

Created	Author	Message
3/9/2017 17:01	Shonali Burke	And... it's time! Welcome to your monthly dose of all things PR (and social media) measurement... #measurePR! How's everyone doing today?
3/9/2017 17:02	AnnSi Krol	@shonali Lovely now that I am here!!! #measurePR
3/9/2017 17:02	Emma Hawes	@annsikrol I found some snacks at my desk, but props for managing #measurepr and culinary skills.
3/9/2017 17:03	Shonali Burke	We have an AMAZING line-up of guests today: @hksully @sinickasa @rebekahiliff @dawnbuzy & @aly_saxe, as our tribute to #IWD2017 #measurepr
3/9/2017 17:03	Heidi Sullivan	Excited to be here with amazing women as #measurepr guests!
3/9/2017 17:03	Shonali Burke	@annsikrol SO much the better for seeing you here! xoxo #measurepr
3/9/2017 17:03	AnnSi Krol	@emmamhawes I blame my hungry kids! ;) #measurePR
3/9/2017 17:03	Shonali Burke	We'll start the chat soon, but first: intros. As you join, please say who/where you are, what you do & V IMP: boxers or briefs. #measurepr
3/9/2017 17:04	Emma Hawes	@gerardcorbett I guess you missed me or you thought I was going insane. #measurepr
3/9/2017 17:04	Shonali Burke	@gerardcorbett ha, I know!! @emmamhawes #measurepr
3/9/2017 17:05	Aly Saxe	Excited to take part in today's #measurePR chat! I'm CEO & Founder of @IrisPRSoftware.
3/9/2017 17:05	Emma Hawes	Emma Hawes, a social media/communication freelancer and @LambSchool graduate student trying to make the world better. #measurepr
3/9/2017 17:05	Shonali Burke	@rlatham91 Glad to hear! If you're joining #measurePR today don't forget to use the hashtag. :)
3/9/2017 17:05	Heidi Sullivan	Host #influencepros, product & marketing consultant. Can I choose commando? #measurepr
3/9/2017 17:05	Gerard F. Corbett	Gerry Corbett, coach, consultant, educator, consigliere, briefs #measurePR
3/9/2017 17:06	Angela Sinickas	Angela Sinickas, CEO of Sinickas Communications, specializing in communication research #measurePR
3/9/2017 17:06	Shonali Burke	RT @hksully: Host #influencepros, product & marketing consultant. Can I choose commando? #measurepr
3/9/2017 17:06	Dawn Buzynski	Hello everyone! I lead a team of PR dynamos at @SABetterWay. We are content strategists because that drives audience engagement. #measurePR
3/9/2017 17:06	Joshua Strebel	RT @Aly_Saxe: Excited to take part in today's #measurePR chat! I'm CEO & Founder of @IrisPRSoftware.
3/9/2017 17:06	Melissa Todisco	Hi everyone! I'm working @HunterPR to help its clients enhance its measurement beyond impressions and show PR value. #measurepr
3/9/2017 17:06	Shonali Burke	Only if your motto is "live free". ;p RT @hksully Host #influencepros, product & marketing consultant. Can I choose commando? #measurepr
3/9/2017 17:07	Rebecca Latham	Becca Latham, Public Relations/Communications Manager for Forest Park School District! Excited for my first #measurepr!
3/9/2017 17:07	DIVERGE NOW	@shonali #measurepr Online editor for @divergenow based in DC- focused on diversity in our industry
3/9/2017 17:07	Shonali Burke	@M2Disco @HunterPR @gerardcorbett @emmamhawes @annsikrol SO happy to have you here! #measurepr
3/9/2017 17:07	Shonali Burke	@DIVERGENOW Hey I know you! ;) @rlatham91 Great to see you both here! #measurepr
3/9/2017 17:07	AnnSi Krol	AnnSi Krol CEO @bybricksight Communications Agency - measuring and analysis as itâ€™s core On the board of directors at @AmecOrg #measurePR
3/9/2017 17:08	Shonali Burke	We have a TON of qns for today's chat so we'll get started quickly, but first a few tips to make chatting easy + fun... #measurepr
3/9/2017 17:09	Shonali Burke	1) pls use the hashtag with your chat-related tweets, else they won't get seen/indexed when we pull a transcript (cont)... #measurepr
3/9/2017 17:09	Rebekah Iliff	Hello #measurePR. I'm the Chief Strategy Officer @AirPR. Also writer @Inc @Forbes_Agency @DellInnovators @Entrepreneur @HuffingtonPost
3/9/2017 17:09	Shonali Burke	1) (cont) so I typically use @tweetchat or @twubs as they automatically insert the hashtag for you #measurepr
3/9/2017 17:10	Shonali Burke	2) Qns are directed to our guests @sinickasa @hksully @aly_saxe @dawnbuzy @rebekahiliff but all are welcome/encouraged to answer #measurepr
3/9/2017 17:10	Shonali Burke	3) Please # your tweets, eg "Re Q1" or "A1," etc - and spread 'em out over as many tweets as you need to. Helps others follow. #measurepr
3/9/2017 17:11	Emma Hawes	@gerardcorbett I'm not Britney Spears 2007 level or Richard Simmons 2014-? status right now. #measurePR
3/9/2017 17:11	Shonali Burke	4) If you have NEW questions for our guests/the chat, please DM to me and I will add to the queue if we have time. Ready? #measurepr
3/9/2017 17:11	HannaLizKnowles	Hanna Knowles, marketing communications coordinator for the School of Kinesiology at the University of Southern Mississippi #measurePR
3/9/2017 17:12	Tara Perre	Hi @shonali! #measurepr I'm in Wisconsin and this is my first Twitter chat.
3/9/2017 17:12	Shonali Burke	@HannaLizKnowles so glad you made it, and @TaraPerre too! #measurepr
3/9/2017 17:12	Jackie Giles	Hey #measurepr peeps! I'm a young PR practitioner eager to learn from this chat :) fun facts about me: love quotes + Ed Sheeran
3/9/2017 17:13	Shonali Burke	@Jackie_Giles so great to see you here Jackie! #measurepr
3/9/2017 17:13	Shonali Burke	OK Q1 coming up... #measurepr
3/9/2017 17:13	Shonali Burke	Q1: Tell us what you do, how you got there. What got you interested in #measurePR?
3/9/2017 17:14	Hannah Giles	RT @shonali: And... it's time! Welcome to your monthly dose of all things PR (and social media) measurement... #measurePR! How's everyone dâ€™
3/9/2017 17:14	Heidi Sullivan	A1: Iâ€™m a self-proclaimed metrics nerd. I saw a lot of PR pros spinning wheels b/c they couldnâ€™t measure effectively #measurepr

3/9/2017 17:14 Angela Sinickas A1.1: At one job the CEO was an accountant. I did my first #measurePR there and got a promotion during a recession.

3/9/2017 17:14 Angela Sinickas A1.2: So I learned to use & love numbers. Now I specialize in #measurePR at my own firm.

3/9/2017 17:15 Emma Hawes @Jackie\_Giles for me it includes: @dawestheband, I want to think I'm Leslie Knope & I don't read like I wish as often as could. #measurepr

3/9/2017 17:15 Jackie Giles A1: I love strategy and doing things for a reason. #measurePR is essential to making sure strategy works!

3/9/2017 17:15 Gerard F. Corbett A1. Measure in my sleep. @shonali Twisted my arm. ðŸ˜€ #measurePR

3/9/2017 17:15 Shonali Burke re A1 @sinickasa I'd love to hear more about that story sometime. Did you always like numbers or was that a turning pt for you? #measurepr

3/9/2017 17:16 Shonali Burke @gerardcorbett LOL! #measurepr

3/9/2017 17:16 Dawn Buzynski A1. As I said earlier, my team are strategists and order takers. We want what we do to matter and drive engagement. #measurePR

3/9/2017 17:16 NewsAIHQ RT @shonali: And... it's time! Welcome to your monthly dose of all things PR (and social media) measurement... #measurePR! How's everyone dâ€¦!

3/9/2017 17:16 Shonali Burke A1: I run my global #socialPR consultancy out of DC, these days focus much more on strategy + teaching at @JHUComms & on my own #measurepr

3/9/2017 17:16 Angela Sinickas A1: I started majoring in the sciences because I did love that stuff, the switched to journalism #measurePR

3/9/2017 17:16 Aly Saxe A1: I'm a recovering PR agency owner trapped in a #PRsoftware company. Trying to help our industry do better and prove value. #measurePR

3/9/2017 17:17 Shonali Burke A1 (cont) I care about making a difference in general, so in PR that translated to: how does all this "ink" matter? #measurepr

3/9/2017 17:17 Dawn Buzynski A1 cont: for me, measurement became important for me when clients began to cut PR budgets because no tie to revenue. #measurePR

3/9/2017 17:17 Shonali Burke A1 (cont) got fascinated by it 16 years ago (!), started asking qns & have been going ever since. That's why I founded this chat. #measurepr

3/9/2017 17:17 Jackie Giles @emmamhawes hahaha, Emma I should have included I like to think I'm Rory Gilmore... just see my bio #measurePR

3/9/2017 17:18 Shonali Burke RT @Aly\_Saxe A1: recovering PR agency owner trapped in a #PRsoftware company. Trying to help industry do better and prove value. #measurepr

3/9/2017 17:18 Dawn Buzynski RT @dawnbuzy: A1. As I said earlier, my team are strategists NOT order takers We want what we do to matter and drive engagement. #measurePR

3/9/2017 17:18 Shonali Burke RT @rebekahiliff A1: I help pros think differently about value of #PR #storytelling and #comms through #PRTech #bigdata and #AI #measurepr

3/9/2017 17:18 Shonali Burke RT @dawnbuzy A1. My team are strategists and order takers. We want what we do to matter and drive engagement. #measurePR

3/9/2017 17:19 Shonali Burke RT @hksully A1: I'm a self-proclaimed metrics nerd. I saw a lot of PR pros spinning wheels b/c they couldn't measure effectively #measurePR

3/9/2017 17:19 Heidi Sullivan Amen! MT @dawnbuzy "measurement became important for me when clients began to cut PR budgets bc no tie to revenue." #measurepr

3/9/2017 17:19 Emma Hawes @rebekahiliff @AirPR I thought I was on the science side, until I rediscovered my childhood love for art in graphic design. #measurepr

3/9/2017 17:19 Shonali Burke THIS. RT @dawnbuzy A1: measurement became important for me when clients began to cut PR budgets because no tie to revenue. #measurePR

3/9/2017 17:19 HannaLizKnowles A1: MarComm coordinator via admin assistant by showing the value of the #PR "side projects" I was taking on. #measurePR

3/9/2017 17:19 Shonali Burke @HannaLizKnowles that is AMAZING!!! I want to know more about that. Ping me offline please? A1 #measurepr

3/9/2017 17:20 Dawn Buzynski @shonali Typo alert! We are not order takers :) #measurePR

3/9/2017 17:20 Shonali Burke Q2: Is there such a thing as the perfect measurement strategy? What does it look like? #measurePR

3/9/2017 17:20 Angela Sinickas A2: Focused on linking comms to behavior change. Ongoing program research plus ad hoc campaign research. Perfect #measurePR

3/9/2017 17:20 Shonali Burke Q2 is for @sinickasa @hksully @aly\_saxe @rebekahiliff @dawnbuzy for sure, but all as well! #measurepr

3/9/2017 17:20 Heidi Sullivan A2: Simple answer, but tough to do. A perfect strategy is one that has measurable benchmarks against biz objectives. #measurepr

3/9/2017 17:20 Rebekah Iliff @emmamhawes @AirPR I think it can and should be both. Can't have one w/o the other. Lucky to have folks like you! #measurePR

3/9/2017 17:20 Shonali Burke RT @hksully A2: Simple answer, but tough to do. A perfect strategy is one that has measurable benchmarks against biz objectives. #measurepr

3/9/2017 17:21 Shonali Burke RT @sinickasa A2: Focused on linking comms to behavior change. Ongoing program research plus ad hoc campaign research. Perfect #measurePR

3/9/2017 17:21 Emma Hawes I would say the perfect measure strategy involves setting the benchmarks and showing the results. #measurepr

3/9/2017 17:21 Shonali Burke @dawnbuzy Uh oh, so sorry, but you are DEFINITELY not order takers!!! #measurePR

3/9/2017 17:21 Dawn Buzynski A2. Nothing is perfect but having a defined strategy in the beginning will allow you to measure effectiveness. #measurePR

3/9/2017 17:21 Shonali Burke @emmamhawes I want to hear more about that too! #measurePR @rebekahiliff @AirPR

3/9/2017 17:21 HannaLizKnowles A1: It is not one size fits all. Measurement strategy needs to align with the business goals. #measurePR <https://t.co/Ve9gSPbNyC>

3/9/2017 17:22 Shonali Burke RT @dawnbuzy A2. Nothing is perfect but having a defined strategy in the beginning will allow you to measure effectiveness. #measurePR

3/9/2017 17:22 Shonali Burke smartie && RT @emmamhawes I would say the perfect measure strategy involves setting the benchmarks and showing the results. #measurepr

3/9/2017 17:22 Jackie Giles @HannaLizKnowles good point! Context is key. #measurePR

3/9/2017 17:22 AnnSi Krol Been in comms +20 years, measuring in +10 in an aim to put communication as a strategic focus on the top mgmnt agenda #measurePR

3/9/2017 17:22 Dawn Buzynski A2 cont We did a campaign there the overall goal was hard to measure but we had a strategy built around engagement. #measurePR

3/9/2017 17:22 Gerard F. Corbett A2. Metrics should track with and reflect goals. One size may not fit all. #measurePR

3/9/2017 17:23 Shonali Burke RT @annsikrol Been in comms +20 years, measuring in +10 to put communication as a strategic focus on the top mgmnt agenda #measurePR

3/9/2017 17:23 AnnSi Krol Ok Mulittasking is NOT working! A1 #measurePR <https://t.co/YO27RAK0ea>

3/9/2017 17:23 Rebekah Iliff A2: Key is that whomever is asking for #measurePR is aligned with how it's ACTUALLY being measured. No silver bullet. If so, we'd be rich.

3/9/2017 17:23 Emma Hawes @shonali I pretty much started playing in the creative suite after post grad life kicked in then my boss found me. #measurepr

3/9/2017 17:23 Angela Sinickas @dawnbuzzy But how do you define engagement? I look at behaviors #measurePR

3/9/2017 17:23 Dawn Buzynski A2 cont. We were able to track engagement via social and tie it back to overall goal of money raised. #measurePR

3/9/2017 17:24 Dawn Buzynski A2 cont I wrote a blog post about it for @shonali blog. <https://t.co/6cUMQeq80N> #measurePR

3/9/2017 17:24 Heidi Sullivan Man, I wish we had that bullet @rebekahiliff "No silver bullet. If so, we'd be rich." #measurepr

3/9/2017 17:25 Dawn Buzynski @sinickasa Sharing. We targeted influencers and measured their sharing in order to spread to new audiences. #measurePR

3/9/2017 17:26 Shonali Burke GREAT post! RT @dawnbuzy A2 cont I wrote about it for @shonali blog. <https://t.co/C031U4PnwD> #measurePR

3/9/2017 17:26 Shonali Burke RT @sinickasa @dawnbuzy But how do you define engagement? I look at behaviors #measurePR

3/9/2017 17:26 Aly Saxe A2: No such thing as the perfect anything. Every organization has different goals, so to #measurePR requires different strategies.

3/9/2017 17:26 Shonali Burke RT @rebekahiliff A2: Key is that whomever is asking for #measurePR is aligned with how it's ACTUALLY measured. No silver bullet.

3/9/2017 17:26 Marc Meyer A2) I wish there was but IMO, the answer lies in the # of dashboards & solutions that have been developed solely for measurement. #measurePR

3/9/2017 17:26 Emma Hawes @dawnbuzy @shonali This is so sweet. #measurePR

3/9/2017 17:26 Shonali Burke RT @Aly\_Saxe A2: No such thing as the perfect anything. Every organization has different goals, so to #measurePR requires diff strategies.

3/9/2017 17:26 Shonali Burke Q3: What are some of the worst #measurePR practices you have witnessed?

3/9/2017 17:27 Aly Saxe A2: But there are some standards we can hold at the core to help us perform better. #measurePR

3/9/2017 17:27 Rebecca Latham RT @Aly\_Saxe: A2: No such thing as the perfect anything. Every organization has different goals, so to #measurePR requires different strate€!

3/9/2017 17:27 Aly Saxe A2: Benchmarks are key. #measurePR

3/9/2017 17:27 Angela Sinickas A3: AVE cited by big PR firms in Silver Anvil award entries. And all #measurePR focused on activities.

3/9/2017 17:27 Heidi Sullivan A3: Confession: My first PR internship involved calculating AVE with a ruler and newspaper clips. Did I just age myself? :) #measurepr

3/9/2017 17:27 Melissa Todisco @Aly\_Saxe What measurement standards do you hold at the core? #measurepr

3/9/2017 17:27 Emma Hawes A3. Likes as a measurement for growth with your business. #measurepr

3/9/2017 17:28 Heidi Sullivan A3: Not measuring at all. Or measuring just eyeballs... #measurepr

3/9/2017 17:28 Shonali Burke RT @hksully A3: Not measuring at all. Or measuring just eyeballs... #measurepr

3/9/2017 17:28 Dawn Buzynski A3. AVEs. Ugh they are still out there. I've educated our agency against the practice but it is a hard paradigm to change. #measurePR

3/9/2017 17:28 Shonali Burke RT @emmamhawes A3. Likes as a measurement for growth with your business. #measurepr

3/9/2017 17:28 Bobbie Carlton @shonali #measurePR By the inch! (Column inch that is) ðŸ˜–

3/9/2017 17:28 Rebekah Iliff A1: @shonali are you trying to get @hksully @Aly\_Saxe and I riled up? ;) #measurePR. Ok here goes...

3/9/2017 17:28 Angela Sinickas @hksully You're forgiven. It's only after the Barcelona Declaration of Measurement Principles that it's unforgivable #measurePR

3/9/2017 17:28 Emma Hawes Oh for the love of God. That makes me want to throw a fit. I mean these are pros. #measurePR <https://t.co/qGStq60z9R>

3/9/2017 17:28 Gerard F. Corbett A3. Counting eyeballs #measurePR

3/9/2017 17:28 Shonali Burke RT @hksully A3: My 1st PR internship involved calculating AVE with a ruler + newspaper clips. Did I just age myself? :) #measurepr

3/9/2017 17:29 Shonali Burke RT @Aly\_Saxe A2: Benchmarks are key. #measurePR

3/9/2017 17:29 Rebekah Iliff A3: @shonali are you trying to get @hksully @Aly\_Saxe and I riled up? ;) #measurePR. Ok here goes...

3/9/2017 17:29 Shonali Burke @rebekahiliff LOL!! @hksully @Aly\_Saxe #measurepr

3/9/2017 17:30 Shonali Burke @BobbieC Hi! Which qn is this in response to? #measurepr

3/9/2017 17:30 Heidi Sullivan @sinickasa I promise it was before the Barcelona Principles. I'm just old. :) #measurepr

3/9/2017 17:31 Shonali Burke Q3 f/u fm @M2Disco: best techniques for measuring reach of earned social posts/online placements? UMW/followers feels so inflated #measurepr

3/9/2017 17:31 Shonali Burke RT @AccentureCloud A3) CTR's on bad email campaigns. Bad being measured by the quality of the content and the list #measurePR

3/9/2017 17:31 Rebekah Iliff A3: Coverage reports equating value with HITS. Headline impressions. Newsflash: 7B people have never seen your news. EVER. #measurePR

3/9/2017 17:32 Gerard F. Corbett Every time I see "AVE" I think of my early childhood in catholic school. #measurePR

3/9/2017 17:32 Shonali Burke @AccentureCloud V interesting re: Q3: to clarify, do you mean CTRs ONLY on "bad" email campaigns or all? What qualifies as "bad"? #measurepr

3/9/2017 17:32 Shonali Burke RT @gerardcorbett Every time I see "AVE" I think of my early childhood in catholic school. #measurePR

3/9/2017 17:33 Angela Sinickas Q3 f/u qn: Measure the number who click on a link in a post that takes them to an "action" page online tied to your goals #measurePR

3/9/2017 17:33 Dawn Buzynski A3. Analogy - if someone drives by your building on the expressway is that a potential customer? Stop measuring impressions then #measurePR

3/9/2017 17:33 Shonali Burke RT @sinickasa Q3 f/u: Measure the # who click on a link in a post that takes them to an "action" page online tied to your goals #measurePR

3/9/2017 17:33 Heidi Sullivan Q3 f/u @M2Disco Never easy... Engagement and resonance or use a hack like a URL shortener to track actual action. #measurepr

3/9/2017 17:33 Shonali Burke @dawnbuzy Ha, I've shared a cartoon using that analogy in my #measurePR talks - it's a great one!

3/9/2017 17:34 Shonali Burke Q4: PR often measures what gets #out there. # What are #measurePR best practices for when you \*don't\* want to attract attention?

3/9/2017 17:34 Shonali Burke RT @hksully Q3 f/u @M2Disco Never easy... Engagement and resonance or use a hack like a URL shortener to track actual action. #measurepr

3/9/2017 17:34 Aly Saxe @M2Disco Let me find you an article or 2. deal? #measurePR

3/9/2017 17:35 Angela Sinickas A3 f/u: And clickthroughs might actually be a bad thing--your summary wasn't good enough for most people #measurePR

3/9/2017 17:35 Gerard F. Corbett A4 "Dr. It hurts when I do this!" #measurePR

3/9/2017 17:35 Angela Sinickas A4.1: Track media calls re: incorrect facts or undesirable messages in a grid; messages in the rows, media in the columns. #measurePR

3/9/2017 17:35 Aly Saxe A3: All depends on the goals. If the goal is leads, you work backwards from there. #measurePR

3/9/2017 17:35 Angela Sinickas A4.2 After firefighting, next day track % of potential wrong messages that were #saved. # Report success to boss. #measurePR

3/9/2017 17:35 Heidi Sullivan A4: Do you mean you don't want the WRONG attention? Measuring sentiment, share of voice help. #measurepr

3/9/2017 17:36 Aly Saxe A3: If the goal is brand recognition, you measure engagement. #measurePR

3/9/2017 17:36 Aly Saxe A3: Also measure efficiency. Are you getting the most/best outcomes for your effort? #measurePR

3/9/2017 17:36 Heidi Sullivan Spot on! RT @sinickasa A4.2 After firefighting, next day track % of potential wrong messages that were saved. Report success. #measurepr

3/9/2017 17:37 Shonali Burke RT @Aly\_Saxe A3: Also measure efficiency. Are you getting the most/best outcomes for your effort? #measurePR

3/9/2017 17:37 Dawn Buzynski A4. A crisis comm plan at the ready. Make sure you are prepared for what may happen. The ROI on that effort is huge. #measurePR

3/9/2017 17:38 Shonali Burke @angusnelson Hey, good to see you, even if we caught your eye by accident thanks to @rebekahiliff! :) @cbarger @ScottMonty #measurepr

3/9/2017 17:39 Shonali Burke A4 to clarify @hksully possibly, I mean when pros are tasked with keeping something \*out\* of the news (let's face it, it happens) #measurepr

3/9/2017 17:39 Shonali Burke RT @sinickasa A4 After firefighting, next day track % of potential wrong messages that were #saved. # Report success to boss #measurepr

3/9/2017 17:39 Shonali Burke RT @sinickasa A4.1: Track media calls re: incorrect facts or undesirable messages in a grid; messages in rows, media in columns #measurepr

3/9/2017 17:40 Gerard F. Corbett A4. If it's public, deal with it and move on! #measurePR

3/9/2017 17:40 Shonali Burke RT @dawnbuzy A4. A crisis comm plan at the ready. Make sure you are prepared for what may happen. The ROI on that effort is huge. #measurePR

3/9/2017 17:41 Rebekah Iliff A4: Acknowledge, then flip the narrative. You can't fight negative press with silence. It always backfires. #measurePR

3/9/2017 17:41 Shonali Burke Q5: We just celebrated #IWD2017. Who are some #womeninpr who've left an indelible impression on you? cc @womeninprusa #measurepr

3/9/2017 17:41 Shonali Burke RT @rebekahiliff A4: Acknowledge, then flip the narrative. You can't fight negative press with silence. It always backfires. #measurePR

3/9/2017 17:41 Angela Sinickas A5: Katie Paine. And Suzanne, the research unit head we had when I worked at Hewitt. #measurePR

3/9/2017 17:42 Dawn Buzynski A5. @shonaliburke! But I need to give s/o two mentors who have made big impact in my PR life #measurePR

3/9/2017 17:42 Heidi Sullivan A5: Of course @shonali! @ginidietrich @staceylamiller @sallyfalkow @prtini @dbreakenridge @rebeccalieb @morgancarrie #womeninPR #measurepr

3/9/2017 17:42 Dawn Buzynski A5. @shonali ! But I need to give s/o two mentors who have made big impact in my PR life #measurePR

3/9/2017 17:42 Jen Zingsheim A4: Tough one--scale/size of media outlet matters in that case. Should be part of measurement #measurePR

3/9/2017 17:42 Dawn Buzynski A5 cont. @cabodensteiner and @ferne\_g. Both PRSA APR Fellows and measurement gurus! #measurePR

3/9/2017 17:42 Aly Saxe A5 for sure @ginidietrich! #measurePR

3/9/2017 17:43 Carrie Morgan RT @rebekahiliff A4: Acknowledge, then flip the narrative. You can't fight negative press with silence. It always backfires. #measurePR

3/9/2017 17:43 Heidi Sullivan Preach! RT @rebekahiliff A4: Acknowledge, then flip narrative. You can't fight negative press with silence. It always backfires. #measurepr

3/9/2017 17:43 Stacey Miller ~ Love ALL these #womeninpr! Thx @hksully ~ @shonali @ginidietrich @sallyfalkow @prtini @dbreakenridge @rebeccalieb @morgancarrie #measurepr

3/9/2017 17:43 HannaLizKnowles .@blackwell\_cindy for getting me hooked in the first place. @shonali @womeninprusa #measurePR

3/9/2017 17:44 angusnelson @shonali This is Twitter... In this deluge, it sometimes feels like all tweets are "caught by accident". :) #measurepr

3/9/2017 17:44 Shonali Burke A5: for me @queenofmetrics @ajeffrey1 @sallyfalkow @dbreakenridge @sambagal @tobydiva @ginidietrich #measurepr

3/9/2017 17:44 Shonali Burke @angusnelson LOL. You could be right. ;) #measurepr

3/9/2017 17:45 Shonali Burke A5 also @hksully @sinickasa @rebekahiliff @dawnbuzy @aly\_saxe (there's a reason they're on this chat) #measurepr

3/9/2017 17:46 angusnelson @shonali Is there a video feed for this twitter chat is it strictly in the Twittersphere? #measurepr

3/9/2017 17:46 Shonali Burke A5 and then @staceylamiller @annwylie ... and now I'm going to stop naming names else I'll leave someone out! #measurepr

3/9/2017 17:46 Shonali Burke @angusnelson Good God, do you think we'd do that to you? ;) Strictly Twitter. #measurepr

3/9/2017 17:47 Stacey Miller @shonali @AnnWylie â€œâ€œ, #measurepr

3/9/2017 17:47 Gerard F. Corbett A5. Also all of the above. #measurePR

3/9/2017 17:47 Shonali Burke A5 but I DO want to give a shoutout to all the women who make @PRSA @IABC @WWPR what they are. &lt;3 #measurepr

3/9/2017 17:48 Shonali Burke Q6: What tips would you give to young professionals starting out in the #PR field? #measurePR

3/9/2017 17:48 Angela Sinickas A6: Be prepared to justify your recommendations using research and/or measurement; youâ€™re more likely to be heard #measurePR

3/9/2017 17:48 Heidi Sullivan A6: Donâ€™t be afraid to ask ?s. Always think about how what youâ€™re doing ties back to biz objectives. #measurepr

3/9/2017 17:48 Shonali Burke RT @hksully A6: Donâ€™t be afraid to ask ?s. Always think about how what youâ€™re doing ties back to biz objectives. #measurepr

3/9/2017 17:48 Shonali Burke RT @sinickasa A6: Be prepared to justify your recommendations using research and/or measurement; youâ€™re more likely to be heard #measurePR

3/9/2017 17:48 Emma Hawes RT @sinickasa: A6: Be prepared to justify your recommendations using research and/or measurement; youâ€™re more likely to be heard #measurePR

3/9/2017 17:49 Shonali Burke @dawnbuzy Aww, you are so kind, thank you! #measurePR A5

3/9/2017 17:49 Toby Bloomberg Thankx for your shoutout @shonali I have learned much frm you & continue to do so - including your gracious generosity. #measurepr <https://t.co/5a9>

3/9/2017 17:49 Gerard F. Corbett A6. Ears to the ground, eyes peeled, brain in gear. #measurePR

3/9/2017 17:49 Shonali Burke RT @gerardcorbett A6. Ears to the ground, eyes peeled, brain in gear. #measurePR

3/9/2017 17:50 Ian Gertler @staceylamiller Best of the best! #WomenInPR #MeasurePR <https://t.co/KKEH1kMzSN>

3/9/2017 17:50 Dawn Buzynski A6. Hone your writing skills. That seems obvious but Iâ€™m seeing a lot of graduates who donâ€™t have that critical skill. #measurePR

3/9/2017 17:50 Shonali Burke RT @dawnbuzy A6. Hone your writing. Seems obvious but Iâ€™m seeing a lot of graduates who donâ€™t have that critical skill. #measurepr

3/9/2017 17:51 Aly Saxe A6: take ownership of bringing #PRtech into your job. #measurePR

3/9/2017 17:51 Shonali Burke RT @Aly\_Saxe A6: take ownership of bringing #PRtech into your job. #measurePR

3/9/2017 17:51 AnnSi Krol Hear hear! #measurePR <https://t.co/kEJ7D2IMcV>

3/9/2017 17:52 Aly Saxe A6: Our industry is archaic when it comes to tech, and many established #PRpros are entrenched in their legacy systems. #measurePR

3/9/2017 17:52 Aly Saxe A6: young PR pros can change this. #measurePR

3/9/2017 17:52 angusnelson A6. Focus on goals and audience, numbers will follow. People are your most valuable resource, serve abundantly. #measurepr

3/9/2017 17:52 Shonali Burke RT @angusnelson A6. Focus on goals and audience, numbers will follow. People are your most valuable resource, serve abundantly. #measurepr

3/9/2017 17:52 Aly Saxe A6: Also, embrace transparency and accountability to prove value. #measurePR

3/9/2017 17:53 Rebekah Iliff A5: Well, for starters...@shonali @womeninprusa @KTischhy @ginidietrich @dbbreakenridge @Aly\_Saxe @hksully. #measurePR.

3/9/2017 17:53 Aly Saxe A6: PR has historically been terrible at this. Lead that change. #measurePR

3/9/2017 17:53 Shonali Burke Q7: Do you have some go-to tools you can recommend to #measurePR?

3/9/2017 17:54 Angela Sinickas A7.1: Ask clients two questions that will surface the ideal behaviors your campaigns and #measurePR should focus onâ€¦!

3/9/2017 17:54 HannaLizKnowles RT @Aly\_Saxe: A6: Also, embrace transparency and accountability to prove value. #measurePR

3/9/2017 17:54 Jen Zingsheim RT @angusnelson: A6. Focus on goals and audience, numbers will follow. People are your most valuable resource, serve abundantly. #measurepr

3/9/2017 17:54 Angela Sinickas A7.2 What did you hear/observe that made you think we need a communication solution? #measurePR

3/9/2017 17:54 AnnSi Krol Great one! Audience is KING! #measurePR <https://t.co/FKhjrduaWA>

3/9/2017 17:54 Angela Sinickas A7.3 Once the project is done, how will you know it made a difference? #measurePR

3/9/2017 17:54 Heidi Sullivan A7: Google Analytics should be your BFF. Iâ€™ll also give shout outs to @AirPR & my former employer @Cision for great tools. #measurepr

3/9/2017 17:54 Rebekah Iliff A6: You will be 10x more valuable if you are @googleanalytics @AdobeAnalytics or @AirPR certified. DO IT. #measurePR

3/9/2017 17:55 Shonali Burke RT @hksully A7: Google Analytics should be your BFF. shout outs to @AirPR & my former employer @Cision for great tools #measurepr

3/9/2017 17:55 Rebecca Latham RT @Aly\_Saxe: A6: Also, embrace transparency and accountability to prove value. #measurePR

3/9/2017 17:55 Aly Saxe A7: I'm just gonna go ahead and take the bait. @IrisPRSoftware #measurePR

3/9/2017 17:55 Shonali Burke Iris is TERRIFIC. RT @Aly\_Saxe A7: I'm just gonna go ahead and take the bait. @IrisPRSoftware #measurePR

3/9/2017 17:55 Dawn Buzynski A7. Clear measureable objectives and an Excel spreadsheet. Honestly keep it simple. #measurePR

3/9/2017 17:55 Heidi Sullivan @rebekahiliff & 3 that we both mentioned @googleanalytics w/in seconds of each other. #measurepr

3/9/2017 17:55 Shonali Burke RT @rebekahiliff A6: You will be 10x more valuable if you are @googleanalytics @AdobeAnalytics or @AirPR certified. DO IT. #measurePR

3/9/2017 17:56 Gerard F. Corbett A7. A refresher on "Strategic Planning" #measurePR

3/9/2017 17:56 Shonali Burke RT @sinickasa A7.1: Ask clients two questions that will surface the ideal behaviors your campaigns and #measurePR should focus on&#128;

3/9/2017 17:56 Shonali Burke RT @sinickasa A7.2 What did you hear/observe that made you think we need a communication solution? #measurePR

3/9/2017 17:56 Rebecca Latham RT @sinickasa: A7.2 What did you hear/observe that made you think we need a communication solution? #measurePR

3/9/2017 17:56 Rebecca Latham RT @sinickasa: A7.3 Once the project is done, how will you know it made a difference? #measurePR

3/9/2017 17:56 Shonali Burke RT @sinickasa A7.3 Once the project is done, how will you know it made a difference? #measurePR

3/9/2017 17:56 Aly Saxe A7: I also think #PRpros need to get good at Google Analytics, CRM, and marketing tools like @Marketo. #measurePR

3/9/2017 17:56 Heidi Sullivan @Aly\_Saxe Nothing wrong with a self-plug if it's awesome. :) @IrisPRSoftware #measurepr

3/9/2017 17:56 Shonali Burke Amen! RT @dawnbuzy A7. Clear measurable objectives and an Excel spreadsheet. Honestly keep it simple. #measurePR

3/9/2017 17:56 Aly Saxe A7: I'm a pretty big fan of @AirPR :) #measurePR

3/9/2017 17:57 Shonali Burke RT @Aly\_Saxe A7: I also think #PRpros need to get good at Google Analytics, CRM, and marketing tools like @Marketo. #measurePR

3/9/2017 17:57 Dawn Buzynski I need to drop off. Thank you @shonali for having me. Thanks everyone! #measurePR.

3/9/2017 17:57 Shonali Burke Q8: Do you have an initiative/program you'd like the #measurePR community to know about? Please share!

3/9/2017 17:57 Aly Saxe S7.3: Simple - if you achieved your goals OR learned something important. #measurePR

3/9/2017 17:57 Angela Sinickas A8: You can sign up for my on-demand, 4-module IABC certificate course on practical measurement: <https://t.co/zsD4AnbMgk> #measurePR

3/9/2017 17:57 Heidi Sullivan A8: Check out my podcast #InfluencePros for great guests talking about influencer marketing! <https://t.co/CxDBInIGyv> #measurepr

3/9/2017 17:58 Shonali Burke .@dawnbuzy Thank you SO much for making the time to join Dawn, you're awesome! xo #measurePR

3/9/2017 17:58 Gerard F. Corbett A7. Make certain you have a raison d'etre #measurePR

3/9/2017 18:00 Aly Saxe Hate to leave, but gotta move :) Thanks for having me today @shonali! #measurePR

3/9/2017 18:00 Gerard F. Corbett A7. Make certain you have a raison d'etre #measurePR

3/9/2017 18:01 Shonali Burke AND - we're out of time! Thank you so much to EVERYONE for joining, esp @aly\_saxe @dawnbuzy @hksully @sinickasa @rebekahiliff #measurePR

3/9/2017 18:01 Aly Saxe @shonali @hksully @sinickasa @rebekahiliff @dawnbuzy much respect to these smart #PRpros! #measurePR

3/9/2017 18:01 Heidi Sullivan Thanks @shonali & all #measurePR peeps for a great chat! Loved joining @aly\_saxe @rebekahiliff @dawnbuzy @sinickasa

3/9/2017 18:02 AnnSi Krol Thank you guys! I was mostly in the background today but you were Awesome and family is fed ;) #measurePR <https://t.co/yrwVKGtJRm>

3/9/2017 18:02 HannaLizKnowles @shonali, thanks for hosting! And thank you all -&gt; @Aly\_Saxe @dawnbuzy @hksully @sinickasa @rebekahiliff #measurePR

3/9/2017 18:02 Shonali Burke Everyone, remember to save the date/time for next month's chat: April 13, 12-1 pm ET. I'll send out the actual event listing soon #measurePR