



Combined #SoloPR and #SMChat Transcript – 7/17/2013

1. Can you have social media without PR, and vice versa?
2. Is the emergence of social media a help or hindrance to PR?
3. What do you think is the most important thing for a successful PR campaign or strategy?
4. What can social media and PR pros do to work together better?
5. How do you measure the PR / social media combo

Transcript follows in reverse chronological order:



[SoloPR 2:03pm via Twubs](#)

RT @sharonmostyn Thank you #smchat & #solopr friends! We've broken down some silos with today's collaboration-hope you learned something!



[KeeyanaHall 2:03pm via HootSuite](#)

@KenanSaaticioglu haha! Sometimes I think we forget that step, just wanted to be sure no one here did :) #smchat #solopr



[SoloPR 2:02pm via Twubs](#)

Also, if you joined late, we announced the dates for the 2014 [#SoloPR](#) Summit today: ow.ly/n3D4S #smchat #solopr



[JuicePick](#) 2:02pm via [TweetDeck](#)

Thank you [#smchat](#) and [#solopr](#) people! So many insights I was not familiar with! [#UNTJ4980](#)



[KenanSaatcioglu](#) 2:02pm via [Tweetbot for iOS](#)

thank you everyone, It was great [#solopr](#) [#smchat](#)



[SoloPR](#) 2:01pm via [Twubs](#)

RT @[pisarose](#) Social can participate in media-hosted Twitter chats, gain blog coverage & pass on to PR for trad. pitches. [#solopr](#) [#smchat](#)



[cloudspark](#) 2:01pm via [web](#)

@[SMSJOE](#) not if you really mean it and follow up on it. maybe "let me show how we can help?"
[#smchat](#) [#solopr](#)



[SoloPR](#) 2:01pm via [Twubs](#)

FYI- A re-cap/transcript of this chat will be up on the Solo PR Pro blog tomorrow - thanks for joining! [#smchat](#) [#solopr](#)



[sharonmostyn](#) 2:01pm via [TweetDeck](#)

Thank you [#smchat](#) & [#solopr](#) friends! We've broken down some [#socialmedia](#) & [#pr](#) silos with today's collaboration-hope you learned something!



[SMSJOE](#) 2:01pm via [Twubs](#)

feeling mutual ;-) RT @[SoloPR](#) I know all of us at [#solopr](#) really enjoyed chatting with our new [#smchat](#) friends- you guys are a smart bunch!



[AmazingPRMaven](#) 2:00pm via HootSuite

Skipped [#soloPR](#) chat today - client work needs to get out the door - newsletters, news releases and social media - what a whirlwind



[karensxim](#) 2:00pm via Twubs

@[KenanSaatcioglu](#) I am more intrigued by what Klout is doing w/internal influence which I believe is far more effective [#solopr](#)



[SMSJOE](#) 2:00pm via Twubs

yeah but it's a cliché right? ;-) RT @[cloudspark](#) remember this phrase, "how can we help?" [#solopr](#) [#smchat](#)



[cloudspark](#) 2:00pm via web

@[KenanSaatcioglu](#) @[JuicePick](#) better metrics are available, see @[kamichat](#)'s resources on measurement. [#solopr](#) [#smchat](#)



[pisarose](#) 2:00pm via Sprout Social

@[KenanSaatcioglu](#) Social can participate in media-hosted Twitter chats, gain blog coverage & pass on to PR for trad. pitches. [#solopr](#) [#smchat](#)



[SoloPR](#) 2:00pm via Twubs

We use our [#solopr](#) hashtag constantly, so if [#smchat](#) folks ever have a Q or want to join in, you are welcome!



[GnosisArts](#) 2:00pm via web

RT @[mdbarber](#): @[ajmunn](#) I have too but we need to lead & encourage what we know is right or it won't change. [#solopr](#) [#SMChat](#)



[mdbarber](#) 1:59pm via [tchat.io](#)

ALWAYS a good starter. RT @[cloudspark](#): remember this phrase, "how can we help?" [#solopr](#) [#smchat](#) [#solopr](#)



[mdbarber](#) 1:59pm via [tchat.io](#)

Great chat today folks. Really enjoyed the collaboration. Have a great week all. [#smchat](#) [#solopr](#)



[cloudspark](#) 1:59pm via [web](#)

remember this phrase, "how can we help?" [#solopr](#) [#smchat](#)



[karensxim](#) 1:59pm via [Twubs](#)

+1 RT @[SoloPR](#) I know all of us at [#solopr](#) really enjoyed chatting with our new [#smchat](#) friends- you guys are a smart bunch!



[sharonmostyn](#) 1:59pm via [TweetDeck](#)

RT @[KellyeCrane](#) A5 Smart [#PR](#) pros welcome the increased trackability [#socialmedia](#) offers traditional efforts. It's all good! [#smchat](#) [#solopr](#)



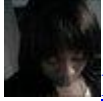
[SoloPR](#) 1:59pm via [Twubs](#)

I know all of us at [#solopr](#) really enjoyed chatting with our new [#smchat](#) friends- you guys are a smart bunch!



[KenanSaatcioglu](#) 1:59pm via [Tweetbot for iOS](#)

@[JuicePick](#) [#klout](#) is very discussible, I would say not yet [#smchat](#) [#solopr](#)



[KeeyanaHall](#) 1:59pm via HootSuite

RT @[pigarose](#): A5: Integrated PR-social metric: a social connection w/an influencer leads to coverage. [#smchat](#) [#solopr](#)



[ajmunn](#) 1:59pm via tchat.io

Exactly RT @[mdbarber](#) @[ajmunn](#) I have too but we need to lead & encourage what we know is right or it won't change. [#solopr](#)
[#smchat](#)



[SMSJOE](#) 1:58pm via Twubs

love this~> RT @[GnosisArts](#) @[sharonmostyn](#) I have no idea, just think it sounds great! :)
[#solopr](#) [#smchat](#)



[karensxim](#) 1:58pm via Twubs

@[JuicePick](#) Not for any of my clients [#smchat](#) [#solopr](#)



[BrightFoxMedia](#) 1:58pm via Tweet Button

Enjoyed hearing the PR perspective in the social media mix [#smchat](#) [#solopr](#)



[sharonmostyn](#) 1:58pm via TweetDeck

So glad you liked it! RT @[KristK](#): Enjoyed the combo [#solopr](#) [#smchat](#). Let's do this again!



[pigarose](#) 1:58pm via Twubs

A5: Would love to see a "relationship" heat index for PR and social. Could target the same influencers/media outlets. [#solopr](#) [#smchat](#)



[mndbarber](#) 1:58pm via Twitter for Mac

@[ajmun](#) I have too but we need to lead & encourage what we know is right or it won't change.
[#solopr](#) [#SMChat](#)



[cherylbella](#) 1:58pm via web

@[sharonmostyn](#) Thanks for moderating [#smchat](#) [#solopr](#) today!



[SMSJOE](#) 1:58pm via Twubs

amen RT @[KristK](#) Enjoyed the combo [#solopr](#) [#smchat](#). Let's do this again!



[KellyeCrane](#) 1:58pm via tchat.io

A5: Smart [#PR](#) pros welcome the increased trackability social media offers traditional efforts.
It's all good! [#smchat](#) [#solopr](#)



[cloudspark](#) 1:57pm via web

@[sharonmostyn](#) one idea is to place team benchmarks as goals. [#solopr](#)



[GnosisArts](#) 1:57pm via HootSuite

@[sharonmostyn](#) I have no idea, just think it sounds great! :) [#solopr](#) [#smchat](#)



[ajmun](#) 1:57pm via tchat.io

thanks everyone. Really enjoyed the collaboration. We are and should be professional colleagues
[#solopr](#) [#smchat](#)



[JuicePick](#) 1:57pm via TweetDeck

A5 would you consider [#klout](#) a good way to measure effectiveness? [#smchat](#) [#solopr](#)



[pisarose](#) 1:57pm via Twubs

@[sharonmostyn](#) A social relationship with a blogger/journalist paves the way for a PR pitch & resulting coverage. [#solopr](#) [#smchat](#)



[cloudspark](#) 1:57pm via web

@[sharonmostyn](#) @[GnosisArts](#) @[SMSJOE](#) - incentivize can be personalized to the team (financial, physical, work), but must be shared. [#solopr](#)



[KeeyanaHall](#) 1:57pm via HootSuite

@[REDMEDIAPR](#) @[KellyeCrane](#) I totally agree! I can't wait to geek out and read the entire transcript this weekend :) [#solopr](#) [#smchat](#)



[DashaBushmakin](#) 1:56pm via Twitter for Android

Be able to adapt @[BrightFoxMedia](#) Have a team consensus on the strategic direction, measure, and don't be afraid to change [#smchat](#) [#solopr](#)"



[KristK](#) 1:56pm via Twubs

Enjoyed the combo [#solopr](#) [#smchat](#). Let's do this again!



[ajmunn](#) 1:56pm via tchat.io

@[mdbarber](#) that is my feeling yes, however all been in situation where client puts pressure to justify share of mkting budget [#solopr](#) [#smchat](#)



[KenanSaatcioglu](#) 1:56pm via Tweetbot for iOS

Great! “A5: Integrated PR-social metric: a social connection w/an influencer leads to coverage. [#smchat](#) (via [@pisarose](#))” [#solopr](#)



[sharonmostyn](#) 1:56pm via TweetDeck

@[puneet86](#) Glad to have you join us on [#smchat](#) [#solopr](#)



[KellyeCrane](#) 1:56pm via tchat.io

A5: Per our earlier discussion on strategy, the plan should include measurable objectives for each. [#smchat](#) [#solopr](#)



[KeeyanaHall](#) 1:56pm via HootSuite

MRT @[mdbarber](#): A5 Measurement has to go back to goals set in the beginning. It will vary dramatically based on those goals. [#smchat](#) [#solopr](#)



[karenskim](#) 1:55pm via Twubs

RT @[cloudspark](#) @[akenn](#) be proactive, skype or meet. bring collaboration to the internal team. model it. [#smchat](#) [#solopr](#)



[SMSJOE](#) 1:55pm via Twubs

so important~> RT @[karenskim](#) You decide goals in advance and measure what will drive desired outcomes for client [#smchat](#) [#solopr](#)



[cloudspark](#) 1:55pm via web

a5: even w/ collaboration, there still has to be accountability to tactical skill sets. [#solopr](#)



[DashaBushmakin](#) 1:55pm via Twitter for Android

Planning is crucial @[LoisMarketing](#) If u insist on meeting & planning, u'll never make it in PR. Got2b ready 2 respond & go. [#soloPR](#) [#SMChat](#)"



[GnosisArts](#) 1:55pm via web

A4 If more firms had an internal PR who truly understood two-way & internal comms, instead of letting HR be PR-default ... [#solopr](#) [#smchat](#)



[sharonmostyn](#) 1:55pm via TweetDeck

Great idea but how? RT @[GnosisArts](#) Incentivizing collaboration! That would be awesome if more companies did this @[cloudspark](#) [#solopr](#) [#SMchat](#)



[mbarber](#) 1:55pm via Tweet Button

RT @[karensxim](#): You decide goals in advance and measure what will drive desired outcomes for client [#smchat](#) [#solopr](#)



[PaulaJohns](#) 1:55pm via Twubs

Signing off a bit early. Great conversation everyone -- thank you! [#smchat](#) [#solopr](#)



[mbarber](#) 1:55pm via Tweet Button

RT @[KristK](#): A5: Go beyond clicks and media hits to measure engagement and impact. How are your efforts sparking meaningful action? [#solopr](#) ...



[mbarber](#) 1:55pm via tchat.io

Agree RT @[REDMEDIAPR](#): @[KellyeCrane](#) would be great to have [#SMchat](#) [#solopr](#) combo once a quarter - very insightful COLLABORATION => [#solopr](#)



[karensxim](#) 1:55pm via Twubs

You decide goals in advance and measure what will drive desired outcomes for client [#smchat](#) [#solopr](#)



[KristK](#) 1:55pm via Twubs

A5: Go beyond clicks and media hits to measure engagement and impact. How are your efforts sparking meaningful action? [#solopr](#) [#smchat](#)

[REDMEDIAPR](#) 1:55pm via TweetDeck

@[KellyeCrane](#) would be great to have [#SMchat](#) [#solopr](#) combo once a quarter - very insightful COLLABORATION =>



[ajmunn](#) 1:54pm via tchat.io

A5: Social monitoring can show digital footprint of PR. [#solopr](#) [#smchat](#)



[SoloPR](#) 1:54pm via Twubs

Sharon Mostyn @[sharonmostyn](#) 3m

RT Q5: How do you [#measure](#) the [#PR](#) / [#SocialMedia](#) combo? [#smchat](#) [#solopr](#)



[SMSJOE](#) 1:54pm via Twubs

excellent point RT @[GnosisArts](#) Incentivizing collaboration! That would be awesome if more companies did this @[cloudspark](#) [#solopr](#) [#SMchat](#)



[mdbarber](#) 1:54pm via tchat.io

@[ajmunn](#) interesting point re kudos. But...does it really matter? If everyone's heading same direction/goal. Share success.. [#smchat](#) [#solopr](#)



[puneet86](#) 1:54pm via web

Thanks for a great chat everyone; need to log off now, but hope to re-join next time! [#SMChat](#)
[#solopr](#)



[karens swim](#) 1:54pm via [tchat.io](#)

RT @[SMSJOE](#): A5 seriously start with defining outcomes - goals etc then capture metrics to provide insight [#solopr](#) [#smchat](#) [#smchat](#)



[sharonmostyn](#) 1:54pm via [TweetDeck](#)

What if no online sales? RT @[JasonSchemmel](#): A5: Impressions, engagement and sales.
[#SMChat](#) [#solopr](#)



[cloudspark](#) 1:53pm via [web](#)

@[akenn](#) be proactive, skype or meet. bring collaboration to the internal team. model it. [#solopr](#)



[GnosisArts](#) 1:53pm via [web](#)

Incentivizing collaboration! That would be awesome if more companies did this @[cloudspark](#)
[#solopr](#) [#SMchat](#)



[DashaBushmakin](#) 1:53pm via [Twitter for Android](#)

Adding structure:) @[KellyeCrane](#) Reg scheduled team meetings are so simple, yet often overlooked as a way to collaborate [#smchat](#) [#solopr](#)



[KenanSaatcioglu](#) 1:53pm via [Tweetbot for iOS](#)

Content is crucial, there is no engagement w/o content @[BarryBirkett](#) @[SteveCassady](#)
@[LoriC_inspireU](#) @[sharonmostyn](#) [#smchat](#) [#solopr](#)



[ajmunn](#) 1:53pm via [tchat.io](#)

A5 brings Q of who gets the kudos? Important to get rid of competition to be effective yet we all need to justify to client [#solopr](#) [#smchat](#)



[karenswym](#) 1:53pm via Twubs

RT @[cloudspark](#) @[KellyeCrane](#) calendars - so simple, so often overlooked [#smchat](#) [#solopr](#)



[sharonmostyn](#) 1:52pm via TweetDeck

RT @[karenswym](#): RT @_anspaugh_Sharing overarching content/ed calendar helps. [#solopr](#) [#smchat](#)



[KristK](#) 1:52pm via Twubs

RT @[sharonmostyn](#) Q5 How do you [#measure](#) the [#PR](#) / [#SocialMedia](#) combo? [#smchat](#) [#solopr](#)



[SDITSystems](#) 1:52pm via RoundTeam

RT @[PaulaJohns](#): A4 It's infinitely more beneficial for pros to work together as a team. Figure out how to do that. [#smchat](#) [#solopr](#)



[SteveCassady](#) 1:52pm via web

RT @[KeeyanaHall](#): A4: Be sure both parties have a clear understanding of the goals, then be sure to communicate, early & often. [#solopr](#) [#smc...](#)



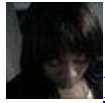
[SteveCassady](#) 1:52pm via web

RT @[ajmunn](#): A4: Social can share realtime insights with PR + analysis of followers/fans. PR can craft relevant messaging & insights [#solopr](#)...



[sharonmostyn](#) 1:52pm via TweetDeck

RT @[KellyeCrane](#): A4: Also, tactics-wise, a combined conversation and/or ed cal can get everyone on same page [#smchat](#) [#solopr](#)



[KeeyanaHall](#) 1:52pm via HootSuite

A4: Don't be afraid to share best practices from both sides of the fence & give (constructive) feedback where needed. [#solopr](#) [#smchat](#)



[SoloPR](#) 1:52pm via Twubs

MT @[ajmunn](#) Social can share realtime insights with PR + analysis of followers/fans. PR can craft relevant messaging/insights [#solopr](#) [#smchat](#)



[karensxim](#) 1:52pm via Twubs

[#solopr](#)



[karensxim](#) 1:52pm via Twubs

RT @_anspauh_Sharing overarching content/ed calendar helps. [#solopr](#)



[cloudspark](#) 1:52pm via web

@[KellyeCrane](#) calendars - so simple, so often overlooked [#solopr](#)



[SteveCassady](#) 1:52pm via web

RT @[KellyeCrane](#): A4: Also, tactics-wise, a combined conversation and/or ed cal can get everyone on same page [#smchat](#) [#solopr](#)



[mdbarber](#) 1:52pm via tchat.io

A5 -- Measurement has to go back to the goals you set in the beginning. It will vary dramatically based on those goals.. [#smchat](#) [#solopr](#)



[SteveCassady](#) 1:52pm via web

RT @mdbarber: So true! RT @KristK: A4: Respect each other as peers, partners. Too many cooks in the kitchen spoil the gumbo. [#smchat](#) [#solopr](#)



[piasrose](#) 1:52pm via Sprout Social

@[BarryBirkett](#) True that, Barry! Unfortunately, too often, not prioritized. [#solopr](#) [#smchat](#)



[GnosisArts](#) 1:51pm via web

A4 To the point where I don't even want to work for a firm that doesn't have a true collaboration/teamwork/no-silo culture. [#smchat](#) [#solopr](#)



[cloudspark](#) 1:51pm via web

@[sharonmostyn](#) @[KellyeCrane](#) best book to read "5 dysfunctions of a team" - great read, told in story form w/ lessons on team dynamics [#solopr](#)



[BarryBirkett](#) 1:51pm via HootSuite

For both online & offline RT @[SteveCassady](#): @[LoriC_inspireU](#) Engagement is key. That is for sure @[sharonmostyn](#) [#smchat](#) [#solopr](#)



[SoloPR](#) 1:51pm via Twubs

Good! RT @[cloudspark](#) a4: have integrated rewards, incentivize collaboration and x-functional teams [#solopr](#) [#smchat](#)



[anspaugh](#) 1:51pm via Tweet Button

RT @[sharonmostyn](#): Q5 How do you [#measure](#) the [#PR](#) / [#SocialMedia](#) combo? [#smchat](#) [#solopr](#)



[mdbarber](#) 1:51pm via Tweet Button

RT @sharonmostyn: Q5 How do you [#measure](#) the [#PR](#) / [#SocialMedia](#) combo? [#smchat](#) [#solopr](#)



[sharonmostyn](#) 1:51pm via TweetDeck

Q5 How do you [#measure](#) the [#PR](#) / [#SocialMedia](#) combo? [#smchat](#) [#solopr](#)



[mdbarber](#) 1:51pm via tchat.io

So true! RT @KristK: A4: Respect each other as peers, partners. Too many cooks in the kitchen spoil the gumbo. [#smchat](#) [#solopr](#)



[KellyeCrane](#) 1:51pm via tchat.io

A4: Also, tactics-wise, a combined conversation and/or ed cal can get everyone on same page [#smchat](#) [#solopr](#)



[sharonmostyn](#) 1:50pm via TweetDeck

RT @KristK: A4: Respect each other as peers, partners. Too many cooks in the kitchen spoil the gumbo. [#solopr](#) [#smchat](#)



[GnosisArts](#) 1:50pm via web

A4 I love the "collaborate/teamwork" paradigm - but so many companies just pay this lip service while political warfaring [#solopr](#) [#smchat](#)



[KeeyanaHall](#) 1:50pm via HootSuite

A4: Be sure both parties have a clear understanding of the goals, then be sure to communicate, early & often. [#solopr](#) [#smchat](#)



[anspaugh](#) 1:50pm via Tweet Button

@[akenn](#) [#solopr](#) I've had this experience as well - poor communication in this circumstance.
[#smchat](#)



[ajmunn](#) 1:50pm via tchat.io

A4: Social can share realtime insights with PR + analysis of followers/fans. PR can craft relevant messaging & insights [#solopr](#) [#smchat](#)



[mdbarber](#) 1:50pm via tchat.io

@[JuicePick](#) Ok cool! Thought so but wanted to make sure. [#solopr](#)



[KristK](#) 1:50pm via Twubs

A4: Respect each other as peers, partners. Too many cooks in the kitchen spoil the gumbo.
[#solopr](#) [#smchat](#)



[sharonmostyn](#) 1:50pm via TweetDeck

RT @[SMSJOE](#): well said RT @[ajmunn](#) A4 Content is backbone of both PR & Social. No need to reinvent wheel if both work together [#solopr](#) [#smchat](#)



[cloudspark](#) 1:50pm via web

a4: have integrated rewards, incentivize collaboration and x-functional teams [#solopr](#)

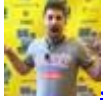


[karensxim](#) 1:50pm via tchat.io

RT @[pisarose](#) Ditch preconceptions. Social can view PR as old-fashioned; PR can view social as "the shiny new thing." [#solopr](#) [#smchat](#) [#smchat](#)

[akenn 1:50pm via tchat.io](#)

A4. Devil's advocate: can be tough to work together if both are outsourced consultants+ depend on internal leadership. Tips? [#smchat](#) [#solopr](#)



[JuicePick 1:50pm via TweetDeck](#)

@[mdbarber](#) I think that was what I was trying to say, thanks Mary! [#smchat](#) [#solopr](#)



[mdbarber 1:50pm via tchat.io](#)

RT @[cloudspark](#): there's a trust and territory issue around planning that can kill a good process. slaying silos helps too [#smchat](#) [#solopr](#)



[BarryBirkett 1:50pm via HootSuite](#)

Many biz would improve if any two types of pros did that! RT @[pigarose](#) PR & social pros need to respect each other ... [#smchat](#) [#solopr](#)



[SoloPR 1:49pm via Twubs](#)

Yes, &vice versa -sum is greater than parts! RT @[JuicePick](#) A4 [#PR](#) pros need the skills [#Socialmedia](#) provides [#smchat](#) [#solopr](#)



[KristK 1:49pm via Twubs](#)

A4: Respect each other as peers, partners. Too many cooks in the kitchen spoil the gumbo. [#solopr](#)



[sharonmostyn 1:49pm via TweetDeck](#)

RT @[Linds360](#): A4 Communicate/ Collaborate - working together on common goal is MUCH more successful [#solopr](#) [#SMchat](#)



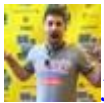
[cloudspark](#) 1:49pm via web

@[mdbarber](#) there's a trust and territory issue around planning that can kill a good process. slaying silos helps there too [#solopr](#)



[SMSJOE](#) 1:49pm via Twubs

+bazillion RT @[mdbarber](#) A4 -- no more silos. Work together and understand you are a team. Right @[cloudspark](#)? [#smchat](#) [#solopr](#)



[JuicePick](#) 1:49pm via TweetDeck

RT @[sharonmostyn](#): Q4 What can [#SocialMedia](#) and [#PR](#) pros do to work together better? [#smchat](#) [#solopr](#)



[mdbarber](#) 1:49pm via tchat.io

@[JuicePick](#) that's a silo mentality though. Many many PR Pros are also SM people. It's a tool in comm tool box; not just SM. [#smchat](#). [#solopr](#)



[SoloPR](#) 1:49pm via Twubs

RT @[REDMEDIAPR](#) A4 Communicate/ Collaborate - working together on common goal is MUCH more successful [#solopr](#) [#SMchat](#)



[GnosisArts](#) 1:49pm via web

RT @[ajmunn](#): A4: First respect what each do. Second see it as integrated strategy with common aims [#solopr](#) [#smchat](#)



[sharonmostyn](#) 1:48pm via TweetDeck

Smart! RT @[KellyeCrane](#): A4: Regularly scheduled team meetings are so simple, yet often overlooked as a way to collaborate [#smchat](#) [#solopr](#)

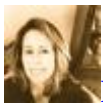


[mdbarber](#) 1:48pm via [tchat.io](#)

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[PaulaJohns](#) 1:48pm via [Twubs](#)

A4 It's infinitely more beneficial for pros to work together as a team. Figure out how to do that. [#smchat](#) [#solopr](#)



[JuicePick](#) 1:48pm via [TweetDeck](#)

A4 [#PR](#) pros need the skills [#Socialmedia](#) provides [#smchat](#) [#solopr](#)



[sharonmostyn](#) 1:48pm via [TweetDeck](#)

MT @ [KeeyanaHall](#): It's also taking a look at your competition and assessing their efforts & what they've done well/poorly. [#smchat](#) [#solopr](#)



[anspaugh](#) 1:48pm via [Tweet Button](#)

RT @ [sharonmostyn](#): Q4 What can [#SocialMedia](#) and [#PR](#) pros do to work together better? [#smchat](#) [#solopr](#)



[SoloPR Pro](#) [SoloPR](#) 1:48pm via [Twubs](#)

RT @ [puneet86](#) A4: Understand that you want the same things. That one's results can be boosted by the other. [#soloPR](#) [#SMchat](#)



[SMSJOE 1:48pm via Twubs](#)

well said RT @ajmun [A4: Content is backbone of both PR & Social. No need to reinvent wheel if both work together #solopr #smchat](#)



[LoriC_inspireU 1:48pm via Twitter for iPhone](#)

RT @SteveCassady: @LoriC_inspireU Engagement is key. That is for sure @BarryBirkett @sharonmostyn [#smchat #solopr](#)



[mdbarber 1:48pm via Tweet Button](#)

RT @KellyeCrane: A4: Regularly scheduled team meetings are so simple, yet often overlooked as a way to collaborate [#smchat #solopr](#)



[KellyeCrane 1:47pm via tchat.io](#)

A4: Regularly scheduled team meetings are so simple, yet often overlooked as a way to collaborate [#smchat #solopr](#)



[pizarose 1:47pm via Twubs](#)

RT @puneet86 A4: Understand that you want the same things. That one's results can be boosted by the other. [#soloPR #SMchat](#)



[ajmun 1:47pm via Tweet Button](#)

RT @puneet86: A4: Understand that you want the same things. That one's results can be boosted by the other. [#soloPR #SMchat](#)



[KeeyanaHall 1:47pm via HootSuite](#)

@rynegannoe It's also taking a look at your competition and assessing their efforts & what they've done well/poorly. [#smchat #solopr](#)



[sharonmostyn](#) 1:47pm via TweetDeck

RT @[KenanSaatcioglu](#): +100 A4: First respect what each do. Second see it as integrated strategy w/ common aims [#solopr](#) [#smchat](#) (via @[ajmun](#))



[ajmun](#) 1:47pm via tchat.io

A4: Content is backbone of both PR & Social. No need to reinvent wheel if both work together [#solopr](#) [#smchat](#)



[mdbarber](#) 1:47pm via Tweet Button

RT @[SMSJOE](#): RT@[KenanSaatcioglu](#) +100 “A4:First respect what each do. Second see it as integrated strategy with common aims [#solopr](#) [#smchat](#) (...



[karensWim](#) 1:47pm via Twubs

@[SoloPR](#) and I of course just missed it! [#smchat](#) [#solopr](#)



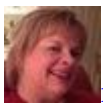
[SMSJOE](#) 1:47pm via Twubs

RT@[KenanSaatcioglu](#) +100 “A4:First respect what each do. Second see it as integrated strategy with common aims [#solopr](#) [#smchat](#) (via @[ajmun](#))”



[puneet86](#) 1:46pm via web

A4: Understand that you want the same things. That one's results can be boosted by the other. [#soloPR](#) [#SMchat](#)



[mdbarber](#) 1:46pm via Tweet Button

RT @[karensWim](#): A4: C-O-M-M-U-N-I-C-A-T-E [#solopr](#)



[sharonmostyn](#) 1:46pm via TweetDeck

RT @[pisarose](#): A4: PR & social pros need to respect each other & have an earnest desire to learn about the other discipline. [#smchat](#) [#solopr](#)



[KristK](#) 1:46pm via Twubs

MT @[mdbarber](#) A3 Planning and research don't HAVE to take weeks. If you don't take a moment to do either, things get worse. [#solopr](#) [#smchat](#)



[SteveCassady](#) 1:46pm via web

@[LoriC_inspireU](#) Engagement is key. That is for sure @[BarryBirkett](#) @[sharonmostyn](#) [#smchat](#) [#solopr](#)



[karenswim](#) 1:46pm via Twubs

A4: C-O-M-M-U-N-I-C-A-T-E [#solopr](#)



[KenanSaatcioglu](#) 1:46pm via Tweetbot for iOS

+100 “A4: First respect what each do. Second see it as integrated strategy with common aims [#solopr](#) [#smchat](#) (via @[ajmun](#))”



[karenswim](#) 1:46pm via Twubs

Yes! RT @[ajmun](#) A4: First respect what each do. Second see it as integrated strategy with common aims [#solopr](#) [#smchat](#)



[sharonmostyn](#) 1:46pm via TweetDeck

Tough in 140 chars RT @[rynegannoe](#): Research seems like such a generic term. Can someone be more in depth with their process? [#smchat](#) [#solopr](#)



[SteveCassady](#) 1:46pm via web

@[LoriC_inspireU](#) What tips did you learn? @[sharonmostyn](#) @[Forbes](#) [#smchat](#) [#solopr](#)



[GnosisArts](#) 1:46pm via HootSuite

@[akenn](#) Good question. I don't know. Maybe it's one of those: "All PR involves SM, but not all SM is PR" sort of things [#solopr](#) [#smchat](#)



[SMSJOE](#) 1:46pm via Twubs

RT @[pisarose](#) A4: PR & social pros need to respect each other & have an earnest desire to learn about the other discipline. [#smchat](#) [#solopr](#)



[karens swim](#) 1:45pm via Twubs

@[puneet86](#) I love it! And busting those silos gets the job done better & faster :-)
[#smchat](#) [#solopr](#)



[Paula Johns](#) 1:45pm via Twubs

A4 Plan together, share research, communicate -- work together to achieve common goals.
[#smchat](#) [#solopr](#)



[m d barber](#) 1:45pm via Tweet Button

RT @[pisarose](#): A4: PR & social pros need to respect each other & have an earnest desire to learn about the other discipline. [#smchat](#) [#solopr](#)



[pisarose](#) 1:45pm via Twubs

A4: PR & social pros need to respect each other & have an earnest desire to learn about the other discipline. [#smchat](#) [#solopr](#)



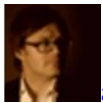
[mbarber](#) 1:45pm via [Tweet Button](#)

RT @[KenanSaatcioglu](#): Q4 What can [#SocialMedia](#) and [#PR](#) pros do to work together better? [#smchat](#) [#solopr](#) (via @[sharonmostyn](#))



[taliacadet](#) 1:45pm via [web](#)

RT @[karensxim](#): RT @[sharonmostyn](#) Q4 What can [#SocialMedia](#) and [#PR](#) pros do to work together better? [#smchat](#) [#solopr](#)



[ajmun](#) 1:45pm via [tchat.io](#)

A4: First respect what each do. Second see it as integrated strategy with common aims [#solopr](#) [#smchat](#)



[mbarber](#) 1:45pm via [tchat.io](#)

A3 -- Planning doesn't HAVE to take weeks. Neither does research but if you don't take a moment to do either things get worse. [#solopr](#)



[KenanSaatcioglu](#) 1:45pm via [Tweetbot for iOS](#)

Q4 What can [#SocialMedia](#) and [#PR](#) pros do to work together better? [#smchat](#) [#solopr](#) (via @[sharonmostyn](#))



[KeeyanaHall](#) 1:45pm via [HootSuite](#)

@[rynegannoe](#) For me, research is understanding who your target is, where they are, what they like, how they like it, etc. [#smchat](#) [#solopr](#)



[karensxim](#) 1:45pm via [Twubs](#)

RT @[PaulaJohns](#) PR may ironically be most misunderstood profession. Part of our job is to educate & integrate w/ other teams. [#smchat](#) [#solopr](#)



[KateRobins](#) 1:44pm via Echofon

@[karensxim](#) @[thewavesquad](#) @[KellyeCrane](#) Or what it can't do. Money won't buy you love. Or make you interesting. [#solopr](#) [#smchat](#)



[mdbarber](#) 1:44pm via tchat.io

@[LoisMarketing](#) You still need to gather facts and listen re the situation b4 you start acting, or make the situation worse [#smchat](#) [#solopr](#)



[puneet86](#) 1:44pm via web

@[karensxim](#) I'm going to make that our new hash tag. :) CC: @[SoloPR](#) [#nomoresilos](#) [#solopr](#) [#SMChat](#)

[akenn](#) 1:44pm via tchat.io

A4. At the very least, share plans for campaigns/pitches [#solopr](#)



[karensxim](#) 1:44pm via Twubs

RT @[sharonmostyn](#) Q4 What can [#SocialMedia](#) and [#PR](#) pros do to work together better? [#smchat](#) [#solopr](#)



[KristK](#) 1:44pm via Twubs

RT @[sharonmostyn](#) Q4 What can [#SocialMedia](#) and [#PR](#) pros do to work together better? [#smchat](#) [#solopr](#)



[SoloPR](#) 1:44pm via Twubs

RT @[sharonmostyn](#) Q4 What can [#SocialMedia](#) and [#PR](#) pros do to work together better? [#smchat](#) [#solopr](#)



[ajmunn](#) 1:44pm via tchat.io

@[akenn](#) There are many synergies but also important differences. Gosh - in 140 characters?
[#solopr](#) [#smchat](#)



[PaulaJohns](#) 1:44pm via Twubs

PR may ironically be the most misunderstood profession. Part of our job is to educate, and integrate w/ other teams. [#smchat](#) [#solopr](#)



[KenanSaatcioglu](#) 1:43pm via Tweetbot for iOS

The question is what we need and how we should do it.. @[KellyeCrane](#) [#smchat](#) [#solopr](#)
@[karenskim](#)



[mbarber](#) 1:43pm via tchat.io

@[rynegannoe](#) types of res vary. SM listening is one. Surveys, focus groups, RO past programs & much more. Depends on problem. [#smchat](#) [#solopr](#)



[sharonmostyn](#) 1:43pm via TweetDeck

Q4 What can [#SocialMedia](#) and [#PR](#) pros do to work together better? [#smchat](#) [#solopr](#)



[LoisMarketing](#) 1:43pm via TweetDeck

The luxury of research is great -- but what if someone calls you and says "I have a situation NOW"? [#soloPR](#) [#SMChat](#)



[sharonmostyn](#) 1:43pm via TweetDeck

They certainly don't. RT @[thewavesquad](#): @[KellyeCrane](#) Many startups don't have realistic goals on what [#PR](#) can do for them [#solopr](#)



[karensxim](#) 1:43pm via Twubs

@[puneet86](#) Ha this is def. a silo busting group! [#smchat](#) [#solopr](#)



[SoloPR](#) 1:43pm via Twubs

Battle cry! J RT @[puneet86](#) What I'm loving about [#SMChat](#) right now- it has a lot of traditional PR and marcomm pros. NO MORE SILOS. [#solopr](#)

[REDMEDIAPR](#) 1:42pm via TweetDeck

off topic but are any [#smChat](#) [#solopr](#) going to Blogher next weekend?



[sharonmostyn](#) 1:42pm via TweetDeck

RT @[KellyeCrane](#): @[thewavesquad](#) There's a lot of misinformation about what PR is- as you know, it's way more than media rel. [#SMChat](#) [#solopr](#)

[thewavesquad](#) 1:42pm via Twubs

@[KellyeCrane](#) True dat! :) [#smchat](#) [#soloPR](#)



[rynegannoe](#) 1:42pm via Twitter for iPhone

Research seems like such a generic term. Can someone be more in depth with their process?
[#smchat](#) [#solopr](#)



[SoloPR](#) 1:42pm via Twubs

RT @[KeeyanaHall](#) A3: Also, understanding the goals of your brand/org/biz big-picture wise.
[#smchat](#) [#solopr](#)



[sharonmostyn](#) 1:42pm via TweetDeck

You're forgiven THIS TIME ;) Glad you're here! RT @[SMSJOE](#): @[sharonmostyn](#) reporting for duty very tardy so sorry [#smchat](#) [#solopr](#)



[KristK](#) 1:42pm via Twubs

RT @[KellyeCrane](#) A3: "We need a news release!" is not a [#PR](#) strategy, just as "we need a Pinterest page!" doesn't work for SM [#smchat](#) [#solopr](#)



[puneet86](#) 1:42pm via web

What I'm loving about [#SMChat](#) right now -- it has a lot of traditional PR and marcomm pros. NO MORE SILOS. [#solopr](#)



[pisarose](#) 1:42pm via Twubs

@[SMSJOE](#) Hi Joe! Always a pleasure to see you! [#smchat](#) [#solopr](#)



[mdbarber](#) 1:42pm via tchat.io

AMEN! RT @[KellyeCrane](#): @[thewavesquad](#) True. There's a lot of info re what PR is- as you know, it's way more than media rel. [#SMChat](#) [#solopr](#)

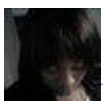


[karensxim](#) 1:42pm via Twubs

RT @[KellyeCrane](#) "We need a press release!" isn't a [#PR](#) strategy, just as "we need a Pinterest page!" doesn't work for socmed [#smchat](#) [#solopr](#)

[akenn](#) 1:42pm via tchat.io

@[GnosisArts](#) & @[ajmunn](#) have got me curious...what are differences bet SocMed and PR people? [#smchat](#) [#solopr](#)



[KeeyanaHall](#) 1:41pm via HootSuite

A3: Also, understanding the goals of your brand/org/biz big-picture wise. W/out that understanding, research is irrelevant. [#smchat](#) [#solopr](#)



[KellyeCrane](#) 1:41pm via tchat.io

@[thewavesquad](#) True. There's a lot of misinformation about what PR is- as you know, it's way more than media rel. [#SMChat](#) [#solopr](#)



[sharonmostyn](#) 1:41pm via TweetDeck

Research! RT @[KeeyanaHall](#): A3: I'm sure this has been said, but research, research & more research. Did I mention research? [#solopr](#) [#smchat](#)



[KenanSaatcioglu](#) 1:41pm via Tweetbot for iOS

Joined chat is great lot's of insights.. [#solopr](#) [#SMChat](#)



[LoisMarketing](#) 1:41pm via TweetDeck

@[sharonmostyn](#) The call of "my internal staff has ****ed up" happens. Are you willing to step in? That's the ?. [#soloPR](#) [#SMChat](#)



[ajmunn](#) 1:41pm via web

RT @[KellyeCrane](#): @[ajmunn](#) I think we're all learning a lot from each other today. This is fun! [#smchat](#) [#solopr](#)



[pisarose](#) 1:40pm via Twubs

RT @[KellyeCrane](#) A3: "We need a press release!" is not a [#PR](#) strategy. "We need a Pinterest page!" doesn't work for SoMe [#smchat](#) [#solopr](#)



[karensim](#) 1:40pm via Twubs

@[rynegannoe](#) Glad you could join and hope your preso went well! [#smchat](#) [#solopr](#)



[ajmun](#) 1:40pm via [tchat.io](#)

A3: I can imagine managing client expectations, plus ... ensuring their content is fit for audience must be challenges? [#solopr](#) [#smchat](#)



[GnosisArts](#) 1:40pm via [web](#)

RT @[ajmun](#): Listening to A3: as I am not a PR person. Good to learn more about it [#solopr](#) [#smchat](#)



[KenanSaatcioglu](#) 1:40pm via [Tweetbot for iOS](#)

@[KeeyanaHall](#) I think you did Lol [#solopr](#) [#SMChat](#)



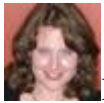
[KateRobins](#) 1:40pm via [Echofon](#)

RT @[SoloPR](#): RT @[puneet86](#): A3: Goal-setting and research. Know where you want to be/where you are right now. Then fill in gap. [#solopr](#) [#SMCh...](#)



[GnosisArts](#) 1:40pm via [web](#)

@[ajmun](#) I hear you. I'm not really a PR person, either. More of a [#marcomm](#) guy, really [#solopr](#) [#smchat](#)



[KellyeCrane](#) 1:40pm via [tchat.io](#)

@[ajmun](#) I think we're all learning a lot from each other today. This is fun! [#smchat](#) [#solopr](#)



[karensuim](#) 1:40pm via [Twubs](#)

RT @[thewavesquad](#) @[KellyeCrane](#) Many startups don't have realistic goals on what [#PR](#) can do for them [#smchat](#) [#solopr](#)



[JuicePick](#) 1:40pm via TweetDeck

@[ajmunn](#) I am in the same boat, this is such an interesting conversation [#solopr](#) [#smchat](#)



[rynecannoe](#) 1:39pm via Twitter for iPhone

Really late to [#smchat](#) [#solopr](#) got caught up working on a social media presentation. Sorry all.



[sharonmostyn](#) 1:39pm via Tweet Button

@[LoisMarketing](#) [#SoMe](#) and [#PR](#) are definitely a 24-hour profession! [#solopr](#) [#smchat](#)



[mdbarber](#) 1:39pm via tchat.io

RT @[thewavesquad](#): @[KellyeCrane](#) Many startups don't have realistic goals on what [#PR](#) can do for them [#solopr](#) [#smchat](#) [#solopr](#)



[PaulaJohns](#) 1:39pm via Twubs

Amen! RT @[mdbarber](#) A3 -- Research is key. That includes listening. Before you even get to the strategy. [#smchat](#) [#solopr](#) [#solopr](#)



[KellyeCrane](#) 1:39pm via tchat.io

A3: "We need a press release!" is not a [#PR](#) strategy, just as "we need a Pinterest page!" doesn't work for socmed [#smchat](#) [#solopr](#)



[mdbarber](#) 1:39pm via tchat.io

YES! RT @[KeeyanaHall](#): A3: I'm sure this has been said, but research, research & more research. Did I mention research? [#smchat](#) [#solopr](#)

9

[GnosisArts 1:39pm via web](#)

A3 I guess if I had to boil it down, I'd say gobs of research mixed with small, inexpensive tests and experiments [#solopr](#) [#smchat](#)

[thewavesquad 1:39pm via Twubs](#)

@[KellyeCrane](#) Many startups don't have realistic goals on what [#PR](#) can do for them [#solopr](#)



[ajmunn 1:38pm via tchat.io](#)

Listening to A3: as I am not a PR person. Good to learn more about it [#solopr](#) [#smchat](#)



[KeeyanaHall 1:38pm via HootSuite](#)

A3: I'm sure this has been said (I joined in late), but research, research and more research. Did I mention research? [#solopr](#) [#smchat](#)

[REDMEDIAPR 1:38pm via TweetDeck](#)

Amen - Yawn RT @[KellyeCrane](#): A2: I love [#socialmedia](#), but it has led to more sleepless nights for [#PR](#) pros. :-) [#smchat](#) [#solopr](#)



[karenskim 1:38pm via tchat.io](#)

RT @[onthemarcmedia](#): SoMe gives smaller businesses opportunity to interact w/ larger ones & allows for spreading of ideas. [#solopr](#) [#smchat](#)



[SoloPR 1:38pm via Twubs](#)

RT @[puneet86](#): A3: Goal-setting and research. Know where you want to be/where you are right now. Then fill in gap. [#solopr](#) [#SMChat](#)



[SteveCassady](#) 1:37pm via web

RT @KateRobins: @SoloPR @SteveCassady #solopr #smchat If pr was gate keeping, sm helps everyone over the wall.



[LoisMarketing](#) 1:37pm via TweetDeck

@sharonmostyn If you're in SoMe and/or PR as an advisor you must be ready and willing to take "those" calls when they come! #soloPR #SMChat



[sharonmostyn](#) 1:37pm via TweetDeck

RT @karensxim: This! RT @mdbarber A3 -- Knowing the problem you are trying to solve, before you start solving the wrong one. #smchat #solopr



[MilaU5](#) 1:37pm via RoundTeam

RT @KellyeCrane: A2: I love #socialmedia, but it has led to more sleepless nights for #PR pros. :-) #smchat #solopr



[MilaU5](#) 1:37pm via RoundTeam

RT @KellyeCrane: @andymci A1: Do you think that #socialmedia can be more effective when #PR objectives are part of planning? #smchat #solopr

[akenn](#) 1:37pm via tchat.io

@GnosisArts there are as many right answers as there are different businesses...#smchat #solopr



[LoisMarketing](#) 1:37pm via TweetDeck

God love the Apollo 13 crew .. but "Houston, we have a problem" can often apply in the PR/SoMe advisor's world. #SMChat #soloPR



[karensxim](#) 1:37pm via Twubs

This! RT @[mdbarber](#) A3 -- Knowing the problem you are trying to solve, before you start solving the wrong one. [#smchat](#) [#solopr](#)



[KateRobins](#) 1:36pm via Echofon

RT @[KellyeCrane](#): A3: Start with end in mind. What are your measurable objectives? That applies to both [#PR](#) and [#socialmedia](#) [#SMChat](#) [#solopr](#)



[SoloPR](#) 1:36pm via Twubs

MT @[BrightFoxMedia](#) A3: Have team consensus on strategy, measure, and don't be afraid to change if things don't go as planned [#smchat](#) [#solopr](#)



[BarryBirkett](#) 1:36pm via HootSuite

Or if even really problem RT @[mdbarber](#): Knowing the problem you are trying to solve, before you start solving the wrong one. [#smchat](#) [#solopr](#)



[sharonmostyn](#) 1:36pm via TweetDeck

Yikes! RT @[LoisMarketing](#): On occasions may be brought in to "fix" a PR and SoMe debacle after the fact! [#soloPR](#) [#SMchat](#)



[puneet86](#) 1:36pm via web

A3: Goal-setting and research. Know where you want to be/where you are right now. Then fill in gap. [#solopr](#) [#SMChat](#)



[GnosisArts](#) 1:36pm via HootSuite

A3 @[akenn](#) I agree with you; if I knew, I'd bottle it, package it and sell it :) [#solopr](#) [#smchat](#)



[pisarose](#) 1:36pm via Twubs

A3: A good PR campaign inspires others to tell your story better than you tell it...& tell it again + next chapter. [#smchat](#) [#solopr](#)



[sharonmostyn](#) 1:36pm via TweetDeck

RT @[akenn](#): Ability to adapt messaging to fit audience is essential too [#SMchat](#) [#solopr](#)



[BrightFoxMedia](#) 1:36pm via Tweet Button

Yes, knowing your audience is crucial RT: @[akenn](#)
Ability to adapt messaging to fit audience is essential [#SMchat](#) [#solopr](#)



[JuicePick](#) 1:35pm via TweetDeck

@[akenn](#) I agree, and would add it is very important [#smchat](#) [#solopr](#)



[KristK](#) 1:35pm via Twubs

RT @[mdbarber](#) A3 -- Knowing the problem you are trying to solve, before you start solving the wrong one. [#smchat](#) [#solopr](#)



[SoloPR](#) 1:35pm via Twubs

MT @[akenn](#) can't narrow answer to 1 thing. Client/exec buy-in, participation are key, silos working together is very imp. [#solopr](#) [#smchat](#)

[thewavesquad](#) 1:35pm via Twubs

MT @[KellyeCrane](#) A3: Start with the end in mind. What are ur measurable objectives? That applies to both [#PR](#) and [#socialmedia](#) [#SMChat](#) [#solopr](#)



[KateRobins](#) 1:35pm via Echofon

RT @[LoisMarketing](#): @[sharonmostyn](#) MUST meet client where they are at the moment. You do not always have benefit of "planning" [#soloPR](#) @[smchat](#)



[BarryBirkett](#) 1:35pm via HootSuite

[#Socialmedia](#) listening for [#PR](#) must take skilled filter RT @[JuicePick](#) Engagement & Listening ...aspects to gaining [#strategy](#) [#soloPR](#) [#smchat](#)



[mndbarber](#) 1:35pm via Tweet Button

RT @[KristK](#): A3: Defining success is most important aspect for comms campaigns. Make sure metrics have meaning to non-comms folks. [#soloPR](#) #...



[karensim](#) 1:35pm via Twubs

@[KeeyanaHall](#) Pumped you're here! Don't forget joint chat today with [#smchat](#) [#soloPR](#)



[ajmunn](#) 1:35pm via Tweet Button

RT @[KristK](#): A3: Defining success is most important aspect for comms campaigns. Make sure metrics have meaning to non-comms folks. [#soloPR](#) #...



[mndbarber](#) 1:35pm via tchat.io

A3 -- Knowing the problem you are trying to solve, before you start solving the wrong one. [#smchat](#) [#soloPR](#)



[LoisMarketing](#) 1:35pm via TweetDeck

If you insist on meeting and planning, you'll never make it in PR or SoMe. Gotta be ready to respond and go! in instances. [#soloPR](#) [#SMChat](#)

[REDMEDIAPR 1:35pm via TweetDeck](#)

A3 knowing objectives and how you define success. If you aren't clear on what you expect, you will just go in circles [#solopr](#) [#SMchat](#)



[KristK 1:35pm via Twubs](#)

A3: Defining success is most important aspect for comms campaigns. Make sure metrics have meaning to non-comms folks. [#solopr](#) [#smchat](#)

[akenn 1:34pm via tchat.io](#)

Ability to adapt messaging to fit audience is essential too [#SMchat](#) [#solopr](#)



[karenskim 1:34pm via Twubs](#)

@[REDMEDIAPR](#) So glad you made it! Don't forget to add [#smchat](#) to end of your tweets today [#solopr](#)



[BrightFoxMedia 1:34pm via Tweet Button](#)

A3: Have a team consensus on the strategic direction, measure, and don't be afraid to change if things don't go as planned [#smchat](#) [#solopr](#)



[sharonmostyn 1:34pm via TweetDeck](#)

RT @[puneet86](#): A2. In many ways, SM has brought PR to its right goals: listen, respond, engage. No uni-directional messages. [#solopr](#) [#SMchat](#)



[SoloPR 1:34pm via Twubs](#)

RT @[mdbarber](#) A3 Research is key. That incl listening. Before you even get to the strategy. Need to know where you're going. [#smchat](#) [#solopr](#)



[mdbarber](#) 1:34pm via Twitter for Mac

@[puneet86](#) agree but not now, especially. And good pros were always listening. [#solopr](#)
[#SMChat](#)

[thewavesquad](#) 1:34pm via Twubs

A3: Making sure ur story has VALUE and is communicated properly to market constituents. No comm for comm sake only [#solopr](#)



[KeeyanaHall](#) 1:34pm via HootSuite

Late to the [#solopr](#) party, but I'm pumped to jump in! *waves hello*



[ajmun](#) 1:34pm via tchat.io

@[pigarose](#) Blush [#solopr](#) [#smchat](#)

[akenn](#) 1:34pm via tchat.io

I'm stumped...can't narrow answer to just one thing. Client/exec buy-in, participation are key, silos working together is very imp.. [#solopr](#)

[pmswish](#) 1:34pm via Tweet Button

A3. Targeted messaging strategy is pretty important. [#SM](#) can help facilitate. [#smchat](#) [#solopr](#)



[LoisMarketing](#) 1:33pm via TweetDeck

@[sharonmostyn](#) On occasions may be brought in to "fix" a PR and SoMe debacle after the fact!
[#soloPR](#) [#SMchat](#)



[sharonmostyn](#) 1:33pm via TweetDeck

Definitely! RT @[KellyeCrane](#): A2: I love [#socialmedia](#), but it has led to more sleepless nights for [#PR](#) pros. :-) [#smchat](#) [#solopr](#)



[KellyeCrane](#) 1:33pm via [tchat.io](#)

A3: Start with the end in mind. What are your measurable objectives? That applies to both [#PR](#) and [#socialmedia](#) [#SMChat](#) [#solopr](#)



[piarose](#) 1:33pm via [Twubs](#)

@[ajmunn](#) is on a roll today! Some fabulous comments--lots of keepers. [#smchat](#) [#solopr](#)



[KenanSaatcioglu](#) 1:33pm via [Tweetbot for iOS](#)

MT Exactly! @[KateRobins](#): @[SoloPR](#) @[SteveCassady](#) [#solopr](#) [#smchat](#) If pr was gate keeping, sm helps everyone over the wall. (via @[sharonmostyn](#))



[mbarber](#) 1:33pm via [tchat.io](#)

A3 -- Resarch is key. That includes listening. Before you even get to the strategy. Need to know where you're going. [#smchat](#) [#solopr](#)



[sharonmostyn](#) 1:33pm via [TweetDeck](#)

RT @[karensxim](#): A2: Has opened tremendous oppty but demands proactive planning & diligent monitoring [#solopr](#) [#smchat](#)



[BrightFoxMedia](#) 1:33pm via [Tweet Button](#)

Social Media gives voice to small businesses and entrepreneurs that never would have got traction in the past [#PR](#) [#solopr](#) [#smchat](#)



[ajmunn](#) 1:33pm via [tchat.io](#)

Listening to A£ responses with interest. Great to have so many PR pros present [#solopr](#) [#smchat](#)

[REDMEDIAPR 1:33pm via TweetDeck](#)

Sorry to be late to [#solopr](#) I got motivated and ran farther than planned - speed reading thru the tweets to catch up

[pmswish 1:33pm via Tweet Button](#)

Yes! Tx. RT @[PaulaJohns](#): Social levels the playing field > MT @[pmswish](#): Trade pubs...Now small/med can be on radar. [#SMChat](#) [#solopr](#)



[anspaugh 1:32pm via web](#)

RT @[sharonmostyn](#): Q3 What is the most important thing for a successful [#PR](#) campaign or [#strategy](#)? [#smchat](#) [#solopr](#)



[sharonmostyn 1:32pm via TweetDeck](#)

Exactly! RT @[KateRobins](#): @[SoloPR](#) @[SteveCassady](#) [#solopr](#) [#smchat](#) If pr was gate keeping, sm helps everyone over the wall.



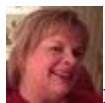
[LoisMarketing 1:32pm via TweetDeck](#)

@[sharonmostyn](#) MUST meet client where they are at the moment. You do not always have benefit of "planning"[#soloPR](#) @[smchat](#)



[SoloPR 1:32pm via Twubs](#)

RT @[sharonmostyn](#) Q3 What is the most important thing for a successful [#PR](#) campaign or [#strategy](#)? [#smchat](#) [#solopr](#)



[mbarber 1:32pm via tchat.io](#)

@[pisarose](#) Don't think so. PRSA Code of Ethics talks a lot about trans so it's really not all that new; maybe more pronounced [#smchat](#) [#solopr](#)



[KellyeCrane](#) 1:32pm via [tchat.io](#)

@[BarryBirkett](#) Yes, exactly! As others noted, most aspects of business have been effected by socmed speed [#SMChat](#) [#solopr](#)



[PaulaJohns](#) 1:32pm via [Twubs](#)

Social levels the playing field > MT @[pmswish](#): Trade pubs previously only talked to big firms. Now small/med can be on radar. [#SMChat](#) [#solopr](#)



[KristK](#) 1:31pm via [Twubs](#)

RT @[sharonmostyn](#) Q3 What is the most important thing for a successful [#PR](#) campaign or [#strategy](#)? [#smchat](#) [#solopr](#)



[ajmunn](#) 1:31pm via [tchat.io](#)

@[mdbarber](#) Relationships vital. Diff types Relationship / media/journalist + audiences Social makes audience more immediate [#solopr](#) [#smchat](#)



[KenanSaatcioglu](#) 1:31pm via [Tweetbot for iOS](#)

This is my favorite question-Q3 What is the most important thing for a successful [#PR](#) campaign/ [#strategy](#)? [#smchat](#) [#solopr](#) via @[sharonmostyn](#)



[sharonmostyn](#) 1:31pm via [Tweet Button](#)

@[LoriC_inspireU](#) Do you have a great example of someone you've met? @[SteveCassady](#) [#smchat](#) [#solopr](#)



[SociallySavvy4U](#) 1:31pm via [Twitter for iPhone](#)

RT @pmswish: A2. Firms that don't have dedicated [#PR](#) nor [#SM](#) person can do more with less. [#smchat](#) [#solopr](#)



[JuicePick](#) 1:31pm via [TweetDeck](#)

[#socialmedia](#) [#student](#) A3 Engagement and Listening are the most important aspects to gaining [#strategy](#) [#solopr](#) [#smchat](#)



[KristK](#) 1:31pm via [Twubs](#)

RT @cloudspark it's the way to make brands stronger, more responsive, more successful. Winning teams are teams that talk. [#solopr](#)



[BarryBirkett](#) 1:31pm via [HootSuite](#)

New warp-speed world RT @KellyeCrane ...social media firestorm can happen literally overnight is a permanent change for [#PR](#) [#SMChat](#). [#solopr](#)



[KateRobins](#) 1:31pm via [Echofon](#)

@SoloPR @SteveCassady [#solopr](#) [#smchat](#) If pr was gate keeping, sm helps everyone over the wall.



[sharonmostyn](#) 1:31pm via [TweetDeck](#)

Silo slayer! RT @cloudspark: @mdbarber @sharonmostyn slay every silo [#solopr](#) [#smchat](#)

[pmswish](#) 1:30pm via [Tweet Button](#)

RT @sharonmostyn: Q3 What is the most important thing for a successful [#PR](#) campaign or [#strategy](#)? [#smchat](#) [#solopr](#)



[karensim](#) 1:30pm via [Twubs](#)

RT @sharonmostyn Q3 What is the most important thing for a successful #PR campaign or #strategy? #smchat #solopr

[akenn](#) 1:30pm via Twitter for iPad

@KenanSaatcioglu in some ways, social offers more control - allows PR to publish own messages, without going thru trad media #solopr #SMchat



[BrightFoxMedia](#) 1:30pm via Tweet Button

RT: @BarryBirkett The fact that a soc.media firestorm can happen literally overnight is a permanent change for #PR #SMChat. #solopr #smchat

[pmswish](#) 1:30pm via Tweet Button

A2. Firms that don't have dedicated #PR nor #SM person can do more with less. #smchat #solopr



[mndbarber](#) 1:30pm via Tweet Button

RT @sharonmostyn: Q3 What is the most important thing for a successful #PR campaign or #strategy? #smchat #solopr



[pisarose](#) 1:30pm via Twubs

@mndbarber Just wondering if social media is pressuring PR to be more transparent in its relationship-building progress. #smchat #solopr



[sharonmostyn](#) 1:30pm via TweetDeck

Q3 What is the most important thing for a successful #PR campaign or #strategy? #smchat #solopr



[cloudspark](#) 1:30pm via web

@[mdbarber](#) @[sharonmostyn](#) it's the way to make brands stronger, more responsive, more successful. winning teams are teams that talk. [#solopr](#)



[sharonmostyn](#) 1:30pm via [TweetDeck](#)

Great example! RT @[pmswish](#): trade pubs previously only talked to big firms. Now w/ [#SM](#) small & med can be on the radar too. [#SMChat](#) [#solopr](#)



[PaulaJohns](#) 1:30pm via [TweetDeck](#)

. @[sharonmostyn](#) Thank you for the welcome! Great to be a part of this discussion. [#smchat](#) [#solopr](#)



[KristK](#) 1:29pm via [Twubs](#)

Amen! RT @[PaulaJohns](#): A2 No doubt [#SocialMedia](#) has dictated change across nearly all facets of biz. [#solopr](#) [#smchat](#)



[KellyeCrane](#) 1:29pm via [tchat.io](#)

@[BarryBirkett](#) The fact that a social media firestorm can happen literally overnight is a permanent change for [#PR](#) [#SMChat](#). [#solopr](#)



[GnosisArts](#) 1:29pm via [web](#)

A2 I think it's been helpful, overall. Being able to add SM syndication has improved our svc offerings to customers [#smchat](#) [#solopr](#)



[puneet86](#) 1:29pm via [web](#)

@[KateRobins](#) Agree, but I think we deal with that across all mktng channels anyway - SM is just the latest addition to list. [#Solopr](#) [#SMChat](#)



[KenanSaatcioglu](#) 1:29pm via [Tweetbot for iOS](#)

And PR is not fast enough? RT @_anspugh, probl that [#PR](#) has to react to quickly. [#solopr](#) [#smchat](#) (via @[karensim](#))



[jakprpro](#) 1:29pm via web

RT @[KellyeCrane](#): There's an *excellent* combined discussion going on right now on the [#solopr](#) & [#SMchat](#) hashtags - join us! [#solopr](#)



[piasarose](#) 1:29pm via Sprout Social

@[KateRobins](#) I think there's definitely some of that going on. More PR work created b/c of SoMe alarm. Crying wolf? [#solopr](#) [#smchat](#)



[PaulaJohns](#) 1:29pm via TweetDeck

. @[BarryBirkett](#) So true -- do away with silos to achieve goals, maximize comm impact. cc: @[mdbarber](#) [#smchat](#) [#solopr](#)



[mdbarber](#) 1:29pm via tchat.io

@[puneet86](#) Don't think good PR has ever been uni-directional. It's always been about building relationships and 2-way comm. [#smchat](#) [#solopr](#)



[SandraSays](#) 1:28pm via TweetDeck

RT @[KellyeCrane](#): There's an *excellent* combined discussion going on right now on the [#solopr](#) & [#SMchat](#) hashtags - join us! [#solopr](#)



[eexplorics](#) 1:28pm via HootSuite

+1 RT @[PaulaJohns](#): A2 No doubt Social has dictated change across nearly all facets of biz. [#solopr](#) [#smchat](#)



[ajmunn](#) 1:28pm via tchat.io

A2: PR still needs to be true to it's roots AND adjust to social. Social has added a dimension but necessarily taken away [#solopr](#) [#smchat](#)



[KristK](#) 1:28pm via Twubs

MT @[JuicePick](#) [#socialmedia](#) has reinvented the global village. We get immediate feedback from any corner of the globe. [#solopr](#) [#smchat](#)

[pmswish](#) 1:28pm via HootSuite

.@[sharonmostyn](#) trade pubs previously only talked to big firms. Now with [#SM](#) small and medium can be on the radar too. [#SMChat](#) [#solopr](#)

[thewavesquad](#) 1:28pm via Twubs

A2: Once you have campaign goals/audience in place, SM is turbo fuel for distribution / value of traditional PR [#solopr](#)



[KateRobins](#) 1:28pm via Echofon

@[puneet86](#) Bec it broadens exposure, increases risk. [#solopr](#) [#smchat](#)



[BarryBirkett](#) 1:28pm via HootSuite

Not too much of a good thing? RT @[KellyeCrane](#): True [#PR](#) pros are all about relationships, so social media has been a boon [#SMChat](#). [#solopr](#)



[puneet86](#) 1:28pm via web

A2. In many ways, SM has brought PR to its right goals: listen, respond, engage. No uni-directional messages. [#solopr](#) [#SMchat](#)



[mdbarber](#) 1:28pm via tchat.io

I knew that word would catch your attention! ;-) RT @cloudspark: @mdbarber @sharonmostyn slay every silo #solopr #solopr



[KellyeCrane](#) 1:28pm via [tchat.io](#)

There's an *excellent* combined discussion going on right now on the [#solopr](#) & [#SMchat](#) hashtags - join us! [#solopr](#)



[karensWim](#) 1:28pm via [tchat.io](#)

RT @_anspauh It helps, SM often frontline source when it comes to crises, probl that [#PR](#) has to react to quickly. [#solopr](#) [#smchat](#)



[sharonmostyn](#) 1:27pm via [TweetDeck](#)

RT @ReSoMe: A2. SoMe is definitely a helpful avenue for PR. It's a direct line to the pulse of your audience. [#SMChat](#) [#solopr](#)



[JuicePick](#) 1:27pm via [TweetDeck](#)

@[sharonmostyn](#) @[SoloPR](#) @[smchat](#) [#solopr](#) [#socialmedia](#) has reinvented the global village. We get immediate feedback from any corner of the globe



[mdbarber](#) 1:27pm via [tchat.io](#)

Exactly! RT @PaulaJohns: A2 No doubt Social has dictated change across nearly all facets of biz. [#solopr](#) [#smchat](#) [#solopr](#)



[KristK](#) 1:27pm via [Twubs](#)

A2: [#PR](#) emphasizes two-way communications, and [#socialmedia](#) opened the floodgates. [#solopr](#) [#Smchat](#)



[cloudspark](#) 1:27pm via [web](#)

@[mdbarber](#) @[sharonmostyn](#) slay every silo [#solopr](#)



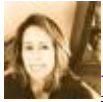
[mdbarber](#) 1:27pm via Sprout Social

A2: Social media disrupts traditional PR processes--challenges reporting, press release formats, pitching rituals. [#smchat](#) [#solopr](#)



[GnosisArts](#) 1:27pm via web

RT Q2 Is the emergence of [#SocialMedia](#) a help or hindrance to [#PR](#)? [#smchat](#) [#solopr](#)



[PaulaJohns](#) 1:27pm via Twubs

A2 No doubt Social has dictated change across nearly all facets of biz. [#solopr](#) [#smchat](#)



[karensxim](#) 1:27pm via tchat.io

RT @[ReSoMe](#): A2. SoMe is definitely a helpful avenue for PR. It's a direct line to the pulse of your audience. [#SMChat](#) [#solopr](#) [#smchat](#)



[KateRobins](#) 1:26pm via Echofon

@[pisarose](#) More work/not my job. Trusting someone else's idea/ worth the time? [#smchat](#) [#solopr](#)



[KenanSaatcioglu](#) 1:26pm via Tweetbot for iOS

@[akenn](#) People need that un controlled space, we can't control everything right? [#SMChat](#) [#solopr](#) [#solopr](#)



[mdbarber](#) 1:26pm via tchat.io

A2 -- as a comm pro, landscape changing so much, we need to set aside time to stay current, regardless of specialty. [#smchat](#) [#solopr](#)



[karenswim](#) 1:26pm via [tchat.io](#)

RT @[taliacadet](#): A1: We build and sustain relationships, so [#socialmedia](#) is means to that end!
[#smchat](#) [#solopr](#) [#smchat](#)



[pisarose](#) 1:26pm via [Twubs](#)

RT @[ajmunn](#) A2: Social has also brought about new type of influencers, more grass roots. PR has had to adjust [#solopr](#) [#smchat](#)



[taliacadet](#) 1:26pm via [Twitter for iPhone](#)

RT @[karenswim](#): RT @[KellyeCrane](#) A2: I love [#socialmedia](#), but it has led to more sleepless nights for [#PR](#) pros. :-)
[#smchat](#) [#solopr](#)



[BarryBirkett](#) 1:26pm via [HootSuite](#)

Long term or function of time & adaptation? PRT @[KellyeCrane](#): [#socialmedia](#) ...led to more sleepless nights for [#PR](#) pros. :-)
[#smchat](#) [#solopr](#)



[candacemcc](#) 1:26pm via [HootSuite](#)

+1 RT @[SoloPR](#): RT @[pisarose](#) A1: You can have PR without social media (& vice versa), but it would be half of a feedback loop [#smchat](#) [#solopr](#)



[mikeholden](#) 1:26pm via [Twitter for iPhone](#)

Checking out the combined [#solopr](#) and [#smchat](#) right now.



[sharonmostyn](#) 1:26pm via [TweetDeck](#)

Examples? RT @[pmswish](#): A2. [#SocialMedia](#) can be of great help to [#PR](#), can provide access where there may have been none. [#SMchat](#) [#solopr](#)



[mdbarber](#) 1:26pm via Tweet Button

RT @[KellyeCrane](#): A2: True [#PR](#) pros are all about relationships, so social media has been a boon [#SMChat](#). [#solopr](#)



[karensxim](#) 1:25pm via Twubs

A2: Has opened tremendous oppity but demands proactive planning & diligent monitoring [#solopr](#) [#smchat](#)



[puneet86](#) 1:25pm via web

A2. SM can help generate sales leads/revenue opps - which is a PR goal as well. Done right, it's very beneficial. [#SMChat](#) [#Solopr](#)



[mdbarber](#) 1:25pm via tchat.io

A2 - Seeing lots of use of word "adjust" w regard to PR. Anyone in comm today has had to adjust to new mediums. Not just PR. [#smchat](#) [#solopr](#)



[KellyeCrane](#) 1:25pm via tchat.io

A2: True [#PR](#) pros are all about relationships, so social media has been a boon [#SMChat](#). [#solopr](#)



[anspaugh](#) 1:25pm via web

RT @[sharonmostyn](#): Q2 Is the emergence of [#SocialMedia](#) a help or hindrance to [#PR](#)? [#smchat](#) [#solopr](#)



[ajmunn](#) 1:25pm via web

RT @[JenMarsikFriess](#): Q2 SM absolutely a help to PR; to @[ajmunn](#)'s point, so much benefit to even just listening. [#solopr](#) [#smchat](#)



[cherylbella](#) 1:25pm via web

Absolutely a help! More immediate feedback, alert problems ASAP, constant monitoring of where public's mindset is. [#smchat](#) [#solopr](#)



[ajmunn](#) 1:25pm via tchat.io

A2: Social also brings a greater need for transparency & ability for firms to respond quickly [#solopr](#) [#smchat](#)



[mndbarber](#) 1:25pm via Tweet Button

RT @ajmunn: A2: Social has also brought about new type of influencers, more grass roots. PR has had to adjust [#solopr](#) [#smchat](#)

[pmswish](#) 1:25pm via HootSuite

A2. [#SocialMedia](#) can be of great help to [#PR](#), can provide access where there may have been none. [#SMchat](#) [#solopr](#)

[akenn](#) 1:24pm via tchat.io

I agree that social media helps PR, but along with advantages comes some loss of control. [#SMChat](#) [#solopr](#) [#solopr](#)



[KenanSaatcioglu](#) 1:24pm via Tweetbot for iOS

Agree “A2: I love [#socialmedia](#), but it has led to more sleepless nights for [#PR](#) pros. :-) [#smchat](#) [#solopr](#) (via @[KellyeCrane](#))”



[puneet86](#) 1:24pm via web

A2. Also, proper SM training and understanding of goals is imp. Sometimes, brands jump into it cos they think they have to. [#SMChat](#) [#solopr](#)



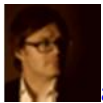
[mbarber](#) 1:24pm via [Tweet Button](#)

AMEN! RT @[BarryBirkett](#): Like the thinking on silos & overall goals. Need to set indiv dept goals that discourage silos [#smchat](#) [#solopr](#)



[BrightFoxMedia](#) 1:24pm via [Twitter for iPhone](#)

A2: A huge help b/c more channels to spread message and values. Only downside is negative is also easier to spread [#smchat](#) [#solopr](#)



[ajmun](#) 1:24pm via [tchat.io](#)

A2: Social has also brought about new type of influencers, more grass roots. PR has had to adjust [#solopr](#) [#smchat](#)



[PaulaJohns](#) 1:24pm via [Twubs](#)

A2 SoMe has transformed [#PR](#) and multiplied the channels available for engaging with customers, influencers, partners, etc. [#smchat](#) [#solopr](#)



[karensim](#) 1:24pm via [tchat.io](#)

RT @[onthemarcmedia](#): [#smchat](#) A2: SM helps if properly controlled to portray the right message. [#solopr](#) [#smchat](#)



[sharonmostyn](#) 1:24pm via [TweetDeck](#)

Welcome! How does it help? RT @[JuicePick](#): @[SoloPR](#) Just joining the conversation! A2 the emergence of [#socialmedia](#) helps PR! [#smchat](#) [#solopr](#)



[SoloPR](#) 1:24pm via [Twubs](#)

RT @[SteveCassady](#) A2. It adds confusion to those new to space. They are not the same [#soloPR](#) [#SMChat](#).



[KateRobins](#) 1:24pm via Echofon

@[sharonmostyn](#) @[LoisMarketing](#) amen! [#solopr](#) [#smchat](#)



[pisarose](#) 1:23pm via Twubs

A2: Despite the PR benefits of social, siloed PR teams may view it as a hindrance b/c it's disruptive--flags more issues. [#smchat](#) [#solopr](#)



[mdbarber](#) 1:23pm via Tweet Button

RT @[karensxim](#): RT @[KellyeCrane](#) A2: I love [#socialmedia](#), but it has led to more sleepless nights for [#PR](#) pros. :-) [#smchat](#) [#solopr](#)



[puneet86](#) 1:23pm via web

A2 -- No doubt about this one: SM definitely a help to PR. More ways to reach your audiences; why would that be bad?! [#SMChat](#) [#solopr](#)

[pmswish](#) 1:23pm via HootSuite

RT @[sharonmostyn](#): Q2 Is the emergence of [#SocialMedia](#) a help or hindrance to [#PR](#)? [#smchat](#) [#solopr](#)



[JenMarsikFriess](#) 1:23pm via Twitter for Mac

Q2 SM absolutely a help to PR; to @[ajmunn](#)'s point, so much benefit to even just listening. [#solopr](#) [#smchat](#)



[mdbarber](#) 1:23pm via Tweet Button

RT @[KristK](#): RT @[sharonmostyn](#) Q2 Is the emergence of [#SocialMedia](#) a help or hindrance to [#PR](#)? [#smchat](#) [#solopr](#)



[BarryBirkett](#) 1:23pm via HootSuite

@[PaulaJohns](#) @[mdbarber](#) Like the thinking on silos & overall goals. Need to set indiv dept goals that discourage silos [#smchat](#) [#solopr](#)



[JuicePick](#) 1:23pm via TweetDeck

@[SoloPR](#) Just joining the conversation! A2 the emergence of [#socialmedia](#) helps PR! [#smchat](#) [#solopr](#)



[karenswim](#) 1:23pm via Twubs

RT @[KellyeCrane](#) A2: I love [#socialmedia](#), but it has led to more sleepless nights for [#PR](#) pros. :-> [#smchat](#) [#solopr](#)



[mdbarber](#) 1:23pm via tchat.io

Absolutely a help. New tools. RT @[sharonmostyn](#): Q2 Is the emergence of [#SocialMedia](#) a help or hindrance to [#PR](#)? [#smchat](#) [#solopr](#) [#solopr](#)



[karenswim](#) 1:23pm via Tweet Button

RT @[taliacadet](#): @[pisarose](#) Exactly! SMtravels so much quicker than Traditional Media! People are now reporter during crisis. [#smchat](#) [#solopr](#)



[KristK](#) 1:22pm via Twubs

RT @[sharonmostyn](#) Q2 Is the emergence of [#SocialMedia](#) a help or hindrance to [#PR](#)? [#smchat](#) [#solopr](#)



[KellyeCrane](#) 1:22pm via tchat.io

A2: I love [#socialmedia](#), but it has led to more sleepless nights for [#PR](#) pros. :-> [#smchat](#) [#solopr](#)



[SteveCassady](#) 1:22pm via web

@[sharonmostyn](#) A2. It adds confusion to those new to space. They are not the same [#soloPR](#) [#SMChat](#).



[sharonmostyn](#) 1:22pm via TweetDeck

At times both! RT @[LoisMarketing](#): @[KateRobins](#) Frustrating scenario -- or wide open opportunity? [#soloPR](#) [#SMChat](#)



[mbarber](#) 1:22pm via tchat.io

A1 - We've talked about listening & broadcasting in SM but engagement is also key. Building relationships online. [#smchat](#) [#soloPR](#)



[ajmunn](#) 1:22pm via tchat.io

A2: Help absolutely. Much quicker feedback loops plus can provide targeted & contextual messaging/delivery [#soloPR](#) [#smchat](#)



[SoloPR](#) 1:22pm via Twubs

MT @[thewavesquad](#) Question is allocating budgets to mktg activities that support goals. I am a marketer first w/ a PR specialty [#soloPR](#)



[SteveCassady](#) 1:21pm via web

RT @[sharonmostyn](#): Q2 Is the emergence of [#SocialMedia](#) a help or hindrance to [#PR](#)? [#smchat](#) [#soloPR](#)



[sharonmostyn](#) 1:21pm via Tweet Button

@[KenanSaatcioglu](#) Hi Kenan! We're on Q2 Is the emergence of [#SocialMedia](#) a help or hindrance to [#PR](#)? [#smchat](#) [#soloPR](#)



[PaulaJohns](#) 1:21pm via Twubs

A1 For biz, essential for SoMe and [#PR](#) to work together as a team -- with integrated approach to comm. [#solopr](#) [#smchat](#)



[KenanSaatcioglu](#) 1:21pm via Tweetbot for iOS

Q2 Is the emergence of [#SocialMedia](#) a help or hindrance to [#PR](#)? [#smchat](#) [#solopr](#) (via [@sharonmostyn](#))



[karensWim](#) 1:21pm via Twubs

Yes! -->[@pigarose](#): A1: Social media is a critical first warning system for crisis communications/PR. [#smchat](#) [#solopr](#)”



[mDbarber](#) 1:21pm via tchat.io

Absolutely a help. RT [@SoloPR](#): RT [@sharonmostyn](#) Q2 Is the emergence of [#SocialMedia](#) a help or hindrance to [#PR](#)? [#smchat](#) [#solopr](#) [#solopr](#)



[LoisMarketing](#) 1:21pm via TweetDeck

[@KateRobins](#) Frustrating scenario -- or wide open opportunity? [#soloPR](#) [#SMChat](#)



[SoloPR](#) 1:21pm via Twubs

RT [@sharonmostyn](#) Q2 Is the emergence of [#SocialMedia](#) a help or hindrance to [#PR](#)? [#smchat](#) [#solopr](#)



[sharonmostyn](#) 1:21pm via TweetDeck

MT [@thewavesquad](#): Question is allocating budgets to mktg activities that support goals. I am a marketer first w/PR specialty [#solopr](#) [#smchat](#)



[cherylbella](#) 1:20pm via web

@[ajmun](#) Very true. Who has a personal example of this? [#smchat](#) [#solopr](#)



[taliacadet](#) 1:20pm via Twitter for iPhone

Agreed Shelly! “@[pigarose](#): A1: Social media is a critical first warning system for crisis communications/PR. [#smchat](#) [#solopr](#)”



[sharonmostyn](#) 1:20pm via TweetDeck

Q2 Is the emergence of [#SocialMedia](#) a help or hindrance to [#PR](#)? [#smchat](#) [#solopr](#)



[ajmun](#) 1:20pm via tchat.io

A1: social more than broadcast. Listening key. Understand how ppl talk about brand helps build stories that reach audience [#solopr](#) [#smchat](#)



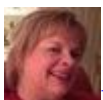
[mdbarber](#) 1:20pm via Tweet Button

RT @[sharonmostyn](#): Exactly! RT @[GnosisArts](#): A1 You could, I guess, but why would you want to? [#solopr](#) [#SMchat](#)



[sharonmostyn](#) 1:20pm via TweetDeck

Exactly! RT @[GnosisArts](#): A1 You could, I guess, but why would you want to? [#solopr](#) [#SMchat](#)



[mdbarber](#) 1:19pm via tchat.io

@[cherylbella](#) see SM in different dept regularly but there is crossover with PR/Ad/Mktg for it to be effective. [#solopr](#)

[thewavesquad 1:19pm via Twubs](#)

RT @ajmunnn A1: Social great for listening & realtime feedback, helps with messaging & PR direction [#solopr](#) [#smchat](#)

[thewavesquad 1:19pm via Twubs](#)

@sharonmostyn I agree. Question is allocating budgets to mktg activities that support goals. I am a marketer first w/ a PR specialty [#solopr](#)



[PaulaJohns 1:19pm via Twubs](#)

Word RT @mdbarber key is strategic approach to comm. doesn't matter who's lead but silos mean no one achieves overall goals [#smchat](#) [#solopr](#)



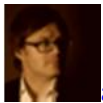
[GnosisArts 1:19pm via web](#)

A1 You could, I guess, but why would you want to? [#solopr](#) [#SMchat](#)



[sharonmostyn 1:19pm via TweetDeck](#)

RT @mdbarber: Agree. We must get beyond silos & solve comm problems. Doesn't matter who's on 1st; integrate & collaborate. [#smchat](#) [#solopr](#)



[ajmunnn 1:19pm via tchat.io](#)

A1: Social great for listening & realtime feedback, helps with messaging & PR direction [#solopr](#) [#smchat](#)



[LoisMarketing 1:18pm via TweetDeck](#)

Your clients may not use social channels -- bu chances are their customers ARE. Cannot ignore collaboration anymore. [#soloPR](#) [#smchat](#) A1



[mdbarber](#) 1:18pm via [tchat.io](#)

@[sharonmostyn](#) Agree. We must get beyond silos & solve comm problems. Doesn't matter who's on first; integrate & collaborate. [#smchat](#) [#solopr](#)



[KellyeCrane](#) 1:18pm via [tchat.io](#)

@[andymci](#) A1: Do you think that [#socialmedia](#) can be more effective when [#PR](#) objectives are part of planning? [#smchat](#) [#solopr](#)



[cherylbella](#) 1:18pm via [web](#)

@[mdbarber](#) Yes, if all aren't w/in same dept, (I can't imagine that) have to be interwoven together. [#smchat](#) [#solopr](#)



[sharonmostyn](#) 1:17pm via [TweetDeck](#)

@ [anspaugh](#) @ [corecorina](#) I'm using a combo of Tweetdeck and tchat.io [#smchat](#) [#solopr](#)



[PaulaJohns](#) 1:17pm via [Twubs](#)

Agree > MT @[andymci](#): A1. You can certainly participate in SoMe w/o needing a PR strategy. SM is a tool for more than PR. [#smchat](#) [#solopr](#)



[karensxim](#) 1:17pm via [Twubs](#)

RT @[mdbarber](#) key is a strategic approach to comm. doesn't matter who's lead but silos mean no one achieves overall goals. [#smchat](#) [#solopr](#)



[KristK](#) 1:17pm via [Twubs](#)

RT @[mdbarber](#) A1 -- key is strategic approach. It doesn't matter who's lead but silos mean no one achieves overall goals. [#smchat](#) [#solopr](#)



[pisarose](#) 1:17pm via Twubs

A1: Social media is a critical first warning system for crisis communications/PR. [#smchat](#)
[#solopr](#)



[GnosisArts](#) 1:17pm via web

RT Q1 Can you have [#SocialMedia](#) without [#PR](#), and vice versa? [#smchat](#) [#solopr](#)



[ajmunn](#) 1:17pm via tchat.io

A1: Concentration should be most effective WAYS to get in front of audience. Requires multiple avenues [#solopr](#) [#smchat](#)



[KristK](#) 1:16pm via Twubs

@[andymci](#) Agree that [#socialmedia](#) can be used for purposes other than [#PR](#) and relationship-building [#solopr](#) [#smchat](#)



[sharonmostyn](#) 1:16pm via TweetDeck

MT @[ajmunn](#): A1: We are getting beyond debates of social vs PR vs traditional adv. Marketing is about integrated approach [#solopr](#) [#smchat](#)



[mdbarber](#) 1:16pm via tchat.io

A1 -- key is a strategic approach to comm. It doesn't really matter who's lead but silos mean no one achieves overall goals. [#smchat](#) [#solopr](#)



[karensim](#) 1:16pm via tchat.io

RT @[taliacadet](#): A1: We build and sustain relationships, so [#socialmedia](#) is a means to that end!
[#smchat](#) [#solopr](#) [#smchat](#)



[SoloPR 1:16pm via Twubs](#)

RT @[BarryBirkett](#) A1: You CAN have one without the other but there would be a gap in potential in one alone. [#smchat](#) [#soloPR](#)



[SoloPR 1:15pm via Twubs](#)

@[GnosisArts](#) Welcome, Eric! Today's [#soloPR](#) is being held jointly w/[#smchat](#), so pls use both hashtags.



[sharonmostyn 1:15pm via TweetDeck](#)

RT @[KristK](#): A1: [#PR](#) pros focus on building relationships with key audiences, and today those tools must include [#socialmedia](#) [#soloPR](#) [#smchat](#)



[sharonmostyn 1:15pm via TweetDeck](#)

Love this! RT @[pisarose](#): A1: You can have [#PR](#) without [#socialmedia](#) (& vice versa), but it would be half of a feedback loop. [#smchat](#) [#soloPR](#)



[pisarose 1:15pm via Sprout Social](#)

@[karensnim](#) Thanks for the reminder, Karen. Will do! [#smchat](#) [#soloPR](#)



[ajmunn 1:14pm via tchat.io](#)

A1: We are getting beyond debates of social vs PR vs traditional advertising. Marketing is about integrated approach [#soloPR](#) [#smchat](#)



[LoisMarketing 1:14pm via TweetDeck](#)

You should never rely on one to provide "buzz" and press for the other. Must be hand in hand, managed as team. [#soloPR](#) [#SMChat](#) A1



[karensxim 1:14pm via Twubs](#)

A1: Yes you can but if clients are using social channels, should be alignment [#solopr](#) [#smchat](#)

[thewavesquad 1:14pm via Twubs](#)

RT @[cherylbella](#) A1: Absolutely u can. They're intertwined but not 100% dependent. PR is effective w/o SM but SM is extension of PR. [#SoloPr](#)



[pisarose 1:14pm via Twubs](#)

A1: SoMe isn't just another amplification tool for PR. It builds relationships for handoff to PR & helps shape messaging. [#smchat](#) [#solopr](#)



[SteveCassady 1:14pm via web](#)

RT @[corecorina](#): A1) SM and PR are bedfellows that need to work together in an ethical way. They aren't mutually exclusive, though. [#solopr](#) ...



[JenMarsikFriess 1:14pm via web](#)

RT @[LoisMarketing](#): Collaboration is a must. One without the other is an "empty channel" (and dangerous!) in this day and time. [#soloPr](#) @[Smc](#)...



[mdbarber 1:14pm via tchat.io](#)

RT @[pisarose](#) A1: You can have PR without social media (and vice versa), but it would be half of a feedback loop. [#smchat](#) [#solopr](#) [#solopr](#)



[GnosisArts 1:14pm via web](#)

Hey, [#solopr](#) gang! I'm now officially a solo ... something! Nice to be able to join in. Eric, Gnosis Media Group



[jakprpro](#) 1:14pm via web

RT @[KristK](#): A1: [#PR](#) pros focus on building relationships with key audiences, and today those tools must include [#socialmedia](#) [#solopr](#) [#smchat](#)



[SteveCassady](#) 1:14pm via web

RT @[KristK](#): A1: [#PR](#) pros focus on building relationships with key audiences, and today those tools must include [#socialmedia](#) [#solopr](#) [#smchat](#)



[SoloPR](#) 1:14pm via Twubs

MT @[ajmunn](#) A1: Not every co uses Social, & not all use PR (another debate) if asking is one alternative for another then no [#solopr](#) [#smchat](#)



[LoisMarketing](#) 1:13pm via TweetDeck

If you're an independent advisor in one arena or the other -- and not seeing the 'blend' you're missing the mark. [#soloPR](#) [#SMchat](#) A1



[karenskim](#) 1:13pm via tchat.io

RT @[akenn](#): Agree with @[mdbarber](#). Also have seen opp. where SM team uses posts, interaction in hopes of generating PR [#smchat](#) [#solopr](#) [#smchat](#)



[mdbarber](#) 1:13pm via Tweet Button

RT @[KristK](#): A1: [#PR](#) pros focus on building relationships with key audiences, and today those tools must include [#socialmedia](#) [#solopr](#) [#smchat](#)



[BarryBirkett](#) 1:13pm via HootSuite

A1: You CAN have one without the other but there would be a gap in potential in one alone. [#smchat](#) [#solopr](#)



[corecorina](#) 1:13pm via [tchat.io](#)

A1) SM is the Chicken and PR is the Egg... or is that the other way around? ;) [#solopr](#) [#smchat](#)



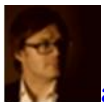
[cherylbella](#) 1:13pm via [web](#)

A1: Absolutely you can. They're intertwined but not 100% dependent. PR is effective w/o SM but to me SM is extension of PR. [#smchat](#) [#SoloPr](#)



[SoloPR](#) 1:13pm via [Twubs](#)

RT @ [pisarose](#) A1: You can have PR without social media (and vice versa), but it would be half of a feedback loop. [#smchat](#) [#solopr](#)



[ajmunn](#) 1:13pm via [tchat.io](#)

Nice to see a heavy PR bias today (refreshing to see different perspective) [#solopr](#) [#smchat](#)



[KristK](#) 1:13pm via [Twubs](#)

A1: [#PR](#) pros focus on building relationships with key audiences, and today those tools must include [#socialmedia](#) [#solopr](#) [#smchat](#)



[andymci](#) 1:13pm via [tchat.io](#)

A1. You can certainly participate in social media without needing a PR strategy. SM is a tool for more than PR. [#smchat](#) [#solopr](#) [#smchat](#)



[SoloPR](#) 1:13pm via [Twubs](#)

MT @ [mdbarber](#) A1 - Think SM and PR are absolutely linked... Ties to an overall strategic plan. [#smchat](#) [#solopr](#)



[karenswim](#) 1:12pm via [tchat.io](#)

@[pisarose](#) Hi Shelly nice to meet you! Don't forget to add [#solopr](#) to the end of your tweets today [#smchat](#) [#smchat](#)



[LoisMarketing](#) 1:12pm via [TweetDeck](#)

Collaboration is a must. One without the other is an "empty channel" (and dangerous!) in this day and time. [#soloPr](#) @[smchat](#) A1



[mdbarber](#) 1:12pm via [Tweet Button](#)

RT @[PaulaJohns](#): A1. Social media is one of many PR tools. [#smchat](#) [#solopr](#)

[pmswish](#) 1:12pm via [Tweet Button](#)

RT @[PaulaJohns](#): A1. Social media is one of many PR tools. [#smchat](#) [#solopr](#)



[mdbarber](#) 1:12pm via [tchat.io](#)

A1 -- SM can be in the tool box of almost any aspect of comm/marketing. The question is whether it can stand alone. [#solopr](#)



[ajmunn](#) 1:12pm via [tchat.io](#)

A1: Yes & no. Not every co uses Social, & not all use PR (another debate) if asking is one alternative for another then no [#solopr](#) [#smchat](#)



[corecorina](#) 1:12pm via [tchat.io](#)

A1) SM and PR are bedfellows that need to work together in an ethical way. They aren't mutually exclusive, though. [#solopr](#) [#smchat](#)



[PaulaJohns](#) 1:12pm via Twubs

A1. Social media is one of many PR tools. [#smchat](#) [#solopr](#)



[sharonmostyn](#) 1:12pm via TweetDeck

@[BarryBirkett](#) Yes, today [#smchat](#) is teaming up with [#solopr](#) to gather amazing insights on [#socialmedia](#) and [#pr](#)



[pizarose](#) 1:11pm via Twubs

A1: You can have PR without social media (and vice versa), but it would be half of a feedback loop. [#smchat](#) [#solopr](#)



[KateRobins](#) 1:11pm via Echofon

@[sharonmostyn](#) SM is a pr tactic so they're bound that way. [#solopr](#)



[SteveCassady](#) 1:11pm via web

RT @[karensxim](#): RT @[sharonmostyn](#) Let's get started! Q1 Can you have [#SocialMedia](#) without [#PR](#), and vice versa? [#smchat](#) [#solopr](#)



[mbarber](#) 1:11pm via tchat.io

A1 - Think SM and PR are absolutely linked. SM is tool in the toll box for communicators. Ties to an overall strategic plan. [#smchat](#) [#solopr](#)



[KristK](#) 1:11pm via Twubs

RT @[sharonmostyn](#) Q1 Can you have [#SocialMedia](#) without [#PR](#), and vice versa? [#smchat](#) [#solopr](#)



[sharonmostyn 1:11pm via TweetDeck](#)

Hello @[SteveCassady](#) @[mdbarber](#) & @[PaulaJohns](#) - nice to see such a great mix of [#smchat](#) and [#solopr](#) pros!



[JenMarsikFriess 1:10pm via web](#)

RT @[sharonmostyn](#): Let's get started! Q1 Can you have [#SocialMedia](#) without [#PR](#), and vice versa? [#smchat](#) [#solopr](#)



[BarryBirkett 1:10pm via HootSuite](#)

Haven't had time to stop at [#smchat](#) in a while & its a double team? RT @[sharonmostyn](#): ...Say hello to the [#smchat](#) and [#solopr](#) crew!



[SoloPR 1:10pm via Twubs](#)

RT @[sharonmostyn](#) Let's get started! Q1 Can you have [#SocialMedia](#) without [#PR](#), and vice versa? [#smchat](#) [#solopr](#)

[akenn 1:10pm via Twitter for iPad](#)

Good question, def overlap “@[sharonmostyn](#): Let's get started! Q1 Can you have [#SocialMedia](#) without [#PR](#), and vice versa? [#smchat](#) [#solopr](#)”



[SoloPR 1:10pm via Twubs](#)

@[corecorina](#) Hi! Please include both [#smchat](#) and [#solopr](#) hashtags in your tweets today, so we can all see. Nice to meet you!

[pmswish 1:10pm via Tweet Button](#)

RT @[SteveCassady](#): Hello! RT @[sharonmostyn](#): C'mon everyone - I know you're out there! Say hello to the [#smchat](#) and [#solopr](#) crew!



[PaulaJohns](#) 1:10pm via Twubs

Joining [#solopr](#) chat late. Hello from north San Diego County! Looking forward to hearing from the [#smchat](#) folks.



[mndbarber](#) 1:10pm via Tweet Button

RT @[sharonmostyn](#): Let's get started! Q1 Can you have [#SocialMedia](#) without [#PR](#), and vice versa? [#smchat](#) [#solopr](#)



[karensxim](#) 1:09pm via Twubs

RT @[sharonmostyn](#) Let's get started! Q1 Can you have [#SocialMedia](#) without [#PR](#), and vice versa? [#smchat](#) [#solopr](#)



[KateRobins](#) 1:09pm via Echofon

RT @[sharonmostyn](#): Let's get started! Q1 Can you have [#SocialMedia](#) without [#PR](#), and vice versa? [#smchat](#) [#solopr](#)



[mndbarber](#) 1:09pm via tchat.io

Good morning from Anchorage; 13 years solo; 35 in PR/comm. Looking forward to the chat. today. [#smchat](#) [#solopr](#)



[SteveCassady](#) 1:09pm via Buffer

Hello! RT @[sharonmostyn](#): C'mon everyone - I know you're out there! Say hello to the [#smchat](#) and [#solopr](#) crew!



[karensxim](#) 1:09pm via Twubs

RT @[KellyeCrane](#) Tip: copy hashtag of chat you don't usually join, add to end in a tool like tchat.io (which already adds 1) [#smchat](#) [#solopr](#)



[sharonmostyn](#) 1:09pm via [TweetDeck](#)

Let's get started! Q1 Can you have [#SocialMedia](#) without [#PR](#), and vice versa? [#smchat](#) [#solopr](#)



[karensWim](#) 1:08pm via [Twubs](#)

Great group gathering for [#solopr](#) [#smchat](#)!



[sharonmostyn](#) 1:07pm via [TweetDeck](#)

RT @[JasonSchemmel](#): Hi [#SMChat](#) & [#SoloPR](#), Jason here from @[ENTRPRSR](#) (connects biz to college students). But I also cover PR/Mktg/Social Media



[KellyeCrane](#) 1:07pm via [tchat.io](#)

Tip: copy the hashtag of the chat you don't usually join, & add it to the end in a tool like [tchat.io](#) (which already adds 1) [#smchat](#) [#solopr](#)



[JenMarsikFriess](#) 1:07pm via [Twitter for Mac](#)

Hello from DFW! [#smchat](#) [#solopr](#)



[sharonmostyn](#) 1:07pm via [TweetDeck](#)

MT @[KellyeCrane](#): ...want to make sure everyone saw dates for the 2014 [#SoloPR](#) Summit announced: [bit.ly/193cBcd](#) [#smchat](#) [#solopr](#)



[sharonmostyn](#) 1:06pm via [TweetDeck](#)

RT @[KellyeCrane](#): All communications pros are welcome-hope to see our [#solopr](#) & [#smchat](#) friends at the Summit in Atlanta in February! [#solopr](#)



[KellyeCrane](#) 1:06pm via [tchat.io](#)

@[KristK](#) Now, you know we wouldn't plan an event without checking for Mardi Gras dates for our Gulf Coast friends! [#smchat](#) [#solopr](#)



[JenMarsikFriess](#) 1:05pm via [Twitter for Mac](#)

Can't wait! 2014 [#SoloPR](#) Summit announced: [ow.ly/n3D4S](#) via @[KellyeCrane](#)



[sharonmostyn](#) 1:05pm via [TweetDeck](#)

Welcome to [#smchat](#) [#solopr](#) @[puneet86](#) and the @[SHIFTcomm](#) team! Glad to have you here!



[JasonSchemmel](#) 1:05pm via [web](#)

Hi [#SMChat](#) & [#SoloPR](#), Jason here from @[ENTRPRSR](#) (connects biz to college students). But I also cover PR/Marketing/Social Media



[SoloPR](#) 1:05pm via [Twubs](#)

RT @[sharonmostyn](#) C'mon everyone - I know you're out there! Say hello to the [#smchat](#) and [#solopr](#) crew!



[KristK](#) 1:05pm via [Twubs](#)

@[KellyeCrane](#) Checked to see if conflict with Mardi Gras (March 4). Answer = no so I'm planning to see you at [#solopr](#) Summit [#smchat](#)



[karensim](#) 1:04pm via [Twubs](#)

RT @[KellyeCrane](#) All communications pros are welcome - hope to see [#solopr](#) and [#smchat](#) friends at the Summit in Atlanta in February! [#solopr](#)



[sharonmostyn](#) 1:04pm via TweetDeck

Nice to see you @[ajmun](#)! Glad to have you joining us @[KristK](#)! [#smchat](#) [#solopr](#)



[KateRobins](#) 1:04pm via Echofon

RT @[KellyeCrane](#): While we gather, want to make sure everyone saw dates for the 2014 [#SoloPR](#) Summit announced: [ow.ly/n3D4S](#) [#smcha](#)...



[ajmun](#) 1:04pm via web

Gosh, not sure I will always be able to add in both [#smchat](#)! and [#solopr](#) - will try



[karensim](#) 1:04pm via Twubs

Hi everyone! Karen Swim, Michigan based solo PR pro and Director of Develop for @[SoloPR](#) [#solopr](#) [#smchat](#)



[SoloPR](#) 1:04pm via Twubs

MT @[KellyeCrane](#) ...want to make sure everyone saw dates for the 2014 [#SoloPR](#) Summit announced: [ow.ly/n3D4S](#) [#smchat](#) [#solopr](#)



[wesley83](#) 1:03pm via TweetDeck

RT @[KellyeCrane](#): All communications pros are welcome - hope to see our [#solopr](#) and [#smchat](#) friends at the Summit in Atlanta in February! [#s](#)...



[sharonmostyn](#) 1:03pm via TweetDeck

C'mon everyone - I know you're out there! Say hello to the [#smchat](#) and [#solopr](#) crew!



[KellyeCrane 1:03pm via tchat.io](#)

All communications pros are welcome - hope to see our [#solopr](#) and [#smchat](#) friends at the Summit in Atlanta in February! [#solopr](#)



[KristK 1:03pm via Twubs](#)

Hello to my [#solopr](#) pals and [#smchat](#) folks. I'm Kristie from MS Gulf Coast (PR pro w 20+ yrs of experience, 9 as indy, APR and PR prof)



[KellyeCrane 1:03pm via tchat.io](#)

While we gather, want to make sure everyone saw dates for the 2014 [#SoloPR](#) Summit announced: ow.ly/n3D4S [#smchat](#) [#solopr](#)



[KellyeCrane 1:02pm via tchat.io](#)

Hi everyone! I'm the Atlanta-based founder of [#solopr](#), blog at [soloprpro \[dot\] com](http://soloprpro[dot]com). [#smchat](#) [#solopr](#)



[KateRobins 1:02pm via Echofon](#)

[#solopr](#) Hi everyone. Kate Robins, in the over baked NE (Conn.).



[sharonmostyn 1:02pm via TweetDeck](#)

RT @[SoloPR](#): Reminder that today we're joined w/[#smchat](#)! Qs will come from @[sharonmostyn](#) and will be RTed by @[SoloPR](#). [#solopr](#)



[KristK 1:01pm via Twubs](#)

Time for the combined [#smchat](#) and [#solopr](#) chat! We'll use both hashtags, more info here: bit.ly/12rIgfZ via @[KellyeCrane](#)



[SoloPR](#) 1:01pm via Twubs

Reminder that today we're joined w/[#smchat](#)! Qs (bit.ly/12rIgfZ) will come from [@sharonmostyn](#) and will be RTed by [@SoloPR](#). [#solopr](#)



[sharonmostyn](#) 1:01pm via TweetDeck

[#smchat](#) Please take a minute and introduce yourselves so we know who you are! Special hello to [@KellyeCrane](#) & [@karensxim](#) from [#solopr](#)



[RocketingSoltns](#) 1:01pm via RoundTeam

RT [@sharonmostyn](#): Welcome [#smchat](#) and [#solopr](#) friends! I'm Sharon and I'll be your moderator today. Details on today's chat here: <http://t...>



[sharonmostyn](#) 1:00pm via TweetDeck

Welcome [#smchat](#) and [#solopr](#) friends! I'm Sharon and I'll be your moderator today. Details on today's chat here: bit.ly/12rIgfZ