

#SoloPR Transcript – 7/6/2011



• [SoloPR](#): Keep in mind that we chat on the hashtag all week. The transcript will be up on the blog tomorrow - have a great one! [#solopr](#)
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• [fransteps](#): [@farida_h](#) Thx. Will be interested to hear. [#solopr](#)
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• [MikeLesczinski](#): Agree! RT [@dariasteigman](#): I email stuff to myself all the time. If it works, why force something else? [#solopr](#)
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• [SoloPR](#): The time is already up! Thanks everyone for participating.... [#solopr](#)
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• [MarketingMel](#): [@SoloPR](#) Fascinating! Thanks. Dropbox has been a good client/vendor collaborative sharing tool. [#solopr](#)
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• [MikeLesczinski](#): Check that. I do use that. RT [@KellyeCrane](#): A4: Of course, Google Docs can be a good cross-team sharing solution, too. [#solopr](#)
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• [farida_h](#): [@fransteps](#) I just signed up with Carbonite (on recommendation of my techie husband.) I'll let you know abt my experience with it. [#solopr](#)
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• [SoloPR](#): [@garrettkuk](#) I looked into it pretty closely -- they are doing some major CYA, basically excusing themselves in any instance. [#solopr](#)

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• [karenswim](#): [@dariasteigman](#) Let me know what you think once you've checked them out [#solopr](#)

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• [KellyeCrane](#): A4: Of course, Google Docs can be a good cross-team sharing solution, too. [#solopr](#)

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• [dariasteigman](#): [@karensxim](#) I'll have to check it out... [#solopr](#)

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• [garrettkuk](#): has Dropbox amended/revised their TOS since the 7/4 announcement? [#onmylisttoresearch](#) [#solopr](#)

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• [karenswim](#): [@dariasteigman](#) file storage, collaboration, back up, pretty phenomenal tool [#solopr](#)

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• [TShryerPR](#): RT [@dariasteigman](#): [@MikeLesczinski](#) I email stuff to myself all the time. If it works, why force something else? [#solopr](#)

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• [karenswim](#): [@dariasteigman](#) file storage, collaboration, back up, pretty phenomenal tool [#solopr](#)

[karens swim](#): [@fransteps](#) There are different plans & they're all very solo friendly, absolutely love it, have used for a few years now [#solopr](#)

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• [SoloPR](#): [@MikeLesczinski](#) Email! Sometimes the oldies are still goodies. [#solopr](#)

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• [dariasteigman](#): [@MikeLesczinski](#) I email stuff to myself all the time. If it works, why force something else? [#solopr](#)

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• [PRjeff](#): A4: Seems like the backup who can assure security will win big. Keep hearing abt security issues w/cloud solutions. [#solopr](#)

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• [MarketingMel](#): [@SoloPR](#) Thanks for calling attention to the e-mail sent from Dropbox July 4 re: new TOCs while I was swimming and having fun! [#soloPR](#)

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• [dariasteigman](#): [@karens swim](#) So it's kind of like [@Evernote](#), but for doc access & storage? [#solopr](#)

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• [fransteps](#): [@karens swim](#) Sounds worth looking into? Do you pay by space used? [#solopr](#)

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• [KellyeCrane](#): A4: In case you're wondering, an online collaboration solution can be a great way to share with subcontractors, and even clients. [#solopr](#)

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• [karensxim](#): [@fransteps](#) Don't have to worry about backup, can set file & folder permissions, & can access files w/ & w/out internet connection [#solopr](#)

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• [MikeLesczinski](#): Drop box, evernote, safenotes: All downloaded, none used. I still email myself stuff. Hard to break habits. [#solopr](#)

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• [fransteps](#): A4: Someone told me about something called Carbonite. Anyone with experience? [#solopr](#)

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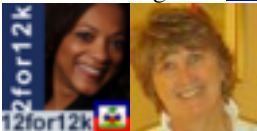
• [KristK](#): You can search 'find a firm' at <http://PRSA.org>. All members of [#PRSA](#) Independent Practitioner Alliance are listed. [@tgruber](#) [#solopr](#)

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• [SoloPR](#): Sadly, a shoebox can only be one place at a time. :-| RT [@PRjeff](#): Umm, empty shoebox? [#solopr](#)

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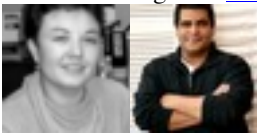
• [karensxim](#): [@fransteps](#) I love that it is a hybrid, cloud and local that auto sync continuously [#solopr](#)

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• [SoloPR](#): Oh yeah - good suggestion! RT [@karensxim](#): [@KellyeCrane](#) I use [@Egnyte](#) [#solopr](#)

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• [jgombita](#): [@Narciso17](#) just as long as [@PRJeff](#) doesn't SMELL peculiar (from too many crunchy cookies, for example). xo Jeff! [#solopr](#)

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• [fransteps](#): [@karensxim](#) What do you like about your storage solution? [#soloPR](#)

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• [Narciso17](#): Muchas Gracias to [@KellyeCrane](#) 4 Organizing a Swell [#SoloPR](#) Chat!

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• [PRjeff](#): Umm, empty shoebox? RT [@kellyecrane](#): A4: Anyone using an alternative storage/sharing solution? [#soloPR](#)

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• [eandtsmom](#): RT [@LeydaHernandezV](#): Totally missed all my chats today!! =([#brandchat](#) [#soloPR](#) < Bummer! Sorry to hear that, Leyda! [#smchat](#)

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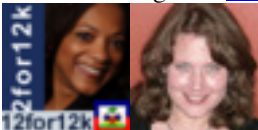
• [KellyeCrane](#): A4: I used Box.net to house the Solo PR Pro ebook. It worked well for that, but don't know about syncing. [#soloPR](#)

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• [Narciso17](#): Alrighty Folks - Gotta Jet for a Quick Call in Less Than 10 Mins...! [#soloPR](#)

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• [karensxim](#): [@KellyeCrane](#) I use [@Egnyte](#) [#soloPR](#)

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• [LeydaHernandezV](#): Totally missed all my chats today!! =([#brandchat](#) [#soloPR](#) [#smchat](#)

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• [fransteps](#): A4: Have been considering a Dropbox-like tool. Would love to hear about others. [#solopr](#)
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• [PRjeff](#): I reserve the right not to see the answer to this Q. RT [@jgombita](#): [@Narciso17](#) PRjeff Funny Ha Ha or Funny Peculiar? [#solopr](#)
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• [dariasteigman](#): A4. This is why I'm reluctant to go "all cloud." And I own a shredder for a reason. [#solopr](#)
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• [KellyeCrane](#): A4: Anyone using an alternative storage/sharing solution? [#solopr](#)
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• [Narciso17](#): Good Point [@jgombita](#) ...Perhaps [@PRJeff](#) Is a Little of Both ;) [#soloPR](#)
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• [dariasteigman](#): [@kcwriter](#) [@jgombita](#) Thanks, ladies. [#solopr](#) is always good food for thought.
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• [AtlantaDanna](#): Thx...easy enough! RT [@kellyecrane](#): [@AtlantaDanna](#) Often, it's as easy as setting up a Google spreadsheet - makes for easy sharing. [#solopr](#)
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• [KellyeCrane](#): A4: I use Dropbox (cloud-based backup and collaboration), and have liked how easy it is. But I do have some concerns now. [#solopr](#)
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[jgombita](#): [@Narciso17](#) [@PRjeff](#) Funny Ha Ha or Funny Peculiar? [#soloPR](#)

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[fransteps](#): RT [@SoloPR](#): Q4 (cont.): <http://blog.dropbox.com/?p=846> They also have had security issues. If u use, have you changed? Other tools? [#soloPR](#)

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[Narciso17](#): [@PRjeff](#) HA! Quite the Funny Fellow... ;) [#soloPR](#)

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[KeeyanaHall](#): A3: Be sure to have a clear understanding of what your goals are so that you don't get lost in the shuffle and lose sight. [#soloPR](#)

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[SoloPR](#): Q4 (cont.): <http://blog.dropbox.com/?p=846> They also have had security issues. If you use, have you changed? Other tools to rec? [#soloPR](#)

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[jgombita](#): [@SoloPR](#) [@KellyeCrane](#) my request for pal for [#solopr](#) who specializes in book publicity (CA-based preferred) already had one response. [#solopr](#)

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[tgruber](#): [@KellyeCrane](#) What is the best way to find a [#solopr](#) practioner with expertise in a certain area?

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[PRjeff](#): How many does it take 2 screw in a lightbulb? RT [@narciso17](#): GoodPoint [@KellyeCrane](#)-One Smart Pro is Better that 2 Not-So-Smart Pros [#soloPR](#)

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[fransteps](#): Definition of a smart [#solopr](#): loves spreadsheets, especially for calendars! [#solopr](#)

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[SoloPR](#): Q4: Dropbox changed their terms of service, giving them sweeping rights to access your docs (h/t [@cloudspark](#)).... [#solopr](#)

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[SternalPR](#): RT [@KellyeCrane](#): A3: If ur short on headcount but have some funds, hiring [#solopr](#) pro can help build good strategy from onset (plug!).

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[TylerHWilliams](#): [@AtlantaDanna](#) [@kellyecrane](#) I use an excel sheet, but I'm addicted to them... [#solopr](#)

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[KellyeCrane](#): [@AtlantaDanna](#) Often, it's as easy as setting up a Google spreadsheet - makes for easy sharing. [#solopr](#)

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•

[jgombita](#): Nicely done! Cross-post? RT [@dariasteigman](#) Remember [#solopr](#) chat on price & referrals? Inspired my new [@IABC](#) column <http://t.co/Wvw69L8>.

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[SoloPR](#): Gotta plug my peeps :-)) RT [@KellyeCrane](#): A3: hiring a [#solopr](#) pro can help build good strategy from the onset (plug!).

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[Narciso17](#): Good Point [@KellyeCrane](#) - One Smart Pro is Better than 2 Not-So-Smart Pros
[#soloPR](#)

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[SoloPR](#): Excellent advice! Q4 is up next... [#solopr](#)

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[AtlantaDanna](#): What tool do you use? RT [@kellyecrane](#) As a practical matter, an editorial/conversation calendar can help a new org map out... [#solopr](#)

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•

[MarketingMel](#): RT [@KellyeCrane](#): A3: If you're short on headcount but have some funds available, hiring a [#solopr](#) pro can help build good strategy!

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[KellyeCrane](#): A3: If you're short on headcount but have some funds available, hiring a [#solopr](#) pro can help build good strategy from the onset (plug!).

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[TShryerPR](#): [@KellyeCrane](#) as would a roadmap to work from! [#solopr](#)

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[PRjeff](#): Never 2 soon to act/think big. RT [@jgombita](#): [@PRjeff](#) I agree, but also find that a lot of "young" brands are pretty small re: staff. [#solopr](#)

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•

[kcwriter](#): RT [@dariasteigman](#): Remember the [#solopr](#) chat on price & referrals? Inspired my new [@IABC](#) column--JUST out now: <http://bit.ly/qNv6EC> ([expand](#)).

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[rockstarjen](#): One of my favorite tools! RT [@KellyeCrane](#): A3: ...an editorial/conversation calendar can help a new org map out what to say when. [#solopr](#)

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[fransteps](#): [@KellyeCrane](#) on A3: love that idea, hard for new clients to get their head around a "calendar" sometimes. [#solopr](#)

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[MikeLesczinski](#): Exactly. RT [@farida_h](#): Not to try & spread yourself too thin at once. Better to first focus on few tools & do those well [#solopr](#)

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•

[SoloPR](#): RT [@farida_h](#): I'd also add: Not to try & spread yourself too thin at once. Better to first focus on few tools & do those well [#solopr](#)

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•

[KeeyanaHall](#): RT [@kellyecrane](#): A3: As a practical matter, an editorial/conversation calendar can help a new org map out what to say when. [#solopr](#)

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[SoloPR](#): RT [@PRjeff](#): I emphasize to co's that [#PR](#) is a great way to launch new brands, when PR is utilized in its purest form. [#solopr](#)

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[TylerHWilliams](#): [@KellyeCrane](#) so true - a mixture of traditional + SM is so important! don't put all your eggs into one basket! [#solopr](#)

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•

[farida h](#): Great comments all. I'd also add: Not to try & spread yourself too thin at once. Better to first focus on few tools & do those well [#solopr](#)

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[KeeyanaHall](#): A3: Understand basics of PR and social media and start there when developing your plan. [#solopr](#)

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[KellyeCrane](#): A3: As a practical matter, an editorial/conversation calendar can help a new org map out what to say when. [#solopr](#)

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[imlizzashley](#): RT [@TMariePR](#): RT [@freshflack](#): A3: A young brand must develop their messaging before engaging in any social media. A clear message...is vital. [#solopr](#)

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[karensim](#): RT [@KellyeCrane](#): A3: An org is wise to consider tradtl PR and social media at the same time at the outset. Youll be ahead of many! [#solopr](#)

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[PRjeff](#): I emphasize to co's that [#PR](#) is a great way to launch new brands, when PR is utilized in its purest form. [#solopr](#)

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[garrettkuk](#): A3: understand business goals. PR, social media solutions will organize themselves easily around core direction/principles [#solopr](#)

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[KellyeCrane](#): A3: An org is wise to consider tradt'l PR and social media at the same time at the outset. You'll be ahead of many! [#solopr](#)

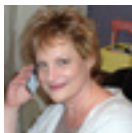
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[dariasteigman](#): RT [@KathyCash](#): Q3: Hi folks...I'd say think strategically about what u want to accomplish, THEN decide which media/tools/platforms will get u there [#solopr](#)

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[TShryerPR](#): RT [@SoloPR](#): RT [@MikeLesczinski](#): A3. Develop strategy. Experiment. Adapt. [#solopr](#)

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[dariasteigman](#): A3 Young brand, old brand--same thing: Start w/ your business goals. What are you trying to do? Then figure out the how. [#solopr](#)

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[rockstarjen](#): A3 prioritize your audiences & figure out what you're trying to achieve before anything else. don't just go for visibility. [#solopr](#)

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[SoloPR](#): RT [@MikeLesczinski](#): A3. Develop strategy. Experiment. Adapt. [#solopr](#)

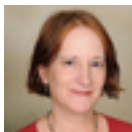
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[fransteps](#): Amen! RT [@KellyeCrane](#): A3 Begin at the end: what are you trying to accomplish? That can inform decisions of what to do & skip. [#solopr](#)

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[dariasteigman](#): RT [@TylerHWilliams](#): [@SoloPR](#) develop a strategy and break down your tactics over time - trying to do everything at once will lead to failure!! [#solopr](#)

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[TMariePR](#): RT [@freshflack](#): A3: A young brand must develop their messaging before engaging in any social media. A clear message...is vital. [#solopr](#)

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[SoloPR](#): RT [@TShryerPR](#): set goals/objectives, build strategy around these and then develop tactics that work and let go of the ones that don't [#solopr](#)

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[MarketingMel](#): A. 3 Completely agree with my colleagues that [#strategy](#) comes first when establishing your brand. [#soloPR](#) ([@tweetdeck](#) is quirky today!)

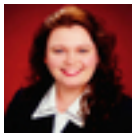
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[jgombita](#): [@PRjeff](#) I agree, but also find that a lot of "young" brands are pretty small re: staff. C-level may be 80% of employees. :-) [#solopr](#)

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[3HatsComm](#): ITA have to be to adapt, improvise, let go. RT [@TShryerPR](#): develop tactics that work and let go of the ones that dont [#solopr](#)

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[Narciso17](#): [@rockstarjen](#) Har-Dee-Har [#soloPR](#)

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[farida_h](#): RT [@TShryerPR](#): set goals & objectives, build strategy around these & then develop tactics that work and let go of the ones tht dont [#solopr](#)

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[Narciso17](#): A3: Once the Ground Rules Are Set, then YOpu Cna Start Talking Strategy, Tactics, What Methods to Use, Etc. (cc [@KellyeCrane](#)) [#soloPR](#)

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[karenswim](#): RT [@TShryerPR](#): set goals & objectives, build strategy around these & then develop tactics that work let go of the ones that dont [#solopr](#)

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[KellyeCrane](#): A3: Begin at the end: what are you trying to accomplish? That can inform your decisions of what to do, and what to skip. [#solopr](#)

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[MikeLesczinski](#): A3. Develop strategy. Experiment. Adapt. [#solopr](#)

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[dariasteigman](#): Remember the [#solopr](#) chat on price & referrals? Inspired my new [@IABC](#) column--JUST out now: <http://bit.ly/qNv6EC> ([expand](#)).

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[rockstarjen](#): [@Narciso17](#) quit agreeing with me. it's boring. ;) [#soloPR](#)

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[fransteps](#): A3. Want to reco a disciplined approach but too many newbies are all bright and shiny! [#solopr](#)

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[PRjeff](#): A3: Elevate PR to C-level so it's strategic. Gr8 for helping all of co's communications speak w/one voice. [#solopr](#)

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[karenswin](#): RT [@freshflack](#): young brand must develop their messaging before engaging in any social media. clear message...is vital. [#solopr](#)

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[SoloPR](#): RT [@freshflack](#): A3: A young brand must develop messaging before engaging in any social media-clear msg across the board is vital [#solopr](#)

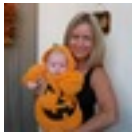
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[TShryerPR](#): set goals and objectives, build strategy around these and then develop tactics that work and let go of the ones that don't [#solopr](#)

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[KathyCash](#): Q3: Hi folks...I'd say think strategically about what u want to accomplish, THEN decide which media/tools/platforms will get u there [#solopr](#)

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[MikeLesczinski](#): RT [@freshflack](#): A3: A young brand must develop their messaging before engaging in any social media. A clear message...is vital. [#solopr](#)

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[Narciso17](#): A3: Moreover, It Helps Build the Team, Strengthen Relationships and Grow Trust (cc [@KellyeCrane](#)) [#soloPR](#)

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[MarketingMel](#): A. 3 I recommend a mix of PR and social media when establishing a new brand (depending on their target audience.) [#soloPR](#)

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[SoloPR](#): RT [@3HatsComm](#):A3 Not get blinded by shiny new tools; start at the basics,look at strategy, goals-then pick best tool to earn results [#solopr](#)

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[farida_h](#): RT [@jgombita](#): A3. Recognizing you CANNOT rely on simply one channel/platform (like social media/Facebook). Check demographics. [#solopr](#)

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[freshflack](#): A3: A young brand must develop their messaging before engaging in any social media. A clear message across the board is vital. [#solopr](#)

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[dariasteigman](#): Since today's the PR side of [#soloPR](#), mostly lurking. But definitely hanging around. :)

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[Narciso17](#): A3: This Helps Curb Some Headaches, Mistakes, Missed Oppty's and Missteps (cc [@KellyeCrane](#)) [#soloPR](#)

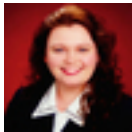
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[LisaBrandush](#): How do you [#solopr](#) [#socialmedia](#) ppl tell clients to measure ROI? Most of my clients are only concerned about \$, which never comes instantly.

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[3HatsComm](#): [@SoloPR](#) A3: Not get blinded by shiny new tools; start at the basics, look at strategy, goals.. then pick best tool to earn results. [#solopr](#)

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[farida_h](#): Great lineup of Qs 2day! RT [@SoloPR](#): Q3: What's best thing a young brand can do for a new regimen involving trad PR & social media? [#solopr](#)

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[jgombita](#): A3. Recognizing in this day and age you CANNOT rely on simply one channel/platform (like social media/Facebook). Check demographics. [#solopr](#)

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[TylerHWilliams](#): [@SoloPR](#) develop a strategy and break down your tactics over time - trying to do everything at once will lead to failure!! [#solopr](#)

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[Narciso17](#): A3: Make Sure That Everyone is On the Same Page, Speaking the Same Language and Going in the Same Direction (cc [@KellyeCrane](#)) [#solopr](#)

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[karenswim](#): RT [@SoloPR](#): Q3: Whats the best thing a young brand can do when starting a new regimen involving traditional PR and social media? [#solopr](#)

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[PRjeff](#): Interest piqued RT [@marketingmel](#): [@jgombita](#) If PRjeff becomes ur spokesman you'll have 2 shell out big \$ & pay in crunchy cookies! [#solopr](#)

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[MarketingMel](#): RT [@SoloPR](#): Q3: What's the best thing a young brand can do when starting a new regimen involving traditional PR and social media? [#solopr](#)

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[SoloPR](#): Q3: What's the best thing a young brand can do when starting a new regimen involving traditional PR and social media? [#solopr](#)

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[TShryerPR](#): as brand ambassadors we can set the tone and message. they can personalize if we don't have the voice down. [#solopr](#)

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[jgombita](#): RT [@garrettkuk](#): A2: *good* internal content will be more successful than *good* content created externally. doesnt acct for limited time [#solopr](#)

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[SoloPR](#): Great stuff on Q2 -- Q3 is related, and coming up... [#solopr](#)

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[fransteps](#): [@karenskim](#) Me, too! [#solopr](#)

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[MarketingMel](#): RT [@fransteps](#): A2: Any brand who outsources does it because they need help. They need US! [#solopr](#)

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[3HatsComm](#): ITA, not so 'close' to it, objective. RT [@SoloPR](#) [@KristK](#): A2: External contractor brings diff perspective, experience. beneficial [#solopr](#)

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[karenskim](#): I like being needed ;-) RT [@fransteps](#): A2: Any brand who outsources does it because they need help. They need US! [#solopr](#)

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[fransteps](#): A2: Any brand who outsources does it because they need help. They need US! [#solopr](#)

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[freshflack](#): RT [@karensxim](#) A2: External can also truly be invested brand ambassadors and extension of internal [#solopr](#)

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[SoloPR](#): RT [@garrettkuk](#): A2: *good* internal content will be more successful than *good* [external] content. doesnt acct for limited time [#solopr](#)

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[jgombita](#): [@MarketingMel](#) [@PRjeff](#) LOL! Shelling out bucks and paying in crunchy cookies. Are Canadian versions OK? [#solopr](#)

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[LisaBrandush](#): A2To be successful w/ contractor's [#socialmedia](#) plan, it takes a huge commitment internally. They can't just want to make money fast [#solopr](#)

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[TShryerPR](#): agreed. RT [@karensxim](#): A2: External can also truly be invested brand ambassadors and extension of internal [#solopr](#)

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[fransteps](#): RT [@KellyeCrane](#): A2 I used to be completely opposed to outsourcing any brands actual soc net participation. But Ive seen things. :-) [#solopr](#)

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[SoloPR](#): I'll bet some non- [#solopr](#) pros might be surprised at our answers to this question. Great discussion!

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[karensxim](#): A2: External can also truly be invested brand ambassadors and extension of internal [#solopr](#)

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[SoloPR](#): RT [@KristK](#): A2: External contractor brings diff perspective, experience. Can be beneficial. [#solopr](#)

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[MarketingMel](#): [@jgombita](#) If [@PRjeff](#) becomes your spokesman you'll have to shell out the big bucks and pay him in crunchy cookies! [#soloPR](#)

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[jgombita](#): [@PRjeff](#) for some reason I would TRUST you implicitly if you were. Especially the humo(u)r you would inject. Cheers :-) cc [@tshryerpr](#) [#solopr](#)

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[Narciso17](#): Agree With [@rockstarjen](#) - We All Have to be Moving in the Same Direction...and in The Same Boat (cc [@KellyeCrane](#)) [#soloPR](#)

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[KellyeCrane](#): A2: I used to be completely opposed to outsourcing any of a brand's actual social network participation. But I've seen things. :-) [#solopr](#)

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[PRjeff](#): RT [@KristK](#): A2: Internal, external need to work together for consistent messaging, engagement. One not nec more effective than other [#solopr](#)

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[KristK](#): A2: External contractor brings diff perspective, experience. Can be beneficial. [#solopr](#)

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[rockstarjen](#): A2 agree that having both is best, but some organizations are set up for 1 or the other to fail. internal communications are key. [#solopr](#)

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[PRjeff](#): Yes, I'm not Judy's spokesperson... RT [@tshryerpr](#): [@jgombita](#) oops did i delete the wrong name??? Sorry! Great thought from you! [#solopr](#)

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[jgombita](#): [@TShryerPR](#) it's OK. Was following [@PRjeff](#)'s response that I was copied on; led to your RT. [#solopr](#)

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[karensxim](#): RT [@KellyeCrane](#): *Plenty* of organizations use external consultants for socmed strategies and roadmaps, then implement interenally. [#solopr](#)

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[KellyeCrane](#): A2: *Plenty* of organizations use external consultants for socmed strategies and roadmaps, then implement interenally. [#solopr](#)

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[KristK](#): A2: Internal, external need to work together for consistent messaging, engagement. One not nec more effective than other [#solopr](#)

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[SoloPR](#): RT [@PRjeff](#): A2: No, not if the contractor internalizes the client's needs. [#soloPR](#)
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[TShryerPR](#): [@jgombita](#) oops did i delete the wrong name??? Sorry! Great thought from you!
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[garrettkuk](#): A2: *good* internal content will be more successful than *good* content created externally. doesnt acct for limited time [#solopr](#)

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[KellyeCrane](#): A2: In-house is often best, but sometimes it's better for long-term contractor to handle vs. junior level internal rep [#solopr](#)

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[jgombita](#): [@TShryerPR](#) wow. Jeff said exactly the same thing I did. Go figure. :-) [#solopr](#)

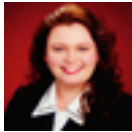
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[TMariePR](#): Hey [#SoloPR](#) Fam!

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[3HatsComm](#): RT [@Narciso17](#): A2: One Hand Washes Other.. Good to Have Internal Efforts Supporting The External Comm Effort (and Vice Versa) [#solopr](#)

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[TShryerPR](#): RT [@karensxim](#): Nice! RT [@fransteps](#): A2. Need 2 things: passion + expertise. Sometimes that takes internal + external to make it sing. [#solopr](#) [#solopr](#)

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[Narciso17](#): A2: One Hand Washes The Other...Always Good to Have Internal Efforts Supporting The External Comm Effort (and Vice Versa) [#SoloPR](#)

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[CherriPRBuzz](#): RT [@LisaBrandush](#): A2 Sometimes, b/c internal people know their org much better & may be able to communicate w/a more authentic voice [#solopr](#)

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[YellowDuckPR](#): [@farida_h](#) [@karensim](#) RT Egos are ugly monsters. --it's not what a person does in face of adversity but when given [#power](#) [#solopr](#)

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[CherriPRBuzz](#): RT [@karensxim](#): RT [@bdim14](#): A2: Internal has more of a personal feel, but it could go very wrong with one bad tweet/post. [#solopr](#)

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[farida_h](#): A2: Internal folks may be best at representing voice of the organization but not necessarily as committed at social media engagement [#solopr](#)

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[jgombita](#): I continue to be blown away about how good people on this chat are with (succinct) smart opinions and word pictures. Damn impressed. [#solopr](#)

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[karensxim](#): Nice! RT [@fransteps](#): A2. Need 2 things: passion + expertise. Sometimes that takes internal + external to make it sing. [#solopr](#) [#solopr](#)

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[KristK](#): RT [@SoloPR](#): Q2: Do you think PR and social media generated internally are often more successful than external contractors? [#soloopr](#)

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[fransteps](#): A2. Need 2 things: passion + expertise. Sometimes that takes internal + external to make it sing. [#soloopr](#) [#soloopr](#)

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[TylerHWilliams](#): [@SoloPR](#) In all cases, it depends on the talent. If you get someone dedicated who can handle it full-time at an agency, great! [#soloopr](#)

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[PRjeff](#): A2: No, not if the contractor internalizes the client's needs. [#soloPR](#)

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[MarketingMel](#): [@tweetdeck](#) please make the ad go away at the top of our [#soloPR](#) chat! Very [#annoying](#)!

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[jgombita](#): RT [@farida_h](#): [@karensxim](#) Egos are ugly monsters. I suppose everyone is guilty of letting them take over from time to time. Some more than others. [#solopr](#)

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[karensxim](#): RT [@bdim14](#): A2: Internal has more of a personal feel, but it could go very wrong with one bad tweet/post. [#solopr](#)

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[dariasteigman](#): [@KeeyanaHall](#) As irked as we all are, I can't see how this type of advertising will be effective. [#solopr](#)

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[YellowDuckPR](#): [@CherriPRBuzz](#) [@KristK](#) [@SoloPR](#) Prime example [#badapple](#) --reporter who hacked into dead teenager's phone for [#sensationalism](#) [#solopr](#)

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[jgombita](#): RT [@karensxim](#): A2: Not necessarily, but as a contractor the best results happen when it is more than an initiative & ext. supplements internal [#solopr](#)

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[Narciso17](#): A2: I Do Think Tho That Creating a Groundswell of Excitement w/Your Own Troops is *VERY* Important w/Any Comm Effort [#SoloPR](#)

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[PRProSanDiego](#): Hi, a little late to the party but made it! Solo 7 yrs in SD. Q2: Internal/external doesn't matter. True engagement = SM success. [#soloPR](#)

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[KristK](#): Solid advice! RT [@Narciso17](#): IMO [@KristK](#) - You Always Want to Invite Em' to the Party, But Make Sure They Don't Get the Good China [#solopr](#)

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[rockstarjen](#): A2: SM internally is best, but external PR can pull themselves out of the day-to-day. Need strong internal contact, tho. [#solopr](#)

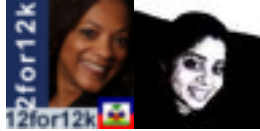
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[bdim14](#): A2: Internal has more of a personal feel, but it could go very wrong with one bad tweet/post. [#solopr](#)

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[karensxim](#): [@farida_h](#) I screw up way too much to ever get a big head :-) [#solopr](#)

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[LisaBrandush](#): A2 Sometimes, b/c internal people know their organization much better and may be able to communicate with a more authentic voice [#solopr](#)

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[farida_h](#): RT [@SoloPR](#): Q2: Do you think that PR and social media generated internally are most often more successful than external contractors? [#solopr](#)

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[KeeyanaHall](#): Jumping in late to [#solopr](#) chat today. Excited I'm on vacation so I can actually join!

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[karensxim](#): A2: Not necessarily, but as a contractor the best results happen when it is more than an initiative & ext. supplements internal [#solopr](#)

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[jgombita](#): A2. If we're talking long-term responsibility, I'd say yes. But no harm in contracting consultants/agency at the initial stages. [#soloPR](#)

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[Narciso17](#): A2: I'm Not Sure That's a Good Way to Look At It - They Should Be Complementary of One Another and Supportive (cc [@KellyeCrane](#)) [#SoloPR](#)

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[MarketingMel](#): RT [@SoloPR](#): Q2: Do you think that PR and social media generated internally are most often more successful than external contractors? [#soloPR](#)

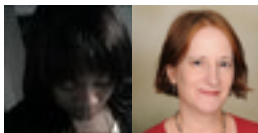
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[PRjeff](#): [@tshryerpr](#) [@jgombita](#) Right - it all comes down to whether the relationship is civil or not. [#soloPR](#)

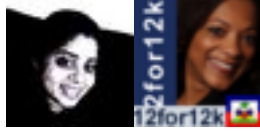
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[KeeyanaHall](#): [@dariasteigman](#) I have that too! And it's very distracting. [#soloPR](#)

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[farida_h](#): [@karensxim](#) Egos are ugly monsters. I suppose everyone is guilty of letting them take over from time to time. Some more than others. [#solopr](#)

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[freshflack](#): RT [@KristKay](#) A1: Meanies make you cherish the good reporters more. [#solopr](#)

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[karensxim](#): RT [@SoloPR](#): Q2: Do you think that PR and social media generated internally are most often more successful than external contractors? [#solopr](#)

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[SoloPR](#): Q2: Do you think that PR and social media generated internally are most often more successful than external contractors? [#solopr](#)

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[Narciso17](#): Keep Em' in the Loop [@KristK](#) - But Don't Give Em' Everything..And Certainly Don't Exclude Them - Only Adds Fuel to the Fire [#SoloPR](#)

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[jgombita](#): [@KristK](#) had that experience, once. Happens, been to a PD event with assignment editor. So, took up his offer and called to complain. [#solopr](#)

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•

[karensxim](#): RT [@Narciso17](#): IMO [@KristK](#) - You Always Want to Invite Em to the Party, But Make Sure They Dont Get the Good China (cc [@KellyeCrane](#)) [#solopr](#)

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•

[CherriPRBuzz](#): RT [@KristK](#): A1: Meanies make you cherish the good reporters more. << very true [#solopr](#)

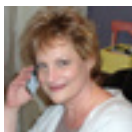
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•

[karensxim](#): [@KristK](#) well not "thank for coverage" but nod to reporting [#solopr](#)

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•

[TShryerPR](#): RT [@PRjeff](#) think we have to be careful to separate mean-spirited individuals w/those who challenge our (echo-chamber) perceptions [#solopr](#)

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•

[SoloPR](#): What I said, but better! RT [@Narciso17](#): You Always Want to Invite Em' to the Party, But Make Sure They Don't Get the Good China [#soloPR](#)

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•

[MarketingMel](#): [@karensxim](#) [@Narciso17](#) Thanks friends. Sad but true that meanies are everywhere, even the kids' ball park! [#soloPR](#)

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•

[KristK](#): A1: Meanies make you cherish the good reporters more. [#soloPR](#)

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•

[KellyeCrane](#): [@KristK](#) I give them the information, but no special treatment. [#soloPR](#)

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•

[TylerHWilliams](#): [@jgombita](#) [@KellyeCrane](#) I would say "yes" [#soloPR](#)

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•

[RobinMarie](#): A1: Also is an issue with local community pubs as many reporters/editors are there for life. [#solopr](#)

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•

[Narciso17](#): IMO [@KristK](#) - You Always Want to Invite Em' to the Party, But Make Sure They Don't Get the Good China (cc [@KellyeCrane](#)) [#SoloPR](#)

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•

[jgombita](#): [@KellyeCrane](#) hack apples. :-) [#solopr](#)

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•


[SoloPR](#): RT [@KristK](#): A1: Encountered meanie local reporter who consistently did negative, slanted reporting. How to deal? [#solopr](#)

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



•

[karensxim](#): [@KristK](#) Have a face to face, can do wonders to diffuse bullying, thank for coverage & see if you can get him/her to balance [#solopr](#)

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



[farida_h](#): True! RT [@KellyeCrane](#): A1: Of course, most journos are interesting, dedicated professionals. Were just talking bad apples. [#solopr](#)

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[SoloPR](#): Interesting discussion all -- Q2 is up next... [#solopr](#)

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[rockstarjen](#): A1 - haven't read the post yet, and can't right now, but will do this week. [#solopr](#)

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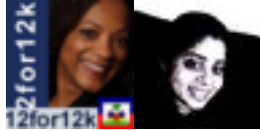
[KellyeCrane](#): A1: Of course, most journos are interesting, dedicated professionals. We're just talking bad apples. [#solopr](#)

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



[jgombita](#): [@PRjeff](#) but think we have to be careful to separate mean-spirited individuals w/ those who challenge our (echo-chamber) perceptions. [#solopr](#)

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•

[karensxim](#): [@farida_h](#) Such a great point, it's really sad that they allow egos to overshadow all else [#solopr](#)

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•

[KristK](#): A1: Encountered meanie local reporter who consistently did negative, slanted reporting. How to deal? [#solopr](#)

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•

[SoloPR](#): RT [@farida_h](#): Some journalists/pubs let their popularity go to their heads. It may be a waste of time to continue feeding their egos [#solopr](#)

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•

[farida_h](#): RT [@PRjeff](#): [@jgombita](#) [#meanies](#) are just no fun to deal with. Put them in their own sandbox. [#solopr](#)

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•

[rockstarjen](#): [@PRjeff](#) that's what i heard! crazy. [#Phx](#) [#soloPR](#)

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•

[Narciso17](#): Love This - Just Consider Fashion Industry and Little League (h/t [@TylerHWilliams](#) [@MarketingMel](#)) cc [@KellyeCrane](#) [#SoloPR](#)

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



•

[jgombita](#): [@KellyeCrane](#) or a university nerd. Hey. Someone could make a film about that..... ;-)
[#solopr](#)

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•

[PRjeff](#): [@jgombita](#) [#meanies](#) are just no fun to deal with. Put them in their own sandbox. [#solopr](#)

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•

[SoloPR](#): Ah, I can see that. RT [@TylerHWilliams](#): [@jgombita](#) [@KellyeCrane](#) haha! try fashion!
[#solopr](#)

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•

[TShryerPR](#): [@jgombita](#) aren't most writers somewhat introverted? :) we'd rather be talking at our screens ... [#solopr](#)

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[farida h](#): Some journalists/publications let their popularity go to their heads. It may be a waste of time to continue feeding their egos. [#solopr](#)

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[TylerHWilliams](#): [@karenskim](#) [@KellyeCrane](#) i've also seen backlash from campaigns tied to certain celebs - someone will ALWAYS hate your spokesperson [#solopr](#)

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[SoloPR](#): RT [@fransteps](#): A1. That post was amazing and spot on. [#solopr](#)

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[jgombita](#): [@TylerHWilliams](#) [@KellyeCrane](#) GREAT example! And fashion mainly has extroverts, correct? [#solopr](#)

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[karenskim](#): [@MarketingMel](#) ROFL! They are getting scary! [#solopr](#)

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•

[KellyeCrane](#): [@jgombita](#) Some tech journos have been accused of being nerds in high school, out to settle a score. :-) [#solopr](#)

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•

[TylerHWilliams](#): [@jgombita](#) [@KellyeCrane](#) haha! try fashion! [#solopr](#)

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



•

[MarketingMel](#): [@SoloPR](#) Do other organizations have meanies? Ha! Has anyone watched parents at the Little League fields lately? [#soloPR](#)

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•

[fransteps](#): A1. That post was amazing and spot on. [#solopr](#).

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•

[karenswim](#): lol RT [@Narciso17](#): Other Industries Certainly Have Meanies - but Tech Industry Seems to Have a Nice Helping Of Em ([@KellyeCrane](#)) [#solopr](#)

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•

[SoloPR](#): Ha! RT [@Narciso17](#): Other Industries Certainly Have 'Meanies' - but Tech Industry Seems to Have a Nice Helping Of Em' [#solopr](#)

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•

[karensxim](#): [@KellyeCrane](#) Meanies exist in every industry but the tech smackdowns have been the worst I've ever witnessed [#solopr](#)

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•

[Narciso17](#): Other Industries Certainly Have 'Meanies' - but Tech Industry Seems to Have a Nice Helping Of Em' ([@KellyeCrane](#)) [#SoloPR](#)

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



•

[KellyeCrane](#): A1: I've been around tech long enough to see many arrogant journos take a fall. This too shall pass. :-) [#solopr](#)

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•

[PRjeff](#): [@rockstarjen](#) Likewise. And we had a big-time dust storm last evening in [#Phx](#). [#soloPR](#)

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•

[jgombita](#): All industries have meanies. Tech mainly introverts, no? RT [@KellyeCrane](#): A1: Do other industries have meanies, or mainly just tech? [#soloPR](#)

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•

[fransteps](#): HI from HOT San Antonio. First time to join [#soloPR](#) chat in more than a month. Missed y'all.

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•

[karenswim](#): [@jgombita](#) You inspire me ;-) [#soloPR](#)

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•

[PRjeff](#): [@soloPR](#) Nope. I'm a dunker. And the more noise a cookie makes inside my mouth, the better. [#soloPR](#)

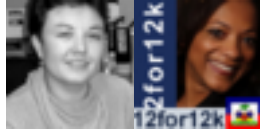
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•

[Narciso17](#): A1: It All Goes Back to Relationships - What Works With One News Outlet May Not Work w/Another (cc [@KellyeCrane](#)) [#SoloPR](#)

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- [jgombita](#): [@karensxim](#) "I could use a respite by a real body of water." I like the way you think and talk/write, Michigan lady! :-)
[#solopr](#)

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- [KellyeCrane](#): A1: Do other industries have meanies, or mainly just tech?
[#solopr](#)

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- [karensxim](#): Agree RT [@KellyeCrane](#): A1: The key with a pub like TechCrunch is to know who you're dealing with: no embargoes, etc.
[#solopr](#)

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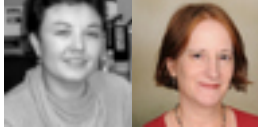
- [SoloPR](#): RT [@TylerHWilliams](#): [@KellyeCrane](#) with some reporters it's much better to react rather than to fuel their fires!
[#solopr](#)

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- [Narciso17](#): Good to Be On [@KellyeCrane](#) :)
[#soloPR](#)

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•

[jgombita](#): [@dariasteigman](#) cynical! I heart that. cc money-grubbing [@TweetDeck](#) [@Twitter](#) :-)
[#solopr](#)

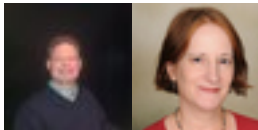
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•

[KellyeCrane](#): A1: The key with a pub like TechCrunch is to know who you're dealing with: no embargoes, etc. [#solopr](#)

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•

[andrewsmith1443](#): [@dariasteigman](#) can you not block or delete? [#solopr](#)

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•

[TylerHWilliams](#): [@KellyeCrane](#) with some reporters it's much better to react rather than to fuel their fires! [#solopr](#)

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•

[dariasteigman](#): [@jgombita](#) It's an [@TweetDeck](#) problem. Maybe that's what happens when Twitter buys the platform. [#solopr](#)

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[farida_h](#): RT [@SoloPR](#): Q1: Post by [@vanessacamones](#) "Say No to Silicon Valleys Bully <http://ow.ly/5y1Xv> re: M. Arri - thoughts re: blacklisting? [#solopr](#)

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[KellyeCrane](#): [@Narciso17](#) Hellooooo! [#SoloPR](#)

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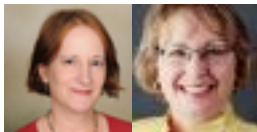
[karensxim](#): [@jgombita](#) Lol, no swimming but I could use a respite by a real body of water :-)
[#solopr](#)

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[SoloPR](#): RT [@TylerHWilliams](#): have a short list of journalists I've blacklisted- they're too hostile or are looking to sensationalize too much [#solopr](#)

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[dariasteigman](#): [@MarketingMel](#) I did too. That didn't drop it off. [#soloPR](#)

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•

[KellyeCrane](#): A1: The issue with blacklisting a reporter is, they can still write about you. But I agree some hoops aren't worth jumping. [#solopr](#)

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•

[farida_h](#): Hi, everyone. Farida from Prism Media Services. It's a hot summer day in NY! [#solopr](#)

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•

[KLizUdenYable](#): RT [@SocialDani](#): Hola, ladies/gents. I'm Danielle - Memphis-based entertainment/lifestyle publicist. [@diPRagency](#) This is my 1st time participating [#SoloPR](#)

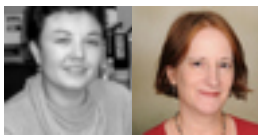
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•

[Narciso17](#): Sorry I'm Late [@KellyeCrane](#) [@SoloPr](#) [#SoloPR](#)

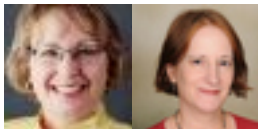
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•

[jgombita](#): [@dariasteigman](#) what platform are you using? Tweetchat seems fine. [#solopr](#)

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•

[MarketingMel](#): [@dariasteigman](#) I just did a block and report spam on that! [#soloPR](#)

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•

[TylerHWilliams](#): [@SoloPR](#) I have a short list of journalists who I have blacklisted - they are too hostile or are looking to sensationalize too much [#solopr](#)

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•

[Narciso17](#): Gonna Hop In n to the [#SoloPR](#) Chat Now...

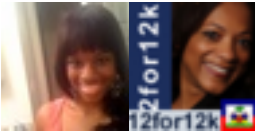
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•

[dariasteigman](#): Well this is VERY annoying. There's a promoted tweet atop my [#solopr](#) search column--and I can't get rid of it.

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•

[SocialDani](#): [@karensxim](#) Thanks! ;-)
[#solopr](#)

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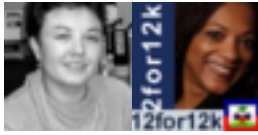
[KristK](#): Couldn't miss another week. Kristie here from south MS (20 years exp, 7 as indy, APR, PR prof) [#solopr](#)

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• [rockstarjen](#): [@PRjeff](#) sorry to miss you last week! hope you had a nice visit. and missing the big sand storm in phoenix. :) [#solopr](#)

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• [jgombita](#): [@karenschwim](#) I read that too fast and thought you said you were "swimming in from Michigan." (Don't even know if you live near water.) [#solopr](#)

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• [SoloPR](#): [@PRjeff](#) No soft cookies? [#solopr](#)

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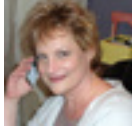
• [MarketingMel](#): [@SoloPR](#) Thanks. Got an invite to Google + but I think it's getting swarmed. Just attempted reconnect via your link! [#soloPR](#)

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• [KellyeCrane](#): RT [@SoloPR](#): Q1: Post by [@vanessacamones](#) said "Say No to Silicon Valley's Bully <http://ow.ly/5y1Xv> re: M. Arrington- thoughts? [#solopr](#)

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• [TShryerPR](#): waving from office north of chicago. biz is great. everyone feeling the same? [#solopr](#)

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• [freshflack](#): Hi I'm Desirée, Lifestyle/Non-prof AE for PR & media consulting biz in NYC. [#solopr](#)

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• [Neshacurtis](#): [#SoloPR](#)

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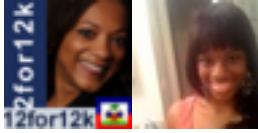
• [PRjeff](#): 24-yr pro, indie for 17. Currently one foot in [#Phx](#) and one in [#SanDiego](#). Passionate abt PR and crunchy cookies. [#solopr](#)

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• [SoloPR](#): Q1: Post by [@vanessacamones](#) said "Say No to Silicon Valley's Bully <http://ow.ly/5y1Xv> re: M. Arrington- thoughts re: blacklisting? [#solopr](#)

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•

[karens swim](#): [@SocialDani](#) Hi Danielle, welcome aboard! [#solopr](#)

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•

[dariasteigman](#): Hello EVeryone. [#solopr](#)

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•

[rockstarjen](#): Hi everyone! Jen in SD (long-time pro, 7 years solo) here bouncing in & out. [#solopr](#)

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•

[karens swim](#): Hello everyone, Karen Swim logging in from Michigan, glad to be here! [#solopr](#)

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•

[TylerHWilliams](#): [@SoloPR](#) hello everyone! Tyler here - NYC based PR specializing in lifestyle + luxury + fashion [#solopr](#)

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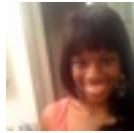
[SoloPR](#): Here comes Q1... [#solopr](#)

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[SoloPR](#): Welcome to the new (and not so new) participants today. Glad to have you! [#solopr](#)

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[SocialDani](#): Hola, ladies/gents. I'm Danielle - Memphis-based entertainment/lifestyle publicist. [@diPRagency](#) This is my 1st time participating [#SoloPR](#)

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[MODSuccess](#): 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](#)

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[MarketingMel](#): Greetings to PR friends from the beautiful "hills of Tennessee" that you heard sung about July 4. [#soloPR](#)

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[SoloPR](#): While we gather, if you can't live without trying Google+ and need an invite, today's post has signup link: <http://ow.ly/5xvK6> [#solopr](#)

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• [garrettkuk](#): hi [#solopr](#) folks - chatting here & listening to Facebook (skype?) announcement...forgive the multitasking [#shortbusyweek](#)

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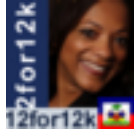
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