

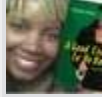
#SoloPR Twitter chat

Wednesday, October 19, 2011



SoloPR 1:00pm via TweetGrid.com

Hard to believe, but our official hour is up! Transcript will be on SoloPRpro.com tomorrow. #solopr



deegospel 12:59pm via Twitter for iPad

RT @KellyeCrane: @3HatsComm In my work, whoever owns the contract owns the rel. Sometimes I'm the sub. #solopr



jgombita 12:59pm via web

@mediacoach I'm pretty sure @joeldon was eavesdropping in my stream (which I take as a compliment). First time #solopr chat, n'est-ce pas?



KristK 12:59pm via TweetGrid.com

RT @cloudspark: "Get It In Writing" by @KellyeCrane and @cloudspark. Get your free copy here bit.ly/soloprcontracts #solopr



KateRobins 12:59pm via TweetChat

@MarketingMel ...and by the time a school's teaching it, it's conventional. #solopr



SoloPR 12:58pm via TweetGrid.com

#solopr



3HatsComm 12:58pm via TweetChat

RT @dwannolsen Exactly! RT @amysept Knowing, respecting someone professionally doesnt necessarily mean work styles/approach mesh #SoloPR



fransteps 12:58pm via TweetChat

@MarketingMel @cbonjones I teach my mass comm students a unit on digital citizenship toward end of term. Not very common yet, tho. #solopr



cloudspark 12:58pm via HootSuite

"Get It In Writing" by @KellyeCrane and @cloudspark. Get your free copy here bit.ly/soloprcontracts #solopr



farida_h 12:58pm via TweetChat

Good advice RT @amysept:RT @joeldon: If u bring on indies to work w/ your clients, DO NOT let go of your brand #solopr #solopr



jgombita 12:58pm via web

@KateRobins @RebeccaEdgar LOL at yr "make another one!" This owner seeks out the bright sparks and trains thoroughly. Filthy lucre! #solopr



dwannolsen 12:58pm via TweetChat

ME TOO! RT @rajean: A4 Like your approach @KellyeCrane - Ive found subcontractors via work w/volunteer/pro bono gigs. #solopr



amysept 12:58pm via TweetChat

RT @rajean: A4 Like your approach @KellyeCrane - Ive found subcontractors via work w/volunteer/pro bono gigs. #solopr



KellyeCrane 12:58pm via Twitter for iPad

@3HatsComm In my work, whoever owns the contract owns the rel. Sometimes I'm the sub. #solopr



mediacoach 12:58pm via web

@jgombita @joeldon No - we just met digitally. #solopr



AerialEllis 12:58pm via TweetDeck

I see this week's #soloPR chat is going strong! I'm still trying to catch my breath from #PRSAicon. So good to meet @kellyecrane!



joeldon 12:58pm via TweetDeck

With indies, it boils down to trust, competency and your absolute need to maintain control. Else you become an accountant. #solopr



deegospel 12:58pm via TweetGrid.com

RT @SoloPR: As others have said, don't forget to have a written agreement! #solopr



amysept 12:57pm via TweetChat

@RebeccaEdgar ;-) #solopr



MarketingMel 12:57pm via TweetDeck

@cbonjones I've made sure my intern learns social media skills while working for me. Can't always rely on school to teach #soloPR



deegospel 12:57pm via web

a4. @karens swim seeking what can be shared with an indy without them knowing the client. sometimes they seek them out, spesh celeb #solopr



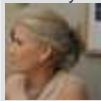
jgombita 12:57pm via web

@mediacoach @joeldon do you lovely lads know one another? B/c I think you have a lot of shared common-sense values. The Connector #solopr



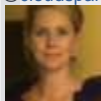
rajean 12:57pm via web

A4 Like your approach @KellyeCrane - Ive found subcontractors via work w/volunteer/pro bono gigs.#solopr



KateRobins 12:57pm via TweetChat

@cloudspark ebook? where? #solopr



RebeccaEdgar 12:57pm via HootSuite

@amysept @fransteps Had to shake head at self. When will I learn? (no answer necessary ;-) #solopr



dwannolsen 12:57pm via TweetChat

RT @karensxim: +1 RT @cloudspark: a4 and always have a subcontractor agreement (need ex? see ebook by @kellyecrane and yours truly) #solopr



SoloPR 12:56pm via TweetGrid.com

@cloudspark I'm tech challenged right now - can you share the link? #solopr



dwannolsen 12:56pm via TweetChat

Exactly! RT @amysept: re Q4 Knowing and respecting someone professionally doesnt necessarily mean work styles/approach will mesh. #solopr



karensxim 12:56pm via TweetChat

+1 RT @cloudspark: a4 and always have a subcontractor agreement (need ex? see ebook by @kellyecrane and yours truly) #solopr



KateRobins 12:56pm via TweetChat

@jgombita @RebeccaEdgar ...if a big agency lured him away, he wanted to be lured by a big agency. time to make another one. #solopr



JanetLFalk 12:56pm via TweetDeck

@jgombita did we get started that way? Trained on big agency's staff and went indie? #soloPR



cbonjones 12:56pm via TweetGrid.com

@GnosisArts Are your interns learning social media skills in their PR courses? #soloPR #solopr



SoloPR 12:56pm via TweetGrid.com

As others have said, don't forget to have a written agreement! #solopr



amysept 12:56pm via TweetChat

Just fav'd! >> RT @cloudspark: a4 always have a subcontractor agreement (need ex? see ebook by @kellyecrane and yours truly) #solopr



jgombita 12:56pm via web

@amysept he said it's different if you start simply as business partners and then become friends. Then it's not out of guilt. #solopr



dwannolsen 12:55pm via TweetChat

@NJoy42 Glad to see you! #solopr



cloudspark 12:55pm via HootSuite

a4 and always have a subcontractor agreement (need ex? see ebook by @kellyecrane and yours truly) #solopr



jgombita 12:55pm via web

@RebeccaEdgar boutique agency owner told me about training young man to perfection--only to have him lured away by big agency with \$ #solopr



socialitestatus 12:54pm via LinkedIn

#Solopr has been helpful as usual!



mediacoach 12:54pm via web

RT How true @joeldon If you bring on indies to work with your clients, DO NOT let go of your brand or visibility. Fatal mistake. #solopr



amysept 12:54pm via HootSuite

@jgombita Can be hard to avoid, but I see the wisdom in that. #solopr



karenswym 12:54pm via TweetChat

RT @deegospel via @KristK Delegate small project first (research, writing) and evaluate their work. Dont go all-in first time out. #solopr



KellyeCrane 12:54pm via Twitter for iPad

@kkellerpr Yes, will always be times when you have to ask trusted colleagues for a rec. Can start them away from the client. #solopr



3HatsComm 12:54pm via TweetChat

@KellyeCrane good point, will it vary how much sub deals w/ client or do you head virtual team, always stay on point as leader? #SoloPR



MarketingMel 12:54pm via TweetDeck

True! RT @KateRobins: RT @amysept:RT @joeldon: If u bring on indies to work w/ your clients, DO NOT let go of your brand #solopr



JanetLFalk 12:54pm via TweetDeck

@mediacoach as a sub, I agree and was surprised when allowed to meet client #soloPR



deegospel 12:54pm via TweetChat

RT @dwannolsen: RT @KellyeCrane: A4: Try to ask a possible sub to do something behind the scenes first, not client-facing. #solopr



GnosisArts 12:54pm via Twitter for Android

@jgombita I am teaching Cara & Brittney, our 2 new SM interns, how to tweetchat #solopr ^Eric



dwannolsen 12:54pm via TweetChat

RT @KristK: A4: Delegate small project first (research, writing) and evaluate their work. Dont go all-in first time out. #solopr



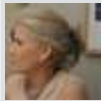
SandraSays 12:54pm via TweetDeck

re getting contractors to help with your clients --> RT @KellyeCrane: A4: ask a possible sub to 2 something behind the scenes first. #solopr



ElevatyD 12:53pm via Seismic

Brand security is everything. RT @KellyeCrane: Try to ask a possible sub to do something behind the scenes first, not client-facing. #solopr



KateRobins 12:53pm via TweetChat

RT @KellyeCrane: A4: Try to ask a possible sub to do something behind the scenes first, not client-facing.#solopr



amysept 12:53pm via web

RT @jgombita: @amysept agreed. And @kevinolearytv told us NOT to go into business with family or (close) friends. #solopr



fransteps 12:53pm via TweetChat

I have been sub-con this way. Gr8 exp. RT @KellyeCrane A4 Try to ask poss sub to do something behind scenes 1st not client-facing. #solopr



dwannolsen 12:53pm via TweetChat

RT @KellyeCrane: A4: Try to ask a possible sub to do something behind the scenes first, not client-facing. #solopr



deegospel 12:53pm via TweetGrid.com

RT @KristK: A4: Delegate small project first (research, writing) and evaluate their work. Don't go all-in first time out. #solopr



Elevatyd 12:53pm via Twitter for iPad

RT @KellyeCrane: A4: Try to ask a possible sub to do something behind the scenes first, not client-facing. #solopr



deegospel 12:53pm via web

@mediacoach exactly. been down that dark road with an indie talking to client off project. deal breaker for me #solopr



SandraSays 12:53pm via TweetDeck

RT @joeldon: If you bring on indies to work with your clients, DO NOT let go of your brand or visibility. Fatal mistake. #solopr



KateRobins 12:53pm via TweetChat

RT @amysept: RT @joeldon: If you bring on indies to work with your clients, DO NOT let go of your brand or visibility. Fatal mistake. #solopr



KristK 12:53pm via TweetGrid.com

A4: Delegate small project first (research, writing) and evaluate their work. Don't go all-in first time out. #solopr



dwannolsen 12:53pm via TweetChat

RT @mediacoach: A4 Whoever you partner with, make sure you know who deals directly with the client (just you, preferably) #solopr



socialitestatus 12:52pm via web

RT @deegospel: a4. respect for their work. must have a strong work ethic like mine. integrity. i'm southern, "your word is your bond" paramount #solopr



jgombita 12:52pm via TweetDeck

RT @joeldon: If you bring on indies to work with your clients, DO NOT let go of your brand or visibility. Fatal mistake. #solopr



KateRobins 12:52pm via TweetChat

RT @deegospel: RT @karensxim: @SoloPR It is exactly why were shifting to project economy and yes more resource efficient and innovative #solopr



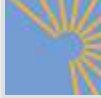
amysept 12:52pm via TweetChat

RT @joeldon: If you bring on indies to work with your clients, DO NOT let go of your brand or visibility. Fatal mistake. #solopr



Elevatyd 12:52pm via Seismic

Technology is awesome. Left the computer, #solopr from the smartphone.



cloudspark 12:52pm via HootSuite

a4: partner w/ ppl who's talents fill a void, who work hard and with whom i have a rapport #solopr



mediacoach 12:52pm via web

A4 Whoever you partner with, make sure you know who deals directly with the client (just you, preferably) #solopr



dwannolsen 12:52pm via TweetChat

RT @joeldon: If you bring on indies to work with your clients, DO NOT let go of your brand or visibility. Fatal mistake. #solopr



deegospel 12:52pm via TweetDeck

RT @joeldon: If you bring on indies to work with your clients, DO NOT let go of your brand or visibility. Fatal mistake. #solopr



karenswim 12:52pm via TweetChat

@jgombita Why thank you Queen Judy! ;-) #solopr



KellyeCrane 12:52pm via Twitter for iPad

A4: Try to ask a possible sub to do something behind the scenes first, not client-facing. #solopr



socialitestatus 12:52pm via TweetGrid.com

RT @SoloPR: Q4 (per @AmySept): How do you choose the right indies to partner with? #solopr



amysept 12:52pm via TweetChat

Some great advice on choosing pros to partner with! Like this >> RT @karenswim: A4: Vet thoroughly, start small, build in plan B #solopr



arikhanson 12:52pm via TweetDeck

@jgombita Hey, I was just following @kellyecrane's lead... #solopr



deegospel 12:52pm via web

@karenswim @KateRobins @dwannolsen I'm in Silver Sneakers and I'm not Silver. I like for the same reason. #solopr



jgombita 12:52pm via web

RT @deegospel: a4. respect for their work. must have a strong work ethic like mine. integrity. i'm southern, "your word is your bond" paramount #solopr



KateRobins 12:52pm via TweetChat

A4. I start slow. "I'll pay you x hundred bucks to take care of this please." listings, research...something that won't nick you. #solopr



dwannolsen 12:51pm via TweetChat

@deegospel Great words to live by! #solopr



joeldon 12:51pm via TweetDeck

If you bring on indies to work with your clients, DO NOT let go of your brand or visibility. Fatal mistake. #solopr



ElevatyD 12:51pm via Seismic

Can't wait! RT @SoloPR: A4: Stay tuned for Solo PR Pro resource in this area (shhhh) :-) #solopr



jgombita 12:51pm via web

Brevity is the soul of wit. RT @karensxim: A4: Vet thoroughly, start small, build in plan B #solopr



deegospel 12:51pm via TweetChat

RT @karensxim: @SoloPR It is exactly why we're shifting to project economy and yes more resource efficient and innovative #solopr



amysept 12:51pm via TweetChat

@RebeccaEdgar @fransteps That's where trust = challenge. Tho if you can't learn to trust, may as well do work yourself! / @joeldon #solopr



dwannolsen 12:51pm via TweetChat

RT @karensxim: A4: As some1 hired often as a subcontractor Ive rarely known the person advance but have developed L/T relationships #solopr



ScribnerPR 12:51pm via TweetDeck

@solopr How about we share our specialities/strengths next time? The #solopr network!



deegospel 12:51pm via web

a4. respect for their work. must have a strong work ethic like mine. integrity. i'm southern, "your word is your bond" paramount #solopr



socialitestatus 12:50pm via web

@karensxim thanks! You're always super helpful! #solopr



jgombita 12:50pm via web

@arikhanson yikes. Hoping you are using a baseball analogy. #solopr



karensxim 12:50pm via TweetChat

A4: Vet thoroughly, start small, build in plan B #solopr



dwannolsen 12:50pm via TweetChat

RT @SoloPR: Q4 (per @AmySept): How do you choose the right indies to partner with? #solopr



KateRobins 12:50pm via TweetChat

@RebeccaEdgar gasp! #solopr



karenskim 12:50pm via TweetChat

A4: As someone hired often as a subcontractor, I've rarely known the person in advance but have developed L/T relationships #solopr



KristK 12:50pm via TweetGrid.com

RT @SoloPR: Q4 (per @AmySept): How do you choose the right indies to partner with? #solopr



jgombita 12:49pm via web

@amysept agreed. And @kevinolearytv told us NOT to go into business with family or (close) friends. #solopr



KellyeCrane 12:49pm via Twitter for iPad

@arikhanson Bad visual! :-) #solopr



amysept 12:49pm via TweetChat

RT @KellyeCrane: A4: Finding a long-term collaborator is a lot like dating. Works best if you're friends first, and take it slow. #solopr



KateRobins 12:49pm via TweetChat

@MuslimNewMedia I find that if I give someone work they'll give some back. Start with small stuff. Make each other look good. #solopr



deegospel 12:49pm via TweetDeck

RT @arikhanson: A4: Solos with values that align to mine. Similar styles. Depends on need, obviously. #solopr



amysept 12:49pm via TweetChat

Great advice, hard to do! >> RT @joeldon: 3 secrets to adding consultants/freelancers to your solo biz...trust, trust and...trust. #solopr



fransteps 12:49pm via TweetChat

Everyone has a burn story, right? RT @RebeccaEdgar: A4: Burned recently by awesome young guy who didn't get meaning of deadline. #solopr



deegospel 12:49pm via Twitter for iPad

RT @KellyeCrane: A4: Finding a long-term collaborator is a lot like dating. Works best if you're friends first, and take it slow. #solopr



3HatsComm 12:49pm via TweetChat

A4 balance of strengths, weaknesses, best fit for project, client, etc. #SoloPR



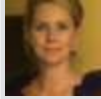
arikhanson 12:48pm via TweetDeck

@KellyeCrane So, basically wait until you get to third base? ;) #solopr



SoloPR 12:48pm via TweetGrid.com

RT @joeldon: 3 secrets to adding consultants/freelancers to your solo biz as you grow & need help: trust, trust and ... trust. #solopr



RebeccaEdgar 12:48pm via HootSuite

A4: Burned recently by awesome young guy who didn't get the meaning of deadline. #solopr



Rajean 12:48pm via web

You have us to bounce your ideas off of @andreaschulle and we can bounce back, pro dodgeball partners. #solopr



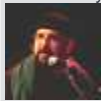
KarensWim 12:48pm via TweetChat

yes! RT @amysept: re Q4 Knowing and respecting someone professionally doesn't necessarily mean your work styles/approach will mesh. #solopr



ScribnerPR 12:48pm via TweetDeck

Q4. I usually partner with people I've worked with before or are referred by other pros. #solopr



MuslimNewMedia 12:48pm via TweetChat

A3 not swamped enough to expand...looking forward to the day when i have to make that choice:) #solopr



KellyeCrane 12:48pm via Twitter for iPad

A4: Finding a long-term collaborator is a lot like dating. Works best if you're friends first, and take it slow. #solopr



MarketingMel 12:48pm via TweetDeck

A. 4 My best indie work partnerships are w/ people I know, trust & have worked w/ before. #soloPR



3HatsComm 12:48pm via TweetChat

Excellent. RT @mediacoach: A3 Staying solo reduces the drinks cost (a bit) at the company Christmas party too #SoloPR



deegospel 12:48pm via web

Missing #solopr Daughter at dentist. I'm in the lobby working on client stuff. Will try to answer a4.



dariasteigman 12:48pm via TweetDeck

Very imp. RT @amysept: re Q4 Knowing and respecting someone professionally doesn't mean your work styles/approach will mesh. #solopr



joeldon 12:48pm via TweetDeck

3 secrets to adding consultants/freelancers to your solo biz as you grow & need help: trust, trust and ... trust. #solopr



farida_h 12:48pm via TweetChat

A4: Always a good idea to scout in advance & keep a ready list of freelancers with diff expertise u can tap into when need arises. #solopr



amysept 12:48pm via TweetChat

@mediacoach @arikhanson For me personally, I'm a recent indie so am still building my pro network. Contract a good idea #solopr



SandraSays 12:48pm via TweetDeck

Very true. RT @amysept: re Q4 Knowing & respecting someone professionally doesn't mean your work styles/approach will mesh. #solopr



KateRobins 12:47pm via TweetChat

Oh God yes. Contracts always. RT @mediacoach: A4 Only partner with indies youve known for years. But still make them sign a contract. #solopr



JanetLFalk 12:47pm via TweetDeck

@mediacoach I've met solos via LinkedIn and subcontracted with great success. #soloPR



dariasteigman 12:47pm via TweetDeck

A4 (1) Ppl I know, like, & trust. (2) Compatible biz ethics/approach. (3) Wickedly smart ppl who complement my skills, approach. #solopr



KateRobins 12:47pm via TweetChat

A4. But seriously, we have to mutually build each other's brands. My reg biz partner has similar style, eye. We extend each other. #solopr



amysept 12:47pm via TweetChat

@KateRobins Lol! #solopr



SoloPR 12:47pm via TweetGrid.com

A4: Stay tuned for Solo PR Pro resource in this area (shhhh) :- #solopr



amysept 12:46pm via TweetChat

re Q4 Knowing and respecting someone professionally doesn't necessarily mean your work styles/approach will mesh. #solopr



cloudspark 12:46pm via HootSuite

@arikhanson refreshing to hear it #solopr



arikhanson 12:46pm via TweetDeck

A4: Solos with values that align to mine. Similar styles. Depends on need, obviously. #solopr



RebeccaEdgar 12:46pm via HootSuite

Interesting. RT @janetfalk: Virtual PR teams follow multi-office attorney model, iMHO #soloPR



mediacoach 12:46pm via web

A4 Only partner with indies you've known for years. But still make them sign a contract. #solopr



3HatsComm 12:46pm via Twitter for iPhone

@MarketingMel I've been thinking about it, different ways being offline a while can help. @jgombita @farida_h#solopr



JanetLFalk 12:46pm via TweetDeck

#soloPR bad typing today. ps excuse.



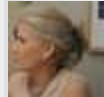
glassisback 12:46pm via TweetDeck

RT @arikhanson: @KristK @katerobins "Silver Sneakers"-- I'm totally using that... #solopr



MarketingMel 12:46pm via TweetDeck

@andreaschulle I think it's great to follow your passion and tie to your profession! #soloPR



KateRobins 12:45pm via TweetChat

@SoloPR A4. Easy. Just give it to me. #solopr



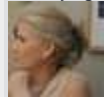
SoloPR 12:45pm via TweetGrid.com

Interesting analogy RT @JanetLFalk: Virtual PR teams follow multi-office attorney model, iMHO #solopr



mediacoach 12:45pm via web

A3 Staying solo reduces the drinks cost (a bit) at the company Christmas party too #solopr



KateRobins 12:45pm via TweetChat

RT @joeldon I have found price tag for workers comp is line in the sand for solo vs. growth. Insuring people for paper cuts. #solopr



amysept 12:45pm via TweetChat

RT @SoloPR: I believe indies like those on chat r the way of the future. Custom teams for each client makes sense, right?! #solopr



NJoy42 12:45pm via TweetChat

RT @dwannolsen: RT @fransteps: RT @SoloPR: Q3: Are you looking to grow, or looking to stay solo? Why or why not? #solopr



SoloPR 12:45pm via TweetGrid.com

Q4 (per @AmySept): How do you choose the right indies to partner with? #solopr



S0nShyne 12:45pm via TweetCaster for Android

@KellyeCrane: I think social media has enabled regular folks to become more influential than in the past. *I completely agree* #solopr



JanetLFalk 12:44pm via TweetDeck

Virtual PR teams follow multi-office attorney model, iMHO #soloPR



farida_h 12:44pm via TweetChat

:RT @KateRobins: A3. reason 1,457,869 for solo: you dont have to line up at the gym at 5. You can join the silver sneakers at 10 a.m #solopr



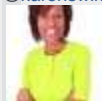
NJoy42 12:44pm via TweetChat

RT @KateRobins: A3. Remember reason 1,457,869 for solo: you don't have to line up at the gym at 5:00. You can join the silver sneakers at 10 a.m. #solopr



jgombita 12:44pm via web

@karensxim not sure. Since time @3hatsComm has changed her avatar, though. (Got THREE photos done.) Hmm. #solopr



dwannolsen 12:44pm via TweetChat

@Elevatyd Have a great one! #solopr



amysept 12:44pm via TweetChat

@SoloPR *thumbs up* Thank you!! I would def appreciate some guidance with that. #solopr



SoloPR 12:44pm via TweetGrid.com

No pressure... :-))RT @RebeccaEdgar: Here for 15 minutes of wisdom #solopr



VanHoosier 12:44pm via TweetGrid.com

RT @KristK: A1: Actions always speak louder than words. But both are worth measuring. #solopr



SoloPR 12:44pm via TweetGrid.com

RT @arikhanson: A3. Not a huge interest in growing an agency. More flex/creative freedom as a solo. #solopr



Elevatyd 12:44pm via TweetDeck

Great #solopr chat today! Gotta run! Will check back in.



dwannolsen 12:44pm via TweetChat

RT @SoloPR: @KarenSwim I believe indies like those on chat r the way of the future. Custom teams for ea client- makes sense, right?! #solopr



andreaschulle 12:43pm via TweetGrid.com

RT @KristK: RT @KateRobins: A3. reason 1,457,869 for solo: you dont have to line up at the gym at 5. You can join the silver sneakers at 10 a.m. #solopr



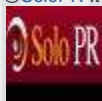
KateRobins 12:43pm via TweetChat

Yep RT @arikhanson: A3. Not a huge interest in growing an agency. More flex/creative freedom as a solo. #solopr



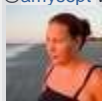
karensxim 12:43pm via TweetChat

@SoloPR It is exactly why we're shifting to project economy and yes more resource efficient and innovative#solopr



SoloPR 12:43pm via TweetGrid.com

@amysept Will make that Q4! #solopr



amberrisme 12:43pm via Twitter for iPad

RT @KellyeCrane: I think it's an imp question to ponder before you have too much work, or you can easily find the decision being made for you. #solopr



Arikhanson 12:43pm via TweetDeck

@KristK @katerobins "Silver Sneakers"-- I'm totally using that... #solopr



MarketingMel 12:43pm via TweetDeck

@3HatsComm I think you should write about your experiences of unplugging! Great blog post material#soloPR @jgombita @farida_h



rajean 12:43pm via web

True. RT @joeldon I have found price tag for worker's comp is line in the sand for solo vs. growth. Insuring people for paper cuts. #solopr



JanetLFalk 12:43pm via TweetDeck

Law firms routinely have attorneys around the world work on client litigation and transactions #soloPR



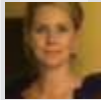
jgombita 12:43pm via web

@SoloPR @3hatscomm was quite gracious about it when I 'fessed up. (Pssst. May not have noticed, as wasn't in her @replies.) #solopr



andreaschulle 12:43pm via web

@SoloPR A3: looking to move in different direction w/business. Food/Food Causes are a passion for me. Nice to marry prof w/passion. #solopr



RebeccaEdgar 12:43pm via HootSuite

Here for 15 minutes of wisdom #solopr.



3HatsComm 12:43pm via TweetChat

RT @SoloPR: This! RT @fransteps: A3: The old agency model is changing so rapidly, I think solos are in a better position to adapt. #SoloPR



karenswim 12:43pm via TweetChat

RT @KateRobins: Think its most valuable to stay solo now. Leave silo. Do occ thing u never did [hated] b4 whether ads, direct mail. #solopr



JanetLFalk 12:43pm via TweetDeck

@SoloPR Virtual teams are the way to go in many sectors #soloPR



KristK 12:43pm via TweetGrid.com

RT @KateRobins: A3. reason 1,457,869 for solo: you dont have to line up at the gym at 5. You can join the silver sneakers at 10 a.m. #solopr



Arikhanson 12:42pm via TweetDeck

A3. Not a huge interest in growing an agency. More flex/creative freedom as a solo. #solopr



SoloPR 12:42pm via TweetGrid.com

@KarenSwim I believe indies like those on this chat are the way of the future. Custom teams for ea client- makes sense, right?! #solopr



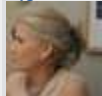
GraphicDesignNY 12:42pm via TweetDeck

RT @KristK: A3: My goal is to be the best communications pro I can, not the best boss. #solopr



karensxim 12:42pm via TweetChat

@jgombita ROFL! Oh my are there pictures?! #solopr



KateRobins 12:42pm via TweetChat

A3. Think it's most valuable to stay solo now. Leave silo. Do occ thing you never did [hated] before whether ads, direct mail. #solopr



jgombita 12:42pm via TweetChat

RT @farida_h: @jgombita Haha. No, I wasn't there. No wonder @3HatsComm has one hand on her head throughout the #solopr chat. #solopr



MarketingMel 12:42pm via TweetDeck

@KateRobins For me one great reason to be #soloPR is a regularly scheduled morning run w/ my running partner.



dwannolsen 12:41pm via TweetChat

RT @SoloPR: This! RT @fransteps: A3: The old agency model is changing so rapidly, I think solos are in a better position to adapt. #solopr



amysept 12:41pm via TweetChat

@KellyeCrane How do you choose the right indies to partner with? Sorry if that's a question I missed! #solopr



farida_h 12:41pm via TweetChat

@jgombita Haha. No, I wasn't there. No wonder @3HatsComm has one hand on her head throughout the #solopr chat. #solopr



karensxim 12:41pm via TweetChat

@KateRobins lol! One of my fave reasons hate working out with Ken & Barbie in the a.m. much prefer silver sneakers! cc @dwannolsen #solopr



Elevatyd 12:41pm via TweetChat

RT @KateRobins: A3. Remember reason 1,457,869 for solo: you don't have to line up at the gym at 5:00. You can join the silver sneakers at 10 a.m. #solopr



3HatsComm 12:41pm via Twitter for iPhone

@jgombita @farida_h LOL #solopr



andreaschulle 12:41pm via web

@SoloPR A3: No do not want staff. A collaborator (partner) would be nice at times to bounce ideas off of. #solopr



dwannolsen 12:41pm via TweetChat

RT @KateRobins: A3. reason 1,457,869 for solo: you dont have to line up at the gym at 5. You can join the silver sneakers at 10 a.m. #solopr



jgombita 12:41pm via web

@rajejan of course you did. Rumo(u)r has it you have the absolute best, royally good boss. #solopr



JanetLFalk 12:41pm via TweetDeck

@karensxim Luckily, gym in the builoding. no waiting#soloPR



SoloPR 12:41pm via TweetGrid.com

@jgombita LOL- I never noticed the hat controversy. :-)#solopr



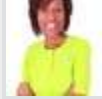
dwannolsen 12:40pm via TweetChat

@MuslimNewMedia doing well! #solopr



karensxim 12:40pm via TweetChat

RT @KateRobins: Remember reason 1,457,869 for solo: u dont have to line up @ gym at 5:00. You can join the silver sneakers at 10 am #solopr



dwannolsen 12:40pm via TweetChat

@KateRobins EXACTLY ...you are so right!! lol #solopr



MuslimNewMedia 12:40pm via TweetChat

catching tail end of #solopr, how is everyone? #solopr



jgombita 12:40pm via web

@farida_h were you participating in #solopr during the time I accidentally knocked off one of @3HatsComm's hats? Never live down @2HatsCom



andreaschulle 12:40pm via TweetGrid.com

RT @KristK: RT @SoloPR: Q3: Are you looking to grow, or looking to stay solo? Why or why not? #solopr



rajean 12:40pm via web

A3 For me, family dynamic determines how long I remain solo. I did enjoy Boss' day on Monday. Did all of you? :-)#solopr



rajean 12:40pm via web

A3 For me, family dynamic determines how long I remain solo. I did enjoy Boss' day on Monday. Did all of you :-)#solopr



fransteps 12:39pm via TweetChat

RT @KellyeCrane: its an imp question to ponder before you have too much work or you can easily find the decision being made for you. #solopr



dwannolsen 12:39pm via TweetChat

@KellyeCrane you are right! Don't want to be forced into anything by default! #solopr



amysept 12:39pm via HootSuite

Checking in late for #solopr -- catching up on the conversation!



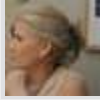
SoloPR 12:39pm via TweetGrid.com

This! RT @fransteps: A3: The old agency model is changing so rapidly, I think solos are in a better position to adapt. #solopr



socialitestatus 12:39pm via TweetChat

RT @karensxim: The paradigm has shifted and even more traditional companies are growing by partnering with consultants, indies #solopr



KateRobins 12:39pm via TweetChat

A3. Remember reason 1,457,869 for solo: you don't have to line up at the gym at 5:00. You can join the silver sneakers at 10 a.m. #solopr



mediacoach 12:39pm via web

A3 Depends what you mean by solo. I bring in freelance staff for specific projects #solopr



dariasteigman 12:39pm via TweetDeck

A3 Very different biz models. I've never wanted a biz empire, so I haven't built for that. #solopr



KristK 12:39pm via TweetGrid.com

RT @karensxim: The paradigm has shifted and even more traditional companies are growing by partnering with consultants, indies #solopr



socialitestatus 12:39pm via web

Growing solo is a good idea with subcontractors.#solopr



MarketingMel 12:39pm via TweetDeck

@mediacoach I like your concept and agree that as I focus in on a niche more and more and verbalize it that work comes at me! #soloPR



dwannolsen 12:38pm via TweetChat

Also, been there done that and boy can having employees and managers be a real pain! Whew, thank God for freedom lol #solopr



jgombita 12:38pm via web

@rajejan @karensxim in our case a crown trust.... xo xo#solopr



KellyeCrane 12:38pm via Twitter for iPad

I think it's an imp question to ponder before you have too much work, or you can easily find the decision being made for you. #solopr



KateRobins 12:38pm via TweetChat

RT @stlpr: RT @farida_h: A3: Happy to be solo. Would rather build virtual teams of freelancers when need arises. #solopr



joeldon 12:38pm via TweetDeck

I have found that the price tag for worker's comp is the line in the sand for solo vs. growth. Insuring people for paper cuts. #solopr



Elevatyd 12:38pm via TweetChat

RT @fransteps: A3: The old agency model is changing so rapidly, I think solos are in a better position to adapt.#solopr



KristK 12:38pm via TweetGrid.com

A3: My goal is to be the best communications pro I can, not the best boss. #solopr



ElevatyD 12:38pm via TweetDeck

A3: Grow as solo but with subcontractors as needed. #solopr



fransteps 12:38pm via TweetChat

A3: The old agency model is changing so rapidly, I think solos are in a better position to adapt. #solopr



jgombita 12:38pm via TweetChat

RT @karensxim: The paradigm has shifted and even more traditional companies are growing by partnering with consultants, indies #solopr



stlpr 12:38pm via TweetChat

RT @farida_h: A3: Happy to be solo. Would rather build virtual teams of freelancers when need arises. #solopr



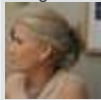
farida_h 12:38pm via TweetChat

@3HatsComm Hats off to you! Actually 3 hats off. :)#solopr



dwannolsen 12:38pm via TweetChat

Being solo is more flexible and for my lifestyle. I love partnering with other fab solos like @karensxim on a virtual level #solopr



KateRobins 12:38pm via TweetChat

@KellyeCrane Sharing work is different than having employees. I think better because the weeks are still flexible. (inconsistent) #solopr



karensxim 12:37pm via TweetChat

The paradigm has shifted and even more traditional companies are growing by partnering with consultants, indies #solopr



jgombita 12:37pm via web

@GnosisArts I thought you said goodbye earlier, Eric! Hey so, what's with the ^Cara sigh-off? #solopr



stlpr 12:37pm via web

A3. #solopr it's a lifestyle choice -taking on employees or remaining indy-each one requires different management skills



farida_h 12:37pm via TweetChat

A3: Happy to be solo. Would rather build virtual teams of freelancers when need arises. #solopr



MarketingMel 12:37pm via TweetDeck

@jgombita @farida_h Well ht to @3hatscomm for going one week as a true vay-cay. I wasn't even close!#soloPR



SandraSays 12:37pm via TweetDeck

@3HatsComm I can't imagine spending a whole week offline. #solopr



KristK 12:36pm via TweetGrid.com

A3: I'm enjoying the solo world. Growing an agency is not on my wish list. Balance of subcontracting and counseling clients. #solopr



katcalbes 12:36pm via HootSuite

@mackcollier Me too - I'm trying to follow #solopr as well - hope you're doing great!



KellyeCrane 12:36pm via Twitter for iPad

I've spent nearly 16 years trying to avoid having employees. Never say never, but being free to do what I want is huge for me. #solopr



karenswim 12:36pm via HootSuite

@rajeen @igombita One of the many reasons I love you all so much! Best community on earth! #solopr



3HatsComm 12:36pm via TweetChat

@igombita Well, I cheated w/ one brief email check but otherwise a whole week offline @marketingmel @farida_h #SoloPR



GnosisArts 12:36pm via TweetChat

@SoloPR Have to run for meetings. See you next week! ^Cara #solopr



KateRobins 12:36pm via TweetChat

@SoloPR Yes @fransteps A3 partnerships to support projects that need more arms and legs. a mutual stable of sub contractors. #solopr



dwannolsen 12:35pm via TweetChat

RT @SoloPR: Yes! :-) RT @fransteps: A3: Can I have both? Grow AND stay solo? #solopr



MarketingMel 12:35pm via TweetDeck

A. 3 Fascinating question and one I am wrestling with right now. Growth and how to do it as a #soloPR?



joeldon 12:35pm via TweetDeck

That would be quasi-solo. @ScribnerPR: Q3. Staying solo & small is my goal. Hiring fellow freelancers on an as needed basis works #solopr



dwannolsen 12:35pm via TweetChat

RT @ScribnerPR: Q3. Staying solo and small is my goal. Hiring fellow freelancers on an as needed basis works for me #solopr



mediacoach 12:35pm via web

A3 Looking to grow. More and larger clients appearing all the time, since I focused mainly on luxury brands #solopr



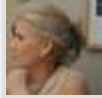
farida_h 12:35pm via TweetChat

@MarketingMel We're all too addicted, very tough to unplug. Even on vacation, we want to take pics from phone & share on Twitter! #solopr



rajean 12:35pm via web

Honored @karensxim @jgombita ;-) #solopr Quite the brain trust. With flair.



KateRobins 12:34pm via TweetChat

A3. Growing this time last year meant something else than it does this year. Some platforms take, others don't. #solopr



ScribnerPR 12:34pm via TweetDeck

Q3. Staying solo and small is my goal. Hiring fellow freelancers on an as needed basis works for me #solopr



jgombita 12:34pm via web

@MarketingMel was DM'ing with @3hatscomm who did stay 100% unplugged during cruise, but is now frantically catching up! cc @farida_h #solopr



SoloPR 12:34pm via TweetGrid.com

Yes! :-) RT @fransteps: A3: Can I have both? Grow AND stay solo? #solopr



joeldon 12:34pm via TweetDeck

Until a certain point. But you will know. @fransteps: A3: Can I have both? Grow AND stay solo? #solopr



JanetLFalk 12:34pm via TweetDeck

A3 #soloPR Stay solo, work with other subcontractors if needed.



3HatsComm 12:34pm via TweetChat

Smart growth, balance, would be good. RT @fransteps: A3: Can I have both? Grow AND stay solo? #SoloPR



GnosisArts 12:34pm via TweetChat

@Solopr Growing is good. Plus solo isn't an option anymore with all of these tools at our disposal for the chance to grow ^Cara #solopr



karensxim 12:34pm via HootSuite

@jgombita @rajean Lol! Deal! ;-) #solopr



MackCollier 12:33pm via TweetDeck

Jumping into #solopr for a bit, I always forget to join!



joeldon 12:33pm via TweetDeck

Understood. @jgombita: I am talking mainly about the SEO aspect (as per my Internal journo and SEO expert article). #solopr



jillvan 12:33pm via TweetDeck

@jgombita Interesting way to look at it! #solopr



KristK 12:33pm via TweetGrid.com

RT @SoloPR: Q3: Are you looking to grow, or looking to stay solo? Why or why not? #solopr



fransteps 12:33pm via TweetChat

A3: Can I have both? Grow AND stay solo? #solopr



SoloPR 12:33pm via TweetGrid.com

Of course, none of us are ever truly "solo" - most have armies of vendors, subcontractors, etc. But do you want staff? #solopr



jgombita 12:33pm via web

@karensxim @rajean aww, that's sweet of you. I won't make you walk behind me or kiss my RP ring. :-)



mediacoach 12:33pm via web

@farida_h @MarketingMel Too, too kind of you. It's just a small tome of advice. #solopr



dwannolsen 12:33pm via TweetChat

RT @fransteps: RT @SoloPR: Q3: Are you looking to grow, or looking to stay solo? Why or why not? #solopr



Speakeasy_Media 12:33pm via HootSuite

A3: Yes. #solopr



socialitestatus 12:32pm via web

Q3. I'm looking to grow, although I'm not really sure solo is working for me. #solopr



fransteps 12:32pm via TweetChat

RT @SoloPR: Q3: Are you looking to grow, or looking to stay solo? Why or why not? #solopr



jgombita 12:32pm via web

@joeldon I am talking mainly about the SEO aspect (as per my Internal journo and SEO expert article). #solopr



farida_h 12:32pm via TweetChat

RT @SoloPR: @farida_h Dont get me started on Klout! :) I think real rel can weather extended downtime, but those are harder to build #solopr



MarketingMel 12:32pm via TweetDeck

@farida_h Interesting you say that! I tried to "unplug" last week on vay-cay but it's very difficult in 24/7 world! #soloPR



karensxim 12:32pm via TweetChat

@jgombita You are our Queen! cc @rajean #solopr



SoloPR 12:32pm via TweetGrid.com

@socialitestatus Try [Tweetgrid.com](#) or [Tweetchat.com](#) - both even better than Tweetdeck for chats! #solopr



socialitestatus 12:32pm via TweetGrid.com

RT @SoloPR: Q3: Are you looking to grow, or looking to stay solo? Why or why not? #solopr



KristK 12:31pm via TweetGrid.com

@socialitestatus I use Tweetgrid, others use Tweetchat. #solopr



karenswym 12:31pm via TweetChat

@fransteps Ha! @KristK always says the smartest things! #solopr



rajean 12:31pm via web

More tools at our disposal & to learn. RT @karenswymA2: The strategy & mission have not changed, just more tactics to achieve goals #solopr



SoloPR 12:31pm via TweetGrid.com

Q3: Are you looking to grow, or looking to stay solo? Why or why not? #solopr



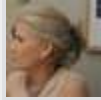
farida_h 12:31pm via TweetChat

Congrats! RT @MarketingMel: @mediacoach Congrats on the book! Glad u r sharing it with your #soloPRcolleagues! tinyurl.com/5wrfec6 #solopr



jgombita 12:31pm via web

@karenswym @rajean you can both be charter princesses in the RP movement...already have the "presence" and "grace." #solopr



KateRobins 12:31pm via TweetChat

RT @MikeLesczinski: A2 it has made me focus much more on getting everyones involvement, even those who rather not (content creation) #solopr



socialitestatus 12:31pm via web

It is soooo much harder to keep up with #solopr chat on the regular web page. I need my TweetDeck!



SoloPR 12:30pm via TweetGrid.com

@farida_h Don't get me started on Klout! :-)) I think real rel can weather extended downtime, but those are harder to build #solopr



joeldon 12:30pm via TweetDeck

Yes, but we still remain overly focused on the "clip" and not on the impact it creates @jgombita: ..online #solopr



fransteps 12:30pm via TweetChat

@KristK @karenswym LOVE the toolbox concept. Will use that in next client pitch <wink>. #solopr



prweb 12:30pm via TweetDeck

@KristK appreciate the shout Kristie :) #solopr



karensxim 12:30pm via TweetChat
@KristK Yes, exactly! #solopr



MikeLesczinski 12:30pm via TweetChat
A2 I think it has made me focus much more on getting everyone's involvement, even those who rather not (content creation) #solopr



NJoy42 12:29pm via TweetChat
RT @dwannolsen: RT @SoloPR: Further clarification on Q1: Leverage is similar to influence. How imp is that kind of power in PR today? #solopr



KristK 12:29pm via TweetGrid.com
Bigger toolbox! RT @karensxim: A2: The strategy and mission have not changed, just more tactics to achieve the goals #solopr



MarketingMel 12:29pm via TweetDeck
@mediacoach Congrats on the book! Glad you are sharing it with your #soloPR colleagues! tinyurl.com/5wrfec6



GnosisArts 12:29pm via TweetChat
RT @karensxim: A2: The strategy and mission have not changed, just more tactics to achieve the goals #solopr



mediacoach 12:29pm via web
@KateRobins Very true. Good point #solopr



farida_h 12:29pm via TweetChat
A2: With social media, building influence has become a 24/7 job. Go for a vacation & your Klout score drops like a rollercoaster. :) #solopr



SoloPR 12:29pm via TweetGrid.com
Terrific discussion, all! Q3 coming up... #solopr



fransteps 12:29pm via TweetChat
@jgombita Funny! Had NOT seen that sign. #solopr



karensxim 12:28pm via TweetChat
A2: The strategy and mission have not changed, just more tactics to achieve the goals #solopr



GnosisArts 12:28pm via TweetChat
@SoloPR Engaging with current or potential clients using social media is imp. That's why we love tweetchat @Gnosisarts ^Cara #solopr



KristK 12:28pm via TweetGrid.com
RT @KellyeCrane: I think social media has enabled regular folks to become more influential. But that's a good thing! #solopr



socialitestatus 12:28pm via web

Thank you kindly @mediacoach! #solopr



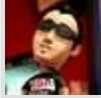
jgombita 12:28pm via web

@jillvan per @sheldrake short-term manifestation of influence is Engagement. Longer-term manifestation is Authenticity. Works for me #solopr



rajean 12:28pm via web

Gr8 point. RT @KateRobins - @mediacoach except they turn over faster. relationships in the age of downsizing keeps it evergreen. #solopr



JGfromOC 12:28pm via TweetDeck

@KellyeCrane Hi Kellye, good to tweet with you again :-)#solopr



socialitestatus 12:28pm via web

RT @mediacoach: @socialitestatus OK, you did ask (this is not promotion...) tinyurl.com/5wrfec6 #solopr



jillvan 12:28pm via TweetGrid.com

Yes! RT @KellyeCrane: I think social media has enabled regular folks to become more influential than the past. That's a good thing! #solopr



mediacoach 12:28pm via web

@KristK <blush> #solopr



KristK 12:27pm via TweetGrid.com

RT @SoloPR: Q2: How has the mix of your #PR activities changed? How much time spent bldng influence/courting influencers, etc? #solopr



JGfromOC 12:27pm via TweetDeck

Agree! RT @KellyeCrane: A2: There's always been an imp influencer outreach aspect to PR (industry analysts, for ex). #solopr



mediacoach 12:27pm via web

@socialitestatus OK, you did ask (this is not promotion...) tinyurl.com/5wrfec6 #solopr



fransteps 12:27pm via TweetChat

@KellyeCrane Agree on influencer outreach. Mine USED to be all media. Now, it's much broader. #solopr



KellyeCrane 12:27pm via Twitter for iPad

I think social media has enabled regular folks to become more influential than in the past. But that's a good thing! #solopr



socialitestatus 12:27pm via web

Q2. I've enhanced relationships with clients, but I need to work on the influencer outreach. #solopr



karensxim 12:27pm via HootSuite

Geek look what I found a book written by a tall English chap :-)
ht.ly/72tgf #solopr



jillvan 12:27pm via TweetGrid.com

A2: Years ago, MUCH more focused on 'hits.' Now, MUCH more focused on engagement & influence. #solopr



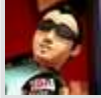
MikeLesczinski 12:27pm via TweetChat

RT @jgombita: RT @mediacoach: A2 In the last few years, same as ever. PR for me is mostly about relationships and always will be #solopr



jgombita 12:26pm via web

@joeldon @KristK what I mean Joe is that the vast majority of newspapers, TV stations, radio, etc. have an online presence, too. #solopr



JGfromOC 12:26pm via TweetDeck

A2 Over time ur tactics have to change. U can never stop building relationships though, the mediums u use to build them do change. #solopr



KateRobins 12:26pm via TweetChat

@mediacoach ...except they turn over faster. relationships in the age of downsizing keeps it evergreen. #solopr



KristK 12:26pm via TweetGrid.com

Don't forget handsome, charming MT @mediacoach: If only some tall English chap had written a book on integrating SM, traditional PR #solopr



jgombita 12:26pm via web

RT @mediacoach: A2 In the last few years, same as ever. PR for me is mostly about relationships and always will be #solopr



socialitestatus 12:26pm via TweetGrid.com

RT @SoloPR: Q2: How has the mix of your #PR activities changed in recent years? How much time spent bldng influence/courting influencers, etc? #solopr



GnosisArts 12:26pm via TweetChat

I'm sorry I have to get to an apointment, it was nice joining in! See you next Wednesday^ Cara #solopr



KellyeCrane 12:25pm via Twitter for iPad

A2: There's always been an imp influencer outreach aspect to PR (industry analysts, for ex). #solopr



joeldon 12:25pm via TweetDeck

Yes of course, the lines of distinction are blurred @jgombita: @KristK as long as we're including ONLINE media.... #solopr



KateRobins 12:25pm via TweetChat

RT @mediacoach: A2 In the last few years, same as ever. PR for me is mostly about relationships and always will be #solopr



jgombita 12:25pm via web

@KateRobins @fransteps did you hear about the#occupywallstreet sign "We're here. We're unclear. Get used to it." #solopr



mediacoach 12:25pm via web

A2 In the last few years, same as ever. PR for me is mostly about relationships and always will be #solopr



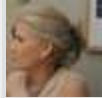
farida_h 12:25pm via TweetChat

RT @SoloPR: Q2: How has the mix of ur #PR activities changed in recently? How much time spent blding influence/courting influencers? #solopr



socialitestatus 12:24pm via web

@mediacoach haha! Mention it for my sake please.#solopr



KateRobins 12:24pm via TweetChat

@mediacoach oh go ahead. what is it? #solopr



KristK 12:24pm via TweetGrid.com

A1: I like the @PRWeb reports that show impressions and actions (print, download, share, etc.). Shows funnel effect of outreach. #solopr



jgombita 12:24pm via web

@joeldon @KristK as long as we're including ONLINE media in the traditional mix. Again, for #SEO purposes.#solopr



karensxim 12:24pm via TweetChat

@mediacoach Ha! I wonder who wrote that book? ;-)#solopr



Veronicaleeanne 12:24pm via web

RT @mediacoach: If only some tall English chap had written a book about integrating SM and traditional PR (modesty forbids mentioning the title) #solopr



dwannolsen 12:24pm via TweetChat

RT @SoloPR: Q2: How has mix of your #PR activities changed in recent years? How much time spent blding courting influencers, etc? #solopr



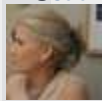
SoloPR 12:23pm via TweetGrid.com

@mediacoach No modesty necessary - pls share!#solopr



jillvan 12:23pm via TweetGrid.com

RT @SoloPR: Q2: How has your mix of #PR activities changed? How much time spent blding influence/courting influencers, etc? #solopr



KateRobins 12:23pm via TweetChat

@fransteps I agree. If staging a peaceful protest is the only way to have a meaningful impact, do that. #solopr



karensxim 12:23pm via TweetChat

Lol! RT @jgombita: @rajejan Royally Powerful (reverse PR). Hee hee. #solopr



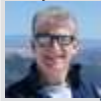
farida_h 12:22pm via TweetChat

@jgombita I'll check it out! #solopr



mediacoach 12:22pm via web

If only some tall English chap had written a book about integrating SM and traditional PR (modesty forbids mentioning the title) #solopr



joeldon 12:22pm via TweetDeck

Think most would agree @KristK: Trad media still best way 2 reach some key audiences. Putting all eggs in social basket short-sighted. #solopr



KristK 12:22pm via TweetGrid.com

Agree! RT @karensim: True as that goes to engagement but you have to reach them first! #solopr



SoloPR 12:22pm via TweetGrid.com

Q2: How has the mix of your #PR activities changed in recent years? How much time spent bldg influence/courting influencers, etc? #solopr



rajean 12:22pm via web

Yes RT @KristK A1: A share - better than a like, a RT- better than a follow. Those who endorse your msg to their network are valuable #solopr



dwannolsen 12:22pm via TweetChat

RT @fransteps: A1 Summary: Think we are all agreeing about integrating across platforms, right? #solopr



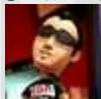
jgombita 12:22pm via web

@rajean Royally Powerful (reverse PR). Hee hee. #solopr



dwannolsen 12:22pm via TweetChat

@KristK Exactly! #solopr



JGfromOC 12:22pm via TweetDeck

Hey all, jumping in a bit late. Hope everyone is doing well. #solopr



ScribnerPR 12:22pm via TweetDeck

@KateRobins Hi! I've been out for weeks, time to jump back into #solopr



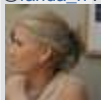
socialitestatus 12:22pm via TweetGrid.com

RT @KristK: A1: A share is better than a like, and a RT is better than a follow. Those who endorse your message to their network are valuable #solopr



jgombita 12:21pm via web

@farida_h I used the phrase "consume content" on my first PR column on @nealschaffer's blog. (Re: "media social" phrase.) #solopr



KateRobins 12:21pm via TweetChat

@ScribnerPR Yeah, me too. Hi. #solopr



SoloPR 12:21pm via TweetGrid.com

For sure! RT @joeldon: Media hits as a metric has never been a long-term satisfactory proof of PR value #solopr



3HatsComm 12:21pm via TweetChat

@KristK if their endorsement is credible, relevant to followers in their networks, then yes. #SoloPR



fransteps 12:21pm via TweetChat

A1 Summary: Think we are all agreeing about integrating across platforms, right? #solopr



KristK 12:21pm via TweetGrid.com

A1: Traditional media is still the best way to reach some key audiences. Putting all eggs into social basket is short-sighted. #solopr



dwannolsen 12:21pm via TweetChat

RT @SoloPR: RT @JanetLFalk: many ppl cannot be reached by #SM and so traditional media will always be a part of a good #PR plan #solopr



fransteps 12:20pm via TweetChat

RT @KristK: A1: A share is better than like, and RT is better than follow. Those who endorse yr message to their network r valuable #solopr



farida_h 12:20pm via TweetChat

True. RT @SoloPR: RT @JanetLFalk: many ppl cannot be reached by #SM & so traditional media will always be a part of a good #PR plan #solopr



KateRobins 12:20pm via TweetChat

@farida_h Agreed. Cred with right audience is the goal. Traditional, new, subterranean or otherwise is all tactical. #solopr



SoloPR 12:20pm via TweetGrid.com

Q2 is a follow-on to this discussion.... #solopr



dwannolsen 12:20pm via TweetChat

@SoloPR @joeldon, INDEED it (trad media) does to some extent because it builds credibility and most r incorporating new media #solopr



jgombita 12:20pm via web

Adding to @KristK's A1. (and as discussed on#brandchat) a +1 (especially on Google+) is best, because it adds to your #SEO. #solopr



Brookale 12:20pm via TweetDeck

@SoloPR It matters because there are still many who don't use SM. Also traditional media now in turn uses SM as addl outlet. #solopr



ScribnerPR 12:20pm via TweetDeck

Jumping into #solopr a little late, Lori from SoCal here...



rajean 12:20pm via web

Great question @jgombita IDK, but we should find out. #solopr Power phrase: Content is king and search is queen.



socialitestatus 12:20pm via TweetGrid.com

RT @SoloPR: @jgombita He meant it positively. If you have leverage, people are more likely to pay attention to you (person or co). #solopr



joeldon 12:20pm via TweetDeck

Media hits as a metric has never been a long-term satisfactory proof of PR value. @SoloPR: does trad media/outreach still matter? #solopr



SoloPR 12:20pm via TweetGrid.com

RT @JanetLFalk: many ppl cannot be reached by #SM and so traditional media will always be a part of a good #PR plan #solopr



GnosisArts 12:19pm via TweetChat

@SoloPR traditional media tends to another demographic. Not everyone is SM savvy ^Cara #solopr



karensxim 12:19pm via TweetChat

@KristK True as that goes to engagement but you have to reach them first! #solopr



fransteps 12:19pm via TweetChat

Love that saying! RT @jgombita: @rajean who was it that first said content is king and search is queen? #solopr



socialitestatus 12:19pm via web

@farida_h I'll send some sunshine your way :) #solopr



farida_h 12:19pm via TweetChat

A1: Traditional media coverage does matter if it helps you reach the right audience and build credibility. #solopr



SoloDovePR 12:19pm via HootSuite

RT @solopr: Further clarification on Q1: Leverage is similar to influence. How imp is that kind of power in PR today? #solopr



JanetLFalk 12:19pm via TweetDeck

@SoloPR there are many people who cannot be reached by #SM and so traditional media will always be a part of a good #PR plan #soloPR



ElevatyD 12:19pm via TweetGrid.com

RT @KristK: A1: A share is better than a like, and a RT is better than a follow. Those who endorse your message to their network are valuable #solopr



dwannolsen 12:19pm via TweetChat

RT @SoloPR: @joeldon Right! But does traditional media/outreach still matter? #solopr



KristK 12:18pm via TweetGrid.com

A1: A share is better than a like, and a RT is better than a follow. Those who endorse your message to their network are valuable #solopr



jgombita 12:18pm via web

@rajejan who was it that first said content is king and search is queen? #solopr



SoloPR 12:18pm via TweetGrid.com

@joeldon Right! But does traditional media/outreach still matter? #solopr



SandraSays 12:17pm via TweetDeck

No, we're just calling it something. RT @joeldon: Oh, are we back to counting media hits, mirroring sales quotas? Thought that... #solopr



mediacoach 12:17pm via web

RT Good point @rajejan A1 I think content, character are king, gaining you credibility thus leverage in #PR. Earned, not granted. #solopr



stlpr 12:17pm via TweetGrid.com

RT @SoloPR: @mediacoach Great point! But, does media coverage matter (number of "hits") or are other things more important today? #solopr



jgombita 12:16pm via web

(Laughing out loud) RT @KristK: A1: Actions always speak louder than words. But both are worth measuring.#solopr



SoloPR 12:16pm via TweetGrid.com

RT @MikeLesczinski: A1 Media cov matters, but tapping the network of an industry influencer makes me just as happy...its targeted #solopr



dwannolsen 12:16pm via TweetChat

RT @KellyeCrane: I believe leverage is gained through more traditional activities. Cant abandon one for the other. #solopr



KateRobins 12:16pm via TweetChat

RT @MikeLesczinski: A1 Media cov matters, but tapping network of industry influencer makes me just as happy. You know its targeted. #solopr



joeldon 12:16pm via TweetDeck

Oh, are we back to counting media hits, mirroring sales quotas? Thought that went out with new media. #solopr



dwannolsen 12:16pm via TweetChat

RT @MikeLesczinski: A1 Media cov matters but tapping network of an industry influencer makes me just as happy. U know its targeted. #solopr



farida_h 12:16pm via TweetChat

@jgombita Agree. 'Consuming' content can build influence too - if we're talking abt displaying expertise.#solopr



rajejan 12:16pm via web

A1 I think content, character are king, gaining you credibility thus leverage in #PR. Earned, not granted.#solopr



jgombita 12:16pm via web

@MikeLesczinski kind of like the Influencer lists @traackr has developed? #solopr



SoloPR 12:16pm via TweetGrid.com

RT @KristK: A1: Actions always speak louder than words. But both are worth measuring. #solopr



jgombita 12:15pm via TweetChat

RT @MikeLesczinski: A1 Media cov matters, but tapping the network of an industry influencer makes me just as happy. You know its targeted. #solopr



Speakeasy_Media 12:15pm via HootSuite

A1: what's the call-to-action? if the goal is awareness, then impressions. if it's action, then leverage #solopr



KellyeCrane 12:15pm via Twitter for iPad

I believe leverage is gained through more traditional activities. Can't abandon one for the other. #solopr



dwannolsen 12:15pm via TweetChat

@MikeLesczinski I agree! Definitely! #solopr



3HatsComm 12:15pm via TweetChat

@jacksonwightman Agreed; credibility vs popularity, neither necessarily mean true influence or leverage to drive action, results. #SoloPR



jillvan 12:15pm via TweetGrid.com

A1: So I think influence is much more important. But impressions are important for better grasp on audience & potential to influence #solopr



KristK 12:15pm via TweetGrid.com

A1: Actions always speak louder than words. But both are worth measuring. #solopr



MarketingMel 12:15pm via TweetDeck

Agree! RT @mediacoach: A1 #solopr Impressions are crucial. You can't generate leverage without creating a good impression.



Brookale 12:15pm via TweetDeck

RT @JanetLFalk: @SoloPR It's rarely the # of hits, but the audiences of those placements. #soloPR



mediacoach 12:15pm via web

@jgombita Many thanks! #solopr



MikeLesczinski 12:14pm via TweetChat

MT @jgombita: A1. I think using "leverage" is a generalization. Much prefer @sheldrakes definitions of short/long-term influence. #solopr



SoloPR 12:14pm via TweetGrid.com

RT @jgombita: A1. I think using "leverage" is a sweeping generalization. Prefer @sheldrake's definitions of short/long-term influence #solopr



jgombita 12:14pm via web

@farida_h agreed. But I like to use the word "consume" your content, rather than act on it. #solopr



MikeLesczinski 12:14pm via TweetChat

A1 Media cov matters, but tapping the network of an industry influencer makes me just as happy. You know its targeted. #solopr



meganburkes 12:14pm via ÜberSocial for BlackBerry

Amen! RT @KristK: I'd tell you what gorgeous weather we're having on the Gulf Coast, but I hate to rub it in. #solopr



mediacoach 12:14pm via web

@SoloPR #solopr If leverage is "who you know", then that matters more than media coverage. That's my PR experience.



JanetLFalk 12:14pm via TweetDeck

@SoloPR It's rarely the # of hits, but the audiences of those placements. #soloPR



karenswym 12:14pm via TweetChat

RT @farida_h:#s by themselves dont count 4 much. What matters is how u lead people to act on ur content. Actions lead 2 results. #solopr



dwannolsen 12:14pm via TweetChat

@SoloPR No matter how you look at the RIGHT media coverage will leverage you and bring either boost your credibility or SINK it! #solopr



Elevatyd 12:13pm via TweetChat

RT @dwannolsen: Leverage IS important and VITAL, but so are IMPRESSIONS. I think they go hand-in-hand and help gain credibility! #solopr



jgombita 12:13pm via web

A1. I think using "leverage" is a sweeping generalization. Much prefer @sheldrake's definitions of short/long-term influence. #solopr



SoloPR 12:13pm via TweetGrid.com

RT @dwannolsen: Leverage IS important and VITAL, but so are IMPRESSIONS. I think they go hand-in-hand and help gain credibility! #solopr



dwannolsen 12:13pm via TweetChat

RT @SoloPR: @mediacoach Great point! But, does media coverage matter (number of "hits") or are other things more important today? #solopr



SoloPR 12:12pm via TweetGrid.com

@mediacoach Great point! But, does media coverage matter (number of "hits") or are other things more important today? #solopr



jgombita 12:12pm via web

Clever lad! RT @mediacoach: A1 #solopr Impressions are crucial. You can't generate leverage without creating a good impression.



rajean 12:12pm via web

Me too, joining my smart colleagues in crime during#solopr chat until noonish @cloudspark - Hi from south Denver!



farida_h 12:12pm via TweetChat

A1: The numbers by themselves don't count for much. What matters is how u led people to act on ur content. Actions lead to results. #solopr



JanetLFalk 12:12pm via TweetDeck

@SoloPR #soloPR How do I know who has leverage?



jacksonwightman 12:12pm via web

Q1 Brogan is engaged in wordplay. call it what you want - some ppl have the gravitas/rep tht evn whn they prduce crap it gets shared #solopr



dwannolsen 12:12pm via TweetChat

Leverage IS important and VITAL, but so are IMPRESSIONS. I think they go hand-in-hand and help gain credibility! #solopr



jgombita 12:11pm via web

@MarketingMel @mediacoach I hadn't actually checked in at that point (had you?), so I think it's only Alan. :-)#solopr



SandraSays 12:11pm via TweetChat

RT @GnosisArts: @SoloPR Credibility is key, you could have leverage all you want but how are they supposed to confide in you? ^Cara #solopr



fransteps 12:11pm via TweetChat

Hi all! Almost forget it was Wed. Joining from SA, TX. Solo 1+ yr; PR for 20. #solopr



3HatsComm 12:11pm via TweetChat

RT @GnosisArts: @SoloPR Credibility is key, you could have leverage all you want but how are they supposed to confide in you? ^Cara #SoloPR



SoloPR 12:11pm via TweetGrid.com

@jgombita He meant it positively. If you have leverage, people are more likely to pay attention to you (person or co). #solopr



mediacoach 12:11pm via web

A1 #solopr Impressions are crucial. You can't generate leverage without creating a good impression.



jillvan 12:11pm via TweetGrid.com

RT @SoloPR: Further clarification on Q1: Leverage is similar to influence. How imp is that kind of power in PR today? #solopr



GnosisArts 12:10pm via TweetChat

@SoloPR Credibility is key, you could have leverage all you want but how are they supposed to confide in you? ^Cara #solopr



dwannolsen 12:10pm via TweetChat

RT @SoloPR: Further clarification on Q1: Leverage is similar to influence. How imp is that kind of power in PR today? #solopr



jgombita 12:10pm via web

@SoloPR @chrisbrogan unclear whether "leverage" is being used in a positive or negative fashion.... #solopr



MarketingMel 12:10pm via TweetDeck

@mediacoach @jgombita Do you think @SoloPR was referring to us as "veterans" of #soloPR chat?



SoloPR 12:09pm via TweetGrid.com

Further clarification on Q1: Leverage is similar to influence. How imp is that kind of power in PR today?#solopr



farida_h 12:09pm via TweetChat

RT @SoloPR Q1 At #prsaicon, @chrisbrogan said impressions dont matter, its *leverage* to get ppl to share ur stuff. What do u think? #solopr



dwannolsen 12:09pm via TweetChat

RT @SoloPR: Q1: #prsaicon @chrisbrogan said impressions dont matter, its leverage to get ppl to share your stuff. What do you think? #solopr



jillvan 12:09pm via TweetDeck

Hey there, @kkellerpr ! #solopr



jacksonwightman 12:09pm via web

Hey #solopr - how goes? Hi from Montreal



KristK 12:09pm via TweetGrid.com

RT @SoloPR: Q1: At #prsaicon, @chrisbrogan said impressions don't matter, it's *leverage* to get ppl to share your stuff. Thoughts? #solopr



jgombita 12:09pm via web

@mediacoach would you prefer to be "well-season" (like your fish and chips)? :-) #solopr



dwannolsen 12:08pm via TweetChat

RT @SoloPR: Its time for this weeks #soloPR chat for independent pros in PR and related fields #solopr



SoloPR 12:08pm via TweetGrid.com

Q1: At #prsaicon, @chrisbrogan said impressions dont matter, it's *leverage* to get ppl to share your stuff. What do you think? #solopr



farida_h 12:08pm via TweetChat

@socialitestatus @KristK Terribly gloomy out here. But such is life! :) #solopr



jillvan 12:07pm via TweetGrid.com

Going to try to participate today. TRY being the operative word. :-) Jill from Indy here. #solopr



socialitestatus 12:07pm via web

@KristK yep it's really nice. lol! #solopr



JanetLFalk 12:07pm via TweetDeck

Missed last week due to client mtgs. Happy to be here. #soloPR



mediacoach 12:06pm via web

@SoloPR Steady on with that veteran thing... #solopr



JanetLFalk 12:06pm via TweetDeck

NYC PR pro with Wall St, Law firm, nonprofit exp. Subcontract. #soloPR



socialitestatus 12:06pm via web

Joining in #solopr from Houston!



KristK 12:06pm via TweetGrid.com

I'd tell you what gorgeous weather we're having on the Gulf Coast, but I hate to rub it in. #solopr



SoloPR 12:06pm via TweetGrid.com

Q1 is up next... #solopr



SoloPR 12:06pm via TweetGrid.com

Great crowd gathering- nice to see new faces and veterans alike today! #solopr



cloudspark 12:05pm via HootSuite

listening in to #solopr



SandraSays 12:05pm via TweetDeck

@SoloPR I'm using tweetdeck app on chrome; not as fun as my desktop app. #solopr



3HatsComm 12:05pm via Twitter for iPhone

Playing catch up and joining #solopr chat from cool ATL



mediacoach 12:05pm via web

@MarketingMei @stlpr @SoloPR Hey Mary. Good to be back on #solopr



joeldon 12:05pm via TweetDeck

Good morning all. #solopr



SandraSays 12:05pm via TweetDeck

I am full-time library communicator, part-time freelancer. RT @SoloPR: If you're joining, please introduce yourself. #solopr



SoloPR 12:04pm via TweetGrid.com

I'm slightly tech challenged today (offsite using a combo of an ancient desktop and an ipad). Thx for bearing with me! #solopr



dariasteigman 12:04pm via TweetDeck

[Waving hello] #solopr



SandraSays 12:03pm via TweetGrid.com

RT @SoloPR: 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 12:03pm via TweetGrid.com

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



MarketingMel 12:03pm via TweetDeck

@stlpr Agree! Love spending Wed. lunch hour with @SoloPR friends #soloPR. Waving across salt pond to @mediacoach



farida_h 12:03pm via TweetChat

Hi, everyone! It's a dull, rainy day in NY. Glad to have the company of fellow #solopr pros this afternoon. #solopr



socialitestatus 12:03pm via TweetGrid.com

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



GnosisArts 12:03pm via TweetChat

Hey everyone, my name is Cara, social media intern, Gnosis Arts Media Group #solopr



SoloPR 12:02pm via TweetGrid.com

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



mediacoach 12:02pm via web

Hello from windy and grey London to all #solopr chatters



KristK 12:02pm 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 12:02pm via TweetGrid.com

Thanks! RT @stlpr: @KellyeCrane #solopr always a great way to spend a Wednesday lunch hour. looking forward to it.



MarketingMel 12:01pm via TweetDeck

@KellyeCrane I'm in for today's #soloPR chat. Hello to all of my #soloPR colleagues out there and those who wish they were!



stlpr 12:01pm via web

@KellyeCrane #solopr always a great way to spend a Wednesday lunch hour. looking forward to it.



SoloPR 12:01pm via TweetGrid.com

If you're joining, please introduce yourself. This is @KellyeCrane moderating, Atlanta-based blogger at atsoloprpro.com #solopr



SoloPR 12:01pm via TweetGrid.com

It's time for this week's #soloPR chat for independent pros in PR and related fields (and those who want to learn more about it). #solopr