



Transcript from January 12, 2011 to January 12, 2011

All times are Pacific Time

January 12, 2011

- 1:30 am **JamiesThots:** New to #solopr hashtag, have ?. Anyone do pay for performance billing? Would like to discuss, pls
- 2:28 am **gmjameson:** Happiness in #solopr - a message from one of your designers saying, "I'm working on a homerun" (in regard to a current client project!)
- 3:53 am **JamiesThots:** Still seeking advice on pay for performance? What are the ethics involved? #solopr
- 1:43 pm **lisavielee:** Ready to present to the review committee who is about to approve our new statewide health marketing campaign. #solopr #positivethinking
- 1:45 pm **MarketingMel:** Good Snowy Wednesday morning everyone. Heading out to a prospect meeting. #soloPR
- 2:25 pm **karensxim:** It's Wednesday and that means #solopr chat day! Join us at 1 pm EST!
- 2:44 pm **heatherhuhman:** PR freelancers / #soloPR in the MD/VA/DC area -- I have an opportunity for you. Please @ or DM me your e-mail address.
- 2:50 pm **RegineNelson:** Happy Wednesday! #solopr chat is day! Join us at 10 am PST!
- 2:54 pm **moxiePR:** RT @RegineNelson: Happy Wednesday! #solopr chat is day! Join us at 10 am PST!
- 3:01 pm **KellyeCrane:** RT @RegineNelson: Happy Wednesday! #solopr chat is day! Join us at 10 am PST! (1pm ET)
- 3:03 pm **REDMEDIAPR:** How productive can you be in one day? I intend to find out today! #work #solopr #motivation
- 4:23 pm **RegineNelson:** @flacklist Thanks for the info. I really like the layout of the site. I am signing up now. PR Pros here another resource @flacklist. #solopr
- 4:55 pm **FlackList:** @RegineNelson Wow - thanks, and welcome! Here are some tips to get started. <http://bit.ly/b2iWxv> #solopr
- 5:30 pm **RegineNelson:** 30 mins until #solopr chat. Are you ready? Let's rev our engines!
- 5:51 pm **REDMEDIAPR:** RT @rachelakay: RT @arikhanson 48 journalists you can pitch on Quora (anyone used this yet?) <http://ow.ly/3CDsH> #journchat #pr20chat #solopr
- 5:59 pm **karensxim:** In the lobby ready for to get chatty, so beware tweet stream will be busy for next hr, mute, filter or join :) #solopr
- 6:00 pm **pamperry:** RT @karensxim: In the lobby ready for to get chatty, so beware tweet stream will be busy for next hr, mute, filter or join :) #solopr
- 6:01 pm **karensxim:** Hello and Happy 2011 @pamperry ! #solopr
- 6:02 pm **farida_h:** Getting ready for the #solopr chat. Snow day today. Oh wait, every day is like a snow day for solo pr pros, isn't it? #solopr
- 6:02 pm **pamperry:** @karensxim Ditto! Keep it moving..... #solopr
- 6:03 pm **SoloPR:** It's time for this week's #soloPR chat for independent pros in PR and related fields (and those who want to learn more about it). #solopr
- 6:03 pm **KellyeCrane:** RT @SoloPR: It's time for this week's #soloPR chat for independent pros in PR and related fields (and those who want to learn more about it)
- 6:03 pm **karensxim:** Thanks @RegineNelson just followed @FlackList #solopr
- 6:04 pm **PRjeff:** RT @SoloPR: Its time for this weeks #soloPR chat for ind.t pros in PR & related fields (and those who want to learn more about it). #solopr

- 6:04 pm **krisTK:** RT @SoloPR: It's time for this week's #soloPR chat for independent pros in PR and related fields (and those who want to learn more) #solopr
- 6:04 pm **SoloPR:** If you're joining, please introduce yourself, and remember to hashtag your tweets with #solopr
- 6:04 pm **KateWinckler:** Greetings from snowy Wisconsin! #solopr
- 6:04 pm **PRandMarComPro:** Hello everyone from Jackie in Atlanta #solopr #solopr
- 6:04 pm **UrbanSuiteEnt:** Busy day today. Afternoon #solopr. Looking forward to our chat.
- 6:04 pm **farida_h:** RT @SoloPR: Its time for this weeks #soloPR chat for independent pros in PR & related fields (& those who want to learn more abt it) #solopr
- 6:04 pm **SoloPR:** This is @KellyeCrane moderating. Blog at <http://soloprpro.com/> #solopr
- 6:05 pm **SoloPR:** @KateWinckler Is there anywhere *not* snowy this week?? #solopr
- 6:05 pm **juphilpott:** Hello from (finally) snowy Labrador, Canada! #solopr
- 6:05 pm **KCSourceLink:** Okay #solopr #pr #public relations, can anyone lead me to a good resource on social media press releases?
- 6:06 pm **farida_h:** Hello, everyone. I'm a PR/social media solo professional based in NY. Currently, snowed in! #solopr
- 6:06 pm **FlackList:** RT @farida_h: RT @SoloPR: Its time for this weeks #soloPR chat for independent pros in PR & related fields (& those who want to learn more abt it) #solopr
- 6:06 pm **SoloPR:** We've got a lot of great social media-related questions lined up for today. Q1 is on a different topic, up next... #solopr
- 6:07 pm **PRjeff:** Greetings from #Phoenix where it's nearing 70°F. Sorry @KateWinckler in WI (my home state). #solopr
- 6:07 pm **Jnichs:** Hello, this is Jennifer of San Francisco, co-founder of newly launched @flacklist #solopr
- 6:07 pm **MediaForcePR:** @KCSourceLink - try this <http://socialmediatoday.com/heatherwhaling/258483/10-press-release-alternatives> #solopr
- 6:07 pm **krisTK:** Hello from the Deep South (cold, but no snow here on MS Coast) #solopr
- 6:07 pm **KateWinckler:** Right??RT @SoloPR: @KateWinckler Is there anywhere *not* snowy this week?? #solopr
- 6:08 pm **DeblnATX:** RT @SoloPR: It's time for this week's #soloPR chat for independent pros in PR and related fields (and those who want to learn more about it). #solopr
- 6:08 pm **KellyeCrane:** We Atlantans are completely in lock-down. The cupboard is looking bare. #solopr
- 6:08 pm **SoloPR:** Q1: As a freelancer, I get asked to serve on volunteer committees in my town a lot! How do you handle? #solopr
- 6:09 pm **karensxim:** RT @SoloPR: Q1: As a freelancer, I get asked to serve on volunteer committees in my town a lot! How do you handle? #solopr
- 6:09 pm **REDMEDIAPR:** Hello from snowy Oregon but at least clear roads #solopr
- 6:09 pm **krisTK:** RT @SoloPR: Q1: As a freelancer, I get asked to serve on volunteer committees in my town a lot! How do you handle? #solopr
- 6:09 pm **janetfalk:** Hey from snowy NYC. 10+ yrs, 2 as solo. Law Firm, Wall Street, nonprofit, small biz. Subcontract #solopr
- 6:09 pm **KateRobins:** long time! here again. #solopr
- 6:10 pm **RegineNelson:** Hi everyone! #SoloPr for 1 year. 7 yrs exp. Located Silicon Valley. Happy to be here!
- 6:10 pm **rajejan:** Cheers to '11 my #solopr friends! (hear the ice clinking?) Yes, it's cold in most places, but it's winter :-)) Joining from sunny Denver, CO.
- 6:10 pm **3hatscomm:** @KellyeCrane Stocked up on milk, bread, wine, cheese only to find this morning.. almost out of coffee. The horror. #solopr

- 6:10 pm **pamperry:** RT @karensxim: RT @SoloPR: Q1: As a freelancer, I get asked to serve on volunteer committees in my town a lot! How do you handle? #solopr
- 6:10 pm **karensxim:** A1: Only accept when it aligns with passion ,strategy& time, to others say "thanks for thinking of me but my plate is full.." #solopr
- 6:11 pm **juphilpott:** #solopr Q1: The bottom-line is that you need to help raise the profile of your org. Volunteer on committees that align w your org goals.
- 6:11 pm **KellyeCrane:** @3HatsComm That is horrific, indeed. #solopr
- 6:11 pm **karensxim:** @3hatscomm @KellyeCrane I would brave 10 feet of snow for coffee! #solopr
- 6:11 pm **pamperry:** RT @karensxim: A1: Only accept when it aligns with passion ,strategy& time, to others say "thanks for thinking of me but my plate is full.." #solopr
- 6:11 pm **ContemporaryVA:** @karensxim Why not contribute to one or two causes at a time? Only the ones you could take the farthest/do the most with. #solopr ^DC
- 6:11 pm **PRandMarComPro:** Q1: Be strategic about volunteer time... try to volunteer when there is an opportunity for ROI... #solopr
- 6:11 pm **KateWinckler:** Q1: trick to balance helping with the possibility of new biz, or do people just want free advice?? #solopr
- 6:12 pm **SoloPR:** RT @PRandMarComPro: Q1: Be strategic about volunteer time... try to volunteer when there is an opportunity for ROI. #solopr
- 6:12 pm **PRjeff:** RT @KateWinckler: Q1: trick to balance helping with the possibility of new biz, or do people just want free advice?? #solopr
- 6:12 pm **farida_h:** A1: If it's related to my field, does not take away from my work & gives exposure to me as a professional, i would do it. #solopr
- 6:12 pm **SoloPR:** RT @juphilpott: #solopr Q1: ...Volunteer on committees that align w your org goals.
- 6:13 pm **RegineNelson:** Q1 - I limit my committee involvement to 2 committees per yr. I only serve on those that are of interest to me. i.e. Women/Children #solopr
- 6:13 pm **DeblnATX:** It would be great if we had cold AND snow here in Austin. Althought I may be alone in that thought. #solopr
- 6:13 pm **KateWinckler:** Like this: RT @pamperry: RT @karensxim: A1: Only accept when it aligns with passion ,strategy& time #solopr
- 6:13 pm **KateRobins:** Q1. Be as strategic about vol. time as any use of time. Make it build existing strengths so you bec inc useful in partic area. #solopr
- 6:13 pm **farida_h:** A1: But all said and done, we need to make money too, and can't keep doing too much for free. #Needtopaythebills #solopr
- 6:13 pm **karensxim:** @ContemporaryVA Yes, exactly #solopr
- 6:13 pm **cidokogiPR:** This question is speaking to me! #solopr
- 6:13 pm **KellyeCrane:** A1: Beware of burnout that comes from too much volunteering/pro bono PR services. I speak from experience on that one! #solopr
- 6:13 pm **REDMEDIAPR:** #solopr Q1 I try to choose things that can either lead to biz or something I am passionate about
- 6:13 pm **pamperry:** @karensxim A1: Ask the org if u could put a strategic plan 2gether for them (for a fee) & you'd be glad to supervise a team FREE #solopr
- 6:14 pm **karensxim:** RT @RegineNelson: Q1 - I limit my comm. involvement to 2 comms per yr. I only serve on those of interest to me. i.e. Women/Children #solopr
- 6:14 pm **cidokogiPR:** RT @KateWinckler: Like this: RT @pamperry: RT @karensxim: A1: Only accept when it aligns with passion ,strategy& time #solopr
- 6:14 pm **KateWinckler:** RT @REDMEDIAPR: #solopr Q1 I try to choose things that can either lead to biz or something I am passionate about #solopr
- 6:14 pm **KateRobins:** You'll find later that the diversified experience -- art, non-profit, healthcare, etc -- rounds you out to your advantage. #solopr
- 6:14 pm **KellyeCrane:** A1: I once heard someone suggest that you shouldn't do volunteer work that's the same as your day job. Some truth in that. #solopr

- 6:14 pm **rajean:** Q1: Just gave a friend a notepad that said "Just say NO to unnecessary volunteering." Pick & choose, don't overload. #solopr
- 6:14 pm **karenskim:** RT @pamperry: A1: Ask the org if u could put a strategic plan 2gether for them (for a fee) & youd be glad to supervise a team FREE #solopr
- 6:14 pm **SoloPR:** RT @RegineNelson: Q1 - I limit my committee involvement to 2 committees per yr. I only serve on those that are of interest to me. #solopr
- 6:15 pm **KateWinckler:** on the plus side, volunteerism does lead to more exposure... I need to be more selective, tho #solopr
- 6:15 pm **karenskim:** @pamperry Love that suggestion! #solopr
- 6:15 pm **3hatscomm:** @karenskim @KellyeCrane Got maybe 2 days left.. not good. So hot cocoa and Coke it is. #solopr
- 6:15 pm **sacevero:** Woo hoo #solopr is on! Dropping in!
- 6:15 pm **KateRobins:** If you get laid off later in life, those contacts may be even more valuable than those in your day job. #solopr
- 6:15 pm **SoloPR:** RT @KateWinckler: Q1: trick to balance helping with the possibility of new biz, or do people just want free advice?? #solopr
- 6:15 pm **LauraScholz:** Agreed! RT @KellyeCrane: A1: I heard someone suggest you shouldn't do volunteer work that's the same as your day job. Some truth. #solopr
- 6:15 pm **RegineNelson:** I agree. RT @kellyecrane: A1: Beware of burnout that comes from too much volunteering/pro bono PR services. #solopr
- 6:16 pm **trishlambert:** A1: I go where I have passion, limit to just 1 entity. I throw myself in where I have passion so more than 1 could strain my biz #solopr
- 6:16 pm **karenskim:** Been there! @RegineNelson @kellyecrane A1: Beware of burnout that comes from too much volunteering/pro bono PR services. #solopr
- 6:16 pm **KellyeCrane:** A1: When declining, you can say "sorry I don't have bandwidth to help w/that right now, but I'm happy to share links w/my netwrk" #solopr
- 6:17 pm **3hatscomm:** Or free work. RT @KateWinckler: Q1: trick to balance helping with the possibility of new biz, or do people just want free advice?? #solopr
- 6:17 pm **rajean:** Hi @RegineNelson - I agree w/your logic for Q1 & I like your name :-)#solopr A little goes a long way.
- 6:17 pm **cidokogiPR:** RT @rajean: Q1: Just gave a friend a notepad that said "Just say NO to unnecessary volunteering." Pick & choose, dont overload. #solopr
- 6:17 pm **KateRobins:** @RegineNelson @kellyecrane Yes. Vigilant for burnout. But if right, it could be as non-burning as gardening or painting a room. #solopr
- 6:17 pm **RegineNelson:** Join us if you can. It's my favorite part of the week. #solopr chat Wednesday at 10AM PST/ 1 PM EST
- 6:17 pm **karenskim:** *waving* @trishlambert Hey you! Great approach, give all to one thing! #solopr
- 6:18 pm **DeblnATX:** RT @RegineNelson: Join us if you can. Its my favorite part of the week. #solopr chat Wednesday at 10AM PST/ 1 PM EST #solopr
- 6:18 pm **AMMayuga:** #SoloPR Take on ONE volunteer opportunity and do it well. My advice, take on something different than a volunteer PR job. Expand skills.
- 6:18 pm **cidokogiPR:** @3hatscomm @KateWinckler i agree.. people just want free work and disguise it as volunteering.. how do you overcome this? #solopr
- 6:18 pm **3hatscomm:** RT @KellyeCrane: A1: once heard someone suggest - you shouldnt do volunteer work thats the same as your day job. Some truth in that. #solopr
- 6:18 pm **KateWinckler:** Cute!RT @rajean: Q1: Just gave a friend a notepad that said "Just say NO to unnecessary volunteering." Pick & choose, dont overload. #solopr
- 6:18 pm **cidokogiPR:** RT @RegineNelson: Join us if you can. Its my favorite part of the week. #solopr chat Wednesday at 10AM PST/ 1 PM EST #solopr
- 6:18 pm **REDMEDIAPR:** RT @AMMayuga: #SoloPR Take on ONE volunteer opportunity and do it well. My advice, take on something different than a volunteer PR job. Expand skills.
- 6:19 pm **annesmithsc:** Hmm. RT @laurascholz: Agreed! RT @KellyeCrane: A1: Heard you shouldn't do volunteer work that's the same as your day job. Some truth #solopr

- 6:19 pm **PRandMarComPro:** When volunteering, it is important to define a specific scope so the expectations of others do not become unrealistic. #solopr
- 6:19 pm **dconconi:** Just joining - sorry to be late. Have to multitask a bit today, but I'm here! Cheers from snowy Toronto. #solopr
- 6:19 pm **KellyeCrane:** A1: In considering this issue, also keep in mind time spent w/organizations you're involved in (PRSA, etc.). Have a set # hrs #solopr
- 6:19 pm **MuslimNewMedia:** most potential clients in my niche want it probono; willing to take on a few for case studies but dont want to set precedent #SoloPR
- 6:19 pm **KateRobins:** RT @AMMayuga: #SoloPR Take on ONE vol opp. Do it well. My advice, take on something different than a vol. PR job. Expand skills. #solopr
- 6:19 pm **3hatscomm:** Yes, great opp to learn something new RT @AMMayuga: take on something different than a volunteer PR job. Expand skills. #solopr
- 6:19 pm **karensxim:** RT @AMMayuga: #SoloPR Take ONE volunteer opprt'y & do it well. take on something different than a volunteer PR job. Expand skills. #solopr
- 6:19 pm **SoloPR:** RT @BethHawksPR: @LauraScholz Volunteer work is a great way to gain the experience in an area that you'd like in your day job #solopr
- 6:19 pm **rajean:** I have volunteered to do things a bit out of my comfort zone to grow my skill set, Q1 #solopr Just be sure not to grow headaches
- 6:19 pm **LauraScholz:** Q1: I don't mind volunteering for cause I believe in/ to gain next exp but I've found I'm tired of doing just PR in volunteer wk #solopr
- 6:20 pm **trishlambert:** @karensxim *waving back* always love seeing your smilin' face! #solopr
- 6:20 pm **KateRobins:** @KellyeCrane A1. Yes. Bear in mind your hourly rate. Would you write a check for that amt to that org? #solopr
- 6:20 pm **3hatscomm:** @cidokogiPR @3hatscomm @KateWinckler Negotiate upfront what you will and won't give: how much time, counsel, execution. #solopr
- 6:20 pm **annesmithsc:** @laurascholz @KellyeCrane So do you decline pro bono requests and give back in other ways or just select judiciously? #solopr
- 6:20 pm **PRjeff:** Wisdom! RT @AMMayuga: My advice, take on something different than a volunteer PR job. Expand skills. #solopr
- 6:20 pm **karensxim:** @trishlambert Yours too! I've missed you! #solopr
- 6:20 pm **trishlambert:** RT @LauraScholz: Q1: dont mind volunteering for cause I believe in/gain exp but found Im tired of doing just PR in volunteer wk #solopr
- 6:21 pm **trishlambert:** Good criterion..RT @KateRobins: @KellyeCrane A1.Bear in mind your hourly rate. Would you write a check for that amt to that org? #solopr
- 6:21 pm **KellyeCrane:** A1: Giving PR services to nonprofits can be rewarding, just have to beware of scope creep. #solopr
- 6:21 pm **dconconi:** RT @KateRobins: @KellyeCrane A1. Yes. Bear in mind your hourly rate. Would you write a check for that amt to that org? #solopr
- 6:21 pm **trishlambert:** DITTO!!!! RT @karensxim: @trishlambert Yours too! Ive missed you! #solopr
- 6:21 pm **KellyeCrane:** Both RT @annesmithsc: @KellyeCrane So do you decline pro bono requests and give back in other ways or just select judiciously? #solopr
- 6:22 pm **RegineNelson:** Good advice. RT @kellyecrane: A1: Giving PR services to nonprofits can be rewarding, just have to beware of scope creep. #solopr
- 6:22 pm **KateRobins:** @LauraScholz Right. And it's a good opp to work muscles you wouldn't in day job, that will count as exp later. Grant-writing's one. #solopr
- 6:22 pm **dconconi:** Yep, learn nw tricksRT @PRjeff: Wisdom! RT @AMMayuga: My advice, take on something different than a volunteer PR job. Expand skills. #solopr
- 6:22 pm **SoloPR:** Great rule of thumb! RT @KateRobins: A1. Yes. Bear in mind your hourly rate. Would you write a check for that amt to that org? #solopr
- 6:22 pm **DeblnATX:** A1: I have a couple professional volunteer gigs, then 4 variety "serial" volunteer work planting trees, road races, etc. #solopr
- 6:22 pm **KateWinckler:** yes, projects grow...RT @KellyeCrane: A1: Giving PR services to nonprofits can be rewarding, just have to beware of scope creep. #solopr

- 6:23 pm **SoloPR:** Great discussion, everyone. Q2 is up next... #solopr
- 6:23 pm **KateWinckler:** Now you're talkin! RT @PRjeff: Wisdom! RT @AMMayuga: My advice, take on something different than a volunteer PR job. Expand skills. #solopr
- 6:23 pm **SoloPR:** RT @DeblnATX: A1: I have a couple professional volunteer gigs, then 4 variety "serial" volunteer work planting trees, road races, etc #solopr
- 6:23 pm **RegineNelson:** Great rule of thumb! RT @solopr @KateRobins A1. Bear in mind your hourly rate. Would you write a check for that amt to that org? #solopr
- 6:23 pm **LauraScholz:** @annesmithsc Or you can take on one pro bono or volunteer opp per year & then just say you're committed. #solopr
- 6:23 pm **danperezfilms:** Volunteering is a great way to build that "other" community...the offline one... #solopr
- 6:24 pm **rajean:** RT @SoloPR: Great rule of thumb! RT @KateRobins: A1. Yes. Bear in mind your hourly rate. Would you write a check for that amt to that org? #solopr
- 6:24 pm **KateRobins:** So you budget hourly contrib (quid) and consider the exp (quo). Having been laid off 2ce in 3 years, must emphasize value of quo. #solopr
- 6:25 pm **SoloPR:** Q2: What kind of social media services do you provide? (strategizing/training or also implementing by updating FB, Twitter, etc)? #solopr
- 6:25 pm **dconconi:** RT @SoloPR: Q2: What kind of social media services do you provide? (strategizing/training or also implementing by updating FB, Twitter, etc)? #solopr
- 6:25 pm **KateRobins:** Q2. Whatever they haven't already considered. Use to be only one who knew this stuff. Now pretty widespread. #solopr
- 6:26 pm **KellyeCrane:** @AMMayuga @KateWinckler @ASK_DST I think nonprofits will take whatever you'll give them (understandably). Have to say no sometimes. #solopr
- 6:26 pm **jyi:** So agree! RT @danperezfilms: Volunteering is a great way to build that "other" community...the offline one... #solopr
- 6:26 pm **annesmithsc:** Makes sense; that's what I've done to this point. RT @laurascholz: Or take on 1 pro bono opp per yr, then just say you're committed. #solopr
- 6:26 pm **KateRobins:** Exactly! RT @danperezfilms: Volunteering is a great way to build that "other" community...the offline one... #solopr
- 6:26 pm **karensxim:** RT @SoloPR: Q2: What kind of social media services do you provide? (strategizing/training or also implementing)? #solopr
- 6:26 pm **pamperry:** RT @danperezfilms: Volunteering is a great way to build that "other" community...the offline one... #solopr
- 6:26 pm **SoloPR:** RT @KateRobins: Q2. Whatever they haven't already considered. Use to be only one who knew this stuff. Now pretty widespread. #solopr
- 6:26 pm **MuslimNewMedia:** A2: offering strategizing/training; would rather empower clients #SoloPR
- 6:26 pm **KellyeCrane:** RT @MuslimNewMedia: A2: offering strategizing/training; would rather empower clients #SoloPR
- 6:27 pm **KateWinckler:** We do SEO, copywriting for blog/web, maintain FB page, advice for soc media policies #solopr
- 6:27 pm **RegineNelson:** Q2: What kind of social media services do you provide? (strategizing/training or also implementing by updating FB, Twitter, etc)? #solopr
- 6:27 pm **karensxim:** A2: All and to varying degrees dependent on client type/needs #solopr
- 6:27 pm **farida_h:** RT @SoloPR: Q2: What kind of social media services do u provide? (strategizing/training or also implementing by updating FB, Twitter #solopr
- 6:27 pm **DeblnATX:** RT @SoloPR: Q2: What kind of social media services do you provide? (strategizing/training or implementing FB, Twitter, etc)? #solopr
- 6:27 pm **KateRobins:** @KellyeCrane @AMMayuga @KateWinckler @ASK_DST Yes. Manage like another client. I'm helpful here, not helpful there. #solopr
- 6:27 pm **rajean:** Solo=1. Good. RT @LauraScholz @annesmithsc take on one pro bono or volunteer opp per year & then just say you're committed. #solopr
- 6:27 pm **dconconi:** A1: both depending upon the need. The strategy has to always be there though. Can't just implement. #solopr

- 6:28 pm **KellyeCrane:** A2: Often the most profitable approach is to "teach them to fish." However many orgs can't hire right now, & need help executing #solopr
- 6:28 pm **RegineNelson:** Likewise here. RT @karensxim: A2: All and to varying degrees dependent on client type/needs #solopr
- 6:28 pm **JennaSnacks:** RT @DeblnATX: RT @RegineNelson: Join us if you can. Its my favorite part of the week. #solopr chat Wednesday at 10AM PST/ 1 PM EST #solopr
- 6:28 pm **SoloPR:** Yes! RT @dconconi: A1: both depending upon the need. The strategy has to always be there though. Can't just implement. #solopr
- 6:28 pm **krisTK:** A1: Focus on volunteer service that expands network, showcases your talents or blesses you personally. Don't "just do it." #solopr
- 6:28 pm **ManuelaDC:** @karensxim This is the most strategic plan! Which is what PR is! Strategic communication #solopr
- 6:28 pm **Jason_Bournesm:** RT @krisTK: A1: Focus on volunteer service that expands network, showcases your talents or blesses you personally. Don't "just do it." #solopr
- 6:28 pm **farida_h:** I agree with the 'empowering' clients part. Would implement for clients that don't want to/can't implement themselves #solopr
- 6:29 pm **SoloPR:** RT @KateWinckler: We do SEO, copywriting for blog/web, maintain FB page, advice for soc media policies #solopr
- 6:29 pm **RegineNelson:** Q2: At Allure we provide social media management services. Includes strategy, content development, internet marketing. #solopr
- 6:29 pm **DeblnATX:** RT @KellyeCrane: A2: Often most profitable approach: "teach them to fish." However many orgs cant hire now- need help executing #solopr
- 6:29 pm **SoloPR:** RT @karensxim: A2: All and to varying degrees dependent on client type/needs #solopr
- 6:29 pm **juphilpott:** #solopr Q2: Was just promoted Mar/Comms Mgr and developing #sm strategy now- never had 1 b4 & no PR pers. Small #Chamber, 3 employees. Tips?
- 6:29 pm **KateRobins:** RT @krisTK: A1: Focus on volunteer service that expands network, showcases your talents, blesses you personally. Dont "just do it." #solopr
- 6:30 pm **karensxim:** @ManuelaDC Really great point, strategic communication is our core offering, thanks for that! #solopr
- 6:30 pm **3hatscomm:** @juphilpott You're in the right place, should find lots of #SM strategy ideas from our tweets, blogs, chats. #solopr
- 6:30 pm **krisTK:** RT @SoloPR: Q2: What kind of social media services do you provide? (strategizing/training or also implementing) #solopr
- 6:30 pm **RegineNelson:** Q2: I'd say our best value is that we (Allure) provide know how of the latest and greatest in social media. Clients love that! #solopr
- 6:30 pm **DeblnATX:** A2: I prefer the teach them to fish approach as I'd like my work to always be contributing new stuff to what orgs already know #solopr
- 6:30 pm **SoloPR:** RT @KellyeCrane: A2: Often the most profitable approach is to "teach them to fish." but many orgs can't hire right now & need help #solopr
- 6:30 pm **KateRobins:** @juphilpott Congrats! #solopr
- 6:30 pm **sacevero:** Q2 Social media monitoring and tracking of mentions, online community management and distrib of press release using social platforms #solopr
- 6:30 pm **theupbeatdad:** RT @danperezfilms: Volunteering is a great way to build that "other" community...the offline one... #solopr
- 6:31 pm **SoloPR:** True RT @danperezfilms: Volunteering is a great way to build that "other" community...the offline one #solopr
- 6:31 pm **rajean:** A2: I offer develop & maintenance, FB, Twitter, YouTube. I also offer training if client would like to continue once established #solopr
- 6:31 pm **karensxim:** Congrats @juphilpott on the promotion! #solopr
- 6:31 pm **MuslimNewMedia:** @KellyeCrane while most orgs may not be hiring to execute SM, nonprofits have trainable volunteers,so 'teach to fish' can work there #SoloPR

- 6:31 pm **pamperry:** @solopr A2: We provide Social Media Strategy, message development, some SM tactics but mostly Content marketing & training. #solopr
- 6:31 pm **SoloPR:** Q3 is related, up next... #solopr
- 6:31 pm **xoxolizza:** RT @danperezfilms: Voluteering is a great way to build that "other" community...the offline one... #solopr
- 6:32 pm **KateRobins:** @sacevero Sounds like a good, solid start. Some have nothing yet to track and might be best off listening until they get it. #solopr
- 6:32 pm **KateRobins:** @SoloPR Such suspense! #solopr
- 6:32 pm **karenschwim:** RT @pamperry: @solopr A2: We provide SocMed Strategy, message development, some SM tactics but mostly Content mktng & training. #solopr
- 6:32 pm **krisTK:** A2: Orgs here are struggling to find their way on various platforms. They need strategy, planning, monitoring, measurement. #solopr
- 6:32 pm **farida_h:** RT @rajean: A2: I offer develop & maintenance, FB, Twitter, uTube. Also offer training if client wd like to continue once establishd #solopr
- 6:32 pm **rajean:** I've found a gr8 way to secure new SM clients is to do a SM presentation at a group meeting in my mkt. #solopr
- 6:32 pm **SoloPR:** Q3: How do you sell these social media services, execute/manage, and also price them? #solopr
- 6:32 pm **3hatscomm:** @KellyeCrane Agreed. Balance in training vs. executing. Same w/ PR.. not all orgs can afford to do it themselves, need support #solopr
- 6:33 pm **karenschwim:** RT @SoloPR: Q3: How do you sell these social media services, execute/manage, and also price them? #solopr
- 6:33 pm **dconconi:** RT @SoloPR: Q3: How do you sell these social media services, execute/manage, and also price them? #solopr
- 6:33 pm **KateRobins:** RT @rajean: Ive found a gr8 way to secure new SM clients is to do a SM presentation at a group meeting in my mkt. #solopr
- 6:33 pm **krisTK:** A2: The ease of updating a FB page (and auto-posting to Twitter) means some are failing at SM, making it busy work with no meaning #solopr
- 6:33 pm **DeblnATX:** RT @SoloPR: Q3: How do you sell these social media services, execute/manage, and also price them? #solopr
- 6:33 pm **farida_h:** You pre-empted the qns! RT @rajean: Ive found a gr8 way to secure new SM clients is to do a SM presentn at a group meetng in my mkt. #solopr
- 6:33 pm **SoloPR:** RT @rajean: I've found a gr8 way to secure new SM clients is to do a SM presentation at a group meeting in my mkt #solopr
- 6:34 pm **RegineNelson:** Q3: I provide packages w/ monthly fees. Social media monitoring takes time. I use interns to help a lot as my fees are low. #solopr
- 6:34 pm **mikecassidyAZ:** Yes! RT @danperezfilms: Voluteering is a great way to build that "other" community...the offline one... #solopr
- 6:34 pm **3hatscomm:** @SoloPR A3: One way to "sell" is show them how/why they need it. Convos around brand/industry they're ignoring, opps they're missing #solopr
- 6:34 pm **KateRobins:** RT @krisTK The ease of updating FB page (and auto-posting to Twitter) means some are failing at SM, making it busy work, no meaning #solopr
- 6:34 pm **DeblnATX:** @solopr Q3 could be 3 separate questions! #solopr
- 6:34 pm **juphilpott:** Thanks! Challenge of communicating to small business community- many w/ no #sm strategies/knowledge themselves. #solopr
- 6:34 pm **AMMayuga:** #SoloPR SM is part of the overall communication strategy. They are part of the retainer. The real work is knowing the clients' key messages.
- 6:34 pm **pamperry:** @SoloPR A3: Retainer for Social Media campaigns and hourly for training (online or offline) #solopr
- 6:34 pm **mikecassidyAZ:** Yes! RT @danperezfilms: Voluteering is a great way to build that "other" community...the offline one... #solopr
- 6:34 pm **sacevero:** @KateRobins I completely agree! Starting off in social media first means LISTENING to other conversations #solopr

- 6:35 pm **KateRobins:** @farida_h @rajean Some insider trading going on here? :) #solopr
- 6:35 pm **RegineNelson:** RT @pamperry: @SoloPR A3: Retainer for Social Media campaigns and hourly for training (online or offline) #solopr
- 6:35 pm **KellyeCrane:** A3: Using social media in a visible way myself helps attract clients. Pricing depends on services, but I stay away from hourly rates #solopr
- 6:36 pm **SoloPR:** RT @RegineNelson: Q3: I provide packages w/ monthly fees. Social media monitoring takes time. I use interns to help #solopr
- 6:36 pm **KateRobins:** @3hatscomm @SoloPR Agree. To @sacevero's earlier point. Start by tracking. The relevance will help them take notice. #solopr
- 6:36 pm **krisTK:** RT @KellyeCrane: A3: Using SM in a visible way myself helps attract clients. Pricing depends on svcs. I stay away from hourly rates #solopr
- 6:37 pm **SoloPR:** RT @AMMayuga: #SoloPR SM is part of the overall communication strategy-part of the retainer.... #solopr
- 6:37 pm **DeblnATX:** @KellyeCrane A3: my price depends on the scope of work and I also avoid hourly rates. Clients seem to like project fee. #solopr
- 6:37 pm **KateWinckler:** Ideally SM is part of overall comm strategy RT @pamperry: @SoloPR A3: Retainer for Social Media campaigns and hourly for training #solopr
- 6:37 pm **dconconi:** A3: For existing clients it's an easier sell because they trust and expect me to recommend new tools/ideas appropriate to strategy. #solopr
- 6:37 pm **danperezfilms:** There are other forms of compensation: sponsorships, mention on newsletter/website, recognition at events. Ask. #solopr
- 6:37 pm **farida_h:** A3: I go for a fixed monthly rate if implementing myself and would charge separately for laying out initial strategy. #solopr
- 6:38 pm **krisTK:** A3: I show client first page of search results for them and competition. Often, their website isn't on it and SM sites are #solopr
- 6:38 pm **trishlambert:** I prefer this too RT @DeblnATX: A2: I prefer the teach them to fish approach as I'd like my work to always be contributing new stuff #solopr
- 6:38 pm **cloudspark:** @SoloPR we've won awards for work in social media, that also helps with selling to new clients #solopr
- 6:38 pm **MuslimNewMedia:** A3 flat fee for intensive SM/training PR/messaging workup - 2 to 4 day onsite visit. Pitched as 'turnkey' approach. #SoloPR
- 6:38 pm **trishlambert:** Agree RT @dconconi: A3: existing clients an easier sell, they trust & expect me to recommend new tools/ideas appropriate to strategy #solopr
- 6:38 pm **dconconi:** A3.2: For new clients, track/monitor them and the competition 2 show them what they're missing and why they need to be in the game #solopr
- 6:38 pm **DeblnATX:** RT @dconconi: A3: For existing clients it's easier sell because they trust & expect me to rec new tools/ideas appropriate 2 strategy #solopr
- 6:39 pm **MuslimNewMedia:** RT @krisTK: A3: I show client first page of search results for them and competition. Often, their website isnt on it #SoloPR
- 6:39 pm **3hatscomm:** @KateRobins @SoloPR @sacevero And per @AMMayuga, it is part of coverall marcomm plan: PR and SM work great together. #solopr
- 6:39 pm **krisTK:** A1: I don't have any pure SM clients so include SM services as part of projects, campaigns #solopr
- 6:39 pm **KellyeCrane:** A3: As many have said, social media finds its way into all plans (e.g., blogger outreach, commenting, etc.) - not always an add-on #solopr
- 6:39 pm **farida_h:** Good idea! RT @krisTK: A3: I show client 1st page of search for them & competition. Often, their website isnt on it & SM sites are #solopr
- 6:39 pm **KateWinckler:** Great advice, all! Luv this community #solopr #solopr
- 6:39 pm **karensxim:** A3: For the selling part to new clients I never talk about SM but assess their goals & provide ways to meet that include SM #solopr
- 6:40 pm **krisTK:** RT @dconconi: A3.2: Track/monitor clients and competition 2 show them what they're missing and why they need to be in the game #solopr
- 6:40 pm **sacevero:** @3HatsComm Hit the nail on the head with that one #solopr

- 6:40 pm **rajean:** Insider trading :-) It worked for Martha Stewart. Oh, wait a minute....@KateRobins @farida_h #solopr
- 6:40 pm **cloudspark:** @trishlambert I think @tobydiva said it best 'whoever has authorship in social media, has the relationship.' #solopr
- 6:40 pm **SoloPR:** RT @dconconi: A3.2: For new clients, track/monitor them & competition 2 show them what they're missing- need to be in the game #solopr
- 6:40 pm **karensxim:** Me too! RT @KateWinckler: Great advice, all! Luv this community #solopr #solopr
- 6:40 pm **dconconi:** A3.3: B/c its all part of strategic counsel, I keep it simple and bill my usual hourly rates - even for monitoring and updates #solopr
- 6:41 pm **farida_h:** RT @karensxim: A3: For the selling part to new clients I never talk abt SM but assess goals & provide ways to meet tht include SM #solopr
- 6:41 pm **juphilpott:** Great #sm advice, thanks everyone. #solopr
- 6:41 pm **SoloPR:** RT @DeblnATX: @KellyeCrane A3: my price depends on the scope of work and I also avoid hourly rates. Clients seem to like project fee #solopr
- 6:42 pm **3hatscomm:** @sacevero Thx. I the connect dots.. show how this follow, that chat, this tweet about an expert got a placement. #solopr
- 6:42 pm **KateRobins:** @rajean @KateRobins @farida_h Well, to the point of Q1...maybe you'll get a good pr gig in jail. Start a fan page... #solopr
- 6:42 pm **farida_h:** True dat! RT @KellyeCrane A3: As many have said, social media finds its way into all plans - not always an add-on #solopr
- 6:43 pm **rajean:** Ditto. Gotta run, silly paycheck. Ck transcript. Stay warm, all! RT @karensxim @KateWinckler Great advice, all! Luv this community #solopr
- 6:43 pm **RegineNelson:** @redmediapr HootSuite, GoogleAlerts and Icerocket. Find more tools for social media monitoring here <http://tinyurl.com/SMmonitoring> #solopr
- 6:43 pm **krisTK:** RT @3hatscomm: I connect the dots. Show how this follow, that chat, this tweet about an expert got a placement. #solopr
- 6:43 pm **farida_h:** The bad publicity may work in your favor! @KateRobins @rajean @farida_h #solopr
- 6:43 pm **KellyeCrane:** A3: I will say that I still see some "doubting Thomases" out there. Some companies still not too interested in sm. #solopr
- 6:43 pm **karensxim:** @KateRobins @rajean @farida_h Lol! Not to mention flash mob videos of inmates doing the moonwalk #solopr
- 6:44 pm **SoloPR:** Q4 also relates to social media, up next... #solopr
- 6:44 pm **karensxim:** Great to see you @rajean hope the rest of the day goes well! #solopr
- 6:44 pm **trishlambert:** Thots: SM only works if u work it & cant be separated fr other mktg/PR activities. Some clients dont understand & I need to educate #solopr
- 6:44 pm **SoloPR:** Q4: What services are you using for monitoring and measuring social media, traditional media, etc? #solopr
- 6:45 pm **krisTK:** I live among them. RT @KellyeCrane: A3: I still see some "doubting Thomases". Some companies still not interested in sm #solopr
- 6:45 pm **KateRobins:** @farida_h @KateRobins @rajean yah. ink runs thicker than blood. #solopr
- 6:45 pm **dconconi:** Caveat: don't just do SM cuz its there. Just told a promo product client, "noone wants 2 "like" ur direct marketing tool -Too spammy #solopr
- 6:45 pm **KateRobins:** @karensxim @KateRobins @rajean @farida_h note to self: cake with flip camera inside. #solopr
- 6:45 pm **REDMEDIAPR:** LOL Q4 RT @RegineNelson: HootSuite, GoogleAlerts and Icerocket. social media monitoring tools here <http://tinyurl.com/SMmonitoring> #solopr
- 6:45 pm **dconconi:** RT @SoloPR: Q4: What services are you using for monitoring and measuring social media, traditional media, etc? #solopr
- 6:45 pm **karensxim:** RT @SoloPR: Q4: What services are you using for monitoring and measuring social media, traditional media, etc? #solopr

- 6:45 pm **RegineNelson:** @solopr I just answered Q4 in previous tweet. :) #solopr
- 6:46 pm **trishlambert:** SM isnt right 4 some co's, depends on mkt RT @KellyeCrane: A3: "doubting Thomases"...Some companies still not too interested in sm. #solopr
- 6:46 pm **krisTK:** A3: Some orgs see only "social" aspect of SM and want no part of it; the smart ones focus on the networking, relationships. #solopr
- 6:46 pm **SoloPR:** RT @RegineNelson: HootSuite, GoogleAlerts and Icerocket.more tools for social media monitoring here <http://tinyurl.com/SMmonitoring> #solopr
- 6:46 pm **40deuce:** @solopr I use @sysomos (but I'm also biased in that respect) #solopr
- 6:46 pm **rajejan:** I'd sell sponsorships for the inmate jumpsuits & org. flashmob of the jailhouse rock @karensxim @KateRobins @farida_h :-) #solopr
- 6:46 pm **RegineNelson:** Q4: I use HootSuite, GoogleAlerts and Icerocket. Find more tools for social media monitoring here <http://tinyurl.com/SMmonitoring> #solopr
- 6:46 pm **DeblnATX:** RT @SoloPR: Q4: What services are you using for monitoring and measuring social media, traditional media, etc? #solopr
- 6:46 pm **karensxim:** A4: Hootsuite, Twitalyzer, Postling, Gist, Edelman, should I go on? #solopr
- 6:46 pm **sacevero:** A4 Tweetdeck, Google Alerts to manually monitor SM mentions; also Vocus SM monitoring (disclosure: I work for Vocus/PRWeb) #solopr
- 6:46 pm **krisTK:** RT @SoloPR: Q4: What services are you using for monitoring and measuring social media, traditional media, etc? #solopr
- 6:46 pm **msincredibleone:** RT @danperezfilms: Volunteering is a great way to build that "other" community...the offline one... #solopr
- 6:46 pm **KateRobins:** @trishlambert Exactly. Part of the machinery. Pull it out and the thing doesn't run anymore. #solopr
- 6:46 pm **SoloPR:** RT @karensxim: A4: Hootsuite, Twitalyzer, Postling, Gist, Edelman, should I go on? #solopr
- 6:47 pm **farida_h:** RT @trishlambert: Thots: SM only works if u work it & cant be separated fr other mktg/PR activities. #solopr
- 6:47 pm **KateRobins:** @rajejan @karensxim @KateRobins @farida_h I thought you'd gone to tend to the paycheck! #solopr
- 6:47 pm **krisTK:** a4: I use @CustomScoop for online monitoring. The reports, charts, spreadsheets have been priceless. #solopr
- 6:47 pm **DeblnATX:** A4: cotweet, bit.ly, social mention, icerocket, sm2, Gist #solopr
- 6:47 pm **3hatscomm:** @KristK Thx for the edit ;-) Typing too fast #solopr
- 6:48 pm **farida_h:** A4: Hootsuite, Google Alerts, SocialMention for tracking keywords, social media mentions #solopr
- 6:48 pm **Jnichs:** I use TweetDeck for twitter. I tried a few others like HootSuite and Seesmic, but they just weren't as intuitive for me. #solopr
- 6:48 pm **trishlambert:** Q4. Plug 4 one of my gr8 clients (NOT an affiliate link): <http://www.directmessagelab.com/> Might be great soln 4 some of yr clients #solopr
- 6:48 pm **KellyeCrane:** A4: Sadly, no holy grail (yet!) for inexpensive social media monitoring/measurement. ScoutLabs is a good mid-range option #solopr
- 6:48 pm **MuslimNewMedia:** sure -- what else is in your arsenal :) RT @karensxim: A4: Hootsuite, Twitalyzer, Postling, Gist, Edelman, should I go on? #SoloPR
- 6:48 pm **SoloPR:** RT @DeblnATX: A4: cotweet, bit.ly, social mention, icerocket, sm2, Gist #solopr
- 6:48 pm **cidokogiPR:** This is a great chat.. need to really focus on it so I will be reading the transcript. Gotta run! #solopr
- 6:48 pm **SoloPR:** RT @krisTK: a4: I use @CustomScoop for online monitoring. The reports, charts, spreadsheets have been priceless. #solopr
- 6:49 pm **SoloPR:** RT @farida_h: A4: Hootsuite, Google Alerts, SocialMention for tracking keywords, social media mentions #solopr

- 6:49 pm **krisTK:** A4: we have extra seat available on customScoop account. Makes it more affordable for indy PR pros. #solopr
- 6:49 pm **dconconi:** A4: tweetdeck, google alerts for starters. I also administer a couple of FB pages-helps to show a sample of the insights tracking #solopr
- 6:49 pm **karensxim:** @MuslimNewMedia :-) It would scare you! #solopr
- 6:49 pm **3hatscomm:** Small biz clients, so free tools are great. RT @sacevero: A4 Tweetdeck, Google Alerts to manually monitor SM mentions #solopr
- 6:49 pm **karensxim:** RT @krisTK: A4: we have extra seat available on customScoop account. Makes it more affordable for indy PR pros. #solopr
- 6:49 pm **KateWinckler:** I use these, too RT @farida_h: A4: Hootsuite, Google Alerts, SocialMention for tracking keywords, social media mentions #solopr
- 6:50 pm **SoloPR:** RT @krisTK: A4: we have extra seat available on customScoop account. Makes it more affordable for indy PR pros. #solopr
- 6:50 pm **krisTK:** A4: Google Alerts help but then hard to measure the results. #solopr
- 6:50 pm **karensxim:** A4: In terms of free svcs. also MuckRack for media tweets, Social Mention, Addictomatic, Google Alerts #solopr
- 6:51 pm **DeblnATX:** @solopr A4.2 YouTube Insight provides great measurement info. And Google Analytics as well. #solopr
- 6:51 pm **jenzings:** @KristK Thanks for the CustomScoop mention--we love working with indy PR pros. Happy to ans ? if anyone has them. #solopr
- 6:51 pm **customscoop:** @KristK Thanks for the CustomScoop mention--we love working with indy PR pros. Happy to ans ? if anyone has them. #solopr
- 6:51 pm **KateRobins:** A4. What does anyone make of analytics available with wire and sm distribution svcs? #solopr
- 6:51 pm **dconconi:** All good! RT @karensxim: A4: In terms of free svcs. also MuckRack for media tweets, Social Mention, Addictomatic, Google Alerts #solopr
- 6:51 pm **KateWinckler:** Manual tracking takes a lot of time. Free is good! RT @3hatscomm: Small biz clients, so free tools are great. #solopr
- 6:51 pm **KellyeCrane:** A4: Can't let this topic pass without mentioning the folks at @radian6 - for larger clients, they can be a good option #solopr
- 6:51 pm **krisTK:** A4: the #measurepr chat always has good insight into monitoring and measurement #solopr
- 6:51 pm **jenzings:** RT @krisTK: A4: we have extra seat available on customScoop account. Makes it more affordable for indy PR pros. #solopr
- 6:52 pm **RegineNelson:** RT @kristk: A4: the #measurepr chat always has good insight into monitoring and measurement #solopr
- 6:52 pm **karensxim:** RT @KellyeCrane: A4: Cant let this topic pass w/out mentioning the folks at @radian6 - for larger clients, they can be a good option #solopr
- 6:52 pm **RegineNelson:** RT @katewinckler: Manual tracking takes a lot of time. Free is good! RT @3hatscomm: Small biz clients, so free tools are great. #solopr
- 6:52 pm **krisTK:** @KateRobins I find the auto-posts to media websites fairly worthless, but they dominate my initial reports #solopr
- 6:52 pm **dconconi:** When is that chat? Been meaning to go. RT @krisTK: A4: the #measurepr chat always has good insight into monitoring and measurement #solopr
- 6:52 pm **SoloPR:** @KateRobins Cision's monitoring is Radian6 on the backend, FYI. #solopr
- 6:53 pm **farida_h:** Good job w/t listening! RT @customscoop @kristk Thanks for CustomScoop mention-- love working with indy PR pros. Happy to ans ? #solopr
- 6:54 pm **krisTK:** RT @ThePRCoach: Excellent #measurepr tools: 20 free, awesome #socialmedia monitoring tools #PR <http://t.co/naHONp1> via @socialbrite #solopr
- 6:54 pm **KateRobins:** @dconconi @krisTK Tuesday's at noon. #solopr
- 6:54 pm **jenzings:** @dconconi The #measurepr chat is every other Tuesday at noon Eastern. #solopr

- 6:55 pm **KateRobins:** @krisTK @KateRobins which begs next q: do people know what they're looking at, beyond a bunch of cool charts? #solopr
- 6:55 pm **dconconi:** Excellent! Thank you!! RT @jenzings: @dconconi The #measurepr chat is every other Tuesday at noon Eastern. #solopr
- 6:55 pm **karensxim:** My list of SM tools/resources: <http://www.delicious.com/karensxim/socialmedia>, #solopr
- 6:55 pm **dconconi:** RT @KateRobins: @dconconi @krisTK Tuesday's at noon. #solopr
- 6:55 pm **KellyeCrane:** A4: I think it's important to note that at this point, you get out of your measurement what you put in. Not automated yet. #solopr
- 6:55 pm **radian6:** @KellyeCrane Thanks for mention!! :) #solopr
- 6:55 pm **karensxim:** RT @krisTK: RT @ThePRCoach: #measurepr tools: 20 free, awesome #sm monitoring tools #PR <http://t.co/naHONp1> via @socialbrite #solopr
- 6:56 pm **dconconi:** Thank you ladies! It's in my calendar. RT @KateRobins: @dconconi @krisTK Tuesday's at noon. #solopr
- 6:56 pm **farida_h:** Thx for sharing! RT @karensxim: My list of SM tools/resources: <http://www.delicious.com/karensxim/socialmedia>, #solopr
- 6:56 pm **SoloPR:** The hr is winding down. Terrific insights and resources from everyone today (as always!). Thanks so much for participating. #solopr
- 6:56 pm **3hatscomm:** Thanks. RT @krisTK: RT @ThePRCoach: #measurepr 20 free awesome #SM monitoring tools <http://t.co/naHONp1> via @socialbrite #solopr
- 6:56 pm **karensxim:** Exactly RT @KateRobins: @krisTK @KateRobins which begs next q: do people know what they're looking at, beyond a bunch of cool charts? #solopr
- 6:56 pm **KateRobins:** @KateRobins @krisTK ...I mean if they don't know from, then what's the diff between Forbes.com and anything else to untrained eye? #solopr
- 6:56 pm **MuslimNewMedia:** RT @karensxim: My list of SM tools/resources: <http://www.delicious.com/karensxim/socialmedia>, #SoloPR
- 6:56 pm **dconconi:** RT @karensxim: My list of SM tools/resources: <http://www.delicious.com/karensxim/socialmedia>, #solopr
- 6:56 pm **RegineNelson:** Check out DailyWorth - free daily money tips for women www.dailyworth.com. It's a great resource for any Pro/entrepreneur #solopr
- 6:56 pm **krisTK:** @KateRobins I was able to show client how their online activity spiked during conference and by how much. Now, SM is top of list. #solopr
- 6:56 pm **karensxim:** @farida_h My pleasure! #solopr
- 6:57 pm **jpgombita:** @KellyeCrane our @postrank account (for @prconversations) actually assigns grades as to "value" of post, into measurement. #solopr
- 6:57 pm **RegineNelson:** @solopr You are welcome! It's always a joy to learn from others and share my experiences on #solopr chat Wednesdays!
- 6:57 pm **SoloPR:** Remember, we keep chatting on the #solopr hashtag at all times, so keep sharing your Qs and resources all week. See you next Wed!
- 6:58 pm **KateRobins:** @krisTK @KateRobins Like that. Thanks! #solopr
- 6:58 pm **sacevero:** Hope everyone in #solopr has a great rest of their day, I'm jumping over to #CMGRchat if anyone wants to join! (comm mgr chat)
- 6:58 pm **SoloPR:** Nice! RT @jpgombita: our @postrank account (for @prconversations) actually assigns grades to "value" of post, into measurement #solopr
- 6:58 pm **dconconi:** a pleasure as always! RT @SoloPR: The hr is winding down. Terrific insights and resources from everyone today (as always!). #solopr
- 6:58 pm **DeblnATX:** @SoloPR & crew have to sign off- I learned a ton today! Thanks so much to everyone. What an awesome community! #solopr
- 6:58 pm **KateWinckler:** Thanks, all see you next week! #solopr
- 6:58 pm **karensxim:** @SoloPR This time always goes by so fast! #solopr
- 6:58 pm **krisTK:** @KateRobins But I know it's meaningless so can't tout it as "look what great placement I earned for you." #solopr

- 6:58 pm **KateRobins:** @krisTK @KateRobins ...and why/how that activity mattered is clear? Does it convert to sales? #solopr
- 6:59 pm **RegineNelson:** Any #solopr professionals in the Bay Area? I'd like to schedule a get together once a month and discuss topics like these in person. DM me!
- 6:59 pm **farida_h:** I'm going to need the transcript. So many useful resources & info shared here today. Thanks all! #solopr
- 6:59 pm **RegineNelson:** RT @solopr: Remember, we keep chatting on the #solopr hashtag at all times, so keep sharing your Qs/resources all week. See you next Wed!
- 6:59 pm **dconconi:** cool! RT @krisTK: @KateRobins showed client how thr online activity spiked during conference & by how much. Now, SM is top of list. #solopr
- 6:59 pm **krisTK:** RT @farida_h: I'm going to need the transcript. So many useful resources & info shared here today. Thanks all! #solopr
- 6:59 pm **trishlambert:** Gosh, got sidetracked, came back & realized that time is up! It was a hoot being w/u 2day. Always makes a diff when I can be here!!! #solopr
- 6:59 pm **karensxim:** Thank you @SoloPR for rustling us up and setting the stage for another awesome chat! #solopr
- 6:59 pm **KateRobins:** Well, I yellow-starred alot of tweets. Thanks for the homework, all! It's all good. #solopr
- 7:00 pm **dconconi:** me too. RT @farida_h: Im going to need the transcript. So many useful resources & info shared here today. Thanks all! #solopr
- 7:00 pm **nancymace:** RT @KellyeCrane: A4: Sadly, no holy grail (yet!) for inexpensive social media monitoring/measurement. ScoutLabs is a good mid-range option #solopr
- 7:00 pm **karensxim:** Thanks all for the gracious, caring pros you are, this was an excellent hour! #solopr
- 7:00 pm **KateRobins:** @krisTK @KateRobins Those are probably the earlier mentioned skeptics or doubting whomevers. #solopr
- 7:01 pm **farida_h:** @KateRobins Ohh.. didn't think of 'starring' the tweets! :(#solopr
- 7:01 pm **KateRobins:** @nancymace @KellyeCrane I'll keep the wind-sock. #solopr
- 7:01 pm **PRjeff:** Indeed! Awesome group to hang with! RT @karensxim: Thanks all for the gracious, caring pros you are, this was an excellent hour! #solopr
- 7:02 pm **trishlambert:** What she said...RT @karensxim: Thank you @SoloPR for rustling us up and setting the stage for another awesome chat! #solopr
- 7:02 pm **3hatscomm:** Ditto. RT @PRjeff: Awesome group! RT @karensxim: Thanks all for the gracious, caring pros you are, this was an excellent hour! #solopr
- 7:03 pm **dconconi:** It's not too late!! ;-) RT @farida_h: @KateRobins Ohh.. didnt think of starring the tweets! :(#solopr
- 7:03 pm **KateRobins:** Yes, thank you. @solopr...for you this is one of those volunteer gigs, right? Thanks very much. Split the bill 25 ways. #solopr
- 7:10 pm **SoloPR:** @KateRobins You are a hoot. #solopr
- 7:12 pm **SoloPR:** RT @PRjeff: Indeed! Awesome group to hang with! RT @karensxim: Thanks all for the gracious, caring pros you are. #solopr
- 7:22 pm **altiedt:** @rippleon - Ask your clients how you can help them this year. Now is the time. #solopr #freelanceaustin
- 7:23 pm **modern_day_PR:** Okay #solopr #pr #public relations, can anyone lead me to a good ...: Okay #solopr #pr #public re... <http://bit.ly/ejXhxO> #socialmediapr
- 7:24 pm **andreaschulle:** RT @altiedt: @rippleon - Ask your clients how you can help them this year. Now is the time. #solopr #freelanceaustin
- 7:33 pm **ThePRCoach:** Core values or survival? Three Question to Test an Agency's Commitment to Its Principles #PR #solopr <http://bit.ly/eDRpXn>
- 7:37 pm **rajean:** Amen to this, all biz pros should know this! RT @KateRobins yah. ink runs thicker than blood. #solopr Be careful what & how you say it.
- 7:43 pm **RegineNelson:** RT @rajean @KateRobins yah. ink runs thicker than blood. #solopr Be careful what & how you say it.

- 8:14 pm **AMMayuga:** @3HatsComm @KateRobins @SoloPR @sacevero It was fun learning today! Great discussion. Look forward to next week! #SoloPR
- 9:21 pm **3hatscomm:** @AMMayuga Nice meeting you. The #SoloPR chat is great, very helpful.
- 10:14 pm **MpactJacq:** Only as a #solopr -er can I coordinate TV interview for #client while under dryer @ hair salon, LOL
- 10:22 pm **jacobsloan:** RT @KellyeCrane: A2: Often the most profitable approach is to "teach them to fish." However many orgs can't hire right now, & need help executing #solopr

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