

Created	Author	Message
4/13/2017 16:00	Shonali Burke	And... it's time! Welcome to your monthly dose of PR (and social media measurement!). Who's here? #measurepr
4/13/2017 16:00	@Serena	@WizDayTrader Here on Twitter, just search for #measurePR and join in! Yay
4/13/2017 16:01	Shonali Burke	We have an #amazeballs panel today, but before we get started, let's introduce ourselves. Say who/where you are and what you do! #measurepr
4/13/2017 16:01	Elise Perkins	@shonali, HIYA! #measurePR
4/13/2017 16:02	Shonali Burke	@ep_comms HIYA!!! We should have done the chat from the same place, LOL! #measurepr
4/13/2017 16:02	Shonali Burke	@Serena @WizDayTrader Great to see you!!! #measurepr
4/13/2017 16:02	Tressa Robbins	Hi all, Tressa here in SE Missouri. @PRSAStL board, @PRSSASE advisor, @BurrellesLuce VP. ðŸ˜€ #measurepr
4/13/2017 16:02	Erica Hurtt	A1 I am a recovering journalist. Landed in fin comms months before ðŸ˜08 financial crisis. Fascinating & pivotal time for me. #measurePR
4/13/2017 16:02	@Serena	@WizDayTrader not sure what you mean. it starts now, go to twitter search and search for #measurePR and the talk will come up, chat starts now gotta go
4/13/2017 16:03	Shonali Burke	Let me introduce our guests: @Keosha is a #PR consultant w/ more than 10 years exp in the financial services & housing industry.. #measurepr
4/13/2017 16:03	@Serena	A1) I'm also active in @NIRI, including serving on the LA and Dallas boards. I love #investorrelations and the challenges of #IR #measurePR
4/13/2017 16:03	Howard	Hello! Follow and search #measurepr to join the conversation.
4/13/2017 16:04	Erica Hurtt	I am a recovering journalist. Landed in fin comms months before ðŸ˜08 financial crisis. Fascinating & pivotal time for me. #measurePR
4/13/2017 16:04	Keosha	RT @hcwilliams3: Hello! Follow and search #measurepr to join the conversation.
4/13/2017 16:04	Elise Perkins	@ericahurtt #measurepr
4/13/2017 16:04	@Serena	As you can see, I am one of those jump the gun typers. Hi #measurePR peeps!
4/13/2017 16:05	Shonali Burke	Also on today's panel: @Keosha, a #PR consultant w/ more than 10 years exp in the financial services & housing industry ... #measurepr
4/13/2017 16:05	Shonali Burke	And we have @serena, @BusinessWire Director of Social and Evolving Media as a guest too! Plus... #measurepr
4/13/2017 16:05	Shonali Burke	Also on the panel: @hcwilliams3 who provides creative + strategic counsel in messaging, crisis communication + brand building #measurepr
4/13/2017 16:06	Shonali Burke	And of course @ericahurtt, who leads a team of very talented communications professionals @TheCAQ ... #measurepr
4/13/2017 16:06	Tressa Robbins	Hi @Serena, @Keosha, @ep_comms @hcwilliams3 Good to 'see' y'all here on #measurePR chat! ðŸ˜ˆ
4/13/2017 16:07	Shonali Burke	And last but not least @ep_comms builds brands for businesses & people, using a savvy mix of content + influencer strategies #measurepr
4/13/2017 16:07	Business Wire	#IRpros, be sure to follow @shonali's Twitter chat ft. our own @serena with #measurePR! Learn best practices in #fincomm + more! https://t.co/UY4r4ZdUN
4/13/2017 16:07	Shonali Burke	@tressalynne So great to see you!!! @PRSAStL @PRSSASE @BurrellesLuce #measurepr
4/13/2017 16:07	Keosha	@shonali Hello #measurepr peeps! My first activity as a former DC resident and now HARLEM resident! Literally just finished my move. Excited to join.
4/13/2017 16:07	Erica Hurtt	So excited to be here! HT: fellow panelist @eps_comms for introducing me to #measurePR and @shonali https://t.co/oT1WEF7KOA
4/13/2017 16:07	Elise Perkins	Hello, Twitterverse! #measurePR https://t.co/zYKiQDnFcO
4/13/2017 16:08	Shonali Burke	OK, before we start, a few quick rules of thumb: 1) please # the answers eg "Re Q1" or "A1," it helps with conversation flow #measurepr
4/13/2017 16:08	@Serena	#measurePR is a perfect way to decompress from a move! Yay! https://t.co/ewN8kQNi0
4/13/2017 16:08	Shonali Burke	2) I will be shooting qns to our guests but all are welcome to chime in and answer (it is a Twitter "chat" after all!)... #measurepr
4/13/2017 16:09	@Serena	RT @BusinessWire: #IRpros, be sure to follow @shonali's Twitter chat ft. our own @serena with #measurePR! Learn best practices in #fincomm + more!
4/13/2017 16:09	Shonali Burke	3) If you have MORE qns for our guests, please DM to me and I'll add to the questions queue for us to get to if we have time #measurepr
4/13/2017 16:09	@Serena	RT @tressalynne: Hi @Serena, @Keosha, @ep_comms @hcwilliams3 Good to 'see' y'all here on #measurePR chat! ðŸ˜ˆ
4/13/2017 16:09	Mitchell Marovitz	Will be monitoring the tweet chat but have a webinar I must also attend at same time! #measurePR
4/13/2017 16:09	Shonali Burke	4) Above all ... have fun! OK, ready? Let's go! Q1 coming up... #measurepr
4/13/2017 16:09	Shonali Burke	@MitchMarovitz That's so nice of you to keep an eye on the chat! #measurepr
4/13/2017 16:09	Shonali Burke	Q1: Tell us what you do, how you got there. What got you interested in #measurePR?
4/13/2017 16:10	@Serena	RT @Serena: A1) I'm the director of social + evolving media for @BusinessWire. My 2nd time with the org, + my 18th year in the biz!
4/13/2017 16:11	Elise Perkins	A1: Owner of ep communications, a consulting/coaching biz. Started out in comms dept at @fsround during fin crisis. #measurePR https://t.co/9wsnohAyy2
4/13/2017 16:11	Keosha	A1: I've been a #PR strategist in the financial svr for more than 11 yrs, most of that time in the throws of the housing crisis. #measurePR
4/13/2017 16:12	Stuart Dean	@shonali Hello! #measurePR
4/13/2017 16:12	Erica Hurtt	A1 Journalist turned #PR strategist working in financial services in DC for the last decade plus #measurepr
4/13/2017 16:12	Shonali Burke	@stutah Hey there! #measurepr

4/13/2017 16:13 Shonali Burke Q2: How do financial PR / #IR differ, when it comes to the practice of #PR? #measurePR

4/13/2017 16:13 Howard A1 - I work in government after many years in corporate communications and #PR for major brands, agencies and in-house. #measurepr

4/13/2017 16:14 @Serena A2) #PR + #IR do different jobs but ladder into business goals. PR focuses on the business IR focuses on the value of the stock. #measurePR

4/13/2017 16:14 @Serena A2) Different audiences. #PR supports sales via engagement with reporters and consumers, #IR focuses on stock health #measurePR

4/13/2017 16:14 @Serena A2) #PR pros use measurement to show impact on company revenue, #IR focuses on monitoring to manage stock price changes #measurePR

4/13/2017 16:14 @Serena A2) #IR pros' core audiences include analysts and those who buy stock based on product sales results #measurePR

4/13/2017 16:15 @Serena A2) Both #IR + #PR must watch competitors, monitor the industry and share the company message but to different audiences. #measurePR

4/13/2017 16:15 Keosha A1 cont: I am, #housing. Focusing on readying the world for Millennial homeownership. Sharing my own story <https://t.co/fbaaHOWdJv> #measurePR

4/13/2017 16:15 @Serena A2) While #PR audiences may focus product features to drive sales, #IR audiences focus on how sales drives the health of the org. #measurePR

4/13/2017 16:15 @Serena A2 IR targets current and potential investors "a smaller audience. #PR
IMO is broader but my focus is not IR. #measurePR

4/13/2017 16:15 Erica Hurtt A2: Possibly more rules to follow re: what you can say over social...although PR pros should always proceed with caution. #measurePR <https://t.co/TPmeuEx>

4/13/2017 16:15 Elise Perkins A2: The basic rule of #PR apply no matter the field, but Financial PR requires true field expertise. You're a SME on these issues. #measurePR

4/13/2017 16:15 Keosha MT @Keosha A1 I am, #housing. Focusing on readying the world for Millennial homeownership. my own story <https://t.co/Vg54ZtsaKE> #measurePR

4/13/2017 16:15 Shonali Burke A2 - The audience and the message. #IR has a business focus. #measurepr

4/13/2017 16:16 Howard RT @hcwilliams3 A2 - The audience and the message. #IR has a business focus. #measurepr

4/13/2017 16:16 Shonali Burke RT @ep_comms: A2: Possibly more rules to follow re: what you can say over social...although PR pros should always proceed with caution. #measurePR

4/13/2017 16:16 Tressa Robbins " RT @ericahurtt A2 IR targets current and potential investors "a smaller audience. #PR IMO is broader but my focus is not IR. #measurePR

4/13/2017 16:16 Shonali Burke Q3: When we #measurePR well, we're trying to tie to biz results. Is that easier/more difficult in financial #PR / #IR?

4/13/2017 16:16 Shonali Burke @shonali A2. A lot of withholding information to avoid trouble with the SEC (not the sports conference) & worried financial stakeholders. #measurePR

4/13/2017 16:16 Emma Hawes A3) Not easier/harder to measure depending on your #PR or #IR role, but what and why you are monitoring is different. #measurePR

4/13/2017 16:17 @Serena A3: Depends. For associations selling memberships, tying it to legislative or regulatory wins is key, but more difficult. #measurePR <https://t.co/Zos5pGQvMC>

4/13/2017 16:17 Elise Perkins A3) Both #PR and #IR teams must look for information that will affect their company's reputation. Few #IR teams actually do this. #measurePR

4/13/2017 16:17 @Serena A3) In #PR, you monitor discussions that drive to sales goals. In #IR you monitor discussions to ensure brand and stock safety #measurePR

4/13/2017 16:17 @Serena @Serena I was always the kid who was in trouble for talking too much. And then I found a grown up job that requires exactly that!! #measurepr

4/13/2017 16:18 Keosha A3 Much of my work is aimed at getting materials in the right hands and spurring action through messaging and comms. #measurePR

4/13/2017 16:18 Erica Hurtt RT @shonali: Q2: How do financial PR / #IR differ, when it comes to the practice of #PR? #measurePR

4/13/2017 16:18 Business Wire Re A3 @Serena I "do" get what you're saying, but #PR "also" ties to reputation, etc. (not just sales). So doesn't it impact #IR ? #measurepr

4/13/2017 16:18 Shonali Burke A3: No guaranteed results in #PR or financial, making the need for strong relationships within the biz and with the press a req. #measurePR

4/13/2017 16:19 Keosha RT @ericahurtt A3 Much of my work is aimed at getting materials in the right hands, spurring action through messaging and comms. #measurePR

4/13/2017 16:19 Shonali Burke BIG!! Many teams forget to look at what is happening in politics when creating a measurement program!! #measurepr <https://t.co/EO3LqD9M65>

4/13/2017 16:19 @Serena RT @Keosha A3: No guaranteed results in #PR or financial, making the need for strong relationships within the biz & press a req. #measurePR

4/13/2017 16:19 Shonali Burke A3 Another consideration #measurePR: fin srvs are highly regulated. Have to do risk/reward calculations when contemplating PR .

4/13/2017 16:19 Erica Hurtt RT @shonali: Q3: When we #measurePR well, we're trying to tie to biz results. Is that easier/more difficult in financial #PR / #IR?

4/13/2017 16:19 Business Wire MT @ericahurtt A3 fincl srvs are highly regulated. Have to do risk/reward calculations when contemplating PR . #measurepr

4/13/2017 16:20 Shonali Burke Yes, you are right. But PR must first ladder to business goals which tend to be sales oriented, BUT rep monitoring is A MUST #measurepr <https://t.co/7xI0Trli>

4/13/2017 16:20 @Serena RT @ericahurtt: A3 Another consideration #measurePR: fin srvs are highly regulated. Have to do risk/reward calculations when contemplating PR. #measurepr

4/13/2017 16:20 @Serena EXACTLY! @ericahurtt, @Keosha and myself all participated in several #reputation building programs...and they ain't cheap! #MeasurePR <https://t.co/RZtXk>

4/13/2017 16:20 Elise Perkins A3 -The measurements in #PR and #IR are different, so its hard to compare. One is looking at the overall view of the company #measurepr

4/13/2017 16:20 Howard RT @hcwilliams3: A2 - The audience and the message. #IR has a business focus. #measurepr

4/13/2017 16:20 @Serena MT @hcwilliams3 A3 The measurements in #PR & #IR are different, so hard to compare. One is looking at overall view of the co.. #measurepr

4/13/2017 16:21 Shonali Burke RT @ep_comms: EXACTLY! @ericahurtt, @Keosha and myself all participated in several #reputation building programs...and they ain't cheap!

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4/13/2017 16:22 Erica Hurtt IMO many victories are things you cannot measure in #PR and #IR or want to discuss publicly #measurePR The ongoing challenge <https://t.co/PpaHJJoCmp>

4/13/2017 16:22 Shonali Burke @Serena I'd say they're "revenue" oriented v. "sales" oriented. Subtle but imp difference. A3 And I'm not trying to argue! #measurepr

4/13/2017 16:23 @Serena RT @ericahurt: IMO many victories are things you cannot measure in #PR and #IR or want to discuss publicly #measurePR The ongoingâ€¦!

4/13/2017 16:23 Keosha @ep_comms @ericahurt i.e. Being tasked with fixing the rep of the largest housing/mortgage player in the country. Rhymes with Annie Fae. *wink* #meas

4/13/2017 16:23 Howard #IR is focused on the regulations, the stocks, keeping the company's reputation managed. Both should work together. #measurepr

4/13/2017 16:23 Sandy Malloy @Serena Doesn't all measurement tie to goals - which can be sales, stock price, reputation, whatever your goal is? #measurepr

4/13/2017 16:23 Shonali Burke A3 RT @hcwilliams3 #IR is focused on regulations, stocks, keeping the company's reputation managed. Both should work together. #measurepr

4/13/2017 16:24 Tressa Robbins â€” RT @BWInfoDiva Doesn't all measurement tie to goals - which can be sales, stock price, reputation, whatever your goal is? #measurePR

4/13/2017 16:24 @Serena YES YES YES YES YES! Too many teams are not working together leading to duplication of work and missed discussions. #measurePR <https://t.co/e675ksxg5t>

4/13/2017 16:25 Shonali Burke Q4: What are some #measurePR best practices for financial PR / #IR?

4/13/2017 16:25 Howard @Serena And it becomes more and more confusing when building the brand's message and image. #measurepr

4/13/2017 16:26 @Serena A4) Take credit for your work! Too many good #PR pros are not measuring everything, leading to reduced budgets. #MeasurePR

4/13/2017 16:26 @Serena A4) #PR measurement should include coverage, visibility, inbound traffic, new channel registrations, geo-impact, and more. #MeasurePR

4/13/2017 16:26 Business Wire RT @shonali: Q4: What are some #measurePR best practices for financial PR / #IR?

4/13/2017 16:26 Elise Perkins A4: "Measure what matters." In times of crisis, this is more important than ever...and fin. svcs has had A LOT! #MeasurePR <https://t.co/y7643Nnh9f>

4/13/2017 16:27 Shonali Burke RT @ep_comms: A4: "Measure what matters." In times of crisis, this is more important than ever...and fin. svcs has had A LOT!â€¦!

4/13/2017 16:27 Erica Hurtt A4 Numbers and data can be compelling to leaders in finance. But they can see through fuzzy math or spin pretty quickly. #measurePR

4/13/2017 16:27 Keosha RT @ep_comms: A4: "Measure what matters." In times of crisis, this is more important than ever...and fin. svcs has had A LOT!â€¦!

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4/13/2017 16:27 Shonali Burke RT @ericahurt A4 Numbers & data can be compelling to leaders in finance. But they see through fuzzy math or spin pretty quickly. #measurepr

4/13/2017 16:28 Howard Yes - this is really important! Be sure to keep track of your work and wins! #measurePR <https://t.co/z24w5vM8XB>

4/13/2017 16:28 @Serena RT @hcwilliams3: Yes - this is really important! Be sure to keep track of your work and wins! #measurePR <https://t.co/z24w5vM8XB>

4/13/2017 16:28 Erica Hurtt A4 Be open to testing and tweaking along the way. You have to reposition in real time. #measurePR

4/13/2017 16:28 Shonali Burke RT @Serena A4) Take credit for your work! Too many good #PR pros are not measuring everything, leading to reduced budgets. #measurepr

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4/13/2017 16:28 nomoreslaves RT @ep_comms: A4: "Measure what matters." In times of crisis, this is more important than ever...and fin. svcs has had A LOT!â€¦!

4/13/2017 16:28 @Serena RT @ericahurt: A4 Be open to testing and tweaking along the way. You have to reposition in real time. #measurePR

4/13/2017 16:29 Erica Hurtt A4 Also impt: set realistic expectations & remember the data is only as good as the analysis and what you do with it. #MeasurePR

4/13/2017 16:29 Shonali Burke RT @ericahurt A4 Also impt: set realistic expectations & remember the data is only as good as the analysis/what you do with it. #measurepr

4/13/2017 16:30 Elise Perkins Just getting back from lunch? Hop own #MeasurePR - there's still 30 mins left!

4/13/2017 16:30 Erica Hurtt A4 As a member-driven organization, we seek to generate info members can use an benefit from. #measurePR

4/13/2017 16:30 Victoria Brodie RT @Serena: A4) #PR and #IR pros must monitor everything! Company name, mgmt. teams, analysts, reporters and misspellings.â€¦!

4/13/2017 16:31 Howard Great point! Don't be afraid to offer an additional explanation of the data - use charts, graphs, infographics, video. #measurepr <https://t.co/Vo2XkanxZI>

4/13/2017 16:31 @Serena If you are in PR or #IR - read the tweets associated with #measurePR today! #IRchat #NIRI <https://t.co/y4GzArLWL>

4/13/2017 16:31 Keosha RT @ep_comms: Just getting back from lunch? Hop own #MeasurePR - there's still 30 mins left!

4/13/2017 16:31 @Serena RT @hcwilliams3: Great point! Don't be afraid to offer an additional explanation of the data - use charts, graphs, infographics, viâ€¦!

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4/13/2017 16:32 Tressa Robbins â€” Yasss! ðŸ”” #PRpros #measurePR <https://t.co/A0OoS2nrVu>

4/13/2017 16:33 Howard Join us for the last 30 minutes of #measurepr. Follow and search the #! <https://t.co/IGW9YMH2bx>

4/13/2017 16:33 Shonali Burke Q5: Are there generational differences you a/c for when devising financial / #IR comms? If yes, what? #measurePR

4/13/2017 16:33 @Serena RT @tressalynne: Yasss! ðŸ’ #PRpros #measurePR <https://t.co/A0OoS2nrVu>

4/13/2017 16:33 Erica Hurtt A4 Critical point @eps_comms What mattered last year or last month might not be the big issue now. #MeasurePR <https://t.co/jruB7oZfTX>

4/13/2017 16:33 @Serena RT @hcwilliams3: Join us for the last 30 minutes of #measurepr. Follow and search the #! <https://t.co/IGW9YMh2bx>

4/13/2017 16:34 Elise Perkins A5: Fin Svcs can be an older profession - and op-eds in @WSJ or @washingtonpost aren't as easily attained anymore. #MeasurePR <https://t.co/h435hweRKd>

4/13/2017 16:35 Shonali Burke RT @Serena: GOOD QUESTION! A5) Both #PR and #IR teams have tech savvy audiences, but not all have access to social media duringâ€¦

4/13/2017 16:35 Keosha A5: Msg specific to #Millennials is imperative. A great divide came with the Great Recession. Every major company has to pivot. #measurePR

4/13/2017 16:35 Erica Hurtt A5 Definitely. Need to be on the right platform to reach right audience and need to know what motivates people to act. #measurePR

4/13/2017 16:35 Business Wire RT @shonali: Q5: Are there generational differences you a/c for when devising financial / #IR comms? If yes, what? #measurePR

4/13/2017 16:35 Tinu Abayomi-Paulâ€šđŸ¿ RT @Serena: GOOD QUESTION! A5) Both #PR and #IR teams have tech savvy audiences, but not all have access to social media duringâ€¦

4/13/2017 16:35 Shonali Burke RT @Keosha A5 Msg specific to #Millennials is imperative. A great divide came w Great Recession. Every major company has to pivot #measurepr

4/13/2017 16:35 Elise Perkins A5: Employing #PESO model (h/t @ginidietrich) and proving value on #socialPR can help bridge gap and help co's compete. #measurepr <https://t.co/ThfPA14>

4/13/2017 16:36 Tressa Robbins â€” RT @ep_comms: A5: Employing #PESO model (h/t @ginidietrich) and proving value on #socialPR can help bridge gap and help co's compâ€¦

4/13/2017 16:36 Shonali Burke RT @ericahurtt A5 Definitely. Need to be on the right platform to reach right audience and know what motivates people to act #measurepr

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4/13/2017 16:36 Erica Hurtt YES! They still read printed newspaper every day and like hard copies of everything! #measurePR <https://t.co/8qZzVkcDa>

4/13/2017 16:36 Shonali Burke RT @ep_comms: A5: Fin Svcs can be an older profession - and op-eds in @WSJ or @washingtonpost aren't as easily attained anymore.â€¦

4/13/2017 16:36 Elise Perkins Right! #Pepsi, #UnitedAirlines had different problems a week ago! Be nimble, PR pros! #MeasurePR <https://t.co/DN0D5c5aBL>

4/13/2017 16:37 Howard @shonali A5 - audience research is so important. Knowing how your audience receives or is able to receive messages will impact. #measurepr

4/13/2017 16:37 @Serena RT @ep_comms: Right! #Pepsi, #UnitedAirlines had different problems a week ago! Be nimble, PR pros! #MeasurePR <https://t.co/DN0D5c5aBL>

4/13/2017 16:37 Business Wire RT @Serena: A5) Each generation has a preferred social platform. Set up your KPIs for each platform before you launch your progâ€¦

4/13/2017 16:38 Howard Yes, so important. Platforms with the right call to action! #measurePR <https://t.co/qrAATObouJ>

4/13/2017 16:38 Sarah Rasmussen @ep_comms @WSJ @washingtonpost Wait, does anyone get opeds anymore? So many newsrooms have made cuts and don't seem interested or willing. #r

4/13/2017 16:38 Shonali Burke RT @hcwilliams3: A5 audience research is so important. Knowing how yr audience receives/is able to receive messages will impact. #measurepr

4/13/2017 16:38 Tressa Robbins â€” A5. Not just terminology, but platform, method, style, etc. ALL make a difference depending on WHO your target audience is. #measurePR

4/13/2017 16:38 @Serena @ep_comms I feel like all of us should start our own company - these smarts are spot on!! #measurePR

4/13/2017 16:39 Shonali Burke RT @tressalynne A5. Not just terminology, but platform, method, style, etc. ALL make a diff dep on WHO your target audience is #measurepr

4/13/2017 16:39 Howard Word choice can easily change the message and meaning for generations. And also on various platforms. #measurepr <https://t.co/NpGLm37R9w>

4/13/2017 16:40 Keosha RT @Serena: A5) Word usage changes by generation, so you need to really to look at sentiment to determine positive or negativeâ€¦

4/13/2017 16:40 Elise Perkins You make a great point, but I don't know if C-Suite knows or cares...because they used to do it! #MeasurePR <https://t.co/Eenceiu7ml>

4/13/2017 16:40 Erica Hurtt A5 The speed of change is astounding, but exciting! Hard to keep up with the various audiences and where they are #measurePR

4/13/2017 16:40 @Serena RT @hcwilliams3: Word choice can easily change the message and meaning for generations. And also on various platforms. #measurepr <https://t.co/â€¦>

4/13/2017 16:40 Victoria Brodie RT @Serena: A4) Set daily social chatter baselines and be alerted when discussions exceed it, which may indicate a crisis. Useâ€¦

4/13/2017 16:40 Shonali Burke RT @ericahurtt A5 The speed of change is astounding, but exciting! Hard to keep up with the various audiences and where they are #measurePR

4/13/2017 16:40 Keosha A5 cont: When speaking to Millennials (or anyone really) need to customize msg for new world. Must evolve or you will dissolve. #measurePR

4/13/2017 16:41 Keosha RT @ep_comms: Right! #Pepsi, #UnitedAirlines had different problems a week ago! Be nimble, PR pros! #MeasurePR <https://t.co/DN0D5c5aBL>

4/13/2017 16:41 Elise Perkins @Serena I'm LLC'd are ready to #coboss! ;p #MeasurePR

4/13/2017 16:41 @Serena RT @ep_comms: You make a great point, but I don't know if C-Suite knows or cares...because they used to do it! #MeasurePR <https://t.co/Eencâ€¦>

4/13/2017 16:42 Shonali Burke RT @Keosha A5 cont: When speaking to Millennials (or anyone really) need to customize msg for new world. Must evolve or dissolve #measurepr

4/13/2017 16:42 Erica Hurtt Definitely have to get more creative and entertain different outlets. #measurePR <https://t.co/o1Zx2r9OI3>

4/13/2017 16:42 Elise Perkins GF, #Copyright that now! "Evolve or dissolve." #MeasurePR <https://t.co/MXzoWAA6k4>

4/13/2017 16:43 Victoria Brodie RT @Serena: A5) Each generation has a preferred social platform. Set up your KPIs for each platform before you launch your progâ€¦

4/13/2017 16:43 Tressa Robbins â€” LOVE that! "Must evolve or dissolve" -- so true in #SMM / #socialPR #PR. #measurePR <https://t.co/eMrwzsDzUq>

4/13/2017 16:44 Howard @ericahurtt And remind them of the value vs the time it takes to place an oped. #measurePR

4/13/2017 16:44 Shonali Burke Q6 @ep_comms @ericahurtt re: today's problems might not be last week's. What might @united's #IR pros be going thru, for example? #measurepr

4/13/2017 16:44 Erica Hurtt I can see the T-shirts now #evolveordissolve #measurePR <https://t.co/bKTFNDUwXq>

4/13/2017 16:45 @Serena RT @ep_comms: GF, #Copyright that now! "Evolve or dissolve." #MeasurePR <https://t.co/MXzoWAA6k4>

4/13/2017 16:45 @Serena RT @hcwilliams3: @ericahurtt And remind them of the value vs the time it takes to place an oped. #measurePR

4/13/2017 16:45 Victoria Brodie @ericahurtt Yes, but the next generation will soon push out older methods for information. #MeasurePR #beready

4/13/2017 16:46 Shonali Burke LOL! RT @ericahurtt I can see the T-shirts now #evolveordissolve #measurePR @keosha @ep_comms

4/13/2017 16:46 Howard @Keosha So true! So many messages happening at once. Your message must have reach and impact to not get lost! #measurepr

4/13/2017 16:46 @Serena Oh this is a good one. #IR should be sitting with legal and #PR to listen, then proactively be reaching out to top analysts #measurePR <https://t.co/wN7EZQkT>

4/13/2017 16:46 Keosha RT @hcwilliams3: @Keosha So true! So many messages happening at once. Your message must have reach and impact to not get lost! #measurepr

4/13/2017 16:46 Elise Perkins Q6: Endless days/nights, for sure. Important to be fact-gathering & set-up a central repository for culling through info. #MeasurePR <https://t.co/1PFkm>

4/13/2017 16:47 Keosha A6: Be open to everything, but be ready to pivot. You never know what area of PR you'll be attracted to. Try it all. #measurePR

4/13/2017 16:47 Erica Hurtt 100% agree @victoriabrodie challenge is having to keep up w meeting the needs of the various and diverse audiences #MeasurePR <https://t.co/fwavjiwA7z>

4/13/2017 16:47 @Serena A6) Part 1 @United's challenge is a mix of this week's info and existing issues across entire industry. #measurePR

4/13/2017 16:48 Sarah Rasmussen @ep_comms Trying to find the questions is challenging, lol. #measurepr

4/13/2017 16:48 Elise Perkins Q6: If they didn't have a crisis playbook, they are certainly writing it as we speak! Consistency through msg should help. #MeasurePR. <https://t.co/qOLpFm5t>

4/13/2017 16:48 @Serena A6) Part 2: Listening to feedback, separate out what United can control and what cannot be controlled. Message the differences #measurePR

4/13/2017 16:49 Shonali Burke RT @ep_comms: Q6: Endless days/nights, for sure. Important to be fact-gathering & set-up a central repository for culling throughâ€¦

4/13/2017 16:49 @Serena A6) Part 3: You can't change your business, so determine what the company can roadmap, and clarify that to analysts #measurePR

4/13/2017 16:49 Keosha RT @ep_comms: Q6: If they didn't have a crisis playbook, they are certainly writing it as we speak! Consistency through msg shouldâ€¦

4/13/2017 16:49 Elise Perkins Q6: Unfortunately their CEO has already made several statements, diluting msg. Take time to hit the right tone the first time! #MeasurePR <https://t.co/C4ku>

4/13/2017 16:49 Shonali Burke Q6 RT @Serena #IR should be sitting with legal and #PR to listen, then proactively be reaching out to top analysts #measurepr

4/13/2017 16:50 @Serena Great insights for #measurePR <https://t.co/iPE8kOgBOv>

4/13/2017 16:50 Shonali Burke MT @Serena A6) Part 2: Listening to feedback, separate out what United can and cannot control. Message the differences #measurepr

4/13/2017 16:50 Business Wire RT @Serena: A6) Part 1 @United's challenge is a mix of this week's info and existing issues across entire industry. #measurePR

4/13/2017 16:50 Elise Perkins @SRasmussen Are you using a plug-in like TweetChat? Also, just search @shonali's timeline to find the Qs! #MeasurePR

4/13/2017 16:51 Sarah Rasmussen A6) True, but what can they say that will help? Has their stock rebounded? I haven't checked. #measurePR <https://t.co/4j33ocUU23>

4/13/2017 16:51 Shonali Burke RT @Serena A6) Part 3: You can't change your business, so determine what the company can roadmap, and clarify that to analysts #measurePR

4/13/2017 16:51 Keosha A6: The key to tackling a crisis of any kind, DONT MAKE IT WORSE BEFORE YOU CAN MAKE IT BETTER! @united missed that completely. #measurePR

4/13/2017 16:51 Shonali Burke RT @ep_comms Q6: Unfortunately CEO has already made several statements, diluting msg. Take time to hit right tone the first time! #measurepr

4/13/2017 16:52 Shonali Burke MT @Keosha A6: The key to tackling any crisis, DONT MAKE IT WORSE BEFORE YOU MAKE IT BETTER! @united missed that completely #measurepr

4/13/2017 16:52 Keosha RT @ep_comms: Q6: Unfortunately their CEO has already made several statements, diluting msg. Take time to hit the right tone theâ€¦

4/13/2017 16:53 Dr Gail Barnes RT @Serena: A6) @BusinessWire tracks the impact of news upon stock price Allows you to see scope and size of issueâ€¦

4/13/2017 16:53 Business Wire RT @Serena: A6) @BusinessWire tracks the impact of news upon stock price Allows you to see scope and size of issueâ€¦

4/13/2017 16:53 Howard @ep_comms Yes, I hope they had a crisis playbook. But this is a good reminder to have one handy. And messages must be consistent. #measurepr

4/13/2017 16:53 Shonali Burke A6 @SRasmussen last I looked it hadn't. What @united CAN do now is significantly overhaul its biz practices and lead the industry #measurepr

4/13/2017 16:53 Sarah Rasmussen OMG, so true. For "communicator of year," he totally bombed. So awful in so many ways; hard to come back from that much damage #measurepr <https://t.co/>

4/13/2017 16:53 Victoria Brodie @Serena True, but it also feels much like a moving target #measurepr

4/13/2017 16:54 Shonali Burke A6 (cont) and it needs to start putting people - who it LITERALLY caters to - at the core of its business @SRasmussen #measurepr

4/13/2017 16:54 Sarah Rasmussen Very cool! #measurepr <https://t.co/y4ORTE3D2C>

4/13/2017 16:54 @Serena @SRasmussen Analysts will rely on public stories unless the IRO reaches out. A calm voice helps. But they must be informed and transparent #measurePR

4/13/2017 16:54 Shonali Burke Q7: What tips would you give to young professionals starting out in the #PR field? #measurePR

4/13/2017 16:54 Elise Perkins These are the times you want and need a solid, no BS #PR team at your side. #MeasurePR <https://t.co/60nfrB4OG>

4/13/2017 16:54 Stuart Dean @shonali @ep_comms The phrase, "you only have 1 chance to make a good first impression" comes to mind when thinking of United's PR nightmare. #mea:

4/13/2017 16:55 Erica Hurtt A7 Hone your writing & editing skills. Constantly look to evolve and learn. Quality AND Quantity are important. #measurePR

4/13/2017 16:55 Business Wire RT @shonali: Q7: What tips would you give to young professionals starting out in the #PR field? #measurePR

4/13/2017 16:56 @Serena A7) And donâ€™t panic. If you see something bad (or great) starting on social media, document it and bring it to management. #MeasurePR

4/13/2017 16:56 Shonali Burke RT @ericahurt A7 Hone your writing & editing skills. Constantly look to evolve and learn. Quality AND Quantity are important. #measurePR

4/13/2017 16:56 Shonali Burke RT @Serena: A7) Talk to vendors! Every vendor in this space is willing to train you for free. Learn everything. #measurePR Callâ€¦

4/13/2017 16:56 Elise Perkins A7: Watch and learn. Weâ€™re observing live case studies right now with Pepsi, United Airlines, and the WH. #MeasurePR <https://t.co/8HeYYAHf25>

4/13/2017 16:56 @Serena A7) TweetReach is my valium for mgmt. Put any link in that site and you can see how big of a deal it may or may not be. #measurePR

4/13/2017 16:57 Shonali Burke RT @Serena A7) Donâ€™t panic. If you see something bad/great starting on social media, document it and bring it to management #measurepr

4/13/2017 16:57 Sarah Rasmussen A6) Yes, we'll see. I'm cynical (realist?). Not sure if changing is that import. to .@united, unless financial pressures cont. #measurepr <https://t.co/JxSPogqozB>

4/13/2017 16:57 Shonali Burke RT @ep_comms A7: Watch and learn. Weâ€™re observing live case studies right now with Pepsi, United Airlines, and the WH #measurepr

4/13/2017 16:57 @Serena RT @ep_comms: A7: Watch and learn. Weâ€™re observing live case studies right now with Pepsi, United Airlines, and the WH. #MeasurePR <https://â€¦>

4/13/2017 16:57 Howard @shonali A7 - Learn from companies that get it right. Follow and research who does what best. #measurepr

4/13/2017 16:57 Erica Hurtt A7 An exciting time to join #PR profession. Impact nearly every part of a business, constantly challenged and learning. #measurepr

4/13/2017 16:57 Shonali Burke RT @hcwilliams3 @shonali A7 - Learn from companies that get it right. Follow and research who does what best. #measurepr

4/13/2017 16:57 Victoria Brodie A7) Be creative but with a focus on measurement. Do your research. Know your audience. Be ready for anything. #measurepr

4/13/2017 16:57 Keosha A7: Don't be afraid to pivot quickly and move into a new area of PR. You never know what's going to stick with you. Try it all. #measurePR

4/13/2017 16:57 Shonali Burke RT @ericahurt A7 exciting time to join #PR profession. Impact nearly every part of a biz, constantly challenged and learning #measurepr

4/13/2017 16:58 Shonali Burke RT @Keosha A7: Don't be afraid to pivot quickly & move into a new area of PR. You never know what's going to stick. Try it all #measurepr

4/13/2017 16:58 @Serena A7) How to use Google Suggest: Open a new browser and type in keywords (donâ€™t hit send) and see what pops up #measurePR

4/13/2017 16:58 @Serena A7) How to search with Google: Open an incognito browser, go to <https://t.co/EqeI56mQor> and do a search, add in time limits #measurePR

4/13/2017 16:58 Shonali Burke Wow, time sure flies when you're having fun, just 2 mins left! OK, last qn coming up... #measurepr

4/13/2017 16:58 Shonali Burke Q8: Do you have an initiative/program youâ€™d like the #measurePR community to know about? Please share!

4/13/2017 16:58 Erica Hurtt RT @ep_comms: A7: Watch and learn. Weâ€™re observing live case studies right now with Pepsi, United Airlines, and the WH. #MeasurePR <https://â€¦>

4/13/2017 16:59 Sarah Rasmussen A7) Be curious, ask questions, observe, be sure you can write WELL, look for opportunities, stay engaged, join .@prsa #measurepr

4/13/2017 16:59 Tressa Robbins â€” A7. For #PRSSA / #PRstudents and young #PR pros ... NEVER stop learning. #LifelongLearning is NOT an option in this industry. #MeasurePR

4/13/2017 16:59 Annie Alley @stutah @shonali @ep_comms Crisis PR 101: Do nothing that extends the life of the story. Unfortunately, looks like some folks missed class that day. #mea

4/13/2017 16:59 Business Wire RT @Serena: A7) News breaks in social media first. Then it goes mainstream. Learn to listen for the change. Learn to see outlieâ€¦

4/13/2017 16:59 Victoria Brodie RT @ericahurt: A7 Hone your writing & editing skills. Constantly look to evolve and learn. Quality AND Quantity are important. #measurePR

4/13/2017 16:59 Erica Hurtt Very true. Most of the tried and true #PR basics are timeless! #MeasurePR @eps_comms <https://t.co/UVXBOKVPYp>

4/13/2017 16:59 Aleis Stokes RT @ep_comms: A7: Watch and learn. Weâ€™re observing live case studies right now with Pepsi, United Airlines, and the WH. #MeasurePR <https://â€¦>

4/13/2017 17:00 Elise Perkins @shonali A8: Sure! #shamelessplug for my online course, <https://t.co/Ai4HQZdyGo>. @shonali's #socialPR courses are STELLAR tool! #measurepr

4/13/2017 17:00 Keosha A8: Encourage seasoned #PR pros to find cause to donate expertise. So much #socialjustice work to be done. Step up, make change. #measurePR

4/13/2017 17:00 Elise Perkins RT @anniealleybc: @stutah @shonali @ep_comms Crisis PR 101: Do nothing that extends the life of the story. Unfortunately, looks likeâ€¦

4/13/2017 17:00 Perry Hunchak RT @ep_comms: A7: Watch and learn. Weâ€™re observing live case studies right now with Pepsi, United Airlines, and the WH. #MeasurePR <https://â€¦>

4/13/2017 17:00 NUVI - Social Suite RT @Serena: A7) 4 measurement tools for #IR and #PR pros: @Google search, Google Suggest, @NUVI and the MIR reportâ€¦

4/13/2017 17:00 Business Wire RT @shonali: Q8: Do you have an initiative/program youâ€™d like the #measurePR community to know about? Please share!

4/13/2017 17:01 Sarah Rasmussen ðŸ˜˜, ðŸ˜˜, ðŸ˜˜, #measurePR And don't have photos or videos or make dumb statements. #oopsies <https://t.co/xJenYrsAcm>

4/13/2017 17:01 @Serena A8) Use @BusinessWireâ€™s MIR Report to see how news and rumors impact your stock price. #measurePR <https://t.co/3riqeczZqm> #measurePR

4/13/2017 17:01 @Serena A8) Click here to see if it is worth your time to launch an #IR social media program #measurePR <https://t.co/4pvPAvgUOt> (I wrote this!)

4/13/2017 17:01 @Serena A8) @NIRIChicago just did a webinar on social in #IR crisis times. Click here listen to the free replay #measurePR <https://t.co/nEmrK9CvBI>

4/13/2017 17:01 Shonali Burke And just like that we're outta time! @keosha @ep_comms @serena @ericahurt @hcwilliams3 thank you SO much for your time + smarts! #measurepr
Also many thanks to everyone who made the time to join and/or listen - it was great to have you here today!
#measurepr

4/13/2017 17:02 Shonali Burke 60 minutes sure does fly when you're having fun with friends online! #measurepr. Thanks, @shonali!

4/13/2017 17:02 Elise Perkins A7. I wholeheartedly agree. #measurepr <https://t.co/i4ZBtFvrYW>

4/13/2017 17:02 Sarah Rasmussen RT @Serena: A6) @BusinessWire tracks the impact of news upon stock price Allows you to see scope and size of issueâ€¦

4/13/2017 17:02 kimberly RT @Serena: A8 - come talk to us! The people on this chat know our stuff, if you have questions or want to learn more aboutâ€¦

4/13/2017 17:03 Ray Dennis RT @Serena: A6) @BusinessWire tracks the impact of news upon stock price Allows you to see scope and size of issueâ€¦

4/13/2017 17:03 Davis Maumalanga

4/13/2017 17:03 @Serena
4/13/2017 17:03 Business Wire
4/13/2017 17:03 Elise Perkins
4/13/2017 17:03 Sarah Rasmussen
4/13/2017 17:04 Sarah Rasmussen
4/13/2017 17:04 Erica Hurtt
4/13/2017 17:04 Shonali Burke
4/13/2017 17:05 Shonali Burke

RT @shonali: Also many thanks to everyone who made the time to join and/or listen - it was great to have you here today!
#measurepr
RT @Serena: A8) Use @BusinessWire's MIR Report to see how news and rumors impact your stock price. #measurePR <https://t.co/3riqeczZqm> #mâ€;
"YOU GET A TWITTER CHAT!" #MeasurePR <https://t.co/zyYA3SVb0P>
A7. Pay attn to what you enjoy, aren't good at, don't enjoy, are good at. Can be insightful to think from all perspectives! #measurepr
RT @shonali: Q8: Do you have an initiative/program you'd like the #measurePR community to know about? Please share!
Agreed! Thanks @Shonali & everyone who contributed. Good stuff and great ideas and reminders. #MeasurePR Enjoy the day! <https://t.co/4zLOhXNrD>
Coming up in May: @Iurnalott @MSUExtService research smarts on a budget. 5/11, 12-1 pm ET <https://t.co/CqreAltnqp> Save the date! #measurepr
Hope to see you in May, and thank you again to all who joined today! The "official" chat is over, but keep talking measurement! #measurepr