

## #SoloPR Transcript – 10/03/2012

1. There have been a number of blog posts lately about C-level execs tweeting/blogging. How do you advise clients? [#solopr](#)
2. From [@EddieBrownPR](#): Time for a refresh: what are you currently using for project management and/or accounting? [#solopr](#)
3. Are you seeing any success from story matching services (many HARO imitators emerging)? [#prsolo](#)
4. What do you do when, despite best efforts, a client refuses to heed your counsel? [#prsolo](#)
5. Fourth Quarter is traditionally a busy time for many orgs- are you seeing this w/clients, or is it slower than usual? [#prsolo](#)



**SoloPR** Oct 03, 2:00pm via TweetGrid.com

Remember, we chat on the [#solopr](#) hashtag all week. Transcript will be up tomorrow. Thanks everyone for another great chat! [#prsolo](#)



**KristK** Oct 03, 2:00pm via TweetGrid.com

A4: Expecting more work from two new clients during 4th quarter. Blessed to be busy. [#prsolo](#)



**SoloPR** Oct 03, 2:00pm via TweetGrid.com

Oh, we're out of time! Thanks everyone for sharing your smarts, and for bearing with me (I'm a little less "with it" today )! [#prsolo](#)



**KateRobins** Oct 03, 1:59pm via Twitter for iPhone

[@CjShaffer1](#) [#prsolo](#) int re pst. Is that an advantage? Hm anyone need an east coast office?



**akenn** Oct 03, 1:59pm via Tweet Button

Just saw this: 4 Tips for Starting Q4 With a Bang - Yesware Blog [yesware.com/blog/2012/10/0...](http://yesware.com/blog/2012/10/0...) via [@yesware](#) [#prsolo](#)



**KellyeCrane** Oct 03, 1:58pm via TweetDeck

A5: Actually, I'm sure my ongoing personal family crisis is playing a role in why I'm not seeing as much, I'm not rattling cages! #prsolo



**KateRobins** Oct 03, 1:57pm via Twitter for iPhone

RT @KellyeCrane: RT @KellyeCrane: A4: Yes, don't get too crazy w/negativity- the client could be right! J #prsolo



**SoloPR** Oct 03, 1:57pm via TweetGrid.com

Good news! RT @akenn: A5 after a slow summer, yes #prsolo



**KateRobins** Oct 03, 1:57pm via Twitter for iPhone

@SoloPR it's def picking up #prsolo



**SoloPR** Oct 03, 1:57pm via TweetGrid.com

Awesome! RT @CjShaffer1: A5 Busy as every and ramping as their biz expands! #prsolo



**KellyeCrane** Oct 03, 1:56pm via TweetDeck

A5: I'm personally not seeing a big Q4 uptick this year, I must say, but 2013 planning around the corner. #prsolo



**akenn** Oct 03, 1:56pm via TweetChat

A5 after a slow summer, yes #prsolo



**CjShaffer1** Oct 03, 1:55pm via TweetDeck

A5 Busy as every and ramping as their biz expands! #prsolo



**KateRobins** Oct 03, 1:55pm via Twitter for iPhone

RT @KellyeCrane: RT @KellyeCrane: A4: The most gratifying and long-term relationships are those w/mutual respect. If you're not getting it... #prsolo



**KristK** Oct 03, 1:55pm via TweetGrid.com

RT @SoloPR: Q5: Fourth Quarter is traditionally a busy time for many orgs- are you seeing this w/clients, or is it slow? #prsolo



**KellyeCrane** Oct 03, 1:55pm via TweetDeck

RT @SoloPR: Q5: Q4 is traditionally a busy time for many orgs- are you seeing this w/clients, or is it slower than usual?#prsolo



**jennilewis** Oct 03, 1:54pm via web

RT @KellyeCrane: RT @KellyeCrane: A4: The most gratifying and long-term relationships are those w/mutual respect. If you're not getting it... #prsolo



**KellyeCrane** Oct 03, 1:54pm via TweetDeck

@vedo And, why are you so scary? (avatar) :-) #prsolo



**KellyeCrane** Oct 03, 1:54pm via TweetDeck

A4: Yes, don't get too crazy w/negativity- the client could be right! J #prsolo



**TheStyleSource** Oct 03, 1:54pm via Twitter for BlackBerry®

Q4 (Respectful) Challenge can create opportunities, new insight, and hopefully more dynamic results #prsolo



**SoloPR** Oct 03, 1:53pm via TweetGrid.com

Q5: Fourth Quarter is traditionally a busy time for many orgs- are you seeing this w/clients, or is it slower than usual?#prsolo



**KateRobins** Oct 03, 1:53pm via Twitter for iPhone

RT @KristK: RT @KristK: Seek first to understand. RT @akenn: A4. Always ask why they're taking a different course#prsolo



**3HatsComm** Oct 03, 1:52pm via TweetChat

True, could just be different take, diff view of goals. RT @TheStyleSource: Get an understanding of why before becoming defensive. #Prsolo



**SoloPR** Oct 03, 1:52pm via TweetGrid.com

Great convo everyone! Q5 is up next... #prsolo



**vedo** Oct 03, 1:52pm via TweetDeck

@LoisMarketing @fransteps thanks, that's what I figured from the last #prsolo chat. I think it's a good tactic to cut down on the junk.



**SoloPR** Oct 03, 1:51pm via TweetGrid.com

RT @KristK: A4: When client doesn't take your advice, it does not mean you take your toys and go home. You won't always get your way #prsolo



**SoloPR** Oct 03, 1:51pm via TweetGrid.com

@michaelwhite1 We alternately use #solopr and #prsolo - join us each week at this time!



**KateRobins** Oct 03, 1:51pm via Twitter for iPhone

RT @sbiediger1: RT @sbiediger1: #prsolo A4: review their goals again and agree on measurements then let it play out.



**TheStyleSource** Oct 03, 1:51pm via Twitter for BlackBerry®

Get an understanding of why before becoming defensive. #prsolo



**KristK** Oct 03, 1:50pm via TweetGrid.com

RT @TheStyleSource: Excellent Q4: It may be time to review campaign objectives and alter the strategy #prsolo



**KellyeCrane** Oct 03, 1:50pm via TweetDeck

A4: The most gratifying and long-term relationships are those w/mutual respect. If you're not getting it... #prsolo



**TheStyleSource** Oct 03, 1:49pm via Twitter for BlackBerry®

Excellent Q4: It may be time to review campaign objectives and alter the strategy #prsolo



**KateRobins** Oct 03, 1:49pm via Twitter for iPhone

@KellyeCrane #prsolo THATs right. Defensiveness doesn't listen or remember well in my exp. #ego



**KristK** Oct 03, 1:48pm via TweetGrid.com

Seek first to understand. RT @akenn: A4. Always ask why they're taking a different course #prsolo



**michaelwhite1** Oct 03, 1:48pm via Twitter for iPhone

Curiously scanning the current #prsolo discussion happening. Worth a read. Some valuable insights.



**KellyeCrane** Oct 03, 1:48pm via TweetDeck

A4: If it won't hurt anything (or take too much budget), sometimes best just to roll with it & pick battles. #prsolo



**akenn** Oct 03, 1:48pm via TweetChat

A4 sometimes it's not choice between a & b. Taking a diff course could lead in new direction, could be learning oppty. #prsolo



**akenn** Oct 03, 1:48pm via TweetChat

A4. Always ask why they're taking a different course #prsolo



**KristK** Oct 03, 1:47pm via TweetGrid.com

A4: When client doesn't take your advice, it does not mean you take your toys and go home. You won't always get your way. #prsolo



**SoloPR** Oct 03, 1:47pm via TweetGrid.com

Great pt re: goals! RT @sbiediger1: #prsolo A4: review their goals again and agree on measurements then let it play out.



**SoloPR** Oct 03, 1:47pm via TweetGrid.com

MT @KristK: A4: Discuss rationale behind their decision...May be sign to say GoodBye or help you improve counsel #prsolo



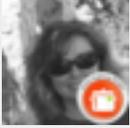
**SoloPR** Oct 03, 1:46pm via TweetGrid.com

MT @EddieBrownPR: Q4: Keep an "Issues" log with your original position, client's decision & outcomes... #prsolo



**akenn** Oct 03, 1:46pm via TweetChat

True RT @CjShaffer1 HARO is all about timing & relevance. The sooner you get your pitch in (relative to the email), the better #prsolo



**sbiediger1** Oct 03, 1:46pm via Twitter for iPhone

#prsolo A4: review their goals again and agree on measurements then let it play out.



**KristK** Oct 03, 1:46pm via TweetGrid.com

RT @CjShaffer1: HARO is all about timing and relevance. The sooner you get your pitch in (relative to the email), the better #prsolo



**KateRobins** Oct 03, 1:45pm via Twitter for iPhone

@fransteps @KristK @SoloPR #prsolo you mean when they want you to cut their hair so they'll look like Angela Jolie?



**KellyeCrane** Oct 03, 1:45pm via TweetDeck

A4: Look for ways to minimize downside (e.g., if insisting on lame press release, can you post to client's Web only?). #prsolo



**KristK** Oct 03, 1:45pm via TweetGrid.com

A4: Discuss rationale behind their decision to understand thought-process. May be sign to say GoodBye or help you improve counsel. #prsolo



**EddieBrownPR** Oct 03, 1:45pm via TweetDeck

RT @KellyeCrane: RT @KellyeCrane: A4: If their course turns out to be wrong, you want it to be clear it wasn't your idea. #prsolo



**KellyeCrane** Oct 03, 1:44pm via TweetDeck

A4: If their course turns out to be wrong, you want it to be clear it wasn't your idea. #prsolo



**KristK** Oct 03, 1:43pm via TweetGrid.com

A4: Did you quit a job whenever boss chose diff solution than yours? Most answer no. #prsolo



**CjShaffer1** Oct 03, 1:43pm via TweetDeck

#prsolo bloggerlinkup is more time consuming process because YOU are writing the article, but easier to place. Feel free to dm /email w/q's



**3HatsComm** Oct 03, 1:43pm via TweetChat

A4 CYA time, spell out objections, reasons, cautions. If it is a common issue, then it may be better for both parties to move on. #Prsolo



**KellyeCrane** Oct 03, 1:43pm via TweetDeck

A4: Make sure you have fully documented your counsel (& reasons why) in an email/memo that goes to multiple people. #prsolo



**KellyeCrane** Oct 03, 1:42pm via TweetDeck

A4: It's difficult, but this happens to everyone at one time or another. #prsolo



**CjShaffer1** Oct 03, 1:42pm via TweetDeck

@KateRobins HARO is all about timing and relevance. The sooner you get your pitch in (relative to the email), the better you are #prsolo



**fransteps** Oct 03, 1:41pm via TweetChat

RT @KristK: RT @SoloPR: Q4: What do you do when, despite best efforts, a client refuses to heed your counsel? #prsolo



**SoloPR** Oct 03, 1:41pm via TweetGrid.com

FYI- Blogger Linkup: [bloggerlinkup.com](http://bloggerlinkup.com) #prsolo



**CjShaffer1** Oct 03, 1:41pm via TweetDeck

@akenn #prsolo I have done both for a wide variety of clients (not to mention myself). I use screening tools to evaluate each opp first tho



**KateRobins** Oct 03, 1:41pm via Twitter for iPhone

@CjShaffer1 glad to hear ppl having haro success. Maybe try again. I trust you guys. #prsolo



**KristK** Oct 03, 1:40pm via TweetGrid.com

RT @SoloPR: Q4: What do you do when, despite best efforts, a client refuses to heed your counsel? #prsolo



**SoloPR** Oct 03, 1:39pm via TweetGrid.com

Q4: What do you do when, despite best efforts, a client refuses to heed your counsel? #prsolo



**KateRobins** Oct 03, 1:38pm via Twitter for iPhone

@SoloPR #prsolo I purged haro. A lot of inbox pressure with neg ret.



**3HatsComm** Oct 03, 1:38pm via TweetChat

Same, some leads, some ideas for pitches. RT @KristK: A3: HARO and Profnet. Both produce results for my clients. #Prsolo



**SoloPR** Oct 03, 1:38pm via TweetGrid.com

Good stuff everyone, thanks! Q4 is up next... #prsolo



**akenn** Oct 03, 1:38pm via TweetChat

@CjShaffer1 glad to hear of your success with Blogger LinkUp. Do you supply the posts or accept them? or both? #prsolo



**SoloPR** Oct 03, 1:37pm via TweetGrid.com

RT @CjShaffer1: success w/guest posting services like Blogger Linkup-which I use for both traditional #pr and for Major #seo reasons #prsolo



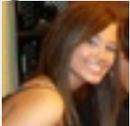
**3HatsComm** Oct 03, 1:37pm via TweetChat

Oops.. late on the hashtag switch #Prsolo



**akenn** Oct 03, 1:37pm via TweetChat

@SoloPR B2B and prof services businesses #prsolo



**HeatherFarr12** Oct 03, 1:36pm via web

RT @KristK: RT @KristK: @SoloPR I've used Profnet for years and find it's more of a match for my clientele than HARO. #prsolo



**SoloPR** Oct 03, 1:35pm via TweetGrid.com

Good to know RT @KristK: @SoloPR I've used Profnet for years and find it's more of a match for my clientele than HARO. #prsolo



**CjShaffer1** Oct 03, 1:35pm via TweetDeck

#prsolo lost of success with guest posting services like Blogger Linkup. Which I use for both traditional #pr and for Major #seo reasons



**SoloPR** Oct 03, 1:35pm via TweetGrid.com

What industry(ies)? RT @akenn: A3. I've had success with HARO, never with services like Reporter Connection or PitchRate #prsolo



**KristK** Oct 03, 1:35pm via TweetGrid.com

@SoloPR I've used Profnet for years and find it's more of a match for my clientele than HARO. #prsolo



**SoloPR** Oct 03, 1:35pm via TweetGrid.com

Many of the newer services - like this one: [themediabag.com/www/home/](http://themediabag.com/www/home/) - are paid. #prsolo



**CjShaffer1** Oct 03, 1:34pm via TweetDeck

@KristK #prsolo success with HARO. Haven't seen a ton of other real or relevant opps from other services from a traditional #pr perspective



**KristK** Oct 03, 1:34pm via TweetGrid.com

A3: I still use HARO and Profnet for story leads, ideas. Both produce results for my clients. #prsolo



**SoloPR** Oct 03, 1:34pm via TweetGrid.com

Has anyone tried anything other than HARO? #prsolo



**akenn** Oct 03, 1:33pm via TweetChat

A3. I've had success with HARO, never with services like Reporter Connection or PitchRate #prsolo



**KristK** Oct 03, 1:33pm via TweetGrid.com

RT @SoloPR: Q3: Are you seeing any success from story matching services (many HARO imitators emerging)? #prsolo



**KellyeCrane** Oct 03, 1:33pm via TweetDeck

A3: I think success with all HARO-type services depends on the client/industry. Boringish tech stuff (mine), notsomuch#prsolo



**SoloPR** Oct 03, 1:31pm via TweetGrid.com

@dariasteigman Makin' us jealous - have fun! #prsolo



**fransteps** Oct 03, 1:31pm via TweetChat

RT @SoloPR: Q3: Are you seeing any success from story matching services (many HARO imitators emerging)? #prsolo



**KellyeCrane** Oct 03, 1:31pm via TweetDeck

RT @SoloPR: Q3: Are you seeing any success from story matching services (many HARO imitators emerging)? #prsolo



**SoloPR** Oct 03, 1:30pm via TweetGrid.com

Q3: Are you seeing any success from story matching services (many HARO imitators emerging)? #prsolo



**SoloPR** Oct 03, 1:29pm via TweetGrid.com

Q3 is coming up on our new hashtag... #prsolo



**fransteps** Oct 03, 1:28pm via TweetChat

@vedo Spammer junk coming regularly at the 30 min. mark. Trying to beat it. #prsolo



**akenn** Oct 03, 1:28pm via TweetChat

Joining late & wearing my devil's advocate hat...why no "writing for the sake of writing"? True for our own blogs too?#prsolo



**LoisMarketing** Oct 03, 1:28pm via TweetDeck

@vedo Due to sp\*m in the past :) #prsolo



**KellyeCrane** Oct 03, 1:28pm via TweetDeck

@jgombita @fransteps Agree- unless there is a real passion for it (and time is minimized). #prsolo #solopr



**SoloPR** Oct 03, 1:27pm via TweetGrid.com

Q3 is coming up... #prsolo



**KateRobins** Oct 03, 1:55pm via Twitter for iPhone

@KristK @akenn sigh...such brilliance. Can't we just put a big expensive roof on it and brand it the original #solopr?



**SoloPR** Oct 03, 1:51pm via TweetGrid.com

@michaelwhite1 We alternately use #solopr and #prsolo - join us each week at this time!



**EddieBrownPR** Oct 03, 1:44pm via TweetDeck

Q4: Keep an "Issues" log with your original position, client's decision & outcomes. Present to client to show why you are the PR pro #solopr



**jgombita** Oct 03, 1:42pm via web

A3. Wondering how many have (actually) read @RyanHoliday's book, Trust Me, I'm Lying, including validity of such services..... #solopr



**EddieBrownPR** Oct 03, 1:41pm via TweetDeck

Q3: Not seeing any stellar responses using HARO and the like- other than indie blog-radio hosts #solopr



**KellyeCrane** Oct 03, 1:39pm via TweetDeck

RT @jgombita: My pal @DebWeinstein is developing a list of (stellar) CEOs who are tweeting, Did a blog post about it.#solopr



**jgombita** Oct 03, 1:38pm via web

Love you! RT @KateRobins: @jgombita @KellyeCrane@fransteps at their [CEOs] hourly rate doesn't seem best use of shareholder dollars #solopr



**KateRobins** Oct 03, 1:34pm via Twitter for iPhone

RT @SoloPR: RT @SoloPR: RT @LoisMarketing: My whiteboard calendar is the best "app" of all! :) #solopr



**karenswym** Oct 03, 1:31pm via TweetChat

Hi @dariasteigman ! We miss you! #solopr



**3HatsComm** Oct 03, 1:31pm via TweetChat

@dariasteigman Enjoy the game.. I'm hoping to get to see the Braves if I can. :) #Solopr



**dariasteigman** Oct 03, 1:30pm via TweetDeck

yfrog.com/oe7pqfsj Sorry to miss #solopr today, but I had a prior engagement w/ the Boys of October.



**jgombita** Oct 03, 1:29pm via web

My pal @DebWeinstein is developing a list of (stellar) CEOs who are tweeting, @KellyeCrane @fransteps. Did a blog post about it. #solopr



**EddieBrownPR** Oct 03, 1:28pm via TweetDeck

Q2: Thanks for your responses! I'm using Freshbooks, Salesforce and Basecamp #solopr



**KellyeCrane** Oct 03, 1:28pm via TweetDeck

@jgombita @fransteps Agree- unless there is a real passion for it (and time is minimized). #prsolo #solopr



**SoloPR** Oct 03, 1:26pm via TweetGrid.com

RT @LoisMarketing: My whiteboard calendar is the best "app" of all! :) #solopr



**SoloPR** Oct 03, 1:26pm via TweetGrid.com

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



**jgombita** Oct 03, 1:26pm via web

@KellyeCrane @fransteps I think the time of most CEOs is better spent on things other than direct tweeting & blog posts. Don't you? #solopr



**SoloPR** Oct 03, 1:26pm via TweetGrid.com

Thanks for sharing your faves on Q2- Q3 is coming up on the pr solo hashtag (one word)! #solopr



**LoisMarketing** Oct 03, 1:25pm via TweetDeck

My whiteboard calendar is the best "app" of all! :) #soloPR A2



**KristK** Oct 03, 1:25pm via TweetGrid.com

MT @KellyeCrane: A2: Google Tasks seems to be getting better for basic project mgmt, while many use Asana for collaborative mgmt #solopr



**SoloPR** Oct 03, 1:24pm via TweetGrid.com

RT @fransteps: A2: Didn't we just talk about this a couple weeks ago? Asana and Freshbooks. Excel spreadsheets. Done. #solopr



**3HatsComm** Oct 03, 1:24pm via TweetChat

Co-signed. RT @LoisMarketing: Writing for sake of writing - not good #SoloPR



**karenswim** Oct 03, 1:24pm via TweetChat

A2: Freshbooks for accounting #solopr



**KellyeCrane** Oct 03, 1:24pm via TweetDeck

A2: Google Tasks seems to be getting more useful for basic project management, while many swear by Asana for collaborative mgmt #solopr



**TheProjectChick** Oct 03, 1:23pm via web

RT @KristK: RT @KristK: Smart! RT @KellyeCrane: I once saw advice to come up with your 1st 5 posts and 1st 20 blog post titles before launching #solopr



**KellyeCrane** Oct 03, 1:23pm via TweetDeck

Q2: Associated with this Q, if you filed an extension in April your taxes are probably due 10/15 (ugh). #solopr



**fransteps** Oct 03, 1:23pm via TweetChat

A2: Didn't we just talk about this a couple weeks ago? Asana and Freshbooks. Excel spreadsheets. Done. #solopr



**F1update\_uk** Oct 03, 1:22pm via Twitter for iPhone

RT @LoisMarketing: RT @LoisMarketing: Start writing. Don't put so many restrictions on yourself or your team. Allow flow. #soloPR A1



**SoloPR** Oct 03, 1:22pm via TweetGrid.com

Good! RT @CjShaffer1: ...We try to do 3-6 months worth of brainstorming prelaunch. #solopr



**KellyeCrane** Oct 03, 1:22pm via TweetDeck

A2: Still use Deskaway (as in this post- [bit.ly/RARKm7](http://bit.ly/RARKm7)) but would love something that allows me to move deadlines easier #solopr



**LoisMarketing** Oct 03, 1:21pm via TweetDeck

If you put numbers, other requirements on blogging you start to restrict free flow of ideas. Writing for sake of writing - not good #SoloPR



**fransteps** Oct 03, 1:21pm via TweetChat

Share the luv! RT @KristK: A1: Team of contributors may be better than single voice for a corporate blog (and they share the load). #solopr



**KristK** Oct 03, 1:21pm via TweetGrid.com

MT @SoloPR: Q2: what are you currently using for project mgmt and/or accounting? #solopr



**CjShaffer1** Oct 03, 1:21pm via TweetDeck

@KellyeCrane @KristK #solopr Having at least the first 5/20 is a minimum must! We try to do 3-6 months worth of brainstorming prelaunch.



**fransteps** Oct 03, 1:20pm via TweetChat

RT @KellyeCrane: @KristK I once saw advice to come up w/ 1st 5 posts & 1st 20 blog post titles b4 launching- thought that was good. #solopr



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

Smart! RT @KellyeCrane: I once saw advice to come up with your 1st 5 posts and 1st 20 blog post titles before launching#solopr



**LoisMarketing** Oct 03, 1:20pm via TweetDeck

Start writing. Don't put so many restrictions on yourself or your team. Allow flow. #soloPR A1



**SoloPR** Oct 03, 1:20pm via TweetGrid.com

MT @KristK: A1: I advise folks to journal b4 starting blog. If still active in a few months, you've found your voice/routine#solopr



**karenswim** Oct 03, 1:19pm via TweetChat

RT @SoloPR: Q2 is from @EddieBrownPR: Time for a refresh: what are you currently using for project management and/or accounting? #solopr



**KellyeCrane** Oct 03, 1:19pm via TweetDeck

@KristK I once saw advice to come up with your 1st 5 posts and 1st 20 blog post titles before launching- thought that was good. #solopr



**karenswim** Oct 03, 1:19pm via TweetChat

@KristK That is an excellent tip! Kind of like morning pages which helps you warm up the writing muscles for the day.#solopr



**karenswim** Oct 03, 1:18pm via TweetChat

RT @KristK: I advise folks to journal b4 starting blog. If still active in a few months, youve found your voice and set a routine. #solopr



**PRFocused** Oct 03, 1:18pm via web

RT @SandraSays: RT @SandraSays: 7 deadly sins of PRow.ly/dMQiW #soloPR <-- 1. Thinking like a journalist, but not as a marketer. 2. Hating ...



**SoloPR** Oct 03, 1:18pm via TweetGrid.com

Q2 is from @EddieBrownPR: Time for a refresh: what are you currently using for project management and/or accounting?#solopr



**KristK** Oct 03, 1:18pm via TweetGrid.com

A1: Team of contributors may be better than single voice for a corporate blog (and they share the load). #solopr



**SoloPR** Oct 03, 1:17pm via TweetGrid.com

Thanks for the interesting points/tips! Q2 is up next... #solopr



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

A1: I advise folks to journal b4 starting blog. If still active in a few months, you've found your voice and set a routine. #solopr



**KellyeCrane** Oct 03, 1:17pm via TweetDeck

A1: In a larger org, if you can have another exec (or committee) be the final editing word, that will help CYA. :-)#solopr



**KellyeCrane** Oct 03, 1:16pm via TweetDeck

A1: Good to also explain the tone/voice of the organization to any possible bloggers in advance, before pride of ownership!#solopr



**SoloPR** Oct 03, 1:14pm via TweetGrid.com

Yes, and prepare to engage/respond MT @KristK: A1: Do not confuse a CEO blog with the ol' column in the employee newsletter... #solopr



**fransteps** Oct 03, 1:14pm via TweetChat

Yes! RT @KristK: A1: Do not confuse a CEO blog with the ol' column in the employee newsletter. Reach, risks, rewards much greater. #solopr



**fransteps** Oct 03, 1:13pm via TweetChat

@KellyeCrane Too true! Other execs just need confidence and "brush up" training to be stellar communicators!. #solopr



**SoloPR** Oct 03, 1:13pm via TweetGrid.com

RT @TheStyleSource: A1: Provide messaging directives for campaign consistency. Also leave room for creativity + personal voice. #solopr



**3HatsComm** Oct 03, 1:13pm via TweetChat

ITA. RT @KellyeCrane: A1: In my view, robotic ghost tweets from an exec are worse than no tweets at all. Agree? #SoloPR



**KristK** Oct 03, 1:13pm via TweetGrid.com

A1: Do not confuse a CEO blog with the ol' column in the employee newsletter. Reach, risks, rewards much greater. #solopr



**karenswym** Oct 03, 1:13pm via TweetChat

RT @fransteps: Most successful CEO bloggers have a passion for a subject. GM Exec blog is one example. If not passion, its a chore. #solopr



**TheStyleSource** Oct 03, 1:12pm via Twitter for BlackBerry®

A1: Provide messaging directives for campaign consistency. Also leave room for creativity + personal voice. #solopr



**KellyeCrane** Oct 03, 1:12pm via TweetDeck

@fransteps I think some execs are so used to having things written for them, they've lost confidence in doing themselves. #solopr



**doitinpublic** Oct 03, 1:12pm via web

RT @KellyeCrane: RT @KellyeCrane: A1: In my view, robotic ghost tweets from an exec are worse than no tweets at all. Agree? #solopr



**KristK** Oct 03, 1:12pm via TweetGrid.com

RT @fransteps: A1: Most successful CEO bloggers have a passion for subject. GM Exec blog is example. If not passion, it's a chore. #solopr



**karenswym** Oct 03, 1:11pm via TweetChat

RT @KellyeCrane: If exec wants to be social, but can be a loose cannon, that's biggest challenge. Try suggestions/talking pts #solopr



**KellyeCrane** Oct 03, 1:11pm via TweetDeck

A1: In my view, robotic ghost tweets from an exec are worse than no tweets at all. Agree? #solopr



**SoloPR** Oct 03, 1:11pm via TweetGrid.com

RT @LoisMarketing: A social media policy and code of conduct should be part of your clients' employee manuals...#solopr



**fransteps** Oct 03, 1:11pm via TweetChat

A1: Most successful CEO bloggers have had a passion for a subject. GM Exec blog is one example. If not passion, it's a chore. #solopr



**SoloPR** Oct 03, 1:10pm via TweetGrid.com

RT @CjShaffer1: A1. If they have a good voice and something to write/ tweet about and the time to do it RIGHT...Otherwise no need #solopr



**LoisMarketing** Oct 03, 1:10pm via TweetDeck

Don't be so restrictive in SM policies that you silence potentially best voices for your company -- your employees#SoloPR



**SoloPR** Oct 03, 1:10pm via TweetGrid.com

A must! RT @karensim: A1: ...just like you give media training, it's worth doing some SM training in advance #solopr



**SoloPR** Oct 03, 1:09pm via TweetGrid.com

RT @LoisMarketing: Blessed with savvy clients who not only use SM wisely but are open and appreciative of SM policies for their cos #solopr



**KellyeCrane** Oct 03, 1:09pm via TweetDeck

A1: If you have an exec who wants to be social, but can be a loose cannon, that's the biggest challenge. Try suggestions/talking pts #solopr



**LoisMarketing** Oct 03, 1:09pm via TweetDeck

A social media policy and code of conduct should be part of your clients' employee manuals. A good guide but not overly restrictive #SoloPR



**CjShaffer1** Oct 03, 1:09pm via TweetDeck

#solopr A1. If they have a good voice and something to write/ tweet about and the time to do it RIGHT. I'm all for it. Otherwise no need



**KristK** Oct 03, 1:09pm via TweetGrid.com

RT @SoloPR: Q1: There have been a number of blog posts lately on C-level execs tweeting/blogging. How do you advise clients? #solopr



**karensxim** Oct 03, 1:08pm via TweetChat

Agree RT @KellyeCrane: A1: I dont think everyone, everywhere has to be active in social media. Let the best voices shine. #solopr



**karensxim** Oct 03, 1:08pm via TweetChat

A1: Depending on the person I think it's great but just like you give media training, it's worth doing some SM training in advance #solopr



**KellyeCrane** Oct 03, 1:08pm via TweetDeck

A1: I don't think everyone, everywhere has to be active in social media. Let the best voices shine. #solopr



**LoisMarketing** Oct 03, 1:07pm via TweetDeck

Blessed with savvy clients who not only use SM wisely but are open and appreciative of SM policies for their companies. #SoloPR A1



**fransteps** Oct 03, 1:07pm via TweetChat

RT @SoloPR: Q1: There have been a number of blog posts lately about C-level execs tweeting/blogging. How do you advise clients? #solopr



**jenzings** Oct 03, 1:07pm via TweetDeck

Hello folks! Here to listen & learn, Jen Z from @CustomScoop. #SoloPR



**KellyeCrane** Oct 03, 1:07pm via TweetDeck

A1: I think it depends completely on how interested and savvy an exec is - some would be good, some not. #solopr



**jenzings** Oct 03, 1:06pm via TweetDeck

RT @SoloPR: RT @SoloPR: Q1: There have been a number of blog posts lately about C-level execs tweeting/blogging. How do you advise clients? #solopr



**karenswim** Oct 03, 1:06pm via TweetChat

RT @SoloPR: Q1: There have been a number of blog posts lately about C-level execs tweeting/blogging. How do you advise clients? #solopr



**karenswim** Oct 03, 1:06pm via TweetChat

Hi all! Karen Swim joining from MI #solopr



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

Q1: There have been a number of blog posts lately about C-level execs tweeting/blogging. How do you advise clients? #solopr



**fransteps** Oct 03, 1:05pm via TweetChat

Hi all. Fran in San Antonio. 20 yrs exp; 2 as indy. Do health care, hospitality clients + college adjunct. #solopr



**EddieBrownPR** Oct 03, 1:04pm via TweetDeck

@SoloPR Ok great! Glad to be here! #solopr



**SoloPR** Oct 03, 1:04pm via TweetGrid.com

Welcome everyone! Great group assembling, as always. Q1 is coming up... #solopr



**SoloPR** Oct 03, 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



**SoloPR** Oct 03, 1:03pm via TweetGrid.com

@EddieBrownPR Welcome, Eddie - we should be able to get to at least part of your questions today. #solopr



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

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



**karenswim** Oct 03, 1:02pm 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** Oct 03, 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) to thwart the evil sp-mmers. #solopr



**KristK** Oct 03, 1:02pm via TweetGrid.com

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



**KellyeCrane** Oct 03, 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 03, 1:01pm via TweetGrid.com

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



**EddieBrownPR** Oct 03, 1:01pm via TweetDeck

RT @SoloPR: 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 ...



**SoloPR** Oct 03, 1:01pm 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