

Created	AuthorDisplayName	Message
1/11/2018 17:01	Shonali Burke	And... it's time! Welcome to the very FIRST #measurePR chat of 2018, with a terrific panel of #PRprofs at the ready. First: Happy New Year!
1/11/2018 17:01	Karen Freberg, Ph.D., Social Media Professor	YAY! Super excited to be here and Happy New Year, everyone!! #MeasurePR https://t.co/MStRQ6eSKo
1/11/2018 17:01	Amanda J. Weed	Excited for a great #measurePR chat!
1/11/2018 17:01	Shonali Burke	We'll get started shortly, but first say who's here, where you are (location) and what you do? #measurepr Happy New Year, everyone!
1/11/2018 17:01	Ai Addyson-Zhang, Ph.D ǒŸ'ĸ Edu Tech Evangelist	Excited to be here. Thank you for the invitation, Shonali! #MeasurePR https://t.co/KptNuLWhSz
1/11/2018 17:02	Tressa Robbins ǎœ"	T minutes ONE minute for #measurePR -- #PRprofs edition
1/11/2018 17:02	Ai Addyson-Zhang, Ph.D ǒŸ'ĸ Edu Tech Evangelist	@amandajweed Hello Amanda! How are you? #MeasurePR.
1/11/2018 17:02	Ai Addyson-Zhang, Ph.D ǒŸ'ĸ Edu Tech Evangelist	@tressalynne Hello Tressa! So great to see you. Happy New Year. How are you doing? #MeasurePR.
1/11/2018 17:02	Kristie Aylett, APR	Joining #measurepr chat for next hour, but the lessons learned will last much longer
1/11/2018 17:02	Shonali Burke	@tressalynne So glad you could make it! And @kristK too! &It;3 #measurepr
1/11/2018 17:03	Karen Freberg, Ph.D., Social Media Professor	@KristK Welcome, Kristie! Great to have you here! #MeasurePR
1/11/2018 17:03	Carolyn Mae Kim, PhD	@KristK Welcome! Hope 2018 has started off so well for you! #MeasurePR Hi everyone! My name is Ai, a PR prof.
1/11/2018 17:03	Ai Addyson-Zhang, Ph.D ǒŸ'ĸ Edu Tech Evangelist	Join you all from Seoul, South Korea.
1/11/2018 17:03	Ai Addyson-Zhang, Ph.D ǒŸ'ĸ Edu Tech Evangelist	#MeasurePR.
1/11/2018 17:03	Amanda J. Weed	@KristK Hello Kristie! Great to chat with you again. #MeasurePR.
1/11/2018 17:03	Carolyn Mae Kim, PhD	Love that we are on a #measurePR panel together! https://t.co/GNDPOUavf3
1/11/2018 17:03	Tressa Robbins ǎœ"	Hi everyone! My name is Carolyn and I'm a #PRProf in Southern California! Glad to be here today! #MeasurePR
1/11/2018 17:03	Chip Griffin	Hi all, Tressa here. @PRSAStL Board member, @PRSSASE professional adviser, VP @BurrellesLuce. #measurePR
1/11/2018 17:04	Kristie Aylett, APR	RT @shonali: And... it's time! Welcome to the very FIRST #measurePR chat of 2018, with a terrific panel of #PRprofs at the ready. First: Haâ€!
1/11/2018 17:04	Shonali Burke	Hello @shonali et al! HNY! Kristie here from MS Gulf Coast (APR, PR consultant, Tulane instructor, always learning) #measurepr
1/11/2018 17:04	Ai Addyson-Zhang, Ph.D ǒŸ'ĸ Edu Tech Evangelist	Me, I'm a growth strategist helping bring big ideas to life. Also #foodie, dogmom, barre, Elvis, ABBA (don't be hatin') #measurepr
1/11/2018 17:04	Carolyn Mae Kim, PhD	@amandajweed I know. Love it too. How's your break? #MeasurePR.
1/11/2018 17:04	Michael Sponhour	@tressalynne So glad you could join! Welcome! #MeasurePR
1/11/2018 17:04	Ai Addyson-Zhang, Ph.D ǒŸ'ĸ Edu Tech Evangelist	Hi, this is Michael in Columbus, Ohio. I am a PR and social media guy....
1/11/2018 17:04	Shonali Burke	#measurepr
1/11/2018 17:04	Carolyn Mae Kim, PhD	@CarolynMaeKim Hello Carolyn! How are you? Great to chat with you today. #MeasurePR.
1/11/2018 17:04	Shonali Burke	I'm super-stoked we have so many great #PRprofs as special guests (and attendees!) today #measurepr
1/11/2018 17:04	Carolyn Mae Kim, PhD	@aiaddysonzhang Hello! Happy 2018! I'm doing really well...how are you doing? It must be so late for you right now #MeasurePR
1/11/2018 17:04	Shonali Burke	Before we get started, just a few tips to make chatting easy and fun... #measurepr
1/11/2018 17:05	Ai Addyson-Zhang, Ph.D ǒŸ'ĸ Edu Tech Evangelist	@shonali i am also a foodie, a mom to two boys, and a catmom. we just adopted a cat recently. love her. #MeasurePR.
1/11/2018 17:05	Karen Freberg, Ph.D., Social Media Professor	Great to have you join us, Michael! #MeasurePR https://t.co/jgXUNdC1iR
1/11/2018 17:05	Shonali Burke	..@kfreberg If it's edible, it goes in my mouth. :p Well... except for sushi and insects! #measurepr
1/11/2018 17:05	Shonali Burke	@aiaddysonzhang Aww!! Send a pic! #measurepr
1/11/2018 17:05	Ai Addyson-Zhang, Ph.D ǒŸ'ĸ Edu Tech Evangelist	@CarolynMaeKim it is 2am... but the chat woke me up. lol
1/11/2018 17:05	Karen Freberg, Ph.D., Social Media Professor	Great you are doing well. How is your baby? maybe not a baby anymore. #MeasurePR.
1/11/2018 17:06	Carolyn Mae Kim, PhD	@PRLorrie @shonali Awesome to have you join us, Lorrie! #MeasurePR
1/11/2018 17:06	Amanda J. Weed	@shonali This is the best introduction ever! What kinds of dogs? #MeasurePR
1/11/2018 17:06	Karen Freberg, Ph.D., Social Media Professor	Welcome, Michael! I'm in C-Bus, too. #measurePR https://t.co/uWVPSQjgdO
1/11/2018 17:06	Ai Addyson-Zhang, Ph.D ǒŸ'ĸ Edu Tech Evangelist	@shonali Agreed! Sounds good to me! #MeasurePR
1/11/2018 17:06	Kristie Aylett, APR	@msponhour Hello Michael, look forward to chatting with you. #MeasurePR.
1/11/2018 17:06	Shonali Burke	@aiaddysonzhang Good to see you here too! #measurepr
1/11/2018 17:06	Ai Addyson-Zhang, Ph.D ǒŸ'ĸ Edu Tech Evangelist	Rule (tip) #1: don't forget to use the hashtag #measurePR else your tweets won't be indexed when we pull the recap (cont)
1/11/2018 17:06	Shonali Burke	@PRLorrie @shonali Hello Lorrie! Great to see and chat with you again. #MeasurePR.
1/11/2018 17:07	Karen Freberg, Ph.D., Social Media Professor	2) If you have a *different* Q for the chat / guests, please DM to me, so I can add to the queue, if we have time I will (cont) #measurepr
		@amandajweed You are too kind, Amanda! So excited we have had a chance to work together and super excited for future projects! #MeasurePR

1/11/2018 17:07 HannaLizKnowles
1/11/2018 17:07 Ai Addyson-Zhang, Ph.D 8Y' Edu Tech Evangelist
1/11/2018 17:07 Karen Freberg, Ph.D., Social Media Professor
1/11/2018 17:08 Shonali Burke
1/11/2018 17:08 Ai Addyson-Zhang, Ph.D 8Y' Edu Tech Evangelist
1/11/2018 17:08 Ai Addyson-Zhang, Ph.D 8Y' Edu Tech Evangelist
1/11/2018 17:08 Kristie Aylett, APR
1/11/2018 17:09 Lorrie Walker PR
1/11/2018 17:09 Ai Addyson-Zhang, Ph.D 8Y' Edu Tech Evangelist
1/11/2018 17:09 Shonali Burke
1/11/2018 17:09 Karen Freberg, Ph.D., Social Media Professor
1/11/2018 17:09 Shonali Burke
1/11/2018 17:09 HannaLizKnowles
1/11/2018 17:10 Amanda J. Weed
1/11/2018 17:10 Ai Addyson-Zhang, Ph.D 8Y' Edu Tech Evangelist
1/11/2018 17:10 Kristie Aylett, APR
1/11/2018 17:10 Karen Freberg, Ph.D., Social Media Professor
1/11/2018 17:10 Carolyn Mae Kim, PhD
1/11/2018 17:10 Shonali Burke
1/11/2018 17:10 Shonali Burke
1/11/2018 17:10 Karen Freberg, Ph.D., Social Media Professor
1/11/2018 17:10 HannaLizKnowles
1/11/2018 17:10 Shonali Burke
1/11/2018 17:10 Kristie Aylett, APR
1/11/2018 17:11 Karen Freberg, Ph.D., Social Media Professor
1/11/2018 17:11 Karen Freberg, Ph.D., Social Media Professor
1/11/2018 17:12 Ai Addyson-Zhang, Ph.D 8Y' Edu Tech Evangelist
1/11/2018 17:12 Kristie Aylett, APR

1/11/2018 17:12 Ai Addyson-Zhang, Ph.D 8Y' Edu Tech Evangelist
1/11/2018 17:13 Amanda J. Weed
1/11/2018 17:13 Ai Addyson-Zhang, Ph.D 8Y' Edu Tech Evangelist
1/11/2018 17:13 Kristie Aylett, APR
1/11/2018 17:13 Amanda J. Weed
1/11/2018 17:14 Carolyn Mae Kim, PhD
1/11/2018 17:14 Tressa Robbins 8e
1/11/2018 17:15 Tressa Robbins 8e
1/11/2018 17:15 Karen Freberg, Ph.D., Social Media Professor
1/11/2018 17:16 Carolyn Mae Kim, PhD
1/11/2018 17:17 Karen Freberg, Ph.D., Social Media Professor
1/11/2018 17:17 Ai Addyson-Zhang, Ph.D 8Y' Edu Tech Evangelist
1/11/2018 17:17 Carolyn Mae Kim, PhD
1/11/2018 17:18 Ai Addyson-Zhang, Ph.D 8Y' Edu Tech Evangelist
1/11/2018 17:18 Shonali Burke
1/11/2018 17:19 Zen Yinger
1/11/2018 17:19 Carolyn Mae Kim, PhD
1/11/2018 17:19 Steve Cassidy
1/11/2018 17:19 Emma Hawes
1/11/2018 17:19 Ai Addyson-Zhang, Ph.D 8Y' Edu Tech Evangelist
1/11/2018 17:19 Karen Freberg, Ph.D., Social Media Professor
1/11/2018 17:19 Michael Sponhour
1/11/2018 17:19 Shonali Burke

Hi, all! Hanna Knowles here! I'm a marketing communications consultant located in Corvallis, OR. #measurePR <https://t.co/94HpsrGD7B>
@shonali will do after the chat. her name is happiness. :) #MeasurePR.
@HannaLizKnowles Hi Hanna! Great to meet you and welcome to #MeasurePR! I have a few professional friends and fellow #PRprofs who are in Oregon! I
4) above all, have fun! OK, ready? Let's go!! #measurepr
@HannaLizKnowles Look forward to chatting with you and learning from you, Hanna! #MeasurePR.
Great to see you too, @kfreberg #MeasurePR.
@HannaLizKnowles Hiya! Looking forward to our 1-1 chat later today. #measurepr
@shonali Thanks for all your promos of #measurePR these last few days on Twitter and Facebook. It helped ensure I didn't miss out today.
@PRLorrie @shonali Shonali did a great job at promoting the chat! #MeasurePR.
#measurepr Today I'm thrilled we have @kfreberg @CarolynMaeKim @amandajweed @aiaddysonzhang as our guests *and* to see @KristK in attendance
RT @shonali: #measurepr Today I'm thrilled we have @kfreberg @CarolynMaeKim @amandajweed @aiaddysonzhang as our guests *and* to see @KristK
@PRLorrie I'm so glad to hear!! #measurePR
@kfreberg Doing great! I hope you are as well. I just moved here a few months ago, so that is great to hear! #measurePR
I am going to have to figure how to send y'all some virtual truffles. #FormerChocolatier #MeasurePR <https://t.co/z2ihj3mhhk>
@shonali @kfreberg @CarolynMaeKim @amandajweed @KristK So honored to be a guest with so many amazing folks! Look forward to it. #MeasurePR.
@kfreberg Hi Karen! Just pulled your book off my shelf to get some inspiration for Spring 2018 term. #measurePR
@HannaLizKnowles Awesome!!! Happy to help make connections if you want! #MeasurePR
@KristK It's amazing, isn't it! Definitely a must for #SMProfs! @kfreberg #MeasurePR
Oh wow, @HannaLizKnowles @msponhour are here as well as @PRLorrie... awesome! #measurepr
OK, Q1 coming up... #measurepr
@amandajweed YES please!!! Perhaps we can have some of these for our next conference presentation?!! #MeasurePR #PRfoodies
@KristK Hi! Right back at ya! #measurePR
Q1: Please tell us what you do, how you got there. What got you interested in learning how to #measurePR and communication?
@CarolynMaeKim Hi Carolyn! So far so good. Planning to make 2018 an awesome year. #LivebyDesign #MeasurePR
@KristK Oh WOW!! Thank you SO much!!! Really appreciate it and would love to hear what you think! Where are you teaching? #MeasurePR
You are too kind, Carolyn!!! Thank you so much! Means the world to me! #MeasurePR <https://t.co/nSof1KQC31>
A1. Iâ€™m an associate prof of PR & an independent consultant. Got interested in #MeasurePR through teaching & knowledge gaps in students.
RT @shonali: Q1: Please tell us what you do, how you got there. What got you interested in learning how to #measurePR and communication?
A1b. Also got interested in #MeasurePR through practical experience.

For eg, through running my Facebook show & being on active on Twitter, I learned how critical itâ€™s to look at insights & analytics & use da
A1: I teach public relations and organizational communication at @Ashland_Univ. #measurePR is always a big part of my classes to teach students how to
Hello @ZenYinger ! Great to see you on the chat! #measurePR <https://t.co/uAiBUeBwF6>
@kfreberg adjunct PR courses at Tulane and UCI. mostly online these days. Miss the classroom but options are few nearby. #measurepr
A1: I tend to be a stats geek, so I have fun showing students how everything comes full-circle in the campaign planning process. #measurePR
@amandajweed This is so great! The life-cycle of research and data is so crucial when we #MeasurePR. Love that you do this!
A1. I got introduced to measurement by my boss @gojhnab ... kind of difficult to NOT learn from her! 8Y' % #measurePR
RT @kfreberg: @orangetheory A1b. Measurement is the key deliverable for brands when it comes to justifying ideas. This was the primary focuâ€
@KristK Awesome!!! Online teaching is great and I have been teaching online since 2009. Great experience! #MeasurePR
@kfreberg fantastic point about deliverables and justifying ideas! Creativity and how we #MeasurePR go hand in hand!
@amandajweed This is where coffee is key! Itâ€™s the ultimate balance for me! #MeasurePR
@ZenYinger Lovely to have you join us, Zen! Look forward to learning from you. #measurePR
@ZenYinger This looks so beautiful!!! Seems like a great back-drop for an amazing twitter chat! #MeasurePR
@emmamhawes how is your work going, Emma? #measurePR
#measurepr A1: I wasn't convinced that AVEs were the be-all and end-all of measurement, so decided to educate myself (cont)
@aiaddysonzhang Hi Ai. Awesome to see you here too!! Looking forward to the learning in 2018!! #measurePR #PR #socialmedia
@shonali I would love to hear more of your thoughts on this topic! It's amazing how often AVE still comes up! #MeasurePR
RT @kfreberg: @orangetheory A1b. Measurement is the key deliverable for brands when it comes to justifying ideas. This was the primary focuâ€
@aiaddysonzhang Itâ€™s going well I mean I live in my dream city so life is good. Yes scold me for SLACKING on my blog! #measurePR
@KristK awesome. will reach out! #measurePR
@CarolynMaeKim @shonali Absolutely!! Me too! #MeasurePR
First it was AVEs and the next thing to go I suspect will be impressions... #measurepr
A1(cont) forgot to add that I also teach a course on #measurePR for @RutgersCommInfo ... so it's data data all around!

1/11/2018 17:20 Shonali Burke
1/11/2018 17:20 Shonali Burke
1/11/2018 17:20 Ai Addyson-Zhang, Ph.D
1/11/2018 17:20 Carolyn Mae Kim, PhD

1/11/2018 17:20 Karen Freberg, Ph.D., Social Media Professor
1/11/2018 17:20 Ai Addyson-Zhang, Ph.D
1/11/2018 17:21 Zen Yinger
1/11/2018 17:21 Carolyn Mae Kim, PhD
1/11/2018 17:21 Ai Addyson-Zhang, Ph.D
1/11/2018 17:22 Kristie Aylett, APR
1/11/2018 17:22 Zen Yinger
1/11/2018 17:22 Amanda J. Weed
1/11/2018 17:22 Curation Suite
1/11/2018 17:22 Zen Yinger
1/11/2018 17:22 Emma Hawes
1/11/2018 17:23 Ai Addyson-Zhang, Ph.D
1/11/2018 17:23 Shonali Burke
1/11/2018 17:23 Kristie Aylett, APR
1/11/2018 17:23 Shonali Burke
1/11/2018 17:23 Tressa Robbins
1/11/2018 17:23 Ai Addyson-Zhang, Ph.D
1/11/2018 17:23 HannaLizKnowles
1/11/2018 17:23 Lorrie Walker PR
1/11/2018 17:23 Tony @FreeAgent#1
1/11/2018 17:24 Kristie Aylett, APR
1/11/2018 17:24 Ai Addyson-Zhang, Ph.D
1/11/2018 17:24 Carolyn Mae Kim, PhD
1/11/2018 17:24 Emma Hawes
1/11/2018 17:24 Jen Zingsheim Phillips
1/11/2018 17:24 Ai Addyson-Zhang, Ph.D
1/11/2018 17:24 Tressa Robbins
1/11/2018 17:25 Carolyn Mae Kim, PhD
1/11/2018 17:25 Carolyn Mae Kim, PhD
1/11/2018 17:25 Lorrie Walker PR
1/11/2018 17:26 Karen Freberg, Ph.D., Social Media Professor
1/11/2018 17:26 HannaLizKnowles
1/11/2018 17:26 Shonali Burke
1/11/2018 17:26 Karen Freberg, Ph.D., Social Media Professor
1/11/2018 17:26 Jenny DiBella
1/11/2018 17:27 Karen Freberg, Ph.D., Social Media Professor
1/11/2018 17:27 Shonali Burke
1/11/2018 17:27 Carolyn Mae Kim, PhD
1/11/2018 17:27 Ai Addyson-Zhang, Ph.D
1/11/2018 17:27 Lorrie Walker PR
1/11/2018 17:28 Shonali Burke
1/11/2018 17:28 Ai Addyson-Zhang, Ph.D

1/11/2018 17:28 Ai Addyson-Zhang, Ph.D
1/11/2018 17:28 Amanda J. Weed

Q2 coming up... #measurepr
Q2: How have you seen measurement change in recent (or not so recent) years? #measurePR
@shonali @RutgersCommInfo that's awesome, Shonali! do you teach the class online? #measurepr
A2: One change is a new commitment to robust standards when we #measurePR. For example, @InstituteForPR has a Measurement Commission
This, among many fabulous reasons, why you are one of my favorite #PRprofs, Amanda!!!

#MeasurePR https://t.co/LH9RcvrGOW
A2. Moving away from relying on AVE to #MeasurePR. This article has a good list of 22 reasons to say NO to AVEs https://t.co/Y1uHnRjCs8 #MeasurePR
Yea!!! @Shonali But pls. no Brosnan this time!! (me hopes) Lol #measurePR #ABBA #MammaMia2 https://t.co/82PBCRAFqQ
@aiaddysonzhang I'm so glad you shared this! I'm going to save it to read. Thanks! #MeasurePR
@CarolynMaeKim @InstituteForPR Cannot agree more with you, Carolyn! So encouraging to see the change. #measurepr
RT @shonali: Q2: How have you seen measurement change in recent (or not so recent) years? #measurePR
RT @CarolynMaeKim: A2: One change is a new commitment to robust standards when we #measurePR. For example, @InstituteForPR has a Measurement
@kfreberg Right back at you!! #ThisProfRunsOnCoffee #MeasurePR
RT @kfreberg: Sports taught me all about personal branding, sharing your story, how to handle being on camera, and networking. This is one
RT @shonali: Q2: How have you seen measurement change in recent (or not so recent) years? #measurePR
Preach to the sweet salvation of resisting AVEs! #measurePR https://t.co/4oEQyYFgZ
@emmahawes that's awesome! yes, blogging!!!! hard to keep up with doing so many amazing things girl! #measurePR
@CarolynMaeKim @InstituteForPR I love how @commAMMO's mug pops up with that link
A2: Measurement discussions used to involve lots of shrugs and wishes. Now knowing the impact of our work is expected. #measurepr
@aiaddysonzhang @RutgersCommInfo I do! All my classes are online now. #measurePR
That's a GREAT article from @AmecOrg, @aiaddysonzhang --thank you for sharing! #measurePR https://t.co/7URGrWG6I5
@emmahawes i know. lol #measurePR
RT @aiaddysonzhang: A2. Moving away from relying on AVE to #MeasurePR. This article has a good list of 22 reasons to say NO to AVEs https://t.co/â€¦
RT @aiaddysonzhang: A2. Moving away from relying on AVE to #MeasurePR. This article has a good list of 22 reasons to say NO to AVEs https://t.co/â€¦
RT @kfreberg: Sports taught me all about personal branding, sharing your story, how to handle being on camera, and networking. This is one
RT @aiaddysonzhang: A2. Moving away from relying on AVE to #MeasurePR. This article has a good list of 22 reasons to say NO to AVEs https://t.co/â€¦
@shonali @RutgersCommInfo awesome. will need to get some tricks and tips from you, Shonali, when we do our virtual hangout. #measurePR
@shonali Right?! Just added fun to the link! #MeasurePR
This is scary! #measurepr https://t.co/bdQoIYIYmu
Late to #measurePR, mostly lurking today to learn!
@tressalynne @AmecOrg You are so welcome, Tressa! I loved reading the article myself. Great points. #measurePR
So true! #PRprofs #PRSSA #measurePR https://t.co/Oa2VDX8qLR
@kfreberg @wadds Excellent resource!! Good point, Karen! #MeasurePR
@amandajweed So true! For a while it seemed like "engagement" counted as everything. We are getting so much more refined! #MeasurePR
@kfreberg Whaaaaaaat?! Interesting. #measurepr
YES!!! Excellent point, Amanda! #MeasurePR https://t.co/yvw1shNamq
@jenzings In the same boat. Soaking it all up! #measurePR
@jenzings Jen great to see you!! #measurePR
@PRLorrie YEP! It's scary and surprising. #MeasurePR
A2 Analytic tools build in on the platform. Like Instagram business tools. #measurePR https://t.co/dEzn20Eufm
@amandajweed YES!!!! Excellent point! #MeasurePR
Q3: What's the most outrageous #measurePR myth you've come across to date? How'd you combat it? #measurePR
A3: You can't #measurePR is the biggest myth I hear. Education is a huge part of the response to this, but also sharing standards in our industr
@amandajweed Absolutely, Amanda!!!! Cannot agree more. #measurePR
@amandajweed Agreed. I'm happy to see that shift. #measurePR
@kfreberg How does that even work with an English program?! #measurePR
@CarolynMaeKim Totally. Look forward to checking out the video. Thanks for sharing, Carolyn. #measurePR
A3b. Even if you have a low budget, there are tons of free tools that help you be better at #MeasurePR.

Even the native analytics tools on Facebook & Twitter are powerful.
@kfreberg I know! Unless you work in PR, there seems to be little understanding of what #PR does/is. #MeasurePR

1/11/2018 17:29 Michael Sponhour
1/11/2018 17:29 K.Suresh Rao

Maybe not a myth, but this question was posed by an CEO the other day: "What good will it do for us to get in USA Today?"

#measurepr

RT @aiaddysonzhang: @CarolynMaeKim you are so welcome, Carolyn. I also found a great measurement guide. will share during a later question.â€¦
A3d. Check out this great guide, The PR Professionalâ€™s Definitive Guide to Measurement [A MUST READ!]

<https://t.co/lnJ4frcwGG>

1/11/2018 17:30 Ai Addyson-Zhang, Ph.D ðŸˆˆ Edu Tech Evangelist
1/11/2018 17:30 Zen Yinger
1/11/2018 17:30 Michael Sponhour
1/11/2018 17:30 Zen Yinger
1/11/2018 17:30 Carolyn Mae Kim, PhD

#measurePR

Great #measurePR share, Ai on why the #AVE (Advertising Value Equivalent) metric is no longer relevant. #PR #CorpComm <https://t.co/F69QlyvHQj>
@aiaddysonzhang Agree on @AmecOrg. I did their International Measurement Certification last year and it was very good. #measurepr
RT @tressalynne: @amandajweed Yes. @KikiMoreo talked about vanity metrics during '#AMEC measurement week' a little over a year ago. It's ovâ€¦
@JennQBrendan Excellent point! There are so many misconceptions with that! #MeasurePR
RT @aiaddysonzhang: Agreed. I found an earlier post from @wadds yesterday as i was preparing for the chat.

1/11/2018 17:30 Lorrie Walker PR
1/11/2018 17:30 HannaLizKnowles
1/11/2018 17:30 Ai Addyson-Zhang, Ph.D ðŸˆˆ Edu Tech Evangelist
1/11/2018 17:31 Jenny DiBella ðŸˆˆ

Stephen shared 30 PR alternatiâ€¦

I will be digging into this! #measurePR <https://t.co/lXcRPkYgqV>

@tressalynne @amandajweed @KikiMoreo Have you ever been to any of AMEC's conferences, Tressa? #measurePR
@kfreberg Interesting. What are the biggest concerns you see regarding data collection and possible skewed results? #measurePR
@JennQBrendan Hello, Jenny! So great to see you on the chat!

1/11/2018 17:31 Ai Addyson-Zhang, Ph.D ðŸˆˆ Edu Tech Evangelist
1/11/2018 17:31 Shonali Burke
1/11/2018 17:31 Rachel Miller
1/11/2018 17:31 Ai Addyson-Zhang, Ph.D ðŸˆˆ Edu Tech Evangelist
1/11/2018 17:32 Michael Sponhour
1/11/2018 17:32 Emma Hawes

Great point! Yes. #measurePR

AMEN. #measurePR A3 <https://t.co/d9I540IGQI>

A3. You can't put a value on relationships #myth #measurepr
@msponhour @AmecOrg that's awesome. will need to look into it. is it a free certification course? #measurePR
RT @aiaddysonzhang: @msponhour @AmecOrg that's awesome. will need to look into it. is it a free certification course? #measurePR
RT @rachelloumiller: A3. You can't put a value on relationships #myth #measurepr
this is the guide i was tweeting about earlier, @CarolynMaeKim

1/11/2018 17:32 Ai Addyson-Zhang, Ph.D ðŸˆˆ Edu Tech Evangelist
1/11/2018 17:32 Rachel Miller
1/11/2018 17:32 Michael Sponhour
1/11/2018 17:32 Ai Addyson-Zhang, Ph.D ðŸˆˆ Edu Tech Evangelist
1/11/2018 17:32 Jenny DiBella ðŸˆˆ
1/11/2018 17:32 Kristie Aylett, APR
1/11/2018 17:33 Karen Freberg, Ph.D., Social Media Professor
1/11/2018 17:33 Carolyn Mae Kim, PhD
1/11/2018 17:33 Ai Addyson-Zhang, Ph.D ðŸˆˆ Edu Tech Evangelist
1/11/2018 17:33 Zen Yinger
1/11/2018 17:34 Ai Addyson-Zhang, Ph.D ðŸˆˆ Edu Tech Evangelist
1/11/2018 17:34 Shonali Burke
1/11/2018 17:34 Ai Addyson-Zhang, Ph.D ðŸˆˆ Edu Tech Evangelist
1/11/2018 17:34 Rachel Miller
1/11/2018 17:34 Kristie Aylett, APR
1/11/2018 17:34 Jenny DiBella ðŸˆˆ
1/11/2018 17:34 Rachel Miller
1/11/2018 17:34 Zen Yinger
1/11/2018 17:35 Michael Sponhour
1/11/2018 17:35 Karen Freberg, Ph.D., Social Media Professor
1/11/2018 17:35 Carolyn Mae Kim, PhD
1/11/2018 17:35 HannaLizKnowles
1/11/2018 17:35 Kristie Aylett, APR
1/11/2018 17:35 Rachel Miller
1/11/2018 17:35 Shonali Burke

#measurePR <https://t.co/5o6cAghd7k>

RT @shonali: Q3: Whatâ€™s the most outrageous #measurePR myth youâ€™ve come across to date? Howâ€™d you combat it? #measurePR
RT @aiaddysonzhang @msponhour @AmecOrg No, there is a fee but it is taught in real time live from London. #measurepr
@ZenYinger you are welcome, Zen. #measurePR
RT @CarolynMaeKim: A3: â€œYou canâ€™t #measurePRâ€ is the biggest myth I hear. Education is a huge part of the response to thisâ€¦but also sharingâ€¦
RT @shonali: Q3: Whatâ€™s the most outrageous #measurePR myth youâ€™ve come across to date? Howâ€™d you combat it? #measurePR
@rachelloumiller Such a great point, Rachel! Great to see you here! #MeasurePR
@aiaddysonzhang Wonderful! So much great content happening in this chat! #MeasurePR
@HannaLizKnowles definitely take a look, Hanna! You will love it! #measurePR
A3. Biggest #measurePR myth is that #PR campaigns can't be measured. Can't believe this still exists in 2018! #PR <https://t.co/wAQDevBfr3>
@rachelloumiller Hello Rachel! Great to see you. Yes. Totally true. Still hear that from time to time. #measurePR
@rachelloumiller That's a great one A3 #measurePR (and HEY RACHEL!!)
@amandajweed absolutely, Amanda! so well said! #measurePR
@kfreberg Thanks Karen! #MeasurePR
A3: Myth: We don't need to #measurePR
RT @CarolynMaeKim: @PRLorrie @amandajweed Absolutely! I think we can really look at what kinds of enagement such as whether it is really amâ€¦
@shonali Hey lady!! #MeasurePR
@emmamhawes @shonali Run Emma Run!...lol. :p #measurePR
I think another myth in the social space is that you can just put out a lot of stuff and it will move the needle. #measurepr
YES! Amanda is dropping tons of keys here! #MeasurePR <https://t.co/OX8Mxkxued>
@msponhour So true! Quantity doesn't mean quality or results. Excellent point! #MeasurePR
Yes! This combination is one of the reasons I love PR. #measurePR <https://t.co/yeS8t5OVIC>
RT @msponhour: I think another myth in the social space is that you can just put out a lot of stuff and it will move the needle. #measurepr
@aiaddysonzhang Hi Ai! #MeasurePR
Q4: Most common #measurement #fail youâ€™ve seen (or been through!): GO. #measurePR

1/11/2018 17:35 Carolyn Mae Kim, PhD
1/11/2018 17:36 Kristie Aylett, APR
1/11/2018 17:36 Tressa Robbins
1/11/2018 17:36 Zen Yinger
1/11/2018 17:36 Ai Addyson-Zhang, Ph.D
1/11/2018 17:36 Lorrie Walker PR
1/11/2018 17:36 Jenny DiBella
1/11/2018 17:37 Rachel Miller
1/11/2018 17:37 Carolyn Mae Kim, PhD
1/11/2018 17:37 Michael Sponhour
1/11/2018 17:37 Kristie Aylett, APR
1/11/2018 17:37 Rachel Miller
1/11/2018 17:38 Ai Addyson-Zhang, Ph.D
1/11/2018 17:38 Lorrie Walker PR
1/11/2018 17:38 Ai Addyson-Zhang, Ph.D
1/11/2018 17:39 Amanda J. Weed
1/11/2018 17:39 Kristie Aylett, APR
1/11/2018 17:39 Ai Addyson-Zhang, Ph.D
1/11/2018 17:39 Steve Cassady
1/11/2018 17:39 Carolyn Mae Kim, PhD
1/11/2018 17:40 Carolyn Mae Kim, PhD
1/11/2018 17:40 Zen Yinger

1/11/2018 17:40 Jenny DiBella
1/11/2018 17:41 Lorrie Walker PR
1/11/2018 17:41 Zen Yinger
1/11/2018 17:41 Michael Sponhour
1/11/2018 17:41 Ai Addyson-Zhang, Ph.D
1/11/2018 17:41 Amanda J. Weed
1/11/2018 17:41 Ai Addyson-Zhang, Ph.D
1/11/2018 17:42 Carolyn Mae Kim, PhD
1/11/2018 17:42 Karen Freberg, Ph.D., Social Media Professor
1/11/2018 17:42 Shonali Burke

1/11/2018 17:42 Adrienne Wallace
1/11/2018 17:42 HannalizKnowles
1/11/2018 17:42 Adrienne Wallace
1/11/2018 17:42 Rachel Miller
1/11/2018 17:42 Tressa Robbins
1/11/2018 17:42 Adrienne Wallace
1/11/2018 17:42 Ai Addyson-Zhang, Ph.D
1/11/2018 17:42 Queen Tallicia
1/11/2018 17:42 Adrienne Wallace
1/11/2018 17:43 Ai Addyson-Zhang, Ph.D
1/11/2018 17:43 Ai Addyson-Zhang, Ph.D
1/11/2018 17:43 Adrienne Wallace
1/11/2018 17:43 Zen Yinger

1/11/2018 17:43 Michael Sponhour
1/11/2018 17:44 Zen Yinger
1/11/2018 17:44 Gene Petrov // Leadership & Management Consulting

A4: The biggest fails I see tend to be in trying to #measurePR in the #digital world. People often confuse which metrics actually connect to their SMART obj
A3: Myth: I'm busy therefore I'm effective #measurepr
RT @KristK: A3: Myth: I'm busy therefore I'm effective #measurepr
@shonali I love him as an actor but as a singer he's like scratching on a chalkboard -- sorry for the image!! #measurePR
@msponhour @AmecOrg i see. that's awesome. one of these days i would love to attend it in person. #measurePR
@CarolynMaeKim @amandajweed Thanks! #measurepr
RT @CarolynMaeKim: A4: The biggest fails I see tend to be in trying to #measurePR in the #digital world. People often confuse which metrics
@msponhour hahaha, one thing is absolutely true....quantity will never outweigh quality #measurepr
@kfreberg Thanks, @kfreberg! I appreciate your kind words. It really means the world. You are the best!! #MeasurePR
In reality, Facebook will hammer you for just putting out a lot of stuff that does not resonate, which is probably justified. #measurepr
RT @shonali: Q4: Most common #measurement #fail you've seen (or been through!): GO. #measurePR
RT @shonali: Q4: Most common #measurement #fail you've seen (or been through!): GO. #measurePR
@rachelloumiller @msponhour Yes! #measurepr
RT @CarolynMaeKim: A4: The biggest fails I see tend to be in trying to #measurePR in the #digital world. People often confuse which metrics
@KristK haha! love this. #measurePR
A4: Trying to #measurePR in a vacuum. PR is intertwined with marketing, advertising, and organizational communication. Crafting complementary objecti
A4: #fail: Remember when a monitoring company reported that 8 billion people had viewed the coverage? #measurepr
@CarolynMaeKim @hootsuite look forward to reading it. thank you for sharing all these great articles, Carolyn. #measurepr
RT @rachelloumiller: A4. Reporting metrics that actually have business value. Clicks are often useless. Clicks to a blog post? Look at time
@kfreberg Such good insight here! We get so off-base when looking to really understand influence! Great assignment idea too! #MeasurePR
@aiaddysonzhang @hootsuite My pleasure! I always love swapping great articles and learning new things! #MeasurePR
@CarolynMaeKim Thanks, Carolyn. It's right outside my balcony but Im craving sunshine! I miss our #CarolinaBlue skies! #measurePR
RT @kfreberg: Agreed! We also have to make sure we are up to date with the changes of new features + how these impact metrics.

@hootsuite
RT @aiaddysonzhang: A4b. Recently read @waddsa's article where he talked about fake accounts & fake engagement, which got me think even mo
RT @kfreberg: @ZenYinger It's amazing, Zen! I see this a lot as well or the notion of We'll hire a marketing firm to handle the research and
RT @HannalizKnowles: A4: Not tying metrics to business goals. The metrics need to support the bigger picture. Otherwise, why are you doing
@rachelloumiller Exactly. there are times that i just keep an article or video on without actually reading it at all #measurePR
@kfreberg And not making assumptions about the motivations for #SMEngagement! #MeasurePR
@KristK i know! #measurePR
@HannaLizKnowles So true! It's easy to set up metrics and not really tie that to the bottom line or ROI for the campaign. #MeasurePR
@amandajweed YES!! Also true!! #MeasurePR
Q5: You all live and teach in different parts of the U.S. (and world!). Does the practice of #measurePR change with location?
RT @kfreberg: Agreed! We also have to make sure we are up to date with the changes of new features + how these impact metrics.

@hootsuite
RT @amandajweed: A4: Trying to #measurePR in a vacuum. PR is intertwined with marketing, advertising, and organizational communication. Cr
RT @amandajweed: A4: Trying to #measurePR in a vacuum. PR is intertwined with marketing, advertising, and organizational communication. Cr
RT @shonali: Q5: You all live and teach in different parts of the U.S. (and world!). Does the practice of #measurePR change with location?
Oooh great question! #measurePR https://t.co/K9AwHd1oxf
RT @kfreberg: SO many times - people assume large followers = influence. We have to explore if they have 1) bought followers, 2) audience
@amandajweed Great point. i see it is more and more integrated, especially with the rise in paid ads like facebook ads. #measurepr
RT @shonali: Q5: You all live and teach in different parts of the U.S. (and world!). Does the practice of #measurePR change with location?
RT @shonali: Q5: You all live and teach in different parts of the U.S. (and world!). Does the practice of #measurePR change with location?
@tressalyne @amandajweed @KikiMoreo @gojohnab thanks for sharing, Tressa. will check it out later. learning so much today. #measurePR
Learning so much from everyone today! loving it. #measurePR
RT @CarolynMaeKim: A5: I think principles stay the same but the ways people respond, interact & engage may vary. We should always start wit
@kfreberg So true, Karen. It's time for a robust #measurePR awareness campaign I guess. ;) #PR #marketing #CorpComm
RT @HannalizKnowles A4: - how do you feel about a client asking "how many leads will PR get for my sales funnel?"
#measurepr
RT @tressalyne: @aiaddysonzhang @amandajweed @KikiMoreo @gojohnab Hmm, not sure. The ones I've been on were sponsored. Here are replays of
RT @amandajweed: A2: In social, we are finally seeing a shift from quantity-to-quality of engagements. Previously, it seemed like we were

1/11/2018 17:44 Gene Petrov // Leadership & Management Consulting
1/11/2018 17:45 Ai Addyson-Zhang, Ph.D ǒŸ' Edu Tech Evangelist
1/11/2018 17:45 Gene Petrov // Leadership & Management Consulting
1/11/2018 17:45 Gene Petrov // Leadership & Management Consulting
1/11/2018 17:45 Zen Yinger
1/11/2018 17:45 Lorrie Walker PR
1/11/2018 17:46 Rob Clark
1/11/2018 17:46 Zen Yinger
1/11/2018 17:46 ǒŸ'±MoneyTeam AppǒŸ'±

1/11/2018 17:46 Zen Yinger
1/11/2018 17:47 Tressa Robbins ǎœ"
1/11/2018 17:47 Shonali Burke
1/11/2018 17:47 Zen Yinger
1/11/2018 17:48 Michelle Kane
1/11/2018 17:48 Shonali Burke
1/11/2018 17:49 Ai Addyson-Zhang, Ph.D ǒŸ' Edu Tech Evangelist
1/11/2018 17:49 Bruce Kennedy
1/11/2018 17:49 Kristie Aylett, APR
1/11/2018 17:49 Ai Addyson-Zhang, Ph.D ǒŸ' Edu Tech Evangelist
1/11/2018 17:49 Zen Yinger
1/11/2018 17:50 Ai Addyson-Zhang, Ph.D ǒŸ' Edu Tech Evangelist
1/11/2018 17:50 Carolyn Mae Kim, PhD
1/11/2018 17:50 Zen Yinger
1/11/2018 17:50 Gene Petrov // Leadership & Management Consulting
1/11/2018 17:50 Zen Yinger
1/11/2018 17:51 Zen Yinger
1/11/2018 17:52 Amanda J. Weed
1/11/2018 17:52 Ai Addyson-Zhang, Ph.D ǒŸ' Edu Tech Evangelist
1/11/2018 17:52 Lorrie Walker PR
1/11/2018 17:53 Carolyn Mae Kim, PhD
1/11/2018 17:53 Karen Freberg, Ph.D., Social Media Professor
1/11/2018 17:53 Lorrie Walker PR
1/11/2018 17:53 Stephen Waddington
1/11/2018 17:54 Amanda J. Weed
1/11/2018 17:54 Shonali Burke
1/11/2018 17:54 HannaLizKnowles
1/11/2018 17:55 Zen Yinger
1/11/2018 17:55 Ai Addyson-Zhang, Ph.D ǒŸ' Edu Tech Evangelist
1/11/2018 17:55 Zen Yinger
1/11/2018 17:56 Lorrie Walker PR
1/11/2018 17:56 Zen Yinger
1/11/2018 17:56 Ai Addyson-Zhang, Ph.D ǒŸ' Edu Tech Evangelist
1/11/2018 17:57 Stella Bayles
1/11/2018 17:57 Rob Clark
1/11/2018 17:57 Tressa Robbins ǎœ"
1/11/2018 17:58 Ai Addyson-Zhang, Ph.D ǒŸ' Edu Tech Evangelist
1/11/2018 17:58 Shonali Burke
1/11/2018 17:59 Tressa Robbins ǎœ"
1/11/2018 17:59 Karen Freberg, Ph.D., Social Media Professor
1/11/2018 17:59 Tressa Robbins ǎœ"
1/11/2018 17:59 Amanda J. Weed

RT @amandajweed: A2: Gaining 1,000 followers or likes does nothing to determine IRL long-term engagement w/ the organization. Weâ€™re now seeâ€™!
A5b. on the other hand, i do think that the fundamental concepts stay the same. #measurePR <https://t.co/MROOK1YNDY>
RT @kfreberg: SO many times - people assume large followers = influence. We have to explore if they have 1) bought followers, 2) audience iâ€™!
RT @kfreberg: We need to do a better job in talking about the metrics that ACTUALLY matter to drive actions, behaviors, and motivate audienâ€™!
@aiaddysonzhang @tressalynne @amandajweed @KikiMoreo @gojhnab Yes, thanks for sharing, Tressa. #measurePR #newlearning rocks!! ǒŸ'ǒŸ'
@msponhour @HannaLizKnowles Listening. #measurePR
@shonali A5: Our #MeasurePR comes in metric, so be sure you're ready to convert your likes, shares and RT counts into milliliters. ;P
RT @kfreberg: As far as exercises, I'm having students explore a #SM platform used frequently in another country, analyze the campaign, andâ€™!
RT @rachelloumiller: A4. Reporting metrics that actually have business value. Clicks are often useless. Clicks to a blog post? Look at timeâ€™!
RT @aiaddysonzhang: A5. Yes, even the definition of PR differs from country to country. For eg, in China, guanxi plays a huge role.

My huâ€™!
RT @amandajweed: A5: Cultural differences (even within the same country) can affect how our publics engage with campaigns. Thatâ€™s why stroâ€™!
@kfreberg That's so interesting! Are there ever any issues with access to the platform? #measurePR A5
@aiaddysonzhang Wow. Fascinating! That's the first time I've heard of it. So how do they define #PR over there? #measurePR
RT @aiaddysonzhang: @CarolynMaeKim @PRLorrie @amandajweed You really have to go beyond impressions. => what happens after people consume
Q6: What are your #measurePR predictions for 2018?
i know it will be a big issue in china ... even with a VPN ... unfortunately. #measurepr <https://t.co/fyGKqQ3FO4>
RT @amandajweed: A2: Gaining 1,000 followers or likes does nothing to determine IRL long-term engagement w/ the organization. Weâ€™re now seeâ€™!
RT @shonali: Q6: What are your #measurePR predictions for 2018?
@ZenYinger Relationship building is crucial to say the least. Centers a lot on relationship, especially government relations. #measurepr
RT @amandajweed: A2: In social, we are finally seeing a shift from quantity-to-quality of engagements. Previously, it seemed like we wereâ€™!
@theelusivfish @shonali Absolutely, Bob! #measurepr
A6: I expect we'll see more tools to make how we #measurePR even easier. Also, I think we'll continue to refine how we analyze data in key areas of #Publi
@CarolynMaeKim: A3: â€œYou canâ€™t #measurePRâ€™ is the biggest myth I hear. Education is a huge part of the response to thisâ€™! but also sharingâ€™
RT @aiaddysonzhang: A4b. Recently read @waddsâ€™'s article where he talked about fake accounts & fake engagement, which got me think even mc
RT @CarolynMaeKim: @PRLorrie @amandajweed Absolutely! I think we can really look at what kinds of enagement such as whether it is really amâ€™!
RT @shonali: Q6: What are your #measurePR predictions for 2018?
@kfreberg Great idea! Do you use Weibo or other platforms? #MeasurePR
A6C. Not just focusing on media relations, but building genuine relations and trust with influencers including micro-influencers. #MeasurePR
@HannaLizKnowles @msponhour An a "managing expectations" opportunity, too, no? #measurePR
@kfreberg Such great advice! The growing certification options are such a valuable resource for us all! #MeasurePR
@amandajweed I use other platforms. There are some that are unique to certain countries (ex. South American) and also in Asia. #MeasurePR
RT @aiaddysonzhang: A6B. With so many tools, bots & automations, there will be a stronger desire for authenticity, trust, & genuine human iâ€™
RT @aiaddysonzhang: A4b. Recently read @waddsâ€™'s article where he talked about fake accounts & fake engagement, which got me think even mc
A6: I will be keeping an eye out for organizations that strategically use AR to enhance brand experience that has long-term ROI. #MeasurePR
Q7: What is ONE thing #PR pros can start doing right now to better #measurePR?
@PRLorrie @msponhour Yes, absolutely. Over-promising when there are so many contributors to lead gen is a recipe for disaster. #measurePR
RT @tressalynne: A6b. A great resource for newbies is the #AMEC Interactive Integrated Evaluation Framework <https://t.co/KnCG9S7xnA> #meaâ€™!
@tressalynne Yes! I saw it yesterday. Loved it! #measurePR
RT @kfreberg: I think with recent crises related to influencers (ex. Logan Paul), it has made the field "wake up" + realize metrics - especâ€™!
@CarolynMaeKim Wonderful advice. #measurePR
@aiaddysonzhang Very well put! :) #measurePR
@amandajweed Agreed! Awesome. #measurePR
RT @SSPR: In 2018, more emphasis will be put on the tools you use to report #prROI (such as @Cision, @coveragebooks and @fc_insights!) andâ€™!
A7: Treat #measurepr as a strategic function and not a performance check. Your measurement is there to provide clarity into decision making and not a sc
RT @aiaddysonzhang: A7C. Ethics. With so much personal data available, need to understand the ethical implications of using public data. Stâ€™!
Yes! Be a lifelong student! #measurePR <https://t.co/zHCHRNgDeG>
Time's almost up! Last Q is Q8: Do you have an initiative/program youâ€™'d like #measurePR folk to know about? Please share!
@kfreberg Oooh that's exciting news!! #measurePR
YES!! Major keys here, Carolyn! #MeasurePR <https://t.co/AMdVS1Lgw>
RT @CarolynMaeKim: A7: Have a growth-mindset. Invest in learning about analytics & data. Join a webinar, participate in communities like thâ€™!
@kfreberg "Critical Thinking" is such a buzz term in pedagogy, but I think Critical LEARNING is often overlooked. #MeasurePR

1/11/2018 17:59 Ai Addyson-Zhang, Ph.D ǒŸ' Edu Tech Evangelist
1/11/2018 17:59 Cision
1/11/2018 18:00 Carolyn Mae Kim, PhD
1/11/2018 18:00 Dr. Dorrie Cooper
1/11/2018 18:00 Lorrie Walker PR
1/11/2018 18:01 Kirk Hazlett, APR
1/11/2018 18:01 Carolyn Mae Kim, PhD
1/11/2018 18:01 Lorrie Walker PR
1/11/2018 18:01 Tressa Robbins    
1/11/2018 18:02 Shonali Burke
1/11/2018 18:03 Zen Yinger
1/11/2018 18:03 Hootsuite
1/11/2018 18:03 Social Media Sailor

1/11/2018 18:03 Karen Freberg, Ph.D., Social Media Professor
1/11/2018 18:04 Lorrie Walker PR
1/11/2018 18:04 Beth Chiasson

1/11/2018 18:05 Ai Addyson-Zhang, Ph.D ǒŸ' Edu Tech Evangelist
1/11/2018 18:05 Carolyn Mae Kim, PhD
1/11/2018 18:06 Amanda J. Weed

1/11/2018 18:06 Ai Addyson-Zhang, Ph.D ǒŸ' Edu Tech Evangelist

@tressalynne i think it starts with the teachers. they have to be willing to change first and then show the results in learning. #measurePR
RT @SSPR: In 2018, more emphasis will be put on the tools you use to report #prROI (such as @Cision, @coveragebooks and @fc_insights!) and  !
@amandajweed @kfreberg Oh! I like that!! I want to incorporate that into my syllabus! :) #MeasurePR
RT @kfreberg: I think with recent crises related to influencers (ex. Logan Paul), it has made the field "wake up" + realize metrics - espec  !
This was a great chat today. I learned so much, and have such a long reading list of articles now! #measurepr
@shonali Set clear and measurable goals. Then identify the strategies that will enable you to achieve them. #measurePR
@shonali I'm definitely interested in this one! Sounds fantastic! #MeasurePr
RT @amandajweed: A7: Use your ABC  's (Always Be Curious). Review what has (and hasn  't) worked for your organization in the past. Monitor you  
RT @amandajweed: A7: Use your ABC  's (Always Be Curious). Review what has (and hasn  't) worked for your organization in the past. Monitor you  
A8: I focus a lot on #measurePR in my #SocialPR Virtuoso Master Course. It's an incredible investment (right @KristK @kmmk1 @KensViews?) <https://t.co/>
There's no one size fits all in #measurePR. I would say the most imp. is to know what Q's you are trying to answer. #PR #CMO #HeadOfPR #PRpro #CorpCoi
@kfreberg @HubSpotAcademy @Brandwatch @googleanalytics Great recommendations. Thanks, Karen! #MeasurePR
kfreberg HubSpotAcademy Brandwatch googleanalytics Great recommendations. Thanks, Karen! #MeasurePR
Major thanks to @shonali for a great chat! Truly honored to be a guest on #MeasurePR and had a wonderful time!

You are the best, Shonali! I  'll be in DC a few times this semester and would love to meet up!
@kfreberg @shonali Thank you for your time. Such great information today! #measurepr
RT hootsuite: kfreberg HubSpotAcademy Brandwatch googleanalytics Great recommendations. Thanks, Karen! #MeasurePR
Thank you for an amazing chat, #MeasurePR.

Thank you so much for inviting me, @shonali !

Learned a lot from everyone.
@shonali @kfreberg @amandajweed @aiaddysonzhang Thank you for having me! This was wonderful!! #MeasurePR
Thanks for a great #measurePR chat, @shonali!
@shonali @kfreberg @CarolynMaeKim @amandajweed Had a lovely chat with everyone! Enjoy the rest of your day.

Keep learning! #measurePR