

## #SoloPR Chat Highlights – 8/15/2012

1. Mac or PC? Why? [#solopr](#)
2. Do you do "social media 101" presentations for clients? If so, any tips you can share? [#solopr](#)
3. What professional books have read and refer to often? What do you actually use? [#solopr](#)



**SoloPR** Aug 15, 1:59pm via TweetGrid.com

Thanks everyone for joining today (and sorry the bad guys sorta kinda found us at the end). We keep chatting on the hashtag all wk! [#solopr](#)



**RebeccaEdgar** Aug 15, 1:58pm via TweetChat

James Grunig always has smart things to say. [prismjournal.org/fileadmin/Prax...](http://prismjournal.org/fileadmin/Prax...) [#solopr](#)



**KellyeCrane** Aug 15, 1:58pm via TweetDeck

[@MarketingMel](#) Is "Now Discover your Strengths" the book with the quiz? If so, have heard good things. [#solopr](#)



**HaleyASchwartz** Aug 15, 1:57pm via TweetGrid.com

RT [@SoloPR](#): [@HaleyASchwartz](#) Hi Haley - welcome! Personally, I would start with David Meerman Scott's "New Rules" book. [#solopr](#)



**cloudspark** Aug 15, 1:57pm via web

[@marcapitman](#) now adding a sixth title [#solopr](#)



**3HatsComm** Aug 15, 1:57pm via TweetChat

A3 I also enjoyed "Medium Raw" - about restaurant business, but also had a lot of smart marketing/communication insights. [#solopr](#)



**SoloPR** Aug 15, 1:57pm via TweetGrid.com

RT [@3HatsComm](#): A3 Also don't limit to just PR/SM titles, look to 'other' business books (esp. if you want out of echo chambersphere) [#solopr](#)



**MarketingMel** Aug 15, 1:56pm via Twitter for iPhone

@HaleyASchwartz @SoloPR Please see my earlier book reference. No time to waste on your weaknesses. Dwell on strengths! #solopr



**LoisMarketing** Aug 15, 1:56pm via TweetDeck

@KellyeCrane @SoloPR Great chat today! See you next week (and in between) #soloPR



**SoloPR** Aug 15, 1:56pm via TweetGrid.com

@HaleyASchwartz Hi Haley - welcome! Personally, I would start with David Meerman Scott's "New Rules" book. #solopr



**3HatsComm** Aug 15, 1:56pm via TweetChat

A3 Also don't limit to just PR/SM titles, look to 'other' business books (esp. if you want out of echo chambersphere). #solopr



**LoisMarketing** Aug 15, 1:56pm via TweetDeck

@KellyeCrane Similar experience with brandchat this morning .. we switched midstream to brandtalk, no more probs! #solopr



**cloudspark** Aug 15, 1:56pm via web

just added five new titles to my kindle to read. #solopr



**SoloPR** Aug 15, 1:55pm via TweetGrid.com

Good idea! RT @LoisMarketing: Secret is to change hashtag mid-chat. If you used that as new hashtag they would latch onto it as well #solopr



**LoisMarketing** Aug 15, 1:55pm via TweetDeck

@akenn Sometimes you can ignore, sometimes they overwhelm the chat #soloPR



**makasha** Aug 15, 1:55pm via UberSocial for Android

I missed #solopr today. I can't wait to read the transcripts.



**KellyeCrane** Aug 15, 1:55pm via TweetDeck

@LoisMarketing Great- will do this next time. Thanks for the tip! [#soloPR](#)



**akenn** Aug 15, 1:55pm via TweetChat

Or just ignore them RT @LoisMarketing The secret is to change hashtag mid-chat. ...Have a backup [#soloPR](#)



**cloudspark** Aug 15, 1:54pm via web

a3: and if you haven't read @thebrandbuilder's social media roi book, it's worth the time. [#soloPR](#)



**LoisMarketing** Aug 15, 1:54pm via TweetDeck

@KellyeCrane In other words we could start with [#soloPR](#) and if the bots start we could change to soloPRchat or something similar



**MuslimNewMedia** Aug 15, 1:54pm via TweetChat

@KellyeCrane if you get into graphics and marketing at all for your clients, its a good area to know about :) [#soloPR](#)



**cc\_chapman** Aug 15, 1:53pm via SocialEngage

@KellyeCrane Thank you! Glad the book is helping you with idea starters! :) cc: @MarketingProfs [#soloPR](#)



**KellyeCrane** Aug 15, 1:53pm via TweetDeck

@KristK Good for you- I think they have an awesome prof. :-)[#soloPR](#)



**LoisMarketing** Aug 15, 1:53pm via TweetDeck

@SoloPR The secret is to change hashtag mid-chat. If you used that as new hashtag they would latch onto it as well. Have a backup [#soloPR](#)



**3HatsComm** Aug 15, 1:53pm via TweetChat

RT @RebeccaEdgar: @cloudspark Too much to learn, not enough time. [#soloPR](#)



**RebeccaEdgar** Aug 15, 1:53pm via TweetChat

@KellyeCrane sound all high and mighty, but I say like diamonds in the rough. [#soloPR](#)



**SoloPR** Aug 15, 1:52pm via TweetGrid.com

It would keep [#solopr](#) free of extraneous tweets, so we can use it all week. Downside is, adding "chat" makes hashtag longer. Thots?



**karensxim** Aug 15, 1:52pm via TweetChat

@MarketingMel Hi Mel! [#solopr](#)



**LoisMarketing** Aug 15, 1:52pm via TweetDeck

@RebeccaEdgar I've grown very tired of them, tuning more and more out! I sense you are doing the same! [#solopr](#)



**MarketingMel** Aug 15, 1:51pm via Twitter for iPhone

Hi friends sorry to be late. A. 3 "Now Discover your Strengths" by Buckingham & Clifton is excellent [#biz](#) book [#solopr](#)



**LoisMarketing** Aug 15, 1:51pm via TweetDeck

Mentioning the s-word (sp\*m) in our chat invites more bots! [#solopr](#)



**RebeccaEdgar** Aug 15, 1:51pm via TweetChat

@LoisMarketing wonder sometimes how well they do research before coming up with a snazzy title. [#solopr](#)



**HaleyASchwartz** Aug 15, 1:50pm via web

@SoloPR Out of all of these books, which would you recommend a new [#pr](#) professional to read first? [#solopr](#)



**cloudspark** Aug 15, 1:50pm via web

holy shnikes, what's with the spam on twitter chats this week? [#solopr](#)



**akenn** Aug 15, 1:50pm via TweetChat

@RebeccaEdgar @cloudspark same here. I end up skimming to find useful/new content. [#solopr](#)



**LoisMarketing** Aug 15, 1:50pm via TweetDeck

My latest read (3rd or 4th time now) is "Managing at the Speed of Change" .. I tend to read more mgmt books than PR#SoloPR



**KellyeCrane** Aug 15, 1:50pm via TweetDeck

@RebeccaEdgar True- publishers want to have social media titles, ppl want to write them. But how many are worth reading? #solopr



**karenswim** Aug 15, 1:50pm via TweetChat

Yuck, what's up with the spammers today tweeting on our hashtag/ #solopr



**KristK** Aug 15, 1:50pm via web

@KellyeCrane I use @dmScott New Rules book for textbook in two classes -- one on social media and one on PR. #solopr



**karenswim** Aug 15, 1:49pm via TweetChat

@KristK \*waving Hi!\* Glad you're busy, but we miss you!#solopr



**RebeccaEdgar** Aug 15, 1:49pm via TweetChat

@cloudspark Maybe half a dozen, but will put it down quick if it's echo chamber. Too much to learn, not enough time.#solopr



**KellyeCrane** Aug 15, 1:49pm via TweetDeck

@MuslimNewMedia Um, I just had to lookup what semiotics means. :-| #solopr



**cloudspark** Aug 15, 1:49pm via web

@3HatsComm i haven't read "drive", thanks for the reco#solopr



**LoisMarketing** Aug 15, 1:49pm via TweetDeck

@RebeccaEdgar TBH I'm growing a bit concerned for so-called SoMe "experts" who cannot see the forest for the trees.#soloPR A3



**KristK** Aug 15, 1:48pm via web

Busy day here at The KARD Group HQ. Missed the #soloprchat so the transcript will have to do this week. Hope you all are doing great!



**cloudspark** Aug 15, 1:48pm via web

@KellyeCrane if you liked "predictably irrational" you must check out "brainfluence" by roger dooley. insights w/ real takeaways [#solopr](#)



**LoisMarketing** Aug 15, 1:48pm via TweetDeck

@RebeccaEdgar I agree completely!! Basic, practical guidance in PR applies to SoMe as well. No "magic bullets"! [#soloPR](#) A3



**3HatsComm** Aug 15, 1:48pm via TweetChat

@cloudspark And there's such diversity, constant change; short form can help us stay on top of it all. [#solopr](#)



**SoloPR** Aug 15, 1:48pm via TweetGrid.com

RT @3HatsComm: A3 Enjoyed "Drive," interesting look at human motivation. [#solopr](#)



**MuslimNewMedia** Aug 15, 1:47pm via TweetChat

i like books from other disciplines -- semiotics, sociology, anthropology -- i like drawing and applying connections /parallels [#solopr](#)



**SoloPR** Aug 15, 1:47pm via TweetGrid.com

Agree! RT @LoisMarketing: I love how we count on the "classics" ... nothing wrong with classics! [#solopr](#)



**RebeccaEdgar** Aug 15, 1:47pm via TweetChat

A3: finding many SM contributions repetitive already. Get a few chapters in and \*yawn\*. [#solopr](#)



**KellyeCrane** Aug 15, 1:46pm via TweetDeck

A3: Not PR, "Predictably Irrational" will stretch your brain! Decisions (incl those of customers) aren't as fact-based as we think [#solopr](#)



**akenn** Aug 15, 1:46pm via TweetChat

Me too! RT @cloudspark a3: adding books to my reading list thanks to you [#solopr](#)



**cloudspark** Aug 15, 1:46pm via web

a3b: how many professional books do you read a year (on avg)? i try to limit to a few key ones as many are merely echo-chambers. [#solopr](#)



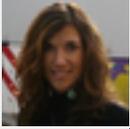
**LoisMarketing** Aug 15, 1:44pm via TweetDeck

I love how we count on the "classics" ... nothing wrong with classics! [#solopr](#)



**LoisMarketing** Aug 15, 1:44pm via TweetDeck

RT @cloudspark: a3: adding books to my reading list thank to you [#solopr](#)



**dbreakenridge** Aug 15, 1:44pm via TweetDeck

@mdbarber Thank you, Mary, for recommending my book, Social Media and Public Relations! [#solopr](#)



**cloudspark** Aug 15, 1:44pm via web

a3: adding books to my reading list thank to you [#solopr](#)



**karensxim** Aug 15, 1:43pm via TweetChat

RT @cloudspark: also finding ebooks and blog posts that i mark or save, lots of excellent work in short form has been of real value [#solopr](#)



**SoloPR** Aug 15, 1:43pm via TweetGrid.com

MT @mdbarber: Go to resources is still Cutlip & Center's Effective PR but recently read/use @dbreakenridge new book Social Media &PR [#solopr](#)



**karensxim** Aug 15, 1:43pm via TweetChat

A3: Really like and refer to Collapse of Distinction [#solopr](#)



**cloudspark** Aug 15, 1:42pm via web

a3: also finding ebooks and blog posts that i mark or save, lots of excellent work in short form has been of real value [#solopr](#)



**MuslimNewMedia** Aug 15, 1:42pm via TweetChat

A3 Barthes, the Responsibility of Forms: Danesi, Understanding Media Semiotics; Anderson, The Long Tail#solopr



**KellyeCrane** Aug 15, 1:42pm via TweetDeck

A3: If you're still learning social's impact, @dmScott's New Rules of Marketing and PR is your friend (good for clients, too) @solopr



**3HatsComm** Aug 15, 1:42pm via TweetChat

A3 Enjoyed "Drive," interesting look at human motivation. (BTW I don't read much but should, so making note of these answers.) #solopr



**RebeccaEdgar** Aug 15, 1:42pm via TweetChat

@cloudspark added to my list! (I'm building furniture with "to read" books) #solopr



**mdbarber** Aug 15, 1:42pm via TweetChat

Must take off early folks. Call on the hour and need to prep. Catch you later. Thanks all! #solopr



**mdbarber** Aug 15, 1:41pm via Twitter for Mac

RT @HeidiKelleyZuhl: The AP Style Guide and Roget's Thesaurus (inherited from my mom, UCLA '48)" #solopr



**SoloDovePR** Aug 15, 1:41pm via Echofon

RT @KellyeCrane: RT @SoloPR: Q3: What professional books have read and refer to often? What do you actually use? #solopr



**PeaRiBellaPR** Aug 15, 1:40pm via web

A2 I definitely do a Social Media 101 training for clients. They can't set realistic goals w/o understanding how it's used for biz#SoloPR



**SoloPR** Aug 15, 1:40pm via TweetGrid.com

RT @cloudspark: a3: rework by jason friedt, the laws of simplicity by john madea, brainfluence by roger dooley are good reads & ref #solopr



**cloudspark** Aug 15, 1:40pm via web

@RebeccaEdgar a3 have you read "the paradox of choice" brilliant read (a bit academic) but so imp to understand how people buy #solopr



**marcapitman** Aug 15, 1:40pm via TweetChat

@MuslimNewMedia Ha! Nice Flock of Seagulls reference! [#solopr](#)



**mdbarber** Aug 15, 1:39pm via TweetChat

@MuslimNewMedia maybe someday they'll "come back to you." [#solopr](#)



**RebeccaEdgar** Aug 15, 1:39pm via TweetChat

A3: Really enjoyed Sheldrake's the Business of Influence. [#solopr](#)



**TofSalcedo** Aug 15, 1:39pm via HootSuite

RT @KellyeCrane: RT @SoloPR: Q3: What professional books have read and refer to often? What do you actually use? [#solopr](#)



**mdbarber** Aug 15, 1:39pm via TweetChat

A3 - My go to resources is still Cutlip & Center's Effective PR but I recently read and us @dbreakenridge new book Social Media & PR [#solopr](#)



**cloudspark** Aug 15, 1:38pm via web

@KellyeCrane yes, strunk & white, my tattered copy is well used. [#solopr](#)



**KellyeCrane** Aug 15, 1:38pm via TweetDeck

A3: I also love the second half of Content Rules by @MarketingProfs and @cc\_chapman - good for idea starters. [#solopr](#)



**cloudspark** Aug 15, 1:38pm via web

a3: rework by jason friedt, the laws of simplicity by john madea, brainfluence by roger dooley are all good reads and references [#solopr](#)



**MuslimNewMedia** Aug 15, 1:37pm via TweetChat

@mdbarber i was willing to go for it, but they ran... they ran so far away....(insert lost 80s song here) [#solopr](#)



**PeaRIBellaPR** Aug 15, 1:37pm via web

Checking into [#SOLOPR](#) chat as well!



**RebeccaEdgar** Aug 15, 1:37pm via TweetChat

RT [@KellyeCrane](#): RT [@SoloPR](#): Q3: What professional books have read and refer to often? What do you actually use? [#solopr](#)



**3HatsComm** Aug 15, 1:37pm via TweetChat

[@KellyeCrane](#) [@akenn](#) RE: untapped employees. They could be HR or R&D or Acct; still could be the person that's best connected. [#solopr](#)



**KellyeCrane** Aug 15, 1:37pm via TweetDeck

A3: For me, the oldest is still the best: Strunk and White. Go back to it time and again. [#solopr](#)



**mdbarber** Aug 15, 1:36pm via TweetChat

Imperative. RT [@cloudspark](#): [@RebeccaEdgar](#) agree, at its base, you have to trust your employees to be professionals. [#solopr](#)



**mdbarber** Aug 15, 1:36pm via TweetChat

[@MuslimNewMedia](#) Bummer! But I hear about running away too. I've done it as well, and there are more times I wish I had. [#solopr](#)



**KellyeCrane** Aug 15, 1:36pm via TweetDeck

RT [@SoloPR](#): Q3: What professional books have read and refer to often? What do you actually use? [#solopr](#)



**SoloPR** Aug 15, 1:35pm via TweetGrid.com

RT [@akenn](#): It's a 2-way street for service/sales employees who are looking for content to build their own brand/reputation online [#solopr](#)



**cloudspark** Aug 15, 1:35pm via web

[@RebeccaEdgar](#) agree, at it's base, you have to trust your employees to be professionals. [#solopr](#)



**SoloPR** Aug 15, 1:35pm via TweetGrid.com

Great point re morale RT [@RebeccaEdgar](#): Have seen policy where employees feel muzzled/not trusted. Def need to strike balance. [#solopr](#)



**RebeccaEdgar** Aug 15, 1:35pm via TweetChat

+1 after reading first pt! RT @cloudspark: my post on 7 elements of a successful social media policy: [bit.ly/fFwYml](http://bit.ly/fFwYml) #solopr



**karensxim** Aug 15, 1:35pm via TweetChat

Have read & used, good post! RT @cloudspark: my post on 7 elements of a successful social media policy: [bit.ly/fFwYml](http://bit.ly/fFwYml) #solopr



**karensxim** Aug 15, 1:34pm via TweetChat

@MuslimNewMedia I love that! #solopr



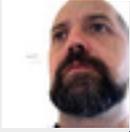
**mdbarber** Aug 15, 1:34pm via TweetChat

RT @SoloPR: Q3: What professional books have read and refer to often? What do you actually use? #solopr



**marcapitman** Aug 15, 1:34pm via TweetChat

RT @SoloPR: Q3: What professional books have read and refer to often? What do you actually use? #solopr



**MuslimNewMedia** Aug 15, 1:34pm via TweetChat

@mdbarber didnt happen... they didnt want to hear it -- basically ran away with hands over ears, singing "la la la..." #solopr



**mdbarber** Aug 15, 1:34pm via TweetChat

Good resource. RT @cloudspark: my post on 7 elements of a successful social media policy: [bit.ly/fFwYml](http://bit.ly/fFwYml) #solopr



**SoloPR** Aug 15, 1:34pm via TweetGrid.com

Q3: What professional books have read and refer to often? What do you actually use? #solopr



**RebeccaEdgar** Aug 15, 1:34pm via TweetChat

Have seen policy where employees feel muzzled/not trusted. Def need to strike balance. #solopr



**cloudspark** Aug 15, 1:33pm via web

my post on 7 elements of a successful social media policy: [bit.ly/fFwYml](http://bit.ly/fFwYml) #solopr



**SoloPR** Aug 15, 1:33pm via TweetGrid.com

Excellent insights everyone! Q3 is up next... #solopr



**akenn** Aug 15, 1:33pm via TweetChat

It's a 2-way street for service/sales employees who are looking for content to build their own brand/reputation online #solopr



**MuslimNewMedia** Aug 15, 1:32pm via TweetChat

+1, and a great service or product we can offer RT @KellyeCrane: A2: A strong Social Media Policy for employees must be in place #solopr



**mdbarber** Aug 15, 1:32pm via TweetChat

@MuslimNewMedia love that you were able to turn the situation into a positive; hopefully for you and the company. #solopr



**akenn** Aug 15, 1:31pm via TweetChat

RT @KellyeCrane: A2: A strong Social Media Policy for employees must be in place before they are encouraged to speak/amplify. #solopr



**MuslimNewMedia** Aug 15, 1:31pm via TweetChat

@karensim @mdbarber in one case, internal chaos was so strong, i offered to do separate proposal for company restructuring #solopr



**mdbarber** Aug 15, 1:31pm via TweetChat

Yes. Part of it. MT @cloudspark: always good to point out how their competitors are using social to build brand, bottom line #solopr



**KellyeCrane** Aug 15, 1:31pm via TweetDeck

A2: As @akenn notes, employees are often a huge untapped resource. Studies show people trust info they get from those they know. #solopr



**marcapitman** Aug 15, 1:30pm via TweetChat

MT @mdbarber: A2- 1st step for some is making sure they understand the conversation is happening whether they are part of it or not. [#solopr](#)



**karensxim** Aug 15, 1:30pm via TweetChat

Yes! RT @KellyeCrane: A2: A strong Social Media Policy for employees must be in place before they are encouraged to speak/amplify. [#solopr](#)



**cloudspark** Aug 15, 1:30pm via web

@mdbarber and always good to point out how their competitors are using the social sphere to build brand, bottom line [#solopr](#)



**RebeccaEdgar** Aug 15, 1:30pm via TweetChat

True MT @mdbarber: A2 - 1st step for some is making sure they understand convo is happening whether they are part of it or not. [#solopr](#)



**KellyeCrane** Aug 15, 1:29pm via TweetDeck

A2: A strong Social Media Policy for employees must be in place before they are encouraged to speak/amplify. [#solopr](#)



**cloudspark** Aug 15, 1:29pm via web

@akenn both, more so the latter, optimizing content for mobile audiences. [#solopr](#)



**mdbarber** Aug 15, 1:29pm via TweetChat

Yep RT @karensxim: @MuslimNewMedia internal chaos, unclear communication channels can spell disaster when conversations go public [#solopr](#)



**LoisMarketing** Aug 15, 1:29pm via TweetDeck

There is a huge opportunity for [#soloPR](#) in SoMe training within client companies. Tailor it to staff experience/company goals [#soloPR](#) A2



**SoloPR** Aug 15, 1:28pm via TweetGrid.com

RT @akenn: A2: good pt of focus is to look at where PR/social meet - how staff can leverage PR successes with their networks [#solopr](#)



**mdbarber** Aug 15, 1:28pm via TweetChat

A2 - First step for some is making sure they understand the conversation is happening whether they are part of it or not. [#solopr](#)



**IdealPublicity** Aug 15, 1:28pm via TweetChat

RT @TofSalcedo: RT @JaChelRed: Great PR Chats are happening on twitter today! [#solopr](#) [#prcafe](#)



**karenswim** Aug 15, 1:28pm via TweetChat

@MuslimNewMedia internal chaos, unclear communication channels can spell disaster when the conversations go public cc @mdbarber [#solopr](#)



**SoloPR** Aug 15, 1:28pm via TweetGrid.com

Yes, w/socmed policy content RT @akenn: A2: one part of session includes encouraging staff to "amplify" corp social strategy [#solopr](#)



**mdbarber** Aug 15, 1:28pm via TweetChat

RT @3HatsComm: A2 Training, education yes; but there are no shortcuts. Not going to try to distill SM into a 1-hour slideshow. [#solopr](#)



**mdbarber** Aug 15, 1:28pm via TweetChat

@MuslimNewMedia true, and that's where I show them how the conversation is going on with or without them. [#solopr](#)



**akenn** Aug 15, 1:27pm via TweetChat

@cloudspark that's really interesting - do you mean campaigns specifically for mobile? or optimizing content for mobile? or other? [#solopr](#)



**RebeccaEdgar** Aug 15, 1:27pm via TweetChat

101 convos have fallen between "answer to prayers" and "silly waste of time". [#solopr](#)



**SoloPR** Aug 15, 1:27pm via TweetGrid.com

RT @3HatsComm: A2 Training, education yes; but there are no shortcuts. Not going to try to distill SM into a 1-hour slideshow. [#solopr](#)



**mdbarber** Aug 15, 1:26pm via TweetChat

@cloudspark agree. My mantra -- water on stone and eventually the stone will break. Seems heavily regulated cos still assessing #solopr



**MuslimNewMedia** Aug 15, 1:26pm via TweetChat

+1, ive had proposals cut off due to lack of buy in. RT @karensxim: @mdbarber they may not be internally ready for social #solopr



**3HatsComm** Aug 15, 1:26pm via TweetChat

Well said. RT @cloudspark: if you have customers, or you have employees, youre a social company. most dont get that still. #solopr



**rockstarjen** Aug 15, 1:26pm via TweetChat

RT @cloudspark: a2: finding im spending more time on mobile 101 than on social 101 now, reaching customers through mobile channels #solopr



**karensxim** Aug 15, 1:26pm via TweetChat

Wisdom! RT @akenn: A2: good pt of focus is to look at where PR/social meet - how staff can leverage PR successes with their networks #solopr



**TofSalcedo** Aug 15, 1:26pm via HootSuite

RT @KellyeCrane: A2: If client wants me to teach their employees social, that's much more than a single presentation (full training). #solopr



**KellyeCrane** Aug 15, 1:26pm via TweetDeck

@3HatsComm Yes! There was a trend while back where lagging PR agencies hired savvy pros to present, then used their words. #solopr



**LoisMarketing** Aug 15, 1:26pm via TweetDeck

I do not go in with set "101" course. I evaluate where they are and help them from there. Usually retained for 1-to-1/dept training #soloPR



**rockstarjen** Aug 15, 1:26pm via TweetChat

A2 also, don't start a presence until you're ready to respond. and in a timely & appropriate manner. basic, but so important. #solopr



**TofSalcedo** Aug 15, 1:25pm via HootSuite

RT @JaChelRed: Great PR Chats are happening on twitter today! [#solopr](#) [#prcafe](#)



**mdbarber** Aug 15, 1:25pm via TweetChat

RT @cloudspark: @karenskim if you have customers, or you have employees, youre a social company. most dont get that still. [#solopr](#)



**akenn** Aug 15, 1:25pm via TweetChat

A2: good pt of focus is to look at where PR/social meet - how staff can leverage PR successes with their networks [#solopr](#)



**cloudspark** Aug 15, 1:25pm via web

a2: finding i'm spending more time on mobile 101 than on social 101 now, reaching customers through mobile channels [#solopr](#)



**rap584** Aug 15, 1:25pm via TweetDeck

A2 Smaller non-profits may still be at that 101 stage @cloudspark [#solopr](#)



**RebeccaEdgar** Aug 15, 1:25pm via TweetChat

What it can't do = important MT @KellyeCrane: A2:...a 101-level preso to execs is useful (so they know what it can and cant do). [#solopr](#)



**rockstarjen** Aug 15, 1:25pm via TweetChat

RT @KellyeCrane: A2: If client wants me to teach their employees social, thats much more than a single presentation (full training). [#solopr](#)



**KellyeCrane** Aug 15, 1:25pm via TweetDeck

A2: If looking for tips on how to explain complex concepts, slideshare can be good source of inspiration. [#solopr](#)



**mdbarber** Aug 15, 1:25pm via TweetChat

A2 -- important to remember if you have a strategically written plan & Social is part of it, they must understand what that means. [#solopr](#)



**cloudspark** Aug 15, 1:24pm via web

@karensxim @mbarber if you have customers, or you have employees, you're a social company. most don't get that still. #solopr



**JaChelRed** Aug 15, 1:24pm via web

Great PR Chats are happening on twitter today! #solopr#prcafe



**akenn** Aug 15, 1:24pm via TweetChat

A2: one part of session includes encouraging staff to "amplify" corp social strategy #solopr



**mbarber** Aug 15, 1:24pm via TweetChat

RT @karensxim: @mbarber Agree and they may not be internally ready for social, important to assess that as well #solopr



**3HatsComm** Aug 15, 1:24pm via TweetChat

A2 Training, education yes; but there are no shortcuts. Not going to try to distill SM into a 1-hour slideshow. #solopr



**SoloPR** Aug 15, 1:24pm via TweetGrid.com

RT @mbarber: A2 I do programs to talk about how social is changing comm. I incl "how to" if it makes sense for them strategically #solopr



**mbarber** Aug 15, 1:23pm via TweetChat

a2 - many people need to first understand the listening aspect of social before diving into the "doing." I break it into steps. #solopr



**cloudspark** Aug 15, 1:23pm via web

a2: sure hope we're past the social media 101 stage with most businesses... sadly, that's just not true. #solopr



**karensxim** Aug 15, 1:23pm via TweetChat

@mbarber Agree and they may not be internally ready for social, important to assess that as well #solopr



**KellyeCrane** Aug 15, 1:23pm via TweetDeck

A2: If client wants me to teach their employees social, that's much more than a single presentation (full training). [#solopr](#)



**mdbarber** Aug 15, 1:23pm via TweetChat

RT [@KellyeCrane](#): A2: If Im handling social for a client, a 101-level preso to execs is useful (so they know what it can & cant do). [#solopr](#)



**karensxim** Aug 15, 1:23pm via TweetChat

Exactly RT [@MuslimNewMedia](#): a2 varies so much from client to client, what their goals are. One approach does not fit all [#solopr](#)



**MuslimNewMedia** Aug 15, 1:23pm via TweetChat

Im just a stubborn, aging old dog, lol :) [@karensxim](#) [#solopr](#)



**mdbarber** Aug 15, 1:22pm via TweetChat

Exactly. If they aren't ready to invest time. RT [@karensxim](#): A2: Its key to assess their goals first before diving into tactics [#solopr](#)



**KellyeCrane** Aug 15, 1:22pm via TweetDeck

A2: If I'm going to be handling social for a client, a 101-level preso to execs is useful (so they know what it can and can't do). [#solopr](#)



**MuslimNewMedia** Aug 15, 1:22pm via TweetChat

a2 varies so much from client to client, what their goals are. One approach does not fit all [#solopr](#)



**mdbarber** Aug 15, 1:22pm via TweetChat

A2 - I do programs to talk about how social is changing comm. I include "how to" if it makes sense for them strategically. [#solopr](#)



**cloudspark** Aug 15, 1:21pm via web

[@TofSalcedo](#) now it's more of a cost issue and smart investing for my biz [#solopr](#)



**karensxim** Aug 15, 1:21pm via TweetChat

A2: It's key to assess their goals first before diving into tactics [#solopr](#)



**TofSalcedo** Aug 15, 1:21pm via HootSuite

[@cloudspark](#) I agree - never trust google with important data. [#solopr](#)



**3HatsComm** Aug 15, 1:20pm via TweetChat

[@cloudspark](#) Hey Jenny.. hope you're having a good summer. [#solopr](#)



**karensxim** Aug 15, 1:20pm via TweetChat

[@MuslimNewMedia](#) There is a definite learning curve and you're smart to assess the cost vs value [#solopr](#)



**mndbarber** Aug 15, 1:20pm via TweetChat

RT: Q2: Do you do "social media 101" presentations for clients? If so, any tips you can share? [#solopr](#)



**cloudspark** Aug 15, 1:20pm via web

a2: i share if social is in my scope or if they need starter help. challenge is they rarely learn off of slides. [#solopr](#)



**mndbarber** Aug 15, 1:20pm via TweetChat

[@cloudspark](#) I've heard those concerns too and that's why I've stayed away. [#solopr](#)



**akenn** Aug 15, 1:19pm via TweetChat

Joining late, but interested to see all the comments - it's just about time for me to make a new laptop decision [#solopr](#)



**3HatsComm** Aug 15, 1:19pm via TweetChat

A1 Always been a MAC (I also do print design). These days most 'DOC' apps are platform agnostic; get what works best for you. [#solopr](#)



**MuslimNewMedia** Aug 15, 1:19pm via TweetChat

[@karensxim](#) I'd agree...after years on PC i find Mac counterintuitive, not worth the time to learn. c/b analysis doesnt add up for me [#solopr](#)



**cloudspark** Aug 15, 1:19pm via web

[@TofSalcedo](#) not for me [#solopr](#)



**SoloPR** Aug 15, 1:19pm via TweetGrid.com

Q2: Do you do "social media 101" presentations for clients? If so, any tips you can share? [#solopr](#)



**cloudspark** Aug 15, 1:19pm via web

[@mdbarber](#) google docs is not a secure platform, even if you use "invite only" - to many of my clients, that's not a risk i'll take [#solopr](#)



**RebeccaEdgar** Aug 15, 1:18pm via TweetChat

[@cloudspark](#) older I get, the more work it takes! [#solopr](#)



**mdbarber** Aug 15, 1:18pm via TweetChat

[@KellyeCrane](#) But that's an issue with the program, not the computer. And, I haven't had those issues in several years. [#solopr](#)



**SoloPR** Aug 15, 1:18pm via TweetGrid.com

RT [@LoisMarketing](#): No compatibility issues for me in working with designers/printers who are Mac based. Seamless for most part. [#solopr](#)



**cloudspark** Aug 15, 1:18pm via web

[@3HatsComm](#) hi davinia, great to see you again [#solopr](#)



**TofSalcedo** Aug 15, 1:18pm via HootSuite

[@cloudspark](#) got it, but with the recent updates, and the trend - will you consider using a mac now? [#solopr](#)



**SoloPR** Aug 15, 1:17pm via TweetGrid.com

Interesting discussion - I definitely earned a few things. Welcome to those just joining! Q2 is up next... [#solopr](#)



**RebeccaEdgar** Aug 15, 1:17pm via TweetChat

@SoloPR Surprisingly, no. Took me a bit to re-program after years of PC & still prefer to do any spreadsheeting on PC. #solopr



**mbarber** Aug 15, 1:17pm via TweetChat

Interesting & a concern. RT @cloudspark: i rarely use google docs with clients - security issues abound. #solopr



**KellyeCrane** Aug 15, 1:16pm via TweetDeck

@mbarber Advanced MS Word tracked changes/multiple reviewer merging, etc. - doesn't translate well (unless that's changed). #solopr



**3HatsComm** Aug 15, 1:16pm via web

I go to do 'one quick thing' and always end up late to #soloPRchat. Catching up now.



**cloudspark** Aug 15, 1:16pm via web

@SoloPR @rockstarjen i rarely use google docs with clients - security issues abound. #solopr



**LoisMarketing** Aug 15, 1:16pm via TweetDeck

No compatibility issues for me in working with designers/printers who are Mac based. Seamless for most part. #solopr A1



**mbarber** Aug 15, 1:16pm via TweetChat

Good point! RT @rockstarjen: A1 many of my clients use Google Docs, which really helps alleviate compatibility problems #solopr



**cloudspark** Aug 15, 1:15pm via web

@RebeccaEdgar smart to keep that brain nimble #solopr



**mbarber** Aug 15, 1:15pm via TweetChat

A1 - the only issues I've had w doc transfers are when it's the program that one of has that's newer than the other. #solopr



**SoloPR** Aug 15, 1:15pm via TweetGrid.com

Great point! RT [@rockstarjen](#): A1 many of my clients use Google Docs, which really helps alleviate compatibility problems [#solopr](#)



**mdbarber** Aug 15, 1:15pm via TweetChat

A1 -[@KellyeCrane](#) - curious why it matters what your clients use? Office and most other products are transferrable w/ no issues. [#solopr](#)



**cloudspark** Aug 15, 1:15pm via web

[@TofSalcedo](#) 5 yrs ago it was minimal ability to collaborate, plan, share w/ those on pc... and it was a better financial choice [#solopr](#)



**SoloPR** Aug 15, 1:14pm via TweetGrid.com

[@RebeccaEdgar](#) Wow! Do you have any issues between the two systems? [#solopr](#)



**karenswim** Aug 15, 1:14pm via TweetChat

A sales person once confided that Macs come back quite often, harder for ppl to convert from PC; more than they need; so they return [#solopr](#)



**RebeccaEdgar** Aug 15, 1:14pm via TweetChat

[@TofSalcedo](#) Hey, thanks Tof! [#solopr](#)



**SoloPR** Aug 15, 1:14pm via TweetGrid.com

RT [@mdbarber](#): A1...I'm a big Mac advocate. But I believe their products are easy to use, great functionality; transferability to PC [#solopr](#)



**RebeccaEdgar** Aug 15, 1:14pm via TweetChat

A2: I use both. Mac laptop, PC desktop. Back and forth stretches my grey matter ;-) [#solopr](#)



**rockstarjen** Aug 15, 1:13pm via TweetChat

A1 re: docs. many of my clients use Google Docs, which really helps alleviate any compatibility problems. [#solopr](#)



**TofSalcedo** Aug 15, 1:13pm via HootSuite

Hi Rebecca. Welcome! :) RT [@RebeccaEdgar](#): Hello [#solopr](#)friends! [#solopr](#)



**mdbarber** Aug 15, 1:13pm via TweetChat

A1 -- some know I'm a big Mac advocate. But I believe their products are easy to use, great functionality; transferability to PC. [#solopr](#)



**rockstarjen** Aug 15, 1:13pm via TweetChat

[@cloudspark](#) i know what you mean. i've had some problems with my mac. next time around i'll be on the fence. [#solopr](#)



**rap584** Aug 15, 1:12pm via TweetDeck

I concur RT [@cloudspark](#): [@rockstarjen](#) and there - \$700 vs \$2000 for a laptop with a lifespan of 3 years? clear choice. [#solopr](#)



**TofSalcedo** Aug 15, 1:12pm via HootSuite

[@cloudspark](#) Why? care to share? [#solopr](#)



**cloudspark** Aug 15, 1:11pm via web

[@rockstarjen](#) and there - \$700 vs \$2000 for a laptop with a lifespan of 3 years? clear choice. [#solopr](#)



**EmpoweredElaine** Aug 15, 1:11pm via web

Agreed! [@KellyeCrane](#) A1: I think it's best to look at (or ask) your clients which they use. [#solopr](#)



**RebeccaEdgar** Aug 15, 1:11pm via TweetChat

Hello [#solopr](#) friends! [#solopr](#)



**EmpoweredElaine** Aug 15, 1:11pm via web

PC. Hesitant to make the switch to Mac due tech clients using PCs and have had issues with docs on Macs [@SoloPR](#): Q1: Mac or PC? Why? [#solopr](#)



**cloudspark** Aug 15, 1:11pm via web

@KellyeCrane macs have a loyal community and it's great computing, but i didn't need cool, sleek. i needed functionality/ease. [#solopr](#)



**mdbarber** Aug 15, 1:11pm via TweetChat

Sorry I'm a bit late this morning. See lots of friends here. Mary from Anchorage, AK; 12 years as solo; more than 30 in PR. [#solopr](#)



**MuslimNewMedia** Aug 15, 1:11pm via TweetChat

a1 PC. its what i learned on & dont see the cost in terms of time to transition worth it. I also have too much software on PC [#solopr](#)



**TofSalcedo** Aug 15, 1:10pm via HootSuite

Very true! :) RT @marcapitman I'm a Mac and can have all my things work seamlessly with PC. (Plus I look cooler at client meetings). [#solopr](#)



**rockstarjen** Aug 15, 1:10pm via TweetChat

A1 of course, i think all new macs run windows & mac O/S, so you can have the best of both worlds if you can afford it. :) [#solopr](#)



**KellyeCrane** Aug 15, 1:10pm via TweetDeck

A1: When I needed to buy a new 'puter, I asked Twitter which to get. 90% responded Mac! But interesting to see many [#solopr](#) do PC like me.



**cloudspark** Aug 15, 1:10pm via web

@marcapitman i used to be mac, but switched back to pc 5 years ago. [#solopr](#)



**SoloPR** Aug 15, 1:09pm via TweetGrid.com

RT @cloudspark: a1: pc, easier to work with clients systems (no converting docs), more affordable [#solopr](#)



**cloudspark** Aug 15, 1:09pm via web

@marcapitman but a mac fits your "bow-tie" personality so well [#solopr](#)



**TofSalcedo** Aug 15, 1:09pm via HootSuite

Thanks! :) RT @SoloPR: @TofSalcedo Welcome back, Tof! [#solopr](#)



**SoloPR** Aug 15, 1:09pm via TweetGrid.com

Interesting RT [@rockstarjen](#): the Mac compatibility with enterprise def is an issue. i have calendar problems, too. [#solopr](#)



**SoloPR** Aug 15, 1:08pm via TweetGrid.com

[@TofSalcedo](#) Welcome back, Tof! [#solopr](#)



**marcapitman** Aug 15, 1:08pm via HootSuite

[@cloudspark](#) I'm a Mac and can have all my things work seamlessly with PC. (Plus I look cooler at client meetings.) :)  
[#solopr](#)



**SoloPR** Aug 15, 1:08pm via TweetGrid.com

Ha, me too! RT [@karensxim](#): A1: I use a PC but secretly long for a Mac [#solopr](#)



**#typeacon rajean** Aug 15, 1:08pm via Tweet Button

Spam Email Tips for Bloggers – 5 Most Hated Blogger Email [typeaparent.com/spam-email-tip...](#) via [@typeaparent#solopr](#)



**KellyeCrane** Aug 15, 1:08pm via TweetDeck

A1: I think it's best to look at (or ask) your clients which they use. [#solopr](#)



**rockstarjen** Aug 15, 1:08pm via TweetChat

[@KellyeCrane](#) the Mac compatibility with enterprise def is an issue. i have calendar problems, too. [#solopr](#)



**TofSalcedo** Aug 15, 1:07pm via HootSuite

Mac - for its functionality, security, and it's hardware reliability. RT [@SoloPR](#): Q1: Mac or PC? Why? [#solopr](#)



**LoisMarketing** Aug 15, 1:07pm via TweetDeck

PC for me. Hi all! [#soloPR](#)



**karensxim** Aug 15, 1:07pm via TweetChat

A1: I use a PC but secretly long for a Mac [#solopr](#)



**cloudspark** Aug 15, 1:07pm via web

a1: pc, easier to work with clients systems (no converting docs), more affordable [#solopr](#)



**karenswim** Aug 15, 1:06pm via TweetChat

Joining late, but so glad to be here! Hi everyone! [#solopr](#)



**KellyeCrane** Aug 15, 1:06pm via TweetDeck

A1: I'm PC, because my large enterprise clients are on PC. So far, something like tracked changes in MS Word still don't translate [#solopr](#)



**MuslimNewMedia** Aug 15, 1:06pm via TweetChat

[@KellyeCrane](#) hellooo to you too, how are ya? ;) [#solopr](#)



**TofSalcedo** Aug 15, 1:06pm via HootSuite

Glad to be here, again, I'm finally back! :) [#solopr](#)



**cloudspark** Aug 15, 1:06pm via web

joining in to [#solopr](#) for the next hour, pardon the tweets.



**rockstarjen** Aug 15, 1:06pm via TweetChat

A1 I've been all Mac for 6 years or so. I blame the iPhone & my exp w/Mac early in my career (pre Windows 95). [ouch][#solopr](#)



**KellyeCrane** Aug 15, 1:05pm via TweetDeck

RT [@SoloPR](#): Q1: Mac or PC? Why? [#solopr](#)



**rockstarjen** Aug 15, 1:04pm via TweetChat

good morning, everyone. jen in san diego here. [#solopr](#)



**KellyeCrane** Aug 15, 1:04pm via TweetDeck

[@MuslimNewMedia](#) Helloooooo! [#solopr](#)



**SoloPR** Aug 15, 1:04pm via TweetGrid.com

Q1: Mac or PC? Why? [#solopr](#)



**MuslimNewMedia** Aug 15, 1:03pm via TweetChat

good afternoon everyone! [#solopr](#)



**SoloPR** Aug 15, 1:03pm via TweetGrid.com

Welcome everyone! Q1 is a religious question (totally kidding) - coming up next... [#solopr](#)



**KellyeCrane** Aug 15, 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)



**SoloPR** Aug 15, 1:02pm via TweetGrid.com

We have room for more Qs today, so send yours to [@KellyeCrane](#) without the hashtag (or DM), and we'll add them to the list! [#solopr](#)



**SoloPR** Aug 15, 1:01pm via TweetGrid.com

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



**SoloPR** Aug 15, 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](#)