



#SoloPR Transcript 10/31/2012

1. If you have news that needs to go out in the next couple weeks, when would you announce it? [#solopr](#)
2. Many have espoused the use of careful "newsjacking" in our now real-time world. Are there rules around this? [#solopr](#)
3. What video skills are important for a [#solopr](#) to know, and what are some education resources?
4. What should a freelance writer, w/bkgd a mix of editorial, admin & Internet radio host, do to get into [#solopr](#)?



SoloPR Oct 31, 2:02pm via TweetGrid.com

We're out of time, I'm afraid -- remember, we keep chatting on the hashtag all week! [#solopr](#)



KristK Oct 31, 2:01pm via TweetGrid.com

RT [@dariasteigman](#): A4 Have a website and a relevant LinkedIn profile. Get targeted recommendations you can leverage as testimonials. [#solopr](#)



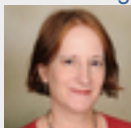
elissapr Oct 31, 2:01pm via TweetChat

Thanks for the chat! Now back to snacking on Halloween candy...[#solopr](#)



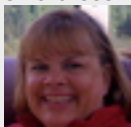
SoloPR Oct 31, 2:01pm via TweetGrid.com

[SCORE.org](#) too RT [@MarketingMel](#): A. 4 I also rec. a trip to your local small biz dev. center. [#solopr](#)



dariasteigman Oct 31, 2:00pm via TweetDeck

Wow. It's def. been an hour of smarts today. RT [@SoloPR](#): You guys are *on fire* with the wisely worded smartness! [#solopr](#)



mdbarber Oct 31, 2:00pm via TweetChat

Great chatting today. Happy Halloween to all. Stay safe and warm out there. Must go get to that checklist now. #solopr



SoloPR Oct 31, 1:59pm via TweetGrid.com

You guys are *on fire* with the wisely worded smartness! #solopr



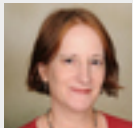
KristK Oct 31, 1:59pm via TweetGrid.com

RT @JanetLFalk: A4 Make list of everyone in past/present. Build LinkedIn contacts. Find reason to connect. #solopr



KellyeCrane Oct 31, 1:59pm via TweetDeck

A4: Were you ever pitched and/or work with spokespeople as part of your Internet radio show? Contact those folks re: new venture. #solopr



dariasteigman Oct 31, 1:59pm via TweetDeck

A4 Have a Web site. And have a relevant LinkedIn profile and get targeted recommendations you can leverage as testimonials. #solopr



elissapr Oct 31, 1:58pm via TweetChat

@JanetLFalk Yes! A good LinkedIn profile is key - esp when prospective clients 'check up on you'... #solopr



mdbarber Oct 31, 1:58pm via TweetChat

RT @KristK: A4: consider the knowledge that's in your head and who needs access to it. If you sell only the output, you'll make less. #solopr



SoloPR Oct 31, 1:57pm via TweetGrid.com

So true RT @PRjeff: A4: Have stellar work that others are already endorsing. #solopr



KristK Oct 31, 1:57pm via TweetGrid.com

A4: consider the knowledge that's in your head and who needs access to it. If you sell only the output, you'll make less. #solopr



karenswim Oct 31, 1:57pm via TweetChat

Yes they are! RT @MarketingMel: A. 4 I also rec. a trip to your local small biz dev. center. Those people are great free resources! #solopr

mdbarber Oct 31, 1:57pm via TweetChat

A4 - Important to understand too that PR is more than media relations. If marketing yourself as PR pro; offer > media rel. #solopr

JanetLFalk Oct 31, 1:57pm via TweetDeck

A4 Make list of everyone in past./present Build LinkedIn contacts. Find reason to connect . Offer value when asking for guidance. #soloPR

RebeccaEdgar Oct 31, 1:57pm via TweetChat

A4: identify mkts of interest & conduct info interviews. Connect & ID opportunities in those mkts. #solopr

SoloPR Oct 31, 1:56pm via TweetGrid.com

Yes, yes, 1,000 times yes! RT @dariasteigman: A4 "Getting into" #solopr is about thinking like a biz person who does PR (or writing, etc.)

MarketingMel Oct 31, 1:56pm via TweetDeck

A. 4 I also rec. a trip to your local small biz dev. center. Those people are great free resources! #soloPR

PRjeff Oct 31, 1:56pm via TweetChat

@elissapr That was actually a "you're welcome" for your earlier thanks - but yes welcome to the group as well! #solopr

elissapr Oct 31, 1:56pm via TweetChat

RT @KellyeCrane: A4: "Freelance writers" are paid less than PR consultants. First step: stop describing yourself that way! #solopr#solopr

SSHobbs Oct 31, 1:56pm via web

RT @KellyeCrane: A4: Subcontract your writing services to an established #solopr pro, so you can learn some new tricks while helping them.

mdbarber Oct 31, 1:56pm via TweetChat

RT: @dariasteigman A4 "Getting into" #solopr is about thinking like a biz person who does PR (or writing, etc.). #solopr



prophetdwann Oct 31, 1:56pm via web

RT @SoloPR: Q4: What should a freelance writer, w/bkgd a mix of editorial, admin & Internet radio host, do to get into #solopr?



SoloPR Oct 31, 1:56pm via TweetGrid.com

@JanetLFalk Oops, just saw your Q. Yes, to start a solo practice and transition into more PR work. #solopr



KristK Oct 31, 1:56pm via TweetGrid.com

RT @KellyeCrane: A4: Subcontract your writing services to an established #solopr pro, so you can learn while helping them



karenswym Oct 31, 1:55pm via TweetChat

RT @KellyeCrane: Subcontract your writing services to an established #solopr pro, so you can learn new tricks while helping them. #solopr



PRjeff Oct 31, 1:55pm via TweetChat

Amen to that. RT @elissapr: Q4 You cant be all things to everyone; determine your strengths & market those #solopr



mdbarber Oct 31, 1:55pm via TweetChat

RT @karenswym: A4: Understand how strengths align w what pr pros do. e.g., a big part of my base is serving PR agencies w/my writing#solopr



prophetdwann Oct 31, 1:55pm via web

RT @KellyeCrane: A4: "Freelance writers" are generally paid less than PR consultants. First step: stop describing yourself that way!#solopr



SoloPR Oct 31, 1:55pm via TweetGrid.com

RT @dariasteigman: A4 Have a business plan. Seriously. ID your USP, your ideal client base, & core services. Then start marketing#solopr



Clayburn Oct 31, 1:55pm via web

Those of you with power and Internet should join #SEOpub in an hour. We'll be talking about promoting your content. #smchat #solopr



dariasteigman Oct 31, 1:55pm via TweetDeck

+1 You have to know who YOU are. RT @elissapr: Q4 You can't be all things to everyone; determine your strengths & market those #solopr



PRjeff Oct 31, 1:54pm via TweetChat

A4: Have stellar work that others are already endorsing. #solopr



KellyeCrane Oct 31, 1:54pm via TweetDeck

A4: Subcontract your writing services to an established #solopr pro, so you can learn some new tricks while helping them.



dariasteigman Oct 31, 1:54pm via TweetDeck

A4 "Getting into" [#solopr](#) is about thinking like a biz person who does PR (or writing, etc.).

MarketingMel Oct 31, 1:54pm via TweetDeck

A. 4 I highly recommend creating your own personal brand. Also agree w/ biz plan! [#soloPR](#)

karensxim Oct 31, 1:54pm via TweetChat

A4: Understand how your strengths align with what pr pros do - for example a big part of my base is serving PR agencies w/my writing [#solopr](#)

elissapr Oct 31, 1:53pm via TweetChat

@PRjeff Thank you! Nice to be here! [#solopr](#)

mdbarber Oct 31, 1:53pm via TweetChat

A4 - Create a plan; know what goals are and find ways to increase profile in communities want to serve. Learn/help others. [#solopr](#)

dariasteigman Oct 31, 1:53pm via TweetDeck

RT @KellyeCrane: A4: "Freelance writers" are generally paid less than PR consultants. First step: stop describing yourself that way! [#solopr](#)

elissapr Oct 31, 1:53pm via TweetChat

Q4 You can't be all things to everyone; determine your strengths & market those [#solopr](#)

SoloPR Oct 31, 1:53pm via TweetGrid.com

RT @mdbarber: A4 So many ways this could be answered...Probably start with networking at local PRSA chapter [#solopr](#)

PRjeff Oct 31, 1:53pm via HootSuite

@elissapr Welcome! [#soloPR](#)

MarketingMel Oct 31, 1:53pm via TweetDeck

Sounds perfect for [#soloPR](#) Q4: What shd a freelance writer, w/bkgd a mix of editorial, admin & Internet radio host, do to get into [#solopr](#)?

mdbarber Oct 31, 1:53pm via TweetChat

RT @dariasteigman: A4 Have a business plan. Seriously. ID your USP, ideal client base, & how core services. Then start marketing. [#solopr](#)

KellyeCrane Oct 31, 1:53pm via TweetDeck

A4: "Freelance writers" are generally paid less than PR consultants. First step: stop describing yourself that way! [#solopr](#)

mdbarber Oct 31, 1:52pm via TweetChat

A4 - So many ways this could be answered. A lot depends on market, etc. Probably start with networking at local PRSA chapter [#solopr](#)

elissapr Oct 31, 1:52pm via TweetChat

RT @SoloPR: Q4: What should a freelance writer, w/bkgd a mix of editorial, admin & Internet radio host, do to get into [#solopr](#)? [#solopr](#)

dariasteigman Oct 31, 1:52pm via TweetDeck

A4 Have a business plan. Seriously. ID your USP, your ideal client base, & how core services. Then start marketing. [#solopr](#)

fransteps Oct 31, 1:52pm via TweetChat

Bugging out early friends because I have to go vote in the [#election](#). Great chat, as always. BFN. [#solopr](#)

jgombita Oct 31, 1:52pm via web

"Real-time [indexing] is key [in Newsjacking]. Yet nearly all PR people are in campaign mode rather than real-time mode." [@dmscott](#) [#solopr](#)

KristK Oct 31, 1:52pm via TweetGrid.com

RT [@SoloPR](#): Q4: What should a freelance writer, w/bkgd a mix of editorial, admin & Internet radio host, do to get into [#solopr](#)

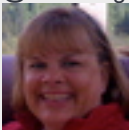
Simonipulation Oct 31, 1:52pm via Twitter for iPhone

RT [@WowYouWoreThat](#): American Apparel tried to newsjack the Sandy Story. It was really bad. They're still running with it too [#solopr](#)



elissapr Oct 31, 1:52pm via TweetChat

[@KristK](#) Agree - I know what vids I want to see in a story, I just don't want to shoot them myself [#solopr](#)



mdbarber Oct 31, 1:51pm via TweetChat

RT [@SoloPR](#): Q4: What should a freelance writer, w/bkgd a mix of editorial, admin & Internet radio host, do to get into [#solopr](#)? [#solopr](#)



JanetLFalk Oct 31, 1:51pm via TweetDeck

[@SoloPR](#) Do you mean to start a [#soloPR](#) practice?



fransteps Oct 31, 1:51pm via TweetChat

RT [@SoloPR](#): Q4: What should a freelance writer, w/bkgd a mix of editorial, admin & Internet radio host, do to get into [#solopr](#)? [#solopr](#)



KristK Oct 31, 1:51pm via TweetGrid.com

A3: Play to your strengths. I'm better at concept, script-writing and direction -- writer/producer/director. [#solopr](#)



SoloPR Oct 31, 1:51pm via TweetGrid.com

Q4: What should a freelance writer, w/bkgd a mix of editorial, admin & Internet radio host, do to get into [#solopr](#)?



karensxim Oct 31, 1:50pm via TweetChat

@dariasteigman *hangs head* Not for everyone. cc @elissapr#solopr



elissapr Oct 31, 1:50pm via TweetChat

@SoloPR @PRjeff Thanks for the camera tip! #solopr



elissapr Oct 31, 1:49pm via TweetChat

RT @SoloPR: Good tip! RT @PRjeff: A3: Hard to find an affordable camera w/external mic jack, but Canon Vixia HFR300 is one. #solopr



dariasteigman Oct 31, 1:49pm via TweetDeck

@karensxim @elissapr Though point & click has definitely helped. :)#solopr



KristK Oct 31, 1:49pm via TweetGrid.com

A3: I don't have steady hands so rely on tripod (or colleague) for pics, video #solopr



SoloPR Oct 31, 1:48pm via TweetGrid.com

Good tip! RT @PRjeff: A3: Hard to find an affordable camera w/external mic jack, but Canon Vixia HFR300 is one. #solopr



karensxim Oct 31, 1:48pm via TweetChat

@elissapr As a kid you could always tell the photos I took bc my thumb was in it, still true! Lol! #solopr



SoloPR Oct 31, 1:48pm via TweetGrid.com

LOL RT @PRjeff: A3: And when you tell a client you want to shoot them, make sure they know it's a VIDEO shoot. Unless, of course...#solopr



SoloPR Oct 31, 1:48pm via TweetGrid.com

Nice tips- thanks! Q4 is up next... #solopr



mdbarber Oct 31, 1:47pm via TweetChat

LOL RT @PRjeff: A3: And when you tell a client you want to shoot them, make sure they know its a VIDEO shoot. Unless, of course...#solopr



PRjeff Oct 31, 1:47pm via TweetChat

A3: Hard to find an affordable camera w/external mic jack, but Canon Vixia HFR300 is one. #solopr

KristK Oct 31, 1:47pm via TweetGrid.com

@fransteps I learned I respond to the person being interviewed. Lots of "Uh-Huh" "Go On" "That's interesting" had to be edited out. #solopr

RebeccaEdgar Oct 31, 1:47pm via TweetChat

@PRjeff Ha! #solopr

KellyeCrane Oct 31, 1:47pm via TweetDeck

A3: But, lthere's plenty of work for #solopr pros that doesn't involve video. If that's the reason you don't get a job, look elsewhere.

dariasteigman Oct 31, 1:47pm via TweetDeck

@mdbarber Thanks for the suggestion. I'll check it out. @karensxim#solopr

MarketingMel Oct 31, 1:46pm via TweetDeck

RT @PRjeff: A3: And when you tell a client you want to shoot them, make sure they know it's a VIDEO shoot. Unless, of course... #solopr

dariasteigman Oct 31, 1:46pm via TweetDeck

@fransteps Yes and No. It depends on the aim (e.g., promo video vs. blog post). Not everything has to be polished. #solopr

elissapr Oct 31, 1:46pm via TweetChat

LOL RT @karensxim: A3: I stink at photos, videos, always use professionals for clients or in-house resources #solopr

fransteps Oct 31, 1:46pm via TweetChat

@KellyeCrane @KristK No! But I have heard my own breathing on a flip video and it ruined it. Hah! #solopr

PRjeff Oct 31, 1:46pm via TweetChat

A3: And when you tell a client you want to shoot them, make sure they know it's a VIDEO shoot. Unless, of course... #solopr

KellyeCrane Oct 31, 1:46pm via TweetDeck

A3: I know my friend @visualeyemedia would say to get a tripod and a basic microphone/light. #solopr

KristK Oct 31, 1:46pm via TweetGrid.com

@KellyeCrane @fransteps I've been called worse. #solopr

mdbarber Oct 31, 1:46pm via TweetChat

@karensxim @dariasteigman dual recording on Skype: I've used ecam successfully. #solopr

elissapr Oct 31, 1:46pm via TweetChat

Good advice RT @PRjeff: A3: @KristK For best audio, use an external mic. Much better than relying on built-in mic. #solopr

elissapr Oct 31, 1:45pm via TweetChat

RT @mdbarber @KellyeCrane: A3: Flip camera has basically been replaced by iPhone & similar; good enough for social media videos. #solopr



KristK Oct 31, 1:45pm via TweetGrid.com

RT @PRjeff: A3: For best audio, use an external mic. Much better than relying on built-in mic. #solopr



karenswym Oct 31, 1:45pm via TweetChat

A3: I stink at photos, videos so not something I ever offer, always use professionals for clients or their in-house resources #solopr



fransteps Oct 31, 1:45pm via TweetChat

A3: I love DIY Video, but would you counsel your clients to do DIY PR? We need to support fellow pros. #solopr



KellyeCrane Oct 31, 1:45pm via TweetDeck

@fransteps Did you just accuse @KristK of being a mouth breather? (I kid - ha!) #solopr



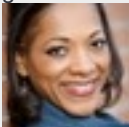
KristK Oct 31, 1:45pm via TweetGrid.com

RT @WowYouWoreThat: Video and camera skills are key. Stay steady, keep quiet, and shoot in the style your client would like to see #solopr



MarketingMel Oct 31, 1:44pm via TweetDeck

A. 3 If you or your clients want my "10 tips to feel comfortable on camera" video here you go #soloPR bit.ly/RsSg6o



karenswym Oct 31, 1:44pm via TweetChat

@dariasteigman I can't recall software for dual recording on skype but @BillVick or @toryjohnson will have recommendation #solopr



KellyeCrane Oct 31, 1:44pm via TweetDeck

A3: If you lookup iMovie and/or "Windows Movie Maker," you'll find a lot of video tutorials. #solopr



mdbarber Oct 31, 1:44pm via TweetChat

@dconconi Bummer. Nice to see you! #solopr



WowYouWoreThat Oct 31, 1:44pm via web

Video and camera skills are key. Stay steady, keep quiet, and shoot the video or photo in the style your client would like to see #solopr



mdbarber Oct 31, 1:43pm via TweetChat

Yep! RT @KellyeCrane: A3: The ol Flip camera has basically been replaced by iPhone & similar; good enough for social media videos. #solopr

KristK Oct 31, 1:43pm via TweetGrid.com

A3: I have a FlipCam that does what I need it to. Mine was door prize in 2010, but they're cheap since no longer sold. #solopr

mdbarber Oct 31, 1:43pm via TweetChat

RT @KellyeCrane: A3: It depends on your area & expertise how imp video will be. My friend @visualeyemedia: bit.ly/g5TdjP #solopr

SoloPR Oct 31, 1:43pm via TweetGrid.com

RT @dariasteigman: A3 Don't be self-conscious. All the bells & whistles aside, makes a huge difference. #solopr

dconconi Oct 31, 1:43pm via TweetDeck

oh no - client call gotta go. so sorry . #solopr

PRjeff Oct 31, 1:43pm via TweetChat

A3: @KristK For best audio, use an external mic. Much better than relying on built-in mic. #solopr

fransteps Oct 31, 1:43pm via TweetChat

@KristK If you are a loud breather, that's not so good either. #solopr

KellyeCrane Oct 31, 1:42pm via TweetDeck

A3: The ol' Flip camera has basically been replaced by iPhone & similar. These are good enough for social media videos. #solopr

dariasteigman Oct 31, 1:42pm via TweetDeck

A3 Anyone have good software recco for PC to capture Skype conversation (both sides)? #solopr

mdbarber Oct 31, 1:42pm via TweetChat

RT @KristK: A3: When youre holding the camera, remember you may be closer to mic than the person being interviewed. Stay silent. #solopr

KristK Oct 31, 1:41pm via TweetGrid.com

A3: When you're holding the camera, remember you may be closer to mic than the person being interviewed. Stay silent. #solopr

dariasteigman Oct 31, 1:41pm via TweetDeck

A3 Don't be self-conscious. All the bells & whistles aside, makes a huge difference. #solopr

SoloPR Oct 31, 1:41pm via TweetGrid.com

Cool! RT @PRjeff: A3: Just bought a nice video camera. Use it a lot to produce YouTube content via iMovie. #solopr

mdbarber Oct 31, 1:40pm via TweetChat

RT @fransteps: A3: I have a pro vid guy on speed dial! I help write scripts & he shoots/edits. Sympatico. Also avail for phone Qs. #solopr

PRjeff Oct 31, 1:40pm via TweetChat

A3: Planning the video, preparing interviewees, shooting video, editing in iMovie, promoting on SM... #solopr



KellyeCrane Oct 31, 1:40pm via TweetDeck

A3: It depends on your area & expertise how important video will be. My friend @visualeyemedia has this site: bit.ly/g5TdjP #solopr



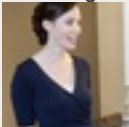
fransteps Oct 31, 1:40pm via TweetChat

A3: I have a pro vid guy on speed dial! I help write scripts & he shoots/edits. Sympatico. Also avail for phone Qs. #solopr



RebeccaEdgar Oct 31, 1:39pm via TweetChat

Q3 is a good one... *waiting* #solopr



MelissaWilmot Oct 31, 1:39pm via HootSuite

RT @MarketingMel: From 1 who's in NYC RT @JanetLFalk @elissapr Better to spend \$ on donations than ads, even thanking 1st responders #solopr



PRjeff Oct 31, 1:39pm via TweetChat

A3: Just bought a nice video camera. Use it a lot to produce YouTube content via iMovie. #solopr



elissapr Oct 31, 1:39pm via TweetChat

RT @dariasteigman: Great!. RT @SoloPR: Q3: What video skills are important for a #solopr to know; some education resources? #solopr



fransteps Oct 31, 1:39pm via TweetChat

RT @KristK: RT @SoloPR: Q3: What video skills are important for a #solopr to know, and what are some education resources? #solopr



MarketingMel Oct 31, 1:39pm via TweetDeck

RT @SoloPR: Q3: What video skills are important for a #solopr to know, and what are some education resources?



elissapr Oct 31, 1:39pm via TweetChat

@dariasteigman "dumb companies" - unfortunately NOT an oxymoron! #solopr



karenswim Oct 31, 1:38pm via TweetChat

RT @SoloPR: Q3: What video skills are important for a #solopr to know, and what are some education resources? #solopr



dariasteigman Oct 31, 1:38pm via TweetDeck

Great !. RT @SoloPR: Q3: What video skills are important for a #solopr to know, and what are some education resources?



KristK Oct 31, 1:38pm via TweetGrid.com

RT @SoloPR: Q3: What video skills are important for a #solopr to know, and what are some education resources?



PRjeff Oct 31, 1:38pm via TweetChat

A3: Focusing. #solopr



mbarber Oct 31, 1:38pm via TweetChat

RT @SoloPR: Q3: What video skills are important for a #solopr to know, and what are some education resources? #solopr



dariasteigman Oct 31, 1:38pm via TweetDeck

@elissapr You get more coverage for sensationalism, & dumb cos. can't resist. #solopr



SoloPR Oct 31, 1:38pm via TweetGrid.com

Q3: What video skills are important for a #solopr to know, and what are some education resources?



elissapr Oct 31, 1:37pm via TweetChat

@JanetLFalk Agree but could also combine with an ad saying "this is what we've done"? #solopr

MarketingMel Oct 31, 1:37pm via TweetDeck

From one who's in NYC! RT @JanetLFalk: @elissapr Better to spend \$\$ on actual donations than ads, even thanking first responders.#solopr



mdbarber Oct 31, 1:37pm via TweetChat

No problems here; most done tastefully. RT @elissapr: Q2 What about companies who come out w sympathetic ads, offering condolences?#solopr



WowYouWoreThat Oct 31, 1:36pm via web

Not all bad press is good press. #solopr



elissapr Oct 31, 1:36pm via TweetChat

@dariasteigman Agree; sometimes not everybody gets the 'cleverness' behind newsjacking #solopr



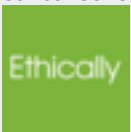
EthicalAudit Oct 31, 1:36pm via RoundTeam

RT @DinaRamon: #solopr that proverbial 'line' is all about using your best most ethical sensitive judgement



EthicalAudit Oct 31, 1:36pm via RoundTeam

RT @dariasteigman: +1 RT @DinaRamon: #solopr that proverbial 'line' is all about using your best most ethical sensitive judgement



EthicalAudit Oct 31, 1:36pm via RoundTeam

RT @mdbarber: RT @dariasteigman: +1 RT @DinaRamon: #soloprthat proverbial line is all about using your best most ethical sensitive judgement #solopr



JanetLFalk Oct 31, 1:36pm via TweetDeck

@elissapr Better to spend \$\$ on actual donations than ads, even thanking first responders. #solopr



mdbarber Oct 31, 1:36pm via TweetChat

RT @dariasteigman: +1 RT @DinaRamon: #solopr that proverbial line is all about using your best most ethical sensitive judgement#solopr



jgombita Oct 31, 1:36pm via web

@MarketingMel per @dmscott's concept, the above-the-fold story is taken away from the organization in question, especially online. #solopr



fransteps Oct 31, 1:36pm via TweetChat

A2: I used to work for a co that donated truckloads of h2o in EVERY disaster. No press, just action. #solopr



mdbarber Oct 31, 1:36pm via TweetChat

RT @KellyeCrane: A2: BTW, many cos are donating supplies to victims wo a news release, just bc its the right thing to do. #solopr



SoloPR Oct 31, 1:35pm via TweetGrid.com

Love having a discussion with such smart folks about gray areas - thanks everyone! Q3 is coming up... #solopr



JanetLFalk Oct 31, 1:35pm via TweetDeck

@KellyeCrane Agreed. In an emergency. Volunteer Local restaurant gave 200 bags ice to residents of apt. bldg without power. #solopr



elissapr Oct 31, 1:35pm via TweetChat

Q2 What about companies who come out with sympathetic ads, offering condolences? #solopr



elissapr Oct 31, 1:34pm via TweetChat

@RebeccaEdgar so agree with that; it's the same as "any PR is good PR". Uh, no it's not. #solopr



dariasteigman Oct 31, 1:34pm via TweetDeck

+1 RT @DinaRamon: #solopr that proverbial 'line' is all about using your best most ethical sensitive judgement



KellyeCrane Oct 31, 1:34pm via TweetDeck

A2: BTW, many cos are donating supplies (like water) to victims without a news release, just bc it's the right thing to do. #solopr



DinaRamon Oct 31, 1:34pm via web

#solopr that proverbial 'line' is all about using your best most ethical sensitive judgement



dariasteigman Oct 31, 1:34pm via TweetDeck

Ha. Good start. RT @KellyeCrane I echo your Q of 'where is the line.' Think that is what trips up many cos. They need a BS meter! #solopr



RebeccaEdgar Oct 31, 1:33pm via TweetChat

RT @mdbarber: A2 - bottomline is if you have a good story to tell, tell it. Dont try to create something that isnt really there. #solopr



mdbarber Oct 31, 1:33pm via TweetChat

Love the BS meter! RT @fransteps: I echo your ? tho of where is the line. That is what trips up many companies. Need a BS meter! #solopr



dariasteigman Oct 31, 1:33pm via TweetDeck

@KellyeCrane Agred. But it took an action that led to earned media, vs. a press release / sales tactic to get it. #solopr



PRjeff Oct 31, 1:32pm via TweetChat

RT @mdbarber: A2 - The bottomline is if you have a good story to tell, tell it. Dont try to create something that isnt really there #solopr



KellyeCrane Oct 31, 1:32pm via TweetDeck

@dariasteigman But, that co was doing something specifically to get positive coverage/attention. So, it's related, if not the same. #solopr



fransteps Oct 31, 1:32pm via TweetChat

@KellyeCrane I echo your question tho of 'where is the line.' Think that is what trips up many companies. They need a BS meter! #solopr



karenswim Oct 31, 1:32pm via TweetChat

RT @mdbarber: The bottomline is if you have a good story to tell, tell it. Dont try to create something that isnt really there. #solopr



KristK Oct 31, 1:31pm via TweetGrid.com

RT @mdbarber: A2 - Bottom line is if you have a good story to tell, tell it. Don't try to create something that isn't really there. #solopr



mdbarber Oct 31, 1:31pm via TweetChat

@dariasteigman @KellyeCrane -- The apples and oranges thing is a good analogy. #solopr



dariasteigman Oct 31, 1:31pm via TweetDeck

A2 Just an observation, but most of the "best" newsjacking ex. are PR failures. What does that say about the concept? #solopr



mdbarber Oct 31, 1:31pm via TweetChat

RT @KristK: A2: Are you contributing fresh angle, svc, expert view to overall coverage? Or are you just trying to make a buck? #solopr



mdbarber Oct 31, 1:31pm via TweetChat

A2 - The bottomline is if you have a good story to tell, tell it. Don't try to create something that isn't really there. #solopr



RebeccaEdgar Oct 31, 1:31pm via TweetChat

There's the Kenneth Cole example. #solopr



makasha Oct 31, 1:31pm via TweetChat

@mdbarber that's true #solopr



dariasteigman Oct 31, 1:30pm via TweetDeck

@KellyeCrane Exactly. I think we're mixing apples & oranges a little. #solopr



mdbarber Oct 31, 1:30pm via TweetChat

@fransteps I don't either. I think it's a timely promotion. #solopr



makasha Oct 31, 1:30pm via TweetChat

RT @KristK: A2: Are you contributing fresh angle, svc, expert view to overall coverage? Or are you just trying to make a buck? #solopr



KellyeCrane Oct 31, 1:30pm via TweetDeck

@dariasteigman Great Q! Now that you mention it, maybe it's not "jacking" if you're doing something real. #solopr



mdbarber Oct 31, 1:30pm via TweetChat

@MarketingMel True but many of the examples we're all using are more promotional than news. Eg, Am Apparel is ad not PR, etc.#solopr



KristK Oct 31, 1:29pm via TweetGrid.com

A2: Are you contributing fresh angle, svc, expert view to overall coverage? Or are you just trying to make a buck? #solopr



dconconi Oct 31, 1:29pm via TweetDeck

1st rule of helping not harming RT @KellyeCrane: A2: a company setup a free device/laptop charging station in NYC. that was smart.#solopr



fransteps Oct 31, 1:29pm via TweetChat

Link to Forbes article on American Apparel Sandy Sale:onforb.es/SeE12o #solopr



KellyeCrane Oct 31, 1:29pm via TweetDeck

@amandamogul Helloooo! #solopr



RebeccaEdgar Oct 31, 1:29pm via TweetChat

Any news is not good news. RT @dariasteigman: A2 Im leery of newsjacking. Do you need buzz or link juice that much? #solopr



fransteps Oct 31, 1:29pm via TweetChat

@mdbarber I LOVE the ad-- it's clever, but don't think it's newsjacking at all. #solopr



KellyeCrane Oct 31, 1:29pm via TweetDeck

Agree! RT @WowYouWoreThat: ...Fun news stories are okay, but 'Sandy Sales are Blowing Through' is totally not okay. #solopr



dariasteigman Oct 31, 1:28pm via TweetDeck

@KellyeCrane I pose that as a Q, b/c I'm trying to figure out where the "line" is. #solopr



MarketingMel Oct 31, 1:28pm via TweetDeck

@mdbarber I think @dmScott coined the term newsjacking to mean jumping onto a news event in real-time w/ a PR related news story #soloPR



dariasteigman Oct 31, 1:28pm via TweetDeck

@KellyeCrane That's a great ex., but is it newsjacking or just doing right thing & then getting positive press for that? #solopr



karenswim Oct 31, 1:28pm via TweetChat

Great point RT @mdbarber: A2-- what is your definition of news jacking? It likely depends on who you're asking. #solopr



WowYouWoreThat Oct 31, 1:28pm via web

If you're going to newsjack, do it right, and make sure if you're going to joke, it comes across as a joke, not a stupid choice #solopr



dariasteigman Oct 31, 1:27pm via TweetDeck

@KristK Hi Kristie! Happy to see you today. #solopr



KellyeCrane Oct 31, 1:27pm via TweetDeck

A2: Can't remember who it was, but a company setup a free device/laptop charging station in NYC. Thought that was smart. #solopr



KristK Oct 31, 1:27pm via TweetGrid.com

RT: @SoloPR: Q2: Many have espoused the use of careful "newsjacking" in our now real-time world. Are there rules around this? #solopr



mdbarber Oct 31, 1:27pm via TweetChat

A2-- what is your definition of news jacking? It likely depends on who you're asking. #solopr



JanetLFalk Oct 31, 1:27pm via TweetDeck

RT @mdbarber: @fransteps agree. I'm not sure that's newsjacking either...more like a clever tie-in? #solopr



dariasteigman Oct 31, 1:27pm via TweetDeck

A2 Going back to "rules" Q: 1st rule is do no harm. Then maybe, make sure you're relevant (not just "borrowing"). #solopr



karenswym Oct 31, 1:26pm via TweetChat

RT @elissapr: Q2 If you're going to newsjack you have to be: creative, intelligent, empathetic. & not necessarily in that order #solopr



mdbarber Oct 31, 1:26pm via TweetChat

@fransteps agree. I'm not sure that's newsjacking either...more like a clever tie-in? #solopr

dconconi Oct 31, 1:26pm via TweetDeck

YES! RT @elissapr: Q2 If you're going to newsjack you have to be: creative, intelligent, empathetic. & not necessarily in that order #solopr

elissapr Oct 31, 1:26pm via TweetChat

Agree! RT @fransteps: A2: I think its a very sophisticated decision and requires a triage set of decisions. NOT knee jerk! #solopr

KellyeCrane Oct 31, 1:26pm via TweetDeck

I think elections are fair game! RT @MarketingMel: A. 2 I personally loved Jet Blue newsjacking commercials youtu.be/nKi8RqnP99M#solopr

WowYouWoreThat Oct 31, 1:26pm via web

American Apparel tried to newsjack the Sandy Story. It was really bad. They're still running with it too #solopr

elissapr Oct 31, 1:26pm via TweetChat

Q2 If you're going to newsjack you have to be: creative, intelligent, empathetic. & not necessarily in that order #solopr

dariasteigman Oct 31, 1:25pm via TweetDeck

A2 I'm leery of newsjacking. Do you need the buzz or link juice that much? #solopr

amandamogul Oct 31, 1:25pm via Twitter for iPad

@SoloPR @KellyeCrane peaking in on the #solopr chat - hello from DC!

fransteps Oct 31, 1:25pm via TweetChat

A2: re: the Jet Blue campaign, it's not really newsjacking when the cycle on this topic is months long. Am I wrong? #solopr

WowYouWoreThat Oct 31, 1:25pm via web

Never gain off of natural disaster or tragedy. Fun news stories are okay, but 'Sandy Sales are Blowing Through' is totally not okay. #solopr



dariasteigman Oct 31, 1:25pm via TweetDeck

+1 RT @KellyeCrane: A2: Some may disagree, but I never think it's appropriate to *sell* (even related) when people are dying. #solopr



dconconi Oct 31, 1:25pm via TweetDeck

joining late from TO - have missed you all. Hope everyone is safe and sound after Sandy. Will quietly catch up #solopr



SoloPR Oct 31, 1:25pm via TweetGrid.com

RT @fransteps: A2: I think it's a very sophisticated decision and requires a triage set of decisions. NOT knee jerk! #solopr



mdbarber Oct 31, 1:24pm via TweetChat

Agree: RT @KellyeCrane: A2: Some may disagree, but I never think its approp to *sell* something (even related) when people are dying #solopr



dariasteigman Oct 31, 1:24pm via TweetDeck

A2 If you haven't seen the story about AT&T (last tweet), read it. It wasn't even an effort to newsjack. #solopr



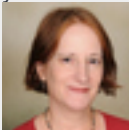
makasha Oct 31, 1:24pm via TweetChat

Me too RT @MarketingMel: A. 2 I personally loved the Jet Blue newsjacking commercials youtu.be/nKi8RqnP99M #solopr



KellyeCrane Oct 31, 1:24pm via TweetDeck

A2: The venerable @dmScott felt Sears was OK when it used #Sandy to sell tools. I think it's only OK if you're donating them. #solopr



dariasteigman Oct 31, 1:24pm via TweetDeck

A2. After reading about angry ex-pilot suing over press release, I think we might need to rethink. (bit.ly/ScGZEw) #solopr



fransteps Oct 31, 1:24pm via TweetChat

A2: I think it's a very sophisticated decision and requires a triage set of decisions. NOT knee jerk! #solopr



mdbarber Oct 31, 1:23pm via TweetChat

Very clever: RT @MarketingMel: A. 2 I personally loved the Jet Blue newsjacking commercials youtu.be/nKi8RqnP99M #solopr



KellyeCrane Oct 31, 1:23pm via TweetDeck

A2: Some may disagree, but I never think it's appropriate to *sell* something (even related) when people are dying. #solopr



fransteps Oct 31, 1:22pm via TweetChat

RT @SoloPR Q2: Many have espoused use of careful "newsjacking" in our now real-time world. Are there rules around this? #solopr



SoloPR Oct 31, 1:22pm via TweetGrid.com

Great idea! RT @RebeccaEdgar: A1 if still unsure, ask a couple key journos (if that's part of the plan) re: timing. #solopr



MarketingMel Oct 31, 1:22pm via TweetDeck

A. 2 I personally loved the Jet Blue newsjacking commercials youtu.be/nKi8RqnP99M #soloPR



mdbarber Oct 31, 1:22pm via TweetChat

RT: @SoloPR: Q2: Many have espoused the use of careful "newsjacking" in our now real-time world. Are there rules around this? #solopr



DinaRamon Oct 31, 1:22pm via web

@MelissaWilmot @SoloPR #solopr really depends what you r promoting or what issue is; many imp pr campaigns happen in that timeframe



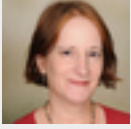
KellyeCrane Oct 31, 1:22pm via TweetDeck

@MelissaWilmot I think the first week of December is safest as a sweet spot this year. #solopr



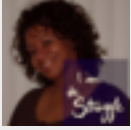
karenswim Oct 31, 1:21pm via TweetChat

RT @KristK: Taking advantage of crisis news, buzz 2 promote ur biz is tasteless. But offering your experts as sources is expected #solopr



dariasteigman Oct 31, 1:21pm via TweetDeck

@MelissaWilmot I actually just made a biz decision to wait until Jan. on something marketing-related, vs. mid-November. #solopr



makasha Oct 31, 1:21pm via TweetChat

@MelissaWilmot I think that time relies more on relationships than the calendar #solopr



elissapr Oct 31, 1:21pm via TweetChat

@MelissaWilmot Q1 Yes, right after T-giving-week before xmas; then week after xmas is another dead zone. #solopr

SoloPR Oct 31, 1:21pm via TweetGrid.com

Not actual rules, but rules as in guidelines, of course... #solopr

RebeccaEdgar Oct 31, 1:21pm via TweetChat

A1 if still unsure, ask a couple key journos (if that's part of the plan) re: timing. #solopr

SoloPR Oct 31, 1:20pm via TweetGrid.com

Q2: Many have espoused the use of careful "newsjacking" in our now real-time world. Are there rules around this? #solopr

makasha Oct 31, 1:20pm via TweetChat

RT @KristK A1 Taking advantage of crisis news/buzz to promote your business is tasteless offering your experts as sources is expected #solopr

MarketingMel Oct 31, 1:20pm via TweetDeck

@jgombita Ha! We have snow capped mountains today in Tenn. #soloPR

dariasteigman Oct 31, 1:20pm via TweetDeck

@JanetLFalk Good to see you here, powered up & dry. #solopr

MelissaWilmot Oct 31, 1:19pm via HootSuite

Is there a "sweet spot" btw T-giving & Christmas? RT @SoloPR: Q1: If u have news to go out in next few wks, when to share it? #solopr

SoloPR Oct 31, 1:19pm via TweetGrid.com

@JanetLFalk Yes, glad you're here! #solopr



KristK Oct 31, 1:19pm via TweetGrid.com

A1: Taking advantage of crisis news, buzz to promote your business is tasteless. But offering your experts as sources is expected [#solopr](#)



SoloPR Oct 31, 1:19pm via TweetGrid.com

That's a good segue into Q2, up next... [#solopr](#)



elissapr Oct 31, 1:19pm via TweetChat

@WowYouWoreThat True, the [#AmericanApparel](#) story also had a strong [#sandy](#) connection.. [#solopr](#)



JanetLFalk Oct 31, 1:19pm via TweetDeck

Thanks friends . Happy to be back. [#soloPR](#)



MarketingMel Oct 31, 1:18pm via TweetDeck

@JanetLFalk So glad to see your smiling face! Was wondering about you and [#sandy](#) in NYC [#soloPR](#)



mdbarber Oct 31, 1:18pm via TweetChat

@JanetLFalk Glad to see you and hear you're doing, relatively, well following the storm. [#solopr](#)



SoloPR Oct 31, 1:18pm via TweetGrid.com

RT @karensxim: A1: Also consider some outlets were offline due to storm, Ive seen medical, legal and news media impacted [#solopr](#)



mdbarber Oct 31, 1:18pm via TweetChat

A1 If your news is real, tells good story, could be a break from 24/7 politics and Sandy coverage, especially outside the East Coast [#solopr](#)



dariasteigman Oct 31, 1:18pm via TweetDeck

aka, don't be a moron. RT @WowYouWoreThat: When releasing news, know what ppl will accept. Don't PR fail / Am's Apparel Sandy Sale. [#solopr](#)



fransteps Oct 31, 1:18pm via TweetChat

@JanetLFalk Welcome Janet! Glad to hear you are okay! #solopr



makasha Oct 31, 1:18pm via TweetChat

@JanetLFalk good to see you're ok #solopr



elissapr Oct 31, 1:18pm via TweetChat

RT @fransteps: RT @KristK: A1: Lots of space dedicated to election, storm but not all. Food editors, med writers need stories too. #solopr



MarketingMel Oct 31, 1:17pm via TweetDeck

@RebeccaEdgar Waving to another Toronto #PR friend in #soloPRchat. Staying warm?



karenswim Oct 31, 1:17pm via TweetChat

@JanetLFalk Hi Janet, nice to see you and glad you're okay #solopr



SoloPR Oct 31, 1:17pm via TweetGrid.com

MT @dariasteigman: A1 If your news is real, tells good story, could be a break from 24/7 politics. Esp. in smaller markets #solopr



KristK Oct 31, 1:17pm via TweetGrid.com

RT @dariasteigman: A1 If your news is real, tells good story, could be break from 24/7 politics. Esp in "community-focused" markets #solopr



JanetLFalk Oct 31, 1:17pm via TweetDeck

NYC-based solo w/ small biz, consultant, nonprofit clients. All is well post-#sandy. Neighbors lost power. Husband's lab lost power. #solopr



karenswim Oct 31, 1:17pm via TweetChat

Ha! So true! RT @KellyeCrane: A1: One things likely: half of the U.S. will be ticked off on 11/7 (just dont know which half). :-) #solopr



makasha Oct 31, 1:17pm via TweetChat

RT @karenswim: A1: Also consider some outlets were offline due to storm, Ive seen medical, legal and news media impacted #solopr



SoloPR Oct 31, 1:17pm via TweetGrid.com

RT @elissapr: A1 Fortunately or unfortunately the news cycle gets fatigued quickly; w Sandy & US election I wld wait post-Nov 6 #solopr



makasha Oct 31, 1:16pm via TweetChat

RT @SoloPR RT @WowYouWoreThat Wait a bit; see if your news could be considered insensitive due to current state of affairs with Sandy #solopr



RebeccaEdgar Oct 31, 1:16pm via TweetChat

Another Canadian friend here from Toronto area. Invasion? #solopr



karenswim Oct 31, 1:16pm via TweetChat

A1: Also consider some outlets were offline due to storm, I've seen medical, legal and news media impacted #solopr



WowYouWoreThat Oct 31, 1:16pm via web

@MarketingMel @elissapr Hello! Thank you for the warm welcome. #solopr



mdbarber Oct 31, 1:16pm via TweetChat

RT @WowYouWoreThat: Wait a bit & see if your news could be considered insensitive due to current state of affairs w Sandy. #solopr #solopr



KellyeCrane Oct 31, 1:16pm via TweetDeck

A1: One thing's likely: half of the U.S. will be ticked off on 11/7 (just don't know which half). :-) #solopr



makasha Oct 31, 1:16pm via TweetChat

let's hope it does RT @KellyeCrane: A1: Also, hate to say it, but the election may not be decided quickly (perish the thought!). #solopr



WowYouWoreThat Oct 31, 1:16pm via web

When releasing news, you have to determine what people will accept. Look at the PR fail of American Apparel with their Sandy Sale #solopr



dariasteigman Oct 31, 1:16pm via TweetDeck

A1 If your news is real, tells good story, could be a break from 24/7 politics. Esp. in smaller, more "community-focused" markets. #solopr



SoloPR Oct 31, 1:15pm via TweetGrid.com

Yes! RT @fransteps: A1: End of year timing is tricky even w/o an election! Holiday season brings a whole diff. set of challenges. #solopr



fransteps Oct 31, 1:15pm via TweetChat

RT @KristK: A1: Lots of space, time dedicated to election, storm but not all of it. Food editors, med writers need stories too. #solopr



SoloPR Oct 31, 1:15pm via TweetGrid.com

RT @WowYouWoreThat: Wait a bit and see if your news could be considered insensitive due to current state of affairs with Sandy. #solopr



elissapr Oct 31, 1:15pm via TweetChat

@MarketingMel thank you! #solopr



MarketingMel Oct 31, 1:15pm via TweetDeck

@WowYouWoreThat @elissapr Welcome Canadian friends to #soloPR



KristK Oct 31, 1:15pm via TweetGrid.com

A1: Lots of space, time dedicated to election, storm but not all of it. Food editors, med writers need stories too. #solopr



KellyeCrane Oct 31, 1:15pm via TweetDeck

A1: Also, hate to say it, but the election may not be decided quickly (perish the thought!). #solopr



makasha Oct 31, 1:14pm via TweetChat

RT @KellyeCrane: A1: I decided to extend the Summit early-bird deadline (announced in today's blog post) #solopr



elissapr Oct 31, 1:14pm via TweetChat

@karensxim *waving hi" back...! #solopr



WowYouWoreThat Oct 31, 1:14pm via web

@mdbarber Thank you! Great to tweet meet you #solopr



elissapr Oct 31, 1:14pm via TweetChat

A1 Fortunately or unfortunately the news cycle gets fatigued quickly; w Sandy & US election I wld wait post-Nov 6 #solopr



WowYouWoreThat Oct 31, 1:14pm via web

@fransteps Thank you so much! and I'm glad you like it :) #solopr



SoloPR Oct 31, 1:14pm via TweetGrid.com

RT @dariasteigman: A1 Depends on your audience, media market. Generally I'd wait so it's not lost in the election onslaught. #solopr



fransteps Oct 31, 1:13pm via TweetChat

A1: End of year timing is tricky even w/o an election! Holiday season brings a whole diff. set of challenges. #solopr



KellyeCrane Oct 31, 1:13pm via TweetDeck

A1: I decided to extend the Summit early-bird deadline (announced in today's blog post) because Sandy aftermath will affect many. #solopr



WowYouWoreThat Oct 31, 1:13pm via web

Wait a bit and see if your news could be considered insensitive due to current state of affairs with Sandy. Put out next week. #solopr



karensxim Oct 31, 1:13pm via TweetChat

@elissapr Hi Elissa! #solopr



dariasteigman Oct 31, 1:13pm via TweetDeck

Good to see all the new faces in #solopr today. Welcome~



fransteps Oct 31, 1:13pm via TweetChat

@WowYouWoreThat Welcome to the chat! Luv your Twitter handle. #solopr



makasha Oct 31, 1:12pm via TweetChat

RT @karensxim: A1: Agree with @KellyeCrane timing tricky with election, Sandy, I would wait until after election #solopr



mdbarber Oct 31, 1:12pm via TweetChat

@WowYouWoreThat Welcome to chat. Hope you enjoy it. #solopr



elissapr Oct 31, 1:12pm via TweetChat

Hey it's Elissa from #Toronto jumping in...! #solopr



makasha Oct 31, 1:12pm via TweetChat

RT @dariasteigman: A1 Depends on your audience, media market. Generally Id wait so its not lost in the election onslaught. #solopr



mdbarber Oct 31, 1:12pm via TweetChat

RT @dariasteigman: A1 Depends on your audience, media market. Generally Id wait so its not lost in the election onslaught. #solopr



mdbarber Oct 31, 1:12pm via TweetChat

A1 -- the distractions will mean tricky and skilled story telling to get your message out. #solopr



DinaRamon Oct 31, 1:12pm via web

#solopr that window btween elections and Tgiving would be fine



WowYouWoreThat Oct 31, 1:12pm via web

Hello everyone, I'm based out of Toronto and joining #solopr for the first time Im Jack!



makasha Oct 31, 1:12pm via TweetChat

To get past all of the election news I have releases going out on 11/10 and 11/13 #solopr



dariasteigman Oct 31, 1:12pm via TweetDeck

A1 Depends on your audience, media market. Generally I'd wait so it's not lost in the election onslaught. #solopr



KristK Oct 31, 1:12pm via TweetGrid.com

A1: Working with client on announcement to trade pubs, tentatively scheduled for tomorrow. If delayed, will hold til Nov. 12-16 #solopr



karenswim Oct 31, 1:12pm via TweetChat

A1: Agree with @KellyeCrane timing tricky with election, Sandy, I would wait until after election #solopr



SoloPR Oct 31, 1:12pm via TweetGrid.com

RT @DinaRamon: @SoloPR #solopr Probably best 2 wait 1 wk after election



fransteps Oct 31, 1:11pm via TweetChat

A1: I would be inclined to be as "social" with news in next 2-3 weeks rather than traditional media. What do you own? Use it! #solopr



SoloPR Oct 31, 1:11pm via TweetGrid.com

RT @MarketingMel: A. 1 Announcement would completely depend on product/service and its relevancy to #sandy or to #election #solopr



billhandy Oct 31, 1:11pm via web

@EquineValentina talk about where academia and practice collide. How we use theory to help persuade and influence. #solopr



KellyeCrane Oct 31, 1:11pm via TweetDeck

A1: Sandy, elections and then Thanksgiving will have folks unusually distracted for some time, I believe. #solopr



elissapr Oct 31, 1:11pm via web

RT @karensxim: RT @SoloPR: Q1: If you have news that needs to go out in the next couple weeks, when would you announce it? #solopr



mdbarber Oct 31, 1:11pm via TweetChat

RT @SoloPR: Q1: If you have news that needs to go out in the next couple weeks, when would you announce it? #solopr



DinaRamon Oct 31, 1:11pm via web

@SoloPR #solopr Probably best 2 wait 1 wk after election



mdbarber Oct 31, 1:10pm via TweetChat

A1 - I would try to hold until after Tuesday. But if it's a good story, media will (soon) be wanting to talk about other things. #solopr



MarketingMel Oct 31, 1:10pm via TweetDeck

A. 1 Announcement would completely depend on product/service and its relevancy to #sandy or to #election #solopr



karensxim Oct 31, 1:10pm via TweetChat

RT @SoloPR: Q1: If you have news that needs to go out in the next couple weeks, when would you announce it? #solopr



KellyeCrane Oct 31, 1:10pm via TweetDeck

A1: W/Sandy + election, things have gotten very tricky. If an announcement can wait until week of 11/12, that would be best. #solopr



makasha Oct 31, 1:10pm via TweetChat

RT @SoloPR: Q1: If you have news that needs to go out in the next couple weeks, when would you announce it? #solopr



fransteps Oct 31, 1:10pm via TweetChat

RT @SoloPR: Q1: If you have news that needs to go out in the next couple weeks, when would you announce it? #solopr



KristK Oct 31, 1:10pm via TweetGrid.com

RT @SoloPR: Q1: If you have news that needs to go out in the next couple weeks, when would you announce it? #solopr



KristK Oct 31, 1:10pm via TweetGrid.com

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



isgd Oct 31, 1:10pm via twitterfeed

Is Good Joining #SoloPR chat for next hour. Always a good discussion of ins-outs of being a #PR consultant. #sol... bit.ly/Y0Pojw



KristK Oct 31, 1:09pm via TweetGrid.com

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



SoloPR Oct 31, 1:09pm via TweetGrid.com

Q1: If you have news that needs to go out in the next couple weeks, when would you announce it? #solopr



PRjeff Oct 31, 1:09pm via TweetChat

Morning PR comrades from sunny #Phx. #solopr



SoloPR Oct 31, 1:08pm via TweetGrid.com

Great crowd joining today! Q1 is up next... #solopr



MarketingMel Oct 31, 1:08pm via TweetDeck

Yay! RT @SoloPR: Also announced as speakers today: @amandamogul @MarketingMel @davispr @ghidotti@westthirdgroup & @candacemcc! #solopr



SoloPR Oct 31, 1:08pm via TweetGrid.com

Poor Kevin Dugan is actually very nice, but everyone is afraid of him. :-) #solopr



karenswim Oct 31, 1:07pm via TweetChat

@MelissaWilmot Welcome! So glad you could join! #solopr



MarketingMel Oct 31, 1:07pm via TweetDeck

Welcome newbies to our #soloPR chat! @MelissaWilmot@EquineValentina Lots of #smart people here!



SoloPR Oct 31, 1:07pm via TweetGrid.com

Also announced as speakers today:

@amandamogul @MarketingMel@davispr @ghidotti @westthirdgroup & @candacemcc! #solopr



mdbarber Oct 31, 1:07pm via TweetChat

@MelissaWilmot Welcome to the chat. Hope you enjoy it. #solopr



karensxim Oct 31, 1:07pm via TweetChat

Yes RT @fransteps: Thinking about our northeast pros. Thank goodness for the transcript. Not sure how many will be joining today. #solopr



dariasteigman Oct 31, 1:07pm via TweetDeck

@MelissaWilmot Welcome aboard. #soloPR



EquineValentina Oct 31, 1:07pm via TweetDeck

I have to do a presentation for a group of PR graduate students next week, need some ideas #SoloPR Happy #Halloween too!



makasha Oct 31, 1:07pm via TweetChat

Hi RT @karensxim @mdbarber @MarketingMel @fransteps nd more! #solopr



mdbarber Oct 31, 1:07pm via TweetChat

@dariasteigman I am back...to the cold. It was a great trip but damp so the leaves didn't crunch as much. Gorgeous colors tho. #solopr



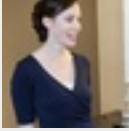
karensxim Oct 31, 1:06pm via HootSuite

Haha @mdbarber @dariasteigman @fransteps just said the same, so glad to see you all! #solopr



prKatGarcia Oct 31, 1:06pm via Twitter for Android

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



MelissaWilmot Oct 31, 1:06pm via HootSuite

Happy to join my first #soloPR this morning!



fransteps Oct 31, 1:06pm via TweetChat

RT @SoloPR: Happy Halloween! Dont be scared, but Kevin Dugan of @badpitch blog has been added to Summit lineup! soloprpro.com/more-top-speak... #solopr



dariasteigman Oct 31, 1:06pm via TweetDeck

@mdbarber Back from crunching leaves in Washington State? Hope you had a good trip. #solopr



karensWim Oct 31, 1:06pm via TweetChat

Hi Everyone! so happy to see familiar faces @mdbarber @makasha@MarketingMel @fransteps and more! #solopr



fransteps Oct 31, 1:05pm via TweetChat

Thinking about our northeast pros. Thank goodness for the transcript. Not sure how many will be joining today. #solopr



EquineValentina Oct 31, 1:05pm via TweetDeck

I'm in RT @MarketingMel: RT @SoloPR: It's time for this week's #soloPR chat for independent pros in PR and related fields #solopr



mdbarber Oct 31, 1:05pm via TweetChat

@karensWim Hey there! Good to see you, @dariasteigman and @fransteps today. #solopr



SoloPR Oct 31, 1:05pm via TweetGrid.com

Happy Halloween! Don't be scared, but Kevin Dugan of @badpitchblog has been added to the Summit lineup! soloprpro.com/more-top-speak... #solopr



DinaRamon Oct 31, 1:05pm via web

Hello All - Excited to be here for my first #solopr chat! I'm Dina



dariasteigman Oct 31, 1:05pm via TweetDeck

@karensxim @fransteps I've missed you too. #solopr



mdbarber Oct 31, 1:04pm via TweetChat

Good morning from Anchorage. Hoping to be able to hang in for the hour. Hope everyone's doing well. #solopr



makasha Oct 31, 1:04pm via TweetChat

good afternoon from Alabama ... #solopr



MarketingMel Oct 31, 1:04pm via TweetDeck

@fransteps Woo-hoo I'm having home-made taco soup w/ my#soloPR friends today. How are friends in NYC?



prKatGarcia Oct 31, 1:04pm via Twitter for Android

Hi @SoloPR ! I'm based in LA and checking out #solopr for the first time.



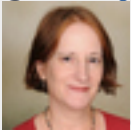
fransteps Oct 31, 1:04pm via TweetChat

@dariasteigman Yay! Good to see you. #solopr



karensxim Oct 31, 1:04pm via TweetChat

@dariasteigman Hi Daria! I missed you! #solopr



dariasteigman Oct 31, 1:04pm via TweetDeck

Finally! No schedule conflicts, so I'm making it back to #solopr. Hello everyone.



fransteps Oct 31, 1:04pm via TweetChat

@fransteps in SanAntonio. Solo for 2+ years; PR for 20. Clients=tourism, health care, nonprofit and military+p-t adjunct prof.#solopr



KellyeCrane Oct 31, 1:03pm via TweetDeck

@fransteps Ha! You're the best. #solopr



mdbarber Oct 31, 1:03pm via TweetChat

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



KellyeCrane Oct 31, 1:03pm via TweetDeck

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



karenswim Oct 31, 1:02pm via TweetChat

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



MarketingMel Oct 31, 1:02pm via TweetDeck

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



SoloPR Oct 31, 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 31, 1:02pm via TweetChat

@KellyeCrane Thx. That helps tremendously. Don't want to miss a thang! #solopr



SoloPR Oct 31, 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