



<http://soloprpro.com>

#SoloPR Chat Transcript – 1/18/2012

1. The SOPA/PIPA blackout is making news today. Has it impacted you or your clients?
2. When a client's phone isn't ringing w/new biz right away, how do you keep them interested in their PR program?
3. What's the best route for building a PR team (interns, subcontractors, freelancers, etc.)?
4. Re: @conversationage's Does Sharing Mean Endorsing? <http://bit.ly/ygLorE>, how do you work to get client work endorsed by others?
5. How would you handle the latest PR crisis: The Italian cruise ship with the captain who abandoned ship?



[karensxim Jan 18, 2:06pm via TweetChat](#)

Echo @[dconconi](#)'s thoughts...good chat. Good counsel. Good times. Hope to see you all on the interwebs until we meet again! [#solopr](#)



[joeldon Jan 18, 2:05pm via TweetDeck](#)

That's a key issue for sure @[jgombita](#): @[KateRobins](#) @[DougHovelson](#) NOT doing the safety drill with all passengers within 24 hrs. [#solopr](#)



[KateRobins Jan 18, 2:05pm via TweetChat](#)

@[jgombita](#) Really. What can/should passengers do when that happens? [#solopr](#)



[jgombita Jan 18, 2:05pm via web](#)

@[DougHovelson](#) heart stories about how people in Newfoundland still keep in touch with passengers from planes during 9/11 grounding. [#solopr](#)



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[MarketingMel](#) Jan 18, 2:05pm via TweetDeck

@[KateRobins](#) Hi loved @[PRjeff](#) comments about Captain Sully he's *not* ROTFL [#soloPR](#)



[PRjeff](#) Jan 18, 2:05pm via TweetChat

@[karensxim](#) Bet you don't have to sweep very often. [#solopr](#)



[jgombita](#) Jan 18, 2:04pm via web

RT @[DougHovelson](#): A5 People in the town of Giglio were really helpful for survivors, showed Italians in good light [#solopr](#)



[karensxim](#) Jan 18, 2:04pm via TweetChat

@[rajean](#) ROFL! [#solopr](#)



[dconconi](#) Jan 18, 2:04pm via TweetChat

Good chat. Good counsel. Good times. Thanks for the study break [#solopr](#). Will miss you next week but see you in the transcript. [#solopr](#)



[karensxim](#) Jan 18, 2:03pm via TweetChat

@[KateRobins](#) @[TerriMallioux](#) time to ditch the party ship image and grow up [#solopr](#)



[jgombita](#) Jan 18, 2:03pm via web

@[KateRobins](#) @[DougHovelson](#) think most egregious thing was NOT doing the safety drill with all passengers within 24 hrs. as per law. [#solopr](#)



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[KateRobins](#) Jan 18, 2:03pm via TweetChat

@[MarketingMel](#) Hey there, MM. [#solopr](#)



[PRjeff](#) Jan 18, 2:03pm via TweetChat

Gr8 PR starts/w good heart RT @[DougHovelson](#): A5 People in Giglio were really helpful for survivors, showed Italians in good light [#solopr](#)



[rajejan](#) Jan 18, 2:02pm via web

Like a baby, I'm heading out, all you fine [#solopr](#) pros. Check [#prsacolo](#) if interested in [#Brand](#) & [#PR](#) relationships. Lunch topic today :)



[KateRobins](#) Jan 18, 2:02pm via TweetChat

@[PRjeff](#) Bet they're going cheap! Gtmo sounds like a better gig. [#solopr](#)



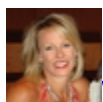
[KateRobins](#) Jan 18, 2:02pm via TweetChat

@[TerriMallioux](#) Was also thinking of Sully. How'd USAir get a Sully and Carnival a clown? Says a lot. [#solopr](#)



[MarketingMel](#) Jan 18, 2:02pm via TweetDeck

Sorry to miss my [#soloPR](#) peeps. Slammed w/ client work/meetings/proposals! Will catch up w/ you on the trans.



[TerriMallioux](#) Jan 18, 2:02pm via web

@[SoloPR](#) @[PRjeff](#) Captain Sully this guy ain't! [#solopr](#)



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[dconconi Jan 18, 2:02pm via TweetChat](#)

RT @SoloPR: if u missed it last wk, now doing Storify recaps w/the transcript. Remember, we keep chatting on the hashtag all week! [#solopr](#)



[mlhujber Jan 18, 2:01pm via web](#)

Must absquatulate soon!. [#SoloPR](#)



[KateRobins Jan 18, 2:01pm via TweetChat](#)

A lot of people. That's a lot of safety. RT @DougHovelson: Q5 Sounds like somebody at the company missed the boat in terms of safety [#solopr](#)



[SoloPR Jan 18, 2:01pm via TweetGrid.com](#)

In case you missed it last wk, we're now doing Storify recaps w/the transcript. Remember, we keep chatting on the hashtag all week! [#solopr](#)



[dconconi Jan 18, 2:00pm via TweetChat](#)

at least he didnt say he was pushed. PRjeff A5: Captain said he "fell into lifeboat." Now talk about SPIN! [#solopr](#)



[PRjeff Jan 18, 2:00pm via TweetChat](#)

So when are we setting up our solo PR cruise adventure? Just wondering... [#solopr](#)



[joeldon Jan 18, 2:00pm via TweetDeck](#)



<http://soloprpro.com>

Also sez rocks uncharted. 2000+ years since Empire & no charts? @[PRjeff](#): Captain said he "fell into lifeboat." Now talk about SPIN! [#solopr](#)



[PRjeff Jan 18, 2:00pm via TweetChat](#)

@[karensxim](#) Not what I heard... [#solopr](#)



[jgombita Jan 18, 2:00pm via web](#)

@[cloudspark](#) @[karensxim](#) @[PRjeff](#) Canadian media identified Carnival on the weekend. This continues to receive massive coverage. [#solopr](#)



[SoloPR Jan 18, 2:00pm via TweetGrid.com](#)

No. Way. I hadn't heard that! RT @[PRjeff](#): A5: Captain said he "fell into lifeboat." Now talk about SPIN! [#solopr](#)



[rajean Jan 18, 1:59pm via web](#)

Gonna need a bigger life vest. Lawyers. RT @[DougHovelson](#) Q5 Sounds like somebody at the company missed the boat in terms of safety [#solopr](#)



[KateRobins Jan 18, 1:59pm via TweetChat](#)

Absolutely! RT @[PRjeff](#): A5: Id question the culture of this company. Look at cause, not effect. [#solopr](#)

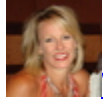


[SoloPR Jan 18, 1:59pm via TweetGrid.com](#)

Whoah, look -- our official time is up. Great discussion everyone! The chat transcript will be on [soloprpro.com](#) tomorrow. [#solopr](#)



<http://soloprpro.com>



[TerriMallioux Jan 18, 1:59pm via web](#)

@[PRjeff](#) Yes, that's what I want to know. Safety history of the company. [#solopr](#)



[cloudspark Jan 18, 1:59pm via web](#)

@[karensxim](#) @[jgombita](#) @[PRjeff](#) carnival was quoted in the wsj yesterday in it's front page article. [#solopr](#)



[PRjeff Jan 18, 1:58pm via TweetChat](#)

A5: Captain said he "fell into lifeboat." Now talk about SPIN! [#solopr](#)



[joeldon Jan 18, 1:58pm via TweetDeck](#)

Sigh. RT @[cloudspark](#): @[KellyeCrane](#) @[dconconi](#) reminded of the phrase - no one needs PR until they need PR and then it's too late [#solopr](#)



[karensxim Jan 18, 1:58pm via TweetChat](#)

@[jgombita](#) @[PRjeff](#) you just did, quite nicely I might add :-). Not a fan of really taking off heads, BTW [#solopr](#)



[KateRobins Jan 18, 1:58pm via TweetChat](#)

@[jgombita](#) but that's still not enough? show customers how much is enough and give them that. [#solopr](#)



[rajejan Jan 18, 1:58pm via web](#)



<http://soloprpro.com>

Life vest RT @[KellyeCrane](#) We've talked @ it before (re: Penn State): some things are just so bad, it's not PR's place to save you. [#solopr](#)



[jgombita](#) Jan 18, 1:58pm via web

It was Italy's Titanic in many ways @[PRjeff](#) - built there, incomparable luxury ship in Europe. It's v sad, given state of economy. [#solopr](#)



[SoloPR](#) Jan 18, 1:58pm via TweetGrid.com

MT @[cloudspark](#): q5: ...co is in crisis mode but has a responsibility to passengers. follow the "a"s [#solopr](#)



[cloudspark](#) Jan 18, 1:57pm via web

@[KellyeCrane](#) @[dconconi](#) reminded of the phrase - no one needs PR until they need PR and then it's too late [#solopr](#)



[3HatsComm](#) Jan 18, 1:57pm via TweetChat

Fix what needs fixing 1st, then worry about PR. RT @[KellyeCrane](#): @[dconconi](#) some things are so bad, its not PRs place to save you. [#SoloPR](#)



[joeldon](#) Jan 18, 1:57pm via TweetDeck

Difficult to overcome images of captain's apparent detour w/ worker stories. @[TerriMallioux](#) @[KateRobins](#)...crew went above-and-beyond [#solopr](#)



[mlhujber](#) Jan 18, 1:57pm via web

@[jgombita](#) @[PRjeff](#) I noticed the absence of the cruise line. I assume this was intentional. [#SoloPR](#)



<http://soloprpro.com>



[KateRobins Jan 18, 1:57pm via TweetChat](#)

A5 If it's as simple as wrong guy for the job -- 140,000 tons -- the risk is out of hand. Get a droid. Or a risk-averse culture. [#solopr](#)



[KellyeCrane Jan 18, 1:57pm via TweetDeck](#)

@[3HatsComm](#) Many survivors are talking about how different the drills/procedures were from other cruises they'd been on. [#SoloPR](#)



[PRjeff Jan 18, 1:57pm via TweetChat](#)

A5: I'd question the culture of this company. Look at cause, not effect. [#solopr](#)



[dconconi Jan 18, 1:57pm via TweetChat](#)

@[KellyeCrane](#) will be along time before they get back to biz as usual - even if they do everything text book [#solopr](#)



[DougHovelson Jan 18, 1:57pm via web](#)

Q5 Sounds like somebody at the company missed the boat in terms of safety [#solopr](#)



[cloudspark Jan 18, 1:56pm via web](#)

@[KristK](#) i shall now quote you liberally "chat-us interruptus" [#solopr](#)



[rajean Jan 18, 1:56pm via web](#)

Love a good analogy. RT @[PRjeff](#) So are we like the captains for our clients? If they start sinking are we to go down w/them? [#solopr](#)



<http://soloprpro.com>



[KellyeCrane Jan 18, 1:56pm via TweetDeck](#)

@[jgombita](#) Definitely get it - but non-rational emotion plays a role. [#solopr](#)



[jgombita Jan 18, 1:56pm via web](#)

@[karensxim](#) @[PRjeff](#) how do I delicately point out: the USA remains the only western civilization that still has capital punishment. [#solopr](#)



[karensxim Jan 18, 1:56pm via TweetChat](#)

@[jgombita](#) @[PRjeff](#) I didn't realize parent company was Carnival, yikes! [#solopr](#)



[PRjeff Jan 18, 1:56pm via TweetChat](#)

@[jgombita](#) So this company was just a wayward child? [#solopr](#)



[KellyeCrane Jan 18, 1:55pm via TweetDeck](#)

@[dconconi](#) We've talked about it here before (re: Penn State): some things are just so bad, it's not PR's place to save you. [#solopr](#)



[jgombita Jan 18, 1:55pm via web](#)

RT @[TerriMallioux](#): @[KateRobins](#) Agreed. But survivors say "most" of the crew went above-and-beyond. FIND THOSE WORKERS!!! [#solopr](#)



[karensxim Jan 18, 1:55pm via TweetChat](#)

Cruise industry however has had bad run of negative PR, illness, murder, accidents [#solopr](#)



<http://soloprpro.com>



[jgombita Jan 18, 1:55pm via web](#)

FYI @[PRjeff](#) the parent company is Carnival. [#solopr](#)



[cloudspark Jan 18, 1:55pm via web](#)

q5: key point, is what would you be doing today. co is in crisis mode but has a responsibility to passengers. follow the "a"s [#solopr](#)



[3HatsComm Jan 18, 1:55pm via TweetChat](#)

@[KellyeCrane](#) I have been, always had safety info. Tale to tell whether or not the muster (safety) drills become stricter. [#SoloPR](#)



[TerriMallioux Jan 18, 1:55pm via web](#)

@[KateRobins](#) Agreed. But survivors say "most" of the crew went above-and-beyond. FIND THOSE WORKERS!!! [#solopr](#)



[jgombita Jan 18, 1:54pm via web](#)

Agreed @[KellyeCrane](#). But odds of it happening are so low. Just like the flying accidents vs. automobiles. Can't give in to fear. [#solopr](#)



[dconconi Jan 18, 1:54pm via TweetChat](#)

@[KellyeCrane](#) those pictures certainly aren't helping any crisis management strategy [#solopr](#)



[cloudspark Jan 18, 1:54pm via web](#)



<http://soloprpro.com>

RT @[rajean](#): Nice RT @[KellyeCrane](#) [#solopr](#) community, full of talented pros. Our Premium membership site will also offer a job lead function (target Feb!)



[karensxim](#) Jan 18, 1:54pm via TweetChat

@[PRjeff](#) He sunk a ship and an entire culture, off with his head! [#solopr](#)



[SoloPR](#) Jan 18, 1:54pm via TweetGrid.com

This! RT @[DougHovelson](#): A5 Looks like they've got some explaining to do [#solopr](#)



[PRjeff](#) Jan 18, 1:53pm via TweetChat

A5: So are we like the captains for our clients? If they start sinking are we to go down w/them? [#solopr](#)



[SoloPR](#) Jan 18, 1:53pm via TweetGrid.com

Don't think I didn't notice all your puns - love your silliness! [#solopr](#)



[rajeon](#) Jan 18, 1:53pm via web

Nice RT @[KellyeCrane](#) [#solopr](#) community, full of talented pros. Our Premium membership site will also offer a job lead function (target Feb!)



[karensxim](#) Jan 18, 1:53pm via TweetChat

Yes! RT @[dconconi](#): Competing lines should be proactively talking safety, training, leadership standards now [#solopr](#)



[3HatsComm](#) Jan 18, 1:53pm via TweetChat



<http://soloprpro.com>

A5 depends if you're the captain, the company, or parent brand. There's already some finger pointing. See @[KellyeCrane](#) and lawyers. [#SoloPR](#)



[PRjeff Jan 18, 1:53pm via TweetChat](#)

A5: This captain has also created bad PR for Italians. I won't be pitching any cruise line co's anytime soon. [#solopr](#)



[SoloPR Jan 18, 1:52pm via TweetGrid.com](#)

MT @[dconconi](#): A5: Competing lines should be proactively talking safety, training, leadership standards now [#solopr](#)



[TerriMallioux Jan 18, 1:52pm via web](#)

@[jgombita](#) Yes, turned down for a freelance writing job since I do contract work for a PR co. Sd peeps who knew me wud think "placed." [#solopr](#)



[KateRobins Jan 18, 1:52pm via TweetChat](#)

RT @[dconconi](#): A5: Competing lines should be proactively talking safety, training, leadership standards now [#solopr](#)



[DougHovelson Jan 18, 1:52pm via web](#)

A5 Looks like they've got some explaining to do [#solopr](#)



[karensxim Jan 18, 1:52pm via TweetChat](#)

@[dconconi](#) My client is involved in distracted driving movement so I see many endorsed safety products [#solopr](#)



<http://soloprpro.com>



[KellyeCrane Jan 18, 1:52pm via TweetDeck](#)

A5: I mean, I've never been on a cruise, but the coverage of that horrible situation..sounds like my worst nightmare. [#solopr](#)



[joeldon Jan 18, 1:52pm via TweetDeck](#)

A5: This is where the crisis plan needs to be kicked into place and followed. [#solopr](#)



[jgombita Jan 18, 1:52pm via web](#)

A5. Italian law makes it illegal for captain to abandon ship (different from intern'l law). He could go to jail for up to 12 years. [#solopr](#)



[KateRobins Jan 18, 1:51pm via TweetChat](#)

RT @[KellyeCrane](#): A5: I think the lawyers are going to be in charge at that cruise line, but the whole industry needs PR. [#solopr](#)



[dconconi Jan 18, 1:51pm via TweetChat](#)

A5: to bad for the cruise/travel industry. Competing lines should be proactively talking safety, training, leadership standards now [#solopr](#)



[SoloPR Jan 18, 1:51pm via TweetGrid.com](#)

RT @[cloudspark](#): q5: acknowledge the situation, accept your role, apologize, and detail action being taken. [#solopr](#)



[KateRobins Jan 18, 1:51pm via TweetChat](#)



<http://soloprpro.com>

@[TerriMallioux](#) That's a lot of boat and lives to put in the hands of one bad apple. That'd switch me to oranges pretty fast. [#solopr](#)



[PRjeff Jan 18, 1:51pm via TweetChat](#)

lol [ow.ly/8y7y0](#) RT @[joeldon](#): A5: Since we are in PR...dont rock the boat? (couldnt resist) [#solopr](#)



[karensxim Jan 18, 1:51pm via TweetChat](#)

Agree RT @[KellyeCrane](#): A5: I think the lawyers are going to be in charge at that cruise line, but the whole industry needs PR. [#solopr](#)



[SoloPR Jan 18, 1:51pm via TweetGrid.com](#)

RT @[TerriMallioux](#): First, I would look at the company's safety record. Isolated incident or bad rap sheet? [#solopr](#)



[karensxim Jan 18, 1:51pm via TweetChat](#)

Pardon the pun but the ship has sailed on proactive PR, it's time for damage control [#solopr](#)



[KellyeCrane Jan 18, 1:50pm via TweetDeck](#)

A5: I think the lawyers are going to be in charge at that cruise line, but the whole industry needs PR. [#solopr](#)



[dconconi Jan 18, 1:50pm via TweetChat](#)

@[karensxim](#) I got that - later. Brain is firing slowly today it seems. Thanks for the suggestion. It is a good one. [#solopr](#)



<http://soloprpro.com>



[TerriMallioux Jan 18, 1:50pm via web](#)

First, I would look at the company's safety record. Isolated incident or bad rap sheet? Know if you're just dealing with a bad apple. [#solopr](#)



[3HatsComm Jan 18, 1:50pm via TweetChat](#)

@[tressalynne](#) at least we made it. :) [#SoloPR](#)



[jgombita Jan 18, 1:49pm via web](#)

Personal ethics! RT @[TerriMallioux](#): One issue can run into is "conflict of interest." Dealing with that due to a smaller community. [#solopr](#)



[cloudspark Jan 18, 1:49pm via web](#)

q5: acknowledge the situation, accept your role, apologize, and detail action being taken. [#solopr](#)



[karenswym Jan 18, 1:49pm via TweetChat](#)

@[dconconi](#) You'll do it, I have faith! [#solopr](#)



[karenswym Jan 18, 1:48pm via TweetChat](#)

RT @[SoloPR](#): Q5: How would you handle the latest PR crisis: The Italian cruise ship with the captain who abandoned ship? [#solopr](#)



[karenswym Jan 18, 1:48pm via TweetChat](#)

@[dconconi](#) Lol, I meant have you tried to get endorsements for your client from ins cos (hee hee too short of a msg) [#solopr](#)



<http://soloprpro.com>



[dconconi Jan 18, 1:48pm via TweetChat](#)

RT @SoloPR: Q5: How would you handle the latest PR crisis: The Italian cruise ship with the captain who abandoned ship? [#solopr](#)



[jgombita Jan 18, 1:48pm via web](#)

@[KellyeCrane](#) @[dconconi](#) my cousin has a saying: Gombitas forgive but they never forget. :-)
[#solopr](#)



[SoloPR Jan 18, 1:47pm via TweetGrid.com](#)

Q5: How would you handle the latest PR crisis: The Italian cruise ship with the captain who abandoned ship? [#solopr](#)



[dconconi Jan 18, 1:47pm via TweetChat](#)

hoping for something a bit more credible like AAA/CAA first RT @[karensxim](#): @[dconconi](#)
Have you tried insurance companies? [#solopr](#)



[cloudspark Jan 18, 1:46pm via web](#)

@[KristK](#) me too, just wrapped up long client meeting [#solopr](#)



[tressalynne Jan 18, 1:46pm via web](#)

@[3HatsComm](#) Me too! :) RT Lurking the last half of [#soloPR](#) chat ...



[joeldon Jan 18, 1:46pm via TweetDeck](#)



<http://soloprpro.com>

RT @TerriMallioux: A4:One issue can run into is "conflict of interest." Dealing with that due to a smaller community. [#solopr](#)



[dconconi Jan 18, 1:46pm via TweetChat](#)

I feel your pain. RT @karensxim: @dconconi Have you tried insurance companies? [#solopr](#)



[cloudspark Jan 18, 1:46pm via web](#)

late joining in to [#solopr](#)



[SoloPR Jan 18, 1:45pm via TweetGrid.com](#)

Q5 is coming up... [#solopr](#)



[karensxim Jan 18, 1:45pm via TweetChat](#)

@dconconi Have you tried insurance companies? [#solopr](#)



[TerriMallioux Jan 18, 1:45pm via web](#)

A4:One issue can run into is "conflict of interest." Dealing with that due to a smaller community. [#solopr](#)



[KellyeCrane Jan 18, 1:44pm via TweetDeck](#)

@jgombita @dconconi Ha! I have a pretty good memory in general, actually. Hubby hates it. :-)
[#solopr](#)



[dconconi Jan 18, 1:44pm via TweetChat](#)



<http://soloprpro.com>

no mercy RT @[KellyeCrane](#): A4: Yes, if you send me to a poorly written post because your buddy wrote it, I will remember that! [#solopr](#)



[karensxim](#) Jan 18, 1:43pm via TweetChat

@[dconconi](#) No kidding! [#solopr](#)



[jgombita](#) Jan 18, 1:43pm via web

Keep mental score? RT @[KellyeCrane](#): Yes, if you send me to a poorly written post because your buddy wrote it, I will remember that! [#solopr](#)



[dconconi](#) Jan 18, 1:43pm via TweetChat

@[FreshImagePR](#) automotive/car care - with a safety aspect [#solopr](#)



[karensxim](#) Jan 18, 1:43pm via TweetChat

You've been warned! :-)) RT @[KellyeCrane](#): if you send me to a poorly written post because your buddy wrote it, I will remember that! [#solopr](#)



[KateRobins](#) Jan 18, 1:43pm via TweetChat

RT @[KellyeCrane](#): A4: Yes, if you send me to a poorly written post because your buddy wrote it, I will remember that! [#solopr](#)



[dconconi](#) Jan 18, 1:43pm via TweetChat

@[karensxim](#) why do THEY (insert any "They" here) always have to mess with a good thing? [#solopr](#)



<http://soloprpro.com>



[jgombita Jan 18, 1:43pm via web](#)

RT @[mlhujber](#): Q4 Yes, unless otherwise noted. Annoying when it becomes clear the sender didn't carefully read the article. [#SoloPR](#)



[KellyeCrane Jan 18, 1:42pm via TweetDeck](#)

A4: Yes, if you send me to a poorly written post because your buddy wrote it, I will remember that! [#solopr](#)



[FreshImagePR Jan 18, 1:42pm via Twitter for iPad](#)

@[dconconi](#) what type of product is it? [#solopr](#)



[trajejan Jan 18, 1:42pm via web](#)

Yes. Awareness is KING. RT @[TerriMallioux](#) Yes, Burger King delivery perfect example! [#solopr](#) At least gets plummeting biz in news.



[karenswym Jan 18, 1:41pm via TweetChat](#)

@[dconconi](#) They took it away, used to be part of the toolbar, one click "textified" messages, loved it! [#solopr](#)



[SoloPR Jan 18, 1:41pm via TweetGrid.com](#)

RT @[karenswym](#): A4: It's a great point, the intent may not be an endorsement but you are effectively stamping with your rec to review [#solopr](#)



[mlhujber Jan 18, 1:41pm via web](#)



<http://soloprpro.com>

Q4 Yes, unless otherwise noted. Annoying when it becomes clear the sender didn't carefully read the article. [#SoloPR](#)



[karensxim Jan 18, 1:40pm via TweetChat](#)

A4: It's a great point, the intent may not be an endorsement but you are effectively stamping with your rec. to review [#solopr](#)



[dconconi Jan 18, 1:40pm via TweetChat](#)

@[karensxim](#) Hmm. Maybe my Tweetchat needs an upgrade. Can't find that tool anywhere. Thanks for the insight Karen. [#solopr](#)



[3HatsComm Jan 18, 1:39pm via Twitter for iPad](#)

Lurking the last half of [#soloPR](#) chat before the errands take over my afternoon.



[jgombita Jan 18, 1:39pm via web](#)

A4. Research where possible interest lies in general social media community; DON'T rely on your personal (PR) network. [#solopr](#)



[TerriMallioux Jan 18, 1:38pm via web](#)

@[dconconi](#) @[KellyeCrane](#) ok, I'm goin' to be all over that! Thank you to @[KristK](#) for filling me in on this [#solopr](#) gig & its opportunities!



[KateRobins Jan 18, 1:38pm via TweetChat](#)

@[SoloPR](#) Does, actually. When I worked for [#HUGECORP](#), we didn't do them. Implied endorsement. [#legalhairballgetridofit](#) [#solopr](#)



<http://soloprpro.com>



[@dconconi Jan 18, 1:38pm via TweetChat](#)

Ironic - trying to get a partner endorsement now for a client. Very hard with a commercial product. [#solopr](#)



[@karensxim Jan 18, 1:38pm via TweetChat](#)

[@dconconi](#) I know they used to have a shortening tool, it was very handy! [#solopr](#)



[@mlhujber Jan 18, 1:38pm via web](#)

[@TerriMallioux](#) [@SoloPR](#) Do you have website or LinkedIn? Otherwise, DM me with info. [#SoloPR](#)



[@dconconi Jan 18, 1:37pm via TweetChat](#)

RT [@SoloPR](#): Q4: Re: [@conversationages](#) Does Sharing Mean Endorsing? how do you work to get client work endorsed by others? [#solopr](#)



[@dconconi Jan 18, 1:36pm via TweetChat](#)

sorry for the ridiculous shortening efforts - TweetChat is very restrictive [#solopr](#)



[@karensxim Jan 18, 1:36pm via TweetChat](#)

RT [@KellyeCrane](#):The [#solopr](#) community is full of talented pros. Our Premium site will offer a job lead function (targeting Feb!). [#solopr](#)



[SoloPR Jan 18, 1:36pm via TweetGrid.com](#)



<http://soloprpro.com>

Q4: Re: @ConversationAge's Does Sharing Mean Endorsing? bit.ly/ygLorE, how do you work to get client work endorsed by others? [#solopr](#)



[REDMEDIAPR Jan 18, 1:36pm via Echofon](#)

A3 network is best resource. Put out the need then double check w others to make sure your getting good match start w small proj [#solopr](#)



[joeldon Jan 18, 1:35pm via TweetDeck](#)

A3: Has anyone been bombarded by Solvate emails? [#solopr](#)



[TerriMallioux Jan 18, 1:35pm via web](#)

@SoloPR @mlhujber Me! Me! Me! Call me! [#solopr](#)



[jgombita Jan 18, 1:35pm via TweetDeck](#)

RT @KellyeCrane: A3: The [#solopr](#) community is full of talented pros. Our Premium membership site will also offer a job lead function (targeting Feb!).



[karenswim Jan 18, 1:35pm via TweetChat](#)

@TerriMallioux Yea their "athletic" king fell flat so they've decided to deliver the heart attack to your door [#solopr](#)



[SoloPR Jan 18, 1:35pm via TweetGrid.com](#)

Ok, thanks for that last Q @nikkid_n_u. Q4 is coming up... [#solopr](#)



[dconconi Jan 18, 1:34pm via TweetChat](#)



<http://soloprpro.com>

RT @KellyeCrane: The [#solopr](#) commnty is full of talented pros. Our Premium membership site will offr a job lead fncn (targt Feb!). [#solopr](#)



[jgombita Jan 18, 1:34pm via web](#)

@[PRjeff](#) go for it! It won't make MY face red like @[rajean](#)'s, though. :-) [#solopr](#)



[PRjeff Jan 18, 1:34pm via TweetChat](#)

@[jgombita](#) I'm censuring your last post from my TweetChat feed. [#solopr](#)



[jgombita Jan 18, 1:34pm via web](#)

@[KristK](#) such an image you are conjuring! Positively magical. [#solopr](#)



[TerriMallioux Jan 18, 1:33pm via web](#)

Yowza! Currently working on that. It's tough the subcontractor/freelancer to employee. [#solopr](#)



[mlhujber Jan 18, 1:33pm via web](#)

@[jgombita](#) @[PRjeff](#) Thanks for the tip! [#SoloPR](#)



[joeldon Jan 18, 1:33pm via web](#)

A2: We work with *reasonable outcomes* ~ Why no different than attorneys, who offer same? Unless u demand 100% winning of cases. [#solopr](#)



[SoloPR Jan 18, 1:33pm via TweetGrid.com](#)



<http://soloprpro.com>

It's like dating! RT @mlhujber: Q3 Just starting to work with subcontractors. Interns maybe, but the good ones are hard to find. [#solopr](#)



[KellyeCrane](#) Jan 18, 1:33pm via [TweetDeck](#)

A3: The [#solopr](#) community is full of talented pros. Our Premium membership site will also offer a job lead function (targeting Feb!).



[PRjeff](#) Jan 18, 1:32pm via [TweetChat](#)

@[dconconi](#) Ha [#solopr](#)



[SandraSays](#) Jan 18, 1:32pm via [TweetDeck](#)

RT @[KellyeCrane](#): A3: As w/many things in [#solopr](#), your network is key to finding support.



[jgombita](#) Jan 18, 1:32pm via [web](#)

@[mlhujber](#) if stuck, just respond with a smartass comment to @[PRjeff](#). Although 1/2 of the time he'll ignore it. :-) [#solopr](#)



[karenswim](#) Jan 18, 1:32pm via [TweetChat](#)

@[DougHovelson](#) Ha! It's colder in MI today too but I'm sure warmer than Minneapolis! [#solopr](#)



[mlhujber](#) Jan 18, 1:32pm via [web](#)

Q3 Just starting to work with subcontractors. Interns maybe, but the good ones are hard to find. [#SoloPR](#)



[DougHovelson](#) Jan 18, 1:32pm via [web](#)



<http://soloprpro.com>

Siberian weather today! @[KellyeCrane](#) #[soloPR](#)



[PRjeff](#) Jan 18, 1:32pm via [TweetChat](#)

@[KristK](#) You think juggling us is any easier? #[solopr](#)



[dconconi](#) Jan 18, 1:31pm via [TweetChat](#)

@[PRjeff](#) @[joeldon](#) - did ya hear about the firm founded by so many ex-agency folks they called it, "Future Endeavors"? #[solopr](#)



[joeldon](#) Jan 18, 1:31pm via [TweetDeck](#)

Off to the PTO for me RT @[PRjeff](#): Thought: An interesting name for a PR agency: Knee-Jerk Public Relations. I'd admire transparency #[solopr](#)



[PRjeff](#) Jan 18, 1:31pm via [TweetChat](#)

RT @[dconconi](#): A3: no generic answer for this - depends on the project and where your appropriate talent lies #[solopr](#)



[KellyeCrane](#) Jan 18, 1:31pm via [TweetDeck](#)

A3: As w/many things in #[solopr](#), your network is key to finding support. You can also tweet your needs using the #[solopr](#) hash.



[TerriMallioux](#) Jan 18, 1:31pm via [web](#)

@[rajean](#) @[joeldon](#) @[KateRobins](#) Yes, Burger King delivery perfect example! #[solopr](#) At least gets plummeting biz in news.



<http://soloprpro.com>



[joeldon](#) Jan 18, 1:30pm via TweetDeck

I know where you are going. :-) RT @jgombita: knee-jerk tool? Interesting (mixed) metaphor. [#solopr](#)



[dconconi](#) Jan 18, 1:30pm via TweetChat

A3: no generic answer for this - depends on the project and where your appropriate talent lies [#solopr](#)



[DougHovelson](#) Jan 18, 1:30pm via web

A2 Really does depend on the project or need, what's the goal - sales, awareness, brand recognition etc [#soloPR](#)



[mlhujber](#) Jan 18, 1:30pm via web

@jgombita Thanks--now to see if I can come up with "smart" comments! [#solopr](#)



[PRjeff](#) Jan 18, 1:30pm via TweetChat

@joeldon Thought: An interesting name for a PR agency: Knee-Jerk Public Relations. I'd admire the transparency [#solopr](#)



[KellyeCrane](#) Jan 18, 1:30pm via TweetDeck

@DougHovelson For a second I got excited thinking you were actually in Siberia! But Mpls is close enough for me. [#solopr](#)



[jgombita](#) Jan 18, 1:29pm via web



<http://soloprpro.com>

@[joeldon](#) knee-jerk tool? Interesting (mixed) metaphor. [#solopr](#)



[dconconi](#) Jan 18, 1:29pm via TweetChat

RT @[SoloPR](#): Q3: Whats the best route for building a PR team (interns, subcontractors, freelancers, etc.)? [#solopr](#)



[KateRobins](#) Jan 18, 1:29pm via TweetChat

@[SoloPR](#) A3. Call ME! [#solopr](#)



[KristK](#) Jan 18, 1:29pm via TweetGrid.com

Jumping in to [#solopr](#) for a bit. Need a break from juggling projects



[KateRobins](#) Jan 18, 1:29pm via TweetChat

@[DougHovelson](#) I don't know what AKA Mpls is but know Siberia. I only go by Google Earth when I can't sleep. [#solopr](#)



[joeldon](#) Jan 18, 1:29pm via TweetDeck

Whoa! RT @[DougHovelson](#): ... I'm in Siberia by the way AKA Mpls [#soloPR](#) :-)



[SoloPR](#) Jan 18, 1:29pm via TweetGrid.com

Q3: What's the best route for building a PR team (interns, subcontractors, freelancers, etc.)? [#solopr](#)



[jgombita](#) Jan 18, 1:28pm via web



<http://soloprpro.com>

@[mlhujber](#) hello! Better late than not joining [#solopr](#)



[DougHovelson](#) Jan 18, 1:28pm via web

Glad I woke up in time to catch part of this, I'm in Siberia by the way AKA Mpls [#soloPR](#) :-)



[joeldon](#) Jan 18, 1:28pm via TweetDeck

A2: PR, in my experience, is not a knee-jerk tool which is perhaps why so much time is spent defining it. [#solopr](#)



[SoloPR](#) Jan 18, 1:28pm via TweetGrid.com

Terrific discussion everyone! Q3 is up next... [#solopr](#)



[KateRobins](#) Jan 18, 1:27pm via TweetChat

@[joeldon](#) Good point. But if it doesn't work bottom line, why do it? It's got to have some pos effect or it's a hobby by IRS def. [#solopr](#)



[rajean](#) Jan 18, 1:27pm via web

So true @[joeldon](#) @[KateRobins](#) Positive [#PR](#) coverage does not always increase biz (sales), but it does elevate awareness. [#solopr](#)



[KellyeCrane](#) Jan 18, 1:27pm via TweetDeck

@[joeldon](#) Not me! :-) [#solopr](#)



[jgombita](#) Jan 18, 1:26pm via web



<http://soloprpro.com>

Ack @[joeldon](#)! Shades of AVEs measurement. [#solopr](#)



[joeldon](#) Jan 18, 1:26pm via TweetDeck

A2: Could say same with X amount of content generated leads to Y amount of conversions, followers, etc. [#solopr](#)



[KateRobins](#) Jan 18, 1:26pm via TweetChat

@[KellyeCrane](#) Yes, yes, yes! [#solopr](#)



[KellyeCrane](#) Jan 18, 1:25pm via TweetDeck

Definitely! RT @[dconconi](#): @[KellyeCrane](#): A2: can show addtl value by helping with mktg where possible. [#solopr](#)



[mlhujber](#) Jan 18, 1:25pm via web

Hello, joining late. Michele from Huber Public Relations, in NJ. [#solopr](#)



[joeldon](#) Jan 18, 1:25pm via TweetDeck

A2: Who here establishes metrics that X amount of coverage leads to Y amount of revenue? [#solopr](#)



[KellyeCrane](#) Jan 18, 1:25pm via TweetDeck

@[KateRobins](#) Perhaps optimizing their landing pages could help. Use unique URLs and tracking (or phone [#s](#)) to see patterns. [#solopr](#)



[dconconi](#) Jan 18, 1:25pm via TweetChat



<http://soloprpro.com>

set expectations early RT @PRjeff: A2: Was the PR objective to get the phone to ring? If so, then you better re-eval. your strategies [#solopr](#)



[FreshImagePR Jan 18, 1:25pm via Twitter for iPad](#)

@ghidotti @rajean @JanetLFalk and review of the competition jumpstarts interest in continuing or expanding on planned [#pr](#) activities [#solopr](#)



[KateRobins Jan 18, 1:25pm via TweetChat](#)

@PRjeff I think you're right. Maybe the market's not there. The story's great but consumer's aren't buying. [#solopr](#)



[jgombita Jan 18, 1:24pm via web](#)

A2. Great point smarty pants @KateRobins, but "reputation and value" (key to PR) often a long-term proposition over sales. [#solopr](#)



[rajeon Jan 18, 1:24pm via web](#)

This, + @karensxim & @KateRobins last tweets is why I make time 4 this chat. "Sorry. Late. Wikipedia...get over oneself." KRobins [#solopr](#)



[ghidotti Jan 18, 1:24pm via TweetDeck](#)

Glad I got to jump into [#solopr](#) for just a bit. Off to a meeting. Miss these weekly sessions!



[joeldon Jan 18, 1:24pm via TweetDeck](#)

This happens all the time. RT @KateRobins: A2. What if they're getting positive coverage but not business? [#solopr](#)



<http://soloprpro.com>



[JanetLFalk Jan 18, 1:24pm via TweetDeck](#)

Sorry to leave. Catch the transcript later [#soloPR](#)



[dconconi Jan 18, 1:23pm via TweetChat](#)

@[KellyeCrane](#): A2: can show addtl value by helping with mktg where possible. Ok to step outside traditional role if hve a good idea [#solopr](#)



[SocialDani Jan 18, 1:23pm via Echofon](#)

:) valid point RT @[PRjeff](#): A2: Was the PR objective to get the phone to ring? If so, then you better re-eval. your strategies [#solopr](#)



[karensxim Jan 18, 1:23pm via TweetChat](#)

@[rajean](#) Lol! I felt the fist bump thank you :-)) [#solopr](#)



[PRjeff Jan 18, 1:23pm via TweetChat](#)

RT @[karensxim](#): A2: Demonstrate your thought leadership by recommending tweaks, new directions [#solopr](#)



[SoloPR Jan 18, 1:22pm via TweetGrid.com](#)

RT @[KateRobins](#): A2. What if they're getting positive coverage but not business? [#solopr](#)



[REDMEDIAPR Jan 18, 1:22pm via TweetDeck](#)

THIS RT @[karensxim](#): A2: Important to check in consistently on other organizational efforts so you can advise rather than react [#solopr](#)



<http://soloprpro.com>



[ghidotti](#) Jan 18, 1:22pm via TweetDeck

@[rajean](#) @[FreshImagePR](#) @[JanetLFalk](#) That's a good point about helping them see what the competition is doing. Very valuable. [#solopr](#)



[jgombita](#) Jan 18, 1:22pm via web

@[PRjeff](#) ah. Proprietary software. [#solopr](#)



[PRjeff](#) Jan 18, 1:22pm via TweetChat

A2: Was the PR objective to get the phone to ring? If so, then you better re-eval. your strategies [#solopr](#)



[dconconi](#) Jan 18, 1:22pm via TweetChat

repurpose hits for mktg materials & proactively send RT @[KateRobins](#): A2. What if they're getting positive coverage but not business? [#solopr](#)



[rajeon](#) Jan 18, 1:22pm via web

Boom! RT @[karensxim](#) A2: Important to check in consistently on other organizational efforts so you can advise rather than react [#solopr](#)



[KateRobins](#) Jan 18, 1:22pm via TweetChat

So many smarts in here. I'm starring everything. [#solopr](#)



[KateRobins](#) Jan 18, 1:21pm via TweetChat



<http://soloprpro.com>

RT @[KellyeCrane](#): A2: If nec, educate that PR is part of the marketing mix- not all of it. Its their job to convert leads to sales. [#solopr](#)



[ghidotti](#) Jan 18, 1:21pm via [TweetDeck](#)

“@[KellyeCrane](#): A2: Educate that PR is part of the marketing mix- not all of it. It's their job to convert leads to sales. [#solopr](#)” Amen!



[jgombita](#) Jan 18, 1:21pm via [web](#)

Re: YOUR A2 @[KellyeCrane](#): Plus reassess goals in light of measurement to date. [#solopr](#)



[JanetLFalk](#) Jan 18, 1:21pm via [TweetDeck](#)

@[dconconi](#) @[jgombita](#) @[ghidotti](#) @[rajejan](#) Repetition is the key. Be ubiquitous. [#soloPR](#)



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

RT @[karensxim](#): A2: Important to check in consistently on other organizational efforts so you can advise rather than react [#solopr](#)



[KateRobins](#) Jan 18, 1:21pm via [TweetChat](#)

A2. What if they're getting positive coverage but not business? [#solopr](#)



[KellyeCrane](#) Jan 18, 1:20pm via [TweetDeck](#)

A2: If nec, educate that PR is part of the marketing mix- not all of it. It's their job to convert leads to sales. [#solopr](#)



[dconconi](#) Jan 18, 1:20pm via [TweetChat](#)



<http://soloprpro.com>

@[FreshImagePR](#) shucks - thanks! [#solopr](#)



[PRjeff](#) Jan 18, 1:20pm via TweetChat

@[jgombita](#) Actually, I'm an Apple guy. [#solopr](#)



[TerriMallioux](#) Jan 18, 1:20pm via web

A2: continue to follow closely, & that of their competitors. Look for opportunities to help where they may not see it. [#solopr](#)



[SocialDani](#) Jan 18, 1:20pm via TweetDeck

RT @[KellyeCrane](#): A2: Have a plan that includes measurable objectives, and then report on those metrics for success/failure. [#solopr](#) [#measurepr](#)



[jgombita](#) Jan 18, 1:20pm via web

@[karensxim](#) so very true. And right in line with my "organizational narrative" concept (vs. campaigns or spin doctoring). [#solopr](#)



[SocialDani](#) Jan 18, 1:20pm via Echofon

@[karensxim](#) I love your answer! [#solopr](#)



[karensxim](#) Jan 18, 1:19pm via TweetChat

A2: Demonstrate your thought leadership by recommending tweaks, new directions [#solopr](#)



[FreshImagePR](#) Jan 18, 1:19pm via Twitter for iPad



<http://soloprpro.com>

@[dconconi](#) great ideas [#solopr](#)



[jgombita](#) Jan 18, 1:19pm via TweetChat

RT @[karensxim](#): A2: Important to check in consistently on other organizational efforts so you can advise rather than react [#solopr](#)



[SocialDani](#) Jan 18, 1:19pm via TweetChat

RT @[karensxim](#): A2: Important to check in consistently on other organizational efforts so you can advise rather than react [#solopr](#)



[rajean](#) Jan 18, 1:19pm via web

Yes, and show them what the competition is doing. RT @[JanetLFalk](#) A2 Repurpose content for use in other platforms [#soloPR](#)



[joeldon](#) Jan 18, 1:19pm via TweetDeck

RT @[SoloPR](#): Q2: When a client's phone isn't ringing w/new biz right away, how do you keep them interested in their PR prog? [#solopr](#)



[dconconi](#) Jan 18, 1:19pm via TweetChat

yes! esp. in social media RT @[JanetLFalk](#): A2 Repurpose content for use in other platforms [#solopr](#)



[KellyeCrane](#) Jan 18, 1:19pm via TweetDeck

A2: Have a plan that includes measurable objectives, and then report on those metrics for success/failure. [#solopr](#) [#measurepr](#)



<http://soloprpro.com>



[jgombita Jan 18, 1:19pm via web](#)

Re your great A2. answer @JanetLFalk, pointer to @rgeller's Winning the Attention Game in Content Marketing windmillnetworking.com/2012/01/18/win... #solopr



[KateRobins Jan 18, 1:18pm via TweetChat](#)

Sorry. Late. Wikipedia...get over oneself. #solopr



[karenswym Jan 18, 1:18pm via TweetChat](#)

A2: Important to check in consistently on other organizational efforts so you can advise rather than react #solopr



[dconconi Jan 18, 1:18pm via TweetChat](#)

A2: look for speaking opps for sr managers, tee up social media programs, look for partnerships with halo companies... #solopr



[SocialDani Jan 18, 1:18pm via Echofon](#)

#Solopr *runs from Memphis* I'm late, but I'm here! :)



[ghidotti Jan 18, 1:18pm via TweetDeck](#)

@JanetLFalk Janet, that's a great answer. I do the same. Think of creative uses for the same content you're pitching. #solopr



[rajean Jan 18, 1:17pm via web](#)

Many say I should have been censored long ago :) #solopr

#SoloPR Chat Transcript – 1/18/2012



<http://soloprpro.com>



[karenswim Jan 18, 1:17pm via TweetChat](#)

RT @SoloPR: Q2: When a clients phone isnt ringing w/new biz right away, how do you keep them interested in their PR prog? [#solopr](#)



[dconconi Jan 18, 1:17pm via TweetChat](#)

RT @SoloPR: Q2: When a clients phone isnt ringing w/new biz right away, how do you keep them interested in their PR prog? [#solopr](#)



[JanetLFalk Jan 18, 1:17pm via TweetDeck](#)

A2 Repurpose content for use in other platforms [#soloPR](#)



[rajean Jan 18, 1:16pm via web](#)

This, my friends, gets my vote for best friendly [#SOPA/PIPA](#) protest: TheOatmeal.com/sopa [#solopr](#)



[REDMEDIAPR Jan 18, 1:16pm via TweetDeck](#)

@[rajean](#) HA I love the picture [#solopr](#)



[SoloPR Jan 18, 1:16pm via TweetGrid.com](#)

Q2: When a client's phone isn't ringing w/new biz right away, how do you keep them interested in their PR prog? [#solopr](#)



[jgombita Jan 18, 1:15pm via web](#)



<http://soloprpro.com>

@[rajean](#) I hope you didn't jump/parachute too fast....because your face is all red! :-) Hiya, protest [#solopr](#)



[FreshImagePR Jan 18, 1:15pm via Twitter for iPad](#)

I agree “@[PRjeff](#): A1: Wikipedia isn't considered a trusted source for serious researchers, so their protest is meaningless to me. [#solopr](#)”



[SoloPR Jan 18, 1:15pm via TweetGrid.com](#)

Snap! RT @[PRjeff](#): A1: Wikipedia isn't considered a trusted source for serious researchers, so their protest is meaningless to me [#solopr](#)



[karenswim Jan 18, 1:15pm via TweetChat](#)

@[PRjeff](#) Same here would not have known it was down if not for media coverage [#solopr](#)



[ghidotti Jan 18, 1:14pm via TweetDeck](#)

@[PRjeff](#) I agree with that, but unfortunately there are way too many people who think Wikipedia is the bible.Makes for PR challenges! [#solopr](#)



[rajean Jan 18, 1:14pm via web](#)

Jumping in with both feet & a parachute to agree with @[jgombita](#) (calling a congressional rep, re: [#SOPA](#)) for impact. [#solopr](#)



[dconconi Jan 18, 1:14pm via TweetChat](#)

@[jgombita](#) Canadian biz media for sure. [#solopr](#)



<http://soloprpro.com>



[jgombita Jan 18, 1:14pm via web](#)

@[PRjeff](#) who knew you were a Wikipedia snob! Hey so, Bing is up and running, if your more of a Microsoft guy. :-) [#solopr](#)



[dconconi Jan 18, 1:14pm via TweetChat](#)

@[jgombita](#) sort of an OccupyInternet strategy in reverse...agree w @[jgombita](#) that calling congressman could be more impactful [#solopr](#)



[KellyeCrane Jan 18, 1:14pm via TweetDeck](#)

@[ghidotti](#) It is quite effective, the way wikipedia handled it. [#solopr](#)



[PRjeff Jan 18, 1:13pm via TweetChat](#)

A1: Wikipedia isn't considered a trusted source for serious researchers, so their protest is meaningless to me. [#solopr](#)



[REDMEDIAPR Jan 18, 1:13pm via TweetDeck](#)

Not impacting clients, but def raising awareness. Think many see [#SOPA](#) on twitter, didn't get it & too afraid to ask - now they do [#solopr](#)



[SoloPR Jan 18, 1:13pm via TweetGrid.com](#)

OK, Q2 is up next... [#solopr](#)



[jgombita Jan 18, 1:13pm via web](#)



<http://soloprpro.com>

@[dconconi](#) Canadian media, too? If yes, interesting. (Lots of discussion about it on @[metromorning](#), including by @[mgeist](#)) #solopr



[SoloPR Jan 18, 1:13pm via TweetGrid.com](#)

The Twitter API seems a little sluggish today, FYI (Tweetgrid and Tweetdeck moving slowly...) #solopr



[karensim Jan 18, 1:13pm via TweetChat](#)

@[jgombita](#) Agree, I opted to put a badge on my site that urges people to contact their reps as I did #solopr



[ghidotti Jan 18, 1:13pm via TweetDeck](#)

When Wikipedia shuts down, the world shuts down! #solopr



[FreshImagePR Jan 18, 1:12pm via Twitter for iPad](#)

Hi #soloPR members. Hope everyone is having a great day - we're looking forward to today's #pr chat !



[SoloPR Jan 18, 1:11pm via TweetGrid.com](#)

MT @[dconconi](#): A1: I don't think directly but finding it eerily quiet today on all fronts - esp media relations. Could be result? #solopr



[jgombita Jan 18, 1:11pm via web](#)

A1. This non-American thinks calling your congressional rep will have a lot more impact than shuttering your personal blog.... #solopr #sopa



<http://soloprpro.com>



[KellyeCrane Jan 18, 1:10pm via TweetDeck](#)

A1: As PR pros, we plan stuff so far in advance, unless there's a catastrophe, it often makes sense to move fwd. [#solopr](#)



[karenswym Jan 18, 1:10pm via TweetChat](#)

A1: Other than supporting and spreading awareness, it has not impacted me or clients [#solopr](#)



[dconconi Jan 18, 1:10pm via TweetChat](#)

A1: I don't think directly but Im finding it eerily quiet today on all fronts - especially media relations. Could be result? [#SOPA](#) [#solopr](#)



[KellyeCrane Jan 18, 1:09pm via TweetDeck](#)

A1: Have to say I felt a little sheepish this morning, when lots of tweets ref blog protests, but I got over it. :-) [#solopr](#)



[dconconi Jan 18, 1:08pm via TweetChat](#)

RT @SoloPR: Q1: The SOPA/PIPA blackout is making news today. Has it impacted you or your clients? [#solopr](#)



[KellyeCrane Jan 18, 1:08pm via TweetDeck](#)

A1: Though some blogs went dark today, I had stuff planned that was months in the making, so forged ahead. [#solopr](#)



[dconconi Jan 18, 1:08pm via TweetChat](#)



<http://soloprpro.com>

@[jgombita](#) of course its ok! Looking forward to it. [#solopr](#)



[SoloPR](#) Jan 18, 1:07pm via [TweetGrid.com](#)

Q1: The SOPA/PIPA blackout is making news today (wikipedia greyed out: bit.ly/cW8MCg). Has it impacted you or your clients? [#solopr](#)



[jgombita](#) Jan 18, 1:07pm via [web](#)

@[dconconi](#) oh! Should have included you in my email list about @[smwto](#) registration now being live. Will send you my sked, OK? [#solopr](#)



[JanetLFalk](#) Jan 18, 1:06pm via [TweetDeck](#)

Hi [#soloPR](#) friends. Missed you. NYC-based PR Pro w/ Wall Street, law, small biz & nonprofit experience. Also subcontract to busy [#PR](#) pros.



[karenswim](#) Jan 18, 1:06pm via [TweetChat](#)

@[KellyeCrane](#) Oh good, I'm glad she is on the mend! [#solopr](#)



[dconconi](#) Jan 18, 1:06pm via [TweetChat](#)

RT @[SoloPR](#): Welcome everyone! Q1 is coming up... [#solopr](#)



[dconconi](#) Jan 18, 1:06pm via [TweetChat](#)

Cheers from sunny and not snowy Toronto - consumer marketing and branding specialty [#solopr](#)



[dcaplick](#) Jan 18, 1:05pm via [TweetDeck](#)



<http://soloprpro.com>

@SoloPR Is Q1 how soon can we all go to Atlanta for a [#solopr](#) conference? It's cold up here in Chicago! [#solopr](#)



[KellyeCrane](#) Jan 18, 1:05pm via TweetDeck

@[karensxim](#) She is on the mend and resting quietly, thanks for asking! [#solopr](#)



[dconconi](#) Jan 18, 1:05pm via TweetChat

RT @SoloPR: If u have [#solopr](#) Qs youd like us to discuss, please @[KellyeCrane](#) w/o the hashtag (or DM), and well add them 2 the list! [#solopr](#)



[SoloPR](#) Jan 18, 1:05pm via TweetGrid.com

Welcome everyone! Q1 is coming up... [#solopr](#)



[REDMEDIAPR](#) Jan 18, 1:04pm via Echofon

Greetings from snowy Oregon. Spec. In tech & consumer goods [#solopr](#)
lockerz.com/s/175608111



[karensxim](#) Jan 18, 1:04pm via TweetChat

@[KellyeCrane](#) Hi Kellye how is our soloPR mascot doing? [#solopr](#)



[SoloPR](#) Jan 18, 1:03pm via TweetGrid.com

If you have [#solopr](#) Qs you'd like us to discuss, please @[KellyeCrane](#) without the hashtag (or DM), and we'll add them to the list!



[KellyeCrane](#) Jan 18, 1:03pm via TweetDeck



<http://soloprpro.com>

Today was typical [#solopr](#) day: big blog post up, new PRO premium deliverable out, take dog to vet for tummy upset, back to host chat by 1!



[SandraSays Jan 18, 1:02pm via TweetDeck](#)

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[karensxim Jan 18, 1:01pm via TweetChat](#)

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[SoloPR Jan 18, 1:01pm via TweetGrid.com](#)

If you're joining, please introduce yourself. This is @[KellyeCrane](#) moderating, Atlanta-based blogger at [soloprpro.com](#) [#solopr](#)



[PRjeff Jan 18, 1:01pm via TweetChat](#)

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[SoloPR Jan 18, 1:00pm 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). [#solopr](#)



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