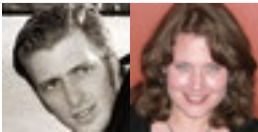


# #SoloPR Transcript – 6/22/11

- 
- 



[SoloPR](#): Looks like we're running out of time. Thanks everyone for joining today, and remember we chat on the hashtag all week! [#solopr](#)  
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- 

[garrettkuk](#): [@kellyecrane](#) [@dconconi](#) [@akenn](#) Instagram's content is photos, posted blog-style, upload via mobile phone; can hashtag to categorize [#solopr](#)  
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- 

[SoloPR](#): All good answers to Q4! [#solopr](#)  
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- 

[davispr](#): This is excellent. Bookmarking! RT [@akenn](#): I also found this blog post on clarifying goals helpful: <http://t.co/kRDzx0w> [#solopr](#)  
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- 

[MarketingMel](#): A. 4 Handy might be the word. We use FB private group for my social media tribe to communicate, share [#blog](#) posts [#soloPR](#)  
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• [socialitestatus](#): Tweetdeck froze! Arrgh! [#solopr](#)  
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• [dconconi](#): true RT [@jgombita](#): A4. Not really innovative, but folks r getting more clever re: repackaging/rearranging) content 4 diff platforms. [#solopr](#)  
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• [karensxim](#): [@CommAMMO](#) Have a great interview! [#solopr](#)  
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• [jgombita](#): [@KellyeCrane](#) [@dconconi](#) [@akenn](#) there's also lockerroom (or something) I keep seeing from Canadian peeps. (I've stopped linking, tho) [#solopr](#)  
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• [KellyeCrane](#): A3: Also, finding ways to do "real-time" pitching (correlate your experts w/hot topics) continue to resonate [#solopr](#)  
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• [SoloDove PR](#): RT [@cloudspark](#) q4: we've been hosting media calls with trade media and our clients - similar to IR calls - with good success [#soloPR](#)  
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• [mdbarber](#): Must go folks. Thanks for a great chat. See you later. Happy Solstice! [#solopr](#)  
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• [igombita](#): A4. Not really innovative, but think folks are getting more clever re: repackaging (or rearranging) content for different platforms. [#solopr](#)  
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• [CommAMMO](#): Thanks [@kellyecrane](#) and all for a good chat. Time to prep for today's last interview! Cheers. [#solopr](#)  
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• [karenswym](#): [@KellyeCrane](#) BravoTV is very good at dialing in social, make use of lots of platforms [#solopr](#)  
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• [SoloDove PR](#): RT [@solopr](#): Q4: What are some of your favorite innovative PR/social media techniques you've seen lately? [#solopr](#)  
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• [KellyeCrane](#): [@dconconi](#) [@akenn](#) Instagram is a social photo sharing site. [#solopr](#)  
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•  
[AerialEllis](#): Yes I love it. Try it quite frequently. RT [@cloudspark](#): q4: using LI group as a source for primary resarch [#soloPR](#)  
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•  
[farida\\_h](#): a4: I like how some brands have been using QR codes to tell a story of how product was made from scratch. Ex. <http://bit.ly/lARkpt> (expand) [#solopr](#)  
about 17 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)



•  
[dariasteigman](#): Sorry, got distracted my a shiny old thing (e-mail)! Have to pop off [#solopr](#). Catch you later.  
about 17 hours ago via *TweetDeck* · [Reply](#) · [View Tweet](#)



•  
[KateRobins](#): RT [@akenn](#): [@KellyeCrane](#) [@dconconi](#) what is instagram? [#Solopr](#)  
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•  
[karenswim](#): Did that for a client last yr, worked v. well! RT [@cloudspark](#): q4: using LI group as a source for primary resarch [#solopr](#)  
about 17 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)



•  
[dconconi](#): ssomething about photography - but I need to do my research  
RT [@akenn](#): [@KellyeCrane](#) [@dconconi](#) what is instagram? [#solopr](#)  
about 17 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)




• **KellyeCrane**: A4: Not really PR, but Bravo TV is using Shazam along w/its ads - sort of an audio version of QR codes. [#soloPR](#)  
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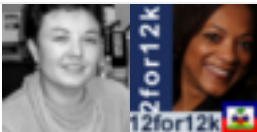
• **SoloDove PR**: A3 Let it be known that its not my expertise, i can try to assist. Or i can refer them to someone else who can help [#soloPR](#)  
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• **karenswym**: [@jgombita](#) [@mediacoach](#) The secret to our success, we know how to laugh at life :-)  
[#soloPR](#)  
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• **cloudspark**: q4: using LI group as a source for primary resarch [#soloPR](#)  
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• **jgombita**: [@karenswym](#) ([@mediacoach](#)) we are quite the mutual aHaHaHa society, aren't we? ;-)  
[#soloPR](#)  
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• **akenn**: [@KellyeCrane](#) [@dconconi](#) what is instagram? [#soloPR](#)

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[karensxim](#): RT [@cloudspark](#): [@SoloPR](#) q4: weve been hosting media calls with trade media and our clients - similar to IR calls - with good success [#solopr](#)  
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[mndbarber](#): Worked with [@shonali](#) on [#BlueKey](#) program. Used FB group (private) to communicate. Worked really well for us. [#solopr](#)  
about 17 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)



[dconconi](#): me too! RT [@KellyeCrane](#): A4: I know a lot of folks are using Instagram in innovative ways- on my list to learn more about it. [#solopr](#)  
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[akenn](#): A4: Heard that the NHL is a soc media superstar b/c of all the measurement it does. [@NHLDilo](#) shared dets in Realtime NY talk. [#solopr](#)  
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[CommAMMO](#): [@SoloDove\\_PR](#) If I ask, "do you want to focus on trade media?" they may want ME to decide that detail. I keep it strategic. [#solopr](#)

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[cloudspark](#): [@SoloPR](#) q4: we've been hosting media calls with trade media and our clients - similar to IR calls - with good success [#soloPR](#)

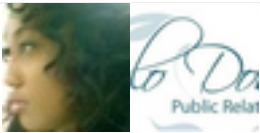
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• [karensuim](#): Lol! RT [@jgombita](#): [@mediacoach](#) as long as its not whine time. Ta ra. Enjoy.

(Always enjoy your presence in [#solopr](#)) [#solopr](#)

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• [AerialEllis](#): [@SoloDove](#) [PR](#) They just need an extra push. Often we are the 1st to ask them those questions, they haven't even thought of an answer. [#soloPR](#)

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• [KellyeCrane](#): A4: I know a lot of folks are using Instagram in innovative ways- on my list to learn more about it. [#solopr](#)

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• [dconconi](#): Cheers! RT [@MediaCoach](#): this has been fun, but the last rays of the afternoon sun are on the verandah and its wine time. [#solopr](#)

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• [jgombita](#): [@mediacoach](#) as long as it's not whine time. Ta ra. Enjoy. (Always enjoy your presence in [#solopr](#))

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• [GetPrissy](#): RT [@AerialEllis](#): In light of current events, we may want to advise clients on improper use of social media for the sake of saving their brand. [#soloPR](#)  
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• [SoloDove PR](#): [@commammo](#) too direct ?s is something i didnt think of but that maybe a cause [#solopr](#)  
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• [dconconi](#): RT [@SoloPR](#): Q4: What are some of your favorite innovative PR/social media techniques youve seen lately? [#solopr](#)  
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• [MarketingMel](#): RT [@SoloPR](#): Q4: What are some of your favorite innovative PR/social media techniques you've seen lately? [#solopr](#)  
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• [karenswim](#): RT [@SoloPR](#): Q4: What are some of your favorite innovative PR/social media techniques youve seen lately? [#solopr](#)  
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• [dconconi](#): value to client! RT [@garrettkuk](#): A3 referrals are a good way 2 pay it forward. I like being a "connector" among others [#solopr](#)  
about 17 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)



• [akenn](#): me too RT [@garrettkuk](#) referrals are good way to pay it forward & I like being a "connector" among folks in different industries [#solopr](#)  
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• [dariasteigman](#): RT [@garrettkuk](#): A3 referrals are a good way to pay it forward & I like being a "connector" or hub among folks in different industries [#solopr](#)  
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• [SoloPR](#): Q4: What are some of your favorite innovative PR/social media techniques you've seen lately? [#solopr](#)  
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• [AtlantaSnoop](#): AMEN RT [@kellyecrane](#): A3: It's good to stretch yourself a bit, but don't take on something you know nothing about. You'll be sorry! [#solopr](#)  
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• [jgombita](#): RT [@akenn](#): [@jgombita](#) yes, I agree. I also found this blog post on clarifying goals helpful: <http://t.co/kRDzx0w> [#solopr](#)  
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• [KateRobins](#): [@cloudspark](#) hi there cloudspark [#Solopr](#)  
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• [karenswim](#): [@MediaCoach](#) Such a life :-) Enjoy! [#solopr](#)  
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[mbarber](#): [@MediaCoach](#) Sounds wonderful! Enjoy. [#solopr](#)  
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[akenn](#): [@jgombita](#) yes, I agree. I also found this blog post on clarifying goals helpful: <http://t.co/kRDzx0w> [#solopr](#)

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[karenschwim](#): [@cloudspark](#) Glad you're here! [#solopr](#)  
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[MediaCoach](#): [#solopr](#) Friends, this has been fun, but the last rays of the afternoon sun are on the verandah and it's wine time. Until next week....

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[garrettkuk](#): A3 referrals are a good way to pay it forward & I like being a "connector" or hub among folks in different industries [#solopr](#)

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[SoloDove PR](#): [@aerialellis](#) true, i've tried coming w/a complete plan then it gets shot down.when its their turn they have no idea/unrealistic ones [#solopr](#)

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[cloudspark](#): checking in late to [#soloPR](#)

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[SoloPR](#): Q4 is coming up... [#solopr](#)

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• [dconconi](#): RT [@davispr](#): A3 this is where virtual agency model always come in handy. Have a "deep bench" of talent to partner with you or refer [#solopr](#)  
about 17 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)



• [makasha](#): RT [@jgombita](#): [@akenn](#) just make sure your narrowed expertise is what you love doing (in addition to being great at it)..... [#solopr](#)  
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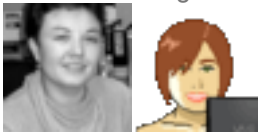
• [SoloPR](#): Me too RT [@davispr](#): A3 this is where our virtual agency model has always come in handy. Have a "deep bench" of talent [#solopr](#)  
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• [makasha](#): RT [@KellyeCrane](#) A3 Part of my networking = finding quality folks I cn work with/refer biz to Have list ready in anticipation of need [#solopr](#)  
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• [AerialEllis](#): RT [@SoloPR](#): Yes! Dont be afraid to narrow your expertise.Youll be surprised it DOESNT limit you, but can expand opportunities [#solopr](#)  
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• [jgombita](#): [@akenn](#) just make sure your narrowed expertise is what you love doing (in addition to being great at it)..... [#solopr](#)  
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• [MParlaman](#): RT [@SoloPR](#): Yes! Dont be afraid to narrow your expertise.Youll be surprised it DOESNT limit you, but can expand opportunities [#solopr](#)  
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• [karensxim](#): RT [@KellyeCrane](#): Part of my networking is finding quality folks I can work with/refer biz Have list ready in anticipation of need [#solopr](#)  
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• [SoloPR](#): That's right - your [#solopr](#) friends are great referrals! RT [@KateRobins](#): pitch media rel this way anytime!  
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• [shaymocha](#): RT [@KellyeCrane](#): A3: It's good to stretch yourself a bit, but don't take on something you know nothing about. You'll be sorry! [#solopr](#)  
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• [davispr](#): A3 this is where our virtual agency model has always come in handy. Have a "deep bench" of talent to partner with you or refer it on [#solopr](#)  
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• [dariasteigman](#): This is critical. RT [@KellyeCrane](#): A3: Part of my networking is finding quality folks I can work with/refer biz to. [#solopr](#)  
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• [AerialEllis](#): For ex. Client: "can you partner us w/ sponsors?" Sure I can make the introduction but here's someone who specializes in that. [#soloPR](#)  
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• [KellyeCrane](#): A3: Part of my networking is finding quality folks I can work with/refer biz to. Have list ready in anticipation of need [#solopr](#)  
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• [CommAMMO](#): Yes, what you said. RT [@makasha](#): Q3: Assemble a team if its not too far away from my core areas [#solopr](#)  
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• [3hatscomm](#): RT [@KellyeCrane](#): A3: Its good to stretch yourself a bit, but dont take on something you know nothing about. Youll be sorry! [#solopr](#)  
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• [KatTayls](#): RT [@CommAMMO](#): RT [@jgombita](#): [@CommAMMO](#) if you are looking to sell (or market) on Twitter, you are wasting your time, at least with me, my friend. [#solopr](#)  
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• [KateRobins](#): [@CommAMMO](#) [@SoloPR](#) pitch media rel this way anytime! [#SoloPR](#)  
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• [SoloPR](#): Yes- it looks bad for all of us RT [@AerialEllis](#): Certainly don't take on a task you're not equipped in any fashion to perform to do [#solopr](#)  
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• [makasha](#): Q3: Assemble a team if its not too far away from my core areas [#solopr](#)  
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• [MarketingMel](#): RT [@akenn](#): Don't be afraid to narrow your expertise. You'll be surprised at how it DOESN'T limit you, but can expand opportunities. [#solopr](#)  
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[SoloPR](#): Yes! RT [@akenn](#): Don't be afraid to narrow your expertise. You'll be surprised it DOESN'T limit you, but can expand opportunities [#solopr](#)  
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• [AerialEllis](#): Certainly don't take on a task you're not equipped in any fashion to perform to do. Its a recipe for disaster. [#soloPR](#)  
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• [jgombita](#): [@mediacoach](#) do you have no female experts in your circle? (Or was this a British thingy.) :-([#solopr](#)

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• [CommAMMO](#): RT [@akenn](#): And dont be afraid to narrow your expertise. Youll be surprised at how it DOESNT limit you, but can expand opportunities. [#solopr](#)  
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• [farida\\_h](#): A3: If it's something way out of my scope or ability to handle, then better to just say no. [#solopr](#)

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• [KateRobins](#): [@KellyeCrane](#) or will cost the client time for you to learn. Good auditing opp with subcontractor. [#Solopr](#)

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• [dconconi](#): RT [@akenn](#): And dont be afraid to narrow your expertise. Youll be surprised at how it DOESNT limit you, but can expand opportunities. [#solopr](#)

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• [dariasteigman](#): Q3. I'll rather talk myself out of biz than do something not my expertise. Idea of "long-term greedy" (<http://bit.ly/k1HAzx> (expand)). [#solopr](#)

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• [akenn](#): And don't be afraid to narrow your expertise. You'll be surprised at how it DOESN'T limit you, but can expand opportunities. [#solopr](#)

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• [MarketingMel](#): [@jgombita](#) [@3HatsComm](#) Hey my dog might think otherwise about your [#creativity](#) comment! [#soloPR](#)

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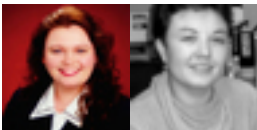
• [karenswym](#): Rof! RT [@jgombita](#): (Truncated) Is it interesting & creative or a dogs breakfast? [#solopr](#)

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• [MediaCoach](#): A3 [#solopr](#) I always refer business outside my expertise to a fellow expert. I never try to muddle through.

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• [3hatscomm](#): [@jgombita](#) Stranger things have happened. ;-)  
[#solopr](#) [#insidejoke](#)

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• [1976baby](#): RT [@MikeLesczinski](#): We are not normal people. Have to remind clients they aren't either. [#solopr](#)

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• [KellyeCrane](#): A3: It's good to stretch yourself a bit, but don't take on something you know nothing about. You'll be sorry! [#solopr](#)

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• [akenn](#): A3: Partner or refer. I've stopped saying yes to opps that aren't a good fit. [#solopr](#)  
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• [CommAMMO](#): [@SoloPR](#) Have pitched some biz that needed media relations - not my deal, partnering might win it. [#solopr](#)  
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• [karenswim](#): RT [@mdbarber](#): Subcontractor network comes into play here. Be honest with client that you will need help. Dont pretend you know. [#solopr](#)  
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• [AerialEllis](#): Refer them, outsource it, and my favorite thing to do: have a partner on your team that can handle it. [#soloPR](#)  
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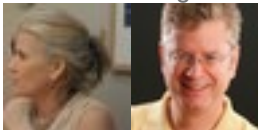
• [jgombita](#): A3. It would depend if it was something I was interested in trying to do or not. Is it interesting & creative or a dog's breakfast? [#solopr](#)  
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• [MediaCoach](#): [@jgombita](#) [#solopr](#) Excellent point. Future planning made much clearer.  
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• [socialitestatus](#): [@akenn](#) that's what I'd do [#solopr](#)  
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[KateRobins](#): [@CommAMMO](#) [@SoloDove](#) [PR](#) tell them that their response can be I can't tell you or I don't know. [#SoloPR](#)

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•

[mbarber](#): A3 - Subcontractor network comes into play here. Be honest with client that you will need help. Don't pretend you know. [#soloPR](#)

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•

[karensxim](#): A3: Honestly. If I know someone better suited, I make an introduction, but I won't get in over my head, not fair to client or me [#soloPR](#)

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•

[MarketingMel](#): A. 3 I have a network of outstanding vendors that I can rely on if something is outside my area of expertise [#soloPR](#)

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•

[SoloDove](#) [PR](#): Some clients take ? asking as a negative thing from my startup experience, you ask them a ? and they tell you why dont you know [#soloPR](#)

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•

[dconconi](#): A3: I know what I don't know - that's when I call in an expert - and out Toronto Indie PR group has lots of them! [#soloPR](#)

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[CommAMMO](#): Partnering or referral. RT [@SoloPR](#): Q3: If a prospective client wants you to something outside your expertise, how do you handle? [#soloPR](#)

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[AerialEllis](#): Simple. Say no but... RT [@SoloPR](#): Q3: If a prospective client wants you to something outside your expertise, how do you handle? [#soloPR](#)

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• [mdbarber](#): RT [@SoloPR](#): Q3: If a prospective client wants you to something outside your expertise, how do you handle? [#solopr](#)

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• [karenswim](#): RT [@SoloPR](#): Q3: If a prospective client wants you to something outside your expertise, how do you handle? [#solopr](#)

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• [akenn](#): [@SoloDove](#) PR can you get answer from someone else? Can you research/come up w/it yourself and present to them? [#solopr](#)

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• [dconconi](#): RT [@SoloPR](#): Q3: If a prospective client wants you to something outside your expertise, how do you handle? [#solopr](#)

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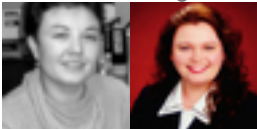
• [SoloPR](#): Q3: If a prospective client wants you to something outside your expertise, how do you handle? [#solopr](#)

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• [MarketingMel](#): [@makasha](#) [@mdbarber](#) TY! I slipped in a few minutes late and yes, [@jgombita](#) I am sipping an iced tea! [#soloPR](#)

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• [jgombita](#): [@3HatsComm](#) at a minimum, it might give you an idea for a blog post or three.... [#solopr](#) [#insidejoke](#)

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• [AerialEllis](#): Ask them to go back to the drawing board. RT [@SoloDove\\_PR](#): how do you deal with clients who dont have answer? [#solopr](#)  
about 17 hours ago via *TweetDeck* · [Reply](#) · [View Tweet](#)



• [shaymocha](#): RT [@KellyeCrane](#): A2: New [#solopr](#) pros are sometimes afraid to ask lots of Qs, in fear of looking dumb. Don't be- it's the mark of a pro!  
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• [CommAMMO](#): .[@SoloDove\\_PR](#) client reaction to Qs-sometimes we ask too directly-start general, move more specific, avoid them telling U ur job [#solopr](#)  
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• [socialitestatus](#): [@mbarber](#) [@dconconi](#) program management. great method [#solopr](#)  
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• [SoloPR](#): Great stuff (as always). Q3 up next... [#solopr](#)  
about 17 hours ago via *TweetGrid.com* · [Reply](#) · [View Tweet](#)



• [mbarber](#): Nice: RT [@MarketingMel](#): Q. 2 reminds me of comm theory: must have sender, receiver & message. Sender & receiver need to understand. [#solopr](#)  
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• [makasha](#): RT [@MarketingMel](#): "You must have a sender, receiver & message. Sender & receiver need to understand" [#solopr](#)  
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[Pamskid](#): RT [@AerialEllis](#): A1: I choose what's convenient and purposeful for me both professionally & personally. [#soloPR](#)

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• [jgombita](#): Today's takeaway! Awesome RT [@dconconi](#): all this cya is why I often add in a couple of hours of program management time to accounts [#solopr](#)

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• [shaymocha](#): RT [@KellyeCrane](#): A2: Some clients are not just poor communicators, they're wishy-washy. Have to put it in writing w/them. [#solopr](#)

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• [mdbarber](#): I usually add 10% 2 total. “[@dconconi](#): this is why I often add in a couple of hours of program management time to my accounts [#solopr](#)”

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• [KellyeCrane](#): [@jgombita](#) Ha! Wish I could remember it off-hand... [#solopr](#)

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• [CommAMMO](#): Good Q: RT [@SoloDove](#) [PR](#): i see alot of [#solopr](#) say asking probing questions...but how do you deal with clients who dont have answer?[#solopr](#)

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• [MarketingMel](#): Q. 2 reminds me of communications theory class. You must have a sender, receiver & message. Sender & receiver need to understand. [#soloPR](#)

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• [dconconi](#): RT [@KellyeCrane](#): A2: New [#solopr](#) pros sometimes afraid to ask lots of Qs, in fear of looking dumb. Dont be- its the mark of a pro! [#solopr](#)

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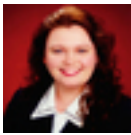
• [AerialEllis](#): I try to have things in writing. That way, we document what was said & understood. [#soloPR](#)

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• [davispr](#): Good idea! RT [@dconconi](#): all this cya is why I often add in a couple of hours of program management time to my accounts [#solopr](#)

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• [3hatscomm](#): [@mdbarber](#) [@MediaCoach](#) Putting it in writing something out forces people to think more, hopefully give better, clearer answers. [#solopr](#)

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• [jgombita](#): [@MarketingMel](#) when did you slip in to [#solopr](#)? (And do you have a glass of iced tea in one hand?)

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• [mdbarber](#): Research RT [@SoloDove](#) [PR](#): for q2 i see alot of [#solopr](#) say asking probing ?s; but how do you deal with clients who dont have answer? [#solopr](#)

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• [CommAMMO](#): RT [@KellyeCrane](#): A2: New [#solopr](#) pros sometimes afraid to ask lots of Qs, in fear of looking dumb. Dont be- its the mark of a pro! [#solopr](#)

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• [socialitestatus](#): RT [@SoloPR](#): Q2: Some clients say one thing and mean another. How do you deal w/poor communicators? [#solopr](#)<<Story of my life!

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•  
[jgombita](#): RT [@MarketingMel](#): A. 2 I think it's very important to communicate w/ clients using the channels they prefer. Sending meeting notes helps. [#soloPR](#)  
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•  
[SoloPR](#): RT [@akenn](#): A2: I just keep asking Qs until it's clear. Important not to back away or to not have convos just b/c they're painful :-)  
[#solopr](#)  
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•  
[rockstarjen](#): RT [@KellyeCrane](#): A2: New [#solopr](#) pros are sometimes afraid to ask lots of Qs, in fear of looking dumb. Don't be- it's the mark of a pro!  
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[dconconi](#): all this cya is why I often add in a couple of hours of program management time to my accounts [#solopr](#)  
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•  
[garrettkuk](#): RT [@dariasteigman](#): A2 2nd, impt to find out HOW they communicate best. Might be lousy in person, great on email, or phone. [#solopr](#)  
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•  
[mdbarber](#): RT [@KellyeCrane](#): A2: New [#solopr](#) pros are sometimes afraid to ask Qs, in fear of looking dumb. Dont be- its the mark of a pro! [#solopr](#)  
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[karenskim](#): [@jgombita](#) [@KellyeCrane](#) Ooh yeah, you had some great quotes last week (as always) [#solopr](#)

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[makasha](#): RT [@KellyeCrane](#): A2: Some clients are not just poor communicators, they're wishy-washy. Have to put it in writing w/them. [#solopr](#)

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[jgombita](#): [@mediacoach](#) probably a good idea to also document areas still "up for discussion" (i.e., progress). ;-) [#solopr](#)

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[AerialEllis](#): I think sometimes clients just don't know but hope that you will have all the answers. That's why clear communication is so key. [#soloPR](#)

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[SoloDove PR](#): for q2 I see a lot of [#solopr](#) say asking probing questions which was my answer but how do you deal with clients who don't have an answer?

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[KellyeCrane](#): A2: New [#solopr](#) pros are sometimes afraid to ask lots of Qs, in fear of looking dumb. Don't be- it's the mark of a pro!

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[mdbarber](#): Yes. KEeps me busy. RT [@MediaCoach](#): A2 [#solopr](#) Get everything agreed. In writing. [#solopr](#)

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[davispr](#): RT [@MarketingMel](#): A. 2 I think its very important to communicate w/ clients using the channels they prefer. Sending mtg notes helps. [#solopr](#)

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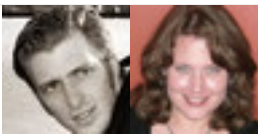
[karensxim](#): [@KateRobins](#) Hi Kate! You're right on time :-)  
[#solopr](#)

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[CommAMMO](#): [@garrettkuk](#) [@3hatscomm](#) [@MikeLesczinski](#) nyuk, nyuk, nyuk!  
[#solopr](#)

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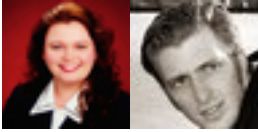


[garrettkuk](#): [@kellyecrane](#) I'm \*very\* leery of Farmville after seeing connections to Skinner's Box experiments <http://ow.ly/5nZ7N> [#solopr](#)


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[dconconi](#): that's why they need us! RT [@MediaCoach](#): A2 [#solopr](#) How to deal with poor communicators? I love them. Thats my job... [#solopr](#)  
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[3hatscomm](#): [@garrettkuk](#) [@MikeLesczinski](#) Heh, no idea. ;-) [#solopr](#)  
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[jgombita](#): [@KellyeCrane](#) what was [@karenschwim](#)'s wonderful edit of my original line? The stench of indecision or something? [#solopr](#)  
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[karenschwim](#): Ha! Love it! RT [@MediaCoach](#): A2 [#solopr](#) How to deal with poor communicators? I love them. Thats my job... [#solopr](#)  
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[MediaCoach](#): A2 [#solopr](#) Get everything agreed. In writing.  
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[KateRobins](#): Late. Sorey [#Solopr](#)  
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[MediaCoach](#): A2 [#solopr](#) How to deal with poor communicators? I love them. That's my job...

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[dariasteigman](#): [@KellyeCrane](#) Great point RE wishy-washy. It's critical to know the difference, + force a decision. [#solopr](#)

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[MikeLesczinski](#): [@garrettkuk](#) Depends on the day.... [#solopr](#)

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[farida\\_h](#): Good idea to confirm all on same pg RT [@makasha](#): A2: After asking tons of ?s, I send notes to the client to verify the "takeaways" [#solopr](#)

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[sparklyhero](#): Peeping into [#solopr](#)

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[karensim](#): RT [@KellyeCrane](#): A2: Some clients are not just poor communicators, they're wishy-washy. Have to put it in writing w/them. [#solopr](#)

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[jgombita](#): [Of course one needs to really LISTEN to his/her answers] RT [@karensxim](#): A2: Ask a lot of questions, validate mutual understanding [#solopr](#)  
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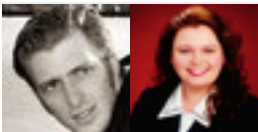
• [mdbarber](#): RT [@MarketingMel](#): A. 2 I think its very important to communicate w/ clients using the channels they prefer. Sending mtg notes helps. [#solopr](#)  
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• [AerialEllis](#): RT [@SoloPR](#): Great idea! RT [@dconconi](#): A2: contact reports after every mtg, even phoners- ask for approval of contact report [#solopr](#)  
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• [KellyeCrane](#): A2: Some clients are not just poor communicators, they're wishy-washy. Have to put it in writing w/them. [#solopr](#)  
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• [garrettkuk](#): [@3hatscomm](#) [@MikeLesczinski](#) does this make you Larry, Curly, or Moe? ;)  
[#solopr](#)  
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• [AerialEllis](#): I've had clients get annoyed by my constant inquiries. But they realized those were the same concerns that they needed to address. [#soloPR](#)  
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• [SoloPR](#): Great idea! RT [@dconconi](#): A2: contact reports after every mtg, even phoners- ask for approval of contact report [#solopr](#)  
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• [MarketingMel](#): A. 2 I think it's very important to communicate w/ clients using the channels they prefer. Sending meeting notes helps. [#soloPR](#)  
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• [mdbarber](#): RT [@dariasteigman](#): A2. 1st, you have to figure out how their brain processes info. Listen, so you can learn their starting point. [#solopr](#)  
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• [karenswim](#): Absolutely! RT [@makasha](#): A2: After asking tons of ?s, I send notes to the client to verify the "takeaways" [#solopr](#)  
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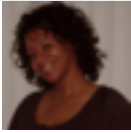
• [socialitestatus](#): [@KellyeCrane](#) I'm starting to see that way more often than I'd like to. [#solopr](#)  
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• [mdbarber](#): RT [@dconconi](#): A2: contact reports after every mtg, even phoners - ask 4 approval of contact report; & follow up emails on all assign [#solopr](#)  
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•  
[dariasteigman](#): A2 2nd, impt to find out HOW they communicate best. Might be lousy in person, great on email, or phone. [#solopr](#)  
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•  
[makasha](#): A2: After asking tons of ?s, I send notes to the client to verify the "takeaways" [#solopr](#)  
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•  
[socialitestatus](#): [@farida\\_h](#) very time consuming! Not enough for me to send a tweet on their behalf every now & then. [#solopr](#)  
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•  
[CommAMMO](#): RT [@dariasteigman](#): A2. 1st, you have to figure out how their brain processes info. Listen, so you can learn their starting point. [#solopr](#)  
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•  
[karenswim](#): Yes, psych 101 :-)) RT [@mdbarber](#): Repeat their statements back to them. What I hear you asking for is... [#solopr](#)  
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•  
[jgombita](#): Just liked EARNED media (not free media) RT [@dconconi](#): and its [social media expertise] not FREE! [#solopr](#)

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• [CommAMMO](#): RT [@jasoncohen](#): Q1: Equally imp to what social networks to use is the idea of what content youll use to engage those audiences. [#solopr](#)  
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• [dariasteigman](#): A2. 1st, you have to figure out how their brain processes info. Listen, so you can learn their starting point. [#solopr](#)  
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• [mdbarber](#): Repeat their statements back to them. What I hear you asking for is...[#solopr](#)  
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• [dconconi](#): A2: contact reports after every meeting, even phoners - ask for approval of contact report - & follow up emails on all assignments [#solopr](#)  
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• [karensim](#): RT [@akenn](#): I just keep asking questions until its clear. Important not to back away or not have convos just b/c theyre painful :-> [#solopr](#)  
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• [SoloDove PR](#): Ask questions & give examples RT [@SoloPR](#): Q2: Some clients say one thing and mean another. How do you deal w/poor communicators? [#solopr](#)

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[MikeLesczinski](#): :) RT [@3hatscomm](#): Hey, I resemble that remark. ;-) /lurking  
RT [@MikeLesczinski](#): We are not normal people. [#solopr](#)  
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[CommAMMO](#): RT [@akenn](#): A2: I just keep asking quest til its clear. Important not to back away or to not have convos just b/c theyre painful ;-) [#solopr](#)  
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[jasoncohen](#): Q1: Equally important to what social networks to use is the idea of what content you'll use to engage those audiences. [#solopr](#)  
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[farida\\_h](#): Lol! RT [@mdbarber](#): RT [@MikeLesczinski](#): We are not normal people. Have to remind clients they arent either. [#solopr](#)  
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[AerialEllis](#): I think it helps to ask lots of questions and do a great deal if probing. [#soloPR](#)  
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[mdbarber](#): Yep RT [@karensxim](#): A2: Ask a lot of questions, validate mutual understanding [#solopr](#)  
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[makasha](#): RT [@SoloPR](#): Q2: Some clients say one thing and mean another. How do you deal w/poor communicators? [#solopr](#)

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• [SoloPR](#): Ha! RT [@3hatscomm](#): Hey, I resemble that remark. ;-)/lurking RT [@MikeLesczinski](#): We are not normal people [#solopr](#)

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• [mdbarber](#): A2 -- Repetition sometimes helps. Verbal and then written after meetings. [#solopr](#)

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• [akenn](#): A2: I just keep asking questions until it's clear. Important not to back away or to not have convos just b/c they're painful ;-) [#solopr](#)

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• [3hatscomm](#): Hey, I resemble that remark. ;-)/lurking RT [@MikeLesczinski](#): We are not normal people. [#solopr](#)

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• [socialitestatus](#): [@CommAMMO](#) [@jgombita](#) thanks for the answers. I have a client that sends me update [#s](#) from FB [#solopr](#)

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• [CommAMMO](#): Lots of probing Qs RT [@SoloPR](#): Q2: Some clients say one thing and mean another. How do you deal w/poor communicators? [#solopr](#)

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• [AerialEllis](#): This happens very often. RT [@SoloPR](#): Q2: Some clients say one thing and mean another. How do you deal w/poor communicators? [#solopr](#)

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• [12for12k](#)  
[karensxim](#): A2: Ask a lot of questions, validate mutual understanding [#solopr](#)  
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• [SoloDove PR](#): A1. i think its good to at least know about the diff social networks and a rough idea of how they work [#solopr](#)  
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• [mdbarber](#): RT [@SoloPR](#): Q2: Some clients say one thing and mean another. How do you deal w/poor communicators? [#solopr](#)  
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• [KellyeCrane](#): [@socialitestatus](#) Have to educate up-front that slow and steady wins the race in social media. [#solopr](#)

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• [jgombita](#): RT [@mediacoach](#): Used Quora heavily for about 2 months. Traffic has dwindled now - not the "new Wikipedia" by any means (RT with [#solopr!](#))  
about 17 hours ago via *Tweet Button* · [Reply](#) · [View Tweet](#)



• [dconconi](#): RT [@SoloPR](#): Q2: Some clients say one thing and mean another. How do you deal w/poor communicators? [#solopr](#)  
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• [karensxim](#): RT [@SoloPR](#): Q2: Some clients say one thing and mean another. How do you deal w/poor communicators? [#solopr](#)  
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• [farida\\_h](#): [@farida\\_h](#) [@socialitestatus](#) I keep warning clients before they jump in tht SM is time consuming, requires commitment to get results. [#solopr](#)  
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• [karenswim](#): You can show them the time [@cloudspark](#) shared a great report via the LI group [@CommAMMO](#) [@socialitestatus](#) [#solopr](#)  
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• [SoloPR](#): Q2: Some clients say one thing and mean another. How do you deal w/poor communicators? [#solopr](#)  
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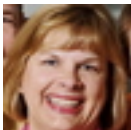
• [dconconi](#): and its not FREE! RT [@CommAMMO](#): [@socialitestatus](#): How do you get clients to understand it takes time? And its not about the numbers? [#solopr](#)  
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• [makasha](#): Looks like I was missing a great conversation just logging in to [#solopr](#)  
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• [dariasteigman](#): Who is the mythical "average user" anyway? RT [@MikeLesczinski](#): We are not normal people. Have to remind clients they aren't either. [#solopr](#)  
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• [mdbarber](#): RT [@MikeLesczinski](#): We are not normal people. Have to remind clients they arent either. [#solopr](#)  
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• [CommAMMO](#): Sometimes you can't RT [@socialitestatus](#): How do you get clients to understand it takes time? And its not about the numbers? [#solopr](#)  
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• [AerialEllis](#): Love this! RT [@MikeLesczinski](#): We are not normal people. Have to remind clients they aren't either. [#solopr](#)  
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• [jgombita](#): [@socialitestatus](#) or leads! Tell them that social media is excellent for PR goals of reputation, value and relationship building. [#solopr](#)  
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• [MikeLesczinski](#): We are not normal people. Have to remind clients they aren't either. [#solopr](#)  
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• [mdbarber](#): Re: convincing folks it takes, time -- personal experience mostly. But also change "time it takes" to key element of engagement. [#solopr](#)  
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• [SoloPR](#): No- Q1 has been hoppin'! Q2 up next... RT [@AerialEllis](#): Are we on Q2 yet? [#solopr](#)  
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• [MikeLesczinski](#): RT [@MediaCoach](#): A1 [#solopr](#) Trial and error, experience and advice. The hot new channels often cool quickly. [#solopr](#)  
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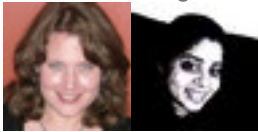
• [karenskim](#): [@KellyeCrane](#) I never got into Farmville but look at how Lady Gaga used it, so I see the usefulness for some brands [#solopr](#)

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• [andreaschulle](#): Agree! RT [@mediacoach](#): A1 [#solopr](#) There are still a few clients that I advise to keep away from all social media. It's not for everyone.

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• [KellyeCrane](#): [@farida\\_h](#) Had a client who insisted Facebook was just for kids, because he never used it. Common affliction! [#solopr](#)

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• [AerialEllis](#): Are we on Q2 yet? [#soloPR](#)

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• [CommAMMO](#): [@tronise](#) :-) [#solopr](#)

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• [mdbarber](#): [@farida\\_h](#) So true. Need to remember to focus on client's targets not our own. Often changes the recommendation. [#solopr](#)

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• [MarketingMel](#): RT [@KellyeCrane](#): Good sources of stats/research: [@eMarketer@MarketingSherpa](#) [@MarketingProfs](#) [#solopr](#)

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• [andreaschulle](#): Yes! RT [@KellyeCrane](#): A1: look at where your clients' customers are. look at where your potential clients are (may not be the same). [#solopr](#)  
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• [farida\\_h](#): RT [@socialitestatus](#): How do you get clients to understand it takes time? And its not about the numbers? [#solopr](#)  
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• [CommAMMO](#): [#measurement](#) ! RT [@KellyeCrane](#): A1: For clients, keep up w/research and stats on actual usage... [#solopr](#)  
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• [SoloDove PR](#): RT [@solopr](#): RT [@MediaCoach](#): A1 [#solopr](#) Trial and error, experience and advice. The hot new channels often cool quickly.  
about 17 hours ago via *HootSuite* · [Reply](#) · [View Tweet](#)



• [jgombita](#): RT [@CommAMMO](#): [@jgombita](#) [@kellyecrane](#) [@karensim](#) Twitter is a "brand building" thing for me (and it's informative/fun) - but takes time. [#solopr](#)  
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• [KellyeCrane](#): Good sources of stats/research: [@eMarketer](#) [@MarketingSherpa@MarketingProfs](#) [#solopr](#)  
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• [farida\\_h](#): [@KellyeCrane](#) Agree with you. Too often, we think our own habits/interests represent the universe. [#solopr](#)

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• [davispr](#): Agree. RT [@karensim](#): [@CommAMMO](#) Twitter is good tool to build relationships & maintain visibility which all can lead to sales [#solopr](#)  
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• [CommAMMO](#): RT [@dariasteigman](#): [@jgombita](#) True. But if that niche is ur niche, then thats key tool vs. shiny object or an irrelevant time-suck. [#solopr](#)  
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• [mdbarber](#): RT [@KellyeCrane](#): A1: Keep up w/research and stats on actual usage (too often we think others use networks like us - e.g., gaming). [#solopr](#)  
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• [jgombita](#): [@KellyeCrane](#) [@CommAMMO](#) knows my participation in [#hbrchat](#) led to my tweets being included in [@harvardbiz](#) report on Managing Stress [#solopr](#)  
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• [socialitestatus](#): How do you get clients to understand it takes time? And it's not about the numbers? [#solopr](#)  
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• [KellyeCrane](#): I'm perpetually shocked by the numbers for things like Farmville. People spend real money on that! [#solopr](#)

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[SoloDove PR](#): A1. I pick ones where a good # of ppl in the industry are using. I also try to figure if it will be something useful in the long run [#solopr](#)  
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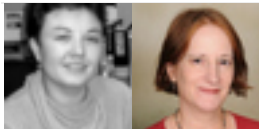
[KellyeCrane](#): A1: For clients, keep up w/research and stats on actual usage (too often we think others use networks like us - e.g., gaming). [#solopr](#)  
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[CommAMMO](#): RT [@kellyecrane](#): [.@CommAMMO](#) makes me think of an imp pt: personal participation can be for prof development. E.g., Twitter chats [#solopr](#)  
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[CommAMMO](#): RT [@garrettkuk](#): [@CommAMMO](#) my considered opinion: Twitter still hasn't "tipped" for mainstream (or average mobile phone user) [#solopr](#)  
about 18 hours ago via [HootSuite](#) · [Reply](#) · [View Tweet](#)



[jgombita](#): [@dariasteigman](#) I find I must violently agree with you, there. [#solopr](#)  
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[farida\\_h](#): RT [@karensxim](#): [@CommAMMO](#) Twitter is good tool to build relationships & maintain visibility which all can lead to sales [#solopr](#)

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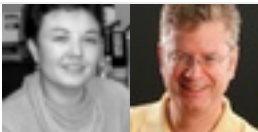


[CommAMMO](#): RT [@jgombita](#): [@CommAMMO](#) if you are looking to sell (or market) on Twitter, you are wasting your time, at least with me, my friend. [#solopr](#)  
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[karensxim](#): [@CommAMMO](#) True, so you have to choose where you want to spend your resources [#solopr](#)

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[jgombita](#): [@CommAMMO](#) [@kellyecrane](#) [@karensxim](#) yes build profile, info sharing, professional development (re: Twitter chats, etc.); Not marketing [#solopr](#)

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[CommAMMO](#): RT [@karensxim](#): [@CommAMMO](#) Twitter is good tool to build relationships & maintain visibility which all can lead to sales [#solopr](#)

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[howtophil](#): RT [@dariasteigman](#): [@karensxim](#) [@MikeLesczinski](#) I look at Quora & think: Why do I need another Yahoo answers? I have LinkedIn -- & my Twitverse. [#solopr](#)

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[mbarber](#): Exactly -- "@KellyCrane: makes me think of an imp pt: personal participation can b 4professional development. E.g., Twitter chats [#solopr](#)"  
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[karensxim](#): [@dariasteigman](#) [@MikeLesczinski](#) I'm there but not active, just kind of monitor but I really did want to like it [#solopr](#)  
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[dconconi](#): RT [@CommAMMO](#): [@jgombita](#) [@kellyecrane](#) [@karensxim](#) Twitter is a "brand building" thing 4 me (and its informative/fun) -but takes time. [#solopr](#)  
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[CommAMMO](#): RT [@mbarber](#): I hear you! Thats the quandry but how can we rec to clients if we dont. Rely on others/influencers for their recom. [#solopr](#)  
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[SoloDove PR](#): Hi everyone Solo Dove PR here from [#nj](#) entertainment and non profit pr [#solopr](#)  
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• [howtophil](#): RT [@karensxim](#): Same here RT [@MikeLesczinski](#): I want to love Quora, but just cant help feeling underwhelmed [#solopr](#)  
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• [dariasteigman](#): [@jgombita](#) True. But if that niche is your niche, then that's a key tool vs. a shiny object or an irrelevant time-suck. [#solopr](#)  
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• [CommAMMO](#): [@jgombita](#) [@kellyecrane](#) [@karensxim](#) Twitter is a "brand building" thing for me (and it's informative/fun) - but takes time. [#solopr](#)  
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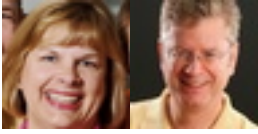
• [KellyeCrane](#): I think Quora's (limited) value is when a targeted answer comes up in search results (vs. those actually on the site). [#solopr](#)  
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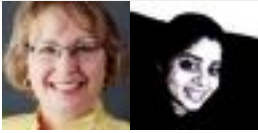
• [dariasteigman](#): [@karensxim](#) [@MikeLesczinski](#) I look at Quora & think: Why do I need another Yahoo answers? I have LinkedIn -- & my Twitterverse. [#solopr](#)  
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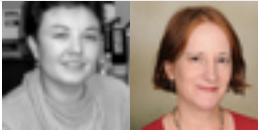
[garrettkuk](#): RT [@mdbarber](#): Discussions re: 4square, Quora, 2nd life, etc remind me why it's imp for us to know/understand each. Good for some clients; not all [#solopr](#)  
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[MarketingMel](#): [@farida\\_h](#) [@AerialEllis](#) I've crossed [#FB](#) biz divide. But referring to the new invites I'm getting for pro network on FB. [#soloPR](#)  
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[jgombita](#): [@dariasteigman](#) I agree. But biz segments (or niches) is not mainstream. Musicians love to hold SL concerts for intern'l audiences. [#solopr](#)  
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[farida\\_h](#): RT [@mdbarber](#): Discussions re: 4square, Quora, 2nd life remind me why its imp for us to know/understand each. Good for some clients. [#solopr](#)  
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• [jenzings](#): yup, agree RT [@CommAMMO](#): [@mbarber](#) I feel like I don't have time to explore these things. ;-( [#solopr](#)  
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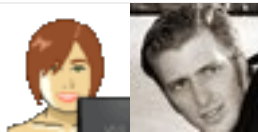
• [CommAMMO](#): [@mbarber](#) I feel like I don't have time to explore these things. ;-([#solopr](#)  
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• [mbarber](#): Discussions re: 4square, Quora, 2nd life, etc remind me why it's imp for us to know/understand each. Good for some clients; not all [#solopr](#)  
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• [AerialEllis](#): [@MarketingMel](#) I am an active LinkedIn user for biz connections. Love it. Facebook, I keep it personal. I use Twitter for both. [#soloPR](#)  
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• [akenn](#): [@garrettkuk](#) [@MediaCoach](#) Don't advise against it often but with one client it's b/c of all 3 reasons you mention [#solopr](#)  
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• [karenswim](#): Same here RT [@MikeLesczinski](#): I want to love Quora, but just cant help feeling underwhelmed [#solopr](#)

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• [howtophil](#): RT [@MikeLesczinski](#): I want to love Quora, but just can't help feeling underwhelmed [#solopr](#)

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• [jgombita](#): [@CommAMMO](#) if you are looking to sell (or market) on Twitter, you are wasting your time, at least with me, my friend. [#solopr](#)

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• [garrettkuk](#): [@commammo](#) my considered opinion: Twitter still hasn't "tipped" for mainstream (or average mobile phone user) [#solopr](#)

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• [dconconi](#): still prefer LI for its business groups - good tool for B2B clients [#solopr](#)

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• [TomiLinda](#): I think we have 2 remember that when using SM tools 4 clients its abt helping them appear more transparent then anything else. [#solopr](#)

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[KellyeCrane](#): .[@CommAMMO](#) makes me think of an imp pt: personal participation can be for professional development. E.g., Twitter chats [#solopr](#) about 18 hours ago via *TweetDeck* · [Reply](#) · [View Tweet](#)

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[CareerFinesse](#): RT [@karensxim](#): A1: It's tough & I experiment a lot but choose platforms that best align with goals (visibility, thought leadership, customer base)[#solopr](#) about 18 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)

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[karensxim](#): [@soultravelers3](#) It's so great to see you! Things are good, how are you? [#solopr](#) is a live chat for solo pr & other pros

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[MikeLesczinski](#): I want to love Quora, but just can't help feeling underwhelmed[#solopr](#) about 18 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)

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[dconconi](#): RT [@jgombita](#): [@dariasteigman](#) I instinctively KNEW Second Life would never be mainstream. And dont get me started on [@boresquare](#) [#solopr](#) about 18 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)

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[dariasteigman](#): [@jgombita](#) 2nd life is great ex, b/c there are biz segments where it's made sense. I So someone needs to know (just not me). [#solopr](#)

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[farida\\_h](#): [@MarketingMel](#) I see a lot of people opening up FB to both personal and biz connections. It helps people strengthen biz connections. [#solopr](#)

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[semjaza](#): RT [@MediaCoach](#): [@farida\\_h](#) [#solopr](#) Used Quora heavily for about 2 months. Traffic has dwindled now - not the "new Wikipedia" by any means

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[mdbarber](#): A1 -- Have friend using Quora to help build influence; working for them but targeted niche. [#solopr](#)

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[howtophil](#): RT [@MediaCoach](#): [@farida\\_h](#) [#solopr](#) Used Quora heavily for about 2 months. Traffic has dwindled now - not the "new Wikipedia" by any means

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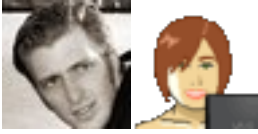
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[dconconi](#): and your time! RT [@dariasteigman](#): [@dconconi](#) My tack: Do you have unlimited \$\$\$? Where is it wisest to spend yours? [#solopr](#)

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[AerialEllis](#): Best. RT [@garrettkuk](#): A1 I try to stay informed of hot/new platforms so I can offer clients/colleagues strategies and pros & cons [#solopr](#)  
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[garrettkuk](#): [@akenn](#) [@MediaCoach](#) when you advise against SM involvement: is this because of lack of time, understanding, or audience presence? [#solopr](#)  
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[CommAMMO](#): A1: I'm struggling with this question. Twitter (esp chats) is a fave, but it's not helping "sell" so far. [#solopr](#)

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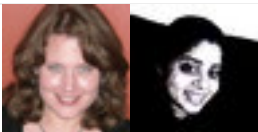
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[mndbarber](#): RT [@MediaCoach](#): [@farida\\_h](#) [#solopr](#) Used Quora heavily for about 2 months. Traffic has dwindled now - not "new Wikipedia" by any means [#solopr](#)

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[KellyeCrane](#): [@farida\\_h](#) I've played with Quora- found its value limited for me. It does have good SEO, so some participation probably worthwhile [#solopr](#)


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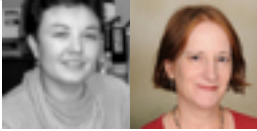
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[dariasteigman](#): [@dconconi](#) My tack: Do you have unlimited \$\$? Where is it wisest to spend yours? [#solopr](#)  
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[shaymocha](#): [@SoloPR](#) [@OpulentEvents](#) Dallas, Texas based Public Relations and Event Management [#SoloPR](#)  
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•  
[AerialEllis](#): In light of current events, we may want to advise clients on improper use of social media for the sake of saving their brand. [#soloPR](#)  
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•  
[jgombita](#): [@dariasteigman](#) I instinctively KNEW Second Life would never be mainstream. And don't get me started on [@boresquare](#) (esp syndication) [#solopr](#)  
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•  
[TMariePR](#): About to check into the [#SoloPR](#) Chat!! Hey fam!!! **\*\*Hugs\*\*** Missed you guys!  
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•  
[MediaCoach](#): [@farida\\_h](#) [#solopr](#) Used Quora heavily for about 2 months. Traffic has dwindled now - not the "new Wikipedia" by any means

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[dconconi](#): [@mediacoach](#) [@#solopr](#) -but so hard to talk them down from the allure of sm [#solopr](#)

about 18 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)



[dariasteigman](#): [@farida\\_h](#) I haven't used it. The stuff with "gaming" elements bores me. [#solopr](#)

about 18 hours ago via *TweetDeck* · [Reply](#) · [View Tweet](#)



[KellyeCrane](#): A1: Also good to look at whether the mores of a channel "permit" limited participation (e.g., Quora), or require all-in (Twitter) [#solopr](#)

about 18 hours ago via *TweetDeck* · [Reply](#) · [View Tweet](#)



[akenn](#): Yes, esp those who don't have time for it RT [@MediaCoach](#): There are still a few clients I advise to keep away from all social media. [#solopr](#)

about 18 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)



[dariasteigman](#): [@jgombita](#) So true. As in, don't care about Empire Anything. :) [#solopr](#)

about 18 hours ago via *TweetDeck* · [Reply](#) · [View Tweet](#) ·  [Show Conversation](#)



[garrettuk](#): A1 I try to stay informed of hot/new platforms so I can offer clients/colleagues strategies and pros & cons [#solopr](#)

about 18 hours ago via *HootSuite* · [Reply](#) · [View Tweet](#)



[farida\\_h](#): I'm curious if other [#solopr](#) pros use Quora or have found value in it. [#solopr](#)  
about 18 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)



[MarketingMel](#): A. 1 (related) On that same vein, what's everyone's take on the [#FBbiz](#) connections now? I always thought that was [#L!](#) [#soloPR](#)  
about 18 hours ago via *TweetDeck* · [Reply](#) · [View Tweet](#)



[jgombita](#): Intuition helps RT [@dariasteigman](#) As comms pros, we know to know about the shiny toys. (But we don't have to play in every sandbox.) [#solopr](#)  
about 18 hours ago via *Tweet Button* · [Reply](#) · [View Tweet](#)



[AerialEllis](#): It doesn't make sense to use online/social media platforms for the sake of fun or time. An end goal has to be insight. [#soloPR](#)  
about 18 hours ago via *TweetDeck* · [Reply](#) · [View Tweet](#)



[dconconi](#): Yep! RT [@MediaCoach](#): A1 [#solopr](#) There are still a few clients that I advise 2 keep away from all social media. Its not 4 everyone. [#solopr](#)  
about 18 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)



[karensim](#): True RT [@MediaCoach](#): A1 [#solopr](#) There are still a few clients I advise to keep away from all social media. Its not for everyone. [#solopr](#)

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about 18 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)



**SoloPR**: RT [@farida\\_h](#): I try not to jump on every new network that comes along- focus on networks that help me connect/engage meaningfully [#solopr](#)  
about 18 hours ago via *TweetGrid.com* · [Reply](#) · [View Tweet](#)



**dariasteigman**: For my biz as well. RT [@AerialEllis](#): A1: For clients, I select online/SM platforms that are critical to meeting their goals. [#soloPR](#)  
about 18 hours ago via *TweetDeck* · [Reply](#) · [View Tweet](#)



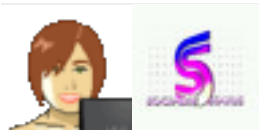
**dconconi**: Love it!! RT [@dariasteigman](#): [@mdbarber](#) As comms pros, we know about the shiny toys. (But we dont have to play in every sandbox.) [#solopr](#)  
about 18 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)



**farida\_h**: RT [@dariasteigman](#): [@mdbarber](#) As comms pros, we know to know about the shiny toys. (But we dont have to play in every sandbox.) [#solopr](#)  
about 18 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)



**mdbarber**: Exactly: RT [@dariasteigman](#): [@mdbarber](#) As comms pros, we know to know about the shiny toys. (But we dont have to play in ev sandbox.) [#solopr](#)  
about 18 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)



**akenn**: [@socialitestatus](#) which ones do you go to for personal use? [#solopr](#)

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**MediaCoach**: A1 [#solopr](#) There are still a few clients that I advise to keep away from all social media. It's not for everyone.

about 18 hours ago via *web* · [Reply](#) · [View Tweet](#)



**karens swim**: [@jgombita](#) Why thank you \*blush\* ;-) [#solopr](#)

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**dariasteigman**: [@mdbarber](#) As comms pros, we know to know about the shiny toys. (But we don't have to play in every sandbox.) [#solopr](#)

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**AerialEllis**: A1: For clients, I select online/social media platforms that are critical to meeting their goals. [#soloPR](#)

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**mdbarber**: RT [@karens swim](#): A1: For clients Im much more judicious & seek channels that align w/goals & deliver highest return, cant b everywhere [#solopr](#)

about 18 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)

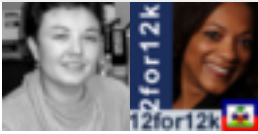


[socialitestatus](#): I've been sticking with what my clients know, ie. Twitter, Facebook. But I've ventured out to other platforms for personal use. [#solopr](#)  
about 18 hours ago via *TweetDeck* · [Reply](#) · [View Tweet](#)



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[dconconi](#): RT [@karens swim](#): A1: For clients Im more judicious & seek channels that align w/goals & deliver highest return, cant be everywhere [#solopr](#)  
about 18 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)



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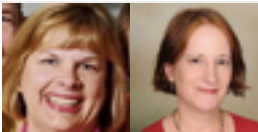
[jgombita](#): [@karens swim](#) when you demonstrate thought leadership, it also helps to increase your profile (or visibility). You one smart [#solopr](#)

about 18 hours ago via *Tweet Button* · [Reply](#) · [View Tweet](#) ·  [Show Conversation](#)




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[karens swim](#): RT [@farida\\_h](#): I try not to jump on to every new network that comes along, focus on networks that help connect & engage meaningfully. [#solopr](#)  
about 18 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)



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[mbarber](#): [@dariasteigman](#) Shiny new toy syndrome is making me engage less of the new sites. Their website/early info more important than ever. [#solopr](#)  
about 18 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#) ·  [Show Conversation](#)



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[akenn](#): A1: am feeling it more necessary to be on all platforms tho presence is different on each [#solopr](#)  
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•  
[SoloPR](#): RT [@garrettkuk](#): A1: I look for critical mass (both now & future) & how it can build/deepen meaningful relationships with audiences [#solopr](#)  
about 18 hours ago via [TweetGrid.com](#) · [Reply](#) · [View Tweet](#)



•  
[dariasteigman](#): [@karensxim](#) Of course, this equals smarts and/or rel'ship building, which are building blocks for business. [#solopr](#)  
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•  
[MarketingMel](#): RT [@SoloPR](#): Q1: With the growing number of online/social platforms, how do you pick & choose your participation? [#solopr](#)  
about 18 hours ago via [TweetDeck](#) · [Reply](#) · [View Tweet](#)



•  
[garrettkuk](#): RT [@KellyeCrane](#): A1: First, look at where your clients' customers are. Also look at where your potential clients are (may not be the same). [#solopr](#)  
about 18 hours ago via [TweetDeck](#) · [Reply](#) · [View Tweet](#)



•  
[karensxim](#): A1: For clients I'm much more judicious & seek channels that align w/goals & deliver highest return, can't be everywhere [#solopr](#)  
about 18 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



[farida\\_h](#): I try not to jump on to every new network that comes along. I try to focus on networks that help me connect and engage meaningfully. [#solopr](#)  
about 18 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)

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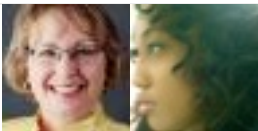
[AerialEllis](#): A1: I choose what's convenient and purposeful for me both professionally & personally. [#soloPR](#)  
about 18 hours ago via *TweetDeck* · [Reply](#) · [View Tweet](#)

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[jgombita](#): RT [@karensxim](#): A1: It's tough & I experiment a lot but choose platforms that best align with goals (visibility, thought leadership, customer base) [#solopr](#)  
about 18 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)

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[MarketingMel](#): [@AerialEllis](#) Hello Volunteer State friend in [#soloPR](#)!  
about 18 hours ago via *TweetDeck* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

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[garrettkuk](#): [@mediacoach](#) I suspect you are correct re: Empire Ave [#solopr](#)  
about 18 hours ago via *HootSuite* · [Reply](#) · [View Tweet](#)

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[MediaCoach](#): A1 Aye, [@dconconi](#) Twitter and FB always in the mix. [#solopr](#)  
about 18 hours ago via *web* · [Reply](#) · [View Tweet](#)

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[garrettkuk](#): A1: I look for critical mass (both now & future) & how it can build/deepen meaningful relationships with audiences [#solopr](#)

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about 18 hours ago via *HootSuite* · [Reply](#) · [View Tweet](#)



[mdbarber](#): For myself, I look at the best ROI for my company & for my clients. Different for each one. Finding myself being choosier tho. [#solopr](#)  
about 18 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)



[akenn](#): A1: I admit to not being too adventurous; mostly stick with FB, Twitter, LinkedIn (in line w/client needs too). Anyone rec'd others? [#solopr](#)  
about 18 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)



[SoloPR](#): [@jgombita](#) Both! [#solopr](#)  
about 18 hours ago via *TweetGrid.com* · [Reply](#) · [View Tweet](#)



[karensim](#): A1: I participate in some places for personal /professional enrichment not nec. biz so that is important for me [#solopr](#)  
about 18 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)



[dariasteigman](#): [@mdbarber](#) And same process, BTW, for clients. What's useful for their business (vs shiny toy syndrome)? [#solopr](#)

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[SoloPR](#): RT [@MediaCoach](#): A1 [#solopr](#) Trial and error, experience and advice. The hot new channels often cool quickly.

about 18 hours ago via [TweetGrid.com](#) · [Reply](#) · [View Tweet](#)



• [MarketingMel](#): Hi friends in [#soloPR](#). Just dropping in a bit late from [#Tennessee](#)!  
about 18 hours ago via [TweetDeck](#) · [Reply](#) · [View Tweet](#)



• [dconconi](#): A1. Professionally, I pick and choose based on the client strategy. Personally, FB and Twitter. agree w [@mediacoach](#) on trendies [#solopr](#)  
about 18 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



• [karensxim](#): A1: It's tough & I experiment a lot but choose platforms that best align with goals (visibility, thought leadership, customer base) [#solopr](#)  
about 18 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



• [jgombita](#): Is Q1 regarding variety and depth of social media platforms or time management (or failure to do so) on them? Or both? [#solopr](#)  
about 18 hours ago via [web](#) · [Reply](#) · [View Tweet](#)



• [dariasteigman](#): RT [@KellyeCrane](#): A1: First, look at where your clients' customers are. Also look at where your potential clients are (may not be the same). [#solopr](#)  
about 18 hours ago via [TweetDeck](#) · [Reply](#) · [View Tweet](#)



• [mndbarber](#): RT [@dariasteigman](#): A1. I start w/ triage: need to know (look at, familiar w/ for clients); useful to use for my business. [#solopr](#)

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• [mdbarber](#): RT [@MediaCoach](#): A1 [#solopr](#) Trial and error, experience and advice. The hot new channels often cool quickly. [#solopr](#)  
about 18 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)



• [KellyeCrane](#): A1: First, look at where your clients' customers are. Also look at where your potential clients are (may not be the same). [#solopr](#)  
about 18 hours ago via *TweetDeck* · [Reply](#) · [View Tweet](#)



• [dariasteigman](#): A1. I start w/ triage: need to know (look at, familiar w/ for clients); useful to use for my business. [#solopr](#)  
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• [CherriPRBuzz](#): hello everyone! [#solopr](#)  
about 18 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)



• [MediaCoach](#): A1 [#solopr](#) Trial and error, experience and advice. The hot new channels often cool quickly. I suspect Empire Avenue will not last too long.  
about 18 hours ago via *web* · [Reply](#) · [View Tweet](#)



• [jenzings](#): Good Q - RT [@SoloPR](#): Q1: With the growing number of online/social platforms, how do you pick & choose your participation? [#solopr](#)

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• [jenmoirePR](#): How DO you manage 70 Facebook pages? Find out from [@DiscoveryComm](#)'s social media strategist [#pr](#) [#solopr](#) <http://bit.ly/lxsvjV> ([expand](#))  
about 18 hours ago via *TweetDeck* · [Reply](#) · [View Tweet](#)



• [dconconi](#): RT [@SoloPR](#): Q1: With the growing number of online/social platforms, how do you pick & choose your participation? [#solopr](#)  
about 18 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)



• [CommAMMO](#): RT [@SoloPR](#): Q1: With the growing number of online/social platforms, how do you pick & choose your participation? [#solopr](#)  
about 18 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)



• [dconconi](#): Diana joining [#soloprchat](#) - where the smartest indies from around the world solve PR's most pressing challenges. On now! [#solopr](#)  
about 18 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)



• [CommAMMO](#): Hi all -- just wrapped a research interview and am starvin for food. BRB for [#solopr](#)  
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[mddbarber](#): RT [@SoloPR](#): Q1: With the growing number of online/social platforms, how do you pick & choose your participation? [#solopr](#)  
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[karensxim](#): RT [@SoloPR](#): Q1: With the growing number of online/social platforms, how do you pick & choose your participation? [#solopr](#)  
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[karensxim](#): Nice to have you here! [@ZeljianaALH](#) all the way from Croatia! [#solopr](#) is a global must chat now! [#solopr](#)  
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[SoloPR](#): Q1: With the growing number of online/social platforms, how do you pick & choose your participation? [#solopr](#)  
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[AerialEllis](#): Hello [#soloPR](#) - Owner of Urbane Imagery, Nashville based PR consultancy, peeking in for a moment.  
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[dariasteigman](#): Ha ha. RT [@mediacoach](#): [#solopr](#). That's OK. Tweets take a while to travel the Atlantic too. A bit like talking to the Space Shuttle.  
about 18 hours ago via *TweetDeck* · [Reply](#) · [View Tweet](#)

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•  
[mdbarber](#): Welcome: [@ZeljanaALH](#) all the way from Croatia! [#solopr](#) is a global must chat now! [#solopr](#)  
about 18 hours ago via *TweetChat* · [Reply](#) · [View Tweet](#)




•  
[jenzings](#): Jen Z here from [@customscoop](#), looking to learn! [#soloPR](#)  
about 18 hours ago via *TweetDeck* · [Reply](#) · [View Tweet](#)



•  
[soultravelers3](#): [@karenschwim](#) Hi Karen, how are things in Michigan? What is [#solopr](#) ?  
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•  
[MediaCoach](#): [@SoloPR](#) [#solopr](#). That's OK. Tweets take a while to travel the Atlantic too. A bit like talking to the Space Shuttle.  
about 18 hours ago via *web* · [Reply](#) · [View Tweet](#) ·  [Show Conversation](#)



•  
[SoloPR](#): [@ZeljanaALH](#) Wow, thank you for taking time out of your night to join us![#solopr](#)  
about 18 hours ago via *TweetGrid.com* · [Reply](#) · [View Tweet](#) ·  [Show Conversation](#)



•  
[dconconi](#): [@ZeljanaALH](#) all the way from Croatia! [#solopr](#) is a global must chat now! [#solopr](#)  
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• [SoloPR](#): Q1 first came up as a possible Q during last week's chat-- it's up next...[#solopr](#)

about 18 hours ago via [TweetGrid.com](#) · [Reply](#) · [View Tweet](#)



• [dariasteigman](#): [@ZeljanaALH](#) Welcome, Zeljana! Glad you could join us. [#solopr](#)

about 18 hours ago via [TweetDeck](#) · [Reply](#) · [View Tweet](#) · [Show Conversation](#)



• [garrettkuk](#): [@solopr](#) forgot to feed the hamsters again [#solopr](#)

about 18 hours ago via [HootSuite](#) · [Reply](#) · [View Tweet](#)



• [mdbarber](#): Happy Solstice everyone from Alaska. Longtime indie/PR counselor. We love solstice here: Sunset last night was 11:42; sunrise @ 4 [#solopr](#)

about 18 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



• [Lil Baby BooBoo](#): RT [@TRGioia](#): Joining in for a great [#solopr](#) chat!

about 18 hours ago via [web](#) · [Reply](#) · [View Tweet](#)



• [ZeljanaALH](#): Hi everyone, zeljana from Dubrovnik, Croatia, interested in subject/news. Not able to stay all the way, but at least a bit [#solopr](#)

about 18 hours ago via [Twitter for BlackBerry®](#) · [Reply](#) · [View Tweet](#)



[SoloPR](#): Love seeing some folks we haven't heard from in a while -- welcome! [#solopr](#)

about 18 hours ago via [TweetGrid.com](#) · [Reply](#) · [View Tweet](#)

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[karenswim](#): Hi everyone, excited to be here, Karen Swim from Michigan [#solopr](#)

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[akenn](#): Hello from Boston! Multi-tasking today...researching social media strategies for clients while participating in [#solopr](#) chat [#solopr](#)

about 18 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



[garrettkuk](#): [#solopr](#) Howdy from Atlanta

about 18 hours ago via [HootSuite](#) · [Reply](#) · [View Tweet](#)



[TRGioia](#): Joining in for a great [#solopr](#) chat!

about 18 hours ago via [web](#) · [Reply](#) · [View Tweet](#)



[farida\\_h](#): Hello, everyone. Farida from Prism Media Services in NY. Finally made it to the [#solopr](#) chat again. And happy to be back! [#solopr](#)

about 18 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



[SoloPR](#): FYI- I'm seeing a bit of a delay in tweets (especially in Tweetgrid). Please bear with us! [#solopr](#)

about 18 hours ago via [TweetGrid.com](#) · [Reply](#) · [View Tweet](#)



• [socialitestatus](#): Happy Hump Day [#solopr](#) tweeps! Excited to join to the chat today.  
about 18 hours ago via *TweetDeck* · [Reply](#) · [View Tweet](#)




• [MediaCoach](#): [#solopr](#) Alan Stevens here. London UK-based PR and Media Journo, also currently President of the World's 6,000 professional speakers. Hmm.  
about 18 hours ago via *web* · [Reply](#) · [View Tweet](#)



• [dariasteigman](#): Hi everybody. [#solopr](#)  
about 18 hours ago via *TweetDeck* · [Reply](#) · [View Tweet](#)



• [SoloPR](#): [@MediaCoach](#) Hello to our friend from across the pond! [#solopr](#)  
about 18 hours ago via *TweetGrid.com* · [Reply](#) · [View Tweet](#) ·  [Show Conversation](#)



• [TomiLinda](#): Hi everyone. Glad I can join at least the first half of [#solopr](#) today  
Hi [@kellyecrane](#)  
about 18 hours ago via *TweetDeck* · [Reply](#) · [View Tweet](#)



• [SoloPR](#): If you're joining, please introduce yourself. This is [@KellyeCranemoderating](#), Atlanta-based blogger at <http://soloprpro.com/> [#solopr](#)  
about 18 hours ago via *TweetGrid.com* · [Reply](#) · [View Tweet](#)



• [MediaCoach](#): Hello [#solopr](#) friends. Looking forward to an enlightening hour.  
about 18 hours ago via *web* · [Reply](#) · [View Tweet](#)



• [garrettkuk](#): rocking [#solopr](#) for the next hour -- mute or join  
about 18 hours ago via *HootSuite* · [Reply](#) · [View Tweet](#)



- [KellyeCrane](#): RT [@SoloPR](#): It's time for this week's [#soloPR](#) chat for independent pros in PR and related fields (and those who want to learn more about it) about 18 hours ago via *TweetDeck* · [Reply](#) · [View Tweet](#)



- [SoloPR](#): It's time for this week's [#soloPR](#) chat for independent pros in PR and related fields (and those who want to learn more about it). about 18 hours ago via *TweetGrid.com* · [Reply](#) · [View Tweet](#)