

## #SoloPR Transcript – 6/01/2011



• [SoloPR](#): Keep in mind that we keep chatting on the hashtag all week, and the transcript will be up tomorrow. [#solopr](#)  
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• [PRjeff](#): Cool. I need more cool in my life! RT [@shonali](#): Its REALLY cool. [#solopr](#)  
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• [KateRobins](#): RT [@akenn](#): Now, to make time to read all these lists of useful PR measurement tools...  
[#Solopr](#)  
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• [TShryerPR](#): love it! u know this is a meaningful conversation when everything becomes shorthand. just trying to figure it all out! [#solopr](#)  
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• [3hatscomm](#): Ditto. RT [@rockstarjen](#): Q4 dont measure just to measure (wasted time). determine what will be of value and help increase success. [#solopr](#)  
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• [MuslimNewMedia](#): good perspective!RT [@karensxim](#): A4: love data so I have to be very specific abt measuring what I can impact, simple keeps it simple [#SoloPR](#)  
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• [PRjeff](#): Ur good at measuring an hour RT [@SoloPR](#): we could talk abt [#measurement](#) all day! Unfortunately, r official time has come to a close. [#solopr](#)  
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• [SoloPR](#): Thanks to [@Shonali](#) for being our special guest, and to you all for sharing your wisdom! [#solopr](#) about 8 hours ago via [TweetGrid.com](#) · [Reply](#) · [View Tweet](#)



• [akenn](#): Now, to make time to read all these lists of useful PR measurement tools... [#solopr](#) about 8 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



• [shonali](#): Thanks [@KellyeCrane](#) [@SoloPR](#) for having me & all for the fun chat! [#solopr](#) about 8 hours ago via [TweetGrid.com](#) · [Reply](#) · [View Tweet](#)




• [karenswim](#): [@KellyeCrane](#) So true, even if it is super fascinating :- ) [#solopr](#) about 8 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



• [rockstarjen](#): Q4 don't measure just to measure (wasted time). determine what will be of value and help increase success. [#solopr](#) about 8 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



• [shonali](#): [@PRjeff](#) It's REALLY cool. [#solopr](#) about 8 hours ago via [TweetGrid.com](#) · [Reply](#) · [View Tweet](#) ·  [Show Conversation](#)



• [jenzings](#): So True: RT [@KellyeCrane](#): A4: If u clearly outline what u r measuring u realize you don't have to keep track of every little thing [#solopr](#) about 8 hours ago via [TweetDeck](#) · [Reply](#) · [View Tweet](#)



• [CommAMMO](#): RT [@KellyeCrane](#): A4: If Uve clrly outlin what ur measuring (as in Q1), you realize you dont have to keep track of every little thing [#solopr](#) about 8 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



• [MediaCollective](#)

[@KellyeCrane](#) that is true, sm monitoring can be a times black hole even with tools and bodies is why its imp. 2 focus vs. overview [#solopr](#)

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•

[mdbarber](#): RT [@KellyeCrane](#): A4: If youve clearly outlined what youre measuring (as in Q1), you dont have to keep track of every little thing [#solopr](#)

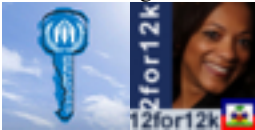
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•

[SoloPR](#): Of course, we could talk about [#measurement](#) all day! Unfortunately, our official time has come to a close. [#solopr](#)

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[shonali](#): [@karens swim](#) But I think HS only tracks owly links, doesn't it? [#solopr](#)

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•

[CommAMMO](#): That'd work! RT [@AmazingPRMaven](#): A4. Update monitoring reg & rvw meas plan monthly 4clients, hire intern, friend a statistician [#solopr](#)

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[KellyeCrane](#): A4: If you've clearly outlined what you're measuring (as in Q1), you realize you don't have to keep track of every little thing [#solopr](#)

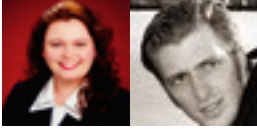
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[karens swim](#): A4: I pull some data bundled i.e. hootsuite can measure GA, twitter, FB in single report, huge timesaver [#solopr](#)

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• [3hatscomm](#): [@garrettkuk](#) [@commammo](#) [@SoloPR](#) ID blind spots, weaknesses, see opps that are overlooked; use what's working, cut out what isn't. [#solopr](#)

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• [cathyannsauer](#): Like this!RT [@CommAMMO](#) [@krisTK](#): Dont forget to mark link-heavy tweets as favorites -- makes them easier to find later. [#solopr](#)

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• [wileyccoyote](#): very true RT [@karensxim](#): A4: I love data so I have to be very specific about measuring what I can impact, simple keeps it simple [#solopr](#)

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• [RebeccaEdgar](#): True & keeps us on our toes RT [@commammo](#): As much as we want one, there's no [#measurement](#) magic pill. Deps on too many factors.. [#solopr](#)

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• [karensxim](#): A4: I love data so I have to be very specific about measuring what I can impact, simple keeps it simple [#solopr](#)

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• [LScribner](#): There you go...that's the ticket! ;) RT [@PRjeff](#): A4: Outsource it. [#solopr](#)

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• [shonali](#): Or email to yourself. RT [@krisTK](#): Don't forget to mark link-heavy tweets as favorites -- makes them easier to find later. [#solopr](#)

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•

[AmazingPRMaven](#): A4. Update monitoring regularly & review measurement plan monthly for all clients, hire an intern, make friends w statistician [#solopr](#)  
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•

[KateRobins](#): [@akenn](#) [@MediaCollective](#) great! A lot of good homework coming out of this chat today. [#Solopr](#)  
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•

[KellyeCrane](#): A4: I'd like to point out that organizations of all sizes struggle w/time mgmt and scale when it comes to sm monitoring. Not just [#solopr](#)  
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[CommAMMO](#): good advice RT [@krisTK](#): Dont forget to mark link-heavy tweets as favorites -- makes them easier to find later. [#solopr](#)  
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•

[CommAMMO](#): TRUDAT! RT [@3hatscomm](#): Thanks. Having data is impt step, but still must figure out what it means and how best to use it. [#solopr](#)  
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[krisTK](#): Don't forget to mark link-heavy tweets as favorites -- makes them easier to find later. [#solopr](#)  
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[CommAMMO](#): Awww. Thx! [@mdbarber](#) [@KateRobins](#) [@shonali](#) [@kdpaines](#) [@CommAMMO](#) [#solopr](#)  
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•

[3hatscomm](#): [@sharonmostyn](#) [@karensxim](#) Thanks. Having data is impt step, but still must figure out what it means and how best to use it. [#solopr](#)  
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• [@TheMedia](#)

[MediaCollective](#): A4 team or co-work with a number cruncher that way you both build value [#solopr](#)  
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• [akenn](#): RT [@cathyannsauer](#): Here is a link to good post on [@oneforty](#) re: sm measurement tools for PR  
<http://bit.ly/evk7ru> (expand) [#solopr](#)  
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• [garrettkuk](#): [@commammo](#) [@3HatsComm](#) [@SoloPR](#) indeed; I push clients for objectives; I provide the best  
tools & ID blind spots [#solopr](#)

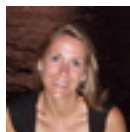
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• [CommAMMO](#): Several of us can help you with that! lol RT [@PRjeff](#): A4: Outsource it. [#solopr](#)  
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• [karensxim](#): Word! Lol! RT [@RebeccaEdgar](#): [@lscribner](#) Cant measure it, cant manage it. [#solopr](#)  
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•

[dconconi](#): Yes!!! Crucial! "[@PRjeff](#): A3: This is why it's so important we set measurable  
objectives from the start. [#solopr](#)"

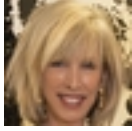
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•

[SoloPR](#): RT [@shonali](#): A4: ... it's time-intensive. :( But you can try to make your  
keywords/searches as effective/targeted as possible. [#solopr](#)

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• [cathyannsauer](#): Here is a link to good post on [@oneforty](#) re: sm measurement tools for PR <http://bit.ly/evk7ru> (expand) [#solopr](#)

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• [shonali](#): A4: Also see if you can partner with someone/sub-contract it out. But I think pros should know what's going on. [#solopr](#)

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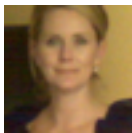
• [mdbarber](#): [@KateRobins](#) There are tools lists -- prsa.org, [@shonali](#)'s site, [@kdpaines](#), [@CommAMMO](#), IPR, etc. [#solopr](#)

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• [dconconi](#): RT [@SoloPR](#): Q4: Have any time mgmt tips for [#solopr](#) to handle increasing monitoring/measurement burdens (brought on with social media)?

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• [RebeccaEdgar](#): [@Iscribner](#) Can't measure it, can't manage it. PR gets a bad rap for not quantifying. Measure = great opp to show what we're made of [#solopr](#)

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• [akenn](#): RT [@MediaCollective](#): PR Daily put out a list of helpful listening tools <http://bit.ly/gOuVij> ([expand](#)) ... [#solopr](#)

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• [CommAMMO](#): [.@jbisbee](#) AVE is useful only as example of BAD [#measurement](#). There's no science that supports it, & our industry condemns it. [#solopr](#)

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• [jenzings](#): RT [@KateRobins](#): [@karensxim](#) [@shonali](#) Alist of tools would b nice. Like the symptoms and cures lists you see in health food stores. [#Solopr](#)

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• [PRjeff](#): A4: Outsource it. [#solopr](#)

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• [sharonmostyn](#): RT [@karensxim](#) Wisdom RT [@3hatscomm](#) I think value also comes from context, helping clients see bigger pic, connect dots they dont see [#solopr](#)

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•

[shonali](#): A4: And then... it's time-intensive. :( But you can try to make your keywords/searches as effective/targeted as possible... [#solopr](#)

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[tatitosi](#): RT [@BlakeGroup](#): RT [@MediaCollective](#) [@BethHarte](#)'s great post "Outputs, Outtakes & Outcomes, Oh My!" <http://bit.ly/jYMjUz> (expand) [#solopr](#) [@SoloPR](#) [@TShryerPR](#)

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[mdbarber](#): RT [@CommAMMO](#): As much as we want one, there's no [#measurement](#) magic pill. Deps on many factors - start w/objs, use research wisely. [#solopr](#)

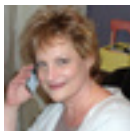
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[jbisbee](#): So true RT [@CommAMMO](#): .... there's no [#measurement](#) magic pill. Deps on too many factors - start w/objs, use research wisely. [#solopr](#) [#pr](#)

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[TShryerPR](#): Yes! RT [@3hatscomm](#) I think value also comes from context, helping clients see bigger picture, connect dots they don't see, etc. [#solopr](#)

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• [MediaCollective](#)

[MediaCollective](#): RT [@SoloPR](#): Q4: Have any time mgmt tips for [#solopr](#) to handle increasing monitoring/measurement burdens (brought on with social media)?

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• [KateRobins](#): [@karensxim](#) [@shonali](#) A tidy list of tools would be nice. Like the symptoms and cures lists you see in health food stores. [#Solopr](#)

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• [shonali](#): Q4: 1st, find out how much time you're actually spending doing this. I like using Toggl to track time/activities. [#solopr](#)

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• [MediaCollective](#)

[MediaCollective](#): PR Daily put out a list of helpful listening tools <http://bit.ly/gOuVij> ([expand](#)) which 2use should depend on objective and delivery vehicle [#solopr](#)

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• [rockstarjen](#): RT [@CommAMMO](#): As much as we want one, there's no [#measurement](#) magic pill. Deps on many factors - start w/objs, use research wisely. [#solopr](#)

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[krisTK](#): A3: Will use lots of info from today's chat in my PR Campaigns class this summer. Sooo helpful. [#solopr](#)

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[PRjeff](#): RT [@SoloPR](#): Q4: Have any time mgmt tips 4 [#solopr](#) to handle increasing monitoring/measurement burdens (brought on w/ social media)? [#solopr](#)

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[CommAMMO](#): TRUDAT! RT [@PRjeff](#): A3: This is why its so important we set measurable objectives from the start. [#solopr](#)

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[karenswim](#): Wisdom RT [@3hatscomm](#) I think value also comes from context, helping clients see bigger picture, connect dots they dont see, etc. [#solopr](#)

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[CommAMMO](#): RT [@3hatscomm](#): [@SoloPR](#) [@garrettkuk](#) value also comes fr context, helping clients see bigger picture, connect dots they dont see, etc. [#solopr](#)

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[jenzings](#): RT [@SoloPR](#): Q4: Have any time mgmt tips for [#solopr](#) to handle increasing monitoring/measurement burdens (brought on with social media)?

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[jbisbee](#): RT [@CommAMMO](#): As much as we want one, there's no [#measurement](#) magic pill. Deps on too many factors - start w/objs, use research wisely. [#solopr](#)

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[mdbarber](#): Good to see you too! RT [@jillvan](#): Oh how Ive missed [#solopr](#) chats. Great seeing all of you today. Hopefully see you next week. [#solopr](#)

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[PRjeff](#): A3: This is why it's so important we set measurable objectives from the start. [#solopr](#)

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[SoloPR](#): Q4: Have any time mgmt tips for [#solopr](#) to handle increasing monitoring/measurement burdens (brought on with social media)?

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[CommAMMO](#): As much as we want one, there's no [#measurement](#) magic pill. Deps on too many factors - start w/objs, use research wisely. [#solopr](#)

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[jbisbee](#): Re: AEV's: they can be useful to help speak the language of clients; opens the door to further discussion and educat'n on PR value. [#solopr](#)

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[jillvan](#): Oh how I've missed [#solopr](#) chats. Great seeing all of you today. But must run. Hopefully see you next week.

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[3hatscomm](#): [@SoloPR](#) [@garrettkuk](#) I think value also comes from context, helping clients see bigger picture, connect dots they don't see, etc. [#solopr](#)

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[SoloPR](#): A closing Q4 up next... [#solopr](#)

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[mndbarber](#): Yes! RT [@shonali](#): [@KateRobins](#) WHAT depends on what your objectives are. HOW depends on the best tools for that situation. [#solopr](#)

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•

[SoloPR](#): Yes! Transcript gets posted tomorrow morning! RT [@jbisbee](#): Crazy good chat going on re: measurement at [#solopr](#)

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[KateRobins](#): [@LScribner](#) justifiable if it makes a point more succinctly than [#bunchameetings](#) to talk about it [#Solopr](#)

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[PRjeff](#): Um, by using AVEs? shhhhhhhhh... RT [@3hatscomm](#): How are you measuring that Jeff? ;-)  
[#solopr](#)

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[CommAMMO](#): More on isolating PR effects on sales: <http://bit.ly/jnleSc> (expand) Can be expensive. That's why perf vs objs is best step 1 [#solopr](#)

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•

[shonali](#): [@TShryerPR](#) Though really, it all depends on how you and your client define the WHAT. No black box that I know of. [#solopr](#)

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[TShryerPR](#): RT [@jbisbee](#): Crazy good chat going on re: measurement at [#solopr](#). Please post link to recap! [#solopr](#)

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[karenswim](#): Yes! RT [@shonali](#): [@KateRobins](#) WHAT depends on what your objectives are. HOW depends on the best tools for that situation. [#solopr](#)

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[SoloPR](#): [@garrettkuk](#) Very true. Any client can use the monitoring tools themselves. We add value elsewhere. [#solopr](#)

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[jillvan](#): LOL! RT [@SoloPR](#): Ooh! I will fave that RT [@PRjeff](#): A3: This stat just in...my PR IQ increased 19.8% from all this great advice today. [#solopr](#)

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•

[susancellura](#): RT CommAMMO Several case studies from [@kdpaine](#) [@pdwatts](#) [@ajeffrey1](#) <http://bit.ly/1BaK0C> (expand) worth reading. [#solopr](#)

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[PRjeff](#): Who gave them free advertising?? RT [@akenn](#): some of the monitoring brands mentioned would say its been an effective chat too! [#solopr](#)

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[shonali](#): [@KateRobins](#) WHAT depends on what your objectives are. HOW depends on the best tools for that situation. [#solopr](#)

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[krisTK](#): RT [@CommAMMO](#): Several case studies from [@kdpaine](#) [@pdwatts](#) [@ajeffrey1](#) <http://bit.ly/1BaK0C> (expand) worth reading. [#solopr](#)

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[jbisbee](#): Crazy good chat going on re: measurement at [#solopr](#). Please post link to recap!

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[mdbarber](#): Now that's measurable! RT [@PRjeff](#): A3: This stat just in...my PR IQ has increased by 19.8% from all this great advice today. [#solopr](#)

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[MediaCollective](#): RT [@CommAMMO](#): Several case studies from [@kdpaine](#) [@pdwatts](#) [@ajeffrey1](#) <http://bit.ly/lBaK0C> ([expand](#)) worth reading. [#solopr](#)

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[3hatscomm](#): [@PRjeff](#) How are you measuring that Jeff? ;-) [#solopr](#)

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[cathyannsauer](#): RT@karensxim: if they use Google Analytics have them add your email address then you can easily access data & overlay in socmed [#solopr](#)

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[TShryerPR](#): I measure based on client's marketing goals that fit into business case for cont'd budget. maybe i should take a different approach. [#solopr](#)

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•

[krisTK](#): RT [@PRjeff](#): A3: This stat just in... my PR IQ has increased by 19.8% from all this great advice today. [#solopr](#)

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•

[missversatile](#): Have to jump out of convo, great chatting with everyone... [#solopr](#)

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•

[LScribner](#): Measure=good but we bill for our time to produce results & analytics is time consuming (& not core competency) how do u justify? [#solopr](#)

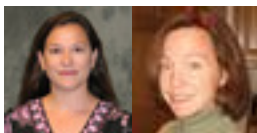
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[KateRobins](#): [@shonali](#) [@KateRobins](#) was about HOW and WHAT [#Solopr](#)

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[GeriRosmanPR](#): [@jenzings](#) Agree w/everything u say but what prospects r asking me is will it bring biz in the door. In this economy, that's priority [#solopr](#)

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• [akenn](#): [@PRjeff](#) some of the monitoring brands mentioned would say it's been an effective chat too! [#solopr](#)

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• [CommAMMO](#): Several case studies from [@kdpaine](#) [@pdwatts](#) [@ajeffrey1](#) <http://bit.ly/lBaK0C> ([expand](#)) worth reading. [#solopr](#)

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• [jillvan](#): Can't wait to try! RT [@shonali](#): [@jillvan](#) I think you'll be fascinated. I need to spend more time, but they're really interesting. [#solopr](#)

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• [SoloPR](#): Oooh! I will have to fave that RT [@PRjeff](#): A3: This stat just in...my PR IQ has increased by 19.8% from all this great advice today. [#solopr](#)

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• [shonali](#): [@TShryerPR](#) Sure, but I don't think we have time today... maybe in a few days/offline? [#solopr](#)

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•

[mdbarber](#): Good idea! RT [@jenzings](#): if they req. AVE, I say, fine, but \*show\* them how other measurements r better. [#solopr](#)

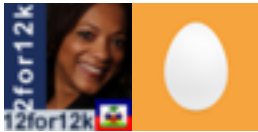
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[shonali](#): [@garrettkuk](#) I feel like once I go into GA I won't come out, LOL, I just want to play around in there. [#solopr](#)

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[karensxim](#): [@TShryer](#) if they use Google Analytics have them add your email address then you can easily access data & overlay in socmed [#solopr](#)

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[krisTK](#): RT [@mdbarber](#): RT [@CommAMMO](#): Heres [@ajeffrey1](#) on link betw share of coverage/bus results: <http://bit.ly/kJMgX7> (expand) [#solopr](#)

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[KellyeCrane](#): [@GeriRosmanPR](#) [@PRjeff](#) [@jenzings](#) You're right- It can be hard to help a client that doesn't want to be helped. [#solopr](#)

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[BlakeGroup](#): RT [@MediaCollective](#) [@BethHarte](#)'s great post "Outputs, Outtakes & Outcomes, Oh My!" <http://bit.ly/jYMjUz> (expand) [#solopr](#) [@SoloPR](#) [@TShryerPR](#)

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[TShryerPR](#): would love to talk more abt this [@shonali](#) knowing WHAT & HOW to measure quickly/efficiently is where the real value lies [#solopr](#)

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[PRjeff](#): A3: This stat just in... my PR IQ has increased by 19.8% from all this great advice today. [#solopr](#)

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[shonali](#): [@KateRobins](#) Sorry, what was that about? [#solopr](#)

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[jenzings](#): [@GeriRosmanPR](#) [@KellyeCrane](#) [@PRjeff](#) ....which is why if they req. AVE, I say, fine, but \*show\* them how other measurements r better. [#soloPR](#)

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[karensxim](#): [@TShryerPR](#) Awww, then on their end they're looking deeper for quality of traffic, conversions, makes sense [#solopr](#)

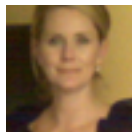
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• [MediaCollective](#)

[MediaCollective](#): RT [@cathyannsauer](#): Hootsuite good for monitoring 2 RT@shonali:dont forget Google Analytics. & StatCounter & Clicky. [#solopr](#)

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[RebeccaEdgar](#): Value of long term relationship can often = repeat biz & referrals. Trick is measuring relationship. [#solopr](#)

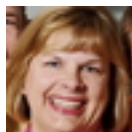
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[shonali](#): [@simplymeasured](#) You're welcome! You guys have great customer service as well. [#solopr](#)

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[mbarber](#): RT [@CommAMMO](#): Heres [@ajeffrey1](#) on link betw share of coverage/bus results: <http://bit.ly/kJMgX7> (expand) [#solopr](#)

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[LScribner](#): Rowfeeder looks pretty cool, but you only get 1 term free? [#solopr](#)

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[jillvan](#): Ahhh. [@PRjeff](#) cracks me up. RT [@PRjeff](#): A3: Who's measuring the effectiveness of this tweetchat? [#solopr](#)

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[garrettkuk](#): [@shonali](#) true: Google Analytics beta (& dashboard) greatly decrease time to access good info; cant recommend enough [#soloPR](#)

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[KateRobins](#): [@garrettkuk](#) [@3hatscomm](#) [@SoloPR](#) [@shonali](#) right. So how dyou do that. [#SoloPR](#)

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[jenzings](#): [@GeriRosmanPR](#) [@KellyeCrane](#) [@PRjeff](#) It will be a slow process, but it's imperative to the future of PR to get away from AVE. [#soloPR](#)

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[shonali](#): [@jillvan](#) I think you'll be fascinated. I need to spend more time, but they're really interesting. [#solopr](#)

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[CommAMMO](#): Here's [@ajeffrey1](#) on link betw share of coverage/bus results: <http://bit.ly/kJMgX7> (expand) [#solopr](#)

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[cathyannsauer](#): Hootsuite good for monitoring 2 RT@shonali:dont forget Google Analytics. U can learn a lot. Also started using StatCounter & Clicky. [#solopr](#)

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[PRjeff](#): A3: Who's measuring the effectiveness of this tweetchat? [#solopr](#)

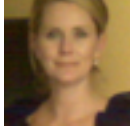
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[simplymeasured](#): [@shonali](#) Thanks for the RowFeeder props! [#solopr](#)

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[RebeccaEdgar](#): Agree RT [@muslimnewmedia](#): hard to measure, but influence, cust.relationship, comm. engmt, perception etc should B main PR obj [#SoloPR](#)

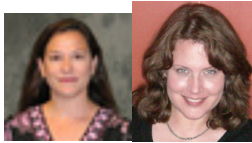
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[jillvan](#): Must try StatCounter & Clicky. A3: Don't forget Google Analytics. I've also recently started using StatCounter & Clicky. [#solopr](#)

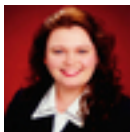
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[GeriRosmanPR](#): [@KelyeCrane](#) [@PRjeff](#) [@jenzings](#) Appreciate this suggestion but many small/med clients unwilling/unsophisticated about tracking. [#solopr](#)

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[3hatscomm](#): You said it better. RT [@garrettkuk](#): [@SoloPR](#) [@shonali](#) knowing WHAT & HOW to measure quickly/efficiently is where the real value lies [#solopr](#)

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[SoloPR](#): RT [@AmazingPRMaven](#): A3. Make friends w/webmaster & get access to web data by date, understand reports, synch w/when coverage happens [#solopr](#)

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• [MediaCollective](#)

[MediaCollective](#): RT [@SoloPR](#): [@TShryerPR](#): Here's [@BethHarte](#)'s great primer post, "Outputs, Outtakes and Outcomes, Oh My!": <http://bit.ly/jYMjUz> (expand) [#solopr](#)

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• [KateRobins](#): [@PRjeff](#) [@cathyannsauer](#) nah...my time's too expensive [#SoloPR](#)

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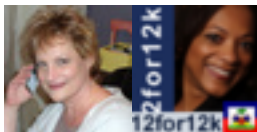
• [PRjeff](#): RT [@shonali](#): A3: And dont forget Google Analytics. Ive also recently started using StatCounter & Clicky. [#solopr](#)

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• [mdbarber](#): So true RT [@garrettkuk](#): [@3hatscomm](#) [@SoloPR](#) [@shonali](#) knowing WHAT & HOW to measure quickly/efficiently is where the real value lies [#solopr](#)

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• [TShryerPR](#): [@karensxim](#) [@TShryer](#) Some of my clients are 100% web-based and marketing in particular is set with goal to meet traffic goals. [#solopr](#)

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[dconconi](#): RT [@shonali](#): A3: And don't forget Google Analytics. You can learn a lot from there. I've also recently started using StatCounter & Clicky. [#solopr](#)

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[garrettkuk](#): [@3hatscomm](#) [@SoloPR](#) [@shonali](#) knowing WHAT & HOW to measure quickly/efficiently is where the real value lies [#soloPR](#)

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[dconconi](#): Waiting for nu biz meeting to start but had to check in on [#solopr](#) chat - such interesting perspectives

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[shonali](#): [@krisTK](#) That was nice of you! [#solopr](#)

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[rockstarjen](#): Yes! RT [@shonali](#): A3: And dont forget Google Analytics. You can learn a lot from there. Also started using StatCounter & Clicky. [#solopr](#)

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[PRjeff](#): [@cathyannsauer](#) We'll have to evaluate Ogilvy's PRVEs to honor his 100-yr anniversary. [#solopr](#)

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[jenzings](#): RT [@krisTK](#): A3: Would be remiss if I didn't mention I have open seat on my monitoring svc. DM for details. [#solopr](#)

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[akenn](#): RT [@SoloPR](#): Heres [@BethHarte](#) great primer post, "Outputs, Outtakes and Outcomes, Oh My!" <http://bit.ly/jYMjUz> (expand) [#solopr](#)

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[shonali](#): A3: StatCounter & Clicky have free versions as well, paid is not too much. I think it's worth investing to test them out. [#solopr](#)

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[KellyeCrane](#): [@GeriRosmanPR](#) [@PRjeff](#) [@jenzings](#) Re: "biz in the door," many things you can track via custom URLs, & watch increases during campaigns [#solopr](#)

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[krisTK](#): A3: Would be remiss if I didn't mention I have open seat on my monitoring svc. DM for details. [#solopr](#)

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[shonali](#): A3: And don't forget Google Analytics. You can learn a lot from there. I've also recently started using StatCounter & Clicky. [#solopr](#)

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[MuslimNewMedia](#): if sales force can't convert that, that's on them. Let them measure sales after we do the aforementioned. [#SoloPR](#)

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[srdedeaux](#): RT [@SoloPR](#): RT [@shonali](#): Q2 the "value" of your PR/SM should be based on whether or not it achieved stated objectives-AVE doesn't help w/that [#solopr](#)

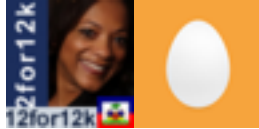
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[krisTK](#): RT [@SoloPR](#): Heres [@BethHarte](#) great primer post, "Outputs, Outtakes and Outcomes, Oh My!" <http://bit.ly/jYMjUz> (expand) [#solopr](#)

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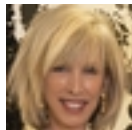
- [karensxim](#): [@TShryer](#) SEO&Go is another good product to track web traffic but traffic data alone is not meaningful [#solopr](#)

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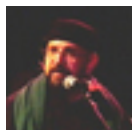
- [shonali](#): [@jenzings](#) Hey, it's the least I can do, you guys are terrific! [@chipgriffin](#) [#solopr](#)

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- [cathyannsauer](#): RT [@SoloPR@shonali](#): A3: Ton of low/no cost tools out there, but remember that your time is not free. And you have to put that in. [#solopr](#)

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- [MuslimNewMedia](#): hard to measure, but influence, cust.relationship, comm. engagement, perception etc should B main PR objectives. (more) [#SoloPR](#)

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- [rockstarjen](#): RT [@SoloPR](#): [.@TShryerPR](#): Heres [@BethHartes](#) great primer post, "Outputs, Outtakes and Outcomes, Oh My!": <http://bit.ly/jYMjUz> (expand) [#solopr](#)

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[krisTK](#): I'm a fan too. RT [@shonali](#): A3: [@jenzings](#) [@chipgriffin](#) can tell you about [@CustomScoop](#), which I've used & thought was great [#soloPR](#)

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[mdbarber](#): Great post! RT [@SoloPR](#): Heres [@BethHartes](#) great primer post, "Outputs, Outtakes and Outcomes, Oh My!" <http://bit.ly/jYMjUz> (expand) [#soloPR](#)

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[jenzings](#): [@shonali](#) [@chipgriffin](#) <blushing> Thanks for the nice [@customscoop](#) mention. [#soloPR](#)

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[3hatscomm](#): [@SoloPR](#) [@shonali](#) Not just your time isn't free, also need to factor in your talent, expertise (which often saves time) adds value. [#soloPR](#)

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[srdedeaux](#): RT [@SoloPR](#): RT [@shonali](#):measurable objective has to have 2 qualities: be quantifiable& timebound. If it doesn't have either, it's not measurable [#soloPR](#)

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[jillvan](#): RT [@shonali](#): A3: I've been using RowFeeder recently, esp. for tracking Twitter & it's terrific (also great for chat transcripts). [#solopr](#)

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[mdbarber](#): Good point RT [@AmazingPRMaven](#) Try looking at messaging in published stories - are your messages showing up clearly, # times? [#solopr](#)

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[missversatile](#): rt [@shonali](#): A3: Ton of low/no cost tools out there, but remember that your time is not free. And you have to put that in. [#solopr](#)

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[rockstarjen](#): [@garrettkuk](#) [@PRjeff](#) yes, plenty of challenges (and opportunities) with clients that don't understand PR [#soloPR](#)

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[shonali](#): A3: And I'm pretty sure [@jenzings](#) [@chipgriffin](#) can tell you about CustomScoop, which I've used in the past & thought was great. [#solopr](#)

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[jillvan](#): RT [@MediaCollective](#): RT [@SoloPR](#): Q3: [#solopr](#) pros often don't hv acs 2expensive monitoring/measurement tools. What R some low-cost options?

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[shonali](#): A3: with RowFeeder, there is a free level and then paid, but very affordable. [#solopr](#)

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[AmazingPRMaven](#): A3. For [#nonprofit](#) clients, make friends with fundraising/development, track online donations/traffic to when messaging goes out [#solopr](#)

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[susancellura](#): yes! rt [@shonali](#): A3: Ton of low/no cost tools out there, but remember that your time is not free. And you have to put that in. [#solopr](#)

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[krisTK](#): [@PRjeff](#) depends on the day (or time of day). [#solopr](#)

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[shonali](#): A3: I've been using RowFeeder recently, esp. for tracking Twitter & it's terrific (also great option for chat transcripts). [#solopr](#)

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[CjShaffer1](#): [@samberm](#) do it you know you wanna:) [#solopr](#)

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[rockstarjen](#): [@CommAMMO](#) would love to see that. [#solopr](#)

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[3hatscomm](#): [@jenzings](#) Good point, I've noticed a slow down or delay. Been meaning to tweak some GA searches, see if I can't improve that. [#solopr](#)

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[TShryerPR](#): good! RT [@AmazingPRMaven](#) Try looking at messaging in published stories - are the messages you promoting showing up clearly, # times? [#solopr](#)

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[samberm](#): Joining [#solopr](#) chat late. Deciding whether or not to take the plunge and be my own boss!

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[CommAMMO](#): [@TShryerPR](#) message presc/absc; target media fulfilled, click-throughs (bit.ly, etc.) [#solopr](#)

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[SoloDove\\_PR](#): A3 google alerts is good and its free [#solopr](#)

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• [PRjeff](#): We do not want u toasted RT [@krisTK](#): A3: Google Alerts are a good start, but Id be toast w/o the reports I pull from monitoring svc. [#solopr](#)

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• [AmazingPRMaven](#): A3. Make friends with webmaster and get access to all of the web data by date, understand reports, synch with when coverage happens [#solopr](#)

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• [KateRobins](#): RT [@shonali](#): A3: Ton of low/no cost tools out there, but remember that your time is not free. And you have to put that in. [#Solopr](#)

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• [mdbarber](#): Yep RT [@rockstarjen](#): RT [@karensxim](#): [@GeriRosmanPR](#) I believe its our job to educate clients on PR & measurable objectives [#solopr](#)

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• [krisTK](#): RT [@mdbarber](#): Suggest looking [@shonali](#) and [@kdpaine](#) websites for more info on measurement. It's different w each client/project [#solopr](#)

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[shonali](#): A3: Google Alerts are easy, and you can do pretty advanced searches. Try Social Mention but I find it temperamental. [#soloPR](#)

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[dconconi](#): So true! "[@shonali](#): A3: Ton of low/no cost tools out there, but remember that your time is not free. And you have to put that in. [#soloPR](#)"

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•

[merylkevans](#): RT [@KellyeCrane](#): Just a little more than 30 minutes until our [#soloPR](#) chat on measurement, w/[@shonali](#). All in [#PR](#), [#socialmedia](#) & [#consulting](#) are welcome!

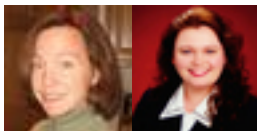
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•

[MediaCollective](#): RT [@SoloPR](#): Q3: [#soloPR](#) pros often don't hv access 2expensive monitoring/measurement tools. What R some - best low-cost options?

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•

[jenzings](#): [@3HatsComm](#) My 'vanity alerts' have been coming in 2, 3 wks. late. Not much of an alert that way...[#soloPR](#)

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•

[rockstarjen](#): RT [@karenswin](#): [@GeriRosmanPR](#) I believe its our job to educate clients on PR & measurable objectives [#solopr](#)

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[mdbarber](#): RT [@shonali](#): A3: Ton of low/no cost tools out there, but remember that your time is not free. And you have to put that in. [#solopr](#)

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•

[missversatile](#): A3) Google Alerts, search engines, good relationship with media (so they let you know when cover client) [#solopr](#)

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•

[SoloPR](#): RT [@shonali](#): A3: Ton of low/no cost tools out there, but remember that your time is not free. And you have to put that in. [#solopr](#)

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•

[KateRobins](#): Love Google alerts. If you don't come up Google, you don't come up. [#Solopr](#)

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•

[MichaelWillett](#): RT [@shonali](#): A3: Ton of low/no cost tools out there, but remember that your time is not free. And you have to put that in. [#soloPR](#)

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[krisTK](#): A3: Google Alerts are a good start, but I'd be toast without the reports I pull from monitoring svc. [#soloPR](#)

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•

[TShryerPR](#): I do use compete.com and alexa. RT [@krisTK](#): [@TShryerPR](#) Have you see if compete.com helps track client web traffic? [#soloPR](#)

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[KellyeCrane](#): [@garrettkuk](#) Yes! Agree completely (hard to say in 140 char)! [#soloPR](#)

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[AmazingPRMaven](#): [@TShryerPR](#) A2. Try looking at messaging in published stories - are the messages you promoting showing up clearly, # times? [#soloPR](#)

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• [MediaCollective](#)

[MediaCollective](#): going to check out the solopr chat [#solopr](#)

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• [karensxim](#)

[karensxim](#): [@GeriRosmanPR](#) I believe it's our job to educate clients on PR & measurable objectives [#solopr](#)

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• [CherriPRBuzz](#)

[CherriPRBuzz](#): RT [@3hatscomm](#): [@SoloPR](#) A3: Id be in trouble without Google alerts. Like the free. ;-)<< i love it too [#solopr](#)

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• [shonali](#)

[shonali](#): A3: Ton of low/no cost tools out there, but remember that your time is not free. And you have to put that in. [#solopr](#)

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• [CommAMMO](#)

[CommAMMO](#): We're the experts - educate. RT [@GeriRosmanPR](#): We can say all we want about AVEs but its what client wants/thinks that matters no? [#solopr](#)

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•

[jenzings](#): [@GeriRosmanPR](#) If AVEs are all they want, I say give them that...AND numbers that actually matter. [#soloPR](#)

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[garrettkuk](#): [@kellyecrane](#) lumping PR & ads/AVE is no good (as others said). compare objectives among media type (earned/paid/social) [#soloPR](#)

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[krisTK](#): [@TShryerPR](#) Have you see if compete.com helps track client web traffic? [#solopr](#)

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•

[mdbarber](#): [@TShryerPR](#) Suggest looking [@shonali](#) and [@kdpaine](#) websites for more information on measurement. It's different w each client/project. [#solopr](#)

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•

[PRjeff](#): RT [@krisTK](#): Good advice. Measure what u can. RT@mdbarber [@TShryerPR](#) Chng obj. if they dont share data to measure web traffic, sales [#solopr](#)

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[CommAMMO](#): [@TShryerPR](#) look at the things that contribute to sales leads - create objectives at that level to start. Deps on situation. [#solopr](#)

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[3hatscomm](#): [@SoloPR](#) A3: I'd be in trouble without Google alerts. Like the free. ;-) [#solopr](#)

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[KateRobins](#): You can blow pr contacts though. Credibility, poor judgment in client selection. Doesn't happen like that in adv. [#Solopr](#)

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[karensxim](#): [@TShryerPR](#) Every client will have different goals, so it depends [#solopr](#)

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[mdbarber](#): [@TShryerPR](#) completely depends on the client and goals. We set before we start and review/adjust as campaign progresses. [#solopr](#)

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•

[jenzings](#): [@TShryerPR](#) LOL, no room for nuance on Twitter! [#soloPR](#)

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[CherriPRBuzz](#): Q3: [#soloPR](#) pros often dont have access to expensive monitoring/measurement tools. What are some of the best low-cost options? [#soloPR](#)

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[GeriRosmanPR](#): We can say all we want about AVEs but it's what client wants/thinks that matters no? [#soloPR](#)

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[TShryerPR](#): that was supposed to sound more inviting btw :) RT [@TShryerPR](#): Im not done with [#2](#). [#soloPR](#)

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•

[krisTK](#): Good advice. Measure what you can. RT [@mdbarber](#): [@TShryerPR](#) Change objectives if they don't share data to measure web traffic, sales [#soloPR](#)

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[SoloPR](#): RT [@chipgriffin](#): [@SoloPR](#) using AVE to measure PR is like marketers being judged based on how much they spend, not outcomes [#solopr](#)

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[CommAMMO](#): [@TShryerPR](#) are you familiar with the output-outtake-outcome categories? [#solopr](#)

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[hr4me18](#): RT [@karensxim](#): A1: You measure what is actionable, you can monitor many things & can use pre-measure to understand landscape [#solopr](#)

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[TShryerPR](#): Im not done with [#2](#). I'd love some input on objectives I should look at instead of traffic and sales leads [#solopr](#)

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[shonali](#): Nice! RT [@chipgriffin](#): using AVE to measure PR is like marketers being judged based on how much they spend, not outcomes [#solopr](#)

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•

[SoloPR](#): Q3: [#solopr](#) pros often don't have access to expensive monitoring/measurement tools. What are some of the best low-cost options?

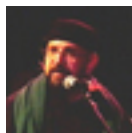
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•

[missversatile](#): [@SoloPR](#) thank you, thank you.... [#solopr](#)

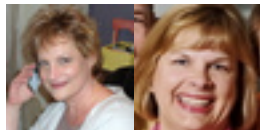
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[MuslimNewMedia](#): +1 RT [@RebeccaEdgar](#): AVEs dont measure strength of relationship or value of reputation. [#SoloPR](#)

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•

[TShryerPR](#): [@mdbarber](#) [@TShryerPR](#) maybe im making life too difficult. what do u use as objectives? [#solopr](#)

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[SoloPR](#): Q3 is coming up... [#solopr](#)

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• [shonali: @TShryerPR](#) And I'm guessing you've asked and it's not easy? 1 step forward, 2 steps back? [#solopr](#)

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• [SoloPR](#): Truth RT [@krisTK](#): A2: If your results focus solely on AVE, clips, etc., be ready for your budget or your job to get cut. [#solopr](#)

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• [chipgriffin: @SoloPR](#) using AVE to measure PR is like marketers being judged based on how much they spend, not outcomes [#solopr](#)

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• [mdbarber: @TShryerPR](#) Suggest you look at different objectives if they don't give you the data to measure web traffic and sales. [#solopr](#)

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• [jenzings](#): True, that: RT [@KristK](#): A2: If your results focus solely on AVE, clips, etc., be ready for your budget or your job to get cut. [#solopr](#)

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[TShryerPR](#): [@shonali](#) [@TShryerPR](#) I'd generalize by saying there is a disconnect internally. [#solopr](#)

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[SoloPR](#): I've always boasted that you [#solopr](#) pros are among the smartest in our profession. Love seeing it on display today!

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[CommAMMO](#): Big issue. Maybe. RT [@TShryerPR](#): I have hard time gttg data fr clients sales, web reports. can you measure accurately without it? [#solopr](#)

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•

[mdbarber](#): [@TShryerPR](#) Measuring is all dependent on the goals you set at the beginning. Not always sales or web traffic. [#solopr](#)

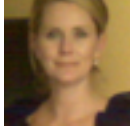
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•

[tressalynne](#): Hear hear! RT [@RebeccaEdgar](#) AVEs don't measure strength of relationship or value of reputation. [#solopr](#) [#measurement](#) [#PR](#)

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[RebeccaEdgar](#): RT [@solopr](#): What would we do without [@PRjeff](#)? Major wittiness on display! [#solopr](#)

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[krisTK](#): A2: If your results focus solely on AVE, clips, etc., be ready for your budget or your job to get cut. [#solopr](#)

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[shonali](#): [@TShryerPR](#) If those are some of your key drivers, then that's really tough. Why won't they give you data? [#solopr](#)

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[SoloPR](#): What would we do without [@PRjeff](#)? Major wittiness on display! [#solopr](#)

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•

[cathyannsauer](#): [@PRjeff](#) please! ... it's the 100th anniversary month of David Olgivy's birth! [#solopr](#)

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•

[CommAMMO](#): [@rockstarjen](#) absolutely. There's a paper showing that PR makes advertising more effective too - will try to find it. [#solopr](#)

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[TShryerPR](#): luv it! [@PRjeff](#): A2: Guess we could start calling advertising "paid public relations" and tick off the ad people. [#solopr](#)

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[MattHurst](#): RT [@mdbarber](#): AVE just measures a quantity and really doesn't measure an outcome. We need to be sure we're looking at outcomes and not output. [#solopr](#)

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[mdbarber](#): RT [@krisTK](#): RT [@shonali](#): A2 (educating clients): The more you can show progress toward outcomes, the more likely they will be to drop AVE [#solopr](#)

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[garrettkuk](#): [@prjeff](#) [@rockstarjen](#) agree; this sort of client provides chance to correct misperceptions in scope/objective [#soloPR](#)

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[SoloPR](#): RT [@cathyannsauer](#): Educating clients goes back to Q1 also. Getting client on same page is real tug of war in goals/methodology/results [#solopr](#)

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[TShryerPR](#): I have a hard time getting data from clients' sales and/or web traffic reports to measure. can you measure accurately without it? [#solopr](#)

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[mdbarber](#): RT [@shonali](#): LOL! RT [@PRjeff](#): A2: Guess we could start calling advertising "paid public relations" and tick off the ad people. [#solopr](#)

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•

[CommAMMO](#): [.@TShryerPR](#) see [instituteforpr.com](#) and look for Paine, Draper, Jeffrey to start. [#solopr](#)

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[missversatile](#): RT [@shonali](#): LOL! RT [@PRjeff](#): A2: Guess we could start calling advertising "paid public relations" and tick off the ad people. [#solopr](#)

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• [rockstarjen](#): tee hee RT [@PRjeff](#): A2: Guess we could start calling advertising "paid public relations" and tick off the ad people... [#solopr](#)

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• [KellyeCrane](#): [@garrettkuk](#) I think most businesses use both PR and advertising (or other pd media) to reach their audiences. [#soloPR](#)

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• [mdbarber](#): Great piece! RT [@CommAMMO](#): Geeky but helpful in undst PR in wider context. warning: math: <http://bit.ly/kAdadC> (expand) [#solopr](#)

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• [karensxim](#): [@KateRobins](#) Tweetchat is sluggish so no one will ever know ;-) Glad you made it! [#solopr](#)

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• [shonali](#): LOL! RT [@PRjeff](#): A2: Guess we could start calling advertising "paid public relations" and tick off the ad people. [#solopr](#)

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[CommAMMO](#): RT [@krisTK](#): A2: Show client/boss real results, ROI, bottom-line impact -- not meaningless AVE totals. [#solopr](#)

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•

[jenzings](#): LOL math warning: RT [@CommAMMO](#): Geeky but helpful in und'st PR in wider context. warning: math: <http://bit.ly/kAdadC> (expand) [#solopr](#)

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•

[rockstarjen](#): [@CommAMMO](#) of course, advertising does at times beget PR (apple, for example). measure that one. :) [#solopr](#)

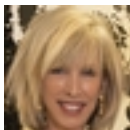
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[MattHurst](#): RT [@shonali](#): Re: Q2 - the "value" of your PR/SM should be based on whether or not it achieved stated objectives. AVE doesn't help with that. [#solopr](#)

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[cathyannsauer](#): Educating clients goes back to Q1 Q2 also. Getting client on same page is real tug of war in goals/methodology/results. [#solopr](#)

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[PRjeff](#): A2: Guess we could start calling advertising "paid public relations" and tick off the ad people... [#solopr](#)

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•

[AmazingPRMaven](#): [@SoloPR](#) [@PRjeff](#) Amen! "PR = free advertising" can take convo to a bad place, and cheapen [#pr](#) value [#solopr](#)

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•

[TShryerPR](#): does anyone have a good case study or two to share re measurement? [#solopr](#)

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[CommAMMO](#): Geeky but helpful in und'st PR in wider context. warning: math: <http://bit.ly/kAdadC> (expand) [#solopr](#)

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[PRFlipside](#): i agree. unfort. some clients only get it when framed this way. RT [@PRjeff](#): A2: In explaining PR..stop using term "free advertising" [#solopr](#)

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[PRjeff](#): [@rockstarjen](#) I hear businesses use that term b/c they just don't know how to define PR. [#solopr](#)

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[SoloPR](#): RT [@MuslimNewMedia](#): A1 measuring objectives only as good as the efficacy of obj chosen; too often obj get confused w/desired outcome [#solopr](#)

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[jillvan](#): Yeah, it's pretty bad. RT [@rockstarjen](#): [@jillvan](#) i'm fighting with tweetchat, so we're even. :P [#solopr](#)

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[TShryerPR](#): RT [@mdbarber](#): Focus on AVE also assumes the only part of our program is media relations. For me thats RARELY the case. [#solopr](#)

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[prosperitygal](#): RT [@MuslimNewMedia](#): A1 measuring objectives only as good as the efficacy of objectives chosen; too often objectives get confused with desired outcome [#SoloPR](#)

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[krisTK](#): RT [@shonali](#): A2 (educating clients): The more you can show progress toward outcomes, the more likely they will be to drop AVE [#soloopr](#)

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[rockstarjen](#): yes, show TRUE value. RT [@shonali](#): A2 share case studies that measured CORRECTLY. Do your own tests & show em results. [#soloopr](#)

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[shonali](#): [@PRjeff](#) Yes, I hate that. And also people constantly equating "PR" to "publicity." [#soloopr](#)

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[jillvan](#): RT [@mdbarber](#): RT [@shonali](#): A2 (re: educating clients) - share case studies that measured CORRECTLY. Do own tests & show results. [#soloopr](#)

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[MuslimNewMedia](#): A1 measuring objectives only as good as the efficacy of objectives chosen; too often objectives get confused with desired outcome [#SoloPR](#)

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[missversatile](#): RT [@PRjeff](#): [@jenzings](#) We need to start an "AVEs are Bunk" campaign. Getting T-shirts printed now... [#solopr](#)

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[RebeccaEdgar](#): AVEs don't measure strength of relationship or value of reputation. [#solopr](#)

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•

[MattHurst](#): RT [@rockstarjen](#): who uses this? RT [@PRjeff](#): A2: In explaining PR (esp media relations), we should probably stop using the term "free advertising" [#solopr](#)

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[KellyeCrane](#): I'll buy! RT [@PRjeff](#): [@jenzings](#) We need to start an "AVEs are Bunk" campaign. Getting T-shirts printed now... [#solopr](#)

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[garrettkuk](#): A2 there is value in both earned media (PR) vs paid media (ads)...should we discuss differentiating audience/objective? [#soloPR](#)

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[krisTK](#): A2: Show client/boss real results, ROI, bottom-line impact -- not meaningless AVE totals. [#solopr](#)

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[mdbarber](#): Focus on AVE also assumes the only part of our program is media relations. For me that's RARELY the case. [#solopr](#)

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[rockstarjen](#): [@PRjeff](#) i'd cringe if i heard a colleague call PR "free advertising." i remember hearing it years ago. do you come across it often? [#solopr](#)

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[susancellura](#): Agreed! [@PRjeff](#): A2: In explaining PR (specifically media relations), we should probably stop using the term "free advertising" [#solopr](#)

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[ShannonMarcom](#): RT [@KellyeCrane](#): RT [@SoloPR](#): Welcome to this week's [#soloPR](#) chat for independent pros in [#PR](#) and related fields (and those who want to learn more about it)

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[jillvan](#): Yes! RT [@mdbarber](#): We must do this! RT [@SoloPR](#): Q2 follow-up: How can we educate clients who look for AVEs about the alternatives? [#solopr](#)

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[PRjeff](#): [@jenzings](#) We need to start an "AVEs are Bunk" campaign. Getting T-shirts printed now... [#solopr](#)

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[shonali](#): A2 (educating clients): The more you can show clients progress towards outcomes, the more likely they will be to drop AVE. [#solopr](#)

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[MattKrautstrunk](#): RT [@shonali](#): Re: Q1 - Monitoring & measurement are 2 sides of the coin. But too many people only monitor, and think they're measuring. [#solopr](#)

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[SoloPR](#): RT [@PRjeff](#): A2: In explaining PR (specifically media relations), we should probably stop using the term "free advertising" [#solopr](#)

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[mdbarber](#): RT [@shonali](#): A2 (re: educating clients) - share case studies that measured CORRECTLY. Do your own tests & show em results. [#solopr](#)

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[susancellura](#): Yep! RT [@shonali](#): Re: Q2 - "value" of PR/SM SB based on whether it achieved stated objectives. AVE doesnt help with that. [#solopr](#)

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[LScribner](#): Q2 For one, AVEs applied mainly to print ad value, they have no relevance in today's online media world [#solopr](#)

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[rockstarjen](#): who uses this? RT [@PRjeff](#): A2: In explaining PR (esp media relations), we should probably stop using the term "free advertising" [#solopr](#)

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[CommAMMO](#): Tru Dat! RT [@PRjeff](#): A2: In explaining PR (specifically media relations), we should probably stop using the term "free advertising" [#solopr](#)

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[paulseaman](#): RT [@shonali](#) Re: Q2 - the "value" of your PR/SM should be based on whether or not it achieved stated objectives. AVE doesn't help. [#solopr](#)

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[shonali](#): A2 (re: educating clients) - share case studies that measured RIGHT. Do your own tests & show 'em results. [#solopr](#)

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[rockstarjen](#): [@jillvan](#) i'm fighting with tweetchat, so we're even. :P [#solopr](#)

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[jenzings](#): I think Q2 follow-up is THE question facing PR today. Seriously. AVEs are so entrenched, even those who know they r bunk still use. [#soloPR](#)

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[PRjeff](#): A2: In explaining PR (specifically media relations), we should probably stop using the term "free advertising" [#solopr](#)

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[CommAMMO](#): RT [@SoloPR](#): Q2 follow-up: How can we educate clients who've been trained to look for AVEs about the alternatives? [#solopr](#)

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[mdbarber](#): We must do this! RT [@SoloPR](#): Q2 follow-up: How can we educate clients who've been trained to look for AVEs about the alternatives? [#solopr](#)

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[mdbarber](#): YES! “@CommAMMO: Yep. My AMMO stands for audience, message, method, objective... A-O-MM in practice (but AMMO makes a better logo) [#solopr](#)”

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[jillvan](#): [@rockstarjen](#) Ha! Didn't even notice. Too busy fighting with TweetGrid. But I knew that. :- ) [#solopr](#)

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[SoloPR](#): Q2 follow-up: How can we educate clients who've been trained to look for AVEs about the alternatives? [#solopr](#)

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[SoloDove PR](#): RT [@shonali](#): measurable objective has to have 2 qualities: be quantifiable & timebound. [#solopr](#)

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[missversatile](#): RT [@shonali](#): Q2 the "value" of your PR/SM should be based on whether or not it achieved stated objectives-AVE doesn't help w/that [#solopr](#)

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[karenswim](#): RT [@shonali](#): A2 - the "value" of PR/SM should be based on whether it achieved stated objectives. AVE doesn't help with that [#solopr](#)

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[CommAMMO](#): [@rockstarjen](#) Adversing is a particular type of PR, eh? See Burson/Mars... ;-) [#solopr](#)

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[SoloDove PR](#): RT [@AmazingPRMaven](#): Ultimately, measurement is about intentionality - examining how what you are doing matches objectives [#solopr](#)

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[PRjeff](#): A2: Not apples w/apples. PR sets its own benchmarks & measures against them. [#solopr](#)

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[LScribner](#): Sorry, just jumping into Q2: AVEs are useless because they don't provide a measure of brand equity over the long run. [#solopr](#)

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[missversatile](#): A2) advertising=leave to advertising rep. I'm a publicist. They're not the same thing. [#solopr](#)

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[krisTK](#): Amen! RT [@shonali](#): A2 - the "value" of PR/SM should be based on whether it achieved stated objectives. AVE doesn't help with that [#solopr](#)

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[CjShaffer1](#): RT [@CommAMMO](#): TRUDAT! RT [@shonali](#): Re: Q2 - "value" of PR/SM SB based on whether it achieved stated objectives. AVE doesnt help with that. [#solopr](#)

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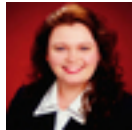
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[rockstarjen](#): [@jillvan](#) i meant advertising, not adversting, of course. boo. :( [#solopr](#)

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[3hatscomm](#): A2: AVEs are an out of context comparison; ads get FF or skipped, earned media gets read, shared, more credibility than paid. [#solopr](#)

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[karenswim](#): Agree! RT [@rockstarjen](#): A2 PR is NOT adversting! Eeek. AVEs are useless. Media coverage has a different value than an ad. [#solopr](#)

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[caitlynmajor](#): RT [@rockstarjen](#): A2 PR is NOT adversting! Eeek. AVEs are useless. Media coverage has a different value than an ad. [#solopr](#)

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[caitlynmajor](#): RT [@SoloPR](#): Q2: Some in PR feel married to Ad Value Equivalents (AVEs). Why are these bad, and what can replace them? [#solopr](#)

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[jillvan](#): Totally agree! RT [@rockstarjen](#): A2 PR is NOT adverting! Eeek. AVEs are useless. Media coverage has a different value than an ad. [#solopr](#)

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[missversatile](#): Tweetchat is running slow too [#solopr](#)

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[garrettkuk](#): RT [@CommAMMO](#): Re measurable objectives. I teach "benchmark, target, timeframe" as essential elements... [#solopr](#)

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[SoloPR](#): Now, everyone who just gagged try to keep it together! :-) [#solopr](#)

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[rockstarjen](#): A2 PR is NOT adverting! Eeek. AVEs are useless. Media coverage has a different value than an ad. [#solopr](#)

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[shonali](#): Re: Q2, oh boy... AVE! Ad value equiv only equates earned media in terms of the cost of a media space. Not outcomes. [#solopr](#)

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[CommAMMO](#): RT [@TShryerPR](#): I am vry comfort w/ measuring campaigns but I find measuring the effect of the program more problematic. thoughts? [#solopr](#)

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[SoloPR](#): Yes, Twitter is a bit sluggish right now RT [@TShryerPR](#): anyone else finding tweetchat to be extremely slow today? [#solopr](#)

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[mdbarber](#): AVE just measures a quantity and really doesn't measure an outcome. We need to be sure we're looking at outcomes and not output. [#solopr](#)

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[karenswim](#): [@TShryerPR](#) If you are not measuring for a period of time you can't truly assess prog. against goals [#solopr](#)

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[CommAMMO](#): Aargh! RT [@SoloPR](#): Q2: Some in PR feel married to Ad Value Equivalents (AVEs). Why are these bad, and what can replace them? [#solopr](#)

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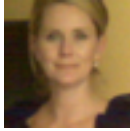
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[jenzings](#): Ack! AVEs! RT [@SoloPR](#): Q2: Some in PR feel married to Ad Value Equivalents (AVEs). Why are these bad, and what can replace them? [#solopr](#)

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[RebeccaEdgar](#): Check for clear alignment b/w project obj & greater org objectives. Hi all! [#solopr](#)

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[krisTK](#): Ongoing projects still need time-specific objectives. Define your milestones, not just destination. [#solopr](#)

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[shonali](#): Very good point. RT [@CommAMMO](#): Re measurable objectives. I teach "benchmark, target, timeframe" as essential elements [#solopr](#)

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[mdbarber](#): Best to also identify audience and "start point" in an objective as well so you're clear what you're measuring - plus time and what [#solopr](#)

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[CommAMMO](#): RT [@susancellura](#): [@shonali](#) - "everyones measurable objs will b different"; so will every project! [#solopr](#)

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[SoloPR](#): Q2: Some in PR feel married to Ad Value Equivalents (AVEs). Why are these bad, and what can replace them? [#solopr](#)

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[garrettkuk](#): [@commammo](#) very true, and good point; thanks for clarifying...tough to get a clear definition in one tweet :) [#solopr](#)

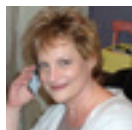
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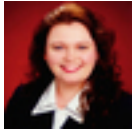
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• [attentionspan](#): RT [@rockstarjen](#): RT [@shonali](#): Re: Q1 - Monitoring & measurement are 2 sides of the coin. Too many people only monitor, and think they're measuring. [#solopr](#)

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• [3hatscomm](#): Me three; reverse engineer, work backwards. RT [@KellyeCrane](#): Me too! RT [@jenzings](#): [@shonali](#) Love "begin at the end." [#solopr](#)

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• [TShryerPR](#): RT [@TShryerPR](#): [@shonali](#) [@SoloPR](#) explain timebound. how might you measure branding in terms of time? [#solopr](#)

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• [shonali](#): [@TShryerPR](#) You have to decide what your branding objectives are, and then the timeframe in which you're going to track progress. [#solopr](#)

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• [AmazingPRMaven](#): RT: A measurable objective needs 2 qualities: quantifiable & timebound. If it doesn't have either, it's not measurable. [#solopr](#)

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• [caitlynmajor](#): RT [@shonali](#): Working backwards from your measurable objectives is way better than trying to find your way in the dark... [#solopr](#)

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• [SoloPR](#): Great stuff. Q2 coming up... [#solopr](#)

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[krisTK](#): RT [@shonali](#): Working backwards from your measurable objectives is way better than trying to find your way in the dark... [#solopr](#)

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[SoloPR](#): RT [@AmazingPRMaven](#): Ultimately, measurement is about intentionality - examining how what you are doing matches objectives [#solopr](#)

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[krisTK](#): Both are crucial to measuring progress. RT [@shonali](#): measurable objective has to have 2 qualities: be quantifiable& timebound. [#solopr](#)

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[SoloPR](#): Awesome! RT [@shonali](#): Working backwards from your measurable objectives is way better than trying to find your way in the dark... [#solopr](#)

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[shonali](#): [@jenzings](#) Ooh, I have to get a Mad Hatter outfit now. :p That's a fave phrase of mine, I use it all the time. [#solopr](#)

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[karensxim](#): RT [@shonali](#): Everyone's measurable objectives will be different, you've got to decide what your specific objectives are. [#solopr](#)

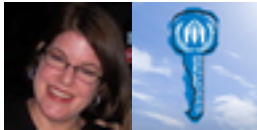
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[shonali](#): Like the song said, "If you don't know where you're going..." - except any road won't necessarily take you there! [#solopr](#)

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[susancellura](#): [@shonali](#) - "everyone's measurable objs will b different"; so will every project! [#solopr](#)

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[lesleyridge](#): RT [@shonali](#): Once you have those objectives in place, THEN determine the strategy & tactics you'll use to get there. [#solopr](#)

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[AtmanRising](#): RT [@shonali](#): [@SoloPR](#) A measurable objective has to have 2 qualities: be quantifiable & timebound. If it doesn't have either, it's not measurable. [#solopr](#)

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[KellyeCrane](#): Me too! RT [@jenzings](#): [@shonali](#) Love, love "begin at the end." Sounds Alice in Wonderland-ish, but so true! [#soloPR](#)

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[AmazingPRMaven](#): [#solopr](#) wisdom - monitoring is watching & noting what's happening/being said. Measuring is seeing what it means/leads

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[shonali](#): Everyone's measurable objectives will be different, you've got to decide what your specific objectives are. [#solopr](#)

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[CommAMMO](#): [@garrettkuk](#) empirical is "observed" -- not necessarily quantitative. [#measurement](#) can be either. [#solopr](#)

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•

[caitlynmajor](#): RT [@shonali](#): So when you start out with your program/campaign, begin at the end. What are you trying to achieve? By when? [#solopr](#)

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•

[rockstarjen](#): RT [@shonali](#): Re: Q1 - Monitoring & measurement are 2 sides of the coin. Too many people only monitor, and think they're measuring. [#solopr](#)

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•

[jenzings](#): RT [@shonali](#): So when you start out with your program/campaign, begin at the end. What are you trying to achieve? By when? [#solopr](#)

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•

[CherriPRBuzz](#): RT [@jillvan](#): RT [@SoloPR](#): RT [@karensxim](#): A1: You measure what is actionable, you can monitor many things... [#solopr](#)

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•

[susancellura](#): RT [@dariasteigman](#): A1. Monitoring is watching what's happening. Measuring is assessing the impact. [#solopr](#)

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•

[susancellura](#): RT [@CommAMMO](#): Gd answer! RT [@missversatile](#): Q1) monitoring is watching,taking notes on whats happg/bng said. Measur is Cing what it means/leads to [#solopr](#)

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[jillvan](#): RT [@SoloPR](#): RT [@karensxim](#): A1: You measure what is actionable, you can monitor many things... [#solopr](#)

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[shonali](#): So when you start out with your program/campaign, begin at the end. What are you trying to achieve? By when? [#solopr](#)

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•

[jillvan](#): RT [@shonali](#): Q1 Measuring is when you put that monitoring to use and track progress towards goals [#solopr](#)

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•

[MsSanka](#): RT [@shonali](#): Re: Q1 - Monitoring & measurement are 2 sides of the coin. But too many people only monitor, and think they're measuring. [#solopr](#)

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•

[shonali](#): [@SoloPR](#) A measurable objective has to have 2 qualities: be quantifiable & timebound. If it doesn't have either, it's not measurable. [#solopr](#)

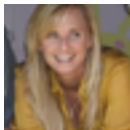
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•

[mskalyn](#): RT [@SoloPR](#) [@missversatile](#): Q1) monitoring is watching & noting what's happening/being said. Measuring is seeing what it means/leads to [#solopr](#)

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•

[ngoodyear](#): RT [@shonali](#): Re: Q1 - Monitoring & measurement are 2 sides of the coin. But too many people only monitor, and think they're measuring. [#solopr](#)

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•

[caitlynmajor](#): A1: No point in monitoring if you don't measure successes/failures based on data.  
[#solopr](#)

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•

[SoloPR](#): RT [@karenswin](#): A1: You measure what is actionable, you can monitor many things...  
[#solopr](#)

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•

[TShryerPR](#): a1: monitoring is a tactic used for measurement. Measurement is analysis for goals.  
[#solopr](#)

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•

[CommAMMO](#): Gd answer! RT [@missversatile](#): Q1) monitoring is watching,taking notes on whats happg/bng said. Measur is Cing what it means/leads to [#solopr](#)

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•

[dariasteigman](#): A1. Monitoring is watching what's happening. Measuring is assessing the impact.  
[#solopr](#)

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•

[garrettkuk](#): A1 measurement is empirical data that informs decision/progress toward stated goals. monitoring can be qualitative (pos/neg emotion) [#soloPR](#)

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[cathyannsauer](#): RT [@shonali](#): Q1 Monitoring & measurement are 2 sides of coin. But too many people only monitor, and think theyre measuring. [#solopr](#)

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[SoloPR](#): [@shonali](#) Can you talk a bit more about measuring against objectives? [#solopr](#)

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[lesleyridge](#): first [#solopr](#) chat. Looking forward to learning lots!

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[karensxim](#): RT [@shonali](#): Q1 - Monitoring & measurement are 2 sides of the coin. But too many people only monitor, and think theyre measuring. [#solopr](#)

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[krisTK](#): RT [@shonali](#): Re: Q1: Measuring is when you put that monitoring to use and track progress toward goals/objectives [#solopr](#)

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[karensxim](#): A1: You measure what is actionable, you can monitor many things & can use pre-measure to understand landscape [#solopr](#)

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[cathyannsauer](#): RT [@shonali](#): Q1 Measuring, on the other hand, is when you put that monitoring to use and track progress towards your goals/objectives [#solopr](#)

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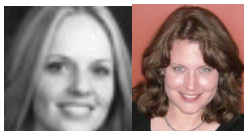
[shonali](#): Re: Q1 - Monitoring & measurement are 2 sides of the coin. But too many people only monitor, and think they're measuring. [#solopr](#)

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[CommAMMO](#): RT [@shonali](#): Measuring, on the other hand, is when you put that monitoring to use and track progress towards your goals/objectives [#solopr](#)

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[jillvan](#): [@KellyeCrane](#) Thanks! It's a total mess. And I had a meltdown. But nothing was lost and no one was hurt so it's all OK. ;-) [#solopr](#)

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•

[caitlynmajor](#): RT [@shonali](#): Re: Q1: Measuring is when you put that monitoring to use and track progress towards your goals/objectives [#solopr](#)

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[AerialEllis](#): RT [@JasMollica](#): Fees for PR consultants rose 11% since last year, according to a report- <http://bit.ly/jQg7gA> ([expand](#)) [#solopr](#) [#u30pro](#) [#prsa](#)

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•

[CjShaffer1](#): [@mskalyn](#) welcome welcome to [#solopr](#)!

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•

[SoloPR](#): RT [@missversatile](#): Q1) monitoring is watching & noting what's happening/being said. Measuring is seeing what it means/leads to [#solopr](#)

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[mskalyn](#): I am checking out the [#solopr](#) chat

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[caitlynmajor](#): RT [@shonali](#): Re: Q1 (cont) - or listening for whatever your keywords are, competitor mentions, and so on. [#solopr](#)

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•

[caitlynmajor](#): RT [@shonali](#): Re: Q1 - monitoring is what everyone does when they use Google Alerts, etc. You're basically listening for mentions. [#solopr](#)

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[shonali](#): Re: Q1 (cont): Measuring, on the other hand, is when you put that monitoring to use and track progress towards your goals/objectives [#solopr](#)

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[JasMollica](#): Fees for PR consultants rose 11% since last year, according to a report- <http://bit.ly/jQg7gA> (expand) [#solopr](#) [#u30pro](#) [#prsa](#)

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•

[SoloPR](#): FYI- Tweetgrid seems to be slightly behind Tweetdeck, in case some of our chatters get out of sync. [#solopr](#)

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•

[jillvan](#): RT [@shonali](#): Re: Q1 - monitoring is what everyone does when they use Google Alerts, etc. You're basically listening for mentions. [#solopr](#)

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•

[JillComm](#): Setting up two potential client meetings for next week! Woohoo new blood! [#solopr](#)

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•

[shonali](#): Re: Q1 (cont) - or listening for whatever your keywords are, competitor mentions, and so on. [#solopr](#)

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•

[cathyannsauer](#): RT [@shonali](#): Re: Q1 - monitoring is what everyone does when they use Google Alerts, etc. You're basically listening for mentions. [#solopr](#)

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•

[KellyeCrane](#): [@jillvan](#) Yay! Sorry to hear about your basement. :-| [#solopr](#)

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•

[CherriPRBuzz](#): RT [@shonali](#): Re: Q1 - monitoring is what everyone does when they use Google Alerts, etc. You're basically listening for mentions. [#solopr](#)

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•

[jillvan](#): RT [@SoloPR](#): Q1: What is the difference between monitoring and measurement? [#solopr](#)

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•

[jenzings](#): One of my favorite Questions: RT [@SoloPR](#): Q1: What is the difference between monitoring and measurement? [#solopr](#)

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•

[shonali](#): Re: Q1 - monitoring is what everyone does when they use Google Alerts, etc. You're basically listening for mentions. [#solopr](#)

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•

[missversatile](#): Q1) monitoring is watching and taking notes on what's happening/being said. Measuring is seeing what it means/leads to [#solopr](#)

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•

[CommAMMO](#): RT [@SoloPR](#): Q1: What is the difference between monitoring and measurement?  
[#solopr](#)

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[CherriPRBuzz](#): RT [@SoloPR](#): Q1: What is the difference between monitoring and measurement?  
[#solopr](#)

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•

[jillvan](#): I'm actually going to try to join [#solopr](#) today, for the first time in like forever. Yay!!

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•

[cathyannsauer](#): RT [@SoloPR](#): Q1: What is the difference between monitoring and measurement?  
[#solopr](#)

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•

[shonali](#): [@SoloPR](#) A1: In terms of measuring the [#bluekey](#) campaign: # of keys, of course. But also blog posts by Champions, awareness, etc. [#solopr](#)

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•

[caitlynmajor](#): RT [@SoloPR](#): Q1: What is the difference between monitoring and measurement? [#solopr](#)

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•

[missversatile](#): jumping into correct chat hashtag .... I was putting in [#soloprchat](#) ... [#solopr](#)

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•

[krisTK](#): RT [@SoloPR](#): Q1: What is the difference between monitoring and measurement? [#solopr](#)

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•

[shonali](#): [@SoloPR](#) A1: So the symbolic \$5 [#bluekey](#) is a lovely pin/pendant which we're hoping people will get to show support/raise awareness. [#solopr](#)

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•

[SoloPR](#): Q1: What is the difference between monitoring and measurement? [#solopr](#)

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•

[missversatile](#): opps it's actually [#solopr](#) ....running over there now. [#soloprchat](#)

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[SoloPR](#): [@MissVersatile](#) Hi! You may be looking for the hashtag [#solopr](#), rather than [#soloprchat](#)?

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[shonali](#): [@SoloPR](#) A1: They're a great client! [#bluekey](#) is symbolic of the key to a home that refugees don't have: <http://ow.ly/57OpI> [#solopr](#)

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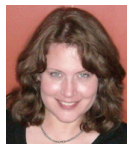
[SoloPR](#): Q1 is coming up... [#solopr](#)

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[GreggPerry](#): Checking in from Providence, RI [#solopr](#)

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[KellyeCrane](#): RT [@shonali](#): A1: the [#bluekey](#) campaign is a project of [@UNRefugeeAgency](#), which works to raise awareness/funds in US to support UNHCR. [#solopr](#)

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[mdbarber](#): Mary from Anchorage joining. Hope everyone's doing well. [#solopr](#)

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[krisTK](#): [@cathyannsauer](#) I'm in denial about start of hurricane season (but generator is tested and emerg kit is refreshed) [#solopr](#)

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[akenn](#): Time for [#solopr](#) chat on measurement, w/[@shonali](#). All in [#PR](#), [#socialmedia](#) & [#consulting](#) are welcome! via [@KellyeCrane](#)

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[shonali](#): [@SoloPR](#) A1: the [#blukey](#) campaign is a project of [@UNRefugeeAgency](#), which works to raise awareness/funds in the US to support UNHCR. [#solopr](#)

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[heatherripley](#): RT [@SoloPR](#): Welcome to this week's [#soloPR](#) chat for independent pros in [#PR](#) and related fields (and those who want to learn more about it)

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•

[rockstarjen](#): Jen from San Diego (7 years solo) popping in and out over next hour. Great to "see" everyone 2 weeks in a row. :) [#solopr](#)

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•

[shonali](#): Tx! Surely everyone can spare \$5 for refugees? RT [@SoloPR](#) Welcome [@Shonali](#)! If you wonder why she's a [#bluekey](#): <http://bit.ly/15LfPe> (expand) [#solopr](#)

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•

[SoloPR](#): RT [@shonali](#): I'm a [#solopr](#) pro based in DC, measurement geek-founded the [#measurepr](#) chat. Also editor [@wgbiz](#) & [@SAISHopkins](#) faculty.

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•

[susancellura](#): Greetings all - I'm a [#solopr](#) based in Houston. [#solopr](#)

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•

[caitlynmajor](#): Hi [#solopr](#) folks, Caitlyn here from [#Denver](#), I do web content strategy along w/PR and marketing for [@CSCPA](#) [#solopr](#)

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•

[krisTK](#): RT [@SoloPR](#): First, [@Shonali](#) - what would you like to tell us about [#bluekey](#) and how you're measuring it? [#solopr](#)

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•

[SoloPR](#): Welcome everyone! Exciting group gathered today. [#solopr](#)

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•

[cathyannsauer](#): Hello! Happy first day of hurricane season! [#solopr](#)

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•

[SoloDove PR](#): Hey from NJ, entertainment and non profit [#solopr](#)

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[krisTK](#): Time for [#solopr](#) chat on measurement, w/[@shonali](#). All in [#PR](#), [#socialmedia](#) & [#consulting](#) are welcome! via [@KellyeCrane](#)

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•

[AmazingPRMaven](#): Hi everyone, Ami here near Washington, DC. Looking forward to learning [#soloPR](#)

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[CommAMMO](#): [@shonali](#) rock on, lady! ;-)  
[#soloPR](#)

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[dariasteigman](#): Popping onto [#soloPR](#) to say hi. Can't join you today. Spending my lunch hour w/ Paul Gauguin b/f he leaves town.

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[MuslimNewMedia](#): good morning folks, i am back! new folos, i'll be on a tweet chat for next hour; use a hashtag blocker like [@proxlet](#) if it bugs. [#SoloPR](#)

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[SoloPR](#): First, [@Shonali](#) - what would you like to tell us about [#bluekey](#) and how you're measuring it? [#soloPR](#)

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[karensim](#): Hello my solo fam! [@shonali](#) [@tylerhwilliams](#) [@CheriPRBuzz](#) [#soloPR](#)

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•

[SoloPR](#): Welcome [@Shonali](#)! And if you wonder why she's a [#bluekey](#) today, read her post (and donate, if you can!): <http://bit.ly/15LfPe> (expand) [#solopr](#)

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•

[krisTK](#): Hello to my [#solopr](#) pals. Kristie here from south MS (20 years exp, 7 as indy, APR, PR prof)

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•

[shonali](#): [@CommAMMO](#) Nice to see you, Sean! [#solopr](#)

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•

[shonali](#): [@tylerhwilliams](#) [@CheriPRBuzz](#) [@karensxim](#) Hiya! [#solopr](#)

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•

[CommAMMO](#): Greetings all - I'm a [#solopr](#) based in Cleveland, faculty [@ccikentstate](#) and [#iprmeasure](#) member. [#solopr](#)

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•

[garrettkuk](#): howdy [#solopr](#): [@garrettkuk](#) from [@speakeasy\\_media](#) (& the [#ATL](#) sauna) here - social media & online mktg strategy for business

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•

[SoloPR](#): Our guest today needs no intro for many of us, she is an accomplished [#solopr](#) and moderator of [#measurepr](#)-

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•

[CherriPRBuzz](#): time for [#solopr](#) chat !!!!

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•

[shonali](#): [@garrettkuk](#) Well, I'm glad you haven't figured that out yet. :p [#solopr](#)

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•

[tylerhwilliams](#): [@SoloPR](#) Hi [@KellyeCrane](#) + everyone! Tyler here from NYC! [#solopr](#)

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•

[shonali](#): [@jenzings](#) You could be TEACHING the class! [#soloPR](#)

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[shonali](#): I'm a [#soloPR](#) pro based in DC, measurement geek hence founded the [#measurepr](#) chat. Also editor [@wgbiz](#) & [@SAISHopkins](#) faculty.

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[SoloPR](#): We have a special guest today - let me remind you to feel free to share your thoughts & insights in answer to the Qs, too. [#soloPR](#)

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[jenzings](#): Heh, [@shonali](#), that's me...a bit strange, but I'm here to learn! [#soloPR](#)

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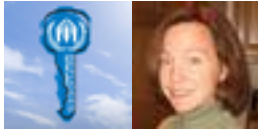
[garrettkuk](#): [@shonali](#) not sure how that works over twitter... [#soloPR](#) :)

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[karenswim](#): RT [@SoloPR](#): Welcome to [#soloPR](#) chat for independent pros in [#PR](#) and related fields (and those who want to learn more about it) [#soloPR](#)

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• [shonali: @jenzings](#) "Epic convergence" - I love that! [#solopr](#)

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• [willbfree1](#): RT [@karensxim](#): [@TShryerPR](#) Hello Tracy! It's beautiful here too! [#solopr](#)

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• [SoloPR](#): If you're joining, please introduce yourself. This is [@KellyeCrane](#) moderating, Atlanta-based blogger at <http://soloprpro.com/> [#solopr](#)

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• [karensxim: @TShryerPR](#) Hello Tracy! It's beautiful here too! [#solopr](#)

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• [KellyeCrane](#): RT [@SoloPR](#): Welcome to this week's [#soloPR](#) chat for independent pros in [#PR](#) and related fields (and those who want to learn more about it)

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