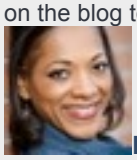
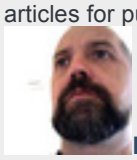
# #SoloPR Transcript – 6/20/2012

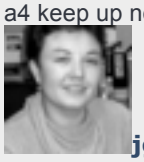
1. Per this post (http://ow.ly/bI5Hb) Walmart PR is under fire yet again-why can't companies resist pulling tricks like this? Are PR firms that do unethical activities ignorant, or do they think they're smarter than everyone else?
2. How much of a priority is it for you to stay active on social networks? Do you set aside time in your schedule for doing so?
3. (from the LI group) How can a #solopr pro best move up the value chain & be more strategically involved w/ client biz decisions?
4. Sharing goals can be helpful in sticking to them - have any short/long term goals (biz or personal) you'd like to share?

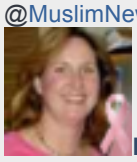
**SoloPR** Jun 20, 2:03pm via TweetGrid.com
Our hour is winding down-thanks for joining! Remember, we keep chatting on the hashtag all week-transcript on the blog tomorrow. #solopr


**karenswim** Jun 20, 2:02pm via TweetChat
@makasha I love your hustle it always inspires me! :-) #solopr

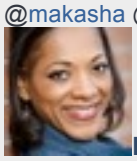
**karenswim** Jun 20, 2:02pm via TweetChat
RT @makasha: Q4: Create a database for my contacts, hire a VA by 1/2013, blog weekly, submit more articles for publication #solopr

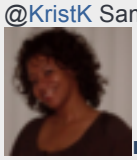

**MuslimNewMedia** Jun 20, 2:02pm via TweetChat
a4 keep up not smoking ( 5 days so far), get CD out, move current client forward. #solopr

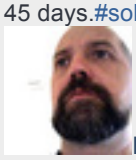

**jgombita** Jun 20, 2:01pm via web
@MuslimNewMedia have you read @ImamFeisal's Moving the Mountain book, yet? #solopr

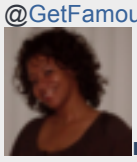

**KristK** Jun 20, 2:01pm via TweetGrid.com
A4: My goal is to network more in my community, meeting non-PR folks. Excuses are stale. #solopr

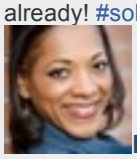
**karenswim**Jun 20, 2:01pm via TweetChat
@makasha @3HatsComm Yikes, I need to add that to my list too, poor babies! #solopr

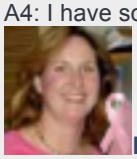
 **karenswim**Jun 20, 2:00pm via TweetChat
@KristK Same here! My week always goes better when I check in here on Wednesday! #solopr

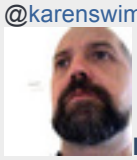
 **makasha**Jun 20, 2:00pm via TweetChat
RT @karenswim: A4: I have some bandwidth for a few more new clients, so would like to add 2 more in next 45 days.#solopr

 **MuslimNewMedia**Jun 20, 2:00pm via TweetChat
@GetFamousFast help them set those expectations, if you can... #solopr

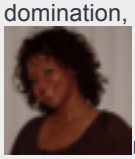
 **makasha**Jun 20, 2:00pm via TweetChat
That should have been on my list. RT @3HatsComm: A4 get those cobblers kids some shoes already! #solopr

 **karenswim**Jun 20, 1:59pm via TweetChat
A4: I have some bandwidth for a few more new clients, so would like to add 2 more in next 45 days. #solopr

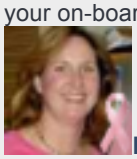
 **KristK**Jun 20, 1:59pm via TweetGrid.com
@karenswim Amen! These chats keep me focused and motivated! #solopr

 **MuslimNewMedia**Jun 20, 1:59pm via TweetChat
@jgombita true, and im often up against very unmoderate opponents with very unmoderate tactics. #solopr

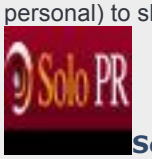
**3HatsComm**Jun 20, 1:59pm via TweetChat
A4 My goal - get those cobbler's kids some shoes already! Tackle my website, smarter networking, world domination, more B2B, etc. #soloPR

 **makasha**Jun 20, 1:58pm via TweetChat

@GetFamousFast You can be strategic based on the questions you ask and the task you complete during your on-boarding process. #solopr

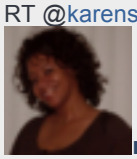

**KristK** Jun 20, 1:58pm via TweetGrid.com

RT @SoloPR: Q4: Sharing goals can be helpful in sticking to them - have any short/long term goals (biz or personal) to share? #solopr

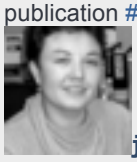


**SoloPR** Jun 20, 1:58pm via TweetGrid.com

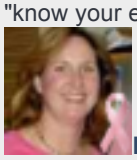
RT @karenswim: A4: Short term, make these chats weekly, it's good for business and my soul! #solopr


**makasha** Jun 20, 1:57pm via TweetChat

Q4: Create a database for my contacts, hire a VA by 1/2013, blog weekly, submit more articles for publication #solopr


**jgombita** Jun 20, 1:57pm via web

@cloudspark IMC doesn't really have much use for PR beyond marketing. (IMC basically "uses" PR.) But "know your enemy," yes #solopr


**KristK** Jun 20, 1:57pm via TweetGrid.com

@mdbarber Thanks, Mary! Always good "chatting" with you!#solopr

**karenswim** Jun 20, 1:57pm via TweetChat

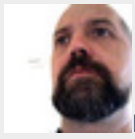
A4: Short term, make these chats weekly, it's good for business and my soul! #solopr

**KristK** Jun 20, 1:57pm via TweetGrid.com

A3: Think about how your work helps client achieve its goals, not just meet its deadlines. #solopr

**mdbarber** Jun 20, 1:56pm via TweetChat

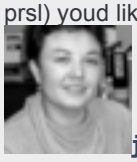
Must run folks. Another great chat. Have a good week and happy birthday @KristK #solopr


**MuslimNewMedia** Jun 20, 1:56pm via TweetChat

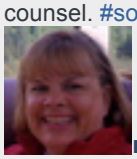
thts it, +100 . trying to go there RT @jgombita: A3. Move from project-based work to reputation and issues management counsel. #solopr

**karenswim** Jun 20, 1:55pm via TweetChat

RT @SoloPR: Q4: Sharing goals can be helpful in sticking to them - have any short/long term goals (biz or prsl) youd like to share? #solopr


**jgombita** Jun 20, 1:55pm via web

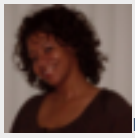
@MuslimNewMedia yeah, I can see how that would happen. You need to be the "mild" "moderate" counsel. #solopr


**mdbarber** Jun 20, 1:54pm via TweetChat

Exactly. Def before what. RT @cloudspark: @mdbarberalways answer the why before you ever even get to the how. align it to strategy. #solopr

**SoloPR** Jun 20, 1:54pm via TweetGrid.com

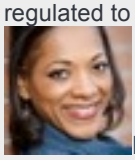
Q4: Sharing goals can be helpful in sticking to them - have any short/long term goals (biz or personal) you'd like to share?#solopr


**makasha** Jun 20, 1:54pm via TweetChat

RT @jgombita: A3. Move from project-based work to reputation and issues management counsel. #solopr

**MuslimNewMedia** Jun 20, 1:54pm via TweetChat

so true.specifiy who you want present at intitial meeting RT @deegospel: PR (especially SMDesign) isnt regulated to one office. #solopr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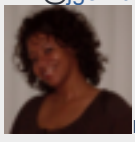
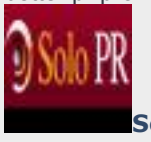

**makasha** Jun 20, 1:54pm via TweetChat

TRUE RT @cloudspark if you dont know about integrated marketing communications, read up. youll be a better pr pro for it #solopr



**SoloPR** Jun 20, 1:54pm via TweetGrid.com

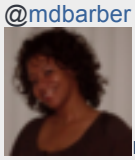
We've got a few minutes left for a quick Q4... #solopr

**jgombita** Jun 20, 1:54pm via web

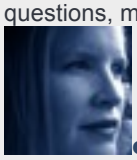
A3. Move from project-based work to reputation and issues management counsel. #solopr

**cloudspark** Jun 20, 1:54pm via web

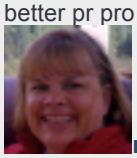
@mdbarber always answer the why before you ever even get to the how. align it to strategy. #solopr


**makasha** Jun 20, 1:53pm via TweetChat

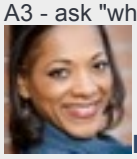
RT @cloudspark a3 set expectation @ the beginning that youll meet, engage w/more than pr team. ask questions, meet people slay silos #solopr


**cloudspark** Jun 20, 1:53pm via web

if you don't know about integrated marketing communications (imc) or how to start, read up. you'll be a better pr pro for it.#solopr


**mdbarber** Jun 20, 1:53pm via TweetChat

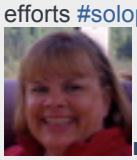
A3 - ask "why" as it will get you to the strategy. Then you're smartly making recs. #solopr


**karenswim** Jun 20, 1:52pm via HootSuite

Agree! RT @cloudspark: @karenswim @3HatsComm "work at the gap" sounds better than going back into that environment.#solopr

**mdbarber** Jun 20, 1:52pm via TweetChat

RT @karenswim: A3: be proactive in understanding larger objectives & suggesting ways to align efforts #solopr


**mdbarber** Jun 20, 1:52pm via TweetChat

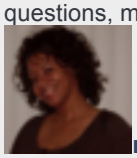
A3 - Don't just be a yes man when asked to complete tactical project. Ask ? to be sure you are meeting their strategic goals.#solopr

**karenswim** Jun 20, 1:51pm via TweetChat

A3: be proactive in understanding larger objectives & suggesting ways to align efforts #solopr

**karenswim** Jun 20, 1:51pm via TweetChat

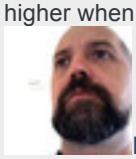
RT @SoloPR: set expectation @ the beginning that youll meet, engage w/ more than pr team. ask questions, meet people. slay silos. #solopr


**makasha** Jun 20, 1:50pm via TweetChat

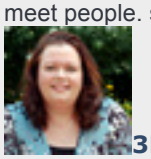
A3: also show the importance of communications team being involved at some point during product/service development stage #solopr

**SoloPR** Jun 20, 1:50pm via TweetGrid.com

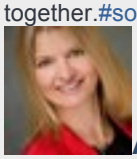
RT @3HatsComm: A3 Connect dots, show results. Make it clear that participation is active, how returns higher when you work together. #soloPR


**MuslimNewMedia** Jun 20, 1:49pm via TweetChat

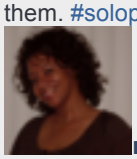
+1RT @cloudspark: a3: set expectation that youll meet, engage w/ more than the pr team. ask questions, meet people. slay silos. #solopr


**3HatsComm** Jun 20, 1:49pm via TweetChat

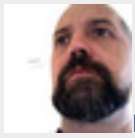
A3 Connect dots, show results. Make it clear that participation is active, how returns higher when you work together.#soloPR


**AtlantaPR** Jun 20, 1:48pm via Twitter for iPad

“@cloudspark: never be in a position where results matter more than your reputation on how you got them. #solopr” completely agree


**makasha** Jun 20, 1:48pm via TweetChat

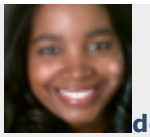
A3: being involved in business decisions come into play by simply being knowledgeable and available #solopr

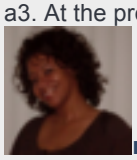

**MuslimNewMedia** Jun 20, 1:48pm via TweetChat

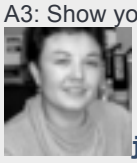
@jgombita im actually pretty mild; its just the stakes in my niche can get high and emotional , so its good to know how to prep #solopr

**SoloPR** Jun 20, 1:47pm via TweetGrid.com

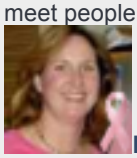
#solopra3: set expectation @ the beginning that you'll meet, engage w/ more than pr team. ask questions, meet people. slay silos. #solopr

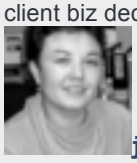

**deegospel** Jun 20, 1:47pm via TweetGrid.com
a3. At the pre-client stage. PR (especially Social Media Design) isn't regulated to one office. #solopr


**makasha** Jun 20, 1:47pm via TweetChat
A3: Show your value by listening to the client and following through on your tasks #solopr

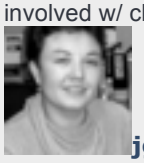

**jgombita** Jun 20, 1:46pm via web
A2. Must say, was really surprised when @NealSchaffer told me how little traffic driven to #WMN by social shares. VAST maj. search. #solopr

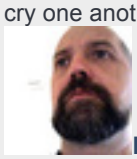
**cloudspark** Jun 20, 1:46pm via web
a3: set the expectation at the beginning that you'll meet, engage w/ more than the pr team. ask questions, meet people. slay silos. #solopr


**KristK** Jun 20, 1:45pm via TweetGrid.com
RT @SoloPR: Q3: How can a #solopr pro best move up the value chain & be more strategically involved w/ client biz decisions?


**jgombita** Jun 20, 1:44pm via web
@MuslimNewMedia you really do like to bill yourself as a Bad Boy, don't you! ;-) #solopr

**SoloPR** Jun 20, 1:44pm via TweetGrid.com
Q3: (from the LI group) How can a #solopr pro best move up the value chain & be more strategically involved w/ client biz decisions?


**jgombita** Jun 20, 1:43pm via web
@MuslimNewMedia I bet it isn't "illegal." Oh well, it allows a lot of people a platform to try and "unethical!" cry one another. :-)#solopr


**MuslimNewMedia** Jun 20, 1:43pm via TweetChat
a2 i can get sucked in and distracted tho... down side to the constant monitoring :( #solopr

**cloudspark** Jun 20, 1:42pm via web

@karenswim @3HatsComm "work at the gap" sounds better than going back into that environment. #solopr

**MuslimNewMedia** Jun 20, 1:42pm via TweetChat

@jgombita ... and some of those weak-link connections are best kept that way, lol :-) #solopr

**karenswim** Jun 20, 1:42pm via TweetChat

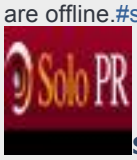
A2: Not as good about it as I was in past for myself (vs clients) but yes I make regular time & I monitor #solopr

**SoloPR** Jun 20, 1:42pm via TweetGrid.com

Good stuff... Now on to Q3… #solopr

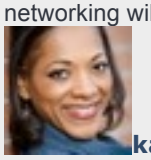
**mdbarber** Jun 20, 1:41pm via TweetChat

True. Esp w time zones. MT @cloudspark: a2: just 'cuz the client day ends at 5pm doesnt mean influencers are offline.#solopr



**SoloPR** Jun 20, 1:41pm via TweetGrid.com

RT @3HatsComm: A2 Maybe it's case of 'how to make better use of SM time?' How we spend time networking will vary per results, right? #soloPR


**karenswim** Jun 20, 1:41pm via TweetChat

@3HatsComm I am with you on that one! Would rather sell oranges by the side of the road! #solopr

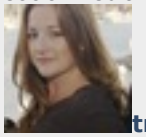
**MuslimNewMedia** Jun 20, 1:41pm via TweetChat

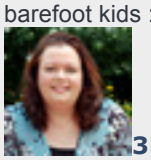
@jgombita not sure off the top of my head re legality, but that's an interesting question. gut says prolly legal but dont quote me #solopr

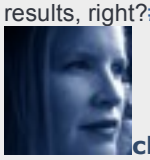
**SoloPR** Jun 20, 1:40pm via TweetGrid.com

RT @cloudspark: a2: just b/c client day ends at 5pm doesn't mean their customers, influencers, media are offline at that time too. #solopr

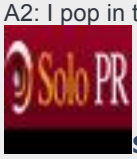
**SoloDovePR** Jun 20, 1:40pm via HootSuite
@MuslimNewMedia I like the term light tab. I think most do that esp since something is always happening in social media#solopr


**tmalott** Jun 20, 1:40pm via web
A2 very important! I can't tell you how often prospective clients follow my twitter. it's the curse a cobbler's barefoot kids :(#solopr

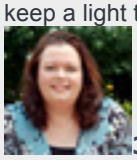

**3HatsComm** Jun 20, 1:40pm via TweetChat
A2 Maybe it's a case of 'how to make better use of SM time?' - How we spend time networking will vary per results, right?#soloPR


**cloudspark** Jun 20, 1:39pm via web
a2: just because the client day ends at 5pm doesn't mean their customers, influencers, media are offline at that time too.#solopr

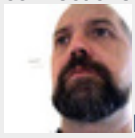
**KristK** Jun 20, 1:39pm via TweetGrid.com
A2: I pop in throughout day but don't keep sites open 24/7. Need to beef up participation on a few. #solopr



**SoloPR** Jun 20, 1:38pm via TweetGrid.com
RT @MuslimNewMedia: a2 it's so much a part of how biz is done and how connections are made, that i keep a light tab on it 24/7 #solopr

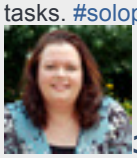

**3HatsComm** Jun 20, 1:38pm via TweetChat
@karenswim Been there, seen that (and worse!) - filed under 'never again.' #soloPR

**jgombita** Jun 20, 1:37pm via web
@MuslimNewMedia you are definitely an interesting man to know with a lot of interesting weak-link connections. :-)#solopr

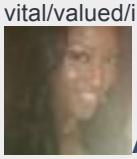

**MuslimNewMedia** Jun 20, 1:37pm via TweetChat
a2 it's so much a part of how biz is done and how connections are made, that i keep a light tab on it 24/7 #solopr

**cloudspark** Jun 20, 1:37pm via web

@3HatsComm @mdbarber - i'm more like you, i schedule time away, turned off to focus on other tasks. #solopr


**3HatsComm** Jun 20, 1:37pm via HootSuite

Cosigned RT @cloudspark: @karenswim @mdbarberimagine if agencies treated teams as vital/valued/important as clients. culture shift. #solopr


**AerialEllis** Jun 20, 1:37pm via TweetGrid.com

RT @KristK: A1: Before taking questionable action, ask how it will help build long-term relationship, success. #solopr

**SoloDovePR** Jun 20, 1:37pm via HootSuite

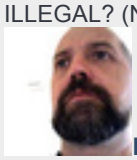
a2 which basically equals all day but I have to allot time to disconnect #solopr

**KristK** Jun 20, 1:37pm via TweetGrid.com

@MuslimNewMedia Good to know. Good to know. #solopr

**jgombita** Jun 20, 1:36pm via web

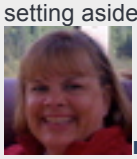
@MuslimNewMedia do you know if what she did (whether alone or former employer mandate) was actually ILLEGAL? (Not debating ethics.) #solopr


**MuslimNewMedia** Jun 20, 1:36pm via TweetChat

@jgombita lol damn, (now i sound like Saul from Breaking Bad, lol) #solopr

**SoloDovePR** Jun 20, 1:36pm via HootSuite

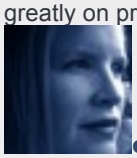
Very true RT @cloudspark: a2: i'm still laughing at the phrase "set aside time for social networks" - is all day setting aside time? #solopr


**mdbarber** Jun 20, 1:36pm via Twitter for Mac

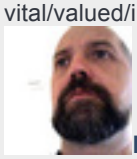
That! “@cloudspark: again, imagine if agencies treated their teams as vital/valued/important as clients. culture shift.#solopr”

**3HatsComm** Jun 20, 1:35pm via TweetChat

@cloudspark Exactly. I take time off from social now and again, for both work and play. Think it'll depend greatly on projects, jobs #soloPR


**cloudspark** Jun 20, 1:35pm via web

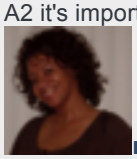
@karenswim @3HatsComm @mdbarber again, imagine if agencies treated their teams as vital/valued/important as clients. culture shift. #solopr


**MuslimNewMedia** Jun 20, 1:34pm via TweetChat

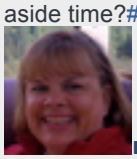
@jgombita lol:) lets just say I know people who know people and could probably find someone if the situation arose :)#solopr

**SoloDovePR** Jun 20, 1:34pm via HootSuite

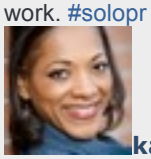
A2 it's important to stay active, I try and set aside time during diff times of day/night to connect #solopr


**makasha** Jun 20, 1:34pm via web

RT @cloudspark: a2: i'm still laughing at the phrase "set aside time for social networks" - is all day setting aside time?#solopr


**mdbarber** Jun 20, 1:34pm via TweetChat

A2 - Spending time on networks is critical. For me, I need to schedule turning off the channels to do other work. #solopr


**karenswim** Jun 20, 1:34pm via HootSuite

@3HatsComm @mdbarber These are the same people who work people into the ground and browbeat them for errors#solopr

**mdbarber** Jun 20, 1:33pm via TweetChat

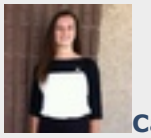
Same! RT @cloudspark a2: i'm still laughing at the phrase "set aside time for social networks" - is all day setting aside time?#solopr

**SoloPR** Jun 20, 1:33pm via TweetGrid.com

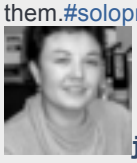
;-) RT @cloudspark: a2: i'm still laughing at the phrase "set aside time for social networks" - is all day setting aside time?#solopr

**cloudspark** Jun 20, 1:32pm via web

a2: i'm still laughing at the phrase "set aside time for social networks" - is all day setting aside time? #solopr


**CatherinedkPR** Jun 20, 1:32pm via Echofon

This RT @cloudspark: never be in a position where results matter more than your reputation on how you got them.#solopr


**jgombita** Jun 20, 1:31pm via web

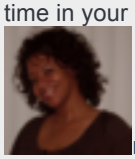
@MuslimNewMedia so, do YOU "know a guy?" ;-) So cloack and daggar. #solopr

**karenswim** Jun 20, 1:31pm via TweetChat

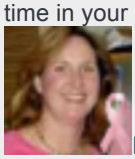
Yes, yes! RT @KristK: A1: I cover ethics in every class, but teaching courage takes more than a semester. #solopr

**KristK** Jun 20, 1:31pm via TweetGrid.com

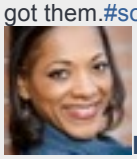
RT @SoloPR: Q2: How much of a priority is it for you to stay active on social networks? Do you set aside time in your schedule? #solopr


**makasha** Jun 20, 1:31pm via TweetChat

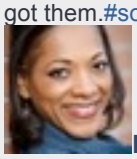
RT @SoloPR: Q2: How much of a priority is it for you to stay active on social networks? Do you set aside time in your schedule? #solopr


**KristK** Jun 20, 1:30pm via TweetGrid.com

Fave! RT @cloudspark: never be in a position where results matter more than your reputation on how you got them.#solopr


**karenswim** Jun 20, 1:30pm via TweetChat

Truth! RT @cloudspark: never be in a position where results matter more than your reputation on how you got them.#solopr


**karenswim** Jun 20, 1:30pm via TweetChat

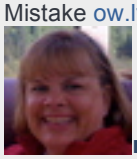
RT @SoloPR: Q2: How much of a priority is it for you to stay active on social networks? Do you set aside time in your schedule? #solopr

**mdbarber** Jun 20, 1:30pm via TweetChat

RT @SoloPR: Q2: How much of a priority is it for you to stay active on social networks? Do you set aside time for doing so?#solopr

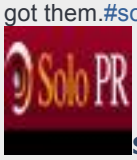
**4DPR** Jun 20, 1:30pm via HootSuite

#Solopr pros...Bringing on a #Business Partner? Avoid this Common Mistake ow.ly/bHXxr #entrepreneurmagazine



**mdbarber** Jun 20, 1:29pm via TweetChat

Amen! RT @cloudspark: never be in a position where results matter more than your reputation on how you got them.#solopr

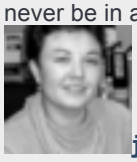


**SoloPR** Jun 20, 1:29pm via TweetGrid.com

Q2: How much of a priority is it for you to stay active on social networks? Do you set aside time in your schedule for doing so? #solopr

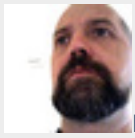
**cloudspark** Jun 20, 1:29pm via web

never be in a position where results matter more than your reputation on how you got them. #solopr



**jgombita** Jun 20, 1:28pm via web

Bingo. RT @cloudspark not sure anyone wants to lose a big client like walmart. #solopr [Easy to be ethical on the non-client side.]



**MuslimNewMedia** Jun 20, 1:28pm via TweetChat

fine line between researching competition/opposition and industrial espionage. If you have to cross it, though, hire professionals. #solopr

**3HatsComm** Jun 20, 1:27pm via HootSuite

Well said. RT @KristK: @mdbarber My line to students: "It's the cover-up that kills your career." #solopr

**mdbarber** Jun 20, 1:27pm via TweetChat

Parents should have taught that too. RT @KristK: A1: I cover ethics in every class, but teaching courage takes more than a semester. #solopr

**jgombita** Jun 20, 1:27pm via web

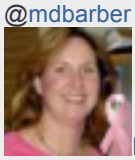
A1. What surprises me is how SHOCKED so many are. Wal-mart's stance against unions is legendary. Who knows what agency promised. #solopr

**SoloPR** Jun 20, 1:26pm via TweetGrid.com

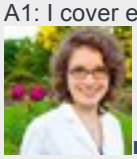
Great convo everyone! Q2 is up next! #solopr

**cloudspark** Jun 20, 1:26pm via web

@mdbarber @mlaffs not sure anyone wants to lose a big client like walmart. #solopr


**KristK** Jun 20, 1:26pm via TweetGrid.com

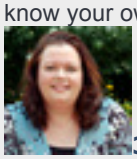
A1: I cover ethics in every class, but teaching courage takes more than a semester. #solopr


**mlaffs** Jun 20, 1:26pm via TweetDeck

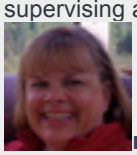
@cloudspark yeah, that last part ;) #solopr

**cloudspark** Jun 20, 1:26pm via web

@mlaffs @mdbarber i've declined work on ethical lines before. even resigned a client for it. you have to know your own lines. #solopr


**3HatsComm** Jun 20, 1:25pm via TweetChat

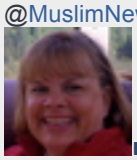
@mdbarber @karenswim People go 'rogue' - but they still have supervisors, responsible for you know, supervising and 'leading.' #soloPR


**mdbarber** Jun 20, 1:25pm via TweetChat

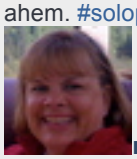
Great line: RT @KristK @mdbarber My line to students: "It's the cover-up that kills your career." #solopr

**karenswim** Jun 20, 1:25pm via TweetChat

@MuslimNewMedia Oh yes indeed it does! #solopr

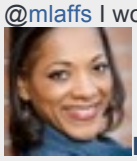

**mdbarber** Jun 20, 1:25pm via TweetChat

RT @cloudspark: people will forgive when youre honest. when you cover up or lie you get impeached. ahem. #solopr



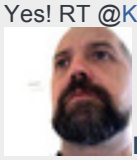
**mdbarber** Jun 20, 1:25pm via TweetChat

@mlaffs I wonder if they were afraid to lose the account, or if the culture allowed it to happen. #solopr



**karenswim** Jun 20, 1:24pm via TweetChat

Yes! RT @KristK @mdbarber My line to students: "It's the cover-up that kills your career." #solopr



**MuslimNewMedia** Jun 20, 1:24pm via TweetChat

sad thing is, it crosses inot that arena (see my other post) RT @karenswim: @cpsi_conf @mdbarber rofl! Fans of Covert Affairs? :-) #solopr

**cloudspark** Jun 20, 1:24pm via web

@mdbarber people will forgive when you're honest. when you cover up or lie you get impeached. ahem. #solopr

**mdbarber** Jun 20, 1:24pm via TweetChat

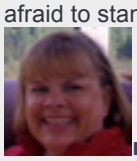
Amen! RT @3HatsComm: Im so over the we didnt know b.s. defense when the agency recruited, hired, trained this person#solopr

**mlaffs** Jun 20, 1:23pm via TweetDeck

@mdbarber and if you let a client steamroll/dictate strategy because you're afraid of losing the acct, etc, it's a disaster#solopr

**karenswim** Jun 20, 1:23pm via TweetChat

A1- Emp. could have turned it around pointing out potential for damaging agency's image but people are afraid to stand up to bosses #solopr



**mdbarber** Jun 20, 1:23pm via TweetChat

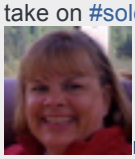
But what damage is done? RT @cloudspark: @mdbarberwhen youre further in your career its easier to make the stand at a clear line #solopr

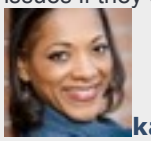
**SoloPR** Jun 20, 1:23pm via TweetGrid.com

RT @jgombita: Odds are agency (& prolly most Wal-Mart in-house people) aren't members of @PRSA. It's an unregulated industry #solopr

**KristK** Jun 20, 1:23pm via TweetGrid.com
@mdbarber My line to students: "It's the cover-up that kills your career." #solopr

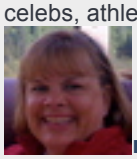
**mlaffs** Jun 20, 1:23pm via TweetDeck
@mdbarber i didn't realize the convo was about ethics. i have high standards about what kinds of clients i take on #soloPR

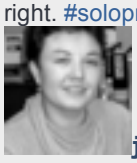

**mdbarber** Jun 20, 1:23pm via TweetChat
Agree. Cultural issue. RT @cloudspark: challenge for jr staffers to openly question boundaries, job/political issues if they do #solopr


**karenswim** Jun 20, 1:22pm via TweetChat
Amen sister! @3HatsComm You are speaking truth! cc @cloudspark @mdbarber #solopr

**cloudspark** Jun 20, 1:22pm via HootSuite
@mdbarber when you're further in your career it's easier to make the stand at a clear line #solopr

**KateRobins** Jun 20, 1:22pm via TweetChat
RT @karenswim: RT@KristK: A1: Short-term thinking has been the downfall of too many, from politicians, celebs, athletes, to PR pros. #solopr

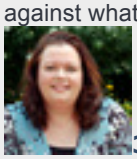

**mdbarber** Jun 20, 1:22pm via TweetChat
A1 - husband always tells the kids...the cover-up is worse than the crime. Just so much easier to do what's right. #solopr

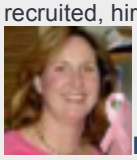

**jgombita** Jun 20, 1:22pm via web
Of course odds are agency (and prolly most Wal-Mart in-house people) aren't members of @PRSA. It's an unregulated industry @SoloPR. #solopr

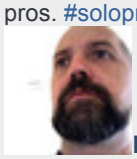
**karenswim** Jun 20, 1:21pm via TweetChat
RT @KristK: A1: Short-term thinking has been the downfall of too many, from politicians, celebs, athletes, to PR pros.#solopr

**cloudspark** Jun 20, 1:21pm via HootSuite
@mdbarber i think it's a challenge for junior staffers to openly question boundaries, job/political issues abound if they do#solopr

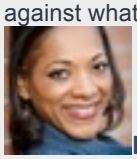
**mdbarber** Jun 20, 1:21pm via TweetChat
RT @karenswim: @mlaffs @KristK It is easy to get sucked in but important to be strong enough to go against what you know is wrong. #solopr


**3HatsComm** Jun 20, 1:21pm via TweetChat
@cloudspark @mdbarber @karenswim I'm so over the 'we didn't know' b.s. defense when the agency recruited, hired, trained this person #soloPR


**KristK** Jun 20, 1:21pm via TweetGrid.com
A1: Short-term thinking has been the downfall of too many, from politicians, celebs, athletes, to PR pros. #solopr


**MuslimNewMedia** Jun 20, 1:21pm via TweetChat
a1 2/2 many crisis comm/crisis mgmt firms employ PIs, etc 2 gather data on opposition. Bad move 4 PR firm 2 attempt that in house. #solopr

**SoloPR** Jun 20, 1:20pm via TweetGrid.com
RT @karenswim: @mlaffs @KristK It is easy to get sucked in but important to be strong enough to go against what you know is wrong. #solopr


**karenswim** Jun 20, 1:20pm via TweetChat
@cpsi_conf @mdbarber rofl! Fans of Covert Affairs? :-)#solopr

**KristK** Jun 20, 1:20pm via TweetGrid.com
RT @karenswim: too bad, b/c doing the right thing always gets the reward RT @mdbarber: Some seem to have lost their moral compass #solopr

**cpsi_conf** Jun 20, 1:19pm via HootSuite
@karenswim @mdbarber and who outside the cia uses the phrase "went rogue." #solopr

**mdbarber** Jun 20, 1:19pm via TweetChat

RT @KristK: A1: Before taking questionable action, ask how it will help build long-term relationship, success. #solopr

**karenswim** Jun 20, 1:19pm via TweetChat

@mlaffs @KristK It is easy to get sucked in but important to be strong enough to go against what you know is wrong. #solopr

**SoloPR** Jun 20, 1:19pm via TweetGrid.com

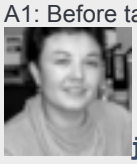
Re: Q1 - The @PRSA blog post on Walmart incident:ow.ly/bIbNu (thanks @jgombita) #solopr

**mdbarber** Jun 20, 1:19pm via TweetChat

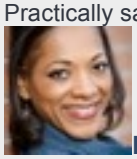
@JohnBowesPR not sure insurance means they don't want to give prize but more that they're covered if unexpected happens. #solopr

**KristK** Jun 20, 1:19pm via TweetGrid.com

A1: Before taking questionable action, ask how it will help build long-term relationship, success. #solopr


**jgombita** Jun 20, 1:18pm via web

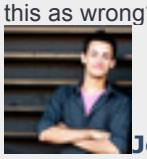
@KristK yeah well lot of people employed in PR/esp. at agencies sure seem to like to eat their own. Practically salivate in telling. #solopr


**karenswim** Jun 20, 1:18pm via TweetChat

RT @mdbarber: Excellent point fr @cloudspark:.. but imagine if agencies valued their teams as well as their clients. #solopr

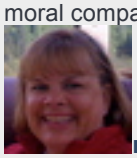
**mdbarber** Jun 20, 1:18pm via TweetChat

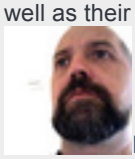
@mlaffs How is it easy to get sucked in? If you are committed to ethical practices, wouldn't you recognize this as wrong?#solopr

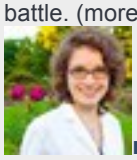

**JohnBowesPR** Jun 20, 1:18pm via TweetChat

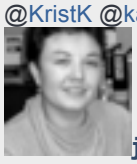
A1 Worked with a firm that wanted a national brand to have a contest insured so they wouldn't have to give prize. #solopr

**karenswim**Jun 20, 1:17pm via TweetChat
too bad, because doing the right thing always gets the reward RT @mdbarber: Some seem to have lost their moral compass.#solopr

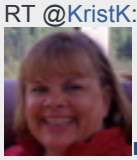
 **mdbarber**Jun 20, 1:17pm via TweetChat
Excellent point fr @cloudspark: said it last night in #pr20chatbut imagine if agencies valued their teams as well as their clients. #solopr

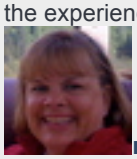
 **MuslimNewMedia**Jun 20, 1:17pm via TweetChat
a1. 1/2 high risk clients with a lot of potential opposition is crisis mgmt/crisis comm field. Its a messaging battle. (more)#solopr

 **mlaffs**Jun 20, 1:16pm via TweetDeck
@KristK @karenswim It's SO easy to get sucked into that!#soloPR

 **jgombita**Jun 20, 1:16pm via web
@SoloPR did you see the PRSAY blog post (on @PRSA) about it? I found it a lot more "reasoned" than some of the bloggers. #solopr

**karenswim**Jun 20, 1:16pm via TweetChat
RT @KristK: Hard to believe anyone, in any field, believes deception is A-OK. #solopr

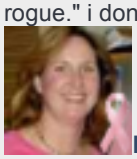
 **mdbarber**Jun 20, 1:16pm via TweetChat
RT @KristK: A1: Employee probably thinks world is ending but hopefully shell learn lesson and grow from the experience.#solopr

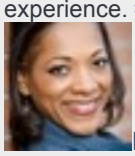
 **mdbarber**Jun 20, 1:16pm via TweetChat
Some seem to have lost their moral compass. RT @KristK: A1: Hard to believe anyone, in any field, believes deception is A-OK. #solopr

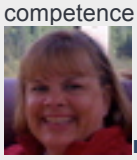
**KristK**Jun 20, 1:15pm via TweetGrid.com
RT @karenswim: A1: In race to win competitive war, too many veering from values that allow us lay our head down at night guilt free #solopr

**karenswim**Jun 20, 1:15pm via TweetChat
@cloudspark @mdbarber Agree with you both that the agency really didn't take responsibility & emp took the fall #solopr

**mdbarber**Jun 20, 1:15pm via TweetChat
I don't either. @cloudspark @karenswim seems the agency hung that ae out to dry - saying she "went rogue." i don't believe it. #solopr

 **KristK**Jun 20, 1:15pm via TweetGrid.com
A1: Employee probably thinks world is ending but hopefully she'll learn lesson and grow from the experience. #solopr

 **karenswim**Jun 20, 1:14pm via TweetChat
A1: Many agency employees are under trained, stressed to perform even when it's outside area of competence #solopr

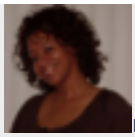
 **mdbarber**Jun 20, 1:14pm via TweetChat
True. Wrong but true. RT @cloudspark: @mdbarber agree to a1: we all know the lines, some chose to ignore it in a quest for results. #solopr

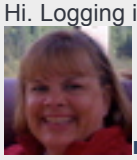
**SoloPR**Jun 20, 1:14pm via TweetGrid.com
RT @karenswim: A1: In race to win competitive war, too many veering from values that allow us lay our head down at night guilt free #solopr

**KristK**Jun 20, 1:14pm via TweetGrid.com
A1: Hard to believe anyone, in any field, believes deception is A-OK. #solopr

**mdbarber**Jun 20, 1:14pm via TweetChat
A1 - Appalling to me, but not so surprising anymore, the agency threw the emp under the bus. #solopr

**cloudspark**Jun 20, 1:14pm via web
@karenswim seems the agency hung that ae out to dry - saying she "went rogue." i don't believe it for a minute. #solopr


**makasha** Jun 20, 1:14pm via TweetChat
Hi. Logging in late from Cleveland, OH #solopr


**mdbarber** Jun 20, 1:13pm via TweetChat
Agree. RT @karenswim: A1: I have to wonder about the agencys culture that allowed the emp. to believe that was acceptable behavior #solopr

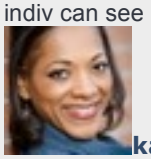
**3HatsComm** Jun 20, 1:13pm via TweetChat
A1 If they're messing w/ labor relations, this touches on illegal not just unethical. Can't believe it was even considered.#soloPR

**karenswim** Jun 20, 1:13pm via TweetChat
A1: In the race to win the competitive war, too many are veering from values that allow us lay our head down at night guilt free #solopr

**cloudspark** Jun 20, 1:13pm via web
@mdbarber agree to a1: we all know the lines, some chose to ignore it in a quest for results. #solopr

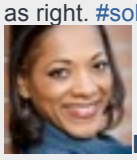
**MuslimNewMedia** Jun 20, 1:13pm via TweetChat
a bit behind the mark today -- , but howdy! #solopr

**SoloPR** Jun 20, 1:13pm via TweetGrid.com
RT @mdbarber: A1 - so many things wrong here but I just can't imagine how anyone...corporate, agency or indiv can see it as right. #solopr

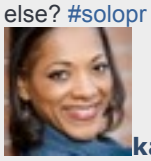

**karenswim** Jun 20, 1:12pm via TweetChat
A1: I have to wonder about the agency's culture that allowed the emp. to believe that was acceptable behavior #solopr

**KristK** Jun 20, 1:11pm via TweetGrid.com
RT @SoloPR: Q1 con't: Are PR firms that do unethical activities ignorant, or do they think they're smarter than everyone else? #solopr

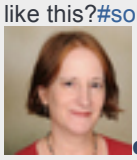
**mdbarber**Jun 20, 1:11pm via TweetChat
A1 - so many things wrong here but I just can't imagine how anyone...corporate, agency or indiv can see it as right. #solopr

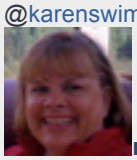
 **karenswim**Jun 20, 1:11pm via TweetChat
RT @SoloPR: Q1 con't: Are PR firms that do unethical activities ignorant, or do they think theyre smarter than everyone else? #solopr

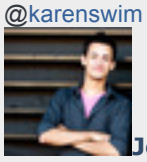
**SoloPR**Jun 20, 1:10pm via TweetGrid.com
Q1 con't: Are PR firms that do unethical activities ignorant, or do they think they're smarter than everyone else? #solopr

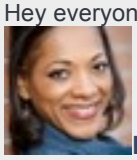
 **karenswim**Jun 20, 1:10pm via TweetChat
@dariasteigman :))) #solopr

**SoloPR**Jun 20, 1:09pm via TweetGrid.com
Q1: Per this post (ow.ly/bI5Hb) Walmart PR is under fire yet again-why can't companies resist pulling tricks like this?#solopr

 **dariasteigman**Jun 20, 1:09pm via TweetDeck
@karenswim Thx! I'm bottling that good karma. #solopr

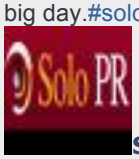
 **mdbarber**Jun 20, 1:08pm via TweetChat
@karenswim Ahh thanks (blushing) @KristK #solopr

 **JohnBowesPR**Jun 20, 1:08pm via TweetChat
Hey everyone! Hope you're all enjoy your day. #solopr

 **karenswim**Jun 20, 1:08pm via TweetChat
@dariasteigman I'll miss you,hope you get a great report from the doctor! #solopr

**mdbarber**Jun 20, 1:08pm via TweetChat

Definitely babe! RT @KristK: @karenswim Thanks! Im a solstice baby (or is that babe?) so tomorrows my big day.#solopr




**SoloPR** Jun 20, 1:08pm via TweetGrid.com

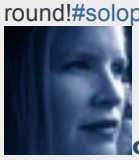
Welcome everyone! Q1 is coming up... #solopr

**karenswim** Jun 20, 1:08pm via TweetChat

@KristK You're a babe :-) #solopr

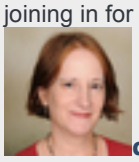
**karenswim** Jun 20, 1:07pm via TweetChat

@mdbarber @KristK I love it and it is a present you both deserve since you bring sunshine to others year round!#solopr



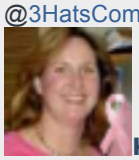
**cloudspark** Jun 20, 1:07pm via web

joining in for #solopr



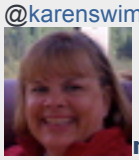
**dariasteigman** Jun 20, 1:07pm via TweetDeck

@3HatsComm Thanks! Got to get on a bus for downtown in a few minutes. #soloPR



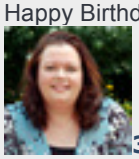
**KristK** Jun 20, 1:07pm via TweetGrid.com

@karenswim Thanks! I'm a solstice baby (or is that babe?) so tomorrow's my big day. #solopr



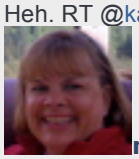
**mdbarber** Jun 20, 1:07pm via TweetChat

Happy Birthday @KristK...tomorrow. It is a good week for birthdays isn't it! #solopr



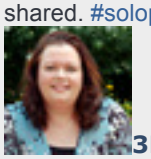
**3HatsComm** Jun 20, 1:07pm via TweetChat

Heh. RT @karenswim: Solo for nearly a decade, started when I was 10. :-) #soloPR



**mdbarber** Jun 20, 1:06pm via TweetChat

@karenswim @KristK Thanks. I'm trying to stretch this out. I figure the good weather was my present...but I shared. #solopr

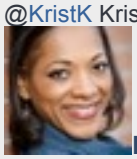


**3HatsComm** Jun 20, 1:06pm via TweetChat

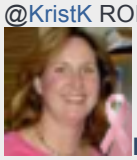
@dariasteigman You'll be missed. #soloPR

**karenswim**Jun 20, 1:05pm via TweetChat

@KristK Kristi, your bday is this week too? Wow! Happy Birthday!!! cc @mdbarber #solopr

 **karenswim**Jun 20, 1:05pm via TweetChat

@KristK ROFL! You're on! #solopr

 **KristK**Jun 20, 1:04pm via TweetGrid.com

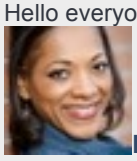
@mdbarber Love when the sun shines on our bday week!#solopr

**karenswim**Jun 20, 1:04pm via TweetChat

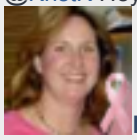
@mdbarber Hi there,hope you're having a great birthday week! #solopr

**KristK**Jun 20, 1:04pm via TweetGrid.com

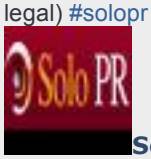
Hello everyone, I'm Kristie (22 years exp, 8 as indy, APR and PR prof based on MS Gulf Coast). #solopr

 **karenswim**Jun 20, 1:04pm via TweetChat

@KristK Hey there! :-) #solopr

 **KristK**Jun 20, 1:04pm via TweetGrid.com

@karenswim In that case, I'll buy you a drink next year at the @SoloPR conference (when you're legal) #solopr

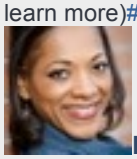


**SoloPR**Jun 20, 1:04pm via TweetGrid.com

@pr_sjs Many different topics today - have anything particular you'd like to discuss? #solopr

**mdbarber**Jun 20, 1:03pm via TweetChat

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

 **karenswim**Jun 20, 1:03pm via TweetChat

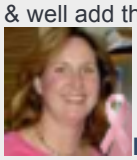
@KateRobins Hey there Kate! #solopr

**mdbarber** Jun 20, 1:03pm via TweetChat

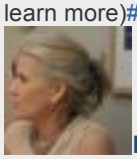
Good morning. Mary here from Anchorage. The sun's shining and things are looking good. #solopr

**karenswim** Jun 20, 1:03pm via TweetChat

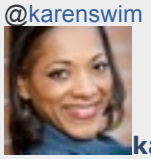
RT @SoloPR: If you have #solopr Qs youd like us to discuss, please @jennifer_spivak without the hashtag & well add them to the list! #solopr


**KristK** Jun 20, 1:03pm via TweetGrid.com

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


**KateRobins** Jun 20, 1:03pm via TweetChat

@karenswim Hey there, Karen. #solopr


**karenswim** Jun 20, 1:03pm via TweetChat

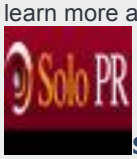
Hello! Karen Swim here, sweltering in Michigan. Solo for nearly a decade, started when I was 10. :-) #solopr

**SoloPR** Jun 20, 1:01pm 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!

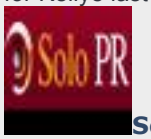
**karenswim** Jun 20, 1:01pm via TweetChat

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



**SoloPR** Jun 20, 1:01pm via TweetGrid.com

If you're joining, pls introduce yourself. This is @jennifer_spivak moderating (hi again!), something came up for Kellye last min #solopr



**SoloPR** Jun 20, 1:00pm via TweetGrid.com

It's time for this week's #soloPR chat for independent pros in PR & related fields (and those who want to learn more about it).