

# #SoloPR Transcript – 8/08/2012

1. When I see ppl tweeting, FBing, commenting on blogs, a lot, I think they don't have clients. How much is too much? [#solopr](#)
2. Any thoughts on creating a Wikipedia entry? [#solopr](#)
3. When promoting a book, do Facebook AND book website or just book website or just Facebook? [#solopr](#)
4. Are memberships in professional/networking orgs (PRSA, IABC, etc) beneficial for new business? [#solopr](#)



**SoloPR** Aug 08, 1:57pm via TweetGrid.com

Transcript will be on [soloprpro dot com](#) tomorrow. Have a great week, everyone! [#solopr](#)



**dariasteigman** Aug 08, 1:57pm via TweetDeck

[@akenn](#) Good Point. [#solopr](#)



**dariasteigman** Aug 08, 1:56pm via TweetDeck

Thanks, [@KellyeCrane](#), for shepherding us through another hour of smarts & sass. [#solopr](#)



**SoloPR** Aug 08, 1:56pm via TweetGrid.com

Not enough time for another Q, so thanks for joining and remember we keep chatting on the hashtag all week! [#solopr](#)



**wickedjava** Aug 08, 1:56pm via TweetChat

RT [@3HatsComm](#): Co-signed. RT [@rockstarjen](#): U get what U put into it [#solopr](#)



**KateRobins** Aug 08, 1:56pm via TweetChat

!! MT [@SoloPR](#): ... pls join me in sending your thoughts to our friend & colleague [@deegospel](#), whos serious health issues continue. [#solopr](#)



**akenn** Aug 08, 1:55pm via TweetChat

[@KateRobins](#) [@dariasteigman](#) Twitter chats fit that bill![#solopr](#)



**dariasteigman** Aug 08, 1:55pm via TweetDeck

Sending good thoughts your way. RT [@SoloPR](#): Pls join me in sending your thoughts to our friend & colleague [@deegospel](#). #solopr



**SoloPR** Aug 08, 1:55pm via TweetGrid.com

Oops, whose (not who's) - typed to fast. Hate that! #solopr



**3HatsComm** Aug 08, 1:55pm via TweetChat

Co-signed. RT [@rockstarjen](#): U get what U put into it #solopr



**KateRobins** Aug 08, 1:55pm via TweetChat

[@dariasteigman](#) Yes. They can compete like magnet schools. #solopr



**KateRobins** Aug 08, 1:55pm via TweetChat

[@dariasteigman](#) [@KellyeCrane](#) You're always welcome up here if you need NE badges. #solopr



**dariasteigman** Aug 08, 1:54pm via TweetDeck

[@KateRobins](#) That would make sense, wouldn't it? #solopr



**SoloPR** Aug 08, 1:54pm via TweetGrid.com

As time winds down, pls join me in sending your thoughts to our friend & colleague [@deegospel](#), who's serious health issues continue. #solopr



**KateRobins** Aug 08, 1:54pm via TweetChat

[@dariasteigman](#) One wonders if -- in geostripped/cyber world -- if we can ditch our zip codes and join the regional chapters we want. #solopr



**SoloPR** Aug 08, 1:53pm via TweetGrid.com

Thanks for all the smartness everyone! #solopr



**KellyeCrane** Aug 08, 1:52pm via TweetDeck

A4: As [@LoisMarketing](#) mentioned, many [#solopr](#) pros get a lot of value out of participating in groups where your clients are.



**dariasteigman** Aug 08, 1:52pm via TweetDeck

[@KellyeCrane](#) I have the midwest covered. And, yes, brrrrrr...[#solopr](#)



**KateRobins** Aug 08, 1:51pm via TweetChat

absolutely! MT [@rockstarjen](#): A4 but, i have strong network of former colleagues. this is where i see most of my effort (and return). [#solopr](#)



**SoloPR** Aug 08, 1:51pm via TweetGrid.com

Great point! RT [@rockstarjen](#): A4 ...they say U get what U put into it... [#solopr](#)



**KateRobins** Aug 08, 1:51pm via TweetChat

[@dariasteigman](#) You suggestin' our fearless leader's a fugitive? [#solopr](#)



**rockstarjen** Aug 08, 1:50pm via TweetChat

A4 but, i have a strong network of former colleagues. this is where i see most of my effort (and return). [#solopr](#)



**KellyeCrane** Aug 08, 1:50pm via TweetDeck

[@dariasteigman](#) The midwest and the northeast. Brrrr :-)[#solopr](#)



**KateRobins** Aug 08, 1:50pm via TweetChat

[@KellyeCrane](#) A4 At the very least, you can check your thinking and pick up new industry parlance. [#solonotdead#solopr](#)



**SoloPR** Aug 08, 1:49pm via TweetGrid.com

MT [@LoisMarketing](#): Professional orgs beneficial for those requiring continuing ed. I invest my \$ /time in biz assns for networking [#solopr](#)



**EddieBrownPR** Aug 08, 1:49pm via TweetDeck

Great feedback on Q4! [#solopr](#)



**dariasteigman** Aug 08, 1:49pm via TweetDeck

@KellyeCrane Is there any part of the country you haven't lived in? [#solopr](#)



**rockstarjen** Aug 08, 1:49pm via TweetChat

A4 admit i'm not active in my local PRSA / IABC chapters. they say U get what U put into it, which explains why i get nothing. :) [#solopr](#)



**mlaffs** Aug 08, 1:48pm via TweetDeck

Amen RT @KellyeCrane: A4: [#solopr](#) veterans are unanimous in espousing the importance of a strong network



**akenn** Aug 08, 1:48pm via TweetChat

I seem to join for a bit, taking a few yrs off & then jumping back in or trying diff group. Not my m.o. for most things in life...[#solopr](#)



**KellyeCrane** Aug 08, 1:47pm via TweetDeck

A4: BTW, if you're new to [#solopr](#), our veterans are unanimous in espousing the importance of a strong network (more imp than "mktg").



**LoisMarketing** Aug 08, 1:47pm via TweetDeck

Professional orgs primarily beneficial for those requiring continuing ed. I invest my \$ and time in business assns for networking [#soloPR](#) A4



**KateRobins** Aug 08, 1:47pm via TweetChat

RT @KellyeCrane: A4: I think some geographies have strong [#PRSAIPA](#) groups (Atlanta is one). So, that can help justify [#solopr](#)



**KateRobins** Aug 08, 1:46pm via TweetChat

MT @dariasteigman: A4 Some prof. groups great for building networks = business. But you have to nurture the network first. [#solopr](#)



**dariasteigman** Aug 08, 1:46pm via TweetDeck

A4 To @KellyeCrane's point, DC has a terrific IABC chapter. Lots of smart, senior comms folks who've helped me grow (PD & the biz). [#solopr](#)



**SoloPR** Aug 08, 1:46pm via TweetGrid.com

RT @JanetLFalk: Latest new biz has come from referrals & networking groups, not prof'l assoc. [#solopr](#)



**KellyeCrane** Aug 08, 1:45pm via TweetDeck

A4: I think some geographies have strong [#PRSAIPA](#) groups (Atlanta is one). So, that can help justify. [#solopr](#)



**SoloPR** Aug 08, 1:44pm via TweetGrid.com

Interesting pt RT @Caley: @SoloPR A4: I feel like PRSA has helped make me a better networker and PR pro, so, indirectly, yes. [#solopr](#)



**KateRobins** Aug 08, 1:44pm via TweetChat

@KellyeCrane Q4. Agree with you. [#Solopr](#) and other chats are the best ROI in my exp. PRSA lagged; made no sense for price. [#solopr](#)



**KellyeCrane** Aug 08, 1:44pm via TweetDeck

A4: However, if you don't have an extended network already, meeting other [#solopr](#) pros (here and elsewhere) can be helpful/important.



**KeishaNYCPR** Aug 08, 1:43pm via Echofon

RT @AerialEllis: We've monitored Wikipedia pages. Their good but I think PR pros should give definition, not craft. [#solopr](#)



**JanetLFalk** Aug 08, 1:43pm via TweetDeck

Latest new biz has come from referrals & networking groups, not prof'l assoc. [#soloPR](#)



**KateRobins** Aug 08, 1:42pm via TweetChat

@SoloPR I remember (disc'ing before). I didn't think so then. Eager to know if there's new convincing data otherwise. [#solopr](#)



**rockstarjen** Aug 08, 1:42pm via TweetChat

Same here. RT @KellyeCrane: A4: I find my professional memberships to be more important for my own development, vs. finding new biz. [#solopr](#)



**Caley** Aug 08, 1:42pm via Tweetbot for Mac

@SoloPR A4: I feel like PRSA has helped make me a better networker and PR pro, so, indirectly, yes. #solopr



**KellyeCrane** Aug 08, 1:42pm via TweetDeck

A4: I find my professional memberships to be more important for my own development, vs. finding new biz. #solopr



**SoloPR** Aug 08, 1:41pm via TweetGrid.com

Have discussed Q4 before, but it's been a long time... #solopr



**SoloPR** Aug 08, 1:41pm via TweetGrid.com

Q4: Are memberships in professional/networking orgs (PRSA, IABC, etc) beneficial for new business? #solopr



**SoloPR** Aug 08, 1:40pm via TweetGrid.com

Thanks for the Q3 answers - Q4 is up next... #solopr



**SoloPR** Aug 08, 1:40pm via TweetGrid.com

RT @3HatsComm: A3 Depends on audience for the book, following of the author, how much crossover there is on FB (or any network). #solopr



**KellyeCrane** Aug 08, 1:39pm via TweetDeck

A3: Contradicting myself, the fab Content Rules book, by @MarketingProfs and @cc\_chapman had both: [bit.ly/cwJl17](http://bit.ly/cwJl17) #solopr



**3HatsComm** Aug 08, 1:38pm via TweetChat

A3 Depends on audience for the book, following of the author, how much crossover there is on FB (or any network). #solopr



**KateRobins** Aug 08, 1:38pm via TweetChat

RT @KellyeCrane: A3: I think people expect to see the author on the FB page, -- highly diff to do while touring/actively promoting. #solopr



**AerialEllis** Aug 08, 1:37pm via TweetDeck

@KateRobins LOL at least for me! [#solopr](#)



**KateRobins** Aug 08, 1:37pm via TweetChat

RT @KellyeCrane: A3: Most successful SM books seem to focus on a full-featured website (w/extra downloads, etc.). Tells me something [#solopr](#)



**KellyeCrane** Aug 08, 1:37pm via TweetDeck

A3: I think people expect to see the author on the FB page, which is highly difficult to do while touring/actively promoting. [#solopr](#)



**KateRobins** Aug 08, 1:37pm via TweetChat

@akenn Makes one wonder if ppl hook up with chats to boost their klout scores. [#lifeimitatingklout](#) [#solopr](#)



**KellyeCrane** Aug 08, 1:35pm via TweetDeck

A3: The most successful social media books seem to focus on a full-featured website (w/extra downloads, etc.). Tells me something [#solopr](#)



**EddieBrownPR** Aug 08, 1:35pm via TweetDeck

RT @akenn: A3: no matter what sites you promote book on, try to direct traffic back to one place where purchase can be made [#solopr](#)



**akenn** Aug 08, 1:35pm via TweetChat

@KateRobins and you have to count all the "value" points us chatters are accruing! [#solopr](#)



**OptwizardSEO** Aug 08, 1:34pm via TweetChat

hello all [#solopr](#)



**SoloPR** Aug 08, 1:34pm via TweetGrid.com

LOL. Nah- we are too hard to resist :- ) RT @KateRobins: See what you've done, Kellye? Q1 will trim [#solopr](#) down to a min or two.



**Zeljana Croatia** Aug 08, 1:34pm via TweetChat

Its been great guys, unf have to run now :) enjoy it! will look for a recap! [#solopr](#)



**KateRobins** Aug 08, 1:34pm via TweetChat

RT [@akenn](#): A3: no matter what sites you promote book on, try to direct traffic back to one place where purchase can be made [#solopr](#)



**rockstarjen** Aug 08, 1:33pm via TweetChat

RT [@akenn](#): A3: no matter what sites you promote book on, try to direct traffic back to one place where purchase can be made [#solopr](#)



**ambercleveland** Aug 08, 1:33pm via TweetChat

[@jgombita](#) no popping over from [#solopr](#) to give citations LOL cc: [@SMSJOE](#) [#SMChat](#)



**KateRobins** Aug 08, 1:33pm via TweetChat

[@AerialEllis](#) See what you've done, Kellye? Q1 will trim [#solopr](#) down to a min or two. [#solopr](#)



**akenn** Aug 08, 1:33pm via TweetChat

A3: no matter what sites you promote book on, try to direct traffic back to one place where purchase can be made [#solopr](#)



**KateRobins** Aug 08, 1:32pm via TweetChat

[@SoloPR](#) I've edited stuff I know about. It works. [#solopr](#)



**SoloPR** Aug 08, 1:32pm via TweetGrid.com

Q3: When promoting a book, do Facebook AND book website or just book website or just Facebook? [#solopr](#)



**dariasteigman** Aug 08, 1:32pm via TweetDeck

[@AerialEllis](#) Have a good afternoon. [#solopr](#)



**AerialEllis** Aug 08, 1:31pm via TweetDeck

Gotta tune out [#solopr](#). Ode to A1. Enjoy the rest of the chat!



**ShryerPR** Aug 08, 1:31pm via TweetGrid.com

ditto RT [@KellyeCrane](#): A2: One tactic I've heard works well- create entry for term client helped define, then link to client source [#solopr](#)



**SoloPR** Aug 08, 1:31pm via TweetGrid.com

You all are so smart! Thanks everyone for sharing resources. Q3 is up next... [#solopr](#)



**Zeljana\_Croatia** Aug 08, 1:29pm via TweetChat

[@EddieBrownPR](#) tnx for sharing, seems very useful :) [#solopr](#)



**SoloPR** Aug 08, 1:29pm via TweetGrid.com

RT [@EddieBrownPR](#): PRSA has position for us on "editing" not "authoring" Wikis. See Best Practices here: [bit.ly/Mvbswp](http://bit.ly/Mvbswp) [#solopr](#)



**ShryerPR** Aug 08, 1:29pm via TweetGrid.com

thank you! RT [@JanetLFalk](#): [@ShryerPR](#) Any thoughts on writing an entry for wikipedia? [#solopr](#)



**EddieBrownPR** Aug 08, 1:29pm via TweetDeck

PR pros, freelancers, independents- you NEED to be on the [#SoloPR](#) chat going on now! [#You'reWelcome](#)



**akenn** Aug 08, 1:29pm via TweetChat

[@JanetLFalk](#) we didn't go through with it, so sorry - no experience to report [#solopr](#)



**KellyeCrane** Aug 08, 1:28pm via TweetDeck

A2: Goes without saying, but marketing speak is a no no. [#solopr](#)



**AerialEllis** Aug 08, 1:28pm via TweetDeck

RT [@EddieBrownPR](#): PRSA has position for us on "editing" not "authoring" Wikis. See Best Practices here: [bit.ly/Mvbswp](http://bit.ly/Mvbswp) [#solopr](#)



**AerialEllis** Aug 08, 1:28pm via TweetDeck

@3HatsComm @dariasteigman @EddieBrownPR Monitor - I do agree there for Wikipedia. #solopr



**EddieBrownPR** Aug 08, 1:28pm via TweetDeck

Correction to my post: PRSA has position for us on "editing" not "authoring" Wikis. See Best Practices here: [bit.ly/Mvbswp](http://bit.ly/Mvbswp) #solopr



**SoloPR** Aug 08, 1:27pm via TweetGrid.com

Great share! RT @JanetLFalk: @KellyeCrane UK group CIPR published best practices [bit.ly/Mvbswp](http://bit.ly/Mvbswp) #solopr



**KateRobins** Aug 08, 1:27pm via web

@PRjeff A2 #solopr Someone just has to start it and the rest of us can pile on top of it and pencil edit to smithereens. What joy!



**JanetLFalk** Aug 08, 1:27pm via TweetDeck

UK group CIPR published very helpful best practices [bit.ly/Mvbswp](http://bit.ly/Mvbswp) #soloPR



**dariasteigman** Aug 08, 1:27pm via TweetDeck

@3HatsComm Agreed. Someone better be monitoring. :)#solopr



**KellyeCrane** Aug 08, 1:27pm via TweetDeck

@EddieBrownPR Refereeing is important, you're right, and for certain clients can be a skill unto itself! #solopr



**KateRobins** Aug 08, 1:27pm via TweetChat

RT @PRjeff: A2: Who wrote or is writing the solopr Wikipedia?#solopr



**3HatsComm** Aug 08, 1:26pm via TweetChat

What about monitor? Correct? RT @dariasteigman: @EddieBrownPR If you need a PR person to write Wiki entry, its probably a problem. #solopr



**KellyeCrane** Aug 08, 1:26pm via TweetDeck

A2: Here's link to @SHIFTcomm's blog post (they have a hands-off Wikipedia policy): [bit.ly/u3aWib](http://bit.ly/u3aWib) #solopr



**rockstarjen** Aug 08, 1:26pm via TweetChat

A2 has anyone had to correct a bogus wikipedia entry for a client? [#solopr](#)



**AerialEllis** Aug 08, 1:25pm via TweetDeck

We've monitored Wikipedia pages. Their good but I think PR pros should give definition, not craft. [#solopr](#)



**dariasteigman** Aug 08, 1:25pm via TweetDeck

[@KateRobins](#) A plug in that pulls and auto post old blog posts. [@KristK](#) [#solopr](#)



**rockstarjen** Aug 08, 1:24pm via TweetChat

A2 be transparent on who you represent, work nicely with editors and don't lie. same as always. and yes, have links to backup. [#solopr](#)



**JanetLFalk** Aug 08, 1:24pm via TweetDeck

[@KellyeCrane](#) Not yet. Has founded a few companies and is renowned speaker and visionary. [#soloPR](#)



**3HatsComm** Aug 08, 1:24pm via TweetChat

Int'g. RT [@KellyeCrane](#): A2: 1 tactic - create an entry for a term your client has helped define, then link to client source. [#solopr](#)



**Caley** Aug 08, 1:24pm via Tweetbot for Mac

[@KellyeCrane](#) I'm late, but I'm here! [#solopr](#) Caley, sole PR person for a real estate auction company.



**KellyeCrane** Aug 08, 1:24pm via TweetDeck

[@JanetLFalk](#) Is the living person referenced anywhere else on Wikipedia? That would help. [#soloPR](#)



**dariasteigman** Aug 08, 1:24pm via TweetDeck

[@EddieBrownPR](#) I think it's a sound idea. If you need a PR person to write a Wiki entry, it's probably a problem. [#solopr](#)



**SoloPR** Aug 08, 1:23pm via TweetGrid.com

Werd. RT [@PRjeff](#): A2: Who wrote or is writing the solopr Wikipedia? [#solopr](#)



**AerialEllis** Aug 08, 1:23pm via TweetDeck

RT @rockstarjen: A1 Wikipedia entries are crucial area for transparency and factual. [#solopr](#)



**dariasteigman** Aug 08, 1:23pm via TweetDeck

A2 I must admit, haven't really dealt w/ it. I know (and appreciate) that Wikipedia tightened the guidelines. [#solopr](#)



**KellyeCrane** Aug 08, 1:23pm via TweetDeck

A2: One tactic I've heard works well is to create an entry for a term your client has helped define, then link to client source. [#solopr](#)



**EddieBrownPR** Aug 08, 1:22pm via TweetDeck

Q2: I recently read smthg published by a PR society why PR pros should not author Wiki's- but should referee info. Gotta find it! [#solopr](#)



**JanetLFalk** Aug 08, 1:22pm via TweetDeck

@akenn Exactly. am gathering those. Any feedback on process of writing, submission, edit? [#soloPR](#)



**Zeljana\_Croatia** Aug 08, 1:22pm via TweetChat

RT @akenn: I looked into creating a Wikipedia entry for a client, there are guidelines on the site, need to incl mult indep sources [#solopr](#)



**prweb** Aug 08, 1:22pm via TweetDeck

Twitter chat alert: [#solopr](#) going on right now!



**dariasteigman** Aug 08, 1:22pm via TweetDeck

@JanetLFalk Okay, thx. Probably a balancing act -- but Wikipedia entries do rank very well in search. [#soloPR](#)



**PRjeff** Aug 08, 1:22pm via TweetChat

A2: Who wrote or is writing the solopr Wikipedia? [#solopr](#)



**rockstarjen** Aug 08, 1:21pm via TweetChat

Shoot. I meant A2 RT @rockstarjen: A1 Wikipedia entries are crucial area for transparency and factual. #soloPR



**KellyeCrane** Aug 08, 1:21pm via TweetDeck

A2: Wikipedia can be dangerous for PR pros. @TDefren of @SHIFTcomm has written eloquently about it (will look for link). #soloPR



**akenn** Aug 08, 1:21pm via TweetChat

I looked into creating a Wikipedia entry for a client - there are guidelines on the site, need to incl mult indep sources/links, etc #soloPR



**Zeljana\_Croatia** Aug 08, 1:21pm via TweetChat

@SoloPR @JanetLFalk Take a look at it - [#socialmentiontripwiremagazine.com/2011/07/social...](#) #soloPR



**rockstarjen** Aug 08, 1:21pm via TweetChat

A1 Wikipedia entries are crucial area for transparency and factual. #soloPR



**JanetLFalk** Aug 08, 1:21pm via TweetDeck

@dariasteigman Wikipedia entry for client. bio of Living Person #soloPR



**AerialEllis** Aug 08, 1:20pm via TweetDeck

I'm primarily mobile with social media & I spend more time with LinkedIn of them all. #soloPR



**KellyeCrane** Aug 08, 1:20pm via TweetDeck

RT @SoloPR: Q2: Any thoughts on creating a Wikipedia entry? #soloPR



**dariasteigman** Aug 08, 1:20pm via TweetDeck

@SoloPR For client? self? Actually, don't think you can do your own. Who's writing mine? :) #soloPR



**KristK** Aug 08, 1:20pm via TweetGrid.com

A1: Some are compelled to add to conversation, even if they don't add value to it. Must expect a participation trophy. [#solopr](#)



**rockstarjen** Aug 08, 1:20pm via TweetChat

RT @SoloPR: Q2: Any thoughts on creating a Wikipedia entry? [#solopr](#)



**AerialEllis** Aug 08, 1:19pm via TweetDeck

That's why its so important to share content; make a impression & engage. Relationships emerge from social media. [#solopr](#)



**SoloPR** Aug 08, 1:19pm via TweetGrid.com

Q2: Any thoughts on creating a Wikipedia entry? [#solopr](#)



**SoloPR** Aug 08, 1:18pm via TweetGrid.com

Interesting discussion, everyone - nice to hear how you handle things. Q2 is up next... [#solopr](#)



**dariasteigman** Aug 08, 1:18pm via TweetDeck

+1 RT @3HatsComm: A1 I've got times when I power read, comment, schedule; then focus on other wk. Some days, I'm barely 'on' at all. [#solopr](#)



**EddieBrownPR** Aug 08, 1:18pm via TweetDeck

Finally clear to attend the [@SoloPR](#) chat! Hello all! [#solopr](#)



**3HatsComm** Aug 08, 1:18pm via TweetChat

@KristK Agree, re: LinkedIn. Right now I'm looking for other groups, A&Qs - better, smarter places to spend that time. [#solopr](#)



**dariasteigman** Aug 08, 1:18pm via TweetDeck

@PRjeff @KristK I don't tap LinkedIn enough, but I'm trying to at least post there on a regular basis. [#solopr](#)



**3HatsComm** Aug 08, 1:17pm via TweetChat

A1 I've got times when I power read, comment, schedule - then I focus on other work. Some days, I'm barely 'on' at all. [#solopr](#)



**SoloPR** Aug 08, 1:17pm via TweetGrid.com

RT @JanetLFalk: Is possible you are alert to that person's [#SM](#) activity? Like buying a yellow car and seeing yellow cars everywhere? [#solopr](#)



**PRjeff** Aug 08, 1:17pm via TweetChat

@KristK I keep thinking of tapping into LinkedIn, just never get to it. [#solopr](#)



**KellyeCrane** Aug 08, 1:17pm via TweetDeck

A1: But, newbies often feel like they're online a ton, when maybe they don't seem that way to others. Emulate someone you admire. [#solopr](#)



**dariasteigman** Aug 08, 1:16pm via TweetDeck

@KristK A1 I've been thinking of using the WP plug-in that lets me do that. Have to remember most ppl haven't read them before. [#solopr](#)



**KristK** Aug 08, 1:16pm via TweetGrid.com

A1: LinkedIn has been a good tool for my biz and now I feel pressure to post there more. [#solopr](#)



**SoloPR** Aug 08, 1:16pm via TweetGrid.com

MT @AerialEllis: A1: If I am creating/monitoring social media content, engagement, etc for clients, it slows my own activity down [#solopr](#)



**3HatsComm** Aug 08, 1:16pm via HootSuite

RT @KristK: A1: I've learned I don't have to be everywhere to be "present". Online activity shouldn't replace running your biz. [#solopr](#)



**AerialEllis** Aug 08, 1:16pm via TweetDeck

Though I honestly get slightly annoyed or even suspicious when there's a lot of rambling & no results. Do you have clients...? [#solopr](#)



**Zeljana\_Croatia** Aug 08, 1:16pm via TweetChat

@KristK but with no success :) [#solopr](#)



**Zeljana Croatia** Aug 08, 1:15pm via TweetChat

:) @PRjeff: A1: Trying 2 find time 2 learn Pinterest & if its worthwhile for my clients. Another new trick 4 old dog 2 learn #solopr



**KristK** Aug 08, 1:15pm via TweetGrid.com

A1: I know some agencies that promote old blog posts on a rotating basis. Automation makes them seem ever-present. #solopr



**KellyeCrane** Aug 08, 1:15pm via TweetDeck

Mine too lately, but ppl still remember u! RT @rockstarjen: A1 My usage has dropped dramatically...Clients/family taking priority #solopr



**AerialEllis** Aug 08, 1:14pm via TweetDeck

A1: For instance, I haven't been able to participate in #solopr much at all. Maybe watch, but not engage. You get slammed. #solopr



**SoloPR** Aug 08, 1:14pm via TweetGrid.com

Good one RT @akenn: Too much is almost as bad as too little. Is the answer "I'll know it when I see it"? #solopr



**PRjeff** Aug 08, 1:14pm via TweetChat

A1: Trying 2 find time 2 learn Pinterest & if it's worthwhile for my clients. Another new trick 4 old dog 2 learn #solopr



**rockstarjen** Aug 08, 1:14pm via TweetChat

A1 My brain missing joining blog comment conversations, though. I learn a lot though that activity. #solopr



**KristK** Aug 08, 1:13pm via TweetGrid.com

A1: I've learned I don't have to be everywhere to be "present". Online activity shouldn't replace running your biz. #solopr



**SoloPR** Aug 08, 1:13pm via TweetGrid.com

RT @KristK: A1: Online activity should be approached with a strategic vision. Does it benefit your business? Promote your expertise? #solopr



**AerialEllis** Aug 08, 1:13pm via TweetDeck

A1: If I am creating/monitoring social media content, voice, engagement, etc for clients, it slows my own activity down a bit. [#solopr](#)



**KellyeCrane** Aug 08, 1:13pm via TweetDeck

A1: I usually check in on the social nets 3-5 times a day, when I check email (& I'm super active). Then, periscope down![#solopr](#)



**ryanjaybarr** Aug 08, 1:13pm via web

[#solopr](#) A1 -I always find that there is a delicate balance...but it all comes down to relevance; ask yourself if you are adding to the convo



**JanetLFalk** Aug 08, 1:13pm via TweetDeck

[@KellyeCrane](#) Is possible you are alert to that person's [#SM](#)activity? Like buying a yellow car and seeing yellow cars everywhere? [#soloPR](#)



**Zeljana\_Croatia** Aug 08, 1:12pm via TweetChat

[@dariasteigman](#) oh was he? nice! Did he like it? I've been great, tnx, hope you are well :) [#solopr](#)



**AerialEllis** Aug 08, 1:12pm via TweetDeck

A1: I think its important to engage a bit throughout the day. Some days it's impossible for me - too much client work.[#solopr](#)



**rockstarjen** Aug 08, 1:12pm via TweetChat

So true! Love it. RT [@ShryerPR](#): Id say it is too much when it isn't valuable! [#solopr](#)



**PRjeff** Aug 08, 1:12pm via TweetChat

RT [@KristK](#): A1: Online activity should be approached with a strategic vision. Does it benefit your business? Promote your expertise? [#solopr](#)



**akenn** Aug 08, 1:12pm via TweetChat

Or when it gets too spammy (linking back to own site, etc.) RT [@ShryerPR](#): I'd say it is too much when it isn't valuable![#solopr](#)



**dariasteigman** Aug 08, 1:12pm via TweetDeck

Exactly. Not a qual/volume equation. RT @akenn: Too much is almost as bad as too little. Is the answer "I'll know it when I see it"? #soloPR



**KateRobins** Aug 08, 1:11pm via TweetDeck

RT @dariasteigman: A1 Aha, so THOSE are the ppl with the high klout scores! :) #soloPR



**3HatsComm** Aug 08, 1:11pm via TweetChat

Well. Said. RT @ShryerPR: Id say it is too much when it isnt valuable! #soloPR



**rockstarjen** Aug 08, 1:11pm via TweetChat

A1 My usage has dropped dramatically over the past 18 mos. Clients/family taking priority. #soloPR



**KristK** Aug 08, 1:11pm via TweetGrid.com

A1: Online activity should be approached with a strategic vision. Does it benefit your business? Promote your expertise? #soloPR



**KateRobins** Aug 08, 1:11pm via TweetChat

RT @PRjeff: A1: My personal FB & Twitter accts have been mostly dormant b/c I'm spending so much time on clients' sm #soloPR



**akenn** Aug 08, 1:11pm via TweetChat

Too much is almost as bad as too little. Is the answer "I'll know it when I see it"? #soloPR



**dariasteigman** Aug 08, 1:11pm via TweetDeck

@Zeljana Croatia Hi Zeljana. How's everything? My dad was just in your lovely city again last week. #soloPR



**SoloPR** Aug 08, 1:11pm via TweetGrid.com

RT @3HatsComm: A1 Depends. Some of us balance it w/ other things, schedule and times-shift. May seem like more than it actually is. #soloPR



**Zeljana\_Croatia** Aug 08, 1:11pm via TweetChat

oh yes @PRjeff: A1: My personal FB & Twitter accts have been mostly dormant b/c Im spending so much time on clients sm [#solopr](#)



**AerialEllis** Aug 08, 1:11pm via TweetDeck

A1: Just shared an article earlier about that from @FastCompany: The Link Between Quietness And Productivity [bit.ly/PFbDna](http://bit.ly/PFbDna) [#solopr](#)



**SoloPR** Aug 08, 1:10pm via TweetGrid.com

Good one! RT @ShryerPR: I'd say it is too much when it isn't valuable! [#solopr](#)



**Zeljana\_Croatia** Aug 08, 1:10pm via TweetChat

@dariasteigman hi Daria, lovely to see you :) [#solopr](#)



**SoloPR** Aug 08, 1:10pm via TweetGrid.com

RT @PRjeff: A1: My personal FB & Twitter accts have been mostly dormant b/c I'm spending so much time on clients' sm [#solopr](#)



**dariasteigman** Aug 08, 1:10pm via TweetDeck

A1 Aha, so THOSE are the ppl with the high klout scores! :) [#solopr](#)



**KristK** Aug 08, 1:10pm via TweetGrid.com

A1: Online activity can help build reputation. Have to be cautious that you don't come across as a know-it-all. [#solopr](#)



**mlaffs** Aug 08, 1:09pm via TweetDeck

RT @ShryerPR: Social media activity is too much when it isn't valuable! [#solopr](#)



**dariasteigman** Aug 08, 1:09pm via TweetDeck

A1 Is it frequency -- or the timbre of their tweets, posts, likes, comments? [#solopr](#)



**KellyeCrane** Aug 08, 1:09pm via TweetDeck

A1: I think you can share links throughout the day, but when I see someone inserting themselves into every hot topic... [#solopr](#)



**ShryerPR** Aug 08, 1:09pm via TweetGrid.com

I'd say it is too much when it isn't valuable! [#solopr](#)



**3HatsComm** Aug 08, 1:09pm via TweetChat

A1 Depends. Some of us balance it w/ other things, schedule and times-shift. May seem like more than it actually is. [#soloPR](#)



**rockstarjen** Aug 08, 1:09pm via TweetChat

Better late than never, right? Jen in San Diego here. 8 years solo and loving it. [#solopr](#)



**dariasteigman** Aug 08, 1:08pm via TweetDeck

Hello [#solopr](#) pals. Joining from D.C. Entrepreneur, 20+ years biz owner, comms pro. Plus just launched a social business consultancy.



**JanetLFalk** Aug 08, 1:08pm via TweetDeck

[@SoloPR](#) Q1 Not all that [#SM](#) activity is done by one person. May be shared account. May be repurposing content in multiple media. [#soloPR](#)



**PRjeff** Aug 08, 1:08pm via TweetChat

A1: My personal FB & Twitter accts have been mostly dormant b/c I'm spending so much time on clients' sm [#solopr](#)



**mlaffs** Aug 08, 1:08pm via TweetDeck

[@SoloPR](#) [@KellyeCrane](#) I'm working on finding that balance myself [#soloPR](#)



**KateRobins** Aug 08, 1:08pm via Twitter for iPhone

Q1 [#solopr](#) Agree! Hugely!



**KellyeCrane** Aug 08, 1:07pm via TweetDeck

RT [@SoloPR](#): Q1: When I see ppl tweeting, FBing, commenting on blogs, a lot, I think they don't have clients. How much is too much? [#solopr](#)



**3HatsComm** Aug 08, 1:07pm via HootSuite

Fashionably late for [#soloPR](#) chat. ;)



**KristK** Aug 08, 1:07pm via TweetGrid.com

RT @SoloPR: Q1: When I see ppl tweeting, FBing, commenting on blogs, a lot, I think they don't have clients. How much is too much? [#solopr](#)



**KateRobins** Aug 08, 1:07pm via TweetGrid.com

RT @SoloPR: Q1: When I see ppl tweeting, FBing, commenting on blogs, a lot, I think they don't have clients. How much is too much? [#solopr](#)



**Zeljana\_Croatia** Aug 08, 1:07pm via TweetChat

Great to join, after long long time :) Hope everyone is well! [#solopr](#)



**KristK** Aug 08, 1:07pm via TweetGrid.com

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



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

Joining [#SoloPR](#) chat for next hour. Always a good discussion of ins-outs of being a [#PR](#) consultant. [#solopr](#)



**JanetLFalk** Aug 08, 1:06pm via TweetDeck

NYC-based PR pro w/ Wall Street, law firm, sml biz, consultant & nonprofit clients. Subcontract to busu solo-preneurs [#soloPR](#)



**SoloPR** Aug 08, 1:06pm via TweetGrid.com

Q1: When I see ppl tweeting, FBing, commenting on blogs, a lot, I think they don't have clients. How much is too much? [#solopr](#)



**KateRobins** Aug 08, 1:06pm via Twitter for iPhone

@KellyeCrane [#solopr](#) Kate. Once corp pr. Once non profit pr. Conn Indy.



**PRjeff** Aug 08, 1:06pm via TweetChat

26 yrs in [#PR](#) biz, based in [#Phx](#), specialize in corp. culture/comm., social media, media relations & crunchy cookies [#soloPR](#)



**SoloPR** Aug 08, 1:05pm via TweetGrid.com

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



**AerialEllis** Aug 08, 1:04pm via TweetDeck

@Zeljana\_Croatia @KellyeCrane Starting now! [#soloPR](#)



**KateRobins** Aug 08, 1:04pm via TweetGrid.com

RT @SoloPR: But for now, all is well! Welcome everyone. [#soloPR](#)



**Zeljana\_Croatia** Aug 08, 1:03pm via HootSuite

@AerialEllis is it starting? now? [#soloPR](#) @KellyeCrane



**SoloPR** Aug 08, 1:03pm via TweetGrid.com

But for now, all is well! Welcome everyone. [#soloPR](#)



**PRjeff** Aug 08, 1:01pm via TweetChat

RT @KellyeCrane: It's [#soloPR](#) chat day! PR consultants, socialmedia etc., send me your Qs and well see you 1-2pm ET/10-11am PT [#soloPR](#)



**KellyeCrane** Aug 08, 1:01pm via TweetGrid.com

Oops- I'm starting the chat from the wrong account...let me switch.... [#soloPR](#)



**AerialEllis** Aug 08, 1:01pm via TweetDeck

Back to [#soloPR](#) chat for a minute today! Hello all, let's connect here: [bit.ly/linkedAE](http://bit.ly/linkedAE)



**JanetLFalk** Aug 08, 1:01pm via TweetDeck

Excited to get back to the convo with @SoloPR and friends [#soloPR](#)



**KellyeCrane** Aug 08, 1:01pm via TweetGrid.com

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



**KellyeCrane** Aug 08, 1:00pm via [TweetGrid.com](#)

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