

Created	Author	Message
11/10/2016 17:00	Shonali Burke	#measurepr And... it's time! Welcome to your monthly Twitter chat on all things #pr & #socialmedia measurement! Who's here today?
11/10/2016 17:00	SuzieLin	Hello! Excited to be here! #measurepr https://t.co/DM7lPbhlNq
11/10/2016 17:00	Shonali Burke	#measurepr We have some terrific guests today but I know we ALSO have terrific participants, so stop lurking and reveal yourselves. :)
11/10/2016 17:00	Angela Jeffrey	@shonali #measurepr Hi, Shonali - I'm here! Is it time?
11/10/2016 17:00	Jansen Communication	#measurepr
11/10/2016 17:01	Shonali Burke	@ajeffrey1 Yay, you made it! #measurepr
11/10/2016 17:01	Austin Gaule	@shonali Hiiiiii! #measurePR
11/10/2016 17:02	Shonali Burke	@SuzieLin OMG you've come back after AGES!!! #measurepr
11/10/2016 17:02	Shonali Burke	@JansenComm YES! #measurepr
11/10/2016 17:02	SuzieLin	@shonali Yes and so happy to emerge =) #measurepr
11/10/2016 17:03	Shonali Burke	#measurepr As you sign on, introduce yourself, say who you are, what you do & where you are. Also, what beverage is at hand?
11/10/2016 17:03	Shonali Burke	@austinomaha Yay! #measurepr
11/10/2016 17:03	anup sharma b'harry	Hi @shonali @iamashbrown @austinomaha @ajeffrey1 how u guys doing. Looking forward 2 sum gr8 learning and sharing at #measurePR
11/10/2016 17:03	Austin Gaule	A1: I had absolutely 0 knowledge of PR measurement coming out of college, I got lucky in landing at Universal right off the bat. #measurePR
11/10/2016 17:03	Austin Gaule	A1: Had knowledge of PR strategy and principles, but needed to immerse myself in measuring to industry this industry. #measurePR
11/10/2016 17:03	Angela Jeffrey	#measurepr - I am VP Brand Mgmt. for ABX Advertising Benchmark Index. We measure Creative in paid media. Protein drink nearby!
11/10/2016 17:04	Sue Duris	Wow. I am actually available when there is a #measurepr chat going on.
11/10/2016 17:04	Jansen Communication	A1. This is @jesserker, representing the Jansen Communications team. I'm in the DC suburbs, drinking hot tea. #measurepr
11/10/2016 17:04	Shonali Burke	#measurepr So we have @austinomaha @ajeffrey1 @iamashbrown as our guests today - welcome to all!
11/10/2016 17:04	Shonali Burke	@SueDuris the stars aligned ;) #measurepr
11/10/2016 17:04	Shonali Burke	@JansenComm Me too!!! @jesserker #measurepr
11/10/2016 17:05	Shonali Burke	#measurepr As we get into the chat, remember to always use the hashtag & index your tweets (eg "A1"), etc. Off we go!
11/10/2016 17:05	Gerard F. Corbett	Gerry Corbett here. #redphlag #UCBerkeley #prjobcoach #measurepr
11/10/2016 17:05	Shonali Burke	#measurepr Q1: Please tell us what you do, how you got there. What got you interested in measurement?
11/10/2016 17:05	Robin Smothers	Robin from Mpls Park Board, sm and mar-comm. Also developing org. performance measures. Sipping ice water. #measurepr
11/10/2016 17:05	Jill Van Nostran	Hi all. Tuning into (and a little out of) #measurepr for the next hour. Jill from @MissionFound. :)
11/10/2016 17:05	Shonali Burke	@TweetsAnup Hey, great to see you! #measurepr
11/10/2016 17:05	Angela Jeffrey	#measurepr A1 Long career in PR - Silver Anvils. Then developed PRtrak, 1st PR msmt tool - now owned by @burrellesluce.
11/10/2016 17:06	Austin Gaule	A1: I had absolutely 0 knowledge of PR measurement coming out of college, I got lucky in landing at Universal right off the bat. #measurePR
11/10/2016 17:06	Jean Saucier	#measurePR Jean Saucier attending. I work with Austin Gaule at @Universal_Info. Happy to be here!
11/10/2016 17:06	Angela Jeffrey	#measurepr A1 Dug deeper into #measurepr as member of @iprmeasure, linking PR to outcomes. Now learning ad msmt @abxindex
11/10/2016 17:06	Austin Gaule	A1: I know PR strategy and principles, but needed to immerse myself in measuring to industry this industry. #measurePR
11/10/2016 17:06	Gerard F. Corbett	A1. Day One. Can't manage what you don't measure. #measurepr
11/10/2016 17:06	Shonali Burke	@theelusivefish Loud and clear :) #measurepr
11/10/2016 17:06	SuzieLin	Long #PR career in B2B and tech, measurement shows results! My interest started back when I was an AC in NYC #measurepr
11/10/2016 17:06	Shonali Burke	@jillvannostran Yay Jill! #measurepr
11/10/2016 17:07	Shonali Burke	@RobinMarie Great to see you back! #measurepr
11/10/2016 17:07	Ashley Brown	A1. 1/2 I lead comms for Spredfast. I started in PR at PN, then went boutique in NYC, and jumped to MSFT for a Windows PR role. #measurepr
11/10/2016 17:07	Angela Jeffrey	RT @JeanRSaucier #measurePR Jean Saucier attending. I work with Austin Gaule at @Universal_Info. Happy to be here!
11/10/2016 17:07	Shonali Burke	@JeanRSaucier So glad to have you! #measurepr
11/10/2016 17:07	Austin Gaule	@gerardcorbett true, true! #measurePR
11/10/2016 17:07	Jill Van Nostran	What he said #measurepr -& RT @gerardcorbett A1. Day One. Can't manage what you don't measure. #measurepr
11/10/2016 17:07	Shonali Burke	@GageGrammer LOL! Welcome. :) #measurepr

11/10/2016 17:08 Kalene Morgan Hi Happy to join this chat #measurePR

11/10/2016 17:08 Ashley Brown A1. 2/2 After I went to KO to lead corp. digital. After working with startups for 4 yrs., I decided to join one #measurepr

11/10/2016 17:08 Jansen Communication A1. I'm a freelance digital strategist. Jansen is a marketing/copywriting agency. Measurement is key for all of us to our work! #measurepr

11/10/2016 17:08 Rob Clark A1) I'm a storyteller and problemsolver. #measurepr is just stories that are made of info in order to solve decision-making problems.

11/10/2016 17:09 Sue Duris True that. #measurepr <https://t.co/TMyArQUpBL>

11/10/2016 17:09 Gerard F. Corbett RT @jillvanostran: What he said #measurepr -> RT @gerardcorbett A1. Day One. Can't manage what you don't measure. #measurepr

11/10/2016 17:09 Shonali Burke RT @ajeffrey1 A1 Dug deeper into #measurepr as member of @iprmeasure, linking PR to outcomes. Now learning ad msmt @abxindex

11/10/2016 17:09 Jansen Communication @theelusivefish yes! Storytelling is key to marketing and communications #measurepr

11/10/2016 17:09 Kalene Morgan Q1 I'm teaching PR and social media and its importance to our profession. #measurePR

11/10/2016 17:10 Rob Clark A1 cont) I've worked w/global brands and top agencies,setting best practice for #measurepr, guiding strategy for SM&digital communications.

11/10/2016 17:10 Jansen Communication @kaleneelizabeth awesome! Where do you teach? #measurepr

11/10/2016 17:10 Shonali Burke Can we also please give @ajeffrey1 a SPECIAL round of applause for *finally* being a guest on #measurepr? I've askeâ€¦ <https://t.co/QnyhcqwFh>

11/10/2016 17:10 Shonali Burke @kaleneelizabeth Welcome! #measurepr

11/10/2016 17:11 Austin Gaule @shonali @ajeffrey1 A+ for the Drake GIF. Seriously. Knew I loved you for a reason. #measurePR

11/10/2016 17:11 Angela Jeffrey #measurepr So impressed to see what all of you have done/are doing. Great folks!

11/10/2016 17:11 Shonali Burke Q2: How do you define â€œengagementâ€? How can we benchmark and effectively measure it? #measurePR

11/10/2016 17:11 Austin Gaule A2: My definition of engagement: interaction between people (or people and brands) #measurePR <https://t.co/hw4RWbpu0p>

11/10/2016 17:11 Ashley Brown 1/3 Engagement is anything that provokes an action. That can be a click through, a comment, or a share. #measurepr

11/10/2016 17:11 Austin Gaule A2: 3 types of engagement: Content engagement, brand engagement, and 1 on 1 engagement (people call this direct engagement.) #measurePR

11/10/2016 17:12 shine RT @kaleneelizabeth: Q1 I'm teaching PR and social media and its importance to our profession. #measurePR

11/10/2016 17:12 Ashley Brown 2/3 This helps us see which stories are resonating, are driving interest in @Spredfast, and how influential those pubs are to us #measurepr

11/10/2016 17:12 SuzieLin A2.) Engagement triggers emotions and drives action. You want to learn more. #measurepr

11/10/2016 17:12 Angela Jeffrey RT #measurepr A2 â€œEngagement is an action beyond exposure - implies an interaction between 2 or more parties." <https://t.co/pITCRZXq5>

11/10/2016 17:12 Rob Clark <insert sound file of children going HURRAY!!!> here </insert> #measurePR <https://t.co/ppxhNrcX1Q>

11/10/2016 17:12 Austin Gaule A2: They key for engagement is knowing your audience. Know what drives them to engage. #measurePR

11/10/2016 17:12 Shonali Burke @austinomaha Heh! @ajeffrey1 #measurePR

11/10/2016 17:12 Austin Gaule A2: If we donâ€™t know our audience and tailor our content to MAKE them engage with it, then what are we doing? #measurePR

11/10/2016 17:12 Ashley Brown 3/3 PR people today must love data, and be fluent in tools like GA, Trendkite, etc. Digital and PR KPIs are merging. #measurepr

11/10/2016 17:12 Jill Van Nostran RT @shonali Q2: How do you define â€œengagementâ€? How can we benchmark and effectively measure it? #measurePR

11/10/2016 17:12 Gage Grammer RT @iamashbrown: 1/3 Engagement is anything that provokes an action. That can be a click through, a comment, or a share. #measurepr

11/10/2016 17:13 Austin Gaule @SuzieLin and (inter)action! #measurePR

11/10/2016 17:13 Jansen Communication RT @austinomaha: A2: If we donâ€™t know our audience and tailor our content to MAKE them engage with it, then what are we doing? #measurePR

11/10/2016 17:13 Angela Jeffrey RT @austinomaha A2: 3 types of engagement: Content engagement, brand engagement, and 1 on 1 engagement #measurePR

11/10/2016 17:13 SuzieLin A2.) Understanding how your audience perceives your content is key to engaging #measurepr

11/10/2016 17:13 Jansen Communication This!!! RT @SuzieLin A2.) Understanding how your audience perceives your content is key to engaging #measurepr

11/10/2016 17:13 Angela Jeffrey #measurepr A2 â€œSM engagement is an action that typically occurs in response to content on owned channelsâ€ <https://t.co/pITCRZXq5>

11/10/2016 17:13 Kathleen Stansberry Jumping in late to today's #measurepr chat. Professor of SM & PR at Cleveland State w/ focus on digital analytics and online communities

11/10/2016 17:13 Jill Van Nostran "Triggers emotions." Absolutely. RT @SuzieLin A2.) Engagement triggers emotions and drives action. You want to learn more. #measurepr

11/10/2016 17:14 SuzieLin @austinomaha Yes!! #measurepr

11/10/2016 17:14 Austin Gaule @SuzieLin yes! Knowing your audience is KEY for any type of engagement. #measurePR

11/10/2016 17:14 Shonali Burke MT @iamashbrown A2 This helps us see which stories are driving interest in @Spredfast & how influential those pubs are to us #measurepr

11/10/2016 17:14 Shonali Burke @kstansberry better late than never! :) #measurepr

11/10/2016 17:14 Angela Jeffrey #measurepr A2 Measure Engagement â€“ tags, likes, shares, follows, return visits, subscribing, comments ... <https://t.co/jK6vEOIusR>

11/10/2016 17:15 Sue Duris A1 Head of @m4_comm. Work w early/mid-stage #startups, #nonprofits, educ orgs to help build brands. Analytics help drive growth. #measurepr

11/10/2016 17:15 Angela Jeffrey RT @shonali MT @iamashbrown A2 This helps us see which stories are driving interest in @Spredfast & how influential pubs are #measurepr

11/10/2016 17:15 SuzieLin @austinomaha Absolutely because if you don't know your audience, your content is fluff and gets lost in the noise #measurepr

11/10/2016 17:15 Kathleen Stansberry @shonali There was a coffee emergency. The emergency was that there was no more coffee. Crisis averted. #measurepr

11/10/2016 17:16 Angela Jeffrey @kstansberry #measurepr So glad you are here!

11/10/2016 17:16 Shonali Burke SUPER resource @ajeffrey1 TYVM! Re: #measurepr A2 Here's @amecorg taxonomy of evaluation <https://t.co/l2iuUT743e>

11/10/2016 17:16 Austin Gaule @ajeffrey1 seems like content measurement is the most popular when we discuss these metrics! #measurePR

11/10/2016 17:16 Jill Van Nostran A2 How to measure engagement will be different for different orgs and campaigns. Ultimately, does it move people to action? #measurepr

11/10/2016 17:16 Shonali Burke @kstansberry Phew. #measurepr

11/10/2016 17:16 Sue Duris A2 - on Social Media especially people tend to confuse broadcast with engagement. Engagement is a one 2 one exchange, interaction #measurepr

11/10/2016 17:16 Kristie Aylett, APR Popping into #measurepr. Always a great conversation! #measurepr

11/10/2016 17:16 Rob Clark #measurepr A2) for SM, engagement is typically a public communication directed towards a brand. This incl. 1-click social gestures.

11/10/2016 17:16 Austin Gaule @jillvannostran pushing the bottom line for your BIZZ goals. #measurePR

11/10/2016 17:16 Shonali Burke Q3: How do you use engagement metrics to make smarter business decisions? #measurePR

11/10/2016 17:17 Robin Smothers A1: I view most of work, and much of my life, thru a measurement lens. #measurepr

11/10/2016 17:17 Kathleen Stansberry A2: I think "engagement" is one of the most overused & under defined terms in PR/Ad/IMC today #measurepr #PRprofs

11/10/2016 17:17 Austin Gaule @SueDuris we call this direct engagement! #measurePR

11/10/2016 17:17 Angela Jeffrey @austinomaha #measurepr Yes, content is impt, but so are other parts of the equation - beyond just digital.

11/10/2016 17:18 Shonali Burke @KristK Great to see you Kristie! #measurepr

11/10/2016 17:18 Ashley Brown We recently found that 93% of social interaction with brands was 1:1, so this is interesting. #measurepr <https://t.co/PiMMY6mRUv>

11/10/2016 17:18 Austin Gaule @kstansberry largely misunderstood term in our industry. #measurePR

11/10/2016 17:18 Jill Van Nostran @austinomaha exactly. #measurepr

11/10/2016 17:18 Rob Clark A2) But engagement can be extended to include any interaction between a person and the brand. #measurepr

11/10/2016 17:18 Shonali Burke This. RT @kstansberry A2: I think "engagement" is one of the most overused + under defined terms in PR/Ad/IMC today #measurepr #PRprofs

11/10/2016 17:18 Gerard F. Corbett A2. Engagement = Action + Connection + Response + Bonding #measurepr

11/10/2016 17:19 Ashley Brown A3 1/1 Eng. helps focus finite resources on what story arc resonate, focus pitching on those pubs that deliver max impact. #measurepr

11/10/2016 17:19 Jansen Communication @shonali @kstansberry totally agree. #MeasurePR

11/10/2016 17:19 Kristie Aylett, APR Amen! RT @kstansberry: A2: I think "engagement" is one of most overused & under defined terms in PR/Ad/IMC today #measurepr #PRprofs

11/10/2016 17:19 Angela Jeffrey @theelusivefish #measurepr - YES!

11/10/2016 17:19 Sue Duris @iamashbrown I'm talking about brands interaction with people. Most broadcast. #measurepr

11/10/2016 17:19 Rob Clark A2) Often best to look at engagement in terms of what you're trying to achieve and define around that #measurepr

11/10/2016 17:20 Gerard F. Corbett Content that resonates, reciprocates, ruminates and is responsive. #measurePR <https://t.co/nXCyiaNFkk>

11/10/2016 17:20 Jansen Communication A3. Metrics help me decide where and what gets my audience's attention, so I can adjust future efforts #measurepr

11/10/2016 17:20 Ashley Brown @SueDuris Might be misunderstanding, but we found 93% of interaction btw brands and people was 1:1. So not broadcast. #measurepr

11/10/2016 17:20 Jansen Communication RT @gerardcorbett: A2. Engagement = Action + Connection + Response + Bonding #measurepr

11/10/2016 17:20 Angela Jeffrey RT @gerardcorbett Content that resonates, reciprocates, ruminates and is responsive. #measurePR <https://t.co/GFp28EsPBI>

11/10/2016 17:20 Jill Van Nostran @KristiK heyyyyy Kristie :) #measurepr

11/10/2016 17:21 Scott Moody RT @shonali: This. RT @kstansberry A2: I think "engagement" is one of the most overused + under defined terms in PR/Ad/IMC today #measurepr

11/10/2016 17:21 Kristie Aylett, APR Gotta bookmark @amecorg taxonomy of evaluation <https://t.co/SJzkrmNjDf> via @shonali @ajeffrey1 #measurepr

11/10/2016 17:21 Sue Duris I'm not following your comment... #measurePR <https://t.co/NPA2N37UHn>

11/10/2016 17:21 Gage Grammer Preach it @iamashbrown! #MeasurePR <https://t.co/sCHI1JEjfb>

11/10/2016 17:21 Kristie Aylett, APR @jillvannostran Hi Jill! Always good to see you pop up in my newsfeed! #measurepr

11/10/2016 17:21 Kathleen Stansberry A3: I see content engagement as person contributing in some way to branded message. #measurepr 1/2

11/10/2016 17:21 Rob Clark but... but.. 'engagement' is full of dynamic, proactive synergy! ;P #measurepr <https://t.co/aSYC8tjOvx>

11/10/2016 17:21 Jean Saucier @JansenComm That's what I find to be important as well. #measurepr

11/10/2016 17:22 Angela Jeffrey RT @KristK Gotta bookmark @amecorg taxonomy of evaluation <https://t.co/jK6vEOlusR> via @shonali @ajeffrey1 #measurepr

11/10/2016 17:22 Sue Duris @iamashbrown when I see brands putting out blog posts, webinars, ebooks + not exchanging w people, I don't call that engagement. #measurepr

11/10/2016 17:22 Jill Van Nostran @KristK Hope you're great! It's been a while. #measurepr

11/10/2016 17:23 Jansen Communication @SueDuris @iamashbrown exactly. Conversation is needed for it to be engagement! #measurepr

11/10/2016 17:23 Shonali Burke RT @kstansberry A3: I see content engagement as person contributing in some way to branded message. #measurepr 1/2

11/10/2016 17:23 Kristie Aylett, APR Much of comms counseling begins w biz counseling RT @shonali: Q3: How do you use engagement metrics to make smarter biz decisions? #measurePR

11/10/2016 17:24 Austin Gaule A3: Are these metrics helping us achieve the ever-important business goals that we have set for our comms efforts? #measurePR

11/10/2016 17:24 SuzieLin A3.) Metrics show if audiences aren't responding & aren't engaged. Rework content, understand why and adjust to meet goals #measurepr

11/10/2016 17:24 Shonali Burke Q4: How do you integrate paid media to boost engagement with owned/earned content? How do you measure that? #measurePR

11/10/2016 17:24 Austin Gaule A3: If no, refocus your efforts to make sure your engagement is pushing the needle to meet those business goals. Have purpose. #measurePR

11/10/2016 17:24 Kristie Aylett, APR RT @shonali: Q4: How do you integrate paid media to boost engagement with owned/earned content? How do you measure that? #measurePR

11/10/2016 17:24 Sue Duris A3 Love this Q. Engagement metrics is so vital to enhance the #CX. Determines the right content, convos that's driving growth? #measurepr

11/10/2016 17:24 Kathleen Stansberry A3: For example, Snap of new Starbucks cup w/ comment on fav. winter drink shows engagement in way that a RT or Share does not #measurepr

11/10/2016 17:24 Rob Clark A3) can use to optimize content, can create more meaningful ties/connection w/cust., use content of engagement to learn/improve #measurepr

11/10/2016 17:24 Angela Jeffrey #measurepr A4 Paid media digital metrics are easy to see in the ad platforms. Integrate in @Amec Framework <https://t.co/jK6vEOIusR>

11/10/2016 17:25 Ashley Brown @SueDuris If ppl read them it is (and u can track that in GA). But our study looked at social conv. only. <https://t.co/KotVadGSOL> #measurepr

11/10/2016 17:25 SuzieLin A4.) Assess the audience reach for paid and integrate it into your metrics. There a number of ways to measure it #measurepr

11/10/2016 17:25 Gerard F. Corbett A3. Validation, Verification, Evidence and Measuring return on effort #measurepr

11/10/2016 17:25 Austin Gaule @ajeffrey1 @Amec the framework! yes! Such a great resource for planning. #measurePR

11/10/2016 17:25 Angela Jeffrey #measurepr A4 Then see how paid compares to earned, shared & owned. Ensure messages are aligned. Compare costs against results

11/10/2016 17:25 Rob Clark A3) but not every bit of content is MEANT to create a response/engagement. Always look to your intentions before optimizing #measurepr

11/10/2016 17:26 Ashley Brown A4 1/3 We use paid to boost earned media. Using the @Spredfast Intelligence tool, we've created custom lists #measurepr

11/10/2016 17:26 Ashley Brown A4 2/3 Those custom lists include media, influencers, and vertically organized groups. So we target earned wins at key groups. #measurepr

11/10/2016 17:26 Austin Gaule PESO measurement! Research this. It's the way the industry is moving. #measurePR <https://t.co/CuYSPJzlh>

11/10/2016 17:27 Angela Jeffrey RT @iamashbrown A4 1/3 We use paid to boost earned media. Using the @Spredfast Intelligence tool, we've created custom lists #measurepr

11/10/2016 17:27 Ashley Brown A4 3/3 We track PR referrals to .com and track conv. through GA. So we show bottom line PR impact. #measurepr

11/10/2016 17:27 Sue Duris @iamashbrown Engagement should move people along the journey. To read something is one thing, to act on it is another. #measurepr

11/10/2016 17:27 Rob Clark A4) engagement w/paid content can create organic boost. Look to create mix of paid amplification to get max reach via organic #measurepr

11/10/2016 17:28 Kristie Aylett, APR Yes! RT @SueDuris: Engagement should move people along the journey. To read something is one thing, to act on it is another. #measurepr

11/10/2016 17:28 Gerard F. Corbett A4. Make it resonant and relevant. Assess action taken. #measurepr

11/10/2016 17:28 Sue Duris A4 ooh, sounds like we're getting into an #omnichannel discussion. LIKE. #measurepr

11/10/2016 17:28 Shonali Burke RT @ajeffrey1 #measurepr A4 Paid media digital metrics easy to see in ad platforms. Integrate in @Amecorg Framework <https://t.co/l2iuUT743e>

11/10/2016 17:28 Shonali Burke RT @iamashbrown A4 1/3 We use paid to boost earned media. Using the @Spredfast Intelligence tool, we've created custom lists #measurepr

11/10/2016 17:29 Jansen Communication RT @gerardcorbett: A4. Make it resonant and relevant. Assess action taken. #measurepr

11/10/2016 17:29 Angela Jeffrey RT @theelusivfish A4) engagement w/paid can create organic boost. create mix of paid amplification to get max reach via organic #measurepr

11/10/2016 17:29 michaelblowers RT @shonali: RT @ajeffrey1 #measurepr A4 Paid media digital metrics easy to see in ad platforms. Integrate in @Amecorg Framework <https://t.co/â€>

11/10/2016 17:29 Jill Van Nostran +1 MT @SueDuris @iamashbrown Engagement shld move ppl along the journey. To read something is one thing, to act on it is another. #measurepr

11/10/2016 17:29 Shonali Burke MT @iamashbrown A4 2/3 custom lists include media, influencers, vertically organized groups, target earned wins at key groups. #measurepr

11/10/2016 17:29 Shonali Burke RT @iamashbrown A4 3/3 We track PR referrals to .com and track conv. through GA. So we show bottom line PR impact. #measurepr

11/10/2016 17:29 Jansen Communication + 1 RT @gerardcorbett A4. Make it resonant and relevant. Assess action taken. #measurepr

11/10/2016 17:29 Rob Clark Important consideration for engagement, do not seek engagement for its own sake. Engagement MUST be pushing towards a goal. #measurepr

11/10/2016 17:29 Shonali Burke @SueDuris We need to, we can't do good work in silos. #measurepr

11/10/2016 17:30 Shonali Burke RT @ajeffrey1 #measurepr A4 Then see how paid compares to earned, shared, owned. Ensure messages are aligned. Compare costs against results

11/10/2016 17:31 Universal Info Srvc @austinomaha Don't forget you were recruited before you graduated. A #PRmeasure phenom! #measurePR

11/10/2016 17:31 Angela Jeffrey @shonali #measurepr - great comment re: not working in silos, Shonali. Those days are long gone. #omnichannel @abxindex

11/10/2016 17:31 Kathleen Stansberry A4: Paid content esp. can be vry useful to reach micro-target groups. Engagement is easier to measure w/ clear target audience #measurepr

11/10/2016 17:31 Ashley Brown @shonali @SueDuris PR in a silo 2 long. We're in a golden age for content, and PR is the natural storyteller. #measurepr

11/10/2016 17:31 Shonali Burke MT @ajeffrey1 Q4 For major brands, new syndicated testing of creative for ALL ads is affordable. <https://t.co/6BJITaKJg> #measurePR

11/10/2016 17:32 Sue Duris A4a - the facts are, and someone mentioned already that you need #PESO along with all your mktg channels to align. #measurepr

11/10/2016 17:32 Todd Murphy Great point! Engagement is a verb. #measurePR <https://t.co/4JMK1Siihn>

11/10/2016 17:32 Shonali Burke @ajeffrey1 Right?! #measurepr

11/10/2016 17:32 Shonali Burke RT @iamashbrown @shonali @SueDuris PR in a silo 2 long. We're in a golden age for content, and PR is the natural storyteller. #measurepr

11/10/2016 17:32 Ashley Brown @shonali @ajeffrey1 Social is an always-on focus group. #measurepr

11/10/2016 17:32 Kathleen Stansberry @ajeffrey1 @shonali @ABXindex And yet in higher ed we still tend to teach next. gen professionals in siloed programs. #measurepr

11/10/2016 17:33 michaelblowers RT @iamashbrown: @shonali @ajeffrey1 Social is an always-on focus group. #measurepr

11/10/2016 17:33 Jansen Communication Exactly! RT @Todder4News Great point! Engagement is a verb. #measurePR <https://t.co/OsnV1Cl9We>

11/10/2016 17:33 Angela Jeffrey RT @Todder4News Great point! Engagement is a verb. #measurePR <https://t.co/iQ2gWvqSBr> - Great!

11/10/2016 17:33 Austin Gaule @kstansberry tailor content to your audience, pay to reach them, reap the benefits! #measurePR

11/10/2016 17:33 Sue Duris A4b - hopefully metrics will tell you concentrations of paid to owned, the key is to always be testing + always be consistent. #measurepr

11/10/2016 17:33 Kristie Aylett, APR RT @jillvannostran: What he said #measurepr -> RT @gerardcorbett A1. Day One. Can't manage what you don't measure. #measurepr

11/10/2016 17:34 Angela Jeffrey @kstansberry @shonali #measurepr - yes, education is still siloed except for specific programs like Northwestern's Integrated Mktng degree

11/10/2016 17:34 Rob Clark I wish silos were gone, and in many orgs there's been good work to break 'em down, but there are still many biz where they persist #measurepr

11/10/2016 17:34 Shonali Burke I think we'll print out and frame this quote. RT @Todder4News Great point! Engagement is a verb. #measurePR <https://t.co/e1wk7RDJjd>

11/10/2016 17:35 Todd Murphy Can't measure it if you aren't tracking it. Tracking is the raw data, measurement is the insight. #measurepr <https://t.co/kkNwLRkR2D>

11/10/2016 17:35 Shonali Burke @kstansberry Tell me about it. It drives me nuts. #measurepr

11/10/2016 17:35 Spredfast RT @iamashbrown: A4 1/3 We use paid to boost earned media. Using the @Spredfast Intelligence tool, we've created custom lists #measurepr

11/10/2016 17:35 Jansen Communication RT @Todder4News: Can't measure it if you aren't tracking it. Tracking is the raw data, measurement is the insight. #measurepr <https://t.co/â€¦>

11/10/2016 17:36 Sue Duris @iamashbrown @shonali there's no this vs. that. Have to use the tools your audience wants. #CX is the differentiator. #measurepr

11/10/2016 17:36 Shonali Burke Q5: Whatâ€™s the most useless way of measuring engagement that youâ€™ve seen? #measurePR

11/10/2016 17:36 Todd Murphy Because it can't reliably reason like trained analysts. #measurepr #AwfullyGood <https://t.co/lWv9guMVaY>

11/10/2016 17:36 Austin Gaule A5: Measuring engagement by â€œsharesâ€ alone. No. Bad. Donâ€™t do that. #measurePR <https://t.co/GRiPy8HOzk>

11/10/2016 17:36 Ashley Brown A5 Impressions. #measurepr

11/10/2016 17:36 Jean Saucier RT @Todder4News: Can't measure it if you aren't tracking it. Tracking is the raw data, measurement is the insight. #measurepr <https://t.co/â€¦>

11/10/2016 17:36 Austin Gaule A5: Measuring likes, loves, favorites, ect in a silo. They only indicate an action, not impact or true engagement. #measurePR

11/10/2016 17:37 Carol Zuegner RT @Todder4News: Can't measure it if you aren't tracking it. Tracking is the raw data, measurement is the insight. #measurepr <https://t.co/â€¦>

11/10/2016 17:37 Austin Gaule A5: Step further, measuring anything in a silo. Go to the PESO model. Integrate your engagement measurement into the PESO model. #measurePR

11/10/2016 17:37 Kristie Aylett, APR RT @shonali: Q5: Whatâ€™s the most useless way of measuring engagement that youâ€™ve seen? #measurePR

11/10/2016 17:37 SuzieLin A5.) Likes and retweets, reposts of releases, if its not triggering action, movement along the journey, it's not doing anything #measurepr

11/10/2016 17:37 Angela Jeffrey @Spredfast #measurepr I didn't realize @Spredfast did both paid and earned media. Need to see your tool sometime.

11/10/2016 17:37 Jansen Communication A5. Anything in a silo. Not looking at the whole picture makes any metrics useless. #measurepr

11/10/2016 17:37 Gerard F. Corbett A5 Impressions (Ha ha ha ha) #measurepr

11/10/2016 17:38 Angela Jeffrey RT @austinomaha A5: Step further, measuring anything in a silo. Go to the PESO model. Integrate your engagement measurement. #measurePR

11/10/2016 17:38 Gage Grammer RT @ajeffrey1: @Spredfast #measurepr I didn't realize @Spredfast did both paid and earned media. Need to see your tool sometime.

11/10/2016 17:38 Rob Clark A5) Measuring engagement w/out context of a communications objective (i.e. bigger equals better always) #measurepr

11/10/2016 17:38 Austin Gaule @JansenComm yes! PESO model deff helps us not measure via silos. #measurePR

11/10/2016 17:39 Sue Duris A5 thinking "build and they will come" U either have to do push/pull. This is where listening is key + doing things to drive #CX. #measurepr

11/10/2016 17:39 Gayathri Sharma @shonali @iamashbrown Agree earned & digital KPIs are merging and data is essential, but impact depends on speed of analysis #MeasurePR

11/10/2016 17:39 Angela Jeffrey #measurepr A5 Measuring quantity of hits, impressions, views, etc., is not engagement. Must have an action. <https://t.co/jK6vEOIusR>

11/10/2016 17:40 Rob Clark Down that path lies #measurePR madness. Down that path lies fill in the _____ and Laugh out Loud Felines. Beware ye who tread that path.

11/10/2016 17:40 Ashley Brown @ajeffrey1 @Spredfast Hi Angela, we're not a PR or ad tech tool. SMM plus listening and visual display. happy to tell you more! #measurepr

11/10/2016 17:40 SuzieLin Yes!! #measurepr <https://t.co/YgZYCR5RHf>

11/10/2016 17:40 Sue Duris YES RT @JansenComm: A5. Anything in a silo. Not looking at the whole picture makes any metrics useless. #measurepr

11/10/2016 17:40 Ashley Brown @GayathriSharma @shonali I think we're getting to this later but PR needs to be data masters. #measurepr

11/10/2016 17:40 Angela Jeffrey #measurepr A5 Also must evaluate qualitatively - tone, messages, etc. Bulk actions w/no quality give us no insight. Beware auto charts.

11/10/2016 17:41 Kalene Morgan Actions tied to overall goals. #measurepr <https://t.co/wEwgIfged>

11/10/2016 17:41 Jansen Communication RT @SueDuris: YES RT @JansenComm: A5. Anything in a silo. Not looking at the whole picture makes any metrics useless. #measurepr

11/10/2016 17:41 Jansen Communication Absolutely agreed. #measurePR <https://t.co/HCbXth712k>

11/10/2016 17:42 Kristie Aylett, APR Love this from @ajeffrey1: Beware auto charts. #measurepr

11/10/2016 17:42 Rob Clark @ajeffrey1 "Our engagement's been off the charts since the CEO kicked a puppy... can we get him a kitten so we meet Q4 quotas?" #measurePR

11/10/2016 17:42 Ashley Brown A5 Volume of hit is also pretty useless. Got to measure story quality and SEO impact. #measurepr

11/10/2016 17:43 Shonali Burke RT @ajeffrey1 #measurepr A5 Measuring quantity of hits, impressions, views, etc is not engagement. Must have action. <https://t.co/l2iuUT743e>

11/10/2016 17:43 Austin Gaule @KristK need a human element, always. It's not an option. #measurePR

11/10/2016 17:43 Kristie Aylett, APR RT @theelusivfish: "Engagement's been off the charts since CEO kicked a puppy... can we get him a kitten so we meet Q4 quotas?" #measurePR

11/10/2016 17:43 Ashley Brown A5 We developed a rubric internally to measure story quality which we track over time. #measurepr

11/10/2016 17:43 Sue Duris Yikes. Agreed. RT @KristK: Love this from @ajeffrey1: Beware auto charts. #measurepr

11/10/2016 17:43 Todd Murphy True! Autocharting for quantitative metrics are generally worth what you pay for them (very little). #measurepr <https://t.co/09pBnfZBUh>

11/10/2016 17:43 Rob Clark @Todder4News Ideally that exposure translates into actions... only at that point does it change from 'exposure' to 'engagement' #measurePR

11/10/2016 17:43 Angela Jeffrey @theelusivfish #measurepr VERY funny!

11/10/2016 17:44 Shonali Burke MT @ajeffrey1 #measurepr A5 Also evaluate qualitatively, tone, messages, etc. Bulk actions w/no quality give no insight. Beware auto charts.

11/10/2016 17:44 Jansen Communication Gotta run, friends. Enjoy the rest of your day! #measurepr

11/10/2016 17:44 Todd Murphy Yes! Longitudinal analysis of metric that captures impact and action is key. #ImpactScore #measurepr <https://t.co/1EMLT1jbw9>

11/10/2016 17:44 Gerard F. Corbett Yup, did a real person take real action. #measurepr <https://t.co/rUqLYGjflk>

11/10/2016 17:44 Shonali Burke @SueDuris @KristK @ajeffrey1 Me too! Now I want to write a poem: "Beware the Ides of March. And auto charts." :p #measurepr A5

11/10/2016 17:45 Shonali Burke @JansenComm thanks so much for stopping by! #measurepr

11/10/2016 17:45 Sue Duris +1 @shonali @ajeffrey1 Agree action is key. Anything else is just a vanity metric. #measurepr

11/10/2016 17:45 Angela Jeffrey @kstansberry #measurepr Oh yeah!

11/10/2016 17:45 Shonali Burke RT @iamashbrown A5 We developed a rubric internally to measure story quality which we track over time. #measurepr

11/10/2016 17:45 Jill Van Nostran A5 I am consistently bugged by emphasis on vanity metrics. It matters if they ultimately went to the website & took action #measurepr

11/10/2016 17:45 Sue Duris A side career, @shonali? Sounds good. #measurepr <https://t.co/6QsBLthTZ>

11/10/2016 17:46 Shonali Burke RT @theelusivfish "Our engagement's been off the charts since CEO kicked a puppy. Can we get him a kitten so we meet Q4 quotas?" #measurePR

11/10/2016 17:46 Jen Zingsheim Eeep! I'm tardy -- way late -- for #MeasurePR

11/10/2016 17:46 Shonali Burke Q6: What tools do you recommend to #measurePR and engagement? Incl for those with small/no budgets?

11/10/2016 17:46 Kristie Aylett, APR RT @shonali: Q6: What tools do you recommend to #measurePR and engagement? Incl for those with small/no budgets?

11/10/2016 17:47 Angela Jeffrey @shonali #measurepr The puppy quote has to be the best of everything we've heard today. Def go for the kitten!

11/10/2016 17:47 Gayathri Sharma @shonali @iamashbrown @austinomaha @ajeffrey1 How to arrive at target 4 digital campaigns? Often u tend to shift goalposts midway #MeasurePR

11/10/2016 17:47 Todd Murphy Amen! #measurepr <https://t.co/MGC617AIJ>

11/10/2016 17:47 Ashley Brown @jillvannostran agree. that's why tools like TrendKite (I swear they aren't putting me up to this) should be in your toolset. #measurepr

11/10/2016 17:48 Gerard F. Corbett A6. Your senses! #builtin #measurepr

11/10/2016 17:48 Ashley Brown A6 TrendKite is great - evolving platform but already useful. GA. And a mastery of social data is table stakes. #measurepr

11/10/2016 17:48 Shonali Burke @ajeffrey1 Yup, that one's a keeper! @theelusivfish #measurePR

11/10/2016 17:48 Angela Jeffrey #measurepr A6 @trendkite integrates SM data w/web analytics and traces your results all the way through. @Spredfast may be similar?

11/10/2016 17:48 Rob Clark @Todder4News I'd argue 'always has an impact' for exposure. An ad for BI charting software in the bathroom at coal mine for exmpl #measurePR

11/10/2016 17:49 Austin Gaule A6: Don't use them alone, make sure you are using a human element to decipher insights. #measurePR

11/10/2016 17:49 Rob Clark @Todder4News I don't care how many views that ad gets, its the wrong audience and won't move needle in meaningful way #measurePR

11/10/2016 17:49 Angela Jeffrey #measurepr A6 For surveys, look at @YouGov. They measure opinion and engagement very fast and pricing is reasonable.

11/10/2016 17:49 Gerard F. Corbett A6. Corresponding action! #measurepr

11/10/2016 17:50 PR Professors RT @KristK: Amen! RT @kstansberry: A2: I think "engagement" is one of most overused & under defined terms in PR/Ad/IMC today #measurepr #PR&#

11/10/2016 17:50 Shonali Burke RT @ajeffrey1 #measurepr A6 For surveys, look at @YouGov. They measure opinion and engagement very fast and pricing is reasonable.

11/10/2016 17:50 Jen Zingsheim RT @ajeffrey1: #measurepr A6 For surveys, look at @YouGov. They measure opinion and engagement very fast and pricing is reasonable.

11/10/2016 17:51 SuzieLin RT @ajeffrey1: #measurepr A6 For surveys, look at @YouGov. They measure opinion and engagement very fast and pricing is reasonable.

11/10/2016 17:51 Ashley Brown @ajeffrey1 ORC too. I was surprised how cheap it can be. #measurepr

11/10/2016 17:51 Shonali Burke @jenzings I missed you!!! #measurepr

11/10/2016 17:52 Rob Clark A6) Excel, all of the onboard + native analytics... for the more adventuresome, R, and PSPP is an open source vers of SPSS. #measurepr

11/10/2016 17:53 Todd Murphy It may have not moved it where you wanted, but it created an outcome regardless. #holistic #measurepr <https://t.co/oKYRONFvei>

11/10/2016 17:53 Angela Jeffrey RT @theelusivefish A6) Excel, the onboard + native analytics... for the adventuresome, R, and PSPP is an open source - SPSS. #measurepr

11/10/2016 17:53 Shonali Burke RT @iamashbrown A6 TrendKite is great - evolving platform but already useful. GA. And a mastery of social data is table stakes. #measurepr

11/10/2016 17:54 Shonali Burke Q7: Is there such a thing as the perfect engagement measurement strategy? What does it look like? #measurePR

11/10/2016 17:54 Rob Clark The days when a PR professional could excuse themselves from basic math are almost done and over with.This is biz.We need #'s to #measurepr

11/10/2016 17:54 Austin Gaule A7: If yes, and you are satisfied by the bottom line being moved, then that is the perfect measurement strategy. #measurePR

11/10/2016 17:54 Angela Jeffrey #measurepr A7 Best strategy begins with setting goals and objectives, and measuring against those. Plenty of tools provide metrics

11/10/2016 17:54 Gerard F. Corbett Sometimes it's a seed that takes time to bloom. #measurepr <https://t.co/gfvqv0IMLt>

11/10/2016 17:54 Todd Murphy Good reminder! Excel always has a place in your toolbox. #measurepr <https://t.co/IWQTjMsPlx>

11/10/2016 17:54 Sue Duris @KristK @kstansberry Agree.Too much being dumped in "engagement" basket. If not properly defined how can it properly be measured? #measurepr

11/10/2016 17:55 Jill Van Nostran Must scoot. Thanks for letting me hang. I always learn much from this chat. #measurepr

11/10/2016 17:55 Kristie Aylett, APR MT @theelusivefish: The days when a PR pro could excuse themselves from basic math are almost over.This is biz.We need #'s to #measurepr

11/10/2016 17:55 Ashley Brown A7 1/4 At Facebook, they have a saying: done is better than perfect. Starting line for a perfect strategy is to have one. #measurepr

11/10/2016 17:55 Ashley Brown A7 2/4 This is a cliché, but every business is different. So you have to match the culture of your company. #measurepr

11/10/2016 17:55 Gerard F. Corbett A7. It's always perfect if a person takes a resulting action. #measurepr

11/10/2016 17:55 Austin Gaule A7: engagement is largely worthless if we are engaging for the sake of engaging. Have PURPOSE. Drive the needle. #measurePR

11/10/2016 17:55 Angela Jeffrey #measurepr A7 Again, the new @AMEC Integrated Framework cuz it can help you create an excellent engagement msmt prog <https://t.co/jK6vEOIusR>

11/10/2016 17:55 Ashley Brown A7 3/4 If you're a new co. or entering a new market, awareness might be a goal. B2B could be focused on a tight target demo. #measurepr

11/10/2016 17:55 Christopher Danvers RT @SueDuris: A4 ooh, sounds like we're getting into an #omnichannel discussion. LIKE. #measurepr

11/10/2016 17:56 Sue Duris @ajeffrey1 @theelusivefish Huge Yes on SPSS. That's my contribution on the poetry today. :) #measurepr

11/10/2016 17:56 Angela Jeffrey @iamashbrown #measurepr - Well said. Hear hear!

11/10/2016 17:56 Ashley Brown A7 4/4 At Spreadfast, we focus on story quality over quantity, & closely track the velocity and amplification of our work #measurepr

11/10/2016 17:56 Todd Murphy RT @ajeffrey1: #measurepr A7 Again, the new @AMEC Integrated Framework cuz it can help you create an excellent engagement msmt prog <https://t.co/ã&#>

11/10/2016 17:56 Rob Clark @Todder4News but time+resources are finite, so exposure gets lumped together and only recorded actions get treated as engagements #measurepr

11/10/2016 17:56 SuzieLin Gotta jump as a tech is here to finally fix my water meter. Great chat! #measurepr

11/10/2016 17:57 Shonali Burke MT @iamashbrown A7 1/4 At Facebook, they say done is better than perfect. Starting line for a perfect strategy is to have one. #measurepr

11/10/2016 17:57 Austin Gaule I echo this sentiment. Use the free tools! #measurePR <https://t.co/EnntIC3Bcd>

11/10/2016 17:57 Shonali Burke RT @austinomaha A7: engagement is largely worthless if we are engaging for the sake of engaging. Have PURPOSE. Drive the needle. #measurePR

11/10/2016 17:57 Gayathri Sharma @rahulvnathan @KB_ideabaker you may want to tune in #MeasurePR <https://t.co/coelgWKIAq>

11/10/2016 17:57 Kristie Aylett, APR RT @ajeffrey1: #measurepr A7 new @AMEC Integrated Framework can help you create an excellent engagement msmt prog <https://t.co/SjzkrmNjDf>

11/10/2016 17:58 Shonali Burke Oops, almost out of time! Last question, Q8, coming up... #measurepr

11/10/2016 17:58 Shonali Burke Q8: Do you have an initiative/program you'd like the #measurePR community to know about? Please share!

11/10/2016 17:58 Ashley Brown A8 Yes! Our @SpredInsights program for journalists <https://t.co/2U16p2DOmg> #measurepr

11/10/2016 17:58 Kristie Aylett, APR RT @shonali: Q8: Do you have an initiative/program you'd like the #measurePR community to know about? Please share!

11/10/2016 17:59 Kristie Aylett, APR RT @iamashbrown: A8 Yes! Our @SpredInsights program for journalists <https://t.co/13KlRsCZaG> #measurepr

11/10/2016 17:59 Angela Jeffrey #measurepr A8 We've learned presenting females respectfully in #ads drives Reputation. Applies also to PR. <https://t.co/oCLU175dbt>

11/10/2016 17:59 Sue Duris +1 @austinomaha: A7: engagemt is largely worthless if we are engaging for the sake of engaging. Have PURPOSE. Drive the needle. #measurePR

11/10/2016 17:59 Shonali Burke RT @KristK RT @iamashbrown: A8 Yes! Our @SpredInsights program for journalists <https://t.co/BwHp5L70eV> #measurepr

11/10/2016 17:59 Angela Jeffrey RT @KristK RT @iamashbrown: A8 Yes! Our @SpredInsights program for journalists <https://t.co/z6tLkXm7Le> #measurepr

11/10/2016 17:59 Jen Zingsheim RT @ajeffrey1: #measurepr A8 We've learned presenting females respectfully in #ads drives Reputation. Applies also to PR. <https://t.co/oCLUâ€¦>!

11/10/2016 17:59 Kristie Aylett, APR RT @ajeffrey1: #measurepr A8 We've learned presenting females respectfully in #ads drives Reputation. Applies to PR. <https://t.co/ARhLvStbGg>

11/10/2016 18:00 anup sharma b'harry RT @austinomaha: A7: If yes, and you are satisfied by the bottom line being moved, then that is the perfect measurement strategy. #measurePR

11/10/2016 18:00 Gerard F. Corbett A8 @shonali " #measurepr " sessions. ðŸ™, Nice. RT @iamashbrown: A8 Yes! Our @SpredInsights program for journalists <https://t.co/7JgQbiAgCf> #measurepr

11/10/2016 18:00 Sue Duris A8) I got delayed by client work, but I have been toiling on a product to help connect PR teams to the right influencers #measurepr

11/10/2016 18:00 Rob Clark @shonali well if you're making any effort, you better measure it! To showcase that ur contribution is meaningful to ur brand! #measurepr

11/10/2016 18:01 Karan Bhujbal RT @ajeffrey1 #measurepr A8 We've learned presenting females respectfully in #ads drives Reputation. Also in PR <https://t.co/rjB83URDaV>

11/10/2016 18:01 Shonali Burke @gerardcorbett I like that one! :) #measurepr

11/10/2016 18:01 Shonali Burke A8) also I've been toying with vid/sound editing and am ramping myself up to start podcasting my pearls of wisdom #measurepr

11/10/2016 18:01 Rob Clark @shonali + if you want to outdo your own performance, you need to measure it! #measurePR

11/10/2016 18:02 Karan Bhujbal Wow, we're out of time! That chat was AWESOME. TYVM @ajeffrey1 @iamashbrown @austinomaha for your time & smart! #measurepr

11/10/2016 18:02 Shonali Burke Keep up with our page at @commPRObiz! <https://t.co/afhq0NimfM> CC: @Universal_Info #measurePR <https://t.co/0bLPLkA1Ko>

11/10/2016 18:02 Austin Gaule #measurepr All - I must jump. Have a kid in crisis. Great thoughts. You are all very smart about measurement. It's been an honor. xoxo

11/10/2016 18:02 Angela Jeffrey RT @shonali: Q7: Is there such a thing as the perfect engagement measurement strategy? What does it look like? #measurePR

11/10/2016 18:02 Jess Columbo @shonali @austinomaha #measurepr ROE is not a waste if u do branding, authority leadership and promotion, when engaging.

11/10/2016 18:02 Kathy Van Duzer Thanks for the great #measurepr today. Great insights!!

11/10/2016 18:02 Sue Duris @shonali thanks for having me as always! You're great and this chat always rules. #measurePR fo' life!

11/10/2016 18:02 Austin Gaule Many thanks to all for joining, save the date for the FINAL #measurepr chat of 2016: Dec. 8, 12-1 pm ET (cont)

11/10/2016 18:02 Shonali Burke @shonali #measurepr - Thank YOU, Shonali! This was a lot of fun.

11/10/2016 18:03 Angela Jeffrey @shonali @ajeffrey1 @austinomaha Thanks Shonali! Really enjoyed it. #measurepr

11/10/2016 18:03 Ashley Brown RT @iamashbrown: @shonali @ajeffrey1 @austinomaha Thanks Shonali! Really enjoyed it. #measurepr

11/10/2016 18:03 Todd Murphy RT @shonali: Many thanks to all for joining, save the date for the FINAL #measurepr chat of 2016: Dec. 8, 12-1 pm ET (cont)

11/10/2016 18:03 Jen Zingsheim @shonali love this engagement part! So many ways & means! Incl. likes+comments+shares+views+RT's etc. #measurePR

11/10/2016 18:03 Karan Bhujbal Shout-out to @ajeffrey1 who spoke at TX PR Assn / Fort Worth PRSA workshop 20+ yrs ago about #measurePR. Msg still resonates. #measurepr

11/10/2016 18:04 Kristie Aylett, APR Our guests next #measurePR: @jfeiseee @denisechan26 @ericajmoss @corinamanea on Dec 8, 12/1 pm, discussing measuring community.

11/10/2016 18:04 Shonali Burke So please do save the date & join us next month: Dec 8, 12-1 pm ET. RSVP: <https://t.co/zy5ijw28n0> #measurepr

11/10/2016 18:05 Shonali Burke