

Transcript from March 23, 2011 to March 23, 2011

All times are Pacific Time

March 23, 2011

- 4:08 pm **KellyeCrane**: Less than an hour until the #solopr chat (1-2pm ET) -- get your Qs in!
- 4:09 pm **shellykramer**: RT @KellyeCrane: Less than an hour until the #solopr chat (1-2pm ET) -- get your Qs in!
- 4:21 pm **1680PR**: CORRECT TIME: #PR pro (or soon to be grad)? You should definitely jump into #solopr chat - starts at 10am PST.
- 4:29 pm **andreaschulle**: Off to run so I can be back for #solopr chat at noon CST! @solopr
- 4:46 pm **KellyeCrane**: See you in ~15 minutes! RT @andreaschulle: Off to run so I can be back for #solopr chat at noon CST! @solopr
- 4:47 pm **MarketingMel**: Once again I'm trying to figure out how to trim a presentation. So much information, so little time! #soloPR
- 4:48 pm **mdbarber**: Should be good: ?@PRSA: Today is the #PRSAIconf Tweet Chat, 3-4 p.m. EDT. Explore new tech & digital opps? #solopr
- 4:53 pm **rantonette**: For @solopr & friends, we've an extra, full (own 24/7 log-in) media database seat in my PR Indies co-op available. #solopr
- 5:00 pm **cgornpr**: About to enter @solopr for an hour, while working. :) #solopr
- 5:01 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
- 5:01 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)
- 5:02 pm **SoloPR**: If you have Qs you'd like us to discuss, please @KellyeCrane without the hashtag (or DM), and we'll add them to the list! #solopr
- 5:02 pm **cgornpr**: RT @SoloPR: Its time for this weeks #soloPR chat for indy pros in PRand related fields (and those who want to learn more about it). #solopr
- 5:03 pm **SherriJonesPR**: RT @SoloPR: Its time for this weeks #soloPR chat for independent pros in PRand related fields #solopr
- 5:03 pm **SoloPR**: If you're joining, please introduce yourself. This is @KellyeCrane moderating, Atlanta-based blogger at <http://soloprpro.com/> #solopr
- 5:03 pm **karenskim**: RT @SoloPR: time for this weeks #soloPR chat for indep pros in PR and related fields (and those who want to learn more about it #solopr
- 5:03 pm **MarketingMel**: Hello #soloPR peeps. Hope to stick my head in the room while working like @cgornpr Been a #PR pro 20 years, solo for 2, love it!
- 5:04 pm **SherriJonesPR**: @karenskim hey Karen, great to see you on the chat again! #solopr
- 5:04 pm **karenskim**: Joining best chat on planet will be noisy for next hr, pls mute, filter or better join us! #solopr
- 5:04 pm **cidokogiPR**: YAY! time for #solopr chat !! Christine checking in from Houston! Hello All! #solopr
- 5:04 pm **karenskim**: @SherriJonesPR Hi Sherri! Great to see you too! #solopr
- 5:05 pm **SherriJonesPR**: Sherri Jones checking in from NJ/NYC! #solopr
- 5:05 pm **janetfalk**: Hello team! Results-driven #NYC #PR Pro gets business-building media for Law Firm, Wall Street, Nonprofit. Subcontract #solopr No snow yet
- 5:05 pm **SoloPR**: Welcome everyone - so glad you could join! Q1 coming up... #solopr
- 5:05 pm **karenskim**: Greetings all, Karen Swim sassy solo from Michigan, just celebrated 7 years #solopr
- 5:06 pm **MediaCoach**: #solopr Hello from London, UK
- 5:06 pm **cgornpr**: Hello all! Indy PR person specializing in Arts and Entertainment clients and non-profs. Love this chat! #solopr
- 5:07 pm **BRUCommunicate**: @SoloPR This is my first time in #solopr. My name is Shana from NYC
- 5:07 pm **SoloPR**: Q1: Interesting post on @spinsucks re: what will people pay for online (inspired by NYT) <http://bit.ly/fLB2IZ> What do you think? #solopr
- 5:07 pm **cidokogiPR**: @karenskim Congrats Karen!!!! 7 is a lucky number!! #solopr
- 5:07 pm **karenskim**: @BRUCommunicate Hi Shana, welcome! #solopr
- 5:07 pm **SoloPR**: @BRUCommunicate Welcome Shana! #solopr

5:07 pm @DHSCommunitas: Welcome channel! #solopr

5:08 pm **rantonette**: Checking in from Long Beach. Hello. 3rd year as in Indie now. #solopr

5:08 pm **karenskim**: @cidokogiPR Thank you! It is a lucky number & I plan to live up to it this year :-) #solopr

5:08 pm **1680PR**: Good morning, all, from Albuquerque / Los Angeles offices! #solopr

5:09 pm **wildheart4vr**: RT @1680PR: Good morning, all, from Albuquerque / Los Angeles offices! #solopr good morning afternoon'ish from the midwest

5:09 pm **SoloPR**: RT Q1: Interesting post on @spinsucks re: what will people pay for online (inspired by NYT) <http://bit.ly/fLB2IZ> What do you think? #solopr

5:09 pm **TShryerPR**: Hi all. Chicago is cold, damp and gray. So glad it's not the same in here! #solopr

5:09 pm **MarketingMel**: A. 1 Interesting. I find myself balking at paying for #PRSA content for example when so many great resources are out there for free! #solopr

5:09 pm **rantonette**: @karenskim Seven! Wow ... congrats. #solopr

5:12 pm **lanwellz**: RT @SherriJonesPR: A1. Info is info, just b/c it has a price tag on it doesn't always make it more valuable #solopr

5:12 pm **kgombita**: @MarketingMel hiya! Do what I am doing: do an analysis of what you receive as part of your nat'l PR association and value it. #solopr

5:12 pm **mdbarber**: Good morning all. Joining a little late. Mary from Anchorage here. 30+ as PR pro; 10+ as solo #solopr

5:13 pm **SoloPR**: Good point: I think trust is a big factor. RT @1680PR: Q1: Dont mind paying for access to voices were used to following. #solopr

5:13 pm **karenskim**: A1: Charging raises the stakes, you have to deliver but could also begin to separate credible from crud #solopr

5:13 pm **GeriRosmanPR**: A1: I'm willing to pay for information from voices/sources I respect #solopr #solopr

5:14 pm **promotingyou**: Just found an awesome chat #solopr I'm excited to be here...

5:14 pm **SoloPR**: Must go above/beyond RT @SherriJonesPR: A1. Info is info, just b/c it has a price tag on it doesn't always make it more valuable #solopr

5:14 pm **MarketingMel**: @kgombita Thanks and hi'ya back! We got out of Buffalo before the snow hit. You staying warm? #solopr

5:14 pm **tylerhwilliams**: @KellyCrane same here - if it improves my lifestyle, it's worth paying for #solopr

5:14 pm **3hatscomm**: RT @lanwellz: RT @SherriJonesPR: A1. Info is info, just b/c it has a price tag on it doesnt always make it more valuable #solopr

5:14 pm **mdbarber**: @MarketingMel So many other benefits to PRSA that are part of your membership, beyond paying for content. Lots of free content too. #solopr

5:14 pm **rantonette**: A1. I'm with @KellyCrane in would pay for a well-edited, aggregator of niche information & essayists. But not for "news," per se. #solopr

5:14 pm **UrbanSuiteEnt**: Joining #solopr chat a little late. Hi everyone!

5:15 pm **MediaCoach**: #solopr People will pay for immediacy, problem-fixing and/or entertainment. Payment on mobile seems more accepted

5:15 pm **kgombita**: @SoloPR A1. Re: @nytimes & paywall, important to note that this is its THIRD iteration. Venerable paper keeps refining why & how. #solopr

5:15 pm **karenskim**: @promotingyou Hello and welcome, so glad you found us! #solopr

5:15 pm **SoloPR**: Before online, we had print newsletters! RT @MediaCoach: A1 Ive been paying for online content for years, before the days of AOL. #solopr

5:15 pm **promotingyou**: RT @3hatscomm: RT @lanwellz: RT @SherriJonesPR: A1. Info is info, just b/c it has a price tag on it doesnt always make it more valuable #solopr

5:15 pm **SherriJonesPR**: @promotingyou Hi Adrienne!!! good to see you in the chat :) #solopr

5:15 pm **mdbarber**: So true: RT @SherriJonesPR: A1. Info is info, just b/c it has a price tag on it doesnt always make it more valuable #solopr

5:15 pm **andreaschulle**: RT @karenskim: RT @KellyCrane: I think there has to be a perceived increase in value vs. free content. Important to make that increase obvious. #solopr

5:16 pm **SoloPR**: Hello to everyone popping in a little late (we don't watch the clock here...)! #solopr

5:16 pm **vickiaversa**: @GeriRosmanPR I agree - am willing to pay for info from respected source #solopr #solopr

5:16 pm **andreaschulle**: RT @rantonette: A1. I'm with @KellyCrane in would pay for a well-edited, aggregator of niche information & essayists. But not for "news," per se. #solopr

5:16 pm **krisTK**: Missing #solopr today due to traveling but transcript always makes a good read

5:16 pm **SoloPR**: Ha! RT @karenskim: A1: Charging raises the stakes, you have to deliver but could also begin to separate credible from crud #solopr

5:16 pm **mdbarber**: A1 Perceived value is critical but it's also different to each person and makes the value equation more difficult for the business. #solopr

5:17 pm **promotingyou**: RT @karensxim: @promotingyou Hello and welcome, so glad you found us! #solopr(thank u so much!)

5:17 pm **SoloPR**: RT @jgombita: Re: @nytimes & paypal, important to note that this is its THIRD iteration. Venerable paper keeps refining why & how. #solopr

5:17 pm **karensxim**: Good distinction @rantonette I'm not willing to pay for "news" but will for in depth, investigative, informative #solopr

5:17 pm **LeiraPR_CEO**: @SherriJonesPR yay! i did it lol #solopr

5:17 pm **karensxim**: RT @mdbarber: A1 Perceived value is critical but different to each person,makes the value equation more difficult for the business. #solopr

5:18 pm **promotingyou**: RT @SherriJonesPR: @promotingyou Hi Adrienne!!! good to see you in the chat :) #solopr(thanks for sharing this info!)

5:18 pm **SherriJonesPR**: @LeiraPR_CEO yaayyy!!!! lol #solopr

5:18 pm **3hatscomm**: @tylerwilliams @KellyeCrane Qual content, exclusivity, convenience, saving time, increasing productivity, ROI all factor in value #solopr

5:18 pm **SoloPR**: Interesting- easy access to content is indeed a value add. RT @MediaCoach: ...Payment on mobile seems more accepted #solopr

5:18 pm **karensxim**: @mdbarber Very, very good insight and it hits the nail on the proverbial head, I believe this is why we'll see a lot of tumult #solopr

5:18 pm **MarketingMel**: @mdbarber Yes, especially the local #PRSA is good for friends in the field.#solopr

5:19 pm **karensxim**: @LeiraPR_CEO Yay for us too :) Welcome aboard! #solopr

5:19 pm **SoloPR**: RT @3hatscomm: Qual content, exclusivity, convenience, saving time, increasing productivity, ROI all factor in value #solopr

5:19 pm **mdbarber**: @karensxim That's so true. One size does not fit all anymore. #solopr

5:19 pm **jgombita**: @SoloPR @metromorning commentator claimed @nytimes PRIMARY clients remained its print subscribers-who get best bang for online buck! #solopr

5:20 pm **SoloPR**: Q2 is up next.. #solopr

5:20 pm **mdbarber**: @MarketingMel Local is great without question but national also has many offerings that are just as valuable. #solopr

5:20 pm **GeriRosmanPR**: @vickiaversa Thanks so much Vicki. Thought that might have been a bit too obvious a statement! #solopr

5:20 pm **LeiraPR_CEO**: @karensxim :-) thank you! #solopr

5:20 pm **BRUCommunicate**: @solopr I am willing to pay for information if its credible and exculsive content #SoloPR

5:21 pm **LeiraPR_CEO**: Lmao @Go_Getter is gonna get me in trouble today w/ #SoloPR I love chatting w/ my PR family.

5:21 pm **SherriJonesPR**: @BRUCommunicate I like what you said about the info being exclusive...if I can google it, I'm not paying for it! #solopr

5:21 pm **luannsaid**: Hey, #solopr gang! A1: I pay for things like Kiplinger Tax letter -- helps me understand news in my client's industry.

5:22 pm **SoloPR**: Q2: Revisiting this topic: What tools/methods are you currently using to monitor client/ industry coverage? #solopr

5:22 pm **UrbanSuiteEnt**: RT @SoloPR: Q2: Revisiting this topic: What tools/methods are you currently using to monitor client/ industry coverage? #solopr

5:22 pm **LeiraPR_CEO**: RT @SherriJonesPR: @BRUCommunicate I like what you said about the info being exclusive...if I can google it, Im not paying for it! #solopr

5:22 pm **karensxim**: RT @SoloPR: Q2: Revisiting this topic: What tools/methods are you currently using to monitor client/ industry coverage? #solopr

5:23 pm **luannsaid**: A2: You know if we answer that, we'll all be spammed:) #solopr

5:23 pm **UrbanSuiteEnt**: A2: i'm thinking about using Hubspot. Has anyone tried it? #solopr

5:23 pm **cidokogiPR**: Q2: right now just Google Alerts and Twitter Search... would like to hear some others. #solopr

5:23 pm **SoloPR**: Don't be chicken! :) RT @luannsaid: A2: You know if we answer that, well all be spammed:) #solopr

5:23 pm **mdbarber**: No doubt! RT @luannsaid: A2: You know if we answer that, well all be spammed:) #solopr

5:23 pm **MarketingMel**: @luannsaid So true. Sometimes best to stay silent here #solopr

5:24 pm **mdbarber**: A2 -- Anyone using prfilter? #solopr

5:24 pm **karensxim**: ROFL! So true! RT @luannsaid: A2: You know if we answer that, well all be spammed:) #solopr

5:24 pm **GeriRosmanPR**: A2: Google Alerts. Also scan sites of relevant industry pubs #solopr #solopr

5:24 pm **arikhanson**: Lurking a bit on #solopr chat... (I see you @kellyecrane & @mdbarber!)

5:24 pm **rantonette**: @MarketingMel The PRSA training content might not be the best value versus other classes that are

out there. #solopr

5:24 pm **cgornpr**: A2: Google Alerts and my own research :) (note to spammers, I don't make enough money to afford your nice products :) #solopr

5:24 pm **SherriJonesPR**: A2. Google alerts is my best friend for monitoring client/industry coverage #solopr

5:24 pm **MediaCoach**: A2 #solopr Google Alerts, Twilerts, Tweetalarm, Socialmention, Addictomatic, Radian6

5:25 pm **tylerhwilliams**: @SoloPR Google News/Blogsearch, Factiva, Twitter search... #solopr

5:25 pm **buehrerbuzz**: First time to visit #solopr chat. Looking forward to good conversation.

5:25 pm **UrbanSuiteEnt**: RT @MediaCoach: A2 #solopr Google Alerts, Twilerts, Tweetalarm, Socialmention, Addictomatic, Radian6

5:25 pm **3hatscomm**: @luannsaid It's ok, I know where the 'block and report' button is and ain't afraid to use it. ;-) #solopr

5:25 pm **SoloPR**: ha! RT @cgornpr: A2: Google Alerts and my own research (note to spammers, I dont make enough money to afford your nice products :) #solopr

5:25 pm **SherriJonesPR**: @mdbarber I've never used prfilter...have you? #solopr

5:25 pm **Narciso17**: Just Realized That #solopr is On...!

5:25 pm **SherriJonesPR**: RT @MediaCoach: A2 #solopr Google Alerts, Twilerts, Tweetalarm, Socialmention, Addictomatic, Radian6 #solopr

5:25 pm **luannsaid**: A2: OK...for free, nothing beats Google Alerts. I'm sending alerts to Google Reader now, so I have one place monitoring Alerts & RSS #solopr

5:25 pm **karensxim**: A2: Lots but I'll name a few, Google Alerts, SocialOomph, social mention, addictomatic, Gist #solopr

5:26 pm **UrbanSuiteEnt**: RT @karensxim: A2: Lots but I'll name a few, Google Alerts, SocialOomph, social mention, addictomatic, Gist #solopr

5:26 pm **mdbarber**: @SherriJonesPR Just discovered it today. Seems interesting. Curious if others have used it...prfilter.com #solopr

5:26 pm **KellyeCrane**: A2: As others are noting, unfortunately we still don't have the magic bullet that does everything at an affordable price. #solopr

5:26 pm **mdbarber**: @Narciso17 And if you're joining it will be really wonderful. #solopr

5:27 pm **MarketingMel**: Just used that today! RT @3HatsComm: @luannsaid It's ok, I know where the 'block and report' button is, ain't afraid to use it. ;-) #solopr

5:27 pm **jugombita**: @GnosisArts I'm trying to participate in the #solopr chat. Let me DM you a link to one blog post, for now.

5:27 pm **karensxim**: RT @KellyeCrane: (truncated).. unfortunately we still dont have the magic bullet that does everything at an affordable price. #solopr

5:44 pm **SoloPR**: Good tip! RT @UrbanSuiteEnt: A3) If the RTs bother you, you can turn that notification option off in Tweetdeck. #solopr #solopr

5:44 pm **karensxim**: @KellyeCrane I agree with that, sometimes I miss the original and catch it because of the RT #solopr

5:44 pm **PRandMarComPro**: @KellyeCrane I would like the list also. #solopr

5:45 pm **jugombita**: @mediacoach last week you said how much you enjoyed chatting w all of your US #solopr friends. Forgive me if I connect the dots. ;-) #solopr

5:45 pm **luannsaid**: A4: Trying to set up "RSS & me time" at the beginning & end of each day. #solopr

5:45 pm **MommyMiaaPR**: When it comes to online news, I stick to sites who have a long history as a credible paper. #solopr

5:45 pm **andreaschulle**: @KellyeCrane @luannsaid And I just RT'd @mdbarber 's comment. It's valid to any business! #solopr

5:45 pm **karensxim**: @mdbarber I was thinking that too, it's a real time trend report! #solopr

5:45 pm **PRjeff**: Yep! RT @KellyeCrane: A3: RTs are helpful even 2 those participating in #solopr-it highlights things in the fast-moving stream #solopr

5:45 pm **KellyeCrane**: RT @arikhanson: @KellyeCrane Def think the RTs help. Either helps w/point I missed, or reinforces point others agree with. #solopr

5:45 pm **cgornpr**: @mdbarber in your A2. I totally agree. I feel like 1/3 of what I do is see what coverage others get. #solopr

5:46 pm **jugombita**: @KellyeCrane are we talking about ANY RT, or only RTs of #solopr chat tweets? #Solopr

5:46 pm **Narciso17**: @mdbarber @arikhanson I Believe That @KellyeCrane Has Said That She's Actively Looking Into It, Yes? #solopr

5:46 pm **akenn**: Jumping in late...but in my view RTs are as inherent to chats as they are to Twitter in general #solopr

5:48 pm **deegospel**: a4: i read client industry specific news all day using tweetgrid & google alerts. save work related for weekend digest in email #solopr

5:48 pm **LeiraPR_CEO**: RT @LoisMarketing: #solopr A3 Interesting that some do not read RTs -- can be most valuable content/connections, u never know! #solopr

5:49 pm **karensxim**: A4: I make time in the week for personal enrichment/entertainment & the rest I filter to mission critical

5:49 pm **karensxim**: A4: I make time in the week for personal enrichment/amusement & the rest I filter to mission critical & scan #solopr

5:49 pm **buehrerbuzz**: @SoloPR Could not get through Tweetgrid earlier. Kept timing out. Tweetdeck is working well. #solopr

5:49 pm **dcaplick**: @buehrerbuzz I'm another who found #solopr AND @mdbarber thru a RT

5:49 pm **LScribner**: @RAntonette Interesting, think I'll get in touch with my rep and get a demo. Google Alerts only tells 1/2 the story #solopr

5:49 pm **KellyeCrane**: A4: I have RSS feeds setup in Google Reader, and have them categorized into folders by priority. so I read in that order. #solopr

5:49 pm **tylerhwilliams**: @SoloPR By following specific outlets/thought leaders on Twitter! :) #solopr

5:49 pm **MediaCoach**: A4 #solopr I read just one article from each magazine or website I visit each day. Sure, I miss stuff. But I read some real gems in detail

5:49 pm **BRUCommunicate**: RT @SoloPR: Q4: Information overload seems worse than ever. How do you decide what to read (online and print) and make time for it? #solopr

5:50 pm **3hatscomm**: @SoloPR A4: Carefully, strategically. Prioritize what must be read 1st, what I want to read 2nd, eye-catching tweets next, etc. #solopr

5:50 pm **cidokogiPR**: RT @KellyeCrane: A3: I think RTs are helpful even 2 those participating, since it highlights things in the fast-moving stream. #solopr

5:50 pm **SoloPR**: Good pt- Twitter def helps find hot news. RT @TylerHWilliams: @SoloPR By following specific outlets/thought leaders on Twitter! :) #solopr

5:50 pm **PRjeff**: A4: I try to read what will improve my PR skills and solo biz #solopr

5:50 pm **MediaCoach**: @jgombita Well, I have Scottish, English and Welsh heritage. Born in London. But I love....Australia #solopr

5:50 pm **radian6**: @karensxim @MediaCoach @mdbarber Thanks for the kind words. We do our best. =) #solopr

5:50 pm **cgornpr**: A4: Not sure how to handle that. Been trying to give myself time to read and trying to learn to unplug. #solopr

5:50 pm **cidokogiPR**: RT @SoloPR: Good tip! RT @UrbanSuiteEnt: A3) If the RTs bother you, you can turn that notification option off in Tweetdeck. #solopr #solopr

5:51 pm **PRjeff**: A4: But sometimes after reading an article I'm like, "that was a waste of time and cost ME \$" #solopr

5:51 pm **SoloPR**: RT @karensxim: A4: I make time in the week for personal enrichment/amusement & the rest I filter to mission critical & scan #solopr #solopr

5:51 pm **mdbarber**: @radian6 Hope you saw the idea about maybe sharing accounts? Any chance we can do that? #solopr

5:51 pm **luannsaid**: @arikhanson @mdbarber Great idea, Arik. I'd totally have your back on that. #solopr

5:52 pm **deegospel**: @LoisMarketing Amen. "Stealth Rocks" #solopr

5:52 pm **luannsaid**: Gotta run, #solopr – have a great rest of week, all!

5:52 pm **akenn**: A4: Great Q, wish I had great A. I'm in habit of keeping an eye on Twitter throughout the day & clicking on what looks interesting. #solopr

5:52 pm **cidokogiPR**: Q4: If it is something I am interested in I click on the link, if not I don't ... simple as that. #solopr

5:52 pm **SoloPR**: RT @arikhanson: A4: Focus on three areas: Prof Dev, client niches & local. Use Feedly. Spend first/last 30 min of each day reading #solopr

5:52 pm **MediaCoach**: What a jolly good discussion this is. Top hole. I doff my bowler hat to you all. #solopr

5:52 pm **MarketingMel**: @PRjeff @SoloPR I also won't do battle to read an article. If I have to fill out forms to read forget it! #soloPR

5:52 pm **mdbarber**: Seems to be consensus RTs in chats are excellent tools. What about RTs that aren't part of a chat. I see them differently; do you? #solopr

5:53 pm **krisTK**: @karensxim @KellyeCrane I agree w RTs. I also RT items I think my non #solopr followers would enjoy. Missed you all today.

5:53 pm **cidokogiPR**: @luannsaid yes! morning is always best time for "me time" #solopr

5:53 pm **MarketingMel**: @mediacoach @jgombita I *love* my international friends here on #soloPR! Makes for a great discussion. Tea anyone?

5:53 pm **jgombita**: @mediacoach in November/December 2008 I spent five weeks travelling in Australia. Felt very "at home" with cultural values & humour! #solopr

5:54 pm **rantonette**: @LScribner My initial thinking was MMI could track for a client what we did at a big agency for 1/8th the monthly cost. #solopr

5:54 pm **andreaschulle**: RT @SoloPR: Q4: Information overload seems worse than ever. How do you decide what to read (online and print) and make time for it? #solopr

5:54 pm **cidokogiPR**: I guess the hard part is finding time to read all of the things out there that interest you... that could be a full time job! #solopr

5:54 pm **MediaCoach**: #solopr Am I allowed a question? I'm writing a book on how luxury brands use social media. Contact me if you have a story. Thanks.

5:54 pm **cidokogiPR**: YAY!! Love this! RT @buehrerbuzz: A3 I also discovered #solopr because of RT. #solopr

5:54 pm **tomlinsonclean**: RT @SoloPR: RT @arikhanson: A4: Focus on three areas: Prof Dev, client niches & local. Use Feedly. Spend first/last 30 min of each day reading #solopr

5:55 pm **cidokogiPR**: @SoloPR per your FYI, I noticed that as well.. what gives?! lol #solopr

5:55 pm **rantonette**: @luannsaid Monitoring sharing can be done - configure folders, keywords, etc. Easy to do for clips - just need the right partners. #solopr

5:55 pm **SoloPR**: Since the Twitter API is wonky, I think we should end it here today. Thanks all for some great insights, and chat using #solopr all week!

5:56 pm **Narciso17**: A4: I Read What Makes Sense to Me / Our Clients .. Info Coming Fm Pros I Trust, Respect and Just Like - Personality Helps... #solopr

5:56 pm **cidokogiPR**: I need to learn how to become more organized like some of the other solopr chatters.. setting up a system to read some great stuff! #solopr

5:56 pm **mdbarber**: Q4 - I decide to read a lot of things...but then can't find the time! Lately use Instapaper & Reeder to stay caught up & find more. #solopr

5:56 pm **LScribner**: @mdbarber lol...PR diva, negotiator extraordinaire ;) #solopr

5:56 pm **cidokogiPR**: potential question for later chat: how do you stay organized? @solopr #solopr

5:56 pm **andreaschulle**: A4: I do a quick scan for relevant headlines and also watch what people I trust/admire are reading. #solopr

5:56 pm **Narciso17**: A4: You Could Be Real Smart Person, but If You're a Jerk or Full of Yourself, I Have No Time for You #solopr

5:57 pm **TShryerPR**: Similar to Kelly, I have RSS feeds on MyYahoo page filters by tabs. However, I find searches and alerts to be my go-to. #solopr

5:57 pm **LScribner**: @MarketingMel Sure, how about a decaf chai with a spot of milk? :) #solopr

5:57 pm **MarketingMel**: @3HatsComm @cgornpr @mediacoach @karenschwim @jgombita @PostRank @LoisMarketing @RAntonette @andreaschulle @mdbarber TY Great convo! #soloPR

5:58 pm **Narciso17**: A4: Esp Given the Fact That We're All Short on Time, Personableness Trumps Arrogance Any Day #solopr

5:58 pm **rantonette**: Q4. Truth is, for me the catchy headlines and "top 10 things" type lists come in handy in choosing what to read. #solopr

5:58 pm **mdbarber**: Great discussion today all. Need to run. Chat next week if not before. #solopr

5:58 pm **mdbarber**: AGREED! RT @MarketingMel: @PRJeff @SoloPR I also wont do battle to read an article. If I have to fill out forms to read forget it! #solopr

5:58 pm **karenschwim**: @MediaCoach I love it! It was was jolly good! So glad you were here. #solopr

5:58 pm **MarketingMel**: @LScribner Sure I'll serve next time! #soloPR

5:58 pm **PRJeff**: RT @KellyeCrane: A4: I have RSS feeds setup in Google Reader-have them categorized into folders by priority-so I read in that order. #solopr

5:58 pm **karenschwim**: @krisTK We missed you too! #solopr

5:59 pm **jgombita**: A4. A lot of people are clearing out their Google (other) Readers and starting from scratch; reprogram blogs/outlets that are missed #Solopr

5:59 pm **karenschwim**: @mdbarber Outside of chats, I am much more judicious about RTs, and purposeful #solopr

5:59 pm **krisTK**: @luannsaid @mdbarber @arikhanson catching up on #solopr. I have seat avail for CustomScoop.com monitoring. Reports helped me win an award!

6:00 pm **rantonette**: Off to a mtg (wish me luck!). If you need media database, kindly ping me. My co-op has 1 full seat that opened up. #solopr

6:00 pm **MarketingMel**: @mdbarber @PRJeff Happened to me today. I might have RT'd the article but too much work to get to it! #soloPR

6:00 pm **karenschwim**: @cidokogiPR No kidding, I have a "review" file and if I haven't reviewed at end of week it gets deleted #solopr

6:00 pm **Narciso17**: A4: Not Saying That Being 'Happy' is a Pre-Cursor, But Being Likeable Helps...Helps Strip Away Single-Mindedness and Ignorance #solopr

6:01 pm **jgombita**: GTA folks, who is that fine hand-crafted jeweler who is making good use of social media? @MediaCoach wants to talk.... #solopr

6:01 pm **garrettkuk**: Dear Daylight Savings and/or Calendar: thanks for reminding me at 2pm about #soloPR. You win this round. See everyone next week

6:01 pm **tylerhwilliams**: @mediacoach I work in the luxury sector, so I may have some resources you'll find useful. #solopr

6:01 pm **karenschwim**: A4: I use Feedlooks for RSS, love it and also Gist helps me to filter info #solopr

- 6:02 pm **karensxim:** Thanks @SoloPR for master moderation and community for rocking chat, got a lot of great info today! #solopr
- 6:02 pm **PRjeff:** Wonky! Great word! RT @SoloPR: Since the Twitter API is wonky, I think we should end it here today. Thx all for some great insights #solopr
- 6:04 pm **Narciso17:** Thx 2 @solopr @KelyeCrane 4 Today's #solopr Time. Thx 2 @mdbarber @arikhanson @kristk @MarketingMel @LScribner and Others 4 the Great Convo
- 6:05 pm **MediaCoach:** #solopr Thanks for the chat, all. Will miss next 2 weeks, I'll be in Sydney where time is 5am. Keep the PR faith...
- 6:05 pm **kgombita:** @akenn think it's b/c many set up Readers filled w "early adopter" or your friendz bloggers. Reassess whether it's loyalty or value. #solopr
- 6:05 pm **LScribner:** Thanks to @kelyecrane and the #solopr gang for a riveting discussion!
- 6:07 pm **deegospel:** RT @karensxim: Thanks @SoloPR for master moderation and community for rocking chat, got a lot of great info today! #solopr
- 6:08 pm **AdParker:** @mdbarber I noticed you mentioned @PRFilter earlier during #solopr if you have any questions please let me know
- 6:08 pm **deegospel:** @karensxim hey! #solopr
- 6:08 pm **3hatscomm:** @PRjeff @KelyeCrane Note to self: update RSS folders. Invent 'mark all as read' button that meant I'd actually read it all. ;-) #solopr
- 6:41 pm **andreaschulle:** ?@MarketingMel: @3HatsComm @cgornpr @mediacoach @karensxim @kgombita @PostRank @LoisMarketing @RAntonette @mdbarber Great convo! #soloPR? TY
- 6:49 pm **jenzings:** Congrats!! RT @KristK: [...] catching up on #solopr. I have seat avail for CustomScoop.com monitoring. Reports helped me win an award!
- 6:49 pm **customscoop:** Congrats!! RT @KristK: [...] catching up on #solopr. I have seat avail for CustomScoop.com monitoring. Reports helped me win an award!
- 6:50 pm **spinsucks:** @solopr Oh! thanks for including us in your #solopr chat I'm sorry I missed it. I'll have to pull the transcript.
- 6:51 pm **3hatscomm:** @karensxim @mdbarber @MarketingMel @KelyeCrane Always enjoy #soloPR thanks.
- 7:29 pm **GrowMap:** RT @SoloPR: RT @arikhanson: A4: Focus on three areas: Prof Dev, client niches & local. Use Feedly. Spend first/last 30 min of each day reading #solopr
- 7:31 pm **GrowMap:** Proof that LOCAL SEARCH is critical to #smallbusiness success <http://su.pr/2FZ9bB> @tomlinsonclean @SoloPR @arikhanson #solopr #smallbiz
- 7:32 pm **nwa_prsa:** RT @krisTK: Missing #solopr today due to traveling but transcript always makes a good read
- 7:34 pm **CollinsKellyE:** RT @GrowMap: Proof that LOCAL SEARCH is critical to #smallbusiness success <http://su.pr/2FZ9bB> @tomlinsonclean @SoloPR @arikhanson #solopr #smallbiz
- 7:35 pm **CollinsKellyE:** RT @SoloPR: RT @arikhanson: A4: Focus on three areas: Prof Dev, client niches & local. Use Feedly. Spend first/last 30 min of each day reading #solopr
- 8:10 pm **kgombita:** @mediacoach I'm pretty sure this is the company I was thinking about (profiled in one of the weekly indie papers, recently): ftjco #solopr
- 8:35 pm **KelyeCrane:** Very interesting - The Gods of Context Say Social Media Isn't for Marketing <http://ow.ly/4jFc5> #solopr
- 9:16 pm **MarketingMel:** @kgombita Now that would sure make @mediacoach #soloPR chat interesting!
- 10:01 pm **TShryerPR:** RT @KelyeCrane: Very interesting - The Gods of Context Say Social Media Isn't for Marketing <http://ow.ly/4jFc5> #solopr
- 10:35 pm **KelyeCrane:** Some good points here - What Marketers Don't Know About PR <http://ow.ly/4jFV7> #solopr
- 10:55 pm **AmberCadabra:** RT @KelyeCrane: Some good points here - What Marketers Don't Know About PR <http://ow.ly/4jFV7> #solopr
- 10:58 pm **CharmCommTO:** RT @AmberCadabra RT @KelyeCrane: Some good points here - What Marketers Don't Know About PR <http://ow.ly/4jFV7> #solopr