

Created	Name	Message
7/13/2017 16:00	Shonali Burke	And ... it's time! Welcome to your monthly dose of all things #pr and #socialmedia measurement! Who's here today? #measurepr
7/13/2017 16:00	Jen Zingsheim	@shonali I'm here! Need to go grab a water though, BRB - #MeasurePR
7/13/2017 16:00	David Griner	Excited to be a guest on @shonali's #measurepr chat. Been a while since I was on a chat that wasn't my own beloved #adweekchat. Hi all!
7/13/2017 16:00	Jon Gelberg	As am I! #measurepr
7/13/2017 16:00	Shonali Burke	@jenzings Yay! For both you being here *and* staying hydrated. ;p #measurepr
7/13/2017 16:01	Shonali Burke	@griner @jon_gelberg so great to have BOTH of you here, thanks so much for making the time! #measurepr
7/13/2017 16:01	Shonali Burke	OK, before we get started with the chat, please introduce yourselves. Say who you are, what you do & the beverage at hand. :) #measurepr
7/13/2017 16:01	Jon Gelberg	Nice to "meet" you, David #measurepr
7/13/2017 16:02	Maggie Bizzell	Happy Thursday! #measurePR
7/13/2017 16:02	Shonali Burke	@MaggieBizz Hey, great to see you, welcome! #measurepr
7/13/2017 16:03	David Griner	Hello #measurepr friends. I'm the digital managing editor of @Adweek, where I've been writing and/or editing for a little over 10 years.
7/13/2017 16:04	Shonali Burke	I'm a #SocialPR strategist, teacher & trainer, measurement geek, paleo + barre devotee. ABBA + Elvis. Don't be hatin'. ;) #measurepr
7/13/2017 16:04	Jon Gelberg	I'm the Executive Editor, Content Strategies at Inc., where I run our Custom Studio #measurepr
7/13/2017 16:04	David Griner	Quick plug to #measurepr crowd: If you like geeking out on cool marketing, check out our podcast (https://t.co/W5z9WTUstT) and #adweekchat!
7/13/2017 16:05	David Griner	RT @Jon_Gelberg: I'm the Executive Editor, Content Strategies at Inc., where I run our Custom Studio #measurepr
7/13/2017 16:06	Shonali Burke	OK, before we get started, here are a few quick tips to make chatting easy (and fun!) ... #measurepr
7/13/2017 16:06	Jon Gelberg	In first grade I wrote "what I did on my summer vacation" and I've never stopped writing #measurepr
7/13/2017 16:06	Julian Gamboa	@shonali Hello! First timer at #MeasurePr! I'm a college student, I teach a business course called Digital Marketing Today & have worked with NBC!
7/13/2017 16:06	Shonali Burke	1) Remember to use a platform like @Tweetchat or @Twubs to make chatting easy (they include the hashtag) (cont) #measurepr
7/13/2017 16:06	Shonali Burke	@JulianGumbo Hey, welcome! #measurepr
7/13/2017 16:07	Shonali Burke	2) Remember to index your answers eg "re Q1" or "A1" - it'll help others understand the flow (cont) #measurepr
7/13/2017 16:07	Shonali Burke	@Alukomnik Yay! #measurepr
7/13/2017 16:08	Shonali Burke	3) Some Qs are specifically for @jon_gelberg @griner but all are welcome/invited to participate (cont) #measurepr
7/13/2017 16:08	Shonali Burke	4) if you have more MORE Qs for @jon_gelberg @griner please DM to me & I will add to the queue if we have time. OK, let's begin! #measurepr
7/13/2017 16:08	Shonali Burke	Q1: Tell us what you do, how you got there. What got you interested in content as a discipline? #measurePR
7/13/2017 16:08	Julian Gamboa	@griner @shonali Means a lot, @griner! I'm a fan of your work! #Measurepr
7/13/2017 16:09	Jon Gelberg	A1: I was a sportswriter for years, then left for the web in the 90s. #measurepr
7/13/2017 16:09	Aidan Lukomnik	@griner @Adweek Big fan of your work! So happy you could join #measurepr
7/13/2017 16:09	Jon Gelberg	A: I learned early that quality content can do wonders for a brand's reputation #measurepr
7/13/2017 16:09	Shonali Burke	RT @Jon_Gelberg A1: I was a sportswriter for years, then left for the web in the 90s. #measurepr
7/13/2017 16:10	Jon Gelberg	or reputation LOL #measurepr
7/13/2017 16:10	Shonali Burke	RT @Jon_Gelberg A: I learned early that quality content can do wonders for a brand's reputation #measurepr
7/13/2017 16:10	Shonali Burke	@JulianGumbo Very cool! #measurepr
7/13/2017 16:11	Shonali Burke	RT @griner: A1: I lead online news at @Adweek, but before that was the magazine's first social editor. Prior: vp of content at
7/13/2017 16:11	Jansen Communication	Sorry to get here late, friends! #measurepr
7/13/2017 16:11	Aidan Lukomnik	A1) I'm a digital marketer at @hotwirepr, and focus a lot on how #nonprofits can optimize on #digital and #social #measurepr
7/13/2017 16:11	Shonali Burke	@JansenComm Great to see you! #measurepr
7/13/2017 16:12	Shonali Burke	Q2: Is there such a thing as the perfect content strategy? What does it look like? #measurePR @jon_gelberg @griner (others too!)
7/13/2017 16:12	Jon Gelberg	A2: No! But you can come close when you marry your target audience with stories that entertain, inform and serve their needs #measurepr
7/13/2017 16:12	David Griner	A1 (cont) Before I joined an agency, I was a newspaper editor. Always loved the potential for digital and engagement. #measurePR
7/13/2017 16:12	Jansen Communication	A2. There's a such thing as near-perfect content strategy, but you must constantly tweak it to keep your audience engaged #measurepr
7/13/2017 16:13	Jansen Communication	A2. (cont) So what is perfect for one week isn't going to be perfect the next #measurepr
7/13/2017 16:13	Aidan Lukomnik	A2) Perfect is a target. You can get really close, but never quite there. You have to constantly update to ensure you're relevant #measurepr

7/13/2017 16:14 Jansen Communication @Alukomnik exactly! #measurepr

7/13/2017 16:14 Shonali Burke RT @Jon_Gelberg A2: No! But you can come close when you marry target audience with stories that entertain, inform & serve needs #measurepr

7/13/2017 16:14 Shonali Burke RT @griner A1 (cont) Before I joined an agency, I was a newspaper editor. Always loved the potential for digital and engagement. #measurePR

7/13/2017 16:15 Shonali Burke RT @griner A2: I'd say even HAVING a content strategy still puts you way ahead of the game. Has to be bigger than a calendar. #measurepr

7/13/2017 16:15 David Griner A2 (cont.): Many in biz obsess over WHAT to post but skip over WHY they post. Define benefits for customers and business first. #MeasurePR

7/13/2017 16:15 Shonali Burke RT @Alukomnik A2) Perfect is a target, can get really close, but never quite there. Constantly update to ensure you're relevant #measurepr

7/13/2017 16:15 Jansen Communication Agreed! #measurePR <https://t.co/RxycqnqmUO>

7/13/2017 16:15 Shonali Burke RT @griner A2 (cont.): Many in biz obsess over WHAT to post but skip over WHY. Define benefits for customers + business first. #MeasurePR

7/13/2017 16:16 Kathryn H. King, APR Excited to make #MeasurePR.

7/13/2017 16:18 Shonali Burke Q3: @jon_gelberg @griner You both have a #PR background even though you're in content. How has PR helped you get where you are? #measurepr

7/13/2017 16:18 Shonali Burke @khking Oh so glad you're here! #measurepr

7/13/2017 16:19 Jon Gelberg A3: It's really the same skill set. You figure out the audience of the media property you're pitching #measurepr

7/13/2017 16:19 Shonali Burke RT @Jon_Gelberg A3: It's really the same skill set. You figure out the audience of the media property you're pitching #measurepr @JulianGumbo Goodness, Julian.

7/13/2017 16:19 Gabriela Cardoza You know me so well!!! Hahaha. #measurepr

7/13/2017 16:19 Jon Gelberg A3 (cont.) and then make sure you've got a story that speaks to that audience. It's all about match-making #measurepr

7/13/2017 16:20 Shonali Burke RT @Jon_Gelberg A3 (cont.) and then make sure you've got a story that speaks to that audience. It's all about match-making #measurepr

7/13/2017 16:20 Kathryn H. King, APR @JulianGumbo @shonali @Jon_Gelberg @griner What are some good examples of interactive storytelling? #measurePR

7/13/2017 16:20 Shonali Burke @khking That's a great question and I'll add it to the queue! @JulianGumbo @Jon_Gelberg @griner #measurepr Jumping in a tad late.

7/13/2017 16:21 Gabriela Cardoza Thanks @JulianGumbo

7/13/2017 16:21 Shonali Burke for letting me know about #measurePR. :)

7/13/2017 16:21 Shonali Burke RT @griner A3: My agency had two PR-ish teams: traditional PR dept + my social/content team. Mine eventually absorbed the other #measurepr

7/13/2017 16:21 Shonali Burke @CardozaGab Welcome and thanks @JulianGumbo! #measurepr @khking Same here. :)

7/13/2017 16:21 Gabriela Cardoza #measurepr @shonali @JulianGumbo Thank you, Shonali. :)

7/13/2017 16:21 Gabriela Cardoza #measurepr

7/13/2017 16:21 Shonali Burke RT @JulianGumbo Some protips for interns that schedule posts on social media. Don't just share links, think of the bigger story #measurepr

7/13/2017 16:21 Jon Gelberg A3: It's all about targeted tenacity! #measurepr

7/13/2017 16:22 David Griner A3 (cont.) I had/have beefs with traditional PR, but I've learned tons from the @prtini and @shonali types evolving the field. #MeasurePR

7/13/2017 16:22 Shonali Burke RT @Jon_Gelberg A3: It's all about targeted tenacity! #measurepr

7/13/2017 16:22 Maggie Bizzell @CardozaGab @JulianGumbo Hey, girl, hey! #MeasurePR @khking @shonali @Jon_Gelberg @griner Right off the bat, I can think of @BACARDI. #MeasurePR

7/13/2017 16:22 Julian Gamboa <https://t.co/YUFgZRkOsy>

7/13/2017 16:22 David Griner @CardozaGab @shonali @JulianGumbo Well look who's here.... ;) #MeasurePR @MaggieBizz @JulianGumbo Hey love. All my favorite peeps are here. Woot woot. #measurepr

7/13/2017 16:22 Gabriela Cardoza #measurepr

7/13/2017 16:22 Shonali Burke Aww <3 MT @griner A3 (cont.) I had/have beefs w tradnl PR, but learned tons from the @prtini + @shonali types evolving the field #measurepr

7/13/2017 16:23 Shonali Burke Q4. What are the kinds of metrics you look at when analyzing your content? @jon_gelberg @griner (and all!) #measurepr

7/13/2017 16:23 Jon Gelberg A4: Metrics are client driven. It all depends what they are looking to accomplish. If they want to measure brand recognition\ #measurepr

7/13/2017 16:23 Jon Gelberg A4 (cont) then impressions and click throughs to ads surrounding content is important. If they want to measure #measurepr
7/13/2017 16:23 David Griner I was asked to speak at a PR conf a few years back and told the crowd they should pay bloggers. Have cheered, half glared. #MeasurePR
@griner @shonali @JulianGumbo Giggles.
I'm everywhere. ðŸ™,

Got super excited when
I saw ya in here. :)
Ready to learn lots.
#MeasurePR

7/13/2017 16:23 Gabriela Cardoza A4 (cont.) effectiveness of content, then page views, uniques, time spent, paid vs organic traffic and #measurepr
7/13/2017 16:24 Jon Gelberg A4 (cont.): social interactions are all important metrics to analyze. #measurepr
7/13/2017 16:24 Jon Gelberg But my point was as much about metrics as about partnership. You want real results? Pay real professionals. #MeasurePR
7/13/2017 16:24 David Griner MT @Jon_Gelberg A4: All depends what (clients) are looking to accomplish. If they want to measure brand recognition... #measurepr
7/13/2017 16:25 Shonali Burke @CardozaGab @shonali @JulianGumbo You always bring a lot to the table. Great to see you here. #MeasurePR
7/13/2017 16:25 David Griner I know that's a long paper trail, but holding me to 140 characters is out of character! #measurepr
7/13/2017 16:25 Jon Gelberg RT @Jon_Gelberg A4 (cont) then impressions and click throughs to ads surrounding content is important. (cont) #measurepr
7/13/2017 16:25 Shonali Burke RT @Jon_Gelberg A4 (cont.) If effectiveness of content, then page views, uniques, time spent, paid vs organic traffic and #measurepr
7/13/2017 16:25 Shonali Burke LOL! RT @Jon_Gelberg I know that's a long paper trail, but holding me to 140 characters is out of character! #measurepr
7/13/2017 16:25 Shonali Burke @griner I get the feeling that blogging, to some, is still not taken seriously (as a serious medium). #MeasurePR
7/13/2017 16:26 Maggie Bizzell RT @griner A4: Sessions/uniques and pageviews are still important, but they're losing ground to real engagement stats. #measurepr
7/13/2017 16:26 Shonali Burke @JulianGumbo @Jon_Gelberg @griner Very interesting! #measurePR
7/13/2017 16:27 Shonali Burke RT @griner: But my point was as much about metrics as about partnership. You want real results? Pay real professionals. #MeasurePR
7/13/2017 16:27 Cecily Kellogg A4: A lot of clients are focusing on lead generation as opposed to "awareness" #measurepr
7/13/2017 16:27 Jon Gelberg RT @Jon_Gelberg A4: A lot of clients are focusing on lead generation as opposed to "awareness" #measurepr
7/13/2017 16:28 Shonali Burke Define
brand purpose.

Communicate
your USP
consistently across all efforts.

Add value!

#measurePR

7/13/2017 16:29 Gabriela Cardoza #branding #marketing #business #digital <https://t.co/KLg02HYxmL>
7/13/2017 16:29 Jansen Communication @MaggieBizz @griner Oh, absolutely. It's quite unfortunate, really. #measurePR
7/13/2017 16:29 Julian Gamboa @griner I imagine, being a publisher, that comments would probably follow page views in terms of important metrics? #MeasurePR
7/13/2017 16:30 David Griner In general, I'd say media are shifting toward audience development and building a loyal audience vs. just big pageviews. #MeasurePR
7/13/2017 16:30 Shonali Burke RT @griner In general, media are shifting toward audience development and building a loyal audience v just big pageviews (A4) #measurepr
7/13/2017 16:30 David Griner @JulianGumbo (whispers) We removed comments entirely and have never missed them.... #MeasurePR
7/13/2017 16:31 Shonali Burke LOL! MT @griner @JulianGumbo (whispers) We removed comments entirely and have never missed them... (A4 << I think!) #measurepr
7/13/2017 16:31 Katie Bromley RT @JulianGumbo: Some protips for interns that schedule posts on social media. Don't just share links, think of the bigger story.â€'
7/13/2017 16:31 Shonali Burke Q5: How important is #socialmedia when it comes to the success of your content? @jon_gelberg @griner (and all!) #measurepr

7/13/2017 16:31 Gabriela Cardoza @shonali @griner @JulianGumbo Made me giggle too. ðŸ˜ˆ, #measurePR

7/13/2017 16:31 Matt Wolpin RT @JulianGumbo: Some protips for interns that schedule posts on social media. Don't just share links, think of the bigger story.â€¦ A5: Social media is absolutely critical to the success of any content strategy. It is quite possibly the most effective #measurepr

7/13/2017 16:31 Jon Gelberg RT @Jon_Gelberg A5: Social media is critical to the success of any content strategy. It is quite possibly the most effective #measurepr

7/13/2017 16:32 Shonali Burke A5 (cont): method in reaching our audience and providing them relevant and valuable content. Targeting capabilities have become #measurepr

7/13/2017 16:32 Jon Gelberg A5 (cont.): increasingly more sophisticated â€œ allowing us to target readers based on demographics, geolocation, #measurepr

7/13/2017 16:32 Jon Gelberg A5 (cont.): behavior, interests, etc. This allows us to deliver & serve content that matters most to our audience #measurepr

7/13/2017 16:33 Jon Gelberg MT @griner I'd say views, time on site, pages per visit, bounce rate. Channel growth is key too (podcast subscribers etc) A4 #measurepr

7/13/2017 16:33 Shonali Burke RT @griner: @JulianGumbo I'd say it's views, time on site, pages per visit, bounce rate. Channel growth is key too (podcast subâ€¦ A5 -1) How do ppl still question the value of #social. That's like saying "how important is your newspaper, or website". #measurepr

7/13/2017 16:33 Julian Gamboa @Jon_Gelberg Very true #measurepr

7/13/2017 16:33 Aidan Lukomnik @griner @shonali @JulianGumbo Thank you oodles. That means a lot :) #MeasurePR

7/13/2017 16:33 Carrie Eddins MT @Jon_Gelberg A5 (cont): [social most effective] in reaching our audience and providing them relevant and valuable content. #measurepr

7/13/2017 16:33 Carrie Eddins @griner Absolutely + the feelings too, what are you looking for them to feel #measurepr

7/13/2017 16:33 Carrie Eddins @griner ie start with an end in heart, is my approach #measurepr

7/13/2017 16:34 Julian Gamboa @Alukomnik @griner Depending on your campaign, you might want to incite discussions here and there. #MeasurePR

7/13/2017 16:34 Aidan Lukomnik A5-2) Social should be integrated into all content strategies, it's a direct to customer coms method and is critically important #measurepr

7/13/2017 16:34 Carrie Eddins RT @pressencepr: The latest The Pressence PR Daily! <https://t.co/c67U8OQqkr> #prnews #measurepr

7/13/2017 16:34 Gabriela Cardoza @Alukomnik Haha.

7/13/2017 16:34 Carrie Eddins RT @GregRokisky: Also, want more #measurePR? Please follow and learn all possible from @Shonali! She is one of my fav. people in the worldâ€¦!

7/13/2017 16:34 Shonali Burke MT @Jon_Gelberg A5: Targeting capes increasingly more sophisticated, allowing us to target readers based on demographics (cont) #measurepr

7/13/2017 16:35 Aidan Lukomnik A5-3) Maybe b/c I spend my day on #social, but it just doesn't make sense that you would ignore it. #rantover #sorrynotsorry #measurepr

7/13/2017 16:35 Shonali Burke RT @Jon_Gelberg A5 (cont.): behavior, interests, etc. This allows us to deliver & serve content that matters most to our audience #measurepr

7/13/2017 16:35 Shonali Burke RT @griner A5: Social still main traffic driver, but vulnerable to algorithm shifts. Most are trying to build email lists now. #measurepr

7/13/2017 16:36 Shonali Burke HAHA! MT @Alukomnik A5-3) Maybe b/c I spend my day on #social, but just doesn't make sense to ignore it. #rantover #sorrynotsorry #measurepr

7/13/2017 16:37 Carrie Eddins Hi I'm Carrie I help female entrepreneur with #SpiritualPR + create emotional connection in content with #theflawedheroine #measurepr ðŸ˜ˆðŸ˜ˆ

7/13/2017 16:37 Shonali Burke & AMEN! MT @Alukomnik A5-3) Maybe b/c I spend my day on #social, but doesn't make sense to ignore it. #rantover #sorrynotsorry #measurepr

7/13/2017 16:37 Shonali Burke @blondepreneur Welcome Carrie! #measurepr

7/13/2017 16:37 Russell Newquist RT @griner: A5: Social is still our main traffic driver, but you're vulnerable to algorithm shifts. Most are trying to build emâ€¦!

7/13/2017 16:37 Shonali Burke Q6: Does the measurement of print content differ from digital? @jon_gelberg @griner (and all with experience!) #measurepr

7/13/2017 16:38 Julian Gamboa @griner Facebook definitely cuts reach when posting articles. Happens when I promote student articles via @DigiViewPoint. #MeasurePR

7/13/2017 16:38 Jon Gelberg A6: Yes â€œ with traditional print content, it is difficult to measure the effectiveness of content â€œ it is possible #measurepr

7/13/2017 16:38 Jon Gelberg A6 (cont.): to get feedback from readers by sending out surveys and questionnaires, but the response time is slower and the #measurepr @shonali Aw thanks Shonali :) It's all

7/13/2017 16:38 Carrie Eddins @@CardozaGab fault.. #measurepr

7/13/2017 16:38 Jon Gelberg A6 (cont.) response pool tends to be smaller. In a digital world, it is a lot easier to receive immediate feedback as well as #measurepr

7/13/2017 16:39 Shonali Burke RT @Jon_Gelberg A6: Yes â€œ with traditional print content, it is difficult to measure the effectiveness of content (cont) #measurepr

7/13/2017 16:39 Jon Gelberg A6 (cont.) response pool tends to be smaller. In a digital world, it is a lot easier to immediate feedback as well as #measurepr @blondepreneur @shonali Giggles. Glad you're here. :) #MeasurePR

7/13/2017 16:39 Gabriela Cardoza RT @shonali: Q2: Is there such a thing as the perfect content strategy? What does it look like? #measurePR @jon_gelberg @griner (others tooâ€¦ | @griner I noticed @Adweek doesn't really have Instant Articles on Facebook, how come? #MeasurePR

7/13/2017 16:39 Carrie Eddins MT @Jon_Gelberg A6 (cont.) Poss to get feedback from readers via survey/questionnaires, but response time slower & pool smaller #measurepr

7/13/2017 16:39 Julian Gamboa @shonali @griner Very true :) #measurepr

7/13/2017 16:39 Shonali Burke But for us, print articles still end up online, so we analyze them as we do all other content. #MeasurePR

7/13/2017 16:40 Carrie Eddins @shonali @Jon_Gelberg so true :) #measurepr So many similarities

7/13/2017 16:40 David Griner RT @griner Q6: Print has more hard costs involved, so I think publications are paying closer attention to per-issue profitability #measurepr

7/13/2017 16:41 Carrie Eddins RT @griner But for us, print articles still end up online, so we analyze them as we do all other content. #MeasurePR (A6)

7/13/2017 16:41 Shonali Burke RT @shonali: RT @Jon_Gelberg A3: It's all about targeted tenacity! #measurepr

7/13/2017 16:41 Shonali Burke RT @shonali: Q4. What are the kinds of metrics you look at when analyzing your content? @jon_gelberg @griner (and all!) #measurepr

7/13/2017 16:41 Carrie Eddins RT @shonali: LOL! RT @Jon_Gelberg I know that's a long paper trail, but holding me to 140 characters is out of character! #measurepr

7/13/2017 16:42 Carrie Eddins @JulianGumbo @Adweek Like, they limit the number of & type line breaks. Just weird stuff. But we're still thinking about it. #MeasurePR

7/13/2017 16:42 Carrie Eddins @shonali @Jon_Gelberg True, maybe they are quite close + similiar though too Jon? :) #measurepr

7/13/2017 16:42 David Griner Q7 is from @khking: What are some good examples of interactive storytelling? #measurepr

7/13/2017 16:43 Carrie Eddins RT @shonali: RT @Jon_Gelberg A4: A lot of clients are focusing on lead generation as opposed to "awareness" #measurepr

7/13/2017 16:43 Shonali Burke @shonali @khking What a great question. I'm super interested in what they say. :) #MeasurePR

7/13/2017 16:43 Carrie Eddins Shameless plug: The team @hotwirepr created an interactive ann. report for @NewTeacherCtr that is amazing <https://t.co/QHkUbumDgk> #measurepr

7/13/2017 16:45 Gabriela Cardoza A7: I'd hate to point out one of our clients over another, so I'll go with a competitor's #measurepr

7/13/2017 16:45 Aidan Lukomnik @CardozaGab @shonali @khking Me, too #measurePR

7/13/2017 16:45 Jon Gelberg RT @griner A7: I keep going back to this amazing Domino's article fm @bw. So many interactive elements <https://t.co/ctbAaAFIU2> #measurepr

7/13/2017 16:46 Jansen Communication A7: Look at "Cocaine Economics" from the WSJ #measurepr

7/13/2017 16:47 Shonali Burke Economicd #measurepr

7/13/2017 16:47 Jon Gelberg RT @Jon_Gelberg A7: Look at "Cocaine Economics" from @WSJ #measurepr

7/13/2017 16:47 Jon Gelberg LOL- Economics!!! #measurepr

7/13/2017 16:47 Shonali Burke @Jon_Gelberg Hey, it's Twitter! It might very well have been Economicd! ;) #measurepr

7/13/2017 16:48 Shonali Burke RT @JulianGumbo: @shonali @Jon_Gelberg @griner Each business differs, but it's important for them to see that audiences crave storytâ€¦ | @shonali @khking Here's a good read from @GarettSloane! #MeasurePR

7/13/2017 16:48 Amy Noteworthy <https://t.co/N7i8F17IPf>

7/13/2017 16:48 Julian Gamboa Q8: @jon_gelberg @griner How can #PR pros help you do your job better? #measurepr

7/13/2017 16:49 Shonali Burke @JansenComm @CardozaGab @shonali @khking Same! #MeasurePR

7/13/2017 16:49 Maggie Bizzell RT @griner: A7: I keep going back to this amazing Domino's article from @bw. Sooo many interactive elements:â€¦ |

7/13/2017 16:49 Julian Gamboa A8: #PR if a content marketing campaign takes off and becomes viral or if a research study results in real insights or is #measurepr

7/13/2017 16:49 Jon Gelberg Free PR Evaluation Tools are Important <https://t.co/BHst4CAXaa> #measurePR #PR #AMEC

7/13/2017 16:50 Todd Murphy A8 (cont.) othrwise newsworthy, then getting the words out through earned media can be a huge plus for your client #measurepr

7/13/2017 16:50 Jon Gelberg Oh boy, here we go. (stretches, cracks knuckles, starts thread) #MeasurePR <https://t.co/vHUCg1FRCQ>

7/13/2017 16:50 David Griner A8 (cont.) On another note, #PR pros should think seriously about going into the content marketing field #measurepr

7/13/2017 16:50 Jon Gelberg OK so the biggest mistake PR people make is waiting to build relationships until they NEED something from you. #MeasurePR

7/13/2017 16:51 David Griner

7/13/2017 16:52 Shonali Burke
7/13/2017 16:52 Maggie Bizzell
7/13/2017 16:52 Shonali Burke
7/13/2017 16:52 Shonali Burke
7/13/2017 16:52 David Griner
7/13/2017 16:52 Jon Gelberg
7/13/2017 16:53 Shonali Burke
7/13/2017 16:53 Shonali Burke
7/13/2017 16:53 David Griner
7/13/2017 16:53 Carrie Eddins
7/13/2017 16:53 Shonali Burke

7/13/2017 16:53 Gabriela Cardoza
7/13/2017 16:54 David Griner

7/13/2017 16:54 Gabriela Cardoza
7/13/2017 16:54 Jen Zingsheim
7/13/2017 16:55 Gabriela Cardoza
7/13/2017 16:55 David Griner
7/13/2017 16:55 Shonali Burke
7/13/2017 16:55 Shonali Burke
7/13/2017 16:55 Jon Gelberg
7/13/2017 16:55 Erika Heald
7/13/2017 16:55 Shonali Burke
7/13/2017 16:55 Shonali Burke
7/13/2017 16:56 David Griner
7/13/2017 16:56 Carrie Eddins
7/13/2017 16:56 Carrie Eddins
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7/13/2017 16:59 Shonali Burke
7/13/2017 16:59 Carrie Eddins
7/13/2017 16:59 David Griner
7/13/2017 16:59 Julian Gamboa
7/13/2017 17:00 Erika Heald

MT @jon_gelberg A8 (cont) or if research study has real insights, then getting the word out thru earned media can be a huge plus #measurepr @griner If they wait it's SO obvious that it's a relationship of convenience. It's worth the time to develop real ones. #measurePR LOL! RT @griner Oh boy, here we go. (stretches, cracks knuckles, starts thread) A8 #measurepr RT @griner OK so the biggest mistake PR people make is waiting to build relationships until they NEED something from you. A8 #measurepr And then you get this fire hose of emails and reminders trying to inundate you into submission. #MeasurePR After having been on the PR side, I'm always amazed at how little effort some people put into pitches #measurepr I *hate* that! RT @griner And then you get this fire hose of emails and reminders trying to inundate you into submission. A8 #measurepr Right?! RT @Jon_Gelberg After having been on the PR side, I'm always amazed at how little effort some people put into pitches A8 #measurepr Of the hundreds of PR pros I deal with, I'd say I have an actual relationship with...maybe 5? MAYBE. #MeasurePR RT @shonali: Q6: Does the measurement of print content differ from digital? @jon_gelberg @griner (and all with experience!) #measurepr Wow. RT @griner Of the hundreds of PR pros I deal with, I'd say I have an actual relationship with...maybe 5? MAYBE. A8 #measurepr @Jon_Gelberg Oh gosh, nodding my head in agreement over here.

#MeasurePR
The ones I work well with are those who aren't always after something. They're into our content, send tips abt non-clients, etc. #MeasurePR @griner Wow.
#MeasurePR
@griner A8 - this is so true. No matter how often it is said that PR pros need to cultivate before, this happens. Sigh. #MeasurePR
RT @griner: OK so the biggest mistake PR people make is waiting to build relationships until they NEED something from you. #MeasurePR
We can even have lunch or drinks without anything getting pitched or without asking me to introduce them to "important" editors. #MeasurePR
RT @griner The ones I work well with aren't always after something. They're into our content, send tips abt non-clients, etc. A8 #measurepr .@griner Good grief, people actually do that?! A8 #measurepr
This topic, alone, can fill hours! #measurepr
@griner And there are likely dozens touting having a relationship with you in pitch decks. ;) #MeasurePR
So true! RT @Jon_Gelberg This topic, alone, can fill hours! #measurepr A8
HA!! RT @SFerika @griner And there are likely dozens touting having a relationship with you in pitch decks. ;) #MeasurePR
If your PR work is focused in a niche, be a part of that world. Engage and support. Don't just swoop in when it suits you. #MeasurePR
@shonali @Jon_Gelberg @griner It's important part hey ? #measurepr
RT @shonali: Q5: How important is #socialmedia when it comes to the success of your content? @jon_gelberg @griner (and all!) #measurepr
A8 RT @griner If your PR is focused in a niche, be a part of that world. Engage and support. Don't just swoop in when it suits #measurepr
Oh my, we're almost out of time! OK, final Q coming up ... #measurepr
Q9: Do you have an initiative you'd like to share with the #measurePR community? Go for it!
A9: In the content field, the bar is always rising. Since there are so many content creators competing for the #measurepr @shonali @griner SO true #measurepr... guilty...
A9 (cont.) attention of the same audiences, it forces you to be more creative, more entertaining and more engaging #measurepr
A9 (cont) This means using multi-media, creating integrated content hubs and, now, integrating AR and AI into campaigns #measurepr @motdraw1 Yeah suddenly the line goes silent when you're on deadline and need a source/response. #MeasurePR
RT @Jon_Gelberg A9 (cont) This means using multi-media, creating integrated content hubs & now, integrating AR/AI into campaigns #measurepr
RT @shonali: Q9: Do you have an initiative you'd like to share with the #measurePR community? Go for it!
@SFerika Yeah and they're cycled through so many clients and categories, they don't have a chance to build relationships. #MeasurePR
Reminds me why @Ogilvy is not fond of billboards! #MeasurePR <https://t.co/NZzGvevQdA>
This is #sad and true. #measurePR <https://t.co/a8edKhS7Vw>

7/13/2017 17:01 Shonali Burke
7/13/2017 17:01 Jon Gelberg
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7/13/2017 17:03 Shonali Burke

Wow, that hour sure went by fast! TYVM @jon_gelberg @griner for making the time to share your smarts with the #measurePR crowd, you rock!
Almost blushing here #measurepr
And many thanks to all who made time to join today (and everyone lurking :)). Save the date for the Aug chat feat. @annsikrol #measurepr
A round f applause for our wonderful host! #measurepr
that was typo #10 if you're counting #measurepr
So the August #measurePR chat is Aug. 10, 12-1 pm ET, w/ the fab @annsikrol coming to us from Sweden & repping @AMECorg!