

#SoloPR Transcript – 6/13/2012

1. Is it more important to build your personal brand or the name of the company that you operate under?
2. Twitter has unveiled event-specific pages, and many say this is a threat to tradt'l media- <http://ow.ly/byfDO> - thoughts?
3. Have you ever used Twitter/tweets (or other socmed) in your work w/journalists (e.g., illustrate trends, etc)?



SoloPR Jun 13, 2:00pm via TweetGrid.com

Thanks everyone for joining today, and for blowing my mind! :-) Remember, we keep chatting on the hashtag all week. [#soloPR](#)



LoisMarketing Jun 13, 2:00pm via TweetDeck

[@JGHRelations](#) Following you now so hopefully see you in the meantime! Thanks! [#soloPR](#)



3HatsComm Jun 13, 1:59pm via TweetChat

[@akenn](#) Stories that lead w/ 'on FB today..' And I crack up at breaking 'news' stories, some are almost all 'this tweet just in..' :) [#soloPR](#)



dariasteigman Jun 13, 1:59pm via TweetDeck

Thanks, [@KellyeCrane](#) & [#soloPR](#) peeps for another hour of smarts. Now I must eat lunch. (Ha! book-ended my chat w/ 2 lunch tweets.)



JGHRelations Jun 13, 1:59pm via HootSuite

[@LoisMarketing](#) You too. See you next week hopefully. [#soloPR](#)



KellyeCrane Jun 13, 1:58pm via TweetDeck

A2: Like, what if you could get an attendee at your event to submit video for news coverage? Am I the only one off on a tangent? :-) [#soloPR](#)



3HatsComm Jun 13, 1:58pm via TweetChat

Same. RT [@akenn](#): [@MarketingMel](#) cracks me up when they confirm gossip by citing celebrity tweets [#soloPR](#)



LoisMarketing Jun 13, 1:58pm via TweetDeck

@dariasteigman You too! Thank you! [#soloPR](#)



dariasteigman Jun 13, 1:58pm via TweetDeck

@LoisMarketing Have a good afternoon. [#soloPR](#)



LoisMarketing Jun 13, 1:57pm via TweetDeck

Sorry to be in and out of [#soloPR](#) today! Good to see all of you



JGHRelations Jun 13, 1:57pm via HootSuite

@mdbarber Hope to see you next week... [#solopr](#)



Vielka Jun 13, 1:57pm via ÜberSocial for BlackBerry

RT @SoloPR: RT @stlpr: A2: Another opportunity to place news. As PR pros, we need to know how to target audiences w/ segmented comm [#solopr](#)



MarketingMel Jun 13, 1:57pm via TweetDeck

Great seeing my [#soloPR](#) colleagues. Have a great week!



dconconi Jun 13, 1:57pm via TweetChat

TRUE! RT @MarketingMel: Indeed with some being crazy! RT @KateRobins: @MarketingMel @akenn Tweets are like callers on radio. [#solopr](#)



cloudspark Jun 13, 1:57pm via web

it's not just using twitter *in* stories, broadcasters are now referring to "twitter boards" like they do weather boards. [#solopr](#)



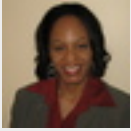
LoisMarketing Jun 13, 1:57pm via TweetDeck

@cloudspark @JGHRelations Yes so true! As PR pros we should take a breath and read :) Good to see the two of you! [#soloPR](#)



SandraSays Jun 13, 1:57pm via TweetDeck

the great thing w embedded tweets is that you can embed responses as blog comments and link in Facebook comments#soloPR



pronouncedALJ Jun 13, 1:56pm via TweetChat

Me too. 'Til next time! RT @mdbarber: Must run folks. Great chatting today. See you next week. #solopr



karenswim Jun 13, 1:56pm via TweetChat

@mdbarber I'm so glad I got to see you today! Have a great afternoon! #solopr



akenn Jun 13, 1:56pm via TweetChat

@MarketingMel cracks me up when they confirm gossip by citing celebrity tweets #solopr



SoloPR Jun 13, 1:56pm via TweetGrid.com

RT @stlpr: A2: Another opportunity to place news. As PR pros, we need to know how to target audiences w/ segmented comm #solopr



MarketingMel Jun 13, 1:56pm via TweetDeck

Indeed with some being crazy! RT @KateRobins: @MarketingMel @akenn Tweets are like callers on radio.#soloPR



EricaLRoberts Jun 13, 1:56pm via HootSuite

RT @LoisMarketing: As a trusted professional evaluate your sources. Be sure you're "retweeting" accurate info in any circumstance #soloPR A2



dconconi Jun 13, 1:55pm via TweetChat

RT @KellyeCrane: A2: We know that were now communicating dir w/our publics. thinking now: citizen journos bring loop full circle! #solopr



mdbarber Jun 13, 1:55pm via TweetChat

Must run folks. Great chatting today. See you next week.#solopr



cloudspark Jun 13, 1:55pm via web

@MarketingMel @SandraSays to you both, greetings! #solopr



MarketingMel Jun 13, 1:55pm via TweetDeck

RT @SoloPR: Wow! @3HatsComm local TV station announces that they'll pay \$100 if they use the video you submit #solopr cc: @11Cnx_Sara



3HatsComm Jun 13, 1:55pm via TweetChat

@SandraSays Wow, money. I know brands like CNN and WeatherChannel use iReport style pictures, videos. #solopr



MuslimNewMedia Jun 13, 1:55pm via TweetChat

agreed re trad media using Twitter in stories -- great for quotes when you need them. an example today: ow.ly/byjXR#solopr



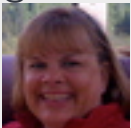
KellyeCrane Jun 13, 1:55pm via TweetDeck

A2: We know that we're now communicating dir w/our publics. You all have me thinking now: citizen journos bring loop full circle! #solopr



SandraSays Jun 13, 1:54pm via TweetDeck

It's the local CW station for their NewFix; here's the link: bit.ly/K2e7dK #solopr cc: @mdbarber @SoloPR@3HatsComm



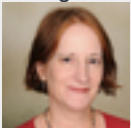
mdbarber Jun 13, 1:53pm via TweetChat

RT @SoloPR: Wow, fascinating! RT @SandraSays: @3HatsComm local TV station announces they'll pay \$100 if they use the video u submit #solopr



dconconi Jun 13, 1:53pm via TweetChat

RT @stlpr: @SoloPR Another opportunity to place news. As PR pros, need to know how to target audiences w/ segmented communications. #solopr



dariasteigman Jun 13, 1:52pm via TweetDeck

@cloudspark So, a Wednesday? :) I was working on Web copy earlier for a new venture I'm trying to get out the door. #solopr



MarketingMel Jun 13, 1:52pm via TweetDeck

@akenn It's amazing how often you see the traditional media reporting tweets as gospel though! #soloPR



karensxim Jun 13, 1:52pm via TweetChat

RT @stlpr: @SoloPR Another oppty to place news. As PR pros, we need to know how to target audiences w/ segmented communications. #solopr



dconconi Jun 13, 1:52pm via TweetChat

RT @KellyeCrane: @dariasteigman Yes- often, Twitter helps the newsroom know where to send their limited resources. #solopr



stlpr Jun 13, 1:52pm via web

#solopr @SoloPR Hi Fellow PR Tweepers! Hope your summer is off to a great start!



cloudspark Jun 13, 1:52pm via web

@LoisMarketing many ppl retweet a headline/link without ever reading it. implying approval for content they haven't read. #solopr



SoloPR Jun 13, 1:52pm via TweetGrid.com

Wow, fascinating! RT @SandraSays: @3HatsComm local TV station announces that they'll pay \$100 if they use the video you submit #solopr



KateRobins Jun 13, 1:51pm via TweetDeck

RT @SandraSays: @3HatsComm local TV station announces that they'll pay \$100 if they use the video you submit #solopr



stlpr Jun 13, 1:51pm via web

@SoloPR #solopr A2: Another opportunity to place news. As PR pros, we need to know how to target audiences w/ segmented communications.



SoloPR Jun 13, 1:51pm via TweetGrid.com

Good to know RT @deegospel: @SoloPR yes, every week #solopr



cloudspark Jun 13, 1:51pm via web

@KellyeCrane that's a great idea, 3rd-party quotes from twitter. thanks. #solopr



MarketingMel Jun 13, 1:51pm via TweetDeck

@SandraSays @deegospel Waving! #soloPR



SoloPR Jun 13, 1:51pm via TweetGrid.com

Yes, this too! RT @akenn: A2: I search Twitter for links to articles, blogs that will strengthen my pitches. #soloPR



akenn Jun 13, 1:50pm via TweetChat

@MarketingMel not sure how I feel when "traditional" media reports include tweets #soloPR



cloudspark Jun 13, 1:50pm via web

@dariasteigman dropped in feedback on a book today, writing, editing and now catching #soloPR



KateRobins Jun 13, 1:50pm via TweetDeck

RT @LoisMarketing: As a trusted professional evaluate your sources. Be sure you're "retweeting" accurate info in any circumstance #soloPR A2



MarketingMel Jun 13, 1:50pm via TweetDeck

@SandraSays Absolutely! When reporters are hunting me they know DM's are a great way to find me (and vice versa) #soloPR



SandraSays Jun 13, 1:50pm via TweetDeck

@3HatsComm local TV station announces that they'll pay \$100 if they use the video you submit #soloPR



deegospel Jun 13, 1:50pm via TweetGrid.com

@SoloPR yes, ever week #soloPR



KellyeCrane Jun 13, 1:50pm via TweetDeck

A2: Especially if tweets provide good third-party quotes/validation of what client is doing, I point them out to journos. #soloPR



karenschwim Jun 13, 1:49pm via TweetChat

@MarketingMel Ha! Great minds.... :-) #solopr



3HatsComm Jun 13, 1:49pm via TweetChat

@dariasteigman @KellyeCrane Exactly; person w/ smartphone camera gets 'live' shots and video b4 trad media can get there. #solopr



akenn Jun 13, 1:49pm via TweetChat

A2: I search Twitter for links to articles, blogs that will strengthen my pitches. #solopr



dariasteigman Jun 13, 1:49pm via TweetDeck

@cloudspark Enjoying a little #solopr & watching baseball game. How are you today?



LoisMarketing Jun 13, 1:49pm via TweetDeck

Yay! :) RT @karenskim: A2: I recently used tweets in a pitch and it got picked up! #solopr



SandraSays Jun 13, 1:49pm via TweetDeck

a2 have used DMs to communicate w reporters, even have had them send me queries that way #solopr



MarketingMel Jun 13, 1:48pm via TweetDeck

@KellyeCrane Interesting how you see tweets being reported in trad media more and more these days #soloPR



KateRobins Jun 13, 1:48pm via HootSuite

RT @cloudspark: listening in late to #solopr today. how is everyone?



LoisMarketing Jun 13, 1:48pm via TweetDeck

As a trusted professional evaluate your sources. Be sure you're "retweeting" accurate info in any circumstance #soloPRA2



SoloPR Jun 13, 1:48pm via TweetGrid.com

Great to hear! RT @karenskim: A2: I recently used tweets in a pitch and it got picked up! #solopr



KellyeCrane Jun 13, 1:48pm via TweetDeck

[@dariasteigman](#) Yes- often, Twitter helps the newsroom know where to send their limited resources. [#solopr](#)



MarketingMel Jun 13, 1:48pm via TweetDeck

Ha! Just used tweets in a preso just now! RT [@karensxim](#): A2: I recently used tweets in a pitch and it got picked up! [#solopr](#)



JGHRelations Jun 13, 1:47pm via HootSuite

Awesome! RT [@karensxim](#): A2: I recently used tweets in a pitch and it got picked up! [#solopr](#)



LoisMarketing Jun 13, 1:47pm via TweetDeck

We cannot control reliability of other sources but we can control our reliability and that of our clients in newsworthy moments [#soloPR](#) A2



jgombita Jun 13, 1:47pm via web

Used them in a guest lecture to Ryerson journalism students, [@SoloPR](#). Remember: I polled the [#solopr](#) group for them![#solopr](#)



karensxim Jun 13, 1:46pm via TweetChat

A2: I recently used tweets in a pitch and it got picked up![#solopr](#)



cloudspark Jun 13, 1:46pm via HootSuite

listening in late to [#solopr](#) today. how is everyone?



SoloPR Jun 13, 1:46pm via TweetGrid.com

MT [@MuslimNewMedia](#): If Twitter beats MSM because it applies tool to journo mission better than journo's themselves, who's to blame? [#solopr](#)



3HatsComm Jun 13, 1:46pm via HootSuite

RT [@dconconi](#) SM and trad both moving to the middle. SM is getting more "curated" and trad is getting more social. [#solopr](#)



JGHRelations Jun 13, 1:45pm via Twitter for iPhone

[@akenn](#) [@dariasteigman](#) [@MuslimNewMedia](#) you guys.... :)[#solopr](#)



SoloPR Jun 13, 1:45pm via TweetGrid.com

RT @karensxim: A2: Not a threat but an addition, and can enhance, there is room for both short form and bigger ideas to coexist #solopr



jgombita Jun 13, 1:45pm via web

Course was case of MSM *believing* Twitter @KellyeCrane! Twitter Didn't Kill Gordon Lightfoot. Big Media Did. dthin.gs/Iz79a8 #solopr



dariasteigman Jun 13, 1:45pm via TweetDeck

@KellyeCrane A2 Double edge: Need fact checking, but news outlets have fewer boots on ground. So Twitter, SMS, become sources. #solopr



MarketingMel Jun 13, 1:45pm via TweetDeck

RT @MuslimNewMedia RT @dconconi SM and trad both moving to the middle. SM is getting more "curated", trad is getting more social. #solopr



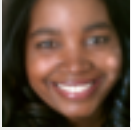
SoloPR Jun 13, 1:45pm via TweetGrid.com

Quick follow-up Q: Have you ever used Twitter/tweets (or other socmed) in your work w/journalists (e.g., illustrate trends, etc)? #solopr



karensxim Jun 13, 1:44pm via TweetChat

@KellyeCrane I was thinking of that story too, and completely agree, great example! #solopr



deegospel Jun 13, 1:44pm via TweetGrid.com

RT @KellyeCrane: Anyone whos been on Twitter during a big breaking story knows no way to know whats fact w/out boots on the ground. #solopr



akenn Jun 13, 1:44pm via TweetChat

@dariasteigman @MuslimNewMedia @JGHRelations and lists...I love lists. #solopr



MuslimNewMedia Jun 13, 1:44pm via TweetChat

+1 RT @dconconi SM and trad both moving to the middle. SM is getting more "curated" and trad is getting more social. #solopr



dconconi Jun 13, 1:44pm via TweetChat

Yes. RT @karensxim: A2: Not a threat but an addition, and can enhance, there is room for both short form and bigger ideas to coexist #solopr



KellyeCrane Jun 13, 1:43pm via TweetDeck

@jgombita LOL! #solopr



KellyeCrane Jun 13, 1:43pm via TweetDeck

A2: That's why I didn't have an issue w/tradt'l media being slow to report Michael Jackson's death. I want them to be sure! #solopr



karensxim Jun 13, 1:43pm via TweetChat

RT @KellyeCrane: Anyone whos been on Twitter during a big breaking story knows no way to know whats fact w/out boots on the ground. #solopr



jgombita Jun 13, 1:43pm via web

@KellyeCrane or seeing boots actually in the ground (per Gordon Lightfoot is dead Twitter rumour). #solopr



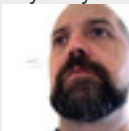
karensxim Jun 13, 1:43pm via TweetChat

A2: Not a threat but an addition, and can enhance, there is room for both short form and bigger ideas to coexist #solopr



dconconi Jun 13, 1:42pm via TweetChat

SM and trad both moving to the middle. SM is getting more "curated" and trad is getting more social. End of day they are all MEDIA. #solopr



MuslimNewMedia Jun 13, 1:42pm via TweetChat

If Twitter beats MSM at their own game because it applies tool to journo mission better than journos themselves, who's to blame? #solopr



KellyeCrane Jun 13, 1:42pm via TweetDeck

A2: Anyone who's been on Twitter during a big breaking story knows there's no way to know what's fact without boots on the ground. #solopr



deegospel Jun 13, 1:42pm via TweetGrid.com

@JGHRelations lol [#solopr](#)



MsWilliamsPR Jun 13, 1:42pm via Twitter for BlackBerry®

RT @KellyeCrane: I believe social media has a huge impact on breaking news, but we still need reporters 2 fact check and investigate. [#solopr](#)



dariasteigman Jun 13, 1:42pm via TweetDeck

@MuslimNewMedia @JGHRelations And Search columns... [#solopr](#)



JGHRelations Jun 13, 1:41pm via HootSuite

@MuslimNewMedia I know, but some people hashtag everything! [#solopr](#)



karensxim Jun 13, 1:40pm via TweetChat

Agree! RT @3HatsComm: A2 Threat - or asset. Used well, Twitter/SM can enhance, bring more people back to trad media. [#solopr](#)



SoloPR Jun 13, 1:40pm via TweetGrid.com

MT @akenn: A2. Twitter is like FB-requires users to stay on top of new devel. Media can benefit from Twitter but need to B alert [#solopr](#)



karensxim Jun 13, 1:40pm via TweetChat

RT @dconconi: socmed isnt a threat- it helps w content for reduced staff in trad newsrooms. As long as someones minding the store [#solopr](#)



erica_holloway Jun 13, 1:40pm via web

A2: Social media's not a threat, majority still flock to trad media [#solopr](#)



dconconi Jun 13, 1:39pm via TweetChat

ha ha! RT @dariasteigman: Plus, lets face it, old-line media has bigger problems than Twitter. [#solopr](#)



MuslimNewMedia Jun 13, 1:39pm via TweetChat

@JGHRelations that what hashtags are for :) #solopr



MarketingMel Jun 13, 1:39pm via TweetGrid.com

RT @SoloPR: Q2: The first event-related page was this one: twitter.com/#NASCAR - tweets are curated by an editor #solopr



KellyeCrane Jun 13, 1:39pm via TweetDeck

A2: However, I *have* seen some Storify compilations (incl. links to media stories along w/social) that are the best recaps avail #solopr



jgombita Jun 13, 1:39pm via web

Agreed @dariasteigman, especially as "free costs too much" (re: MSM). #solopr



dariasteigman Jun 13, 1:39pm via TweetDeck

@KellyeCrane That's why I liken it to a paid hashtag. Or maybe a paid Twitter list. #solopr



MuslimNewMedia Jun 13, 1:38pm via TweetChat

only because trad media wont up their game RT @pronouncedALJ: (sorry) A2: Isn't social media itself a threat to traditional media? #solopr



JGHRelations Jun 13, 1:38pm via HootSuite

Problem for me with Twitter is that it is too much, too quickly. Unless I'm looking specifically for something, it's hit or miss. #solopr



mdbarber Jun 13, 1:38pm via TweetChat

That's a true statement! RT @dariasteigman: Plus, let's face it, old-line media has bigger problems than Twitter. #solopr



LoisMarketing Jun 13, 1:38pm via TweetDeck

I never have seen SoMe as a threat to traditional media. They are a compliment -- and are "new" media in themselves. #soloPR A2



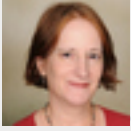
MarketingMel Jun 13, 1:38pm via Twitter for iPhone

Yes! "@KellyeCrane: A2: I believe social media has a huge impact on breaking news, but we still need reporters to fact check. #solopr"



akenn Jun 13, 1:38pm via TweetChat

A2: Twitter is like Facebook-requires users to stay on top of new developments. Media can benefit from Twitter but need to B alert [#solopr](#)



dariasteigman Jun 13, 1:37pm via TweetDeck

Plus, let's face it, old-line media has bigger problems than Twitter. [#solopr](#)



dconconi Jun 13, 1:37pm via TweetChat

A2: social media isnt a threat- it helps w content for reduced staff in trad media newsrooms. As long as someones minding the store [#solopr](#)



KellyeCrane Jun 13, 1:37pm via TweetDeck

A2: Folks are pointing to the fact that the NASCAR page wasn't just a stream of tweets- they were curated. But still...[#solopr](#)



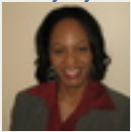
mdbarber Jun 13, 1:37pm via TweetChat

Have seen that here too. RT [@3HatsComm](#): A2 Threat - or asset. Used well, Twitter/SM can enhance, bring people back to trad media [#solopr](#)



deegospel Jun 13, 1:37pm via TweetGrid.com

RT [@SoloPR](#): Q2: Twitter has unveiled event-specific pages. Many sayit's a threat to tradtl media-
[ow.ly/byfDO](#) - thoughts? [#solopr](#)



pronouncedALJ Jun 13, 1:36pm via TweetChat

A2: From my understanding, it's a way to monetize Twitter, not necessarily compete with traditional media coverage. [#solopr](#)



akenn Jun 13, 1:36pm via TweetChat

A2: one valuable aspect of Twitter is providing links to traditional media articles and blogs [#solopr](#)



SoloPR Jun 13, 1:36pm via TweetGrid.com

RT [@3HatsComm](#): A2 Threat - or asset. Used well, Twitter/SM can enhance, bring more people 'back' to trad media [#solopr](#)



dconconi Jun 13, 1:36pm via TweetChat

RT @KellyeCrane: I believe social media has a huge impact on breaking news, but we still need reporters 2 fact check and investigate. #solopr



SoloPR Jun 13, 1:35pm via TweetGrid.com

RT @pronouncedALJ: (sorry) A2: Isn't social media itself a threat to traditional media? #solopr



dariasteigman Jun 13, 1:35pm via TweetDeck

A2 Twitter event pages are really just a paid hashtag. It's chatter, maybe relevant, but not replacing journalism. #solopr



KellyeCrane Jun 13, 1:34pm via TweetDeck

A2: I believe social media has a huge impact on breaking news, but we still need reporters to fact check and investigate. #solopr



mdbarber Jun 13, 1:34pm via TweetChat

Agree. We must remember we r closer to this than most. RT @dariasteigman: A2 Not until Twitter is ubiquitous. (We just think it is.) #solopr



pronouncedALJ Jun 13, 1:34pm via TweetChat

So true. We think so because it's a part of our work. RT @dariasteigman: A2 Not until Twitter is ubiquitous. (We just think it is.) #solopr



JGHRelations Jun 13, 1:34pm via HootSuite

Odd choice? RT @SoloPR: Q2: The first event-related page was this one: twitter.com/#NASCAR - tweets are curated by an editor #solopr



3HatsComm Jun 13, 1:34pm via TweetChat

This. RT @dariasteigman: A2 Not until Twitter is ubiquitous. (We just think it is.) #solopr



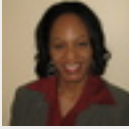
3HatsComm Jun 13, 1:33pm via TweetChat

A2 Threat - or asset. Used well, Twitter/SM can enhance, bring more people 'back' to trad media. #solopr



dconconi Jun 13, 1:33pm via TweetChat

RT @SoloPR: Q2: Twitter has unveiled event-specific pages, many say this is a threat to tradtl media-
ow.ly/byfDO-thoughts? #solopr



pronouncedALJ Jun 13, 1:33pm via TweetChat

Yes, makes perfect sense. RT @3HatsComm: @KellyeCraneIm social, show personality but try to stay professional, not to get personal #solopr



JGHRelations Jun 13, 1:33pm via TweetDeck

RT @dariasteigman: A2 Not until Twitter is ubiquitous. (We just think it is.) #solopr



mdbarber Jun 13, 1:33pm via TweetChat

RT @SoloPR: Q2: Twitter unveiled event-specific pages, many say this is a threat to tradtl media-
ow.ly/byfDO - thoughts? #solopr



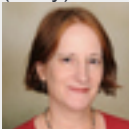
SoloPR Jun 13, 1:33pm via TweetGrid.com

Q2: The first event-related page was this one: twitter.com/#NASCAR - tweets are curated by an editor #solopr



pronouncedALJ Jun 13, 1:33pm via TweetChat

(sorry) A2: Isn't social media itself a threat to traditional media? #solopr



dariasteigman Jun 13, 1:33pm via TweetDeck

A2 Not until Twitter is ubiquitous. (We just think it is.) #solopr



pronouncedALJ Jun 13, 1:32pm via TweetChat

A1: Isn't social media itself a threat to traditional media? #solopr



3HatsComm Jun 13, 1:31pm via TweetChat

@KellyeCrane @pronouncedALJ I'm social, show personality.. but try to stay professional, not to get 'personal' if that makes sense. #solopr



JGHRelations Jun 13, 1:31pm via TweetDeck

RT @dariasteigman: @KellyeCrane That's why we self-select our clients. :) #solopr



SoloPR Jun 13, 1:31pm via TweetGrid.com

Q2: Twitter has unveiled event-specific pages, and many say this is a threat to tradt'l media- ow.ly/byfDO - thoughts?#solopr



JGHRelations Jun 13, 1:30pm via HootSuite

@pronouncedALJ Thanks! I hope not. I can be opinionated at times, but it is definitely needed. #solopr



dariasteigman Jun 13, 1:30pm via TweetDeck

@KellyeCrane That's why we self-select our clients. :) #solopr



SoloPR Jun 13, 1:29pm via TweetGrid.com

Great discussion! As we see, there's no one way to do things. Think long-term, and do what's best for your goals. Q2 coming up... #solopr



joeldon Jun 13, 1:29pm via TweetDeck

My sense from input - blend of both @pronouncedALJ@dariasteigman B.....rely solely on name recognition, build company brand or both #solopr



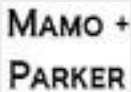
KellyeCrane Jun 13, 1:28pm via TweetDeck

@dariasteigman @pronouncedALJ Ha! Well thanks, but I'm sure not everyone in the world agrees. And that's OK. #solopr



jgombita Jun 13, 1:28pm via web

Not just platforms with your name on it @KellyeCrane@pronouncedALJ. Secondary footprints in Likes, Comments +1s etc (Decorum Byte) #solopr



MamoParker Jun 13, 1:28pm via web

@pronouncedALJ @KellyeCrane i agree as well!! #solopr



deegospel Jun 13, 1:28pm via TweetGrid.com

RT @KellyeCrane: Assume that everything you say online is viewable by clients and partners, whether we like it or not!#solopr



pronouncedALJ Jun 13, 1:28pm via TweetChat

I'm sure it won't be! RT @JGHRelations @mdbarber@KellyeCrane My clients know me as a real person so it hasn't been an issue... #solopr

**MAMO +
PARKER**

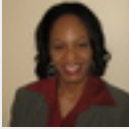
MamoParker Jun 13, 1:27pm via HootSuite

RT @KellyeCrane: Assume that everything you say online is viewable by clients and partners whether we like it or not! #solopr



dariasteigman Jun 13, 1:27pm via TweetDeck

@pronouncedALJ And @KellyeCrane has an awesome personality, so it works. :) #solopr



pronouncedALJ Jun 13, 1:27pm via TweetChat

So true! RT @KellyeCrane: I've found that showing some of my personality online attracts clients I enjoy working with more... #solopr



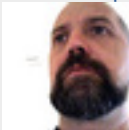
JGHRelations Jun 13, 1:26pm via Twitter for iPhone

@pronouncedALJ @mdbarber @KellyeCrane My clients know me as a real person so it hasn't been an issue...so far. #solopr



Elevatyd Jun 13, 1:26pm via TweetDeck

A1 My personal and professional brand are synonymous. I'm the face of my company and I'm ok with that. #solopr



MuslimNewMedia Jun 13, 1:26pm via TweetChat

RT @KellyeCrane: Assume that everything you say online is viewable by clients and partners, whether we like it or not! #solopr



pronouncedALJ Jun 13, 1:25pm via TweetChat

@dariasteigman @joeldon True. But interesting to see if A-listers rely solely on name recognition, build company brand or both. #solopr



Elevatyd Jun 13, 1:25pm via TweetChat

RT @mdbarber: RT @KellyeCrane: Assume that everything you say online is viewable by clients and partners, whether we like it or not! #solopr



KellyeCrane Jun 13, 1:25pm via TweetDeck

@pronouncedALJ I've found that showing some of my personality online attracts clients I enjoy working with more. So it's good! #solopr



mdbarber Jun 13, 1:25pm via TweetChat

RT @KellyeCrane: Assume that everything you say online is viewable by clients and partners, whether we like it or not! #solopr



mdbarber Jun 13, 1:24pm via TweetChat

@JGHRelations And I agree with you too that I wouldn't have it any other way. #solopr



KellyeCrane Jun 13, 1:24pm via TweetDeck

@pronouncedALJ Assume that everything you say online is viewable by clients and partners, whether we like it or not! #solopr



mdbarber Jun 13, 1:24pm via TweetChat

So true: @dariasteigman "personal" brand is not a A-lister question. It's about your biz philosophy--and having a smart strategy. #solopr



joeldon Jun 13, 1:24pm via TweetDeck

TY @dariasteigman: Nice post. #solopr



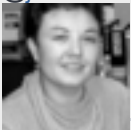
LoisMarketing Jun 13, 1:24pm via TweetDeck

My personal and professional brand are intertwined as I'm a company of one. Have thought ahead though in planning growth #solopr A1



dariasteigman Jun 13, 1:23pm via TweetDeck

@joeldon Nice post. #solopr



jgombita Jun 13, 1:23pm via web

RT @dariasteigman 1 How to & "personal" brand not an A-lister Q. It's really all abt your biz philosophy--& having a smart strategy. #solopr



JGHRelations Jun 13, 1:23pm via Twitter for iPhone

@mdbarber you are absolutely right [#solopr](#)



SoloPR Jun 13, 1:23pm via TweetGrid.com

Cool! MT @MarketingMel:... For me I googled MarketingMel, was ahead of Mel Gibson in rank & never looked back![#solopr](#)



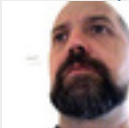
pronouncedALJ Jun 13, 1:23pm via TweetChat

@JGHRelations: @mdbarber @KellyeCrane Merging of business and individual voice is a legitimate concern. How do you guys handle? [#solopr](#)



mdbarber Jun 13, 1:22pm via TweetChat

Nice! RT @MarketingMel: For me I googled MarketingMel, was ahead of Mel Gibson in rank & never looked back![#solopr](#)



MuslimNewMedia Jun 13, 1:22pm via TweetChat

@SoloPR thx:) converting that positioning into paying clients is the hard/elusive part, lol:) [#solopr](#)



mdbarber Jun 13, 1:21pm via TweetChat

@JGHRelations I think it would be mingled even if you had a diff co name though. Online/SM means more inner-connectedness. [#solopr](#)



dariasteigman Jun 13, 1:21pm via TweetDeck

@joeldon A1 How to & "personal" brand is not a A-lister Q. It's really all abt your biz philosophy--and having a smart strategy.[#solopr](#)



MarketingMel Jun 13, 1:21pm via Twitter for iPhone

[#soloPR](#) Naming your company is a fascinating topic! For me I googled MarketingMel, was ahead of Mel Gibson in rank & never looked back!



joeldon Jun 13, 1:21pm via TweetDeck

Here's the link: bit.ly/HPI7Ng @SoloPR: Interesting A1: ... the opinions were mixed... [#solopr](#)



SoloPR Jun 13, 1:21pm via TweetGrid.com

RT @3HatsComm: A1 I opted to brand a company name to highlight scope/range of services; wanted to keep personal-prof separate #solopr



ThePRCoach Jun 13, 1:20pm via web

#Solopr note: Useful Pep Talk: Managing Your "Imposter Syndrome" #PR #publicrelations via @MrMediaTrainingbit.ly/KBW1ke



JGHRelations Jun 13, 1:20pm via Twitter for iPhone

@mdbarber @KellyeCrane yes it is. but that's my only concern. my individual voice mingled w/my business one#solopr



SoloPR Jun 13, 1:19pm via TweetGrid.com

Interesting RT @joeldon: A1: I asked about 20 A-listers this very question a few months ago; the opinions were mixed...#solopr



karenschwim Jun 13, 1:19pm via TweetChat

Smart strategy RT @MuslimNewMedia: a1 branded as company , but pimp myself as main spokesperson/face of brand. #solopr



deegospel Jun 13, 1:19pm via TweetGrid.com

i also become a beta user for many new social media services to lock in the fourth estate of DeeGospel PR and Dee Stewart#solopr



JGHRelations Jun 13, 1:18pm via Twitter for iPhone

@KellyeCrane @KellyeCrane I've already done that. IT nerd here! #solopr



SoloPR Jun 13, 1:18pm via TweetGrid.com

You do a good job w/this RT @MuslimNewMedia: a1 branded as company , but pimp myself as main spokesperson/face of brand. #solopr



3HatsComm Jun 13, 1:18pm via TweetChat

Great mindset. RT @dariasteigman: I do likewise. B/c Im a biz owner, not a freelancer. #SoloPR



dconconi Jun 13, 1:18pm via TweetChat

exactly!! RT @MuslimNewMedia: a1 branded as company , but pimp myself as main spokesperson/face of brand. #solopr



KellyeCrane Jun 13, 1:17pm via TweetDeck

@JGHRelations Main thing I'd recommend is making sure the domain is available.! #solopr



mdbarber Jun 13, 1:17pm via TweetChat

But isn't it? RT @JGHRelations: @KellyeCrane like everything you do online is tied to your business somehow... #solopr



KellyeCrane Jun 13, 1:17pm via TweetDeck

@JGHRelations My understanding is, if you use your name, others can have same co name without any trademark issues.#solopr



mdbarber Jun 13, 1:16pm via TweetChat

RT @joeldon: A1: Just to be safe, make sure you lock in your personal name as a domain along with any DBAs in the works. #solopr



pronouncedALJ Jun 13, 1:16pm via TweetChat

Love this! :-) RT @MuslimNewMedia: a1 branded as company , but pimp myself as main spokesperson/face of brand.#solopr



dariasteigman Jun 13, 1:16pm via TweetDeck

On flip side, 1 colleague picked a bland "big consulting" type name so she had option to merge, sell. #solopr



mdbarber Jun 13, 1:16pm via TweetChat

Good point: RT @KellyeCrane: A1: If naming incl your name, make it something to imply a biz not solo, in case thats your future #solopr



JGHRelations Jun 13, 1:16pm via Twitter for iPhone

@mdbarber @KellyeCrane like everything you do online is tied to your business somehow... #solopr



joeldon Jun 13, 1:16pm via TweetDeck

A1: Just to be safe, make sure you lock in your personal name as a domain along with any DBAs in the works. [#solopr](#)



3HatsComm Jun 13, 1:16pm via TweetChat

A1 I opted to brand a company name to highlight scope/range of services; wanted to keep personal-professional separate. [#SoloPR](#)



MuslimNewMedia Jun 13, 1:15pm via TweetChat

a1 branded as company , but pimp myself as main spokesperson/face of brand. [#solopr](#)



pronouncedALJ Jun 13, 1:15pm via TweetChat

RT [@KellyeCrane](#): A1: If you go w/naming that includes your name, make it something that can imply a biz thats not solo...[#solopr](#)



mdbarber Jun 13, 1:15pm via Twitter for Mac

Yep "[@dariasteigman](#): I do likewise. B/c I'm a biz owner, not a freelancer. RT: A1: I always use both at introduction - name and co. [#solopr](#)



SoloPR Jun 13, 1:15pm via TweetGrid.com

MT [@dconconi](#): A1.c Weight in favour of your brand to survive ... it will force you to make the right decisions along the way [#solopr](#)



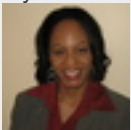
KellyeCrane Jun 13, 1:14pm via TweetDeck

A1: If you go w/naming that includes your name, make it something that can imply a biz that's not solo, in case that's your future [#solopr](#)



JGHRelations Jun 13, 1:14pm via HootSuite

Does this cause problems? RT [@mdbarber](#): RT [@KellyeCrane](#): A1: I side-stepped this issue a bit by using my name in my company name [#solopr](#)



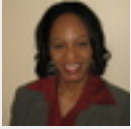
pronouncedALJ Jun 13, 1:14pm via TweetChat

Excellent point. RT [@dariasteigman](#): I do likewise. B/c Im a biz owner, not a freelancer. [#solopr](#)



deegospel Jun 13, 1:13pm via TweetGrid.com

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



pronouncedALJ Jun 13, 1:13pm via TweetChat

@dconconi Good point. Also think this allows you to think bigger than just yourself. [#solopr](#)



MuslimNewMedia Jun 13, 1:13pm via TweetChat

good point! RT @karensxim: A1: If building an asset that you may want to sell as part of exit strategy, or grow, build the biz brand [#solopr](#)



mdbarber Jun 13, 1:13pm via TweetChat

@KellyeCrane I did it as well...so prefer to think we're smart. ;) [#solopr](#)



mdbarber Jun 13, 1:13pm via TweetChat

Exactly. MT @MuslimNewMedia: A1. theyre intertwined. Cant see a need for expansion now, but the co. brand is set to build on. [#solopr](#)



dariasteigman Jun 13, 1:13pm via TweetDeck

I do likewise. B/c I'm a biz owner, not a freelancer. RT @mdbarber: A1: I always use both at introduction -- name and co. [#solopr](#)



deegospel Jun 13, 1:12pm via TweetGrid.com

@MarketingMel *waving at the "lurker" * [#solopr](#)



dconconi Jun 13, 1:12pm via TweetChat

A1.c Weight in favour of your brand to survive no matter what comes, it will force you to make the right decisions along the way [#solopr](#)



KellyeCrane Jun 13, 1:12pm via TweetDeck

@mdbarber I'll let you be the judge re: smartness of thinking. :-) But yes, it was purposeful and has benefits. [#solopr](#)



MuslimNewMedia Jun 13, 1:12pm via TweetChat

A1. theyre intertwined for me. Cant see a need for expansion at this point, but the co. brand is set to build on if need be. [#solopr](#)



mdbarber Jun 13, 1:11pm via TweetChat

A1 - in professional settings I always use both at introduction -- name and company. [#solopr](#)



deegospel Jun 13, 1:11pm via TweetGrid.com

a1. Because I work by Word of Mouth referral only, the only spotlight is really the work that I do. [#solopr](#)



dariasteigman Jun 13, 1:11pm via TweetDeck

[@KellyeCrane](#) To your point, naming is key. I did same when rebranded for that reason. [#solopr](#)



mdbarber Jun 13, 1:11pm via TweetChat

[@KellyeCrane](#) - is that sidestepping? Or smart thinking since the two are so intertwined. [#solopr](#)



MarketingMel Jun 13, 1:11pm via Twitter for iPhone

[@3HatsComm](#) Lurking too! [#soloPR](#)



akenn Jun 13, 1:11pm via TweetChat

A1. In fact, I didn't have a formal company name for the first few yrs as solo practitioner [#solopr](#)



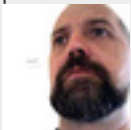
mdbarber Jun 13, 1:10pm via TweetDeck

RT [@KellyeCrane](#): A1: I side-stepped this issue a bit by using my name in my company name (Crane Communications). [#solopr](#)



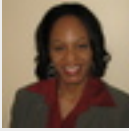
KellyeCrane Jun 13, 1:10pm via TweetDeck

A1: Esp at first, I think you lead with your personal brand. As you grow, becomes more imp for co to have presence [#solopr](#)



MuslimNewMedia Jun 13, 1:10pm via TweetChat

hello, Mustafa Stefan Dill here -- Alb, NM based media relations/social media strategies for #MiddleEast and Muslim issues. #solopr



pronouncedALJ Jun 13, 1:10pm via TweetChat

Can be tough decision in beginning. RT @dariasteigman: @akenn Good point. Which also goes to HOW you brand the biz from the start. #solopr



mdbarber Jun 13, 1:09pm via TweetChat

RT @MamoParker: A1: Had a hard time making this decision. Ultimately went w/ co b/c I work w a partner & thats what we want to grow. #solopr



dariasteigman Jun 13, 1:09pm via TweetDeck

+1 RT @deegospel: It's symbiotic for me. Built brand by doing a great job for my clients. Handpick clients to fit or leverage me. #solopr



dconconi Jun 13, 1:09pm via TweetChat

A1.b As a solo, I think it's a shared game. We need to protect our rep AND promote our clients, as they tend to come and go #solopr



joeldon Jun 13, 1:09pm via TweetDeck

A1: I asked about 20 A-listers this very question a few months ago; the opinions were mixed...as in no one right way to brand #solopr



mdbarber Jun 13, 1:09pm via TweetChat

Agree completely. RT @dariasteigman: A1 Great Q. It depends. Often 4 solos, YOU are your biggest brand asset. So they r intertwined. #solopr



pronouncedALJ Jun 13, 1:09pm via TweetChat

True. RT @dariasteigman: A1 Great Q. It depends. Often for solos, YOU are your biggest brand asset. So they are intertwined. #solopr



karensxim Jun 13, 1:08pm via TweetChat

A1: A lot of solos don't begin with exit or transition strategy, at some point you may want to scale back, sell or retire. #solopr



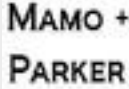
3HatsComm Jun 13, 1:08pm via Mobile Web

Little late to #soloPR chat.. lurking, catching up.



dariasteigman Jun 13, 1:08pm via TweetDeck

@akenn Good point. Which also goes to HOW you brand the biz from the start. #solopr



MamoParker Jun 13, 1:08pm via HootSuite

A1: Had a hard time making this decision. Ultimately went w/ co. b/c I work with a partner and that's what we want to grow. #solopr



mdbarber Jun 13, 1:08pm via TweetChat

A1 - there are lots of variables but it's both. People hire you, as a solo, based on your reputation. Company may have partners... #solopr



deegospel Jun 13, 1:08pm via TweetGrid.com

a1. It's symbiotic for me. I build my brand by doing a great job for my clients. But I handpick those clients to fit or leverage me. #solopr



SoloPR Jun 13, 1:08pm via TweetGrid.com

RT @dariasteigman: A1 Great Q. It depends. Often for solos, YOU are your biggest brand asset. So they are intertwined. #solopr



JGHRelations Jun 13, 1:07pm via HootSuite

Agreed. RT @dariasteigman: A1 Great Q. It depends. Often for solos, YOU are your biggest brand asset. So they are intertwined. #solopr



karensim Jun 13, 1:07pm via TweetChat

A1: It depends. If building an asset that you may want to sell as part of exit strategy, or grow, build the biz brand #solopr



KellyeCrane Jun 13, 1:07pm via TweetDeck

A1: I side-stepped this issue a bit by using my name in my company name (Crane Communications). #solopr



pronouncedALJ Jun 13, 1:07pm via TweetChat

A1: Agree with @akenn. Company name allows room for growth. #solopr



dconconi Jun 13, 1:07pm via TweetChat

A1. Q1 reminds me of my first job with PR trailblazer Harold Burson - he believed we should always be in the background [#solopr](#)



karenswim Jun 13, 1:06pm via TweetChat

RT @SoloPR: Q1: Is it more important to build your personal brand or the name of the company that you operate under? [#solopr](#)



pronouncedALJ Jun 13, 1:06pm via TweetChat

A1: Depends. If you are the sole person performing work, then personal brand. If you work with team, then company. [#solopr](#)



karenswim Jun 13, 1:06pm via TweetChat

Hello, Karen Swim, serving SMBs and agencies in the US with creative campaigns and content development. [#solopr](#)



akenn Jun 13, 1:06pm via TweetChat

A1: I think it depends what your long-range goals are, i.e. build/grow company or continue as solo [#solopr](#)



dariasteigman Jun 13, 1:06pm via TweetDeck

A1 Great Q. It depends. Often for solos, YOU are your biggest brand asset. So they are intertwined. [#solopr](#)



dconconi Jun 13, 1:06pm via TweetChat

@JGHRelations awwwwwwwww. [#solopr](#)



JGHRelations Jun 13, 1:06pm via HootSuite

A1: Shouldn't the two coincide, at least to a point? [#solopr](#)



Elevatyd Jun 13, 1:05pm via TweetDeck

@SoloPR Ty McKenzie from Jacksonville Florida [#solopr](#)



SmallBizMktgPgh Jun 13, 1:05pm via HootSuite

Having lunch and joining the [#solopr](#) chat from sunny [#Pittsburgh!](#)



mdbarber Jun 13, 1:05pm via TweetChat

RT @SoloPR: Q1: Is it more important to build your personal brand or the name of the company that you operate under? [#solopr](#)



dconconi Jun 13, 1:05pm via TweetChat

RT @SoloPR: Q1: Is it more important to build your personal brand or the name of the company that you operate under? [#solopr](#)



JGHRelations Jun 13, 1:05pm via HootSuite

Greg Hanks here, MS based PR grad student - just made it to [#solopr](#) chat because my daughter needed extra hugs at lunch.



dconconi Jun 13, 1:05pm via TweetChat

Diana from sunny and gorgeous Toronto - 3 years solo this fall in Canada, 11 in the US [#solopr](#)



Elevatyd Jun 13, 1:05pm via TweetDeck

Hey fellow pros!! So excited for today's [#solopr](#)! It's been a while! Extreme multitasking today so I can participate!



pronouncedALJ Jun 13, 1:04pm via TweetChat

Angie Sanders. content creator. aiellejai (ALJ). Washington, DC area [#solopr](#)



SoloPR Jun 13, 1:04pm via TweetGrid.com

Q1: Is it more important to build your personal brand or the name of the company that you operate under? [#solopr](#)



sdriscollpr Jun 13, 1:04pm via TweetDeck

Hi @SoloPR - Stephanie Driscoll from @sdriscollpr [#solopr](#)



karenschwim Jun 13, 1:03pm via TweetChat

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



SoloPR Jun 13, 1:03pm via TweetGrid.com

Welcome to veterans and new faces alike. Q1 is up next...[#solopr](#)



deegospel Jun 13, 1:03pm via TweetGrid.com

Hi, I'm Dee. Atlanta. PR and Author. Eight years indy.[deegospelpr.com](#) [#solopr](#)



SoloPR Jun 13, 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!



mdbarber Jun 13, 1:02pm via TweetChat

Good morning all from Anchorage. Mary here. PR counsel for more than 30 years; 12 as indy. [#solopr](#)



karensxim Jun 13, 1:02pm via TweetChat

[@MuslimNewMedia](#) So good to see you too! I've really missed everyone! I'm good, how about you? [#solopr](#)



KellyeCrane Jun 13, 1:02pm 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)



karensxim Jun 13, 1:02pm via TweetChat

[@dariasteigman](#) Lol! ditto!! [#solopr](#)



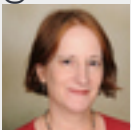
mdbarber Jun 13, 1:02pm via TweetChat

Need to check: RT [@KellyeCrane](#): Today we unveiled our latest Solo PR PRO Premium feature - public listings:[soloprpro.com/public-listing...](#) [#solopr](#)



SoloPR Jun 13, 1:01pm via TweetGrid.com

[@MamoParker](#) Welcome! [#solopr](#)



dariasteigman Jun 13, 1:01pm via TweetDeck

Mega multitasking. Hanging w/ my [#solopr](#) pals, watching a baseball game, contemplating lunch. (Oops, lunch tweet.)



SoloPR Jun 13, 1:01pm via TweetGrid.com

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



SoloPR Jun 13, 1:01pm via TweetGrid.com

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