



Transcript from November 10, 2010 to November 10, 2010

All times are Pacific Time

November 10, 2010

- 12:51 am **goodsgirl:** #PalmaLouca, veggie slice + bacon, & good work with @digitaninja after great time @yogacor barre. #soloPR (@ Ingleside Village Pizza II)
- 2:02 pm **KellyeCrane:** It's #solopr chat day! Join us 1-2pm ET to talk #PR and #socialmedia #freelance consulting. If you have Qs to discuss, just let me know.
- 2:19 pm **shashib:** RT @KellyeCrane: It's #solopr chat day! Join us 1-2pm ET to talk #PR and #socialmedia #freelance consulting. If you have Qs to discuss, just let me know.
- 2:49 pm **2feedthesoul:** RT @KellyeCrane: It's #solopr chat day! Join us 1-2pm ET to talk #PR and #socialmedia #freelance consulting. If you have Qs to discuss, just let me know.
- 3:42 pm **REDMEDIAPR:** Q How do you keep your FB fans engaged? #solopr #smalph
- 3:52 pm **purePRstrategy:** Just had a great Skype call with Amy from <http://www.designswithaim.com/index.html> Really great to work w/ her! #solopr #pr #design
- 3:52 pm **gmjameson:** Just had a great Skype call with Amy from <http://www.designswithaim.com/index.html> Really great to work w/ her! #solopr #pr #design
- 3:55 pm **KellyeCrane:** .@REDMEDIAPR Great question - we'll put it on the list for today's #solopr chat (1-2pm ET). #smalph
- 3:57 pm **rockstarjen:** @KellyeCrane good morning, ms. thang. looking forward to @ #solopr chat today.
- 3:58 pm **jgombita:** RT @KellyeCrane: It's #solopr chat day! Join us 1-2pm ET to talk #PR and #socialmedia #freelance consulting. If you have Qs to discuss, just let me know.
- 4:05 pm **PRPiper:** Busy life of a #solopr means missing today's #solopr chat. Luckily @KellyeCrane always posts a wrapup. It's almost as good as being there.
- 4:17 pm **KellyeCrane:** Me too - less than 2 hours to go! RT @rockstarjen: @KellyeCrane good morning, ms. thang. looking forward to #solopr chat today.
- 5:00 pm **jgombita:** .@mayaBY you're welcome. #solopr remains my most consistently fab Twitter chat; part of the reason I profiled it & the great @kellyecrane!
- 5:01 pm **KellyeCrane:** @jgombita Thanks, as always, for your support of #solopr. Very lucky to have such an amazing community.
- 5:03 pm **PRjeff:** Oh yeah, I still have an hour b/c of the time change. Now AZ is only 2 hours earlier than Eastern Time. Back to work... #solopr
- 6:02 pm **SoloPR:** Had some technical difficulties, but we're up now. It's time for the #solopr chat!
- 6:02 pm **rockstarjen:** Jen here in San Diego (17-yr PR pro, 6 yrs solo) reporting for duty. How's everyone doing? #solopr
- 6:02 pm **WriterChanelle:** @SoloPR Hello! #solopr
- 6:02 pm **PRjeff:** Writing website copy. Will check in every now and then to make sure everyone is behaving... #solopr
- 6:02 pm **jgombita:** See this? Best PR Twitter hashtags | Don't drink the koolaid <http://bit.ly/d9uHG1> by @mayaBY #solopr
- 6:02 pm **deegospel:** Hi, all. Dee from Atlanta. #solopr
- 6:03 pm **SoloPR:** If you're a freelance PR or social media consultant, feel free to join us (use Tweetgrid.com or Tweetchat.com for easy following) #solopr
- 6:03 pm **SoloPR:** @PRjeff We count on you to make sure we're not (behaving). #solopr

6:03 pm **jgombita:** @PRjeff and if we're not behaving, what exactly will you do? ;-) #solopr

6:04 pm **akenn:** Hi, I'm Alison and I'm working from Boston's North Shore. 16 yrs in PR, 9 yrs as solo. #solopr

6:04 pm **WriterChanelle:** Hello hello. Chanelle here. Freelance social media manager #solopr

6:04 pm **SoloPR:** As you join, be sure to introduce yourself! This is @KellyeCrane moderating, blogger at www.solopr.com #solopr

6:04 pm **youplusmeCEO:** working on proposals ;) Charity - San Diego; almost 3 yrs #solopr & happy to be here after missing so much

6:04 pm **MarketingMel:** Hello #soloPR friends. Time for our weekly chat. Come join us if you are a #soloPR peep! Dive in the water (and convo) is always fine.

6:05 pm **rockstarjen:** RT @SoloPR: If UR freelance PR or social media consultant, join us (use Tweetgrid.com or Tweepchat.com for easy following) #solopr

6:05 pm **deegospel:** @rockstarjen Hi. Jen. #solopr

6:05 pm **karenskim:** Hello fab solos! Karen Swim screeching in a little late! #solopr

6:05 pm **deegospel:** @WriterChanelle Hi, Chanelle #solopr

6:05 pm **SoloPR:** I'm at an event with a slow connection, so please bear with me a bit today. #solopr

6:05 pm **deegospel:** Hi, Jeff #solopr

6:05 pm **janetfalk:** Janet Falk NYC pro for small biz, nonprofit and subcontract to other solos #solopr

6:06 pm **deegospel:** @SoloPR Hi, Kellye #solopr

6:06 pm **fransteps:** HI #solopr friends. Fran from SA, TX. Been #solopr for < 1 yr. In PR 4Ever!

6:06 pm **deegospel:** @akenn Hi, Allison #solopr

6:06 pm **WriterChanelle:** @deegospel Hi Dee :) #solopr

6:06 pm **deegospel:** @jgombita Hi, Judy #solopr

6:06 pm **karenskim:** May pop in and out, crazy day but did not want to miss my favorite chat with my favorite peeps! #solopr

6:06 pm **deegospel:** @fransteps Hi, Fran #solopr

6:06 pm **karenskim:** @deegospel Hey Dee! Feeling better this week? #solopr

6:06 pm **deegospel:** @janetfalk Hi, Janet #solopr

6:07 pm **deegospel:** @karenskim Hey, Karen #solopr

6:07 pm **PRjeff:** Hi Dee. Hope the cup cake blogging life is sweet. #solopr

6:07 pm **SoloPR:** Welcome to all the new and #solopr veteran faces! Q1 is up next...

6:07 pm **sparklyhero:** Peeping in to #solopr

6:07 pm **SoloPR:** Q1: If a client tells you they want to fully leverage social media, where do you start? #solopr

6:07 pm **deegospel:** @karenskim yes, throat and chest still soar. This bronchitis is a monster #solopr

6:07 pm **jgombita:** @deegospel hey there, Dee. How goes the publishing world these days? #solopr

6:08 pm **PRjeff:** RT @SoloPR: Q1: If a client tells you they want to fully leverage social media, where do you start? #solopr

6:08 pm **deegospel:** @PRjeff lol it is. business picks up this time of year, which balances my slow pr months. #solopr

6:08 pm **youplusmeCEO:** RT @SoloPR: Q1: If a client tells you they want to fully leverage social media, where do you start? #solopr

6:08 pm **deegospel:** RT @SoloPR: Q1: If a client tells you they want to fully leverage social media, where do you start? #solopr

- 6:08 pm **deegospel:** @jgombita interesting, changing, evolving, it's a hot mess. lol #solopr
- 6:08 pm **akenn:** @SoloPR I have seen recommendations for building social media calendars and wonder if these are taking the place of strategic plans? #solopr
- 6:08 pm **PRjeff:** A1-Figuring out what social media outlets make sense for the client would be near the top of my list. #solopr
- 6:09 pm **MissSuccess:** Popping in and out...not feeling well today. #solopr
- 6:09 pm **deegospel:** @deegospel asking them if they understand what social media is first #solopr
- 6:09 pm **KellyeCrane:** A1: First I would ask yourself: are you "up" on social media? If not, you probably want to bring in a partner. #solopr
- 6:09 pm **rockstarjen:** @deegospel @karensim @youplusceo @jgombita morning ladies! #solopr
- 6:09 pm **WriterChanelle:** RT @SoloPR: Q1: If a client tells you they want to fully leverage social media, where do you start? #solopr
- 6:09 pm **jgombita:** @SoloPR A1: start by asking them could we choose a different word than "leveraging?" ;-) #solopr
- 6:09 pm **MissSuccess:** A1: Start with an audit of the co and an analysis of other cos in the same space. #solopr
- 6:10 pm **rockstarjen:** A1: my first question is "why?" what do you hope to achieve? #solopr
- 6:10 pm **PRjeff:** Yep! RT @MissSuccess: A1: Start with an audit of the co and an analysis of other cos in the same space. #solopr
- 6:10 pm **SoloPR:** RT @MissSuccess: A1: Start with an audit of the co and an analysis of other cos in the same space #solopr
- 6:10 pm **MissSuccess:** A1: Ask if by "fully leverage" they also mean a "full commitment." Will they employ my firm to manage or hire someone internal. #solopr
- 6:10 pm **youplusmeCEO:** Q1 1st is an assessment of what they may have already started - sometimes they "dabble" w/o understanding the potential +/- #solopr
- 6:10 pm **jgombita:** @deegospel LOL! Love your "hot mess" description. I bet it's really busy with the holiday season coming on.... #solopr
- 6:10 pm **SoloPR:** RT @jgombita: @SoloPR A1: start by asking them could we choose a different word than "leveraging?" ;-) #solopr
- 6:10 pm **karensim:** A1: I start by finding out what they think that means and what they want to gain #solopr
- 6:11 pm **deegospel:** a1: I would ask the client, if they understand what social media is first, because it extends past PR. #solopr
- 6:11 pm **fransteps:** RT @SoloPR: Q1: If a client tells you they want to fully leverage social media, where do you start? #solopr
- 6:11 pm **WriterChanelle:** Q1. I check their current SM presence first. Also ask what their definition of leverage is (what are their goals) #solopr
- 6:11 pm **MarketingMel:** @SoloPR Q! #solopr As w/ all client projects I start w/research. Their current use of #social media, their competitors, & their target aud.
- 6:11 pm **fransteps:** A1: If all your friends told you to jump off a cliff, would you? #solopr. Why is first Q? What is biz objective?
- 6:11 pm **KellyeCrane:** A1: Social media is a fast-moving space, and if you've been focusing on trad'l media it's a whole different animal. Get help! #solopr
- 6:12 pm **MissSuccess:** A1: Take them outside their "comfort" zone by explaining, introducing platforms other than Twitter/FB, etc. #solopr
- 6:12 pm **PRjeff:** Many feel PR owns SM. RT @deegospel: I would ask the client, if they understand what social media is first, b/c it extends past PR. #solopr
- 6:12 pm **LindsayDianne:** RT @KellyeCrane: A1: Social media is a fast-moving space, and if you've been focusing on trad'l media it's a whole different animal. Get help! #solopr
- 6:12 pm **LScribner:** A1 What are the goals, and what audience are they trying to reach? This makes all the difference #solopr

- 6:12 pm **WriterChanelle:** Yes! Overused. RT @jgombita: @SoloPR A1: start by asking them could we choose a different word than "leveraging?" ;-) #solopr
- 6:12 pm **SoloPR:** RT @fransteps: A1: If all your friends told you to jump off a cliff, would you? Why is first Q? What is biz objective? #solopr
- 6:12 pm **jgombita:** (But seriously) A1. Tell client we need to discuss strategy ("why?") before beginning to look at social media tactics ("how"). #solopr
- 6:12 pm **ShannonRenee:** A1: I always start w/ goal...what is the goal of leveraging SM? is their audience on SM? will they have time/money to maintain? #solopr
- 6:12 pm **MissSuccess:** A1: Ask them what their goals are for being in the space. Do they want to listen? Get feedback? Market research? Engage? #solopr
- 6:13 pm **LudovicF:** @SoloPR A1: I will start defining the publics, the objectives and the type of contents the client would inject in social media #solopr
- 6:13 pm **jgombita:** @WriterChanelle can we blame one generation more than another for that overuse? ;-) #solopr
- 6:13 pm **SoloPR:** RT @youplusmeCEO: Q1 1st is an assessment of what they may have already started - sometimes they "dabble" w/o understanding #solopr
- 6:13 pm **karensxim:** A1: Knowing where they want to go then helps me to explain how to get there, resources, time, expectations #solopr
- 6:13 pm **MissSuccess:** RT @ShannonRenee: A1: what is the goal of leveraging SM? is their audience on SM? will they have time/money to maintain? #solopr
- 6:13 pm **youplusmeCEO:** Q1: I think assessing what they may have done not only guages their understand but provides a jump point for direction #solopr
- 6:14 pm **SoloPR:** RT @ShannonRenee: A1: I always start w/ goal...is their audience on SM? will they have time/money to maintain? #solopr
- 6:14 pm **karensxim:** RT @ShannonRenee: I always start w/ goal -what is goal of leveraging SM? is audience on SM? will they have time/money to maintain? #solopr
- 6:15 pm **jgombita:** + baselines for measurement RT @karensxim: Knowing where they want to go helps explain how to get there, resources, expectations #solopr
- 6:15 pm **karensxim:** A1: Many people say they want "all in" until they understand what it will cost in time, money, resources #solopr
- 6:15 pm **MarketingMel:** I agree! Who better than the pro. communicators? RT: @PRjeff Many feel PR owns SM. #solopr
- 6:15 pm **KellyeCrane:** A1: Social media calendars don't replace an overall plan. They're just a tool to make sure the right hand knows what left is doing. #solopr
- 6:16 pm **karensxim:** @jgombita Exactly, once goals are understood you can establish metrics #solopr
- 6:16 pm **Ittaiej:** RT @KellyeCrane: A1: Social media is a fast-moving space, and if you've been focusing on trad'l media it's a whole different animal. Get help! #solopr
- 6:16 pm **joseph_zito:** RT @akenn: Hi, I'm Alison and I'm working from Boston's North Shore. 16 yrs in PR, 9 yrs as solo. #solopr
- 6:16 pm **KellyeCrane:** A1: As others have said, defining who you're trying to reach will help you ID where you should be in social media. #solopr
- 6:16 pm **PRjeff:** Ummm... there will be twankings? RT @jgombita: and if were not behaving, what exactly will you do? ;-) #solopr
- 6:16 pm **WriterChanelle:** @MissSuccess Hey hey! I agree. Will I do the hard work then someone else take over? #solopr
- 6:17 pm **SoloPR:** RT @karensxim: A1: Many people say they want "all in" until they understand what it will cost in time, money, resources #solopr
- 6:17 pm **leahsoleil:** RT @KellyeCrane: A1: As others have said, defining who you're trying to reach will help you ID where you should be in social media. #solopr
- 6:17 pm **MissSuccess:** @WriterChanelle Exactly. #solopr
- 6:17 pm **deegospel:** a1: @PRjeff i know, but that doesn't make it true. usually they need help to build a social media design for communication & crm #solopr

- 6:18 pm **WriterChanelle:** @deegospel Yup. Do they understand that 5000 followers can be bought? Are they looking for results or numbers? #solopr
- 6:19 pm **WriterChanelle:** Hmm..Can we #genychat? Lol ;-) RT @jgombita: @WriterChanelle can we blame one generation more than another for that overuse? ;-) #solopr
- 6:19 pm **deegospel:** a1 @WriterChanelle right. there are so many dead buzz words tied to SM that don't mean anything #solopr
- 6:19 pm **deegospel:** @KellyeCrane correct #solopr
- 6:19 pm **jgombita:** @PRjeff always said that PR is a much better fit for social media than "overt" marketing--*personally* have no interest in marketing #solopr
- 6:19 pm **MissSuccess:** A1: Ask them about their "voice." Will it be a corporate brand or personal brand (CEO, employees, etc) #solopr
- 6:20 pm **ShannonRenee:** @KellyeCrane exactly, don't put out a suggestion box & then ignore my suggestions...at least acknowledge receipt #solopr
- 6:20 pm **karensxim:** @KellyeCrane Love that and it is a great (sometimes overlooked) point! #solopr
- 6:20 pm **akenn:** RT @KellyeCrane: (the amazing) @jbernoff says if you give customers a channel, they will expect service on it. Imp pt! #solopr
- 6:20 pm **WriterChanelle:** @jgombita We didn't start the fire re: "leverage"...lol #solopr
- 6:21 pm **MissSuccess:** If you get a minute go to unsuck-it.com to "unsuck" horrible business jargon (it's a hilarious site) #solopr
- 6:21 pm **WriterChanelle:** @deegospel Yup. Just people trying to sound like they know what they're talking about by using big words. #solopr
- 6:21 pm **jgombita:** @KellyeCrane indeed. I'm betting the greatest expectations of service is preferential "customer" service on Twitter, etc. @jbernoff #solopr
- 6:21 pm **KellyeCrane:** BTW, @jbernoff is co-author of Groundswell and the new book Engage. Great stuff! #solopr
- 6:22 pm **jgombita:** @WriterChanelle no, you didn't. Too long a word to text... ;-) (Let's blame Gen X, OK?) #solopr
- 6:22 pm **KellyeCrane:** A1: Of course, social media also includes blogger outreach, which is more straightforward for experienced PR pros. #solopr
- 6:22 pm **karensxim:** RT @KellyeCrane: A1: Of course, social media also includes blogger outreach, which is more straightforward for experienced PR pros. #solopr
- 6:22 pm **dariasteigman:** @ShannonRenee Popping into #solopr. Are we talking about service? Can we talk about prospects acknowledging, responding to proposals?
- 6:22 pm **SoloPR:** Thanks for weighing in on this important issue. If your clients aren't asking you about socmed yet, chances are they will be. #solopr
- 6:22 pm **youplusmeCEO:** remember: SM Is about relationships - that is the KEY in PR; building, supporting & re-engagin #Solopr
- 6:23 pm **deegospel:** @kellyecrane how can a solopr do "all" effectively regarding social media. there are so many tasks. outsource with soloadfolks? #solopr
- 6:23 pm **karensxim:** A1: True "all in" SM is integrated into the entire organization, includes internal and external #solopr
- 6:23 pm **ShannonRenee:** @dariasteigman I "buted in" the convo myself ;-) #solopr
- 6:23 pm **dariasteigman:** @deegospel Key isn't doing it all, it's targeting your efforts strategically. #solopr
- 6:23 pm **jgombita:** @SoloPR A1. True. But there's been a lot of media coverage, lately, about businesses backing away from SM due to lack of "success." #solopr
- 6:24 pm **SoloPR:** Q2 is a follow-up from @deegospel: ow can a solopr do "all" effectively regarding social media. there are so many tasks. outsource? #solopr
- 6:24 pm **karensxim:** You can't! RT @deegospel: @kellyecrane how can solopr do "all" effectively re SocMed so many tasks. outsource with soloadfolks? #solopr
- 6:24 pm **pamperry:** RT @karensxim: A1: True "all in" SM is integrated into the entire organization, includes internal and external #solopr

- 6:24 pm **SoloPR:** RT @dariasteigman: @deegospel Key isn't doing it all, it's targeting your efforts strategically. #solopr
- 6:24 pm **3hatscomm:** @MissSuccess Love that site, one of my faves WOW factor. <http://unsuck-it.com/wow-factor/> #solopr
- 6:24 pm **coachclaire:** RT @KellyeCrane: A1: Social media calendars don't replace an overall plan. They're just a tool to make sure the right hand knows what left is doing. #solopr
- 6:24 pm **WriterChanelle:** @jgombita Ohh...woow. Considering I have to get on my mom for her unintelligible shorthand texts, I'd say that isn't GenY domain #solopr
- 6:24 pm **rockstarjen:** have to jump off for a call. talk to you all soon. #solopr
- 6:25 pm **akenn:** A2: outsource and also automate #solopr
- 6:25 pm **samanthamarlise:** @SoloPR A1: I start by creating a social media plan that outlines mediums to be used and where content will be pulled from #soloPR
- 6:25 pm **pamperry:** @SoloPR @deegospel YES outsource! We can't be our best when we try to do everything. #solopr
- 6:25 pm **karensxim:** @pamperry Hi Pam! :-) #solopr
- 6:25 pm **KatieLevien:** Well said - RT @youplumceeo: remember: SM Is about relationships - that is the KEY in PR; building, supporting & re-engagin #Solopr
- 6:25 pm **KellyeCrane:** A2: There are a lot of social media tasks, but as with anything a #solopr does, the volume of work is dictated by the budget.
- 6:25 pm **youplumCEO:** RT @SoloPR: Q2 is a follow-up from @deegospel: ow can a #solopr do "all" effectively re social media. there are many tasks. outsource?
- 6:25 pm **DonnaPapacosta:** @SoloPR I would want to see their marketing plans/discuss their overall goals. Don't like the sound of "leveraging" anything. #solopr
- 6:25 pm **karensxim:** @rockstarjen Bye Jen! #solopr
- 6:25 pm **deegospel:** @pamperry Hey, woman. lol #solopr
- 6:25 pm **karensxim:** Amen! RT @pamperry: @SoloPR @deegospel YES outsource! We cant be our best when we try to do everything. #solopr
- 6:26 pm **jgombita:** A2. @deegospel think you'll have the best luck if you "train" your clients in social media for the long-term, rather than taking on. #solopr
- 6:26 pm **fransteps:** A2: Build relationships wherever you need expertise: be it soc med, SEO, web design, photogs, graphics. That's smart #solopr.
- 6:26 pm **MissSuccess:** A2: Breathe. And then prioritize. If necessary, ask for help. #solopr
- 6:26 pm **westthirdgroup:** Joining the party late -- hi all! #solopr
- 6:26 pm **dariasteigman:** RT @MissSuccess: A2: Breathe. And then prioritize. If necessary, ask for help. #solopr
- 6:26 pm **deegospel:** True! RT @KellyeCrane: A2: but as with anything a #solopr does, the volume of work is dictated by the budget.
- 6:26 pm **karensxim:** A1: I would add to @pamperry insource as well by having org embrace and manage some of the responsibilities #solopr
- 6:26 pm **DonnaPapacosta:** @SoloPR To do the job right, a #solopr needs outside resources OR people within the client's organization.
- 6:27 pm **KellyeCrane:** A2: If your client's budget means you can bring on a subcontractor for more activity, do it! Can't promise the world for a tiny sum. #solopr
- 6:27 pm **jgombita:** @WriterChanelle interesting. Is your mom Gen X? #solopr
- 6:27 pm **deegospel:** @jgombita i agree, spesh working in pub industry. must be specific #solopr
- 6:27 pm **pamperry:** @westthirdgroup hey. Me too. got off a conference call late. #solopr
- 6:27 pm **SoloPR:** RT @dariasteigman: RT @MissSuccess: A2: Breathe. And then prioritize. If necessary, ask for help. #solopr
- 6:27 pm **pamperry:** RT @MissSuccess: A2: Breathe. And then prioritize. If necessary, ask for help. #solopr

- 6:27 pm **youplusmeCEO:** Q2 I think you need to be strategic in activities, but also in execution - put some of the ownership back on the client - partners #solopr
- 6:28 pm **deegospel:** a2 @pamperry yes. perhaps the next chat we can introduce ourselves & our SM strengths. #solopr
- 6:28 pm **DonnaPapacosta:** @SoloPR Wish I could stay in the #solopr chat, but am on deadline. Will check hashtag later. Thanks!
- 6:28 pm **SoloPR:** RT @fransteps: A2: Build relationships wherever you need expertise: be it soc med, SEO, web design, photogs, graphics. That's smart #solopr
- 6:28 pm **karensnim:** Yet so often that's what they want! RT @KellyeCrane: Cant promise the world for a tiny sum. #solopr
- 6:28 pm **MissSuccess:** A2: OR you can provide in-house workshops for your client as part of the contract. Teach them how to fish! #solopr
- 6:28 pm **hopwood:** A2 You might equally well ask "How can a #solopr do everything?" You can't. Specialize and outsource
- 6:28 pm **pamperry:** @deegospel @KellyeCrane A2: BARTER. It costs too much to do everything yourself. #solopr
- 6:28 pm **MarketingMel:** Hysterical! RT @3hatscomm: @MissSuccess Love that site, one of my faves WOW factor. <http://tinyurl.com/2bhdtto> #solopr
- 6:28 pm **karensnim:** yes! RT @MissSuccess: A2: OR you can provide in-house workshops for your client as part of the contract. Teach them how to fish! #solopr
- 6:29 pm **deegospel:** a2 @youplusmeCEO yes, my ideal client must be proactive. however, working in publishing many authors don't have the vocabulary #solopr
- 6:29 pm **jgombita:** .@pamperry agreed, there's some success stories. But a lot of (marketing-driven) CEOs, etc., just want to see increased sales. Fast. #solopr
- 6:29 pm **SoloPR:** Look to your fellow #solopr pros - this community boasts amazing expertise in most disciplines.
- 6:29 pm **hopwood:** RT @SoloPR: Look to your fellow #solopr pros - this community boasts amazing expertise in most disciplines.
- 6:29 pm **deegospel:** @pamperry right. i barter with Felicia at Liquid Soul and Natasha at GoodGirl and Pam... hint hint. lol #solopr
- 6:29 pm **youplusmeCEO:** @KatieLevien :) Dr. Broom taught me well #solopr
- 6:29 pm **deegospel:** RT @SoloPR: Look to your fellow #solopr pros - this community boasts amazing expertise in most disciplines.
- 6:30 pm **janetifalk:** A2 set expectations, teach them to fish, subcontract. Same as all PR activities. #solopr
- 6:30 pm **deegospel:** a2: i believe what makes solo great is that you can create your own dream team for certain projects #solopr
- 6:30 pm **ColbiPR:** RT @SoloPR: Look to your fellow #solopr pros - this community boasts amazing expertise in most disciplines.
- 6:30 pm **jgombita:** Nicely put: RT @MissSuccess OR you can provide in-house workshops for your client as part of the contract. Teach them how to fish! #solopr
- 6:30 pm **hopwood:** RT @deegospel: a2: i believe what makes solo great is that you can create your own dream team for certain projects #solopr
- 6:31 pm **SoloPR:** RT @janetifalk: A2 set expectations, teach them to fish, subcontract. Same as all PR activities. #solopr
- 6:31 pm **fransteps:** A2: Training clients for future success is a must! But many just want it "handled." #solopr
- 6:31 pm **akenn:** RT @deegospel: a2: i believe what makes solo great is that you can create your own dream team for certain projects #solopr
- 6:31 pm **MissSuccess:** @jgombita Thanks. #solopr
- 6:31 pm **SoloPR:** Clients love it too! RT @deegospel: a2: i believe what makes solo great is you can create your own dream team for certain projects #solopr

- 6:32 pm **deegospel:** @kellyecrane another?: teaching clients SM & industry specific strategy. do you have clients who never take the training? #solopr
- 6:32 pm **PRjeff:** "Give a client social media, and they're connected for a day, teach a client SM, and they're connected for a lifetime." #solopr
- 6:32 pm **janetifalk:** @deegospel and a Solo's teammates get hands-on experience #solopr
- 6:32 pm **MissSuccess:** Let them know that #SM is not a one and done type thing. RT @fransteps: A2: Many just want it "handled." #solopr
- 6:32 pm **deegospel:** a2 @fransteps true. #solopr
- 6:32 pm **jgombita:** I must say, @deegospel is rockin' the house today with her insights.... #solopr
- 6:32 pm **deegospel:** @janetifalk right #solopr
- 6:32 pm **gannettlocal:** RT @PRjeff: "Give a client social media, and they're connected for a day, teach a client SM, and they're connected for a lifetime." #solopr
- 6:33 pm **3hatscomm:** Manage expectations, map strategies and goals, yes. RT @janetifalk: A2 set expectations.. Same as all PR activities. #solopr
- 6:33 pm **youplusmeCEO:** @deegospel means having an active role - if you want to sit back that will be \$; assign accordingly back to them #Solopr
- 6:33 pm **SoloPR:** Q3 is up next... #solopr
- 6:33 pm **jgombita:** Yours @PRjeff? "Give a client social media, & they're connected for a day, teach a client SM, & they're connected for a lifetime." #solopr
- 6:33 pm **NRHA_Jaime:** RT @PRjeff: "Give a client social media, and they're connected for a day, teach a client SM, and they're connected for a lifetime." #solopr
- 6:33 pm **deegospel:** @jgombita actually i have more questions than insights, because my industry is still morphing & SM is becoming more important #solopr
- 6:34 pm **luannsaid:** Hi, gang! A2: I usually require a team member from client side to actively manage SM with me. It's their "voice" in the end #solopr
- 6:34 pm **SoloPR:** Q3 is another social media topic from the community: How do you keep your FB fans engaged? #solopr
- 6:34 pm **3hatscomm:** This! It's not "set and forget" or "one size fits all." RT @MissSuccess: #SM is not a one and done type thing. @fransteps #solopr
- 6:34 pm **deegospel:** Good advice I will use. RT @youplusmeCEO: ... if you want to sit back that will be \$; assign accordingly back to them #solopr
- 6:34 pm **luannsaid:** Yes! RT @misssuccess: A2: OR you can provide in-house workshops for your client as part of the contract. Teach them how to fish! #solopr
- 6:34 pm **WriterChanelle:** @jgombita Yup. #solopr
- 6:34 pm **SoloPR:** RT @luannsaid: I usually require a team member from client side to actively manage SM with me. It's their "voice" in the end #solopr
- 6:35 pm **pamperry:** RT @luannsaid: Yes! RT @misssuccess: A2: OR you can provide in-house workshops for your client as part of the contract. Teach them how to fish! #solopr
- 6:35 pm **MissSuccess:** A3: Don't assume. Ask them how they'd like to be engaged. What got them to ur page in the 1st place? Do they really "like" you? #solopr
- 6:35 pm **WriterChanelle:** RT @MissSuccess: A2: OR you can provide in-house workshops for your client as part of the contract. Teach them how to fish! #solopr
- 6:35 pm **fransteps:** RT @luannsaid: A2: I usually require a team member from client side to actively manage SM with me. It's their "voice" #solopr. YES!
- 6:35 pm **KellyeCrane:** RT @SoloPR: Q3 is another social media topic from the community: How do you keep your FB fans engaged? #solopr
- 6:35 pm **youplusmeCEO:** RT @SoloPR: Q3 is another social media topic from the community: How do you keep your FB fans engaged? #solopr
- 6:36 pm **luannsaid:** A2: My SM program is more of a grooming process. Identify team member to do the SM - I teach, co-manage w/ them as long as necessary. #solopr

- 6:36 pm **karens swim:** RT @SoloPR: Q3 is another social media topic from the community: How do you keep your FB fans engaged? #solopr
- 6:36 pm **WriterChanelle:** @MissSuccess That's definitely what I would prefer. Get them to hire the community manager, but train on proper handling #solopr
- 6:36 pm **pamperry:** @SoloPR A3: Ask them to post their book covers. They love that! My audiences loves to SEE themselves NOT ME! #solopr
- 6:36 pm **akenn:** A3: IMO FB is 1 of the more interactive SM channels -brands shouldn't use it as content distribution only; think of ways to interact #solopr
- 6:36 pm **MissSuccess:** A3: If they're there for info, give them more. Giveaways? Give stuff away. Exclusives? Tell them first. #solopr
- 6:37 pm **KellyeCrane:** A3: First, be sure the people you want to reach are on FB, and keep in mind the need for integrated efforts #solopr
- 6:37 pm **youplusmeCEO:** Q3struggling with this now - take a note from "want to be a Millionaire" - poll the audience... engage with to satisfy them #solopr
- 6:37 pm **pamperry:** RT @akenn: A2: outsource and also automate #solopr
- 6:37 pm **karens swim:** A3: Important to not over saturate stream, share relevant, targeted info that is not always selling them something #solopr
- 6:37 pm **WriterChanelle:** RT @SoloPR: Q3 is another social media topic from the community: How do you keep your FB fans engaged? #solopr
- 6:37 pm **akenn:** A3: for example: contests, giveaways, open ended questions, polls, pictures, links #solopr
- 6:37 pm **SoloPR:** RT @akenn: A3: FB is more interactive -brands shouldn't use it as content distribution only; think of ways to interact #solopr
- 6:38 pm **PRjeff:** @jgombita What? Do you think I need to pay royalties on that adaptation? #solopr
- 6:38 pm **deegospel:** a3 @SoloPR i was using a facebook app as a PR Help Desk. Authors would ask me PR questions in real time. now the app is gone :(#solopr
- 6:38 pm **karens swim:** Q3: Just read interesting article last night, enticing new fans with giveaways is less likely to create engaged fans #solopr
- 6:38 pm **karens swim:** RT @SoloPR: RT @akenn: A3: FB is more interactive -brands shouldnt use it as content distribution only; think of ways to interact #solopr
- 6:38 pm **jgombita:** @PRjeff nope. Believe it or not, it was a COMPLIMENT. #solopr
- 6:39 pm **MissSuccess:** @karens swim Agreed bc to keep them you'll have to keep giving stuff away. #solopr
- 6:39 pm **ColbiPR:** Hi all! @SoloPR A3: Keep them involved through constant interaction- respond to posts even if it's to say thx for contributing. #solopr
- 6:39 pm **KellyeCrane:** A3: Ask open-ended questions. Encourage likers to post their own pics/vids, etc. Don't be boring! #solopr
- 6:39 pm **deegospel:** a3: i've used it for book launch parties. we give away books in real time, talk with book clubs, skype via facebook #solopr
- 6:39 pm **jgombita:** @karens swim I've read that as well. You don't want to engage folks who are only looking for freebies; they never want to pay. #solopr
- 6:40 pm **fransteps:** A3: Contests and giveaways have lots of nuances. Be careful when using on FB; terms of service are clear on violations. #solopr
- 6:40 pm **karens swim:** @MissSuccess yes they are only active when there's a reward #solopr
- 6:40 pm **WriterChanelle:** A3. I know the folks at Harry Loves Lisa are putting together the live chat for the show on Facebook #solopr
- 6:40 pm **karens swim:** @jgombita Well yes that's another side of it too and an important fact to remember #solopr
- 6:40 pm **sparklyhero:** Peeping back in to #solopr
- 6:40 pm **karens swim:** RT @fransteps: A3: Contests & giveaways have lots of nuances. Be careful when using on FB; terms of service are clear on violations. #solopr

- 6:41 pm **ccduong**: Q3: Must be able to interact on a humanistic level. Speak to others like how you would normally speak to them in person. #solopr
- 6:41 pm **SoloPR**: Must be targeted/relevant RT @karensxim: Q3: Just read... enticing new fans with giveaways is less likely to create engaged fans #solopr
- 6:41 pm **luansaid**: A3: Yep, nothing works better than contests. But, yes, FB controls/monetizes those w/an iron fist. #solopr
- 6:41 pm **SoloPR**: RT @fransteps: A3: Contests & giveaways have lots of nuances. Be careful when using on FB; terms of service are clear on violations #solopr
- 6:41 pm **deegospel**: a3 @KellyeCrane true. the goal is to keep them on the page, using the page, sharing the page...make a community there #solopr
- 6:42 pm **jgombita**: @deegospel I'm not on Facebook <GASP>. Note that it really PO's me when contests are limited to FB members (i.e., not public pages). #solopr
- 6:42 pm **SoloPR**: RT @ccduong: Q3: Must be able to interact on a humanistic level. Speak to others like how you would normally speak to them in person #solopr
- 6:42 pm **youplusmeCEO**: not nec - have a client throwing things @ em w/o response RT @karensxim: @MissSuccess yes they are only active when there's a reward #solopr
- 6:42 pm **ColbiPR**: @karensxim Giveaways are great for the initial interaction and increased fan base- but I agree, after it's over they're less engaged #solopr
- 6:42 pm **3hatscomm**: @KellyeCrane NO to boring. Ask the fans what THEY want, get their input on what they want to know, how they'd like to interact. #solopr
- 6:42 pm **deegospel**: @karensxim true. you have to get permission for giveaways unless you are a part of Facebook Promotions, which is good for product Pr #solopr
- 6:43 pm **ColbiPR**: RT @ccduong: Q3: Must be able to interact on a humanistic level. Speak to others like how you would normally speak to them in person. #solopr
- 6:43 pm **pamperry**: RT @karensxim: RT @fransteps: A3: Contests & giveaways have lots of nuances. Be careful when using on FB; terms of service are clear on violations. #solopr
- 6:43 pm **deegospel**: @jgombita true. fb should be thought of as one leg, twitter another, with the heart and brain at the site #solopr
- 6:43 pm **pamperry**: RT @deegospel: @karensxim true. you have to get permission for giveaways unless you are a part of Facebook Promotions, which is good for product Pr #solopr
- 6:43 pm **SoloPR**: RT @3hatscomm: NO to boring. Ask the fans what THEY want, get their input on what they want to know, how they'd like to interact. #solopr
- 6:43 pm **youplusmeCEO**: great to see @ccduong on #solopr from #PRSSASDSU ;)
- 6:43 pm **jgombita**: @karensxim it's my same beef as giving peeps on Twitter preferential "customer service." Why--because they TWEET?! Puh-leeze. #solopr
- 6:43 pm **pamperry**: RT @WriterChanelle: A3. I know the folks at Harry Loves Lisa are putting together the live chat for the show on Facebook #solopr
- 6:44 pm **PRjeff**: A3: We also need to keep clients engaged w/making FB a lead generator and less a forum of communications rah-rah #solopr
- 6:44 pm **pamperry**: RT @MissSuccess: A3: If they're there for info, give them more. Giveaways? Give stuff away. Exclusives? Tell them first. #solopr
- 6:44 pm **jgombita**: Poetry... RT @deegospel: Facebook should be thought of as one leg, twitter another, with the heart and brain at the site #solopr
- 6:45 pm **luansaid**: A3: Sometimes people will comment on photos/videos more than status updates alone. #solopr
- 6:45 pm **ccduong**: A3: Essentially, you add the "friends" that U want, U create the audience; you should be following trends to know what they want. #solopr
- 6:45 pm **pamperry**: @PRjeff I love rah-rah. That's PR. JK. LOL! #solopr
- 6:45 pm **KellyeCrane**: A3: If you have any small biz/brick and mortar clients, lots of opps for interaction via FB. More apps coming in this space, too #solopr
- 6:45 pm **karensxim**: A3: The channel doesn't matter it still all comes down to being willing to do the work of building relationships, no shortcuts #solopr

- 6:46 pm **karensxim:** True! RT @luannsaid: A3: Sometimes people will comment on photos/videos more than status updates alone. #solopr
- 6:46 pm **pamperry:** RT @PRjeff: "Give a client social media, and they're connected for a day, teach a client SM, and they're connected for a lifetime." #solopr
- 6:46 pm **SoloPR:** The #solopr crowd is serving up the #socialmedia smartness. Big time!
- 6:46 pm **deegospel:** @SoloPR right. find out what they want. it helps your time management, too, when you know not what to waste time on #solopr
- 6:46 pm **ShannonRenee:** RT @karensxim: A3: channel doesn't matter, comes down to being willing to do work of bldg relationships, no shortcuts #solopr [PREACH]
- 6:46 pm **KellyeCrane:** RT @SoloPR: The #solopr crowd is serving up the #socialmedia smartness. Big time!
- 6:46 pm **pamperry:** RT @SoloPR: The #solopr crowd is serving up the #socialmedia smartness. Big time!
- 6:47 pm **PRWeekend:** RT @PRjeff: "Give a client social media, and they're connected for a day, teach a client SM, and they're connected for a lifetime." #solopr
- 6:47 pm **WriterChanelle:** RT @ColbiPR Giveaways are great for the initial interaction and increased fan base-but I agree, after it's over they're less engaged #solopr
- 6:47 pm **PRjeff:** This almost qualifies as "not behaving..." But I'll let it slide. RT @pamperry: I love rah-rah. That's PR. JK. LOL! #solopr
- 6:47 pm **SoloPR:** RT @karensxim: True! RT @luannsaid: A3: Sometimes people will comment on photos/videos more than status updates alone. #solopr
- 6:47 pm **akenn:** RT @karensxim: Q3: Just read interesting article last night, enticing new fans with giveaways is less likely to create engaged fans #solopr
- 6:47 pm **pamperry:** @SoloPR #socialmedpr ROCK and #solopr too! Social media is about networking. If you don't know how to do it offline...u can't online.
- 6:47 pm **WriterChanelle:** RT @fransteps: A3: Contests & giveaways have lots of nuances. Be careful when using on FB; terms of service are clear on violations #solopr
- 6:48 pm **pamperry:** @SoloPR #socialmedpr ROCKs and #solopr too! Social media is about networking. If you don't know how to do it offline...u can't online.
- 6:48 pm **deegospel:** @jgombita did you participate in #litchat last week. @SaraGruen was there talking about Ape House #solopr
- 6:48 pm **MarketingMel:** RT @PRjeff: "Give a client social media, and they're connected for a day, teach a client SM, and they're connected for a lifetime." #solopr
- 6:49 pm **karensxim:** RT @pamperry: Social media is about networking. If you dont know how to do it offline...u cant online. #solopr
- 6:49 pm **akenn:** RT @KellyeCrane: small biz/brick and mortar bizs have lots of opps for interaction via FB. More apps coming in this space, too #solopr
- 6:49 pm **jgombita:** Didn't know about it! RT @deegospel did you participate in #litchat last week. @SaraGruen there talking about Ape House cc @jforrest #solopr
- 6:49 pm **SoloPR:** Q4: What percentage of your clients are asking for (or buying into) social media programs? #solopr
- 6:50 pm **karensxim:** RT @SoloPR: Q4: What percentage of your clients are asking for (or buying into) social media programs? #solopr
- 6:51 pm **PRjeff:** A4: I'd say about all of them. I don't do PR for businesses in caves. #solopr
- 6:51 pm **karensxim:** A4: 98% of my clients are buying into social media programs and the other 2% are close #solopr
- 6:51 pm **karensxim:** ROFL! RT @PRjeff: A4: Id say about all of them. I dont do PR for businesses in caves. #solopr
- 6:51 pm **jgombita:** @SoloPR please clarify #4. Is this buy-in to pursue social media program (i.e., believed of value) OR fear of getting left behind? #solopr
- 6:52 pm **KellyeCrane:** A4: All of my clients are getting some social media, whether they realize it or not. :-)) Not all fully exploit the opps, tho #solopr
- 6:52 pm **jgombita:** @PRjeff careful. Someone could accuse you of caveism. #solopr

- 6:53 pm **pamperry:** @karens swim A4: LOL ...get online or get left behind. HUH? #solopr
- 6:53 pm **karens swim:** RT @KellyeCrane: A4: All of my clients are getting some SM, whether they realize it or not. :) Not all fully exploit the opps, tho #solopr
- 6:53 pm **SoloPR:** @jgombita "Buy-in" meaning- if they aren't proactively asking for it, are they giving you the OK when you propose it? #solopr
- 6:53 pm **akenn:** Agree with @KellyeCrane - also interesting to see how different clients perceive/handle it #solopr
- 6:53 pm **SoloPR:** RT @karens swim: RT @SoloPR: Q4: What percentage of your clients are asking for (or buying into) social media programs? #solopr
- 6:53 pm **fransteps:** RT @KellyeCrane: A4: All clients are getting some soc med, whether they realize it or not. :) Not all fully exploit opps, #solopr. Ditto!
- 6:54 pm **SoloPR:** Good one! RT @PRjeff: A4: I'd say about all of them. I don't do PR for businesses in caves. #solopr
- 6:54 pm **karens swim:** Lol! I am not getting left behind for any of it ;-)RT @pamperry: @karens swim A4: LOL ...get online or get left behind. HUH? #solopr
- 6:54 pm **luannsaid:** A4: Most of my clients (about 75%) get SM help from me. Last year, it was only about 25%. But in 2010, they all "got it" #solopr
- 6:54 pm **MarketingMel:** @SoloPR A. 4 All of my clients are interested in social media programs as part of their PR/communications strategies. #solopr
- 6:55 pm **jgombita:** @SoloPR that still doesn't answer whether they are OK'ing it b/c they think social media is of (long-term) value or they're scared. #solopr
- 6:55 pm **luannsaid:** @prjeff That was awesome. #solopr
- 6:55 pm **SoloPR:** RT @luannsaid: A4: Most of my clients (about 75%) get SM help from me. Last yr it was only about 25%. But in 2010, they all "got it" #solopr
- 6:55 pm **JasmineRBrooks:** RT @PRjeff: "Give a client social media, and they're connected for a day, teach a client SM, and they're connected for a lifetime." #solopr
- 6:56 pm **SoloPR:** @jgombita That's a different question... and our time's almost up! #solopr
- 6:56 pm **deegospel:** RT @SoloPR: Q4: What percentage of your clients are asking for (or buying into) social media programs? #solopr
- 6:56 pm **wantsocialmedia:** RT @PRjeff: "Give a client social media, and they're connected for a day, teach a client SM, and they're connected for a lifetime." #solopr
- 6:56 pm **SoloPR:** RT @MarketingMel: A. 4 All of my clients are interested in social media programs as part of their PR/communications strategies. #solopr
- 6:57 pm **jgombita:** @SoloPR OK, put it on the agenda for another #solopr session.
- 6:57 pm **pamperry:** @Proven_Systems @karens swim Right, might be a class we could all teach as PR Pros. #solopr
- 6:57 pm **SoloPR:** We're winding down, so I want to thank you all for joining - another great chat! #solopr
- 6:57 pm **SoloPR:** @jgombita What's the magic word? :) #solopr
- 6:58 pm **MissSuccess:** A4: 100% But most just like hearing themselves say "social media" as if the words will grow fingers and have a digital persona. #solopr
- 6:58 pm **karens swim:** @pamperry @Proven_Sytstems Absolutely, and there are many that still need that education #solopr
- 6:58 pm **jgombita:** @SoloPR sorry, mom. PLEASE put that topic on a future agenda. And can I have a cookie? ;) #solopr
- 6:58 pm **MarketingMel:** Enjoyed "talking" with my brilliant fellow #soloPR friends today. Go proper this week!
- 6:58 pm **DevonRosenberry:** It was great to follow @solopr and the #solopr chat. I love hearing what the pros are saying about the industry.
- 6:59 pm **SoloPR:** FYI- we will not have a #solopr the day before Thanksgiving in the U.S. Get your fix next week...

- 6:59 pm **luannsaid:** @jgombita Most of my clients ask about SM for the WRONG reasons. But I steer them in the right direction. #solopr
- 6:59 pm **karensxim:** @MissSuccess Laughing so hard can't think how to shorten for RT, just favorited that tweet, too funny! #solopr
- 6:59 pm **pamperry:** @PRjeff I'm right brain and have dylexia. #solopr
- 6:59 pm **karensxim:** RT @luannsaid: @jgombita Most of my clients ask about SM for the WRONG reasons. But I steer them in the right direction. #solopr
- 6:59 pm **deegospel:** @pamperry i know. i was hoping you piggy backed on it ;) #solopr
- 6:59 pm **SoloPR:** Thanks! RT @DevonRosenberry: It was great to follow @solopr and the #solopr chat. I love hearing what the pros are saying about the industry
- 7:00 pm **SoloPR:** We keep chatting on the #solopr hashtag all week, so keep asking Qs and sharing any time
- 7:00 pm **karensxim:** Well this was my professional spa hour much needed break thank you all for the time out and great insights! #solopr
- 7:00 pm **jgombita:** @karensxim and I'm sure you do a swimming job of it... ;-) #solopr
- 7:00 pm **SoloPR:** @jgombita It's on the list now. Virtual cookie to you. :-) #solopr
- 7:00 pm **luannsaid:** @solopr Thanks -- Have a great week, y'all #solopr
- 7:00 pm **deegospel:** Ok. Taking my PR hat off. I must write 200 pages this month, so see you guys soon. I'm going off grid. #solopr
- 7:00 pm **pamperry:** RT @karensxim: Lol! I am not getting left behind for any of it ;-)RT @pamperry: @karensxim A4: LOL ...get online or get left behind. HUH? #solopr
- 7:01 pm **MissSuccess:** Today on the blog: How to use a #QR code on your smartphone <http://twurl.nl/uzbxdd> #solopr
- 7:01 pm **jgombita:** @SoloPR thank you. Even though I didn't say "may I" and an advance thank you for the (virtual) cookie. #solopr
- 7:01 pm **just_jess_jess:** RT @MissSuccess: Today on the blog: How to use a #QR code on your smartphone <http://twurl.nl/uzbxdd> #solopr
- 7:02 pm **CathyWebSavvyPR:** RT @karensxim: RT @luannsaid: @jgombita Most of my clients ask about SM for the WRONG reasons. But I steer them in the right direction. #solopr
- 7:02 pm **jgombita:** @luannsaid oops! I accidentally gave @karensxim credit for your steering line. Sorry about that. Good one! #solopr
- 7:02 pm **PRjeff:** @luannsaid Awww... thx LuAnn #solopr
- 7:03 pm **SMSperrypr:** RT @MissSuccess: Today on the blog: How to use a #QR code on your smartphone <http://twurl.nl/uzbxdd> #solopr
- 7:03 pm **SMSperrypr:** RT @deegospel: Ok. Taking my PR hat off. I must write 200 pages this month, so see you guys soon. I'm going off grid. #solopr
- 7:03 pm **SMSperrypr:** RT @SoloPR: @jgombita It's on the list now. Virtual cookie to you. :-) #solopr
- 7:03 pm **SMSperrypr:** RT @karensxim: RT @luannsaid: @jgombita Most of my clients ask about SM for the WRONG reasons. But I steer them in the right direction. #solopr
- 7:03 pm **SMSperrypr:** RT @karensxim: Well this was my professional spa hour much needed break thank you all for the time out and great insights! #solopr
- 7:03 pm **janetifalk:** #soloPR Will catch up on the transcript. Had to take a client call. Regards until next week.
- 7:03 pm **3hatscomm:** LOL back at ya. RT @MissSuccess: most like hearing themselves say "social media" as if words will grow fingers, have digital persona #solopr
- 7:04 pm **karensxim:** @SMSperrypr @MissSuccess Thanks for that, perfect timing, writing about QR codes for an article! #solopr
- 7:04 pm **youplusmeCEO:** ever wonder about the nuggets I find valuable? Check my favorites... #solopr
- 7:04 pm **TheRealTimmy:** RT @SoloPR: RT @akenn: A3: FB is more interactive -brands shouldn't use it as content distribution only; think of ways to interact #solopr

- 7:04 pm **SMSperrypr:** @karensxim @MissSuccess You're welcomed. We talked about it in our Social Media Club meeting. #solopr
- 7:05 pm **karensxim:** @janetfalk *waving* We missed you! #solopr
- 7:05 pm **jgombita:** @JanetLFalk missed you, Janet! You will enjoy some great "lines" in the transcript. #solopr
- 7:06 pm **karensxim:** Can't wait to read the transcript even though I was here, some amazing one liners today! #solopr
- 7:06 pm **SMSperrypr:** RT @deegospel: @pamperry i know. i was hoping you piggy backed on it ;) #solopr
- 7:07 pm **jgombita:** @luannsaid might have been a Freudian mistake, what with @karensxim's handle and your use of "steering." Couldn't resist play. :-) #solopr
- 7:07 pm **SMSperrypr:** RT @ccduong: A3: Essentially, you add the "friends" that U want, U create the audience; you should be following trends to know what they want. #solopr
- 7:08 pm **SMSperrypr:** RT @DevonRosenberry: It was great to follow @solopr and the #solopr chat. I love hearing what the pros are saying about the industry.
- 7:09 pm **hopwood:** RT @SoloPR: Q4: What percentage of your clients are asking for (or buying into) social media programs? #solopr
- 7:09 pm **hopwood:** RT @luannsaid: A4: Most of my clients (about 75%) get SM help from me. Last year, it was only about 25%. But in 2010, they all "got it" #solopr
- 7:11 pm **SMSperrypr:** RT @KellyeCrane: A4: All of my clients are getting some social media, whether they realize it or not. :-) Not all fully exploit the opps, tho #solopr
- 7:11 pm **hopwood:** A4 #solopr In UK, SMEs have yet to "get it" but we're building a portfolio to show them how it works for real.
- 7:13 pm **farida_h:** Missed the #solopr chat this week. Will have to make do with the transcript. #solopr
- 7:14 pm **hopwood:** Hey #solopr guys, it's 7.15pm here and I'm hungry. Enjoyed the chat. Look forward to listening in again soon.
- 7:15 pm **jgombita:** .@hopwood this your 1st time participating in #solopr? Cool to see you there! Check out @linkedin or @facebook groups: <http://ow.ly/2kU3p>
- 7:21 pm **gretagray:** RT @PRjeff "Give a client social media, and they're connected for a day, teach a client SM, and they're connected for a lifetime." #solopr
- 7:30 pm **PRjeff:** Thanks for the RT!! @gretagray @wantsocialmedia @JasmineRBrooks @SoloPR @karensxim @MarketingMel @amysept @PRWeekend #solopr
- 7:30 pm **PRjeff:** @karensxim I thought I heard a laugh coming from the direction of Michigan.... #solopr
- 7:38 pm **shonali:** .RT @joewaters: MathWorks is looking 4 a Global PR Mgr. Doesn't hv 2 B based in MA. <http://bit.ly/bozJHd> #pr #publicrelations #solopr
- 7:48 pm **PRjeff:** To the kind person who favorited 1 of my #solopr tweets. I accidentally blocked/reported as spam when I went 2 look at ur profile-so sorry!!
- 7:51 pm **jacobsloan:** RT @KellyeCrane: A1: First I would ask yourself: are you "up" on social media? If not, you probably want to bring in a partner. #solopr
- 7:52 pm **jacobsloan:** RT @KellyeCrane: A1: Social media is a fast-moving space, and if you've been focusing on trad'l media it's a whole different animal. Get help! #solopr
- 7:53 pm **KeyconnectsPR:** RT @KellyeCrane: A1: Social media is a fast-moving space, and if you've been focusing on trad'l media it's a whole different animal. Get help! #solopr
- 8:27 pm **jasonmudd9:** Interviewed by @prweekus re: hiring past #solopr pros as @axiapr employees, acquiring solo/small public relations firms and their accounts.
- 9:59 pm **fransteps:** @sector3report Hope it made you smile! #solopr
- 10:31 pm **shonali:** GREAT commnts including @3hatscomm: Makes me better at my job. 10 Reasons PR Pros Should Blog <http://t.co/MgbhASM> What's yours? #solopr
- 11:33 pm **MoeZak:** RT @MarketingMel: Hysterical! RT @3hatscomm: @MissSuccess Love that site, one of my faves WOW factor. <http://tinyurl.com/2bhdtto> #solopr

- 11:35 pm **MoeZak:** RT @MarketingMel: Enjoyed "talking" with my brilliant fellow #soloPR friends today. Go proper this week!
- 11:44 pm **MissSuccess:** *waves* to new followers from #SoloPR chat @smperrypr @colbipr @trufflepr @martinehunter
- 11:45 pm **NadiaDaeng:** RT @MissSuccess: *waves* to new followers from #SoloPR chat @smperrypr @colbipr @trufflepr @martinehunter

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