



#SoloPR Transcript –4/23/2014

Q1: Should I continue to subcontract w/ agency who gives me lame media pitches, won't accept strategic input, but expects results?

Q2: Any best practices for the new Twitter Profile (still rolling out)?

Q3: NYPD is the latest org to see Twitter hashtag backlash:<http://t.co/woOKZYxXyi> –what are the lessons?

Q4 is a follow-on to a comment on our earlier convo: How important is it to you to believe in your clients?



[SoloPR2:00pm via tchat.io](#)

Remember, we keep sharing on the [#solopr](#) hashtag all week. Transcript will be up on [soloprpro dot com](http://soloprpro.com) tomorrow...



[KarenSwim2:00pm via Nurph](#)

A4: A certain amount of skepticism is healthy so you're not just drinking the kool-aid like the corporate drones [#SoloPR](#)



[mdbarber2:00pm via tchat.io](#)

Great chat today. Thanks @[KellyeCrane](#)! Look forward to continuing the conversation. [#solopr](#)



[LoisMarketing2:00pm via TweetDeck](#)

xo [#soloPR](#) friends :) Enjoyed the chat!



[SoloPR1:59pm via tchat.io](#)

Hey look- we were having so much fun, neglected to see that time has run out!
Thanks everyone for joining us today. [#solopr](#)



[dariasteigman1:59pm via TweetDeck](#)

RT @[KellyeCrane](#): A4: I don't think there's a right or wrong answer to a lot of this (except for ethical piece). Good to think about! [#solopr](#)



[mdbarber1:59pm via Tweet Button](#)

RT @[KellyeCrane](#): A4: I don't think there's a right or wrong answer to a lot of this (except for ethical piece). Good to think about! [#solopr](#)



[KellyeCrane1:59pm via TweetDeck](#)

A4: I don't think there's a right or wrong answer to a lot of this (except for ethical piece). Good to think about! [#solopr](#)



[mdbarber1:58pm via Tweet Button](#)

RT @[March4ward](#): A4 I'm @ a place where biz is personal esp these days, so I choose clients where mutual synergy exists. It's more effortles[#soloPR](#)



[mdbarber1:58pm via tchat.io](#)

@[gregwbrooks](#) A game is always at the table, but I also believe in the products/services I work with. [#solopr](#)



[KarenSwim](#) 1:58pm via Nurph

@[jdferries](#) Hi Jill! [#SoloPR](#)



[March4ward](#) 1:57pm via Twitter for iPhone

A4 I'm @ a place where biz is personal esp these days, so I choose clients where mutual synergy exists. It's more effortless. [#soloPR](#)



[LoisMarketing](#) 1:57pm via TweetDeck

I choose not to advise political campaigns and have turned down work for causes I could not support. Keeping it clean and real! [#soloPR](#) A4



[SoloPR](#) 1:57pm via tchat.io

RT @[KarenSwim](#): A4: For me "believe" is believing client is not harming, scamming, misleading-something I feel comfortable promoting [#SoloPR](#)



[cartooninperson](#) 1:57pm via web

@[dariasteigman](#) GOOD! The PR world needs more principled people. [#solopr](#)



[gregwbrooks](#) 1:57pm via web

@[mdbarber](#) If A-game only comes to the table is when it's backed by some sort of personal passion? That's unprofessional to me. [#solopr](#)



[jdferries](#) 1:57pm via web

Jill Van Nostran, [#solopr](#) pro & digital marketing for tech & B2B. Hi all! [#PRkit](#)



[mdbarber1:56pm via tchat.io](#)

A4 - Interesting perspectives here and distinctions between biz & products; belief & Alignment. Always enjoy these conversations. [#solopr](#)



[KeeyanaHall1:56pm via Echofon](#)

RT @[TylerHWilliams](#): believing in my clients is the MOST important to me. If I can't stand behind something I don't believe in. [#solopr](#)



[OhhSocialMedia1:56pm via RoundTeam](#)

RT @[KellyeCrane](#): A4: Now I'm thinking "believe" may be too strong a word for those of us not working with causes. [#solopr](#)



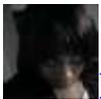
[mlaffs1:56pm via web](#)

@[PaulaJohns](#) there are definitely tech co's who seek out mission-driven team members, aspire to a certain kind of altruism [#soloPR](#)



[SoloPR1:56pm via tchat.io](#)

RT @[dariasteigman](#): Need to belief I can help them. But I'm biz-driven, not cause-driven when it comes to my business. [#solopr](#)



[KeeyanaHall1:56pm via Echofon](#)

A4: For me, it's the only way. I've struggled when I worked w/ folks I didn't believe in & it made it seem so daunting. [#solopr](#)



[fransteps1:56pm via tchat.io](#)

A4: political races make a good ex. If working for one you cannot vote for-- another district, state, etc, = belief or alignment. [#solopr](#)



[KellyeCrane1:55pm via TweetDeck](#)

@[gregwbrooks](#) @[mdbarber](#) 'Cuz they should always be investing more in my programs, of course. :-)
[#solopr](#)



[dariasteigman1:55pm via TweetDeck](#)

@[cartooninperson](#) Ethics is a whole different issue for me. I won't work w/ clients I perceive to be ethically challenged. [#solopr](#)



[SDITSystems1:55pm via RoundTeam](#)

RT @[PaulaJohns](#): A4 Probably slightly diff perspective here for those of us in industries such as tech vs nonprofit/causes. [#soloPR](#)



[KarenSwim1:55pm via Nurph](#)

@[KellyeCrane](#) Was just thinking that too!
[#SoloPR](#)



[mdbarber1:54pm via tchat.io](#)

@[gregwbrooks](#) it would seem as though your work would have to suffer if you can't support the product. [#solopr](#)



[dariasteigman1:54pm via TweetDeck](#)

@[mbarber](#) @[gregwbros](#) I don't. I'm being paid for my expertise. Have had many clients I love but don't agree 100% w/ their biz POV. [#solopr](#)



[PaulaJohns](#) 1:54pm via [tchat.io](#)

A4 Probably slightly diff perspective here for those of us in industries such as tech vs nonprofit/causes. [#soloPR](#)



[March4ward](#) 1:54pm via [Twitter for iPhone](#)

A4 I'm passionate inherently about being of service & finding solutions so I often begin w belief but trust my instincts always [#soloPR](#)



[MarketingMel](#) 1:54pm via [Twitter for iPhone](#)

A. 4 I'm helping a political PR client right now and totally believe she's the most qualified candidate. [#soloPR](#)



[KellyeCrane](#) 1:54pm via [TweetDeck](#)

A4: Now I'm thinking "believe" may be too strong a word for those of us not working with causes. [#solopr](#)



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

@[mlaffs](#) @[mbarber](#) Oh yes -- definitely as first step. I spoke of 'what if' if you realized you needed to perhaps walk away. [#soloPR](#)



[mbarber](#) 1:53pm via [Tweet Button](#)

RT @[TylerHWilliams](#): @[SoloPR](#) believing in my clients is the MOST important to me. If I can't stand behind something I don't believe in. [#solopr](#)



[gregwbrooks1:53pm via web](#)

@[mdbarber](#) My reputation only suffers only if I can't fix their problem. That's a non-mainstream view these days, but I believe it. [#solopr](#)



[TylerHWilliams1:53pm via web](#)

@[SoloPR](#) believing in my clients is the MOST important to me. If I can't stand behind something I don't believe in. [#solopr](#)



[mlaffs1:53pm via web](#)

@[LoisMarketing](#) @[mdbarber](#) I try to rally and find other work-arounds in these instances, honor the contract and be professional [#soloPR](#)



[dariasteigman1:53pm via TweetDeck](#)

@[gregwbrooks](#) Exactly. If I waited for perfect PC alignment, there would be no budget for bonbons and champagne. :) [#solopr](#)



[KeeyanaHall1:53pm via Echofon](#)

@[gregwbrooks](#) Well, that may or may not depend on your definition of monopoly. Haha! ;) [#solopr](#)



[fransteps1:53pm via tchat.io](#)

@[mdbarber](#) A4: Conversely, not necessarily aligned w/ cause of client B, but they have open approach to PR/Marketing, so I believe. [#solopr](#)



[KarenSwim1:52pm via Nurph](#)

@[KeeyanaHall](#) Ha! You're right but it might be fun to pitch them just because we can :-)[#SoloPR](#)



[mdbarber](#) 1:52pm via [Tweet Button](#)

RT @[March4ward](#): A4 But yes their mission or purpose, it must align w my guiding principles. I can't preach truth & authenticity if I not. [##soloPR](#)



[mdbarber](#) 1:52pm via [tchat.io](#)

@[fransteps](#) I like that distinction. [#solopr](#)



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

@[mdbarber](#) @[KellyeCrane](#) Interesting; it's the opposite for me. I'd walk on bad business sense before I'd walk on a bad product. [#solopr](#)



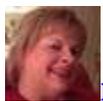
[SoloPR](#) 1:52pm via [tchat.io](#)

MT @[March4ward](#): A4 I believe in possibilities of any client-challenge typically lies in their inability to believe in themselves [#soloPR](#)



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

@[SoloPR](#) A4: Very important to me. Even if I agree with their cause, I may have ethical qualms with their tactics. [#solopr](#)



[mdbarber](#) 1:51pm via [Tweet Button](#)

RT @[MarketingMel](#): @[KellyeCrane](#) A. 4 Can't imagine *not* believing in my clients! PR is like fundraising. You need to make a gift/believe 1s[#solopr](#)



[KeeyanaHall1:51pm via Echofon](#)

@[KarenSwim](#) Now you're talking! I don't think they'd be able to handle the awesomeness we'd bring to the table ;). [#solopr](#)



[LoisMarketing1:51pm via TweetDeck](#)

If you are taking on or continuing with questionable work and clients, your pipeline is not full enough. [#soloPR](#) A4



[mdbarber1:51pm via tchat.io](#)

@[gregwbrooks](#) don't you think your reputation in the comm suffers if you're supporting a product you don't align with? [#solopr](#)



[fransteps1:51pm via tchat.io](#)

@[mdbarber](#) A4: I totally belief in cause of client A, but their closed approach to biz means I am not aligned. I like open approach. [#solopr](#)



[SoloPR1:51pm via tchat.io](#)

MRT @[gregwbrooks](#): Need to believe they're not idiots (1-2 causes I won't touch). But I don't need to believe in the product/service. [#soloPR](#)



[March4ward1:51pm via Twitter for iPhone](#)

A4 But yes their mission or purpose, it must align w my guiding principles. I can't preach truth & authenticity if I not. [#soloPR](#)



[MarketingMel1:51pm via Twitter for iPhone](#)

@[KellyeCrane](#) A. 4 Can't imagine *not* believing in my clients! PR is like fundraising. You need to make a gift/believe 1st. [#solopr](#)



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

Need to believe I can help them. But I'm biz-driven, not cause-driven when it comes to my business. [#solopr](#)



[KarenSwim](#) 1:50pm via [Nurph](#)

Ha! RT @[gregwbrooks](#) @[SoloPR](#) Need to believe they're not idiots. [#soloPR](#) [#SoloPR](#)



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

@[mdbarber](#) @[mlaffs](#) When belief drops, do you walk away? Or are you able to if necessary because you cannot provide top quality work? [#soloPR](#)



[mdbarber](#) 1:50pm via [tchat.io](#)

Different issue! :-) RT @[KellyeCrane](#): A4: Now, do I always believe my clients are making the right business decisions? No. [#solopr](#)



[SoloPR](#) 1:50pm via [tchat.io](#)

RT @[LoisMarketing](#): I am aligning myself with them and become an extension of them. I am very selective- and grateful I can be. [#soloPR](#) A4



[mdbarber](#) 1:50pm via [tchat.io](#)

Interesting distinction. Explain? RT @[fransteps](#): A4: Not sure alignment and belief are exactly the same thing in biz relationships. [#solopr](#)



[KellyeCrane1:50pm via TweetDeck](#)

A4: Now, do I always believe my clients are making the right business decisions?

No. [#solopr](#)



[dariasteigman1:50pm via TweetDeck](#)

Ditto. Depends on the work. RT @[fransteps](#): A4: Not sure alignment and belief are exactly the same thing in biz relationships. [#solopr](#)



[mdbarber1:49pm via Tweet Button](#)

RT @[KellyeCrane](#): A4: If I wanted to work with clients I don't believe in at all, I could still be working for "the man." :-)
[#solopr](#)



[gregwbrooks1:49pm via web](#)

@[SoloPR](#) Need to believe they're not idiots. There 1-2 causes I won't touch. But I don't need to believe in the product/service. [#soloPR](#)



[mdbarber1:49pm via tchat.io](#)

Good point. MT @[mlaffs](#): Q4 this can be a double-edged sword. When belief drops, does work suffer, esp when working as a solo pro? [#soloPR](#)



[fransteps1:49pm via tchat.io](#)

A4: Not sure alignment and belief are exactly the same thing in biz relationships. [#solopr](#)



[KarenSwim1:49pm via Nurph](#)

RT @[KellyeCrane](#) A4: If I wanted to work with clients I don't believe in at all, I could still be working for "the man." :-) [#solopr](#) [#SoloPR](#)



[KarenSwim](#)1:49pm via Nurph

A4: Not willing to take the money and run so pretty much a non-negotiable for me. [#SoloPR](#)



[KellyeCrane](#)1:49pm via TweetDeck

A4: If I wanted to work with clients I don't believe in at all, I could still be working for "the man." :-)[#solopr](#)



[March4ward](#)1:49pm via Twitter for iPhone

A4 I always believe in possibilities of any client so my challenge typically lies in their inability to believe in themselves [#soloPR](#)



[mdbarber](#)1:49pm via Tweet Button

RT @[LoisMarketing](#): Very important. I am aligning myself with them and become an extension of them. I am very selective -- and grateful I c[#soloPR](#)



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

A4 -- I think it's an integrity issue and is critical to our reputations and relationships. [#solopr](#)



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

RT @[SoloPR](#): Q4 is a follow-on to a comment on our earlier convo: How important is it to you to believe in your clients? [#solopr](#)



[KeeyanaHall1:48pm via Echofon](#)

A3: Also think this exposes bigger issue of copy cat syndrome that big orgs can sometimes have. "Brand A did it, let's do it too." [#solopr](#)



[KellyeCrane1:48pm via TweetDeck](#)

A4: I have to believe what I'm saying is true. Simple as that. [#solopr](#)



[mlaffs1:48pm via web](#)

Q4 this can be a double-edged sword. When belief drops, does quality of work suffer, esp when working as a solo pro? [#soloPR](#)



[LoisMarketing1:48pm via TweetDeck](#)

Very important. I am aligning myself with them and become an extension of them. I am very selective -- and grateful I can be. [#soloPR](#) A4



[KellyeCrane1:47pm via TweetDeck](#)

RT @SoloPR: Q4 is a follow-on to a comment on our earlier convo: How important is it to you to believe in your clients? [#solopr](#)



[mlaffs1:47pm via web](#)

@gregwbrosks @SoloPR but woe to those who get caught trying to do so, as case studies like these prove [#soloPR](#)



[mdbarber1:47pm via Tweet Button](#)

RT @SoloPR: Q4 is a follow-on to a comment on our earlier convo: How important is it to you to believe in your clients? [#solopr](#)



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

Great point MT @KellyeCrane *Often* see orgs start a hashtag about themselves. Much better to pick a topic of interest to customers [#solopr](#)



[SoloPR](#) 1:46pm via [tchat.io](#)

Q4 is a follow-on to a comment on our earlier convo: How important is it to you to believe in your clients? [#solopr](#)



[mdbarber](#) 1:46pm via [tchat.io](#)

So true! MT @mlaffs: convo w member of @Historypin's @Stanford team a couple of weeks ago: you can't dictate what the crowd wants [#soloPR](#)



[MarketingMel](#) 1:46pm via [Twitter for iPhone](#)

RT @KarenSwim: A3: PR 101 is to identify issues BEFORE you publish, launch, release anything. [#SoloPR](#)



[KeeyanaHall](#) 1:46pm via [Echofon](#)

@mlaffs I agree. It can definitely be a challenge to get higher-ups (or even org in general if you're solo) to listen to strategy. [#solopr](#)



[gregwbrooks](#) 1:46pm via [web](#)

@SoloPR @mlaffs But if you're very good, you can steer the crowd a bit. :) [#solopr](#)



[MarketingMel](#)1:46pm via Twitter for iPhone

RT @[KellyeCrane](#): A3: I *often* see orgs try to start a hashtag all about themselves. Much better to pick a topic of interest to customers [##solopr](#)



[March4ward](#)1:46pm via Twitter for iPhone

RT @[mlaffs](#): @[KellyeCrane](#) great convo with member of @[Historypin](#)'s @[Stanford](#) team a couple of weeks ago: you can't dictate what the crowd wa#[soloPR](#)



[SoloPR](#)1:45pm via tchat.io

Thanks for still bearing with me, as not all of the tools are working- but it's not getting us down![#solopr](#)



[LoisMarketing](#)1:45pm via TweetDeck

Even a positive and more directive hashtag invites negative -- "what's to love?" etc [#soloPRA3](#)



[March4ward](#)1:45pm via Twitter for iPhone

A3 Today w [#socialmedia](#) we're all vulnerable so always have process in place 2 address negative. This req crisis mgmt skills. [#solopr](#)



[MarketingMel](#)1:45pm via Twitter for iPhone

RT @[LoisMarketing](#): Consider the worst that can happen. Chances are it will (at least to a degree) when you 'release' a hashtag :) [#soloPR](#) A3



[gregwbrooks1:45pm via web](#)

@[KeeyanaHall](#) @[SoloPR](#) Oooh, we could debate this! I think NYPD is a perfect example -- they're a monopoly. [#solopr](#)



[SoloPR1:45pm via TweetDeck](#)

Truth! MT @[mlaffs](#): ...you can't dictate what the crowd wants [#soloPR](#)



[KellyeCrane1:45pm via TweetDeck](#)

Truth! MT @[mlaffs](#): ...you can't dictate what the crowd wants [#soloPR](#)



[cartooninperson1:44pm via web](#)

@[KellyeCrane](#) A3: I see this, too! Or orgs make sm partnerships w/ other orgs, but don't drive that up to ind. users. Never succeeds. [#solopr](#)



[PaulaJohns1:44pm via TweetDeck](#)

. @[mlaffs](#) There are different levels of crazy. Just got to know where to draw the line. :) @[gregwbrooks](#) @[KellyeCrane](#) [#soloPR](#)



[mlaffs1:44pm via web](#)

@[KellyeCrane](#) great convo with member of @[Historypin](#)'s @[Stanford](#) team a couple of weeks ago: you can't dictate what the crowd wants [#soloPR](#)



[KellyeCrane1:44pm via TweetDeck](#)

RT @[LoisMarketing](#): Consider the worst that can happen. Chances are it will (at least to a degree) when you 'release' a hashtag :) [#soloPR](#) A3



[MarketingMel](#) 1:43pm via Twitter for iPhone

RT @SoloPR: Q3: NYPD is the latest org to see Twitter hashtag backlash: gawker.com/nypds-twitter-... –what are the lessons? [#solopr](#)



[KeeyanaHall](#) 1:43pm via Echofon

@gregwbrooks @SoloPR In some cases, yes. NYPD, not so much :/. [#solopr](#)



[KellyeCrane](#) 1:43pm via TweetDeck

A3: Or usually even better: send valuable tweets using existing hashtags [#solopr](#)



[LoisMarketing](#) 1:43pm via TweetDeck

Consider the worst that can happen. Chances are it will (at least to a degree) when you 'release' a hashtag :) [#soloPR](#) A3



[KellyeCrane](#) 1:43pm via TweetDeck

A3: So, instead of a [#bobswidgets](#) hashtag, use one about the problem you solve [#solopr](#)



[mlaffs](#) 1:42pm via web

@KeeyanaHall as opposed to thinking strategically and planning to accomplish a set of goals [#soloPR](#)



[KarenSwim](#) 1:42pm via Nurph

@KeeyanaHall They should have hired us! :-)[#SoloPR](#)



[mlaffs1:42pm via web](#)

@[KeeyanaHall](#) a lot of these case studies come from an org culture where someone wants to try having their own internet *thing* [#soloPR](#)



[PaulaJohns1:42pm via TweetDeck](#)

Agree - best time to be on Twitter RT @[gregwbrooks](#) Using it right now, but then this is the one time a week I care about Twitter. [#solopr](#)



[KellyeCrane1:42pm via TweetDeck](#)

A3: I *often* see orgs try to start a hashtag all about themselves. Much better to pick a topic of interest to customers [#solopr](#)



[KeeyanaHall1:41pm via Echofon](#)

Yes! RT @[KarenSwim](#): A3: PR 101 is to identify issues BEFORE you publish, launch, release anything. [#SoloPR](#)



[KellyeCrane1:41pm via TweetDeck](#)

Yes, definitely. You have to know your community RT @[mlaffs](#):
@[KellyeCrane](#) have been some examples of this backfiring too, though. [#soloPR](#)



[gregwbrooks1:41pm via web](#)

@[SoloPR](#) @[KeeyanaHall](#) Cuts both ways -- they may be self-aware that there's no competitor in market; a mistake doesn't matter much. [#soloPR](#)



[March4ward1:40pm via Twitter for iPhone](#)

RT @[KellyeCrane](#): A3: In some instances that aren't treacherous, making the hashtag positive can help (e.g., [#iweoveatl](#)) [#solopr](#)



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

@[March4ward](#) This is a great point- have your community in place first. [#solopr](#)



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

@[KellyeCrane](#) there have been some examples of this backfiring too, though. [#soloPR](#)



[KarenSwim](#) 1:40pm via Nurph

RT @[KellyeCrane](#) A3: In some instances that aren't treacherous, making the hashtag positive can help (e.g., [#iweoveatl](#)) [#solopr](#) [#SoloPR](#)



[SoloPR](#) 1:39pm via tchat.io

RT @[March4ward](#): A3 Make sure you have a large following of champions & ambassadors to counter the negative and have PR ready! [#solopr](#)



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

RT @[KarenSwim](#): A3: PR 101 is to identify issues BEFORE you publish, launch, release anything. [#SoloPR](#)



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

A3: In some instances that aren't treacherous, making the hashtag positive can help (e.g., [#iweoveatl](#)) [#solopr](#)



[OneWomanShop1:38pm via web](#)

RT @[KarenSwim](#): A3: PR 101 is to identify issues BEFORE you publish, launch, release anything. [#SoloPR](#)



[SoloPR1:37pm via tchat.io](#)

RT @[KeeyanaHall](#): A3: One lesson is being "self aware" as an org. With the issues they've had, how did no one see this coming? [#solopr](#)



[KarenSwim1:37pm via Nurph](#)

A3: PR 101 is to identify issues BEFORE you publish, launch, release anything. [#SoloPR](#)



[SoloPR1:37pm via tchat.io](#)

MT @[mlaffs](#): Q3 create a culture where team members can speak up about pain points, avoid letting egos dominate content planning [#soloPR](#)



[March4ward1:37pm via Twitter for iPhone](#)

RT @[KellyeCrane](#): A3: If you have vocal & organized naysayers, avoid your own hashtag! McDonald's was another example of this [#solopr](#)



[KeeyanaHall1:37pm via Echofon](#)

@[mlaffs](#) Exactly! I'm baffled that someone thought this would go well...ON THE INTERNET! *flails arms* [#solopr](#)



[mlaffs1:37pm via web](#)

@[KeeyanaHall](#) more likely is that the person who did see it coming was shouted down/made to feel they couldn't speak up [#soloPR](#)



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

Exactly! RT @[KeeyanaHall](#): One lesson is being "self aware" as an org. With the issues they've had, how did no one see this coming? [#solopr](#)



[PaulaJohns](#) 1:36pm via [tchat.io](#)

Not well thought out for sure...MT @[KeeyanaHall](#)A3: With the issues they've had, how did no one see this coming? [#solopr](#)



[KarenSwim](#) 1:36pm via [Nurph](#)

@[KeeyanaHall](#) took the words out of my mouth, how did they not see this one coming? [#SoloPR](#)



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

A3: If you have vocal & organized naysayers, avoid your own hashtag!
McDonald's was another example of this [#solopr](#)



[March4ward](#) 1:36pm via [Twitter for iPhone](#)

A3 Make sure you have a large following of champions & ambassadors to counter the negative and have PR ready! [#solopr](#)



[fransteps](#) 1:36pm via [tchat.io](#)

@[mlaffs](#) Precisely. Bad way to run a contest - no way to screen. Should have used another method. [#solopr](#)



[mlaffs1:35pm via web](#)

@[fransteps](#) the point of a hashtag is that you can't screen the entries. [#SoloPR](#)



[KeeyanaHall1:35pm via Echofon](#)

A3: One lesson is being "self aware" as an org. With the issues they've had, how did no one see this coming? [#solopr](#)



[SoloPR1:35pm via tchat.io](#)

RT @[March4ward](#): A3 Have a qualified PR and marketing strategist involved in social media campaigns! Always assess pros and cons! [#solopr](#)



[SoloPR1:35pm via tchat.io](#)

It's true! RT @[LoisMarketing](#): If you open a door in SoMe [#soloPR](#) A3



[mlaffs1:35pm via web](#)

Q3 Also creating a culture where team members can speak up about pain points, avoid letting egos dominate content planning [#soloPR](#)



[dariasteigman1:34pm via TweetDeck](#)

RT @[SoloPR](#): Q3: NYPD is the latest org to see Twitter hashtag backlash: [gawker.com/nypds-twitter-...](#) –what are the lessons? [#solopr](#)



[March4ward1:34pm via Twitter for iPhone](#)

A3 Have a qualified PR and marketing strategist involved in social media campaigns! Always assess pros and cons! [#solopr](#)



[LoisMarketing1:34pm via TweetDeck](#)

If you open a door in SoMe [#soloPR](#) A3



[fransteps1:34pm via tchat.io](#)

A3: Screen contest entries...for starters. [#solopr](#)



[dariasteigman1:34pm via TweetDeck](#)

@[KellyeCrane](#) Good point. B/c we power users can always find something to whine about. :)[#solopr](#)



[KellyeCrane1:34pm via TweetDeck](#)

RT @[SoloPR](#): Q3: NYPD is the latest org to see Twitter hashtag backlash: gawker.com/nypds-twitter-... –what are the lessons? [#solopr](#)



[mdbarber1:34pm via Tweet Button](#)

RT @[mlaffs](#): Q3: Knowing your audience & pain points. If you think about it, the internet probably has some pent-up feelings [#soloPR](#)



[mlaffs1:33pm via web](#)

Q3: Knowing your audience & pain points. If you think about it, the internet probably has some pent-up feelings [#soloPR](#)



[dariasteigman1:33pm via TweetDeck](#)

@[tchatio](#) Thanks for the heads up! [#solopr](#)



[March4ward](#)1:33pm via Twitter for iPhone

RT @SoloPR: Q3: NYPD is the latest org to see Twitter hashtag backlash: gawker.com/nypds-twitter-... –what are the lessons? [#solopr](#)



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

@[dariasteigman](#) Also, waiting on the power users cuts down on the "this is why I hate the new layout"-type posts. :-) [#solopr](#)



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

RT @SoloPR: Q3: NYPD is the latest org to see Twitter hashtag backlash: gawker.com/nypds-twitter-... –what are the lessons? [#solopr](#)



[mdbarber](#)1:33pm via Tweet Button

RT @SoloPR: Q3: NYPD is the latest org to see Twitter hashtag backlash: gawker.com/nypds-twitter-... –what are the lessons? [#solopr](#)



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

Best ever! RT @[fransteps](#): A2: I think denial is a good strategy for now, don't you? [#solopr](#)



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

@[gregwbrooks](#) Of course you do. @[KarenSwim](#)[#solopr](#)



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

Thx for the update! RT @tchatio: @KellyeCrane We can confirm we had some issues today. We're looking into it. #solopr



[fransteps1:32pm via tchat.io](#)

A2: I think denial is a good strategy for now, don't you? #solopr



[SoloPR1:32pm via tchat.io](#)

Q3: NYPD is the latest org to see Twitter hashtag backlash: gawker.com/nypds-twitter-...—what are the lessons? #solopr



[dariasteigman1:31pm via TweetDeck](#)

The backwards rollout makes some sense. Power users don't go the Web site often, but everyone else does. #solopr



[tchatio1:31pm via YoruFukurou](#)

@KellyeCrane @SoloPR @mdbarber@PaulaJohns @dariasteigman We can confirm we had some issues today. We're looking into it. #solopr



[mdbarber1:31pm via tchat.io](#)

It looks as though several of us have the "suggestion" today to update our profiles. Will be interesting to watch. #solopr



[gregwbrooks1:31pm via web](#)

@dariasteigman @KarenSwim Disagree. I have a Greg bobblehead and it's magnificent. As would be yours. #solopr



[SoloPR1:31pm via tchat.io](#)

Let's continue to share info we find on this development using the [#solopr](#) hashtag in the weeks to come. Q3 is coming up...



[dariasteigman1:31pm via TweetDeck](#)

@[mlaffs](#) @[SoloPR](#) Most of the ones I've seen haven't been power users. I think they're testing whether it works w/ non-power users. [#solopr](#)



[mlaffs1:31pm via web](#)

@[cartooninperson](#) @[dariasteigman](#) I hate reverse ageism. My niche means I'm always coming up against it. [#soloPR](#)



[OneWomanShop1:30pm via HootSuite](#)

Tough to jump in mid Twitter chat, but going to try with [#SoloPR](#)- very relevant to the [#onewomanshop](#) community!



[mdbarber1:30pm via tchat.io](#)

Ok so they're rolling out aggressively then. MT @[dariasteigman](#): It was "suggestion" this AM. But I knew it was coming so went for it [#solopr](#)



[KellyeCrane1:30pm via TweetDeck](#)

A2: Notice both @[mashable](#) and @[twitter](#) just have a single color as their header image. Looks like everyone's still learning! [#solopr](#)



[mlaffs1:30pm via web](#)

@[SoloPR](#) @[dariasteigman](#) though TBH could have been a strategy to try to cut down on resistance to change/complaints [#soloPR](#)



[PaulaJohns](#) 1:29pm via [tchat.io](#)

Just went to my Twitter web page and it offered the opportunity for me to try the new profile with a "makeover", @[mdbarber](#). [#soloPR](#)



[mlaffs](#) 1:29pm via [web](#)

@[dariasteigman](#) @[mdbarber](#) not sure about order of roll-out because @[buckhouse](#) & co had it here in SF for a while [#soloPR](#)



[dariasteigman](#) 1:29pm via [TweetDeck](#)

@[mdbarber](#) Oh, no. It was a "suggestion" this morning. But I knew it was coming so I went for it. [#solopr](#)



[mdbarber](#) 1:29pm via [tchat.io](#)

@[PaulaJohns](#) same here. [#solopr](#)



[cartooninperson](#) 1:29pm via [web](#)

@[mlaffs](#) @[dariasteigman](#) Definitely not. I've faced it in many situations and never worked for agency. Millennial stigma doesn't help. [#solopr](#)



[dariasteigman](#) 1:29pm via [TweetDeck](#)

@[KarenSwim](#) I figured it was coming anyway, so I just went for it. Then stepped back from the computer. FAR. BACK. [#solopr](#)



[mdbarber](#)1:28pm via tchat.io

@[dariasteigman](#) Interesting. Just checked mine and it suggests I try the new layout but they haven't redone it for me. [#solopr](#)



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

Interesting! RT @[dariasteigman](#): First saw them in ppl w/ limited Twitter presence (almost a backwards rollout). [#solopr](#)



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

Woot! RT @[gregwbrooks](#): ... this is the one time a week I care about Twitter. [#solopr](#)



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

@[KarenSwim](#) Plus my head bobs as I move down the page. Like the world really needs a Daria bobblehead. [#solopr](#)



[PaulaJohns](#)1:28pm via tchat.io

@[mdbarber](#) I had heard about re-design but hadn't gotten to checking it out. Nice to see @[dariasteigman](#)'s so I can get a look. [#soloPR](#)



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

@[cartooninperson](#) @[dariasteigman](#) this isn't limited to agency-style client relationships [#soloPR](#)



[KellyeCrane](#)1:27pm via TweetDeck

RT @[dariasteigman](#): A2 Think of the "pin" as a free tweet & relevance. Opp to put 1 message front/center for people who come to check you ou#[solopr](#)



[KarenSwim](#)1:27pm via Nurph

@[dariasteigman](#) I have not permanently turned mine on yet, need a minute, lol! #[SoloPR](#)



[dariasteigman](#)1:27pm via TweetDeck

@[mdbarber](#) Twitter changed it. First saw them in ppl w/ limited Twitter presence (almost a backwards rollout). #[solopr](#)



[KellyeCrane](#)1:27pm via TweetDeck

RT @[cartooninperson](#): A2: Don't be afraid to be more liberal with mentions on new Twitter Profile b/c they no longer bury your other Tweets!#[solopr](#)



[businessgp1](#):27pm via Twitter for iPad

RT @[KellyeCrane](#): A2: I think most people only look at a Twitter profile page when clicking over from an external link. Am I wrong? #[solopr](#)



[mdbarber](#)1:27pm via Twitter for Mac

RT @[fransteps](#): A2: I'm using so many publishing tools now, that I rarely to the site itself. Guess I better go check all my channels!#[solopr](#)



[KellyeCrane](#)1:27pm via TweetDeck

A2: I think most people only look at a Twitter profile page when clicking over from an external link. Am I wrong? #[solopr](#)



[KarenSwim](#)1:26pm via Nurph

@[PaulaJohns](#) @[mdbarber](#) Almost never but apparently others use it [#SoloPR](#)



[gregwbrooks](#)1:26pm via web

@[PaulaJohns](#) @[mdbarber](#) Using it right now, but then again this is the one time a week I care about Twitter. [#solopr](#) [#luddite](#)



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

@[dariasteigman](#) did you design yours? Or did Twitter just change it? [#solopr](#)



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

Seriously shocking :) RT @[KarenSwim](#): A2: Good opp to deliver key info w/pinned tweet but monster profile is shock to the system! [#SoloPR](#)



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

@[PaulaJohns](#) that's what I was thinking as well. It makes the redesign seem a bit irrelevant, unless we're in the minority. [#solopr](#)



[KarenSwim](#)1:26pm via Nurph

@[dariasteigman](#) Yea I already have issues with the size of my head so it was a bit much for me too! [#SoloPR](#)



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

@[KarenSwim](#) It is a shock to the system. I was completely thrown this morning when I saw mine. [#solopr](#)



[PaulaJohns](#) 1:25pm via tchat.io

I very rarely do...MT @[mdbarber](#) A2 -- curious the percentage of people who use web-based Twitter. I so rarely do. [#solopr](#)



[SoloPR](#) 1:25pm via tchat.io

RT @[KarenSwim](#): A2: Good opp to deliver key info w/pinned tweet but monster profile is shock to the system! [#SoloPR](#)



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

A2 Think of the "pin" as a free tweet & relevance. Opp to put 1 message front/center for people who come to check you out. [#solopr](#)



[KarenSwim](#) 1:25pm via Nurph

@[KellyeCrane](#) Big hawking header and bigger profile photo. Also the type on the timeline is bigger [#SoloPR](#)



[mdbarber](#) 1:25pm via tchat.io

You trendsetter, Daria! RT @[SoloPR](#): If you haven't seen the new format, you can checkout Daria's page: twitter.com/dariasteigman [#solopr](#)



[mlaffs](#) 1:25pm via web

@[PaulaJohns](#) @[gregwbrooks](#) @[KellyeCrane](#) I have trouble with this - if crazy bells go off, motivation for pitching drops! [#solopr](#)



[KeeyanaHall](#) 1:24pm via HootSuite

RT @[fransteps](#): A2: I'm using so many publishing tools now that I rarely to the site itself. Guess I better go check all my channels![#solopr](#)



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

@[KarenSwim](#) What does this "monster profile" look like? I haven't seen one in that state.[#solopr](#)



[March4ward](#)1:24pm via [Twitter for iPhone](#)

RT @[SoloPR](#): If you haven't seen the new format, you can checkout Daria's page:[twitter.com/dariasteigman](#) [#solopr](#)



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

Yes. On both points. RT @[KarenSwim](#): A2: Good opp to deliver key info w/pinned tweet but monster profile is shock to the system! [#SoloPR](#)



[PaulaJohns](#)1:23pm via [tchat.io](#)

Exactly, very different @[gregwbrooks](#) :) MT @[KellyeCrane](#) Feeling good about what u pitch is different from thinking client is crazy [#solopr](#)



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

@[dariasteigman](#) @[SoloPR](#) saw this from
@[InternetSabrina](#) yesterday:[steamfeed.com/new-twitter-la...](#) [#SoloPR](#)



[fransteps](#)1:23pm via [tchat.io](#)

A2: I'm using so many publishing tools now, that I rarely to the site itself. Guess I better go check all my channels! [#solopr](#)



[SoloPR1:23pm via tchat.io](#)

If you haven't seen the new format, you can checkout Daria's page:twitter.com/dariasteigman [#solopr](#)



[KarenSwim1:23pm via Nurph](#)

A2: Good opp to deliver key info w/pinned tweet but monster profile is shock to the system![#SoloPR](#)



[March4ward1:23pm via Twitter for iPhone](#)

A2 Can't input as I haven't had opportunity to experience it [#solopr](#)



[cartooninperson1:23pm via web](#)

A2: Don't be afraid to be more liberal with mentions on new Twitter Profile b/c they no longer bury your other Tweets! [#solopr](#)



[mdbarber1:23pm via tchat.io](#)

LOL! RT @[KellyeCrane](#): A2: The change makes me feel better about the fact I never got around to doing a fancy background. :-)[#solopr](#)



[mdbarber1:22pm via tchat.io](#)

A2 -- curious the percentage of people who use web-based Twitter. I so rarely do, I wonder the impact of the change. [#solopr](#)



[KellyeCrane1:22pm via TweetDeck](#)

A2: The change makes me feel better about the fact I never got around to doing a fancy background. :-) [#solopr](#)



[March4ward1:22pm via Twitter for iPhone](#)

A1 In no way would I however compromise the integrity of my brand or work. [#solopr](#)



[fransteps1:22pm via Tweet Button](#)

RT @[dariasteigman](#): A2 I'm experimenting with the "pinned" tweet. Tweeted a link to a video chat (w/ me) and then pinned it to the top. [#solopr](#)



[SoloPR1:21pm via tchat.io](#)

RT @[LoisMarketing](#): Only two clients have it so far so we're still experimenting. A bit far from 'best practices' :) [#soloPR](#) A2



[dariasteigman1:21pm via TweetDeck](#)

A2 I'm experimenting with the "pinned" tweet. Tweeted a link to a video chat (w/ me) and then pinned it to the top. [#solopr](#)



[cartooninperson1:21pm via web](#)

@[BluePepperPR](#) A1: Awesome! It's all on your back if it doesn't convert! [#solopr](#)



[March4ward1:21pm via Twitter for iPhone](#)

A1 I always ask myself if ego or fear drive me 2 my feelings then address w agency then ask is lesson 2 be learned here worth it? [#solopr](#)



[LoisMarketing1:21pm via TweetDeck](#)

Only two clients have it so far so we're still experimenting. A bit far from 'best practices' :)#soloPR A2



[KellyeCrane1:21pm via TweetDeck](#)

RT @SoloPR: Q2: Any best practices for the new Twitter Profile (still rolling out)? #solopr



[KellyeCrane1:20pm via TweetDeck](#)

@gregwbrooks @PaulaJohns Well, feeling good about what you're pitching is different from thinking the client is crazy. :-) #solopr



[dariasteigman1:20pm via TweetDeck](#)

My Q b/c I got mine today. RT @SoloPR: Q2: Any best practices for the new Twitter Profile (still rolling out)? #solopr



[SoloPR1:20pm via tchat.io](#)

Q2: Any best practices for the new Twitter Profile (still rolling out)? #solopr



[cartooninperson1:20pm via web](#)

@dariasteigman Right. When I've faced resistance to change, egos, excuses & undervaluing of me always part of it. #solopr



[dariasteigman1:19pm via TweetDeck](#)

@[gregwbrooks](#) Kind of like only vacationing in countries that are politically correct (however defined). :) [#solopr](#)



[SoloPR1:19pm via tchat.io](#)

This has been an interesting discussion, and thanks for bearing with the early technical difficulties! Q2 is coming up... [#solopr](#)



[KeeyanaHall1:19pm via HootSuite](#)

Hopping on over to [#solopr](#) chat. My favorite thing about Wednesdays!



[LoisMarketing1:18pm via TweetDeck](#)

MT @[gregwbrooks](#): If I needed to believe in my clients, I'd be broke. :) [#solopr](#) <<
I believe in mine. I'm lending my voice to them :)



[dariasteigman1:18pm via TweetDeck](#)

@[cartooninperson](#) Not effectively. :) Unless a good strategy already in place.
Which clearly here there is not. [#solopr](#)



[SoloPR1:18pm via tchat.io](#)

Goes together RT @[gregwbrooks](#): A1: Cut ties. If you feel like you can't, then the problem is you don't have enough leads/prospects. [#solopr](#)



[gregwbrooks1:17pm via web](#)

@[PaulaJohns](#) @[KellyeCrane](#) If I needed to believe in my clients, I'd be broke.
:) [#solopr](#)



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

@[PaulaJohns](#) Ideally, we're an integrated part of the team & contribute to strategy. In that case I might let someone else write :-)
[#solopr](#)



[BluePepperPR](#)1:17pm via TweetChat powered by oneQube

A1: Even if I don't draft the release, I don't distribute unless I approve and believe in it.
[#solopr](#)



[March4ward](#)1:17pm via Twitter for iPhone

RT @[SoloPR](#): Q1: Should I continue to subcontract w/ agency who gives me lame media pitches, won't accept strategic input, but expects resul
[#solopr](#)



[mlaffs](#)1:16pm via web

@[PaulaJohns](#) @[KellyeCrane](#) I was just going to say this
[#soloPR](#)



[dariasteigman](#)1:16pm via TweetDeck

@[mlaffs](#) Always a balancing act. I try to talk about the "what" but not the "how" (until you pay me, of course).
[#solopr](#)



[cartooninperson](#)1:16pm via web

@[KellyeCrane](#) Thank you! Let's just say it was... cathartic to write that... ;) [#solopr](#)



[KellyeCrane](#)1:16pm via TweetDeck

@[mlaffs](#) Thanks! No one knows better what's needed than the person who's going to be under the gun to deliver.
[#solopr](#)



[cartooninperson1:16pm via web](#)

@[dariasteigman](#) Ah, right. By "client," I meant the agency. I'm not sure how we can provide pitching help without strategic input. [#solopr](#)



[PaulaJohns1:15pm via tchat.io](#)

I'm ok w/ not writing the rls, but need to believe in it. MT @[KellyeCrane](#): A1: I won't do MR unless I write the rls myself. [#solopr](#)



[SoloPR1:15pm via tchat.io](#)

Seems like common sense! RT @[BluePepperPR](#): A1: You should have input on the pitch if you're responsible for pitching it. [#solopr](#)



[KellyeCrane1:15pm via TweetDeck](#)

@[cartooninperson](#) Love how you said that. We're more than worker bees! [#solopr](#)



[mlaffs1:15pm via web](#)

@[KellyeCrane](#) good policy! [#soloPR](#)



[gregwbrooks1:14pm via web](#)

A1: Cut ties. If you feel like you can't, then the problem is you don't have enough leads/prospects. [#solopr](#)



[dariasteigman1:14pm via TweetDeck](#)

@[cartooninperson](#) I think the issue is they're not t client (but the client's agency). Sounds like agency just needs pitching help. [#solopr](#)



[LoisMarketing1:14pm via TweetDeck](#)

Such unprofessionalism in this scenario. As a contractor you stand to be the agency's scapegoat when things go wrong. [#soloPR](#) A1



[mlaffs1:14pm via web](#)

@[dariasteigman](#) early in career, this can be a tough balancing act, e.g. channeling inspiration/ideas into blog rather than freebie [#soloPR](#)



[KellyeCrane1:14pm via TweetDeck](#)

RT @[cartooninperson](#): @[SoloPR](#) A1: Disrespectful of client to expect you to be a mere servant to their tunnel vision and won't help biz or yo [#solopr](#)



[mdbarber1:13pm via tchat.io](#)

@[dariasteigman](#) good. tchatio good now as well. [#solopr](#)



[PaulaJohns1:13pm via tchat.io](#)

@[mdbarber](#) Thanks, yes tchat's working for me now. TweetDeck was my fall-back, @[dariasteigman](#). Thank you! [#soloPR](#)



[dariasteigman1:13pm via TweetDeck](#)

@[mdbarber](#) @[PaulaJohns](#) I'm using TweetDeck and that seems to be working okay. [#solopr](#)



[BluePepperPR1:13pm via TweetChat powered by oneQube](#)

A1: You should have input on the pitch if you're responsible for pitching it. [#solopr](#)



[SoloPR1:13pm via TweetDeck](#)

Yes! RT @[fransteps](#): Hi all! Crazy busy week, but I need to eat lunch, so why not chat with my fave solos? [#solopr](#)



[cartooninperson1:13pm via web](#)

RT @[KarenSwim](#): A1: If the agency is prohibiting you from delivering your best work and ability to perform then cut ties. [#SoloPR](#)



[PaulaJohns1:12pm via tchat.io](#)

@[dariasteigman](#) Thank you. Had email issues this morning too so I was beginning to wonder. Tchat seems to be working now. [#soloPR](#)



[cartooninperson1:12pm via web](#)

@[SoloPR](#) A1: Disrespectful of client to expect you to be a mere servant to their tunnel vision and won't help biz or your portfolio. [#solopr](#)



[SoloPR1:12pm via TweetDeck](#)

Oh, good point! RT @[dariasteigman](#): A1 Also, if they're not paying you for strategy work, don't give it away for free. [#solopr](#)



[mdbarber1:12pm via tchat.io](#)

@[dariasteigman](#) @[PaulaJohns](#) -- tchat.io seems to be working better. At least it's the same as my Twitter app. Maybe twitter is issue [#solopr](#)



[SoloPR1:12pm via TweetDeck](#)

RT @KarenSwim: A1: If the agency is prohibiting you from delivering your best work and ability to perform then cut ties. [#SoloPR](#)



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

@[fransteps](#) Ditto. Nuked burrito. chopped apple. And, of course, [#solopr](#) smarts.



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

A1: Saw a friend in this position once- the rls was written by others w/the wrong angle. Got no pickup, of course. [#solopr](#)



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

If you're "grasping" for work you need to rethink your goals and the reputation you wish for yourself. Don't chase every \$. [#SoloPR](#) A1



[fransteps](#) 1:11pm via tchat.io

Hi all! just joining from San Antonio! Crazy busy week, but I need to eat lunch, so why not chat with my fave solos? [#solopr](#)



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

@[PaulaJohns](#) Apparently tchat.io is having issues today. [#solopr](#)



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

RT @[mdbarber](#): A1 - ...why would you keep the subcontract if it's not helping you grow? [#solopr](#)



[mdbarber](#) 1:11pm via tchat.io

Amen! RT @[dariasteigman](#): A1 Also, if they're not paying you for strategy work, don't give it away for free. [#solopr](#)



[mdbarber](#) 1:10pm via [tchat.io](#)

Interesting idea. RT @[KellyeCrane](#): A1: I've always had a policy that I won't do media relations unless I wrote the rls myself. [#solopr](#)



[PaulaJohns](#) 1:10pm via [tchat.io](#)

Hello to my [#soloPR](#) friends -- Paula from San Diego here. Long-time solo PR pro. Had some trouble joining in on [tchat.io](#).



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

A1 Also, if they're not paying you for strategy work, don't give it away for free. [#solopr](#)



[KarenSwim](#) 1:10pm via [Nurph](#)

A1: If the agency is prohibiting you from delivering your best work and ability to perform then cut ties. [#SoloPR](#)



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

Well said! RT @[CjShaffer1](#): @[SoloPR](#)@[KellyeCrane](#) a1. Why on earth would you continue to work with under performers? [#solopr](#)



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

No. If you're not able to be of optimum benefit move on. In the situation you stand to become the 'scapegoat' when things go wrong. [#soloPR](#)



[KellyeCrane1:10pm via TweetDeck](#)

A1: I've always had a policy that I won't do media relations unless I wrote the rls myself. [#solopr](#)



[dariasteigman1:09pm via TweetDeck](#)

A1. Put that way, no. Is this abt expectations vs. reality / agency wants tactical support. If so, take the work as is or move on. [#solopr](#)



[CjShaffer11:09pm via web](#)

@[SoloPR](#) @[KellyeCrane](#) a1. Why on earth would you continue to work with under performers? [#solopr](#)



[KellyeCrane1:09pm via TweetDeck](#)

A1: This sounds like a no-win situation. [#solopr](#)



[mdbarber1:09pm via tchat.io](#)

A1 - Seems like the question asker has answered already but...why would you keep the subcontract if it's not helping you grow? [#solopr](#)



[KellyeCrane1:08pm via TweetDeck](#)

RT @[SoloPR](#): Q1: Should I continue to subcontract w/ agency who gives me lame media pitches, won't accept strategic input, but expects resul[#solopr](#)



[KellyeCrane1:08pm via TweetDeck](#)

@[dariasteigman](#) No- hello! Having some issues w/twchat.io, but forging ahead! [#solopr](#)



[mdbarber](#) 1:08pm via [Tweet Button](#)

RT @[SoloPR](#): Q1: Should I continue to subcontract w/ agency who gives me lame media pitches, won't accept strategic input, but expects result [#solopr](#)



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

Good morning. Seems a bit slow in @[tchat](#).io but they are coming in...I think. [#solopr](#)



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

Q1: Should I continue to subcontract w/ agency who gives me lame media pitches, won't accept strategic input, but expects results? [#solopr](#)



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

Glad to hear the Tweet steam is working some places (still no response on tchat.io) - let's forge ahead w/Q1...! [#solopr](#)



[dariasteigman](#) 1:06pm via [TweetDeck](#)

Did everyone take a day off and I didn't get the memo? [#solopr](#)



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

RT @[BluePepperPR](#): @[KellyeCrane](#) I'm in... via [TweetChat](#) [#solopr](#)



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

RT @KarenSwim: @KellyeCrane I see yours coming through in Nurph [#SoloPR](#)



[dariasteigman1:05pm via TweetDeck](#)

Hello folks! Daria checking into [#solopr](#) from Wash. DC. Looking forward to it.



[SoloPR1:04pm via tchat.io](#)

Uh oh, we may be having technical difficulties![#solopr](#)



[BluePepperPR1:04pm via TweetChat powered by oneQube](#)

@KellyeCrane I'm in... via TweetChat [#solopr](#)



[KarenSwim1:04pm via Nurph](#)

@KellyeCrane I see yours coming through in Nurph [#SoloPR](#)



[KarenSwim1:04pm via Nurph](#)

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



[KellyeCrane1:03pm via TweetDeck](#)

I'm seeing the [#solopr](#)-tagged tweets coming thru in Tweekdeck, but not tchat.io. How 'bout everyone else?



[SoloPR1:02pm via tchat.io](#)

We have room for more Qs this week, so send them to @KellyeCrane without the hashtag (or by DM)! [#solopr](#)



[KellyeCrane](#) 1:01pm via TweetDeck

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



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

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



[SoloPR](#) 1:00pm via tchat.io

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