

## #SoloPR Transcript – 6/06/2012

1. There are recent reports that LinkedIn passwords have been compromised (so be sure to change yours). What are pw best practices?
2. On the anniversary of the drive-in theater, what can we learn from this inventive spirit and initiative? <http://bit.ly/bPYJAK>
3. Do you find it more difficult to connect with media/influencers during the summer months? How do you handle?



**SoloPR** Jun 06, 1:56pm via TweetGrid.com

Our time is winding down - thanks again everyone for a lively discussion! Remember, we keep chatting on the hashtag all week. [#solopr](#)



**BradleyRoss** Jun 06, 1:55pm via web

[@SoloPR](#) ideally, giving a great story/scoop to the new/hungry intern could be the beginning of a long and happy relationship . . . [#soloPR](#)



**MuslimNewMedia** Jun 06, 1:55pm via TweetChat

[@BradleyRoss](#) re interns, can be problematic -- interns move on, lack of authority for projects, lack of continuity when they leave [#solopr](#)



**cloudspark** Jun 06, 1:55pm via web

[@RebeccaEdgar](#) learn is small chunks, always a good deal [#solopr](#)



**KellyeCrane** Jun 06, 1:54pm via TweetDeck

[@AspenSpin](#) Yes, I think it's a sad part of being an influencer today. There are lazy people who want to cut corners in any biz. [#solopr](#)



**MarketingMel** Jun 06, 1:53pm via TweetDeck

RT [@RebeccaEdgar](#): [@jgombita](#) Lol! Greetings! Figure 15 minutes of smarts is better than none :- ) [#solopr](#)



**ETSUBob** Jun 06, 1:53pm via TweetDeck

RT [@MarketingMel](#): RT [@AnneDGallaher](#): 6.5 million LinkedIn passwords hacked & leaked -- [ow.ly/bp9l1#privacy](http://ow.ly/bp9l1#privacy) [#LinkedIn](#) [#soloPR](#)



**BradleyRoss** Jun 06, 1:52pm via web

@AspenSpin @KellyeCrane for new contacts, I always try to offer interesting/useful information to contact/their readers, no asks #soloPR



**SoloPR** Jun 06, 1:52pm via TweetGrid.com

Smart RT @BradleyRoss: is there opportunity to est relationships w/summer interns/get foot in the door with someone new/different? #soloPR



**rockstarjen** Jun 06, 1:52pm via TweetDeck

@jgombita thanks, judy. ditto. #soloPR



**jgombita** Jun 06, 1:51pm via web

In @CPRSNational Group @KellyeCrane @AspenSpin I just pointed out that a (USA) trade publication was doing same thing on LinkedIn. #soloPR



**AspenSpin** Jun 06, 1:51pm via web

@KellyeCrane well i guess i'm on the wrong lists then. cause i get bombed with requests. its spam it turns me off. #soloPR



**RebeccaEdgar** Jun 06, 1:51pm via TweetChat

@jgombita Lol! Greetings! Figure 15 minutes of smarts is better than none :- ) #soloPR



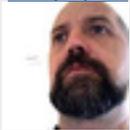
**mbarber** Jun 06, 1:51pm via TweetChat

Amen! KellyeCrane @AspenSpin I would value that at zero, too! That's the "spray and pray" method, and we #soloPR pros don't ascribe! #soloPR



**MarketingMel** Jun 06, 1:50pm via TweetDeck

RT @AnneDGallagher: 6.5 million LinkedIn passwords hacked & leaked --  
ow.ly/bp9l1 #privacy #LinkedIn #soloPR



**MuslimNewMedia** Jun 06, 1:50pm via TweetChat

@jgombita sry i wasnt clear:) products made/media exists cause ppl need to solve problems. So what/how r u and yr client solving :) #soloPR



**BradleyRoss** Jun 06, 1:50pm via web

@[mbarber](#) absolutely - just wondering what else [@AspenSpin](#) might have been thinking of in that context#[soloPR](#)



**KristK** Jun 06, 1:50pm via TweetGrid.com

@[JGHRelations](#) We had family chat about limiting technology (phone, email). Becoming trained to check in too much.#[solopr](#)



**KellyeCrane** Jun 06, 1:50pm via TweetDeck

@[AspenSpin](#) I would value that at zero, too! This is called the "spray and pray" method, and we [#solopr](#) pros don't ascribe!



**jgombita** Jun 06, 1:49pm via web

@[rockstarjen](#) I always enjoy seeing your smarts and fun in my stream, whether [#solopr](#) time or otherwise. Enjoy the rest of your week.



**mbarber** Jun 06, 1:49pm via TweetChat

A3 - Relationship w media is a partnership. We help each other. Without that, it can be difficult to get good results.#[solopr](#)



**BradleyRoss** Jun 06, 1:49pm via web

@[mbarber](#) @[KristK](#) is there opportunity to est relationships with summer interns/get foot in the door with someone new/different? [#soloPR](#)



**KellyeCrane** Jun 06, 1:49pm via TweetDeck

A3: If the contact is on social media, look at their updates (can help you see if they're in or not). [#solopr](#)



**MarketingMel** Jun 06, 1:48pm via TweetDeck

@[RebeccaEdgar](#) Oh good another fellow late comer. At least we got to peek in the room and say Hi to [#soloPR](#) colleagues!



**jgombita** Jun 06, 1:48pm via web

@[RebeccaEdgar](#) when [@Ken\\_Rosen](#) did that for[#usguyschat](#), I referred to it as the seventh-inning stretch.... Hey there, gal pal. [#solopr](#)



**mdbarber** Jun 06, 1:48pm via TweetChat

@BradleyRoss relationships w media/anyone are two way street. You have to give good materials in order to get good return. #solopr



**rockstarjen** Jun 06, 1:48pm via TweetDeck

@mdbarber you, too, mary! #solopr



**RebeccaEdgar** Jun 06, 1:48pm via TweetChat

Dropping in for last 10 minutes of chat #solopr



**JGHRelations** Jun 06, 1:47pm via web

RT @BradleyRoss: @AspenSpin @mdbarber @SoloPR ideas/suggestions on what else can be "offered in return"? #soloPR



**mdbarber** Jun 06, 1:47pm via TweetChat

@rockstarjen Good to see you. HAVe a good week. #solopr



**JGHRelations** Jun 06, 1:47pm via TweetDeck

RT @KellyeCrane: @AspenSpin Not all PR pros are the same. Some just play a numbers game, while the good ones value relationships. #solopr



**jgombita** Jun 06, 1:47pm via web

Just started reading The Information Diet @KristK. Big thumbs-up so far, including his take on present-day (USA) media "challenges" #solopr



**BradleyRoss** Jun 06, 1:47pm via web

@AspenSpin @mdbarber @SoloPR ideas/suggestions on what else can be "offered in return"? #soloPR



**rockstarjen** Jun 06, 1:46pm via TweetDeck

Gotta bolt from #solopr. Hope to chat with all of you again next week. Some great stuff this time.



**MarketingMel** Jun 06, 1:46pm via TweetDeck

RT [@rockstarjen](#) RT [@KristK](#): A3: Summer may mean media outlet is short-staffed and hungry for good content. [#solopr](#)



**JGHRelations** Jun 06, 1:46pm via HootSuite

My wife HATES mine. RT [@LoisMarketing](#): What? Someone leave iPhone home while on vacay? You must be kidding! EVERYONE is available! [#solopr](#)



**mdbarber** Jun 06, 1:46pm via TweetChat

A3 -- Do you make sure your media contacts know when you're out? Relationships are two ways. How can they reach you/your clients? [#solopr](#)



**3HatsComm** Jun 06, 1:46pm via TweetChat

Heh. RT [@KristK](#): A3: Summer may mean media outlet is short-staffed and hungry for good content. Oh wait, that's year-round. [#solopr](#)



**KellyeCrane** Jun 06, 1:46pm via TweetDeck

[@AspenSpin](#) Unfortunately, the spammy-types make so much noise, it makes it seem like they represent all PR people. [#solopr](#)



**BradleyRoss** Jun 06, 1:46pm via web

[@AspenSpin](#) respect for time, effort, and responsiveness - for outlet and for client - should be standard [#soloPR](#)



**mdbarber** Jun 06, 1:46pm via Twitter for Mac

So true. "[@KristK](#): A3: Summer may mean media outlet is short-staffed and hungry for good content. Oh wait, that's year-round. [#solopr](#)"



**LoisMarketing** Jun 06, 1:46pm via TweetDeck

Also ask abt other holiday-related schedules, publication dates, etc. This can be a great convo, will be appreciated by your source [#soloPR](#)



**rockstarjen** Jun 06, 1:46pm via TweetDeck

Ha! Amen. RT [@KristK](#): A3: Summer may mean media outlet is short-staffed and hungry for good content. Oh wait, that's year-round. [#solopr](#)



**KristK** Jun 06, 1:45pm via TweetGrid.com

A3: Summer may mean media outlet is short-staffed and hungry for good content. Oh wait, that's year-round. [#solopr](#)



**jgombita** Jun 06, 1:45pm via web

A3. If you have a great relationship with an editor, call up (in advance) and say when you are taking vacation--what about him/her? [#solopr](#)



**KellyeCrane** Jun 06, 1:45pm via TweetDeck

[@AspenSpin](#) Not all PR pros are the same. Some just play a numbers game, while the good ones value relationships. [#solopr](#)



**LoisMarketing** Jun 06, 1:45pm via TweetDeck

What? Someone leave their iPhone home while on vacay? You must be kidding! EVERYONE is available! :))) (Teasing) [#solopr](#)



**mdbarber** Jun 06, 1:44pm via TweetChat

Exactly. RT [@KellyeCrane](#): Yes, can ask about vacas if rel is strong enough RT [@mdbarber](#): A3 - ...strong relationships pay off [#solopr](#)



**KristK** Jun 06, 1:44pm via TweetGrid.com

So true RT [@mdbarber](#): A3 - even if media aren't in the office, they're still checking in on soc. med. [#solopr](#)



**LoisMarketing** Jun 06, 1:43pm via TweetDeck

RT [@JGHRelations](#): Great advice. RT [@cloudspark](#): q3: it's also another excuse to hear what they are working on and see if i can help. [#solopr](#)



**mdbarber** Jun 06, 1:43pm via TweetChat

RT [@cloudspark](#): [@BradleyRoss](#) same as during the holiday week between christmas & new years - still have to deliver new content. [#solopr](#)



**KellyeCrane** Jun 06, 1:43pm via TweetDeck

A3: Looking at ed calcs can help- some pubs do summer issues, which can indicate slow times there. [#solopr](#)



**jgombita** Jun 06, 1:43pm via web

[@MuslimNewMedia](#) ah, thanks for clarification. I'm sure being able to bring your own food & "blankies" was also a "family" attraction [#solopr](#)



**JGHRelations** Jun 06, 1:43pm via HootSuite

Great advice. RT [@cloudspark](#): q3: it's also another excuse to hear what they are working on and see if i can help. [#solopr](#)



**rockstarjen** Jun 06, 1:43pm via TweetDeck

True. RT [@mdbarber](#): A3 - I find even if they aren't in the office, they're still checking in on soc. med. [#solopr](#)



**mdbarber** Jun 06, 1:42pm via TweetChat

A3 - I find even if they aren't in the office, they're still checking in on soc. med. [#solopr](#)



**AspenSpin** Jun 06, 1:42pm via web

[@mdbarber](#) [@SoloPR](#) [#solopr](#) a3 why do PR pros ask media / influencers 4 coverage and offer nothing in return? respect 4 time & effort



**SoloPR** Jun 06, 1:42pm via TweetGrid.com

RT [@BradleyRoss](#): Many think it is a slow time, but that can make for opportunity for those who are creative/proactive during summer [#solopr](#)



**MarketingMel** Jun 06, 1:42pm via TweetDeck

RT [@SoloPR](#): Q3: Do you find it more difficult to connect with media/influencers during the summer months? How do you handle? [#solopr](#)



**mdbarber** Jun 06, 1:42pm via TweetChat

RT [@MuslimNewMedia](#): [@jgombita](#) drive-in creators mom found movie theater seats of the day uncomfy, thats what spurred his idea... [#solopr](#)



**cloudspark** Jun 06, 1:42pm via web

[@BradleyRoss](#) same as pitching during the holiday week between christmas and new year's - media still have to deliver new content. [#solopr](#)



**KellyeCrane** Jun 06, 1:42pm via TweetDeck

Yes, can ask about vacas if rel is strong enough RT [@mdbarber](#): A3 - ...strong relationships pay off [#solopr](#)



**3HatsComm** Jun 06, 1:42pm via HootSuite

Good word. RT @cloudspark: @LoisMarketing let's throw in the "hot" word in corporate buzz - be ready to "pivot" #solopr



**KristK** Jun 06, 1:41pm via TweetGrid.com

RT @SoloPR: Q3: Do you find it more difficult to connect with media/influencers during summer months? How do you handle? #solopr



**MarketingMel** Jun 06, 1:41pm via TweetDeck

Just got in and saying "hello" to my #soloPR friends.



**cloudspark** Jun 06, 1:41pm via web

q3: it's also another excuse to hear what they are working on and see if i can help. #solopr



**LoisMarketing** Jun 06, 1:40pm via TweetDeck

Not usually -- I have two or three backup contacts for each of my media sources, just as I provide backups in return. #soloprA3



**SoloPR** Jun 06, 1:40pm via TweetGrid.com

RT @makasha: A3: I try to establish connection before the summer. I also go where they go ... mixers, events, networking parties etc #solopr



**cloudspark** Jun 06, 1:40pm via web

q3: check w/ media now asking for their summer sched or if their preferred contact info changes. #solopr



**3HatsComm** Jun 06, 1:40pm via TweetChat

Well said. RT @LoisMarketing: dont let anticipated obsolescence kill your idea #solopr



**BradleyRoss** Jun 06, 1:40pm via web

Many think it is a slow time, but that can make for opportunity for those who are creative and proactive during summer #soloPR



**jgombita** Jun 06, 1:40pm via web

Not very big-picture RT @LoisMarketing: Don't be concerned if it will be outdated and obsolete tomorrow if it's valuable today. #soloPR A2



**MuslimNewMedia** Jun 06, 1:40pm via TweetChat

@jgombita drive-in creator's mom found movie theater seats of the day uncomfy, thats what spurred his idea... #soloPR



**mdbarber** Jun 06, 1:40pm via TweetChat

A3 - Big problem here because of weather & outdoor lifestyle but strong relationships pay off. #soloPR



**LoisMarketing** Jun 06, 1:40pm via TweetDeck

@cloudspark Please -- no corp speak! :) #soloPR@3HatsComm



**makasha** Jun 06, 1:39pm via TweetChat

A3: Yes #soloPR



**LoisMarketing** Jun 06, 1:39pm via TweetDeck

@3HatsComm Agreed. Just don't let anticipated obsolescence kill your idea #soloPR



**makasha** Jun 06, 1:39pm via TweetChat

A3: I try to establish connection before the summer. I also go where they go ... mixers, sporting events, networking parties, etc #soloPR



**cloudspark** Jun 06, 1:39pm via web

@3HatsComm @LoisMarketing let's throw in the "hot" word in corporate buzz - be ready to "pivot" #soloPR



**BradleyRoss** Jun 06, 1:39pm via web

@KellyeCrane @JGHRelations not to mention the ability to learn if you are looking at a field you have not been involved in before #soloPR



**SoloPR** Jun 06, 1:39pm via TweetGrid.com

Very true! RT [@jgombita](#): A2. Entrepreneurs can also create a need. Or at least a Want, per Maslow. [#soloPR](#)



**mdbarber** Jun 06, 1:38pm via TweetChat

RT [@SoloPR](#): Q3: Do you find it more difficult to connect with media/influencers during the summer months? How do you handle? [#soloPR](#)



**3HatsComm** Jun 06, 1:38pm via web

h/t RT [@KellyeCrane](#): A2: Entrepreneurs find a need and fill it, which can be done on large or small scale. Thats how [#soloPR](#) was born!



**BradleyRoss** Jun 06, 1:38pm via web

[@KellyeCrane](#) [@3HatsComm](#) honestly, great time, much easier, to start up most any venture, so many tools, resources [#soloPR](#)



**cloudspark** Jun 06, 1:38pm via web

[@LoisMarketing](#) agree, you can't always predict game changers. no one except apple's small group, saw the iphone coming. no one. [#soloPR](#)



**3HatsComm** Jun 06, 1:38pm via TweetChat

[@LoisMarketing](#) IDK Yes, stay in the now. But for long-term success, you also need to have plan to adapt, improvise, move forward. [#soloPR](#)



**jgombita** Jun 06, 1:38pm via web

A2. Entrepreneurs can also create a need. Or at least a Want, per Maslow. [#soloPR](#)



**SoloPR** Jun 06, 1:37pm via TweetGrid.com

Q3: Do you find it more difficult to connect with media/influencers during the summer months? How do you handle? [#soloPR](#)



**SoloPR** Jun 06, 1:36pm via TweetGrid.com

Interesting discussion, everyone -- Q3 is up next... [#soloPR](#)



**LoisMarketing** Jun 06, 1:36pm via TweetDeck

Don't be concerned if it will be outdated and obsolete tomorrow if it's valuable today. [#soloPR](#) A2



**rockstarjen** Jun 06, 1:35pm via TweetDeck

RT @KellyeCrane: A2: Entrepreneurs find a need and fill it, which can be done on large or small scale. That's how [#solopr](#) was born!



**LoisMarketing** Jun 06, 1:35pm via TweetDeck

RT @KellyeCrane: A2: Entrepreneurs find a need and fill it, which can be done on large or small scale. That's how [#solopr](#) was born!



**KellyeCrane** Jun 06, 1:35pm via TweetDeck

A2: Entrepreneurs find a need and fill it, which can be done on large or small scale. That's how [#solopr](#) was born!



**jgombita** Jun 06, 1:35pm via web

@KellyeCrane if you use same password elsewhere AND/OR if you are actually putting proprietary or confidential info on your account. [#solopr](#)



**mdbarber** Jun 06, 1:34pm via TweetChat

@KristK @cloudspark -- getting rid of those books means I need new doorstops too. [#solopr](#)



**3HatsComm** Jun 06, 1:34pm via TweetChat

@cloudspark @KellyeCrane Fax? Snail mail? Media directories - those change by the minute these days. [#solopr](#)



**makasha** Jun 06, 1:34pm via TweetChat

Logging into [#solopr](#) for a moment before I run to son's school [#solopr](#)



**SoloPR** Jun 06, 1:33pm via TweetGrid.com

MT @LoisMarketing: Those active in SoMe need to be careful not to spend so much time online that they lose free thinking/spirit [#solopr](#)



**KristK** Jun 06, 1:33pm via TweetGrid.com

@cloudspark Ah, those books could iron pants when needed. [#solopr](#)



**JGHRelations** Jun 06, 1:33pm via HootSuite

@KellyeCrane Depends on who you ask I guess. :) [#solopr](#)



**jgombita** Jun 06, 1:33pm via web

@MuslimNewMedia why do you say uncomfy movie seats? (Our main family car was huge and roomy.) [#solopr](#)



**KellyeCrane** Jun 06, 1:33pm via TweetDeck

@jgombita Agree w/you, BTW- the LinkedIn breach is mainly an issue if you use the same pw elsewhere. [#solopr](#)



**mdbarber** Jun 06, 1:32pm via TweetChat

RT @JGHRelations: A2: Its important to remember something that is inventive and influential today may be outdated/forgotten soon. [#solopr](#)



**cloudspark** Jun 06, 1:32pm via web

@KellyeCrane @3HatsComm remember when we had to buy those huge media directories in print? 4 books worth. [#thankyouonline](#) [#solopr](#)



**LoisMarketing** Jun 06, 1:32pm via TweetDeck

@cloudspark Yes, and be careful not to "buy in". Also -- candidly -- be careful what we share that should be proprietary. [#soloPR](#) A2



**JGHRelations** Jun 06, 1:32pm via HootSuite

A2: It's important to remember something that is inventive and influential today may be outdated and forgotten about soon. [#solopr](#)



**KellyeCrane** Jun 06, 1:32pm via TweetDeck

@JGHRelations Well yes, but I think tech is declared illegal pretty rarely, don't you? [#solopr](#)



**MuslimNewMedia** Jun 06, 1:31pm via TweetChat

A2 1/2 biz & [#socmed](#) are both/each about offering solutions (In this case, uncomfy movie seats). So: what solutions r u offering? [#solopr](#)



**mdbarber** Jun 06, 1:31pm via TweetChat

RT @3HatsComm: A2 Only constant is change; invention also drives necessity, opportunity. New tech, ideas can create new industry. [#solopr](#)



**KellyeCrane** Jun 06, 1:31pm via TweetDeck

@3HatsComm Yes- and what did they do before FedEx? We have so many tools at our disposal, it's a great time to be [#solopr](#)!



**cloudspark** Jun 06, 1:31pm via web

@KellyeCrane keeping it "g" for now [#solopr](#)



**jgombita** Jun 06, 1:31pm via web

@JanetLFalk of course it does. But the [#solopr](#) question related to LinkedIn.



**3HatsComm** Jun 06, 1:30pm via TweetChat

A2 Only constant is change; invention also drives necessity, opportunity no pun intended. New tech, ideas can create new industry. [#solopr](#)



**JGHRelations** Jun 06, 1:30pm via HootSuite

Me too. RT @KellyeCrane: @cloudspark I like how you addressed part of the appeal of the drive-in in a veiled way. :-)[#solopr](#)



**rockstarjen** Jun 06, 1:30pm via TweetDeck

RT @cloudspark: q2: also [drive-ins] tied itself to an american infatuation (cars) and teens desires for non-parent time (dating) [#solopr](#)



**JanetLFalk** Jun 06, 1:30pm via TweetDeck

@JGHRelations Must make accessible. Who had cellphone in 1990? Senior executives . Need to create demand, build supply, lower price [#soloPR](#)



**jgombita** Jun 06, 1:30pm via web

@KristK Steve Jobs would say NOT to focus on the customer, because the customer does not know what he or she wants in the future. [#solopr](#)



**cloudspark** Jun 06, 1:30pm via web

@LoisMarketing so important to schedule creative or curiosity breaks. [#solopr](#)



**SoloPR** Jun 06, 1:30pm via TweetGrid.com

Yes! RT @rockstarjen: A2 sometimes you just have to do with your gut. even if everyone else tells you it won't work. [#solopr](#)



**KellyeCrane** Jun 06, 1:29pm via TweetDeck

@cloudspark I like how you addressed part of the appeal of the drive-in in a veiled way. :- ) [#solopr](#)



**KristK** Jun 06, 1:29pm via TweetGrid.com

A2: Be open to opps in new ideas even if not solution to original problem Think of how many patents were sold too quickly. [#solopr](#)



**3HatsComm** Jun 06, 1:29pm via TweetChat

@KellyeCrane Heh. I had to look up how to print a disk list the other day; been forever since I burned, FedEx'd anything. ;) [#solopr](#)



**LoisMarketing** Jun 06, 1:28pm via TweetDeck

Those who are active in SoMe need to be careful not to spend so much time with peers online that they lose free thinking/spirit [#SoloPR](#) A2



**SoloPR** Jun 06, 1:28pm via TweetGrid.com

Interesting RT @cloudspark: q2: visual matters and changing the environment for the expected can create whole new attentions [#solopr](#)



**mdbarber** Jun 06, 1:28pm via TweetChat

@cloudspark True. Seems they have done Normandy before though? [#solopr](#)



**JGHRelations** Jun 06, 1:28pm via HootSuite

@KellyeCrane Tech makes things easier until someone decides easy=illegal. [#solopr](#)



**KellyeCrane** Jun 06, 1:27pm via TweetDeck

A2: Being a [#solopr](#) professional has become much easier since I first started. There was a lot more FedEx in the old days!



**mdbarber** Jun 06, 1:27pm via TweetChat

Exactly: RT [@JanetLFalk](#): A2 How many gamechangers have we seen in 50 years: mobile phone, VCR, shopping center malls, inline skates [#solopr](#)



**cloudspark** Jun 06, 1:27pm via web

[@mdbarber](#) suprised that chose it as today is also the anniv of the invasion of normandy. seems more important. [#solopr](#)



**jgombita** Jun 06, 1:27pm via web

[@JanetLFalk](#) but via compromised LinkedIn accounts?![#solopr](#)



**JGHRelations** Jun 06, 1:27pm via HootSuite

A2: Take something that is existing and manipulate it to make it desirable for a larger, sometimes different, demographic. [#solopr](#)



**3HatsComm** Jun 06, 1:27pm via web

Late for [#soloPR](#) chat... some days just get away from ya, you know?



**mdbarber** Jun 06, 1:27pm via TweetChat

A2 - Good ideas/products with a solid business plan will, I believe, always be possible. Innovation and change are constant. [#solopr](#)



**KristK** Jun 06, 1:27pm via TweetGrid.com

A2: innovative ideas blossom on the fringes. Focus on customer and be brave. [#solopr](#)



**JanetLFalk** Jun 06, 1:26pm via TweetDeck

A2 How many gamechangers have we seen in last 50 years: mobile phone, VCR, shopping center malls, inline skates [#soloPR](#)



**mdbarber** Jun 06, 1:26pm via TweetChat

A2 - Check out the Google Doodle for today. Features the drive-in theater. [#solopr](#)



**cloudspark** Jun 06, 1:26pm via web

q2: also that industry tied itself to an american infatuation (cars) and teens desires for non-parent time (dating) [#solopr](#)



**KellyeCrane** Jun 06, 1:26pm via TweetDeck

A2: I think there's still plenty of room for entrepreneurial spirit. Though there's more legal stuff, tech makes many things easier. [#solopr](#)



**rockstarjen** Jun 06, 1:25pm via TweetDeck

A2 sometimes you just have to do with your gut. even if everyone else tells you it won't work. [#solopr](#)



**mdbarber** Jun 06, 1:24pm via TweetChat

[@rockstarjen](#) [@cloudspark](#) I don't do it as often as I should either but think it's a good idea. Kind of like alarm batteries. [#solopr](#)



**KristK** Jun 06, 1:24pm via TweetGrid.com

RT [@SoloPR](#): Q2: On anniv of 1st drive-in theater, what can we learn from this inventive spirit and initiative? [bit.ly/bPYJAK](http://bit.ly/bPYJAK) [#solopr](#)



**jgombita** Jun 06, 1:23pm via web

As there is ONLY ONE [@JanetLFalk](#), attempted Impersonization Would Be Futile. :- ) (think this is mainly "beat up LI" tactics) [#solopr](#)



**rockstarjen** Jun 06, 1:23pm via TweetDeck

[@cloudspark](#) i've been out of this time slot for a bit, too. right there with ya [#solopr](#)



**cloudspark** Jun 06, 1:23pm via web

q2: visual matters and changing the environment for the expected can create whole new attentions [#solopr](#)



**cloudspark** Jun 06, 1:23pm via web

@rockstarjen it took school being out to get back to this timeslot :- ) #solopr



**SoloPR** Jun 06, 1:22pm via TweetGrid.com

Q2 was submitted by @JGHRelations- Is that level of entrepreneurship still attainable today or is there too much red tape? #solopr



**mdbarber** Jun 06, 1:22pm via TweetChat

RT @SoloPR: Q2: On anniversary of the drive-in movies, what can we learn from inventive spirit & initiative? bit.ly/bPYJAK#solopr



**LoisMarketing** Jun 06, 1:22pm via TweetDeck

Breaches of accounts extend beyond stealing personal information. Consider malware, destruction of your profile/contact base #soloPR A1



**cloudspark** Jun 06, 1:22pm via web

@mdbarber i change every 30 days. but think of it as a rotation more than all out changes. #solopr



**rockstarjen** Jun 06, 1:22pm via TweetDeck

@mdbarber i don't change as often as i should. but i do it from time to time unprompted. #solopr



**SoloPR** Jun 06, 1:21pm via TweetGrid.com

Q2: On the anniversary of the drive-in theater, what can we learn from this inventive spirit and initiative? bit.ly/bPYJAK#solopr



**rockstarjen** Jun 06, 1:21pm via TweetDeck

@cloudspark hey jenny! long time, no... #solopr



**cloudspark** Jun 06, 1:21pm via web

hey #solopr friends great to see you!



**rockstarjen** Jun 06, 1:21pm via TweetDeck

[@jgombita](#) some people have their CC information in their LinkedIn acct - if they are a subscriber, for example. [#solopr](#)



**mdbarber** Jun 06, 1:21pm via TweetChat

A1 - Anyone regularly change their passwords? I know banks and such require it but do you change others at the same time? [#solopr](#)



**jgombita** Jun 06, 1:21pm via web

[@rockstarjen](#) right up there with 1-2-3-4? :-)  
[#solopr](#)



**LoisMarketing** Jun 06, 1:21pm via TweetDeck

IT firms typically use random generators -- and assign passwords to users, changing on a regular basis. Not bad to adopt personally [#soloPR](#)



**cloudspark** Jun 06, 1:21pm via TweetDeck

RT [@rockstarjen](#): RT [@SoloPR](#): While we gather: in case you haven't seen it, we have a survey up this week re: our [#soloprconf](#): [bit.ly/KO3IMk](http://bit.ly/KO3IMk)



**JanetLFalk** Jun 06, 1:21pm via TweetDeck

[@jgombita](#) Agree that the info in my LI acct is not monetizable. Visible contacts + website. Will I be impersonated? [#soloPR](#)



**LoisMarketing** Jun 06, 1:20pm via TweetDeck

Many may say "no biggie" when they learn of a breach -- then realize they use same password across the board for all accts!  
[#solopr](#)



**mdbarber** Jun 06, 1:19pm via TweetChat

[@JGHRelations](#) Amazing isn't it! [#solopr](#)



**mdbarber** Jun 06, 1:19pm via TweetChat

RT [@KellyeCrane](#): A1: 1 more key thing to remember: if you use your email address + PW for a site, dont use same pw as email account. [#solopr](#)



**SoloPR** Jun 06, 1:19pm via TweetGrid.com

Good tips, gang (and thanks to those who shared helpful links). Q2 is a discussion-type question, up next... [#solopr](#)



**mdbarber** Jun 06, 1:19pm via TweetChat

@LoisMarketing Isn't that handy? Makes it so much easier for the thief. Very thoughtful. Not. [#solopr](#)



**JGHRelations** Jun 06, 1:19pm via HootSuite

@mdbarber YES! We must have worked with the same people. [#solopr](#)



**KellyeCrane** Jun 06, 1:18pm via TweetDeck

A1: One more key thing to remember: if you use your email address + password for a site, don't use same pw as that email account. [#solopr](#)



**JanetLFalk** Jun 06, 1:18pm via TweetDeck

NYC-based PR pro w/ Wall St, law firm, small biz, nonprofit clients. [#soloPR](#)



**LoisMarketing** Jun 06, 1:18pm via TweetDeck

@mdbarber @JGHRelations .. very handy to whoever steals your laptop! Hide them in inconspicuous place in home/office [#solopr](#)



**SoloPR** Jun 06, 1:17pm via TweetGrid.com

@JGHRelations Good point about the stress. [#solopr](#)



**mdbarber** Jun 06, 1:17pm via TweetChat

I use that one as well. RT @KristK: A1: Ive used someone elses name w digits (address, phone, class year, birthyear) as password. [#solopr](#)



**SoloPR** Jun 06, 1:16pm via TweetGrid.com

RT @BradleyRoss: Great [Slate.com](#) article on "fixing your terrible, insecure passwords in 5 minutes" [slate.com/articles/techn...](#) [#solopr](#)



**mdbarber** Jun 06, 1:16pm via TweetChat

@JGHRelations I like the people who tape it to the underside of their laptop...so it's hard to see. Ummmm...not. [#solopr](#)



**SoloPR** Jun 06, 1:16pm via TweetGrid.com

RT @CaliforniaKara: Q1: Mixing up characters, number and symbols is statistically poor for password strength [xkcd.com/936](http://xkcd.com/936) #solopr



**mdbarber** Jun 06, 1:16pm via TweetChat

@KellyeCrane So true. #solopr



**KellyeCrane** Jun 06, 1:15pm via TweetDeck

@mdbarber I agree! My brain doesn't work that way, but to each his own... #solopr



**KristK** Jun 06, 1:15pm via TweetGrid.com

A1: I've used someone else's name w digits (address, phone, class year, birthyear) as password. Associate them w site to remember #solopr



**JGHRelations** Jun 06, 1:15pm via HootSuite

A1: Don't make it something so difficult you can't remember. And don't paste it to your monitor. Seen this WAY too many times. #solopr



**rockstarjen** Jun 06, 1:15pm via TweetDeck

RT @KellyeCrane: A1: I've never done it, but some people use the first letter of each word in a fave book/song title. #solopr



**mdbarber** Jun 06, 1:14pm via TweetChat

A1 -- key is to make it something you'll remember but not something that's easy for the "bad guys" to guess. #solopr



**mdbarber** Jun 06, 1:14pm via TweetChat

@KellyeCrane That sounds really complicated to me. #solopr



**rockstarjen** Jun 06, 1:14pm via TweetDeck

@AspenSpin another good resource is @pr20chat #solopr



**mdbarber** Jun 06, 1:14pm via TweetChat

A1 -- anyone use a password keeper lockbox online type thing? [#solopr](#)



**CaliforniaKara** Jun 06, 1:13pm via web

Q1: Mixing up characters, number and symbols is statistically poor for password strength [xkcd.com/936](http://xkcd.com/936) [#SoloPR](#)



**KellyeCrane** Jun 06, 1:13pm via TweetDeck

A1: I've never done it, but some people use the first letter of each word in a fave book/song title. [#solopr](#)



**KristK** Jun 06, 1:13pm via TweetGrid.com

RT @KellyeCrane: A1: don't use the same password everywhere, esp accounts involving money shouldn't be the same as socmed. [#solopr](#)



**mdbarber** Jun 06, 1:13pm via TweetChat

Personally I like 123456 myself. ;-) RT @rockstarjen A1 "password" is my favorite password ;) [#solopr](#)



**jgombita** Jun 06, 1:13pm via web

I have more concern about a credit card number being "compromised" than I do about my LinkedIn account.... [#solopr](#)



**KellyeCrane** Jun 06, 1:12pm via TweetDeck

A1: Also, as we know, don't use the same password everywhere, esp accounts involving money shouldn't be the same as socmed. [#solopr](#)



**BradleyRoss** Jun 06, 1:12pm via web

Great [Slate.com](http://Slate.com) article on "fixing your terrible, insecure passwords in 5 minutes" here: [slate.com/articles/techn...](http://slate.com/articles/techn...) [#soloPR](#)



**JGHRelations** Jun 06, 1:12pm via HootSuite

A1: From the IT in me, don't make all your account passwords the same. Much less stressful when something like this happens. [#solopr](#)



**AspenSpin** Jun 06, 1:12pm via web

@rockstarjen niiice i was at point loma seafood yesterday. @SoloPR #solopr trying to maximize my reach learn about PR



**mdbarber** Jun 06, 1:11pm via TweetChat

A1 - Initials (not yours) work to mix things up as well. And, don't make them all the same but variants are good. #solopr



**KristK** Jun 06, 1:11pm via TweetGrid.com

@rockstarjen Mine too! LOL #solopr



**jgombita** Jun 06, 1:11pm via web

A1. Mix of lettercases and numbers. [I have no plans to change my 9-year-old LI password, btw, until evidence it was compromised.] #solopr



**rockstarjen** Jun 06, 1:11pm via TweetDeck

A1 "password" is my favorite password ;) #solopr



**KellyeCrane** Jun 06, 1:11pm via TweetDeck

MT @BradleyRoss: not too short, mix lower case and capital, along with number(s) and special character(s), and change periodically #solopr



**BradleyRoss** Jun 06, 1:11pm via web

also, different passwords for different accounts, ideally - otherwise you risk multiple accounts being compromised if one is #solopr



**rockstarjen** Jun 06, 1:10pm via TweetDeck

I throw the odd characters in all the time. RT @KellyeCrane: A1: A 5 can be used as an "S," a 3 as an "E," etc. #solopr



**KristK** Jun 06, 1:10pm via TweetGrid.com

A1: Thanks for reminder. Meant to do that first thing this morn.#solopr



**mdbarber** Jun 06, 1:10pm via TweetChat

RT @KellyeCrane: A1: The best passwords are nonsense to anyone else. Childhood nicknames (w/numbers incorporated) are good. [#solopr](#)



**KellyeCrane** Jun 06, 1:10pm via TweetDeck

A1: A 5 can be used as an "S," a 3 as an "E," etc. [#solopr](#)



**rockstarjen** Jun 06, 1:10pm via TweetDeck

@AspenSpin welcome! is see you spend summers in del mar. i'm in point loma. [#solopr](#)



**BradleyRoss** Jun 06, 1:09pm via web

Standard stuff - not too short, mix lower case and capital, along with number(s) and special character(s), and change periodically [#solopr](#)



**GreenerGrassMkt** Jun 06, 1:09pm via TweetDeck

@AspenSpin welcome welcome come on in, the water is fine:) [#solopr](#)



**KellyeCrane** Jun 06, 1:09pm via TweetDeck

A1: The best passwords are those that would be nonsense to anyone else. Childhood nicknames (w/numbers incorporated) are good. [#solopr](#)



**JGHRelations** Jun 06, 1:09pm via HootSuite

@SoloPR This is JG (Greg) Hanks in MS. PR grad student looking to transition careers. Find me at [jghanks.com#solopr](#)



**AspenSpin** Jun 06, 1:09pm via web

[#solopr](#) hi pr pro's i'm a fairly big time blogger who gets inundated with PR requests... curious about the biz



**KristK** Jun 06, 1:08pm via TweetGrid.com

RT @SoloPR: Q1: Recent reports that LinkedIn passwords have been compromised (be sure to change yours). What are pw best practices? [#solopr](#)



**mdbarber** Jun 06, 1:08pm via TweetChat

MT @SoloPR: Q1: There are recent reports that LinkedIn passwords have been compromised. What are pw best practices? [#solopr](#)



**SoloPR** Jun 06, 1:07pm via TweetGrid.com

Q1: There are recent reports that LinkedIn passwords have been compromised (so be sure to change yours). What are pw best practices? [#solopr](#)



**mdbarber** Jun 06, 1:07pm via TweetChat

@rockstarjen same here regarding making it the whole hour. Phone just rang. Hope that quick interruption is it! [#solopr](#)



**BradleyRoss** Jun 06, 1:06pm via web

Brad Shannon, 10+ years indy, in northern Colorado [#solopr](#)



**SoloPR** Jun 06, 1:06pm via TweetGrid.com

Welcome everyone -- thanks for joining! Q1 is coming up. [#solopr](#)



**KristK** Jun 06, 1:06pm via TweetGrid.com

Hello everyone, I'm Kristie (22 years exp, 8 as indy, APR and PR prof based on MS Gulf Coast). Juggling in today's circus of life [#solopr](#)



**rockstarjen** Jun 06, 1:05pm via TweetDeck

RT @SoloPR: While we gather: in case you haven't seen it, we have a survey up this week re: our [#solopr](#) conf: [bit.ly/KO3IMk](http://bit.ly/KO3IMk)



**rockstarjen** Jun 06, 1:05pm via TweetDeck

@mdbarber @KellyeCrane hi ladies. let's see if i make the entire hour this time. :) [#solopr](#)



**SoloPR** Jun 06, 1:05pm via TweetGrid.com

While we gather: in case you haven't seen it, we have a survey up this week re: our [#solopr](#) conf: [bit.ly/KO3IMk](http://bit.ly/KO3IMk)



**mdbarber** Jun 06, 1:04pm via TweetChat

Good morning. Mary from Anchorage; 30+ as PR pro -- 12 years as indy. [#soloPR](#)



**rockstarjen** Jun 06, 1:04pm via TweetDeck

Hello [#soloPR](#). Jen in San Diego (solo consultant for almost 8 years) after decade in agencies & in-house.



**BradleyRoss** Jun 06, 1:04pm via TweetChat

RT @mdbarber: RT @SoloPR: Its time for this weeks [#soloPR](#) chat for indy pros in PR and related fields (and those who want to learn more about it). [#soloPR](#)



**mdbarber** Jun 06, 1:03pm via TweetChat

RT @SoloPR: Its time for this weeks [#soloPR](#) chat for indy pros in PR and related fields (and those who want to learn more about it). [#soloPR](#)



**SoloPR** Jun 06, 1:03pm via TweetGrid.com

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



**SoloPR** Jun 06, 1:03pm via TweetGrid.com

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



**SandraSays** Jun 06, 1:03pm via TweetGrid.com

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



**rockstarjen** Jun 06, 1:03pm via TweetDeck

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



**KellyeCrane** Jun 06, 1:02pm via TweetDeck

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



**SoloPR** Jun 06, 1:02pm via [TweetGrid.com](#)

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