

#SoloPR Transcript – 5/16/2012

1. This blog post (<http://ow.ly/aWCz1>) notes health benefits of taking a break-as a [#solopr](#) pro, how do you make time for vacation?
2. (from [@Trace_Cohen](#)): What do you think of the idea of "PR Journalism" were you write your own story & not press releases?
3. (from [@akenn](#)): Are you using infographics in any way for your business or clients? Any advice on how to create them yourself?
4. (from [@jgombita](#)): How important for company social media accounts to identify individual(s) behind them, including dept?



[SoloPR May 16, 1:59pm via TweetGrid.com](#)

Our hour is winding down-thanks for joining! Remember, we keep chatting on the hashtag all week-transcript on the blog tomorrow. [#solopr](#)



[LoisMarketing May 16, 1:59pm via TweetDeck](#)

Level of connection -- and perhaps even trust -- can be lost if post signed with "initials". Reconsider if you are doing this [#soloPR](#)



[KateRobins May 16, 1:58pm via TweetChat](#)

[@JanetLFalk](#) hi [#solopr](#)



[mndbarber May 16, 1:58pm via TweetChat](#)

Good idea: RT [@WolcottPR](#): Next week, we should focus on how to write sm policies for clients. See this story. on.wsj.com/L2POvG [#solopr](#)



[KateRobins May 16, 1:57pm via TweetChat](#)

RT @LoisMarketing: Just as not IDd press release as submitter, nor should I be in posts. I am CLIENTs voice. Thats why they hire me [#solopr](#)



[LoisMarketing](#) May 16, 1:57pm via TweetDeck

This seems to be much more of an issue in the PR realm as in marketing. I suggest that PR take same mindset and act as company voice [#soloPR](#)



[WolcottPR](#) May 16, 1:57pm via TweetDeck

Next week, we should focus on how to write sm policies for clients. See this story. [#solopr](#)
on.wsj.com/L2POvG



[JanetLFalk](#) May 16, 1:57pm via TweetDeck

Sorry to have missed [#soloPR](#) chat. Will catch up on transcript. Hi to friends and colleagues.



[jgombita](#) May 16, 1:57pm via TweetChat

@akenn agreed. Context, research for Culture Byte. Slowly moving AWAY from my distinct preference for personal accounts TO corporate [#solopr](#)



[3HatsComm](#) May 16, 1:57pm via TweetChat

A4 Hard for group to be a singular brand personality - so I like disclosure of different tweeters, rather anon logo. [#solopr](#)



[deegospel](#) May 16, 1:57pm via TweetGrid.com

a4 @akenn i'm looking at this ? from a different POV. if client's book cover is incorrect on Amazon, i need to know who to contact [#solopr](#)



[LoisMarketing](#) May 16, 1:56pm via TweetDeck

Just as not ID'd with a press release as the submitter, nor should I be in posts. I am the CLIENT's voice. That's why they hire me [#soloPR](#)



[mndbarber](#) May 16, 1:56pm via TweetChat

A4 -- Transparency key in [@PRSA](#) Code of Ethics: bit.ly/Jek0co [#soloPR](#)



[jgombita](#) May 16, 1:55pm via TweetChat

+1 MT [@MuslimNewMedia](#): a2 depends on journo/client -- dont oversell, but write releases as if the article youd like to see in print [#soloPR](#)



[SoloPR](#) May 16, 1:54pm via TweetGrid.com

RT [@akenn](#): A4 Good question-revealing names contributes to transparency but detracts from company voice. Could be important to some. [#soloPR](#)



[LoisMarketing](#) May 16, 1:54pm via TweetDeck

Must disagree about initials. If there is ever any question about issue/topic/advice clear before posting. [#soloPR](#) A4



[MuslimNewMedia](#) May 16, 1:54pm via TweetChat

[@KateRobins](#) same here on missing out a lot -- new client and much music rehearsing :) [#soloPR](#)



[WolcottPR](#) May 16, 1:54pm via TweetDeck

Agree! RT @LoisMarketing: infographics I see are too complicated, overdone. Concept is great but often poorly composed [#soloPR](#)



[akenn](#) May 16, 1:53pm via TweetChat

A4 Good question - revealing names contributes to transparency but also detracts from company voice. Could be important to some. [#solopr](#)



[KateRobins](#) May 16, 1:53pm via TweetChat

@[karensxim](#) You too. Long time. Cheers, K [#solopr](#)



[SoloPR](#) May 16, 1:53pm via TweetGrid.com

RT @mdbarber: A4 Transparency is critical in social. Look at incl team names/depts in bio & ending messages w initials [#solopr](#)



[mdbarber](#) May 16, 1:53pm via TweetChat

A4 - When you tweet/FB, etc about a client, also disclose that. I use (client) at end if I can't incorporate into message. [#solopr](#)



[LoisMarketing](#) May 16, 1:53pm via TweetDeck

I tweet and post on clients' behalf with full blessing/approval. When I do I "am" the client in every sense. [#soloPR](#) A4



[jgombita](#) May 16, 1:53pm via web

@[akenn](#) was pleased that @[rgeller](#)'s (yesterday) Windmill Networking column on visual elements a today TOP @[commPRObiz](#) Top Blogs pick. [#solopr](#)



[deegospel](#) May 16, 1:53pm via [TweetGrid.com](#)

a4 @[SoloPR](#) on my end it's important. i work with publishing houses & pub industry. don't have time to find out who should get a link [#solopr](#)



[MuslimNewMedia](#) May 16, 1:53pm via [TweetChat](#)

a2 depends on target journo and client -- dont oversell, but write releases as if they were the article you'd like to see in print [#solopr](#)



[LoisMarketing](#) May 16, 1:52pm via [TweetDeck](#)

Post/tweet as account without ID. When CX or other issue, ID yourself and help contact offline thru proper channels [#soloPR](#) A4



[KateRobins](#) May 16, 1:52pm via [TweetChat](#)

@[MuslimNewMedia](#) Fine. Missed out on last month or so. HATE that! You? [#solopr](#)



[mndbarber](#) May 16, 1:52pm via [TweetChat](#)

A4 - Transparency is critical in social...well everything. Look at incl team names/depts in bio and ending messages w initials [#solopr](#)



[deegospel](#) May 16, 1:52pm via [TweetGrid.com](#)

a3 @[MuslimNewMedia](#) although i use the adobe suite for most of my graphic work for clients, i test on ms suite [#solopr](#)



[KateRobins](#) May 16, 1:52pm via TweetChat

RT@SoloPR: Q4(from jgombita): How important for company social media accounts to identify individual(s) behind them, including dept? [#solopr](#)



[SoloDovePR](#) May 16, 1:52pm via HootSuite

RT @3HatsComm: Impt to consider diff audiences. Infographics may not be read by customers, but may right for target media, blog, etc [#solopr](#)



[KateRobins](#) May 16, 1:51pm via TweetChat

Q3 Slapping stars on everyone. Much to learn from you all on this one. Thanks. [#solopr](#)



[mdbarber](#) May 16, 1:51pm via TweetChat

RT @SoloPR: Q4 (from jgombita): How important for company social media accounts to identify individual(s) behind them, incl dept? [#solopr](#)



[SoloPR](#) May 16, 1:50pm via TweetGrid.com

Q4 (from jgombita): How important for company social media accounts to identify individual(s) behind them, including dept? [#solopr](#)



[3HatsComm](#) May 16, 1:50pm via TweetDeck

@[LoisMarketing](#) @[mdbarber](#) FWIW I've even blogged how they can be over done or poorly targeted. bit.ly/HfOkfO [#solopr](#)



[deegospel](#) May 16, 1:50pm via [TweetGrid.com](#)

a3 [@MuslimNewMedia](#) true. they need to be in formats that don't require another software to view & can be loaded high res [#solopr](#)



[jgombita](#) May 16, 1:50pm via [TweetChat](#)

[@vedo](#) ah well, one less shirt to purchase: All I know is my [@prconversations](#) post ranks high in an "organizational narrative" search [#solopr](#)



[SoloPR](#) May 16, 1:49pm via [TweetGrid.com](#)

We've got a few minutes left... Q4 is up next! [#solopr](#)



[KateRobins](#) May 16, 1:48pm via [TweetChat](#)

[@deegospel](#) Really! Interesting. [#solopr](#)



[SoloPR](#) May 16, 1:48pm via [TweetGrid.com](#)

RT [@deegospel](#): a3 visual.ly looks interesting but they can be made using powerpoint, gimp, and paint. the simpler; the better [#solopr](#)



[MuslimNewMedia](#) May 16, 1:48pm via [TweetChat](#)

[@KateRobins](#) hi to you too :) howve ya been? [#solopr](#)



[KateRobins](#) May 16, 1:48pm via [TweetChat](#)

@[akenn](#) No one pays for an in-house storyteller. Who believes that? Cindy Lou Who? [#solopr](#)



[WolcottPR](#) May 16, 1:47pm via [TweetChat](#)

RT @[mdbarber](#): A3 -- haven't used them but here's a post from @[MarketingProfs](#) about building: [bit.ly/Jeh8w1](#) [#solopr](#)



[deegospel](#) May 16, 1:47pm via [TweetGrid.com](#)

a3 visual.ly looks interesting but they can be made using powerpoint, gimp, and paint. the simpler; the better [#solopr](#)



[SoloPR](#) May 16, 1:47pm via [TweetGrid.com](#)

RT @[3HatsComm](#): Impt to consider diff audiences. Infographics may not be read by customers, but may right for target media, blog, etc [#solopr](#)



[mdbarber](#) May 16, 1:47pm via [TweetChat](#)

I agree: RT @[LoisMarketing](#): Most infographics I see r too complicated & overdone. Concept of them is great but often poorly composed [#solopr](#)



[LoisMarketing](#) May 16, 1:47pm via [TweetDeck](#)

@[3HatsComm](#) Also important to drill down the information shared. Yes I am very open to how they can be used but most times overdone [#soloPR](#)



[MuslimNewMedia](#) May 16, 1:47pm via [TweetChat](#)

a3 I do primarily media relations, so if you do infographics, make sure theyre in print /TV ready formats. Make journo's job easy. [#solopr](#)



[vedo](#) May 16, 1:47pm via TweetDeck

@[jgombita](#) heh, I guess not. The acronym for Team Organizational Narrative is 'TON' and that could get weird. cc @[mdbarber](#) [#solopr](#)



[mdbarber](#) May 16, 1:47pm via Twitter for Mac

That's my thought too “@[vedo](#): I'm with you on the storyteller concept. It's an easy idea to grasp inside/outside of organization. [#solopr](#)”



[LoisMarketing](#) May 16, 1:46pm via TweetDeck

For the most part infographics I see are too complicated and overdone. Concept of them is great but many times poorly composed [#soloPR](#)



[3HatsComm](#) May 16, 1:46pm via TweetChat

@[LoisMarketing](#) Impt to consider diff audiences. Infographics may not be read by customers, but may right for target media, blog, etc [#solopr](#)



[mdbarber](#) May 16, 1:46pm via TweetChat

@[akenn](#) No problem. Hope they are helpful. Keep us posted. [#solopr](#)



[deegospel](#) May 16, 1:45pm via TweetGrid.com

a3 inin my past life i was a graphic designer at The Coca Cola Company for Coke USA so the infographics are calling me [#solopr](#)



[KateRobins](#) [May 16, 1:45pm via TweetChat](#)

@[LoisMarketing](#) ...and/or use that to manage expectations. [#solopr](#)



[akenn](#) [May 16, 1:45pm via TweetChat](#)

Thank you @[jgombita](#), @[mdbarber](#) [#solopr](#)



[karenswym](#) [May 16, 1:45pm via TweetChat](#)

Too many things competing for attention today, ugh! Will have to catch transcript. Have a great afternoon everyone! [#solopr](#)



[mdbarber](#) [May 16, 1:44pm via TweetChat](#)

A3 -- another link from visual.ly on creating infographics: tnw.co/Jehjax & from @[prtini](#): bit.ly/Jehyme [#solopr](#)



[SoloPR](#) [May 16, 1:44pm via TweetGrid.com](#)

RT @[karenswym](#): A3: My clients have been using but pay a designer to create them, use to present visuals of trends, studies, surveys [#solopr](#)



[karenswym](#) [May 16, 1:43pm via TweetChat](#)

A3: My clients have been using but pay a designer to create them, use to present visuals of trends, studies, surveys [#solopr](#)



[deegospel](#) [May 16, 1:43pm via TweetGrid.com](#)

a3 my book tour this year consists of many speaking engagements so i will be doing them [#solopr](#)



[3HatsComm](#) May 16, 1:43pm via TweetChat

Same. RT [@LoisMarketing](#): have not seen need or benefit of them for clients as yet but open to proper use when effective. [#solopr](#)



[vedo](#) May 16, 1:43pm via TweetDeck

[@mdbarber](#) I'm with you on the storyteller concept. It's an easy idea to grasp inside/outside of an organization. [#solopr](#)



[KateRobins](#) May 16, 1:43pm via TweetChat

[@MuslimNewMedia](#) hi [#solopr](#)



[mdbarber](#) May 16, 1:43pm via TweetChat

A3 -- haven't used them but here's a post from [@MarketingProfs](#) about building: bit.ly/Jeh8w1 [#solopr](#)



[KateRobins](#) May 16, 1:43pm via TweetChat

[@akenn](#) ...so long as it works after that corp gig. If whatever you do is only relevant to current gig, re-evaluate. [#solopr](#)



[akenn](#) May 16, 1:42pm via TweetChat

Re: infographics, is there a preferred software to use when creating them? [#solopr](#)



[LoisMarketing](#) May 16, 1:42pm via TweetDeck

No, have not seen need or benefit of them for clients as yet but open to proper use when effective. [#soloPR](#)
A3



[MuslimNewMedia](#) May 16, 1:42pm via TweetChat

joining late, hi everyone! [#solopr](#)



[SoloPR](#) May 16, 1:42pm via TweetGrid.com

RT [@deegospel](#): a3. i haven't used them yet, because I haven't had the time to create one. but will soon
[#solopr](#)



[deegospel](#) May 16, 1:41pm via TweetGrid.com

a3. i haven't used them yet, because I haven't had the time to create one. but will soon [#solopr](#)



[CarouselPR](#) May 16, 1:41pm via HootSuite

Bummed to be missing the [#solopr](#) chat today. Hope everyone has fun and learns something new! Looking forward to next week :)



[karensim](#) May 16, 1:41pm via TweetChat

Client call with emergency. Missed last question but from responses I caught, GREAT discussion! [#solopr](#)



[PaulaJohns](#) May 16, 1:40pm via TweetDeck

Got sidetracked - couldn't participate in [#solopr](#) today after all. :(Off to meeting now. Ciao!



[deegospel](#) May 16, 1:40pm via [TweetGrid.com](#)

I'm joining the tail end of [#solopr](#)



[KateRobins](#) May 16, 1:40pm via [TweetChat](#)

@[cgornpr](#) Yeah, imp to consider the end user of the release. What're they needing? PR folk in middle to make things better. [#solopr](#)



[mdbarber](#) May 16, 1:40pm via [TweetChat](#)

RT @[SoloPR](#): Q3 (from @[akenn](#)): using infographics in any way for your business or clients? Any advice on how to create them yourself? [#solopr](#)



[LoisMarketing](#) May 16, 1:39pm via [TweetDeck](#)

Don't allow yourself to be trapped in commitment to certain number/frequency of press releases so that you, they lose effectiveness [#soloPR](#)



[mdbarber](#) May 16, 1:39pm via [TweetChat](#)

@[KateRobins](#) Hemingway! Flashback to college class. Oh my! Too much for my morning! :-)
[#solopr](#)



[SoloDovePR](#) May 16, 1:39pm via [HootSuite](#)

RT @[mdbarber](#): A2 Think all releases should be "stories." need to think of the story before we send release. Write it that way too. [#solopr](#)



[akenn](#) May 16, 1:39pm via TweetChat

I agree RT @[jgombita](#)..I'm seeing way too many practitioners (in-house & consultants) billing themselves as "corporate storytellers" [#solopr](#)



[jgombita](#) May 16, 1:39pm via TweetChat

@[akenn](#) except, per @[CommAMMO](#): All marketing is communication, but not all communication is marketing. [#solopr](#)



[SoloPR](#) May 16, 1:38pm via TweetGrid.com

Q3 (from @[akenn](#)): Are you using infographics in any way for your business or clients? Any advice on how to create them yourself? [#solopr](#)



[mdbarber](#) May 16, 1:38pm via TweetChat

Agree RT @[KateRobins](#): So long as intent is to sincerely give listener a good story that holds together. Bad ones sound awful. [#solopr](#)



[KateRobins](#) May 16, 1:38pm via TweetChat

RT @[mdbarber](#): A2 - if you cant tell a story from your release, its probably not a good release. Id suggest re-evaluating. [#solopr](#)



[jgombita](#) May 16, 1:37pm via TweetChat

@[KellyeCrane](#) yes, but I'm seeing way too many practitioners (in-house & consultants) billing themselves as "corporate storytellers" [#solopr](#)



[KateRobins](#) [May 16, 1:37pm via TweetChat](#)

@[mdbarber](#)...complications, or someone disagreeing with the story's truth. (Oh heavens, sounding like Hemingway here.) [#solopr](#)



[jgombita](#) [May 16, 1:36pm via web](#)

@[akenn](#) what's amusing re: your remark Is I begin my "organizational narrative" post talking about the impact of Spin Cycles series. [#solopr](#)



[SoloPR](#) [May 16, 1:36pm via TweetGrid.com](#)

Good convo, everyone! Now on to Q3... [#solopr](#)



[KellyeCrane](#) [May 16, 1:36pm via Twitter for iPad](#)

@[jgombita](#) @[mdbarber](#) I think the word "story" can mean "a piece that ran in a news outlet"- diff from "storytelling" definition [#solopr](#)



[akenn](#) [May 16, 1:35pm via TweetChat](#)

So often, though, press releases are where "stories" for external audiences meet internal marketing messages [#solopr](#)



[KateRobins](#) [May 16, 1:35pm via TweetChat](#)

@[mdbarber](#) Absolutely. So long as intent is to sincerely give listener a good story that holds together. Bads ones just sound awful. [#solopr](#)



[LoisMarketing](#) May 16, 1:35pm via TweetDeck

We must remain pro journalists in our roles in PR and not given to any real or perceived slant in our reporting! [#soloPR](#) A2



[jgombita](#) May 16, 1:34pm via web

@[mdbarber](#) if you want to continue to tell stories that's your choice. But I welcome other recruits to Team Organizational Narrative. [#soloPR](#)



[LoisMarketing](#) May 16, 1:34pm via TweetDeck

RT @[KellyeCrane](#): @[LoisMarketing](#) I was taught that subjective adjectives must B attributed @ someone (in quote) [#soloPR](#) << Yes, great example



[mdbarber](#) May 16, 1:34pm via TweetChat

A2 -- telling a story is something people outside the profession understand. Important not to get caught in complications. [#soloPR](#)



[jgombita](#) May 16, 1:33pm via web

Titles @[akenn](#): "Constructing the Organizational Narrative: PR definition in the making" and "Plotting PR narrative in social media" [#soloPR](#)



[KellyeCrane](#) May 16, 1:33pm via Twitter for iPad

@[LoisMarketing](#) I was taught that any subjective adjectives must be attributed to someone (in a quote). [#soloPR](#)



[mdbarber](#) [May 16, 1:32pm via TweetChat](#)

RT @[KateRobins](#): A2 Release or story or whatev tactic...write for ext audiences and use, not approval by internal ones. [#solopr](#)



[mdbarber](#) [May 16, 1:32pm via TweetChat](#)

@[jgombita](#) I'm not seeing that here. I guess it depends on where you are and what you're doing. Story telling key to success IMO. [#solopr](#)



[jgombita](#) [May 16, 1:32pm via TweetChat](#)

@[akenn](#) not just. Devoted @[prconversations](#) post to it. + @[greenbanana](#) followed up with digital version of "organizational narrative." [#solopr](#)



[KateRobins](#) [May 16, 1:32pm via TweetChat](#)

@[SoloPR](#) A2 Release or story or whatev tactic...write for ext audiences and use, not approval by internal ones. [#solopr](#)



[jgombita](#) [May 16, 1:31pm via TweetChat](#)

@[mdbarber](#) you may think it's semantics, but I believe "stories" are inextricably linked with "spin" for our discipline. Mind shift. [#solopr](#)



[akenn](#) [May 16, 1:31pm via TweetChat](#)

I think @[jgombita](#) just spun a new definition for the phrase "tell a story" [#solopr](#)



[LoisMarketing](#) May 16, 1:30pm via TweetDeck

Effective releases have always contained news of interest. Blogs are better place for "stories". Avoid any idea of spin in releases [#soloPR](#)



[mdbarber](#) May 16, 1:30pm via TweetChat

Bingo! RT [@cgornpr](#): all releases should be written w the idea of what story is. It keeps us from pitching things that arent news. [#solopr](#)



[3HatsComm](#) May 16, 1:30pm via TweetChat

This. RT [@cgornpr](#): all press releases should be written w/ idea of what story is. It keeps us from pitching things that arent news. [#solopr](#)



[KateRobins](#) May 16, 1:30pm via TweetChat

NOOOOO! I missed first half hour of solopr! What happened? [#solopr](#)



[mdbarber](#) May 16, 1:29pm via TweetChat

[@jgombita](#) I don't think the title is that important. What's important is when we talk/write news it MUST tell a story/narrative. [#solopr](#)



[SoloPR](#) May 16, 1:29pm via TweetGrid.com

RT [@jgombita](#): [@mdbarber](#) agree, except prefer the term "organizational narrative." Why? Because "stories" can sound like lie/spin [#solopr](#)



[cgornpr](#) May 16, 1:29pm via TweetChat

I think all press releases should be written with the idea of what its story is. It keeps us from pitching things that aren't news. [#solopr](#)



[mdbarber](#) May 16, 1:28pm via TweetChat

Is Twitter wonky or is it Tweetchat? I'm not getting much of this feed & certainly not quickly. [#solopr](#)



[jgombita](#) May 16, 1:28pm via TweetChat

[@mdbarber](#) agree, except I'd prefer the term [telling the] "organizational narrative." Why? Because "stories" can sound like lie/spin [#solopr](#)



[SoloPR](#) May 16, 1:27pm via TweetGrid.com

RT [@mdbarber](#): A2 Think all releases should be "stories." need to think of the story before we send release. Write it that way too. [#solopr](#)



[mdbarber](#) May 16, 1:27pm via Twitter for Mac

Of course. “[@akenn](#): [@mdbarber](#) while optimizing it for search engines too of course! [#solopr](#)”



[akenn](#) May 16, 1:27pm via TweetChat

[@mdbarber](#) while optimizing it for search engines too of course! [#solopr](#)



[3HatsComm](#) May 16, 1:27pm via TweetDeck

@[cgornpr](#) @[mdbarber](#) I stayed off Twitter, FB, only checked email a few times - kinda felt like a holiday. Plus, laundry done too. :) [#soloPR](#)



[mdbarber](#) May 16, 1:27pm via TweetChat

A2 -- Especially as we move more to social mediums for news, there have to be a story element. [#solopr](#)



[mdbarber](#) May 16, 1:26pm via TweetChat

A2 - if you can't tell a story from your release, it's probably not a good release. I'd suggest re-evaluating. [#solopr](#)



[mdbarber](#) May 16, 1:26pm via TweetChat

A2 - Think all releases should be "stories." we need to think of the story before we send the release. Write it that way too. [#solopr](#)



[TheAkirGroup](#) May 16, 1:25pm via web

@[SoloPR](#) A2: I like the idea of PR Journalism! You get to tell the story how you want it to be read! [#solopr](#)



[akenn](#) May 16, 1:25pm via TweetChat

A2 "PR journalism" is good way to describe what I find myself doing more and more of [#solopr](#)



[mdbarber](#) May 16, 1:25pm via TweetChat

RT: @[SoloPR](#) Q2 (from @[Trace_Cohen](#)): What do you think of the idea of "PR Journalism": you write your own story & not press releases? [#solopr](#)



[mdbarber](#) May 16, 1:24pm via TweetChat

@[3HatsComm](#) I agree. Took a twitter break yesterday for most of the day. Very productive. We need those. [#solopr](#)



[cgornpr](#) May 16, 1:24pm via TweetChat

@[3HatsComm](#) Amen. Sometimes being off the grid is a nice break. [#solopr](#)



[SoloPR](#) May 16, 1:23pm via TweetGrid.com

Q2 (from @[Trace_Cohen](#)): What do you think of the idea of "PR Journalism" were you write your own story & not press releases? [#solopr](#)



[jgombita](#) May 16, 1:23pm via TweetChat

Further to @[LoisMarketing](#)'s suggestions, call up editor(s) and inform them of vacay. Ask for advance notice of editorial calendar. [#solopr](#)



[3HatsComm](#) May 16, 1:23pm via TweetChat

@[mdbarber](#) Did that a little yesterday, worked offline. Just turning off the constant distractions felt like a breather. [#solopr](#)



[mdbarber](#) May 16, 1:22pm via TweetChat

Yep! RT @[LoisMarketing](#): Whether an extended time or just an afternoon clients appreciate you need a break and that you plan for it. [#solopr](#)



[SoloPR May 16, 1:22pm via TweetGrid.com](#)

Great points - Q2 is up next! [#solopr](#)



[LoisMarketing May 16, 1:21pm via TweetDeck](#)

Whether it's for an extended time or just for a Friday afternoon clients appreciate that you need a break and that you plan for it. [#soloPR](#)



[karenskim May 16, 1:20pm via TweetChat](#)

A1: Notify clients in advance, and remind them! Have a back up and make sure clients know. [#solopr](#)



[KellyeCrane May 16, 1:20pm via Twitter for iPad](#)

Yes! “@[mdbarber](#): A1 -- Seems like shutting down is really important these days...even for a day. [#solopr](#)”



[LoisMarketing May 16, 1:19pm via TweetDeck](#)

I make sure everything is up to date, alert client ahead of time. I remain "on call" (don't spank my hand!) but have never had call [#soloPR](#)



[mdbarber May 16, 1:19pm via TweetChat](#)

A1 -- Seems like shutting down is really important these days...even for a day. [#solopr](#)



[mdbarber May 16, 1:18pm via TweetChat](#)

@[karensxim](#) Yep. Everyone's back to regular life now. I get a bit squeamish from memories of the Loma Prieta in SF. [#solopr](#)



[karensxim](#) May 16, 1:18pm via TweetChat

A1: My best tip is to block it out on the calendar, it will help you to keep the commitment & plan for the time off [#solopr](#)



[cgornpr](#) May 16, 1:18pm via TweetChat

A1: Make time, prep clients, back up is good. As is knowing when to shutdown. Suffering this year from not really taking on last yr [#solopr](#)



[SoloPR](#) May 16, 1:17pm via TweetGrid.com

RT @[mdbarber](#): A1 Mark the time on calendar; prep clients so they know & enlist back-up. Good solo network helps w that backup! ;-)
[#solopr](#)



[karensxim](#) May 16, 1:16pm via TweetChat

@[mdbarber](#) Oh my! Well glad you're okay! I've lived through my share of them so know what it's like to be jolted awake! [#solopr](#)



[3HatsComm](#) May 16, 1:16pm via TweetChat

@[jgombita](#) Heh, didn't hear that one. One of my shows had a hilarious "I believe the word is 'O-M-G' " line, cracked me up. [#solopr](#)



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

A1 - Mark the time on your calendar; prep your clients so they know and enlist back-up. Good solo network helps w that backup! ;-)
[#solopr](#)



[PaulaJohns](#) May 16, 1:15pm via TweetDeck

Hi [#solopr](#). Joining the chat briefly from sunny San Diego. Getting ready for an 11am meeting but wanted to stop by. :)



[mdbarber](#) May 16, 1:15pm via TweetChat

@[karensxim](#) Yep! 4.7 at 7 AM this morning. Normally we might not notice but it was very close to the city center. We're all okay tho. [#solopr](#)



[karensxim](#) May 16, 1:14pm via TweetChat

@[KellyeCrane](#) We miss you but so glad you're going on vacation! [#solopr](#)



[3HatsComm](#) May 16, 1:13pm via TweetChat

A1 Planning, preparation. Work w/ clients to get ahead, maybe have emergency backup, so you can have a stress-lite vacay. [#solopr](#)



[karensxim](#) May 16, 1:13pm via TweetChat

@[mdbarber](#) Was there an earthquake in your area? Are you okay? [#solopr](#)



[mdbarber](#) May 16, 1:13pm via TweetChat

@[LoisMarketing](#) True. Not how I like waking up though. Not big (4.7) magnitude but so close it shook all of us. [#solopr](#)



[jgombita](#) May 16, 1:12pm via web

@[3HatsComm](#) you slay me. Didja hear UK Prime Minister David Cameron thought LOL meant Lots of Love? Rebekah Brooks set him straight. [#solopr](#)



[LoisMarketing](#) May 16, 1:12pm via TweetDeck

@[mdbarber](#) Glad to hear all is ok! [#solopr](#)



[karenswim](#) May 16, 1:12pm via TweetChat

@[KellyeCrane](#) Awww :-)
[#solopr](#)



[mdbarber](#) May 16, 1:11pm via TweetChat

RT @[SoloPR](#): Q1: [ow.ly/aWCz1](#) notes health benefits of taking a break-as a [#solopr](#) pro, how do you make time for vacation? [#solopr](#)



[mdbarber](#) May 16, 1:11pm via TweetChat

@[makasha](#) Things are okay...a bit of a jolt to the system though. Epicenter just over 5 miles from our house. [#solopr](#)



[SoloPR](#) May 16, 1:10pm via TweetGrid.com

Q1: This blog post ([ow.ly/aWCz1](#)) notes health benefits of taking a break-as a [#solopr](#) pro, how do you make time for vacation?



[3HatsComm](#) May 16, 1:10pm via TweetChat

@[KellyeCrane](#) Going somewhere fun I hope! Have a good time. [#solopr](#)



[KellyeCrane](#) May 16, 1:10pm via Twitter for iPad

@[karenswym](#) Was going to tweet a pic of my handsome chauffeur, but he won't let me take one. :-) [#solopr](#)



[makasha](#) May 16, 1:10pm via TweetChat

@[mdbarber](#) Glad to have you. I hope all is well. [#solopr](#)



[jgombita](#) May 16, 1:10pm via web

@[Trace_Cohen](#) do you mean "branded journalism?" FYI, my journo friend Ira Basen working on a CBC Radio doc on that topic @[KellyeCrane](#) [#solopr](#)



[mdbarber](#) May 16, 1:10pm via TweetChat

And that would be "good" morning, not "godo." Still finishing coffee. [#solopr](#)



[3HatsComm](#) May 16, 1:09pm via TweetChat

@[jgombita](#) WYTAW? ;-) bit.ly/LSHbXo [#solopr](#)



[mdbarber](#) May 16, 1:09pm via TweetChat

Godo morning all. Mary from Anchorage. Running a bit late. We had a quake this morning. All ok but threw off the schedule. [#solopr](#)



[SoloPR](#) May 16, 1:08pm via TweetGrid.com

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



[karenskim](#) May 16, 1:07pm via TweetChat

@[KellyeCrane](#) *waving* Hi Kellye! Thanks for not driving distracted! [#solopr](#)



[jgombita](#) May 16, 1:07pm via TweetChat

@[karenskim](#) kind of joining in or kind of in Michigan? Regardless, good to see you, Princess Serenity.
[#solopr](#)



[jgombita](#) May 16, 1:06pm via TweetChat

@[3HatsComm](#) I don't know. It's the quiet ones (with the acronyms/initialisms) that can sneak up on ya....
[#solopr](#)



[makasha](#) May 16, 1:06pm via TweetChat

SoloPR in Montgomery, AL. Internal communications for businesses. PR for authors, musicians, and motivational speakers/pastors. [#solopr](#)



[karenskim](#) May 16, 1:06pm via TweetChat

Greetings solos! Karen Swim joining (kind of) from Michigan [#solopr](#)



[KellyeCrane](#) May 16, 1:06pm via Twitter for iPad

Hi everyone! Zooming down I-20 at the moment (not driving of course). [#solopr](#)



[3HatsComm](#) May 16, 1:04pm via TweetChat

We're not THAT bad. ;-) RT @SoloPR: @KellyeCrane is on vacation (lucky!) - my 1st time leading a Twitter chat, so go easy on me ;-) #solopr



[makasha](#) [May 16, 1:04pm via TweetChat](#)

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



[SoloPR](#) [May 16, 1:04pm via TweetGrid.com](#)

If you have #solopr Qs you'd like us to discuss, please @jennifer_spivak without the hashtag and we'll add them to the list!



[cgornpr](#) [May 16, 1:02pm via TweetChat](#)

SoloPR in Philadelphia. Work with theatres, comedy clients, and other arts organizations. #solopr



[karenswim](#) [May 16, 1:01pm via TweetChat](#)

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



[SoloPR](#) [May 16, 1:01pm via TweetGrid.com](#)

@KellyeCrane is on vacation (lucky!) - this is my first time leading a Twitter chat, so go easy on me ;-) #solopr



[SoloPR](#) [May 16, 1:00pm via TweetGrid.com](#)

If you're joining, please introduce yourself. This is @jennifer_spivak moderating, #SoloPR Pro community specialist.



[SoloPR May 16, 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).