



## #SoloPR Transcript –4/16/2014

Q1: Have you ever promised a client coverage in their chosen publication in order to win their business? [#solopr](#)

Q2: Most report Facebook is now largely a pay-to-play platform for brands. How have you changed strategy? Client reaction? [#solopr](#)

Q3: Has anyone used Twitter advertising in a campaign? [#solopr](#)

Q4: Lots of blogs & media outlets use misleading headlines/hyperbole in titles. How far do you go on this without a backlash? [#solopr](#)

Q5: As we enter the second quarter of 2014, what are your clients' chief concerns right now? [#solopr](#)

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[KellyeCrane](#)2:00pm via TweetDeck

@[KeeyanaHall](#) That's a good thing to be pushing for! I like it. [#solopr](#)



[hellormharrison](#)1:59pm via Twubs

@[SoloPR](#) That went by so quickly! So happy I could join in. Have a wonderful [#wineWednesday](#) + enjoy the rest of your week everyone! [#soloPR](#)



[KeeyanaHall](#)1:59pm via HootSuite

RT @KarenSwim: A5: Hitting annual goals, bottom line, making sure they have right strategies in place [#SoloPR](#)



[KellyeCrane](#)1:59pm via [TweetDeck](#)

@[PaulaJohns](#) Ha, you so silly! That would never happen to your fabulous self. [#solopr](#)



[phyllisweisspr](#)1:58pm via [Tweet Button](#)

RT @[ehr\\_comms](#): Thanks! @[KellyeCrane](#)always enjoy these chats! [#solopr](#)



[3HatsComm](#)1:58pm via [TweetDeck](#)

RT @KarenSwim: A5: Hitting annual goals, bottom line, making sure they have right strategies in place [#SoloPR](#)



[ehr\\_comms](#)1:58pm via [tchat.io](#)

Thanks! @[KellyeCrane](#) always enjoy these chats! [#solopr](#)



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

A5: Hitting annual goals, bottom line, making sure they have right strategies in place [#SoloPR](#)



[SoloPR](#)1:58pm via [tchat.io](#)

A transcript of today's chat will be up on [soloprpro dot com](#) tomorrow, and we'll be back next week same day/time. Have a great one![#solopr](#)



[KeeyanaHall](#)1:58pm via [HootSuite](#)

A5: Also seeing a push, in general, to really want to be sure they're being true to their brand & audience. [#solopr](#)



[phyllisweisspr](#)1:58pm via [Tweet Button](#)

*#solopr transcript – 4/16/2014*

*For more information and resources, visit <http://soloprpro.com/>*

[#solopr](#) Happy Passover/Easter/Spring/middle of April!



[hellormharrison](#)1:57pm via Twubs

RT @[natashajoleen](#) A5. Converting social & digital community to leads/revenues [#soloPR](#)



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

Either that or I'm the last to know the budget's about to be eliminated, but thanks! :) RT @[SoloPR](#) Nice endorsement of your efforts! [#soloPR](#)



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

The clock on the wall says we're about out of time. Thanks to you all for joining, and remember that we use the hashtag all week! [#solopr](#)



[hellormharrison](#)1:57pm via Twubs

@[SoloPR](#) @[KeeyanaHall](#): What tools do you use to track/measure goals/progress? [#soloPR](#)



[SoloPR](#)1:56pm via tchat.io

Oh yes, more focus on the numbers. RT @[natashajoleen](#): A5. Converting social & digital community to leads/revenues [#soloPR](#)



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

Definitely a major concern >> RT @[KeeyanaHall](#)A5: Biggest concerns are making sure they're still on track with goals. [#solopr](#)



[natashajoleen](#)1:55pm via Twitter for iPhone

A5. Converting social & digital community to leads/revenues [#soloPR](#)



[SoloPR](#)1:55pm via tchat.io

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Smart! Important to do at this juncture RT @[KeeyanaHall](#): A5: Biggest concerns are making sure they're still on track with goals. [#solopr](#)



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

That's fantastic! >> RT @[ehr\\_comms](#) A5 @[KellyeCrane](#) I'm finding that they want to have a good year and are starting to spend [#solopr](#)



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

RT @[hellormharrison](#): A5 Trying to leverage as much "earned" (read: free) media as possible + minimizing spending. [#soloPR](#)



[KeeyanaHall](#) 1:54pm via HootSuite

A5: Biggest concerns are making sure they're still on track with goals. [#solopr](#)



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

Ha, this should be stamped :) “@[hellormharrison](#): [#Quotable](#)! >> "Authenticity leads to real engagement" (@[natashajoleen](#))[#soloPR](#)”



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

A5: As more data comes out about email marketing effectiveness, we're focusing more there, too. [#solopr](#)



[KeeyanaHall](#) 1:53pm via HootSuite

Bingo RT @[3HatsComm](#): And/or really want. RT @[phyllisweisspr](#): Clients seem to find \$ when they really need something. [#solopr](#)



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

Ha! Yes >> RT @[SoloPR](#) Truer words were never spoken! MT @[phyllisweisspr](#): [#solopr](#) Clients seem to find \$ when they really need something.



[natashajoleen](#) 1:53pm via Twitter for iPhone

Yep! RT @[KellyeCrane](#): A5: In 2014, social media is no longer a "shiny object" to test. We're executing on the plans! [#solopr](#)



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

Excellent! RT @[ehr\\_comms](#): A5 @[KellyeCrane](#) I'm finding that they want to have a good year and are starting to spend [#solopr](#)



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

A5 Trying to leverage as much "earned" (read: free) media as possible + minimizing spending. [#soloPR](#)



[3HatsComm](#) 1:52pm via TweetDeck

And/or really want. RT @[phyllisweisspr](#): Clients seem to find \$ when they really need something. [#solopr](#)



[KeeyanaHall](#) 1:52pm via HootSuite

+1 RT @[KellyeCrane](#): A5: In 2014, social media is no longer a "shiny object" to test. We're executing on the plans! [#solopr](#)



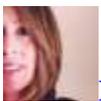
[SoloPR](#) 1:52pm via tchat.io

Truer words were never spoken! MT @[phyllisweisspr](#): [#solopr](#) Clients seem to find \$ when they really need something.



[ehr\\_comms](#) 1:52pm via tchat.io

A5 @[KellyeCrane](#) I'm finding that they want to have a good year and are starting to spend [#solopr](#)



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

A5 Most want to keep the momentum going. MT @SoloPR Q5: As we enter second quarter, what are your clients' chief concerns? [#solopr](#)



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

A5: In 2014, social media is no longer a "shiny object" to test. We're executing on the plans![#solopr](#)



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

[#solopr](#) I'm jumping in late as well. Clients seem to find \$ when they really need something.



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

Right! Welcome :) >> RT @KeeyanaHall Popping in for the tail-end of [#solopr](#). Better late than never, right?



[sandhillpr](#)1:49pm via web

RT @dariasteigman: @KarenSwim This is another reminder not to put all efforts into someone else's platform. [Take that, pps doing away w/ [#solopr](#)



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

Popping in for the tail-end of [#solopr](#). Better late than never, right?



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

A5: Swings in the stock market are causing many to remain cautious w/budgets. [#solopr](#)



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

RT @SoloPR Q5: As we enter the second quarter of 2014, what are your clients' chief concerns right now? [#solopr](#)



[KellyeCrane](#)1:48pm via TweetDeck

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RT @SoloPR: Q5: As we enter the second quarter of 2014, what are your clients' chief concerns right now? #solopr



[sandhillpr1:48pm via web](#)

.@KellyeCrane @dariasteigman @KarenSwim So true. Platforms keep changing to monetize. #solopr



[SoloPR1:48pm via tchat.io](#)

Q5: As we enter the second quarter of 2014, what are your clients' chief concerns right now? #solopr



[dariasteigman1:47pm via TweetDeck](#)

@natashajoleen But upworthy isn't in 1 vertical, so I suspect their audience has more 1-offs (versus building a true community). #solopr



[SoloPR1:47pm via tchat.io](#)

Thanks for your feedback on Q4! Q5 is up next... #solopr



[hellormharrison1:46pm via Twubs](#)

Great point! >> RT @natashajoleen @dariasteigman true. Funny thing is it works so much for @Upworthy b/c of their do-good messages! #solopr



[KarenSwim1:45pm via Nurph](#)

@SoloPR @KellyeCrane Yes, thought that forgot to type it:-) #SoloPR



[sandhillpr1:45pm via web](#)

.@KellyeCrane @dariasteigman @KarenSwim though #remarketing is similar blow to trust. Seems like brand is the stalker not Google. #solopr



[SoloPR1:44pm via tchat.io](#)

#solopr transcript – 4/16/2014

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Great point! RT @[3HatsComm](#): ...are these even the target eyes? [#soloPR](#)



[SoloPR1:44pm via tchat.io](#)

If the info is useful RT @[KarenSwim](#): @[KellyeCrane](#) I think "normal" people are irritated but will continue to visit platform [#SoloPR](#)



[natashajoleen1:44pm via Twitter for iPhone](#)

@[dariasteigman](#) true. Funny thing is it works so much for @[Upworthy](#) b/c of their do-good messages! [#solopr](#)



[hellormharrison1:43pm via Twubs](#)

@[KellyeCrane](#) It gives them numbers that they can show to their ad buyers ... \*shrug\* [#solopr](#)



[3HatsComm1:43pm via TweetDeck](#)

@[ehr\\_comms](#) @[KellyeCrane](#) bingo. it's a numbers game for ads? eyeballs for newsletter subscriptions? are these even the target eyes? [#soloPR](#)



[KellyeCrane1:43pm via TweetDeck](#)

@[3HatsComm](#) Galleries - boo! [#solopr](#)



[SoloPR1:43pm via tchat.io](#)

LOL RT @[EverettMartin](#): @[KellyeCrane](#)@[SoloPR](#) 666 Ways To Avoid Linkbait Backlash Before It Kills You, Your Business And Your Family! [#solopr](#)



[KarenSwim1:43pm via Nurph](#)

@[KellyeCrane](#) I think "normal" people are irritated but will continue to visit platform [#SoloPR](#)



[hellormharrison1:42pm via Twubs](#)

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A4 I never want to be misleading, but you definitely have to get creative to get attention. [#solopr](#)



[OhhSocialMedia1:42pm via RoundTeam](#)

RT @[KellyeCrane](#): A4: I think sites that sell ads use this tricky tactic to drive up their page view [#s](#). It works, but to what end? [#solopr](#)



[OhhSocialMedia1:42pm via RoundTeam](#)

RT @[KellyeCrane](#): A4: I personally hate being mislead into clicking something - and I have a long memory. :- ) [#solopr](#)



[OhhSocialMedia1:42pm via RoundTeam](#)

RT @[KellyeCrane](#): RT @[SoloPR](#): Q4: Blogs & media outlets use misleading headlines/hyperbole in titles. How far do you go on this without a ba [#solopr](#)



[SoloPR1:42pm via tchat.io](#)

The conundrum: RT @[ehr\\_comms](#): A4: How misleading? You want people to click on the blog, so it has to grab their attention. [#solopr](#)



[3HatsComm1:42pm via TweetDeck](#)

A4 I know I hate a bait and switch titles; and those click bait gallery posts that just make you click pages see more ads [#soloPR](#)



[ehr\\_comms1:42pm via tchat.io](#)

Absolutely! These sorts of headlines will drive traffic, but is it traffic that will return?!

@[KellyeCrane](#) [#solopr](#)



[hellormharrison1:42pm via Twubs](#)

Hello! RT @[PaulaJohns](#) Crazy day here so far...just jumping into the [#soloPR](#) chat now from sunny San Diego. Looks to be a great conversation.

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[SoloPR1:41pm via tchat.io](#)

RT @[dariasteigman](#): A4 It's "traffic bait." Great if your goal is hits, but not IMO a smart strategy to mislead & waste ppl's time. [#solopr](#)



[KellyeCrane1:41pm via TweetDeck](#)

A4: I think sites that sell ads use this tricky tactic to drive up their page view [#s](#). It works, but to what end? [#solopr](#)



[EverettMartin1:41pm via web](#)

@[KellyeCrane](#) @[SoloPR](#) 666 Ways To Avoid Linkbait Backlash Before It Kills You, Your Business And Your Family! [#solopr](#)



[AerialEllis1:41pm via web](#)

RT @[KellyeCrane](#): RT @[SoloPR](#): Q4: Blogs & media outlets use misleading headlines/hyperbole in titles. How far do you go on this without a ba[#solopr](#)



[PaulaJohns1:41pm via tchat.io](#)

Crazy day here so far...just jumping into the[#soloPR](#) chat now from sunny San Diego. Looks to be a great conversation.



[ehr\\_comms1:40pm via tchat.io](#)

A4: How misleading? You want people to click on the blog, so it has to grab their attention.[#solopr](#)



[phyllisweisspr1:40pm via Tweet Button](#)

RT @[KellyeCrane](#): A4: I personally hate being mislead into clicking something - and I have a long memory. :-> [#solopr](#)



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

Me too RT @[KellyeCrane](#): A4: I personally hate being misled into clicking something - and I have a long memory. :- ) [#solopr](#)



[hellormharrison](#)1:40pm via Twitter for Android

RT @[SoloPR](#): Q4: Lots of blogs & media outlets use misleading headlines/hyperbole in titles. How far do you go on this without a backlash? [##solopr](#)



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

A4: I personally hate being misled into clicking something - and I have a long memory. :- ) [#solopr](#)



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

A4 It's "traffic bait." Great if your goal is hits, but not IMO a smart strategy to mislead & waste ppl's time. [#solopr](#)



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

RT @[SoloPR](#): Q4: Blogs & media outlets use misleading headlines/hyperbole in titles. How far do you go on this without a backlash? [#solopr](#)



[ehr\\_comms](#)1:39pm via Tweet Button

RT @[RoxstarRoxanne](#): @[SoloPR](#) @[ehr\\_comms](#) Twitter ads are great for promoting chats & events. [#solopr](#)



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

Good point! RT @[RoxstarRoxanne](#): @[SoloPR](#) @[ehr\\_comms](#) Twitter ads are great for promoting chats & events. [#solopr](#)



[hellormharrison1:38pm via Twubs](#)

[#Quotable!](#) >> "Authenticity leads to real engagement" (@[natashajoleen](#)) [#soloPR](#)



[sandhillpr1:38pm via web](#)

.@[dariasteigman](#) @[KarenSwim](#) Agree. Sometimes with FB feed turning more like Twitter it's hard to catch. like promoting posts instead. [#solopr](#)



[KellyeCrane1:38pm via TweetDeck](#)

@[sandhillpr](#) @[dariasteigman](#) @[KarenSwim](#) I think the backlash will probably be against the platform, more than the brand. [#solopr](#)



[3HatsComm1:38pm via TweetDeck](#)

Real value, agree. RT @[CjShaffer1](#): @[KellyeCrane](#) @[ehr\\_comms](#) Facebook ads.. have to know your audience and have something to offer [#solopr](#)



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

Q4: Lots of blogs & media outlets use misleading headlines/hyperbole in titles. How far do you go on this without a backlash?[#solopr](#)



[3HatsComm1:36pm via TweetDeck](#)

@[dariasteigman](#) @[sandhillpr](#) @[KarenSwim](#) don't like to be fooled or sold to or any other condescending brand page noise [#soloPR](#)



[dariasteigman1:36pm via TweetDeck](#)

RT @[CjShaffer1](#): @[KellyeCrane](#) @[ehr\\_comms](#) Facebook ads are fantastic for that as well, just have to know your audience and have something to [#solopr](#)



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

RT @[OneWomanShop](#): Twitter chats on our new calendar: [#BlogBrunch](#), [#OMHG](#), [#ChicChat](#),[#SoloPR](#), & the @[creativesclub](#) inaugural chat <http://t.cow.ly/vQUZF>



[ehr\\_comms](#)1:35pm via Tweet Button

RT @[natashajoleen](#): @[ehr\\_comms](#) yea on such [#socialmedia](#) platforms I try to stay away from forced ads. Authenticity leads to real engagement [#solopr](#)



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

RT @[CjShaffer1](#): [#solopr](#) Twitter ads are like anything else, you need a solid CTA and a path for the user. TwitterCards work well as do emai...



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

RT @[CjShaffer1](#): @[KellyeCrane](#) @[ehr\\_comms](#) Facebook ads are fantastic for that as well, just have to know your audience and have something to [#solopr](#)



[RoxstarRoxanne](#)1:35pm via Twitter for iPhone

@[SoloPR](#) @[ehr\\_comms](#) Twitter ads are great for promoting chats & events. [#solopr](#)



[OneWomanShop](#)1:35pm via HootSuite

Twitter chats on our new calendar: [#BlogBrunch](#),[#OMHG](#), [#ChicChat](#), [#SoloPR](#), & the @[creativesclub](#) inaugural chat [ow.ly/vQUZF](http://ow.ly/vQUZF)



[natashajoleen](#)1:35pm via Twitter for iPhone

@[ehr\\_comms](#) yea on such [#socialmedia](#) platforms I try to stay away from forced ads. Authenticity leads to real engagement [#solopr](#)



[CjShaffer](#) 11:35pm via Twitter for Android

@[KellyeCrane](#) @[ehr\\_comms](#) Facebook ads are fantastic for that as well, just have to know your audience and have something to offer [#solopr](#)



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

@[sandhillpr](#) Sponsored ads are transparent. Problem w/ native adv is that it's not. And ppl (me) don't like to be fooled. @[KarenSwim](#) [#solopr](#)



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

Loving the discussion today, everyone - thanks! Q4 is up next... [#solopr](#)



[hellormharrison](#) 1:34pm via web

RT @[ehr\\_comms](#): There are lots of articles and videos show the instant roi, but nothing out yet that shows how 'engaged' that audience is. [##solopr](#)



[3HatsComm](#) 1:34pm via TweetDeck

@[dariasteigman](#) @[ehr\\_comms](#) and even more work to maintain that engagement, develop relationships that keeps fans interested [#soloPR](#)



[hellormharrison](#) 1:34pm via web

RT @[dariasteigman](#): @[ehr\\_comms](#) Exactly. Easy to get "likes"; a lot more work to build an engaged community. [#solopr](#)



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

@[ehr\\_comms](#) Interesting. Thinking of @[CjShaffer1](#)'s point that Twitter ads work best to drive other actions (e.g., email signups). [#solopr](#)



[sandhillpr](#)1:32pm via web

.@[dariasteigman](#) @[KarenSwim](#) Leary of nativeads or sponsored ads on FB. Believe in coming backlash against [#nativeads](#) [#slipperyslope](#) [#solopr](#)



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

@[CjShaffer1](#) Great points! [#solopr](#)



[ehr\\_comms](#)1:32pm via tchat.io

There are lots of articles and videos show the instant roi, but nothing out yet that shows how 'engaged' that audience is. [#solopr](#)



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

RT @[KellyeCrane](#): RT @[SoloPR](#): Q3: Has anyone used Twitter advertising in a campaign?[#solopr](#)



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

MT @[CjShaffer1](#): [#solopr](#) Twitter ads are like anything else, you need a solid CTA and a path for the user (TwitterCards, email conversions)



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

@[ehr\\_comms](#) Exactly. Easy to get "likes"; a lot more work to build an engaged community.[#solopr](#)



[ehr\\_comms](#)1:31pm via tchat.io

Yes @[natashajoleen](#) think so. [#solopr](#)



[hellormharrison](#)1:31pm via Twubs

@[SoloPR](#) @[ehr\\_comms](#) Hmm... that's a good question. I'm sure there's an article out there about this very thing. [#solopr](#)

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[KellyeCrane1:31pm via TweetDeck](#)

A3: I've seen a few sites obviously buy ads on the [#solopr](#) hashtag- suppose I should try it too and report back!



[KarenSwim1:30pm via Nurph](#)

Interesting & new stats about Twitter point to that RT [@ehr\\_comms](#) It's instant ROI, but I'm not sure of the longevity. [#solopr](#) [#SoloPR](#)



[natashajoleen1:30pm via Twitter for iPhone](#)

[@ehr\\_comms](#) is it possible w/ the twitter advertising, the community wasn't authentic?[#solopr](#)



[CjShaffer11:30pm via web](#)

[#solopr](#) Twitter ads are like anything else, you need a solid CTA and a path for the user. TwitterCards work well as do email conversions.



[hellormharrison1:30pm via Twubs](#)

RT [@SoloPR](#) [@ehr\\_comms](#) So people followed and then unfollowed? Wonder if ads attract a lot of fake accounts? [#solopr](#)



[hellormharrison1:30pm via Twubs](#)

Oops! Forgot the 'A3' >> Not yet! I've heard great things about the ROI ... [#solopr](#)



[ehr\\_comms1:29pm via tchat.io](#)

It's instant ROI, but I'm not sure of the longevity.[#solopr](#)



[SoloPR1:29pm via tchat.io](#)

@[ehr\\_comms](#) So people followed and then unfollowed? Wonder if ads attract a lot of fake accounts? [#solopr](#)



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

@[3HatsComm](#) @[akenn](#) Great point, Davina. Being a CS channel is abt access & triage, not community. Still good outpost for that. [#solopr](#)



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

Not yet! I've heard great things about the ROI. [#yayTwitter](#) [#solopr](#)



[ehr\\_comms](#) 1:28pm via [tchat.io](#)

And all of the followers left very quickly too. [#solopr](#)



[SoloPR1](#) 1:28pm via [tchat.io](#)

Interesting! RT @[ehr\\_comms](#): I found it to be very good at first, massive peak in website hits, but then saw it trail off quickly. [#solopr](#)



[natashajoleen](#) 1:27pm via [Twitter for iPhone](#)

Absolutely! “@[KellyeCrane](#): @[natashajoleen](#) So true- it's our job to make the changing landscape clear to our clients. [#solopr](#)”



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

RT @[SoloPR](#) Let's make this Q3: RT @[ehr\\_comms](#): A2: Has anyone used Twitter advertising in a campaign? [#solopr](#)



[ehr\\_comms](#) 1:27pm via [tchat.io](#)

I tested it too. If found it to be very good at first, massive peak in website hits, but then saw it trail off quickly. [#solopr](#)



[SoloPR1:27pm via tchat.io](#)

RT @[KarenSwim](#): @[ehr\\_comms](#) I tested it when it first launched as part of a client campaign#[SoloPR](#)



[dariasteigman1:27pm via TweetDeck](#)

@[hellormharrison](#) @[akenn](#) Agreed. But it certainly changes the value equation. [#solopr](#)



[KarenSwim1:27pm via Nurph](#)

@[dariasteigman](#) Exactly! Let's shout that one from the rooftops! [#SoloPR](#)



[KellyeCrane1:27pm via TweetDeck](#)

RT @[SoloPR](#): Q3: Has anyone used Twitter advertising in a campaign? [#solopr](#)



[hellormharrison1:26pm via Twubs](#)

@[akenn](#) @[dariasteigman](#) Guess that depends on who they're targeting. [#solopr](#)



[dariasteigman1:26pm via TweetDeck](#)

@[KarenSwim](#) This is another reminder not to put all efforts into someone else's platform. [Take that, pps doing away w/ comments.][#solopr](#)



[3HatsComm1:26pm via TweetDeck](#)

@[akenn](#) @[dariasteigman](#) give up as purely sales, broadcast channel; or as a community, or customer support/service? vary per strategy[#soloPR](#)



[SoloPR1:26pm via tchat.io](#)

Let's make this Q3: RT @[ehr\\_comms](#): A2: Has anyone used Twitter advertising in a campaign?[#solopr](#)



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

@[ehr\\_comms](#) I tested it when it first launched as part of a client campaign [#SoloPR](#)



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

Yes! RT @[KellyeCrane](#) @[natashajoleen](#) So true- it's our job to make the changing landscape clear to our clients. [#solopr](#) [#SoloPR](#)



[ehr\\_comms](#)1:25pm via tchat.io

A2: Has anyone used Twitter advertising in a campaign? [#solopr](#)



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

@[natashajoleen](#) So true- it's our job to make the changing landscape clear to our clients. [#solopr](#)



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

RT @[ehr\\_comms](#) Good one! RT @[Serena](#) FB shows content by type, you get a higher ROI if you have posts with videos, photos and links [#solopr](#)



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

@[RS\\_Comm](#) @[dariasteigman](#) One of the things I love about Instagram is that it is a personal social media site, I fear brand takeover! [#SoloPR](#)



[akenn](#)1:24pm via Tweet Button

@[dariasteigman](#) hit the nail on the head-will orgs that haven't amassed engaged community give up on FB now that it's pay-to-play? [#solopr](#)



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

RT @[dariasteigman](#): A2 The key to engagement will always be quality content. The main diff now is you have to pay to make sure ppl see it. ([#solopr](#)



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

Good tips MT @[Serena](#): Remember, FB shows content by type, you get higher ROI if you have posts with video, photos and links [#soloPR](#)



[thefriendraiser](#)1:24pm via web

\*runs off to a meeting\* see you next week [#solopr](#)



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

@[dariasteigman](#) @[KarenSwim](#) we are having to reset client expectations while exploring other aves, ESP Instagram [#solopr](#)



[KarenSwim](#)1:24pm via Nurph

@[dariasteigman](#) Some have because of what it takes to get seen by their community, i.e. changes in how FB treats text vs images [#SoloPR](#)



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

Good tip! MT @[Serena](#): Remember, FB shows content by type, you get a higher ROI if you have posts with video, posts w/photo or links [#soloPR](#)



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

Good one! RT @[Serena](#) FB shows content by type, you get a higher ROI if you have posts with videos, photos and links [#solopr](#)



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

Gotta run early folks, but so good to chat, even for a bit. [#solopr](#)



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

Good tip! RT @hellormharrison: A2: Using hashtags in posts + sharing content to personal pages has helped boost visibility [#soloPR](#)



[dariasteigman1:22pm via TweetDeck](#)

@KarenSwim True. And it will make newbies think 2x. But if you have engaged community, I don't know why you'd throw in the towel. [#soloPR](#)



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

@KellyeCrane that's exactly it. Think I'll look more closely at their reports; see if there is more. Will share in Facebook group [#soloPR](#)



[SoloPR1:22pm via tchat.io](#)

MT @natashajoleen: @SoloPR A2. ...FB is still a consumer-driven platform & you should treat your strategy as such [#soloPR](#)



[RS Comm1:22pm via Twitter for iPhone](#)

MT: @dariasteigman: The key to engagement will always be quality content. main diff now is you have to pay to make sure ppl see it.

[#soloPR](#)



[SoloPR1:22pm via tchat.io](#)

RT @KarenSwim: @SoloPR @thefriendraiser Agree, much harder and understandable while smaller brands are throwing in the towel. [#SoloPR](#)



[natashajoleen1:22pm via Twitter for iPhone](#)

@KellyeCrane that's our opp to have consultations in order for them to understand these changes + new trends :) [#soloPR](#)



[Serena](#)1:22pm via HootSuite

Remember, FB shows content by type, you get a higher ROI if you have posts with video, posts with photo and posts with links [#soloPR](#)



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

True! RT @[ehr\\_comms](#): @[KellyeCrane](#) A2: and they were probably just starting to understand the 'old way'. [#solopr](#)



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

A2: Using hashtags in posts + sharing content to personal pages has helped boost visibility [#soloPR](#)



[mdbarber](#)1:21pm via tchat.io

Mine too! RT @[KellyeCrane](#): A2: Clients are used to media platforms being what say they are. Constant changes make their heads spin! [#solopr](#)



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

@[jendonovans](#) Ha! Well, our heads spinning is nothing new. :- ) [#solopr](#)



[KarenSwim](#)1:21pm via Nurph

@[dariasteigman](#) Hi and yes great point, the sad part is that there is no way around the "pay" part anymore [#SoloPR](#)



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

@[mdbarber](#) Interesting- sounds like your clients have fans that "share" their stuff regularly. Sure you worked hard to get that! [#solopr](#)



[ehr\\_comms](#)1:20pm via tchat.io

@[KellyeCrane](#) A2: and they were probably just starting to understand the 'old way'. [#solopr](#)



[KarenSwim1](#):20pm via Nurph

@[natashajoleen](#) agree but no getting around the fact that Facebook treats business pages differently than profiles so adjustments nec[#SoloPR](#)



[hellormharrison1](#):20pm via Twubs

RT @[KellyeCrane](#) A2: Clients are used to media platforms being what they say they are. Constant changes make their heads spin! [#solopr](#)



[dariasteigman1](#):20pm via TweetDeck

A2 The key to engagement will always be quality content. The main diff now is you have to pay to make sure ppl see it. (And hi!).

[#solopr](#)



[KellyeCrane1](#):19pm via TweetDeck

A2: Clients are used to media platforms being what they say they are. Constant changes make their heads spin! [#solopr](#)



[hellormharrison1](#):19pm via Twubs

@[LoisMarketing](#) Take care Lois + same to you![#solopr](#)



[KateRobins1](#):19pm via Echofon

[#solopr](#) hope to catch up w you all later via hashtag. Sorry to miss you today.



[natashajoleen1](#):19pm via Twitter for iPhone

@[SoloPR](#) A2. Contrary to many marketing beliefs, FB is still a consumer-driven platform & you should treat your strategy as such [#solopr](#)



[RoxstarRoxanne](#)1:18pm via Twitter for iPhone

RT @[hellormharrison](#): Truth! >> RT @[KellyeCrane](#) A2: Having a budget for Facebook activities (even a small one) is becoming more necessary. [##SoloPR](#)



[SoloPR](#)1:18pm via tchat.io

RT @[mdbarber](#): A2 -- Imagine a client just starting out & trying to build engagement will definitely have to buy ads to get there. [#solopr](#)



[LoisMarketing](#)1:18pm via TweetDeck

Wishing all of you in [#soloPR](#) a special Passover and Easter. I'm off to a meeting. Hope to 'see' you next week.



[KellyeCrane](#)1:18pm via TweetDeck

A2: I think many clients are confused. Do ya'll see this, too? [#solopr](#)



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

RT @[mdbarber](#) A2 - Imagine a client just starting out & trying to build engagement will definitely have to buy ads to get there. [#solopr](#)



[KarenSwim](#)1:18pm via Nurph

@[SoloPR](#) @[thefriendraiser](#) Agree, much harder and understandable while smaller brands are throwing in the towel. [#SoloPR](#)



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

Truth! >> RT @[KellyeCrane](#) A2: Having a budget for Facebook activities (even a small one) is becoming more necessary. [#SoloPR](#)



[LoisMarketing1:17pm via TweetDeck](#)

@[KellyeCrane](#) You beat me to it :) FB is becoming an expenditure -- but is a good one for certain clients [#soloPR](#) A2



[SoloPR1:17pm via tchat.io](#)

RT @[KarenSwim](#): A2: Big change for my clients and doing more ads and visual content pieces [#SoloPR](#)



[SoloPR1:17pm via tchat.io](#)

RT @[thefriendraiser](#): a2. it has. use more IMC to deliver messages. and remember the WiiFM when creating content. [#SoloPR](#)



[hellormharrison1:17pm via Twubs](#)

A2: Ugh! I'm not a fan of FB's recent changes. Since we focus on \*building\* presence it makes things much harder w/o pay-to-play [#solopr](#)



[mdbarber1:17pm via tchat.io](#)

A2 -- Imagine a client just starting out & trying to build engagement will definitely have to buy ads to get there. [#solopr](#)



[KarenSwim1:17pm via Nurph](#)

Yes RT @[KellyeCrane](#) A2: Having a budget for Facebook activities (even a small one) is becoming more necessary. [#solopr](#) [#SoloPR](#)



[mdbarber1:16pm via tchat.io](#)

@[SoloPR](#) I think it's because their "audience" already does a lot of promoting for them. Or, it'll change gradually. [#solopr](#)



[KarenSwim1:16pm via Nurph](#)

RT @[KellyeCrane](#): A2: I invest less time in regular updates, more time in creating posts I'll use for ads. [#solopr](#)



[KarenSwim1:16pm via Nurph](#)

A2: Big change for my clients and doing more ads and visual content pieces [#SoloPR](#)



[thefriendraiser1:16pm via web](#)

a2. it has. use more IMC to deliver messages. and remember the WiiFM when creating content.[#SoloPR](#)



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

Interesting! RT @[mdbarber](#): A2 - My clients with good engagement prior to the 'change' aren't seeing a huge difference. [#solopr](#)



[mdbarber1:15pm via Tweet Button](#)

RT @[KellyeCrane](#): A2: I invest less time in regular updates, more time in creating posts I'll use for ads. [#solopr](#)



[mdbarber1:15pm via tchat.io](#)

A2 - My clients with good engagement prior to the 'change' aren't seeing a huge difference.[#solopr](#)



[KellyeCrane1:15pm via TweetDeck](#)

A2: I invest less time in regular updates, more time in creating posts I'll use for ads. [#solopr](#)



[KellyeCrane1:14pm via TweetDeck](#)

RT @SoloPR: Q2: Most report FB is now largely a pay-to-play platform for brands. How have you changed strategy? Client reaction?

[#solopr](#)



[JenMarsikFriess1:14pm via Tweet Button](#)

RT @SoloPR: Q2: Most report Facebook is now largely a pay-to-play platform for brands. How have you changed strategy? Client reaction?

[#solopr](#)



[mdbarber1:14pm via Tweet Button](#)

RT @SoloPR: Q2: Most report Facebook is now largely a pay-to-play platform for brands. How have you changed strategy? Client reaction?

[#solopr](#)



[SoloPR1:14pm via tchat.io](#)

Q2: Most report Facebook is now largely a pay-to-play platform for brands. How have you changed strategy? Client reaction?

[#solopr](#)



[KarenSwim1:13pm via Nurph](#)

From my non-tweeting brother - No why would we ever do that? ;-) [#SoloPR](#)



[hellormharrison1:13pm via Twubs](#)

RT @sandhillpr RT @KellyeCrane: A1: Requests for a guarantee can be an opportunity to educate the client on how PR works. [#solopr](#)



[SoloPR1:13pm via tchat.io](#)

All great advice on Q1- thanks, everyone! Q2 is coming up... [#solopr](#)



[KellyeCrane1:12pm via TweetDeck](#)

*#solopr transcript – 4/16/2014*

*For more information and resources, visit <http://soloprpro.com/>*

@[natashajoleen](#) No- risky to state the percentage of the outlets you'll get coverage in. (sorry, 140 char!) [#solopr](#)



[mdbarber](#) 1:12pm via [Tweet Button](#)

RT @[KellyeCrane](#): A1: Requests for a guarantee can be an opportunity to educate the client on how PR works. [#solopr](#)



[KarenSwim](#) 1:12pm via [Nurph](#)

RT @[mdbarber](#): A1 - Can't imagine promising a client coverage anywhere, regardless of the circumstances. [#solopr](#)



[sandhillpr](#) 1:12pm via [web](#)

RT @[KellyeCrane](#): A1: Requests for a guarantee can be an opportunity to educate the client on how PR works. [#solopr](#)



[natashajoleen](#) 1:11pm via [Twitter for iPhone](#)

@[KellyeCrane](#) find it risky to let them know the outlets you have contact w/? Found a client interpreted that as guaranteed placement [#solopr](#)



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

Yes! RT @[sandhillpr](#): .@[KellyeCrane](#) It may also be a red flag that potential client doesn't understand how PR works. [#solopr](#)



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

@[hellormharrison](#) \*abbreviating on the fly\* ;) [#soloPR](#)



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

Good point RT @[LoisMarketing](#): Also viewing as the PR pro, is their "medium of choice" the BEST vehicle for them? Consider that too. [#solopr](#)



[SoloPR1:10pm via tchat.io](#)

RT @mdbarber: A1 - Can't imagine promising a client coverage anywhere, regardless of the circumstances. [#solopr](#)



[3HatsComm1:10pm via TweetDeck](#)

@[KellyeCrane](#) agree, and educate on the work it will take to be, to do something that is worthy of news coverage [#soloPR](#)



[hellormharrison1:10pm via web](#)

@[LoisMarketing](#) "Un-pro to 'promise'" ... good one. [#soloPR](#)



[SoloPR1:10pm via tchat.io](#)

Succinct! J RT @[thefriendraiser](#): a1. nope. [#SoloPR](#)



[SoloPR1:10pm via tchat.io](#)

MT @[LoisMarketing](#): It's extremely unprofessional to make promises like that -- and they will likely backfire. [#soloPR](#) A1



[mdbarber1:10pm via Tweet Button](#)

RT @[KarenSwim](#): Not a good way to start a relationship, appropriate to discuss their media goals and set foundation for expectations [#SoloPR](#)



[LoisMarketing1:09pm via TweetDeck](#)

Also viewing as the PR pro, is their "medium of choice" the BEST vehicle for them? Consider that too. [#soloPR](#) A1



[hellormharrison1:09pm via web](#)

RT @[LoisMarketing](#): NO. I have assured a prospective client I would make every effort to establish contact and create opportunity. Un-pro to [#soloPR](#)



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

A1 - Can't imagine promising a client coverage anywhere, regardless of the circumstances. [#solopr](#)



[hellormharrison](#) 1:09pm via [web](#)

RT @[KarenSwim](#): Not a good way to start a relationship, appropriate to discuss their media goals and set foundation for expectations [#SoloPR](#)



[KellyeCrane](#) 1:09pm via [TweetDeck](#)

A1: Requests for a guarantee can be an opportunity to educate the client on how PR works. [#solopr](#)



[natashajoleen](#) 1:09pm via [Twitter for iPhone](#)

@[LoisMarketing](#) would totally have to agree! [#solopr](#)



[thefriendraiser](#) 1:09pm via [web](#)

a1. nope. [#SoloPR](#)



[mbarber](#) 1:09pm via [Tweet Button](#)

RT @[jendonovansf](#): A1: Promising coverage to win business is not good business in my opinion. Lots of factors involved. [#solopr](#)



[hellormharrison](#) 1:09pm via [web](#)

RT @[KellyeCrane](#): A1: This is a great Q. Though it can be tempting, it's widely viewed as unethical to promise a particular news placement. [#solopr](#)



[OhhSocialMedia](#) 1:09pm via [RoundTeam](#)

*#solopr transcript – 4/16/2014*

*For more information and resources, visit <http://soloprpro.com/>*

RT @[KellyeCrane](#): A1: This is a great Q. Though it can be tempting, it's widely viewed as unethical to promise a particular news placement. [#solopr](#)



[mdbarber](#) 1:09pm via [Tweet Button](#)

RT @[SoloPR](#): Q1: Have you ever promised a client coverage in their chosen publication in order to win their business? [#solopr](#)



[OhhSocialMedia](#) 1:09pm via [RoundTeam](#)

RT @[KellyeCrane](#): RT @[SoloPR](#): Q1: Have you ever promised a client coverage in their chosen publication in order to win their business? [#solopr](#)



[3HatsComm](#) 1:08pm via [TweetDeck](#)

RT @[KarenSwim](#): Not a good way to start a relationship, appropriate to discuss their media goals and set foundation for expectations [#SoloPR](#)



[SoloPR1](#) 1:08pm via [tchat.io](#)

RT @[JenMarsikFriess](#): A1: There are just too many variables to make a commitment like that. Even if the editor promises you! [#solopr](#)



[SoloPR1](#) 1:08pm via [tchat.io](#)

RT @[KarenSwim](#): Not a good way to start a relationship, appropriate to discuss their media goals and set foundation for expectations [#SoloPR](#)



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

It's extremely unprofessional to make promises like that -- and they will likely backfire. Don't enter a relationship that way. [#soloPR](#) A1



[FreelanceItalia](#) 1:08pm via [RoundTeam](#)

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



[mdbarber](#) 1:08pm via [tchat.io](#)

Good morning all. Here for just a bit as I re-enter the work world after great 6-day break. Mary fr Anchorage; 35 years PR; 13 solo [#solopr](#)



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

A1: One thing I've seen done (still risky) is to ID the top media targets, and state you'll hit a percentage of those. [#solopr](#)



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

A1: Never. But I think that's not such a bad idea if you can actually deliver on the promise. [#solopr](#)



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

A1: There are just too many variables to make a commitment like that. Even if the editor promises you! [#solopr](#)



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

NO. I have assured a prospective client I would make every effort to establish contact and create opportunity. Un-pro to 'promise'. [#soloPR](#)



[KarenSwim](#) 1:07pm via [Nurph](#)

Not a good way to start a relationship, appropriate to discuss their media goals and set foundation for expectations [#SoloPR](#)



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

RT @jendonovansf: A1: Promising coverage to win business is not good business in my opinion. Lots of factors involved. [#solopr](#)



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

@[hellormharrison](#) Hello! Glad you could join us.[#solopr](#)



[hellormharrison](#)1:06pm via web

RT @[SoloPR](#): Q1: Have you ever promised a client coverage in their chosen publication in order to win their business? [#solopr](#)



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

A1: This is a great Q. Though it can be tempting, it's widely viewed as unethical to promise a particular news placement. [#solopr](#)



[KarenSwim](#)1:06pm via Nurph

RT @[SoloPR](#) Q1: Have you ever promised a client coverage in their chosen publication in order to win their business? [#solopr](#) [#SoloPR](#)



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

A1: Promising coverage to win business is not good business in my opinion. Lots of factors involved. [#solopr](#)



[natashajoleen](#)1:05pm via Twitter for iPhone

@[SoloPR](#) @[KellyeCrane](#) joining [#solopr](#) chat for a few. I'm the founder of @[njbprmedia](#). Glad to be hear!



[hellormharrison](#)1:05pm via web

@[SoloPR](#) @[KellyeCrane](#) Hi there! @[rm\\_harrison](#) here -- founder/principal strategist of RM Harrison LLC :) [#solopr](#)



[KellyeCrane1:05pm via TweetDeck](#)

RT @SoloPR: Q1: Have you ever promised a client coverage in their chosen publication in order to win their business? [#solopr](#)



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

Q1: Have you ever promised a client coverage in their chosen publication in order to win their business? [#solopr](#)



[KarenSwim1:04pm via Nurph](#)

@[KellyeCrane](#) Welcome back, you were sorely missed! [#SoloPR](#)



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

Hopefully the winter weather doesn't have you down! Q1 is coming up... [#solopr](#)



[SoloPR1:03pm via tchat.io](#)

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



[KellyeCrane1:03pm via TweetDeck](#)

I'm happy to report I survived my full week in a Memphis, TN storage facility (helping family move). Barely! [#solopr](#)



[KarenSwim1:03pm via Nurph](#)

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



[ehr\\_comms1:03pm via web](#)

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



[KellyeCrane](#) 1:02pm via TweetDeck

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



[SoloPR](#) 1:02pm via tchat.io

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