

Created	Name	Message
2/8/2018 17:01	Shonali Burke	@KristK @kamichat Yay!!! #measurePR https://t.co/1Yrjda2ats
2/8/2018 17:01	Madalyn Sklar	Join me right now on the #measurePR chat. I'm one of the guests! https://t.co/RaScIcPyBP I'm SUPER psyched to have @MadalynSklar @kamichat as the #measurePR special guests today, sharing their smarts on "communities that convert"... welcome, friends!! xo
2/8/2018 17:02	Shonali Burke	"communities that convert"... welcome, friends!! xo
2/8/2018 17:02	Robin Smothers	@shonali Here! #measurepr
2/8/2018 17:03	Shonali Burke	As you settle in, say who's here, what you do, and where you're joining from? Also the beverage at hand :) #measurePR
2/8/2018 17:03	Shonali Burke	@RobinMarie Yay!! How are you doing, Robin? #measurePR
2/8/2018 17:03	Madalyn Sklar	@shonali @kamichat Hi everyone!! Thank you @shonali for inviting us. So excited! #measurePR https://t.co/qmCjMShiUB
2/8/2018 17:03	Loudoun Business, IT	@shonali Hi #measurepr RT @shonali: As you settle in, say who's here, what you do, and where you're joining from? Also the beverage at hand :) #measurePR
2/8/2018 17:03	Kristie Aylett, APR	#measurePR
2/8/2018 17:04	Madalyn Sklar	@ZalkaB @shonali @kamichat We'll miss you Zala!! #measurepr
2/8/2018 17:04	Kirk Hazlett, APR	Kirk Hazlett wandering in! #measurepr
2/8/2018 17:05	John Friedman	Am I late? Did I miss the cookies? #measurepr
2/8/2018 17:05	Shonali Burke	So great to have you @KirkHazlett @loudoun!! #measurePR
2/8/2018 17:05	Kirk Hazlett, APR	Semi-retired as @CurryEdu PR Prof now basking in the warm radiance of Florida with coffee in hand! #measurepr Hello to the #measurepr gang. I'm a PR consultant + Tulane instructor. Enjoying strong coffee to prep for Mardi Gras parades tonight.
2/8/2018 17:06	Kristie Aylett, APR	tonight.
2/8/2018 17:06	Kirk Hazlett, APR	@CCPRSA and @CurryEdu COM/PR friends...are you here? #measurePR https://t.co/yidjBAg6va
2/8/2018 17:06	Robin Smothers	Media relations and social media manager for Minneapolis Park Board, in Minneapolis. Tea at hand! #measurepr
2/8/2018 17:07	Gerard F. Corbett	Gerry Corbett here #measurePR
2/8/2018 17:07	Shonali Burke	@JohnFriedman COOKIES!!! #measurePR https://t.co/IPoK2yOIMn
2/8/2018 17:07	John Friedman	Queen of the Memes @shonali #measurepr https://t.co/GWrmg032i2 Hello, hello #measurepr I'm Dir Data & Analytics at @environicspr. I'm going to be popping in and out of the feed as I dance about with some data for a report in the background #multitasking https://t.co/Kc3X2OfsXO
2/8/2018 17:08	Rob Clark	@gerardcorbett Hi Gerry! #measurePR
2/8/2018 17:08	Kirk Hazlett, APR	@DanielleHeiny Yay, you made it!!! xoxoxo #measurePR
2/8/2018 17:08	Shonali Burke	@gerardcorbett GERRY!!!! #measurePR
2/8/2018 17:08	Shonali Burke	@JohnFriedman @shonali She really is! #measurePR
2/8/2018 17:08	Danielle Heiny	@shonali trying to find the #measurepr Has it started?
2/8/2018 17:08	Susan Haymer	@PRLorrie SO glad you made it!!! xoxo #measurePR
2/8/2018 17:08	Shonali Burke	Morning or afternoon @KirkHazlett #measurePR
2/8/2018 17:09	Gerard F. Corbett	@shonali Oh yeah- and coffee. Always the coffee. #MeasurePR
2/8/2018 17:09	Lorrie Walker PR	
2/8/2018 17:09	Madalyn Sklar	Thank you @shonali for inviting us to be your guest on #measurePR. I'm thrilled to be here! https://t.co/NmdAVF3fZs

2/8/2018 17:10 Shonali Burke Before we get started, here are a few rules of thumb to have a great #measurePR experience. Don't forget the hashtag above all!
<https://t.co/VzoTG6mcEU>

2/8/2018 17:10 Shonali Burke @MadalynSklar @kamichat LOVE!!!! #measurePR
 @shonali I know, it took me long enough to join one of these! I'm super excited for my FIRST #measurePR chat!

2/8/2018 17:10 Danielle Heiny <https://t.co/JXpLFjd3Mm>
 RT @shonali: Before we get started, here are a few rules of thumb to have a great #measurePR experience. Don't forget the hashtag

2/8/2018 17:10 Madalyn Sklar <https://t.co/8YsE9k8m> #SMI above allâ€¦!
 RT @shonali: Before we get started, here are a few rules of thumb to have a great #measurePR experience. Don't forget the hashtag

2/8/2018 17:10 Kirk Hazlett, APR above allâ€¦!

2/8/2018 17:11 Kirk Hazlett, APR Looking forward to learning from some very smart people! #measurePR <https://t.co/IVjGe836ex>

2/8/2018 17:11 Simona Combi Looking forward to learning from @MadalynSklar and @kamichat at the #measurepr chat!

2/8/2018 17:11 Madalyn Sklar <https://t.co/8YsE9k8m> #SMI @shonali @kamichat I am in #Houston, I have a PR firm @ZoeticaMedia and I am a big fan of Chai Tea #MeasurePR <https://t.co/o2fKCTmevA>

2/8/2018 17:11 Kami Huyse @shonali I am in #Houston, I have a PR firm @ZoeticaMedia and I am a big fan of Chai Tea #MeasurePR <https://t.co/o2fKCTmevA>

2/8/2018 17:11 Gerard F. Corbett A measured morning here in CA #measurePR

2/8/2018 17:11 Madalyn Sklar <https://t.co/8YsE9k8m> #SMI @combione @kamichat Thank you Simona! #measurepr
 RT @kamichat: @shonali I am in #Houston, I have a PR firm @ZoeticaMedia and I am a big fan of Chai Tea #MeasurePR

2/8/2018 17:11 Madalyn Sklar <https://t.co/8YsE9k8m> #SMI <https://t.co/o2fKCTmevA>

2/8/2018 17:11 Shonali Burke @DanielleHeiny Is it really?! So we're popping your #measurePR cherry? <https://t.co/8YsE9k8m>, <https://t.co/8YsE9k8m>, <https://t.co/8YsE9k8m>, (sorry, couldn't resist!!!)

2/8/2018 17:12 Shonali Burke @combione @MadalynSklar @kamichat SO glad you made it!!! #measurePR

2/8/2018 17:12 Madalyn Sklar <https://t.co/8YsE9k8m> #SMI @KirkHazlett Thank you Kirk! I'm thrilled to be here. #measurepr

2/8/2018 17:12 Madalyn Sklar <https://t.co/8YsE9k8m> #SMI RT @KirkHazlett: Looking forward to learning from some very smart people! #measurePR <https://t.co/IVjGe836ex>
 OK, let's get started! Remember, Qs are for @MadalynSklar @kamichat but EVERYONE is welcome to participate!! Let's go...
 #measurePR

2/8/2018 17:12 Shonali Burke Q1: Please tell us what you do, how you got there. What got you interested in learning how to #measurePR and communication?
<https://t.co/93yRBXXbxW>

2/8/2018 17:13 Shonali Burke <https://t.co/93yRBXXbxW>

2/8/2018 17:13 Madalyn Sklar <https://t.co/8YsE9k8m> #SMI @shonali @kamichat Let's do it! #measurePR <https://t.co/8rrojiQIaY>

2/8/2018 17:13 Lorrie Walker PR The Rules! #MeasurePR <https://t.co/FM6rkt9N42>

2/8/2018 17:13 Shonali Burke @kamichat @ZoeticaMedia I have tea too!!! #measurePR

2/8/2018 17:13 Kirk Hazlett, APR @CurryEdu COM/PR and @CCPRSA friends... #measurePR <https://t.co/kTuFHijAWG>
 RT @MadalynSklar: A1: I am an entrepreneur, community builder and on occasion I've been told that I'm a Twitter marketing expert. I am based in CA!
 RT @shonali: Q1: Please tell us what you do, how you got there. What got you interested in learning how to #measurePR and communication?

2/8/2018 17:14 Kirk Hazlett, APR RT @shonali: Q1: Please tell us what you do, how you got there. What got you interested in learning how to #measurePR and communication? htâ€¦!

2/8/2018 17:14 Kristie Aylett, APR RT @gojohnab: Please join me in supporting @PRWeekUS & their survey>(*good #PR #MeasurePR tactic) to capture anonymous responses re: scopeâ€¦!

2/8/2018 17:15 Catherine Blades RT @kamichat: A1: I have always had an interest in PR measurement, so as I moved into social media back in 2005, I was determined to find vâ€¦!

2/8/2018 17:16 Kristie Aylett, APR

2/8/2018 17:16 Madalyn Sklar [#SMI](#) RT @kamichat: A1: I have always had an interest in PR measurement, so as I moved into social media back in 2005, I was determined to find vâ€¦

2/8/2018 17:16 Kristie Aylett, APR RT @MadalynSklar: A1: I got my entrepreneurial start in 1996. I left the corporate life behind and became one of the very first web designeâ€¦

2/8/2018 17:16 Lorrie Walker PR @MadalynSklar @GoGirlsMusic Very cool stuff. #MeasurePR

2/8/2018 17:16 Shonali Burke OMG you found the pic!!! #measurePR <https://t.co/WhQtXFCLU>

2/8/2018 17:17 Shonali Burke LOVE this!! #measurePR <https://t.co/5RgUsYgixn>

2/8/2018 17:17 Kami Huyse A1: And then, I found @MadalynSklar and started a podcast, which has really expanded my interest in #measurePR <https://t.co/URDUOVqioR>

2/8/2018 17:17 Madalyn Sklar [#SMI](#) @PRLorrie @GoGirlsMusic Thank you Lorrie! #measurepr

2/8/2018 17:18 John Friedman A1: PR was not earning 'repected' place at table because measures/reporting made no impression on ldrs #measurepr @MadalynSklar @kamichat I can't wait to listen!

2/8/2018 17:18 Emily Smith #measurePR

2/8/2018 17:18 Kami Huyse @theelusivefish Solving problems is a great reason to measure. Love it! #MeasurePR

2/8/2018 17:18 Jenny Tatro A1. First #measurePR chat. Working in B2B PR at @Greentarget in Chicago. Always interested in learning more about new approaches in PR and marketing measurement!

2/8/2018 17:19 Lorrie Walker PR @theelusivefish Ahhhh, the age-old question. Ha! #MeasurePR

2/8/2018 17:19 Shonali Burke A1: The Q I always wanted answered was: "How did we know this worked?" That started my #measurePR journey, of which @queenofmetrics was an integral part â€¦

2/8/2018 17:20 Madalyn Sklar [#SMI](#) RT @kamichat: A1: And then, I found @MadalynSklar and started a podcast, which has really expanded my interest in #measurePR <https://t.co/Uâ€¦>

2/8/2018 17:20 Shonali Burke @jentatro @Greentarget Welcome!!! #measurePR

2/8/2018 17:20 Lorrie Walker PR Ditto. #MeasurePR <https://t.co/Jzcg0suDPe>

2/8/2018 17:20 Kami Huyse RT @shonali: Q1: Please tell us what you do, how you got there. What got you interested in learning how to #measurePR and communication? htâ€¦

2/8/2018 17:20 Kirk Hazlett, APR RT @MadalynSklar: A1: My career has evolved over the years. Everything I've done and learned has brought me to where I'm at now. I speak atâ€¦

2/8/2018 17:20 Madalyn Sklar [#SMI](#) A1: It was a match made in heaven! We compliment each other so well. #measurePR <https://t.co/CMnAtVDJIV>

2/8/2018 17:21 Madalyn Sklar [#SMI](#) RT @shonali: A1: The Q I always wanted answered was: "How did we know this worked?" That started my #measurePR journey, of which @queenofmeâ€¦

2/8/2018 17:21 Webdesign Berlin [#SMI](#) RT @MadalynSklar: A1: My career has evolved over the years. Everything I've done and learned has brought me to where I'm at now. I speak atâ€¦

2/8/2018 17:21 Kirk Hazlett, APR Excellent question. @CurryEdu @CCPRSA #measurePR <https://t.co/fxGPO2F1EZ>

2/8/2018 17:22 Shonali Burke @PRLorrie Well you're both a) ahead of the game already and b) in the right place! #measurePR â€¦

2/8/2018 17:22 Kami Huyse RT @shonali: Q2: @MadalynSklar @kamichat youâ€™re both extremely experienced in the #community space. How has it changed over the years? #meaâ€¦

2/8/2018 17:22 DefenceLab - Blitzkrieg #120db #STEPUPMpls #EaglesParade #ThursdayThoughts #measurepr #Olympics2018 #CAS18 #UraniumOne #Middayshow #ImpeachTrumpNow #DCNLive <https://t.co/plxZ6fJa0g>

2/8/2018 17:22 Kirk Hazlett, APR So very, very true. @CurryEdu @CCPRSA #measurePR <https://t.co/XvEjXGTd0Q>

2/8/2018 17:22 Shonali Burke YES. If you don't keep evolving, you stop growing. #measurePR #truth <https://t.co/Qilg7YvOX1>

2/8/2018 17:23 Shonali Burke RT @kamichat: A2: Platforms, tactics and strategies have all changed, but what hasn't changed is people's desire to connect and build community

2/8/2018 17:23 Lorrie Walker PR @shonali And c) Never feeling far enough ahead of the game. haha #MeasurePR

2/8/2018 17:23 DefenceLab - Blitzkrieg #120db #STEPUPMpls #EaglesParade #ThursdayThoughts #measurepr #Olympics2018 #CAS18 #UraniumOne #Middayshow

2/8/2018 17:23 Kristie Aylett, APR #ImpeachTrumpNow #DCNLive <https://t.co/X4m13MZAbG>

2/8/2018 17:23 Lorrie Walker PR RT @shonali: Q2: @MadalynSklar @kamichat you're both extremely experienced in the community space. How has it changed over the years? #measurePR

2/8/2018 17:24 Kristie Aylett, APR RT @kamichat: A2: Platforms, tactics and strategies have all changed, but what hasn't changed is people's desire to connect and build community

2/8/2018 17:24 K.Suresh Rao RT @kamichat: A2: Platforms, tactics and strategies have all changed, but what hasn't changed is people's desire to connect and build community

2/8/2018 17:24 Kristie Aylett, APR RT @kamichat: A2: Platforms, tactics and strategies have all changed, but what hasn't changed is people's desire to connect and build community

2/8/2018 17:24 Kami Huyse RT @MadalynSklar: A1: My career has evolved over the years. Everything I've done and learned has brought me to where I'm at now. I speak at

2/8/2018 17:25 John Friedman RT @shonali: YES. If you don't keep evolving, you stop growing. #measurePR #truth <https://t.co/Qilg7YvOX1>

2/8/2018 17:25 Shonali Burke World we live/work in is evolving rapidly. PR must not only adapt, it has to embrace & define own future #measurepr

2/8/2018 17:25 Rebecca 'Bell' Holder Like this one. :) #measurePR <https://t.co/ecjplgRdhu>

2/8/2018 17:25 Kelly Kostanesky RT @JohnFriedman: World we live/work in is evolving rapidly. PR must not only adapt, it has to embrace & define own future #measurepr

2/8/2018 17:25 Emily Smith Definitely!!! lol. :) #measurePR <https://t.co/OLpd3kA6Ky>

2/8/2018 17:26 Madalyn Sklar @kamichat I get into this conversation a lot! Fandom, for example, is people coming together with others who love what they love. #measurePR

2/8/2018 17:26 Kirk Hazlett, APR #measurePR @shonali Yes!! Great example of using Twitter chats to build community. #measurePR

2/8/2018 17:26 Rebecca 'Bell' Holder Those were the days, my friends. We thought they'd never end...! @CurryEdu @CCPRSA #measurePR <https://t.co/gZhznJKnPI>

2/8/2018 17:27 Kirk Hazlett, APR RT @MadalynSklar: A2: There was a time where community meant sitting around a campfire singing songs and making s'mores. Then came the internet

2/8/2018 17:27 Shonali Burke Here's where the SERIOUS learning starts! @CurryEdu @CCPRSA #measurePR <https://t.co/GU4TeGccot>

2/8/2018 17:27 Kristie Aylett, APR Always, always about people. That's why I love you and @kamichat so much @MadalynSklar #measurePR <https://t.co/FBkzqUV9cW>

2/8/2018 17:27 Gerard F. Corbett RT @MadalynSklar: A2: There was a time where community meant sitting around a campfire singing songs and making s'mores. Then came the internet

2/8/2018 17:27 Emily Smith RT @MadalynSklar: A2: There was a time where community meant sitting around a campfire singing songs and making s'mores. Then came the internet

2/8/2018 17:27 Gerard F. Corbett A3. Have a reason and goal first. #measurePR

2/8/2018 17:29 Madalyn Sklar RT @kamichat: @shonali @MadalynSklar A3: In some respects, it is the same. People want to be seen and heard. In others, it is different. Naâ€;

2/8/2018 17:29 Shonali Burke RT @kamichat: @shonali @MadalynSklar A3: In some respects, it is the same. People want to be seen and heard. In others, it is different. Naâ€;

2/8/2018 17:29 John Friedman THIS is the essential question of our times #measurePR <https://t.co/TJQjHGMIo3>

2/8/2018 17:30 Rob Clark RT @MadalynSklar: A2: There was a time where community meant sitting around a campfire singing songs and making s'mores. Then came the inteâ€;

2/8/2018 17:31 Madalyn Sklar RT @PRLorrie: @shonali @MadalynSklar @kamichat A3- The format is different, but the approach is still so similar to IRL. I've been workingâ€;

2/8/2018 17:31 Shonali Burke RT @PRLorrie: @shonali @MadalynSklar @kamichat A3- The format is different, but the approach is still so similar to IRL. I've been workingâ€;

2/8/2018 17:31 Shonali Burke RT @MadalynSklar: A3: I find it's easy to build online communities because it's easy to get people to join in and participate. There are loâ€;

2/8/2018 17:32 Lorrie Walker PR @kamichat @shonali @MadalynSklar Totally agree on the "working a bit harder" part. But it's worth it. #MeasurePR

2/8/2018 17:32 Shonali Burke @PRLorrie I would LOVE to talk to you more about this, maybe feature your work on an interview or something...? #measurePR

2/8/2018 17:32 Shonali Burke RT @DanielleHeiny: A3: I see building communities as building relationships & those relationships can take longer time online, *but* once tâ€;

2/8/2018 17:33 Danielle Heiny @kmmk1 I completely agree on w/you on this kelly! It's wonderful that we can connect from all around the globe and add value <3 #measurePR

2/8/2018 17:33 Kami Huyse So true. That is probably why video is sometimes so hard for people? #MeasurePR <https://t.co/mJmAkFiw6K>

2/8/2018 17:33 Madalyn Sklar RT @kamichat: @shonali @MadalynSklar A3: Must Do's in Online Community

- Tag people but only if you are talking to them directly

2/8/2018 17:33 Madalyn Sklar - Be likeâ€;

2/8/2018 17:34 Kami Huyse RT @PRLorrie: @shonali @MadalynSklar @kamichat A3- The format is different, but the approach is still so similar to IRL. I've been workingâ€;

2/8/2018 17:34 Lorrie Walker PR @KristK Yep! Acting like a human being works every time! #MeasurePR

2/8/2018 17:34 Shonali Burke This ðŸ˜ˆ+ðŸ˜ˆ+ðŸ˜ˆ+ðŸ˜ˆ+ðŸ˜ˆ+ðŸ˜ˆ #measurePR A3 <https://t.co/WDz7OJw0eh>

2/8/2018 17:34 Shonali Burke RT @MadalynSklar: A3: When I started my @GoGirlsMusic community, it was 1996. Online was a new thing. I had the ability to bring people togâ€;

2/8/2018 17:34 Lorrie Walker PR @shonali For sure. I'm happy to talk to you about it. #measurePR

2/8/2018 17:34 Jukka Heinovirta RT @MadalynSklar: A3: When I started my @GoGirlsMusic community, it was 1996. Online was a new thing. I had the ability to bring people togâ€;

2/8/2018 17:34 Jukka Heinovirta RT @kamichat: @shonali @MadalynSklar A3: Must Do's in Online Community

- Tag people but only if you are talking to them directly

2/8/2018 17:34 Jukka Heinovirta - Be likeâ€;

2/8/2018 17:36 RT @larry_lharmon: #120db #STEPUPMpls #EaglesParade #ThursdayThoughts #measurepr #Olympics2018 #CAS18 #UraniumOne
 2/8/2018 17:36 RT @kamichat: @shonali @MadalynSklar A3: Must Do's in Online Community

2/8/2018 17:36 Lorrie Walker PR - Tag people but only if you are talking to them directly
 2/8/2018 17:36 Okema L. Sandlin - Be likeâ€¦
 I like the video reply idea, nice. #measurepr <https://t.co/7RgMSQsYmP>
 RT @theelusivefish: A3) A community needs critical mass in order to thrive and grow. 90/9/1 rule of thumb 90% will watch what goes on. 9%â€¦
 2/8/2018 17:37 Kristie Aylett, APR RT @kamichat: @shonali @MadalynSklar A3: Must Do's in Online Community

2/8/2018 17:37 Kristie Aylett, APR - Tag people but only if you are talking to them directly
 - Be likeâ€¦
 RT @MadalynSklar: A3: Online Community Do's:

-be you
 -listen
 -always tag people you are talking about
 -show your personality

2/8/2018 17:37 Lorrie Walker PR I encourageâ€¦
 RT @MadalynSklar: A3: Online Community Do's:

-be you
 -listen
 -always tag people you are talking about
 -show your personality

2/8/2018 17:37 Kristie Aylett, APR I encourageâ€¦
 I totally love the #VideoReplyDay idea @MadalynSklar! So does one pick any day they want and make it so? #measurePR (A3)
 2/8/2018 17:38 Shonali Burke <https://t.co/5UjKSZxiCI>
 2/8/2018 17:38 Lorrie Walker PR @MadalynSklar #VideoReplyDay is an awesome idea. #MeasurePR
 RT @MadalynSklar: A4: I â€™ve been doing it since 2013. I think podcasting is the best medium for sharing your message out toâ€¦
 2/8/2018 17:38 Jukka Heinovirta

RT @MadalynSklar: A3: Online Community Do's:

- be you
- listen
- always tag people you are talking about
- show your personality

2/8/2018 17:38 Jukka Heinovirta I encourageâ€¦
2/8/2018 17:39 Lorrie Walker PR @shonali Will do. #measurePR
RT @MadalynSklar: A4: I â€™, podcasting! Iâ€™ve been doing it since 2013. I think podcasting is the best medium for sharing your message out toâ€¦
2/8/2018 17:39 Shonali Burke RT @kamichat: @shonali @MadalynSklar A4: I have been a podcast guest on @FIRpodcast many times (thanks, @ShelHoltz) and have been a guest oâ€¦
2/8/2018 17:39 Shonali Burke RT @PRLorrie: @kamichat @shonali @MadalynSklar One of the sticky notes on my desk right now says this: "Make (company x)
2/8/2018 17:40 Madalyn Sklar ðŸš€ #SMI known as the problâ€¦
2/8/2018 17:40 Okema L. Sandlin You're right there, I totally think it's easier to make sure you're not being pranked. #measurepr <https://t.co/G59zR3feaz>
RT @prmeasured: January saw the sale of @Nasdaq PR Services, funding news from @TrendKite and @coveragebooks and the release of @EdelmanPâ€¦
2/8/2018 17:40 Nathan Payne RT @larry_lharmon: #120db #STEPUPMpls #EaglesParade #ThursdayThoughts #measurepr #Olympics2018 #CAS18 #UraniumOne
2/8/2018 17:41 Turned deplorable KB #Middayshow #ImpeachTrumpâ€¦
RT @MadalynSklar: A3: Online Community Do's:

-be you
-listen
-always tag people you are talking about
-show your personality

2/8/2018 17:42 Carrie Eddins I encourageâ€¦
RT @prmeasured: January saw the sale of @Nasdaq PR Services, funding news from @TrendKite and @coveragebooks and the release of @EdelmanPâ€¦
2/8/2018 17:42 Ethan Taylor RT @kamichat: @shonali @MadalynSklar A4: I have been a podcast guest on @FIRpodcast many times (thanks, @ShelHoltz) and
2/8/2018 17:42 Madalyn Sklar ðŸš€ #SMI have been a guest oâ€¦

RT @MadalynSklar: A3: Online Community Do's:

- be you
- listen
- always tag people you are talking about
- show your personality

2/8/2018 17:42 Webdesign Berlin I encourage!
RT @MadalynSklar: @kamichat Yes, and it's exactly why I'm on a new mission to help women in business combat that. Video is so powerful. It's!

2/8/2018 17:42 Kami Huyse
2/8/2018 17:43 Madalyn Sklar #SMI @PRLorrie Thank you! #measurepr
RT @MadalynSklar: A3: I started it on a Tuesday and proclaimed it as #VideoReplyDay last summer, encouraging people to follow suit. And the!

2/8/2018 17:43 Shonali Burke
RT @prmeasured: January saw the sale of @Nasdaq PR Services, funding news from @TrendKite and @coveragebooks and the release of @EdelmanP!

2/8/2018 17:43 Lawrence Bishop
RT @MadalynSklar: A3: I started it on a Tuesday and proclaimed it as #VideoReplyDay last summer, encouraging people to follow suit. And the!

2/8/2018 17:44 Lorrie Walker PR
2/8/2018 17:44 Tomahawk Shoes&Amps Wanna sock like a war hawk, try Tomahawk! If you wanna bach like a flock, try Tomahawk! #measurePR #TomahawkAmps
2/8/2018 17:44 Danielle Heiny @PRLorrie @kamichat I can totally relate! #measurePR
I've seen your #CommunitiesthatConvert podcast get a LOT of traction @MadalynSklar @kamichat A4 #measurePR
<https://t.co/HWHmmmQwYN>

2/8/2018 17:44 Shonali Burke
2/8/2018 17:45 Shonali Burke @PRLorrie @kamichat EXACTLY. Just keep movin'. #measurePR <https://t.co/E94UTCq6RU>

2/8/2018 17:45 Kelly Kostanesky @PRLorrie @kamichat I would be the same way! This is great encouragement to just get off my butt and do it! :) #measurePR
This. ðŸ˜ðŸ˜ðŸ˜

2/8/2018 17:45 Emily Smith #video #getsbetterwithpractice #measurePR <https://t.co/PHDnZJronT>
RT @prmeasured: January saw the sale of @Nasdaq PR Services, funding news from @TrendKite and @coveragebooks and the release of @EdelmanP!

2/8/2018 17:46 Buck Ellis
2/8/2018 17:46 Sabrina Cadini Hi, everyone! Joining the chat for a few minutes - I'm a HUGE @MadalynSklar and @kamichat fan âœ¸, #measurePR
RT @larry_lharmon: #120db #STEPUPMpls #EaglesParade #ThursdayThoughts #measurepr #Olympics2018 #CAS18 #UraniumOne #Middayshow #ImpeachTrump!

2/8/2018 17:46 marvin rushing
2/8/2018 17:46 Lorrie Walker PR @kmmk1 @kamichat See? Perfectionism is totally a PR trait. It's exhausting. LOL #MeasurePR
RT @MadalynSklar: A3: I started it on a Tuesday and proclaimed it as #VideoReplyDay last summer, encouraging people to follow suit. And the!

2/8/2018 17:47 CleanDrop
RT @MadalynSklar: A3: I started it on a Tuesday and proclaimed it as #VideoReplyDay last summer, encouraging people to follow suit. And the!

2/8/2018 17:47 Sabrina Cadini
Q5: So how *do* you get communities to convert, @MadalynSklar @kamichat? #measurePR #CommunitiesthatConvert (all welcome to reply!) <https://t.co/0DxC60mpQz>

2/8/2018 17:48 Shonali Burke

2/8/2018 17:48 Madalyn Sklar @SabrinaCadini @kamichat HI Sabrina, so glad you could join!!! I'll see you in a few minutes at #TwitterSmarter chat. #measurepr

2/8/2018 17:48 Lorrie Walker PR @kamichat @shonali @MadalynSklar Looking forward to those episodes! #measurePR
4 Episodes of the #CTCPodcast that pertain to #MeasurePR

Cost of running a community <https://t.co/Dy6kL1VEZ1>

Measure the ROI of Community <https://t.co/pnrO6ltuak>

Monetize Your Community <https://t.co/kdU79yL67w>

2/8/2018 17:49 Kami Huysse Track Sales for Your Community <https://t.co/sq97y9ocRT> <https://t.co/tymOM5ND0I>
RT @kamichat: 4 Episodes of the #CTCPodcast that pertain to #MeasurePR

Cost of running a community <https://t.co/Dy6kL1VEZ1>

2/8/2018 17:49 Madalyn Sklar @SabrinaCadini Measure the ROI of Community
2/8/2018 17:49 Lorrie Walker PR @shonali @MadalynSklar @kamichat THE BEST QUESTION. Listening... #measurePR
RT @kamichat: 4 Episodes of the #CTCPodcast that pertain to #MeasurePR

Cost of running a community <https://t.co/Dy6kL1VEZ1>

2/8/2018 17:49 Kristie Aylett, APR Measure the ROI of Community
RT @larry_lharmon: #120db #STEPUPMpls #EaglesParade #ThursdayThoughts #measurepr #Olympics2018 #CAS18 #UraniumOne

2/8/2018 17:50 Joseph E. Rash #Middayshow #ImpeachTrump
RT @kamichat: 4 Episodes of the #CTCPodcast that pertain to #MeasurePR

Cost of running a community <https://t.co/Dy6kL1VEZ1>

2/8/2018 17:50 Lorrie Walker PR Measure the ROI of Community
RT @kamichat: 4 Episodes of the #CTCPodcast that pertain to #MeasurePR

Cost of running a community <https://t.co/Dy6kL1VEZ1>

2/8/2018 17:50 Sabrina Cadini Measure the ROI of Community
RT @SabrinaCadini: @shonali @MadalynSklar I'm privileged to be part of the #VideoReplyDay's community and it's the best social

2/8/2018 17:50 Madalyn Sklar @SabrinaCadini media family

2/8/2018 17:50 Shonali Burke @SabrinaCadini @MadalynSklar @kamichat So nice to see you here, welcome to #measurePR, hope you'll join us again! xo

2/8/2018 17:51 Lorrie Walker PR RT @SabrinaCadini: @shonali @MadalynSklar I'm privileged to be part of the #VideoReplyDay's community and it's the best social media family! ;

2/8/2018 17:52 Sabrina Cadini Hey @KarlaCauldwell maybe you want to join this awesome chat for a few minutes? #measurePR

2/8/2018 17:52 Sabrina Cadini RT @shonali: @SabrinaCadini @MadalynSklar @kamichat So nice to see you here, welcome to #measurePR, hope you'll join us again! xo

2/8/2018 17:52 Kristie Aylett, APR RT @MadalynSklar: A5: You get communities to convert by listening to them. What are their needs? What are their pain points? What can you do? ;

2/8/2018 17:53 Sabrina Cadini RT @MadalynSklar: A5: You get communities to convert by listening to them. What are their needs? What are their pain points? What can you do? ;

2/8/2018 17:53 Shonali Burke @SabrinaCadini @KarlaCauldwell How nice of you, thank you! #measurePR

RT @kamichat: 4 Episodes of the #CTCPodcast that pertain to #MeasurePR

Cost of running a community <https://t.co/Dy6kL1VEZ1>

2/8/2018 17:54 Shonali Burke Measure the ROI! ;

RT @kamichat: 4 Episodes of the #CTCPodcast that pertain to #MeasurePR

Cost of running a community <https://t.co/Dy6kL1VEZ1>

2/8/2018 17:54 Zala Bricelj Measure the ROI! ;

RT @kamichat: @PRLorrie I have to agree that I am STILL this way, despite all of my training, or perhaps because of it.

2/8/2018 17:54 Madalyn Sklar #SMI @MadalynSklar is grâ! ;

RT @MadalynSklar: A3: I started it on a Tuesday and proclaimed it as #VideoReplyDay last summer, encouraging people to follow suit. And the! ;

2/8/2018 17:54 Kami Huyse

2/8/2018 17:54 Shonali Burke Q6: What are your most important takeaways from the #community space for #PR pros? #measurePR <https://t.co/PAMqZmwY0t>

RT @kamichat: @shonali @MadalynSklar A5: Always have a call to action (and it doesn't always need to be a sale). You need to train your com! ;

2/8/2018 17:55 Shonali Burke RT @kamichat: @shonali @MadalynSklar A5: Always have a call to action (and it doesn't always need to be a sale). You need to train your com! ;

2/8/2018 17:55 Kristie Aylett, APR RT @MadalynSklar: A5: You get communities to convert by listening to them. What are their needs? What are their pain points? What can you do? ;

2/8/2018 17:55 Lorrie Walker PR @kamichat @shonali And yes, that is a real tattoo on my arm. I truly believe in the power of just doing it - ready, fire, aim!

2/8/2018 17:55 Madalyn Sklar #SMI #measurePR

RT @kamichat: @shonali @MadalynSklar A5: Always have a call to action (and it doesn't always need to be a sale). You need to train your com! ;

2/8/2018 17:55 Lorrie Walker PR @SabrinaCadini @MadalynSklar @kamichat Aww, thank you! I very much look forward to getting to know you! #measurePR

2/8/2018 17:55 Shonali Burke <https://t.co/X4jxGAOp5h>

2/8/2018 17:56 Gerard F. Corbett A6. It's about the #community not #you #measurePR

2/8/2018 17:56 Rob Clark RT @kamichat: @shonali @MadalynSklar A5: Always have a call to action (and it doesn't always need to be a sale). You need to train your comâ€¦!

2/8/2018 17:57 Madalyn Sklar ðŸš€ #SMI and motiâ€¦!
RT @SabrinaCadini: @MadalynSklar A5: Yes, I totally agree - But I also think it's how you keep them together, how you inspire them

2/8/2018 17:57 Ai Addyson-Zhang, Ph.D i
So sorry to miss today's #MeasurePR chat with special and awesome guests @MadalynSklar and @kamichat. Cannot wait to read the chat recap. Please do tag me once it's out, @shonali. Thank you!

2/8/2018 17:58 Lorrie Walker PR RT @MadalynSklar: A5: @kamichat and I love action takers and in every episode of our podcast we leave a call-to-action and then encourage tâ€¦!

2/8/2018 17:58 Sabrina Cadini RT @shonali: @SabrinaCadini @KarlaCauldwell How nice of you, thank you! #measurePR
@SabrinaCadini Thank you @SabrinaCadini! I love leading the charge. I love motivating everyone. #VideoReplyDay rocks!

2/8/2018 17:58 Madalyn Sklar ðŸš€ #SMI #measurePR
RT @kamichat: @shonali @MadalynSklar A5: Always have a call to action (and it doesn't always need to be a sale). You need to train your comâ€¦!

2/8/2018 17:58 Sabrina Cadini RT @gerardcorbett: A6. Itâ€™s about the #community not #you #measurePR

2/8/2018 17:58 Sabrina Cadini @kamichat @shonali @MadalynSklar Yes, absolutely! #measurepr

2/8/2018 17:59 Ai Addyson-Zhang, Ph.D i
RT @MadalynSklar: A2: There was a time where community meant sitting around a campfire singing songs and making s'mores. Then came the inteâ€¦!

2/8/2018 17:59 Shonali Burke RT @kamichat and I love action takers and in every episode of our podcast we leave a call-to-action and then encourage tâ€¦!

2/8/2018 17:59 Sabrina Cadini RT @shonali: @SabrinaCadini @MadalynSklar @kamichat Aww, thank you! I very much look forward to getting to know you! #measurePR <https://t.câ€¦>!

2/8/2018 17:59 Ai Addyson-Zhang, Ph.D i
RT @kamichat: A2: Platforms, tactics and strategies have all changed, but what hasnâ€™t changed is peopleâ€™s desire to connect and build commuâ€¦!

2/8/2018 17:59 Sabrina Cadini @shonali @MadalynSklar @kamichat I look forward to it as well, Shonali ðŸ˜˜ #measurepr

2/8/2018 17:59 Sabrina Cadini RT @MadalynSklar: A5: @kamichat and I love action takers and in every episode of our podcast we leave a call-to-action and then encourage tâ€¦!

2/8/2018 18:00 Shonali Burke OMG, time flies! Last question coming up... #measurePR

2/8/2018 18:00 Shonali Burke Q7: Do you have an initiative/program youâ€™d like #measurePR folk to know about? Please share! <https://t.co/eJit2CZ49i>
RT @MadalynSklar: A3: Online Community Do's:

-be you
-listen
-always tag people you are talking about
-show your personality

2/8/2018 18:00 Low Light Photog I encourageâ€¦!

2/8/2018 18:01 Ai Addyson-Zhang, Ph.D i @shonali @MadalynSklar @kamichat The struggle of time difference is real, ladies! Thank you for your understanding. #measurepr

2/8/2018 18:01 Kami Huyse RT @MadalynSklar: A5: @kamichat and I love action takers and in every episode of our podcast we leave a call-to-action and then encourage tâ€!

2/8/2018 18:02 Danielle Heiny @shonali @s_narmadhaa @kamichat @MadalynSklar And how you plug them in. Sometimes sublety can work wonders! #measurePR

2/8/2018 18:02 Madalyn Sklar ðŸš€ #SMI @SabrinaCadini Thanks for joining me on #measurePR chat. That was fun. I'm still answering a few more questions. #twittersmarter

2/8/2018 18:02 Danielle Heiny RT @kamichat: @shonali A6: Community building is about shared creation over messaging and control. Your community will help you and your clâ€!

2/8/2018 18:03 Shonali Burke A7: @DanielleHeiny @kmmk1 @SimonaCombi @VoiceMattersLLC @sohಿನibaliga can all attest to it (THANK YOU!!) ðŸ~ðŸ~ðŸ~ #measurePR

2/8/2018 18:03 Shonali Burke A7: you can get started with a free discovery call, so what's to lose, right? <https://t.co/oLjXoklu5h> ðŸ^^ðŸ½ #measurePR

2/8/2018 18:03 Gene Petrov // Leadershi RT @gerardcorbett: A6. Itâ€™s about the #community not #you #measurePR

2/8/2018 18:03 Shonali Burke RT @kamichat: @shonali A6: Community building is about shared creation over messaging and control. Your community will help you and your clâ€!

2/8/2018 18:03 Sabrina Cadini RT @MadalynSklar: @SabrinaCadini Thanks for joining me on #measurePR chat. That was fun. I'm still answering a few more questions. #twitteâ€!

2/8/2018 18:03 Rob Clark A7: Yes - I'm looking for someone to work with me doing #measurePR at Environics. If you know someone in Toronto, or you are someone in Toronto, pop over to LinkedIn and let's do some great work together! <https://t.co/t1PD8AKztf>

2/8/2018 18:03 Rob Clark <https://t.co/LHu9RPbnNp>

2/8/2018 18:04 Shonali Burke RT @kamichat: @shonali A7: We want you to come and be a part of our community! You can listen to the podcast or read our extensive show notâ€!

2/8/2018 18:04 Shonali Burke That was SO great @MadalynSklar @kamichat!!! Thank you SO much for sharing your smarts with the #measurePR community... you TOTALLY ROCK!!! <https://t.co/R8zTYpfxfw>

2/8/2018 18:04 Shonali Burke RT @theelusivfish: A7: Yes - I'm looking for someone to work with me doing #measurePR at Environics. If you know someone in Toronto, orâ€!

2/8/2018 18:04 Danielle Heiny @shonali #measurePR <https://t.co/Nf7H53uMWE>

2/8/2018 18:05 Lorrie Walker PR @shonali @MadalynSklar @kamichat It was a joy to follow #measurePR today. So much great information. Thank you!

2/8/2018 18:06 Gene Petrov // Leadershi RT @MadalynSklar: A6: Be a great listener. Take time to connect and engage. Social media is not a one-way street. There are so many amazingâ€!

2/8/2018 18:06 Narmadhaa @kamichat @shonali @MadalynSklar Yes, please. #measurePR

2/8/2018 18:07 Shonali Burke I'm SUPER excited that in March #measurePR will feature 4 INCREDIBLE #womenintech: <https://t.co/1f6mCCBjpk> ðŸ^^ðŸ½

2/8/2018 18:07 Shonali Burke The "official" #measurePR chat is over for today but save the date for March: #IWD2018 ! March 8, 12-1 pm ET.

2/8/2018 18:07 Shonali Burke So hope to see you at the March #IWD2018 #measurePR chat: RSVP here ðŸ%ðŸ½ <https://t.co/1f6mCCBjpk> so you get a reminder! ðŸ~