



#SoloPR Transcript –10/25/2017

Q1: What can we do to prepare for economic ups and downs? #solopr

Q2: Doing a post mortem for a client campaign failure, what should I include? Best tips to communicate and move forward? #solopr

Q3: When a company fails in messaging, stand by POV or apologize?
ht.ly/zvPF30fNU0U #solopr

Q4: How do you handle the aloneness of being solo? #solopr

Q5: How do you continue to show value to clients esp. C-suite? #solopr

Q6: RIP AIM. What digital tool do you miss the most? #solopr

Q7: Is it advantageous for firms to draw the line and specialize in PR or modernize and expand services for broader value? #solopr

Transcript follows in reverse chronological order:



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

We will notify you about the next chat. We're cooking up a few things in the laboratory.
muahahaha [#solopr](#)



[OBrienPR 1:55pm via Twitter for Windows](#)

@[gregwbrooks](#) A7: @[gregwbrooks](#) I once worked with attorney who did LBOs and bankruptcies. He created his balance. [#solopr](#)



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

Remember, that we chat on the hashtag daily, so please share news, insights. We like that
:) [#solopr](#)



[SoloPR 1:53pm via tchat.io](#)

As we wind down, thank you all so much for spending a part of your busy day with us.
You are appreciated more than you know! [#solopr](#)



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

And that is the question RT @[akenn](#): A6: I was going to say "what is PR, really?" but I agree with @[jendonovansf](#)'s response (again) [#solopr](#)



[jendonovansf 1:52pm via TweetDeck](#)

RT @[SoloPR](#): Isn't that the truth RT @[jendonovansf](#): There's no one clear definition of [#PR](#).... It's ever-evolving. [#solopr](#) <https://t.co/CkEl...>



[SoloPR 1:51pm via tchat.io](#)

Isn't that the truth RT @jendonovansf: There's no one clear definition of #PR.... It's ever-evolving. #solopr twitter.com/akenn/status/9...



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

There's no one clear definition of #PR.... It's ever-evolving. #solopr twitter.com/akenn/status/9...



[gregwbrosks 1:50pm via Twitter Web Client](#)

A7: Both. You win clients (at a higher fee) by specializing. You *keep* clients longer by expanding offerings to them once signed. #solopr



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

A6: I was going to say "what is PR, really?" but I agree with @jendonovansf's response (again) #solopr



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

A7. There is still room for the specialist but critical to really align with org. needs and understand your market. #solopr



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

@SoloPR I get THAT. Still mourning lost shade of eyeshadow. Mostly miss something until I find a replacement (e.g., Google Reader > Feedly). #solopr



[OBrienPR 1:50pm via Twitter for Windows](#)

A7: It could be advantageous either way but required honest appraisal of abilities and bandwidth. #solopr twitter.com/SoloPR/status/...



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

RT @jendonovansf: A8: PR at its core has changed. You're communicating with the public, and the public finds information in new ways [#solopr](#)



[OBrienPR 1:49pm via Twitter for Windows](#)

A6: (re-do with thought this time): I don't miss any, though. I love the ones I use most now, more than ever. [#solopr](#)



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

A8: [#PR](#) at its core has changed. You're communicating with the public, and the public finds information in new ways. Adaptation is key. [#solopr](#)



[KristK 1:49pm via tchat.io](#)

Me too! RT @KarenSwim: I miss old Twitter. I know it's not dead, but it has evolved into something very different [#solopr](#)



[BernadetteDavis 1:48pm via Twitter Web Client](#)

RT @jendonovansf: This [#solopr twitter.com/KarenSwim/stat...](#)



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

@dariasteigman Some, if you loved it, kind of like discontinued skin care products or lipstick colors. [#solopr](#)



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

Q7. Is it advantageous for firms to draw the line and specialize in PR or modernize and expand services for broader value? [#solopr](#)

#solopr transcript – 10/25/2017

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



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

@[SoloPR](#) A6. You're supposed to miss them when they're gone? [#solopr](#)



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

Time for one more Q....stand by! [#solopr](#)



[gregwbrooks 1:47pm via Twitter Web Client](#)

A6: I'm in mourning over AIM -- back in the day (circa 1994) I was an AOL chat room moderator. [#solopr](#)



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

@[KristK](#) I loved Google Reader! [#solopr](#)



[KarenSwim 1:46pm via Hootsuite](#)

I miss old Twitter. I know it's not dead, but it has evolved into something very different
[#solopr](#)



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

Google Reader! RT @[SoloPR](#): Q6. RIP AIM. What digital tool do you miss the most?
[#solopr](#)



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

@[akenn](#) I don't either, in fact, did not realize they were still around! [#solopr](#)



[akenn 1:44pm via tchat.io](#)

A6. Sorry, I don't miss AIM [#solopr](#)



[SoloPR 1:44pm via Twitter Web Client](#)

RT @[akenn](#): A5. I also try to create connections with partners, vendors, etc that can help their business in non-PR ways [#solopr](#)



[akenn 1:44pm via tchat.io](#)

A5. I also try to create connections with partners, vendors, etc that can help their business in non-PR ways [#solopr](#)



[SoloPR 1:44pm via tchat.io](#)

Q6. RIP AIM. What digital tool do you miss the most? [#solopr](#)



[SoloPR 1:44pm via tchat.io](#)

Glad there will be notes, good stuff here from all of you! [#solopr](#)



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

@[KristK](#) @[OBrienPR](#) ROFL! [#solopr](#)



[OBrienPR 1:42pm via Twitter for Windows](#)

RT @[KarenSwim](#): A5. You are a valuable strategic asset who can spot trends, alert to competitive issues, etc. [#solopr](#)



[SoloPR 1:42pm via Twitter Web Client](#)

RT @jendonovansf: This [#solopr twitter.com/KarenSwim/stat...](#)



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

It's an app on my texting device RT @SoloPR: @OBrienPR What is this telephone of which you speak? lol [#solopr](#)



[jendonovansf 1:42pm via TweetDeck](#)

This [#solopr twitter.com/KarenSwim/stat...](#)



[OBrienPR 1:42pm via Twitter for Windows](#)

A5: I do lots of C-suite work: Mainly, it's being there when they need you and making them happy they called. They always know it. [#solopr](#)



[gregwbrooks 1:42pm via Twitter Web Client](#)

A5: Measurable results show more value than non-measurable results. Game-changers show more value than tactical execution. [#solopr](#)



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

RT @KarenSwim: A5. You are a valuable strategic asset who can spot trends, alert to competitive issues, etc. [#solopr](#)



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

RT @KarenSwim: A5. Stay connected to their pain points and be of value. Don't keep your head down and just work on your area. [#solopr](#)



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

@[KristK](#) For sure, and even in corp not everyone can work from home, you have to be real about your work style. [#solopr](#)



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

A5. You are a valuable strategic asset who can spot trends, alert to competitive issues, etc. [#solopr](#)



[KarenSwim 1:39pm via Hootsuite](#)

A5. Stay connected to their pain points and be of value. Don't keep your head down and just work on your area. [#solopr](#)



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

RT @[SoloPR](#): Q5. How do you continue to show value to clients esp. C-suite? [#solopr](#)



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

@[OBrienPR](#) What is this telephone of which you speak? lol [#solopr](#)



[KristK 1:38pm via Twitter Web Client](#)

RT @[SoloPR](#): Q5. How do you continue to show value to clients esp. C-suite? [#solopr](#)



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

A4: Loneliness and working independently are two things I always mention to wannabe [#solopr](#) pros. Not everyone can handle



[SoloPR 1:38pm via Hootsuite](#)

Q5. How do you continue to show value to clients esp. C-suite? [#solopr](#)



[OBrienPR 1:38pm via Twitter for Windows](#)

A4: Regular meetings, coffee, lunch, daily use of social, and that archaic thing called the telephone. [#solopr](#)



[KristK 1:37pm via Twitter Web Client](#)

RT @[KarenSwim](#): A4. Seriously, ahem, join [#solopr](#); get out and meet colleagues; work away from office sometimes & make time for people in yo...



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

A4: Step away from the screen -- talk to people via phone or face-to-face. [#solopr](#)



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

It's true RT @[akenn](#): A4. Schedule interactions. Seriously. [#solopr](#)



[OBrienPR 1:34pm via Twitter for Windows](#)

A3: We now know the playbook. Mob attacks, brand caves, mob advances agenda. Does disservice to real issues that need attention. [#solopr](#)



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

A4: In SF, I never feel completely alone. Coffee shop, walks, etc. Also, scheduling networking meetings and calls helps. [#solopr](#)



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

A4: schedule non-work activities w actual people. Change your scenery. [#solopr](#)



[KarenSwim 1:34pm via Hootsuite](#)

A4. Seriously, ahem, join [#solopr](#); get out and meet colleagues; work away from office sometimes & make time for people in your life. [#solopr](#)



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

Karen, I was just going to say that. I talk to my dogs a LOT! :) RT @[KarenSwim](#): A4. Get a dog! ;-) [#solopr](#)



[gregwbrooks 1:33pm via Twitter Web Client](#)

A4. Badly while looking like I enjoy it. (Hi, I'm late to the [#solopr](#) chat party!)



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

A4. Schedule interactions. Seriously. [#solopr](#)



[KarenSwim 1:33pm via Hootsuite](#)

A4. Get a dog! ;-) [#solopr](#)



[KristK 1:33pm via Twitter Web Client](#)

RT @[SoloPR](#): Q4. How do you handle the aloneness of being solo? [#solopr](#)



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

#solopr transcript – 10/25/2017

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

Q4. How do you handle the aloneness of being solo? [#solopr](#)



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

RT @[KarenSwim](#): A3. No easy answers and social media mobs are real, so you have to pick where you want that last stand. [#solopr](#)



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

Will be reflecting on that last Q and answers....next one coming up! [#solopr](#)



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

A3:If addressing touchy subjects, be ready w content that adds perspective. Imagine models, creative team discussing ad in a video [#solopr](#)



[SoloPR 1:30pm via tchat.io](#)

@[OBrienPR](#) Very insightful Tim, and so true. [#solopr](#)



[SoloPR 1:30pm via tchat.io](#)

!!! RT @[OBrienPR](#): A3: Can't speak to this case, but apologies are lazy and usually lead to more problems. There are other ways. [#solopr](#)



[KarenSwim 1:30pm via Hootsuite](#)

A3. No easy answers and social media mobs are real, so you have to pick where you want to that last stand. [#solopr](#)



[KristK 1:30pm via tchat.io](#)

Keeper --> RT @akenn: Just because you're "right" doesn't mean there's an audience willing to listen [#solopr](#)



[OBrienPR 1:29pm via Twitter for Windows](#)

A3: Can't speak to this case, but apologies are lazy and usually lead to more problems. There are other ways. [#solopr](#)



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

Q3 In Dove's case I'd say own up to it. Explain. Say "we can do better." So many factors impact best approach to take. [#soloPR](#)



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

@akenn Said much better than I did. :) [#solopr](#)



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

This--> RT @akenn: I agree, @jendonovansf. Just because you're "right" doesn't mean there's an audience willing to listen [#solopr](#)



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

I agree, @jendonovansf. Just because you're "right" doesn't mean there's an audience willing to listen [#solopr](#)



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

@KristK Agree, so complex [#solopr](#)



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

The power of [#socialmedia](#) strikes again. [#solopr twitter.com/akenn/status/9...](#)



[KristK 1:27pm via tchat.io](#)

A3: that's a tough call RT @SoloPR: Q3. When a company fails in messaging, stand by POV or apologize? ht.ly/zvPF30fNU0U [#solopr](#)



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

A3. Tricky bc the world believes that everything is a democracy but sometimes tough decisions are not popular. [#solopr](#)



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

A3: When a company fails at messaging, the decision to move on or apologize depends on the scope/reach & who was impacted. [#solopr](#)



[akenn 1:27pm via tchat.io](#)

A3. The back story here is v interesting, but social media clobbered Dove with the failed msg. [#solopr](#)



[KristK 1:26pm via Twitter Web Client](#)

RT @SoloPR: Q3. When a company fails in messaging, stand by POV or apologize? ht.ly/zvPF30fNU0U [#solopr](#)



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

Good language! RT @KristK: A2: I've used "Now we know where to use our resources more effectively" in a wrap-up report [#solopr](#)



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

@[akenn](#) @[KristK](#) Always, she is one smart cookie, as are you! [#solopr](#)



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

A2: I've used "Now we know where to use our resources more effectively" in a wrap-up report [#solopr](#)



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

Q3. When a company fails in messaging, stand by POV or apologize?
ht.ly/zvPF30fNU0U [#solopr](#)



[akenn 1:24pm via tchat.io](#)

.@[KristK](#) is on a roll! [#solopr](#)



[KristK 1:24pm via tchat.io](#)

A2: Low engagement can be opp to adjust messaging [#solopr](#)



[KristK 1:24pm via tchat.io](#)

A2: Low attendance at event can be opp to follow up with attendees and those who skipped [#solopr](#)



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

@[PaulaJohns](#) *waving* Hi Paula! [#solopr](#)



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

A2: Think of positive results from failure. Didn't get media coverage? Perhaps you helped build relationships w journos instead [#solopr](#)



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

Joining late, popping in to say hello from the San Diego area. [#soloPR](#)



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

@[akenn](#) We have and it may sound cliché but failure is a part of growth, a little painful but necessary. [#soloopr](#)



[SoloPR 1:22pm via tchat.io](#)

Great advice that is sure to help the pro who asked the Q! [#soloopr](#)



[KristK 1:22pm via tchat.io](#)

A2: Acknowledge benefits of taking risks, learning from mistakes. [#soloopr](#)



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

@[SoloPR](#) and haven't we all seen millions of quotes about "failing harder" [#soloopr](#)



[OBrienPR 1:21pm via Twitter for Windows](#)

A2: Don't beat yourself up unnecessarily. Be honest but focus on lessons learned for the future. Follow your program for structure. [#SoloPR twitter.com/SoloPR/status/...](#)



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

What is @[ItzzName](#)? [#soloopr](#)



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

A2: Own it. Not every campaign succeeds. Learn what worked, what could be better next time. Competitive comparisons help, too. [#solopr](#)



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

A2: Identify actions that can be taken now to build foundation for future efforts -- media training, research, content development [#solopr](#)



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

@[akenn](#) Smart advice! How we view can make a difference. Failures don't have to be fatal. [#solopr](#)



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

A2. If you're acknowledging it's a failure, then you can pick apart mistakes and have "fun" proposing alternatives for next time [#solopr](#)



[KarenSwim 1:19pm via Hootsuite](#)

A2. Review metrics and show what went right and make recommendations. Important to own it. [#solopr](#)



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

@[ItzzName](#) Good afternoon, perfect timing, welcome! [#solopr](#)



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

RT @[SoloPR](#): Q2. Doing a post mortem for a client campaign failure, what should I include? Best tips to communicate and move forward? [#solopr](#)



[ItzzName 1:18pm via My Bot Test V3](#)

Joining the chat late - hi, everyone! [#solopr](#)



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

@[akenn](#) Hi! [#solopr](#)



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

@[akenn](#) Hey Alison! You're just in time! [#solopr](#)



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

Joining the chat late - hi, everyone! [#solopr](#)



[KristK 1:18pm via Twitter Web Client](#)

RT @[SoloPR](#): Q2. Doing a post mortem for a client campaign failure, what should I include? Best tips to communicate and move forward? [#solopr](#)



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

RT @[jendonovansf](#): A1: To prep for econ ups and downs: network, diversify offerings, think how your value applies to other industries [#solopr](#)



[SoloPR 1:17pm via Hootsuite](#)

Q2. Doing a post mortem for a client campaign failure, what should I include? Best tips to communicate and move forward? [#solopr](#)



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

RT @[KristK](#): A1: Ongoing skill development and networking keeps [#solopr](#) pros ready for change, opportunity



[SoloPR 1:17pm via tchat.io](#)

@[KristK](#) Love that advice! [#solopr](#)



[OBrienPR 1:17pm via Twitter for Windows](#)

@[SoloPR](#) @[KristK](#) Speaking to the choir. Spot on. I learned that one the hard way.
[#SoloPR](#)



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

Very important to diversify to limit risk. [#solopr](#) twitter.com/KristK/status/...



[SoloPR 1:17pm via Twitter Web Client](#)

RT @[KristK](#): A1: Ongoing skill development and networking keeps [#solopr](#) pros ready for change, opportunity



[SoloPR 1:17pm via tchat.io](#)

@[OBrienPR](#) Thanks for coming! [#solopr](#)



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

@[OBrienPR](#) Yes! [#solopr](#)



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

@[KristK](#) Always! Cushion for ups and downs, taxes, and maybe a vacation :) [#solopr](#)



[OBrienPR 1:16pm via Twitter for Windows](#)

RT @SoloPR: Yes! RT @KristK: A1: Don't let 1-2 clients dominate your revenue stream. [#solopr](#)



[KristK 1:16pm via tchat.io](#)

A1: Ongoing skill development and networking keeps [#solopr](#) pros ready for change, opportunity



[OBrienPR 1:16pm via Twitter for Windows](#)

@SoloPR Thanks for hosting @SoloPR [#solopr](#)



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

A1: To prepare for economic ups and downs: network, diversifying offerings, think about how your value applies to another industry. [#solopr](#)



[SoloPR 1:16pm via tchat.io](#)

Yes! RT @KristK: A1: Don't let 1-2 clients dominate your revenue stream. [#solopr](#)



[SoloPR 1:15pm via tchat.io](#)

@jendonovansf Hello! [#solopr](#)



[KristK 1:15pm via tchat.io](#)

A1: Don't let 1-2 clients dominate your revenue stream. [#solopr](#)



[jendonovansf 1:15pm via TweetDeck](#)

Popping in late to [#solopr](#) chat. Hi everyone!!



[SoloPR 1:15pm via tchat.io](#)

Great advice from @[OBrienPR](#) and @[KristK](#), be prepared financially, also applies to employment! [#solopr](#)



[KristK 1:15pm via tchat.io](#)

Amen! A1: RT @[OBrienPR](#): A1: Build up cash reserves of 6-12 months. [#SoloPR](#)



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

RT @[SoloPR](#): Q1. What can we do to prepare for economic ups and downs? [#solopr](#)



[SoloPR 1:14pm via Twitter Web Client](#)

RT @[OBrienPR](#): A1: Build up cash reserves of 6-12 months. [#SoloPR](#)
twitter.com/SoloPR/status/...



[OBrienPR 1:14pm via Twitter for Windows](#)

A1: Build up cash reserves of 6-12 months. [#SoloPR](#) twitter.com/SoloPR/status/...



[SoloPR 1:14pm via Twitter Web Client](#)

RT @[KristK](#): A1: Have a cushion of savings to help level out peaks and valleys of revenue. [#solopr](#)



[KristK 1:13pm via tchat.io](#)

A1: Have a cushion of savings to help level out peaks and valleys of revenue. [#solopr](#)



[KarenSwim 1:13pm via Hootsuite](#)

RT @SoloPR: Q1. What can we do to prepare for economic ups and downs? [#solopr](#)



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

A1. Be consistent in biz development efforts. ALWAYS have a full pipeline. [#solopr](#)



[KristK 1:11pm via Twitter Web Client](#)

RT @SoloPR: Q1. What can we do to prepare for economic ups and downs? [#solopr](#)



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

@[BernadetteDavis](#) Great to see you! [#solopr](#)



[BernadetteDavis 1:11pm via Twitter Web Client](#)

Checking in for [#solopr](#) chat conversation ... twitter.com/SoloPR/status/...



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

Q1. What can we do to prepare for economic ups and downs? [#solopr](#)



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

If you're joining, please introduce yourself and let us know where you're from. [#solopr](#)



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

@[ImageSuitePR](#) Hi, thanks for the reminder! [#solopr](#)



[KristK 1:06pm via Twitter Web Client](#)

RT @ImageSuitePR: Hi #solopr peeps, I'm at the IPA conference, but a quick reminder that our annual salary survey is still open at <https://...>



[SoloPR 1:06pm via Hootsuite](#)

@KristK Envious! I had to wear a jacket and scarf and they say it may.....snow, aarrgggh!
[#solopr](#)



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

Hi [#solopr](#) peeps, I'm at the IPA conference, but a quick reminder that our annual salary survey is still open at surveymonkey.com/r/IPARatesSurv...



[SoloPR 1:04pm via tchat.io](#)

Please introduce yourself or just say Hello if you're joining us! [#solopr](#)



[SoloPR 1:04pm via tchat.io](#)

@dariasteigman We will miss you but hope that issue gets fixed STAT! [#solopr](#)



[KristK 1:04pm via tchat.io](#)

@SoloPR gorgeous here (as usual). It's finally boot weather, and I wore a light sweater today. Should be about 70 degrees later. [#solopr](#)



[dariasteigman 1:03pm via TweetDeck](#)

Sorry to miss [#solopr](#). Dealing w/ heating issue -- and a building that won't take responsibility for solving its problem.



[SoloPR 1:03pm via tchat.io](#)

Hello @[KristK](#) how are things on the Gulf Coast? [#solopr](#)



[KristK 1:02pm via Twitter Web Client](#)

Howdy to my [#solopr](#) pals. Kristie here from the MS Gulf Coast (APR, 25+ yrs experience, PR and social media instructor + consultant)



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

If you're new to chatting, we suggest using a tool like tchat.io – makes it easier to keep up. Remember to use the [#SoloPR](#) hashtag!



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

If you're joining, please introduce yourself. This is @[KarenSwim](#) of soloprpro [dot] com. [#solopr](#)



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

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