







# SMCHAT on Marketing

## Is Social Media Marketing Its Own Discipline?







Times shown in: **Eastern Standard Time** and **Coordinated Universal Time**

Between **2015 Jan 14 10:00** and **2015 Jan 14 15:00**

61 people sent 466 messages containing #smchat OR #solopr

10:30:06 15:30:06	<b>Amy Sept</b> @amysept	 RT @KellyeCrane: Join us! RT @sharonmostyn: #SMChat #SoloPR combo on today at 1P ET! Is #SocialMedia #Marketing Its Own Discipline? <a href="http://t.co/e1owj6icWi">http://t.co/e1owj6icWi</a>
10:56:32 15:56:32	<b>Sarah A. Parker</b> @SparkerWorks	 It's a morning of meetings, so sadly no #brandchat for me today, but I might catch the second half of #SMChat! Happy chatting, everyone.
10:56:43 15:56:43	<b>Kellye Crane</b> @KellyeCrane	 It's #solopr chat day! Join us w/#SMChat at 1P ET to discuss: Is #SocialMedia Its Own Discipline? <a href="http://t.co/e1owj6icWi">http://t.co/e1owj6icWi</a>
11:06:18 16:06:18	<b>Bernadette A. Davis</b> @BernadetteDavis	 RT @KellyeCrane: It's #solopr chat day! Join us w/#SMChat at 1P ET to discuss: Is #SocialMedia Its Own Discipline? <a href="http://t.co/e1owj6icWi">http://t.co/e1owj6icWi</a>
11:16:52 16:16:52	<b>Fran Stephenson</b> @fransteps	 RT @KellyeCrane: It's #solopr chat day! Join us w/#SMChat at 1P ET to discuss: Is #SocialMedia Its Own Discipline? <a href="http://t.co/acBwwcgOMt">http://t.co/acBwwcgOMt</a>
11:24:57 16:24:57	<b>Laiza</b> @lzixxaa	 RT @KellyeCrane: It's #solopr chat day! Join us w/#SMChat at 1P ET to discuss: Is #SocialMedia Its Own Discipline? <a href="http://t.co/e1owj6icWi">http://t.co/e1owj6icWi</a>
12:30:01 17:30:01	<b>Sharon Mostyn</b> @sharonmostyn	 Today's #SMChat #SoloPR combo at 1P ET! Is #SocialMedia #Marketing Its Own Discipline? <a href="http://t.co/MIEMSFfO1z">http://t.co/MIEMSFfO1z</a> mentions @jaybaer @arikhanson
12:30:55 17:30:55	<b>Antonio Trento</b> @OfficialTrento	 Via @sharonmostyn: Today's #SMChat #SoloPR combo at 1P ET! Is #SocialMedia #Marketing Its Own Discipline? <a href="http://t.co/1KH3qtZITL">http://t.co/1KH3qtZITL</a> mentions @i
12:31:45 17:31:45	<b>Gnosis Media Group</b> @GnosisMedia	 #solopr: For independent PR and MarCom pros 2nd/4th Wed. 12pm CST. Mod: @kellyecrane #tweetchatshappeningnow
12:36:29 17:36:29	<b>Kelli Schmith</b> @marketingveep	 RT @sharonmostyn: Today's #SMChat #SoloPR combo at 1P ET! Is #SocialMedia #Marketing Its Own Discipline? <a href="http://t.co/MIEMSFfO1z">http://t.co/MIEMSFfO1z</a> mentions @i
12:45:10 17:45:10	<b>TwitLiveEvents</b> @TwitLiveEvents	 January 14, 2015 at 01:00PM Twitter Chat - #SMChat #TwitterChat Visit <a href="http://t.co/52cTep7F7A">http://t.co/52cTep7F7A</a> for more events.
12:46:20 17:46:20	<b>Gnosis Media Group</b> @GnosisMedia	 #smchat: power of social media among practitioners. Mod: @sourcepov. Wed 12pm CST. #tweetchatshappeningnow
12:47:34 17:47:34	<b>Gnosis Media Group</b> @GnosisMedia	 RT @KellyeCrane: It's #solopr chat day! Join us w/#SMChat at 1P ET to discuss: Is #SocialMedia Its Own Discipline? <a href="http://t.co/e1owj6icWi">http://t.co/e1owj6icWi</a>
12:50:26 17:50:26	<b>Kellye Crane</b> @KellyeCrane	 Almost time for the #solopr chat! We'll be joined at 1P ET by #SMChat to discuss: Is #SocialMedia Its Own Discipline? <a href="http://t.co/e1owj6icWi">http://t.co/e1owj6icWi</a>
12:51:09 17:51:09	<b>Antonio Trento</b> @OfficialTrento	 Via @GnosisMedia: RT KellyeCrane: It's #solopr chat day! Join us w/#SMChat at 1P ET to discuss: Is #SocialMedia ... <a href="http://t.co/1KH3qtZITL">http://t.co/1KH3qtZITL</a>
12:51:21 17:51:21	<b>Antonio Trento</b> @OfficialTrento	 Via @KellyeCrane: Almost time for the #solopr chat! We'll be joined at 1P ET by #SMChat to discuss: Is #SocialMe... <a href="http://t.co/1KH3qtZITL">http://t.co/1KH3qtZITL</a>
12:52:36 17:52:36	<b>Sharon Mostyn</b> @sharonmostyn	 @SparkerWorks We hope you can make #smchat today - we're doing a combo chat with #soloPR and it should be very interesting!
12:55:12 17:55:12	<b>ChatSalad</b> @ChatSalad	 Only 5 minutes to go 'til the #SoloPR chat. #ChatSalad
12:55:14 17:55:14	<b>ChatSalad</b> @ChatSalad	 The #smchat chat starts in 5 minutes. #ChatSalad.
13:00:21 18:00:21	<b>Sharon Mostyn</b> @sharonmostyn	 Hello everyone & welcome to the #SMChat #SoloPR combo! Is #SocialMedia #Marketing Its Own Discipline? <a href="http://t.co/MIEMSFfO1z">http://t.co/MIEMSFfO1z</a>

13:01:07 18:01:07	<b>SoloPR</b> @SoloPR		RT @sharonmostyn: Hello & welcome to the #SMChat #SoloPR combo! Is #SocialMedia #Marketing Its Own Discipline? <a href="http://t.co/9qGFBmiiJW">http://t.co/9qGFBmiiJW</a>
13:01:10 18:01:10	<b>Sharon Mostyn</b> @sharonmostyn		Please take a moment and introduce yourself - remember to use both the #smchat and #solopr hashtags!
13:01:16 18:01:16	<b>Friendemic</b> @friendemic		Hello! Friendemic here. Excited to join #SMChat!
13:02:10 18:02:10	<b>SoloPR</b> @SoloPR		It's time for today's #solopr chat! We're joining forces with #SMchat- watch @sharonmostyn for Qs, which we'll RT from @solopr.
13:02:19 18:02:19	<b>The Gary J. Nix®</b> @Mr_McFly		Hello all! I'm Gary, Chief Strategist at the upstart branding agency, #bdot. Glad to be back at #SMchat #solopr
13:02:21 18:02:21	<b>Kellye Crane</b> @KellyeCrane		RT @SoloPR: It's time for today's #solopr chat! We're joining forces with #SMchat- watch @sharonmostyn for Qs, which we'll RT from @solopr.
13:02:31 18:02:31	<b>LUCYrk</b> @LUCYrk78		Hi! I'm excited to join for my 1st time...Lucy, from Dash Advisors... #smchat #solopr @sharonmostyn
13:02:37 18:02:37	<b>Karen Swim</b> @KarenSwim		Hi all! Karen Swim, PR pro specializing in tech, B2B, healthcare, media relations #SMchat #solopr
13:02:40 18:02:40	<b>eClincher</b> @eClincher		Excited to join the discussion today! #SMchat #solopr
13:03:33 18:03:33	<b>Sharon Mostyn</b> @sharonmostyn		I'm Sharon and I'll be today's #smchat #soloPR combo mod - along with @KellyeCrane and @KarenSwim
13:03:51 18:03:51	<b>Teri Kojetin</b> @TeriMKojetin		Just popping in to say hi. Unfortunately I can't stay to chat. Sounds like a great topic! #smchat
13:04:01 18:04:01	<b>Friendemic</b> @friendemic		@sharonmostyn Hi Sharon! Can't wait to get started! Thanks for having us. #smchat #soloPR
13:04:03 18:04:03	<b>Kellye Crane</b> @KellyeCrane		Welcome everyone - I'm the moderator of #solopr. We always enjoy it when we can come together w/ #SMChat and cross-pollinate the smartness!
13:04:07 18:04:07	<b>Union Metrics</b> @UnionMetrics		RT @sharonmostyn: Hello everyone & welcome to the #SMChat #SoloPR combo! Is #SocialMedia #Marketing Its Own Discipline? <a href="http://t.co/MIEMSEfQ1z">http://t.co/MIEMSEfQ1z</a>
13:04:45 18:04:45	<b>Daria Steigman</b> @dariasteigman		Hello! DC comms pro & long-time biz owner excited for our first #solopr chat of 2015 (and hello #smchat folks too).
13:04:49 18:04:49	<b>Sharon Mostyn</b> @sharonmostyn		@Mr_McFly Go glad to see you on today's #smchat #solopr combo Gary!
13:05:02 18:05:02	<b>SoloPR</b> @SoloPR		RT @dariasteigman: Hello! DC comms pro & long-time biz owner excited for our first #solopr chat of 2015 (and hello #smchat folks too).
13:05:07 18:05:07	<b>Mary Deming Barber</b> @mdbarber		Good morning everyone from sunny Gig Harbor, WA. Mary here; longtime PR pro. Happy New Year to all. Good to be back. #solopr
13:05:10 18:05:10	<b>Union Metrics</b> @UnionMetrics		LRT: Check out the combo chat of #solopr and #SMChat starting right now to discuss social media marketing as its own discipline.
13:05:16 18:05:16	<b>Sharon Mostyn</b> @sharonmostyn		@friendemic Hello Friendemic - what do you do? #smchat #solopr
13:05:17 18:05:17	<b>The Gary J. Nix®</b> @Mr_McFly		@sharonmostyn I'm happy to be here! (as always) #SMchat #solopr
13:05:22 18:05:22	<b>Kristie Aylett, APR</b> @KristK		RT @sharonmostyn: Hello everyone & welcome to the #SMChat #SoloPR combo! Is #SocialMedia #Marketing Its Own Discipline? <a href="http://t.co/MIEMSEfQ1z">http://t.co/MIEMSEfQ1z</a>
13:05:26 18:05:26	<b>Daria Steigman</b> @dariasteigman		@sharonmostyn Hi Sharon [~~waving hello from the "other" Beltway~~]. #solopr #smchat
13:06:00 18:06:00	<b>LUCYrk</b> @LUCYrk78		Great bio!! @friendemic #soloPR #smchat
13:06:01 18:06:01	<b>SoloPR</b> @SoloPR		Remember we're using two hashtags today: #solopr and #smchat

13:06:26 18:06:26	<b>Sharon Mostyn</b> @sharonmostyn		@DMikkaylaC @starbucks I'm a hot caramel apple cider girl myself! #smchat #solopr
13:06:36 18:06:36	<b>Kristie Aylett, APR</b> @KristK		Looking forward to a fabulous joint chat with #solopr and #SMchat folks. I'm Kristie from the MS Gulf Coast (APR, 25+ yrs exp, 11 as indy)
13:06:41 18:06:41	<b>Sharon Mostyn</b> @sharonmostyn		RT @SoloPR: It's time for today's #solopr chat! We're joining forces with #SMchat- watch @sharonmostyn for Qs, which we'll RT from @solopr.
13:06:52 18:06:52	<b>The Gary J. Nix®</b> @Mr_McFly		@sharonmostyn @DMikkaylaC @starbucks are we ordering drinks? :-D #SMchat #solopr
13:06:52 18:06:52	<b>Kellye Crane</b> @KellyeCrane		@OfficialTrento Thanks for helping spread the word, Antonio! #SMChat #SoloPR
13:06:53 18:06:53	<b>Friendemic</b> @friendemic		@LUCYrk78 Thanks! ;) #soloPR #smchat
13:06:59 18:06:59	<b>Daria Steigman</b> @dariasteigman		B/c one alone cannot contain us. RT @SoloPR: Remember we're using two hashtags today: #solopr and #smchat
13:07:10 18:07:10	<b>Mary Deming Barber</b> @mdbarber		RT @SoloPR: Remember we're using two hashtags today: #solopr and #smchat
13:07:28 18:07:28	<b>Mikkayla</b> @DMikkaylaC		@Mr_McFly @sharonmostyn at 87 cents a pop, this can happen! #smchat
13:07:32 18:07:32	<b>SoloPR</b> @SoloPR		'Tis true J RT @dariasteigman: B/c one alone cannot contain us. RT @SoloPR: Remember we're using two hashtags today: #solopr and #smchat
13:07:38 18:07:38	<b>Daria Steigman</b> @dariasteigman		@Mr_McFly @sharonmostyn @DMikkaylaC Drinks? Something hot & spiked, please. #solopr #smchat
13:07:40 18:07:40	<b>Sharon Mostyn</b> @sharonmostyn		MT @KellyeCrane: Welcome everyone-I'm the #solopr mod. We always enjoy when we can come together w/#SMChat & cross-pollinate the smartness!
13:08:16 18:08:16	<b>Sharon Mostyn</b> @sharonmostyn		@dariasteigman Hi Daria! Long time, no see! Glad you could make #smchat #solopr today!
13:08:20 18:08:20	<b>Chris Jones</b> @sourcePOV		Chris Jones here, Charlotte. Checking in a few minutes late :) #smchat
13:08:37 18:08:37	<b>The Gary J. Nix®</b> @Mr_McFly		@DMikkaylaC I'll have the same thing as @sharonmostyn and spiked like @dariasteigman #SMchat #solopr
13:08:50 18:08:50	<b>Kellye Crane</b> @KellyeCrane		RT @SoloPR: We're joining forces with #SMchat- watch @sharonmostyn for Qs, which we'll RT from @solopr.
13:09:01 18:09:01	<b>Sharon Mostyn</b> @sharonmostyn		@TeriMKojetin Sorry you can't stay, Teri - your insights are always welcome! #smchat #solopr
13:09:04 18:09:04	<b>Karen Swim</b> @KarenSwim		Time saving tip, use a chat client like tchat.io and you will only have to manually add one hashtag #SMhchat #solopr
13:09:11 18:09:11	<b>Brandify</b> @GoBrandify		@sharonmostyn Sounds like a great #smchat today! #solopr
13:09:54 18:09:54	<b>matchstick social</b> @matchsticksc		good afternoon! we're a #socialmarketing agency located in #charleston sc. looking forward to connecting! #smchat
13:10:06 18:10:06	<b>Online Gaming</b> @BrandaSemenec		RT @KellyeCrane: RT @SoloPR: We're joining forces with #SMchat- watch @sharonmostyn for Qs, which we'll RT from @solopr.
13:10:09 18:10:09	<b>Sharon Mostyn</b> @sharonmostyn		#smchat #solopr Q1 Should #socialmedia #marketing be in its own department – why or why not?
13:10:23 18:10:23	<b>SoloPR</b> @SoloPR		RT @sharonmostyn: #smchat #solopr Q1 Should #socialmedia #marketing be in its own department – why or why not?
13:10:29 18:10:29	<b>Kristie Aylett, APR</b> @KristK		RT @sharonmostyn: #smchat #solopr Q1 Should #socialmedia #marketing be in its own department – why or why not?
13:10:34 18:10:34	<b>Daria Steigman</b> @dariasteigman		RT @sharonmostyn: #smchat #solopr Q1 Should #socialmedia #marketing be in its own department – why or why not?




























13:10:59 18:10:59	<b>Karen Swim</b> @KarenSwim		RT @SoloPR: RT @sharonmostyn: Q1 Should #socialmedia #marketing be in its own department – why or why not? #SMchat #solopr
13:11:04 18:11:04	<b>Autom Tagga</b> @autom8		A1 social media marketing can't be a siloed effort since its intents/actions are always tied to the brand w/c embodies an entire org #smchat
13:11:26 18:11:26	<b>Mary Deming Barber</b> @mdbarber		RT @SoloPR: RT @sharonmostyn: #smchat #solopr Q1 Should #socialmedia #marketing be in its own department – why or why not?
13:11:33 18:11:33	<b>Sharon Mostyn</b> @sharonmostyn		@GoBrandify We are always excited to pair up with the great minds of #solopr! #smchat
13:11:46 18:11:46	<b>Daria Steigman</b> @dariasteigman		A1 No. Social media was pulled out so ppl could "sell" that skill. But it's part of a broader strategy / toolkit. #smchat #solopr
13:12:10 18:12:10	<b>Chris Jones</b> @sourcePOV		A1. No, specialized #socialmedia roles yes, but departments stay in place .. marketing, PR, customer service .. imho of course :) #smchat
13:12:11 18:12:11	<b>Falcon Social</b> @FalconSocial		A1 Break down traditional silos and build up social collaboration between departments--the only way to move forward. #SMChat #SoloPR
13:12:18 18:12:18	<b>The Gary J. Nix®</b> @Mr_McFly		A1: I don't think there's anything wrong w/ #socialmedia mktg having a department, however, it cannot work autonomously #SMchat #solopr
13:12:44 18:12:44	<b>Kristie Aylett, APR</b> @KristK		A1: Ah, silos, let's have more {Snark}. Let's encourage collaboration, not division. #solopr #smchat
13:12:50 18:12:50	<b>Mary Deming Barber</b> @mdbarber		A1 - No because I really hate silos and instead favor coordinated comm. #solopr
13:13:02 18:13:02	<b>Kellye Crane</b> @KellyeCrane		A1: While I don't buy the premise that social media is "everyone's job" (it needs ownership), it isn't an island either. #SMChat #SoloPR
13:13:03 18:13:03	<b>Daria Steigman</b> @dariasteigman		THIS >> RT @KristK: A1: Ah, silos, let's have more {Snark}. Let's encourage collaboration, not division. #solopr #smchat
13:13:04 18:13:04	<b>Mary Deming Barber</b> @mdbarber		RT @FalconSocial: A1 Break down traditional silos and build up social collaboration between departments--the only way to move forward. #SMC...
13:13:11 18:13:11	<b>LUCYrk</b> @LUCYrk78		RT @Mr_McFly: A1: I don't think there's anything wrong w/ #socialmedia mktg having a department, however, it cannot work autonomously #SMch...
13:13:15 18:13:15	<b>matchstick social</b> @matchstickscs		rt @DMikkaylaC A1. depending on size of agency, or if you're in house, it can stand as it's own department #solopr #smchat
13:13:17 18:13:17	<b>Brandify</b> @GoBrandify		@sharonmostyn Not necessarily. Social should be part of a greater marketing strategy. #smchat #solopr
13:13:18 18:13:18	<b>OUTSIDER</b> @outsider_nyc		Sorry we're late to #SMChat! We're Outsider—a design & ad agency in NYC. See what we're about: <a href="http://t.co/sRNsqtgLNd">http://t.co/sRNsqtgLNd</a>
13:13:26 18:13:26	<b>The Gary J. Nix®</b> @Mr_McFly		A1: There are certain advantages to have people w/ concentrations, but collaboration is more than necessary. #SMchat #solopr
13:13:31 18:13:31	<b>Karen Swim</b> @KarenSwim		A1: All of the communication disciplines should be cohesive but how structured will depend on organization #SMChat #solopr
13:13:38 18:13:38	<b>Chris Jones</b> @sourcePOV		Yes, in principle .. RT @FalconSocial "Break down silos .."   real challenge imo is "bridging" across silos, opening comm channels #smchat
13:13:46 18:13:46	<b>Mary Deming Barber</b> @mdbarber		RT @mdbarber: A1 - No because I really hate silos and instead favor coordinated comm. #solopr #smchat
13:13:53 18:13:53	<b>Friendemic</b> @friendemic		A1. Friendemic is a social media marketing company! There's a lot that can fall into the category. #smchat #solopr
13:13:54 18:13:54	<b>Mary Deming Barber</b> @mdbarber		RT @KarenSwim: A1: All of the communication disciplines should be cohesive but how structured will depend on organization #SMChat #solopr
13:14:01 18:14:01	<b>OUTSIDER</b> @outsider_nyc		A1. SM can have its own department, but that dept. must interact with folks all over the company to get interesting content out #smchat
13:14:06 18:14:06	<b>eClincher</b> @eClincher		A1 No. It is important for all aspects of marketing to be on same page. SM & other forms of marketing must be consistent #SMchat #solopr

13:14:08 18:14:08	<b>Chris Jones</b> @sourcePOV		A1. Can certainly help not to create any NEW silos :) :) #smchat
13:14:08 18:14:08	<b>Paula Johns</b> @PaulaJohns		Hi #soloPR friends...Paula here, joining the chat late from the San Diego area. Will be multi-tasking. #smchat
13:14:12 18:14:12	<b>Kellye Crane</b> @KellyeCrane		MT @autom8: A1 social media marketing can't be siloed, since its intents/actions are always tied to the brand #smchat #solopr
13:14:17 18:14:17	<b>Carrie Z</b> @velo_city		This. MT @KarenSwim A1: All communication disciplines should be cohesive but how structured will depend on organization #SMChat #solopr
13:14:20 18:14:20	<b>Mikkayla</b> @DMikkaylaC		A1b. Collaboration is key, but sometimes there's a better (and faster) ROI with social efforts than with other departments #smchat
13:14:24 18:14:24	<b>Derek Tacconelli</b> @DerekTac		Hey all, how are we doing this morning?! :) #smchat
13:14:29 18:14:29	<b>matchstick social</b> @matchstickscsl		social is a piece of the marketing puzzle which should be integrated with a company's overall biz goals. #smchat
13:14:31 18:14:31	<b>Friendemic</b> @friendemic		RT @outsider_nyc: A1. SM can have its own department, but that dept. must interact with folks all over the company to get interesting conte...
13:14:35 18:14:35	<b>Kristie Aylett, APR</b> @KristK		Yes --> MT @Mr_McFly A1: Certain advantages to have people w/ concentrations, but collaboration is more than necessary. #SMchat #solopr
13:14:38 18:14:38	<b>Derek Tacconelli</b> @DerekTac		RT @SoloPR: RT @sharonmostyn: #smchat #solopr Q1 Should #socialmedia #marketing be in its own department – why or why not?
13:14:49 18:14:49	<b>Daria Steigman</b> @dariasteigman		@KellyeCrane While need ownership somewhere, there are opportunities to use scattered across an org. #smchat #solopr
13:14:51 18:14:51	<b>OUTSIDER</b> @outsider_nyc		A1. SM is marketing, and must be closely communicating w/ all levels of the company—especially the marketing dept, if it's separate. #smchat
13:14:53 18:14:53	<b>SoloPR</b> @SoloPR		MT @sourcePOV: A1. specialized #socialmedia roles yes, but depts stay in place .. marketing, PR, customer service ..#smchat #solopr
13:14:57 18:14:57	<b>Karen Swim</b> @KarenSwim		Thank you Carrie! @velo_city #SMChat #solopr
13:15:02 18:15:02	<b>Mikkayla</b> @DMikkaylaC		A1c. Also, social's the fastest way to get your news out there. Why would you not dedicate someone or a department to this? #solopr #smchat
13:15:03 18:15:03	<b>The Gary J. Nix®</b> @Mr_McFly		A1: Your #SMM "department" can understand APIs, mobile and identify opportunities that can work for EVERYONE #SMchat #solopr
13:15:07 18:15:07	<b>Sharon Mostyn</b> @sharonmostyn		@outsider_nyc Nice to have you with us today! #smchat is joining forces with #solopr for today's chat!
13:15:11 18:15:11	<b>vvbellur</b> @vvbellur		RT @sharonmostyn: #smchat #solopr Q1 Should #socialmedia #marketing be in its own department – why or why not?
13:15:14 18:15:14	<b>Daria Steigman</b> @dariasteigman		RT @mdbarber: A1 - No because I really hate silos and instead favor coordinated comm. #solopr
13:15:29 18:15:29	<b>Friendemic</b> @friendemic		A1. Collaboration is without a doubt a necessity! From every department of a company. #solopr #smchat
13:15:32 18:15:32	<b>Derek Tacconelli</b> @DerekTac		A1: My wife works for a marketing planning and digital planning agency. They do not even TOUCH SoMe. Short answer: YES!! #smchat
13:15:34 18:15:34	<b>Mary Deming Barber</b> @mdbarber		A1 -- Each org has to set the structure that works for them, but must be integrated w an appreciation 4 overall comm. #smchat #solopr
13:15:36 18:15:36	<b>Sharon Mostyn</b> @sharonmostyn		RT @dariasteigman: @KellyeCrane While need ownership somewhere, there are opportunities to use scattered across an org. #smchat #solopr
13:15:47 18:15:47	<b>Kristie Aylett, APR</b> @KristK		A1: What would be benefits of separating social from other mar-comm channels? Other than titles, turf? #solopr #smchat
13:15:48 18:15:48	<b>Chris Jones</b> @sourcePOV		It's GREAT to see #soloPR sync up w/ #marketing #smchat today   new opptys in 2015 !! thx for this @sharonmostyn .. welcome PR folks!

13:15:53 18:15:53	<b>Nova Communications</b> @NovaComms		A1: #socialmedia is everyone's responsibility at a company, but it needs to be managed & guided by 1 leader #solopr #SMchat
13:15:59 18:15:59	<b>Carrie Z</b> @velo_city		@KarenSwim You said it much better than I would have. #SMChat
13:16:03 18:16:03	<b>Kellye Crane</b> @KellyeCrane		@dariasteigman Absolutely agree. No one should choke the flow of info. Was just responding to a common quote I hear. #SMChat #SoloPR
13:16:14 18:16:14	<b>Sharon Mostyn</b> @sharonmostyn		@DerekTac Hi Derek! We're doing great - join in on Q1! #smchat #solopr
13:16:29 18:16:29	<b>The Gary J. Nix®</b> @Mr_McFly		And Social is a great facilitator MT @friendemic: A1. Collaboration is without a doubt a necessity! From every department #solopr #smchat
13:16:32 18:16:32	<b>Judy Gombita</b> @jgombita		A1. Don't you 1st have to support premise @sharonmostyn social media is meant for (or best done) as a "marketing" function?! #smchat #solopr
13:16:36 18:16:36	<b>Derek Tacconelli</b> @DerekTac		@sharonmostyn I'm on it! Good to be present #SMchat
13:16:38 18:16:38	<b>SoloPR</b> @SoloPR		Please remember to use both hashtags: #SMChat #SoloPR
13:16:45 18:16:45	<b>Mary Deming Barber</b> @mdbarber		RT @KristK: A1: What would be benefits of separating social from other mar-comm channels? Other than titles, turf? #solopr #smchat
13:16:57 18:16:57	<b>Sharon Mostyn</b> @sharonmostyn		@PaulaJohns Glad to have you on #smchat #solopr today! Multitasking is good ;)
13:17:06 18:17:06	<b>SoloPR</b> @SoloPR		RT @sourcePOV: A1. Can certainly help not to create any NEW silos :) :) #smchat #solopr
13:17:08 18:17:08	<b>OUTSIDER</b> @outsider_nyc		@KristK A dedicated SM team is important. That dedication, individuality, & voice can have an impact—but communication is still #1! #smchat
13:17:12 18:17:12	<b>Daria Steigman</b> @dariasteigman		@KellyeCrane Agree. When I talk on this, I stress your point up front. That it doesn't equate to "everyone will tweet." #solopr #smchat
13:17:15 18:17:15	<b>Sharon Mostyn</b> @sharonmostyn		RT @matchstickscsl: social is a piece of the marketing puzzle which should be integrated with a company's overall biz goals. #smchat
13:17:26 18:17:26	<b>Falcon Social</b> @FalconSocial		@sourcePOV Intl teams s/t say they've met colleagues thru publishing tools. Social bringing depts together for the 1st time! #SMChat #SoloPR
13:17:40 18:17:40	<b>vvbellur</b> @vvbellur		#smchat #solopr A1: Social can be tied to all aspects of the business. There must, however, be one person/team managing it.
13:17:41 18:17:41	<b>Mary Deming Barber</b> @mdbarber		RT @dariasteigman: @KellyeCrane Agree. When I talk on this, I stress your point up front. That it doesn't equate to "everyone will tweet." #...
13:17:42 18:17:42	<b>Kellye Crane</b> @KellyeCrane		RT @matchstickscsl social is a piece of the marketing puzzle which should be integrated with a company's overall biz goals. #smchat #solopr
13:17:53 18:17:53	<b>Sharon Mostyn</b> @sharonmostyn		Exactly! RT @KristK: A1: Ah, silos, let's have more {Snark}. Let's encourage collaboration, not division. #solopr #smchat
13:17:55 18:17:55	<b>Chris Jones</b> @sourcePOV		RT @SoloPR Please remember to use both hashtags #SMChat #SoloPR
13:18:58 18:18:58	<b>Judy Gombita</b> @jgombita		LEAD not own MT @KellyeCrane: While I don't buy premise #SM is "everyone's job" (needs ownership) it isn't an island either #smchat #solopr
13:19:01 18:19:01	<b>Kristie Aylett, APR</b> @KristK		RT @matchstickscsl social is a piece of the marketing puzzle which should be integrated with a company's overall biz goals. #smchat #solopr
13:19:03 18:19:03	<b>T-Rob</b> @tearawb		@outsider_nyc American Airlines Social guys talks about it at 5:50 <a href="https://t.co/Kj4szfoKkn">https://t.co/Kj4szfoKkn</a> #SMChat
13:19:16 18:19:16	<b>Karen Swim</b> @KarenSwim		A1: When a company evolves from 'doing' social media to a social business, there is no single department #SMchat #solopr
13:19:22 18:19:22	<b>Chris Jones</b> @sourcePOV		No doubt. HUGE. Happens on Twitter & blog all the time RT @FalconSocial ".. met colleagues thru publishing tools" #soloPR #smchat



13:19:28 18:19:28	<b>Sharon Mostyn</b> @sharonmostyn		Good Q! MT @jgombita: A1 Don't you 1st have to support premise SocMed is meant for (or best done) as "marketing" function?! #smchat #solopr
13:19:37 18:19:37	<b>Kris Huson</b> @Vruno		A1 Social media is a communication tool first, a marketing tool second. Don't forget words "social" & "media" #SMChat #SoloPR
13:19:53 18:19:53	<b>Mary Deming Barber</b> @mdbarber		RT @Vruno: A1 Social media is a communication tool first, a marketing tool second. Don't forget words "social" & "media" #SMChat #SoloPR
13:19:59 18:19:59	<b>OUTSIDER</b> @outsider_nyc		RT @Vruno: A1 Social media is a communication tool first, a marketing tool second. Don't forget words "social" & "media" #SMChat #SoloPR
13:20:12 18:20:12	<b>Falcon Social</b> @FalconSocial		@sourcePOV Oops meant #SoloPR--they are anything but #SiloPR ;)
13:20:16 18:20:16	<b>Sharon Mostyn</b> @sharonmostyn		#smchat #solopr Q2 What functions will #socialmedia specialists perform in 2015? Is this different from prior years?
13:20:16 18:20:16	<b>Judy Gombita</b> @jgombita		:-) @sharonmostyn have you read @augieray's post, about how MARKETING is the last thing that should be done in/on #SM? #smchat #solopr
13:20:32 18:20:32	<b>Mary Deming Barber</b> @mdbarber		RT @sharonmostyn: #smchat #solopr Q2 What functions will #socialmedia specialists perform in 2015? Is this different from prior years?
13:20:32 18:20:32	<b>The Gary J. Nix®</b> @Mr_McFly		RT @Vruno: A1 Social media is a communication tool first, a marketing tool second. Don't forget words "social" & "media" #SMChat #SoloPR
13:20:34 18:20:34	<b>Kristie Aylett, APR</b> @KristK		MT @outsider_nyc A dedicated SM team = dedication, individuality & voice. Can have an impact—but communication is still #1! #smchat #solopr
13:20:36 18:20:36	<b>eClincher</b> @eClincher		RT @Vruno: A1 Social media is a communication tool first, a marketing tool second. Don't forget words "social" & "media" #SMChat #SoloPR
13:20:42 18:20:42	<b>Chris Jones</b> @sourcePOV		RT @sharonmostyn @jgombita A1 .. best done as "marketing" (and/or corp comm, and/or PR, and/or #custserv ..) = collab need ! #solopr #smchat
13:20:54 18:20:54	<b>Kristie Aylett, APR</b> @KristK		RT @sharonmostyn #smchat #solopr Q2 What functions will #socialmedia specialists perform in 2015? Is this different from prior years?
13:21:27 18:21:27	<b>Kellye Crane</b> @KellyeCrane		@jgombita @sharonmostyn We're talking about social media's use for mktg. Not saying it can't also be used for cust svc etc. #SMChat #SoloPR
13:21:28 18:21:28	<b>vvbellur</b> @vvbellur		RT @sharonmostyn: #smchat #solopr Q2 What functions will #socialmedia specialists perform in 2015? Is this different from prior years?
13:21:46 18:21:46	<b>Chris Jones</b> @sourcePOV		.@sharonmostyn great Q2 .. and great to see you btw !! :) #smchat
13:21:55 18:21:55	<b>eClincher</b> @eClincher		A2 There will be much more importance put on communicating with customers. Less broadcasting, more intereacting #SMchat #solopr
13:22:12 18:22:12	<b>Judy Gombita</b> @jgombita		"All marketing is communication, but not all communication is marketing" -- @CommAMMO). Esp in SM @sourcePOV @sharonmostyn #solopr #smchat
13:22:20 18:22:20	<b>QiqoChat Inc</b> @QiqoChat		A2: Great question. I'd love to see SM specialists experimenting facilitating peer-to-peer conversations w/ their audience #smchat #solopr
13:22:21 18:22:21	<b>The Gary J. Nix®</b> @Mr_McFly		A2: A tangential question is what social functions will brands perform in 2015. Most specialists know what they SHOULD do #SMchat #solopr
13:22:30 18:22:30	<b>Sharon Mostyn</b> @sharonmostyn		@jgombita @augieray I may have missed it...Care to share a link? #smchat #solopr
13:22:34 18:22:34	<b>Derek Tacconelli</b> @DerekTac		RT @sharonmostyn: #smchat #solopr Q2 What functions will #socialmedia specialists perform in 2015? Is this different from prior years?
13:22:35 18:22:35	<b>SoloPR</b> @SoloPR		RT @sharonmostyn: #smchat #solopr Q2 What functions will #socialmedia specialists perform in 2015? Is this different from prior years?
13:22:47 18:22:47	<b>Mary Deming Barber</b> @mdbarber		A2 -- SM is becoming critical for relationships with customers and end users. Response times will get shorter too. #smchat #solopr
13:23:08 18:23:08	<b>Kris Huson</b> @Vruno		RT @eClincher: A2 There will be much more importance put on communicating with customers. Less broadcasting, more intereacting #SMchat #sol...

13:23:09 18:23:09	<b>Sharon Mostyn</b> @sharonmostyn		@sourcePOV Great to see you and congrats on your recent wedding! #smchat #soloPR
13:23:13 18:23:13	<b>SoloPR</b> @SoloPR		@FalconSocial @sourcePOV Ha, yes that's true! #SMChat #SoloPR
13:23:36 18:23:36	<b>Chris Jones</b> @sourcePOV		A2. NEW(er): Content aggregation (in & outbound). Stakeholder engagement (plan & execute). Tool selection. Silo bridging !! #soloPR #smchat
13:23:54 18:23:54	<b>The Gary J. Nix®</b> @Mr_McFly		A2: Additionally, #socialmedia specialists will learn more about advertising due to platform monetization & reach goals #SMchat #soloPR
13:23:55 18:23:55	<b>Sharon Mostyn</b> @sharonmostyn		YES! MT @eClincher: A2 There will be much more importance put on communicating w/cust. Less broadcasting, more interacting #SMchat #soloPR
13:24:00 18:24:00	<b>Judy Gombita</b> @jgombita		@KellyeCrane better define where you see "PR"; corp comm mngmt function or tiny, tactical corner of Big Marketing Tent? #ssmchat #soloPR
13:24:19 18:24:19	<b>Derek Tacconelli</b> @DerekTac		A2: It's interesting what @twc_help has been doing recently (Time Warner Cable). Tech support/complaints totally transparent. #smchat
13:24:20 18:24:20	<b>Friendemic</b> @friendemic		A2. Continuing to stay on top of networks. Curated & created content & managing online reviews is crucial! #smchat #soloPR
13:24:34 18:24:34	<b>LUCYrk</b> @LUCYrk78		A2: more getting into the field to meet our SM friends (real time engagement)...more BTS testing, more video! #smchat #soloPR
13:24:52 18:24:52	<b>edzizle mizzle</b> @EdzizleMizzle		#SMChat #soloPR A2 Become an even MORE critical way to let management be aware of the chatter surrounding their company
13:24:55 18:24:55	<b>Sharon Mostyn</b> @sharonmostyn		@mdbarber What do you mean by: Response times will get shorter too. #smchat #soloPR
13:24:55 18:24:55	<b>Kristie Aylett, APR</b> @KristK		RT @Mr_McFly: A2: Additionally, #socialmedia specialists will learn more about advertising due to platform monetization & reach goals #SMch...
13:25:04 18:25:04	<b>Friendemic</b> @friendemic		@LUCYrk78 I definitely think video will be huge in 2015. Do you practice it now? #smchat #soloPR
13:25:06 18:25:06	<b>OUTSIDER</b> @outsider_nyc		A2. Focus on creating conversations on new platforms that will emerge. It'll be less about selling—esp. thanks to new Fbook rules. #smchat
13:25:15 18:25:15	<b>Nova Communications</b> @NovaComms		A2: Hoping that there'll be more integration of #socialmedia throughout orbs in 2015, as well as supporting #leadgen #soloPR #smchat
13:25:21 18:25:21	<b>The Gary J. Nix®</b> @Mr_McFly		A2: Up and coming networks and features must be on specialists' & brands' radar as well. Shouts to @superme #SMchat #soloPR
13:25:29 18:25:29	<b>Sharon Mostyn</b> @sharonmostyn		MT @Mr_McFly: A2: #socialmedia specialists will learn more about advertising due to platform monetization & reach goals #SMchat #soloPR
13:25:57 18:25:57	<b>Paula Johns</b> @PaulaJohns		Great Q! MT @sharonmostyn Q2 What functions will #socialmedia specialists perform in '15? Is this different from prior yrs? #smchat #soloPR
13:26:01 18:26:01	<b>SoloPR</b> @SoloPR		RT @mdbarber: A2 SM is becoming critical for relationships with customers and end users. Response times will get shorter too #smchat #soloPR
13:26:30 18:26:30	<b>LUCYrk</b> @LUCYrk78		. @friendemic We do but not nearly enough, & not consistently...also, trying to move away from YouTube, onto other platforms #smchat #soloPR
13:26:30 18:26:30	<b>SoloPR</b> @SoloPR		RT @QiqoChat: A2: Great question. I'd love to see SM specialists experimenting facilitating peer-to-peer conversations w/ their audience #s...
13:26:34 18:26:34	<b>Sharon Mostyn</b> @sharonmostyn		MT @NovaComms: A2: Hoping that there'll be more integration of #socialmedia thruout orbs in 2015, + supporting #leadgen #soloPR #smchat
13:26:42 18:26:42	<b>OUTSIDER</b> @outsider_nyc		A2. Folks will take their SM to the streets—events, video. We're talking personalized content in a casual, fun way, easily accessed. #smchat
13:26:43 18:26:43	<b>Friendemic</b> @friendemic		@SoloPR Definitely reviews. Negative reviews will (or should) be responded to within 24 hours. (we have a tool for that). #smchat #soloPR
13:26:44 18:26:44	<b>Kris Huson</b> @Vruno		A2 Social is open 24-7 line to/fro your customers. If they're on it, they increasingly expect your brand 2B & 2B responsive #smchat #soloPR






13:26:46 18:26:46	<b>Chris Jones</b> @sourcePOV		THANKS !! Still taking it all in >> late stage #seachange :) RT @sharonmostyn ".. recent wedding!" #soloPR #smchat
13:26:54 18:26:54	<b>SoloPR</b> @SoloPR		RT @Mr_McFly: A2: Additionally, #socialmedia specialists will learn more about advertising due to platform monetization & reach goals #SMch...
13:26:55 18:26:55	<b>Mikkayla</b> @DMikkaylaC		A2. The year of engagement. Same as before with the exception of FB making it harder to do so unless you're willing to pay #SoloPR #smchat
13:27:06 18:27:06	<b>DanielleLeitch</b> @DanielleLeitch		Hi #SMchat and #soloPR ... Danielle from @MoreVisibility joining from sunny Boca Raton, FL today!
13:27:12 18:27:12	<b>Sharon Mostyn</b> @sharonmostyn		RT @friendemic: A2. Continuing to stay on top of networks. Curated & created content & managing online reviews is crucial! #smchat #solopr
13:27:21 18:27:21	<b>Nova Communications</b> @NovaComms		A2: Also seeing more growth w/ seasoned execs seeing the value of #socialmedia tied to biz goals #solopr #smchat
13:27:22 18:27:22	<b>vvbellur</b> @vvbellur		RT @outsider_nyc: A2. Folks will take their SM to the streets—events, video. We're talking personalized content in a casual, fun way, easil...
13:27:40 18:27:40	<b>Mary Deming Barber</b> @mdbarber		@sharonmostyn The expectation of a response from brands on social will get even shorter, staffing/scheduling #smchat #solopr
13:27:46 18:27:46	<b>Sharon Mostyn</b> @sharonmostyn		@DerekTac Great example - thanks! #smchat #solopr
13:27:53 18:27:53	<b>Paula Johns</b> @PaulaJohns		A2 Anyone think automated social will decline in 2015? #soloPR #smchat
13:28:04 18:28:04	<b>Kellye Crane</b> @KellyeCrane		@outsider_nyc A2: I agree- specialization is especially useful when understanding new and emerging platforms #SMChat #SoloPR
13:28:07 18:28:07	<b>Nova Communications</b> @NovaComms		We can all dream! RT @PaulaJohns: A2 Anyone think automated social will decline in 2015? #soloPR #smchat
13:28:11 18:28:11	<b>eClincher</b> @eClincher		Many businesses will begin leveraging the power of their employees' social networks. People trust people more than brands #SMchat #solopr
13:28:13 18:28:13	<b>Mikkayla</b> @DMikkaylaC		@PaulaJohns we can at least hope it will! #smchat
13:28:15 18:28:15	<b>Mary Deming Barber</b> @mdbarber		I hope so! RT @PaulaJohns: A2 Anyone think automated social will decline in 2015? #soloPR #smchat
13:28:23 18:28:23	<b>Derek Tacconelli</b> @DerekTac		A2: I see more tools being created for mobile SM that can enrich the end-user experience & help them spread evangelism for corps. #smchat
13:28:26 18:28:26	<b>Sharon Mostyn</b> @sharonmostyn		RT @NovaComms: A2: Also seeing more growth w/ seasoned execs seeing the value of #socialmedia tied to biz goals #solopr #smchat
13:28:31 18:28:31	<b>Autom Tagga</b> @autom8		A2 specializing in social media is a bit misleading since ALL who champion the brand must be adept @ social media not just marketing #smchat
13:28:36 18:28:36	<b>Kristie Aylett, APR</b> @KristK		MT @Vruno A2 Social is 24-7 line to/fro customers. If they're on it, they expect your brand 2B too and 2B responsive #smchat #soloPR
13:28:40 18:28:40	<b>LUCYrk</b> @LUCYrk78		Praying it does! MT @PaulaJohns A2 Anyone think automated social will decline in 2015? #soloPR #smchat
13:28:47 18:28:47	<b>Judy Gombita</b> @jgombita		. @sharonmostyn, @augieray's most-popular: What if Everything You Know About #SM Marketing is Wrong? <a href="http://t.co/kGAn6V4aGg">http://t.co/kGAn6V4aGg</a> #smchat #solopr
13:28:50 18:28:50	<b>Karen Swim</b> @KarenSwim		A2: I think 2015 will demand tighter integration across org #solopr
13:28:50 18:28:50	<b>Nova Communications</b> @NovaComms		A2: People trust people, not brands. Employee #engagement will be even more critical to #socialmedia in 2015 #solopr #smchat
13:28:56 18:28:56	<b>The Gary J. Nix®</b> @Mr_McFly		@PaulaJohns there are so many screaming against it, 2015 may be an opportunity to make sense of it or, better yet its value #SMchat #solopr
13:28:58 18:28:58	<b>OUTSIDER</b> @outsider_nyc		@PaulaJohns We're so tuned into which brands are "fake". Automated social is a dead give-away. Posts need to be real-time relevant. #smchat

13:28:59 18:28:59	<b>Sharon Mostyn</b> @sharonmostyn		Hi Danielle! RT @DanielleLeitch: Hi #SMchat and #soloPR ... Danielle from @MoreVisibility joining from sunny Boca Raton, FL today!
13:29:21 18:29:21	<b>Kristie Aylett, APR</b> @KristK		MT @eClincher Orgs will begin leveraging the power of their employees' social networks. People trust people more than brands #SMchat #solopr
13:29:26 18:29:26	<b>Kellye Crane</b> @KellyeCrane		MT @DerekTac: A2: I see more tools being created for mobile SM that can enrich the end-user experience & evangelism #solopr #smchat
13:29:29 18:29:29	<b>Sharon Mostyn</b> @sharonmostyn		Good point! RT @mdbarber: The expectation of a response from brands on social will get even shorter, staffing/scheduling #smchat #solopr
13:29:37 18:29:37	<b>Kimberly Flaherty</b> @kflahertycom		+1 RT @NovaComms: Also seeing more growth w/ seasoned execs seeing the value of #socialmedia tied to biz goals #solopr #smchat
13:29:49 18:29:49	<b>Mikkayla</b> @DMikkaylaC		@QiqoChat yes! Authentic engagement FTW #soloPR #smchat
13:29:54 18:29:54	<b>Judy Gombita</b> @jgombita		A2. Much, much, much more listening (to listen), rather than social media marketing blathering. Much. #smchat #solopr
13:29:58 18:29:58	<b>Sharon Mostyn</b> @sharonmostyn		RT @jgombita: @augieray's most-popular: What if Everything You Know About #SM Marketing is Wrong? <a href="http://t.co/jdR7mPaJV7">http://t.co/jdR7mPaJV7</a> #smchat #solopr
13:30:01 18:30:01	<b>SoloPR</b> @SoloPR		MT @autom8 A2 specializing in social media is a bit misleading since ALL who champion the brand must be adept @ social media #solopr #smchat
13:30:10 18:30:10	<b>Chris Jones</b> @sourcePOV		LUCAS, so great to see u !! Serendipity lives :) RT @QiqoChat "Whoa! Random crossing paths, many years since opengov confs in DC" #smchat
13:30:13 18:30:13	<b>Sharon Mostyn</b> @sharonmostyn		#smchat #solopr Q3 When does it make sense to have specialized #socialmedia marketers at the table & when is it overkill?
13:30:16 18:30:16	<b>LUCYrk</b> @LUCYrk78		THIS --> @NovaComms People trust people, not brands. Employee #engagement will be even more critical to #socialmedia in 2015 #solopr #smchat
13:30:31 18:30:31	<b>Kris Huson</b> @Vruno		A2b - Brands will (hopefully) no longer auto tweet their FB updates. Oh gosh, hopefully. #solopr #smchat
13:30:45 18:30:45	<b>Nova Communications</b> @NovaComms		Re: Q3... not sure I understand the question #solopr #smchat
13:30:49 18:30:49	<b>Mary Deming Barber</b> @mdbarber		RT @sharonmostyn: #smchat #solopr Q3 When does it make sense to have specialized #socialmedia marketers at the table & when is it overkill?
13:30:58 18:30:58	<b>vvbellur</b> @vvbellur		#smchat #solopr A2: less focus on vanity metrics, more focus on Reach. Identifying & building influencers, identify brand ambassadors
13:30:59 18:30:59	<b>Nova Communications</b> @NovaComms		RT @LUCYrk78: THIS --> @NovaComms People trust people, not brands. Employee #engagement will be even more critical to #socialmedia in 2015 ...
13:31:07 18:31:07	<b>Nova Communications</b> @NovaComms		RT @kflahertycom: +1 RT @NovaComms: Also seeing more growth w/ seasoned execs seeing the value of #socialmedia tied to biz goals #solopr #s...
13:31:10 18:31:10	<b>Kellye Crane</b> @KellyeCrane		@PaulaJohns I think automation moves around. My beloved Twitter is much more automated than it used to be, for ex... #SMChat #SoloPR
13:31:15 18:31:15	<b>Sharon Mostyn</b> @sharonmostyn		MT @outsider_nyc: ...tuned into which brands are "fake". Automated is a dead give-away. Posts need to be real-time relevant. #smchat #solopr
13:31:20 18:31:20	<b>vvbellur</b> @vvbellur		RT @sharonmostyn: #smchat #solopr Q3 When does it make sense to have specialized #socialmedia marketers at the table & when is it overkill?
13:31:28 18:31:28	<b>The Gary J. Nix®</b> @Mr_McFly		Q3: Specialized in terms of platform expertise? #SMchat #solopr
13:31:29 18:31:29	<b>Kristie Aylett, APR</b> @KristK		RT @sharonmostyn #smchat #solopr Q3 When does it make sense to have specialized #socialmedia marketers at the table & when is it overkill?
13:31:34 18:31:34	<b>Mary Deming Barber</b> @mdbarber		RT @NovaComms: A2: People trust people, not brands. Employee #engagement will be even more critical to #socialmedia in 2015 #solopr #smchat
13:31:34 18:31:34	<b>Kellye Crane</b> @KellyeCrane		@PaulaJohns At the same time, real convos seem to be gaining steam on LinkedIn. #SMChat #SoloPR

13:31:34 18:31:34	<b>edzizle mizzle</b> @EdzizleMizzle		@kflahertycom did you just #PayrickSwayze #ditto @NovaComms comment? #SMChat #solopr
13:31:38 18:31:38	<b>Derek Tacconelli</b> @DerekTac		@NovaComms I think the Q is asking if it makes sense as a company/corp to have a team of SM marketers (separate from other teams) #smchat
13:31:43 18:31:43	<b>Mikkayla</b> @DMikkaylaC		Q3. When a SM budget is involved. Do you really want someone running ads if they don't know what they're doing? #SoloPR #smchat
13:31:46 18:31:46	<b>Falcon Social</b> @FalconSocial		@sharonmostyn A3 Overkill to include the ones most versed in the most powerful messaging vehicle of all time? Never! #SoloPR #SMChat
13:32:02 18:32:02	<b>SoloPR</b> @SoloPR		RT @sharonmostyn: #smchat #solopr Q3 When does it make sense to have specialized #socialmedia marketers at the table & when is it overkill?
13:32:13 18:32:13	<b>Nova Communications</b> @NovaComms		@DerekTac Thanks #solopr #smchat
13:32:34 18:32:34	<b>Mary Deming Barber</b> @mdbarber		If engagement is more critical in 2015 'cuz we trust people (not brands), it has to bring end to automation...doesn't it? #smchat #solopr
13:32:37 18:32:37	<b>Friendemic</b> @friendemic		RT @FalconSocial: @sharonmostyn A3 Overkill to include the ones most versed in the most powerful messaging vehicle of all time? Never! #Sol...
13:32:44 18:32:44	<b>Kellye Crane</b> @KellyeCrane		RT @DMikkaylaC: Q3. When a SM budget is involved. Do you want someone running ads if they don't know what they're doing? #SoloPR #smchat
13:32:45 18:32:45	<b>Sharon Mostyn</b> @sharonmostyn		RT @vvbellur: #smchat #solopr A2: less focus on vanity metrics, more focus on Reach. Identifying & building influencers, brand ambassadors
13:32:49 18:32:49	<b>Chris Jones</b> @sourcePOV		A3. Danger of #socialmedia specialists: plan/executn divorced from marketing & PR fundamentals. Can't do work in vacuum #solopr #smchat
13:32:51 18:32:51	<b>Mikkayla</b> @DMikkaylaC		Q3B. When you have actual fans/ a community that requires regular engagement #solopr #smchat
13:32:57 18:32:57	<b>Friendemic</b> @friendemic		@DMikkaylaC If you hire the right agency, they will know what they are doing! #Smchat #solopr
13:33:05 18:33:05	<b>Derek Tacconelli</b> @DerekTac		A3 Having specialists for SM is a good thing. They know they lingo/trends and how to get the most eyes on content w quick turnaround #smchat
13:33:11 18:33:11	<b>Nova Communications</b> @NovaComms		A3: Having #socialmedia ambassadors across business units/teams can be a successful approach versus 1 SM team #solopr #smchat
13:33:23 18:33:23	<b>Judy Gombita</b> @jgombita		And then @sharonmostyn there was @augieray's Stop Social Media Marketing <a href="http://t.co/LBSUepNaig">http://t.co/LBSUepNaig</a> #smchat #solopr
13:33:24 18:33:24	<b>Derek Tacconelli</b> @DerekTac		@NovaComms No prob :) #smchat
13:33:25 18:33:25	<b>Paula Johns</b> @PaulaJohns		@KellyeCrane Automation may have its place. Perhaps brands will be more selective w/ its use in '15, following your lead. J #solopr #smchat
13:33:27 18:33:27	<b>edzizle mizzle</b> @EdzizleMizzle		#SMChat #solopr A3 overkill - it should be integrated into customer service and marketing staff's jobs
13:33:49 18:33:49	<b>Friendemic</b> @friendemic		@DMikkaylaC Still, if you hire the right agency, they will be engaging with that audience 24/7 because that's their job! #solopr #smchat
13:33:50 18:33:50	<b>Karen Swim</b> @KarenSwim		@velo_city You are so kind. One of the things I love about these chats we gain from one another. #SMChat #solopr
13:34:02 18:34:02	<b>QiqoChat Inc</b> @QiqoChat		@KristK @eClincher Interesting. Any suggestions for how to make that happen without it seeming forced? #SMchat #solopr
13:34:03 18:34:03	<b>Sharon Mostyn</b> @sharonmostyn		RT @FalconSocial: A3 Overkill to include the ones most versed in the most powerful messaging vehicle of all time? Never! #SoloPR #SMChat
13:34:04 18:34:04	<b>eClincher</b> @eClincher		A3 Specialized is necessary when running paid advertisement/promo, but unspecialized works great for simple interactions #SMchat #solopr
13:34:06 18:34:06	<b>OUTSIDER</b> @outsider_nyc		A3. It'll always make sense to have a SM person at the table, unless your company is so small that you're doing the SM. #smchat







13:34:10 18:34:10	<b>Mikkayla</b> @DMikkaylaC		@friendemic keyword is right agency. I've seen agencies that can't even manage their own social correctly #YoureDoingItWrong #SoloPR #smchat
13:34:12 18:34:12	<b>Kristie Aylett, APR</b> @KristK		RT @NovaComms A3: Having #socialmedia ambassadors across business units/teams can be a successful approach versus 1 SM team #solopr #smchat
13:34:14 18:34:14	<b>Nova Communications</b> @NovaComms		Must be integrated MT @sourcePOV: A3. Danger of #socialmedia specialists: plan/executn divorced from mktg & PR fundamentals #soloPR #smchat
13:34:19 18:34:19	<b>Chris Jones</b> @sourcePOV		RT @soloPR @JohnWLEwis @sharonmostyn "use both hashtags"   helpful if u do this; hoping transcript will pick up both: #soloPR #smchat
13:34:50 18:34:50	<b>SoloPR</b> @SoloPR		MT @eClincher: A3 Specialized is necessary when running paid ad/promo, but unspecialized works great for simple interactions #SMchat #solopr
13:34:57 18:34:57	<b>OUTSIDER</b> @outsider_nyc		A3. If you're the one doing SM for your biz b/c you can't afford to hire a SM person, specialize yourself by learning and listening. #smchat
13:35:01 18:35:01	<b>Friendemic</b> @friendemic		@DMikkaylaC Hah, touche. We'll take this moment to toot our own horn and say we do it right. ;) #smchat #solopr
13:35:07 18:35:07	<b>edzizle mizzle</b> @EdzizleMizzle		#SMChat #solopr A3 - Having a #socialmedia strategist separate would be like having a telephone strategist
13:35:19 18:35:19	<b>Daria Steigman</b> @dariasteigman		RT @EdzizleMizzle: #SMChat #solopr A3 - Having a #socialmedia strategist separate would be like having a telephone strategist
13:35:20 18:35:20	<b>Judy Gombita</b> @jgombita		@dariasteigman boo hiss to consultant/vendor software co's trying to PUSH "employee advocates" <wrong word!> on companies #smchat #solopr
13:35:22 18:35:22	<b>Mikkayla</b> @DMikkaylaC		@friendemic correct. That is their job. Those who keep it in-house may have so much engagement that it requires FT employee(s) #smchat
13:35:32 18:35:32	<b>Derek Tacconelli</b> @DerekTac		@outsider_nyc True, some companies/small biz have to have multi-hat wearing people. The SM campaigns will suffer b/c of this #smchat
13:35:53 18:35:53	<b>Sharon Mostyn</b> @sharonmostyn		What if they're not SoMe-friendly? MT @EdzizleMizzle: #SMChat #solopr A3 it should be integrated into CustServ & marketing staff's jobs
13:36:01 18:36:01	<b>Nova Communications</b> @NovaComms		@EdzizleMizzle Why do you say that? Specialist could help train/incent the rest of the team #solopr #smchat
13:36:13 18:36:13	<b>Chris Jones</b> @sourcePOV		Very encouraged everyone seems to agree on integrated role of #socialmedia .. specialization ok, but no islands. #progress #soloPR #smchat
13:36:49 18:36:49	<b>vvbellur</b> @vvbellur		RT @DMikkaylaC: @friendemic correct. That is their job. Those who keep it in-house may have so much engagement that it requires FT employe...
13:36:54 18:36:54	<b>Kellye Crane</b> @KellyeCrane		A3: Of course, the term "specialist" is relative. Anyone touching social media must be aware of policies, etc. #SMChat #SoloPR
13:36:57 18:36:57	<b>Mikkayla</b> @DMikkaylaC		@outsider_nyc learn, listen, and visit @slideshare for tips on how to be better at it #solopr #smchat
13:37:04 18:37:04	<b>Friendemic</b> @friendemic		..@sharonmostyn Good point! Not worth ruining your reputation online or not having a cohesive voice. #smchat #solopr
13:37:11 18:37:11	<b>Autom Tagsa</b> @autom8		A3 marketers today are expected to be well versed in social media. hence, we must yank the veil of specialization as it's misleading #smchat
13:37:18 18:37:18	<b>Derek Tacconelli</b> @DerekTac		@NovaComms @EdzizleMizzle A SM consultant would certainly help train workers that handle the SM campaigns. Bi-weekly/monthly meets #smchat
13:37:20 18:37:20	<b>Victor Garcia</b> @GarSeeA		RT @KellyeCrane: A3: Of course, the term "specialist" is relative. Anyone touching social media must be aware of policies, etc. #SMChat #S...
13:37:25 18:37:25	<b>Karen Swim</b> @KarenSwim		A3: How important is to the org, I think social requires a specialist and that is not defined by a title #SMchat #solopr
13:37:32 18:37:32	<b>Nova Communications</b> @NovaComms		Yes! MT @sourcePOV: Very encouraged on agreement of integrated role of #socialmedia .. specialization ok, no islands. #soloPR #smchat
13:37:39 18:37:39	<b>Chris Jones</b> @sourcePOV		Q3. Maybe an example: Project Managers are specialists. But you don't have a Project Manager departments. PMO's notwithstanding :) #smchat











13:37:55 18:37:55	<b>Nova Communications</b> @NovaComms		@DerekTac @EdzizleMizzle Agreed. I've seen great success with it with my consulting business #solopr #smchat
13:37:58 18:37:58	<b>Karen Swim</b> @KarenSwim		MT @KellyeCrane: the term "specialist" is relative. Anyone touching social media must be aware of policies, etc. #SMChat #solopr
13:38:37 18:38:37	<b>Kellye Crane</b> @KellyeCrane		Like! MT @sourcePOV: Q3. An ex: Project Managers are specialists. But you don't have a Project Manager departments. #SMChat #SoloPR
13:38:55 18:38:55	<b>OUTSIDER</b> @outsider_nyc		@autom8 Plenty of brands have marketers who don't do well in SM. Many haven't adapted to the ever-changing field. #smchat
13:39:03 18:39:03	<b>Paula Johns</b> @PaulaJohns		Agree, good point > MT @KarenSwim A3: I think social requires a specialist and that is not defined by a title #SMchat #solopr
13:39:19 18:39:19	<b>Chris Jones</b> @sourcePOV		PMO: Project Mgmt Office. Helps drive/accumulate process improvements. Standardize tool use. But still not a department #soloPR #smchat
13:39:40 18:39:40	<b>Karen Swim</b> @KarenSwim		Thank you @PaulaJohns and by the way *Hello!* #solopr
13:39:40 18:39:40	<b>Kellye Crane</b> @KellyeCrane		@KarenSwim "Not defined by a title" - very important. Diff orgs will call similar functions diff things #SMChat #SoloPR
13:39:49 18:39:49	<b>Derek Tacconelli</b> @DerekTac		@NovaComms How many times a month do you guys meet with your SM consultant? I thought about doing consulting work yrs ago #smchat
13:39:58 18:39:58	<b>Mary Deming Barber</b> @mdbarber		RT @KellyeCrane: Like! MT @sourcePOV: Q3. An ex: Project Managers are specialists. But you don't have a Project Manager departments. #SMCh...
13:40:04 18:40:04	<b>Michael Willett</b> @MichaelWillett		Good! RT @Vruno A2b - Brands will (hopefully) no longer auto tweet their FB updates. Oh gosh, hopefully. #solopr #smchat
13:40:10 18:40:10	<b>Sharon Mostyn</b> @sharonmostyn		#smchat #solopr Q4 Are #socialmedia marketers burning out? Are the #jobs disappearing? Both? Neither?
13:40:17 18:40:17	<b>Nova Communications</b> @NovaComms		@EdzizleMizzle Agreed, business applicability of #socialmedia is critical to success across organizations #solopr #smchat
13:40:21 18:40:21	<b>The Gary J. Nix®</b> @Mr_McFly		Truth MT @KellyeCrane: @KarenSwim "Not defined by a title" very important. Diff orgs will call similar functions diff things #SMChat #SoloPR
13:40:23 18:40:23	<b>Karen Swim</b> @KarenSwim		Thanks @KellyeCrane we get so hung up on titles (hence silos) but it does demand a concentrated expertise #solopr
13:40:26 18:40:26	<b>Lauren Marinigh</b> @MarinighPR		Trying to join #SMChat but can't figure out who is the one tweeting the questions!? Only seeing everyones answers :(
13:40:46 18:40:46	<b>Kristie Aylett, APR</b> @KristK		RT @sharonmostyn #smchat #solopr Q4 Are #socialmedia marketers burning out? Are the #jobs disappearing? Both? Neither?
13:40:47 18:40:47	<b>SoloPR</b> @SoloPR		RT @sharonmostyn: #smchat #solopr Q4 Are #socialmedia marketers burning out? Are the #jobs disappearing? Both? Neither?
13:40:51 18:40:51	<b>Friendemic</b> @friendemic		.@MarinighPR Q4 Are #socialmedia marketers burning out? Are the #jobs disappearing? Both? Neither? #smchat #solopr
13:41:13 18:41:13	<b>Nova Communications</b> @NovaComms		A4: I'd say #socialmedia marketers are increasing and the #business value they provide becoming more clear #solopr #smchat
13:41:25 18:41:25	<b>Chris Jones</b> @sourcePOV		Brands are people, after all. Always found it funny to treat them as living entities #justsayin #soloPR #smchat
13:41:26 18:41:26	<b>Friendemic</b> @friendemic		A4. If anything, I think they are only becoming more prevalent. #smchat #solopr
13:41:34 18:41:34	<b>OUTSIDER</b> @outsider_nyc		A4. If anything, social media marketers are becoming more sought after. Brands are understanding just how important SM is today. #smchat
13:41:35 18:41:35	<b>Nova Communications</b> @NovaComms		@DerekTac I am a consultant but I engage with most clients on a daily basis #solopr #smchat
13:41:45 18:41:45	<b>Paula Johns</b> @PaulaJohns		@KarenSwim Hello back at you, Karen. Hope you are well! Great chat today. #smchat #soloPR

13:41:48 18:41:48	<b>Derek Tacconelli</b> @DerekTac		@MichaelWillett @Vruno What's wrong with scheduling tweets? It does work for you while you're away/busy. Maximizes productivity #smchat
13:41:49 18:41:49	<b>Friendemic</b> @friendemic		RT @outsider_nyc: A4. If anything, social media marketers are becoming more sought after. Brands are understanding just how important SM is...
13:42:00 18:42:00	<b>Kellye Crane</b> @KellyeCrane		A4: Actually, this relates to the point @KarenSwim was making about titles. Many of the social media jobs are morphing. #SMChat #SoloPR
13:42:05 18:42:05	<b>Friendemic</b> @friendemic		@outsider_nyc Truth & happy about it! #smchat #solopr
13:42:11 18:42:11	<b>The Gary J. Nix®</b> @Mr_McFly		A4: Many of the "social" jobs are now paid social positions now. Regarding burnout, perception: maybe, reality: no #SMchat #solopr
13:42:17 18:42:17	<b>Kristie Aylett, APR</b> @KristK		RT @NovaComms A4: I'd say #socialmedia marketers are increasing and the #business value they provide becoming more clear #solopr #smchat
13:42:20 18:42:20	<b>SoloPR</b> @SoloPR		RT @NovaComms: A4: I'd say #socialmedia marketers are increasing and the #business value they provide becoming more clear #solopr #smchat
13:42:21 18:42:21	<b>Sharon Mostyn</b> @sharonmostyn		@MarinighPR It's me! We're on Q4 #smchat #solopr
13:42:25 18:42:25	<b>Mikkayla</b> @DMikkaylaC		Cosign! RT @friendemic A4. If anything, I think they are only becoming more prevalent. #smchat #solopr #smchat
13:42:29 18:42:29	<b>LUCYrk</b> @LUCYrk78		A4 I'd hate to imagine them burning out! It's the most exciting, real time job you can have. I'd hope jobs r increasing too #smchat #solopr
13:42:33 18:42:33	<b>edzizle mizzle</b> @EdzizleMizzle		@MarinighPR @sharonmostyn is asking Q #SMChat #solopr
13:42:37 18:42:37	<b>SoloPR</b> @SoloPR		RT @friendemic: A4. If anything, I think they are only becoming more prevalent. #smchat #solopr
13:42:39 18:42:39	<b>Derek Tacconelli</b> @DerekTac		@NovaComms Oh duh, you're a consulting agency! I see that now on your profile. You meant the corps. you work w/ are doing well :) #smchat
13:43:01 18:43:01	<b>Nova Communications</b> @NovaComms		@DerekTac Yes! #solopr #smchat
13:43:11 18:43:11	<b>Sharon Mostyn</b> @sharonmostyn		RT @MichaelWillett: Good! RT @Vruno A2b - Brands will (hopefully) no longer auto tweet their FB updates. Oh gosh, hopefully. #solopr #smchat
13:43:25 18:43:25	<b>Chris Jones</b> @sourcePOV		.@QiqoChat need to reconnect soon and catchup !! Btw our #opengov workshop wiki is still out there :) #soloPR #smchat
13:43:31 18:43:31	<b>Mikkayla</b> @DMikkaylaC		@DerekTac @MichaelWillett @Vruno it can be helpful, but how often do we see (oops!) scheduled tweets going out at wrong time #smchat
13:43:38 18:43:38	<b>Karen Swim</b> @KarenSwim		A4: The jobs are not disappearing but becoming more robust; expanded responsibilities, more measurement #SMChat #solopr
13:43:50 18:43:50	<b>Nova Communications</b> @NovaComms		Yes! RT @KarenSwim: A4: The jobs are not disappearing but becoming more robust; expanded responsibilities, more measurement #SMChat #solopr
13:43:55 18:43:55	<b>Kellye Crane</b> @KellyeCrane		A4: I think some pioneers in the social space are burning out on blogging, so they think that translates.. #SMChat #SoloPR
13:43:57 18:43:57	<b>Sharon Mostyn</b> @sharonmostyn		RT @KarenSwim: A4: The jobs are not disappearing but becoming more robust; expanded responsibilities, more measurement #SMChat #solopr
13:43:58 18:43:58	<b>Christine Chen</b> @Christine_Chen6		Popping in real quick. Hey everyone! A4-Social Media Marketers are more sought after, the job is evolving and easily integrated #smchat
13:44:00 18:44:00	<b>vvbellur</b> @vvbellur		#smchat #solopr Got to get back to work! wish i could stay for the whole chat!
13:44:07 18:44:07	<b>Derek Tacconelli</b> @DerekTac		@DMikkaylaC @DerekTac @MichaelWillett @Vruno Need to crack that whip on the person scheduling the tweets it sounds! ;) #smchat
13:44:11 18:44:11	<b>Sharon Mostyn</b> @sharonmostyn		RT @KellyeCrane: A4: I think some pioneers in the social space are burning out on blogging, so they think that translates.. #SMChat #SoloPR




13:44:29 18:44:29	<b>Judy Gombita</b> @jgombita		@sourcePOV social media represents "channels" for comms. I've ALWAYS supported "integrated communications"--channel agnostic #smchat #solopr
13:44:38 18:44:38	<b>eClincher</b> @eClincher		A4 The profession is still growing. More jobs created everyday. Importance of SM for businesses still growing year by year #SMchat #solopr
13:44:40 18:44:40	<b>Amanda Sutton</b> @catalystpr		RT @SoloPR: MT @autom8 A2 specializing in social media is a bit misleading since ALL who champion the brand must be adept @ social media #s...
13:44:42 18:44:42	<b>Promptio</b> @promptio		RT @Vruno: A1 Social media is a communication tool first, a marketing tool second. Don't forget words "social" & "media" #SMChat #SoloPR
13:44:44 18:44:44	<b>SoloPR</b> @SoloPR		Nice enthusiasm! RT @LUCYrk78: A4 I'd hate to imagine them burning out! It's the most exciting, real time job you can have. #smchat #solopr
13:44:46 18:44:46	<b>Daria Steigman</b> @dariasteigman		Sorry, #solopr, #smchat. Getting pulled in multiple directions today.
13:44:54 18:44:54	<b>Josh McCormack</b> @joshmccormack		RT @NovaComms: A4: I'd say #socialmedia marketers are increasing and the #business value they provide becoming more clear #solopr #smchat
13:45:01 18:45:01	<b>edzizle mizzle</b> @EdzizleMizzle		#SMChat #solopr A4 SoMe marketers need to think bigger picture - integrate SoMe into strategic planning - its a tool not a mission statement
13:45:19 18:45:19	<b>SoloPR</b> @SoloPR		MT @Mr_McFly A4: ...Regarding burnout, perception: maybe, reality: no #SMchat #solopr
13:45:21 18:45:21	<b>The Gary J. Nix®</b> @Mr_McFly		RT @EdzizleMizzle: #SMChat #solopr A4 SoMe marketers need to think bigger picture - integrate SoMe into strategic planning - its a tool not...
13:45:32 18:45:32	<b>LUCYrk</b> @LUCYrk78		haha! I'm passionate about what I do! @SoloPR #smchat #soloPR
13:45:40 18:45:40	<b>Eddie L. Brown Jr.</b> @EddieBrownPR		Sorry so late! It's been a long time! Happy NY! #smchat #solopr
13:45:40 18:45:40	<b>Chris Jones</b> @sourcePOV		YES. Have seen it. RT @sharonmostyn @KellyeCrane A4: "... some soccial pioneers are burning out on blogging" #SoloPR #smchat
13:45:55 18:45:55	<b>SoloPR</b> @SoloPR		Yes! RT @KarenSwim: A4: The jobs are not disappearing but becoming more robust; expanded responsibilities, more measurement #SMChat #solopr
13:46:10 18:46:10	<b>Paula Johns</b> @PaulaJohns		@KellyeCrane Yes, and I'm seeing it happen on Instagram, too. #FTW #smchat #soloPR
13:46:19 18:46:19	<b>Mary Deming Barber</b> @mdbarber		RT @SoloPR: Yes! RT @KarenSwim: A4: The jobs are not disappearing but becoming more robust; expanded responsibilities, more measurement #SM...
13:46:43 18:46:43	<b>Michael Willett</b> @MichaelWillett		! MT @KristK MT @Vruno A2 Social is 24-7 line to/fro customers. If they're on it, they expect brand 2B too and 2B responsive #smchat #soloPR
13:46:45 18:46:45	<b>Mary Deming Barber</b> @mdbarber		RT @KellyeCrane: A4: I think some pioneers in the social space are burning out on blogging, so they think that translates.. #SMChat #SoloPR
13:46:49 18:46:49	<b>Kellye Crane</b> @KellyeCrane		RT @PaulaJohns: @KellyeCrane Yes, and I'm seeing it happen on Instagram, too. #FTW #smchat #soloPR
13:46:54 18:46:54	<b>Mikkayla</b> @DMikkaylaC		Still one of my favorite quotes RE #SMM #SoloPR #SMChat <a href="http://t.co/YZLIXw5zxs">http://t.co/YZLIXw5zxs</a>
13:47:24 18:47:24	<b>Kellye Crane</b> @KellyeCrane		@vvbellur Thanks for joining while you could! #SMChat #SoloPR
13:47:31 18:47:31	<b>Chris Jones</b> @sourcePOV		<< huge chat crossover fan .. @sharonmostyn @soloPR loving synergies across communities today. Hope we get to keep doing this #smchat
13:47:45 18:47:45	<b>Kellye Crane</b> @KellyeCrane		@EddieBrownPR Well hello there, Eddie! HNY to you. #SMChat #SoloPR
13:47:51 18:47:51	<b>Derek Tacconelli</b> @DerekTac		@DMikkaylaC Well put! :) #smchat
13:47:55 18:47:55	<b>eClincher</b> @eClincher		@LUCYrk78 Yes! If someone can not find excitement as a social media professional they are doing it wrong. Must be social! #SMchat #solopr

13:48:12 18:48:12	<b>Gnosis Media Group</b> @GnosisMedia		A4 I def think social is becoming more specialized to the point where brands really need their own dedicated specialists #solopr
13:48:24 18:48:24	<b>Chris Jones</b> @sourcePOV		.. if .. I could .. just .. remember the 2nd hashtag :) #soloPR << #smchat
13:48:43 18:48:43	<b>SoloPR</b> @SoloPR		RT @sourcePOV huge chat crossover fan .. loving synergies across communities today. Hope we get to keep doing this #smchat #solopr
13:48:44 18:48:44	<b>Michael Willett</b> @MichaelWillett		! MT @eClincher A4 Profession still growing. More jobs created everyday. Importance of SM for biz still growing year by year #SMchat #solopr
13:49:08 18:49:08	<b>Kristie Aylett, APR</b> @KristK		RT @KarenSwim: A4: The jobs are not disappearing but becoming more robust; expanded responsibilities, more measurement #SMChat #solopr
13:49:16 18:49:16	<b>Vincenzo Landino</b> @vincenzolandino		RT @outsider_nyc: A4. If anything, social media marketers are becoming more sought after. Brands are understanding just how important SM is...
13:49:18 18:49:18	<b>Kellye Crane</b> @KellyeCrane		@sourcePOV Ha! Yes, we love chatting with the wise #SMchatt'ers such as yourself, too. Lots to learn from ea other. #solopr
13:49:25 18:49:25	<b>Nova Communications</b> @NovaComms		Agreed MT @SoloPR: RT @sourcePOV huge chat crossover fan .. loving synergies across communities. Hope we keep doing this #smchat #solopr
13:50:08 18:50:08	<b>Sharon Mostyn</b> @sharonmostyn		#smchat #solopr Q5 Is #socialmedia #marketing for specialists only, for all employees, or some combination of both?
13:50:20 18:50:20	<b>SoloPR</b> @SoloPR		RT @sharonmostyn: #smchat #solopr Q5 Is #socialmedia #marketing for specialists only, for all employees, or some combination of both?
13:50:38 18:50:38	<b>Karen Swim</b> @KarenSwim		Me too @sourcePOV it's silo busting the master class! ;-) #solopr
13:51:13 18:51:13	<b>The Gary J. Nix®</b> @Mr_McFly		A5: An argument can be made for #socialmedia publishing to be only for specialists. Social itself is for everyone. #SMchat #solopr
13:51:14 18:51:14	<b>eClincher</b> @eClincher		A5 Social media must be an organization wide effort. Employees advocating for their company to their network is next step! #SMchat #solopr
13:51:14 18:51:14	<b>Sharon Mostyn</b> @sharonmostyn		@sourcePOV The plan is to join up with @soloPR about once a quarter! Yay for #smchat #solopr combo chats!!!
13:51:19 18:51:19	<b>Michael Willett</b> @MichaelWillett		! MT @SoloPR RT @sourcePOV huge chat crossover fan-loving synergies across communities today. Hope we get to keep doing this #smchat #solopr
13:51:19 18:51:19	<b>Friendemic</b> @friendemic		..@SoloPR As long as employees are properly trained, it can be for all. But, multiple people should not work on one brand. #smchat #solopr
13:51:40 18:51:40	<b>Kellye Crane</b> @KellyeCrane		A4: Ppl I see having trouble finding social media jobs aren't able to pt to measured successes. Execs want metrics today. #SMChat #SoloPR
13:51:55 18:51:55	<b>Gnosis Media Group</b> @GnosisMedia		A5 I think it depends. Some orgs just aren't ready & need specialists. Others really just need #cmgr. Others, both #solopr
13:52:14 18:52:14	<b>Karen Swim</b> @KarenSwim		RT @KellyeCrane: A4: Ppl I see having trouble finding social media jobs aren't able to pt to measured successes. Execs want metrics today....
13:52:25 18:52:25	<b>Sharon Mostyn</b> @sharonmostyn		LOL - I think @johnwlewis has you covered! RT @sourcePOV: .. if .. I could .. just .. remember the 2nd hashtag :) #soloPR << #smchat
13:52:26 18:52:26	<b>OUTSIDER</b> @outsider_nyc		A5. Employees on SM is great and gives more reach, a unique voice, and engagement from an audience other than the brand's target. #smchat
13:52:33 18:52:33	<b>Mikkayla</b> @DMikkaylaC		@KellyeCrane send the execs that Dan Levy quote :) #soloPR #smchat
13:52:41 18:52:41	<b>QiqoChat Inc</b> @QiqoChat		@PaulaJohns @KellyeCrane It's a ways off-- w/ AI, automated social could be more useful & make room for authentic follow ups #SMChat #soloPR
13:52:48 18:52:48	<b>Kellye Crane</b> @KellyeCrane		A5: Varying degrees of responsibility and participation, based on policy #SMChat #SoloPR
13:52:52 18:52:52	<b>Gnosis Media Group</b> @GnosisMedia		..@KellyeCrane Agreed. This is a real challenge. Social analytics that are meaningful enough & tie to outcomes. Any ideas? #solopr

13:52:55 18:52:55	<b>Kristie Aylett, APR</b> @KristK		RT @sharonmostyn #smchat #solopr Q5 Is #socialmedia #marketing for specialists only, for all employees, or some combination of both?
13:53:01 18:53:01	<b>Chris Jones</b> @sourcePOV		A5. All employees. Someday. Once we're past "what I ate for breakfast"-itis. End breakfast imgs on FB & IG. Destroys our rep #soloPR #smchat
13:53:07 18:53:07	<b>edzizle mizzle</b> @EdzizleMizzle		#SMChat #solopr A5 let marketers do marketing but all employees should be advocates - also Facebook At Work may change things
13:53:19 18:53:19	<b>Sharon Mostyn</b> @sharonmostyn		RT @Mr_McFly: A5: Argument can be made for #socialmedia publishing to be only for specialists. Social itself is for everyone #SMchat #solopr
13:53:21 18:53:21	<b>SoloPR</b> @SoloPR		MT @eClincher: A5 Social media must be an org wide effort. Employees advocating for their co to their network is next step! #SMchat #solopr
13:53:32 18:53:32	<b>The Gary J. Nix®</b> @Mr_McFly		@sourcePOV what about lunch? :-D #SMchat #solopr
13:53:40 18:53:40	<b>Kris Huson</b> @Vruno		A5. Combo. Social media is potential fire keg. Prep prevents piss poor performance - train all who participate. Have a plan. #soloPR #smchat
13:53:42 18:53:42	<b>LUCYrk</b> @LUCYrk78		A5 Tricky question - #socialmedia is best for those that live it, but consistency of voice is most important, so... @SoloPR #smchat #soloPR
13:53:49 18:53:49	<b>Kellye Crane</b> @KellyeCrane		@DMikkaylaC Yes, sometimes they need our help! J #SMChat #SoloPR
13:53:55 18:53:55	<b>Kris Huson</b> @Vruno		RT @sharonmostyn: RT @Mr_McFly: A5: Argument can be made for #socialmedia publishing to be only for specialists. Social itself is for every...
13:53:59 18:53:59	<b>Qayam Sayani</b> @LemonLimePie		A5. Not giving all employees some SM training is a bit naive IMO. #smchat
13:54:03 18:54:03	<b>Mikkayla</b> @DMikkaylaC		Q5. It's for both! However, some are just better at it than others :) #SoloPR #smchat
13:54:17 18:54:17	<b>Friendemic</b> @friendemic		.@LUCYrk78 @SoloPR Agreed! A cohesive voice is crucial! #smchat #solopr
13:54:18 18:54:18	<b>Chris Jones</b> @sourcePOV		I have to scoot @sharonmostyn @soloPR but I got huge value from today's chat (& reconnected w/ an old friend) .. ttys .. very soon! #smchat
13:54:19 18:54:19	<b>SoloPR</b> @SoloPR		RT @EdzizleMizzle: #SMChat #solopr A5 let marketers do marketing but all employees should be advocates - also Facebook At Work may change t...
13:54:19 18:54:19	<b>Sharon Mostyn</b> @sharonmostyn		What's the quote? RT @DMikkaylaC: @KellyeCrane send the execs that Dan Levy quote :) #soloPR #smchat
13:54:44 18:54:44	<b>Nova Communications</b> @NovaComm		RT @GnosisMedia: A5 Some orgs just aren't ready & need specialists. Others really just need #cmgr. Others, both #solopr #smchat
13:54:46 18:54:46	<b>SoloPR</b> @SoloPR		RT @LemonLimePie: A5. Not giving all employees some SM training is a bit naive IMO. #smchat #solopr
13:54:47 18:54:47	<b>Simple Job</b> @simple8job		RT @MichaelWillett: ! MT @eClincher A4 Profession still growing. More jobs created everyday. Importance of SM for biz still growing year by...
13:54:48 18:54:48	<b>Adam Shorts</b> @BetseyMahmood		RT @MichaelWillett: ! MT @eClincher A4 Profession still growing. More jobs created everyday. Importance of SM for biz still growing year by...
13:55:01 18:55:01	<b>Sharon Mostyn</b> @sharonmostyn		MT @PaulaJohns: Agree MT @GnosisMedia: A5 Some orgs aren't ready & need specialists. Others just need #cmgr. Others, both #smchat #solopr
13:55:03 18:55:03	<b>Paula Johns</b> @PaulaJohns		Agree MT @GnosisMedia: A5 It depends. Some orgs just aren't ready & need specialists. Others just need #cmgr. Others, both. #smchat #solopr
13:55:08 18:55:08	<b>Chris Jones</b> @sourcePOV		Ummm. No :) lol RT @Mr_McFly "what about lunch?" #solopr #smchat
13:55:32 18:55:32	<b>Sharon Mostyn</b> @sharonmostyn		Scary, too! RT @SoloPR: RT @LemonLimePie: A5. Not giving all employees some SM training is a bit naive IMO. #smchat #solopr
13:55:43 18:55:43	<b>Mikkayla</b> @DMikkaylaC		"This isn't social marketing. Or digital marketing. This is Marketing. This is where many of your current & potential customers" #smchat



13:55:53 18:55:53	<b>visit niyabiri.com</b> @niyabiri		RT @sourcePOV: .@QiqoChat need to reconnect soon and catchup !! Btw our #opengov workshop wiki is still out there :) #soloPR #smchat
13:56:01 18:56:01	<b>Mikkayla</b> @DMikkaylaC		@sharonmostyn image attached a few tweets back #solorPR #smchat
13:56:16 18:56:16	<b>edzizle mizzle</b> @EdzizleMizzle		#SMChat #solopr A6 the next answer is be proactive instead of reactive! Haha
13:56:45 18:56:45	<b>LUCYrk</b> @LUCYrk78		You're flying blind and confusing consumers without it! MT @friendemic @SoloPR Agreed! A cohesive voice is crucial! #smchat #solopr
13:56:54 18:56:54	<b>Gnosis Media Group</b> @GnosisMedia		@SoloPR @LemonLimePie +1. 1 of our clients, that's mainly what we're working on: creating SoMe policy, toolkits, trainings #solopr
13:57:00 18:57:00	<b>Kristie Aylett, APR</b> @KristK		RT @LemonLimePie: A5. Not giving all employees some SM training is a bit naive IMO. #smchat #solopr
13:57:07 18:57:07	<b>Kellye Crane</b> @KellyeCrane		A5: Employees can serve in supportive, advocate roles. But there should be someone(s) steering the ship. #SMChat #SoloPR
13:57:16 18:57:16	<b>The Gary J. Nix®</b> @Mr_McFly		Touché... RT @EdzizleMizzle: #SMChat #solopr A6 the next answer is be proactive instead of reactive! Haha
13:57:36 18:57:36	<b>Kellye Crane</b> @KellyeCrane		Employees at large, I mean.. but you guys knew that! #SMChat #SoloPR
13:57:45 18:57:45	<b>eClincher</b> @eClincher		Thank you for the great discussion! Looking forward to chatting next week. Don't forget to #BeSocial :) #SMchat #solopr
13:57:52 18:57:52	<b>Nova Communications</b> @NovaComms		100% agree - Lightbulbs go off when I train clients RT @LemonLimePie: A5. Not giving employees #SM training is a bit naive #smchat #solopr
13:58:05 18:58:05	<b>Nova Communications</b> @NovaComms		RT @KellyeCrane: A5: Employees can serve in supportive, advocate roles. But there should be someone(s) steering the ship. #SMChat #SoloPR
13:58:38 18:58:38	<b>OUTSIDER</b> @outsider_nyc		Thanks for a great chat, everyone! Connect with us on Instagram and see what we're up to: <a href="http://t.co/sRNsgtqLNd">http://t.co/sRNsgtqLNd</a> #smchat
13:58:43 18:58:43	<b>Carrie Z</b> @velo_city		A5: Some employees just want to do their specific piece & go home. Not everyone's social! #SoloPR #SMChat
13:58:45 18:58:45	<b>Kimberly Flaherty</b> @kflahertycom		Agree MT @GnosisMedia: Some aren't ready & need specialists. Others really just need #cmgr. Others, both #solopr
13:59:06 18:59:06	<b>Friendemic</b> @friendemic		I have to go! Great connecting with you all! If you feel inclined, follow us on FB! <a href="https://t.co/KFIKQSEj2F">https://t.co/KFIKQSEj2F</a> Until next time! #smchat #solopr
13:59:14 18:59:14	<b>SoloPR</b> @SoloPR		RT @LUCYrk78: You're flying blind and confusing consumers without it! MT @friendemic @SoloPR Agreed! A cohesive voice is crucial! #smchat #...
13:59:24 18:59:24	<b>Gnosis Media Group</b> @GnosisMedia		A5 We're finding social is as much about internal comms as it is about external comms. A lot to manage, actually. #solopr
13:59:39 18:59:39	<b>Kellye Crane</b> @KellyeCrane		Hard to believe our time is up - the #SMChat #SoloPR has flown by!
13:59:50 18:59:50	<b>Derek Tacconelli</b> @DerekTac		Thanks for the chat today. Have a nice one everybody! #smchat
14:00:04 19:00:04	<b>Sharon Mostyn</b> @sharonmostyn		Thanks all for joining today's #smchat #solopr combo chat! Join #smchat next Weds 1pET for #custserv w/@ambercleveland
14:00:10 19:00:10	<b>Sharon Mostyn</b> @sharonmostyn		RT @DMikkaylaC: Still one of my favorite quotes RE #SMM #SoloPR #SMChat <a href="http://t.co/HT6UW3dgCY">http://t.co/HT6UW3dgCY</a>
14:00:29 19:00:29	<b>edzizle mizzle</b> @EdzizleMizzle		#SMChat #solopr Peace out from snowy CT!
14:00:30 19:00:30	<b>Kris Huson</b> @Vruno		Social media practioners need crisis communications training. That's where your friendly neighborhood PR flack is crucial. #SoloPR #SMChat
14:00:38 19:00:38	<b>SoloPR</b> @SoloPR		As we always do for #SoloPR, we'll have a re-cap/transcript post up on soloprpro dot com tomorrow! #smchat

14:00:42 19:00:42	<b>Sharon Mostyn</b> @sharonmostyn		Yes it has! Thanks for your help! RT @KellyeCrane: Hard to believe our time is up - the #SMChat #SoloPR has flown by!
14:01:08 19:01:08	<b>SoloPR</b> @SoloPR		Yes! MT @Vruno: Social media practioners need crisis communications training. That's where PR is crucial. #SoloPR #SMChat
14:01:11 19:01:11	<b>Nova Communications</b> @NovaComms		GREAT chat today combining the #solopr & #smchat folks. Let's do it again.
14:01:26 19:01:26	<b>Mikkayla</b> @DMikkaylaC		87 cent iced matcha time from the Bucks! Pleasure spending an hour with y'all today :) #SoloPR #smchat
14:01:47 19:01:47	<b>Kellye Crane</b> @KellyeCrane		Thanks everyone for joining! Had fun. #SMChat #SoloPR
14:01:50 19:01:50	<b>Bernadette A. Davis</b> @BernadetteDavis		RT @SoloPR: Yes! MT @Vruno: Social media practioners need crisis communications training. That's where PR is crucial. #SoloPR #SMChat
14:02:28 19:02:28	<b>Karen Swim</b> @KarenSwim		Thanks all, great combo chat, looking forward to the next one! #SMchat #solopr
14:02:50 19:02:50	<b>Kellye Crane</b> @KellyeCrane		@DMikkaylaC Thank you for delaying the beverage run for us. :- ) #SMChat #SoloPR
14:03:11 19:03:11	<b>Kris Huson</b> @Vruno		A lot of brands hire former journalists to do their comms & SM, but many do not have crisis comms expertise. #smchat #soloPR
14:03:41 19:03:41	<b>Paula Johns</b> @PaulaJohns		Enjoyed the chat today. Great synergy between the groups! #smchat #soloPR
14:05:24 19:05:24	<b>Kris Huson</b> @Vruno		#soloPR #SMchat - Thanks for the chit chat, Tweeps. Sounds like we are mostly on the same page. That's refreshing.
14:07:11 19:07:11	<b>Michael Boyce</b> @mjboyce		RT @TeriMKojetin: #TwitterChatWednesday! Begins 11am ET #BrandChat #Nurph #S4LSocial #BufferChat #SMChat #cmgrchat #PKMChat #SproutChat btt
14:08:06 19:08:06	<b>Michael Willett</b> @MichaelWillett		! MT @Vruno SM practioners need crisis communications training. That's where your friendly neighborhood PR flack is crucial #SoloPR #SMChat
14:08:18 19:08:18	<b>Ernestine Chua</b> @tyna__c		RT @TeriMKojetin: #TwitterChatWednesday! Begins 11am ET #BrandChat #Nurph #S4LSocial #BufferChat #SMChat #cmgrchat #PKMChat #SproutChat btt
14:08:55 19:08:55	<b>Ambitious</b> @I_AdmireSuccess		RT @outsider_nyc: A4. If anything, social media marketers are becoming more sought after. Brands are understanding just how important SM is...
14:09:26 19:09:26	<b>BrittanyGash_PR</b> @BrittanyGashPR		RT @SoloPR: MT @eClincher: A5 Social media must be an org wide effort. Employees advocating for their co to their network is next step! #SM...
14:12:33 19:12:33	<b>Charles T Franklin</b> @thecharlesiwas		RT @KellyeCrane: A4: Ppl I see having trouble finding social media jobs aren't able to pt to measured successes. Execs want metrics today....
14:14:18 19:14:18	<b>Charles T Franklin</b> @thecharlesiwas		@KellyeCrane Social media's effect go beyond a concrete number, but when a person pays you for those numbers....#solopr
14:18:48 19:18:48	<b>Judy Gombita</b> @jgombita		@augieray it seems @sharonmostyn and the others participating in today's #smchat #solopr joint chat WANTED to focus on "marketing" in #SM...
14:29:40 19:29:40	<b>Kellye Crane</b> @KellyeCrane		@jgombita @augieray FYI- #SMChat focuses on a diff area ea wk: <a href="https://t.co/goWMoKqzUa">https://t.co/goWMoKqzUa</a> @sharonmostyn leads the mktg topic 2nd Weds #solopr
14:31:23 19:31:23	<b>Judy Gombita</b> @jgombita		@KellyeCrane guess that's core problem, as PR/corporate communications get lumped into "marketing" for #smchat c @augieray @sharonmostyn