

#SoloPR Chat - 7/20/2011

[SoloPR Jul 20, 2:00pm via TweetGrid.com](#)

Looks like our official hour is up. Thanks everyone for taking the time to join, and we keep chatting on the hashtag all week! [#solopr](#)

[farida_h Jul 20, 1:59pm via TweetChat](#)

@[karensxim](#) @[jgombita](#) @[farida_h](#) I keep arranging & re-arranging. It's all getting so complicated in the context of the online world! [#solopr](#)

[marthamuzychka Jul 20, 1:59pm via TweetChat](#)

RT @[dconconi](#): Friend vs acquaintance: your friends don't spam you with Farmville updates. [#solopr](#)

[DCCeline Jul 20, 1:59pm via TweetCaster for Android](#)

Yup. Whole other ball o wax RT @[dariasteigman](#) There are lots of ppl I like. Ppl I'll work with (or for) is a much smaller universe. [#solopr](#)

[KateRobins Jul 20, 1:59pm via TweetChat](#)

@[dariasteigman](#) @[karensxim](#) @[jgombita](#) @[farida_h](#) That's it then. I'll check out Google + but only because you have. [#solopr](#)

[karensxim Jul 20, 1:59pm via TweetChat](#)

@[dconconi](#) But family members do, lol! [#solopr](#)

[dconconi Jul 20, 1:58pm via TweetChat](#)

RT @[karensxim](#): @[jgombita](#) @[farida_h](#) No kidding! The circles had me going in circles! [#solopr](#)

[dariasteigman Jul 20, 1:58pm via TweetDeck](#)

@[karensxim](#) @[jgombita](#) @[farida_h](#) My blog post tomorrow is actually about Google+ Circles. I think they're on to something. [#solopr](#)

[jgombita Jul 20, 1:58pm via web](#)

@[farida_h](#) you are also forgetting the [#solopr](#) hashtag. RT, so others can see your brilliant observations....

[dconconi Jul 20, 1:58pm via TweetChat](#)

Friend vs acquaintance: your friends don't spam you with Farmville updates. [#solopr](#)

[KellyeCrane Jul 20, 1:58pm via TweetDeck](#)

@[dariasteigman](#) Hee. Rescue pups are best! [#solopr](#)

[marthamuzychka Jul 20, 1:58pm via web](#)

@[dariasteigman](#) Absolutely. I have found there are some ppl that I wished I hadn't gotten to know "better" in that fashion. [#soloPR](#)

[PRjeff Jul 20, 1:58pm via TweetChat](#)

Ha. RT [@KellyeCrane](#): Uh oh, new coworker Lulu is up. :-) [#solopr](#) <http://t.co/rlnrI0n> [#solopr](#)

[jgombita Jul 20, 1:57pm via web](#)

[@dariasteigman](#) ([@karensxim](#)) well how about that incredible TRUST online people have about [@triberobo](#)-curation? :-) [#solopr](#)

[karensxim Jul 20, 1:57pm via TweetChat](#)

[@jgombita](#) [@farida_h](#) No kidding! The circles had me going in circles! [#solopr](#)

[karensxim Jul 20, 1:57pm via TweetChat](#)

[@dariasteigman](#) [@jgombita](#) I don't but agree that many use "friend" loosely [#solopr](#)

[dariasteigman Jul 20, 1:57pm via TweetDeck](#)

Let the "awws" begin. RT [@KellyeCrane](#): Uh oh, new coworker Lulu is up. :-) [#solopr](#) <http://yfrog.com/kgczdwbj>

[jgombita Jul 20, 1:57pm via web](#)

RT [@farida_h](#): you're quite right. When I got on to G+, i realized how tough it was to distinguish friends from acquaintances... [#solopr](#)

[SoloPR Jul 20, 1:57pm via TweetGrid.com](#)

Agree! RT [@jgombita](#): You [#solopr](#) people are so smart and witty. I'm doing "due diligence" on that observation right now. :-)

[socialitestatus Jul 20, 1:56pm via ÜberSocial for BlackBerry](#)

RT [@dariasteigman](#): [@jgombita](#) Key is ALWAYS vet ppl you work with: clients, subs, prime contractors, etc. [#solopr](#)

[marthamuzychka Jul 20, 1:56pm via web](#)

[@SoloPR](#) [@katerobins](#) [#solopr](#) Or it may have been a one off. If their work was of previously high quality/timely, I'd check before dumping.

[KellyeCrane Jul 20, 1:56pm via Twitter for iPhone](#)

Uh oh, new coworker Lulu is up. :-) [#solopr](#) <http://t.co/rlnrI0n>

[dariasteigman Jul 20, 1:56pm via TweetDeck](#)

[@marthamuzychka](#) And occasionally people I've friended that need to be blocked. :) [#solopr](#)

[jgombita Jul 20, 1:56pm via web](#)

You [#solopr](#) people are so smart and witty. I'm doing "due diligence" on that observation right now. :-)

[dconconi Jul 20, 1:56pm via TweetChat](#)

We are eager to trust in social media - whatever the shiny new thing/person is - for biz: take time, do homework, get referrals [#solopr](#)

[karensxim Jul 20, 1:56pm via TweetChat](#)

[@jgombita](#) I can see where they can get amplified quickly, esp. since you may be "chatting" more than you would IRL. [#solopr](#)

[dariasteigman](#) Jul 20, 1:55pm via [TweetDeck](#)

[@jgombita](#) [@karensxim](#) But are we defining "friendship" the same way? It's often like 1st date stuff -- b/f you get to know IRL. [#solopr](#)

[SoloPR](#) Jul 20, 1:55pm via [TweetGrid.com](#)

RT [@dariasteigman](#): There are lots of ppl I like. Ppl I'll work with (or for) is a much smaller universe. [#solopr](#)

[jgombita](#) Jul 20, 1:55pm via [web](#)

RT [@marthamuzychka](#): [@jgombita](#) [#soloPr](#) I think this is why referrals are so important. And reputation. Othello got it right when he mourned its loss.

[SoloPR](#) Jul 20, 1:55pm via [TweetGrid.com](#)

Smart! RT [@KateRobins](#): Q3 But it's also important to understand why they flaked because that might set you up for failure again. [#solopr](#)

[marthamuzychka](#) Jul 20, 1:55pm via [web](#)

[@dariasteigman](#) Very true. It's like Facebook. There are people I know and there are people I friend. [#solopr](#)

[jgombita](#) Jul 20, 1:54pm via [web](#)

[@karensxim](#) general observation I've made re: social-media-based friends/colleagues. Relationships seem to spring up v fast vs. IRL. [#solopr](#)

[farida_h](#) Jul 20, 1:54pm via [TweetChat](#)

RT [@karensxim](#): [@jgombita](#) I dont think we "slow down" the trust but we should still perform due diligence before hiring [#solopr](#)

[cathyannsauer](#) Jul 20, 1:54pm via [TweetChat](#)

RT [@karensxim](#): Yes! RT [@dariasteigman](#): [@jgombita](#) Key is ALWAYS vet ppl you work with: clients, subs, prime contractors, etc. [#solopr](#)

[marthamuzychka](#) Jul 20, 1:54pm via [TweetDeck](#)

RT [@dariasteigman](#): There are lots of ppl I like. Ppl I'll work with (or for) is a much smaller universe. [#solopr](#)

[KateRobins](#) Jul 20, 1:54pm via [TweetChat](#)

RT [@marthamuzychka](#): [@jgombita](#) [#soloPr](#) ...why referrals so important. And reputation. Othello got it right when he mourned its loss. [#solopr](#)

[dariasteigman](#) Jul 20, 1:53pm via [TweetDeck](#)

There are lots of ppl I like. Ppl I'll work with (or for) is a much smaller universe. [#solopr](#)

[karensxim](#) Jul 20, 1:53pm via [TweetChat](#)

Yes! RT @dariasteigman: @jgombita Key is ALWAYS vet ppl you work with: clients, subs, prime contractors, etc. #solopr

[KellyeCrane Jul 20, 1:53pm via TweetDeck](#)

@jgombita I haven't seen much diff, but agree that we don't really know the quality of our online friend's work without references #solopr

[marthamuzychka Jul 20, 1:53pm via web](#)

@jgombita #soloPr I think this is why referrals are so important. And reputation. Othello got it right when he mourned its loss.

[dariasteigman Jul 20, 1:53pm via TweetDeck](#)

@jgombita Key is ALWAYS vet ppl you work with: clients, subs, prime contractors, etc. #solopr

[jgombita Jul 20, 1:53pm via TweetChat](#)

RT @dconconi: This is why it is so important to have a deep bench of professionals - anything can and does happen in this biz #solopr

[karensxim Jul 20, 1:53pm via TweetChat](#)

@jgombita I don't think we "slow down" the trust but we should still perform due diligence before hiring #solopr

[KateRobins Jul 20, 1:52pm via TweetChat](#)

@dariasteigman @karensxim No. There is not. #solopr

[dariasteigman Jul 20, 1:52pm via TweetDeck](#)

@karensxim Sometimes I shake my head that ppl work over & over again w/ people who don't meet deadlines. #solopr

[jgombita Jul 20, 1:52pm via web](#)

Re: Q3, do you think we're (maybe) trusting our social media acquaintances/colleagues a bit too fast? Should we slow down trust? #solopr

[KateRobins Jul 20, 1:52pm via TweetChat](#)

Q3 But it's also important to understand why they flaked because that might set you up for failure again. #solopr

[karensxim Jul 20, 1:51pm via TweetChat](#)

@dariasteigman Not in my book, I was raised to honor my word, period. #solopr

[KellyeCrane Jul 20, 1:51pm via TweetDeck](#)

A3: Always be on the lookout for ways you can expand your network in needed areas, so you have the bench @dconconi says #solopr

[KateRobins Jul 20, 1:51pm via TweetChat](#)

RT @SoloPR: Well played. :-) RT @JanetLFalk: A3 Work with JanetLFal. No disappointment. #soloPR #solopr

[karensxim Jul 20, 1:51pm via TweetChat](#)

True incl. real emergency RT @[dconconi](#): so important 2 have deep bench of professionals - anything can and does happen in this biz [#solopr](#)

[dariasteigman Jul 20, 1:51pm via TweetDeck](#)

@[karensxim](#) Ppl tell me, "I love working w/ you b/c you get stuff done on time." Is there an alternative I don't know about? [#solopr](#)

[SoloPR Jul 20, 1:50pm via TweetGrid.com](#)

This! RT @[dconconi](#): This is why it is so important to have a deep bench of professionals - anything can and does happen in this biz [#solopr](#)

[3HatsComm Jul 20, 1:50pm via TweetChat](#)

Agree RT @[dconconi](#): This is why it is so important to have a deep bench of professionals - anything can and does happen in this biz [#solopr](#)

[marthamuzychka Jul 20, 1:50pm via TweetChat](#)

RT @[dconconi](#): This is why it is so important to have a deep bench of professionals - anything can and does happen in this biz [#solopr](#)

[dconconi Jul 20, 1:50pm via TweetChat](#)

This is why it is so important to have a deep bench of professionals - anything can and does happen in this biz [#solopr](#)

[cathyannsauer Jul 20, 1:50pm via TweetChat](#)

YES RT @[karensxim](#): As sub, burns me up because I tear myself to pieces to make sure my client never looks bad to their clients [#solopr](#)

[SoloPR Jul 20, 1:50pm via TweetGrid.com](#)

RT @[dconconi](#): A3:it happens! always have a backup plan - others or yourself! Then deduct the time from final payment to flake [#solopr](#)

[dariasteigman Jul 20, 1:50pm via TweetDeck](#)

A3 For missed deadlines, fire them if you can't get them on track. And what @[dconconi](#) says ("never work w/ them again.") [#solopr](#)

[farida_h Jul 20, 1:49pm via TweetChat](#)

RT @[dariasteigman](#): A3 For incompetence or runaway subs, life and learn. Pay them (or fire them) and move on. [#solopr](#)

[JanetLFalk Jul 20, 1:49pm via TweetDeck](#)

A3 Work with JanetLFalk. No disappointment. [#soloPR](#) (Learn to proofread before sending)

[karensxim Jul 20, 1:49pm via TweetChat](#)

Absolutely agree! RT @[dconconi](#): A3.b - and then NEVER work with them again [#solopr](#)

[SoloPR Jul 20, 1:49pm via TweetGrid.com](#)

Well played. :-) RT @[JanetLFalk](#): A3 Work with JanetLFal. No disappointment. [#soloPR](#) [#solopr](#)

[dariasteigman Jul 20, 1:49pm via TweetDeck](#)

A3 For incompetence or runaway subs, life and learn. Pay them (or fire them) and move on.
[#solopr](#)

[dconconi Jul 20, 1:49pm via TweetChat](#)

A3.b - and then NEVER work with them again [#solopr](#)

[karensxim Jul 20, 1:49pm via TweetChat](#)

@[cathyannsauer](#) Bookmarked the post to read this afternoon, thank you so much for sharing it!
[#solopr](#)

[JanetLFalk Jul 20, 1:48pm via TweetDeck](#)

A3 Work with JanetLFal. No disappointment. [#soloPR](#)

[socialitestatus Jul 20, 1:48pm via ÜberSocial for BlackBerry](#)

RT @[dconconi](#): A3:it happens! always have a backup plan - others or yourself! Then deduct the time from final payment to flake [#solopr](#)

[KellyeCrane Jul 20, 1:48pm via TweetDeck](#)

A3: But, it happens to the regularly employed, too. Sometimes you count on someone, and they just don't come through. [#solopr](#)

[karensxim Jul 20, 1:48pm via TweetChat](#)

As a sub, this burns me up because I tear myself to pieces to make sure my client never looks bad to their clients [#solopr](#)

[jgombita Jul 20, 1:48pm via TweetChat](#)

RT @[dconconi](#): A3:it happens! always have a backup plan - others or yourself! Then deduct the time from final payment to flake [#solopr](#)

[cathyannsauer Jul 20, 1:48pm via TweetChat](#)

@[dariasteigman](#) Thanks. On my mind during trial... had to get it out. [#solopr](#)

[SoloPR Jul 20, 1:48pm via TweetGrid.com](#)

@[dariasteigman](#) Advice for both situations welcome. :-) [#solopr](#)

[KateRobins Jul 20, 1:47pm via TweetChat](#)

RT @[karensxim](#): Great tip! RT @[KellyeCrane](#): A3: Try to schedule their deadlines enough in advance that it wont sink you completely. [#solopr](#)

[3HatsComm Jul 20, 1:47pm via TweetChat](#)

RT @[karensxim](#): Great tip! RT @[KellyeCrane](#): A3: Try to schedule their deadlines enough in advance that it wont sink you completely. [#solopr](#)

[dconconi Jul 20, 1:47pm via TweetChat](#)

A3:it happens! always have a backup plan - others or yourself! Then deduct the time from final payment to flake [#solopr](#)

[jgombita Jul 20, 1:47pm via web](#)

@[KateRobins](#) @[dariasteigman](#) ROTFLMAO, you are on a witty roll today, Kate! "Own their own immigration department." Broadcast fact? [#solopr](#)

[KateRobins Jul 20, 1:47pm via TweetChat](#)

RT @[dariasteigman](#): RT @[SoloPR](#): Q3: If you have subcontractors helping you, and they flake out at the last minute, what do you do? [#solopr](#)

[karensxim Jul 20, 1:47pm via TweetChat](#)

Agree w/ @[KellyeCrane](#) always give yourself some cush room just in case, and check in for progress [#solopr](#)

[SoloPR Jul 20, 1:47pm via TweetGrid.com](#)

RT @[rockstarjen](#): A3 ugh. the last few times, i've just had to find time to do it myself. and then find new help directly following [#solopr](#)

[karensxim Jul 20, 1:46pm via TweetChat](#)

Great tip! RT @[KellyeCrane](#): A3: Try to schedule their deadlines enough in advance that it wont sink you completely. [#solopr](#)

[KateRobins Jul 20, 1:46pm via TweetChat](#)

@[jgombita](#) @[karensxim](#) @[dariasteigman](#) aim her toward sarah palin... [#solopr](#)

[dariasteigman Jul 20, 1:46pm via TweetDeck](#)

A3 Define "flake out." Don't do the work or do it badly? Different situations. [#solopr](#)

[rockstarjen Jul 20, 1:46pm via TweetChat](#)

@[jgombita](#) yippy skippy! thanks. [#solopr](#)

[karensxim Jul 20, 1:46pm via TweetChat](#)

A3: Had this happen once on a dual project w/@[trishlambert](#), we both jumped in, worked like crazy & got it done [#solopr](#)

[KellyeCrane Jul 20, 1:46pm via TweetDeck](#)

A3: Try to schedule their deadlines enough in advance that it won't sink you completely. [#solopr](#)

[rockstarjen Jul 20, 1:46pm via TweetChat](#)

A3 ugh. such an issue. the last few times, i've just had to find time to do it myself. and then find new help directly following. [#solopr](#)

[jgombita Jul 20, 1:46pm via TweetDeck](#)

RT @[KellyeCrane](#): A2: Also interesting to watch how things are changing since Edelman's been on board. I think spokepeople are getting better.. [#solopr](#)

[KateRobins Jul 20, 1:46pm via TweetChat](#)

@[jgombita](#) @[KateRobins](#) @[dariasteigman](#) Yeah...they probably own immigration too. [#solopr](#)

[dariasteigman Jul 20, 1:45pm via TweetGrid.com](#)

RT @SoloPR: Q3: If you have subcontractors helping you, and they flake out at the last minute, what do you do? [#solopr](#)

[dariasteigman](#) Jul 20, 1:45pm via [TweetDeck](#)

Nice. Worth the read. RT @cathyannsauer: Wrote abt journalism ethics on my blog today. <http://bit.ly/mVgTqj> [#solopr](#)

[socialitestatus](#) Jul 20, 1:45pm via [ÜberSocial for BlackBerry](#)

RT @SoloPR: Q3: If you have subcontractors helping you, and they flake out at the last minute, what do you do? [#solopr](#) << good question!

[karensxim](#) Jul 20, 1:45pm via [TweetChat](#)

RT @SoloPR: Q3: If you have subcontractors helping you, and they flake out at the last minute, what do you do? [#solopr](#)

[dconconi](#) Jul 20, 1:45pm via [TweetChat](#)

RT @SoloPR: Q3: If you have subcontractors helping you, and they flake out at the last minute, what do you do? [#solopr](#)

[jgombita](#) Jul 20, 1:45pm via [web](#)

.@rockstarjen et al., see transcript of [#notw #commschat](#): <http://commschat.com/transcript-of-commschat-with-mervyn-edgecombe> [#solopr](#)

[KateRobins](#) Jul 20, 1:45pm via [TweetChat](#)

@KellyeCrane ...Did Edelman create "the most humble day?" [#solopr](#)

[SoloPR](#) Jul 20, 1:44pm via [TweetGrid.com](#)

Q3: If you have subcontractors helping you, and they flake out at the last minute, what do you do? [#solopr](#)

[socialitestatus](#) Jul 20, 1:44pm via [ÜberSocial for BlackBerry](#)

@KateRobins haha! Nothing happened on my end. I was too far down the totem pole [#solopr](#)

[KateRobins](#) Jul 20, 1:43pm via [TweetChat](#)

@jgombita @rockstarjen Yeah...guess we should knock off the phone hacking too. [#solopr](#)

[cathyannsauer](#) Jul 20, 1:43pm via [TweetChat](#)

Wrote about journalism ethics on my blog today. Have excerpts from the SPJ code. Worth a read. <http://bit.ly/mVgTqj> [#solopr](#)

[SoloPR](#) Jul 20, 1:43pm via [TweetGrid.com](#)

Very interesting discussion from you smarties, as always. Q3 is coming up... [#solopr](#)

[jgombita](#) Jul 20, 1:43pm via [web](#)

:-) RT @karensxim: Score 1 for the trophy wife! MT @dariasteigman: Off topic, but props to Murdochs wife? She has a wicked punch. [#solopr](#)

[rockstarjen](#) Jul 20, 1:43pm via [TweetDeck](#)

@[jgombita](#) oh, that is aweosome. wished i could have sat in on that. [#notw](#) [#solopr](#)

[KellyeCrane](#) Jul 20, 1:43pm via [TweetDeck](#)

RT @[erica_holloway](#): @[SoloPR](#) A1: You can't ignore case studies of such a profound nature. There's lots to learn. [#solopr](#)

[KateRobins](#) Jul 20, 1:42pm via [TweetChat](#)

@[socialitestatus](#) @[SoloPR](#) Gasp! You DID?? C'mon...just [#solopr](#). No one's listning. Warm welcome please for @[socialitestatus](#). APPLAUSE [#solopr](#)

[dariasteigman](#) Jul 20, 1:42pm via [TweetDeck](#)

@[jgombita](#) They are. Which is why distancing themselves so impt to avoid charges under Foreign Corrupt Practices Act. [#solopr](#)

[dconconi](#) Jul 20, 1:42pm via [TweetChat](#)

RT @[karensxim](#): Score 1 4 the trophy wife! RT @[dariasteigman](#): Off topic, but can give props 2 Murdochs wife? She has a wicked punch. [#solopr](#)

[SoloPR](#) Jul 20, 1:41pm via [TweetGrid.com](#)

RT @[rockstarjen](#): A2 BTW - excellent way to stay on top of [#notw](#) discussion is to follow @[jeffjarvis](#) [#solopr](#)

[jgombita](#) Jul 20, 1:41pm via [web](#)

@[KateRobins](#) @[dariasteigman](#) yes. I understand both father and son are now American citizens. (Dual?) Not sure about rest of brood. [#solopr](#)

[karensxim](#) Jul 20, 1:41pm via [TweetChat](#)

Score 1 for the trophy wife! RT @[dariasteigman](#): Off topic, but I can give props to Murdochs wife? She has a wicked punch. [#solopr](#)

[SoloPR](#) Jul 20, 1:41pm via [TweetGrid.com](#)

Advantage of marrying 37 yrs younger RT @[dariasteigman](#): Off topic, but I can give props to Murdoch's wife? She has a wicked punch. [#solopr](#)

[karensxim](#) Jul 20, 1:41pm via [TweetChat](#)

@[KellyeCrane](#) I agree they are getting better but it was fascinating to see the reactions from pub. on hiring Edelman [#solopr](#)

[jgombita](#) Jul 20, 1:40pm via [web](#)

@[rockstarjen](#) last week, UK-based @[commschat](#) invited 2 Fleet St. journos to guest moderate re: [#notw](#) breaking scandal. Was awesome. [#solopr](#)

[KateRobins](#) Jul 20, 1:40pm via [TweetChat](#)

@[jgombita](#) @[KateRobins](#) @[dariasteigman](#) Yeah, well son attended private school in NYC, dropped out of Hahvahd. [#solopr](#)

[dariasteigman](#) Jul 20, 1:40pm via [TweetDeck](#)

Off topic, but I can give props to Murdoch's wife? She has a wicked punch. [#solopr](#)

[karensxim Jul 20, 1:40pm via TweetChat](#)

Shared via linkedin yesterday interesting post from attorney's viewpoint on crisis communications in these situations [#solopr](#)

[KateRobins Jul 20, 1:40pm via TweetChat](#)

My daughter asked me today, "Now who's this Murdoch guy?" A parenting moment. Like walking on the moon was for my parents I spose. [#solopr](#)

[KellyeCrane Jul 20, 1:40pm via TweetDeck](#)

A2: Also interesting to watch how things are changing since Edelman's been on board. I think spokepeople are getting better.. [#solopr](#)

[dariasteigman Jul 20, 1:40pm via TweetDeck](#)

@[jgombita](#) I suspect murdoch jr was raised abroad. [#solopr](#)

[farida_h Jul 20, 1:39pm via TweetChat](#)

Touché! RT @[dariasteigman](#) Agreed. Murdochs all abt \$\$ & expediency. Not journalism. Or else he wdnt own the "fair & balanced"network [#solopr](#)

[dconconi Jul 20, 1:39pm via TweetChat](#)

RT @[rockstarjen](#): A2 BTW - excellent way to stay on top of [#notw](#) discussion is to follow @[jeffjarvis](#). [#solopr](#)

[jgombita Jul 20, 1:38pm via Tweet Button](#)

@[KateRobins](#) @[dariasteigman](#) :-) Interesting how the son (James) has virtually lost his Australian accent, eh? Daddy A-C, not so much. [#solopr](#)

[KateRobins Jul 20, 1:38pm via TweetChat](#)

@[dariasteigman](#) @[KellyeCrane](#) Both. Crime brings crisis. Bec stupid things likely to happen when you do stupid things. [#solopr](#)

[rockstarjen Jul 20, 1:38pm via TweetChat](#)

A2 BTW - excellent way to stay on top of [#notw](#) discussion is to follow @[jeffjarvis](#). [#solopr](#)

[SoloPR Jul 20, 1:38pm via TweetGrid.com](#)

@[KateRobins](#) Yes, please share! [#solopr](#)

[dconconi Jul 20, 1:38pm via TweetChat](#)

so true RT @[dariasteigman](#)@[KateRobinsMurdochs](#) about \$\$ & expediency. Not journalism Else he wouldnt own the "fair & balanced"network. [#solopr](#)

[KellyeCrane Jul 20, 1:37pm via TweetDeck](#)

@[dariasteigman](#) Agree that it goes beyond just journalism ethics. But as a media company, it's even more imp to us media watchers, [#solopr](#)

[dariasteigman Jul 20, 1:37pm via TweetDeck](#)

@[jgombita](#) Indeed. And the cozy rel'ship b/w media and "power." Very frightening story when you assemble all the pieces. [#solopr](#)

[marthamuzychka Jul 20, 1:37pm via TweetChat](#)

RT @rockstarjen: Q2 PR practitioners everyone should be closely watching (and discussing) what's going on with [#notw](#). both for ethics and response. [#solopr](#)

[jgombita Jul 20, 1:37pm via TweetChat](#)

RT @rockstarjen: Q2 PR practitioners everyone should be closely watching (and discussing) what's going on with [#notw](#). both for ethics and response. [#solopr](#)

[marthamuzychka Jul 20, 1:37pm via web](#)

@dariasteigman @kelleycrane @jgombita [#soloPR](#) [#ethics](#) It's about all three. We each have our stories, we each have priorities.

[dariasteigman Jul 20, 1:36pm via TweetDeck](#)

@KateRobins Agreed. Murdoch's all about \$\$ and expediency. Not journalism. Or else he wouldn't own the "fair and balanced" network. [#solopr](#)

[jgombita Jul 20, 1:36pm via web](#)

@dariasteigman police ethics, too! [#solopr](#)

[rockstarjen Jul 20, 1:36pm via TweetChat](#)

Q2 PR practitioners everyone should be closely watching (and discussing) what's going on with [#notw](#). both for ethics and response. [#solopr](#)

[socialitestatus Jul 20, 1:36pm via ÜberSocial for BlackBerry](#)

@SoloPR haha no. I worked for Fox Sports. No scandal there that I know of. [#solopr](#)

[dconconi Jul 20, 1:36pm via TweetChat](#)

RT @jgombita: audio component of that @cbcradio Sunday Edition interview with Emily Bell (former editor of Guardian) is on website. [#solopr](#)

[dariasteigman Jul 20, 1:35pm via TweetDeck](#)

+1 RT @marthamuzychka: [#soloPR](#) the ethics issues are significant. How we collect, store, and access personal information are all important.

[jgombita Jul 20, 1:35pm via web](#)

@dconconi audio component of that @cbcradio Sunday Edition interview with Emily Bell (former editor of Guardian) is on website. [#solopr](#)

[KateRobins Jul 20, 1:35pm via TweetChat](#)

Gotta find that PR guy's grilling. If a neurologist could subtitle what's going on in his face, coloring, voice... [#solopr](#)

[farida h Jul 20, 1:35pm via TweetChat](#)

Will look out for it. RT @jgombita keep your eyes open (prolly Monday) for @greenbananas @prconversations post re: PR during [#notw](#) [#solopr](#)

[SoloPR Jul 20, 1:35pm via TweetGrid.com](#)

@[socialitestatus](#) Oh, juicy! Do you have any behind scenes worldwide exclusives you'd like to share here on [#solopr](#) ? :-)

[MackCollier](#) Jul 20, 1:35pm via [TweetDeck](#)

RT @[KellyeCrane](#): A1: Some successfully handle two separate blogs, but there's no reason you can't infuse personality in your professional one. [#solopr](#)

[karensxim](#) Jul 20, 1:35pm via [TweetChat](#)

Amen! RT @[KellyeCrane](#): A2: When the publisher of WSJ resigns, [#PR](#) pros around the world should take notice! [#solopr](#)

[jgombita](#) Jul 20, 1:35pm via [web](#)

+1! RT @[marthamuzychka](#): [#soloPR](#) the [#ethics](#) issues are significant. How we collect, store & access personal information are all important.

[dariasteigman](#) Jul 20, 1:35pm via [TweetDeck](#)

@[KellyeCrane](#) My Q is: is this story about PR/journalism ethics or about business ethics? I think it's a bigger issue. [#solopr](#)

[dconconi](#) Jul 20, 1:35pm via [TweetChat](#)

wait for it. RT @[KellyeCrane](#): A2: When the publisher of WSJ resigns, [#PR](#) pros around the world should take notice! [#solopr](#)

[karensxim](#) Jul 20, 1:35pm via [TweetChat](#)

@[KateRobins](#) You say the funniest things, I have been sitting here laughing so hard at your tweet that tears fell! [#solopr](#)

[marthamuzychka](#) Jul 20, 1:34pm via [web](#)

[#soloPR](#) Storytelling makes comms more vivid. Vivid comes from details. How much to share and how you learned needs to be managed well.

[KellyeCrane](#) Jul 20, 1:34pm via [TweetDeck](#)

A2: When the publisher of WSJ resigns, [#PR](#) pros around the world should take notice! [#solopr](#)

[socialitestatus](#) Jul 20, 1:34pm via [ÜberSocial for BlackBerry](#)

I worked for News Corp in the US & it just makes me wonder will this scandal affect other divisions. [#solopr](#)

[rockstarjen](#) Jul 20, 1:33pm via [TweetDeck](#)

Ain't that the truth! RT @[JanetLFalk](#): @[rockstarjen](#) Parenthood is the ultimate in on the job training [#solopr](#)

[jgombita](#) Jul 20, 1:33pm via [web](#)

.@[farida_h](#) keep your eyes open (prolly Monday) for @[greenbanana](#)'s @[prconversations](#) post re: doing PR during [#notw](#) unfoldings..... [#solopr](#)

[KateRobins](#) Jul 20, 1:33pm via [TweetChat](#)

@[dariasteigman](#) Agree. Always suspected he's the anti-Christ. [#solopr](#)

[dconconi Jul 20, 1:33pm via TweetChat](#)

incredible RT @jgombita: A2b. @cbradios Sunday Edition says Guardian journo been uncovering #notw scandal for SIX years! #solopr

[TShryerPR Jul 20, 1:33pm via TweetGrid.com](#)

RT@marthamuzychka: #notw I think there are also some lessons in looking back on what happens when it's a crisis and a #crime. #solopr

[marthamuzychka Jul 20, 1:33pm via TweetChat](#)

RT @farida_h: A2: Good lesson in crisis communications. What to say and do when the pie is about to hit you in the face! #notw #solopr

[3HatsComm Jul 20, 1:33pm via TweetChat](#)

Ignore at own risk. RT @SoloPR @jgombita A2. #notw impt. Makes you examine the validity/ethics of own media outlets & rel w/journos #solopr

[marthamuzychka Jul 20, 1:32pm via web](#)

@jgombita #soloPR the #ethics issues are significant. How we collect, store, and access personal information are all important.

[SoloPR Jul 20, 1:32pm via TweetGrid.com](#)

RT @karensxim: A2: ...great lessons to learn from this no matter what side of the pond you're on #solopr

[berkson0 Jul 20, 1:32pm via TweetDeck](#)

RT @dariasteigman: Larry Flynt (yes, him) has a terrific op-ed on Murdoch & free press: <http://wapo.st/qDB5YA> | Worth reading. #solopr

[jgombita Jul 20, 1:32pm via web](#)

A2b. Learned on @cbradio's Sunday Edition how long/deep was the roots. Guardian journo been uncovering #notw scandal for SIX years! #solopr

[farida_h Jul 20, 1:32pm via TweetChat](#)

A2: Good lesson in crisis communications. What to say and do when the pie is about to hit you in the face! #notw #solopr

[karensxim Jul 20, 1:32pm via TweetChat](#)

A2: #notw is also fast becoming a US story as 911 victims/advocates press for full investigation #solopr

[SoloPR Jul 20, 1:32pm via TweetGrid.com](#)

Great pt RT @marthamuzychka: I think there are also some lessons in looking back on what happens when it's a crisis and a #crime. #solopr

[dariasteigman Jul 20, 1:31pm via TweetDeck](#)

A2 Larry Flynt (yes, him) has a terrific op-ed on Murdoch & free press: <http://wapo.st/qDB5YA> | Worth reading. #solopr

[SoloPR Jul 20, 1:31pm via TweetGrid.com](#)

RT @jgombita: A2. I think #notw hugely important. Makes you examine the validity/ethics of your own media outlets & rel w/journos #solopr

[dconconi Jul 20, 1:31pm via TweetChat](#)

RT @jgombita: I think #notw hugely important. examine the validity/ethics of your own media outlets & relationships with journos. #solopr

[karensxim Jul 20, 1:31pm via TweetChat](#)

@rockstarjen Thank you! :-) #solopr

[marthamuzychka Jul 20, 1:31pm via web](#)

#notw #soloPR I think there are also some lessons in looking back on what happens when it's a crisis and a #crime.

[KellyeCrane Jul 20, 1:30pm via TweetDeck](#)

A2: I think #notw is interesting/imp to watch because News Corp is so *huge* - major implications for a number of outlets. #solopr

[KateRobins Jul 20, 1:30pm via TweetChat](#)

@SoloPR Oh lah lah! Q2 Very important! News' pr guy footage is good media-training fail material. #solopr

[danderson705 Jul 20, 1:30pm via TweetDeck](#)

having an awesome #solopr day :)

[rockstarjen Jul 20, 1:30pm via TweetChat](#)

@karensxim @jgombita rotteneggs.posterous.com. :) #solopr

[karensxim Jul 20, 1:29pm via TweetChat](#)

A2: I think it's critical that we all pay attention, great lessons to learn from this no matter what side of the pond you're on #solopr

[jgombita Jul 20, 1:29pm via web](#)

A2. I think #notw hugely important. Makes you examine the validity/ethics of your own media outlets & relationships with journos. #solopr

[karensxim Jul 20, 1:29pm via TweetChat](#)

@rockstarjen @jgombita I haven't read that post but will now! #solopr

[marthamuzychka Jul 20, 1:29pm via web](#)

@erica_holloway #soloPR It really is a real time lesson of how not to respond in a crisis.

[rockstarjen Jul 20, 1:29pm via TweetChat](#)

RT @SoloPR: Q2: Weve all heard News of the World scandal-how important is it for non-British PR practitioners 2 pay attention? #notw #solopr

[KateRobins Jul 20, 1:29pm via TweetChat](#)

[@farida_h](#) [@KateRobins](#) Perhaps. Then there's the "tell me something I don't know," reflex.
[#solopr](#)

[JanetLFalk](#) Jul 20, 1:29pm via [TweetDeck](#)

[@rockstarjen](#) Parenthood is the ultimate in on the job training [#solopr](#)

[dariasteigman](#) Jul 20, 1:28pm via [TweetDeck](#)

A2 I think this is a biz story more so than a PR story. Murdocks claim ignorance. Taken at face value, they should resign. [#soloPR](#)

[erica_holloway](#) Jul 20, 1:28pm via [TweetChat](#)

[@SoloPR](#) A1: You can't ignore case studies of such a profound nature. There's lots to learn.
[#solopr](#)

[JanetLFalk](#) Jul 20, 1:28pm via [TweetDeck](#)

A2 A lesson learned. Ignoring it and the entourage. [#notw](#) [#solopr](#)

[dconconi](#) Jul 20, 1:28pm via [TweetChat](#)

RT [@SoloPR](#): Q2: Weve all heard of News of the World scandal-how important is it 4 non-Brit PR practitioners 2 pay attention? [#notw](#) [#solopr](#)

[karenskim](#) Jul 20, 1:28pm via [TweetChat](#)

RT [@SoloPR](#): Q2: Weve all heard News of the World scandal-how important is it 4 non-British PR practitioners to pay attention? [#notw](#) [#solopr](#)

[rockstarjen](#) Jul 20, 1:28pm via [TweetDeck](#)

[@jgombita](#) thanks! and now that motherhood has settled in, i'll be sharing the side of me as rookie adoptive mom. :) [#solopr](#)

[SoloPR](#) Jul 20, 1:27pm via [TweetGrid.com](#)

[@PRexecutive](#) Welcome, glad you could join! [#solopr](#)

[farida_h](#) Jul 20, 1:27pm via [TweetChat](#)

[@jgombita](#) [@KateRobins](#) That's a great idea. To define ur interests/passions in ur bio so your audience knows why they shd follow u. [#solopr](#)

[TShryerPR](#) Jul 20, 1:27pm via [TweetGrid.com](#)

RT [@karenskim](#): Again, keep your target audience in mind. I personally enjoy when there's a bit of the personal, makes it more human. [#solopr](#)

[SoloPR](#) Jul 20, 1:27pm via [TweetGrid.com](#)

Q2: We've all heard of News of the World scandal-how important is it for non-British PR practitioners to pay attention? [#notw](#) [#solopr](#)

[KateRobins](#) Jul 20, 1:27pm via [TweetChat](#)

[@dariasteigman](#) [@KateRobins](#) Exactly. Evolution includes the acquired taste for autobiographies. [#solopr](#)

[jgombita Jul 20, 1:27pm via web](#)

@[rockstarjen](#) found yr posts about impending parenthood (thru adoption) really endearing. Highly personal, but showed your character. [#solopr](#)

[BlueprintCG PR Jul 20, 1:26pm via TweetDeck](#)

Twitter should be used more to brand & contribute to the convo then to sell. If u do the former, the biz will follow @[PRexecutive](#) [#solopr](#)

[dariasteigman Jul 20, 1:26pm via TweetDeck](#)

@[PRexecutive](#) Welcome to [#solopr](#). We hang out every Wed. from 1-2 EST.

[KellyeCrane Jul 20, 1:26pm via TweetDeck](#)

@[BlueprintCG PR](#) It's hard to know where to draw the line sometimes, but it's worth the effort IMO. [#solopr](#)

[dconconi Jul 20, 1:26pm via TweetChat](#)

as I skim to catch up RT @[farida_h](#): @[KateRobins](#) Dont we all skim these days? less 2 do with age & more to do with info overload. :) [#solopr](#)

[karenskim Jul 20, 1:26pm via TweetChat](#)

Again, keep your target audience in mind. I personally enjoy when there's a bit of the personal, makes it more human. [#solopr](#)

[PRexecutive Jul 20, 1:26pm via web](#)

@[SoloPR](#) @[KellyeCrane](#) I am Eric Mangan and I work for @[BeckermanPR](#) in northern New Jersey. [#solopr](#)

[errandmanagers Jul 20, 1:26pm via HootSuite](#)

RT @[KellyeCrane](#): Interesting - The New York Times Completes Research on 'Psychology of Sharing' <http://ow.ly/5Ek9D> [#solopr](#)

[socialitestatus Jul 20, 1:25pm via ÜberSocial for BlackBerry](#)

@[KellyeCrane](#) I try not to :) [#solopr](#)

[farida_h Jul 20, 1:25pm via TweetChat](#)

@[KateRobins](#) Don't we all skim, skim these days? I think it has less to do with age & more to do with info overload. :) [#solopr](#)

[socialitestatus Jul 20, 1:25pm via ÜberSocial for BlackBerry](#)

I have a blog that's a little all over the place but it kind of explains how I got into [#solopr](#).

[SoloPR Jul 20, 1:25pm via TweetGrid.com](#)

@[PRexecutive](#) Hi! Qs are submitted to @[KellyeCrane](#) in advance of this chat. Will see if we get to yours today, if not, next wk. [#solopr](#)

[KateRobins Jul 20, 1:25pm via TweetChat](#)

...Just not sure I'd rec it for anyone else. [#solopr](#)

[JanetLFalk Jul 20, 1:25pm via TweetDeck](#)

Agreed. Your personal life is of little interest to me RT [@KateRobins](#): Maybe just my age but I've become a REALLY impatient reader [#solopr](#)

[gloriabell Jul 20, 1:24pm via TweetDeck](#)

Amen! RT [@KellyeCrane](#): A1: Bonus of being yourself online: you attract clients and co-workers who will like the real you! [#solopr](#)

[KateRobins Jul 20, 1:24pm via TweetChat](#)

[@KellyeCrane](#) [@KateRobins](#) Of course you don't! It's against the [#solopr](#) code! And I'm sure whatever you do will be smashing. .. [#solopr](#)

[jgombita Jul 20, 1:24pm via web](#)

[@karensim](#) hope you had a chance to read my [@prconversations](#)' interview with [@prsa](#)'s [@arthury](#). He speaks about online discourse.... [#solopr](#)

[3HatsComm Jul 20, 1:24pm via TweetChat](#)

[@TShryerPR](#) [@SoloPR](#) Think it's relative to degree it's off topic; if you can dovetail interests, create a special category. [#solopr](#)

[SoloPR Jul 20, 1:24pm via TweetGrid.com](#)

Welcome to those who are just joining! Great convo so far, Q2 is up next... [#solopr](#)

[dariasteigman Jul 20, 1:24pm via TweetDeck](#)

[@KateRobins](#) It's a survival skill. The more stuff there is to read, the more you have to select what to focus on. [#solopr](#)

[jgombita Jul 20, 1:23pm via web](#)

[@marthamuzychka](#) you keep forgetting the [#solopr](#) hashtag m'dear....

[PRexecutive Jul 20, 1:23pm via web](#)

What's the best biz practice for sourcing new PR clients via Twitter? [#solopr](#)

[KellyeCrane Jul 20, 1:23pm via TweetDeck](#)

[@annehdoyle](#) Thanks, glad you find the advice useful! [#solopr](#)

[KateRobins Jul 20, 1:23pm via TweetChat](#)

Maybe just my age but I've become a REALLY impatient reader. Skim, skim, skim, yeah, yeah, yeah... [#solopr](#)

[jgombita Jul 20, 1:23pm via web](#)

[@farida_h](#) [@KateRobins](#) in my Twitter Bio share my Passions, rather than much personal info. So if I tweet about [#film](#), you know why. [#solopr](#)

[KellyeCrane Jul 20, 1:23pm via TweetDeck](#)

Let me clarify, [@KateRobins](#) -I believe in being transparent, without "letting it all hang out." I don't curse online, for ex. [#solopr](#)

[rockstarjen Jul 20, 1:23pm via TweetChat](#)

@[dariasteigman](#) thanks, daria. wish i could make it more often, but happy to be there today. [#solopr](#)

[TShryerPR Jul 20, 1:22pm via TweetChat](#)

@[SoloPR](#) @[3HatsComm](#) can this be on your work site? Im really trying to decide right now. love hearing your opinions on this. [#solopr](#)

[rockstarjen Jul 20, 1:22pm via TweetChat](#)

A1 I'm definitely a "sharer." I find that it helps attract the best clients for me. Wasn't really my strategy, but I'll take it. :) [#solopr](#)

[karensxim Jul 20, 1:22pm via TweetChat](#)

Agree! RT @[SoloPR](#): @[TShryerPR](#) Yes! A story of survival says a lot about ones character. [#solopr](#)

[KateRobins Jul 20, 1:22pm via TweetChat](#)

RT @[dariasteigman](#): @[TShryerPR](#) A one-off post that tells your story's ok. I think issue is if were a cancer patients blog, for ex. [#solopr](#)

[SoloPR Jul 20, 1:22pm via TweetGrid.com](#)

RT @[3HatsComm](#): A1 ...If you write topics off-field of pro blog, like hobbies then 2nd blog an option [#solopr](#)

[TShryerPR Jul 20, 1:22pm via TweetChat](#)

@[dariasteigman](#) the blog is about 6 months of dealing with it. in the end, after reading back, i kinda liked who i became thru it. [#solopr](#)

[jgombita Jul 20, 1:21pm via web](#)

RT @[3HatsComm](#): time, dedication factor; also interest. If u write topics off-field of pro blog, like hobbies then 2nd blog option [#solopr](#).

[dariasteigman Jul 20, 1:21pm via TweetDeck](#)

@[rockstarjen](#) Welcome! Good to see you made it. [#solopr](#)

[dconconi Jul 20, 1:21pm via TweetChat](#)

just joining- sorry. don't mind me - I'll catch up quietly. [#solopr](#)

[dariasteigman Jul 20, 1:21pm via TweetDeck](#)

This is key! RT @[KellyeCrane](#): A1: Bonus of being yourself online: you attract clients and co-workers who will like the real you! [#solopr](#)

[karensxim Jul 20, 1:21pm via TweetChat](#)

RT @[3HatsComm](#): WYSIWYG. :) RT @[KellyeCrane](#): Bonus of being urself online: you attract clients/co-workers who will like the real you! [#solopr](#)

[SoloPR Jul 20, 1:21pm via TweetGrid.com](#)

@[TShryerPR](#) Yes! A story of survival says a lot about one's character. [#solopr](#)

[farida_h Jul 20, 1:21pm via TweetChat](#)

Agree! RT @[karensxim](#): @[TShryerPR](#) Mixing in personal anecdotes/opinions can be a great way to personalize your content [#solopr](#)

[nimbyist Jul 20, 1:21pm via HootSuite](#)

Haven't used any yet, but thought the list might be helpful > Top 10 [#OpenSource](#) Project Management Apps <http://bit.ly/ocMkRt> [#solopr](#)

[KateRobins Jul 20, 1:21pm via Power Twitter](#)

@[KellyeCrane](#) [#solopr](#) yeah but that still doesn't sell me. seems really high risk.

[karensxim Jul 20, 1:20pm via TweetChat](#)

@[jgombita](#) I don't mind opinions, it can inspire discussion, as long as an opinion is not stated as fact [#solopr](#)

[3HatsComm Jul 20, 1:20pm via TweetChat](#)

WYSIWYG. :) RT @[KellyeCrane](#): A1: Bonus of being yourself online: you attract clients and co-workers who will like the real you! [#solopr](#)

[farida_h Jul 20, 1:20pm via TweetChat](#)

@[KateRobins](#) @[jgombita](#) I don't share too much personal info either but sometimes like to share fun stuff just so it's not monotonous. [#solopr](#)

[BlueprintCG_PR Jul 20, 1:20pm via TweetDeck](#)

@[KellyeCrane](#) Agreed. Ppl these days want to do business w/ someone real who can understand them; not a machine on autopilot [#solopr](#)

[jgombita Jul 20, 1:20pm via web](#)

Maybe a Canadian privacy thang? RT @[marthamuzychka](#): @[fairida_h](#) I agree: it is always a choice with me. [#solopr](#)

[dariasteigman Jul 20, 1:20pm via TweetDeck](#)

@[TShryerPR](#) A one-off post that tells your story is okay. I think the issue is if were a cancer patient's blog, for ex. [#solopr](#)

[karensxim Jul 20, 1:20pm via TweetChat](#)

@[BlueprintCG_PR](#) @[TShryerPR](#) Zappos is a great example! [#solopr](#)

[erica_holloway Jul 20, 1:20pm via TweetChat](#)

YES! RT @[KellyeCrane](#): A1: Bonus of being yourself online: you attract clients and co-workers who will like the real you! [#solopr](#)

[TShryerPR Jul 20, 1:20pm via TweetChat](#)

RT @[KellyeCrane](#): A1: Bonus of being yourself online: you attract clients and co-workers who will like the real you! [#solopr](#)

[SoloPR Jul 20, 1:20pm via TweetGrid.com](#)

Yay persistence! RT [@rockstarjen](#): Too me awhile to get in, but here I am. Jen in San Diego (7 years solo) here. Hola! [#solopr](#)

[KellyeCrane](#) Jul 20, 1:19pm via TweetDeck

A1: Bonus of being yourself online: you attract clients and co-workers who will like the real you! [#solopr](#)

[rockstarjen](#) Jul 20, 1:19pm via TweetChat

Too me awhile to get in, but here I am. Jen in San Diego (7 years solo) here. Hola! [#solopr](#)

[karensxim](#) Jul 20, 1:19pm via TweetChat

[@TShryerPR](#) Mixing in personal anecdotes/opinions can be a great way to personalize your content [#solopr](#)

[3HatsComm](#) Jul 20, 1:19pm via TweetChat

A1 time, dedication factor; also interest. If you write topics off-field of pro blog, like hobbies then 2nd blog an option. [#solopr](#)

[annehdoyle](#) Jul 20, 1:19pm via TweetDeck

RT [@KellyeCrane](#): A1: Important to remember than anything you write online will be discoverable, regardless. [#solopr](#)

[annehdoyle](#) Jul 20, 1:19pm via TweetDeck

RT [@KellyeCrane](#): A1: Some successfully handle two separate blogs, but there's no reason you can't infuse personality in your professional one. [#solopr](#)

[BlueprintCG_PR](#) Jul 20, 1:18pm via TweetDeck

[@TShryerPR](#) As was said earlier, personalize your business blog w/ your own voice. Example is how Zappos humanizes their brand. [#solopr](#)

[TShryerPR](#) Jul 20, 1:18pm via TweetChat

I wrote a blog called turning cancer into lemonade. tells a lot about me and how I handled it. shouldnt be avail on my work site? [#solopr](#)

[KellyeCrane](#) Jul 20, 1:18pm via TweetDeck

A1: I used to try to keep my personal side quiet, but as [@farida_h](#) notes, it's almost impossible to do. [#solopr](#)

[jgombita](#) Jul 20, 1:18pm via web

[@karensxim](#) but here's hoping it's an INFORMED OPINION! Fact-based, not opinion-laced, as I like to tweet. :-)
[#solopr](#)

[karensxim](#) Jul 20, 1:18pm via TweetChat

[@SoloPR](#) I know it's a little crazy but I like to experiment creatively so they're all like little laboratories [#solopr](#)

[KateRobins](#) Jul 20, 1:17pm via TweetChat

RT @KellyeCrane: @jgombita Great point. As with everything, you need to have your goals and audience in mind from the get-go. [#solopr](#)

[JanetLFalk](#) Jul 20, 1:17pm via web

NYC PR helping your biz grow thru targeted media outreach. Getting back in touch after work piled up. [#soloPR](#)

[socialitestatus](#) Jul 20, 1:17pm via TweetChat

RT @karensxim: If personal simply means having an opinion or reflecting yourself no need for two separate blogs [#solopr](#)

[dariasteigman](#) Jul 20, 1:17pm via TweetDeck

@jgombita I don't think anyone disagrees. Hopefully everyone recognizes the distinction. [#solopr](#)

[socialitestatus](#) Jul 20, 1:17pm via ÜberSocial for BlackBerry

@karensxim I think that's what I'll stick with. [#solopr](#)

[TShryerPR](#) Jul 20, 1:17pm via TweetChat

So I've been thinking about this personal blog on my business site as it allows folks see me not just client's voice. [#solopr](#)

[jgombita](#) Jul 20, 1:16pm via Tweet Button

@farida_h I'm pushing back on this conventional wisdom. I consciously *choose* what I do/don't share about my personal life in SM. [#solopr](#)

[farida_h](#) Jul 20, 1:16pm via TweetChat

RT @dariasteigman: @jgombita @KellyeCrane There's a big difference b/w personality and personal. The first is inviting, the other TMI [#solopr](#)

[karensxim](#) Jul 20, 1:15pm via TweetChat

If personal simply means having an opinion or reflecting yourself no need for two separate blogs [#solopr](#)

[SoloPR](#) Jul 20, 1:15pm via TweetGrid.com

Oy! RT @karensxim: Multiple blogs can be a lot of work, so consider your strategy and resources (says the woman with 4 blogs) [#solopr](#)

[dariasteigman](#) Jul 20, 1:15pm via TweetDeck

@jgombita @KellyeCrane There's a big difference b/w personality and personal. The first is inviting, the other TMI. [#solopr](#)

[farida_h](#) Jul 20, 1:15pm via TweetChat

RT @jgombita: Good point. There needs to be a good balance if personal & prof blog is combined. [#solopr](#)

[3HatsComm](#) Jul 20, 1:15pm via TweetChat

Ditto. RT @[dariasteigman](#): Agree. RT @[KellyeCrane](#): A1: no reason you cant infuse personality in your pro one. [#solopr](#)

[socialitestatus](#) Jul 20, 1:15pm via [ÜberSocial for BlackBerry](#)

RT @[farida_h](#): A1: I prefer to focus on just one blog. Building engagement & promoting 2 blogs takes a lot of time. [#solopr](#)<< agree

[KellyeCrane](#) Jul 20, 1:14pm via [TweetDeck](#)

@[jgombita](#) Great point. As with everything, you need to have your goals and audience in mind from the get-go. [#solopr](#)

[KateRobins](#) Jul 20, 1:14pm via [TweetChat](#)

...fewer followers but personal stuff has sharper teeth when it bites back than professional. [#solopr](#)

[karensxim](#) Jul 20, 1:14pm via [TweetChat](#)

RT @[KellyeCrane](#): A1: Important to remember than anything you write online will be discoverable, regardless. [#solopr](#)

[dariasteigman](#) Jul 20, 1:14pm via [TweetDeck](#)

@[farida_h](#) I agree. Plus, business is built on rel'ships, and that means personality (and likeability). [#solopr](#)

[rockstarjen](#) Jul 20, 1:14pm via [TweetDeck](#)

Trying to sign in to [TweetChat](#) for [#solopr](#), but I can't get in. Grrr.

[farida_h](#) Jul 20, 1:14pm via [TweetChat](#)

@[KellyeCrane](#) I like that 'infusing personality into your professional blog'! [#solopr](#)

[SoloPR](#) Jul 20, 1:14pm via [TweetGrid.com](#)

RT @[farida_h](#): A1: I prefer to focus on just one blog. Building engagement & promoting 2 blogs takes a lot of time. [#solopr](#)

[mdbarber](#) Jul 20, 1:14pm via [TweetChat](#)

Totally. RT @[KateRobins](#): @[mdbarber](#) Yeah, tell them to go away. [#solopr](#)

[TShryerPR](#) Jul 20, 1:13pm via [TweetGrid.com](#)

sorry that I'm late to the party. Here now is all that matters! [#solopr](#)

[karensxim](#) Jul 20, 1:13pm via [TweetChat](#)

@[dariasteigman](#) Oh that sounds like fun! [#solopr](#)

[KateRobins](#) Jul 20, 1:13pm via [TweetChat](#)

@[farida_h](#) I say much, much less about personal matters than I did when Twitter and I were new to each other... [#solopr](#)

[jgombita](#) Jul 20, 1:13pm via [web](#)

@[KellyeCrane](#) I don't disagree, but I must say I find it off-putting (and rarely return) if a so-called "PR" blog is mainly personal. [#solopr](#)

[KellyeCrane](#) Jul 20, 1:13pm via [TweetDeck](#)

A1: Important to remember than anything you write online will be discoverable, regardless. [#solopr](#)

[dariasteigman](#) Jul 20, 1:13pm via [TweetDeck](#)

Agree. RT @[KellyeCrane](#): A1: Some successfully handle 2 separate blogs, but no reason you can't infuse personality in your pro. one. [#solopr](#)

[karensxim](#) Jul 20, 1:13pm via [TweetChat](#)

Multiple blogs can be a lot of work, so consider your strategy and resources (says the woman with 4 blogs) [#solopr](#)

[dariasteigman](#) Jul 20, 1:13pm via [TweetDeck](#)

@[karensxim](#) Makeup is coming. Going to see Merchant of Venice at Shakespeare Theatre tonight. [#solopr](#)

[SoloPR](#) Jul 20, 1:13pm via [TweetGrid.com](#)

RT @[BlueprintCG_PR](#): I think your PR/professional voice should all be integrated [#solopr](#)

[dariasteigman](#) Jul 20, 1:12pm via [TweetDeck](#)

A1 Biz blogging can be very effective. Drives traffic, showcases smarts, lead generation, etc. [#solopr](#)

[KateRobins](#) Jul 20, 1:12pm via [TweetChat](#)

@[mdbarber](#) Yeah, tell them to go away. [#solopr](#)

[farida_h](#) Jul 20, 1:12pm via [TweetChat](#)

A2: Besides, our personal & professional brands are getting so intertwined, it's tough to separate out anyway. [#solopr](#)

[KellyeCrane](#) Jul 20, 1:12pm via [TweetDeck](#)

A1: Some successfully handle two separate blogs, but there's no reason you can't infuse personality in your professional one. [#solopr](#)

[erica_holloway](#) Jul 20, 1:12pm via [TweetChat](#)

Co-sign RT @[farida_h](#): A1: I prefer to focus on just one blog. Building engagement & promoting 2 blogs takes a lot of time. [#solopr](#)

[jgombita](#) Jul 20, 1:12pm via [web](#)

A1. You can have one blog, but be sure to be clear not only in yr About page what it's...about, but to tag your posts appropriately. [#solopr](#)

[karensxim](#) Jul 20, 1:12pm via [TweetChat](#)

@[dariasteigman](#) I look so scary today even I can't bear to look at myself, lol! [#solopr](#)

[mbarber Jul 20, 1:12pm via TweetChat](#)

As quick as I get on, a client calls. Hope to return. [#solopr](#)

[farida_h Jul 20, 1:11pm via TweetChat](#)

A1: I prefer to focus on just one blog. Building engagement & promoting 2 blogs takes a lot of time. [#solopr](#)

[BlueprintCG PR Jul 20, 1:11pm via TweetDeck](#)

I think your PR/professional voice should all be integrated @[SoloPr](#) [#solopr](#)

[dariasteigman Jul 20, 1:11pm via TweetDeck](#)

@[karensxim](#) LOL. Red t-shirt myself, but would have to run for the lipstick. :) [#solopr](#)

[SoloPR Jul 20, 1:11pm via TweetGrid.com](#)

@[ShadBoots](#) Lurkers are welcome, but feel free to chime in! [#solopr](#)

[SoloPR Jul 20, 1:11pm via TweetGrid.com](#)

RT @[erica_holloway](#): @[SoloPR](#) A1: Transparency is best. Keeps your marketing streamlined too. [#solopr](#)

[karensxim Jul 20, 1:10pm via TweetChat](#)

Ha @[dariasteigman](#) took the words right out of my mouth, yes what she said :-) [#solopr](#)

[KateRobins Jul 20, 1:10pm via TweetChat](#)

@[dariasteigman](#) @[SoloPR](#) @[karensxim](#) Oh heavens. That would be a mess. Bumper cars. [#solopr](#)

[jgombita Jul 20, 1:10pm via web](#)

Apologies, editorial schedule correspondence with my blogger mates and a journalist colleague made me late. [#solopr](#)

[mbarber Jul 20, 1:10pm via TweetChat](#)

Good point! RT @[KellyeCrane](#): A1: I think multiple blogs are only for uber dedicated folks - dont think I could handle more than one. [#solopr](#)

[dariasteigman Jul 20, 1:10pm via TweetDeck](#)

A1 I'm guessing (hope) the personal blog isn't attached to the business? [#solopr](#)

[SoloPR Jul 20, 1:10pm via TweetGrid.com](#)

For the reading list! RT @[dariasteigman](#): A1. Depends on your goals. Just wrote a blog post on this topic: <http://bit.ly/pgwutC> [#solopr](#)

[KateRobins Jul 20, 1:10pm via TweetChat](#)

@[SoloPR](#) Is there a theme to the personal blog? Like, say, Lance Armstrong? Or are you hunger striking? [#solopr](#)

[karensxim Jul 20, 1:10pm via TweetChat](#)

A1: It depends on your goals [#solopr](#)

[KellyeCrane Jul 20, 1:10pm via TweetDeck](#)

A1: I think multiple blogs are only for uber dedicated folks - don't think I could handle more than one. [#solopr](#)

[mdbarber Jul 20, 1:10pm via TweetChat](#)

Agree. RT [@dariasteigman](#): A1. Depends on your goals. Actually just wrote a blog post on this topic (<http://bit.ly/pgwutC>). [#solopr](#)

[mdbarber Jul 20, 1:09pm via TweetChat](#)

Morning all from Alaska. Hope everyone's doing well. [#solopr](#)

[karensxim Jul 20, 1:09pm via TweetChat](#)

[@dariasteigman](#) [@SoloPR](#) If it were video I'd have to go with the black screen today, lol [#solopr](#)

[dariasteigman Jul 20, 1:09pm via TweetDeck](#)

A1. Depends on your goals. Actually just wrote a blog post on this topic (<http://bit.ly/pgwutC>). [#solopr](#)

[erica_holloway Jul 20, 1:09pm via TweetChat](#)

[@SoloPR](#) A1: Transparency is best. Keeps your marketing streamlined too. [#solopr](#)

[farida_h Jul 20, 1:09pm via TweetChat](#)

RT [@SoloPR](#): Q1: I hv a new personal blog. Not sure if I need to do a separate blog for PR/prof voice. Would rather not. Suggestions? [#solopr](#)

[SoloPR Jul 20, 1:08pm via TweetGrid.com](#)

[@shaymocha](#) Hello and welcome! [#solopr](#)

[ShadBoots Jul 20, 1:08pm via HootSuite](#)

[@3hatscomm](#) [@SoloPR](#) You and me both, Davina. [#solopr](#)

[socialitestatus Jul 20, 1:08pm via ÜberSocial for BlackBerry](#)

[@karensxim](#) thank you kindly! Good to see you too. [#solopr](#)

[dariasteigman Jul 20, 1:08pm via TweetDeck](#)

[@SoloPR](#) [@karensxim](#) That's why we're not doing video tweet chats yet. [#solopr](#)

[SoloPR Jul 20, 1:07pm via TweetGrid.com](#)

Q1: I have a new personal blog. Not sure if I need to do a separate blog for PR/prof voice. Would rather not. Suggestions? [#solopr](#)

[erica_holloway Jul 20, 1:07pm via TweetChat](#)

[@dariasteigman](#) [@erica_holloway](#) Yes. All of the above. [#solopr](#)

[SoloPR Jul 20, 1:07pm via TweetGrid.com](#)

Q1 is from a community member: [#solopr](#)

[karensxim Jul 20, 1:07pm via TweetChat](#)

[@socialitestatus](#) It has been way too long, good to see you :-)
[#solopr](#)

[shaymocha](#) Jul 20, 1:07pm via [ÜberSocial for BlackBerry](#)
Hello my [#PR](#) comrades! [#SoloPR](#) RT [@SoloPR](#): Do we have any lurkers out there today who'd like to say hello?? :-)
[#solopr](#)

[SoloPR](#) Jul 20, 1:07pm via [TweetGrid.com](#)
[@karensxim](#) Lulu is currently napping. Let's hope she sees fit to continue for the hour!
[#solopr](#)

[dariasteigman](#) Jul 20, 1:07pm via [TweetDeck](#)
[@erica_holloway](#) State politics?
[#solopr](#)

[SoloPR](#) Jul 20, 1:06pm via [TweetGrid.com](#)
Me too :-)
RT [@dariasteigman](#): Popping onto [#solopr](#), to hang with the smarties.

[erica_holloway](#) Jul 20, 1:06pm via [TweetChat](#)
Hi All: Erica, solo, gov. affairs/ politics, in San Diego on a gorgeous day...
[#solopr](#)

[dariasteigman](#) Jul 20, 1:06pm via [TweetDeck](#)
Popping onto [#solopr](#), to hang with the smarties.

[socialitestatus](#) Jul 20, 1:06pm via [ÜberSocial for BlackBerry](#)
Hello [#solopr](#)! It's been a minute. Tche here in Houston.

[KellyeCrane](#) Jul 20, 1:06pm via [TweetDeck](#)
[@dariasteigman](#) [@GenevieveJooste](#) She is a sweetie pie mutt. Pics to come :-)
[#solopr](#)

[farida_h](#) Jul 20, 1:06pm via [TweetChat](#)
Hi, everyone. I'm a communications pro based in NY. Glad to see my [#solopr](#) friends again!
[#solopr](#)

[karensxim](#) Jul 20, 1:06pm via [TweetChat](#)
Hello solos and welcome Lulu :-)
[#solopr](#)

[marthamuzychka](#) Jul 20, 1:05pm via [web](#)
[@SoloPR](#) [#soloPR](#) This is Martha in Newfoundland Canada. Work in non-profit and health/gender/industry comms.

[3HatsComm](#) Jul 20, 1:05pm via [TweetChat](#)
[@SoloPR](#) Hello (hope to lurk the full hour if I can).
[#solopr](#)

[SoloPR](#) Jul 20, 1:05pm via [TweetGrid.com](#)
OK, Q1 is coming up...
[#solopr](#)

[dariasteigman](#) Jul 20, 1:05pm via [TweetDeck](#)
[@KellyeCrane](#) Hi Lulu :) What kind of pup is she?
[#solopr](#)

[SoloPR](#) Jul 20, 1:05pm via [TweetGrid.com](#)

@[KateRobins](#) I will *not* ignore you for an hour :-) [#solopr](#)

[KellyeCrane](#) Jul 20, 1:04pm via [TweetDeck](#)

While we gather for [#solopr](#), I have a new "co-worker" starting today. A just-adopted pup named Lulu. :-)

[KateRobins](#) Jul 20, 1:04pm via [TweetChat](#)

heading into [#solopr](#) so ignore me for an hour. [#solopr](#)

[SoloPR](#) Jul 20, 1:03pm via [TweetGrid.com](#)

Do we have any lurkers out there today who'd like to say hello?? :-) [#solopr](#)

[SoloPR](#) Jul 20, 1:02pm via [TweetGrid.com](#)

If you have [#solopr](#) Qs you'd like us to discuss, please @[KellyeCrane](#) without the hashtag (or DM), and we'll add them to the list!

[SoloPR](#) Jul 20, 1:01pm via [TweetGrid.com](#)

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

[KellyeCrane](#) Jul 20, 1:01pm via [TweetDeck](#)

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)

[SoloPR](#) Jul 20, 1:01pm via [TweetGrid.com](#)

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). [#solopr](#)