

#SoloPR Transcript – 10/12/2011



[SoloPR](#) 1:59pm via [TweetGrid.com](#)

You guys have rocked it today (as always!). If you haven't yet, please take 1 minute to fill out this survey:
<http://t.co/RpnzfxJC> #solopr



[fransteps](#) 1:58pm via [TweetChat](#)

@[KristK](#) I remember them...Highlights magazine...dentist's office. 1979. #solopr



[karensim](#) 1:58pm via [TweetChat](#)

@[REDMEDIAPR](#) Yes! Everything you do, say is a reflection of your brand incl how you onboard, treat vendors, employees, etc #solopr



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

LOL - Highlights Mag, FTW! :-D RT @[KristK](#): @[KellyeCrane](#) You're my Gallant example, not Goofus.
#solopr



[KristK](#) 1:57pm via [TweetGrid.com](#)

@[KellyeCrane](#) You're my Gallant example, not Goofus. #solopr



[farida_h](#) 1:57pm via [TweetChat](#)

Great statement. RT @[dconconi](#): When the message is important, make sure everything else is aligned with it - including the image #solopr



[MuslimNewMedia 1:57pm via TweetChat](#)

working in TV newsroom was for three years was interesting, learned much. Almost too much emphasis on image, but it was good info [#solopr](#)



[GetGravitas 1:57pm via TweetDeck](#)

@[KellyeCrane](#) Yikes. Gotta say, though, sending the Wil Wheaton page is rude, mean and unprofessional. I'd expect that from a child. [#solopr](#)



[TRBizLady 1:56pm via TweetChat](#)

RT @[dconconi](#): When the message is important, make sure everything else is aligned with it - including the image (or brand as they say in advert) [#solopr](#)



[karensim 1:56pm via TweetChat](#)

RT @[dconconi](#): When the message is important, make sure everything else is aligned w/ it - incl image (or brand as they say in advert) [#solopr](#)



[REDMEDIAPR 1:56pm via Echofon](#)

A3 also keep in mind how u treat others. I pay attn to how prop clients treat wait staff at biz mtgs says a lot bat person [#solopr](#)



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

When the message is important, make sure everything else is aligned with it - including the image (or brand as they say in advert) [#solopr](#)



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

@[dconconi](#) like Michael McCain (of Maple Leaf Foods) NOT wearing a tie when filming those TV spots re: crisis (he never does....). [#solopr](#)



[KellyeCrane](#) 1:56pm via TweetDeck

Oh my, you're making me paranoid! What am I doing... RT @[KristK](#): A3: weak handshakes, nervous gestures leave impression too [#solopr](#)



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

@[SOnShyne](#) If you use tweetchat or tweetgrid the hashtag is auto added [#solopr](#)



[karensxim](#) 1:55pm via TweetChat

Yes! RT @[fransteps](#): A3: I used to work for a company that was CRAZY about keeping vehicles w/ logos washed. The details were imp. [#solopr](#)



[MuslimNewMedia](#) 1:55pm via TweetChat

Yes! Read semiotics textbooks RT @[KristK](#): A3: image goes beyond indiv hair/clothing - signage, parking lot potholes, bathrooms etc [#solopr](#)



[S0nShyne](#) 1:55pm via TweetCaster for Android

@[KellyeCrane](#) sorry lol thanks for the reminder. I will definitely use [#solopr](#) next time



[KateRobins](#) 1:55pm via TweetChat

@SoloPR @kristk right. you're either serving the customer or you're self-serving. mkt for latter is pretty small. #solopr



[karensxim](#) 1:54pm via TweetChat

@jgombita @TRBizLady good point Judy! #solopr



[KristK](#) 1:54pm via TweetGrid.com

A3: weak handshakes, nervous gestures leave impression too #solopr



[dconconi](#) 1:54pm via TweetChat

RT @karensxim: The image consultants I worked with were not attempting to fake an image but help outward align with goals #solopr



[dconconi](#) 1:54pm via TweetChat

Eli is a perfect example. Media and gen pop picks on every little thing so don't allow them to be distracted by the wrong tie, etc. #solopr



[karensxim](#) 1:54pm via TweetChat

The image consultants I worked with were not attempting to 'fake' an image but help outward align with goals #solopr



[TRBizLady](#) 1:54pm via web

RT @jgombita: @karensxim @TRBizLady it's well-known that many MBA students take courses in etiquette (table manners, intros, etc.). Much the same. #solopr



REDMEDIAPR 1:54pm via TweetDeck

True RT @[KristK](#): A3: image goes beyond indiv hair/clothing -- signage, parking lot potholes, Brooms, etc. speak volumes about biz [#solopr](#)



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

RT @[KristK](#): A3: image goes beyond indiv hair and clothing -- signage, pkgng lot potholes, bathrooms, etc. speak volumes about biz [#solopr](#)



[SoloPR](#) 1:54pm via TweetGrid.com

So interesting! RT @[KristK](#): A3: I've advised clients to change the magazines in their waiting room. First impressions def count. [#solopr](#)



[fransteps](#) 1:54pm via TweetChat

A3: I used to work for a company that was CRAZY about keeping vehicles w/ logos washed. The details were imp. [#solopr](#)



[MuslimNewMedia](#) 1:53pm via TweetChat

RT @[KateRobins](#) A3 I take authentic actions & willingness to walk the walk over dress. Jesus needed a haircut but Id let that one go. [#solopr](#)



[jgombita](#) 1:53pm via web

@[karenskim](#) @[TRBizLady](#) it's well-known that many MBA students take courses in etiquette (table manners, intros, etc.). Much the same. [#solopr](#)



[deegospel](#) 1:53pm via [TweetGrid.com](#)

@[jgombita](#) lol [#solopr](#)



[dconconi](#) 1:53pm via [TweetChat](#)

yep! RT @[jgombita](#): see the part where Eli tells the CEO of the cheese company to change the colour of his tie for TV? cc @[karensim](#) [#solopr](#)



[farida_h](#) 1:53pm via [TweetChat](#)

Smart. RT @[KristK](#): A3: image goes beyond indiv hair/clothing - signage, parking lot potholes, bathrooms etc. speak volumes abt biz [#solopr](#)



[karensim](#) 1:52pm via [TweetChat](#)

@[jgombita](#) @[dconconi](#) I love the show, and Eli cracks me up, yes saw the tie scene :-) [#solopr](#)



[TRBizLady](#) 1:52pm via [TweetChat](#)

RT @[karensim](#): @[TRBizLady](#) I would if it would help me to better serve clients, have worked w/image consultants in past learned so much [#solopr](#)



[MaxwellStevens](#) 1:52pm via [TweetDeck](#)

RT @[KristK](#): A3: image goes beyond indiv hair and clothing - signage, parking lot potholes, bathrooms, etc. speak volumes abt ur biz [#solopr](#)



[MuslimNewMedia](#) 1:52pm via [TweetChat](#)

+1! RT @dconconi: A3 it is a part of our business. Media/spokesperson must train for this too [#solopr](#)



[TRBizLady](#) 1:52pm via TweetChat

RT @KateRobins: A3 I take authentic actions and willingness to walk the walk over dress. Jesus needed a haircut but I'd let that one go. [#solopr](#)



[karensxim](#) 1:52pm via TweetChat

@[TRBizLady](#) I would if it would help me to better serve clients, have worked w/image consultants in past learned so much [#solopr](#)



[jgombita](#) 1:52pm via TweetChat

RT @KateRobins: A3 I take authentic actions and willingness to walk the walk over dress. Jesus needed a haircut but I'd let that one go. [#solopr](#)



[KristK](#) 1:51pm via TweetGrid.com

A3: image goes beyond indiv hair and clothing -- signage, parking lot potholes, bathrooms, etc. speak volumes about your biz [#solopr](#)



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

A3 I take authentic actions and willingness to walk the walk over dress. Jesus needed a haircut but I'd let that one go. [#solopr](#)



[jgombita](#) 1:51pm via web

@[dconconi](#) see the part where Eli (sp?) tells the CEO of the cheese company to change the colour of his tie for TV? cc @[karensxim](#) [#solopr](#)



[TRBizLady](#) 1:51pm via [TweetChat](#)

RT @[farida_h](#): RT @[dconconi](#): A3 it is a part of our business. Media/spokesperson must train for this too. all part of getting message heard [#solopr](#)



[MuslimNewMedia](#) 1:51pm via [TweetChat](#)

A3 more & more. Lots of crossbranding now -- public figures looking for endorsement deals, brands looking for the right celeb [#solopr](#)



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

A3: You all are helping me see this topic in a much broader way. Love it! [#solopr](#)



[TRBizLady](#) 1:50pm via [TweetDeck](#)

A3. would any of you go as far to get a certificate or take a class on image consulting? [#solopr](#)



[farida_h](#) 1:50pm via [TweetChat](#)

RT @[dconconi](#): A3 it is a part of our business. Media/spokesperson must train for this too. all part of getting message heard [#solopr](#)



[jgombita](#) 1:50pm via [web](#)

A3. Nice complement to previous question: consulting on desirable "choice of words" for right communicative image.... [#solopr](#)



[KellyeCrane](#) 1:50pm via [TweetDeck](#)

@[GetGravitas](#) Hi- we're on Q3 now. Does it make sense for a PR Pro to offer image consulting? [#solopr](#)



[MaxwellStevens](#) 1:50pm via [TweetDeck](#)

+1 RT @[KristK](#): A3: I've advised clients to change the magazines in their waiting room. First impressions def count. [#solopr](#)



[karenskim](#) 1:50pm via [TweetChat](#)

@[jgombita](#) @[dconconi](#) chiming in, yes last week's ep. of Good Wife! [#solopr](#)



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

LOVE the good wife. RT @[jgombita](#): have you seen The Ides of March, yet? (Better yet, last weeks episode of The Good Wife.) :-) [#solopr](#)



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

RT @[farida_h](#): A3: Image is part of what defines a brand and determines your key messages. So in that sense, it does relate to PR. [#solopr](#)



[KristK](#) 1:49pm via [TweetGrid.com](#)

A3: I've advised clients to change the magazines in their waiting room. First impressions def count. [#solopr](#)



[rockstarjen](#) 1:49pm via [TweetChat](#)

RT @[JGfromOC](#): A3 we're all "image consults" to some extent, esp in terms of media relations. Always trying to tell the best story. [#solopr](#)



SoloPR 1:49pm via TweetGrid.com

Smart! RT @dconconi: A3: ...Winning over your audience in a broadcast world is increasingly image
[#solopr](#)



[jgombita](#) 1:49pm via web

@dconconi have you seen The Ides of March, yet? (Better yet, last week's episode of The Good Wife.) :-)
[#solopr](#)



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

A3.2 - it is a part of our business. Media/spokesperson training must train for this too - all part of getting
the message heard [#solopr](#)



[caitlynmajor](#) 1:48pm via TweetChat

RT @JGfromOC: A3 were all "image consults" to some extent, especially in terms of media relations.
Always trying to tell best story. [#solopr](#)



[karensim](#) 1:48pm via TweetChat

RT @farida_h: A3: Image is part of what defines a brand and determines your key messages. So in that
sense, it does relate to PR. [#solopr](#)



[MaxwellStevens](#) 1:48pm via TweetDeck

A3. If your specialty is publicity, absolutely image is part. Also have consulted on ties for TV, color palates
for group photos. [#solopr](#)



[TRBizLady](#) 1:48pm via [TweetDeck](#)

RT @[JGfromOC](#): A3 we're all "image consults" to some extent, especially in terms of media relations. Always trying to tell the best story. [#solopr](#)



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

RT @[JGfromOC](#): A3 we're all "image consults" to some extent, especially in terms of media relations... [#solopr](#)



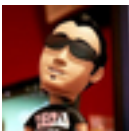
[farida_h](#) 1:48pm via [TweetChat](#)

A3: Image is part of what defines a brand and determines your key messages. So in that sense, it does relate to PR. [#solopr](#)



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

Great pt! RT @[fransteps](#): A3: I've often counseled ppl on clothing, dress, hair as part of prepping for interviews. Does that count? [#solopr](#)



[JGfromOC](#) 1:48pm via [TweetDeck](#)

A3 we're all "image consults" to some extent, especially in terms of media relations. Always trying to tell the best story. [#solopr](#)



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

RT @[deegospel](#): a3. depends on your client's ideal client. mine must have it, because they're in the public. [#solopr](#)



[caitlynmajor](#) 1:47pm via TweetChat

A3: PR is all about image building and branding. To build positive sentiment, positive image is essential, as long as it's authentic. [#solopr](#)



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

A3: seems 2 be very important in politics and in the C-Suite. Winning over your audience in a broadcast world is increasingly image [#solopr](#)



[fransteps](#) 1:47pm via TweetChat

A3: I have often counseled ppl on clothing, dress, hair as part of prepping for interviews. Does that count? [#solopr](#)



[deegospel](#) 1:47pm via TweetGrid.com

a3. depends on your client's ideal client. mine must have it, because they're in the public. [#solopr](#)



[KellyeCrane](#) 1:47pm via TweetDeck

A3: I know nothing about this area, but it seems like it could be a nice extension (though not technically PR, perhaps) [#solopr](#)



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

@[KellyeCrane](#) @[KristK](#) agree with you both which is exactly why you SHOULD KNOW YOUR AUDIENCE :-)) [#solopr](#)



[KristK](#) 1:47pm via [TweetGrid.com](#)

RT [@SoloPR](#): Q3: What place does image consulting have in PR world, or how closely does it relate to PR? [#solopr](#)



[MuslimNewMedia](#) 1:47pm via [TweetChat](#)

[@rockstarjen](#) [@KellyeCrane](#) good point -- & had they researched, they would have crafted better pitch. [#fail](#) [#solopr](#)



[MaxwellStevens](#) 1:46pm via [TweetDeck](#)

A3. As long as you are just polishing who they are and not trying to create a false image, it can be part of PR. [#solopr](#)



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

[@KristK](#) They obviously didn't have a clue who they were dealing with. That part does make me laugh, too. [#solopr](#)



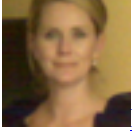
[SoloPR](#) 1:45pm via [TweetGrid.com](#)

Additional info on image consulting from Q3 submitter: personalities/celebrities & businesses. From dress to overall biz/brand image [#solopr](#)



[jgombita](#) 1:45pm via [TweetChat](#)

RT [@dconconi](#): so much bad behaviour on line from both sides - PR pros should always take the high road
RT [@MuslimNewMedia](#) [#solopr](#)



[RebeccaEdgar](#) 1:45pm via HootSuite

@[jgombita](#) Haha. So would that be FPR? :-) [#solopr](#)



[caitlynmajor](#) 1:45pm via TweetChat

RT @[SoloPR](#): Q3: What place does image consulting have in PR world, or how closely does it relate to PR? [#solopr](#)



[karenskim](#) 1:45pm via TweetChat

RT @[SoloPR](#): Q3: What place does image consulting have in PR world, or how closely does it relate to PR? [#solopr](#)



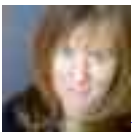
[TRBizLady](#) 1:45pm via TweetGrid.com

RT @[SoloPR](#): Q3: What place does image consulting have in PR world, or how closely does it relate to PR? [#solopr](#)



[MaxwellStevens](#) 1:45pm via TweetGrid.com

RT @[SoloPR](#): Q3: What place does image consulting have in PR world, or how closely does it relate to PR? [#solopr](#)



[rockstarjen](#) 1:45pm via TweetChat

@[KellyeCrane](#) :) of course yours isn't riddled with typos. :) [#solopr](#)



[fransteps](#) 1:45pm via TweetChat

RT @SoloPR: Q3: What place does image consulting have in PR world, or how closely does it relate to PR? #solopr



dconconi 1:44pm via TweetChat

RT @SoloPR: Q3: What place does image consulting have in PR world, or how closely does it relate to PR? #solopr



deegospel 1:44pm via TweetGrid.com

lol true RT @KateRobins: The drafts folder -- not the hard drive -- will be our undoing after we're all dead. #solopr



jgombita 1:44pm via web

@deegospel thought there was a bunch of (male) divas recently swearing about a certain R(-rated) pasta sauce SoMe campaign! :-) #solopr



karenswim 1:44pm via TweetChat

Lawyers teach you to treat everything like it will become public, good lesson to remember #solopr



dconconi 1:44pm via TweetChat

so much bad behaviour on line from both sides - PR pros should always take the high road RT @MuslimNewMedia #solopr



SoloPR 1:44pm via TweetGrid.com

Q3: What place does image consulting have in PR world, or how closely does it relate to PR? #solopr



[KateRobins](#) 1:44pm via TweetChat

The drafts folder -- not the hard drive -- will be our undoing after we're all dead. [#solopr](#)



[KellyeCrane](#) 1:44pm via TweetDeck

[@rockstarjen](#) Jinx! :-)) [#solopr](#)



[farida_h](#) 1:44pm via TweetChat

[@rockstarjen](#) That's quite true. Easier to say things in an email - which you may never do face-to-face, which can lead to trouble. [#solopr](#)



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

[@MuslimNewMedia](#) I think that comes back to, know the blog you're pitching. Some are well-known for "outing" dumb moves. [#solopr](#)



[rockstarjen](#) 1:43pm via TweetChat

[@MuslimNewMedia](#) if they had done their research, they would have know jenny would have called them out. i don't feel bad for them. [#solopr](#)



[deegospel](#) 1:43pm via TweetGrid.com

a2 [@karensim](#) true [#solopr](#)



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

@[RebeccaEdgar](#) you probably have a few minutes to slide in your 2 cents CDN take on F bombs and PR... (Hiya, pal!) [#solopr](#)



[karensxim](#) 1:43pm via [TweetChat](#)

YES! RT @[fransteps](#): [edited]I have been angry w/ media from time to time, but always kept it to myself! [#solopr](#)



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

RT @[MuslimNewMedia](#): OK, lets back track: Was it right or ethical for blogmom to publically call out the bad pitch? [#solopr](#)



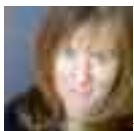
[karensxim](#) 1:42pm via [TweetChat](#)

@[deegospel](#) No I think it's become a pervasive issue in our culture, in the US anyway, everyone airs dirty laundry to grab spotlight [#solopr](#)



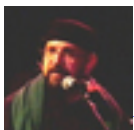
[KristK](#) 1:42pm via [TweetGrid.com](#)

@[KellyeCrane](#) had to laugh when his email said "rude and snarky." Those are the exact reasons I love her. [#solopr](#)



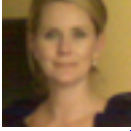
[rockstarjen](#) 1:42pm via [TweetChat](#)

Guilty! RT @[KateRobins](#): Mom said dont say anything if you dont have anything nice to say. Then someone invented the drafts folder. [#solopr](#)



[MuslimNewMedia](#) 1:42pm via [TweetChat](#)

OK, let's back track: Was it right or ethical for blogmom to publically call out the bad pitch? [#solopr](#)



[RebeccaEdgar](#) 1:41pm via HootSuite

Hello [#solopr](#) friends! Catching the last 20 min of chat.



[fransteps](#) 1:41pm via TweetChat

A1: It's like the FedEx Twitter scandal all over again. I have been angry w/ media from time to time, but always kept it to myself! [#solopr](#)



[deegospel](#) 1:41pm via TweetGrid.com

[@jgombita](#) maybe it just happens for those of us working in entertainment lol [#solopr](#)



[KateRobins](#) 1:41pm via TweetChat

a2. doesnt make us all look bad, but i have grown tired of PRs trying to convert to reality stars [#solopr](#)



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

[@RobertaWedge](#) it's true, isn't it? You choose when (and with whom) you will use an F bomb--if ever! (Using WTF on a blog post same.) [#solopr](#)



[rockstarjen](#) 1:41pm via TweetChat

[@SoloPR](#) using "language" in an email is always risky. especially nowadays when it flies faster than the speed of light. be cautious. [#solopr](#)



[farida_h](#) 1:41pm via TweetChat

Haha! RT @KateRobins: Mom said dont say anything if u dont hv anything nice to say. Then someone invented drafts folder. Same thing. [#solopr](#)



[KateRobins](#) 1:41pm via [TweetChat](#)

RT @dconconi: A2: dont think it taints us all - but its definitely a wake-up call for some tho. Never type in anger... [#solopr](#)



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

Another lively discussion! Q3 is coming up... [#solopr](#)



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

Lol! RT @KateRobins: Mom said dont say anything if you dont have anything nice to say. Then someone invented the drafts folder. [#solopr](#)



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

Yes! RT @farida_h: @rockstarjen Goes both ways, Whether youre the person pitching or being pitched to, its good to show respect... [#solopr](#)



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

Mom said don't say anything if you don't have anything nice to say. Then someone invented the drafts folder. Same thing. [#solopr](#)



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

@KristK Actually, they might have done better if they'd been a little *more* two-faced (less rude to her). Kidding, kinda... [#solopr](#)



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

@[KateRobins](#) Glad to oblige :) [#solopr](#)



[dconconi](#) 1:40pm via TweetChat

even beyond the abusive email - can you imagine what this guy must be like to work with? Yikes. [#solopr](#)



[MuslimNewMedia](#) 1:40pm via TweetChat

what i love about social media and dig comm is how transparent and accountable it makes you (or should) [#solopr](#)



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

@[rockstarjen](#) Goes both ways, I think Whether you're the person pitching or being pitched to, it's good to show respect... [#solopr](#)



[karensxim](#) 1:39pm via TweetChat

@[KateRobins](#) Q2: Recently, PR pro got caught using f-bomb re: blogger: <http://t.co/TMnt3NE6> Does this make us all look bad? [#solopr](#)



[KateRobins](#) 1:39pm via TweetChat

@[karensxim](#) Thanks. :) [#solopr](#)



[TRBizLady](#) 1:39pm via HootSuite

RT @SoloDovePR: RT @REDMEDIAPR: A2. Always need to keep in mind, they may not bite on this pitch but might on another. No need to make enemies [#solopr](#)



[karensxim](#) 1:38pm via TweetChat

@KateRobins It's about blogger vs PR pro who dropped the f bomb & more, does it make all PR pros look bad? [#solopr](#)



[katcalbes](#) 1:38pm via HootSuite

UGH, yes. RT @SoloPR: Q2: Recently, PR pro got caught using f-bomb re: blogger: <http://t.co/bk3PRCDB> Does this make us all look bad? [#solopr](#)



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

RT @MaxwellStevens: A2 The challenge w/PR career is your worst day can be VERY public. Save as draft when angry or stressed. [#solopr](#)



[MuslimNewMedia](#) 1:38pm via TweetChat

A2 their reax also displays an unprofessional pathology at the outset: hyper defensive when called out on a badly worded pitch. [#solopr](#)



[SoloDovePR](#) 1:38pm via HootSuite

RT @REDMEDIAPR: A2. Always need to keep in mind, they may not bite on this pitch but might on another. No need to make enemies [#solopr](#)



[SoloPR](#) 1:37pm via TweetGrid.com

You all are raising some great points! It's never proper to use that kind of language in an email, is it? [#solopr](#)



[rockstarjen](#) 1:37pm via TweetChat

A2 (part deux) i've vented internally, but you have to treat media and bloggers (and everyone, for that matter) with respect. [#solopr](#)



[jgombita](#) 1:37pm via web

Intrigued [@deegospel](#) 'splain, please: Doesn't make us all look bad, but i've grown tired of PRs trying to convert to reality stars [#solopr](#)



[KateRobins](#) 1:37pm via TweetChat

[@karenskim](#) psst. what's q2? [#solopr](#)



[KristK](#) 1:37pm via TweetGrid.com

A2: Being "two-faced" didn't work in junior high, and it doesn't work today, whatever field you're in.. [#solopr](#)



[KateRobins](#) 1:36pm via TweetChat

late. sorry. trying to figure it all out. [#solopr](#)



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

[@karenskim](#) has a terrific point. It's more about general bad behaviour in the workplace and abuse of email [#solopr](#)



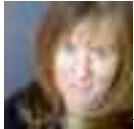
[MuslimNewMedia](#) 1:36pm via TweetChat

lol! RT @deegospel: a2. doesnt make us all look bad, but i have grown tired of PRs trying to convert to reality stars #solopr



karensxim 1:36pm via TweetChat

+1 RT @deegospel: a2. doesnt make us all look bad, but i have grown tired of PRs trying to convert to reality stars #solopr



rockstarjen 1:36pm via TweetChat

A2 i actually think the original PR's attitude was worse than than the VP's bitch statement. #solopr



farida_h 1:36pm via TweetChat

True. RT @MuslimNewMedia: A2 His response so personal, over the top, doesnt represent professional standard in *any* field. #solopr



SoloPR 1:36pm via TweetGrid.com

Good tip :-) RT @MaxwellStevens: A2. Challenge w/PR career is your worst day can be VERY public. Save as draft when angry/stressed #solopr



deegospel 1:36pm via TweetGrid.com

a2. doesn't make us all look bad, but i have grown tired of PRs trying to convert to reality stars #solopr



karensxim 1:36pm via TweetChat

RT @REDMEDIAPR: A2. Always need to keep in mind, they may not bite on this pitch but might on another. No need to make enemies #solopr



[fransteps](#) 1:35pm via TweetChat

True! RT @KellyeCrane: A2: 1 imp. thing I learned: "mom" bloggers aren't kidding when they say many PR people talk down to them. [#solopr](#)



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

This! RT @REDMEDIAPR: A2. Always need to keep in mind, they may not bite on this pitch but might on another. No need to make enemies [#solopr](#)



[caitlynmajor](#) 1:35pm via TweetChat

Agreed RT @MaxwellStevens: A2 The challenge w/PR career is your worst day can be VERY public. Save as draft when angry or stressed. [#solopr](#)



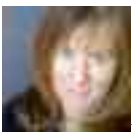
[MuslimNewMedia](#) 1:35pm via TweetChat

A2 His response so personal and over the top, very clear it doesn't represent any kind of professional standard in *any* field. [#solopr](#)



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

A2. Actually thought this was just another example of tiresomeness of The Filter Bubble of online drama. Don't think it got "out." [#solopr](#)



[rockstarjen](#) 1:35pm via TweetChat

RT @KellyeCrane: A2: One important thing I learned: "mom" bloggers aren't kidding when they say many PR people talk down to them. [#solopr](#)



[SoloPR](#) 1:34pm via [TweetGrid.com](#)

RT @TRBizLady: A2. Doesn't make us ALL look bad, but does make some continue to question worth/legitimacy/professionalism of pr pros [#solopr](#)



[fransteps](#) 1:34pm via [TweetChat](#)

A2: Important to separate what you're thinking and what you're saying...IRL. [#solopr](#)



[MaxwellStevens](#) 1:34pm via [TweetDeck](#)

A2. The challenge w/PR career is your worst day can be VERY public. Save as draft when angry or stressed. [#solopr](#)



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

A2: One important thing I learned: "mom" bloggers aren't kidding when they say many PR people talk down to them. [#solopr](#)



[REDMEDIAPR](#) 1:34pm via [TweetDeck](#)

A2. Always need to keep in mind, they may not bite on this pitch but might on another. No need to make enemies [#solopr](#)



[karensim](#) 1:34pm via [TweetChat](#)

A2: The issue for me was not the faux pas with the "reply all" but that it was said at all in a professional email even internally [#solopr](#)



SoloPR 1:33pm via TweetGrid.com

RT @caitlynmajor: A2: It gives PR pros an opportunity to prove otherwise! I think most know not to stereotype based on one bad apple [#solopr](#)



karensxim 1:32pm via TweetChat

Never. RT @dconconi: A2: dont think it taints us all - but its definitely a wake-up call for some tho. Never type in anger... [#solopr](#)



caitlynmajor 1:32pm via TweetChat

A2: It gives PR pros an opportunity to prove otherwise! I think most know not to stereotype based on one bad apple [#solopr](#)



MaxwellStevens 1:32pm via TweetDeck

RT @dconconi: A2: don't think it taints us all - but it's definitely a wake-up call for some tho. Never type in anger... [#solopr](#)



karensxim 1:32pm via TweetChat

RT @TRBizLady: A2. Doesnt make us ALL look bad, but does make some continue to question worth/legitimacy/professionalism of pr pros. [#solopr](#)



dconconi 1:32pm via TweetChat

...and always read through the entire document to see what's in the trail [#solopr](#)



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

A2: It reinforces the negative perception that some already have of PR pros [#solopr](#)



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

A2: don't think it taints us all - but it's definitely a wake-up call for some tho. Never type in anger... [#solopr](#)



[REDMEDIAPR](#) 1:31pm via TweetDeck

A2 It's uncalled for - and yes does cast bad light, luckily most journos know PR people who are professional [#solopr](#)



[TRBizLady](#) 1:31pm via TweetDeck

A2. Doesn't make us ALL look bad, but does make some continue to question worth/legitimacy/professionalism of pr pros. [#solopr](#)



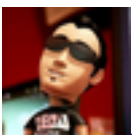
[rockstarjen](#) 1:31pm via TweetChat

A2. Love The Bloggess. Unfortunately, many that are perceived as PR pros aren't. And they act this this, making us work harder. [#solopr](#)



[KellyeCrane](#) 1:31pm via TweetDeck

A2: I thought @[TheBloggess](#) did a good job in her post of noting that many PR people aren't like that. But... [#solopr](#)



[JGfromOC](#) 1:31pm via TweetDeck

A2 I think for some clients it makes them wonder if you have the capacity to react that way. Def doesn't make [#PR](#) pros look good. [#solopr](#)



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

@[S0nShyne](#) Welcome! Don't forget the [#solopr](#) hashtag, and glad to have you :-)



[KristK](#) 1:30pm via [TweetGrid.com](#)

RT @[SoloPR](#): Q2: Recently, PR pro got caught using f-bomb, etc. re: blogger: <http://t.co/UWstjTaH> Does this make us all look bad? [#solopr](#)



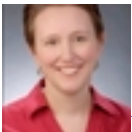
[dconconi](#) 1:30pm via [TweetChat](#)

@[SoloPR](#): Q2: Recently, a PR pro got caught using f-bomb, re: blogger: <http://t.co/UFmdvMhj> Do these stories make us all look bad? [#solopr](#)



[SoloPR](#) 1:30pm via [TweetGrid.com](#)

RT @[S0nShyne](#): hi all this is my 2nd time joining the talk, & I love it. I have always been interested in this field, so this is gr8 [#solopr](#)



[halmand](#) 1:30pm via [Twitter for iPhone](#)

“@[farida_h](#): A1: Also, these days, being a PR pro means having not just media relations but also social media, SEO and other skills. [#solopr](#)”



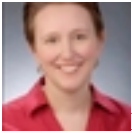
[farida_h](#) 1:29pm via [TweetChat](#)

+1 RT @[jgombita](#): @[farida_h](#) having "integrated communications" skills extremely important! cc @[commammo](#) [#solopr](#)



[karenswim](#) 1:29pm via TweetChat

RT @SoloPR: Q2: PR pro got caught using f-bomb, etc. re: blogger: <http://t.co/TMnt3NE6> Do these stories make us all look bad? [#solopr](#)



[halmand](#) 1:29pm via Twitter for iPhone

“@rockstarjen: A1 also need to know how to bridge specialized industries with others that are similar if work is slow. [#solopr](#)” grt point



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

@[farida_h](#) having "integrated communications" skills extremely important! cc @[commammo](#) [#solopr](#)



[MaxwellStevens](#) 1:29pm via TweetDeck

Exactly! RT @[farida_h](#): A1: these days, being a PR pro means having not just media rels but also social media, SEO & other skills. [#solopr](#)



[SoloPR](#) 1:28pm via TweetGrid.com

Q2: Recently, a PR pro got caught using f-bomb, etc. re: blogger: <http://t.co/OYWdOJ1u> Do these stories make us all look bad? [#solopr](#)



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

@[heatherrast](#) You learn to work smart by trial & error. :) [#solopr](#)



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

A1: Also, these days, being a PR pro means having not just media relations but also social media, SEO and other skills. [#solopr](#)



[dariasteigman](#) 1:27pm via [TweetDeck](#)

Great Q1 chat. Sadly have to get on a conf. call that conflicts w/ [#solopr](#). No, of course I didn't set it up.



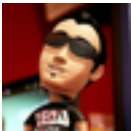
[PaulaJohns](#) 1:27pm via [TweetDeck](#)

Agree RT [@SoloPR](#): [@KristK](#) Niche skills are another way to go -know some people who are awesome media relations "hired guns" [#solopr](#)



[jgombita](#) 1:26pm via [web](#)

Hold your nose? RT [@rockstarjen](#): A1 need to know how to bridge specialized industries with others that are similar if work is slow. [#solopr](#)



[JGfromOC](#) 1:26pm via [TweetDeck](#)

A1 depends a bit on the client and scope of work, but IMO, it's better to be a specialist. Show value and expertise to scale. [#solopr](#)



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

Great insights everyone! Q2 is coming up... [#solopr](#)



[MuslimNewMedia](#) 1:25pm via [TweetChat](#)

+1 RT [@rockstarjen](#): A1 also need to know how to bridge specialized industries with others that are similar if work is slow. [#solopr](#)



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

RT [@rockstarjen](#): [@KellyeCrane](#) [@dariasteigman](#) always something need to remind myself. don't try to do it all...usually not the best [#solopr](#)



[dariasteigman](#) 1:25pm via [TweetDeck](#)

[@rockstarjen](#) It rarely is. Ppl think it's keeping all the \$\$; but often it ends up w/ the person spending their time unwisely. [#solopr](#)



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

Yes! RT [@rockstarjen](#): A1 also need to know how to bridge specialized industries with others that are similar if work is slow. [#solopr](#)



[karensim](#) 1:24pm via [TweetChat](#)

[@MaxwellStevens](#) Wow, you have sun? No sun in Macomb County, clouds and rain. [#solopr](#)



[rockstarjen](#) 1:24pm via [TweetChat](#)

A1 also need to know how to bridge specialized industries with others that are similar if work is slow. [#solopr](#)



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

As we can see, no right or wrong answer to Q1 - successful pros w/different views, diff strokes! [#solopr](#)



[dconconi](#) 1:24pm via [TweetChat](#)

me too - but from not so sunny Toronto. RT @[MaxwellStevens](#): Joining late from sunny W. Michigan! [#solopr](#)



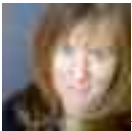
[GraphicDesignNY](#) 1:23pm via [TweetDeck](#)

RT @[jgombita](#): @[farida_h](#) if newbies have uni/col degree/certificate in PR, they probably got generalist training in many comms areas. [#solopr](#)



[MaxwellStevens](#) 1:23pm via [TweetDeck](#)

Joining late from sunny W. Michigan! [#solopr](#)



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

@[KellyeCrane](#) @[dariasteigman](#) always something to need to remind myself. don't try to do it all. it's usually not the best avenue. [#solopr](#)



[MaxwellStevens](#) 1:23pm via [TweetDeck](#)

A1. Specialist when intro to prospect, but generalist when have working relationship. Expands value you can provide. [#solopr](#)



[jgombita](#) 1:22pm via [web](#)

@[farida_h](#) if newbies have university/college degree/certificate in PR, they probably got generalist training in many comms areas. [#solopr](#)



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

@[KristK](#) Niche skills are another way to go -know some people who are awesome media relations "hired guns" [#solopr](#)



[TRBizLady](#) 1:22pm via [TweetDeck](#)

RT @[KellyeCrane](#): @[dariasteigman](#) This is a great pt -whether specialist or generalist, [#solopr](#) pros can always collaborate w/ea other to fill-in needed skills



[rockstarjen](#) 1:21pm via [TweetChat](#)

@[mdbarber](#) have a good trip, mary! i know exactly what you mean. :) [#solopr](#)



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

RT @[caitlynmajor](#): RT @[jgombita](#): A1. Be a generalist by training (knowledge base/skill set) but a specialist by choice [#solopr](#)



[KellyeCrane](#) 1:21pm via [TweetDeck](#)

@[dariasteigman](#) This is a great pt -whether specialist or generalist, [#solopr](#) pros can always collaborate w/ea other to fill-in needed skills



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

@[KristK](#) I was thinking niche skills too [#solopr](#)



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

Ex. @[berkson0](#) @[fredmcclimans](#) did generalist post on mentoring/networking, now @[greenbanana](#) wrote specialist one on PR relationships. [#solopr](#)



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

@[mdbarber](#) Will miss you but completely understand! [#solopr](#)



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

True RT @[MuslimNewMedia](#): a1 You can microniche yrself out of work by overspecializing, leaving out other ind you can apply yr skills [#solopr](#)



[KristK](#) 1:19pm via [TweetGrid.com](#)

A1: I'm thinking of specialist as someone with niche skills, but it seems most consider specialist as having niche market. [#solopr](#)



[mdbarber](#) 1:19pm via [Twitter for Mac](#)

@[KellyeCrane](#) @[kristk](#) @[karensxim](#) sorry to miss you guys today. Too much on my plate before leaving. Must turn away from the chat. [#solopr](#)



[GraphicDesignNY](#) 1:19pm via [TweetDeck](#)

Wow, very true RT @[MuslimNewMedia](#): a1 You can microniche yourself out of work by overspecializing, [#solopr](#)



[farida_h](#) 1:18pm via [TweetChat](#)

A1: I think this may also be a question of newbie v/s experienced. For newbies, it makes more sense to develop broader skills first. [#solopr](#)



[dariasteigman](#) 1:18pm via [TweetDeck](#)

@[KellyeCrane](#) ... I also think sometimes a fresh set of eyes helps. (And some portion of ramp-up is always on you.) [#solopr](#)



[SoloPR](#) 1:18pm via [TweetGrid.com](#)

RT @[MuslimNewMedia](#): a1 You can microniche yourself out of work by overspecializing, leaving out other ind you can apply your skills [#solopr](#)



[dariasteigman](#) 1:18pm via [TweetDeck](#)

@[KellyeCrane](#) That's a diff.Q (competitive adv). I was talking more about ability to transition the skill set across industries... [#solopr](#)



[PaulaJohns](#) 1:18pm via [TweetDeck](#)

Well said. RT @[jgombita](#): A1. How about be a generalist by training (knowledge base/skill set) but a specialist by choice [#solopr](#)



[KellyeCrane](#) 1:17pm via [TweetDeck](#)

@[dariasteigman](#) But why would a client pay for someone to catch up on content, when they can hire someone with no ramp up? [#solopr](#)



[jgombita](#) 1:16pm via [web](#)

@[SoloPR](#) @[KristK](#) strategic counsel versus hands-on tactician. Hmmm. Are they really the same thing? Could be generalist counsel. [#solopr](#)



[KellyeCrane](#) 1:16pm via [TweetDeck](#)

A1: Also, lots of industries overlap. For example, can do healthcare tech, which then leads to healthcare knowledge. [#solopr](#)



[caitlynmajor](#) 1:16pm via [TweetChat](#)

RT @jgombita: A1. Be a generalist by training (knowledge base/skill set) but a specialist by choice [#solopr](#)



[dariasteigman](#) 1:16pm via [TweetDeck](#)

@[KellyeCrane](#) You may have a initial edge, but I'm a strong believer if you're smart you can catch up on the content. [#solopr](#)



[KristK](#) 1:16pm via [TweetGrid.com](#)

A1: When @solopr pros says they specialize in law firm marketing or other niche, first thought is competitors, conflict [#solopr](#)



[REDMEDIAPR](#) 1:16pm via [TweetDeck](#)

That's me! RT @jgombita: How about be a generalist by training (knowledge base/skill set) but a specialist by choice [#solopr](#)



[TRBizLady](#) 1:16pm via [TweetDeck](#)

makes sense RT @jgombita: A1. Be a generalist by training (knowledge base/skill set) but a specialist by choice @dariasteigman? [#solopr](#)



[SoloDovePR](#) 1:16pm via [HootSuite](#)

no, esp if the industry is broad RT @KristK: A1: By specializing in an industry, do you worry about conflicts of interest? [#solopr](#)



[KellyeCrane](#) 1:15pm via [TweetDeck](#)

@[dariasteigman](#) Not sure I agree. What about the years of relationships an industry specialist has, vs. someone new? [#solopr](#)



[MuslimNewMedia](#) 1:15pm via [TweetChat](#)

a1 You can microniche yourself out of work by overspecializing, leaving out other industries you can apply your skills for. [#solopr](#)



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

RT @[jgombita](#): A1. How about be a generalist by training (knowledge base/skill set) but a specialist by choice @[dariasteigman](#)? [#solopr](#)



[jgombita](#) 1:15pm via [web](#)

A1. How about be a generalist by training (knowledge base/skill set) but a specialist by choice @[dariasteigman](#)? [#solopr](#)



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

@[KristK](#) "when to ask for help" is the key. Always separates the smart ones w/ biz staying power from the rest. [#solopr](#)



[PaulaJohns](#) 1:14pm via [TweetDeck](#)

I specialize in tech but have had the opp to dabble in other industries, too. Refreshing, and grt way to expand my biz, expertise. [#solopr](#)



[KristK](#) 1:14pm via [TweetGrid.com](#)

[@dariasteigman](#) yes, I don't specialize but I know enough to be dangerous and when to ask for expert help. [#solopr](#)



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

Not with a broad industry, like tech RT [@KristK](#): A1: By specializing in an industry, do you worry about conflicts of interest? [#solopr](#)



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

[@heatherrast](#) Probably, yes. You need work first. Later, if you're lucky, you can be more selective on focus. [#soloPR](#)



[makasha](#) 1:13pm via [TweetDeck](#)

RT [@dariasteigman](#): [@KristK](#) Don't you think person can be a generalist, but know how to drill down? [#solopr](#)



[SoloPR](#) 1:12pm via [TweetGrid.com](#)

RT [@KristK](#): A1: I think of it more as counselor vs tactitian. [#solopr](#)



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

[@KellyeCrane](#) But that's in industry bias, not a skills fact. I can learn your industry/content. [#solopr](#)



[TRBizLady](#) 1:12pm via [TweetDeck](#)

RT @dariasteigman: +1 RT @farida_h: A1: A niche is good to have, but so is overall expertise. [#solopr](#)



[MuslimNewMedia](#) 1:12pm via [TweetChat](#)

Great point RT @dariasteigman: I find too many ppl think they need a niche industry, dont recog. that your skills are what counts. [#solopr](#)



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

A1: However, your specialty could also be a town/region, in a less competitive area [#solopr](#)



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

+1 RT @farida_h: A1: A niche is good to have, but so is overall expertise. [#solopr](#)



[KellyeCrane](#) 1:11pm via [TweetDeck](#)

A1: Actually, might differ by area. For ex, without an industry specialty in Atlanta, would be harder to get referrals from other [#solopr](#)



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

A1: A niche is good to have, but so is overall expertise. [#solopr](#)



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

@[KristK](#) Don't you think person can be a generalist, but know how to drill down? [#solopr](#)



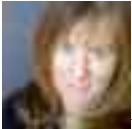
[caitlynmajor](#) 1:11pm via [TweetChat](#)

Agree with [@sariasteigman](#) [@muslimnewmedia](#) - skills are what count. Everything else is secondary. [#solopr](#)



[KristK](#) 1:11pm via [TweetGrid.com](#)

A1: By specializing in an industry, do you worry about conflicts of interest? [#solopr](#)



[rockstarjen](#) 1:11pm via [TweetChat](#)

Q2 Depends on the person & industry. I'm somewhat specialized, but know many industries. Know others who kill at one specific thing. [#solopr](#)



[makasha](#) 1:10pm via [TweetGrid.com](#)

RT [@KristK](#): A1: I think of it more as counselor vs tactitian. [#solopr](#)



[KristK](#) 1:10pm via [TweetGrid.com](#)

A1: Jack of all Trades means you don't have a niche, can't separate yourself from pack. (Adage: master of none may apply too?) [#solopr](#)



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

[@MuslimNewMedia](#) GoodQ. I find too many ppl think they need a niche industry, don't recog. that your skills are what counts. [#solopr](#)



[MuslimNewMedia](#) 1:10pm via [TweetChat](#)

RT [@dariasteigman](#) A1 Wrong Q. not about general vs. specialist, its about understanding your competitive strengths, the marketplace. [#solopr](#)



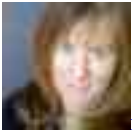
[SoloPR](#) 1:10pm via [TweetGrid.com](#)

RT @[dariasteigman](#): A1 Wrong Q. It's not about general versus specialist, it's about understanding your competitive strengths [#solopr](#)



[caitlynmajor](#) 1:09pm via [TweetChat](#)

A2: I think it really depends... if u want to focus on specific indutry then obviously specialist. [#solopr](#)



[rockstarjen](#) 1:09pm via [TweetChat](#)

Joining a little late, but hoping to take part today. Jen here in San Diego (7 years solo). [#solopr](#)



[KristK](#) 1:09pm via [TweetGrid.com](#)

A1: I think of it more as counselor vs tactitian. [#solopr](#)



[SoloPR](#) 1:09pm via [TweetGrid.com](#)

Either-I think we know your ans :-) RT @[MuslimNewMedia](#): a1 do you mean specialist in services, or specializing to a niche clientele? [#solopr](#)



[makasha](#) 1:09pm via [TweetDeck](#)

RT @[TRBizLady](#): A1. Specialist b/c there are so many of us. but you should still have general knowledge of everything pr related. [#solopr](#)



[makasha](#) 1:09pm via [TweetGrid.com](#)

RT @SoloPR: Q1: Is it better for a [#solopr](#) pro to be a generalist or a specialist?



[SoloPR 1:09pm via TweetGrid.com](#)

RT @TRBizLady: A1. Specialist b/c there are so many of us. but you should still have general knowledge of everything pr related. [#solopr](#)



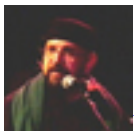
[dariasteigman 1:09pm via TweetDeck](#)

A1 Wrong Q. It's not about general versus specialist, it's about understanding your competitive strengths, the marketplace. [#solopr](#)



[KellyeCrane 1:08pm via TweetDeck](#)

A1: I find that it helps to specialize in a couple related industries, but have a broad knowledge of tactics. [#solopr](#)



[MuslimNewMedia 1:08pm via TweetChat](#)

a1 do you mean specialist in services, or specializing to a niche clientele? [#solopr](#)



[PROSglobalinc 1:08pm via TweetDeck](#)

RT @TRBizLady: A1. Specialist b/c there are so many of us. but you should still have general knowledge of everything pr related. [#solopr](#)



[TRBizLady 1:08pm via TweetGrid.com](#)

RT @SoloPR: Welcome everyone! Glad you can participate today. [#solopr](#)



[TRBizLady](#) 1:08pm via [TweetDeck](#)

A1. Specialist b/c there are so many of us. but you should still have general knowledge of everything pr related. [#solopr](#)



[farida_h](#) 1:07pm via [TweetChat](#)

RT @SoloPR: Q1: Is it better for a [#solopr](#) pro to be a generalist or a specialist? [#solopr](#)



[MuslimNewMedia](#) 1:07pm via [TweetChat](#)

good morning! [#solopr](#)



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

Welcome everyone! Glad you can participate today. [#solopr](#)



[dariasteigman](#) 1:07pm via [TweetDeck](#)

Popping onto [#solopr](#), delicious bowl of soup in hand (oops, inadvertent lunch tweet!)



[farida_h](#) 1:07pm via [TweetChat](#)

Joining in the [#solopr](#) chat. Hi, everyone. A big hello to @heatherrast [#solopr](#)



[caitlynmajor](#) 1:07pm via [TweetChat](#)

RT @SoloPR: Q1: Is it better for a [#solopr](#) pro to be a generalist or a specialist? [#solopr](#)



[KristK](#) 1:07pm via [TweetGrid.com](#)

RT @SoloPR: Q1: Is it better for a [#solopr](#) pro to be a generalist or a specialist? [#solopr](#)



[HerMusings](#) 1:07pm via [HootSuite](#)

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)



[KristK](#) 1:06pm via [TweetGrid.com](#)

@[KellyeCrane](#) Skipping this year. It's the one time a year I see some colleagues, and it feels super odd to stay home. [#solopr](#)



[KellyeCrane](#) 1:06pm via [TweetDeck](#)

@[fransteps](#) Hi Fran- 1+ year, time flies, doesn't it? [#solopr](#)



[TRBizLady](#) 1:06pm via [TweetDeck](#)

hello all. happy to be catching [#solopr](#) this week...



[karens swim](#) 1:06pm via [TweetChat](#)

RT @SoloPR: Q1: Is it better for a [#solopr](#) pro to be a generalist or a specialist? [#solopr](#)



[SoloPR](#) 1:06pm via [TweetGrid.com](#)

Q1: Is it better for a [#solopr](#) pro to be a generalist or a specialist?



[karenswim](#) 1:05pm via TweetChat

Hello and welcome @[heatherrast](#)! Congrats on your new position! [#solopr](#)



[fransteps](#) 1:05pm via TweetChat

Happy Wed. to all! I am Pro for 20, solo for 1+ yr in San Antonio, TX. [#solopr](#)



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

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



[SoloPR](#) 1:04pm via TweetGrid.com

Ladies and gentlemen, our new community specialist! RT @[heatherrast](#): Hi, everyone! Happy to be on the chat with you all today. [#solopr](#)



[KellyeCrane](#) 1:03pm via TweetDeck

@[KristK](#) Hey there! Assume I'll see you this weekend at PRSA? [#solopr](#)



[caitlynmajor](#) 1:03pm via web

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



[SoloPR](#) 1:03pm 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!



[KristK](#) 1:03pm via [TweetGrid.com](#)

RT @[SoloPR](#): pls help us with this quick survey: Do Indies Hold The Purse Strings?
<http://t.co/NGFLO9YL> [#solopr](#)



[KristK](#) 1:03pm via [TweetGrid.com](#)

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



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

While we gather, pls help us with this quick survey: Do Indies Hold The Purse Strings?
<http://t.co/9a6bqmAF> [#solopr](#)



[REDMEDIAPR](#) 1:02pm via [TweetDeck](#)

Will be on [#solopr](#) chat for next hour (as will tweets) if you are ind. practitioner pls join us



[karensim](#) 1:01pm via [TweetChat](#)

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



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

If you're joining, please introduce yourself. This is @[KellyeCrane](#) moderating, Atlanta-based blogger at <http://t.co/CFYwuwCF> [#solopr](#)



[KellyeCrane](#) 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](#) 1:00pm 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](#)