. And they don't show you the wins you didn't getâ€¦!

7/12/2016 16:48 Jen Zingsheim RT @prtini: A5 @Cision (client) is great. Also, Simply Measured, Hootsuite, Google Analytics, Omniture (for bigger brands) #measurePR

7/12/2016 16:48 Ai Zhang @StylishMarketer So many ppl told me abt it. i definitely want to get mine. time ... time... right? #measurePR

7/12/2016 16:48 Sandra Fernandez RT @queenofmetrics: Want measurement advice or info? We have over 150 articles you can sift through here: <https://t.co/xe10E3IzWA> #comms #â€¦!

7/12/2016 16:48 Sandra Says Media RT @queenofmetrics: Want measurement advice or info? We have over 150 articles you can sift through here: <https://t.co/xe10E3IzWA> #comms #â€¦!

7/12/2016 16:48 Rob Clark @ep_comms I've not written on it... but I'm thinking I probably should. #measurePR

7/12/2016 16:49 Paula Kiger @aiaddysonzhang and I'm sorry I've been MIA today. Catch you all soon I hope! #Measurepr

7/12/2016 16:49 Kim Fredrich @garydpreston I'll take a look at it. #measurePR

7/12/2016 16:49 Aly Saxe @theelusivfish @jenzings There's a SaaS for everything you could ever want to do in a spreadsheet. #measurePR

7/12/2016 16:49 Aly Saxe RT @ceralytics: A5: Google Analytics with goals/conversions setup. Use UTM parameters on earned media when possible. #measurepr

7/12/2016 16:49 Jen Zingsheim A5: Google Analytics, Excel have done well here! Coming up, Q6 #measurepr

7/12/2016 16:49 michaelblowers Google Analytics Individual Qualification is free to take, allow a week of p/t study and free retakes <https://t.co/xlRsfIUUZ> #measurePR

7/12/2016 16:50 Jen Zingsheim @prtini @Aly_Saxe Q6: Is there such a thing as the perfect PR report? What does it look like? #measurepr

7/12/2016 16:50 Jen Zingsheim RT @Aly_Saxe: @theelusivfish @jenzings There's a SaaS for everything you could ever want to do in a spreadsheet. #measurePR

7/12/2016 16:50 Kim Fredrich @Aly_Saxe Such a good point. Even when we need to show proof, there's still a lot of I don't know involved. #measurepr

7/12/2016 16:50 Aly Saxe A5: Gonna plug @AirPR and @SeeDepthInc too. Both great analytics tools for #measurePR. @rebekahiliff @missusP

7/12/2016 16:50 Wendy J. Gustama RT @jenzings: A5: Google Analytics, Excel have done well here! Coming up, Q6 #measurepr

7/12/2016 16:51 Kristie Aylett, APR RT @theelusivfish: A5: Excel. folks gotta get over the math anxiety and start using it as spreadsheet and not a Word document. #measurepr

7/12/2016 16:51 Rob Clark @ep_comms I will highly recommend <https://t.co/hdNWCogJSJ> as a resource for answering Qs if you get stuck on an excel problem #measurePR

7/12/2016 16:51 Kathryn H. King, APR @michaelblowers thanks! #measurePR

7/12/2016 16:51 Aly Saxe A6: No such thing as perfect :-)) But you can get close. Hang tight I've got some examples... #measurePR

7/12/2016 16:51 Ai Zhang Love this Q. Learning. #measurePR <https://t.co/8ZGldguqSY>

7/12/2016 16:52 Jen Zingsheim RT @Aly_Saxe: A5: Gonna plug @AirPR and @SeeDepthInc too. Both great analytics tools for #measurePR. @rebekahiliff @missusP

7/12/2016 16:52 Ai Zhang @theelusivfish a main reason that my students chose PR is to avoid math ... #measurePR

7/12/2016 16:52 Elise Perkins @theelusivfish please do, and then let me know! i'm excel squeamish but working on it day by day! #measurePR

7/12/2016 16:52 Ai Zhang RT @theelusivfish: #measurePR A5: Excel. folks gotta get over the math anxiety and start using it as a spreadsheet and not a Word documeâ€¦!

7/12/2016 16:52 michaelblowers a5 #measurePR @Tableaupublic might be worth a look - does good looking graphs

7/12/2016 16:53 Aly Saxe A6: PR reporting is hard. You have to do the work and a lot of it comes down to the client or boss. Can't get around that. #measurePR

7/12/2016 16:53 Heather Whaling A6 Reports should offer data + insights to help clients understand value of PR AND make more informed decisions going forward. #measurePR
7/12/2016 16:53 Ai Zhang @Aly_Saxe That's awesome. Would LOVE to see some good egs as teaching samples to share with my students. Please share! #measurePR
7/12/2016 16:53 Kristie Aylett, APR Oldie but a goodie: What do you call a PR pro who know math? Boss. #measurepr
7/12/2016 16:53 Aly Saxe A6: Tips & templates on PR reporting here <https://t.co/TfjJcQFS6a> #measurePR
7/12/2016 16:53 Ai Zhang RT @theelusivefish: @ep_comms I will highly recommend <https://t.co/hdNWCogJSJ> as a resource for answering Qs if you get stuck on an excel p&e!
7/12/2016 16:53 SU Social Commerce @jenzings @prtini @Aly_Saxe Q6: When a report shows clearly achieved business goals #measurePR
7/12/2016 16:53 Jen Zingsheim @aiaddysonzhang @theelusivefish Noooooo! I hate hearing that! Measurement is important, & that means math. #measurepr
7/12/2016 16:53 Kim Fredrich Gotta dash! Just got a call about a sick kid. #measurepr
7/12/2016 16:54 Jen Zingsheim @StylishMarketer Yikes, hope all is well--thanks for joining! #measurepr
7/12/2016 16:54 Gerard F. Corbett I am so late! Just returned from Mukilteo. #measurePR
7/12/2016 16:54 Jen Zingsheim RT @Aly_Saxe: A6: Tips & templates on PR reporting here <https://t.co/TfjJcQFS6a> #measurePR
7/12/2016 16:54 Ai Zhang RT @prtini: A6 Reports should offer data + insights to help clients understand value of PR AND make more informed decisions going forward.â€!
7/12/2016 16:54 Ceralytics @StylishMarketer Oh no! Hope everything is okay! #measurepr
7/12/2016 16:54 Rob Clark @aiaddysonzhang They should have chosen something else. Expectation is growing on being able to #measurepr and they still have to budget.
7/12/2016 16:55 Adrienne Wyatt RT @prtini: A1 When done well, PR can solve real business problems. But, you have to measure meaningful metrics to deliver those outcomes.â€!
7/12/2016 16:55 Gary Preston .@michaelblowers this post from @RichLeighPR on google analytics a must read for PR teams - <https://t.co/2m5xdwQbGM> #measurePR
7/12/2016 16:55 Ai Zhang Check out some awesome tips & templates on PR reporting! #measurePR #rockyourcareer #PR <https://t.co/CVsNuRekRK>
7/12/2016 16:55 Kristie Aylett, APR Oldie but a goodie: What do you call a PR pro who knows math? Boss. #measurepr
7/12/2016 16:55 Jen Zingsheim Last 5 minutes! Q7 for @prtini and @Aly_Saxe coming up #measurepr
7/12/2016 16:55 Ai Zhang @jenzings i know! So many students enter the field with wrong impressions of what PR is & does. @theelusivefish #measurePR
7/12/2016 16:56 Jen Zingsheim Q7: Do you have an initiative/program youâ€™d like the #measurePR community to know about? Please share!
7/12/2016 16:56 Ai Zhang @StylishMarketer sorry. hope your child can feel better soon! #measurePR
7/12/2016 16:56 Elise Perkins RT @aiaddysonzhang: Check out some awesome tips & templates on PR reporting! #measurePR #rockyourcareer #PR <https://t.co/CVsNuRekRK>
7/12/2016 16:57 Jen Zingsheim @gerardcorbett Better late than never...plus, there's always the recap on Waxing Unlyrical! #measurepr
7/12/2016 16:57 Rob Clark No one's expecting quantum mechanics, but if you don't get comfortable w/#'s you're setting a ceiling for yourself in prof. world.#measurePR
7/12/2016 16:57 Ai Zhang @gerardcorbett Hi Gerry! Hope you had a good one. #measurePR
7/12/2016 16:57 Gerard F. Corbett A6. Yes there is. The program met every goal and then some. #measurePR
7/12/2016 16:57 Aly Saxe A7: We have the "forward thinking PR pro" program. Learn more: <https://t.co/CqMahclZrq> #measurePR
7/12/2016 16:57 Kristie Aylett, APR My hero. Thanks for sharing RT @Aly_Saxe: A6: Tips & templates on PR reporting here <https://t.co/gWHWrGdxw9> #measurePR
7/12/2016 16:57 Jen Zingsheim RT @Aly_Saxe: A7: We have the "forward thinking PR pro" program. Learn more: <https://t.co/CqMahclZrq> #measurePR
7/12/2016 16:57 Ai Zhang @theelusivefish Exactly. Now with the rise of digital platforms, measurement has become even more critical #measurePR
7/12/2016 16:58 Gerard F. Corbett Um, getting to #measurePR on time! <https://t.co/QSrvlObWlK>
7/12/2016 16:58 Aly Saxe A7: Here's a fun fact: \$15B a year is invested in #PR but less than 1% of brand leaders understand what they're getting for it. #measurePR
7/12/2016 16:58 Ai Zhang Check on this ðŸ’ðŸ» article on google analytics! #measurePR #PR #prprofs <https://t.co/FXKfbFOQP4>
7/12/2016 16:58 Ai Zhang @KristK haha. love this. #measurePR
7/12/2016 16:58 Aly Saxe A7: We're just trying to do our part in moving the #PR industry forward. #measurePR. Tell us how we can do better. @IrisPRSoftware
7/12/2016 16:58 Gary Preston A7:@jenzings would love to hear if this free tool to help teams get data from google analytics is useful <https://t.co/oYrsijL34e> #measurePR
7/12/2016 16:59 Rob Clark A6: imho, a perfect report gives clarity into decision making process and arrives before those decisions need to be made. #measurePR
7/12/2016 16:59 Ai Zhang Nicely put here. #measurePR <https://t.co/grLg4sFpS6>
7/12/2016 16:59 Jen Zingsheim RT @garydpreston: A7:@jenzings would love to hear if this free tool to help teams get data from google analytics is useful <https://t.co/oYrâ€>!
7/12/2016 16:59 Aly Saxe @WendyJarel My pleasure! Let us know what you like and what else you'd like to see in there. #measurePR
7/12/2016 16:59 Jen Zingsheim RT @Aly_Saxe: A7: Here's a fun fact: \$15B a year is invested in #PR but less than 1% of brand leaders understand what they're getting for iâ€!
7/12/2016 16:59 Ai Zhang Wow! Surprised and not surprised to read ðŸ’‘ðŸ½ #measurePR <https://t.co/2HdSvZN710>
7/12/2016 17:00 Jen Zingsheim @Aly_Saxe Um, wow. \$15B and almost no brand leaders know what they are getting? Yikes... #measurepr

7/12/2016 17:00 Ceralytics RT @Aly_Saxe: A7: Here's a fun fact: \$15B a year is invested in #PR but less than 1% of brand leaders understand what they're getting for iâ€
7/12/2016 17:01 Elise Perkins RT @theelusivfish: A6: imho, a perfect report gives clarity into decision making process and arrives before those decisions need to be madâ€
7/12/2016 17:01 SU Social Commerce @jenzings A7: Our center is unique- it connects @SyracuseU students with PR professionals, preparing them to be industry leaders #measurePR
7/12/2016 17:01 Jen Zingsheim Wow, time is up! thank you SO much to @prtini and @Aly_Saxe for being awesome guests! #measurepr
7/12/2016 17:01 Coverage Books RT @garydpreston: A7:@jenzings would love to hear if this free tool to help teams get data from google analytics is useful <https://t.co/oYrâ€>;
7/12/2016 17:01 Ai Zhang @jenzings @prtini @Aly_Saxe Thank you all so much for another wonderful #measurePR!!! Enjoy the rest of your day.
7/12/2016 17:02 Aly Saxe A7: If you find PR reporting & measurement difficult, you're in good company. nearly 80% of brand leaders feel the same. #measurePR
7/12/2016 17:02 Heather Whaling A7 We're part of a nat'l push to get paid leave in GOP & Dem platforms. Will you sign this petition? <https://t.co/NB7Y2Jxgaf> #measurePR
7/12/2016 17:02 Ceralytics @jenzings @prtini @Aly_Saxe Thanks for the great chat today! Time really flew! #measurepr
7/12/2016 17:02 Jen Zingsheim Please feel free to keep chatting, but the official chat is over--save the date for Aug. 9, 12-1 ET for the next chat!! #measurepr
7/12/2016 17:03 Aly Saxe Thank you @jenzings for being a great moderator! @prtini it was very cool to chat alongside you. #measurePR <https://t.co/fKPsEsMU8Y>
7/12/2016 17:03 Jen Zingsheim ...and of course, the summary will be posted on <https://t.co/qtJ7aQih4> -- Very soon! #measurepr