



#SoloPR Chat Transcript – 10/17/2012

1. Do you have any tips for building relationships with non-marketing execs at client companies? [#solopr](#)
2. Beyond traditional wire distribution, where else online do you post/share your news? [#solopr](#)
3. There are so many social networks now - are you incorporating Pinterest, Instagram, Tumblr into strategies? Others? [#solopr](#)



SoloPR Oct 17, 1:58pm via TweetGrid.com

Thanks to you all for participating - transcript will be up tomorrow. Have a great week! [#solopr](#)



cmansfield27 Oct 17, 1:58pm via Echofon

"@cloudspark RT @SoloPR: @MuslimNewMedia Are you noting that visuals transcend language barriers? What a fascinating point![#solopr](#)"



Lkinoshita Oct 17, 1:58pm via Twiterrific

RT @karensxim:and please remember that having an email address does not give you permission to market to that person [#solopr](#)



jgombita Oct 17, 1:58pm via web

@natalieharperPR the sad thing about the migration is that there are huge swaths of population who do NOT use online. Like seniors. [#solopr](#)



Trace_Cohen Oct 17, 1:57pm via TweetDeck

@SoloPR Thanks for a great chat everyone! [#solopr](#)



karensxim Oct 17, 1:57pm via TweetChat

Wow, that whizzed by! :(RT @SoloPR: Our time is winding down - thanks again everyone for a lively discussion! #solopr



SoloPR Oct 17, 1:57pm via TweetGrid.com

BTW, we chatted on #solopr for the full hour uninterrupted! I've noticed less sp-m on other hashtags, too. Yay @twitter



cloudspark Oct 17, 1:56pm via web

@karensxim @KateRobins e in 140 characters. well done kate. #solopr



SoloPR Oct 17, 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



natalieharperPR Oct 17, 1:55pm via web

@jgombita that's the feeling I'm getting! Meeting them on Monday. #SoloPR



PRjeff Oct 17, 1:55pm via TweetChat

Working on carrier pigeon PR. RT @3HatsComm: @cloudspark@natalieharperPR @PRjeff Depends on biz-few still thrive old school... #solopr



KellyeCrane Oct 17, 1:55pm via TweetDeck

@natalieharperPR I haven't heard much about that service, I'm afraid. #SoloPR



natalieharperPR Oct 17, 1:54pm via web

@cloudspark @3HatsComm @PRjeff exactly! I've had to go back to the days of yore with this one, which has been great for my skills. #SoloPR



SoloPR Oct 17, 1:54pm via TweetGrid.com

I'm diggin' the literal thought RT @MuslimNewMedia: @SoloPR yep, tho i was thinking more metaphorically, lol, but youre right! #solopr



seanfromsylvan Oct 17, 1:54pm via Twitter for BlackBerry®

@natalieharperPR we stopped all enhanced ads with YP. Our potential clients rely more heavily on google searches #solopr



3HatsComm Oct 17, 1:54pm via Twitter for iPad

@cloudspark @natalieharperPR @PRjeff Exactly, Depends on biz - a few still thrive 'old school' w/ their targets. #solopr



natalieharperPR Oct 17, 1:54pm via web

@KateRobins it's basically targeting search engine sites (Google and Bing mainly) and placing ads for the business there. :) #SoloPR



KellyeCrane Oct 17, 1:53pm via TweetDeck

@akenn I think visuals can offer unique opp for B2B cos to show some personality (beyond infographics), if they're willing. #solopr



jgombita Oct 17, 1:53pm via web

@natalieharperPR one of the regular attendees of #torontob2b works for Yellow Pages. The entire business is being migrated online. #solopr



KristK Oct 17, 1:53pm via TweetGrid.com

Great insight! RT @cloudspark: pr must broaden to visual & not always textual. even w/ same audience, some prefer visual to text. #solopr



cloudspark Oct 17, 1:52pm via web

@natalieharperPR @3HatsComm @PRjeff proof that any channel can work when it's the right channel for the right audience. #towtruck#solopr



SoloPR Oct 17, 1:52pm via TweetGrid.com

RT @akenn: We've said this before-visual depends on industry too. Sometimes B2B visuals can devolve into big stream of infographics#solopr



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RT @KristK: A3: Current tip I'm fascinated by: put text within image, not just in the post. Increases sharing your msg. #solopr



natalieharperPR Oct 17, 1:52pm via web

@KellyeCrane YP sets it up, but delivery is through Google/Bing - yep! :) #SoloPR



jgombita Oct 17, 1:51pm via web

@MuslimNewMedia finding the similarities, but also recognizing and respecting the dissimilarities (in visuals). I like that. #solopr



natalieharperPR Oct 17, 1:51pm via web

@KateRobins SEM - search engine marketing. :) #SoloPR



KellyeCrane Oct 17, 1:51pm via TweetDeck

RT w/hashtag: @KellyeCrane: @natalieharperPR Is the Yellow Pages SEM on their own site? Or Google/Bing kinda thing? #solopr



cloudspark Oct 17, 1:51pm via web

@karensxim hal i know they're still used but not as frequently. "ask the computer" #newclassicphrase #solopr



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@SoloPR yep, tho i was thinking more metaphorically,lol, but youre right! #solopr



natalieharperPR Oct 17, 1:50pm via web

@cloudspark @3HatsComm @PRjeff I have client getting nearly all their new biz leads from YellowPages, hence looking to SEM strategy.#SoloPR



YELLA_IAM Oct 17, 1:50pm via web

#SOLOPR..teach me the ropes!



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@PRjeff Agree, it keeps us energized...and young! #solopr



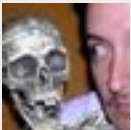
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Yes. MT @KellyeCrane A2: ...news announcements no longer target just the media. Your client's community can now consume it directly.#solopr



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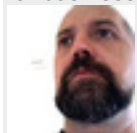
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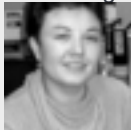
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@MuslimNewMedia Good point. Definitely need to keep our audience in mind, eh? #solopr



MuslimNewMedia Oct 17, 1:23pm via TweetChat

@akenn its a great visual thatll work for just about everyone else :)#solopr



KellyeCrane Oct 17, 1:23pm via TweetDeck

@cloudspark Backatcha! #solopr



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RT @SoloPR: Q2: Beyond traditional wire distribution, where else online do you post/share your news? #solopr



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KristK Oct 17, 1:23pm via TweetGrid.com

A1: Be sure to keep your contacts informed of what others inside org are telling you. Don't let them get blindsided at watercooler. #solopr



natalieharperPR Oct 17, 1:23pm via web

@3HatsComm @KristK interesting, as I have a client who has tried various push advertising/mktg, but seeing more value in #PR now.#SoloPR



SoloPR Oct 17, 1:22pm via TweetGrid.com

Q2: Beyond traditional wire distribution, where else online do you post/share your news? #solopr



J_Hutson Oct 17, 1:22pm via DROID

RT @graciecomm: It's called Public Relations for a Reason:huff.to/PBDk1e Great reminder that communication=relationships.#solopr #marketing



akenn Oct 17, 1:22pm via TweetChat

@MuslimNewMedia good reminder that some sarcastic ideas are better left to Twitter chats #solopr

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[@cloudspark](#) [@fransteps](#) Client staff at a tradeshow will tell you the *real* scuttlebutt on how your efforts are perceived internally [#solopr](#)

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makasha Oct 17, 1:18pm via UberSocial for Android
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natalieharperPR Oct 17, 1:17pm via TweetChat
[@3HatsComm](#) [@KristK](#) - I just did the internal interview route with a client, and did get external content GOLD (as you mentioned). [#solopr](#)

KellyeCrane Oct 17, 1:17pm via TweetDeck
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I like this. RT [@TheMandiKane](#): [#SoloPR](#) Q1 Offer to shadow them for a day for research. You learn, AND build a relationship.

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SoloPR Oct 17, 1:09pm via TweetGrid.com

RT @Lkinoshita: @KellyeCrane @SoloPR I've heard doing a half-day, all-staff marketing offsite works well #solopr

SoloPR Oct 17, 1:09pm via TweetGrid.com

RT @JasMollica: A1: speak their language. Take time to learn about how to talk to them. #solopr

TheCoffice Oct 17, 1:09pm via HootSuite

Hello #solopr folks! Sam in Toronto listening in today for the first time. I've got a dedicated Hootsuite column set up for the chat.

JasMollica Oct 17, 1:09pm via TweetDeck

RT @PRjeff: A1: If doing internal comm., great idea to speak w/everyone. After all, isn't everyone in sales anyway? #solopr

cloudspark Oct 17, 1:08pm via web

a1: make it a point to 'interview' execs to assure i have their pov, their expertise on hand and to intro pr goals to a more ppl #solopr

KateRobins Oct 17, 1:08pm via Twitter for iPhone

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@cloudspark Thanks! Very kind of you. #solopr

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A1 Learn more about what they do - find ways to show them how what you do can help the, help the biz #Solopr

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A1: Related to this Q, make sure you are interfacing with more than just one marketing contact at your client. cc lines help! #solopr

fransteps Oct 17, 1:07pm via TweetChat

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The Complete Marketing Communications Measurement Guide via @SpinSucks ow.ly/exXV5 #solopr #pr

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natalieharperPR Oct 17, 1:06pm via TweetChat

Likewise, Karen! Haven't been here in a LONG time. RT @karensxim: @natalieharperPR Hi Natalie, nice to meet you! #solopr

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natalieharperPR Oct 17, 1:10pm via TweetChat

@TheCoffice how's the weather in Toronto, Sam? I'm in Edmonton and we have WIND galore here today! #solopr

PRjeff Oct 17, 1:10pm via TweetChat

@akenn Yes, certainly important to make sure all the execs are supporting PR. #solopr

cloudspark Oct 17, 1:10pm via web

@PRjeff the strategy is to knock down silos and increase the value of (good) communications as a layer across the org. #solopr

3HatsComm Oct 17, 1:09pm via TweetChat

@KellyeCrane I've been caught by that before, only one contact, not good. Always try for more access and support. #SoloPR

karensxim Oct 17, 1:09pm via TweetChat

A1: At start of engagement great idea to include key stakeholders beyond PR / Marketing #solopr

SoloPR Oct 17, 1:09pm via TweetGrid.com

RT @Lkinoshita: @KellyeCrane @SoloPR I've heard doing a half-day, all-staff marketing offsite works well #solopr

SoloPR Oct 17, 1:09pm via TweetGrid.com

RT @JasMollica: A1: speak their language. Take time to learn about how to talk to them. #solopr

TheCoffice Oct 17, 1:09pm via HootSuite

Hello #solopr folks! Sam in Toronto listening in today for the first time. I've got a dedicated Hootsuite column set up for the chat.

JasMollica Oct 17, 1:09pm via TweetDeck

RT @PRjeff: A1: If doing internal comm., great idea to speak w/everyone. After all, isn't everyone in sales anyway? #solopr

cloudspark Oct 17, 1:08pm via web

a1: make it a point to 'interview' execs to assure i have their pov, their expertise on hand and to intro pr goals to a more ppl #solopr

KateRobins Oct 17, 1:08pm via Twitter for iPhone

RT @PRjeff: A1: Let's back up... What would be the strategy behind wanting to do so? #solopr

PRjeff Oct 17, 1:08pm via TweetChat

A1: If doing internal comm., great idea to speak w/everyone. After all, isn't everyone in sales anyway? #solopr

akenn Oct 17, 1:08pm via TweetChat

@PRjeff maybe in case your marketing person leaves - would be good to have other "allies" #solopr

JasMollica Oct 17, 1:08pm via TweetDeck

@cloudspark Thanks! Very kind of you. #solopr



3HatsComm Oct 17, 1:08pm via TweetChat

A1 Learn more about what they do - find ways to show them how what you do can help the, help the biz #Solopr



KateRobins Oct 17, 1:08pm via Twitter for iPhone

RT @KristK: RT @SoloPR: Q1: Do you have any tips for building relationships with non-marketing execs at client companies? #solopr



karenswim Oct 17, 1:08pm via TweetChat

RT @SoloPR: Q1: Do you have any tips for building relationships with non-marketing execs at client companies? #solopr



cloudspark Oct 17, 1:08pm via web

@JasMollica congrats on the 1 year mark. #solopr



KellyeCrane Oct 17, 1:08pm via TweetDeck

A1: Related to this Q, make sure you are interfacing with more than just one marketing contact at your client. cc lines help! #solopr



fransteps Oct 17, 1:07pm via TweetChat

Good Q! RT @PRjeff: A1: Lets back up... What would be the strategy behind wanting to do so? #solopr



JasMollica Oct 17, 1:07pm via TweetDeck

A1: speak their language. Take time to learn about how to talk to them. #solopr



rachaelseada Oct 17, 1:07pm via HootSuite

The Complete Marketing Communications Measurement Guide via @SpinSucks ow.ly/exXV5 #solopr #pr



KristK Oct 17, 1:07pm via TweetGrid.com

RT @SoloPR: Q1: Do you have any tips for building relationships with non-marketing execs at client companies? #solopr



PRjeff Oct 17, 1:07pm via TweetChat

A1: Let's back up... What would be the strategy behind wanting to do so? #solopr



natalieharperPR Oct 17, 1:06pm via TweetChat

Likewise, Karen! Haven't been here in a LONG time. RT @karensxim: @natalieharperPR Hi Natalie, nice to meet you! #solopr



JasMollica Oct 17, 1:06pm via TweetDeck

RT @KellyeCrane: RT @SoloPR: Q1: Do you have any tips for building relationships with non-marketing execs at client companies? #solopr



KellyeCrane Oct 17, 1:06pm via TweetDeck

RT @SoloPR: Q1: Do you have any tips for building relationships with non-marketing execs at client companies? #solopr



fransteps Oct 17, 1:06pm via TweetChat

RT @SoloPR: Q1: Do you have any tips for building relationships with non-marketing execs at client companies? #solopr



KristK Oct 17, 1:06pm via TweetGrid.com

@karensxim *waving* back. This hour keeps me motivated throughout week. #solopr



akenn Oct 17, 1:06pm via TweetChat

Hi from the Boston area where I've been a solo PR consultant for over a decade! #solopr



karensxim Oct 17, 1:06pm via TweetChat

@natalieharperPR Hi Natalie, nice to meet you! #solopr



SoloPR Oct 17, 1:05pm via TweetGrid.com

Q1: Do you have any tips for building relationships with non-marketing execs at client companies? #solopr



3HatsComm Oct 17, 1:05pm via Twitter for iPad

It's #soloPR time. I'm Davina, joining from Atlanta.



SoloPR Oct 17, 1:05pm via TweetGrid.com

Happy anniversary! RT @JasMollica: ...celebrating my one year as solo this month. #solopr



karensxim Oct 17, 1:05pm via TweetChat

Afternoon all! Karen Swim joining from currently sunny Michigan #solopr



cloudspark Oct 17, 1:05pm via HootSuite

joining #solopr, pardon my tweets



natalieharperPR Oct 17, 1:05pm via TweetChat

@SoloPR hello! Natalie Harper from #yeg in Alberta, Canada. Founder of harperpr.com Nice to 'meet' you all :) #solopr



JasMollica Oct 17, 1:05pm via TweetDeck

@fransteps Hi! I know... I'm always lurking, work just keeps me from jumping in, full throttle. :) #solopr



SoloPR Oct 17, 1:05pm via TweetGrid.com

Welcome everyone! Great crowd gathering... Q1 is coming up...#solopr



PRjeff Oct 17, 1:05pm via TweetChat

Greetings fellow #PR comrades. In #Phx area bunker. Writing, thinking, innovating, communicating for 25 yrs #solopr



Trace_Cohen Oct 17, 1:05pm 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



fransteps Oct 17, 1:04pm via TweetChat

@JasMollica Welcome! We are a fun group. #solopr



JasMollica Oct 17, 1:04pm via TweetDeck

I'm Jason, solo pro working outside of Buffalo, NY. Celebrating my one year as solo this month. #solopr



karensxim Oct 17, 1:04pm via TweetChat

@KristK *waving* So glad you're here today too! ;-) #solopr



SoloPR Oct 17, 1:04pm via TweetGrid.com

We have room for more Qs today, so send yours to @KellyeCranewithout the hashtag (or DM), and we'll add them to the list! #solopr



SoloPR Oct 17, 1:04pm via TweetGrid.com

Today, we're going to try to stick with our #solopr hashtag the whole hour (the bad guys seem less prevalent lately?).



fransteps Oct 17, 1:04pm via TweetChat

Hi all! Fran in San Antonio, TX. Solo for 2+ yrs, in PR for 20. Clients inc. nonprofit, tourism plus adjunct prof. #solopr



KristK Oct 17, 1:04pm via TweetGrid.com

Hello #solopr pals! Kristie here from the MS Gulf Coast. (20 years exp, 8 as indy, APR, PR prof)



JasMollica Oct 17, 1:03pm via TweetDeck

Glad to jump into #solopr chat for first time in a bit.



KristK Oct 17, 1:03pm via TweetGrid.com

Ditto! RT @karensxim: Favorite hour of the week is here #solopr chat, if you're a PR pro or indie or considering that path join us!



karensxim Oct 17, 1:03pm via TweetChat

By the way, if you're joining #solopr I use tweetchat for threaded chat conversation, hashtag auto added #solopr



KellyeCrane Oct 17, 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 Oct 17, 1:02pm via TweetGrid.com

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



fransteps Oct 17, 1:02pm via TweetChat

RT @KellyeCrane: Its #solopr chat day! Consultants in PR, socialmedia and related fields, send me your Qs & well see you NOW!#solopr



SoloPR Oct 17, 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