

Created	Author Display Name	Message
9/8/2016 15:59	Jen Zingsheim	Here we go...who's with us for the chat? #measurepr
9/8/2016 16:00	Gerard F. Corbett	RT @shonali: #measurePR starts in 10 mins w/ guests @hellosahana @gojohnab @ChipGriffin & more! Don't miss it! #AMECmm <a href="https://t.co/1hEK0Hb2">https://t.co/1hEK0Hb2</a>
9/8/2016 16:00	Jen Zingsheim	Hello! Welcome to a special #amecmm edition of the chat! #measurepr
9/8/2016 16:00	Austin Gaule	@jenzings hi there! Austin Gaule from @Universal_Info. Tweeting from Omaha, Nebraska. #measurePR
9/8/2016 16:00	Johna Burke	@jenzings Present #measurepr #amecmm
9/8/2016 16:00	Gerard F. Corbett	@gerardcorbett here reporting for duty #Redphlag #measurePR
9/8/2016 16:01	Jen Zingsheim	Hello! @austinomaha @Universal_Info #measurepr
9/8/2016 16:01	Jun Quintana	Jun Quintana here, Analytics and Insight @eastwick #measurepr #AMECmm
9/8/2016 16:01	Chip Griffin	RT @jenzings: Hello! Welcome to a special #amecmm edition of the chat! #measurepr
9/8/2016 16:01	Austin Gaule	@gojohnab Hi Johna!! Hope you are well. Happy Measurement Month. #measurePR
9/8/2016 16:01	Jen Zingsheim	@gojohnab W00t! Johna is here! #measurepr
9/8/2016 16:01	Angela Sinickas	Angela Sinickas: @sinickasa is founder of Sinickas Communications, Inc. and has worked w/ clients in over 30 countries #measurePR
9/8/2016 16:01	Jen Zingsheim	@Social_IDo @eastwick Hello! #measurepr
9/8/2016 16:01	Aidan Lukomnik	Triple screening ( phone not shown) for #measurePR, and still excited to be here! Let's go @eastwickcom! <a href="https://t.co/TqSVnMWHko">https://t.co/TqSVnMWHko</a>
9/8/2016 16:01	Kim Fredrich	Hi! Kim (The Stylish Marketer) joining you today from DC! #measurePR
9/8/2016 16:01	Ai Zhang	Look forward to today's #measurepr
9/8/2016 16:01	Lyma Olufunke	I am @Lyma1505 from @plusplusmeasure Nigeria #measurePR
9/8/2016 16:01	Richard Bagnall	hello all, greetings from a beautiful sunny and warm London town! #measurepr @richardbagnall Wonderful to have you here! #measurepr
9/8/2016 16:02	Jen Zingsheim	
9/8/2016 16:02	AnnSi Krol	So lovely to be here! Representing @bybrickinsight #measurePR #amecmm
9/8/2016 16:02	Chip Griffin	excited to be part of the #measurepr #amecmm chat for the next hour
9/8/2016 16:02	Jen Zingsheim	@annsikrol @bybrickinsight Welcome! #measurepr
9/8/2016 16:02	Duncan Alney	I'm in the house #measurePR
9/8/2016 16:02	Johna Burke	@austinomaha Holla-back Austin! So pleased to 'see' you here! Happy Measurement Month to you too! #Measurepr #amecmm
9/8/2016 16:02	Jen Zingsheim	@ChipGriffin Welcome! #measurepr
9/8/2016 16:02	mazennahawi	#measurepr greetings from Dubai!
9/8/2016 16:02	AnnSi Krol	@gojohnab @jenzings Johna!!!! Lovely to "see" you! #measurePR #amecmm
9/8/2016 16:03	Hasan Al Hashimi	RT @mazennahawi: #measurepr greetings from Dubai!
9/8/2016 16:03	Jen Zingsheim	@mazennahawi Greetings! Great to have you here for #amecmm! #measurepr
9/8/2016 16:03	Ai Zhang	Hello to you all from Philadelphia, US! #measurePR
9/8/2016 16:03	Elise Perkins	@jenzings Elise from DC! #measurepr
9/8/2016 16:03	Tressa Robbins	Hi #MeasurePR, Tressa here from Missouri. @PRSAStL & @BurrellesLuce :)
9/8/2016 16:03	Jen Zingsheim	@ep_comms Welcome back! Nice to "see" the regulars here...! #measurepr
9/8/2016 16:03	Johna Burke	#measurepr Joining you from the BeeAyouTeaFull Garden State today...Jersey Strong! #measurepr #amecmm
9/8/2016 16:03	Ai Zhang	so many ppl from DC joined today. Reminds me of my graduate school @UofMaryland #measurePR Greetings from Shankhassick Farm here in Durham, NH. Chickens say hi as well. #amecmm #measurepr
9/8/2016 16:04	Katie Delahaye Paine	
9/8/2016 16:04	Jen Zingsheim	@tressalynne @PRSAStL @BurrellesLuce ah, Missouri! My old stompin' grounds. Welcome! #measurepr
9/8/2016 16:04	Tressa Robbins	@aiaddysonzhang Hi Ai! Good to "see" you. :) #measurePR
9/8/2016 16:04	Francois van Dyk	#amecmm #measurepr chat featuring some of the best measurati in the world. Join the chat!
9/8/2016 16:04	AmecOrg	Also in the #measurePR house from London.
9/8/2016 16:04	Ai Zhang	@tressalynne Hello Tressa! So great to see you too! How are you doing? #measurePR
9/8/2016 16:04	Jen Zingsheim	@AmecOrg Welcome! #measurepr

9/8/2016 16:04 Pierre-Loic Assayag Hello from Cleveland! #measurePR #amecmm

9/8/2016 16:04 Philip Odiakose Full house , good to be home again , hello @richardbagnall , Hi @gojohnab , I see @queenofmetrics #measurePR

9/8/2016 16:04 Austin Gaule @tressalynne was just in STL last week for a quick getaway trip. My hometown! #measurePR

9/8/2016 16:04 AnnSi Krol Heads up every one, I will try to connect with all of you here since it is so great to see so many #measurePR community members #amecmm

9/8/2016 16:05 Jen Zingsheim So, folks might have figured this out, I'm filling in for @shonali this month...and wow do we have a panel! #amecmm #measurepr

9/8/2016 16:05 Gerard F. Corbett Checking in from San Francisco Let's Measure! #measurePR

9/8/2016 16:05 Ai Zhang @jenzings Great to have you. Hope @shonali is doing well! #measurePR

9/8/2016 16:05 Kelly Palter #measurePR joining the chat from Toronto.

9/8/2016 16:06 PRIME Research UK We'll be tweeting along from our sunny Oxford office in the UK! #amecmm #measurepr

9/8/2016 16:06 Mark Weiner Mark Weiner here #measurePR

9/8/2016 16:06 Jen Zingsheim I'm going to introduce our amazing panel in a moment, but first, you know, the rules.. ;-) #measurepr

9/8/2016 16:07 Ai Zhang @gerardcorbett Hello Gerry. I am about to mail you the prize for guessing the horse's weight so accurately! :) #measurePR

9/8/2016 16:07 Pierre-Loic Assayag @UKPrimeResearch there's no such place! #measurePR

9/8/2016 16:07 Ai Zhang What an amazing group of folks here today! #measurePR

9/8/2016 16:07 Alex H. Yong Hi ðŸ‘Œfrom New York CityðŸ—½ #measurePR

9/8/2016 16:07 Jen Zingsheim These keep us organized! Please remember to use the hashtag so we can find your tweets and follow along.. #measurepr

9/8/2016 16:07 Jen Zingsheim When answering a question, please use the format A1 to answer Q1, A2 to answer Q2 etc. #measurepr

9/8/2016 16:08 AnnSi Krol @jenzings @bybrickinsight Great to be here, as always! You will be awesome, again! #measurePR #amecmm

9/8/2016 16:08 Jen Zingsheim If you have a question for the panel, please DM meâ€”weâ€™ll try to get to it! We have a lot of panelists and a lot 2 discuss! #measurepr

9/8/2016 16:08 P+ Measurement We are here to pick the Measurement gospel and take back to Nigeria to preach #measurePR

9/8/2016 16:09 Jen Zingsheim New this month! For this month, please also use the #amecmm hashtagâ€¦ it's AMEC Measurement Month!! #measurepr

9/8/2016 16:09 Ai Zhang @pplusmeasure that sounds awesome! #measurePR

9/8/2016 16:09 Jen Zingsheim Without further ado, here is our incredible panel. #measurepr

9/8/2016 16:09 Sahana RT @jenzings New this month! For this month, please also use the #amecmm hashtagâ€¦ it's AMEC Measurement Month!! #measurepr

9/8/2016 16:10 Tressa Robbins âœ” RT @jenzings: New this month! For this month, please also use the #amecmm hashtagâ€¦ it's AMEC Measurement Month!! #measurepr

9/8/2016 16:10 Jen Zingsheim @pierreloic is co-founder of the influencer marketing platform @Traackr ( #client per @Shonali) #measurepr

9/8/2016 16:10 AmecOrg Let me introduce you to Wilamena, new #amecmm star created by @SmokingGunPR in UK. <https://t.co/y3i7PVgqgd>. #measurepr, #amecmm

9/8/2016 16:10 Jen Zingsheim Next, @richardbagnall is the CEO of @UKPrimeResearch -- welcome! #measurepr

9/8/2016 16:11 Jen Zingsheim An amazing return guest, @gojohnab is Executive Vice President of @BurrellesLuce #measurepr

9/8/2016 16:11 Ai Zhang @jenzings @pierreloic Hello! look forward to learning from you today! @Traackr @Shonali #measurePR

9/8/2016 16:11 Tressa Robbins âœ” RT @jenzings: An amazing return guest, @gojohnab is Executive Vice President of @BurrellesLuce #measurepr

9/8/2016 16:11 Traackr RT @jenzings: @pierreloic is co-founder of the influencer marketing platform @Traackr ( #client per @Shonali) #measurepr

9/8/2016 16:11 Richard Bagnall @jenzings @UKPrimeResearch Hi everyone, thanks for having me! :) #measurepr #amecmm

9/8/2016 16:11 Johna Burke RT @jenzings: An amazing return guest, @gojohnab is Executive Vice President of @BurrellesLuce #measurepr

9/8/2016 16:11 Jen Zingsheim @ChipGriffin is North American CEO for @Carma #measurepr

9/8/2016 16:11 Ai Zhang @jenzings @richardbagnall Hello! Look forward to your tweets! @UKPrimeResearch #measurePR

9/8/2016 16:12 Ai Zhang @jenzings @pierreloic Hello! Great to see you again. @Traackr @Shonali #measurePR

9/8/2016 16:12 Jen Zingsheim @hellosahana is head of digital & content marketing at @eastwickcom & brand/content strategist #measurepr

9/8/2016 16:12 Ai Zhang @jenzings @ChipGriffin Wow! @Carma What an impressive group of panelists we have today. #measurePR

9/8/2016 16:12 Jen Zingsheim @annskrol is the CEO and founding partner of @bybrickinsight - Hello! #measurepr

9/8/2016 16:13 Jen Zingsheim @AmecOrg is CEO of AMEC -- Yay! Measurement Month! #measurepr

9/8/2016 16:13 AmecOrg Great to be here. This is some panel!! #measurepr

9/8/2016 16:13 Jen Zingsheim @mazennahawi is founder and CEO of @Carma and a former journalist and management consultant #measurepr

9/8/2016 16:13 Sahana Hello, Hello everyone! I'm excited to be joining you from sunny #SF and @eastwickcom today. #amecmm #measurepr

9/8/2016 16:13 AnnSi Krol @jenzings @bybrickinsight Hi everyone! Great to be back! This will be a great session, thanks for having me! #measurePR #amecmm

9/8/2016 16:13 Jun Quintana RT @annsikrol: @jenzings @bybricksinsight Hi everyone! Great to be back! This will be a great session, thanks for having me! #measurePR #amecmm

9/8/2016 16:13 Jun Quintana RT @hellosahana: Hello, Hello everyone! I'm excited to be joining you from sunny #SF and @eastwickcom today. #amecmm #measurepr

9/8/2016 16:14 Ai Zhang @jenzings @AmecOrg Wow. Hello! #measurePR

9/8/2016 16:14 Jen Zingsheim We all know @queenofmetrics is CEO of Paine Publishing and a pioneer in the field of #measurePR for 3 decades

9/8/2016 16:14 mazennahawi #measurepr excited to be here, hi all

9/8/2016 16:14 Elise Perkins Seriously, can we just get a round of applause for this crazy good #MeasurePR panelist line-up? Snaps to @shonali <https://t.co/C68fiMVH1>

9/8/2016 16:14 Hasan Al Hashimi RT @mazennahawi: #measurepr excited to be here, hi all

9/8/2016 16:14 Jen Zingsheim @sinickasa is founder of Sinickas Communications, Inc. and has worked w/ clients in over 30 countries to help them measure #measurepr

9/8/2016 16:14 AnnSi Krol RT @ep\_comms: Seriously, can we just get a round of applause for this crazy good #MeasurePR panelist line-up? Snaps to @shonali <https://t.co/câ€>

9/8/2016 16:14 Think\_Lyndon Afternoon all from a hot and very sticky Toronto #measurepr

9/8/2016 16:15 Jen Zingsheim ...and, one more! @WeinerMark is CEO of @USPrimeResearch - Welcome all!! #measurepr

9/8/2016 16:15 Tressa Robbins RT @ep\_comms: Seriously, can we just get a round of applause for this crazy good #MeasurePR panelist line-up? Snaps to @shonali <https://t.co/câ€>

9/8/2016 16:15 Chip Griffin @jenzings great to be here and thanks for hosting in @Shonali's stead #measurePR #amecmm

9/8/2016 16:15 Ai Zhang Cannot agree more with you. Thank you @shonali for bringing such a great group of people! #measurePR <https://t.co/LMTIONtDhe>

9/8/2016 16:15 Katie Delahaye Paine @jenzings very excited to be part of this amazing panel! #measurepr @amec

9/8/2016 16:15 MGMSpeakers #MeasurePR Applauding! <https://t.co/DOMi05Ja65>

9/8/2016 16:15 Ai Zhang Can someone please tell me how many panelists we are having today? Losing track here. #measurePR

9/8/2016 16:16 AnnSi Krol RT @ChipGriffin: @jenzings great to be here and thanks for hosting in @Shonali's stead #measurePR #amecmm

9/8/2016 16:16 Philip Odiakose Mother of #PRmeasurement I call her. @queenofmetrics #measurePR <https://t.co/KRJ663z13q>

9/8/2016 16:16 Jen Zingsheim Q1: First, let's learn about our panelists: What got you interested in learning to #measurePR? #amecmm

9/8/2016 16:16 Sahana A1a: Early in my career, I was passionate to know how the hard work was making an impact for clients #measurePR #amecmm

9/8/2016 16:16 Todd Murphy @jenzings Checking in to see what all my #amecmm friends have to say today. #measurePR cc @Universal\_Info

9/8/2016 16:16 Sahana A1b: Started in PR and quickly fell in love with digital, where there was more analytics available #measurePR #amecmm

9/8/2016 16:16 Think\_Lyndon Good afternoon @queenofmetrics - nice to see you here #measurePR

9/8/2016 16:17 Richard Bagnall A1 Prior to working in #pr measurement I was in PR itself " agency and in house #measurePR #amecmm

9/8/2016 16:17 Jen Zingsheim RT @richardbagnall A1 Prior to working in #pr measurement I was in PR itself " agency and in house #measurePR #amecmm

9/8/2016 16:17 AnnSi Krol A1 Worked in comms all my life and wanted to get evidence of what was working and what needed improving #measurePR #amecmm

9/8/2016 16:17 Richard Bagnall Presenting a crappy report to client which raised more questions that it solved made me realise had to be better way to measure #measurePR

9/8/2016 16:17 Jen Zingsheim RT @annsikrol A1 Worked in comms all my life and wanted to get evidence of what was working and what needed improving #measurePR #amecmm

9/8/2016 16:17 Aidan Lukomnik @ep\_comms @shonali so good #measurePR <https://t.co/GmCDB3iFih>

9/8/2016 16:17 Ai Zhang Interesting, this is still an important Q that we deal with today. #measurePR <https://t.co/BRBdSEwB8L>

9/8/2016 16:17 Austin Gaule @richardbagnall I took an interesting route, skipping over the agency side of things and straight to measurement. #measurePR

9/8/2016 16:17 Angela Sinickas A1 Started measuring in 1981 out of self-defense when I got a new CEO with an accounting background. #measurePR

9/8/2016 16:17 Jen Zingsheim RT @ep\_comms: Seriously, can we just get a round of applause for this crazy good #MeasurePR panelist line-up? Snaps to @shonali <https://t.co/câ€>

9/8/2016 16:17 Richard Bagnall A1 Hence my passion for the sector and a great career at Metrica, then Gorkana, and now PRIME #measurePR

9/8/2016 16:17 Jen Zingsheim RT @sinickasa A1 Started measuring in 1981 out of self-defense when I got a new CEO with an accounting background. #measurePR

9/8/2016 16:18 Pierre-Loic Assayag A1: Many moons ago, my job was to build attribution models for P&G. The practice of measuring outcomes never left me #measurePR #amecmm

9/8/2016 16:18 Ai Zhang So basic yet crucial. #measurePR <https://t.co/h7FtO7LkRY>

9/8/2016 16:18 AmecOrg A1. Long-time global PR pro before #amec job so realise power of measurement to protect client budgets. #measurePR

9/8/2016 16:18 Katie Delahaye Paine 1. In 1981, had 2 justify my budget at Fujitsu. numbers & graphs were key to talking to engineers, so I've measured ever since #measurepr

9/8/2016 16:18 Kim Fredrich RT @richardbagnall: Presenting a crappy report to client which raised more questions that it solved made me realise had to be better way to

9/8/2016 16:18 Kim Fredrich RT @annsikrol: A1 Worked in comms all my life and wanted to get evidence of what was working and what needed improving #measurePR #amecmm

9/8/2016 16:18 Philip Odiakose No doubt @Todder4News @Universal\_Info we are in the right place at the right time. #measurePR

9/8/2016 16:18 AnnSi Krol Ah good one! It is so important to get everybody to understand communication #measurePR #amecmm <https://t.co/foDkxUijZ6>

9/8/2016 16:18 Chip Griffin A1: Learned abt measurement in 1st PR agency job 20+ yrs ago. Always been a data nerd. #measurePR #amecmm

9/8/2016 16:18 Think\_Lyndon And it's ALWAYS a pleasure to see @socialalex - how are you Sir? #measurePR

9/8/2016 16:19 Alex H. Yong A1 Seeing PR agencies fail by using "gut instinct" when they could measure #measurePR

9/8/2016 16:19 Johna Burke A1 I was PR & IR Director @ F500 & 'KNEW' there was value in #PR & Media Relations & now I KNOW! #truth #amecmm #measurePR

9/8/2016 16:19 Aidan Lukomnik A1) I'm fascinated with how measurement --> #insights that are the heart and soul of #digital and #media strategies #measurePR #amecmm

9/8/2016 16:19 Samantha McCain, APR RT @jenzings: RT @annsikrol A1 Worked in comms all my life and wanted to get evidence of what was working and what needed improving #measurePR

9/8/2016 16:19 Kim Fredrich @sinickasa Darn those accountants! ; ) #measurePR #amecmm

9/8/2016 16:19 Think\_Lyndon RT @queenofmetrics: 1. In 1981, had 2 justify my budget at Fujitsu. numbers & graphs were key to talking to engineers, so I've measured evâ€¦!

9/8/2016 16:19 Mark Weiner #measurePR A1 it was just a job at first then I began to enjoy answering one of PR's great questions...proving value/improving performance

9/8/2016 16:19 Samantha McCain, APR @jenzings @annsikrol That's my favorite part of measurement. Being able to evaluate and tweak as we go along! #measurePR #amecmm

9/8/2016 16:19 Jen Zingsheim Wow, amazing and wonderful paths you all have taken! #amecmm #measurePR

9/8/2016 16:20 mazennahawi A1 Ex PR guy out of work in â€™02 could count and read agency needed help gave me a call #measurePR

9/8/2016 16:20 Ai Zhang Will be surprised to hear if companies are still doing this type of practice today. #measurePR <https://t.co/ng1LCBEgN8>

9/8/2016 16:20 Tressa Robbins â€” Agreed! So good to see how we all "arrived" here. #amecmm #measurePR <https://t.co/6vaQPfrBQu>

9/8/2016 16:20 Angela Sinickas @annsikrol I had to learn to speak his language before he could understand mine #measurePR

9/8/2016 16:20 Think\_Lyndon RT @socialalex: A1 Seeing PR agencies fail by using "gut instinct" when they could measure #measurePR

9/8/2016 16:20 Jen Zingsheim RT @sinickasa @annsikrol I had to learn to speak his language before he could understand mine #measurePR

9/8/2016 16:20 Ai Zhang Cannot agree more! these insights play such a critical role in strategic decision making #measurePR <https://t.co/mfuQTVgtJB>

9/8/2016 16:20 Jen Zingsheim Q2: Whatâ€™s the most outrageous #measurePR myth youâ€™ve come across to date? Howâ€™d you combat it? #amecmm

9/8/2016 16:21 AnnSi Krol Yes it is a truly iterative process! Focus on learning and the success will come! #measurePR #amecmm <https://t.co/gbt0FPxWv2>

9/8/2016 16:21 Alex H. Yong @THINK\_Lyndon Awesome and hi @WeinerMark @RichardBagnall @AmecOrg @PierreLoic and everyone #measurePR

9/8/2016 16:21 Angela Sinickas @StylishMarketer Yet, when I wrote my measurement manual, I dedicated it to him. He got me started. #measurePR

9/8/2016 16:21 Think\_Lyndon You will be very surprised then #measurePR <https://t.co/0aoltHXm6j>

9/8/2016 16:21 Richard Bagnall A2 That AVEâ€™s are the value of public relations & that automated SAAS platforms measure against objectives #measurePR

9/8/2016 16:21 Jen Zingsheim RT @richardbagnall A2 That AVEâ€™s are the value of public relations & that automated SAAS platforms measure against objectives #measurePR

9/8/2016 16:21 mazennahawi A2 SaaS players claiming they provide insights with a click of a button #measurePR #myth

9/8/2016 16:22 Sahana A2a: MYTH1: ROI is in metrics (pure numbers). ROI is in the insights derived from metrics #amecmm #measurePR

9/8/2016 16:22 Angela Sinickas A2 Biggest #measurePR myth: that internal communication cannot, or should not, be measured at all. And that you canâ€™t measure ROI for comms.

9/8/2016 16:22 Philip Odiakose @richardbagnall we shared same starting drive #measurePR <https://t.co/qGljz17Ae9>

9/8/2016 16:22 Ai Zhang @Alukomnik absolutely true! Great to see you again here. #measurePR

9/8/2016 16:22 Richard Bagnall A2 The only way to combat #measurePR myths is with consistent education from many voices singing from same hymn sheet

9/8/2016 16:22 MGMSpeakers #measurePR <https://t.co/ysTTslk2jK>

9/8/2016 16:22 Jen Zingsheim @richardbagnall A2 - Ugh, yup...AVEs. #amecmm #measurePR

9/8/2016 16:22 Tressa Robbins â€” RT @richardbagnall: A2 The only way to combat #measurePR myths is with consistent education from many voices singing from same hymn sheet

9/8/2016 16:22 Alex H. Yong @jenzings A senior PR person commented on 1 of my LinkedIn articles He said reputation can't be measured. That's simply false. #measurePR

9/8/2016 16:22 Richard Bagnall A2 Global education initiatives are crucial. AMEC works hard to do this. See <https://t.co/1fwNOWt6T0> for more #measurePR

9/8/2016 16:22 Mark Weiner #measurePR when an agency CEO said, "I'd rather forego being a proven success for never being a proven failure. No balls.

9/8/2016 16:22 Sahana A2b: SOV is everything. SOV is actually a shallow metric, and here is why: <https://t.co/oJGvfGh0nS> #measurePR #amecmm

9/8/2016 16:22 Katie Delahaye Paine A2. Most of the ROI claims Iâ€™ve ever heard, There was the claim that a campaign reached 3 TRILLION unique people #measurePR #amecmm

9/8/2016 16:22 Pierre-Loic Assayag A2: Myth 1: Social has made it easier to measure outcomes. If anything it has made attribution much more complex #measurePR #amecmm

9/8/2016 16:22 AmecOrg A2. That measurement is not important but that the creative Big Idea is. #measurePR

9/8/2016 16:22 Johna Burke A2 Silver bullet. I remind pros that silver bullets only (allegedly) work on Zombies & Werewolves -this is neither! #measurePR #AMECMM

9/8/2016 16:22 Gerard F. Corbett A2. Measure by the pound! #measurePR #noroi #amecmm

9/8/2016 16:22 PRIME Research UK @THINK\_Lyndon @aiaddysonzhang was just about to say the exact same thing! #measurePR #amecmm

9/8/2016 16:23 Jen Zingsheim @socialalex Whoa - that is amazing. (not the good kind) #amecmm #measurePR

9/8/2016 16:23 Ai Zhang @THINK\_Lyndon wow ... #measurePR

9/8/2016 16:23 Austin Gaule @socialalex LOL, what?! That's insane! #measurePR

9/8/2016 16:23 Richard Bagnall RT @WeinerMark: #measurePR when an agency CEO said,"I'd rather forego being a proven success for never being a proven failure. No balls. A2. Most outrageous myth is that you can't #measurePR.

9/8/2016 16:23 Think\_Lyndon I developed a way that allows anybody to measure the value of PR

9/8/2016 16:23 Jen Zingsheim RT @queenofmetrics: A2. Most of the ROI claims I've ever heard, There was the claim that a campaign reached 3 TRILLION unique people #measurePR

9/8/2016 16:23 Jesse Hamlin RT @hellosahana: A2b: SOV is everything. SOV is actually a shallow metric, and here is why: <https://t.co/oJGvfGhOnS> #measurePR #amecmm

9/8/2016 16:23 Kim Fredrich This is too cool. #measurepr #amecmm <https://t.co/BK8lkLkhq>

9/8/2016 16:23 Pierre-Loic Assayag A2: Myth 2: you should only invest in what you can attribute a \$ value to #measurePR #amecmm

9/8/2016 16:23 mazennahawi RT @gojohrab: A2 Silver bullet. I remind pros that silver bullets only (allegedly) work on Zombies & Werewolves -this is neither! #measurePR

9/8/2016 16:23 AnnSi Krol Yup, Same experience every day Our clients are CEO with engineers background They love to measure #measurePR #amecmm <https://t.co/igxRVRIoU>

9/8/2016 16:23 Ai Zhang @UKPrimeResearch @THINK\_Lyndon you really couldn't help wonder, why changes are still not made after a few decades ... #measurePR

9/8/2016 16:23 Katie Delahaye Paine A2, Cont. FYI, there are only 7 billion on the planet, many don't have TVs and even fewer cared. #measurepr #amecmm

9/8/2016 16:24 AnnSi Krol RT @gojohrab: A2 Silver bullet. I remind pros that silver bullets only (allegedly) work on Zombies & Werewolves -this is neither! #measurePR

9/8/2016 16:24 Jen Zingsheim @queenofmetrics OMG - yup 3 trillion unique views is...not likely #amecmm #measurepr

9/8/2016 16:24 Todd Murphy @richardbagnall Bingo! Richard nailed 2 of the biggest problems in PR measurement. #measurePR

9/8/2016 16:24 AnnSi Krol RT @AmecOrg: A2.That measurement is not important but that the creative Big Idea is. #measurePR

9/8/2016 16:24 Aidan Lukomnik @aiaddysonzhang good to see you too! #measurePR

9/8/2016 16:24 Marwan El Nemr RT @mazennahawi: #measurepr greetings from Dubai!

9/8/2016 16:24 Mark Weiner #measurePR what about new "myths?" No AVEs. PR can't be measured. Tell us more!

9/8/2016 16:24 Chip Griffin RT @mazennahawi: A2 SaaS players claiming they provide insights with a click of a button #measurepr #myth

9/8/2016 16:24 Richard Bagnall @pierreloic TRUTH. #measurePR

9/8/2016 16:24 Tressa Robbins @Tressa Robbins Ha! Love @gojohrab's analogy ... #AMECMM #measurePR <https://t.co/QQ9Ryqs3DX>

9/8/2016 16:24 Think\_Lyndon RT @pierreloic: A2: Myth 1: Social has made it easier to measure outcomes. If anything it has made attribution much more complex #measurePR

9/8/2016 16:25 Johna Burke @queenofmetrics Ah yes, the Buzz Lightyear program...to infinity and beyond! #amecmm #measurepr

9/8/2016 16:25 AnnSi Krol A2. That can't be measured. (could be anything really) Full stop. #measurePR #amecmm

9/8/2016 16:25 Think\_Lyndon RT @socialalex: @jenzings A senior PR person commented on 1 of my LinkedIn articles He said reputation can't be measured. That's simply false!

9/8/2016 16:25 Jen Zingsheim RT @annsikrol A2. That can't be measured. (could be anything really) Full stop. #measurePR #amecmm

9/8/2016 16:25 Chip Griffin A2: biggest measurement myth is there is a single, easy, quantifiable metric for everyone to use #measurePR #amecmm

9/8/2016 16:25 mazennahawi RT @ChipGriffin: A2: biggest measurement myth is there is a single, easy, quantifiable metric for everyone to use #measurePR #amecmm

9/8/2016 16:25 Jen Zingsheim RT @ChipGriffin A2: biggest measurement myth is there is a single, easy, quantifiable metric for everyone to use #measurePR #amecmm

9/8/2016 16:25 Mark Weiner #MeasurePR A2...same old myths? What's new?

9/8/2016 16:25 Austin Gaule @queenofmetrics was it met by laughter in the room? #measurePR

9/8/2016 16:25 Richard Bagnall RT @ChipGriffin: A2: biggest measurement myth is there is a single, easy, quantifiable metric for everyone to use #measurePR #amecmm

9/8/2016 16:26 Jen Zingsheim @ChipGriffin ITA. No single silver bullet. #amecmm #measurepr

9/8/2016 16:26 Ai Zhang not to mention that digital platforms and analytics change all the time. #measurePR <https://t.co/qzExxV3FoG>

9/8/2016 16:26 Jun Quintana @ChipGriffin: Spot on! #measurepr

9/8/2016 16:26 Aidan Lukomnik A2) that only number of mentions/ sov matters. Well, what if they're all mentions about a scandal? #measurepr #amecmm #notallpressisgood

9/8/2016 16:26 Hasan Al Hashimi RT @mazennahawi: A2 SaaS players claiming they provide insights with a click of a button #measurepr #myth

9/8/2016 16:26 Elise Perkins RT @pierreloic: A2: Myth 2: you should only invest in what you can attribute a \$ value to #measurePR #amecmm

9/8/2016 16:26 AnnSi Krol @WeinerMark Impact of Snapchat? You tell me. #measurePR #amecmm

9/8/2016 16:26 Elise Perkins @pierreloic great point, Pierre-Loic! #measurePR

9/8/2016 16:26 Think\_Lyndon It's because agencies are rewarded based on activity levels - not results. @aiaddysonzhang @UKPrimeResearch #measurePR

9/8/2016 16:26 Jun Quintana "I don't care about Sentiment." Really? Good luck with that. #measurepr #AMECmm

9/8/2016 16:27 Katie Delahaye Paine @StylishMarketer @sahana actually ROI is an accounting term and has only one meaning. All the rest won't get past the CFO #measurepr #amecmm

9/8/2016 16:27 AnnSi Krol RT @Social\_IDo: "I don't care about Sentiment." Really? Good luck with that. #measurepr #AMECmm

9/8/2016 16:27 Johna Burke @annsikrol I'm sure you setting them straight was FUN! #measurepr #amecmm

9/8/2016 16:27 Jen Zingsheim Lots of great answers to Q2! Q3 coming up... #amecmm #measurepr

9/8/2016 16:27 Jeni Lee Chapman #measurePR - what advice do we give when client won't give us biz metrics, even if agency requests this at start?

9/8/2016 16:27 TT Mobile US #measurePR is now trending in USA, ranking 41

9/8/2016 16:27 Think\_Lyndon There's no reason for PR agencies to change unless they are forced to @aiaddysonzhang @UKPrimeResearch #measurePR

9/8/2016 16:27 Ai Zhang Cant agree more. Definitely no one-size-fits-all! #measurePR <https://t.co/FMffWvnuBP>

9/8/2016 16:27 Jun Quintana @queenofmetrics Agree! ROI is a financial metric. There are other ways to measure PR value #measurepr

9/8/2016 16:27 Tressa Robbins SMH :( #AMECMM #measurePR <https://t.co/8RqRyGNID6>

9/8/2016 16:27 Jen Zingsheim Q3: Most common #measurePR #fail you've seen (or been through!): GO. #amecmm

9/8/2016 16:27 Jeni Lee Chapman RT @sinickasa: A2 Biggest #measurePR myth: that internal communication cannot, or should not, be measured at all. And that you can't measure it!

9/8/2016 16:28 Gerard F. Corbett A2. If you don't have objectives there is no ability to measure! #measurePR #amecmm

9/8/2016 16:28 Kim Fredrich @Jeni\_Chapman Great question, and one that comes up all the time! #measurepr #amecmm

9/8/2016 16:28 Alex H. Yong A2 PR myth: Metrics are an "interns/young people" task and requires no sophistication #measurePR

9/8/2016 16:28 Mark Weiner #measurePR A2 True that the problems seem constant but we should be striving to go beyond AVEs. We know we can measure PR. With respect

9/8/2016 16:28 Ai Zhang @THINK\_Lyndon great points. thanks for sharing. @UKPrimeResearch #measurePR

9/8/2016 16:28 PRIME Research UK @THINK\_Lyndon @aiaddysonzhang A challenge we meet regularly, which is why @AmecOrg and education in general so important! #measurePR #amecmm

9/8/2016 16:28 Jun Quintana @gerardcorbett Yes! It starts and begins and restarts with objectives! #measurepr

9/8/2016 16:28 Richard Bagnall A3 Prospect asks for measurement. What were you trying to achieve (objectives) I ask. You tell me they say, you're the evaluator #measurePR

9/8/2016 16:29 Samantha McCain, APR So hard to combat this in some agencies. Details/measurement are what proves its worth. #measurePR #amecmm <https://t.co/jEB2qSSJGV>

9/8/2016 16:29 Katie Delahaye Paine @austinomaha @queenofmetrics sadly it was accepted as "truth" until they read my report :) #measurepr @amecmm

9/8/2016 16:29 Gerard F. Corbett A3. Blind Faith #measurePR #amecmm

9/8/2016 16:29 Richard Bagnall A3 Clients not engaging with the measurement teams and then wondering why their insights don't match their initiatives #measurePR

9/8/2016 16:29 Jen Zingsheim @socialalex wait, what? seriously? That is...something. #amecmm #measurepr

9/8/2016 16:29 Aidan Lukomnik @socialalex or that young people/ interns don't know how to measure. #whatsagegottosowithit? #measurepr #amecmm

9/8/2016 16:29 Mark Weiner #measurePR A3: biggest fail? We've probably never seen it because it was so well hidden by the perpetrator!

9/8/2016 16:29 Think\_Lyndon Agree @UKPrimeResearch - please let me know if there is anything I can do to help the cause #measurePR

9/8/2016 16:29 mazennahawi A3 Clients not being clear on objectives, still too prevalent #measurePR

9/8/2016 16:29 Samantha McCain, APR A3. Not having clearly set goals and objectives to measure against. #measurePR #amecmm

9/8/2016 16:29 Sahana A3a: Impressions = reach. That is actually not true. Impressions = potential reach. #amecmm #measurePR

9/8/2016 16:29 Richard Bagnall A3 Clients thinking that monitoring / clipping capabilities mean you also have analysis and insights capabilities #measurePR

9/8/2016 16:30 Philip Odiakose @richardbagnall The truth is bitter, but it must be told... Even though, lies is sweet #measurePR

9/8/2016 16:30 Francois van Dyk RT @hellosahana: A2b: SOV is everything. SOV is actually a shallow metric, and here is why: <https://t.co/oJGvfGh0nS> #measurePR #amecmm

9/8/2016 16:30 Jen Zingsheim RT @richardbagnall: A3 Clients thinking that monitoring / clipping capabilities mean you also have analysis and insights capabilities #measurePR

9/8/2016 16:30 Richard Bagnall A3 Clients wanting the world but prepared to pay peanuts #measurePR

9/8/2016 16:30 Kim Fredrich @hellosahana Agreed! But how do you measure actual reach? #measurepr #amecmm

9/8/2016 16:30 Jun Quintana "Measurement as an afterthought. Just give me numbers." #measurePRfail #measurepr

9/8/2016 16:30 Think\_Lyndon RT @gerardcorbett: A3. Blind Faith #measurePR #amecmm

9/8/2016 16:30 Jen Zingsheim RT @richardbagnall: A3 Clients wanting the world but prepared to pay peanuts #measurePR

9/8/2016 16:30 Francois van Dyk RT @UKPrimeResearch: @THINK\_Lyndon @aiaddysonzhang A challenge we meet regularly, which is why @AmecOrg and education in general so important!

9/8/2016 16:30 Alex H. Yong A3 Agencies taking Klout at face value (data misinterpretation) and getting fired for it (improper vetting of influencers) #measurePR

9/8/2016 16:30 AnnSi Krol You have such great answers, I don't have to post mine! :) #measurePR #amecmm <https://t.co/vaHPLtBSMa>

9/8/2016 16:30 Johna Burke A3 Biggest fail is 'text' of print & print as it appears in pubs is same, soooooo NOT true! Visuals matter! #measurepr #AMECMM

9/8/2016 16:30 Sahana A3b: An opp to be seen doesn't = reads or eyeballs (see our POV here: <https://t.co/FCrOUA4hu2>) #measurePR

9/8/2016 16:30 Francois van Dyk RT @gerardcorbett: A2. If you don't have objectives there is no ability to measure! #measurePR #amecmm

9/8/2016 16:30 Pierre-Loic Assayag A3: Recent resurgence of AVEs under a different name on the marketing side to measure earned media #measurePR #amecmm

9/8/2016 16:30 Samantha McCain, APR My favorite response to that is: "I can be 3,000 impressions. Just give me a refresh button." #measurePR <https://t.co/m245Bf4Hwv>

9/8/2016 16:30 Austin Gaule @Alukomnik @socialalex 9.9 times out 10 that intern has absolutely no idea what he/she is doing in terms of measurement. #measurePR

9/8/2016 16:30 Jen Zingsheim RT @gojohrab: A3 Biggest fail is 'text' of print & print as it appears in pubs is same, soooooo NOT true! Visuals matter! #measurepr #AMECMM

9/8/2016 16:30 Todd Murphy @richardbagnall You do need to track in order to analyze. No measures without the raw data. #measurePR now is the lead into tracking.

9/8/2016 16:31 Universal Info Srvcs RT @austinomaha: @Alukomnik @socialalex 9.9 times out 10 that intern has absolutely no idea what he/she is doing in terms of measurement. #a€

9/8/2016 16:31 Mark Weiner #measurePR A3: Biggest fail? A client insisted on a single metric despite my advice to the contrary. She picked the 1 of 10 that missed.

9/8/2016 16:31 Jen Zingsheim RT @pierreloic: A3: Recent resurgence of AVEs under a different name on the marketing side to measure earned media #measurePR #amecmm

9/8/2016 16:31 Angela Sinickas A3 Funniest #measurePR #fail: speech award entry where the measured result was the client sent a dozen roses. OK, she counted the roses!

9/8/2016 16:32 AmecOrg A3. Biggest fail is procurement who write technical sound brief then say they want AVEs. #measurePR, #amecmm.

9/8/2016 16:32 mazennahawi A3 Not investing in people who are familiar/experts in what is being measured #measurepr

9/8/2016 16:32 Jen Zingsheim RT @mazennahawi: A3 Not investing in people who are familiar/experts in what is being measured #measurepr

9/8/2016 16:32 Philip Odiakose @socialalex I get that alot. Its called FEAR. They can't measure, so it has to be condemn and rejected. #measurePR <https://t.co/l7kG5e8aXE>

9/8/2016 16:32 Elise Perkins .@hellosahana on how companies miss the mark on #measurement. #measurePR <https://t.co/nlCXFcasfL>

9/8/2016 16:32 Katie Delahaye Paine A3. Client assumed "automated" means accurate, not checking data before reporting, = false assumption & conclusions #amecmm #measurepr

9/8/2016 16:32 Richard Bagnall RT @queenofmetrics: A3. Client assumed "automated" means accurate, not checking data before reporting, = false assumption & conclusions #a€

9/8/2016 16:32 Think\_Lyndon The key is to educate customers @samemac @UKPrimeResearch #measurePR

9/8/2016 16:32 Jen Zingsheim Excellent point. RT @mazennahawi A3 Not investing in people who are familiar/experts in what is being measured #measurepr

9/8/2016 16:32 Tressa Robbins â€ YES! #Visual #PR matters--and not just to fashion, entertainment, etc. #AMECMM #measurePR <https://t.co/7y8y9ZfSSB>

9/8/2016 16:32 Jen Zingsheim RT @queenofmetrics: A3. Client assumed "automated" means accurate, not checking data before reporting, = false assumption & conclusions #a€

9/8/2016 16:32 Diane Burley RT @pierreloic: A3: Recent resurgence of AVEs under a different name on the marketing side to measure earned media #measurePR #amecmm

9/8/2016 16:32 Jason Weekes Absolutely. Challenges are diverse therefore so are the solutions. #measurePR <https://t.co/CEYrWib44Z>

9/8/2016 16:33 AnnSi Krol A3 when customers ask only for metrics and thinking they get relevance, analysis and insight in the answers #measurePR #amecmm

9/8/2016 16:33 Aidan Lukomnik @austinomaha @socialalex that has to do w/training, not age or title.#measurePR #amecmm

9/8/2016 16:33 CraigO RT @Social\_IDo: "Measurement as an afterthought. Just give me numbers." #measurePRfail #measurepr

9/8/2016 16:33 Think\_Lyndon A3. Customers answering the 'what's your budget?' question #measurePR

9/8/2016 16:33 Jen Zingsheim RT @annsikrol: A3 when customers ask only for metrics and thinking they get relevance, analysis and insight in the answers #measurePR #amecâ€

9/8/2016 16:33 Hasan Al Hashimi RT @mazennahawi: A3 Not investing in people who are familiar/experts in what is being measured #measurepr

9/8/2016 16:33 Aidan Lukomnik @austinomaha @socialalex also Also 9 times out of 10 most people don't know what they're doing in terms of metrics. #measurePR #amecmm

9/8/2016 16:33 Ai Zhang @UKPrimeResearch Can't agree more. Teaching play ssuch an important role in training ppl to become digital @THINK\_Lyndon @AmecOrg #measurePR

9/8/2016 16:33 Alex H. Yong A3 Being #earnedmedia "purists" nowadays is also a fail because there's great value in PESO #measurePR

9/8/2016 16:34 mazennahawi RT @socialalex: A3 Being #earnedmedia "purists" nowadays is also a fail because there's great value in PESO #measurePR

9/8/2016 16:34 Chip Griffin A3: biggest measurement fail is focus on dazzling numbers not meaningful outcomes #measurePR #amecmm

9/8/2016 16:34 Jason Weekes RT @richardbagnall: A3 Clients thinking that monitoring / clipping capabilities mean you also have analysis and insights capabilities #measâ€

9/8/2016 16:34 Kim Fredrich RT @ChipGriffin: A3: biggest measurement fail is focus on dazzling numbers not meaningful outcomes #measurePR #amecmm

9/8/2016 16:34 Jen Zingsheim @sinickasa oh, my...that is certainly an interesting thing to measure! #amecmm #measurepr

9/8/2016 16:34 mazennahawi RT @ChipGriffin: A3: biggest measurement fail is focus on dazzling numbers not meaningful outcomes #measurePR #amecmm

9/8/2016 16:34 Think\_Lyndon I'd love to show you a single way to measure PR activities @jweekes @ChipGriffin #measurePR

9/8/2016 16:34 Jen Zingsheim RT @hellosahana: A3b: An opp to be seen doesnâ€™t = reads or eyeballs (see our POV here: <https://t.co/FCr0UA4hu2>) #measurePR

9/8/2016 16:34 Jeni Lee Chapman RT @gojohrab: A3 Biggest fail is 'text' of print & print as it appears in pubs is same, soooooo NOT true! Visuals matter! #measurepr #AMECMM

9/8/2016 16:34 anup sharma b'harry RT @socialalex: A3 Being #earnedmedia "purists" nowadays is also a fail because there's great value in PESO #measurePR

9/8/2016 16:34 Austin Gaule @Alukomnik or lacking prior education to true measurement principles... #measurePR

9/8/2016 16:34 Philip Odiakose @hellosahana SoV is all numbers without insight, although it serves its own purpose, but not taking the front seat in the room. #measurePR

9/8/2016 16:34 Aidan Lukomnik A3) either " just give me the numbers" with out thinking about goals or "how many impressions did we get". #measurePR #amecmm

9/8/2016 16:35 Jen Zingsheim This is actually a big problem IMHO RT @richardbagnall A3 Clients wanting the world but prepared to pay peanuts #measurePR

9/8/2016 16:35 Samantha McCain, APR If we taught evaluation processes as intricately as we do step1 research, we would have different results #measurePR <https://t.co/PQIRc49Hx7>

9/8/2016 16:35 Jen Zingsheim RT @Alukomnik: A3) either " just give me the numbers" with out thinking about goals or "how many impressions did we get". #measurePR #amecmm

9/8/2016 16:35 AnnSi Krol hahahahaha that is to funny! #measurePR #amecmm <https://t.co/zbw7xMFGUP>

9/8/2016 16:35 Angela Sinickas A3 Bad surveys: eg survey asked agree/disagree you get too much email. 67% disagreed or neutral; conclusion was "too much email" #measurePR

9/8/2016 16:35 Think\_Lyndon A3. Not understanding the difference between PR and publicity #measurePR

9/8/2016 16:35 Johna Burke It's why #PR stays skinny. Still focused on sizzle and not consuming the STEAK. #AMECMM #MEASUREPR <https://t.co/erjnyMpUbs>

9/8/2016 16:35 Jen Zingsheim Amen! RT @THINK\_Lyndon A3. Not understanding the difference between PR and publicity #measurePR #amecmm

9/8/2016 16:35 Chip Griffin RT @jenzings: Excellent point. RT @mazennahawi A3 Not investing in people who are familiar/experts in what is being measured #measurepr

9/8/2016 16:35 AnnSi Krol Oh dear. #measurePR #amecmm <https://t.co/GEmIjiiy17>

9/8/2016 16:35 anup sharma b'harry So true@Alukomnik

9/8/2016 16:35 Samantha McCain, APR @austinomaha @socialalex #measurePR

9/8/2016 16:35 Jen Zingsheim Outcomes &gt; Outputs. Outputs show me you worked hard, but it doesn't show me results. #measurePR #amecmm <https://t.co/WDjfBLZ4Y4>

9/8/2016 16:36 Kim Fredrich RT @ChipGriffin: A3: biggest measurement fail is focus on dazzling numbers not meaningful outcomes #measurePR #amecmm

9/8/2016 16:36 Todd Murphy This is fantastic! LOL #measurepr #amecmm <https://t.co/MYHrDdm1>

9/8/2016 16:36 Tressa Robbins " @jenzings @richardbagnall Or even worse, they want you to measure the data THEY'VE found .(#googlenews=fail) #measurePR #amecmm

9/8/2016 16:36 Philip Odiakose RT @samemac: Outcomes &gt; Outputs. Outputs show me you worked hard, but it doesn't show me results. #measurePR #amecmm <https://t.co/WDjfBLZ4>

9/8/2016 16:36 PRIME Research UK @queenofmetrics scary figure... Afterall, that is what clients want to hear.. Bad Habit kills brands #measurePR

9/8/2016 16:36 Katie Delahaye Paine @annsikrol Completely agree! The real value comes from the insights and consultancy #measurePR #amecmm

9/8/2016 16:36 Jeni Lee Chapman RT @ gojohnab: A3 Biggest fail is 'text' of print & print as it appears in pubs is same, soooo NOT true! Visuals matter! #measurepr #AMECMM

9/8/2016 16:36 Hasan Al Hashimi RT @AmecOrg: A3. Biggest fail is procurement who write technical sound brief then say they want AVEs. #measurePR, #amecmm.

9/8/2016 16:36 AnnSi Krol RT @mazennahawi: A3 Clients not being clear on objectives, still too prevalent #measurePR

9/8/2016 16:36 Johna Burke I LOVE YOU JOHNA ;) #measurePR #amecmm <https://t.co/aR21Wu5JzP>

9/8/2016 16:37 anup sharma b'harry RT @Alukomnik: A3) either " just give me the numbers" with out thinking about goals or "how many impressions did we get". #measurePR #amecmm

9/8/2016 16:37 Jen Zingsheim Joining from India @aiaddysonzhang @shonali #measurePR

9/8/2016 16:37 Francois van Dyk @StylishMarketer She's on fire today, inn't she? :- ) @gojohnab #amecmm #measurepr

9/8/2016 16:37 Katie Delahaye Paine RT @ChipGriffin: A3: biggest measurement fail is focus on dazzling numbers not meaningful outcomes #measurePR #amecmm

9/8/2016 16:37 Elise Perkins RT @ jweekes: Absolutely. Challenges are diverse therefore so are the solutions. #measurePR <https://t.co/tKrDcH3Fcd>

9/8/2016 16:37 AnnSi Krol RT @jenzings: Amen! RT @THINK\_Lyndon A3. Not understanding the difference between PR and publicity #measurePR #amecmm

9/8/2016 16:37 Richard Bagnall It sue does! #measurePR #amecmm <https://t.co/SZ5Mgvr3T4>

9/8/2016 16:37 Pierre-Loic Assayag It's all about relationship strength @jweekes @ChipGriffin - if you have 15 minutes in the next few weeks I'll demonstrate #measurePR

9/8/2016 16:37 PRIME Research UK RT @queenofmetrics: RT @ jweekes: Absolutely. Challenges are diverse therefore so are the solutions. #measurePR <https://t.co/tKrDcH3Fcd>

9/8/2016 16:37 AnnSi Krol A3: All right, biggest #measurePR #fail of all? Ready? Only asking about measurement after the work is done

9/8/2016 16:37 Gerard F. Corbett @gojohnab Nice analogy, but it's not far off dinner time here and now I'm hungry :) #measurePR #amecmm

9/8/2016 16:37 Jen Zingsheim It sure does! #measurePR #amecmm <https://t.co/SZ5Mgvr3T4>

9/8/2016 16:38 Tressa Robbins " Bottom Line "Did we meet or exceed our goals???" #measurePR #amecmm

9/8/2016 16:38 Samantha McCain, APR Q4: @richardbagnall can you tell folks about @AMECorg integrated evaluation framework, how to use it? #measurePR #amecmm

9/8/2016 16:38 Alex H. Yong Yikes! Great example of "visuals matter". #AMECMM #measurePR <https://t.co/GBit9ImjWi>

9/8/2016 16:38 Mark Weiner Whaaaaaaat? There's not a single solution? #sadface #measurePR #amecmm <https://t.co/5dNbQhHOXO>

9/8/2016 16:38 Philip Odiakose RT @ ChipGriffin: A3: biggest measurement fail is focus on dazzling numbers not meaningful outcomes #measurePR #amecmm

9/8/2016 16:38 Think\_Lyndon @austinomaha @Alukomnik You guys, on this very topic, this is a MUST-READ. Seriously <https://t.co/O3RFohl4k4> #measurepr

9/8/2016 16:39 AnnSi Krol #measurePR Biggest PR measurement fail: when clients ask us to "revisit the numbers" because they don't match the expectation or goal. Ugh!

9/8/2016 16:39 Lisa Cunningham A2 : Biggest myth is the Mahattan Principle to replace #BarcelonaPrinciple @queenofmetrics can relate #measurePR

A3. Not understanding the difference between publicity and marketing communications #measurePR

RT @WeinerMark: #measurePR Biggest PR measurement fail: when clients ask us to "revisit the numbers" because they don't match the expectati&#228;

Oh please, don&#228;t get me started&#228;! ;) #measurePR #amecmm <https://t.co/SWZgovENnj>

RT @tressalynne: Yikes! Great example of "visuals matter". #AMECMM #measurePR <https://t.co/GBit9ImjWi>



9/8/2016 16:39 Katie Delahaye Paine RT @ Alukomnik: A3) either " just give me the numbers" without thinking about goals or "how many impressions did we get". #measurePR #amecmm

9/8/2016 16:39 Pierre-Loic Assayag I see... @richardbagnall is special, he gets his own questions #measurePR :)

9/8/2016 16:40 Chip Griffin A3: another fail is when those who embrace measurement do more preaching than teaching - must help PR pros find solutions #measurePR #amecmm

9/8/2016 16:40 Jun Quintana #measurePR @WeinerMark Yep. "These were not the results I wanted to see."

9/8/2016 16:40 Austin Gaule @annsikrol as if we haven't triple checked them before sending off ;] #measurePR

9/8/2016 16:40 Aidan Lukomnik This, this!!! Just because the numbers aren't what you expect, does not mean they're not true #measurePR #amecmm <https://t.co/97z71rtE91>

9/8/2016 16:40 Katie Delahaye Paine RT @ annsikrol: Oh please, don't get me started! ; ) #measurePR #amecmm <https://t.co/tlCiIMbNf9>

9/8/2016 16:40 Richard Bagnall A4 It was created by a global team including academics, agency heads, global measurement agencies and in-house communication pros #measurePR

9/8/2016 16:40 Kim Fredrich RT @Alukomnik: This, this!!! Just because the numbers aren't what you expect, does not mean they're not true #measurePR #amecmm <https://t.co/97z71rtE91>

9/8/2016 16:40 Mia Dand RT @WeinerMark: #measurePR Biggest PR measurement fail: when clients ask us to "revisit the numbers" because they don't match the expectations ;)

9/8/2016 16:40 Jun Quintana RT @Alukomnik: This, this!!! Just because the numbers aren't what you expect, does not mean they're not true #measurePR #amecmm <https://t.co/97z71rtE91>

9/8/2016 16:40 Jen Zingsheim @pierreloic @richardbagnall well, it \*is\* AMEC measurement month! #amecmm #hanginthere :) #measurePR

9/8/2016 16:40 Richard Bagnall A4 Non-proprietary, free to use, and designed for the benefit of organisations of any size working with any measurement partner #measurePR

9/8/2016 16:41 AnnSi Krol But he is! ;) He is fantastic! Love you to @richardbagnall #measurePR #amecmm <https://t.co/VXcFw8Vo2Y>

9/8/2016 16:41 AmecOrg A4: #amec adding translations of the Integrated Framework next week incl Arabic, Swedish & Spanish with more coming. #measurePR, #amecmm

9/8/2016 16:41 Tressa Robbins @tressalynne Great point. #PRpros need to TEACH, not just preach. #measurePR #AMECMM <https://t.co/jtsusR0uA2>

9/8/2016 16:41 Jen Zingsheim RT @AmecOrg: A4: #amec adding translations of the Integrated Framework next week incl Arabic, Swedish & Spanish with more coming. #measurePR

9/8/2016 16:41 AnnSi Krol RT @richardbagnall: A4 It was created by a global team including academics, agency heads, global measurement agencies and in-house communication pros

9/8/2016 16:41 Samantha McCain, APR RT @tressalynne: Great point. #PRpros need to TEACH, not just preach. #measurePR #AMECMM <https://t.co/jtsusR0uA2>

9/8/2016 16:41 Richard Bagnall Not a measurement "tool" but instead a work-flow that supports every step of creating campaign plans & measurement reports #measurePR

9/8/2016 16:41 AnnSi Krol RT @richardbagnall: A4 Non-proprietary, free to use, and designed for the benefit of organisations of any size working with any measurement partner

9/8/2016 16:41 Jen Zingsheim RT @ChipGriffin: A3: another fail is when those who embrace measurement do more preaching than teaching - must help PR pros find solutions ;)

9/8/2016 16:41 Jen Zingsheim RT @richardbagnall: Not a measurement "tool" but instead a work-flow that supports every step of creating campaign plans & measurement reports

9/8/2016 16:42 AnnSi Krol We can't wait here in Sweden for our version #measurePR #amecmm <https://t.co/YG3NNp1Y0R>

9/8/2016 16:42 Chip Griffin we need to remember that baby steps are better than no steps #measurePR #amecmm <https://t.co/Q5SMpqWav>

9/8/2016 16:42 Jen Zingsheim @richardbagnall It is a great, user-friendly path #amecmm #measurePR

9/8/2016 16:42 Jen Zingsheim RT @ChipGriffin: we need to remember that baby steps are better than no steps #measurePR #amecmm <https://t.co/Q5SMpqWav>

9/8/2016 16:42 Richard Bagnall A4 works across PESO. Encourages proper planning, objective setting, & moving measurement from outputs to outcomes & outcomes #measurePR

9/8/2016 16:42 Todd Murphy @tressalynne Thanks to @austinomaha for setting up educational events for students in PR. <https://t.co/4s7PSluV5J> #measurePR #amecmm

9/8/2016 16:42 Mark Weiner #measurePR Another fail: when clients focus on spelling and grammar rather than research-based PR insights. Happens so often!

9/8/2016 16:42 Richard Bagnall A4 It's online & interactive with support prompts at each stage of the process. Includes a resource center, taxonomy & dictionary #measurePR

9/8/2016 16:42 Elise Perkins Have to leave #measurePR early, but looking forward to seeing the recap! Thanks, @jenzings & co!

9/8/2016 16:42 Jeni Lee Chapman RT @richardbagnall: Not a measurement "tool" but instead a work-flow that supports every step of creating campaign plans & measurement reports

9/8/2016 16:42 AnnSi Krol RT @richardbagnall: A4 works across PESO. Encourages proper planning, objective setting, & moving measurement from outputs to outcomes & outcomes

9/8/2016 16:43 Austin Gaule @tressalynne proud to say that @Universal\_Info is continuing our college visits during #amecmm! So important. #measurePR @Todder4News

9/8/2016 16:43 Jeni Lee Chapman RT @AmecOrg: A4: #amec adding translations of the Integrated Framework next week incl Arabic, Swedish & Spanish with more coming. #measurePR

9/8/2016 16:43 Jen Zingsheim @ep\_comms thanks for joining! #measurePR

9/8/2016 16:43 mazennahawi RT @richardbagnall: A4 works across PESO. Encourages proper planning, objective setting, & moving measurement from outputs to outcomes & outcomes

9/8/2016 16:43 Richard Bagnall A4 Recently launched, it's had tremendous support from leaders of the comms industry all over the world #measurePR <https://t.co/1XSw5BJH3s>

9/8/2016 16:43 Philip Odiakose @pierreloic I got that alot from PR guys, a dude said if you can't tie a Naira to it, then its not measurement. Ignorance I reply #measurePR

9/8/2016 16:43 Jen Zingsheim RT @philipodiakose: @pierreloic I got that alot from PR guys, a dude said if you can't tie a Naira to it, then its not measurement. Ignorance ;)

9/8/2016 16:43 Think\_Lyndon RT @queenofmetrics: RT @ annsikrol: Oh please, don't get me started! ; ) #measurePR #amecmm <https://t.co/tlCiIMbNf9>

9/8/2016 16:43 Jen Zingsheim RT @richardbagnall: A4 Recently launched, it's had tremendous support from leaders of the comms industry all over the world #measurePR <https://t.co/1XSw5BJH3s>

9/8/2016 16:43 AmecOrg RT @richardbagnall: A4 Recently launched, it's had tremendous support from leaders of the comms industry all over the world #measurePR <https://t.co/1XSw5BJH3s>

9/8/2016 16:43 Katie Delahaye Paine @ChipGriffin that why I'm doing Msrnt Camp for the nitty gritty: pivot tables & data cleaning #measurePR #amecmm <https://t.co/Nn1tE5A4tu>

9/8/2016 16:43 AnnSi Krol @ep\_comms @jenzings Have a good one Elise! Great to see you #measurePR #amecmm

9/8/2016 16:43 Richard Bagnall A4 The interactive framework and full resource center is here: <https://t.co/OrZBmdoaRO> #measurepr #amecmm

9/8/2016 16:43 Jen Zingsheim RT @richardbagnall: A4 The interactive framework and full resource center is here: <https://t.co/OrZBmdoaRO> #measurepr #amecmm

9/8/2016 16:43 Jeni Lee Chapman RT @richardbagnall: A4 The interactive framework and full resource center is here: <https://t.co/OrZBmdoaRO> #measurepr #amecmm

9/8/2016 16:43 AnnSi Krol RT @richardbagnall: A4 The interactive framework and full resource center is here: <https://t.co/OrZBmdoaRO> #measurepr #amecmm

9/8/2016 16:43 Jen Zingsheim Okay, now Q5: Whatâ€™s next for the #measurePR field, IYHO? #amecmm

9/8/2016 16:44 Kim Fredrich @richardbagnall Thank you. #measurepr #amecmm

9/8/2016 16:44 Richard Bagnall A4 Thrilled by some of the reviews including @ginidietrichâ€™s @spinsucks <https://t.co/CbBRj7TBRG> #measurepr #amecmm

9/8/2016 16:44 Jen Zingsheim RT @richardbagnall: A4 Thrilled by some of the reviews including @ginidietrichâ€™s @spinsucks <https://t.co/CbBRj7TBRG> #measurepr #amecmm

9/8/2016 16:44 Chip Griffin RT @richardbagnall: A4 The interactive framework and full resource center is here: <https://t.co/OrZBmdoaRO> #measurepr #amecmm

9/8/2016 16:44 Sahana A5a: Depends on what you need to measure. #measurePR. At @eastwickcom... (cont)

9/8/2016 16:44 Richard Bagnall A5 More focus on integrated measurement rather than looking at PR in a silo #measurePR

9/8/2016 16:44 Mark Weiner #measurePR A4 @richardbagnall deserves our respect for leading this important initiative. Don't you agree?

9/8/2016 16:45 Kim Fredrich RT @richardbagnall: A5 More focus on integrated measurement rather than looking at PR in a silo #measurePR

9/8/2016 16:45 mazennahawi A5 the race is on for who will finally get it right and balance tech and people the winners will rule #measurePR

9/8/2016 16:45 Tressa Robbins âœ“ Ooooh, I hadn't seen! Thanks for sharing, Todd. I'll be sure to tweet out later. #PRstudents #measurePR <https://t.co/kvX8zH9gWC>

9/8/2016 16:45 Jen Zingsheim RT @WeinerMark: #measurePR A4 @richardbagnall deserves our respect for leading this important initiative. Don't you agree?

9/8/2016 16:45 Jen Zingsheim RT @mazennahawi: A5 the race is on for who will finally get it right and balance tech and people the winners will rule #measurePR

9/8/2016 16:45 AmecOrg A5: Education, education, education. Weâ€™re making progress but got to keep going. #measurePR, #amecmm

9/8/2016 16:45 Philip Odiakose @WeinerMark Fear of We don't know how to measure ... "Pls help us out will do" - #measurePR

9/8/2016 16:45 Pierre-Loic Assayag A5: Social is maturing and so are its measurement frameworks, in great part thanks for orgs like AMEC #amecmm #measurePR

9/8/2016 16:45 Jen Zingsheim Agreed. RT @mazennahawi A5 the race is on for who will finally get it right and balance tech and people the winners will rule #measurePR

9/8/2016 16:45 Hasan Al Hashimi RT @mazennahawi: A5 the race is on for who will finally get it right and balance tech and people the winners will rule #measurePR

9/8/2016 16:45 Sahana A5b: Manual coding is time intensive but free & as tailored as you can get; but most platforms have decent analytics built in #measurePR

9/8/2016 16:45 Jen Zingsheim RT @pierreloic: A5: Social is maturing and so are its measurement frameworks, in great part thanks for orgs like AMEC #amecmm #measurePR

9/8/2016 16:45 Think\_Lyndon A5. A single way to measure PR that everybody can agree on #measurePR

9/8/2016 16:45 Chip Griffin A5: a single magic number that works for everyone all the time ... kidding! #measurePR #amecmm

9/8/2016 16:46 Katie Delahaye Paine A5. Integration & Dashboards. Clients pulling internal comms, digital, social PR+ mktg data together to see interaction. #measurepr #amecmm

9/8/2016 16:46 mazennahawi A5 nobody has managed to get great technology and superb analysts under one company yet #measurePR but its coming

9/8/2016 16:46 Angela Sinickas A5 Connecting comms to resulting behaviors due to research & planning to identify the right knowledge & attitude messages upfront #measurePR

9/8/2016 16:46 Jen Zingsheim HA! RT @ChipGriffin A5: a single magic number that works for everyone all the time ... kidding! #measurePR #amecmm

9/8/2016 16:46 AnnSi Krol A5 Much more integrated in all disciplines Distinction between PR and marketing is blurred #measurePR #amecmm

9/8/2016 16:46 Richard Bagnall Thanks Mark - it was a great team effort by some brilliant minds & hard workers giving their time freely #measurepr <https://t.co/Q34Yur2aOw>

9/8/2016 16:46 Kim Fredrich @annsikrol This has already been happening. Makes a lot of sense, doesn't it? #measurepr #amecmm

9/8/2016 16:47 Aidan Lukomnik A5) the death of #aves... Pretty please #measurepr #amecmm <https://t.co/Q6rL4IA1vZ>

9/8/2016 16:47 Jen Zingsheim @gojohnab Wait, I thought 42 was the answer? #hitchhiker #amecmm #literacyday #measurepr

9/8/2016 16:47 Think\_Lyndon The future of our industry depends on @WeinerMark @richardbagnall #measurePR

9/8/2016 16:47 Tressa Robbins âœ“ RT @jenzings: Okay, now Q5: Whatâ€™s next for the #measurePR field, IYHO? #amecmm

9/8/2016 16:47 Mark Weiner #measurePR A5: next big thing in PR measurement? A return to recognition that machines can't replace human expertise. Tools aren't enough

9/8/2016 16:47 Alex H. Yong @richardbagnall, I mention @Amecorg in my pinned tweet's article :) @queenofmetrics you're in there too #measurepr

9/8/2016 16:47 Jen Zingsheim RT @socialalex: @richardbagnall, I mention @Amecorg in my pinned tweet's article :) @queenofmetrics you're in there too #measurepr

9/8/2016 16:47 Jen Zingsheim RT @WeinerMark: #measurePR A5: next big thing in PR measurement? A return to recognition that machines can't replace human expertise. Toolsâ€™

9/8/2016 16:47 Tressa Robbins âœ“ RT @WeinerMark: #measurePR A5: next big thing in PR measurement? A return to recognition that machines can't replace human expertise. Toolsâ€™

9/8/2016 16:47 Philip Odiakose @gerardcorbett I relate #measurePR

9/8/2016 16:47 Austin Gaule @Alukomnik ugh, our collective wish. When will it die? #measurePR

9/8/2016 16:47 mazennahawi RT @WeinerMark: #measurePR A5: next big thing in PR measurement? A return to recognition that machines can't replace human expertise. Toolsâ€¦  
@WeinerMark Agreed. Still need humans w/thinking caps on. #amecmm #measurepr

9/8/2016 16:47 Jen Zingsheim A5 we do more measuring connected to internal comms and company culture to #measurePR #amecmm

9/8/2016 16:48 AnnSi Krol A5: future of measurement is merging best technology w/ best human analysis for timely, accurate insights #measurePR #amecmm

9/8/2016 16:48 Chip Griffin RT @annsikrol: A5 we do more measuring connected to internal comms and company culture to #measurePR #amecmm

9/8/2016 16:48 Jen Zingsheim #measurepr #AMECMM A5 Virtual will give 'interactive' a new depth. IMHO..of course:)

9/8/2016 16:48 Johna Burke RT @ChipGriffin: A5: future of measurement is merging best technology w/ best human analysis for timely, accurate insights #measurePR #amecâ€¦

9/8/2016 16:48 Jen Zingsheim @WeinerMark great point, Mark. have to realize that brain power is need past automated programs. #measurePR

9/8/2016 16:48 Austin Gaule RT @gojohrab: #measurepr #AMECMM A5 Virtual will give 'interactive' a new depth. IMHO..of course:)

9/8/2016 16:48 Jun Quintana This just makes sense. #measurepr #amecmm <https://t.co/IT4B2iBOe4>

9/8/2016 16:48 Kim Fredrich This. Understanding interrelationships between PR, marketing and publicity will help us measure each #measurePR <https://t.co/gGcysJyKER>

9/8/2016 16:48 Think\_Lyndon Use your brain, it's still the most important tool you have. #measurePR #amecmm <https://t.co/o14LGwu1Hv>

9/8/2016 16:48 Aidan Lukomnik RT @ChipGriffin: A5: future of measurement is merging best technology w/ best human analysis for timely, accurate insights #measurePR #amecâ€¦

9/8/2016 16:48 Jun Quintana RT @austinomaha: @WeinerMark great point, Mark. have to realize that brain power is need past automated programs. #measurePR

9/8/2016 16:48 Jen Zingsheim RT @jenzings: @WeinerMark Agreed. Still need humans w/thinking caps on. #amecmm #measurepr

9/8/2016 16:49 Think\_Lyndon AMEN #measurePR <https://t.co/cgOlieCtHc>

9/8/2016 16:49 Think\_Lyndon RT @Alukomnik: Use your brain, it's still the most important tool you have. #measurePR #amecmm <https://t.co/o14LGwu1Hv>

9/8/2016 16:49 Jen Zingsheim eek, almost down to 10 minutes... #amecmm #measurepr

9/8/2016 16:49 AnnSi Krol Ofcourse, yet not all accept it. Agencies still battle over budgets Measuring helps the process #measurePR #amecmm <https://t.co/a9cy5STT6T>

9/8/2016 16:49 Hasan Al Hashimi RT @richardbagnall: A4 works across PESO. Encourages proper planning, objective setting, & moving measurement from outputs to outtakes & ou

9/8/2016 16:49 Sahana A5: Finding the right mix of humans to add art to robot science. Only a human eye can appreciate the qualitative #amecmm #measurePR

9/8/2016 16:49 Mark Weiner #measurePR A5 next big thing: ntegrating PR data into Big Data streams to find insights to drive the BUSINESS (not just PR). It's here now.

9/8/2016 16:49 Angela Sinickas @WeinerMark Sounds like the comeback print is making in a lot of companies. It too serves a unique role. #measurePR

9/8/2016 16:49 Philip Odiakose @WeinerMark We get that alot from the agency client.. That cant be is the word.. When we show them the back end... #Speechless #measurePR

9/8/2016 16:50 Jun Quintana RT @hellosahana: A5: Finding the right mix of humans to add art to robot science. Only a human eye can appreciate the qualitative #amecmm #â€¦

9/8/2016 16:50 PRIME Research UK For too long, data has been existing in silos. Free the data! #measurePR #amecmm <https://t.co/Xx9wF7CKhs>

9/8/2016 16:50 Jen Zingsheim Q6: What tools would you recommend for #measurePR, including on a small budget? #amecmm

9/8/2016 16:50 Jun Quintana RT @WeinerMark: #measurePR A5 next big thing: ntegrating PR data into Big Data streams to find insights to drive the BUSINESS (not just PR)â€¦

9/8/2016 16:50 mazennahawi A5 the future is not just technical/methodology - be ready to see lots of great measurement thinking coming from Asia #measurePR

9/8/2016 16:50 Kim Fredrich RT @WeinerMark: #measurePR A5 next big thing: ntegrating PR data into Big Data streams to find insights to drive the BUSINESS (not just PR)â€¦

9/8/2016 16:50 Alex H. Yong @WeinerMark True, but at the same time, people must be properly trained to not misinterpret data by "tool misuse" #measurePR

9/8/2016 16:50 Katie Delahaye Paine RT @ Alukomnik: Use your brain, it's still the most important tool you have. #measurePR #amecmm <https://t.co/CXWPcAn2aY>

9/8/2016 16:50 AnnSi Krol Word. #measurePR #amecmm <https://t.co/DDfhB3orLO>

9/8/2016 16:50 Think\_Lyndon A5. In order to measure PR successfully we need a single definition of what PR is #measurePR

9/8/2016 16:50 Austin Gaule @jenzings your brain! Excel is great. Bitly (free), among other tools that make measuring easier. #measurePR

9/8/2016 16:51 Jen Zingsheim RT @hellosahana: A5: Finding the right mix of humans to add art to robot science. Only a human eye can appreciate the qualitative #amecmm #â€¦

9/8/2016 16:51 Hasan Al Hashimi RT @mazennahawi: A5 the future is not just technical/methodology - be ready to see lots of great measurement thinking coming from Asia #meaâ€¦

9/8/2016 16:51 Angela Sinickas Q6 \$0 needed to track changes in behaviors where your comms were or were not usedâ€¦sales where PR was heavy/absent, safety by site #measurePR

9/8/2016 16:51 mazennahawi A6 brain + heart: intelligence + ethics #measurePR

9/8/2016 16:51 Sahana A6a) Depends on what you need to measure.... Cont #measurePR #amecmm

9/8/2016 16:51 Pierre-Loic Assayag A6: lâ€™m a little biased so I wonâ€™t chime in on tools. lâ€™d say though that itâ€™s not where the measurement battle is fought #measurePR #amecmm

9/8/2016 16:51 Philip Odiakose A3: Not understanding the difference between PR and Market research .. They pay for PR they want to know who bought their product #measurePR

9/8/2016 16:51 Hasan Al Hashimi RT @mazennahawi: A6 brain + heart: intelligence + ethics #measurePR

9/8/2016 16:51 AnnSi Krol @THINK\_Lyndon And also see that maybe there is a new era in #communication due to new tech and behavior in the audience #measurePR #amecmm

9/8/2016 16:51 Alex H. Yong @THINK\_Lyndon As well as what PR is not :) #measurepr



9/8/2016 16:55 Tressa Robbins â€” A7. Take the mystery out of #measurePR. #amecmm

9/8/2016 16:55 Bradley Nirton HA! a single magic number that works for everyone all the time ... kidding! #measurePR #amecmm MORE && https://t.co/r7qzyiZ828

9/8/2016 16:55 Jen Zingsheim @AmecOrg Thank you SO much for joining - #amecmm #measurepr

9/8/2016 16:55 RiccardoMantero RT @queenofmetrics: RT @ gojohrab: A3 Biggest fail is 'text' of print & print as it appears in pubs is same, soooo NOT true! Visuals matterâ€”

9/8/2016 16:55 Gerard F. Corbett A6. Have objectives, and combine with eyes, ears and brain. #measurePR #amecmm

9/8/2016 16:55 Philip Odiakose @tressalynne When they can only preach and dont know what to teach "Pls teach me" is a big word for PR dudes #measurePR

9/8/2016 16:56 Jun Quintana RT @gerardcorbett: A6. Have objectives, and combine with eyes, ears and brain. #measurePR #amecmm

9/8/2016 16:56 Richard Bagnall A6 So many free tools â€” most important one is time â€” spend time with the data, ask the right questions #measurePR

9/8/2016 16:56 Chip Griffin Q6: the tools matter less than how you use them. Figure out what you want to measure and why ... then find tools to match #measurePR #amecmm

9/8/2016 16:56 Jen Zingsheim Down to the last 5 minutes #amecmm #measurepr

9/8/2016 16:56 Aidan Lukomnik A7) start thinking outcomes--&goals --&strategy --&tactics. Not the other way around #measurePR #amecmm

9/8/2016 16:56 mazennahawi A7 Always tell clients you wonâ€™t start work unless a good #measurePR program is in place

9/8/2016 16:56 Think\_Lyndon Commercial goals (doesn't necessarily mean \$\$\$ value) #measurePR https://t.co/81WlcUuVcD

9/8/2016 16:56 Think\_Lyndon RT @aiaddysonzhang: Love this. #measurePR https://t.co/0Gu4XRFqfL

9/8/2016 16:56 Richard Bagnall Re A4 I'd also like to pay tribute to the late great @donbart who inspired much of the work #measurePR

9/8/2016 16:56 Jen Zingsheim RT @mazennahawi: A7 Always tell clients you wonâ€™t start work unless a good #measurePR program is in place

9/8/2016 16:56 Jen Zingsheim RT @Alukomnik: A7) start thinking outcomes--&goals --&strategy --&tactics. Not the other way around #measurePR #amecmm

9/8/2016 16:57 Katie Delahaye Paine A7. get consensus from mgmt on what business impact they expect you to produce. Define your role in path to purchase. #amecmm #measurepr

9/8/2016 16:57 Kim Fredrich Perfect! #measurepr #amecmm https://t.co/rcXQMHDht9

9/8/2016 16:57 Philip Odiakose Clear point @richardbagnall as people tends to mix them up when writing an article, Not a tool but a Work-Flow to guide #measurePR

9/8/2016 16:57 Jen Zingsheim RT @queenofmetrics: A7. get consensus from mgmt on what business impact they expect you to produce. Define your role in path to purchase.â€”

9/8/2016 16:57 Johna Burke #measurepr #AMECMM A7 Start w/ clear measurable objective. If purpose stated & clear rest will come into focus. Adjust strategy & tactic

9/8/2016 16:57 Richard Bagnall A7 Start at the beginning. With the plan/ What do you want to achieve? Why? Apply appropriate metrics from there #measurePR

9/8/2016 16:57 Gerard F. Corbett A7. Don't launch a campaign or program unless you have a goal and a reason. #measurePR #amecmm

9/8/2016 16:57 AnnSi Krol So true! And having a good understanding for customer reality is so important for great insights #measurePR #amecmm https://t.co/34EoUzbd3u

9/8/2016 16:57 Jen Zingsheim He was wonderful. RT @richardbagnall Re A4 I'd also like to pay tribute to the late great @donbart who inspired much of the work #measurePR

9/8/2016 16:57 Tressa Robbins â€” RT @gerardcorbett: A7. Don't launch a campaign or program unless you have a goal and a reason. #measurePR #amecmm

9/8/2016 16:57 Kim Fredrich @THINK\_Lyndon Exactly! #measurepr #amecmm

9/8/2016 16:57 Jen Zingsheim RT @gerardcorbett: A7. Don't launch a campaign or program unless you have a goal and a reason. #measurePR #amecmm

9/8/2016 16:57 Tressa Robbins â€” RT @richardbagnall: A7 Start at the beginning. With the plan/ What do you want to achieve? Why? Apply appropriate metrics from there #measuâ€”

9/8/2016 16:57 Richard Bagnall A7 Measurement isn't charts. Link the data and tell the measurement story #measurePR

9/8/2016 16:57 Tressa Robbins â€” RT @gojohrab: #measurepr #AMECMM A7 Start w/ clear measurable objective. If purpose stated & clear rest will come into focus. Adjust strateâ€”

9/8/2016 16:57 Ai Zhang Wow. this! #measurePR https://t.co/SWCWc7nKXU

9/8/2016 16:58 Chip Griffin A6: the best chefs can cook w/ \$1 knives & pans or \$200 ones ... it's what you do w/ your tools that matters #measurePR #amecmm

9/8/2016 16:58 Think\_Lyndon A6. I have a communiations framework I've developed specifically for low budgets (I work exclusively #startups & #smallbiz) #measurepr

9/8/2016 16:58 Pierre-Loic Assayag A7: Donâ€™t boil the ocean. To paraphrase @queenofmetrics: measure what matters to YOU #measurePR #amecmm

9/8/2016 16:58 Mark Weiner #measurePR Tools promise "real time." But complex decisions require time and thought. Tools don't provide "right data" in "right time."

9/8/2016 16:58 Jen Zingsheim Q8: Do you have an initiative/program youâ€™d like #measurePR folk to know about? Please share! #amecmm

9/8/2016 16:58 AnnSi Krol RT @gerardcorbett: A7. Don't launch a campaign or program unless you have a goal and a reason. #measurePR #amecmm

9/8/2016 16:58 Ai Zhang Sorry that i was on and off for today's #measurePR. Thank you to all the panelists. Great insights! #measurePR

9/8/2016 16:58 Richard Bagnall RT @WeinerMark: #measurePR Tools promise "real time." But complex decisions require time and thought. Tools don't provide "right data" inâ€”

9/8/2016 16:58 Think\_Lyndon RT @gerardcorbett: A7. Don't launch a campaign or program unless you have a goal and a reason. #measurePR #amecmm

9/8/2016 16:58 Richard Bagnall A8 YES! AMECâ€™s (@amecorg) integrated evaluation framework & resource centre https://t.co/0rZBmdoaRO #measurePR

9/8/2016 16:58 Jun Quintana @queenofmetrics A7 Yes! What target audience behaviors do we want communications/PR to impact? #measurepr

9/8/2016 16:58 Think\_Lyndon RT @annsikrol: So true! And having a good understanding for customer reality is so important for great insights #measurePR #amecmm https://â€”

9/8/2016 16:58 Jen Zingsheim RT @pierreloic: A7: Don't boil the ocean. To paraphrase @queenofmetrics: measure what matters to YOU #measurePR #amecmm

9/8/2016 16:58 Katie Delahaye Paine RT @richardbagnall Re A4 I'd also like to pay tribute to the late great @donbart who inspired much of the work #measurePR

9/8/2016 16:59 AnnSi Krol RT @richardbagnall: A8 YES! AMEC's (@amecorg) integrated evaluation framework & resource centre <https://t.co/0rZBmdoaRO> #measurePR

9/8/2016 16:59 Tressa Robbins â€ Like this! #Storytelling isn't just for pitching -- it's important in #measurePR too. #AMECMM <https://t.co/tqmu2yPDhM>

9/8/2016 16:59 Austin Gaule @richardbagnall great point. Can't solve any problems by just providing visuals/charts. Need to explain story behind #'s. #measurePR

9/8/2016 16:59 Jen Zingsheim RT @richardbagnall: A8 YES! AMEC's (@amecorg) integrated evaluation framework & resource centre <https://t.co/0rZBmdoaRO> #measurePR

9/8/2016 16:59 mazennahawi A8 join us for the #premeasurement summit in Dubai, many of the best will be there #measurePR

9/8/2016 16:59 Ai Zhang LOVE THIS. Great reminder. #measurePR <https://t.co/7D90Hh2juC>

9/8/2016 16:59 Jen Zingsheim RT @mazennahawi: A8 join us for the #premeasurement summit in Dubai, many of the best will be there #measurePR

9/8/2016 16:59 Angela Sinickas Q8 A great resource for #measurePR internal comms I helped CIPR develop that identifies what to measure and how: <https://t.co/QEnZP57IaK>

9/8/2016 16:59 Rob Clark Gah - I'm late to #measurePR ...oh well. A7) KNOW what it is you are trying to change. KNOW what will show that change is happening. #amecmm

9/8/2016 16:59 AnnSi Krol RT @gojoh nab: #measurepr #AMECMM A7 Start w/ clear measurable objective. If purpose stated & clear rest will come into focus. Adjust strateâ€;

9/8/2016 16:59 Philip Odiakose @WeinerMark We get alot from the PR agencies,I tell them look at the insight not English for Christ sake.. Too much press release #measurePR

9/8/2016 16:59 Angela Sinickas Q8 A #measurePR workshop in DC Oct 12-13; you leave with your own measurement plan, survey and focus group guide <https://t.co/VaFpEdFliZ>

9/8/2016 17:00 Katie Delahaye Paine @Social\_IDo Exactly. what do they expect all this PR/Social etc activity to do for the organization? #measurepr #amecmm

9/8/2016 17:00 Sahana A8: @eastwickcomâ€™s Insights & Analytics team's #measurementminutes. Follow it here: <https://t.co/Jl50RjQ4Gc> #PRmeasure #amecmm #measurepr

9/8/2016 17:00 Think\_Lyndon A6. The framework has a simple, but effective, measurement tool built in #measurePR

9/8/2016 17:00 Jen Zingsheim Wow, that hour went quickly! Thank you to all of the panelists...what an amazing group! #amecmm #measurepr

9/8/2016 17:00 Johna Burke #AMECMM #Measurepr The AMEC Integrated Framework. <https://t.co/OboSKknAw4> it can be a great primer & tool!

9/8/2016 17:00 Kim Fredrich @jenzings Agreed! Lots of fantastic stuff to take away. #measurepr #amecmm

9/8/2016 17:00 Tressa Robbins â€ RT @gojoh nab: #AMECMM #Measurepr The AMEC Integrated Framework. <https://t.co/OboSKknAw4> it can be a great primer & tool!

9/8/2016 17:00 Jen Zingsheim Reminders - the summary and transcript will be posted soon on Waxing Unlyrical #amecmm #measurepr

9/8/2016 17:01 Chip Griffin A7: first step is to know why you're doing PR to begin with .... what do you want to accomplish? All else flows from that #measurePR #amecmm

9/8/2016 17:01 AnnSi Krol This is so important! Mgmt needs so much support and guidance to understand their part #measurePR #amecmm <https://t.co/6EoNA3YrSs>

9/8/2016 17:01 Jen Zingsheim Save the date for the next chat, Oct. 13 at noon Eastern! #amecmm #measurepr

9/8/2016 17:03 Jen Zingsheim Thanks to @annsikrol @AmecOrg @mazennahawi @queenofmetrics #amecmm #measurepr

9/8/2016 17:03 Katie Delahaye Paine @pierreloic we're doing one next week! <https://t.co/z2s6keiQRK> #measurepr #amecmm

9/8/2016 17:04 Chip Griffin A8: My shameless plug is always check out <https://t.co/V7Bn2IzF99> and <https://t.co/eS495pbUju> for great #measurePR content #amecmm

9/8/2016 17:04 Richard Bagnall Thanks everyone on #measurepr for having me Great to see you all here! :-)

9/8/2016 17:04 Jen Zingsheim And, thanks to @sinickasa and @WeinerMark -- and to @shonali for organizing and letting me fill in! #amecmm #measurepr