



#SoloPR Transcript –8/7/2013

Q1: What tool did you think would be a treat, but turned out to be tricky? #solopr

Q2: On your blog, how can you share a link to someone else's content without "spooking" them? Accepted way to give credit?#solopr

Q3: What's the scariest situation you've been in as a #solopr pro, and how did you handle? Boo!

Q4: Very important as an indie: how do you treat yourself? #solopr

Q5: If your business was a Halloween monster, what kind would it be and why? :-)
#solopr



[Kimberly Flaherty @kflahertycom2m](#)

Thanks for another great [#solopr](#) chat. Have a productive afternoon and a Happy Halloween, all.



[Kellye Crane @KellyeCrane3m](#)

Run awaaay! J RT [@kflahertycom](#): A5 Some days, Frankenstein, misunderstood by the angry villagers. :) [#solopr](#)



[Davina Brewer @3hats @3HatsComm3m](#)

Yes this was a treat. now looking forward to Friday.. aka half-priced chocolate day ;-)
[#solopr](#)



[Kellye Crane @KellyeCrane4m](#)

[@karenskim](#): [@BluePepperPR](#) Here's an old school one: Mighty Isis! [#solopr](#)



[Fran Stephenson @fransteps4m](#)

Hope y'all have more treats than tricks this week! Happy Halloween, solos! Can't wait to see y'all in Feb. Got my plane fix! [#solopr](#)



[Kimberly Flaherty @kflahertycom4m](#)

A5 Some days, Frankenstein, misunderstood by the angry villagers. :) [#solopr](#)



[Karen Swim @karenskim5m](#)

Thank you [@SoloPR](#) and community, this was a much needed treat today! [#solopr](#)



[SoloPR @SoloPR5m](#)

Remember, we chat on the [#solopr](#) hashtag all week, and the transcript will be up on the Solo PR blog tomorrow. Happy Halloween!



[Fran Stephenson @fransteps5m](#)

Ditto! RT [@SoloPR](#) Well, I don't know about you guys, but this was a ton of fun for me today (and I needed it). [#solopr](#)



[Karen Swim @karenskim5m](#)

[@BluePepperPR](#) Lol! I remember it from Romper Room days (ok now I've really dated myself, lol) [#solopr](#)

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[SoloPR @SoloPR5m](#)

Well, I don't know about you guys, but this was a ton of fun for me today (and I needed it). Thanks everyone for joining! [#solopr](#)



[Davina Brewer @3hats @3HatsComm6m](#)

[@akenn @kellyecrane](#) it's somewhat a monster of my own making, gotta work on that. hard. [#solopr](#)

-



[Daria Steigman @dariasteigman6m](#)

Okay, gotta pop back off so I can finish crunching and get to the sun & beach portion of my day. [#solopr](#)



[SoloPR @SoloPR6m](#)

LOL, I love it RT [@karensxim](#) A5: Hmm that blow up toy that you punch and it keeps popping back up and yes I am that old [#solopr](#)



[BluePepper PR @BluePepperPR6m](#)

[@karensxim](#) clarification: no, you're not that old and YES! I remember that toy. I call it a 'weeble wobble' b/c it won't fall down. [#solopr](#)



[SoloPR @SoloPR7m](#)

Ah, excellent! RT [@BluePepperPR](#) A5: maybe a mad scientist *rubs hands* Ha! Ha! Haaaaaaaaa! :-) [#solopr](#)



[SoloPR @SoloPR7m](#)

Ha, love those guys! RT [@fransteps](#) A5: Here's what popped into my head: the two old guys who are the hecklers on the Muppets. WAT? [#solopr](#)



[BluePepper PR @BluePepperPR7m](#)

[@karenskim](#) Yes! [#solopr](#)



[Kimberly Flaherty @kflahertycom7m](#)

Yeah! RT [@dariasteigman](#): If you get tickets next season, and I'll drive up to Pittsburgh for a game. (I have [#Nats](#) season tix.) [#solopr](#)



[SoloPR @SoloPR8m](#)

Yes, allowed! J RT [@jendonovansf](#) A5: I'm going with a superhero, versus a monster. Is that allowed?? ;) [#solopr](#)



[Karen Swim @karenskim8m](#)

A5: Hmm that blow up toy that you punch and it keeps popping back up and yes I am that old [#solopr](#)



[BluePepper PR @BluePepperPR8m](#)

A5: maybe a mad scientist *rubs hands* Ha! Ha! Haaaaaaaaa! :-) [#solopr](#)



[Alison Kenney @akenn8m](#)

[@3HatsComm](#) ooh, you'd get a sympathy full-size candy bar for that one! [#solopr](#)



[Kellye Crane @KellyeCrane8m](#)

[@3HatsComm](#) LOL- that is super scary. Boo! [#solopr](#)



[Jennifer Donovan @jendonovansf8m](#)

Jinx! RT [@BluePepperPR](#): A5: Not a monster, but definitely a superhero because we swoop in to save the day... then off to the next... [#solopr](#)



[BluePepper PR @BluePepperPR8m](#)

A5: Not a monster, but definitely a superhero because we swoop in to save the day... then off to the next... [#solopr](#)



[Fran Stephenson @fransteps9m](#)

A5: Here's what popped into my head: the two old guys who are the hecklers on the Muppets. WAT? [#solopr](#)



[Hayley Calhoon @HayleyCalhoon9m](#)

[@AdinaArrow @SoloPR](#) I'm so glad someone made a [@parksandrecnbc](#) reference! I was waiting for it!! [#soloPR](#)



[Jennifer Donovan @jendonovansf9m](#)

A5: I'm going with a superhero, versus a monster. Is that allowed?? ;) [#solopr](#)



[Davina Brewer @3hats @3HatsComm9m](#)

A5 Not sure what kinda beasty this is, but some vortex that sucks in the 'champagne expectations, PBR taste/budget' set. Scary. ;-) [#solopr](#)



[Kellye Crane @KellyeCrane9m](#)

A5: Some days I feel like the Mummy- old and moving slow. LOL [#solopr](#)



[Fran Stephenson @fransteps10m](#)

A5: I am STUMPED on this one. [#solopr](#)



[Kellye Crane @KellyeCrane10m](#)

A5: Maybe I'm a good witch? Happy most of the time, but don't mess with me? ;-) [#solopr](#)



[Jennifer Donovan @jendonovansf10m](#)

Yes, a bit of fresh air! RT [@KellyeCrane](#): A4: Getting away from the office while most people work is a great reminder/treat! [#solopr](#)



[Kellye Crane @KellyeCrane11m](#)

RT [@SoloPR](#): Q5: If your business was a Halloween monster, what kind would it be and why? ;-) [#solopr](#)



[Daria Steigman @dariasteigman11m](#)

[@kflahertycom](#) If you get tickets next season, and I'll drive up to Pittsburgh for a game. (I have [#Nats](#) season fix.) [#solopr](#)



[Fran Stephenson @fransteps11m](#)

RT [@SoloPR](#) Q5: If your business was a Halloween monster, what kind would it be and why? :-) [#solopr](#)



[Hayley Calhoon @HayleyCalhoon11m](#)

[@KellyeCrane](#) Jealous of that! Sounds like a good reason to pull me to the indie side :) [#solopr](#)



[Karen Swim @karens swim11m](#)

RT [@SoloPR](#) Q5: If your business was a Halloween monster, what kind would it be and why? :-) [#solopr](#)



[SoloPR @SoloPR11m](#)

Q5: If your business was a Halloween monster, what kind would it be and why? :-) [#solopr](#)



[SoloPR @SoloPR12m](#)

We've been having some fun today, and Q5 is just for Halloween giggles... [#solopr](#)



[Hayley Calhoon @HayleyCalhoon12m](#)

[@BluePepperPR @SoloPR](#) Will do! [#soloPR](#)



[Kimberly Flaherty @kflahertycom12m](#)

[@dariasteigman](#) Too bad you don't live closer. It's tough to find people who can go to day games. [#solopr](#) [#pirates](#)



[Karen Swim @karenswim12m](#)

[@HayleyCalhoon](#) I'm so glad and hope you'll join again :-)
[#solopr](#)



[SoloPR @SoloPR12m](#)

Awesome! RT [@AdinaArrow](#) [.@SoloPR](#) A4: Like Donna & Tommy told me to. [#solopr](#)
pic.twitter.com/zcsjqEaqOq



[Fran Stephenson @fransteps13m](#)

True! RT [@KellyeCrane](#) A4: Getting away from the office to do something while most people work is a great reminder/treat!
[#solopr](#)



[Kellye Crane @KellyeCrane13m](#)

A4: Getting away from the office to do something while most people work is a great reminder/treat!
[#solopr](#)



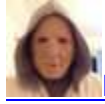
[Shayna @AdinaArrow13m](#)

[.@SoloPR](#) A4: Like Donna & Tommy told me to. [#solopr](#) pic.twitter.com/LxhHzrjohj



[REDMEDIA @REDMEDIAPR14m](#)

As always, Great [#solopr](#) chat - but now I have to go "treat" myself to lunch before my 2 o'clock. Happy Halloween!



[Beau Reid @marketingpose14m](#)

RT [@LoisMarketing](#) Some of the ultimate in PR comes in approaching sources directly and asking permission for reprints. You can do it [#soloPR](#)



[Davina Brewer @3hats @3HatsComm14m](#)

A4 Travel, wine and cards nights w/ friends when I can. all good. :) [#solopr](#)



[Hayley Calhoon @HayleyCalhoon14m](#)

[@karensxim](#) Thanks! I certainly have learned something today. [#solopr](#)



[SoloPR @SoloPR14m](#)

I like! RT [@kflahertycom](#) A4 Schedule "me time" for any number of things I enjoy - music, gardening, friends, travel, spa. [#solopr](#)



[SoloPR @SoloPR15m](#)

Hooray! RT [@fransteps](#) A4: At end of each quarter, I take a moment to look at financials & give myself a little applause. [#solopr](#)



[Erika Heald @SFerika15m](#)

A4 a few hours at [@Burke_Williams](#) is a fave treat, but going over metrics is also one [#solopr](#)



[BluePepper PR @BluePepperPR15m](#)

[@HayleyCalhoon @SoloPR](#) DEFINITELY one day! Hang around... we're sharing + learning from each other, and that includes you. :-)
[#solopr](#)



[SoloPR @SoloPR16m](#)

Love it! RT [@REDMEDIAPR](#) Once a week, I do something for myself & my team - even if the week wasn't great, bc WE certainly were!
[#solopr](#)



[Jasmin Martin @ JasminMartin16m](#)

A4: WAY better than I did when I 1st went indie. I used to have a problem saying "NO"
[#solopr](#)



[Daria Steigman @dariasteigman16m](#)

A4 I try to make it to baseball weekday games (in season). It's "me" time when everyone else is working.
[#solopr](#)



[Karen Swim @karenswim16m](#)

A4: I treat myself to workouts 6 days a week, on Sat it's extra special, 10+ mile run
[#solopr](#)



[Kellye Crane @KellyeCrane16m](#)

A4: Some enjoy having a low cost ritual reward. Knew 1 woman who bought a new perfume w/each new client
[#solopr](#)



[BluePepper PR @BluePepperPR17m](#)

RT [@KellyeCrane](#) A4: I'm learning that one way to "treat" myself is to allow myself to lean on others when I need to. [#solopr](#)



[Daria Steigman @dariasteigman17m](#)

[@KellyeCrane](#) It was a compromise to get me to the beach. Cranking thru to do list. [#solopr](#)



[Karen Swim @karenswim17m](#)

[@HayleyCalhoon](#) All are welcome here, we learn from one another! [#solopr](#)



[Fran Stephenson @fransteps17m](#)

A4: At end of each quarter, I take a moment to look at financials & give myself a little applause. (since no one else will!) [#solopr](#)



[Kimberly Flaherty @kflahertycom17m](#)

A4 Schedule "me time" for any number of things I enjoy - music, gardening, friends, travel, spa. [#solopr](#)



[Kellye Crane @KellyeCrane18m](#)

[@dariasteigman](#) Yeah, why are you distracting yourself from that view again? [#solopr](#)



[Karen Swim @karenswim18m](#)

[@_JasminMartin](#) Ha! [#solopr](#)



[Hayley Calhoon](#) [@HayleyCalhoon18m](#)

[@SoloPR](#) Just realized this is for independent PR Pros, which I am not. Oops :) Maybe one day! [#solopr](#)



[REDMEDIA](#) [@REDMEDIAPR18m](#)

Once a week, I do something for myself & my team - even if the week wasn't great, bc WE certainly were! even something small helps [#solopr](#)



[Daria Steigman](#) [@dariasteigman18m](#)

[@KellyeCrane](#) That's really imp. No [#solopr](#) is an island; we have friends & networks for a reason.



[Kellye Crane](#) [@KellyeCrane19m](#)

[@jendonovansf](#) Thank you, so true! [#solopr](#)



[Kellye Crane](#) [@KellyeCrane19m](#)

[@dariasteigman](#) I would like to witness a bobblehead attack - that would be good!
[#solopr](#)



[Jennifer Donovan](#) [@jendonovansf19m](#)

[@KellyeCrane](#) 100% agree. We're in this together and combined smarts and experience always helps. [#solopr](#)



[Daria Steigman](#) [@dariasteigman19m](#)

Decently. Minus the still working while on vacay part. :) RT [@SoloPR](#): Q4: Very important as an indie: how do you treat yourself? [#solopr](#)



[Kellye Crane](#) [@KellyeCrane20m](#)

A4: I'm learning that one way to "treat" myself is to allow myself to lean on others when I need to. [#solopr](#)



[Daria Steigman](#) [@dariasteigman21m](#)

[@KellyeCrane](#) LOL. TSA once held up a security line at O'Hare to make a friend remove a bobblehead from box. [#solopr](#)



[Jennifer Donovan](#) [@jendonovansf21m](#)

[@HayleyCalhoon](#) [@SoloPR](#) That's a tough one. Perhaps needs to be stated multiple times to avoid that. Sometimes unavoidable [#solopr](#)



[Erika Heald](#) [@SFerika21m](#)

[@SoloPR](#) [@fransteps](#) and they strengthen your relationships w/colleagues and clients too when you help them communicate through it. [#solopr](#)



[Karen Swim](#) [@karenswim22m](#)

[@KellyeCrane](#) ROFL! Note to self...clear awards with TSA in advance [#solopr](#)



[SoloPR](#) [@SoloPR22m](#)

Q4: Very important as an indie: how do you treat yourself? [#solopr](#)



[BluePepper PR @BluePepperPR22m](#)

MT [@KellyeCrane](#) A3: The time we did "star awards" for a client and TSA wouldn't let anyone get on the plane w/them- too pointy. LOL [#solopr](#)



[SoloPR @SoloPR22m](#)

OK, I'm cracking myself up J, but it's time to move on to Q4... [#solopr](#)



[Kellye Crane @KellyeCrane23m](#)

A3: Oh, also the time we did "star awards" for a client and the TSA wouldn't let anyone get on the plane w/them- too pointy. LOL [#solopr](#)



[Kimberly Flaherty @kflahertycom23m](#)

[@REDMEDIAPR](#) Bet it's a whole lot funnier in retrospect. :) [#solopr](#)



[SoloPR @SoloPR24m](#)

RT [@fransteps](#) A3: Crisis comms are always enlightening. No matter how small or large the crisis event which triggers it. [#solopr](#)



[Kellye Crane @KellyeCrane24m](#)

A3: Ya'll are reminding me of the time an agency colleague almost sent a new biz pitch w/"public relations" without the "b" :-0 [#solopr](#)



[Lois Martin](#) @LoisMarketing25m

[@karensxim](#) [@kellyecrane](#) It turned out to be one of the most rewarding things for me too. Amazing experience. [#soloPR](#)



[SoloPR](#) @SoloPR25m

LOL! RT [@REDMEDIAPR](#) (agency) missed Nabisco spelled as Nabsico Had to chase FedEx for 150 press kits. To this day i still laugh [#soloPR](#)



[Hayley Calhoon](#) @HayleyCalhoon26m

[@jendonovansf](#) [@SoloPR](#) It certainly is. No, two different magazines. [#soloPR](#)



[Kellye Crane](#) @KellyeCrane26m

[@LoisMarketing](#) Oh wow, very difficult. Shows how important PR pros can be! [#soloPR](#)



[Fran Stephenson](#) @fransteps26m

A3: Crisis comms are always enlightening. No matter how small or large the crisis event which triggers it. [#soloPR](#)



[Jennifer Donovan](#) @jendonovansf27m

[@HayleyCalhoon](#) [@SoloPR](#) That's unfortunate. Same paper both times? [#soloPR](#)



[SoloPR](#) @SoloPR27m

Ooh, scary! RT [@kflahertycom](#) A3 One of scariest was a crisis situation that went from really bad to WAY worse as facts unfolded. [#solopr](#)



[Karen Swim @karenskim27m](#)

[@LoisMarketing](#) Oh my gosh that must have been so emotionally wrenching [#solopr](#)



[Kellye Crane @KellyeCrane27m](#)

A3: Being in limbo after Hurricane Katrina, working from a 1 bedroom apt was hard, but not really scary. [#solopr](#)



[Jennifer Donovan @jendonovansf27m](#)

[@greengirlmedia](#) Thanks Nancy! Appreciate the support. [#solopr](#)



[Hayley Calhoon @HayleyCalhoon27m](#)

[@jendonovansf](#) [@SoloPR](#) Not at all, and it was in print. I got them to correct the online version and print a correction. [#solopr](#)



[BluePepper PR @BluePepperPR28m](#)

[@HayleyCalhoon](#) [@jendonovansf](#) was it a typo or is the company name confused with another? Does it have a unique spelling? [#solopr](#)



[Kimberly Flaherty @kflahertycom28m](#)

A3 One of scariest was a crisis situation that went from really bad to WAY worse as facts unfolded. [#solopr](#)



[Lois Martin @LoisMarketing28m](#)

Advising brand-new client after deaths of their top execs in a plane crash. Being there for the staff too. Learned much! [#soloPR](#) A3



[redmedia REDMEDIA @REDMEDIAPR28m](#)

Actually once (agency) we missed Nabisco spelled as Nabsico Had to chase fed ex for 150 press kits. To this day i still laugh [#soloPR](#)



[Jennifer Donovan @jendonovansf29m](#)

Ditto! Congrats!! RT [@_JasminMartin](#): A3: deciding to go indie was the scariest thing for me thus far. [#soloPR](#)



[SoloPR Pro SoloPR @SoloPR29m](#)

Nice! RT [@LoisMarketing](#) Launching my business was scary, nerve-wracking and exciting- all at the same time. A trick and a treat! [#soloPR](#) A3



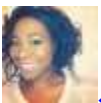
[Jennifer Donovan @jendonovansf29m](#)

[@HayleyCalhoon @SoloPR](#) If it's online, easier to correct than print. Is it a confusing company name? [#soloPR](#)



[Kellye Crane @KellyeCrane29m](#)

[@HayleyCalhoon](#) Congrats on the new biz, and glad you found us! [#soloPR](#)



[Jasmin Martin @ JasminMartin30m](#)

A3: deciding to go indie was the scariest thing for me thus far. [#soloPR](#)



[Alison Kenney @akenn30m](#)

[@fransteps](#) well said - I feel the same way. Sometimes the changes in our industry spook me. [#solopr](#)



[Hayley Calhoon @HayleyCalhoon30m](#)

[@jendonovansf @SoloPR](#) Yes, it's terrible. Happened twice so far. The blame comes down on the PR Manager. Any tips to avoid this? [#solopr](#)



[SoloPR @SoloPR30m](#)

RT [@HayleyCalhoon](#) A3: Mis-print of key company name. Blame comes down on me, had to learn to ask reporters to double check facts. [#soloPR](#)



[BluePepper PR @BluePepperPR30m](#)

RT [@REDMEDIAPR](#) A3 But it's the scary things that keep us on our toes and keep us learning (not to mention human) [#solopr](#)



[SoloPR @SoloPR30m](#)

True, but you live to tell! RT [@jendonovansf](#) A3: The scariest moment was deciding to GO solo a few months ago. 1st step was hardest. [#solopr](#)



[Fran Stephenson @fransteps31m](#)

[@akenn](#) Just shows how long I've been doing PR. That's what's REALLY spooky! [#solopr](#)



[Lois Martin @LoisMarketing31m](#)

Launching my business was scary, nerve-wracking and exciting -- all at the same time. A trick and a treat! [#soloPR](#) A3

 **redmedia** [REDMEDIA @REDMEDIAPR31m](#)

A3 But it's the scary things that keep us on our toes and keep us learning (not to mention human) [#solopr](#)



[SoloPR @SoloPR31m](#)

Ha! RT [@REDMEDIAPR](#) A3 - way too long (and scary) for 140 characters. [#solopr](#) =)



[SoloPR @SoloPR31m](#)

MT [@fransteps](#) A3: Hard to pick. Was it the bomb threat, protest, the workplace accident, the fire, hurricane? Too many choices! [#solopr](#)



[Alison Kenney @akenn31m](#)

[@fransteps](#) yowza. Glad you're here with us! [#solopr](#)



[Davina Brewer @3hats @3HatsComm32m](#)

too many! shudder! :) RT [@KellyeCrane](#) A3: I've been at this for almost 20 years, so I have a lot of "spooky stories!" :-) [#solopr](#)



[Hayley Calhoon @HayleyCalhoon32m](#)

[@KellyeCrane](#) I'm only 6 months in and already have a few scares! :) [#soloPR](#)



[Kellye Crane @KellyeCrane32m](#)

A3: The scariest thing I ever witnessed was the "divorce" of a PR firm partnership (I was a sub to them). It got ugly! [#solopr](#)



[Karen Swim @karenswim32m](#)

[@JasminMartin](#) Hey Jasmin!!! :-) Was at mechanics, sheesh talk about scary! Lol!
[#solopr](#)



[Jennifer Donovan @jendonovansf32m](#)

[@HayleyCalhoon @SoloPR](#) That's happened to me SO many times over the years.
Incorrect spelling of company or spokesperson name. [#solopr](#)



[Hayley Calhoon @HayleyCalhoon33m](#)

A3: Mis-print of key company name. Blame comes down on me, had to learn to ask
reporters to double check facts. [#solopr @SoloPR](#)



[Fran Stephenson @fransteps33m](#)

A3: Hmm....hard to pick. Was it the bomb threat, protest, the workplace accident, the
fire, impending hurricane? Too many choices! [#solopr](#)



[Karen Swim @karenswim33m](#)

[@HayleyCalhoon](#) Hi Hayley, welcome aboard! [#solopr](#)



[Jennifer Donovan @jendonovansf33m](#)

A3: The scariest moment was deciding to GO solo a few months ago. There's always
some fear but the 1st step was hardest. [#solopr](#)



[Erika Heald @SFerika33m](#)

[@dariasteigman @kflahertycom @fransteps](#) tumblr consists largely of people reblogging
others' content; not OK to do that on your blog [#solopr](#)



[Kimberly Flaherty](#) @kflahertycom33m

@karensxim Hi Karen, I was late as well. Catching up. [#solopr](#)



[Kellye Crane](#) @KellyeCrane33m

A3: I've been at this for almost 20 years, so I have a lot of "spooky stories!" :-)
[#solopr](#)



[Jasmin Martin](#) @JasminMartin33m

@karensxim hiiiiiiiiii [#solopr](#)



[Nancy Kenney](#) @greengirlmedia33m

Thanks Kellye RT [@KellyeCrane](#): [@greengirlmedia](#) Hi! You're welcome to join us any time.
[#solopr](#)



[Lois Martin](#) @LoisMarketing34m

[@JanetLFalk](#) It's the logical and proper thing to do and can be a great segue to a new relationship!
[#soloPR](#) [@3HatsComm](#)



[redmedia](#) [REDMEDIA](#) @REDMEDIAPR34m

A3 - way too long (and scary) for 140 characters. [#solopr](#) =)



[Davina Brewer](#) @3hats @3HatsComm34m

[@KellyeCrane](#) IDK it's obvious when I receive automated junk (emails, tweets, whatever) and I just don't care for it. Not for me. [#solopr](#)



[Nancy Kenney](#) @greengirlmedia34m

Thank you. I look forward to listening. RT [@REDMEDIAPR](#): [@greengirlmedia](#) welcome - it's never a dull moment on Wednesdays here [#solopr](#)



[Erika Heald @SFerika34m](#)

[@dariasteigman](#) [@kflahertycom](#) [@fransteps](#) I think experience w/tumblr also can cause confusion about what's OK on other platforms [#solopr](#)



[Fran Stephenson @fransteps34m](#)

RT [@SoloPR](#) Q3: What's the scariest situation you've been in as a [#solopr](#) pro, and how did you handle? Boo!



[Kellye Crane @KellyeCrane34m](#)

RT [@SoloPR](#): Q3: What's the scariest situation you've been in as a [#solopr](#) pro, and how did you handle? Boo!



[Hayley Calhoon @HayleyCalhoon34m](#)

[@karensim](#) Welcome! I'm just tuning in as well. [#solopr](#)



[Kellye Crane @KellyeCrane34m](#)

[@greengirlmedia](#) Hi! You're welcome to join us any time. [#solopr](#)



[redmedia REDMEDIA @REDMEDIAPR35m](#)

[@greengirlmedia](#) welcome - it's never a dull moment on Wednesdays here [#solopr](#)



[SoloPR @SoloPR35m](#)

Q3: What's the scariest situation you've been in as a [#solopr](#) pro, and how did you handle? Boo!



[Erika Heald @SFerika35m](#)

[@dariasteigman](#) [@kflahertycom](#) [@fransteps](#) hahaha yes. [#solopr](#)



[Karen Swim @karenskim35m](#)

Hi all- late but happy to be here. [#solopr](#)



[Lois Martin @LoisMarketing35m](#)

Some of the ultimate in PR comes in approaching sources directly and asking permission for reprints. You can do it [#soloPR](#) s!



[SoloPR @SoloPR35m](#)

Q3 is coming up (if you just joined, we're being Halloween themed today)... [#solopr](#)



[Nancy Kenney @greengirlmedia35m](#)

Waving hello - just catching your chat. Looks interesting. [@solopr](#) [#solopr](#)



[Daria Steigman @dariasteigman36m](#)

[@SFerika](#) [@kflahertycom](#) [@fransteps](#) I think you mean "influencer." :) | I have a long memory for stuff like that. [#solopr](#)



[SoloPR @SoloPR36m](#)

Good discussion, all! Though many have been blogging a long time, when you're new it can be confusing. [#solopr](#)



[Lois Martin @LoisMarketing36m](#)

[@3HatsComm](#) Yes -- more than that-- contact the source DIRECTLY and ask permission. I don't understand why some hesitant to do this! [#soloPR](#)



[Kellye Crane @KellyeCrane37m](#)

[@3HatsComm](#) Delayed "amen" to you on listing too much automation as a "trick" on Q1. You know I hate that stuff! [#soloPR](#)



[Erika Heald @SFerika37m](#)

[@kflahertycom](#) [@dariasteigman](#) [@fransteps](#) It's really frustrating when it happens, esp if it's an influencer who should know better [#soloPR](#)



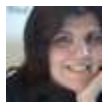
[Alison Kenney @akenn37m](#)

And by linking, you often catch that blogger's attention which could result in their retweeting/sharing your post (a treat for you) [#soloPR](#)



[Daria Steigman @dariasteigman37m](#)

A2 Key is always attribution. Well, that and understanding copyright, creative commons, & fair use. (Whoa, I sound like a lawyer.) [#soloPR](#)



[ZenYinger @ZenYinger37m](#)

95% of t/time I find sources r more than gracious 2 permit quotes, reprint of content & use of photos w proper credit- [@LoisMarketing](#) [#soloPR](#)



[Kellye Crane @KellyeCrane37m](#)

I think most of us know when we're just summarizing someone else's post, vs. referencing it. The 1st is a trick, 2nd a treat! [#soloPR](#)



[Davina Brewer @3hats @3HatsComm37m](#)

[@LoisMarketing](#) yes.. check CC licenses, link/attribute sources for images as well as content [#solopr](#)



[Kellye Crane @KellyeCrane38m](#)

Yes, thanks for clarifying! RT [@akenn: @KellyeCrane](#) you mean, no, you don't need permission? RT [@KellyeCrane](#) I say no [#solopr](#)



[Nancy Kenney @greengirlmedia38m](#)

Use Scoop.it RT [@kellyecrane](#): A2: Yes, you can definitely share links to others' blog posts, as long as you don't copy their text. [#solopr](#)



[Alison Kenney @akenn39m](#)

[@KellyeCrane](#) you mean, no, you don't need permission? RT [@KellyeCrane](#) I say no [#solopr](#)



[Kimberly Flaherty @kflahertycom39m](#)

Not cool RT [@SFerika: @dariasteigman](#) I had someone reblog an entire post, including an infographic, w/out noting it was a reblog. [#solopr](#)



[Lois Martin @LoisMarketing39m](#)

I actually WON a PR client through my initial contact to ask permission to reprint one of his motorsport photos! :) [#soloPR](#) A2



[Davina Brewer @3hats @3HatsComm39m](#)

Yes. RT [@KellyeCrane](#) A2: A good example is a roundup blog post, which many people do (e.g., Five Posts You Must Read this week) [#solopr](#)



[SoloPR @SoloPR39m](#)

RT [@SFerika](#) A2 I try to link within context of original content, or use embed of their Slideshares/infographics & link to their site [#soloPR](#)



[SoloPR @SoloPR40m](#)

RT [@jendonovansf](#) [@KellyeCrane](#) Exactly, things we all learned about attribution in our 4th grade papers :) [#soloPR](#)



[Lois Martin @LoisMarketing40m](#)

95% of the time I find sources are more than gracious to permit quotes, reprint of content and use of photos w proper credit [#soloPR](#) A1



[Kellye Crane @KellyeCrane40m](#)

A2: A good example is a roundup blog post, which many people do (e.g., Five Posts You Must Read this week) [#soloPR](#)



[Daria Steigman @dariasteigman40m](#)

[@3HatsComm](#) Totally agree. It's sometimes far more interesting blog post to quote / link to stuff you don't 100 agree with. [#soloPR](#)



[Kellye Crane @KellyeCrane40m](#)

I say no RT [@fransteps](#): a2: Aren't links like giving proper attribution? If I read something & comment & link, Do I need permission? [#soloPR](#)



[Jennifer Donovan @jendonovansf41m](#)

[@KellyeCrane](#) Exactly, things we all learned about attribution in our 4th grade papers :)
[#solopr](#)



[Daria Steigman @dariasteigman41m](#)

[@SFerika](#) That's copyright violation. I had that happen, and I told them it was mine & please remove it ASAP. [#solopr](#)



[Lois Martin @LoisMarketing42m](#)

That's easy: ASK FOR PERMISSION! Give them the heads-up, they'll welcome it and be more apt to share your post too! [#soloPR](#) A2



[Kellye Crane @KellyeCrane42m](#)

A2: Bloggers don't like it when you take their words or ideas, but if you're spreading them - that's a treat! :-)
[#solopr](#)



[Fran Stephenson @fransteps42m](#)

So wrong! RT [@SFerika](#) [@dariasteigman](#) I had someone reblog an entire post, including an infographic, w/out noting that spooked me! ;) [#solopr](#)



[Daria Steigman @dariasteigman42m](#)

[@jendonovansf](#) [@fransteps](#) [@3HatsComm](#) It's a version of paradise. My bargain w/ myself was work this week, off (mostly) next 2. [#solopr](#)



[Davina Brewer @3hats @3HatsComm42m](#)

[@dariasteigman](#) even if you're challenging their smarts a bit, if advancing the discussion and done professionally, still ok to me. [#solopr](#)



[Erika Heald @SFerika43m](#)

[@dariasteigman](#) I had someone reblog an entire post, including an infographic, w/out noting it was a reblog. that spooked me! ;) [#solopr](#)



[Fran Stephenson @fransteps43m](#)

a2: But aren't links like giving proper attribution? If I read something & comment & link, Do I need permission? [#solopr](#)



[SoloPR @SoloPR43m](#)

MT [@decillis](#) Q2: Having a rel w/the blogger before you even consider linking, sharing, etc is always the best way to not spook them. [#solopr](#)



[Erika Heald @SFerika43m](#)

A2 I try to link within context of original content, or use embed of their Slideshares or infographics & link to their site [#solopr](#)



[Kellye Crane @KellyeCrane44m](#)

I've tried to find a good HS alternative & failed RT [@egeorge](#) [#HootSuite](#) fights with me but I'm addicted. Clunky with fotos [#SoloPR](#)



[Davina Brewer @3hats @3HatsComm44m](#)

[@dariasteigman](#) Nice! except the working part :) [#solopr](#)



[Daria Steigman @dariasteigman44m](#)

A2 Why would it spook someone? You're giving them props for their smartatude.

[#solopr](#)



[Fran Stephenson @fransteps44m](#)

[@dariasteigman](#) Nice photo, Daria. Glad you popped in. [#solopr](#)



[Jennifer Donovan @jendonovansf44m](#)

[@dariasteigman](#) Nice!! That'll be me next week. [#solopr](#)



[Janet L. Falk @JanetLFalk44m](#)

[@CBerthier](#) Mailchimp works for me. @VerticalResponse failed me yesterday. [#soloPR](#)



[Kellye Crane @KellyeCrane44m](#)

A2: Yes, you can definitely share links to others' blog posts, as long as you don't copy their text. [#solopr](#)



[Davina Brewer @3hats @3HatsComm45m](#)

A1 another trick.. many things automated. Not sure why but 'set and forget' isn't for me, few things are so rote I can let it go. [#solopr](#)



[Daria Steigman @dariasteigman45m](#)

Hello. Popping onto [#solopr](#) from my temporary "office" at the beach. (And working waaaay to much this week.) pic.twitter.com/cMvmMjtPqP



[Betsy A. Decillis @decillis45m](#)

Q2: Having a relationship with the blogger before you even consider linking, sharing, etc is always the best way to not spook them. [#solopr](#)



[Kellye Crane @KellyeCrane45m](#)

[@CBerthier](#) Mailchimp did a user interface "upgrade" that made it *less* intuitive IMO. Still my fave, tho. [#soloPR](#)



[redmedia](#) **REDMEDIA** [@REDMEDIAPR46m](#)

[@SoloPR](#) "spooking" You are so creative [#soloPR](#) now where's the candy



Janet L. Falk [@JanetLFalk46m](#)

NYC-based [#PR](#) pro w/ nonprofit, sml biz, consultants as clients. Subcontract to busy [#soloPR](#)



The George Group [@egeorge46m](#)

[#HootSuite](#) fights with me but I'm addicted. Clunky with fotos [#SoloPR](#)



Erika Heald [@SFerika46m](#)

[@fransteps](#) yeah had a couple of folks on the team who struggled w/understanding it (they preferred in office whiteboard) [#soloPR](#)



Fran Stephenson [@fransteps46m](#)

RT [@SoloPR](#) Q2: On your blog, how can you share link to someone else's content without "spooking" them? Accepted way to give credit? [#soloPR](#)



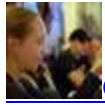
Jasmin Martin [@ JasminMartin46m](#)

[@SFerika](#) same here, good ol' Excel does the job for me [#soloPR](#)



SoloPR [@SoloPR46m](#)

Q2: On your blog, how can you share a link to someone else's content without "spooking" them? Accepted way to give credit? [#solopr](#)



[Catherine Berthier @CBerthier47m](#)

In the trick column, I find that mailchimp isn't as intuitive as I'd like... at least to me. [#solopr](#)



[SoloPR @SoloPR47m](#)

True for many! RT [@SFerika](#) [@KellyeCrane](#) my fave blog editorial calendaring tool is still Excel ;) [#solopr](#)



[Fran Stephenson @fransteps47m](#)

[@SFerika](#) Loved Central DEsk at one time, but my clients didn't get it. Then they upped their fee, so bye-bye. [#solopr](#)



[Kellye Crane @KellyeCrane47m](#)

[@SFerika](#) Yes, soooo annoying [#solopr](#)



[SoloPR @SoloPR48m](#)

Welcome everyone! We're having fun with Halloween today- Q2 is coming up... [#solopr](#)



[Lois Martin @LoisMarketing48m](#)

And hi all -- another Atlanta PR type here :) Happy Halloween everybody! [#soloPR](#)



[Erika Heald @SFerika48m](#)

[@KellyeCrane](#) my fave blog editorial calendaring tool is still Excel ;) But I loved using [@centraldesktop](#) for project mgmt overall [#solopr](#)



[Kellye Crane](#) [@KellyeCrane48m](#)

[@REDMEDIAPR](#) BTW, I've found Xero to be a "treat" when it comes to managing/watching my biz finances [#solopr](#)



[Catherine Berthier](#) [@CBerthier49m](#)

Hi, Catherine Berthier from NYC, a little late to the party today. [#solopr](#)



[Jennifer Donovan](#) [@jendonovansf49m](#)

[@SoloPR](#) Yes, much different focus now that I'm solo. [#solopr](#)



[SoloPR](#) [@SoloPR50m](#)

Ooh, good one RT [@LoisMarketing](#) The so-called social media 'influence' measurement tools. Shall we begin with Klout? [#soloPR](#) A1



[Jennifer Donovan](#) [@jendonovansf50m](#)

[@SFerika](#) Agreed! [#solopr](#)



[BluePepper PR](#) [@BluePepperPR50m](#)

[@KellyeCrane](#) I was a fan until I added team members to my workspace. It never worked properly after that. [#solopr](#)



[Jennifer Marsik Friess](#) [@JenMarsikFriess50m](#)

A1 Even demos and handholding, Meltwater has been more complicated than the early adoption let on. [#solopr](#)



[SoloPR @SoloPR50m](#)

Good ex of a lg co focus RT [@jendonovansf](#) A1: Radian 6 was great when being demoed, but so hard to actually use to potential. [#solopr](#)



[Erika Heald @SFerika50m](#)

[@fransteps @KellyeCrane](#) it's a bummer when you get excited about launching something, then they change their focus to enterprise [#solopr](#)



[Jasmin Martin @JasminMartin50m](#)

A1: Vocus. I was frustrated with Cision so I stepped over to Vocus only to be more irritated with trying to maneuver Vocus. [#solopr](#)



[SoloPR @SoloPR50m](#)

Me too RT [@REDMEDIAPR](#) A1 Quickbooks. I swear its always changing, becoming more complicated than needed [#solopr](#)



[Lois Martin @LoisMarketing51m](#)

The so-called social media 'influence' measurement tools. Shall we begin with Klout? [#soloPR](#) A1



[Erika Heald @SFerika51m](#)

[@jendonovansf](#) agree, the paying by amount of data pulled down makes it very expensive too if you cover everything you need to [#solopr](#)



[Kellye Crane @KellyeCrane51m](#)

A1: I've been through a bunch of blog ed cal tools- Divvy HQ, Edit Flow- found a Google cal still works best! [#solopr](#)



[Davina Brewer @3hats @3HatsComm51m](#)

[@KellyeCrane](#) true, when it comes to bigger margins and the bottom line, indies (and their smaller budgets) sometimes get squeeze [#solopr](#)



[Fran Stephenson @fransteps51m](#)

A1: I vote "trick" on QB. Use it to help my husbands biz. I prefer Freshbooks! [#solopr](#)



[BluePepper PR @BluePepperPR52m](#)

[@REDMEDIAPR](#) yes! My CPA loves it but, I'm not a fan. [#solopr](#)



[Fran Stephenson @fransteps52m](#)

RT [@KellyeCrane](#) A1: I've had several tools "trick" me by being open to indies at 1st, but then focusing more on enterprises later. [#solopr](#)



[Kellye Crane @KellyeCrane52m](#)

Interesting- I like that one! MT [@BluePepperPR](#): A1: Toggl... a time tracking app... could be user-error but did not live up to hype [#solopr](#)



[Jennifer Donovan @jendonovansf53m](#)

A1: Radian 6 was great when being demoed, but so hard to actually use to potential. [#solopr](#)



[SoloPR @SoloPR53m](#)

Yes, they do have extra fees RT [@akenn](#) A1. Hootsuite. It's OK, but felt duped by reports functionality. [#solopr](#)

A1 Quickbooks. I swear its always changing, becoming more complicated than needed, also unless u use cloud- data smites goes poof [#solopr](#)



Kellye Crane @KellyeCrane53m

A1: One sign a tool is perhaps about to become less interested in indies: they get big VC funding. [#solopr](#)



Davina Brewer @3hats @3HatsComm54m

A1 Events can be tricky. There's always more too them, even w/ best of planning. [#solopr](#)



BluePepper PR @BluePepperPR54m

A1: Toggl... a time tracking app... could be user-error but it did not live up to the hype. [#solopr](#)



Davina Brewer @3hats @3HatsComm54m

Davina, joining [#solopr](#) chat from a nice fall day in Atlanta.



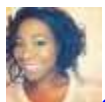
Kellye Crane @KellyeCrane54m

A1: I've had several tools "trick" me by being open to indies at first, but then focusing more on enterprises later. [#solopr](#)



Alison Kenney @akenn54m

A1. Hootsuite. It's OK, but felt duped by reports functionality. [#solopr](#)



Jasmin Martin @ JasminMartin55m

Hi [#solos](#). Jasmin Martin, joining from Los Angeles [#solopr](#)



[Kellye Crane @KellyeCrane55m](#)

RT [@SoloPR](#): Q1: What tool did you think would be a treat, but turned out to be tricky? [#solopr](#)



[REDMEDIA @REDMEDIAPR55m](#)

Since we are having fun, you have to watch this Trick or Treat Ad - Brilliant (no not my client) <http://bit.ly/1dpEoDo> [#solopr](#)



[SoloPR @SoloPR55m](#)

Q1: What tool did you think would be a treat, but turned out to be tricky? [#solopr](#)



[Betsy A. Decillis @decillis56m](#)

Betsy with [@BADConsulting](#). [#solopr](#)



[SoloPR @SoloPR56m](#)

Q1 is coming up... [#solopr](#)



[SoloPR @SoloPR57m](#)

Today we're going to have a little fun with a Halloween theme. Trick or treat! :-)
[#solopr](#)



[Fran Stephenson @fransteps57m](#)

RT [@SoloPR](#) It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields.



[Kellye Crane @KellyeCrane57m](#)

RT [@SoloPR](#): It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields.



[SoloPR @SoloPR58m](#)

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



[SoloPR @SoloPR58m](#)

It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields.