

# #SoloPR Transcript – 9/05/2012

1. In planning something for your own business, how detailed do you get in the plan development? [#solopr](#)
2. Do your clients look to you to help build their online newsroom? What do you include? Tools? [#solopr](#)
3. Do you have any clients that freak out with every social media change (esp FB)? How do you get them to go w/flow? [#prsolo](#)



**SoloPR** Sep 05, 2:00pm via TweetGrid.com

Wow- our time is already up! Thanks everyone for joining and sharing your smarts. Remember, we chat on [#solopr](#) all week![#prsolo](#)



**SoloPR** Sep 05, 2:01pm via TweetGrid.com

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



**KellyeCrane** Sep 05, 2:01pm via TweetDeck

@[KristK](#) Oh, jinx. :-) [#prsolo](#)



**MuslimNewMedia** Sep 05, 2:00pm via TweetChat

cool indeed RT [@SoloPR](#): Cool! RT [@KristK](#): A5: We offer live-streaming at client news conference: 5 media showed but 3000+ watched [#prsolo](#)



**SoloPR** Sep 05, 2:00pm via TweetGrid.com

Wow- our time is already up! Thanks everyone for joining and sharing your smarts. Remember, we chat on [#solopr](#) all week![#prsolo](#)



**ancitasatija** Sep 05, 2:00pm via web

RT [@KristK](#): A5: We offer live-streaming at client news conference: 5 media showed but 3000+ folks watched live.[#prsolo](#)



**3HatsComm** Sep 05, 2:00pm via TweetDeck

Always. RT [@dariasteigman](#): Of course, "big" is relative to the size of the news market. :) [#prsolo](#)



**fransteps** Sep 05, 2:00pm via TweetChat

Signing off! Have a great week everyone. Hope to see you next week. [#prsolo](#)



**karenswim** Sep 05, 2:00pm via TweetChat

Gotta dash, 2pm meeting, have a great week everyone! [#prsolo](#)



**karenswim** Sep 05, 2:00pm via TweetChat

RT [@KristK](#): A5: Media are no longer the only audience for a news conference. Think beyond the room, beyond the journalists. [#prsolo](#)



**KellyeCrane** Sep 05, 1:59pm via TweetDeck

[@KristK](#) I'm sure you were reaching a non-media audience that way, too. Great stuff! [#prsolo](#)



**GirlSmitty** Sep 05, 1:59pm via TweetGrid.com

Exactly. RT [@KristK](#): A5: Media are no longer the only audience for a news conference. Think beyond the room, beyond the journalists. [#prsolo](#)



**dariasteigman** Sep 05, 1:59pm via TweetDeck

Have to jump off [#prsolo](#) and onto a phone call. Great hanging w/ everyone today.



**SoloPR** Sep 05, 1:59pm via TweetGrid.com

Cool! RT [@KristK](#): A5: We offer live-streaming at client news conference: 5 media showed but 3000+ folks watched live. [#prsolo](#)



**ancitasatija** Sep 05, 1:59pm via web

[@fransteps](#) Yeah! [#prsolo](#)



**dariasteigman** Sep 05, 1:59pm via TweetDeck

[@3HatsComm](#) Of course, "big" is relative to the size of the news market. :) [#prsolo](#)



**KristK** Sep 05, 1:59pm via TweetGrid.com

A5: Media are no longer the only audience for a news conference. Think beyond the room, beyond the journalists. #prsolo



**SoloPR** Sep 05, 1:58pm via TweetGrid.com

Consider media MT @MuslimNewMedia: i may not have tangibles...is there a TV quality feed of the livestream i can cut for broadcast? #prsolo



**PRjeff** Sep 05, 1:58pm via TweetChat

@SoloPR Me? As in the PR guy? All depends on situation, but someone from co. should answer q's. #prsolo



**ancitasatija** Sep 05, 1:58pm via web

@PRjeff absolutely @fransteps #prsolo



**ancitasatija** Sep 05, 1:58pm via web

RT @PRjeff: @ancitasatija @fransteps The "cool" factor = The newsworthy factor (more or less) #prsolo



**LoisMarketing** Sep 05, 1:58pm via TweetDeck

RT @KellyeCrane: A5: A launch event can be a good alternative to a press conference, if you're just trying to build buzz. #prsolo



**3HatsComm** Sep 05, 1:58pm via TweetChat

RT @dariasteigman: A5 proactive or reactive. mostly about big news. <-Agree, all about context. Rare for small biz to need major PC #prsolo



**KristK** Sep 05, 1:58pm via TweetGrid.com

A5: We offer live-streaming at client news conference: 5 media showed but 3000+ folks watched live. #prsolo



**KellyeCrane** Sep 05, 1:58pm via TweetDeck

A5: A launch event can be a good alternative to a press conference, if you're just trying to build buzz. #prsolo



**fransteps** Sep 05, 1:57pm via TweetChat

@ancitasatija True. That's why it needs to be really big/new to merit a presser. #prsolo



**MuslimNewMedia** Sep 05, 1:57pm via TweetChat

@KellyeCrane prob is i may not have tangibles i can use, e.g. is there a TV quality feed of the livestream i can cut for broadcast? #prsolo



**PRjeff** Sep 05, 1:57pm via TweetChat

@ancitasatija @fransteps The "cool" factor = The newsworthy factor (more or less) #prsolo



**SoloPR** Sep 05, 1:56pm via TweetGrid.com

RT @akenn: Folks in high-tech PR over the years will have noticed big decline in use of press conf; other industries may be diff #prsolo



**PRjeff** Sep 05, 1:56pm via TweetChat

RT @karensxim: A5: Absolutely! Like all tactics, should be a well thought out appropriate strategy for announcement, co., objectives #prsolo



**ancitasatija** Sep 05, 1:56pm via web

@pronouncedALJ good talking to you..cya around next week! #prsolo



**ancitasatija** Sep 05, 1:55pm via web

@fransteps but at times one struggles to get the media to the press conference if wht ur selling is nt cool/new enough for them #prsolo



**SoloPR** Sep 05, 1:55pm via TweetGrid.com

Would you take Qs? RT @PRjeff: A5: Also if a co. needs to respond to an attack. Will help to personalize their response. #prsolo



**fransteps** Sep 05, 1:55pm via TweetChat

Do them all! RT @KellyeCrane: A5: Think about alternatives to in-person events. Livestreaming/online, teleconferences, etc. #prsolo



**karensxim** Sep 05, 1:55pm via TweetChat

A5: Absolutely! But like all tactics, should be a well thought out appropriate strategy for announcement, company, objectives #prsolo



**PRjeff** Sep 05, 1:55pm via TweetChat

RT @fransteps: A5: ...still effective dep. on what u r announcing. You get to focus message and hit gr8 no. of media at same time. #prsolo



**pronouncedALJ** Sep 05, 1:55pm via TweetChat

Great chat guys, but I've gotta run. Tweet you next week! #prsolo



**KellyeCrane** Sep 05, 1:55pm via TweetDeck

A5: Think about alternatives to in-person events. Livestreaming/online, teleconferences, etc. #prsolo



**3HatsComm** Sep 05, 1:54pm via TweetChat

@LoisMarketing Yes.. tell them 'there's now an opportunity to do this since that is changing..' manage expectations. #prsolo



**akenn** Sep 05, 1:54pm via TweetChat

Folks in high-tech PR over the years will have noticed big decline in use of press conferences; other industries may be different #prsolo



**MuslimNewMedia** Sep 05, 1:54pm via TweetChat

a5 depends on goal, function... local govt/police still needs to. For biz, some products /announcements more conducive than others #prsolo



**ancitasatija** Sep 05, 1:54pm via web

RT @PRjeff: A5: Absolutely. But the announcement MUST merit a presser. Helps too if there's a tangible to unveil. #prsolo



**fransteps** Sep 05, 1:53pm via TweetChat

A5: I think they are still effective dep. on what u are announcing. You get to focus message and hit gr8 no. of media at same time. #prsolo



**SoloPR** Sep 05, 1:53pm via TweetGrid.com

RT @GirlSmitty: A5: Especially used in public involvement projects. #prsolo



**karenswym** Sep 05, 1:53pm via TweetChat

ROFL! RT @SoloPR Note that I never use the word "dead." You're welcome. :- ) #prsolo



**PRjeff** Sep 05, 1:53pm via TweetChat

A5: Also if a co. needs to respond to an attack. Will help to personalize their response. #prsolo



**LoisMarketing** Sep 05, 1:53pm via TweetDeck

Doesn't have to be huge and widely publicized, make avail thru company SoMe, YouTube, website etc. Has value. #prsolo A5



**pronouncedALJ** Sep 05, 1:53pm via TweetChat

RT @PRjeff: A5: Absolutely. But the announcement MUST merit a presser. Helps too if theres a tangible to unveil. #prsolo



**dariasteigman** Sep 05, 1:53pm via TweetDeck

A5 In what context? Diff b/w press announcements (a la Apple), and proactive (or reactive) pressers. But mostly about big news. #prsolo



**KellyeCrane** Sep 05, 1:53pm via TweetDeck

Yes, like that! J RT @akenn: A5: Like the Apple one next week? #prsolo



**PRjeff** Sep 05, 1:53pm via TweetChat

A5: Absolutely. But the announcement MUST merit a presser. Helps too if there's a tangible to unveil. #prsolo



**KellyeCrane** Sep 05, 1:52pm via TweetDeck

A5: Only if you have something so truly huge it must be shared/demonstrated so all media get news simultaneously #prsolo



**LoisMarketing** Sep 05, 1:52pm via TweetDeck

I think press conferences are important -- perhaps more so. The chance to clear up misinformation at one time through many media #prsolo A5



**GirlSmitty** Sep 05, 1:52pm via TweetGrid.com

A5: Especially used in public involvement projects. [#prsolo](#)



**SoloPR** Sep 05, 1:52pm via TweetGrid.com

Note that I never use the word "dead." You're welcome. :-)[#prsolo](#)



**KellyeCrane** Sep 05, 1:52pm via TweetDeck

RT @SoloPR: Q5: Are press conferences ever called for in this day and age? [#prsolo](#)



**akenn** Sep 05, 1:52pm via TweetChat

@MuslimNewMedia nope, their apathy = my opportunity![#prsolo](#)



**akenn** Sep 05, 1:51pm via TweetChat

A5: Like the Apple one next week? [#prsolo](#)



**ancitasatija** Sep 05, 1:51pm via web

@SoloPR Yes...so many of them!! All the time... [#prsolo](#)



**fransteps** Sep 05, 1:51pm via TweetChat

RT @SoloPR: Q5: Are press conferences ever called for in this day and age? [#prsolo](#)



**MuslimNewMedia** Sep 05, 1:50pm via TweetChat

@SoloPR @akenn we run the risk of getting demoralized and apathetic ourselves, lol [#prsolo](#)



**SoloPR** Sep 05, 1:50pm via TweetGrid.com

Q5: Are press conferences ever called for in this day and age?[#prsolo](#)



**PRjeff** Sep 05, 1:50pm via TweetChat

Indeed. RT @dariasteigman: Which involves being prepared. Including having right guidelines, response protocols, & other processes. [#prsolo](#)



**LoisMarketing** Sep 05, 1:50pm via TweetDeck

@3HatsComm Very good point. Prepare them and educate in advance. They will tend to freak out if they are not aware, have to ask #prsolo



**SoloPR** Sep 05, 1:50pm via TweetGrid.com

Nice feedback, all! Q5 is up next... #prsolo



**SoloPR** Sep 05, 1:49pm via TweetGrid.com

MT @dariasteigman: ...involves being prepared. Including having right guidelines, response protocols, & other processes. #prsolo



**ancitasatija** Sep 05, 1:49pm via web

RT @SoloPR: Yes! RT @fransteps: A4: It also helps to reassure them that not every change on a network = a huge change in strategy. #prsolo



**pronouncedALJ** Sep 05, 1:49pm via TweetChat

Right! RT @dariasteigman: Which involves being prepared. Including having right guidelines, response protocols, & other processes. #prsolo



**GirlSmitty** Sep 05, 1:49pm via TweetGrid.com

Good answer! RT @LuckielsHappy: Q4: Educate them. Provide documentation/ref. resources. Apply tough love#OPTOUT no longer an option #prsolo



**3HatsComm** Sep 05, 1:49pm via TweetChat

@KellyeCrane Exactly - if you're trusted counselor then you can advise them on how to make most of the changes, instead of freak out #prsolo



**dariasteigman** Sep 05, 1:48pm via TweetDeck

@pronouncedALJ Which, of course, involves being prepared. Including having right guidelines, response protocols, & other processes. #prsolo



**karenswim** Sep 05, 1:48pm via TweetChat

@LoisMarketing These days though they may read/see changes on news outlets, the info is public #prsolo



**SoloPR** Sep 05, 1:48pm via TweetGrid.com

Yes! RT @fransteps: A4: It also helps to reassure them that not every change on a network = a huge change in strategy. #prsolo



**pronouncedALJ** Sep 05, 1:48pm via TweetChat

RT @fransteps: A4: It also helps to reassure them that not every change on a network = a huge change in strategy. #prsolo



**SoloPR** Sep 05, 1:47pm via TweetGrid.com

Great pt- some find it demoralizing RT @akenn: A4: not so much "freaking out" but more apathy over trying to "keep up" #prsolo



**pronouncedALJ** Sep 05, 1:47pm via TweetChat

@dariasteigman Yes! Clients have to be comfortable with the level of unpredictability social media entails. #prsolo



**LoisMarketing** Sep 05, 1:47pm via TweetDeck

Remember that client has placed confidence in you to get the job done above all, doesn't need to know every single change! #prsolo A4



**SoloPR** Sep 05, 1:47pm via TweetGrid.com

RT @LuckielsHappy: Q4: Educate them. Provide documentation/reference resources. Apply tough love >#OPTOUT is no longer an option #prsolo



**MuslimNewMedia** Sep 05, 1:47pm via TweetChat

RT @pronouncedALJ: A4: We take it back to the goals we've set for the client. How do these changes impact that? #prsolo



**KellyeCrane** Sep 05, 1:46pm via TweetDeck

A4: Once you've earned their trust in the role of counselor, they're more apt to look to you for guidance (vs. freak out) #prsolo



**MuslimNewMedia** Sep 05, 1:45pm via TweetChat

a4 no problems: either a) i've trained them so they can roll on their own, or b) they'll ask my input/leave it to me..no freakouts #prsolo



**LoisMarketing** Sep 05, 1:45pm via TweetDeck

If they "freak out" are you giving them too much information? Confusing them by sharing every change and update? Hmmm#[prsolo](#) A4



**GirlSmitty** Sep 05, 1:45pm via TweetGrid.com

RT @[fransteps](#): A4: It also helps to reassure them that not every change on a network = a huge change in strategy.#[prsolo](#)



**PRjeff** Sep 05, 1:45pm via TweetChat

A4: I have 1 client that lets me totally manage their SM, so they r completely hands off. Wouldn't know of changes #[prsolo](#)



**SoloPR** Sep 05, 1:45pm via TweetGrid.com

Good stuff! RT @[pronouncedALJ](#): A4: We take it back to the goals we've set for the client. How do these changes impact that? #[prsolo](#)



**karenswim** Sep 05, 1:45pm via TweetChat

A4: No, none of mine are watching that closely so rely on me for direction, advice #[prsolo](#)



**akenn** Sep 05, 1:44pm via TweetChat

A4: not so much "freaking out" but more apathy over trying to "keep up" #[prsolo](#)



**fransteps** Sep 05, 1:44pm via TweetChat

A4: It also helps to reassure them that not every change on a network = a huge change in strategy. #[prsolo](#)



**GirlSmitty** Sep 05, 1:44pm via TweetGrid.com

A4 Clients freaked out much more w/intro of social media 3yrs ago...not as much these days. #[changeisonlyconstant](#) #[prsolo](#)



**dariasteigman** Sep 05, 1:44pm via TweetDeck

+1 It's about biz results. RT @[pronouncedALJ](#): A4: We take it back to goals we've set for the client. How do changes impact that? #[prsolo](#)



**SoloPR** Sep 05, 1:44pm via TweetGrid.com

MT @LoisMarketing: goes back to importance of setting/managing expectations, helping clients understand & to a degree expect change [#prsolo](#)



**pronouncedALJ** Sep 05, 1:44pm via TweetChat

RT @3HatsComm: A4 Depends on change; so long as they've not invested \$\$ in custom features, its easier to roll w/ it [#prsolo](#)



**pronouncedALJ** Sep 05, 1:44pm via TweetChat

A4: We take it back to the goals we've set for the client. How do these changes impact that? [#prsolo](#)



**dariasteigman** Sep 05, 1:43pm via TweetDeck

A4 Fortunately, not. But I think key is educating clients that EVERYONE is experimenting, and all of this is a moving target. [#prsolo](#)



**akenn** Sep 05, 1:43pm via TweetChat

Or to hear our real-time feedback on how they're doing! RT @PRjeff [#Apple](#) should use our chat to make their announcement. [#prsolo](#)



**karenswym** Sep 05, 1:43pm via TweetChat

RT @SoloPR: Q4: Do you have any clients that freak out with every social media change (esp FB)? How do you get them to go w/flow? [#prsolo](#)



**SoloPR** Sep 05, 1:43pm via TweetGrid.com

Mais oui! RT @PRjeff: [#Apple](#) should use our chat to make their announcement. [#prsolo](#)



**SoloPR** Sep 05, 1:43pm via TweetGrid.com

Great pt! RT @3HatsComm: A4 Depends on change; so long as they've not invested \$\$ in custom features, it's easier to roll w/ it [#prsolo](#)



**KellyeCrane** Sep 05, 1:43pm via TweetDeck

A4: With clients that don't pay close attention, I also wait a couple days to fill them in until I've figured it out. :- ) [#prsolo](#)



**LoisMarketing** Sep 05, 1:42pm via TweetDeck

I think it goes back to importance of setting and managing expectations, helping clients understand and to a degree expect change [#prsolo](#) A4



**PRjeff** Sep 05, 1:42pm via TweetChat

[#Apple](#) should use our chat to make their announcement. [#prsolo](#)



**KellyeCrane** Sep 05, 1:41pm via TweetDeck

A4: I find it helps to tell them that \*everyone\* is experimenting, especially when things change. [#prsolo](#)



**3HatsComm** Sep 05, 1:41pm via TweetChat

A4 Depends on change; so long as they've not invested \$\$ in custom features, it's easier to roll w/ it. [#prsolo](#)



**ancitasatija** Sep 05, 1:41pm via web

RT [@karensxim](#): A3: It is a big tech day but I say keep it on the books and see how it goes [#prsolo](#)



**fransteps** Sep 05, 1:40pm via TweetChat

RT [@SoloPR](#): Q4: Do you have any clients that freak out w/ every soc med change (esp FB)? How do you get them to go w/flow? [#prsolo](#)



**KellyeCrane** Sep 05, 1:40pm via TweetDeck

RT [@SoloPR](#): Q4: Do you have any clients that freak out with every social media change (esp FB)? How do you get them to go w/flow? [#prsolo](#)



**dariasteigman** Sep 05, 1:40pm via TweetDeck

A3 The sad thing is: 1 Apple announcement. 1 huge SNAFU of de facto retweets. [#prsolo](#)



**SoloPR** Sep 05, 1:39pm via TweetGrid.com

Q4: Do you have any clients that freak out with every social media change (esp FB)? How do you get them to go w/flow? [#prsolo](#)



**SoloPR** Sep 05, 1:38pm via TweetGrid.com

OK- looks like the majority feel we should soldier on next week, and can cancel mid-stream if needed. We'll do it! Q4 coming up... [#prsolo](#)



**pronouncedALJ** Sep 05, 1:38pm via TweetChat

Ugh! I forgot about that. Hmm... RT [@fransteps](#): A3: Can we possibly compete with an Apple announcement? [#prsolo](#)



**karenswim** Sep 05, 1:38pm via TweetChat

A3: It is a big tech day but I say keep it on the books and see how it goes [#prsolo](#)



**KellyeCrane** Sep 05, 1:37pm via TweetDeck

[@GirlSmitty](#) We switch to thwart the bad sp-am b0ts that show up about halfway through our chat [#prsolo](#)



**KellyeCrane** Sep 05, 1:37pm via TweetDeck

[@PRjeff](#) We're at [#prsolo](#)



**LoisMarketing** Sep 05, 1:36pm via TweetDeck

We have a great community and will understand if we run into problems [#prsolo](#)



**KellyeCrane** Sep 05, 1:36pm via TweetDeck

[@dariasteigman](#) Hee. I hope Twitter finds a way to help everyone avoid the evil sp-mmers - event hashtags are getting run over. sad [#prsolo](#)



**fransteps** Sep 05, 1:36pm via TweetChat

A3: Can we possibly compete with an Apple announcement? [#prsolo](#)



**MuslimNewMedia** Sep 05, 1:36pm via TweetChat

im game to keep on! [#prsolo](#)



**LoisMarketing** Sep 05, 1:36pm via TweetDeck

[@SoloPR](#) Why don't we plan the chat then decide if we need to cancel or cut short depending on how Twitter behaves? [#prsolo](#)



**dariasteigman** Sep 05, 1:36pm via TweetDeck

A3 Good thinking. I hate to miss [#prsolo](#), but you might be right about the fail whale problem.



**GirlSmitty** Sep 05, 1:36pm via TweetGrid.com

Made the hashtag switch (but don't recollect reason for switch). [#prsolo](#)



**SoloPR** Sep 05, 1:35pm via TweetGrid.com

Great pt! RT [@LoisMarketing](#): Great way to win friends is to ask not only their calendar but preferred formats [#prsolo](#)



**SoloPR** Sep 05, 1:35pm via TweetGrid.com

Q3 cont'd: History shows us that Twitter slows to a crawl (even slower than today!) - should we cancel next week, or soldier on? [#prsolo](#)



**dariasteigman** Sep 05, 1:34pm via TweetDeck

I think [@KellyeCrane](#) secretly does this to see if we're paying attention. :) That and foiling the spam bots. [#prsolo](#)



**SoloPR** Sep 05, 1:34pm via TweetGrid.com

Q3: Let's take a quick moment for a "programming note." Next week, Apple has a BIG announcement sched at this time...[#prsolo](#)



**LoisMarketing** Sep 05, 1:34pm via TweetDeck

Great way to win friends is to ask not only their calendar but preferred formats [#prsolo](#) A2



**KristK** Sep 05, 1:34pm via TweetGrid.com

RT [@rockstarjen](#): My Digital Toolbox: Helpful Tools for Freelancers and Small Business [ow.ly/dkfas](#) via [@emilymiethner](#) [#prsolo](#)



**SoloPR** Sep 05, 1:34pm via TweetGrid.com

"Grab and go" - I like it! RT [@lbreyWoodall](#): It's best to be able 2 choose 2 "scrape & paste" as well as "grab & go". [#prsolo](#)



**dariasteigman** Sep 05, 1:34pm via TweetDeck

And one more person navigates the switch. [#prsolo](#)



**SoloPR** Sep 05, 1:33pm via TweetGrid.com

RT @MuslimNewMedia: if your newsroom isnt journo or media outlet friendly, and also isnt the proper public image, then why bother? [#prsolo](#)



**MuslimNewMedia** Sep 05, 1:33pm via TweetChat

switchup [#prsolo](#)



**SoloPR** Sep 05, 1:32pm via TweetGrid.com

@karensim Oy- just in time! :- ) [#prsolo](#)



**SoloPR** Sep 05, 1:32pm via TweetGrid.com

Q3 is coming up on our new hashtag... [#prsolo](#)



**fransteps** Sep 05, 1:32pm via TweetChat

Switched! [#prsolo](#)



**LoisMarketing** Sep 05, 1:32pm via TweetDeck

Hi all in [#prsolo](#) -- Apologies for joining late, just back from meeting



**PRjeff** Sep 05, 1:36pm via TweetChat

Sorry, joining late. What's the new hashtag? RT @SoloPR: Q3 is coming up on our new hashtag... [#solopr](#)



**pronouncedALJ** Sep 05, 1:34pm via TweetChat

@ancitasatija @fransteps Thanks for the feedback! [#solopr](#)



**KellyeCrane** Sep 05, 1:33pm via TweetDeck

RT @SoloPR: Important tips on Q2 - thanks everyone. We will now switch to our pr solo hashtag (one word). [#solopr](#)



**KristK** Sep 05, 1:33pm via TweetGrid.com

RT @MuslimNewMedia: if your newsroom isnt journo or media outlet friendly, and also isnt the proper public image, then why bother? [#solopr](#)



**ancitasatija** Sep 05, 1:32pm via web

@karenschwim @SoloPR Yea!!! [#solopr](#)



**SoloPR** Sep 05, 1:32pm via TweetGrid.com

Q3 is coming up on our new hashtag... [#solopr](#)



**MuslimNewMedia** Sep 05, 1:32pm via TweetChat

if your newsroom isnt journo or media outlet friendly, and also isnt the proper public image, then why bother? [#solopr](#)



**ancitasatija** Sep 05, 1:31pm via web

@pronouncedALJ dont think its dying. When u need to trace wht competition is up2, online news room still helps ;) @fransteps [#solopr](#)



**SoloPR** Sep 05, 1:31pm via TweetGrid.com

If you're using Tweetgrid or Tweetchat, you can put both hashtags in the Search field with an OR between them. [#solopr](#)



**SoloPR** Sep 05, 1:31pm via TweetGrid.com

Important tips on Q2 - thanks everyone. We will now switch to our pr solo hashtag (one word). [#solopr](#)



**makasha** Sep 05, 1:31pm via TweetChat

RT @KellyeCrane: Im not a fan of outsourced solutions that arent housed on the clients own domain (seo again). [#solopr](#)



**fransteps** Sep 05, 1:31pm via TweetChat

@pronouncedALJ Def. more practical. Big companies esp. need them for quick ref for reporters and bloggers. [#solopr](#)



**karensxim** Sep 05, 1:31pm via TweetChat

@SoloPR looks like it's time to switch hashtags [#solopr](#)



**SoloPR** Sep 05, 1:30pm via TweetGrid.com

RT @MuslimNewMedia: @HatsComm My main reason is for journos on deadline, its a lot cludgier to cut and paste text from pdfs [#solopr](#)



**karensxim** Sep 05, 1:30pm via TweetChat

Good point! RT @KellyeCrane: Im not a fan of outsourced solutions that arent housed on the clients own domain (seo again). [#solopr](#)



**manish\_masalah** Sep 05, 1:30pm via Twitter for BlackBerry®

@ancitasatija abhi so lo...baad main pr kerna ! [#solopr](#)



**MuslimNewMedia** Sep 05, 1:30pm via TweetChat

cant copy and paste easily w/ pdfs. Tougher for journos :) RT @SoloPR: @MuslimNewMedia Can you expound on why Word docs vs. PDFs? [#solopr](#)



**akenn** Sep 05, 1:30pm via TweetChat

@pronouncedALJ Most agree that searching web for co info is way to go. Newsrooms are key to curating your co info the way you want [#solopr](#)



**KellyeCrane** Sep 05, 1:29pm via TweetDeck

A2: Oh, one more point: I'm not a fan of outsourced solutions that aren't housed on the client's own domain (seo again). [#solopr](#)



**SoloPR** Sep 05, 1:27pm via TweetGrid.com

Yes- text on the webpage is best for SEO RT @3HatsComm: Text is searchable, PDFs not as much. Think SEO. [#solopr](#)



**akenn** Sep 05, 1:27pm via TweetChat

@KellyeCrane ah, thank you for spelling it out for me! Knew they were imp, but not how to make them appear on the page! [#solopr](#)



**MuslimNewMedia** Sep 05, 1:27pm via TweetChat

@HatsComm My main reason is for journos on deadline, its a lot cludgier to cut and paste text from pdfs than a word doc. [#solopr](#)



**KristK** Sep 05, 1:26pm via TweetGrid.com

RT @fransteps: A2: Seen many newsrooms which are just uploaded pdf files -- complete dead end and NOT searchable![#solopr](#)



**pronouncedALJ** Sep 05, 1:26pm via TweetChat

@fransteps Do you think the online newsroom concept is dying or needs to be more practical? [#solopr](#)



**SoloPR** Sep 05, 1:26pm via TweetGrid.com

@MuslimNewMedia Can you expound on why Word docs vs. PDFs? [#solopr](#)



**IbreyWoodall** Sep 05, 1:25pm via HootSuite

A2: an online newsroom should be a cohesive, structured CMS, not a bevy of widgets. [#solopr](#)



**MuslimNewMedia** Sep 05, 1:25pm via TweetChat

a2 9 out 10 , outdated newsroom content can be attributed to lack of comm between PR and web dept. i facepalm often.[#solopr](#)



**KristK** Sep 05, 1:25pm via TweetGrid.com

A2: When client news mentions other org (like employers of award recipient), I like to send to their PR staff. Not all list them. [#solopr](#)



**KellyeCrane** Sep 05, 1:25pm via TweetDeck

@akenn For example, Facebook, Twitter, Flickr (which is a little old school now), etc. - there are widgets for WP to make embed easy [#solopr](#)



**3HatsComm** Sep 05, 1:25pm via TweetChat

Text is searchable, PDFs not as much. Think SEO. RT @MuslimNewMedia: a2 do your releases as word docs NOT pdfs [#solopr](#)



**akenn** Sep 05, 1:24pm via TweetChat

I would think that links to corp social media channels, YouTube, Facebook, Twitter etc are imp too [#solopr](#)



**KateRobins** Sep 05, 1:24pm via TweetDeck

forgot to tag it. [#solopr](#) Q2 exclnt viewing: [youtu.be/KxXTMtOFLDw](https://youtu.be/KxXTMtOFLDw)



**KellyeCrane** Sep 05, 1:24pm via TweetDeck

A2: I've found that even when focusing only on content, it's our job to make sure nothing weird happens on that page. :-)[#solopr](#)



**fransteps** Sep 05, 1:24pm via TweetChat

A2: Seen many newsrooms which are just uploaded pdf files -- complete dead end and NOT searchable! [#solopr](#)



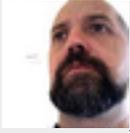
**IbreyWoodall** Sep 05, 1:23pm via HootSuite

Hi. Just noticed your convo on online newsrooms. If I can help w/questions, pls let me know. Been working on them for years.[#solopr](#).



**akenn** Sep 05, 1:23pm via TweetChat

@[KellyeCrane](#) I get the RSS and embedded images, but what type of widgets and what do they do? [#solopr](#)



**MuslimNewMedia** Sep 05, 1:23pm via TweetChat

a2 media relations mainly what i do, so yep. outbound : contact info, SM links front & ctr, do your releases as word docs NOT pdfs [#solopr](#)



**pronouncedALJ** Sep 05, 1:23pm via TweetChat

A2: Our parent company deals with software development. If the newsroom is custom, we work together on development/content. [#solopr](#)



**makasha** Sep 05, 1:23pm via TweetChat

RT @[SoloPR](#) MT @[joeldon](#) A2 Aside from shiny tools & widgets, diligence is essential Fresh & updated content. Active management is key [#solopr](#)



**ancitasatija** Sep 05, 1:23pm via web

@joeldon have hardly seen websites with updated "news"room & its so annoying [#solopr](#)



**KellyeCrane** Sep 05, 1:23pm via TweetDeck

@joeldon Great point. A terribly outdated newsroom is often worse than no online newsroom at all. [#solopr](#)



**pronouncedALJ** Sep 05, 1:22pm via TweetChat

Me too! RT @KristK: same here RT @akenn: A2: I mostly contribute to the content end, not the actual building. [#solopr](#)



**SoloPR** Sep 05, 1:22pm via TweetGrid.com

MT @joeldon: A2: Aside from shiny tools & widgets, diligence is essential. Fresh & updated content. Active management is key [#solopr](#)



**karensxim** Sep 05, 1:22pm via TweetChat

@SoloPR Learned that one from the School of Hard Knocks! :-)  
[#solopr](#)



**karensxim** Sep 05, 1:21pm via TweetChat

@mdbarber You are missed but glad that you are okay!  
[#solopr](#)



**SoloPR** Sep 05, 1:21pm via TweetGrid.com

Good for you to focus RT @karensxim: A2: For advice yes, but the actual hands on structure, no (I am out of that business!)  
[#solopr](#)



**joeldon** Sep 05, 1:21pm via TweetDeck

A2: Aside from shiny tools & widgets, diligence is essential. Fresh & updated content. Active management is key to a "news"room  
[#solopr](#)



**karensxim** Sep 05, 1:21pm via TweetChat

Agree, and easily solved w/hosted solutions RT @fransteps: Some newsrooms are SO dysfunctional. Seemed too big a project to tackle.  
[#solopr](#)



**ancitasatija** Sep 05, 1:21pm via web

RT @KellyeCrane: A2: Include contact info for media reps (you, or internal). Shocking how many newsrooms don't have this! [#solopr](#)



**SoloPR** Sep 05, 1:20pm via TweetGrid.com

Yes! RT @3HatsComm: A2 Collateral media. For some clients, it's the high res photos and vids that help writers, bloggers the most. [#solopr](#)



**mndbarber** Sep 05, 1:20pm via Twitter for iPhone

Wish I could join [#solopr](#) today. Big windstorm here last night so no power. All are safe tho. Rationing phone battery. Catch you all later.



**KellyeCrane** Sep 05, 1:20pm via TweetDeck

A2: I have a lot of clients stare at me blankly and ask me how to set up an online newsroom: RSS, widgets, and embeded images [#solopr](#)



**3HatsComm** Sep 05, 1:20pm via TweetChat

A2 Collateral media. For some clients, it's the high res photos and vids that help writers, bloggers the most. [#solopr](#)



**fransteps** Sep 05, 1:19pm via TweetChat

A2: Some newsrooms are SO dysfunctional. Seemed too big a project to tackle. [#solopr](#)



**makasha** Sep 05, 1:19pm via TweetChat

RT @KellyeCrane: A2: Include contact info for media reps (you, or internal). Shocking how many newsrooms dont have this! [#solopr](#)



**SoloPR** Sep 05, 1:19pm via TweetGrid.com

Welcome to everyone just joining! We're on Q2 right now...[#solopr](#)



**ancitasatija** Sep 05, 1:19pm via web

@SoloPR Haven't come across that as yet... [#solopr](#)



**KarensWim** Sep 05, 1:19pm via TweetChat

A2: For advice yes, but the actual hands on structure, no (I am out of that business!) [#solopr](#)



**KateRobins** Sep 05, 1:19pm via TweetChat

[@dariasteigman](#) No re: promoted tweets. To-google list. (Google shld just pick up/do as they do w/calendar.) [#solopr](#)



**KellyeCrane** Sep 05, 1:18pm via TweetDeck

A2: Include contact info for media reps (you, or internal). Shocking how many newsrooms don't have this! [#solopr](#)



**3HatsComm** Sep 05, 1:18pm via TweetChat

RT [@MuslimNewMedia](#): A1 im my worst enemy, lol... <- Ditto. Can get it done for others, me... not so much. ;-)  
[#solopr](#)



**KristK** Sep 05, 1:18pm via TweetGrid.com

same here RT [@akenn](#): A2: I mostly contribute to the content end, not the actual building. [#solopr](#)



**ancitasatija** Sep 05, 1:18pm via web

Hello everyone !! [#solopr](#)



**MuslimNewMedia** Sep 05, 1:18pm via TweetChat

[@SoloPR](#) ill post a link at the end of the hour but i dont want to hijack now [#solopr](#)



**KarensWim** Sep 05, 1:18pm via TweetChat

Yes RT [@KellyeCrane](#): A2: If a client uses Wordpress for their website, its much easier to build the newsroom IMO (w/ widgets, etc.). [#solopr](#)



**fransteps** Sep 05, 1:17pm via TweetChat

RT [@SoloPR](#): Q2: Do your clients look to you to help build their online newsroom? What do you include? Tools? [#solopr](#)



**SoloPR** Sep 05, 1:17pm via TweetGrid.com

Both RT @MuslimNewMedia: q2 inbound or outbound or both? [#solopr](#)



**karensxim** Sep 05, 1:17pm via TweetChat

RT @SoloPR: Q2: Do your clients look to you to help build their online newsroom? What do you include? Tools? [#solopr](#)



**akenn** Sep 05, 1:17pm via TweetChat

A2: I mostly contribute to the content end, not the actual building... [#solopr](#)



**KateRobins** Sep 05, 1:17pm via TweetChat

@dariasteigman Heavens yes. [#solopr](#)



**SoloPR** Sep 05, 1:17pm via TweetGrid.com

@MuslimNewMedia Oh, you'll have to keep us posted! [#solopr](#)



**KateRobins** Sep 05, 1:17pm via TweetChat

A1 Just 2 of us so writing plan is time better put toward implementing. If more ppl, we'd write/distribute to get on same pg. [#solopr](#)



**MuslimNewMedia** Sep 05, 1:17pm via TweetChat

q2 inbound or outbound or both? [#solopr](#)



**KellyeCrane** Sep 05, 1:16pm via TweetDeck

A2: If a client uses Wordpress for their website, it's much easier to build the newsroom IMO (with widgets, etc.). [#solopr](#)



**dariasteigman** Sep 05, 1:16pm via TweetDeck

@KateRobins Good biz partners are definitely keepers. [#solopr](#)



**GirlSmitty** Sep 05, 1:16pm via TweetGrid.com

Just joining in. Hi everyone. [#solopr](#)



**SoloPR** Sep 05, 1:16pm via TweetGrid.com

Nice! RT @KateRobins: A1. I tend to focus in on what I know works/doesn't. That gets refined with every new day... [#solopr](#)



**MuslimNewMedia** Sep 05, 1:16pm via TweetChat

A1 im my worst enemy, lol... definitely CSS here. in the thick of it at the moment for another selfproject as well [#solopr](#)



**KristK** Sep 05, 1:15pm via TweetGrid.com

RT @SoloPR: Q2: Do your clients look to you to help build their online newsroom? What do you include? Tools? [#solopr](#)



**SoloPR** Sep 05, 1:15pm via TweetGrid.com

Q2: Do your clients look to you to help build their online newsroom? What do you include? Tools? [#solopr](#)



**KateRobins** Sep 05, 1:14pm via TweetChat

A1. I tend to focus in on what I know works/doesn't. That gets refined with every new day. Know where I'm going. [#solopr](#)



**SoloPR** Sep 05, 1:13pm via TweetGrid.com

Great insights, everyone! Q2 is up next... [#solopr](#)



**pronouncedALJ** Sep 05, 1:13pm via TweetChat

RT @SoloPR: FYI- We have a quickie one-page business plan template for Solo PR PRO members. [#solopr](#)



**KristK** Sep 05, 1:13pm via TweetGrid.com

A1: When it comes to projects for my own biz, I'm more of a Get 'Er Done girl, well eventually anyway. [#solopr](#)



**pronouncedALJ** Sep 05, 1:13pm via TweetChat

Definitely! RT @dariasteigman: @KateRobins And thats the key: its not one-size-fits-all. It has to be a formula that works for you. [#solopr](#)



**KellyeCrane** Sep 05, 1:13pm via TweetDeck

A1: The more date-specific info I can include, the better. [#solopr](#)



**makasha** Sep 05, 1:13pm via TweetChat

RT @SoloPR: FYI- We have a quickie one-page business plan template for Solo PR PRO members. [#solopr](#)



**dariasteigman** Sep 05, 1:13pm via TweetDeck

Anyone know how promoted tweets are selected (and why this strangely irrelevant one is showing up here?). [#solopr](#)



**KateRobins** Sep 05, 1:13pm via TweetChat

RT @SoloPR: FYI- We have a quickie one-page business plan template for Solo PR PRO members. [#solopr](#)



**KateRobins** Sep 05, 1:13pm via TweetChat

@dariasteigman I also have a biz partner and that's been a critical complement. [#solopr](#)



**SoloPR** Sep 05, 1:12pm via TweetGrid.com

FYI- We have a quickie one-page business plan template for Solo PR PRO members. [#solopr](#)



**dariasteigman** Sep 05, 1:12pm via TweetDeck

@KateRobins And that's the key: it's not one-size-fits-all. It has to be a formula that works for you. [#solopr](#)



**karenswim** Sep 05, 1:12pm via TweetChat

@SoloPR Thanks! Having the metrics is a huge motivator for me! [#solopr](#)



**SoloPR** Sep 05, 1:12pm via TweetGrid.com

RT @dariasteigman: A1 I've never written out a business plan, but I definitely have one. The strategy tends to sit in my head. [#solopr](#)



**SoloPR** Sep 05, 1:12pm via TweetGrid.com

[@3HatsComm](#) Ah, ha! You are the queen of the acronym. [#solopr](#)



**KateRobins** Sep 05, 1:11pm via TweetChat

[@dariasteigman](#) ... and that obviously works for you. [#solopr](#)



**dariasteigman** Sep 05, 1:11pm via TweetDeck

A1 I see project planning as a different category. For that, I live for post-it notes and to-do lists. [#solopr](#)



**SoloPR** Sep 05, 1:11pm via TweetGrid.com

Good for you re: metrics! RT [@karensxim](#): A1: I don't write 20 page plans but do include steps, milestones, and desired metrics... [#solopr](#)



**makasha** Sep 05, 1:11pm via TweetChat

[@KristK](#) hi. I'm a MS girl myself (live in AL now). [#solopr](#)



**SoloPR** Sep 05, 1:10pm via TweetGrid.com

RT [@makasha](#): A1 If I can do it for my clients, I need to do it for me. [#solopr](#)



**KristK** Sep 05, 1:10pm via TweetGrid.com

RT [@SoloPR](#): Q1: In planning something for your own business, how detailed do you get in the plan development? [#solopr](#)



**KellyeCrane** Sep 05, 1:10pm via TweetDeck

Timelines are key for me RT [@pronouncedALJ](#): A1: Gotta get down to the tactical level. And create a project plan with deadlines. [#solopr](#)



**dariasteigman** Sep 05, 1:10pm via TweetDeck

A1 I've never written out a business plan, but I definitely have one. The strategy tends to sit in my head. [#solopr](#)



**pronouncedALJ** Sep 05, 1:10pm via TweetChat

RT [@karensxim](#): A1: I don't write 20 page plans but do include steps, milestones, and desired metrics, always with an eye on brevity [#solopr](#)



**3HatsComm** Sep 05, 1:09pm via TweetDeck

@SoloPR Oops, that was supposed to be Cobbler's Shoes Syndrome [#soloPR](#)



**pronouncedALJ** Sep 05, 1:09pm via TweetChat

@dariasteigman It's very inclusive! I like! [#solopr](#)



**KristK** Sep 05, 1:09pm via TweetGrid.com

Better late than never. Hello all! Kristie here from south MS (22 years exp, 8 years indy, APR, Tulane prof) [#solopr](#)



**dariasteigman** Sep 05, 1:09pm via TweetDeck

A1 I'm in the "start, & figure it out as I go" category. But I have a biz partner who tempers that, which is useful too. [#solopr](#)



**SoloPR** Sep 05, 1:09pm via TweetGrid.com

CSS? RT @3HatsComm: A1 Not enough. CSS Darn gobbler's shoes syndrome. ;-) [#solopr](#)



**MuslimNewMedia** Sep 05, 1:09pm via TweetChat

a1 planning for waht, excatly? not following question ...[#solopr](#)



**fransteps** Sep 05, 1:09pm via TweetChat

A1: Do NOT plan my own biz dev enough. BUT I do have it on my to do list each week as a category. [#solopr](#)



**KateRobins** Sep 05, 1:09pm via web

RT @karensxim: RT @SoloPR: Q1: In planning something for your own business, how detailed do you get in the plan development? [#solopr](#)



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

Seems Twitter is being sluggish for us today, friends - thanks for hanging in there! [#solopr](#)



**karensxim** Sep 05, 1:08pm via TweetChat

A1: I don't write 20 page plans but do include steps, milestones, and desired metrics, always with an eye on brevity#solopr



**makasha** Sep 05, 1:08pm via TweetChat

A1 If I can do it for my clients, I need to do it for me. Learning that taking care of @DGPRwire is part of taking care of me#solopr



**pronouncedALJ** Sep 05, 1:08pm via TweetChat

A1: Gotta get down to the tactical level. And create a project plan with deadlines. Or else I'll forget. Or procrastinate. :-/#solopr



**KellyeCrane** Sep 05, 1:07pm via TweetDeck

A1: However, I'm a fan of the expression "the great is the enemy of the good." It's important to get off the starting blocks!#solopr



**dariasteigman** Sep 05, 1:07pm via TweetDeck

@pronouncedALJ Plus it's the definition of community. I try to make #solopr most weeks.



**karenswim** Sep 05, 1:07pm via TweetChat

RT @SoloPR: Q1: In planning something for your own business, how detailed do you get in the plan development?#solopr



**KellyeCrane** Sep 05, 1:07pm via TweetDeck

A1: If I'm planning a particular promotional push for my business, I try to include as much detail as possible. #solopr



**3HatsComm** Sep 05, 1:06pm via TweetChat

A1 Not enough. CSS Darn gobbler's shoes syndrome. ;-)#solopr



**fransteps** Sep 05, 1:06pm via TweetChat

Hi all! Solo 2 years, in PR 20! Also teach college and do some writing. Happy to be here again. #solopr



**KellyeCrane** Sep 05, 1:06pm via TweetDeck

RT @SoloPR: Q1: In planning something for your own business, how detailed do you get in the plan development?#solopr



**3HatsComm** Sep 05, 1:05pm via TweetDeck

Joining [#soloPR](#) - multitasking, working, playing, blogging from Atlanta.



**SoloPR** Sep 05, 1:05pm via TweetGrid.com

Q1: In planning something for your own business, how detailed do you get in the plan development? [#soloPR](#)



**pronouncedALJ** Sep 05, 1:05pm via TweetChat

[@dariasteigman](#) I do believe we were! I've only participated a few times, but this tweet chat is great! [#soloPR](#)



**SoloPR** Sep 05, 1:04pm via TweetGrid.com

Welcome everyone! Great group assembling, as always. Q1 is coming up... [#soloPR](#)



**dariasteigman** Sep 05, 1:04pm via TweetDeck

[@pronouncedALJ](#) Well, hello, Angie! Seems like we were just talking. :) [#soloPR](#)



**makasha** Sep 05, 1:03pm via TweetChat

Hi. I'm joining in from Montgomery AL. [#soloPR](#)



**SoloPR** Sep 05, 1:03pm via TweetGrid.com

We have room for more Qs today, so send yours to [@KellyeCrane](#) without the hashtag (or DM), and we'll add them to the list! [#soloPR](#)



**karenswim** Sep 05, 1:03pm via TweetChat

Hi [@dariasteigman](#) [@KellyeCrane](#) and solo gang! Happy to be here today! [#soloPR](#)



**pronouncedALJ** Sep 05, 1:03pm via TweetChat

Angie Sanders joining in. I create content. :-) [aljwrites \[dot\] com](#). Hey everybody! [#soloPR](#)



**SoloPR** Sep 05, 1:02pm via TweetGrid.com

The sp-mmers are evil, but we've found a way to outsmart them! :-) [#soloPR](#)



**SoloPR** Sep 05, 1:02pm via TweetGrid.com

As we've done in recent weeks, mid-way through today's chat we'll switch hashtags to pr solo (one word). [#solopr](#)



**dariasteigman** Sep 05, 1:02pm via TweetDeck

Joining [#solopr](#), and saying hi to [@KellyeCrane](#), [@karensxim](#), & the gang. Everyone have a good Labor Day weekend?



**KellyeCrane** Sep 05, 1:01pm 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)



**karensxim** Sep 05, 1:01pm via TweetChat

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



**SoloPR** Sep 05, 1:00pm via TweetGrid.com

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



**SoloPR** Sep 05, 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](#)