

Created	Author	Message
9/13/2018 16:00	Jen Zingsheim Phillips	Hello to those who are here for #MeasurePR! We've got an amazing pair of guests today -- @globalsultana and @KirkHazlett are here to discuss ethics in measurement--who else is here?
9/13/2018 16:01	Jen Zingsheim Phillips	A few reminders before we jump into the chat! Esp. remember to use the hashtag, please! #measurePR https://t.co/b6n39IoswA
9/13/2018 16:01	Kirk Hazlett, APR	RT @jenzings: A few reminders before we jump into the chat! Esp. remember to use the hashtag, please! #measurePR https://t.co/b6n39IoswA
9/13/2018 16:03	Karelyn Eve Lambert	Hi, everyone! #measurePR
9/13/2018 16:03	globalsultana	I'm thrilled to be a part of this discussion w/ @KirkHazlett and @jenzings. I'm tweeting live in Washington, DC! #measurePR
9/13/2018 16:03	Kirk Hazlett, APR	@karelyneve Hi Karelyn! #measurePR
9/13/2018 16:03	Danielle Heiny	@jenzings @globalsultana @KirkHazlett Hi Jen! Danielle here, tuning in from DC and excited for this #measurePR chat on ethics!
		I'll be guest-hosting the #MeasurePR chat today--let me know who's checking in. Hopefully #Florence isn't affecting too many of you--stay safe, of course is the priority!
9/13/2018 16:04	Jen Zingsheim Phillips	@DanielleHeiny @globalsultana @KirkHazlett Great to see you! So glad you are joining, it's going to be a fascinating discussion! #MeasurePR
9/13/2018 16:04	Jen Zingsheim Phillips	@DanielleHeiny @jenzings @globalsultana Hi Danielle! #measurePR
9/13/2018 16:04	Kirk Hazlett, APR	@karelyneve Hey Karelyn!!! #measurePR https://t.co/BQUTxBswXq
9/13/2018 16:05	Danielle Heiny	@globalsultana @KirkHazlett So thrilled to have you both as guests! #MeasurePR
9/13/2018 16:05	Jen Zingsheim Phillips	@DanielleHeiny @karelyneve Hey, Danielle! Hope all is well. #measurepr
9/13/2018 16:05	Karelyn Eve Lambert	@KirkHazlett @karelyneve Hi, Kirk :) #measurepr
9/13/2018 16:05	Eve Lambert	Hey y,Äðall. Is it too late to join the party? #measurePR
9/13/2018 16:06	Cedric Brown, APR	@KirkHazlett @jenzings @globalsultana Hey Kirk! #measurePR https://t.co/a0oaKYWEwr
9/13/2018 16:06	Danielle Heiny	@jenzings @globalsultana Honored to have been invited to participate! Looking forward to learning! #measurePR
9/13/2018 16:06	Kirk Hazlett, APR	@abrothanedCed Welcome, Cedric. Happy Thursday! #measurePR
9/13/2018 16:07	Danielle Heiny	@karelyneve You too! It's awesome to have you on the chat! #measurePR
9/13/2018 16:08	Kirk Hazlett, APR	RT @jenzings: I'll keep us on time, so we'll start in just a few short minutes. Please remember to preface responses with A1 to Q1, etc. Ke,Ä¶
		@KirkHazlett @abrothanedCed It's never too late to join the #measurePR party!
9/13/2018 16:08	Danielle Heiny	We got @abrothanedCed in the Haus!! https://t.co/US2bnjdHC6
9/13/2018 16:09	Kirk Hazlett, APR	RT @jenzings: Okay, let's roll w/intros: @GlobalSultana is adjunct faculty @GeorgetownPRCC, & previously served as Pres. @PRSA_NCC, the lar,Ä¶
9/13/2018 16:11	Jen Zingsheim Phillips	@KirkHazlett @measurePR Oh, boy...dilation? That's *blinks rapidly* always fun! ;-) #MeasurePR Glad you are with us!
9/13/2018 16:12	Jen Zingsheim Phillips	@globalsultana @KirkHazlett @UofTampa @PRSATampaBay @karelyneve @abrothanedCed @DanielleHeiny Welcome to all! #MeasurePR
9/13/2018 16:14	Jen Zingsheim Phillips	Wow! Great background! #measurePR
9/13/2018 16:15	Jen Zingsheim Phillips	So critical for #PRpros --quantification of effort. Thanks for teaching how to get there! #MeasurePR
9/13/2018 16:15	Kirk Hazlett, APR	Wow, @globalsultana ! You have an awesome track record! #measurePR
9/13/2018 16:16	Cedric Brown, APR	A1) I got my first taste of #measurePR with a job in digital analytics back in 2013. I initially was holding out hope for a more traditional comms role at a nonprofit, but it never came through. The decision worked out for the best though.
9/13/2018 16:17	Jen Zingsheim Phillips	RT @DanielleHeiny: @jenzings I'm a branding exec who helps mission-driven orgs harness their brand potential. I initially worked in marketi,Ä¶
9/13/2018 16:17	Kirk Hazlett, APR	Fantastic, @DanielleHeiny !! #measurePR
9/13/2018 16:17	Jen Zingsheim Phillips	Such great experience collected here! #measurePR
9/13/2018 16:17	globalsultana	@abrothanedCed Such a great perspective! Sometimes the road to success is a winding one #measurePR
9/13/2018 16:18	Jen Zingsheim Phillips	It's amazing how things work out--so glad you are here! #MeasurePR
9/13/2018 16:18	Danielle Heiny	@abrothanedCed It's kinda funny how that happens, isn't it? #measurePR #forthebest
9/13/2018 16:18	Jen Zingsheim Phillips	Diving in Q2: How have you seen ethics and #measurePR intersect? https://t.co/D4KQPRHVLw
9/13/2018 16:19	globalsultana	@KirkHazlett Thanks so much, right back at you! #measurePR
9/13/2018 16:20	Danielle Heiny	@globalsultana @jenzings Awww thank you, Sultana! #measurePR
9/13/2018 16:22	Cedric Brown, APR	RT @KirkHazlett: A2. I can remember,Ä¶leons ago,Ä¶being ,Äúencouraged,Äú to inflate media results to ,Äúmake the client happy.,Äú (Note: Happily, the re,Ä¶

9/13/2018 16:22 Cedric Brown, APR
9/13/2018 16:23 Kirk Hazlett, APR
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RT @KirkHazlett: A2. There is always the temptation to ,Äú bump up the numbers,Äù to ,Äú impress the folks ,Äô upstairs.,Äô We, as communicators,Ä¶ particu,Ä¶
So very true! #measurePR
RT @globalsultana: A2. You are responsible for the public good as well as your organization's communications and have to view things from,Ä¶
RT @globalsultana: A2. You are responsible for the public good as well as your organization's communications and have to view things from,Ä¶
RT @jenzings: A2: This is absolutely something I've seen/heard about. Ethics in measurement means sometimes disappointing people. #MeasureP,Ä¶
@KirkHazlett Always best to take the high road - well said! #measurePR
RT @KirkHazlett: A2. As PR professionals, ethical thought and behavior MUST be part and parcel of our portfolio. And we MUST be prepared to,Ä¶

RT @KirkHazlett: A2. There is always the temptation to ,Äú bump up the numbers,Äù to ,Äú impress the folks ,Äô upstairs.,Äô We, as communicators,Ä¶ particu,Ä¶
A2: I've seen ethics intersect w/ #measurePR even in monitoring--need to fight impulse to count mentions on spam sites just to pump up numbers.
Spot on, Cedric. Context is a crucial part of the mix. #measurePR
Context is 100% a necessary component. Excellent point. #MeasurePR
Wow! NOW we're seriously slipping down the slope! #measurePR
I know, right? Awful. #MeasurePR
Q3: Does including ethics in #measurePR help with reputational risk? <https://t.co/ek9qtTfrXH>
@globalsultana Ya gotta love it, Sultana. (Plus those who say they don't like writing!) #measurePR
@globalsultana Ah, the ol' "want to avoid math" trap! It is critical in #measurePR ! No quantum physics or organic chemistry though! ;-)
I love this! #measurePR
@KirkHazlett @globalsultana Kirk, that gets me EVERY time! You can't avoid writing in PR. #measurePR
RT @globalsultana: A3. It's important to remember that numbers are numbers and should be concrete facts. If people cannot trust the numbers,Ä¶
Therein lies the "why is this important?" portion, @globalsultana . Numbers should NOT "lie"! #measurePR @CCPRSA @USFPRSSA @utprssa
RT @globalsultana: @KirkHazlett @CCPRSA @USFPRSSA @utprssa And more importantly, clients/society/the world will find out the truth. Just be,Ä¶
I've worked with a few who probably should NOT be writing! ;-)
@CCPRSA @USFPRSSA @utprssa
Gotta run! Have a good day everyone :) #measurePR
RT @KirkHazlett: A3. Absolutely. As I have said to my students seemingly forever, I WILL find out if you didn,Äôt tell the truth! #measurePR,Ä¶
Q4: Most common #measurePR ethics #fail you,Äôve seen (or been through!): GO. <https://t.co/JVdlw2x4mi>
RT @globalsultana: A3. What you say you are going to do, what you actually do, and how you perform are all part of the equation that make u,Ä¶
@karelyneve See you later, Karelyn! #measurePR <https://t.co/dE6ejQGwSI>
RT @jenzings: Q4: Most common #measurePR ethics #fail you,Äôve seen (or been through!): GO. <https://t.co/JVdlw2x4mi>
@karelyneve Thanks for joining the #measurePR discussion - please stay in touch!
RT @KirkHazlett: A3. When you think and act ethically, you don,Äôt have to spend valuable time trying to remember what you said,Ä¶ you told the,Ä¶
@KirkHazlett @CCPRSA @USFPRSSA @utprssa LOL, well perhaps #measurePR is their calling then!
A4. Most common #measurePR fail is failing to see the bigger picture. Ex: we often think of our target audience in PR, but if you don,Äôt put yourself in the shoes of
the larger industry/society, you may miss a relevant POV that could land you in hot water. #measurePR
A4. I won't go down the treacherous path of pointing to "certain" statements that emanate from "certain" locations in DC! #measurePR
RT @globalsultana: A3. What you say you are going to do, what you actually do, and how you perform are all part of the equation that make u,Ä¶
RT @KirkHazlett: A3. When you think and act ethically, you don,Äôt have to spend valuable time trying to remember what you said,Ä¶ you told the,Ä¶
@KirkHazlett @CCPRSA @USFPRSSA @utprssa So true, Kirk. There are no versions to the truth. There's just the truth #measurePR
RT @globalsultana: A4. Most common #measurePR fail is failing to see the bigger picture. Ex: we often think of our target audience in PR, b,Ä¶
Excellent way of summing it up! #measurePR
O.M.G!! Just had flashbacks to a time long ago...!!! #measurePR
RT @jenzings: Another excellent point about context. You're right, not having an eval method means one can get "creative" w/proving results,Ä¶
RT @jenzings: Q5: Pls. provide some context on #ethics, morality, and legality,Ä¶ are they separate & distinct or intertwined? #measurePR [http,Ä¶](http://)
RT @globalsultana: @abrothnamedCed Yes! It really matters to define what impact means in order to move the needle on a PR campaign. For in,Ä¶
A5. #ethics says ,Äú this is the right thing to do for these right reasons.,Äù #measurePR

9/13/2018 16:44 Cedric Brown, APR RT @KirkHazlett: A5. #ethics says ,Äúthis is the right thing to do for these right reasons.,Äù #measurePR

9/13/2018 16:44 Cedric Brown, APR RT @KirkHazlett: A5. Morality says ,Äúdoing this good thing will be good for mankind.,Äù But it may not necessarily be the ethical thing to do,Ä¶,Ä¶

9/13/2018 16:44 Cedric Brown, APR RT @KirkHazlett: A5. Legality says ,ÄúThe law says ,Äòdo this.,Äò,Äù But that advice could mean ,ÄúDon,Äòt give them all the facts. Just tell them wha,Ä¶

9/13/2018 16:44 Danielle Heiny RT @KirkHazlett: A5. Morality says ,Äúdoing this good thing will be good for mankind.,Äù But it may not necessarily be the ethical thing to do,Ä¶,Ä¶

9/13/2018 16:46 Danielle Heiny RT @globalsultana: A5. Ethics, morality, and legality are different concepts that intersect. Ethics is guided by behavior, morality is driv,Ä¶

9/13/2018 16:46 Kirk Hazlett, APR @CCPRSA , @USFPRSSA , @utrpsa friends...remember this excellent definition! #measurePR

9/13/2018 16:47 globalsultana RT @KirkHazlett: @CCPRSA , @USFPRSSA , @utrpsa friends...remember this excellent definition! #measurePR <https://t.co/P8jxcxo5x>

9/13/2018 16:47 Kirk Hazlett, APR @jenzings Very, sadly, true, Jen. I hope, hope, hope that this will no longer be the case sometime in the near future! #measurePR

9/13/2018 16:48 Jen Zingsheim Phillips 100% True! #MeasurePR

9/13/2018 16:49 Jen Zingsheim Phillips Yikes, we're running out of time! On to Q6... #measurePR

9/13/2018 16:49 Kirk Hazlett, APR RT @jenzings: Yikes, we're running out of time! On to Q6... #measurePR

9/13/2018 16:49 Jen Zingsheim Phillips Q6: How does an organization set ethical norms when determining how to #measurePR <https://t.co/YIIDnFMHgR>

9/13/2018 16:50 Kirk Hazlett, APR Fabulous question! #measurePR

9/13/2018 16:50 Kirk Hazlett, APR A6. In my ideal world, this is accomplished with ALL parties in the same room at the same time agreeing to the standards, #measurePR

9/13/2018 16:50 Danielle Heiny RT @globalsultana: @KirkHazlett True. I always tell my students, there's the court of public law, and the court of public opinion. Both mat,Ä¶

9/13/2018 16:51 Jen Zingsheim Phillips RT @KirkHazlett: A6. Everyone, from the top down,Ä¶including legal counsel, has to accept that open, honest, and immediate communication is a,Ä¶

9/13/2018 16:51 Kirk Hazlett, APR And Jack Nicholson was wrong when he snapped back at Tom Cruise... "You CAN handle the truth!" #measurePR

9/13/2018 16:53 Kirk Hazlett, APR Leadership is THE critical factor in this...we have to believe that the whole organization believes this! #measurePR

9/13/2018 16:53 Jen Zingsheim Phillips A6-Excellent answer--how to get everyone on the same page is the big question. Any suggestions? #MeasurePR

9/13/2018 16:55 Vox Optima RT @Jenny_Sanchis: #Podcasting Grows Up To Consider #Measurement, Targeting, Attribution #measurepr #prmeasurement <https://t.co/ZoCu1d1IGw> via @digiday

9/13/2018 16:55 Jen Zingsheim Phillips Q7: What is ONE thing #PR pros can start doing right now to wrap #ethics into #measurePR <https://t.co/uJlI3XMqBj>

9/13/2018 16:56 Jen Zingsheim Phillips @globalsultana A6- Great idea--people want to feel protected enough to be open & honest. #MeasurePR

9/13/2018 16:56 Kirk Hazlett, APR Wow! Great question! #measurePR @CCPRSA @USFPRSSA @utrpsa

9/13/2018 16:57 Kirk Hazlett, APR A7. Make it crystal-clear that ethical communication is the ONLY way to ensure continued success. #measurePR @CCPRSA @USFPRSSA @utrpsa

9/13/2018 16:57 Frank Strong ðŸššðŸššèª,úíÓÏè RT @tressalynne: HUGE congratulations to @gojohnab on her new role with @AmecOrg! I think I can speak for @BurrellesLuce, that she will be,Ä¶

9/13/2018 16:57 Kirk Hazlett, APR A7. Be prepared to quantify and validate the results of your communication initiatives. #measurePR @CCPRSA @USFPRSSA @utrpsa

9/13/2018 16:58 Kirk Hazlett, APR RT @globalsultana: Q7. Great question! I'd suggest as a first step to conduct an audit of all reporting/analytics, and to have one-on-ones,Ä¶

9/13/2018 16:59 Cedric Brown, APR RT @KirkHazlett: A7. Make it crystal-clear that ethical communication is the ONLY way to ensure continued success. #measurePR @CCPRSA @USFP,Ä¶

9/13/2018 16:59 Jen Zingsheim Phillips Winding down, only a minute or two left for #measurePR

9/13/2018 17:00 Jen Zingsheim Phillips A7:--this is great advice. Having some notion of where to start is SO important! #measurePR

9/13/2018 17:01 Jen Zingsheim Phillips A7--This is so critical. I hope this is a key takeaway for anyone following/lurking! #measurePR

9/13/2018 17:01 Kirk Hazlett, APR It truly is about open and honest (and frank) communication with internal AND external stakeholders! #measurePR @CCPRSA @USFPRSSA @utrpsa

9/13/2018 17:01 Jen Zingsheim Phillips Time's up, but, want to get this in: Q8: Do you have an initiative/program you,Äòd like #measurePR folk to know about? Please share! <https://t.co/vzPjua9fYK>

9/13/2018 17:02 Kelly Byrd RT @globalsultana: A6. Once you have more information about what people are thinking, you have irrefutable data to work with. And looking a,Ä¶

9/13/2018 17:02 globalsultana Thanks so much for creating this space to have an open discussion so we can #measurePR in ethical ways that make a difference! Appreciate you @jenzings

9/13/2018 17:02 Kirk Hazlett, APR @shonali @KirkHazlett and everyone else making this a great profession.

9/13/2018 17:03 Cedric Brown, APR RT @jenzings: Time's up, but, want to get this in: Q8: Do you have an initiative/program you,Äòd like #measurePR folk to know about? Please,Ä¶

9/13/2018 17:03 Jen Zingsheim Phillips Gotta head off and get lunch before a client meeting. Great event, everyone! #measurePR

9/13/2018 17:04 Jen Zingsheim Phillips Thank you so much to @globalsultana and @KirkHazlett for an incredible #measurePR chat. Your contributions & expertise are so appreciated!

9/13/2018 17:04 Jen Zingsheim Phillips And, thank you to all who participated and followed-remember to mark your calendars for the next #measurePR in October!