



#SoloPR Transcript – 10/10/2012

1. [@cgornpr](#) is teaching a college class & would like to incl. a small unit on crisis. Any pointers for good books/articles? [#solopr](#)
2. If a client contract is coming to an end and they request their media contact list, what do you do? [#solopr](#)
3. Seen high profile accidents lately where personal tweets went out on corp accts (e.g., [@KitchenAid](#)). How do you prevent? [#prsolo](#)



SoloPR Oct 10, 2:02pm via TweetGrid.com

As always, thanks everyone for joining! Remember, we keep chatting on the hashtag all week - transcript on the blog tomorrow. [#prsolo](#)



LoisMarketing Oct 10, 2:02pm via TweetDeck

Thanks everyone. I appreciate our [#PRsolo](#) family very much. Good week all!



SoloPR Oct 10, 2:02pm via TweetGrid.com

Thank you everyone for taking a moment to remember Dee. I value each and every one of you for your generosity and contribution. [#prsolo](#)



MarketingMel Oct 10, 2:01pm via TweetDeck

[@deegospel](#) would want us to celebrate her short life by proceeding on with ours and hugging our loved ones. Have a good week [#prsolo](#)



karenswym Oct 10, 2:01pm via TweetChat

I hate to leave, but have a meeting. Thanks [@SoloPR](#) and solo fam, much love to all of you! [#prsolo](#)



3HatsComm Oct 10, 2:01pm via web

RT @MarketingMel: I think this news gives us all pause to *appreciate* one another. Thanks to each of you in the #prsolocommunity.



SoloPR Oct 10, 2:01pm via TweetGrid.com

Yes, this! Great way to end today: RT @MarketingMel: I think this news gives us all pause to *appreciate* one another... #prsolo



jgombita Oct 10, 2:01pm via web

As I said offline to @karensxim: In memory of @deegospel, live each day like it might be your last. Really live. Be kind and caring. #prsolo



LoisMarketing Oct 10, 2:00pm via TweetDeck

Another "angel on my shoulder" ... such a fun person and I learned so much from her #prsolo



SoloPR Oct 10, 2:00pm via TweetGrid.com

Very fitting! RT @karensxim: Love that her final Facebook messages were upbeat, funny and about family #prsolo



prophetdwann Oct 10, 2:00pm via TweetChat

RT @SoloPR: RT @MarketingMel: @DeeGospel was truly a delight! ...Her vibrant intelligence came thru in 140 characters #prsolo



SoloPR Oct 10, 2:00pm via TweetGrid.com

RT @jgombita: Truly one of most generous people ever "met"...#prsolo



prophetdwann Oct 10, 2:00pm via TweetChat

RT @fransteps: never met @DeeGospel but she had a bright outlook on everything she discussed. Had no idea of her personal struggle!#prsolo



SoloPR Oct 10, 2:00pm via TweetGrid.com

RT @MuslimNewMedia: ...i loved her spirit and insight. She had great energy enthusiasm. Will miss that vibrancy.. #prsolo



SoloPR Oct 10, 1:59pm via TweetGrid.com

RT @MarketingMel: @DeeGospel was truly a delight! ...Her vibrant intelligence came thru in 140 characters #prsolo



karenswim Oct 10, 1:59pm via TweetChat

RT @MarketingMel: I think this news gives us all pause to *appreciate* one another. Thanks to each of you in the #prsolocommunity. #prsolo



LoisMarketing Oct 10, 1:59pm via TweetDeck

RT @KellyeCrane: How many people have dreamed of writing a novel? She did it three times, and kept up her #prsolo practice to boot!



karenswim Oct 10, 1:59pm via TweetChat

She also painted and in her most important role she was an awesome mom! #prsolo



prophetdwann Oct 10, 1:59pm via TweetChat

RT @3HatsComm: @SoloPR Will miss her tweets too.. @DeeGospel always had smart insights and quick wit for this group. #prsolo



kflahertycom Oct 10, 1:59pm via TweetDeck

So sorry, didn't know. RT @SoloPR: As we draw to a close, this is our first chat since @deegospel passed away: bit.ly/Po1ORa #prsolo



LoisMarketing Oct 10, 1:59pm via TweetDeck

RT @MarketingMel: I think this news gives us all pause to *appreciate* one another. Thanks to each of you in the #prsolocommunity.



prophetdwann Oct 10, 1:59pm via TweetChat

RT @MuslimNewMedia: I only knew her here, loved her spirit & insight. She had great energy enthusiasm. Will miss that vibrancy...#prsolo



karenswim Oct 10, 1:59pm via TweetChat

RT @KellyeCrane: How many people have dreamed of writing a novel? She did it three times, and kept up her #prsolo practice to boot! #prsolo



MarketingMel Oct 10, 1:58pm via TweetDeck

I think this news gives us all pause to *appreciate* one another. Thanks to each of you in the #prsolo community.



jgombita Oct 10, 1:58pm via web

Truly one of most generous people ever "met" RT @karensxim: Missing @deegospel daily, so much talent, grace, strength, love & smarts #prsolo



karensxim Oct 10, 1:58pm via TweetChat

Love that her final Facebook messages were upbeat, funny and about family #prsolo



SoloPR Oct 10, 1:58pm via TweetGrid.com

MT @fransteps: Never met @deegospel but she had a bright outlook on everything she discussed-Had no idea of her personal struggle!#prsolo



prophetdwann Oct 10, 1:58pm via TweetChat

RT @KellyeCrane: How many people have dreamed of writing a novel? She did it three times, and kept up her #prsolo practice to boot!#prsolo



prophetdwann Oct 10, 1:58pm via TweetChat

RT @KellyeCrane: @deegospel always pushed outside her comfort zone. I remember her wanting to learn HTML5 when Id barely heard of it #prsolo



KellyeCrane Oct 10, 1:57pm via TweetDeck

How many people have dreamed of writing a novel? She did it three times, and kept up her #prsolo practice to boot!



MuslimNewMedia Oct 10, 1:57pm via TweetChat

I only knew her through here, but i loved her spirit and insight. She had great energy enthusiasm. Will miss that vibrancy... #prsolo



3HatsComm Oct 10, 1:57pm via TweetChat

@SoloPR Will miss her tweets too.. @deegospel always had smart insights and quick wit for this group. #prsolo



MarketingMel Oct 10, 1:57pm via TweetDeck

@deegospel was truly a delight! Whenever she signed on to our#prsolo chat we "waved." Her vibrant intelligence came thru in 140 characters



KellyeCrane Oct 10, 1:57pm via TweetDeck

@deegospel always pushed outside her comfort zone. I remember her saying she wanted to learn HTML5 when I'd barely heard of it! #prsolo



prophetdwann Oct 10, 1:56pm via TweetChat

RT @karensxim: Missing @deegospel daily, so much talent, grace, strength, love and smarts #prsolo



fransteps Oct 10, 1:56pm via TweetChat

I never met @deegospel but she had a bright outlook on everything she discussed here. Had no idea of her personal struggle! #prsolo



karensxim Oct 10, 1:56pm via TweetChat

Missing @deegospel daily, so much talent, grace, strength, love and smarts #prsolo



fransteps Oct 10, 1:56pm via TweetChat

RT @SoloPR: Many shared condolences on the post and on Twitter, but I thought it would be nice to end w/memories of Dee... #prsolo



prophetdwann Oct 10, 1:55pm via TweetChat

RT @SoloPR: Many have shared condolences on the post and on Twitter, I thought it would be nice to end w/memories of Dee... #prsolo



SoloPR Oct 10, 1:55pm via TweetGrid.com

I know I always look to see who among our "veteran" chatters will join each week, and it hits me that @deegospel won't be here. #prsolo



LoisMarketing Oct 10, 1:55pm via TweetDeck

I feel humbled and blessed to have known @deegospel personally, a fellow PR "diva" and Atlanta gal. A friendship I'll treasure. #PRsolo



karensxim Oct 10, 1:55pm via TweetChat

RT @SoloPR: As we draw to a close, this is our first chat since @DeeGospel passed away: bit.ly/Po1ORa #prsolo



SoloPR Oct 10, 1:54pm via TweetGrid.com

Many of you have shared your condolences on the post and on Twitter, but I thought it would be nice to end w/memories of Dee...#prsolo



prophetdwann Oct 10, 1:54pm via TweetChat

RT @SoloPR: As we draw to a close, this is our first chat since @DeeGospel passed away: bit.ly/Po1ORa #prsolo



SoloPR Oct 10, 1:53pm via TweetGrid.com

As we draw to a close, this is our first chat since @deegospel passed away: bit.ly/Po1ORa #prsolo



LoisMarketing Oct 10, 1:53pm via TweetDeck

Social media policies must include not only use of corporate accounts but clear ID of how company will monitor personal #prsolo



KellyeCrane Oct 10, 1:53pm via TweetDeck

RT @LoisMarketing: Yes standards for SoMe behavior along with other behavior (such as alcohol use) that are common policy. #prsolo



SoloPR Oct 10, 1:52pm via TweetGrid.com

Great discussion on Q3, and some good tips! Q4 is not really a Q, up next... #prsolo



karensxim Oct 10, 1:52pm via TweetChat

RT @KellyeCrane: Never had to do this, but making clear a tweeters personal account subj to review might help (see: bone-headed).#prsolo



jgombita Oct 10, 1:52pm via web

Seal bargain! RT @MuslimNewMedia: again, thats why im looking at internal chain of command, accountability, etc. Seal those cracks.#prsolo



LoisMarketing Oct 10, 1:52pm via TweetDeck

@KellyeCrane Yes standards for SoMe behavior along with other behavior (such as alcohol use) that are common policy. #prsolo



EddieBrownPR Oct 10, 1:51pm via TweetDeck

#solopr...now #prsolo and let the sharing continue



MuslimNewMedia Oct 10, 1:51pm via TweetChat

@jgombita again, thats why im looking at internal chain of command, accountability, etc. Seal those cracks. #prsolo



KellyeCrane Oct 10, 1:51pm via TweetDeck

A3: Never had to do this, but making clear a tweeter's personal account subject to review might also help (see: bone-headed). #prsolo



jgombita Oct 10, 1:50pm via web

@EddieBrownPR get in touch with @TerryFlynn; he followed and measured impact on Maple Leaf Foods brand and market share for a year. #prsolo



karensxim Oct 10, 1:50pm via TweetChat

@jgombita Oh I've done that, fortunately very benign tweet but it can happen cc @MuslimNewMedia #prsolo



LoisMarketing Oct 10, 1:49pm via TweetDeck

@MuslimNewMedia If we can't respond to that and help them define voices/standards then we are not doing our job. @jgombita #PRsolo



jgombita Oct 10, 1:49pm via web

@MuslimNewMedia @karensxim @3HatsComm altho I was a bit embarrassed...WHAT I tweeted was legit and RT worthy re: PR. So no prob. 2/2 #prsolo



MuslimNewMedia Oct 10, 1:48pm via TweetChat

@jgombita often comes from the top: CEO says, "oh let the intern handle it, thesee young folks, they know all about that stuff" #prsolo



jgombita Oct 10, 1:48pm via web

@MuslimNewMedia @karensxim @3HatsComm thanks. Last week I accidentally RT'd two things from @prconversations account not mine. 1/2 #prsolo



SoloPR Oct 10, 1:47pm via TweetGrid.com

Some systems have approval capability RT @karensxim: A3: Have a vetting process for tweets so that there is a check and balance #prsolo



KellyeCrane Oct 10, 1:47pm via TweetDeck

@JonathanStweetr Ha! Awesome. #prsolo



rap584 Oct 10, 1:47pm via TweetDeck

RT @cloudspark: a3: good tip is to not allow mobile tweeting for the corp account. prevents that late night misdirected tweet. #prsolo



jgombita Oct 10, 1:47pm via web

@MuslimNewMedia reason why? B/c more senior people realize a sense of decorum necessary whether from corporate OR personal accounts. #prsolo



SoloPR Oct 10, 1:47pm via TweetGrid.com

RT @KristK: Missing my #SPRF2012 friends, #solopr pals and the beautiful Destin FL beach. Today's a travel day. #prsolo



LoisMarketing Oct 10, 1:46pm via TweetDeck

Limit limit limit corporate SoMe accounts as well as other sites, blogs, etc. Place in hands of experienced. #prsolo A3



JonathanStweetr Oct 10, 1:46pm via TweetDeck

Twinsies! RT @KellyeCrane: A3: I use different systems for my personal (Tweetdeck) vs. client/business (Hootsuite) tweets. :-)#prsolo



SoloPR Oct 10, 1:46pm via TweetGrid.com

RT @3HatsComm: Also, when you're 'officially' live tweeting or whatever as a brand, a client - turn off/log out of other apps. #prsolo



karensxim Oct 10, 1:46pm via TweetChat

A3: Have a vetting process for tweets so that there is a check and balance #prsolo



3HatsComm Oct 10, 1:46pm via TweetChat

Double dare you. :-) RT @jgombita: A3. (Dare I say it?) Dont have a junior practitioner (or intern) in charge of a corp account. #prsolo



karensxim Oct 10, 1:46pm via TweetChat

Word RT @jgombita: A3. (Dare I say it?) Dont have a junior practitioner (or intern) in charge of a corporate Twitter account. #prsolo



MuslimNewMedia Oct 10, 1:45pm via TweetChat

this,this!!RT @jgombita: A3. (Dare I say it?) Dont have a junior practitioner (or intern) in charge of a corporate Twitter account. #prsolo



LoisMarketing Oct 10, 1:45pm via TweetDeck

Each of us -- regardless of situation -- should take a sec to check before sending! #prsolo A3



KellyeCrane Oct 10, 1:45pm via TweetDeck

A3: Of course, anyone w/access to an org's Twitter account should not be bone-headed enough to tweet offensively. Anywhere. #prsolo



MuslimNewMedia Oct 10, 1:45pm via TweetChat

A3. SM policy not enough -- accountability, oversight needed but often lacking. More and more, im helping clients reorg staffing #prsolo



LoisMarketing Oct 10, 1:45pm via TweetDeck

While you may not be able to completely ban mobile or after-hours tweeting (such as from a C exec) limit as best you can #PRsolo A3



karensxim Oct 10, 1:45pm via TweetChat

RT @KellyeCrane: I use different systems for my personal (Tweetdeck) vs. client/business (Hootsuite) tweets. Im doing it now! :-)#prsolo



3HatsComm Oct 10, 1:44pm via TweetChat

@KellyeCrane Also, when you're 'officially' live tweeting or whatever as a brand, a client - turn off/log out of other apps. #prsolo



jgombita Oct 10, 1:44pm via web

A3. (Dare I say it?) Don't have a junior practitioner (or intern) in charge of a corporate Twitter account. #prsolo



SoloPR Oct 10, 1:44pm via TweetGrid.com

Smart! RT @cloudspark: a3: good tip is to not allow mobile tweeting for the corp acct. prevents that late night misdirected tweet. #prsolo



LoisMarketing Oct 10, 1:43pm via TweetDeck

Accidents/mistakes can happen when using app allowing multiple-account access. Stress importance of doublecheck before sending. #prsolo A3



karensxim Oct 10, 1:43pm via TweetChat

Great tip RT @cloudspark: good tip is to not allow mobile tweeting for the corp account. prevents that late night misdirected tweet. #prsolo



KellyeCrane Oct 10, 1:43pm via TweetDeck

A3: I use different systems for my personal (Tweetdeck) vs. client/business (Hootsuite) tweets. I'm doing it now! :-) #prsolo



3HatsComm Oct 10, 1:43pm via TweetChat

A3 Different Twitter clients. #prsolo



3HatsComm Oct 10, 1:42pm via TweetDeck

Heh, that'd make you popular in newsroom. RT @cloudspark: "@EddieBrownPR said you're the person we should pitch with our lame news" #prsolo



SoloPR Oct 10, 1:42pm via TweetGrid.com

@EddieBrownPR We've switched to the #prsolo hashtag!



MarketingMel Oct 10, 1:42pm via TweetDeck

RT @SoloPR: Q3: Seen high profile accidents lately where personal tweets went out on corp accts (e.g., @KitchenAid) How to prevent?#prsolo



cloudspark Oct 10, 1:42pm via web

a3: good tip is to not allow mobile tweeting for the corp account. prevents that late night misdirected tweet. #prsolo



karensxim Oct 10, 1:41pm via TweetChat

RT @SoloPR: Q3: high profile accidents lately where personal tweets went out on corp accts (e.g., @KitchenAid). How do you prevent?#prsolo



SoloPR Oct 10, 1:40pm via TweetGrid.com

Q3: Seen high profile accidents lately where personal tweets went out on corp accts (e.g., @kitchenaid). How do you prevent? #prsolo



SoloPR Oct 10, 1:39pm via TweetGrid.com

Q3 is coming up on our new hashtag... pr solo (one word). #solopr



jgombita Oct 10, 1:38pm via web

@mhapriso you're welcome. + wrote this comment (see 2nd ex. under Irrationality) PRIOR to reading @MediaPostprconversations.com/index.php/2012... #solopr



SoloPR Oct 10, 1:38pm via TweetGrid.com

If you're using Tweetgrid or Tweetchat, you can put both hashtags in the Search field with an OR between them. #solopr



SoloPR Oct 10, 1:38pm via TweetGrid.com

Thanks for the thoughts/advice everyone. It's now time to switch hashtags to pr solo (one word). #solopr



EddieBrownPR Oct 10, 1:38pm via TweetDeck

RT @SandraSays: A2. Unless they paid for the list, ie it's stated in the agreement, the contacts are mine. I don't share that. #solopr



LoisMarketing Oct 10, 1:38pm via TweetDeck

Dont dismiss entirely sharing/introducing contacts if you're allowed to properly set the stage/manage transition, if in "good hands" [#soloPR](#)



SoloPR Oct 10, 1:37pm via TweetGrid.com

You know I love a lively [#solopr](#) debate! The advice to stipulate re: lists on front end in contract is excellent.



SandraSays Oct 10, 1:36pm via TweetDeck

[@EddieBrownPR](#) and you know they're going to tell them they got the contact info from you when asked! [#solopr](#)



MarketingMel Oct 10, 1:36pm via TweetDeck

RT [@EddieBrownPR](#): A2: Sharing your contacts can set you up for negative consequences. I.E. Poor pitches in your name, spamming [#solopr](#)



EddieBrownPR Oct 10, 1:36pm via TweetDeck

A2: After a contract ends- I remind myself "I still have to practice PR in this town!" [#solopr](#)



EddieBrownPR Oct 10, 1:36pm via TweetDeck

A2: Sharing your contacts can set you up for negative consequences. I.E. Poor pitches in your name, spamming, etc. [#solopr](#)



cloudspark Oct 10, 1:36pm via web

[@3HatsComm](#) right, i trained fema, cdc, dhs on cerc/crisis training. training matters before a crisis no matter who you are. [#solopr](#)



jgombita Oct 10, 1:35pm via web

[@EddieBrownPR](#) and for an international flavour, (Canada's) Maple Leaf Foods. Which I think, personally, is the platinum case study. [#solopr](#)



SoloPR Oct 10, 1:35pm via TweetGrid.com

RT [@MuslimNewMedia](#): A2 lists are proprietary, but not applicable for me. Clients have good lists- but need help w/content, strategy [#solopr](#)



joeldon Oct 10, 1:35pm via TweetDeck

A2: Need to distinguish a "list" from a "database." List is a DB subset specific to client, minus contact intelligence & per info #solopr



cloudspark Oct 10, 1:35pm via web

@JonathanStweetr perfect point, put it in the contract c: @KellyeCrane#solopr



EddieBrownPR Oct 10, 1:34pm via TweetDeck

A2: GREAT question! Media OUTLETS are public info. The CONTACTS at outlets are carefully devlp'd via years. I don't share that.#solopr



SoloPR Oct 10, 1:34pm via TweetGrid.com

@jgombita You're ahead of the game -- we'll be touching on @kitchenaid in a sec! #solopr



jgombita Oct 10, 1:34pm via web

Plus lesson taught to me by (my) Queen of Media: if you leave a corporate/in-house position, contacts developed also yours to take.#solopr



SoloPR Oct 10, 1:33pm via TweetGrid.com

RT @joeldon: A2: A list is not as much of a value as the people who work it. Anyone can build a list with free resources. #solopr



LoisMarketing Oct 10, 1:33pm via TweetDeck

Most appreciate proprietary nature of lists and ask for specifics. A firm "no" to a reasonable request could permanently close door #soloPR



SandraSays Oct 10, 1:33pm via TweetDeck

RT @joeldon: A2: A list is not as much of a value as the people who work it. Anyone can build a list with free resources. #solopr



SandraSays Oct 10, 1:33pm via TweetDeck

@joeldon yes, if client paid for the creation of the list, they own it. but if they're asking for list you created over 20 yrs, NO! #solopr



EddieBrownPR Oct 10, 1:33pm via TweetDeck

RT @SoloPR: Q2: If a client contract is coming to an end and they request their media contact list, what do you do? #solopr



3HatsComm Oct 10, 1:32pm via TweetChat

@EddieBrownPR And mix variables. IE product flaw undetected by QC or flaw known but ignored/covered up - changes, adds crisis. #solopr



joeldon Oct 10, 1:32pm via TweetDeck

A2: A list is not as much of a value as the people who work it. Anyone can build a list with free resources. #solopr



JonathanStweatr Oct 10, 1:32pm via TweetDeck

@cloudspark @KellyeCrane Sounds like it's imp. enough that you should have covered in the initial contract what you will/won't share. #solopr



SoloPR Oct 10, 1:32pm via TweetGrid.com

Me too MT @LoisMarketing: A2 My cooperation would depend on the nature of the "end." A project, ending on good terms- or not? #solopr



fransteps Oct 10, 1:32pm via TweetChat

RT @KellyeCrane: A2: BTW, if client suddenly asks for media list out of the blue, thats a big red flag that your days are numbered. #solopr



MuslimNewMedia Oct 10, 1:31pm via TweetChat

RT @davispr: A2: we make it clear from beg that lists (and, more importantly, relationships behind them) are proprietary #solopr#solopr



fransteps Oct 10, 1:31pm via TweetChat

A2: Most media lists go beyond a single client or project. I agree w/ the sentiments about capital investment! #solopr



jgombita Oct 10, 1:31pm via web

@SandraSays re: my interview w/ Ira Basen (intersection of PR & journalism). Tried to find his # but couldn't; I would not give out #solopr



LoisMarketing Oct 10, 1:31pm via TweetDeck

I'd approach it the same as clients asking for references. Agreement to provide must include your making intro call to set stage #soloPR A2



joeldon Oct 10, 1:31pm via TweetDeck

A2: Slightly diff view. If client paid u 2 build list that's a deliverable. I use it as a selling point, i.e. list is yours #solopr



MuslimNewMedia Oct 10, 1:31pm via TweetChat

A2 lists are proprietary, but not really applicable for me. Clients have good lists, exposure - but need help w/content, strategy #solopr

davispr Oct 10, 1:31pm via Twitter for Android

And PS hi everyone! Joining late from @columbiasc. Missed you all. #solopr

SandraSays Oct 10, 1:30pm via TweetDeck

@cloudspark and that's the worst part. even if you did give "the list" over to them, they're never going to have same results #solopr

syndi7 Oct 10, 1:30pm via TweetDeck

#solopr Im jumping in and saying a BIG NO to A2 the client didnt build that list (but I agree contracts shld say proprietary)



KellyeCrane Oct 10, 1:30pm via TweetDeck

A2: BTW, if client suddenly asks for your media list out of the blue, that's a big red flag that your days are numbered. #solopr



prophetdwann Oct 10, 1:30pm via TweetChat

RT @LoisMarketing: Have to wlk a fine line. Is the end of the contract the end of a project agreement. Could they retain you again? #solopr



jgombita Oct 10, 1:30pm via web

@SandraSays it really is a trust situation with journos, isn't it? Speaking to a journalism graduate program student yesterday. 1/2#solopr



cloudspark Oct 10, 1:29pm via web

@KellyeCrane this one's tough. a list is not a relationship. and i'd never set up reporters for amateur pitches. #solopr



EddieBrownPR Oct 10, 1:29pm via TweetDeck

RT @prsarahevans: Calling all #soloPR pros, the first-ever Solo PR Summit. (I'm speaking, too.) bit.ly/PnWDR7 <--Cool



SoloPR Oct 10, 1:29pm via TweetGrid.com

Smart! RT @davispr: A2: we make it clear from beg that lists (and, more importantly, relationships behind them) are proprietary #solopr



LoisMarketing Oct 10, 1:28pm via TweetDeck

You have to walk a fine line. Is the end of the contract the end of a project agreement. Could they retain you again? #soloPR A2



rachelakay Oct 10, 1:28pm via web

RT @prsarahevans Calling all #soloPR pros, the first-ever Solo PR Summit. (I'm speaking, too.) bit.ly/PnWDR7



SandraSays Oct 10, 1:28pm via TweetDeck

RT @davispr: A2: we make it clear from beginning that the lists (and, more importantly, relationships behind them) are proprietary. #solopr



SoloPR Oct 10, 1:28pm via TweetGrid.com

MT @jgombita: A2. Firmly refuse. That's your capital investment, not soon-to-be former client's... #solopr



prophetdwann Oct 10, 1:28pm via TweetChat

RT @davispr: A2: we make it clear from beginning that the lists (and, more importantly, relationships behind them) are proprietary. #solopr



EddieBrownPR Oct 10, 1:28pm via TweetDeck

A1: I like @3HatsComm idea. You can use headlines and tailor the scenario to the students/school. Discuss technique applied #solopr



SandraSays Oct 10, 1:28pm via TweetDeck

@3HatsComm there are reporters I've been working w more than ten years. Not going to hand them over, not voluntarily #solopr



prophetdwann Oct 10, 1:27pm via TweetChat

RT @LoisMarketing: I wld never EVER turn over a full media contact list or other info that does not apply to client. EVER. #solopr



KellyeCrane Oct 10, 1:27pm via TweetDeck

A2: As others note, ans differs depending on whether you're using existing industry relationships, or built a list for them. #solopr



jgombita Oct 10, 1:27pm via web

This one @mhapriso: Why Was KitchenAid Tweeting the Debate? mediapost.com/publications/a... via @MediaPost #solopr



davispr Oct 10, 1:27pm via Twitter for Android

A2: we make it clear from beginning that the lists (and, more importantly, relationships behind them) are proprietary. #solopr



LoisMarketing Oct 10, 1:27pm via TweetDeck

@SandraSays @KellyeCrane Agreed. If I gave information it would be the most basic -- name of contact and medium/company #soloPR A2



prophetdwann Oct 10, 1:26pm via TweetChat

RT @3HatsComm: A2 Whats the nature of contract? Is that work product, was it part of the deal? Why are they asking? #solopr



3HatsComm Oct 10, 1:26pm via TweetChat

@SandraSays Exactly - it was your professionalism in the first place that developed the list, relationships - can't trade on that. #solopr



LoisMarketing Oct 10, 1:26pm via TweetDeck

I would never EVER turn over a full media contact list or other info that does not apply to client. EVER. #soloPR A2



SandraSays Oct 10, 1:25pm via TweetDeck

@KellyeCrane that's the approach I've taken in the past. I might include the name of the reporter, but not phones emails #solopr

SoloPR Oct 10, 1:25pm via TweetGrid.com

RT @3HatsComm: A2 What's the nature of contract? Is that work product, was it part of the deal? Why are they asking? #soloPR

prophetdwann Oct 10, 1:25pm via TweetChat

RT @SandraSays: A2. I can't think of an instance where I ever agreed to hand over my list. If client funds creation of new list, may be #soloPR

SandraSays Oct 10, 1:25pm via TweetDeck

A2. A lot of the contact info I have includes personal cell phones, etc that I wouldn't feel appropriate sharing. Might burn bridges #soloPR

karenswym Oct 10, 1:25pm via TweetChat

RT @SandraSays: A2. Unless they paid for the list, ie its stated in the agreement, the contacts are mine. I don't share that. #soloPR

jgombita Oct 10, 1:24pm via web

A2. Firmly refuse. That's your capital investment, not soon-to-be former client's. (They invested in you and your connections.) #soloPR

prophetdwann Oct 10, 1:24pm via TweetChat

RT @SandraSays: A2. Unless they paid for the list, ie its stated in the agreement, the contacts are mine. I don't share that. #soloPR

KellyeCrane Oct 10, 1:24pm via TweetDeck

A2: I find most clients are satisfied with a list of outlets and contact names (don't have to share contact details unless asked). #soloPR

fransteps Oct 10, 1:24pm via TweetChat

RT @SandraSays: A2. Unless they paid for the list, ie its stated in the agreement, the contacts are mine. I don't share that. #soloPR

SandraSays Oct 10, 1:24pm via TweetDeck

A2. I can't think of an instance where I ever agreed to hand over my list. If client funds creation of new list, may be would share that #soloPR

SandraSays Oct 10, 1:24pm via TweetDeck

A2. Unless they paid for the list, ie it's stated in the agreement, the contacts are mine. I don't share that. #soloPR

LoisMarketing Oct 10, 1:23pm via TweetDeck

#soloPR A2 My cooperation and willingness would depend on the nature of the "end". A project, ending on good terms -- or not?

3HatsComm Oct 10, 1:23pm via TweetChat

A2 What's the nature of contract? Is that work product, was it part of the deal? Why are they asking? #soloPR

KendraRomani Oct 10, 1:23pm via Twitter for iPhone

RT @prsarahevans: Calling all #soloPR pros, the first-ever Solo PR Summit. (I'm speaking, too.) bit.ly/PnWDR7

KellyeCrane Oct 10, 1:23pm via TweetDeck

RT @SoloPR: Q2: If a client contract is coming to an end and they request their media contact list, what do you do? #solopr

jgombita Oct 10, 1:23pm via web

@mhapriso I had said that in a comment on my own @prconversations post last week. Then I found a blog post devoted to that question! #solopr

KellyeCrane Oct 10, 1:23pm via TweetDeck

@EddieBrownPR Great point- we can get overly focused on online these days. #solopr

MuslimNewMedia Oct 10, 1:23pm via TweetChat

RT@ jgombita most "social media crises" wrong questions are asked. Right one: Why is kitchen appliance co. tweeting debates? #solopr

LoisMarketing Oct 10, 1:22pm via TweetDeck

#soloPR A2 Good ?. I would ask opportunity to speak with media to "transition" then provide contact info pertinent to client -- never all

3HatsComm Oct 10, 1:22pm via TweetChat

@cloudspark Well said! And it's not just execs, smallbiz owners too. Crisis can be anywhere, anytime, big or small, global or local. #solopr



mhapriso Oct 10, 1:22pm via HootSuite

Seriously! RT @jgombita: A1. Right one: Why on earth is kitchen appliance co. tweeting debates? #solopr



prophetdwann Oct 10, 1:22pm via TweetChat

RT @SoloPR: Q2: If a client contract is coming to an end and they request their media contact list, what do you do? #solopr



jgombita Oct 10, 1:21pm via web

A1. Find w/ most "social media crises" wrong questions are asked. Right one: Why on earth is kitchen appliance co. tweeting debates? #solopr



cloudspark Oct 10, 1:21pm via web

here's the link to cerc materials emergency.cdc.gov/cerc/ #solopr



MuslimNewMedia Oct 10, 1:21pm via TweetChat

RT @jgombita: Crisis Byte: An Online Shark Attack or Fishy Little Nibbles? windmillnetworking.com/2011/11/28/crisis/... (input from several #solopr peeps) #solopr



fransteps Oct 10, 1:21pm via TweetChat

RT @SoloPR: Q2: If a client contract is coming to an end and they request their media contact list, what do you do? #solopr



karensxim Oct 10, 1:21pm via TweetChat

RT @SoloPR: Q2: If a client contract is coming to an end and they request their media contact list, what do you do? #solopr



EddieBrownPR Oct 10, 1:20pm via TweetDeck

A1: Please make sure students have command of "classic" crisis examples though: Tylenol, Coke, etc. Helps to understand PR-Evolution #solopr



fransteps Oct 10, 1:20pm via TweetChat

@EddieBrownPR I teach crisis comms each summer to tourism pros, so I started gathering resources for them. #solopr



SoloPR Oct 10, 1:20pm via TweetGrid.com

Q2: If a client contract is coming to an end and they request their media contact list, what do you do? #solopr



prophetdwann Oct 10, 1:20pm via TweetChat

RT @cloudspark: you wouldnt send in a firefighter w/o training, never send in an exec without crisis com training. #solopr

LoisMarketing Oct 10, 1:19pm via TweetDeck

Interesting approach from recent workshop: "How to Answer a Crisis .. and How Not to 'Create' One" for C-level execs #soloPR A1

karensxim Oct 10, 1:19pm via TweetChat

RT @SoloPR: from @jgombita: Crisis Byte: An Online Shark Attack or Fishy Little Nibbles? windmillnetworking.com/2011/11/28/cr... #solopr

denverprblog Oct 10, 1:19pm via TweetDeck

A #PR conference for independents MT @prsarahevens: Calling all#soloPR pros, the first-ever Solo PR Summit. bit.ly/PnWDR7

SoloPR Oct 10, 1:19pm via TweetGrid.com

Great stuff everyone - thanks for sharing! Q2 is coming up... #solopr

cloudspark Oct 10, 1:19pm via web

a: cdc offers crisis emergency risk communication tools for free. very well done materials for pre/during/post #solopr

MuslimNewMedia Oct 10, 1:19pm via TweetChat

also study crisis comm plans, maybe have students write or analyse one. Tip: Hospitals usually have the best ones out there. [#solopr](#)

karensxim Oct 10, 1:19pm via TweetChat

+1 RT [@cloudspark](#): you wouldnt send in a firefighter w/o training, never send in an exec without crisis comm training. [#solopr](#)

SoloPR Oct 10, 1:18pm via TweetGrid.com

RT [@jgombita](#): Crisis Byte: An Online Shark Attack or Fishy Little Nibbles? windmillnetworking.com/2011/11/28/cr... (input from several [#solopr](#) peeps)

caraodonnell Oct 10, 1:18pm via HootSuite

Amen!!! RT [@cloudspark](#): you wouldn't send in a firefighter w/o training, never send in an exec without crisis comm training. [#solopr](#)

EddieBrownPR Oct 10, 1:18pm via TweetDeck

RT [@fransteps](#): A1: I have a running tag of bookmarks on crisis comms here: bit.ly/SRX15j <-- [@fransteps](#) You rock for this! [#solopr](#)

MarketingMel Oct 10, 1:17pm via TweetDeck

Agree! RT [@cloudspark](#): you wouldn't send in a firefighter w/o training, never send in an exec without crisis comm training. [#solopr](#)

SoloPR Oct 10, 1:17pm via TweetGrid.com

Cool! MT [@3HatsComm](#) A1 Other idea: create a fake brand then run scenarios: employee mistweets; investors get duped; nat. disaster...[#solopr](#)

SandraSays Oct 10, 1:17pm via TweetDeck

RT [@cloudspark](#): you wouldn't send in a firefighter w/o training, never send in an exec without crisis comm training. [#solopr](#)

prophetdwann Oct 10, 1:17pm via TweetChat

RT [@KellyeCrane](#): [@3HatsComm](#) Great idea - students probably most familiar with the cases handled badly! [#solopr](#)

jgombita Oct 10, 1:16pm via web

Pointing [@cgornpr](#) Crisis Byte: An Online Shark Attack or Fishy Little Nibbles? windmillnetworking.com/2011/11/28/cr... (input from several [#solopr](#) peeps)

MuslimNewMedia Oct 10, 1:16pm via TweetChat

great reminder,...post the link , Judy! it is a GREAT read... [@jgombita@SoloPR](#) [#solopr](#)

cloudspark Oct 10, 1:16pm via web

you wouldn't send in a firefighter w/o training, never send in an exec without crisis comm training. [#solopr](#)

3HatsComm Oct 10, 1:16pm via TweetChat

A1 Other idea: create a fake brand then run scenarios: employee mistweets; CEO gets busted; investors get duped; nat. disaster, etc.[#solopr](#)



KellyeCrane Oct 10, 1:15pm via TweetDeck

[@3HatsComm](#) Great idea - students probably most familiar with the cases handled badly! [#solopr](#)



prsarahevans Oct 10, 1:15pm via Buffer

Calling all #soloPR pros, the first-ever Solo PR Summit. (I'm speaking, too.) bit.ly/PnWDR7



cloudspark Oct 10, 1:15pm via web

joining in to #solopr - have we stepped into crisis?



SoloPR Oct 10, 1:14pm via TweetGrid.com

@jgombita Not yet- going in million directions today! Can you share the link? Thanks! #solopr



3HatsComm Oct 10, 1:14pm via TweetChat

@EddieBrownPR Now is absolutely too late! Need plans for the various 'what ifs' already in place. #solopr



MarketingMel Oct 10, 1:14pm via TweetDeck

RT @3HatsComm: A1 Plenty of cases, ex. of crises handled well and poorly. Ask students to name/revisit a few they know? #solopr



MuslimNewMedia Oct 10, 1:13pm via TweetChat

@SoloPR i will ...working on drafts for first two today :) #solopr



SoloPR Oct 10, 1:13pm via TweetGrid.com

MT @EddieBrownPR: A1: I like "Now is Too Late". Discusses era of instant news we live in. amzn.to/Qdp2X6 #solopr



jgombita Oct 10, 1:13pm via web

@SoloPR did you think to point @cgornpr to my Crisis Byte column, which ummm, crowdsourced question to #solopr ?!



MarketingMel Oct 10, 1:13pm via TweetDeck

Great RT @fransteps: A1: I have a running tag of bookmarks on crisis comms here: bit.ly/SRX15j #solopr



SoloPR Oct 10, 1:12pm via TweetGrid.com

Pls share when avail! MT @MuslimNewMedia: Im also about to unleash a series of blog posts on #crisis oriented material... #solopr



prophetdwann Oct 10, 1:12pm via TweetChat

RT @karensxim: A1: BP, Cruise lines, McDonalds Twitter gate, Apple map there are many! #solopr



EddieBrownPR Oct 10, 1:12pm via TweetDeck

A1: I like "Now is Too Late". Discusses era of instant news we live in. amzn.to/Qdp2X6 Published in '02= 20 PR yrs ago #solopr



prophetdwann Oct 10, 1:12pm via TweetChat

RT @3HatsComm: Plenty of cases, ex. of crises handled well and poorly. start by asking students to name/revisit a few they know? #solopr



SoloPR Oct 10, 1:12pm via TweetGrid.com

Awesome! RT @fransteps: A1: I have a running tag of bookmarks on crisis comms here: delicious.com/franstep/crisis #solopr



MuslimNewMedia Oct 10, 1:12pm via TweetChat

a1 i will have a lot of those:) #solopr



karensxim Oct 10, 1:12pm via TweetChat

A1: BP, Cruise lines, McDonald's Twitter gate, Apple map there are many! #solopr

prophetdwann Oct 10, 1:11pm via TweetChat

RT @fransteps: A1: I have a running tag of bookmarks on crisis comms here: delicious.com/franstep/crisis #solopr

MuslimNewMedia Oct 10, 1:11pm via TweetChat

Im also about to unleash a series of blog posts on #crisis oriented material over the next few weeks #solopr

SoloPR Oct 10, 1:11pm via TweetGrid.com

MT @MuslimNewMedia: i do more and more crisis stuff and thinking... "Damage Control" by Eric Dezenhall is a great book #solopr

prophetdwann Oct 10, 1:11pm via TweetChat

RT @KellyeCrane: A1: @kamichat often writes eloquently about crisis on her blog: bit.ly/CGhKB #solopr

karensxim Oct 10, 1:11pm via TweetChat

Q1: Case studies would be a good learning tool #solopr

3HatsComm Oct 10, 1:11pm via TweetChat

A1 Plenty of cases, ex. of crises handled well and poorly. Maybe start by asking students to name/revisit a few they know? #solopr

fransteps Oct 10, 1:10pm via TweetChat

A1: I have a running tag of bookmarks on crisis comms here: delicious.com/franstep/crisis #solopr



KellyeCrane Oct 10, 1:10pm via TweetDeck

A1: @kamichat often writes eloquently about crisis on her blog: bit.ly/CGhKB #solopr



prophetdwann Oct 10, 1:10pm via TweetChat

Hi Karen! RT @karensxim: @prophetdwann Hey Dwann! #solopr



karensxim Oct 10, 1:10pm via TweetChat

RT @SoloPR: Q1: @cgornpr is teaching a college class & would like to incl. small unit on crisis. Any pointers 4 good books/articles? #solopr



MuslimNewMedia Oct 10, 1:10pm via TweetChat

i do more and more crisis stuff and thinking along these lines. "Damage Control" by Eric Dezenhall is a great book on this subject #solopr



karensxim Oct 10, 1:09pm via TweetChat

@prophetdwann Hey Dwann! #solopr



prophetdwann Oct 10, 1:09pm via TweetChat

RT @SoloPR: Q1: @cgornpr is teaching a college class & would like to incl. a unit on crisis. Any pointers or books/articles? #solopr



karensxim Oct 10, 1:09pm via TweetChat

RT @SoloPR: since we cant hold a moment of silence on Twitter in honor of @deegospel, lets share memories at the end of the chat. #solopr



prophetdwann Oct 10, 1:08pm via TweetChat

@LoisMarketing I'll be lurking a bit too. In between 2 calls. Glad to be here. #solopr



SoloPR Oct 10, 1:08pm via TweetGrid.com

Q1: @cgornpr is teaching a college class & would like to incl. a small unit on crisis. Any pointers for good books/articles? #soloPR



prophetdwann Oct 10, 1:07pm via TweetChat

RT @SoloPR: First, since we cant hold a moment of silence on Twitter in honor of @deegospel, lets share memories at the end. #soloPR



LoisMarketing Oct 10, 1:07pm via TweetDeck

Good morning/afternoon friends I'm a marketing and PR advisor in Atlanta. Lurking a bit in #soloPR today as I have a client call



MuslimNewMedia Oct 10, 1:07pm via TweetChat

Mustafa Stefan Dill here, media and organizational consulting for #MidEast and #Muslim NGOs and issues #soloPR



fransteps Oct 10, 1:07pm via TweetChat

Greetings from San Antonio. Solo 2+ years, in PR for 20. Clients = tourism, health care, nonprofit + adjunct at local college. #soloPR



SoloPR Oct 10, 1:06pm via TweetGrid.com

Q1 is coming up... #soloPR



karenswim Oct 10, 1:06pm via TweetChat

Afternoon all, Karen Swim solo but not alone joining from Michigan #soloPR



SoloPR Oct 10, 1:06pm via TweetGrid.com

First, since we can't hold a moment of silence on Twitter in honor of @deegospel, let's share memories at the end of the chat. #soloPR



prophetdwann Oct 10, 1:06pm via TweetChat

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



fransteps Oct 10, 1:06pm via TweetChat

RT @SoloPR: Yay!@markwschaefer @prsarahevans @arikhanson@prtini & @kamichat are speaking #solopr Summit? bit.ly/SLCdAO#solopr



SoloPR Oct 10, 1:05pm via TweetGrid.com

Welcome everyone! Great crowd gathering... #solopr



prophetdwann Oct 10, 1:05pm via TweetChat

Hey there, this is Dwann in Jacksonville - former TV journalist current PR AND media consultant & speaker #solopr



EddieBrownPR Oct 10, 1:05pm via TweetDeck

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



MarketingMel Oct 10, 1:04pm 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 #solopr



SoloPR Oct 10, 1:04pm via TweetGrid.com

Can you believe @markwschaefer @prsarahevans @arikhanson@prtini & @kamichat are all speaking at #solopr Summit?bit.ly/SLCdAO



fransteps Oct 10, 1:04pm via TweetChat

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



karenswim Oct 10, 1:04pm via TweetChat

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



MuslimNewMedia Oct 10, 1:03pm via TweetChat

good morning good peeps! #solopr



SoloPR Oct 10, 1:02pm via TweetGrid.com

As we've done in recent weeks, mid-way through today's chat we'll switch hashtags to pr solo (one word) to thwart the evil sp-mmers [#solopr](#)



KellyeCrane Oct 10, 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 Oct 10, 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 Oct 10, 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](#)