

#SoloPR Transcript – 9/21/2011



[SoloPR Sep 21, 2:00pm via TweetGrid.com](#)

Thanks everyone for another insightful chat. The transcript will be up on soloprpro.com tomorrow! [#solopr](#)



[cloudspark Sep 21, 2:00pm via web](#)

@[jgombita](#) @[KellyeCrane](#) [#privacy](#) and [#security](#) are top issues, but rarely discussed and convenience seems to win the day. [#soloPR](#)



[deegospel Sep 21, 2:00pm via TweetGrid.com](#)

@[karenskim](#) I'm not in the mood for stupidity today and I didn't find it funny. [#solopr](#)



[JanetLFalk Sep 21, 2:00pm via TweetDeck](#)

@[cloudspark](#) Netflix joins the list with Exxon re Valdez, among others [#solopr](#)



[SoloPR Sep 21, 1:59pm via TweetGrid.com](#)

We're at the end of our (always quick) official hour. We keep chatting on the hashtag all week, so feel free to keep going! [#solopr](#)



[MaxwellStevens Sep 21, 1:59pm via TweetDeck](#)

Nooo! Been fun! RT @[dariasteigman](#): Wow. Another hour of [#solopr](#) ubersmarts goes by. Thanks for the great convo everyone.



[dariasteigman](#) Sep 21, 1:59pm via TweetDeck

+1 RT [@fransteps](#): A3B: Think [@netflix](#) should read the Cluetrain Manifesto.....and memorize it! [#solopr](#)



[cloudspark](#) Sep 21, 1:59pm via web

[@KellyeCrane](#) [@jgombita](#) we should be thanking netflix for giving us all a great PR case study in how NOT to communicate [#soloPR](#)



[jgombita](#) Sep 21, 1:59pm via web

[@KellyeCrane](#) [@cloudspark](#) saw [@doctorow](#) speak [@agotoronto](#) last wk. He's not keen on how much control/power we allow these companies. [#solopr](#)



[dariasteigman](#) Sep 21, 1:59pm via web

Wow. Another hour of [#solopr](#) ubersmarts goes by. Thanks for the great convo everyone.



[MuslimNewMedia](#) Sep 21, 1:58pm via TweetChat

agreed RT [@karensxim](#): Letter was response to its drop in stock prices, period not a genuine attempt to communicate w/ clients [#solopr](#)



[3HatsComm](#) Sep 21, 1:58pm via TweetChat

A3 look at it from customer side: Does split help your brand, is there an upside, a benefit to market to customer beyond new name? [#solopr](#)



[fransteps](#) Sep 21, 1:58pm via TweetChat

@[KristK](#) Sure you can...but you'll need bigger hair for those flix. [#solopr](#)



[KristK](#) Sep 21, 1:58pm via [TweetGrid.com](#)

A3: Can't I just watch Dirty Dancing and Top Gun again (and again)? [#solopr](#)



[fransteps](#) Sep 21, 1:58pm via [TweetChat](#)

A3B: Think @[netflix](#) should read the Cluetrain Manifesto.....and memorize it! [#solopr](#)



[SoloPR](#) Sep 21, 1:58pm via [TweetGrid.com](#)

Yes! Think of investors *before* RT @[JanetLFalk](#): A3B if a public co, consider impact on trading & stock price; Wall St is key aud. [#solopr](#)



[cloudspark](#) Sep 21, 1:57pm via [web](#)

@[KristK](#) i see it frequently. my word-nerd side always catches it. quick hint - you service objects, you serve people :-) [#soloPR](#)



[fransteps](#) Sep 21, 1:57pm via [TweetChat](#)

RT @[KellyeCrane](#) A3: A clearer explanation of why also helps! Today consumers are sophisticated & can smell when a co is disingenuous. [#solopr](#)



[KellyeCrane](#) Sep 21, 1:57pm via [TweetDeck](#)

@[jgombita](#) @[cloudspark](#) In exchange for ease of use, sometimes I'll make a tradeoff. It's only \$99 bucks. [#solopr](#)



[dariasteigman](#) Sep 21, 1:57pm via TweetDeck

RT @[KellyeCrane](#): A3: A clearer explanation of why also helps! Today's consumers are sophisticated, and can smell when a co is disingenuous. [#solopr](#)



[karenswim](#) Sep 21, 1:57pm via TweetChat

RT @[KellyeCrane](#): : A clearer explanation of why also helps! Today's consumers are sophisticated, can smell when a co is disingenuous. [#solopr](#)



[jgombita](#) Sep 21, 1:57pm via web

@[cloudspark](#) @[fransteps](#) too funny. Sounds like disillusionment with cable companies is a universal concept. [#solopr](#)



[karenswim](#) Sep 21, 1:56pm via TweetChat

@[jgombita](#) heehee, you're right on this one I totally am, don't believe their sincerity for a second :-)
[#solopr](#)



[KellyeCrane](#) Sep 21, 1:56pm via TweetDeck

A3: A clearer explanation of why also helps! Today's consumers are sophisticated, and can smell when a co is disingenuous. [#solopr](#)



[cloudspark](#) Sep 21, 1:56pm via web

@[garrettkuk](#) a co's unhappy customers are ripe and ready for a competitor. hope someone at the competition is listening. [#soloPR](#)



[fransteps](#) Sep 21, 1:56pm via TweetChat

Game on, @redbox! RT @garrettkukA3: id *love* to see @redbox launch a (social?) mktg push for DVD rental to dissed @netflix folks #solopr



[dariasteigman](#) Sep 21, 1:56pm via TweetDeck

3b. Step 1 is to understand HOW you want to brand. e.g., whether keeping historic linkage or all new. Then develop the strategy. #solopr



[karenswim](#) Sep 21, 1:56pm via TweetChat

@garrettkuk Blockbuster has already jumped on the wagon, got a mailer this week, would be good for @redbox to jump in #solopr



[PRjeff](#) Sep 21, 1:56pm via TweetChat

Just remember focus groups at best indicate what types of q's to ask-there's far more valid research methods 2use #solopr



[KristK](#) Sep 21, 1:56pm via TweetGrid.com

A3B: dig deep into business analytics and client trends. They'll guide your next steps. #solopr



[JanetLFalk](#) Sep 21, 1:56pm via TweetDeck

A3B if a public co, consider impact on trading & stock price; Wall St is key aud. #soloPR



[jgombita](#) Sep 21, 1:55pm via web

Cynical! RT @karensxim: Letter was a response to its drop in stock prices, period not a genuine attempt to communicate with clients #solopr



[KellyeCrane](#) Sep 21, 1:55pm via TweetDeck

A3: First, you should have comprehensive messaging from *both* companies, and pre-determined channels for dissemination. #solopr



[fransteps](#) Sep 21, 1:55pm via TweetChat

@cloudspark @fransteps @jgombita Amen! #solopr



[garrettkuk](#) Sep 21, 1:55pm via HootSuite

A3: i'd *love* to see @redbox launch a (social?) mktg push for their DVD rental to dissatisfied @netflix folks #solopr



[jgombita](#) Sep 21, 1:55pm via web

@KellyeCrane (@cloudspark) you want to go with an operating system that is NOT Open Source? #solopr



[karensxim](#) Sep 21, 1:55pm via TweetChat

@cloudspark It stinks which is why I liked the DVDs but now opting for OnDemand or Redbox #solopr



[fransteps](#) Sep 21, 1:55pm via TweetChat

A3B: Research, focus groups -- internal AND external -- and some serious strategic planning. #solopr



[MaxwellStevens](#) Sep 21, 1:54pm via [TweetDeck](#)

A3: Research whether diff name will really help. A past co. I worked for discovered it looked like hiding from past mistakes. Oops! [#solopr](#)



[KristK](#) Sep 21, 1:54pm via [TweetGrid.com](#)

RT @[JanetLFalk](#): A3B Eval key aud, their concerns, downside, best way to communicate, timing, regulatory issues, then split [#solopr](#)



[cloudspark](#) Sep 21, 1:54pm via [web](#)

@[fransteps](#) @[jgombita](#) anytime the cable company is your standard, it's time to evaluate. seriously. [#soloPR](#)



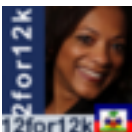
[KristK](#) Sep 21, 1:54pm via [TweetGrid.com](#)

RT @[SoloPR](#): Q3 followup: What should a company that wants to break apart its business do from a PR/branding perspective? [#solopr](#)



[karensxim](#) Sep 21, 1:54pm via [TweetChat](#)

RT @[JanetLFalk](#): A3B Eval key aud, their concerns, downside, best way to communicate, timing, regulatory issues, then split. [#solopr](#)



[karensxim](#) Sep 21, 1:54pm via [TweetChat](#)

@[cloudspark](#) @[kellyecrane](#) hahahaha! [#solopr](#)



[cloudspark](#) Sep 21, 1:53pm via web

@[karensxim](#) streaming is quite terrible, selection is near nil unless you're in the under 10 set. [#soloPR](#)



[KellyeCrane](#) Sep 21, 1:53pm via TweetDeck

@[cloudspark](#) I've already been looking at AppleTV as a possible replacement, personally. [#soloPR](#)



[JanetLFalk](#) Sep 21, 1:53pm via TweetDeck

A3B Eval key aud, their concerns, downside, best way to communicate, timing, regulatory issues, then split. [#soloPR](#)



[karensxim](#) Sep 21, 1:53pm via TweetChat

Tell em Dee, lol! RT @[deegospel](#): a3. yall better be glad I have a sense of humor and am in PR lol [#solopr](#)



[jgombita](#) Sep 21, 1:53pm via web

@[fransteps](#) I rarely answer these surveys (or agree to phone ones) for just that reason: WIIFM? I will do it as a THANKS if its great [#solopr](#)



[FelixWetzel](#) Sep 21, 1:53pm via Echofon

@[KellyeCrane](#) it isn't perfect. But the higher reach & frequency, the more cut through you will have. similar to media planning [#solopr](#)



[karensxim](#) Sep 21, 1:53pm via TweetChat

A3: The letter was a response to their drop in stock prices, period, not a genuine attempt to communicate with clients [#solopr](#)



[cloudspark](#) Sep 21, 1:53pm via web

@[KellyeCrane](#) i think you're going to see amazon, google tv invigorate competition in that space. [#soloPR](#)



[deegospel](#) Sep 21, 1:52pm via TweetGrid.com

a3. y'all better be glad I have a sense of humor and am in PR lol [#solopr](#)



[SoloPR](#) Sep 21, 1:52pm via TweetGrid.com

Q3 followup: What should a company that wants to break apart its business do from a PR/branding perspective? [#solopr](#)



[cloudspark](#) Sep 21, 1:52pm via web

@[karenskim](#) @[kellyecrane](#) two words: job. opening. [#soloPR](#)



[garrettkuk](#) Sep 21, 1:52pm via web

RT @[cloudspark](#): @[deegospel](#) to be clear, they "serve" their clients. "servicing" is a whole other profession :-)
[#soloPR](#)



[karenskim](#) Sep 21, 1:52pm via TweetChat

@[MuslimNewMedia](#) I opted for tofu but you definitely know my tastes :-)
[#solopr](#)



[jgombita](#) Sep 21, 1:51pm via TweetDeck

RT @[JanetLFalk](#): @[KellyeCrane](#) There was so much volume, there was a separate slot in the PO at Grand Central in NYC for Netflix! [#soloPR](#)



[MaxwellStevens](#) Sep 21, 1:51pm via TweetDeck

Yum! RT @[MuslimNewMedia](#): @[karensxim](#) eat your Cheerios, my friend (sprinkle cardamom, cayenne and cinnammon on 'em) [#soloPR](#)



[dariasteigman](#) Sep 21, 1:51pm via TweetDeck

LOL RT @[fransteps](#): Hey, I bet we all raise our Klout score today in topics of Netflix Qwikster, streaming. Quick. Check now! [#soloPR](#)



[dariasteigman](#) Sep 21, 1:51pm via TweetDeck

LOL RT @[fransteps](#): A3: Hey, I bet we all raise our Klout score today in topics of Netflix Qwikster, streaming. Quick. Check now! [#soloPR](#)



[SoloPR](#) Sep 21, 1:51pm via TweetGrid.com

Agree- always dangerous RT @[garrettkuk](#): ...they're in all-out reaction mode (delayed apology ltr, @[qwikster](#) fiasco) [#soloPR](#)



[JanetLFalk](#) Sep 21, 1:51pm via TweetDeck

@[KellyeCrane](#) There was so much volume, there was a separate slot in the PO at Grand Central in NYC for Netflix! [#soloPR](#)



[karensxim](#) Sep 21, 1:51pm via TweetChat

@[cloudspark](#) the same bonehead who thought price hike without focus group and no comm. was smart
cc@[KellyeCrane](#) [#solopr](#)



[jgombita](#) Sep 21, 1:51pm via web

@[dariasteigman](#) indeed! Interesting [#cxo](#) chat on Monday (with guest moderator) about "firing" customers who aren't worth hassles. [#solopr](#)



[MuslimNewMedia](#) Sep 21, 1:50pm via TweetChat

@[karensxim](#) eat your Cheerios, my friend (sprinkle cardamom, cayenne and cinnammon on 'em) [#solopr](#)



[REDMEDIAPR](#) Sep 21, 1:50pm via Echofon

I would have like to see redbox take mire adv of the opp this Netflix debacle presented [#solopr](#)



[fransteps](#) Sep 21, 1:50pm via TweetChat

A3: Hey, I bet we all raise our Klout score today in the topics of Netflix Qwikster and streaming. Quick. Let's check it now! [#solopr](#)



[KristK](#) Sep 21, 1:50pm via TweetGrid.com

hilarious! RT @[cloudspark](#): to be clear, they "serve" their clients. "servicing" is a whole other profession :-)
[#solopr](#)



[KellyeCrane](#) Sep 21, 1:49pm via TweetDeck

A3: Also, fascinating from branding standpoint. Those red envelopes have huge recognition, yet DVD biz is the one they're rebranding. [#solopr](#)



[deegospel](#) Sep 21, 1:49pm via [TweetGrid.com](#)

a3 [@cloudspark](#) i get your pun, but i'm quite heated about the issue. seriously. [#solopr](#)



[karenswim](#) Sep 21, 1:49pm via [TweetChat](#)

[@fransteps](#) Agree, the streaming is pretty bad [#solopr](#)



[fransteps](#) Sep 21, 1:49pm via [TweetChat](#)

[@jgombita](#) Nothing. Except "thanks for doing our survey." and "Hope you come back soon." kinda like the cable company. Ack. [#solopr](#)



[jgombita](#) Sep 21, 1:49pm via [HootSuite](#)

RT [@JanineNickel](#): [@solopr](#) as a faithful Netflix user we simply adjusted our plan to only streaming. Businesses have to make decisions, so do we. [#solopr](#)



[karenswim](#) Sep 21, 1:49pm via [TweetChat](#)

[@KellyeCrane](#) sheesh, must still have low blood sugar! Qwikster [#solopr](#)



[garrettkuk](#) Sep 21, 1:49pm via [HootSuite](#)

for my *real* A3: if [@netflix](#) doesnt debut sthg new soon, they're in all-out reaction mode (delayed apology ltr, [@qwikster](#) fiasco) [#solopr](#)



[MuslimNewMedia](#) Sep 21, 1:48pm via TweetChat

LMAO :) RT @cloudspark: @deegospel to be clear, they "serve" their clients. "servicing" is a whole other profession :-)

#solopr



[KellyeCrane](#) Sep 21, 1:48pm via TweetDeck

A3: As @cloudspark and others have said, it doesn't feel like Netflix did focus groups/research. Which we know is key!

#solopr



[jgombita](#) Sep 21, 1:48pm via web

@fransteps did they offer you any free films as an incentive to fill it out? (Did you voluntarily do employee exit convos in past?)

#solopr



[fransteps](#) Sep 21, 1:48pm via TweetChat

A3: I was streaming only client...guess what? it's only grade B movies and old TV series. Not worth it at all! They lost my biz.

#solopr



[deegospel](#) Sep 21, 1:48pm via TweetGrid.com

a3 @cloudspark I was a Netflix client, they stopped serving me yesterday. the letter they sent me was ridiculous and insulting

#solopr



[karenswim](#) Sep 21, 1:48pm via TweetChat

@3HatsComm *sigh* yea did that too, but honestly I look , forget and move on

#solopr



[cloudspark](#) Sep 21, 1:48pm via web

@[karensxim](#) @[KellyeCrane](#) so hard to believe they didn't secure social spots before branding was released. who missed that one? [#soloPR](#)



[dariasteigman](#) Sep 21, 1:48pm via TweetDeck

@[jgombita](#) There's always going to be some % you can't make happy. Cos, get into trouble when the overfocus on "lost" customers. [#soloPR](#)



[karensxim](#) Sep 21, 1:48pm via TweetChat

@[KellyeCrane](#) Admit that the @[Quiwster](#) stumble gave me a belly laugh, such a classic "duh" moment [#soloPR](#)



[MuslimNewMedia](#) Sep 21, 1:47pm via TweetChat

RT @[fransteps](#): True: But Redbox is filling a new niche [#soloPR](#)



[deegospel](#) Sep 21, 1:47pm via TweetGrid.com

a3 @[karensxim](#) exactly. i dropped netflix this month, because i felt they didn't care about their clients. i felt dooped [#soloPR](#)



[SoloPR](#) Sep 21, 1:47pm via TweetGrid.com

RT @[KristK](#): A3: You change your biz model and are surprised when people react? Others couldn't even change logos hassle-free. [#soloPR](#)



[cloudspark](#) Sep 21, 1:47pm via web

@[deegospel](#) to be clear, they "serve" their clients. "servicing" is a whole other profession :-) [#soloPR](#)



[KristK](#) Sep 21, 1:47pm via [TweetGrid.com](#)

RT @[KellyeCrane](#): A3: I think part of the backlash is that they've put many competitors out of business. So people feel stuck [#solopr](#)



[3HatsComm](#) Sep 21, 1:46pm via [TweetDeck](#)

@[karensxim](#) I'm sorta zen but know I can't ignore it either. (Will probably cave, check my Peer Index at some point) [#solopr](#)



[JanineNickel](#) Sep 21, 1:46pm via [HootSuite](#)

@[solopr](#) as a faithful Netflix user we simply adjusted our plan to only streaming. Businesses have to make decisions, so do we. [#solopr](#)



[SoloPR](#) Sep 21, 1:46pm via [TweetGrid.com](#)

RT @[karensxim](#): A3: Would have been nice to get the explanation in advance of last price hike & the separate biz is confusing [#solopr](#)



[karensxim](#) Sep 21, 1:46pm via [TweetChat](#)

RT @[KellyeCrane](#): Step 1: make sure witter account for your new company name (@[Qwikster](#)) doesnt have pot-smoking Elmo as avatar :-) [#solopr](#)



[jgombita](#) Sep 21, 1:46pm via web

@[dariasteigman](#) reasonable people would have accepted it. People used to getting something great at a very low cost...not so much. [#solopr](#)



[fransteps](#) Sep 21, 1:46pm via TweetChat

True: But Redbox is filling a new niche RT @[KellyeCrane](#) A3: part of backlash is theyve put many out of business. people feel stuck. [#solopr](#)



[cloudspark](#) Sep 21, 1:46pm via web

@[KellyeCrane](#) the other challenge? netflix doesn't hv the superior product; premium pricing feels premature [#soloPR](#)



[dariasteigman](#) Sep 21, 1:46pm via TweetDeck

No. Shaking head here too. RT @[KellyeCrane](#): A3: I've found all the Netflix stumbles kind of hilarious. Would that be wrong? :-)
[#solopr](#)



[KristK](#) Sep 21, 1:46pm via TweetGrid.com

A3: You change your biz model and are surprised when people react? Others couldn't even change logos hassle-free. [#solopr](#)



[KellyeCrane](#) Sep 21, 1:46pm via TweetDeck

A3: Step 1: make sure the Twitter account for your new company name (@[Qwikster](#)) doesn't have pot-smoking Elmo as avatar :-)
[#solopr](#)



[karenswim](#) Sep 21, 1:45pm via TweetChat

So true! RT [@dariasteigman](#): A3 If theyd just explained up front that they were splitting into 2, ppl would have accepted it. [#solopr](#)



[PRjeff](#) Sep 21, 1:45pm via TweetChat

[@garrettkuk](#) Wasn't my reference - that came from [@karenswim](#) [#solopr](#)



[MaxwellStevens](#) Sep 21, 1:45pm via TweetDeck

+1 RT [@KellyeCrane](#): A3: I think part of the backlash is that they've put many competitors out of business. So people feel stuck. [#solopr](#)



[jgombita](#) Sep 21, 1:45pm via web

[@MuslimNewMedia](#) LOL! That should be part of your "brand promise." Of course I know a few female dudes with beards.... [#solopr](#)



[cloudspark](#) Sep 21, 1:45pm via web

[@KellyeCrane](#) not wrong, all of us add sideline commentary. it reiterates how important good comms are & how easy ppl think it is. [#soloPR](#)



[dariasteigman](#) Sep 21, 1:45pm via TweetDeck

A3 If they'd just explained up front that they were splitting into 2, ppl would have accepted it. [#solopr](#)



[deegospel](#) Sep 21, 1:45pm via TweetGrid.com

a3. It's more than just behaving differently. They decided to change servicing the needs of their ideal clients w/out telling them. [#solopr](#)



[fransteps](#) Sep 21, 1:45pm via TweetChat

A3: I was one of clients to stop svc last 2 months--at least they had a good "exit" survey to see why customers were leaving. [#solopr](#)



[PRjeff](#) Sep 21, 1:44pm via TweetChat

@[MuslimNewMedia](#) Sorry - guess you scrolled by too fast. [#solopr](#)



[SoloPR](#) Sep 21, 1:44pm via TweetGrid.com

RT @[fransteps](#): A3: The CEO damage control I have seen this week is BORING and TOO LONG and can you say "I need an editor?" [#solopr](#)



[REDMEDIAPR](#) Sep 21, 1:44pm via web

RT @[cloudspark](#): @[SoloPR](#) would hv conducted focus groups 1st, then better "we're listening" response, less defensive positioning [#soloPR](#)



[MarketingMel](#) Sep 21, 1:44pm via TweetGrid.com

RT @[SoloPR](#): Q3: Have you been following the Netflix saga? How would you have advised a company to behave differently? [#solopr](#)



[KellyeCrane](#) Sep 21, 1:44pm via TweetDeck

A3: I think part of the backlash is that they've put many competitors out of business. So people feel a little stuck. [#solopr](#)



[3HatsComm Sep 21, 1:44pm via TweetChat](#)

@[KellyeCrane](#) Not a Netflix user, so semi-following as a cautionary tale [#solopr](#)



[JanineNickel Sep 21, 1:44pm via HootSuite](#)

re Netflix RT @[cloudspark](#): @[SoloPR](#) would hv conducted focus groups 1st, then better "we're listening" response, less defensive posit [#solopr](#)



[MaxwellStevens Sep 21, 1:44pm via TweetChat](#)

RT @[MuslimNewMedia](#): lol :) I have a beard and I am nOT afraid to use it ! @[jgombita](#) [#solopr](#)



[karensim Sep 21, 1:43pm via TweetChat](#)

A3: Would have been nice to get the explanation in advance of last price hike & the separate biz is confusing [#solopr](#)



[MuslimNewMedia Sep 21, 1:43pm via TweetChat](#)

RT @[fransteps](#): A3: The CEO damage control I have seen this week is BORING and TOO LONG and can you say "I need an editor?" [#solopr](#)



[MackCollier Sep 21, 1:43pm via TweetDeck](#)

RT @[KellyeCrane](#): A2: BTW, the @[SoloPR](#) account, which isn't really a person and is used only 1 hour a week has a Klout score of 43. [#solopr](#)



[garrettkuk Sep 21, 1:43pm via HootSuite](#)

A3: I like @klout's geographically-based perks (good for local businesses); how they assess influence needs improving #solopr



[KellyeCrane](#) Sep 21, 1:43pm via TweetDeck

A3: I have to admit, I've found all the Netflix stumbles kind of hilarious. Would that be wrong? :-) #solopr



[MuslimNewMedia](#) Sep 21, 1:43pm via TweetChat

lol :) I have a beard and I am nOT afraid to use it ! @jgombita #solopr



[cloudspark](#) Sep 21, 1:42pm via web

@MaxwellStevens no kidding, last week learned of a group who are 'gaming' the klout system by RTing content and links. #soloPR



[jenzings](#) Sep 21, 1:42pm via TweetDeck

AMEN. RT @cloudspark: the challenge with klout? there are not shortcuts to finding real influencers, people who can love your brand #soloPR



[jgombita](#) Sep 21, 1:42pm via web

A3. Not sure they could have done that much differently. More communication, sooner, yes. But ppl simply don't like prices going up. #solopr



[fransteps](#) Sep 21, 1:42pm via TweetChat

A3: The CEO damage control I have seen this week is BORING and TOO LONG and can you say "I need an editor?" #solopr



[KristK](#) Sep 21, 1:42pm via [TweetGrid.com](#)

RT @[SoloPR](#): Q3: Have you been following the Netflix saga? How would you have advised a company to behave differently? [#solopr](#)



[dariasteigman](#) Sep 21, 1:42pm via [TweetDeck](#)

A3. Maybe. Maybe not. My parents loved the letter Netflix sent out (they're DVD customers). [#solopr](#)



[SoloPR](#) Sep 21, 1:42pm via [TweetGrid.com](#)

@[MaxwellStevens](#) Yes! Lots of folks out there gaming the Klout system, which dampens any meaning it might have had. [#solopr](#)



[karensim](#) Sep 21, 1:42pm via [TweetChat](#)

RT @[cloudspark](#): @[SoloPR](#) would hv conducted focus groups 1st, then better "were listening" response, less defensive positioning [#solopr](#)



[karensim](#) Sep 21, 1:42pm via [TweetChat](#)

RT @[SoloPR](#): Q3: Have you been following the Netflix saga? How would you have advised a company to behave differently? [#solopr](#)



[MaxwellStevens](#) Sep 21, 1:42pm via [TweetGrid.com](#)

RT @[SoloPR](#): Q3: Have you been following the Netflix saga? How would you have advised a company to behave differently? [#solopr](#)



[3HatsComm](#) Sep 21, 1:42pm via TweetChat

Agreed. RT @cloudspark: there are not shortcuts to finding real influencers, to finding those people who can love your brand [#solopr](#)



[cloudspark](#) Sep 21, 1:41pm via web

@SoloPR would hv conducted focus groups 1st, then better "we're listening" response, less defensive positioning [#soloPR](#)



[jenzings](#) Sep 21, 1:41pm via TweetDeck

RT @KellyeCrane: A2: @Klout is much-discussed, but I think the key to remember is: it's an engagement metric, not an influence metric. [#solopr](#)



[LauraScholz](#) Sep 21, 1:41pm via HootSuite

RT @cloudspark: challenge w/ klout? there aren't shortcuts to finding real influencers, to finding those pple who can love ur brand [#solopr](#)



[fransteps](#) Sep 21, 1:41pm via TweetChat

RT @SoloPR: Q3: Have you been following the Netflix saga? How would you have advised a company to behave differently? [#solopr](#)



[garrettkuk](#) Sep 21, 1:41pm via HootSuite

@prjeff I'll help as much as I can, but as a @ndalumni your reference to trojan in wolverine attire concerns me ;) [#solopr](#)



[dariasteigman](#) Sep 21, 1:41pm via TweetDeck

Yes! YOUR targets might have no @[Klout](#). RT @[cloudspark](#): Challenge with klout: there are no shortcuts to finding real influencers. [#soloPR](#)



[MaxwellStevens](#) Sep 21, 1:41pm via TweetDeck

A2: Theoretically, we can all follow each other, RT each other and raise our collective Klout scores. No change of opinions needed. [#soloPR](#)



[SoloPR](#) Sep 21, 1:40pm via TweetGrid.com

Q3: Have you been following the Netflix saga? How would you have advised a company to behave differently? [#soloPR](#)



[karenschwim](#) Sep 21, 1:40pm via TweetChat

@[PRjeff](#) You're a dear sweet man :-)) [#soloPR](#)



[MuslimNewMedia](#) Sep 21, 1:40pm via TweetChat

@[PRjeff](#) u werent the only token male :) [#soloPR](#)



[Kavanah](#) Sep 21, 1:40pm via TweetDeck

RT @[karenschwim](#): I do not base my value on Klout but do find some value in using it [#soloPR](#)



[jgombita](#) Sep 21, 1:40pm via web

@PRjeff @garrettkuk thinking @MuslimNewMedia & @FelixWetzel might object to being classified as female PR dudes. #solopr



PRjeff Sep 21, 1:40pm via TweetChat

@karensxim Oh, that wasn't the first time! #solopr



karensxim Sep 21, 1:39pm via TweetChat

@jgombita Lol! I stand corrected :-) #solopr



FelixWetzel Sep 21, 1:39pm via Echofon

@dariasteigman yes, which in part is a continued conversation or a sharing/spreading of what was sent to & by others #solopr



krusk Sep 21, 1:39pm via TweetDeck

RT @cloudspark: the challenge with klout? No shortcuts to finding real influencers, to finding those people who can love your brand #soloPR



SoloPR Sep 21, 1:39pm via TweetGrid.com

The #solopr crowd is so seasoned and wise. Terrific discussion on Q2! Q3 is up next...



karensxim Sep 21, 1:39pm via TweetChat

@3HatsComm Completely agree with you. I'm pretty zen about it all, not taking any of it as the final authority #solopr



[cloudspark](#) Sep 21, 1:39pm via web

the challenge with klout? there are not shortcuts to finding real influencers, to finding those people who can love your brand [#soloPR](#)



[jgombita](#) Sep 21, 1:38pm via web

@[karenskim](#) whatever gave you the idea that Canadians don't like getting free stuff?! Everyone likes free stuff. [#soloPR](#)



[PRjeff](#) Sep 21, 1:38pm via TweetChat

Gr8. Was getting worn out as token male PR dude. RT @[garrettkuk](#): howdy [#soloPR](#) -- just flew in... catching up now... [#soloPR](#)



[karenskim](#) Sep 21, 1:38pm via TweetChat

@[PRjeff](#) :-) So glad I could make you laugh today since you do that for me all the time! [#soloPR](#)



[KellyeCrane](#) Sep 21, 1:38pm via TweetDeck

A2: My unscientific @[klout](#) view: there's a margin of $\sim\pm 20$ pts. So, a score of 60 is prob more influential than 20. [#soloPR](#)



[3HatsComm](#) Sep 21, 1:38pm via TweetChat

@[karenskim](#) Useful, yes. Like anything it should be considered in context: campaign, relevance, audience, etc. [#soloPR](#)



[karenswim](#) Sep 21, 1:37pm via TweetChat

@[jgombita](#) I did not even realize that about availability, maybe because Canadians are not freemongers :-)
[#solopr](#)



[mdbarber](#) Sep 21, 1:37pm via Twitter for Mac

True and a good move “@[karenswim](#): @[karenswim](#) I saw the addition of other feeds as embracing that people use other tools [#solopr](#)”



[jgombita](#) Sep 21, 1:37pm via web

@[FelixWetzel](#) @[KellyeCrane](#) believe you only have influence if following the convo about the topic, you changed the way they thought. [#solopr](#)



[PRjeff](#) Sep 21, 1:37pm via TweetChat

hahahahahahaha! RT @[karenswim](#): A [#Trojan](#) in [#Wolverine](#) clothes :-)
[#solopr](#)



[garrettkuk](#) Sep 21, 1:37pm via HootSuite

howdy [#solopr](#) -- just flew in (and boy, are my arms tired!) catching up now...



[MaxwellStevens](#) Sep 21, 1:36pm via TweetDeck

RT @[dariasteigman](#): @[FelixWetzel](#) It may just mean you're visible. Shouldn't influence be measured by what comes next? (e.g., action, results) [#solopr](#)



[jgombita](#) Sep 21, 1:36pm via web

@[karensxim](#) 80% of them are only available in USA, so I wouldn't know. I did get offered the [#VXToronto](#) "free" flights last year tho [#solopr](#)



[dariasteigman](#) Sep 21, 1:36pm via [TweetDeck](#)

@[FelixWetzel](#) It may just mean you're visible. Shouldn't influence be measured by what comes next? (e.g., action, results) [#solopr](#)



[karensxim](#) Sep 21, 1:35pm via [TweetChat](#)

@[PRjeff](#) A [#Trojan](#) in [#Wolverine](#) clothes :-) [#solopr](#)



[KellyeCrane](#) Sep 21, 1:35pm via [TweetDeck](#)

@[FelixWetzel](#) I see that logic, but the frequency/reach issues are problematic, IMO. [#solopr](#)



[deegospel](#) Sep 21, 1:35pm via [TweetGrid.com](#)

@[KellyeCrane](#) perks are great! I use them as gifts to my author street team, who promotes my books for me. [#solopr](#)



[REDMEDIAPR](#) Sep 21, 1:35pm via [Echofon](#)

I don't want to solicit followers to raise score to win a bid. I'd rather ppl follow bc they WANT to or find tweets beneficial! [#solopr](#)



[MuslimNewMedia](#) Sep 21, 1:34pm via [TweetChat](#)

A2 For me, Klout is the whip on the back to keep a consistent presence. That said, it's only a measure and doesn't rule my world. [#solopr](#)



[FelixWetzel](#) Sep 21, 1:34pm via Echofon

@[KellyeCrane](#) if people engage with you to talk about a specific topic, doesn't that mean you have influence? [#solopr](#)



[mdbarber](#) Sep 21, 1:34pm via TweetChat

RT @[KellyeCrane](#): A2:I Do think @[klout](#) is something to watch for clients (data re: Perks, etc.) [#solopr](#)



[karenswym](#) Sep 21, 1:34pm via TweetChat

@[jgombita](#) Ha! Hey some of those perks are pretty awesome :-)) [#solopr](#)



[PRjeff](#) Sep 21, 1:34pm via TweetChat

Wisdom from [#Wolverine](#) state! RT @[karenswym](#): I do not base my value on Klout but do find some value in using it [#solopr](#)



[SoloPR](#) Sep 21, 1:34pm via TweetGrid.com

Good observation! Both shortcuts for lazy practitioners, IMO. RT @[MaxwellStevens](#): A2: Klout is like news AVEs... [#solopr](#)



[katcalbes](#) Sep 21, 1:34pm via TweetChat

For those interested in @[Klout](#) measuring more than just Twitter: <http://ow.ly/6AUIO> [Wash Po article] [#solopr](#)



[3HatsComm](#) Sep 21, 1:34pm via TweetDeck

@[mdbarber](#) @[karensxim](#) Can't take full credit (no pun intended) for that one, read that in a more than a few discussions on Klout [#soloPR](#)



[mdbarber](#) Sep 21, 1:34pm via TweetChat

I agree. It is a decent tool. RT @[karensxim](#): I do not base my value on Klout but do find some value in using it [#solopr](#)



[deegospel](#) Sep 21, 1:34pm via TweetGrid.com

a2: most of my clients are authors or industry experts, so Klout is useful, but definitely not the benchmark. not close [#solopr](#)



[karensxim](#) Sep 21, 1:34pm via TweetChat

@[fransteps](#) Like everything, not perfect but there are features I find useful [#solopr](#)



[jgombita](#) Sep 21, 1:33pm via web

@[karensxim](#) just as long as you don't get paid in Klout points...or Perks. :-) [#solopr](#)



[karensxim](#) Sep 21, 1:33pm via TweetChat

@[karensxim](#) I saw the addition of other feeds as embracing that people use other tools [#solopr](#)



[shonali](#) Sep 21, 1:33pm via HootSuite

Yay! RT @[mdbarber](#): Love mornings like this to get me going. Going back/forth between [#solopr](#) and [#bluekey](#) tweetathon. Check both out!



[fransteps](#) Sep 21, 1:33pm via TweetChat

I'm just toying with it. RT @[karensxim](#): I do not base my value on Klout but do find some value in using it [#solopr](#)



[KellyeCrane](#) Sep 21, 1:32pm via TweetDeck

A2: While we shouldn't obsessing re: our own scores, I do think @[klout](#) is something to watch for clients (data re: Perks, etc.) [#solopr](#)



[dariasteigman](#) Sep 21, 1:32pm via TweetDeck

@[karensxim](#) Agree. Of course, those folks already are. :) [#solopr](#)



[karensxim](#) Sep 21, 1:32pm via TweetChat

I do not base my value on Klout but do find some value in using it [#solopr](#)



[KristK](#) Sep 21, 1:32pm via TweetGrid.com

RT @[MaxwellStevens](#): A2: Klout is like news AVEs. Engagement is key. What is the conversation? [#solopr](#)



[jgombita](#) Sep 21, 1:32pm via web

Am inserting great place to reco to clients: LinkedIn. Reading @[nealschaffer](#)'s FAB Maximizing LI for Sales & Social Media Marketing [#solopr](#)



[karensxim](#) Sep 21, 1:32pm via TweetChat

@[dariasteigman](#) Well there will be those who choose to use the tool that way, not my personal choice
[#solopr](#)



[PRjeff](#) Sep 21, 1:31pm via TweetChat

Was hoping more for a snort. RT @[3HatsComm](#): Snerk :) [#solopr](#)



[mndbarber](#) Sep 21, 1:31pm via Twitter for Mac

Love mornings like this to get me going. Going back and forth between great discussion at [#solopr](#) and [#bluekey](#) tweetathon. Check both out!



[MaxwellStevens](#) Sep 21, 1:31pm via TweetDeck

A2: Klout is like news AVEs. Engagement is key. What is the conversation? [#solopr](#)



[deegospel](#) Sep 21, 1:31pm via TweetGrid.com

@[PRjeff](#) :) [#solopr](#)



[REDMEDIAPR](#) Sep 21, 1:31pm via Echofon

Here here RT @[Note_to_CMO](#): @[karensxim](#) High Klout ... Signals lots of time spent on Twitter. [The more I work, the lower my score] [#solopr](#)



[dariasteigman](#) Sep 21, 1:30pm via TweetDeck

@[karensxim](#) Which really opens up an invitation for expediency, e.g., cross-posting like crazy. Not a good trend for good convo. [#solopr](#)



[3HatsComm Sep 21, 1:30pm via TweetChat](#)

@[PRjeff](#) Snerk :) [#solopr](#)



[deegospel Sep 21, 1:30pm via TweetGrid.com](#)

a2: It depends on the client. If he/she is an authority and needs to improve engagement with its base, then yes, else no. [#solopr](#)



[KristK Sep 21, 1:30pm via TweetGrid.com](#)

Or being a social media tool. RT @[KristK](#): A2: Big difference b/t using social media as a biz tool and being in social media biz [#solopr](#)



[JanetLFalk Sep 21, 1:30pm via TweetDeck](#)

Since measures activity Klout can be manipulated RT @[KristK](#): A2: Big diff bet using [#SM](#) as biz tool & being in [#sm](#) biz. [#solopr](#)



[jgombita Sep 21, 1:29pm via web](#)

A2. @[KelyeCrane](#) the real problem is how many people in the social media space are obsessed with various lists and scores.... [#solopr](#)



[SoloPR Sep 21, 1:29pm via TweetGrid.com](#)

RT @[MuslimNewMedia](#): A2 Klout too time sensitive- varies wildly depending on activity. Could be valuable to discern patterns tho [#solopr](#)



[karenskim](#) Sep 21, 1:29pm via TweetChat

Remember though that Klout tracks more than twitter activity now [#solopr](#)



[PRjeff](#) Sep 21, 1:29pm via TweetChat

A2: New @[Klout](#) testimonial: "I lowered my interest rate with my high Klout score..." [#solopr](#)



[MaxwellStevens](#) Sep 21, 1:29pm via TweetDeck

+1 RT @[dariasteigman](#): A2 It's our job to educate clients about what to value. That includes in picking consultants/agencies. [#solopr](#)



[KristK](#) Sep 21, 1:28pm via TweetGrid.com

A2: Big difference between using social media as a biz tool and being in the social media biz. [#solopr](#)



[dariasteigman](#) Sep 21, 1:28pm via TweetDeck

A2 It's our job to educate clients about what to value. That includes in picking consultants/agencies. [#solopr](#)



[REDMEDIAPR](#) Sep 21, 1:28pm via Echofon

@[jgombita](#) Agree! So frustrating bc only tweet biz stuff, so naturally we don't have a million tweets/day which would incr. [#Klout](#) [#solopr](#)



[KellyeCrane](#) Sep 21, 1:28pm via TweetDeck

A2: For those interested in the social media space, @[klout](#) is used as a shortcut sometimes, unfortunately. [#solopr](#)



[chadmarra](#) Sep 21, 1:28pm via [TweetDeck](#)

RT @[KellyeCrane](#): A2: @[Klout](#) is much-discussed, but I think the key to remember is: it's an engagement metric, not an influence metric. [#solopr](#)



[MaxwellStevens](#) Sep 21, 1:27pm via [TweetDeck](#)

RT @[KristK](#): A2: What would be a "high" Klout score? [#solopr](#) (I've seen reference to 20 as a high score.)



[mndbarber](#) Sep 21, 1:27pm via [TweetChat](#)

RT @[PRjeff](#): A2: Ha - new credit app q: "Whats your [#Klout](#) score? [#solopr](#)



[karenskim](#) Sep 21, 1:27pm via [TweetChat](#)

@[jgombita](#) @[Note_to_CMO](#) Ha! True, my score dipped recently too for same reason but if SM is your job... [#solopr](#)



[jgombita](#) Sep 21, 1:27pm via [web](#)

A2, "You've been influenced when you think in a way you wouldn't otherwise have thought/do something wouldn't otherwise have done." [#solopr](#)



[MuslimNewMedia](#) Sep 21, 1:27pm via [TweetChat](#)

RT @[Note_to_CMO](#): @[karenskim](#) High Klout score ... Signals lots of time spent on Twitter. [The more I work, the lower my score] [#solopr](#)



[JanetLFalk](#) Sep 21, 1:27pm via TweetDeck

@[KellyeCrane](#) Sorry, but Klout sounds like inside baseball. [#soloPR](#)



[KristK](#) Sep 21, 1:27pm via TweetGrid.com

A2: What would be a "high" Klout score? [#soloPR](#)



[PRjeff](#) Sep 21, 1:27pm via TweetChat

A2: Ha - new credit app q: "What's your [#Klout](#) score? [#soloPR](#)



[fransteps](#) Sep 21, 1:27pm via TweetChat

A2: Bigger question -- Is this metric of immediacy going to change the way we measure? So much "right now" but is it right at all? [#soloPR](#)



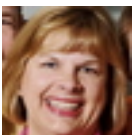
[KellyeCrane](#) Sep 21, 1:26pm via TweetDeck

A2: BTW, the [@SoloPR](#) account, which isn't really a person and is used only 1 hour a week has a Klout score of 43. [#soloPR](#)



[MackCollier](#) Sep 21, 1:26pm via TweetDeck

RT [@KellyeCrane](#): A2: [@Klout](#) is much-discussed, but I think the key to remember is: it's an engagement metric, not an influence metric. [#soloPR](#)



[mdbarber](#) Sep 21, 1:26pm via TweetChat

@[fransteps](#) that's why none of these are the end all to be all. [#solopr](#)



[3HatsComm Sep 21, 1:26pm via TweetChat](#)

Word, it measures activity. RT @[KellyeCrane](#): A2: @[Klout](#) is an engagement metric, not an influence metric. [#solopr](#)



[MKofsky Sep 21, 1:26pm via TweetDeck](#)

RT @[Note_to_CMO](#): @[karensxim](#) High Klout score shows competency/authority? Signals lots of time spent on Twitter. [The more I work, the lower my score] [#solopr](#)



[MaxwellStevens Sep 21, 1:26pm via TweetChat](#)

RT @[MuslimNewMedia](#): A2 Klout too time sensitive a metric -- varies wildly depending on activity. Could be valuable to discern patterns tho [#solopr](#)



[PRjeff Sep 21, 1:26pm via TweetChat](#)

A2: Hmm... will @[Klout](#) = arrogance? Lack of [#humbleness](#)? I'm not a huge fan of awards either [#solopr](#)



[JanetLFalk Sep 21, 1:26pm via TweetDeck](#)

RT @[Note_to_CMO](#): @[karensxim](#) High Klout score shows competency/authority? Signals lots of time spent on Twitter. [The more I work, the lower my score] [#solopr](#)



[SoloDovePR Sep 21, 1:26pm via HootSuite](#)

RT @[kellyecrane](#) A2 @[klout](#) is much-discussed, but I think the key to remember is: it's an engagement metric, not an influence metric. [#solopr](#)



[KristK](#) Sep 21, 1:26pm via [TweetGrid.com](#)

I can totally get that. MT [@mdbarber](#): Friend had twins and tweeted about them & MN. They said she was an expert on Minn Twins bball [#solopr](#)



[jgombita](#) Sep 21, 1:25pm via [TweetDeck](#)

RT [@Note_to_CMO](#): [@karensxim](#) High Klout score shows competency/authority? Signals lots of time spent on Twitter. [The more I work, the lower my score] [#solopr](#)



[karensxim](#) Sep 21, 1:25pm via [TweetChat](#)

+1 RT [@3HatsComm](#): [@mdbarber](#) Agree its just one metric, kinda like a credit score, you pull different sources. [#solopr](#)



[MuslimNewMedia](#) Sep 21, 1:25pm via [TweetChat](#)

A2 Klout too time sensitive a metric -- varies wildly depending on activity. Could be valuable to discern patterns tho [#solopr](#)



[fransteps](#) Sep 21, 1:25pm via [TweetChat](#)

[@mdbarber](#) I'm giggling at that one. Will use it in my next pitch! [#solopr](#)



[mdbarber](#) Sep 21, 1:25pm via [TweetChat](#)

Nice way to put it: RT [@3HatsComm](#): [@mdbarber](#) Agree its just one metric, kinda like a credit score, you pull different sources. [#solopr](#)



[KellyeCrane Sep 21, 1:25pm via TweetDeck](#)

A2: For clients, depends on their audience. Vast majority of normal people have no idea what Klout is. [#solopr](#)



[JanetLFalk Sep 21, 1:25pm via TweetDeck](#)

@[mdbarber](#) LOL as if she knows bball [#solopr](#)



[karenswim Sep 21, 1:25pm via TweetChat](#)

Agree though that there is not one single measure that truly demonstrates value [#solopr](#)



[dariasteigman Sep 21, 1:25pm via TweetDeck](#)

A2 My score has dropped 7 pts. in last mo. b/c I've been offline, swamped w/ client work. Does that make me less 'influential'? [#solopr](#)



[3HatsComm Sep 21, 1:25pm via TweetChat](#)

@[mdbarber](#) Agree it's just one metric, kinda like a credit score, you pull different sources. [#solopr](#)



[KristK Sep 21, 1:24pm via TweetGrid.com](#)

RT @[mdbarber](#): A2 - They might be ONE of the ways to show engagement/competency but not the ONLY. Decent tool but not all in one [#solopr](#)



[Note_to_CMO Sep 21, 1:24pm via TweetDeck](#)

@[karenskim](#) High Klout score shows competency/authority? Signals lots of time spent on Twitter. [The more I work, the lower my score] [#solopr](#)



[MarketingMel](#) Sep 21, 1:24pm via Mobile Web

Ha! "@[dariasteigman](#): A2 if you're relying on @[Klout](#) to show your value, you've got issues. [#solopr](#)"



[jgombita](#) Sep 21, 1:24pm via web

@[REDMEDIAPR](#) oh for crying out loud. Think of it this way: do you want such dumbasses as clients? ;-)
[#solopr](#)



[SoloPR](#) Sep 21, 1:24pm via TweetGrid.com

LOL RT @[dariasteigman](#): A2 if you're relying on @[Klout](#) to show your value, you've got issues [#solopr](#)



[karenskim](#) Sep 21, 1:24pm via TweetChat

@[fransteps](#) Lol, that is the funny part, it makes you rethink being more intentional but I'm always up for cupcake talk :-)
[#solopr](#)



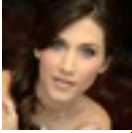
[katcalbes](#) Sep 21, 1:24pm via TweetChat

A2: @[Klout](#) score changes day-to-day. Depends on level of engagement. Good to capture real-time but not overall. [#solopr](#)



[mndbarber](#) Sep 21, 1:24pm via TweetChat

@[fransteps](#) so true...Friend just had twins and was tweeting about them & MN. They said she was an expert on Minn Twins bball. [#solopr](#)



[bflyjen](#) Sep 21, 1:24pm via TweetDeck

Amen to that! RT @[dariasteigman](#): A2 if you're relying on @[Klout](#) to show your value, you've got issues. [#solopr](#)



[SoloPR](#) Sep 21, 1:24pm via TweetGrid.com

RT @[mdbarber](#): A2 - They might be ONE of the ways to show engagement/competency but not the ONLY. Decent tool but not all in one. [#solopr](#)



[karensxim](#) Sep 21, 1:23pm via TweetChat

A2: Mulling this over, love @[Klout](#) and with new topics could be an interesting metric [#solopr](#)



[dariasteigman](#) Sep 21, 1:23pm via TweetDeck

A2 if you're relying on @[Klout](#) to show your value, you've got issues. [#solopr](#)



[mdbarber](#) Sep 21, 1:23pm via TweetChat

Good point MT @[KellyeCrane](#): A2: @[Klout](#) is an engagement metric, not an influence metric. [#solopr](#)



[KristK](#) Sep 21, 1:23pm via TweetGrid.com

A2: no idea what my own Klout score is. Might be applicable for certain clients, projects. [#solopr](#)



[fransteps](#) Sep 21, 1:23pm via TweetChat

A2: Klout scores=crazy! Mine says I'm expert on cupcakes & ice cream cuz I made batch for a bday & we talked it up on Twitter. [#solopr](#)



[REDMEDIAPR Sep 21, 1:23pm via Echofon](#)

A2. Yes, some clients want a high Klout # it's tricky. Had one not consider us bc score was not high engh & not enough follow [#solopr](#) :(



[mdbarber Sep 21, 1:23pm via TweetChat](#)

A2 - They might be ONE of the ways to show engagement/competency but not the ONLY. Decent tool but not all in one. [#solopr](#)



[jgombita Sep 21, 1:23pm via web](#)

A2. I for one am bored/disillusioned with Klout scores and (especially) Klout Perks. Would not recommend to companies. [#solopr](#)



[KellyeCrane Sep 21, 1:22pm via TweetDeck](#)

A2: [@Klout](#) is much-discussed, but I think the key to remember is: it's an engagement metric, not an influence metric. [#solopr](#)



[3HatsComm Sep 21, 1:22pm via TweetChat](#)

This. RT [@SoloPR](#): Yes! And relationships are ours RT [@fransteps](#): A1. Lists are fleeting. Develop 1 today, it's obsolete tomorrow. [#solopr](#)



[mdbarber Sep 21, 1:22pm via TweetChat](#)

RT [@SoloPR](#): Q2 Can Klout scores be a way to help clients show competency/authority? [#solopr](#)



[karensim](#) Sep 21, 1:21pm via TweetChat

RT @SoloPR: Q2 Can Klout scores be a way to help clients show competency/authority? [#solopr](#)



[fransteps](#) Sep 21, 1:21pm via TweetChat

RT @SoloPR: Q2 Can Klout scores be a way to help clients show competency/authority? [#solopr](#)



[karensim](#) Sep 21, 1:21pm via TweetChat

@PRjeff @deegospel Word my brother! :-) [#solopr](#)



[KristK](#) Sep 21, 1:21pm via TweetGrid.com

RT @SoloPR: Q2 Can Klout scores be a way to help clients show competency/authority? [#solopr](#)



[SoloPR](#) Sep 21, 1:20pm via TweetGrid.com

Another great pt! RT @KristK: A1: hand over your complete contact list and your name could become mud with your contacts. [#solopr](#)



[MaxwellStevens](#) Sep 21, 1:20pm via TweetGrid.com

RT @SoloPR: Q2 Can Klout scores be a way to help clients show competency/authority? [#solopr](#)



[PRjeff](#) Sep 21, 1:20pm via TweetChat

@[karensim](#) @[deegospel](#) Yo, Karen! All's cool. [#solopr](#)



[KristK Sep 21, 1:20pm via TweetGrid.com](#)

A1: hand over your complete contact list and your name could become mud with your contacts. [#solopr](#)



[jgombita Sep 21, 1:20pm via TweetGrid.com](#)

RT @SoloPR: Yes! And relationships are ours RT @fransteps: A1. Lists are sooo fleeting. Develop one today, it's obsolete tomorrow. [#solopr](#)



[MuslimNewMedia Sep 21, 1:19pm via TweetChat](#)

RT @KristK: A1: Smart to specify who owns the lists you develop. Some services say not to share w/3rd parties in contract terms. [#solopr](#)



[SoloPR Sep 21, 1:19pm via TweetGrid.com](#)

Q2 Can Klout scores be a way to help clients show competency/authority? [#solopr](#)



[karensxim Sep 21, 1:19pm via TweetChat](#)

@KellyeCrane @fransteps They should listen to you [#solopr](#)



[karensxim Sep 21, 1:18pm via TweetChat](#)

@PRjeff @deegospel Lost my you, I was not imitating the Fab Freddy, that should've been you not yo :-)
[#solopr](#)



[PRjeff Sep 21, 1:18pm via TweetChat](#)

@[karensxim](#) @[deegospel](#) Cool! Love [#storytelling](#) - I have a storyteller for a client... my wife. [#solopr](#)



[fransteps](#) Sep 21, 1:18pm via [TweetChat](#)

@[KellyeCrane](#) @[karensxim](#) @[fransteps](#) Ahh, the rose colored glasses approach! [#solopr](#)



[SoloPR](#) Sep 21, 1:18pm via [TweetGrid.com](#)

Great discussion, all! Q2 is coming up... [#solopr](#)



[dariasteigman](#) Sep 21, 1:18pm via [TweetDeck](#)

@[KellyeCrane](#) Was agency too eager to please to see the problem? Or just a fuzzy contract? @[karensxim](#)
@[fransteps](#) [#solopr](#)



[SoloPR](#) Sep 21, 1:17pm via [TweetGrid.com](#)

Yes! And relationships are ours RT @[fransteps](#): A1. Lists are sooo fleeting. Develop one today, it's obsolete tomorrow. [#solopr](#)



[KellyeCrane](#) Sep 21, 1:17pm via [TweetDeck](#)

@[karensxim](#) @[fransteps](#) I kept trying to tell the agency peeps what was on the wall, but they didn't want to see it. :-| [#solopr](#)



[PRjeff](#) Sep 21, 1:16pm via [TweetChat](#)

Delicious advice RT @[KristK](#): A1: Happy to share basic ingredients with clients, but the recipe and secret spices are mine. [#solopr](#)



[karenswim](#) Sep 21, 1:16pm via TweetChat

@[PRjeff](#) If yo liked @[deegospel](#) use of "deets" you should read her books, the woman is a master of storytelling! #solopr



[REDMEDIAPR](#) Sep 21, 1:16pm via Echofon

Spot on me too RT @[KristK](#): A1: Happy to share basic ingredients with clients, but the recipe and secret spices are mine. #solopr



[fransteps](#) Sep 21, 1:16pm via TweetChat

@[KellyeCrane](#) Ouch! Proolly sign of a larger problem, though. #solopr



[mdbarber](#) Sep 21, 1:16pm via TweetChat

So true. Things change so quickly anymore. RT @[fransteps](#): A1. Lists are sooo fleeting. Develop one today, its obsolete tomorrow. #solopr



[SoloPR](#) Sep 21, 1:16pm via TweetGrid.com

RT @[KristK](#): A1: Smart to specify who owns the lists you develop. Some svc say not to share with 3rd parties in their contract terms. #solopr



[PRjeff](#) Sep 21, 1:16pm via TweetChat

RT @[KristK](#): A1: Smart to specify who owns the lists you develop. Some services say not to share w/3rd parties in contract terms. #solopr



[SoloPR Sep 21, 1:16pm via TweetGrid.com](#)

RT @[dariasteigman](#): A1. What's in your scope of work: building a list, or outreach results? [#solopr](#)



[karenswim Sep 21, 1:16pm via TweetChat](#)

@[KellyeCrane](#) So unethical! [#solopr](#)



[fransteps Sep 21, 1:16pm via TweetChat](#)

A1. Lists are sooo fleeting. Develop one today, it's obsolete tomorrow. [#solopr](#)



[KristK Sep 21, 1:15pm via TweetGrid.com](#)

RT @[SoloPR](#): Great pt RT @[MaxwellStevens](#): A1. Only what they can absorb. Top few who/why. ...They hire me to make it simple for them [#solopr](#)



[karenswim Sep 21, 1:15pm via TweetChat](#)

+1 RT @[KristK](#): A1: Happy to share basic ingredients with clients, but the recipe and secret spices are mine. [#solopr](#)



[PRjeff Sep 21, 1:15pm via TweetChat](#)

I like the word "deets." Sounds like a new hybrid vegetable. RT @[deegospel](#): a1: I only share the list not the deets. [#solopr](#)



[KellyeCrane Sep 21, 1:15pm via TweetDeck](#)

A1: I saw a huge client force a big agency to handover their entire media list. Agency later learned they were on their way out [#solopr](#)



[KristK Sep 21, 1:14pm via TweetGrid.com](#)

A1: Smart to specify who owns the lists you develop. Some services say not to share with 3rd parties in their contract terms. [#solopr](#)



[katcalbes Sep 21, 1:14pm via TweetChat](#)

RT @[KristK](#): A1: Happy to share basic ingredients with clients, but the recipe and secret spices are mine. [#solopr](#)



[deegospel Sep 21, 1:13pm via TweetGrid.com](#)

a1: I only share the list not the deets. They come to me to filter what's out there for the best engagement for them. [#solopr](#)



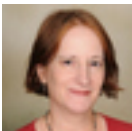
[KristK Sep 21, 1:13pm via TweetGrid.com](#)

A1: Happy to share basic ingredients with clients, but the recipe and secret spices are mine. [#solopr](#)



[SoloPR Sep 21, 1:13pm via TweetGrid.com](#)

Great pt RT @[MaxwellStevens](#): A1. Only what they can absorb. Top few who/why. ...They hire me to make it simple for them. [#solopr](#)



[dariasteigman Sep 21, 1:13pm via TweetDeck](#)

A1. What's in your scope of work: building a list for client, or outreach results? That should whether your "rolodex" gets shared. [#solopr](#)



[SoloPR Sep 21, 1:13pm via TweetGrid.com](#)

RT @PRjeff: A1: Results should overwhelm nitty gritty details. [#solopr](#)



[jgombita Sep 21, 1:12pm via web](#)

+1 (wicked smart observation) RT @dariasteigman: A1 I think this is really a broader Q about your work product vs. your results. [#solopr](#)



[JanetLFalk Sep 21, 1:12pm via TweetDeck](#)

@dariasteigman Good to hear you're busy. [#soloPR](#)



[MaxwellStevens Sep 21, 1:12pm via TweetDeck](#)

[#solopr](#) A1. Only what they can absorb. Top few who/why. Many don't want more detail. They hire me to make it simple for them.



[mbarber Sep 21, 1:12pm via TweetChat](#)

Exactly RT @KellyeCrane: A1: Yes, they can take it elsewhere, but if thats what theyre going to do, theyre going to do it anyway. [#solopr](#)



[dariasteigman Sep 21, 1:11pm via TweetDeck](#)

@JanetLFalk Coming up for air. Trying to carve out time for some "work on the biz" stuff. [#solopr](#)



[mbarber Sep 21, 1:11pm via TweetChat](#)

RT @[KellyeCrane](#): A1: Similar to media lists, I initially share outlet/contact name and URL. Most clients only want to c that [#solopr](#)



[PRjeff Sep 21, 1:11pm via TweetChat](#)

A1: Results should overwhelm nitty gritty details. [#solopr](#)



[KellyeCrane Sep 21, 1:11pm via TweetDeck](#)

Submitted RT @[jgombita](#): @[KellyeCrane](#) is this your own question or one that was submitted? [#solopr](#)



[3HatsComm Sep 21, 1:11pm via TweetChat](#)

Agree RT @[karensxim](#): A1: You share what is relevant to each client, easy to overwhelm with data but show what is meaningful to them [#solopr](#)



[KellyeCrane Sep 21, 1:11pm via TweetDeck](#)

A1: Yes, they can take it elsewhere, but if that's what they're going to do, they're going to do it anyway. [#solopr](#)



[deegospel Sep 21, 1:11pm via TweetGrid.com](#)

Joining [#solopr](#)



[jgombita Sep 21, 1:11pm via web](#)

@[KellyeCrane](#) is this your own question or one that was submitted? [#solopr](#)



[karenswim](#) Sep 21, 1:11pm via TweetChat

Agree RT @[fransteps](#): A1: If they want it, happy to share, but its too detailed for most clients. [#solopr](#)



[PRjeff](#) Sep 21, 1:11pm via TweetChat

Logical RT @[KellyeCrane](#): A1: Similar to media lists, I initially share outlet/contact name and URL. Most clients only want to c that [#solopr](#)



[dariasteigman](#) Sep 21, 1:11pm via TweetDeck

A1 I think this is really a broader Q about your work product vs. your results. [#solopr](#)



[fransteps](#) Sep 21, 1:11pm via TweetChat

A1: If they want it, happy to share, but it's too detailed for most clients. [#solopr](#)



[KellyeCrane](#) Sep 21, 1:11pm via TweetDeck

A1: But, if the client asks for all the deets, and they've paid for its compilation, I give it to them. [#solopr](#)



[karenswim](#) Sep 21, 1:10pm via TweetChat

A1: You share what is relevant to each client, easy to overwhelm with data but show what is meaningful to them [#solopr](#)



[KristK](#) Sep 21, 1:10pm via TweetGrid.com

MT @SoloPR: Q1: When you build a blogger outreach plan, how much research (Alexa Rank, Page Rank, etc.) do you share w/client? [#solopr](#)



[jgombita](#) Sep 21, 1:10pm via web

@[dariasteigman](#) then you would have to eat some (ego-feeding) steak for lunch.... [#solopr](#)



[KellyeCrane](#) Sep 21, 1:10pm via TweetDeck

A1: Similar to media lists, I initially share the outlet/contact name and URL. Most clients only want to see that. [#solopr](#)



[dariasteigman](#) Sep 21, 1:10pm via TweetGrid.com

RT @SoloPR: Q1: When you build a blogger outreach program and compile lots of info (Alexa Rank, Page Rank, etc.) how much do you share w/client? [#solopr](#)



[karenswim](#) Sep 21, 1:09pm via TweetChat

@[katcalbes](#) Hi Kat, welcome! I love Santa Monica (former SoCal resident)! [#solopr](#)



[dariasteigman](#) Sep 21, 1:09pm via TweetDeck

@[jgombita](#) Then I might have to add egomaniac. :) [#solopr](#)



[fransteps](#) Sep 21, 1:09pm via TweetChat

RT @SoloPR Q1: When build blogger outreach prog & compile lots of info (Alexa Rank, Page Rank, etc.) how much do you share w/client? [#solopr](#)



[JanetLFalk](#) Sep 21, 1:09pm via TweetDeck

@[dariasteigman](#) Some new projects. always hustling for work. And you? [#solopr](#)



[KellyeCrane](#) Sep 21, 1:09pm via TweetDeck

RT @[SoloPR](#): Q1: When you build a blogger outreach program and compile lots of info, how much do you share w/client? [#solopr](#)



[mdbarber](#) Sep 21, 1:09pm via TweetChat

@[katalbes](#) welcome. Hope you enjoy the chat and learn/share lots in weeks to come. [#solopr](#)



[karenswim](#) Sep 21, 1:08pm via TweetChat

@[dariasteigman](#) *sweep of the cape* Hi Daria! :-) [#solopr](#)



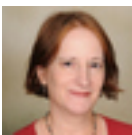
[SoloPR](#) Sep 21, 1:08pm via TweetGrid.com

@[katalbes](#) Welcome! So glad you could join us today. [#solopr](#)



[jgombita](#) Sep 21, 1:08pm via web

@[dariasteigman](#) you forgot wicked smart and fun.... ;-) [#solopr](#)



[dariasteigman](#) Sep 21, 1:08pm via TweetDeck

@[JanetLFalk](#) Hi Janet. How's everything going? [#solopr](#)



[dariasteigman](#) Sep 21, 1:08pm via TweetDeck

@[karenswym](#) Hi, Ms. Super-Heroine. [waves her wand to say hello] [#solopr](#)



[karenswym](#) Sep 21, 1:08pm via TweetChat

@[KristK](#) It goes by so fast, I loved my corporate life too but no plans to EVER go back [#solopr](#)



[katcalbes](#) Sep 21, 1:08pm via TweetChat

Just checking out [#solopr](#) chat for first time! Kat from Santa Monica, CA. Stoked to hear from you all!
[#solopr](#)



[SoloPR](#) Sep 21, 1:07pm via TweetGrid.com

Q1: When you build a blogger outreach program and compile lots of info (Alexa Rank, Page Rank, etc.) how much do you share w/client? [#solopr](#)



[JanetLFalk](#) Sep 21, 1:07pm via TweetDeck

@[dariasteigman](#) Great to see you here [#solopr](#)



[KristK](#) Sep 21, 1:07pm via TweetGrid.com

@[JanetLFalk](#) maybe through [#ipaprsa](#)? [#solopr](#)



[dariasteigman](#) Sep 21, 1:07pm via TweetDeck

Joining [#solopr](#). Hi, I'm Daria from Washington, D.C. Long-time biz owner, writer, strategist... and fun to hang around with.



[KristK](#) Sep 21, 1:07pm via [TweetGrid.com](#)

@[karensxim](#) I thought about the itch at 7 year mark too. Strange to think I've worked for self longer than any org. [#solopr](#)



[SoloPR](#) Sep 21, 1:06pm via [TweetGrid.com](#)

Q1 is coming up... [#solopr](#)



[SoloPR](#) Sep 21, 1:05pm via [TweetGrid.com](#)

Great group joining - love to see new faces and veterans alike! [#solopr](#)



[fransteps](#) Sep 21, 1:05pm via [TweetChat](#)

RT @[SoloPR](#): gotten good feedback on covering "hot topic" each week, in addition to usual Qs about [#solopr](#) practice- will keep up. [#solopr](#)



[KristK](#) Sep 21, 1:05pm via [TweetGrid.com](#)

@[JanetLFalk](#) nice intro. Very impressive summary. [#solopr](#)



[karensxim](#) Sep 21, 1:05pm via [TweetChat](#)

Hi all - Karen Swim, MI based, 7 years solo, no itch in sight, communications strategist pt/ superheroine [#solopr](#)



[MaxwellStevens](#) Sep 21, 1:05pm via [TweetDeck](#)

RT @SoloPR: It's time for this week's [#soloPR](#) chat . (YEA! Managing the care and feeding of blogs & websites in West MI.)



[KristK](#) Sep 21, 1:04pm via [TweetGrid.com](#)

Hello to my [#solopr](#) pals. Kristie here from south MS (20 years exp, 7 as indy, APR, PR prof).



[mdbarber](#) Sep 21, 1:04pm via [TweetChat](#)

Good morning all. Hope you're having a great week. Mary from Anchorage; 30+ years in PR; 11 as indy consultant [#solopr](#)



[JanetLFalk](#) Sep 21, 1:04pm via [TweetDeck](#)

NYC PR pro with Wall Street, Law firm, nonprofit and small biz exp. Also subcontract . Greetings. [#solopr](#)



[SoloPR](#) Sep 21, 1:03pm via [TweetGrid.com](#)

We've gotten good feedback on covering a "hot topic" each week, in addition to our usual Qs about [#solopr](#) practice- will keep this up.



[fransteps](#) Sep 21, 1:03pm via [TweetChat](#)

HI all. In San Antonio. Solo for 1+ yr, PR Pro for 20+. Happy fall! [#solopr](#)



[MarketingMel](#) Sep 21, 1:03pm via [TweetGrid.com](#)

RT @[KristK](#): RT @[SoloPR](#): time for this week's [#soloPR](#) chat for independent pros in PR and related fields (and those who want to learn more) [#solopr](#)



[PRjeff Sep 21, 1:03pm via TweetChat](#)

Hoo-ray RT @[KellyeCrane](#): RT @[SoloPR](#): Its time for this weeks [#soloPR](#) chat [#solopr](#)



[karenswim Sep 21, 1:03pm via TweetChat](#)

@[SoloPR](#): Its time for [#soloPR](#) chat for independent pros in PR and related fields (and those who want to learn more about it) [#solopr](#)



[KristK Sep 21, 1:02pm via TweetGrid.com](#)

RT @[SoloPR](#): time for this week's [#soloPR](#) chat for independent pros in PR and related fields (and those who want to learn more) [#solopr](#)



[SoloPR Sep 21, 1:02pm via TweetGrid.com](#)

If you're joining, please introduce yourself. This is @[KellyeCrane](#) moderating, Atlanta-based blogger at <http://t.co/CFYwuwCF> [#solopr](#)



[KellyeCrane Sep 21, 1:01pm via TweetDeck](#)

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 Sep 21, 1:01pm via TweetGrid.com](#)

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).

