



#SoloPR Transcript –7/10/2013

1. Big co's often make you subcontract through a separate, approved contractor co. Can have ins req – is it worth it? [#solopr](#)
2. How often do you post status updates to LinkedIn? Is it important? [#solopr](#)
3. Do you ever make an announcement without sending it over the wire? Just post on client's website? [#solopr](#)



[SoloPR 1:55pm via Twubs](#)

Thanks everyone for joining - the transcript will be up on [soloprpro {dot} com](#) tomorrow [#solopr](#)



[SoloPR 1:55pm via Twubs](#)

Our official time is about up, but remember we keep chatting on the [#solopr](#) hashtag all week!



[SoloPR 1:55pm via Twubs](#)

MT @[KeeyanaHall](#) I've been pitched by wire services & they hardly mention traditional media. It's all about social integration now. [#solopr](#)



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

@[KeeyanaHall](#) btw, rumour has it one of those newswire services has really been hurting financially since this big social push. [#solopr](#)



[karenswim](#) 1:54pm via Twubs

Hi @[ambercleveland](#)! So excited about the joint chat! [#solopr](#)



[LoisMarketing](#) 1:53pm via TweetDeck

@[SoloPR](#) @[KellyeCrane](#) Great -- I've noted that on my calendar. I've missed being part of [#smchat](#) with @[ambercleveland](#) [#soloPR](#)



[KellyeCrane](#) 1:53pm via TweetDeck

@[REDMEDIAPR](#) The local circuits usually include internet and trade outlets. [#solopr](#)



[KellyeCrane](#) 1:53pm via TweetDeck

@[REDMEDIAPR](#) You can work w/ big wires to do a small local circuit that costs way less than the nat'l, and get a lot of same coverage [#solopr](#)



[ambercleveland](#) 1:53pm via Twubs

RT @[karenswim](#) RT @[SoloPR](#) [#SMchat](#) takes place at same time as [#solopr](#) chat. Next wk, we'll join forces for a fun chat on indie PR & Social



[MarketingMel](#) 1:52pm via Twubs

RT @[LoisMarketing](#) @[SoloPR](#) @[KellyeCrane](#) "Broad" publication is now in targeted media -- local news, Chamber of Commerce, trade assn [#soloPR](#)



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

@[KeeyanaHall](#) yep. Plus some are also pushing clients to do "content marketing" on THEIR subscription-service site. Big MEH to that. [#solopr](#)



[karens swim 1:52pm via Twubs](#)

RT @SoloPR #SMchat takes place at same time as [#solopr](#) chat. Next wk, we'll join forces for a fun chat on indie PR and social media topics.



[SoloPR 1:52pm via Twubs](#)

RT @REDMEDIAPR A3 anyone have an AFFORDABLE wire service, last week's on Biz wire broke the bank [#solopr](#)



[SoloPR 1:52pm via Twubs](#)

Great way to meet new folks and make new contacts! [#SMchat](#) will have a post summarizing the planned Qs for next week- stay tuned. [#solopr](#)

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

A3 anyone have an AFFORDABLE wire service, last week's on Biz wire broke the bank [#solopr](#)



[KeeyanaHall 1:51pm via HootSuite](#)

@[jgombita](#) I've been pitched by wire services & they hardly even mention traditional media. It's all about social integration now. [#solopr](#)



[SoloPR 1:51pm via Twubs](#)

[#SMchat](#) takes place at the same time as the [#solopr](#) chat. Next week, we'll join forces for a fun chat on indie PR and social media topics.



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

@[SoloPR](#) @[KellyeCrane](#) "Broad" publication is now in targeted media -- local news or Chamber of Commerce site, trade assn etc [#soloPR](#) A3



[MarketingMel](#) 1:50pm via Twubs

@[karensxim](#) Just had to share that [#PR](#) gaffe with my [#solopr](#) buds!



[SoloPR](#) 1:50pm via Twubs

Since we just have a few minutes left, let me remind you of the "programming note" I mentioned earlier...[#solopr](#)



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

@[SoloPR](#) @[KellyeCrane](#) I was about to say the same thing. Not worth the effort, a bit antiquated now. Rarely use anymore [#soloPR](#) A3



[karensxim](#) 1:49pm via Twubs

@[MarketingMel](#) Too funny! [#solopr](#)



[SoloPR](#) 1:49pm via Twubs

Great discussion on Q3, thanks! [#solopr](#)



[SoloPR](#) 1:49pm via Twubs

Not worth effort MT @[KellyeCrane](#) A3: feel I must mention that the free "wire services" no longer have the SEO value they once did. [#solopr](#)



[MarketingMel](#) 1:49pm via Twubs

Invited to "meet with the CEO" of a very large PR co. "while he's in Memphis." I kindly suggested they look at map I'm 8 hours away! [#solopr](#)



[KeeyanaHall](#) 1:49pm via HootSuite

RT @[KellyeCrane](#): A3: Most solos report the wire is usually not the source of real "hits," so the wide net is not always necessary. [#solopr](#)



[jgombita](#) 1:48pm via web

A3. It also doesn't help when wired services themselves have decided to focus on "social" rather than traditional media. [#justsayin](#) [#solopr](#)



[karensxim](#) 1:48pm via Twubs

No & super spammy RT @[KellyeCrane](#) I must mention that the free "wire services" no longer have the SEO value they once did. [#solopr](#)



[SoloPR](#) 1:48pm via Twubs

RT @[RebeccaEdgar](#) A3: use wire less and less. Often working with a more defined audience that can be reached with more personal touch [#solopr](#)



[mndbarber](#) 1:48pm via tchat.io

@[karensxim](#) you too! [#solopr](#)



[SoloPR](#) 1:48pm via Twubs

Welcome to those joining mid-stream! [#solopr](#)



[KeeyanaHall](#) 1:48pm via HootSuite

MRT @[JanetLFalk](#): Why go on the wire if you know who you want to write it up? Send to them directly. Unless a publicly held company. [#soloPR](#)



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

@[mdbarber](#) Bye Mary, have a great week! [#solopr](#)



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

@[KellyeCrane](#) Release picked up by websites that pick up random releases (and no one reads) is not worth mentioning to client. [#solopr](#)



[SoloPR](#) 1:47pm via Twubs

RT @[JanetLFalk](#) A3 Why go on the wire if you know who you want to write it up? Send to them directly. Unless a publicly held company. [#soloPR](#)



[mdbarber](#) 1:47pm via tchat.io

Need to run folks. Sorry! Have a great week; great chatting with you all. [#solopr](#)



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

A3: Also, feel I must mention that the free "wire services" no longer have the SEO value they once did. [#solopr](#)



[RebeccaEdgar](#) 1:47pm via web

A3: use wire less and less. Often working with a more defined audience that can be reached with more personal touch. [#solopr](#)



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

True RT @[KellyeCrane](#) Most solos report the wire is usually not the source of real "hits," so the wide net is not always necessary. [#solopr](#)



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

A3: Most solos report the wire is usually not the source of real "hits," so the wide net is not always necessary. [#solopr](#)



[SoloPR](#) 1:44pm via Twubs

MT @[KeeyanaHall](#) A3: if client has engaged email list or strong social presence, you can take news straight to the audience that way. [#solopr](#)



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

A3 Why go on the wire if you know who you want to write it up? Send to them directly. Unless a publicly held company. [#soloPR](#)



[CassiLFields](#) 1:44pm via web

RT @[KellyeCrane](#): Thing to keep in mind is: if something doesn't make sense for your biz, don't do it. [#solopr](#)



[MarketingMel](#) 1:44pm via Twubs

RT @[KellyeCrane](#) A3: Web-only especially when the client thinks something is news, but you know it's not. :-) [#solopr](#)



[KeeyanaHall](#) 1:44pm via HootSuite

@[KellyeCrane](#) Ha! For non-news, I love saying "well, how about we put it in the online newsroom, that way folks can see it there." [#solopr](#)



[SoloPR](#) 1:44pm via Twubs

RT @[mdbarber](#) A3 interesting that up here in our little world, we rarely use wire. The community is smaller so relationships tighter. [#solopr](#)



[RebeccaEdgar](#) 1:44pm via web

Jumping in for a few minutes of [#solopr](#) wisdom. Hi folks!



[Sloan AM](#) 1:44pm via Twitter for iPad

RT @[KellyeCrane](#): RT @[SoloPR](#): It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields. [#s...](#)



[karens swim](#) 1:43pm via Tweet Button

RT @[makasha](#): A3 Yes. Everything doesn't need to go to wire. [#solopr](#)



[makasha](#) 1:43pm via Twubs

A3 Yes. Everything doesn't need to go to wire. [#solopr](#)



[SoloPR](#) 1:43pm via Twubs

Agree! RT @[KeeyanaHall](#) A2: If audience is niche enough, then sometimes (IMO), wire doesn't matter. [#solopr](#)



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

A3. When in-house, I use to limit the non-news "news releases" I was forced to do to the website and/or a few select direct emails. [#solopr](#)



[SoloPR](#) 1:43pm via Twubs

MT @[LoisMarketing](#) Lots of impact w/"We wanted you to be the first to know" announcement or roll-out of co news for right occasion [#soloPR](#) A3



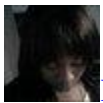
[makasha](#) 1:42pm via Twubs

RT @[KellyeCrane](#) RT @[SoloPR](#): Q3: Do you ever make an announcement without sending it over the wire? Just post on client's website? [#solopr](#)



[mdbarber](#) 1:42pm via tchat.io

A3 - interesting that up here in our little world, we rarely use wire. The community is smaller so relationships tighter. [#solopr](#)



[KeeyanaHall](#) 1:42pm via HootSuite

A3: Also, if client has an engaged email list or strong social presence, you can take the news straight to the audience that way. [#solopr](#)



[mdbarber](#) 1:41pm via tchat.io

A3 - If audience is local/niche wire is likely not a good option. [#solopr](#)



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

A2: If audience is niche enough, then sometimes (IMO), wire doesn't matter. [#solopr](#)



[LoisMarketing](#) 1:41pm via TweetDeck

Lots of impact with "We wanted you to be the first to know" announcement or roll-out of company news for right occasion [#soloPR](#) A3



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

@[jgombita](#) Again, I apologize that your issue fell through the cracks I will take care of it [#solopr](#)



[mdbarber](#) 1:41pm via [tchat.io](#)

Haha Yep! RT @[KellyeCrane](#): A3: Web-only especially when the client thinks something is news, but you know it's not. :-) [#solopr](#) [#solopr](#)



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

A3: Web-only especially when the client thinks something is news, but you know it's not. :-)
[#solopr](#)



[jgombita](#) 1:40pm via [web](#)

@[MarineCory](#) think you are wrong about that. Possibly key words trigger the automatic response. With mine maybe the DIY @[KellyeCrane](#) [#solopr](#)



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

There have been occasions when client news is "exclusive" to customers, associates, etc. So yes, have limited shares/posts. [#soloPR](#) A3



[mdbarber](#) 1:40pm via [tchat.io](#)

Agree. Depends on message. RT @[MarketingMel](#): A.3 There could def be reasons for using web site alone and not sending on wire [#solopr](#) [#solopr](#)



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

Agree RT @[MarketingMel](#) A.3 There could definitely be reasons for using web site alone and not sending on wire [#solopr](#)



[KellyeCrane](#) 1:39pm via [TweetDeck](#)

RT @[SoloPR](#): Q3: Do you ever make an announcement without sending it over the wire? Just post on client's website? [#solopr](#)



[jgombita 1:39pm via web](#)

@[karensxim](#) btw, when I posted a similar comment in @[CPRSNational](#) LI Group, someone moved it into the Discussions area. [#solopr](#)



[MarketingMel 1:39pm via Twubs](#)

A.3 There could definitely be reasons for using web site alone and not sending on wire [#solopr](#)



[karensxim 1:39pm via Tweet Button](#)

RT @[SoloPR](#): Q3: Do you ever make an announcement without sending it over the wire? Just post on client's website? [#solopr](#)



[jgombita 1:38pm via web](#)

@[karensxim](#) Message: Looks like you posted a promotion... Please post them here under the Promotions tab from now on. Find out more. [#solopr](#)



[mdbarber 1:38pm via tchat.io](#)

that's not entirely accurate. LI has flagged/moved posts in groups I manage. [#solopr](#)



[jgombita 1:38pm via web](#)

@[KellyeCrane](#) posted @[prconversations](#) in @[cwcafc](#): Looks like you posted a promotion... Please post them here under the Promotions tab [#solopr](#)



[mdbarber 1:38pm via Tweet Button](#)

RT @[SoloPR](#): Q3: Do you ever make an announcement without sending it over the wire? Just post on client's website? [#solopr](#)



[MarineCory](#) 1:38pm via Twitter for iPhone

@[KellyeCrane](#) @[SoloPR](#) @[jgombita](#) @[LinkedIn](#) doesn't control the marking of spam in groups, individual group owners and managers do. [#solopr](#)



[SoloPR](#) 1:37pm via Twubs

Q3: Do you ever make an announcement without sending it over the wire? Just post on client's website? [#solopr](#)



[LoisMarketing](#) 1:37pm via TweetDeck

@[KellyeCrane](#) See how LI takes on a life of its own as a topic??? ;) [#soloPR](#)



[karensxim](#) 1:37pm via tchat.io

@[jgombita](#) Oh wow, just read that so it definitely seems like a LI issue not limited to @[SoloPR](#), thanks for letting us know [#solopr](#)



[mndbarber](#) 1:37pm via tchat.io

The group I'm most actively managing is my college alumni group. So it's a lot of matching for jobs. It has been frustrating. [#solopr](#)



[LoisMarketing](#) 1:36pm via TweetDeck

@[KellyeCrane](#) Yes -- if the group admin allows members to do so. Most do. Good clarification - - thanks! [#soloPR](#)



[SoloPR](#) 1:36pm via Twubs

Oh, and thanks for all the info about your LI habits :-) [#solopr](#)



[SoloPR](#) 1:36pm via Twubs

Interesting- we'll look into this spam issue (as it impacts any of us trying to share links in groups). Moving on to Q3... [#solopr](#)



[LoisMarketing](#) 1:35pm via TweetDeck

@[mdbarber](#) Interesting! That has not occurred in the groups I help manage. Aha! You learn something new every day! :) [#solopr](#)



[mdbarber](#) 1:35pm via tchat.io

@[karensxim](#) No idea. The last one they did was someone looking for a job which is kind of what the group is designed for. [#solopr](#)



[karensxim](#) 1:35pm via Twubs

Thanks Lois, still a valuable forum RT @[LoisMarketing](#) @[karensxim](#) You're right. Bugs do happen! [#solopr](#) @[KellyeCrane](#)



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

The same thing happened to @[greenbanana](#) in (her membership) @[CIPR_UK](#) @[LinkedIn](#) Group @[KellyeCrane](#) [linkedin.com/groups/Whats-p...](https://www.linkedin.com/groups/Whats-p...) [#solopr](#)



[KellyeCrane](#) 1:35pm via TweetDeck

@[LoisMarketing](#) Not just the admin, but also group members can flag a post as a promo or job. Active groups like [#solopr](#) do this often.



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

@[karensxim](#) You're right. Bugs do happen! [#solopr](#) @[KellyeCrane](#)



[karensxim](#) 1:34pm via [tchat.io](#)

@[mdbarber](#) Oh interesting, how do they determine the algorithm? [#solopr](#)



[mdbarber](#) 1:34pm via [tchat.io](#)

LI Moves things in a group I admin if they don't think it's in the right spot. &, once they move it, you can't move it back either. [#solopr](#)



[karensxim](#) 1:33pm via [tchat.io](#)

@[KellyeCrane](#) I'll look into it but have heard of a few glitches not related to this issues. Bugs do happen [#solopr](#)



[LoisMarketing](#) 1:33pm via [TweetDeck](#)

@[SoloPR](#) I thought "flagging" as jobs/promotions/spam was up to each group's admin. I am not sure about LI's involvement. [#soloPR](#) @[jgombita](#)



[KellyeCrane](#) 1:33pm via [TweetDeck](#)

RT @[SoloPR](#): Follow-up: based on @[jgombita](#)'s tweets, does anyone know what criteria LI uses to flag a post as spam in groups? [#solopr](#)



[karensxim](#) 1:32pm via [tchat.io](#)

[#solopr](#)



[karensxim](#) 1:32pm via [tchat.io](#)

@[jgombita](#) If it happened upon posting it could have been a LI bug [#solopr](#)



[KellyeCrane](#) 1:32pm via TweetDeck

@[jgombita](#) That is weird- a spam note pops up? I've never seen this! [#solopr](#)



[SoloPR](#) 1:32pm via Twubs

Follow-up: based on @[jgombita](#)'s tweets, does anyone know what criteria LI uses to flag a post as spam in groups? [#solopr](#)



[karensim](#) 1:31pm via tchat.io

@[jgombita](#) My apologies for not seeing your comment, I'll look into it [#solopr](#)

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

AMEN RT @[KellyeCrane](#): RT @[SoloPR](#): BTW, if you aren't a member of the [#solopr](#) LI group, it's a great resource! [linkedin.com/groups/Solo-PR...](https://www.linkedin.com/groups/Solo-PR...)



[SoloPR](#) 1:30pm via Twubs

MT @[MarketingMel](#) I get leads/comments/public speaking requests through LI. I post at least 3 x per wk- LI is my target audience. [#solopr](#)



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

RT @[JenMarsikFriess](#): A2: Paying attention to groups that affect my clients has been very valuable! [#solopr](#)



[jgombita](#) 1:30pm via web

@[karensim](#) this was IMMEDIATELY upon posting I got a message saying it looked like a Promotion. I've commented. Twice. hint hint [#solopr](#)



[JGoldsborough](#) 1:30pm via HootSuite

RT @[JasMollica](#): Guesting today @[prtini](#)'s blog. "Is Social Media Evolving?" bit.ly/11BYrw6
[#PR20chat](#) [#PRStudChat](#) [#solopr](#) [#measurePR](#)



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

Where this social medium or that social medium may or may not benefit you or a client, LI can benefit everyone if used properly [#soloPR](#) A2



[SoloPR](#) 1:29pm via Twubs

RT @[JenMarsikFriess](#) A2: Paying attention to groups that affect my clients has been very valuable! [#solopr](#)



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

@[SoloPR](#) Sure! Let me give it some thought. I'll DM some ideas when we both have time to chat. Thanks :) [#soloPR](#)



[JenMarsikFriess](#) 1:28pm via web

A2: Paying attention to groups that affect my clients has been very valuable! [#solopr](#)



[karensxim](#) 1:28pm via Twubs

@[jgombita](#) Group members have the ability to move things that they think are wrongly categorized, if it was an error let us know [#solopr](#)



[KeeyanaHall](#) 1:28pm via HootSuite

@[jgombita](#) Now that really grinds my gears! I always want to shout "Spam belongs in a can, not my timeline/inbox/newsfeed/DM/etc." [#solopr](#)



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

RT @SoloPR: BTW, if you aren't a member of the [#solopr](#) LI group, it's a great resource!
[linkedin.com/groups/Solo-PR...](https://www.linkedin.com/groups/Solo-PR...)



[karensxim](#) 1:27pm via Twubs

Agree RT @mdbarber A2 -- I don't cross post from Twitter to LI. The language is different and so are the posts that resonate. [#solopr](#)



[jgombita](#) 1:27pm via web

@[karensxim](#) the last thing I posted in the [#solopr](#) @LinkedIn Group got unceremoniously pushed into the Promotions category. Not amused.



[SoloPR](#) 1:27pm via Twubs

@[LoisMarketing](#) Good idea -- If you'd be interested in doing a guest post for the [#solopr](#) blog, it would be welcome!



[karensxim](#) 1:27pm via Twubs

@[SoloPR](#) Ha, jinksies we were saying the same thing at the same time! [#solopr](#)



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

To be the best advisor in SoMe for your clients .. you should be the "best" at utilizing them! That includes LinkedIn :) [#soloPR](#) A2



[MarketingMel](#) 1:26pm via Twubs

I get leads/comments/public speaking requests through LinkedIn. I post at least 3 x per week. LI is my target audience. [#solopr](#)



[SoloPR 1:26pm via Twubs](#)

BTW, if you aren't a member of the [#solopr](#) LI group, it's a great resource!
[linkedin.com/groups/Solo-PR...](https://www.linkedin.com/groups/Solo-PR...)



[karensxim 1:26pm via Twubs](#)

On the subject of LI group participation is also valuable, hint hint [#solopr](#)



[mbarber 1:26pm via tchat.io](#)

A2 -- I don't cross post from Twitter to LI. The language is different and so are the posts that resonate. [#solopr](#)



[karensxim 1:26pm via Twubs](#)

RT @[KellyeCrane](#) A2: I'm also in the "need to post more" LI category. Starting to play w/it, and surprised at the response. [#solopr](#)



[SoloPR 1:25pm via Twubs](#)

RT @[LoisMarketing](#) Stay current, active and engaged in LinkedIn. Can result in good work for you! Just do not "over post" [#soloPR](#) A2



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

@[KellyeCrane](#) Using LinkedIn would be a great topic unto itself for [#soloPR](#) in future. I've won some very nice work through it.



[makasha 1:25pm via Twubs](#)

Finally joining [#solopr](#) good afternoon



[SoloPR 1:25pm via Twubs](#)

RT @[JenMarsikFriess](#) A2: When TweetDeck dropped the ability to cross-post, I stopped posting on LI. I need to prioritize SM... [#solopr](#)



[LoisMarketing 1:24pm via TweetDeck](#)

On rare occasion I'll post more frequently in LI but that's when there's a news story or other updates with relevance in PR/mktg [#soloPR](#) A2



[KellyeCrane 1:24pm via TweetDeck](#)

A2: I'm also in the "need to post more" LI category. Starting to play w/it, and surprised at the response. [#solopr](#)



[karens swim 1:24pm via Twubs](#)

+1 RT @[mdbarber](#) A2 - If you haven't been on LI Lately, go check it out. They've improved a LOT. It's a great business tool, IMO. [#solopr](#)



[SoloPR 1:23pm via Twubs](#)

RT @[mdbarber](#) A2 - If you haven't been on LI Lately, go check it out. They've improved a LOT. It's a great business tool, IMO. [#solopr](#)



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

Don't "chatter" in Linked In as you do in Twitter. Remember it's best as an up to date "resume" site for you and your biz [#soloPR](#) A2



[jgombita 1:23pm via web](#)

A2. Information-based updates are very important & effective. Marketing spam....not nearly so much. Stop SELLING to me on LI, please [#solopr](#)



[JenMarsikFriess](#) 1:23pm via web

A2: ... although it sounds like I need to get back over there! [#solopr](#)



[KeeyanaHall](#) 1:23pm via HootSuite

@[mdbarber](#) I totally agree. It's an awesome business tool and can turn into a well-oiled machine if leveraged correctly. [#solopr](#)



[SoloPR](#) 1:23pm via Twubs

Once a day is good! RT @[LoisMarketing](#) For clients and for myself, typically once, no more than twice per day. [#soloPR](#) A2



[SoloPR](#) 1:22pm via Twubs

RT @[anwoodgate](#) Although an important tool, never post updates for myself. Was easier when directly hooked in to Twitter [#soloPR](#)



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

A1: Wisdom used to say once per week (so you're in connection's LI roundup email), but now ppl seem to hang out there [#solopr](#)



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

Stay current, active and engaged in LinkedIn. Can result in good work for you! Just do not "over post" [#soloPR](#) A2



[MarketingMel](#) 1:21pm via Twubs

RT @[mdbarber](#) A2 - If you haven't been on LI Lately, go check it out. They've improved a LOT. It's a great business tool, IMO. [#solopr](#)



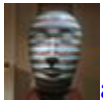
[KeeyanaHall](#) 1:21pm via HootSuite

Q2: I try to post there daily, but as of late, I've been neglecting LI. *hangs head in shame*
[#solopr](#)



[JenMarsikFriess](#) 1:21pm via web

A2: When TweetDeck dropped the ability to cross-post, I stopped posting on LinkedIn. I need to prioritize SM: I pick FB and Twitter. [#solopr](#)



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

@[karensxim](#) @[SoloPR](#) Although an important tool, never post updates for myself. Was easier when directly hooked in to Twitter [#soloPR](#)



[SoloPR](#) 1:20pm via Twubs

You're not alone! RT @[REDMEDIAPR](#) Guilty - I have not been on LI as much as I should. Maybe once a week bad, bad [#solopr](#)



[LoisMarketing](#) 1:20pm via TweetDeck

For clients and for myself, typically once, no more than twice per day. [#soloPR](#) A2



[mdbarber](#) 1:20pm via tchat.io

A2 - If you haven't been on LI Lately, go check it out. They've improved a LOT. It's a great business tool, IMO. [#solopr](#)



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

Me too RT @[mdbarber](#) Q2 -- Noticing a lot more action over in LI. I try to post there daily but at least 4 times a week. [#solopr](#)



[KellyeCrane](#) 1:20pm via [TweetDeck](#)

1 more thing on Q1: If often you can incorporate as an LLC and meet requirements- much less cumbersome than other forms [#solopr](#)



[mdbarber](#) 1:20pm via [tchat.io](#)

Q2 -- Noticing a lot more action over in LI. I try to post there daily but at least 4 times a week. [#solopr](#)



[karenskim](#) 1:20pm via [Twubs](#)

A2: Unlike other platforms, I find those updates drive engagement and have led to new opps [#solopr](#)



[MarketingMel](#) 1:20pm via [Twubs](#)

Here's one other thing to consider: when you are the sub or maybe sub for a sub you give up control of the outcome. [#solopr](#)



[KeeyanaHall](#) 1:19pm via [HootSuite](#)

Sticking my nose into [#solopr](#) for a few.



[karenskim](#) 1:19pm via [Twubs](#)

A2: I try to aim for daily. This year it has become more important, more attn than in past [#solopr](#)



[KellyeCrane](#) 1:19pm via [tchat.io](#)

@[MarketingMel](#) Good pt- any time a solo is asked to do things differently for an opp, must weigh pros and cons. [#solopr](#)

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

Guilty - I have not been on LI as much as I should. Maybe once a week bad, bad [#solopr](#)



[mdbarber 1:19pm via tchat.io](#)

Q2-- I'm noticing a lot more [#solopr](#)



[mdbarber 1:19pm via Tweet Button](#)

RT @[SoloPR](#): Q2: How often do you post status updates to LinkedIn? Is it important? [#solopr](#)



[karensxim 1:18pm via Twubs](#)

RT @[SoloPR](#) Q2: How often do you post status updates to LinkedIn? Is it important? [#solopr](#)



[SoloPR 1:18pm via Twubs](#)

Q2: How often do you post status updates to LinkedIn? Is it important? [#solopr](#)



[SoloPR 1:18pm via Twubs](#)

Thanks all -- hopefully this helps our asker! Q2 is coming up... [#solopr](#)



[MarketingMel 1:17pm via Twubs](#)

This sounds somewhat correlated to our interesting discussion on RFP's that we had @[SoloPR](#) conference in ATL [#solopr](#)



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

A1: I've said it before: the Fortune 100 companies ae typically a huge pain to work with! But if the contract is worth it... [#solopr](#)



[SoloPR 1:16pm via Twubs](#)

Must weigh RT @[karensxim](#) A1: If the profit will still be worth it, then go for it or find an alternative way to manage reqs... [#solopr](#)



[SoloPR 1:15pm via Twubs](#)

Interesting that several of you have said this RT @[REDMEDIAPR](#) A1 I choose not to - rule #1 always trust your gut and mine says no [#solopr](#)



[SoloPR 1:15pm via Twubs](#)

A1 background: One of our community members has been waiting for months to get "approved" by one of these subcontracting firms [#solopr](#)



[MilaU5 1:15pm via RoundTeam](#)

RT @[KellyeCrane](#): RT @[SoloPR](#): It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields. [#s...](#)



[karensxim 1:14pm via Twubs](#)

[#solopr](#)



[karensxim 1:14pm via Twubs](#)

A1: FYI some big brands see ins as validation that you are a serious business [#solopr](#)



[SoloPR 1:14pm via Twubs](#)

RT @[LoisMarketing](#) The larger clients I work for have contracted with me directly. I opt not to work as a subcontractor [#soloPR](#) A1



[mdbarber](#) 1:14pm via tchat.io

Something we so easily forget! [#solopr](#)

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

A1 I choose not to - rule #1 always trust your gut and mine says no [#solopr](#)



[karensxim](#) 1:14pm via Twubs

A1: If the profit will still be worth it, then go for it or find an alternative way to manage reqs that will make it worthwhile [#solopr](#)



[SoloPR](#) 1:13pm via Twubs

RT @[karensxim](#) A1: As @[KellyeCrane](#) noted, one reason they use intermediary is to avoid risk of misclassification, penalites are huge [#solopr](#)



[karensxim](#) 1:13pm via Twubs

A1: I think you have to sit down and do the math, ins extra expense & there will likely be other financial costs (like special inv.) [#solopr](#)



[MarketingMel](#) 1:13pm via Twubs

@[mdbarber](#) [#solopr](#) I completely agree w/ importance of gut checks! If it doesn't feel right don't take the job!



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

A1: Once, I found a smaller "minority owned biz" that was performing same svc as the larger contrator house, but less req [#solopr](#)



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

This goes back to [#soloPR](#) a few weeks ago re proper corporate entity and liability insurance, etc. etc :)



[karensxim](#) 1:13pm via Twubs

@[KateRobins](#) Bummer, will miss you Kate! [#solopr](#)



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

The larger clients I work for have contracted with me directly. I opt not to work as a subcontractor [#soloPR](#) A1



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

A1: Now here's a tip: a really big co may have more than 1 of these subcontract managing companies & not all have same req! [#solopr](#)



[karensxim](#) 1:12pm via Twubs

A1: As @[KellyeCrane](#) noted, one reason they use intermediary is to avoid risk of misclassification, penalites are huge [#solopr](#)



[KateRobins](#) 1:12pm via Twitter for iPhone

[#solopr](#) apologies. Have a conflict



[mdbarber](#) 1:12pm via tchat.io

Amen! & if ur guts says no...follow it! RT @[KellyeCrane](#): Thing to keep in mind: if it doesn't make sense for your biz, don't do it. [#solopr](#)



[SoloPR 1:11pm via Twubs](#)

Hellooo! RT @[MarketingMel](#) Hi friends! Checking out twubs today for our [#solopr](#) chat. I've missed you my smart Inide PR pro colleagues!



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

A1: I understood, but chose not to change my business structure to keep that client, and walked away. [#solopr](#)



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

Once, a firm I subcontracted thru started requiring everyone to incorporate as a C corp (got in trouble w/IRS, per earlier tweet) [#solopr](#)



[MarketingMel 1:10pm via Twubs](#)

RT @[SoloPR](#) Q1: Big co's often make you subcontract through a separate, approved contractor co. Can have ins req – is it worth it? [#solopr](#)



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

Thing to keep in mind is: if something doesn't make sense for your biz, don't do it. [#solopr](#)



[mdbarber 1:09pm via tchat.io](#)

@[karenskim](#) Thanks! [#solopr](#)



[MarketingMel 1:09pm via Twubs](#)

Hi friends! Checking out twubs today for our [#solopr](#) chat. I've missed you my smart Inide PR pro colleagues!



[karensxim](#) 1:09pm via Twubs

@[mdbarber](#) I'll send you a link! [#solopr](#)



[SoloPR](#) 1:08pm via Twubs

RT @[JenMarsikFriess](#) A1: I've had good and bad experiences subcontracting. You need to vet it VERY CAREFULLY. [#solopr](#)



[SoloPR](#) 1:08pm via Twubs

RT @[karensxim](#) This is where co's like @[MBOpartners](#) come in handy bc they take the risk & manage backend so you can do these deals [#solopr](#)



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

A1: Also, the subcontractor manager takes on liability for the IRS (e.g., are these contractors or employees). [#solopr](#)



[mdbarber](#) 1:07pm via tchat.io

Agree! MT @[JenMarsikFriess](#): A1: I've had good and bad experiences subcontracting. You need to vet it VERY CAREFULLY. [#solopr](#) [#solopr](#)



[mdbarber](#) 1:07pm via tchat.io

@[karensxim](#) what is @[MBOpartners](#)? [#solopr](#)



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

If you haven't encountered this, really big cos save \$ on admin by having all contractors go thru a few "preferred vendors" [#solopr](#)



[JenMarsikFriess](#) 1:07pm via web

Hi from Jen in DFW - A1: I've had good and bad experiences subcontracting. You need to vet it VERY CAREFULLY. [#solopr](#)



[mdbarber](#) 1:06pm via tchat.io

A1 - as w many things...it depends. I have not succumbed to insurance but know others have successfully. Ask for primary to cover u. [#solopr](#)



[karensim](#) 1:06pm via Twubs

This is where co's like @[MBOpartners](#) come in handy bc they take the risk & manage backend so you can do these deals [#solopr](#)



[KellyeCrane](#) 1:05pm via TweetDeck

A1: I've worked through other companies successfully, and one time walked away. [#solopr](#)



[KellyeCrane](#) 1:05pm via tchat.io

MT @[SoloPR](#): Q1: Big co's often make you subcontract through a separate, approved contractor co. Is it worth it? [#solopr](#) [#solopr](#)



[mdbarber](#) 1:05pm via Tweet Button

RT @[SoloPR](#): Q1: Big co's often make you subcontract through a separate, approved contractor co. Can have ins req – is it worth it? [#solopr](#)



[karensim](#) 1:04pm via Tweet Button

RT @[SoloPR](#): Q1: Big co's often make you subcontract through a separate, approved contractor co. Can have ins req – is it worth it? [#solopr](#)



[SoloPR 1:04pm via Twubs](#)

Q1: Big co's often make you subcontract through a separate, approved contractor co. Can have ins req – is it worth it? [#solopr](#)



[SoloPR 1:04pm via Twubs](#)

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



[SoloPR 1:03pm via Twubs](#)

...we'll join forces for a fun chat on indie PR and social media topics. We'll be sharing a post w/Qs in advance, so stay tuned! [#solopr](#)



[SoloPR 1:02pm via Twubs](#)

A quick programming note: As you may know, [#SMchat](#) takes place at the same time as the [#solopr](#) chat. Next week...



[SoloPR 1:01pm via Twubs](#)

Welcome back after our one week break! Hope you all had a nice one – if you have some Qs stored up, send 'em in J [#solopr](#)



[KellyeCrane 1:01pm via tchat.io](#)

RT @SoloPR: It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields. [#solopr](#) [#solopr](#)



[karensxim 1:01pm via Tweet Button](#)

RT @SoloPR: It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields. [#solopr](#)



[SoloPR 1:01pm via Twubs](#)

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



[SoloPR 1:00pm via Twubs](#)

It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields. [#solopr](#)