

Created	Name	Message
3/8/18 17:00	Heidi Sullivan	Welcome to this month, #measurePR! I am super excited to have the amazing @serena @aly_saxe & @aiaddysonzhang with us today to celebrate Women in PR & Tech for #IWD2018! <a href="https://t.co/v0VRJRJ5cl">https://t.co/v0VRJRJ5cl</a>
3/8/18 17:00	Ai Addyson-Zhang, Ph.D. #üëã Edu Tech Evangelist	@hksully @Serena @Aly_Saxe Thank you so much, Heidi! Glad to be here! #MeasurePR
3/8/18 17:00	Ai Addyson-Zhang, Ph.D. #üëã Edu Tech Evangelist	RT @shonali: Last call for #measurePR with special guests @aiaddysonzhang @aly_saxe & @serena PLUS guest host @hksully. There's literally n, #
3/8/18 17:00	Heidi Sullivan	What a great day to celebrate #IWD2018 & #measurePR! We have a phenomenal panel of women in PR & Tech today. How is everyone doing today?
3/8/18 17:01	Agility PR Solutions	RT @BusinessWire: Tune in now! Join the March #measurePR Twitter chat with @aiaddysonzhang @aly_saxe @hksully @serena 12-1 pm ET #IWD2018 h, #
3/8/18 17:01	@Serena	RT @hksully: Welcome to this month, #measurePR! I am super excited to have the amazing @serena @aly_saxe & @aiaddysonzhang with us today t, # Totally!
		Happy International Women's Day to all the awesome women!
3/8/18 17:01	Ai Addyson-Zhang, Ph.D. #üëã Edu Tech Evangelist	#MeasurePR <a href="https://t.co/fKNZSLIHBy">https://t.co/fKNZSLIHBy</a>
3/8/18 17:02	@Serena	I'm great! I am so excited to be here! Hi everyone! #MeasurePR Let's get ready to measure! <a href="https://t.co/XVVn0P6eYX">https://t.co/XVVn0P6eYX</a> RT @aiaddysonzhang: Totally!
		Happy International Women's Day to all the awesome women!
3/8/18 17:02	@Serena	#MeasurePR <a href="https://t.co/fKNZSLIHBy">https://t.co/fKNZSLIHBy</a>
3/8/18 17:02	Ai Addyson-Zhang, Ph.D. #üëã Edu Tech Evangelist	@Serena Hello, Serena! Great to see you. How are you? #MeasurePR Quick reminders: use the hashtag #measurePR, DM me (@hksully) w/ other ?s, Index answers (e.g. A1, A2) & HAVE FUN! <a href="https://t.co/cZuYd0b4B3">https://t.co/cZuYd0b4B3</a>
3/8/18 17:04	Heidi Sullivan	@hksully Got you, Heidi! #MeasurePR
3/8/18 17:04	Ai Addyson-Zhang, Ph.D. #üëã Edu Tech Evangelist	RT @hksully: Quick reminders: use the hashtag #measurePR, DM me (@hksully) w/ other ?s, Index answers (e.g. A1, A2) & HAVE FUN! <a href="https://t.c, #">https://t.c, #</a>
3/8/18 17:05	@Serena	
3/8/18 17:05	Ai Addyson-Zhang, Ph.D. #üëã Edu Tech Evangelist	@Serena Awww... you are too kind! I am still trying to catch up on work and sleep after an intense conference at #smmw18. #MeasurePR Before we get started with Q1, I'd like to have @serena @aiaddysonzhang and @aly_saxe introduce themselves! #measurepr
3/8/18 17:05	Heidi Sullivan	@Serena @aiaddysonzhang Hello everyone. Sorry for being late. #measurePR
3/8/18 17:06	Cheval John	Welcome @chevd80! We're just getting started! #measurepr
3/8/18 17:07	Heidi Sullivan	And happy international women's day everyone #measurePR
3/8/18 17:07	Cheval John	@chevd80 @Serena Hello Cheval! How are you? So great to see you. #MeasurePR
3/8/18 17:07	Ai Addyson-Zhang, Ph.D. #üëã Edu Tech Evangelist	@chevd80 Yes. Thank you! #MeasurePR
3/8/18 17:08	Ai Addyson-Zhang, Ph.D. #üëã Edu Tech Evangelist	@hksully Thank you. Happy to be here. @ZalkaB reminded me and happy to see @aiaddysonzhang as guest here again #MeasurePR
3/8/18 17:08	Cheval John	@Serena @chevd80 Agreed!!!! Cheval is THE BEST! #MeasurePR
3/8/18 17:09	Ai Addyson-Zhang, Ph.D. #üëã Edu Tech Evangelist	@chevd80 @hksully @ZalkaB You and Zala are the kindest people ever on planet earth! Thank you. #MeasurePR
3/8/18 17:09	Cheval John	@Serena @BusinessWire Hello Serena and welcome as guest to #measurePR. Love your gifs. <a href="https://t.co/pg5sh7aDFZ">https://t.co/pg5sh7aDFZ</a>
3/8/18 17:10	Cheval John	@aiaddysonzhang You are welcome Ai #MeasurePR
3/8/18 17:10	Heidi Sullivan	Agreed! Best gifs! RT @chevd80: @Serena @BusinessWire Love your gifs. <a href="https://t.co/NfA1UlhFmc">https://t.co/NfA1UlhFmc</a> #measurepr
3/8/18 17:11	Cheval John	@aiaddysonzhang @Serena I am doing well here. Happy to be here. You are a trooper #MeasurePR
3/8/18 17:11	@Serena	A1. I got interested in #measurePR when I realized that tying my actions to business goals was the best way to show the real value of my work. <a href="https://t.co/F3qmaDX14a">https://t.co/F3qmaDX14a</a>
3/8/18 17:11	Heidi Sullivan	Q1: Please tell us what you do, how you got there. What got you interested in learning how to #measurePR and communication? <a href="https://t.co/M31EosmNm">https://t.co/M31EosmNm</a>
3/8/18 17:12	Ai Addyson-Zhang, Ph.D. #üëã Edu Tech Evangelist	A1. I, #m a college prof & an independent consultant. Got interested in #MeasurePR through teaching & practicing SM on a daily basis.
3/8/18 17:12	Cheval John	@Serena @aiaddysonzhang Hello Serena. How are you? #MeasurePR
3/8/18 17:12	Cheval John	@Serena @aiaddysonzhang Thank you both for your uplifting words #MeasurePR
3/8/18 17:12	Ai Addyson-Zhang, Ph.D. #üëã Edu Tech Evangelist	@Serena this is such a great point. So many people miss it. #measurePR
3/8/18 17:12	Cheval John	RT @aiaddysonzhang: A1. I, #m a college prof & an independent consultant. Got interested in #MeasurePR through teaching & practicing SM on a, #
3/8/18 17:13	Ai Addyson-Zhang, Ph.D. #üëã Edu Tech Evangelist	@chevd80 @Serena Totally mean it, Cheval! #measurePR
3/8/18 17:13	@Serena	Join in to the talk - why are you interested in measuring PR? Let us know! #measurePR <a href="https://t.co/ft0F265t1e">https://t.co/ft0F265t1e</a>
3/8/18 17:14	Heidi Sullivan	A1 I'm a consultant w/ over a decade in #prtech. As a metrics nerd, if you can't measure its effectiveness, it's not worth doing. #measurepr
3/8/18 17:14	Cheval John	@Serena Have to agree with you #MeasurePR <a href="https://t.co/weAlzDktSD">https://t.co/weAlzDktSD</a>
3/8/18 17:14	Cheval John	RT @Serena: A1. I got interested in #measurePR when I realized that tying my actions to business goals was the best way to show the real va, #
3/8/18 17:15	@Serena	RT @dbreakenridge: @AskAaronLee Me too! There are a lot of good Twitter chats (parties) out there ... #SocialROI, #TwitterSmarter, #Measure, #

3/8/18 17:15 Ai Addyson-Zhang, Ph.D 🇺🇸 Edu Tech Evangelist As they say, if you cannot measure it, you cannot manage it. #measurePR <https://t.co/q3mA1otF3X>  
RT @Serena: A1: Hi all! I, Åm @serena! I work in @BusinessWire, Ås product dept. We are a news release distribution and amplification company, Å¶

3/8/18 17:16 Business Wire  
3/8/18 17:17 Ai Addyson-Zhang, Ph.D 🇺🇸 Edu Tech Evangelist A2a. From content dissemination to content co-creation. #measurePR  
3/8/18 17:17 @Serena RT @aiaddysonzhang: As they say, if you cannot measure it, you cannot manage it. #measurePR <https://t.co/q3mA1otF3X>  
A3c. Recently at #5MMW18, I watched @CathyHackl present on how AR was affecting the future of marketing/PR. Fascinating.  
#measurepr  
@hksully Can we answer too? #MeasurePR

3/8/18 17:18 Ai Addyson-Zhang, Ph.D 🇺🇸 Edu Tech Evangelist Yes, it impacts every angle! RT @aiaddysonzhang: A2a. From content dissemination to content co-creation. #measurePR  
3/8/18 17:18 Cheval John PLEASE! We'd love to hear everyone's thoughts! RT @chevd80: @hksully Can we answer too? #MeasurePR  
3/8/18 17:18 Heidi Sullivan RT @Serena: A2: IMO, the biggest impact tech has had on #PR is the ability for organizations to reach audiences directly. We no longer have, Å¶  
3/8/18 17:19 Heidi Sullivan @Serena absolutely! we have all become reporters and broadcasters to a certain extent. #measurepr  
3/8/18 17:19 Cheval John @hksully @chevd80 Yes! Cheval! We want to learn from you a swell. #measurepr  
3/8/18 17:19 Ai Addyson-Zhang, Ph.D 🇺🇸 Edu Tech Evangelist @Serena Totally! Plus, #AI and #machinelearning give us the insights to sift through those massive quantities of data! #measurepr  
3/8/18 17:20 Heidi Sullivan @Serena TOTALLY!!!!!! or relying on AVES... #MeasurePR  
3/8/18 17:22 Ai Addyson-Zhang, Ph.D 🇺🇸 Edu Tech Evangelist @Serena @aiaddysonzhang Amen sister! Looking at true business impact will allow us to truly prove PR's value! #measurePR  
3/8/18 17:22 Heidi Sullivan

3/8/18 17:23 @Serena #PR pros work so hard to accomplish their goals. Thank god there is #tech to #measurePR so they can finally get full credit for their work!  
RT @hksully: @Serena @aiaddysonzhang Amen sister! Looking at true business impact will allow us to truly prove PR's value!  
#measurePR

3/8/18 17:23 Cheval John @chevd80 @hksully Yes! I love HARO, which has definitely made things a lot easier. #measurePR  
3/8/18 17:23 Ai Addyson-Zhang, Ph.D 🇺🇸 Edu Tech Evangelist @chevd80 Yes, it's a totally different way of communicating now! #measurepr  
3/8/18 17:23 Heidi Sullivan RT @Serena: A2: IMO, the biggest impact tech has had on #PR is the ability for organizations to reach audiences directly. We no longer have, Å¶  
3/8/18 17:23 Business Wire Here comes Q3.... #measurepr  
3/8/18 17:24 Heidi Sullivan @malizy Thank you for joining us, Malizy. Great to learn ore about your background. #measurePR  
3/8/18 17:24 Ai Addyson-Zhang, Ph.D 🇺🇸 Edu Tech Evangelist @aiaddysonzhang @hksully That is a great platform. #MeasurePR  
3/8/18 17:24 Cheval John Q3: Many #PR pros are intimidated by #PRtech. How did you overcome your fears in your newbie days? #measurePR  
<https://t.co/dwOz75wxvd>  
3/8/18 17:25 Heidi Sullivan @hksully Agree with you. #measurePR  
3/8/18 17:25 Cheval John Agreed and several reporters I work with prefer Twitter over email comm. #measurePR <https://t.co/ogntTCA993>  
3/8/18 17:26 Malizy

3/8/18 17:26 Ai Addyson-Zhang, Ph.D 🇺🇸 Edu Tech Evangelist A3b. The key is getting started. The longer you wait, the more intimidating you will feel. No overnight success. Be consistent. #measurePR  
3/8/18 17:26 Heidi Sullivan I've definitely heard this more & more! RT @malizy: Agreed and several reporters I work with prefer Twitter over email comm.  
#measurepr

3/8/18 17:27 Zala Bricelj RT @aiaddysonzhang: @chevd80 @hksully @ZalkaB You and Zala are the kindest people ever on planet earth! Thank you. #MeasurePR  
This is TRUTH. You just have to start at the beginning and learn as you go. #MeasurePR You get takeaways on day 1 so its fun to learn.  
<https://t.co/5nJb89E4TK>  
3/8/18 17:27 @Serena @hksully A3. I actually embraced it one step at a time. Started blogging in 2011 during graduate school for collegiate newspaper  
#measurePR

3/8/18 17:27 Cheval John @Serena exactly sister! Get started and keep learning as you make progress. #measurepr  
3/8/18 17:28 Ai Addyson-Zhang, Ph.D 🇺🇸 Edu Tech Evangelist Gerry Corbett here, belatedly! #measurepr  
3/8/18 17:28 Gerard F. Corbett RT @aiaddysonzhang: A3c. Yesterday, I had the honor to interview @ChocolateJohnny on my facebook show.

3/8/18 17:28 Cheval John John is a live streaming expert. I, Å¶  
A3: Education is important. By attending webinars, reading blogs & staying up on best practices, youll be armed w/ info you need  
#measurepr  
3/8/18 17:28 Heidi Sullivan RT @Serena: A3: I am also not shy about asking questions of industry leaders. There are also so many educational resources online. You can, Å¶  
3/8/18 17:28 Cheval John Welcome!! RT @gerardcorbett: Gerry Corbett here, belatedly! #measurepr  
3/8/18 17:28 Heidi Sullivan @chevd80 @hksully Totally, Cheval. One step at a time. We all have to start somewhere. And everyone start with zero!

3/8/18 17:28 Ai Addyson-Zhang, Ph.D 🇺🇸 Edu Tech Evangelist #measurePR  
RT @Serena: This is TRUTH. You just have to start at the beginning and learn as you go. #MeasurePR You get takeaways on day 1 so its fun to, Å¶  
3/8/18 17:28 Cheval John I consult, coach, collaborate, commiserate and counsel #measurepr  
3/8/18 17:29 Gerard F. Corbett @gerardcorbett Hello my dear friend is here! How are you, Gerry? #measurePR  
3/8/18 17:29 Ai Addyson-Zhang, Ph.D 🇺🇸 Edu Tech Evangelist Yay! Hey pal!! #measurePR <https://t.co/Zg1xjEGFFW>  
3/8/18 17:29 @Serena @hksully Be a lifelong student!!!!!! Cannot agree more with you, Heidi! #measurePR  
3/8/18 17:29 Ai Addyson-Zhang, Ph.D 🇺🇸 Edu Tech Evangelist #measurepr  
3/8/18 17:30 Gerard F. Corbett Okay all, Q4 coming up... #measurepr  
3/8/18 17:30 Heidi Sullivan @aiaddysonzhang @hksully Agree with you. #measurePR  
3/8/18 17:30 Cheval John

3/8/18 17:30 Heidi Sullivan Q4: What basic #tech skills should #PR pros have in order to be competitive in today's market? #measurePR <https://t.co/E1JrkzOCc>

3/8/18 17:31 Gerard F. Corbett Happy International Women's Day!!! Hesitate to say that IWD doesn't need to be measured. #IWD2018 #measurepr

3/8/18 17:31 Aly Saxe A3) First, a huge apology to everyone. I am traveling and off by an hour. #measurePR

3/8/18 17:31 Aly Saxe A3) SO SORRY I'm so late #measurePR

3/8/18 17:32 Ai Addyson-Zhang, Ph.D 🍌 Edu Tech Evangelist @Aly\_Saxe No problem, Aly. Great to see you. #measurePR

3/8/18 17:32 Heidi Sullivan Hooray! So excited to have you here @aly\_saxe! When you are a world travelling power woman in #PRTech, these things happen! #measurepr

3/8/18 17:32 @Serena This is the true life of a #MeasurePR expert! Welcome! Glad you're here! <https://t.co/WwZHLwN04>

3/8/18 17:33 Aly Saxe A3) There wasn't a lot of #PRTech when I started out. We still had Bacon's Books :-/ so I remember embracing tech with open arms. #measurePR

3/8/18 17:33 Gerard F. Corbett A3. Tech is just a tool. #nofear #measurepr

3/8/18 17:33 Ai Addyson-Zhang, Ph.D 🍌 Edu Tech Evangelist @Serena Completely agreed. So glad that @Aly\_Saxe is with us now #measurePR

3/8/18 17:34 Cheval John RT @Serena: A4: Learn how to do pre-release and post-release research. Pre-release #measurement research will give you an understanding of,🍌

3/8/18 17:34 Ai Addyson-Zhang, Ph.D 🍌 Edu Tech Evangelist RT @Serena: A4: Learn how to do pre-release and post-release research. Pre-release #measurement research will give you an understanding of,🍌

RT @aiaddysonzhang: A4.

- Digital and visual storytelling. Basic graphic design skills using tools like @canva @AdobeSpark @Adobe.

3/8/18 17:34 @Serena - So,🍌

3/8/18 17:34 Ai Addyson-Zhang, Ph.D 🍌 Edu Tech Evangelist RT @Serena: A4: Post-release #measurement will show you just how much your outreach impacts your overall industry standings and help define,🍌

3/8/18 17:34 Ai Addyson-Zhang, Ph.D 🍌 Edu Tech Evangelist @gerardcorbett love this, Gerry. so true. #measurepr

3/8/18 17:35 Ai Addyson-Zhang, Ph.D 🍌 Edu Tech Evangelist RT @ZalkaB: A4 Curiosity and willingness to learn and adopt tech. Multi-disciplinary approach works best. Reach out of your circle / network,🍌

3/8/18 17:35 Business Wire RT @aiaddysonzhang: A3a. Take baby steps. Start with whatever you feel comfortable with & go from there. I started w/ Twitter, then added S,🍌

3/8/18 17:35 Business Wire RT @Serena: A3: I am also not shy about asking questions of industry leaders. There are also so many educational resources online. You can,🍌

3/8/18 17:35 Business Wire RT @hksully: @Serena A4: Totally @serena - knowing ahead of time HOW we are going to measure, WHAT we are going to measure and WHO our audi,🍌

3/8/18 17:36 Ai Addyson-Zhang, Ph.D 🍌 Edu Tech Evangelist @Aly\_Saxe No worries. I was late too #measurePR

3/8/18 17:36 Cheval John RT @ZalkaB: A4 Curiosity and willingness to learn and adopt tech. Multi-disciplinary approach works best. Reach out of your circle / network,🍌

3/8/18 17:36 Cheval John Right on! RT @gerardcorbett: A3. Tech is just a tool. #nofear #measurepr

3/8/18 17:36 Heidi Sullivan RT @Serena: A4: Post-release #measurement will show you just how much your outreach impacts your overall industry standings and help define,🍌

3/8/18 17:37 Cheval John RT @ZalkaB: A4 Curiosity and willingness to learn and adopt tech. Multi-disciplinary approach works best. Reach out of your circle / network,🍌

3/8/18 17:37 @Serena Happening now! #MeasurePR <https://t.co/H9Hou0ngrF>

3/8/18 17:37 Warner B A4. PR Pros just need to listen and look both ways. #ihavebeenworkingontherailroad #measurepr

3/8/18 17:37 Gerard F. Corbett @chevd80 you guys are way too understanding. If I were my own PR client I'd fire me today. #measurePR

3/8/18 17:37 Aly Saxe @Aly\_Saxe @malizy this just shows me how much things have changed. #measurePR

3/8/18 17:37 Ai Addyson-Zhang, Ph.D 🍌 Edu Tech Evangelist @Aly\_Saxe @chevd80 Good thing you're not! #measurepr

3/8/18 17:37 Heidi Sullivan RT @ZalkaB: A4 Curiosity and willingness to learn and adopt tech. Multi-disciplinary approach works best. Reach out of your circle / network,🍌

3/8/18 17:37 Business Wire @Boutonski Thank you for sharing, Warner. #measurePR

3/8/18 17:37 Ai Addyson-Zhang, Ph.D 🍌 Edu Tech Evangelist "If you can't measure it, not worth doing" #MeasurePR <https://t.co/yMLobP0krK>

3/8/18 17:38 Warner B RT @aiaddysonzhang: As they say, if you cannot measure it, you cannot manage it. #measurePR <https://t.co/q3mA1otF3X>

3/8/18 17:38 Gerard F. Corbett Okay all - Q5 is coming up!! #measurepr

3/8/18 17:38 Heidi Sullivan RT @Serena: A4: Learn how to do pre-release and post-release research. Pre-release #measurement research will give you an understanding of,🍌

3/8/18 17:38 Warner B @Boutonski Yes. #measurepr

3/8/18 17:38 Ai Addyson-Zhang, Ph.D 🍌 Edu Tech Evangelist Q5: With more & more people using emojis, images & GIFs, how do you measure visual communications? #measurePR (I'm looking at you GIF-Queen @serena!) <https://t.co/KFws4HgVrw>

3/8/18 17:38 Heidi Sullivan A3 Born a geek. First job was with NASA. #measurepr

3/8/18 17:39 Gerard F. Corbett If you are a public relations major in college, you need to join this chat #measurePR <https://t.co/MOucjtGser>

3/8/18 17:39 Cheval John @gerardcorbett I didn't know that about you, Gerry! #measurePR

3/8/18 17:39 Ai Addyson-Zhang, Ph.D 🍌 Edu Tech Evangelist RT @aiaddysonzhang: A3a. Take baby steps. Start with whatever you feel comfortable with & go from there. I started w/ Twitter, then added S,🍌

3/8/18 17:40 Gerard F. Corbett A4) Know that the tech is only a tool to help you, not do your job for you. You still have to put in the work. #measurePR

3/8/18 17:40 Aly Saxe RT @chevd80: If you are a public relations major in college, you need to join this chat #measurePR <https://t.co/MOucjtGser>

3/8/18 17:40 @Serena

3/8/18 17:40 Aly Saxe  
3/8/18 17:40 @Serena  
3/8/18 17:41 Cheval John  
3/8/18 17:41 @Serena

3/8/18 17:41 Malizy  
3/8/18 17:42 Warren Braswell  
3/8/18 17:42 Ai Addyson-Zhang, Ph.D 🍌üëã Edu Tech Evangelist  
3/8/18 17:42 Cheval John

3/8/18 17:42 Cheval John

3/8/18 17:43 Ai Addyson-Zhang, Ph.D 🍌üëã Edu Tech Evangelist  
3/8/18 17:43 Malizy

3/8/18 17:43 Cheval John  
3/8/18 17:43 Heidi Sullivan

3/8/18 17:44 Heidi Sullivan  
3/8/18 17:44 Aly Saxe  
3/8/18 17:44 Gerard F. Corbett

3/8/18 17:44 Ai Addyson-Zhang, Ph.D 🍌üëã Edu Tech Evangelist  
3/8/18 17:44 Cheval John  
3/8/18 17:45 Heidi Sullivan

3/8/18 17:45 Cheval John  
3/8/18 17:45 Ai Addyson-Zhang, Ph.D 🍌üëã Edu Tech Evangelist  
3/8/18 17:45 Ai Addyson-Zhang, Ph.D 🍌üëã Edu Tech Evangelist  
3/8/18 17:46 Aly Saxe  
3/8/18 17:46 Gerard F. Corbett  
3/8/18 17:46 @Serena  
3/8/18 17:46 Ai Addyson-Zhang, Ph.D 🍌üëã Edu Tech Evangelist  
3/8/18 17:46 Aly Saxe  
3/8/18 17:47 Gerard F. Corbett

3/8/18 17:47 Ai Addyson-Zhang, Ph.D 🍌üëã Edu Tech Evangelist  
3/8/18 17:48 Ai Addyson-Zhang, Ph.D 🍌üëã Edu Tech Evangelist  
3/8/18 17:48 Cheval John

3/8/18 17:48 Cheval John  
3/8/18 17:48 Aly Saxe  
3/8/18 17:49 Ai Addyson-Zhang, Ph.D 🍌üëã Edu Tech Evangelist

3/8/18 17:49 Ai Addyson-Zhang, Ph.D 🍌üëã Edu Tech Evangelist  
3/8/18 17:49 Heidi Sullivan

3/8/18 17:49 @Serena  
3/8/18 17:50 Cheval John

3/8/18 17:50 1SecondEveryday  
3/8/18 17:50 Heidi Sullivan  
3/8/18 17:50 Cheval John  
3/8/18 17:50 @Serena

3/8/18 17:50 Cheval John

3/8/18 17:51 Heidi Sullivan  
3/8/18 17:51 Ai Addyson-Zhang, Ph.D 🍌üëã Edu Tech Evangelist

3/8/18 17:51 @Serena  
3/8/18 17:52 Ai Addyson-Zhang, Ph.D 🍌üëã Edu Tech Evangelist

A4) If you're looking for a tool to automate everything you do, you are looking to be replaced. #MeasurePR  
@gerardcorbett Dude, that is so cool!! #measurepr  
@hksully @Serena A5. I am guessing by the reactions of the audience #measurePR <https://t.co/6fpuxNHLEc>  
I literally just screamed! This is the best question ever!!! #measurePR <https://t.co/KftsZJOJm>  
#PRtech has impacted how we #measurePR in ways similar to radio, television. The platform may evolve but our work is the same: tell compelling stories. <https://t.co/a5az26t4Z0>  
RT @chevd80: If you are a public relations major in college, you need to join this chat #measurePR <https://t.co/MOUcjtGser>  
@Serena haha. waiting to read your answers my friend! #measurePR  
Drop the microphone on this answer by @Aly\_Saxe #measurePR <https://t.co/fwA0qQ4RPG>  
RT @Serena: Visual Measurement is everything! A5: This is the new black! 2018 is all about visual measurement. @GumGum pioneered this and,Ä¶  
RT @Serena: A5: Over 20% of ALL GLOBAL SEARCHES start in Google Images that is how visual the world is. Visual measurement allows you to se,Ä¶  
That! #measurePR <https://t.co/DgdoiLweOf>  
RT @Serena: A5: Over 20% of ALL GLOBAL SEARCHES start in Google Images that is how visual the world is. Visual measurement allows you to se,Ä¶  
Keeping us on track, here comes Q6 #measurepr  
Q6: You,Äöre all #womenintech superstars. What advice do you have for women who want to walk in your shoes? #measurePR <https://t.co/ZrQEY1sV4V>  
A5) I would say by sentiment and engagement. #measurePR  
RT @aiaddysonzhang: @gerardcorbett i didn't know that about you, Gerry! #measurePR  
RT @Serena: A5 VISUAL FLUENCY is at an all time high. Visuals do not require translation. Visuals are the body language of text. Measure it,Ä¶  
@malizy Thank you #measurePR  
@Serena That's a crazy stat! &lt;3 it! #measurepr  
RT @Serena: A5 VISUAL FLUENCY is at an all time high. Visuals do not require translation. Visuals are the body language of text. Measure it,Ä¶  
A5. Visuals evoke emotions, which is a universal language. You can definitely measure it. #measurepr  
RT @Aly\_Saxe: A5) I would say by sentiment and engagement. #measurePR  
A6) Keep walking, even when you don't feel you can take another step. You'll get where you want to go. #measurePR  
A6. Be who you are! #justthinking #measurePR  
A6: And don,Äöt hesitate to ask folks like us for help. We share as a way to educate the entire industry, including you! #measurePR  
A6a. I try to not get lost in the rabbit hole of tech tools. I like to Keep It Simple & Sweet. #MeasurePR  
@Serena This is nuts. I had no idea. #measurePR  
RT @Serena: @gerardcorbett Dude, that is so cool!! #measurepr  
A6b. My faves: @canva @AdobeSpark @hootsuite @buffer @PabloByBuffer @evernote @audible\_com @trello @TweetDeck  
@1SecondEveryday #measurepr  
@ZalkaB So true, Zala. I forgot to mention videos! They bring emotions to another new level. #measurepr  
RT @aiaddysonzhang: A6a. I try to not get lost in the rabbit hole of tech tools. I like to Keep It Simple & Sweet. #MeasurePR  
RT @Serena: A6: Do the work! Even if your management team is not interested in #measurement at this time, do it! Get comfortable tying busi,Ä¶  
A6) Focus on what you're doing, work smart, and work hard. Hard work is always rewarded in the end. #measurePR  
@gerardcorbett Yes. it took me a long time to truly understand and embrace this. #measurePR  
RT @Serena: A6: Do the work! Even if your management team is not interested in #measurement at this time, do it! Get comfortable tying busi,Ä¶  
@Aly\_Saxe Couldn't agree more! #measurePR  
RT @hksully: A6: There's no way I'd be where I am today w/o the advice & friendship of awesome women like @shonali  
@ginidietrich @serena @r,Ä¶  
@Serena Agree with you. Hard work always helps and that is what will get anyone notice by management or the public #measurePR  
RT @aiaddysonzhang: A6c. I want to highlight @1SecondEveryday that I just learned about from @MadalynSklar.

It documents one second in yo,Ä¶  
Here comes Q7... #measurepr  
RT @Aly\_Saxe: A6) Focus on what you're doing, work smart, and work hard. Hard work is always rewarded in the end. #measurePR  
RT @Aly\_Saxe: A6) Focus on what you're doing, work smart, and work hard. Hard work is always rewarded in the end. #measurePR  
RT @aiaddysonzhang: A6c. I want to highlight @1SecondEveryday that I just learned about from @MadalynSklar.

It documents one second in yo,Ä¶  
Q7: There are so many #PRtech tools & platforms, it,Äös mind-boggling! What are your faves & why? #measurePR  
<https://t.co/v1kqNcDjG>  
@CathyHack! You are SO WELCOME! I hope i can watch you present again soon! Keep up the great work, Cathy. #measurePR  
RT @Serena: A6: Do the work! Even if your management team is not interested in #measurement at this time, do it! Get comfortable tying busi,Ä¶  
@ZalkaB we are badass lady bosses! lol. Let's make it happen, my dear sister! #measurePR

3/8/18 17:52 Gerard F. Corbett A5. Don't do anything unless you have a goal or desired outcome. That's the ultimate metric. #measurepr  
RT @Serena: A5: Over 20% of ALL GLOBAL SEARCHES start in Google Images that is how visual the world is. Visual measurement allows you to see, Æ

3/8/18 17:52 Business Wire RT @Serena: A6: Do the work! Even if your management team is not interested in #measurement at this time, do it! Get comfortable trying busi, Æ

3/8/18 17:52 Business Wire First time ever hearing the term visual measurement. #measurepr  
, Æ <https://t.co/PbkBFRnhGk> <https://t.co/pHE7MmGgnM>

3/8/18 17:53 Malizy A7) That said, here are my favs right now: @IrisPRSoftware (duh) @HubSpot @AirPR and @coveragebooks #measurepr

3/8/18 17:53 Aly Saxe RT @Serena: Visual Measurement is everything! A5: This is the new black! 2018 is all about visual measurement. @GumGum pioneered this and, Æ

3/8/18 17:53 Lauren Bartlett A7. Eyes, Ears & Brain #measurepr

3/8/18 17:53 Gerard F. Corbett @hksully A4: Ninja Google Search Skills and confidence using @googledrive are important #tech skills for anyone! #measurepr

3/8/18 17:53 MTO Agency Amazing conversation from some amazing women. Figured we'd pipe up. Here's a SlideShare on why PR measurement matters. #measurepr

3/8/18 17:54 Agility PR Solutions RT @Serena: A7: When it comes to #measurement tools, you have to start with the basics. Dive into your @BusinessWire news release data, Goo, Æ

3/8/18 17:54 Business Wire A7) And don't shy away from good 'ol Google Analytics. #measurepr

3/8/18 17:54 Aly Saxe @Aly\_Saxe Do you think we're getting there? Are we on the verge of a data revolution? #measurepr

3/8/18 17:54 Heidi Sullivan RT @Serena: A7: When it comes to #measurement tools, you have to start with the basics. Dive into your @BusinessWire news release data, Goo, Æ

3/8/18 17:54 Ai Addyson-Zhang, Ph.D. Æ Edu Tech Evangelist RT @ZalkaB: A7  
Start small & choose what is most comfortable for you.

3/8/18 17:54 Ai Addyson-Zhang, Ph.D. Æ Edu Tech Evangelist Take time & interest to choose the platform you'll be (most) active o, Æ  
RT @mtoagency: @hksully A4: Ninja Google Search Skills and confidence using @googledrive are important #tech skills for anyone! #measurepr

3/8/18 17:54 @Serena RT @Serena: A5: Over 20% of ALL GLOBAL SEARCHES start in Google Images that is how visual the world is. Visual measurement allows you to see, Æ

3/8/18 17:54 Kamiyouni RT @Aly\_Saxe: A7) respectfully disagree. We're WAY behind every other area of marketing. PR is deprived of advanced tools that further the, Æ

3/8/18 17:55 Cheval John RT @ZalkaB: @Aly\_Saxe I've always considered #SocialPR part of Social Media and Marketing and have seen this also from measurement / tracki, Æ

3/8/18 17:56 @Serena Welcome! RT @AgilityPRS: Amazing conversation from some amazing women. Figured we'd pipe up. #measurepr

3/8/18 17:57 Heidi Sullivan RT @gerardcorbett: A7. Eyes, Ears & Brain #measurepr

3/8/18 17:57 Ai Addyson-Zhang, Ph.D. Æ Edu Tech Evangelist #measurepr The Division 2 #AskALibrarian Pearse Lyons #ProofreadingIn5Words #AWP2018 #BEWPS #SillySuggestionBox  
<https://t.co/XRmvlkvBwV>

3/8/18 17:57 Afzÿl Ali (Official) @gerardcorbett Love this, Gerry. #measurepr

3/8/18 17:57 Ai Addyson-Zhang, Ph.D. Æ Edu Tech Evangelist RT @Serena: Good lord yes. And so many pros aren't even leveraging the data they have. PR must stop ignoring tech and start demanding it. #, Æ

3/8/18 17:57 Zala Bricelj @Serena I am very shocked by this. Would have thought they would have embraced technology already #measurepr  
<https://t.co/k0oQvKqgh8>

3/8/18 17:57 Cheval John RT @Serena: Good lord yes. And so many pros aren't even leveraging the data they have. PR must stop ignoring tech and start demanding it. #, Æ

3/8/18 17:57 Ai Addyson-Zhang, Ph.D. Æ Edu Tech Evangelist Okay all, this has been AMAZING, but we're coming up on our final question... get ready... #measurepr

3/8/18 17:57 Heidi Sullivan A7) The biggest challenge PR has right now is we're seeing an influx of tools that automate bad habits. #resist. #measurepr

3/8/18 17:58 Aly Saxe Q8: Do you have an initiative/program you'd like #measurepr folk to know about? Please share! <https://t.co/yDG6CsStSF>

3/8/18 17:58 Heidi Sullivan Thank you for letting me chime in today #measurepr!  
Will have to go back and read some more, you are all so knowledgeable and smart! Enjoy the rest of your day, evening or early morning, hint, hint @aiaddysonzhang Æ Æ

3/8/18 17:58 Zala Bricelj

3/8/18 17:58 S5PR Preach! One of our favorite measurement tools is #GoogleAnalytics! #measurepr <https://t.co/4LVbj48SII> #PR <https://t.co/DeG1e4olub>

3/8/18 17:58 BlueJeans Network RT @chevd80: @hksully A7. Since live streaming is becoming the norm, I would highly recommend @BlueJeansNet to simulcast to facebook live a, Æ

3/8/18 17:59 Cheval John @hksully A8. Is it safe to promote my services here? #measurepr

3/8/18 17:59 @Serena RT @S5PR: Preach! One of our favorite measurement tools is #GoogleAnalytics! #measurepr <https://t.co/4LVbj48SII> #PR <https://t.co/DeG1e4olub>

3/8/18 17:59 Aly Saxe A8) We're offering a measurement framework package right now that shows you how to prove ROI in PR. DM me if interested. #measurepr

3/8/18 18:00 Heidi Sullivan @chevd80 @hksully This is the time to do it! #measurepr