#SoloPR Transcript –12/04/2013

Q1. How are you using LinkedIn as a biz dev tool? How effective is LI for your business? #solopr

Q2. Inspired by ATT/TMobile Twitter war, do you encourage CEO involvement on Twitter? How do you prep? zd.net/1ePP7Hf #solopr

Q3. Are you using/planning to use PR specific twitter account for client? Results? #solopr

Q4. Are you using self-publishing tools like Medium, Paper.Li, Scoop It for client work? Examples, results? #solopr

Q5. Want to be more effective in 2014, please share your best / favorite productivity tip(s)?#solopr

SFerika2:00pm via Sprout Social

@JenMarsikFriess @karenswim I love being able to color code the items. So useful. #soloPR

jspringer141:59pm via Web

.@SoloPR Establish a time of day to check emails / return phone calls and stick to it to avoid distractions, especially on deadline. #SoloPR

KristK1:59pm via tchat.io

Great chat, as always. Thanks to @karenswim for moderating. Now for a veggie burrito ala @dariasteigman #solopr

dariasteigman1:59pm via TweetDeck

Thanks, @karenswim, for guiding us on another#solopr hour of smarts and sass. Now back to our originally scheduled productivity.

PaulaJohns1:59pm via tchat.io

Signing off. Thank you for great chat! #soloPR

SFerika1:58pm via Sprout Social

@PRjeff I've seen the PR feeds also go into 3rd party sites you use to monitor investments#soloPR

LoisMarketing1:45pm via TweetDeck

Separate the responsibility as needed but don't separate the message. #soloPR

KeeyanaHall1:58pm via Echofon

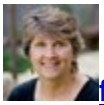
@karenswim @dariasteigman I started doing this a while ago & it's made a big difference. re:e-mail#solopr

SoloPR1:58pm via tchat.io

As we wind down, thanks for joining! Don't forget we chat on the hashtag all week long. Transcript will be up tomorrow. #solopr

mdbarber1:57pm via tchat.io

Must run folks. Missed you all. See you next week. Have a productive day. #solopr

 **fransteps**1:57pm via tchat.io

Great chat today! Good job at the helm by @karenswim. Gotta run. Have a great week everyone! #solopr

mdbarber1:55pm via tchat.io

A5 - Set up computer with diff desktops. Helps me manage time & focus on 1 thing. Continuing march to paperless & online org. #solopr

JenMarsikFriess1:55pm via HootSuite

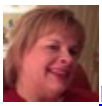
Me, too! RT @karenswim: @SFerika Love Google calendar, have multiple color coded ones for client work all in one place. #solopr

PRjeff1:55pm via tchat.io

Nice. RT @karenswim: One of my favorite productivity tips is saying "no." :-) #solopr

SoloPR1:55pm via tchat.io

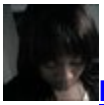
@PRjeff thanks for keeping me in line :-) Have a great afternoon! #solopr

 **mdbarber**1:55pm via tchat.io

@PRjeff can't believe you chatted with use wo brushing your teeth! ;-) Have a good one! #solopr

REDMEDIAPR1:54pm via Echofon

A4 make a 1 hr appt w yourself DAILY do prof devel, excercise, read Most impt create BALANCE#solopr

 **KeeyanaHall**1:55pm via Echofon

Yes, absolutely! ;) RT @karenswim: One of my favorite productivity tips is saying "no." :-) #solopr

PRjeff1:54pm via tchat.io

Thanks all. Gotta run and brush teeth, comb hair for noon MST webinar... #solopr

REDMEDIAPR1:54pm via Echofon

A4 make a 1 hr appt w yourself DAILY do prof devel, excercise, read Most impt create BALANCE#solopr

SoloPR1:54pm via tchat.io

RT @KeeyanaHall: A5: Old school methods still prove effective for me: turn off everything, set a timer and just DO WORK! #solopr

fransteps1:54pm via tchat.io

A5: 3-hours blocked on my cal each wk 4 sorting, organizing, logging receipts.Started in July & have seen higher productivity. #solopr

PaulaJohns1:54pm via tchat.io

A4 Spend less time on SoMe (ha ha). Actually - learn to spend SoMe time efficiently. #soloPR

karenswim1:54pm via HootSuite

+1 don't start day with email! RT @dariasteigman: A5 Don't squander your best "thinking" time w/ busy work. #solopr

mdbarber1:53pm via tchat.io

LOL! RT @karenswim: One of my favorite productivity tips is saying "no." :-) #solopr

KeeyanaHall1:53pm via Echofon

A5: Old school methods still prove effective for me: turn off everything, set a timer and just DO WORK! #solopr

karenswim1:53pm via HootSuite

One of my favorite productivity tips is saying "no." :-) #solopr

dariasteigman1:53pm via TweetDeck

What she said. RT @karenswim: One of my favorite productivity tips is saying "no." :-) #solopr

karenswim1:53pm via HootSuite

One of my favorite productivity tips is saying "no." :-) #solopr

SoloPR1:52pm via tchat.io

@PRjeff Ha! It's true! :-) #solopr

karenswim1:52pm via HootSuite

@SFerika Love Google calendar, have multiple color coded ones for client work all in one place.#solopr

dariasteigman1:52pm via TweetDeck

A5 Don't squander your best "thinking" time w/ busy work. e.g., I try to dig into @feedly in the p.m. when my a.m. brain is fried. #solopr

PRjeff1:52pm via tchat.io

@SoloPR See, I knew I had to keep an eye on you! ;) #solopr

PaulaJohns1:52pm via tchat.io

Always MT @PRjeff ... #PR keeps an eye on overall voice, reputation management #solopr

SFerika1:51pm via HootSuite

A5 google calendar is your friend! Schedule time for your favorite chats (like this one), biz dev activities, etc., and stick to it! #soloPR

PRjeff1:51pm via tchat.io

A5: Worry less. Stress less. Remember Covey's "law of abundance." That all helps w/higher productivity. #solopr

fransteps1:51pm via tchat.io

A5: Active Inbox. Using it to sort/organize/prioritize my Gmail account. #solopr

SoloPR1:50pm via tchat.io

@PRjeff Yes, sorry about that Jeff, should have made that clear. #solopr

fransteps1:50pm via tchat.io

RT @SoloPR: Q5. Want to be more effective in 2014, please share your best / favorite productivity tip(s)? #solopr

PRjeff1:49pm via tchat.io

A4: Oh, those are ONLINE self-publishing tools. That's a different q than what I understood.#solopr

SoloPR1:49pm via tchat.io

Q5. Want to be more effective in 2014, please share your best / favorite productivity tip(s)?#solopr

SoloPR1:49pm via tchat.io

Q5. Want to be more effective in 2014, please share your best / favorite productivity tip(s)?#solopr

mdbarber1:49pm via tchat.io

A3 - Tweet from son's college just appeared. They're trying to gather & create list of all faculty & staff tweeters. #solopr

SoloPR1:48pm via tchat.io

Not many using self-publishing platforms, so let's move on to final question. #solopr

PRjeff1:47pm via tchat.io

A4: Plead ignorance. Never heard of those tools. I'm a huge #InDesign user. #solopr

KristK1:47pm via tchat.io

A4: Perhaps the PR one is all-encompassing, with separate Twitter accounts for specific audiences. #solopr

mdbarber1:47pm via tchat.io

Interesting. RT @karenswim: read tip of using when releases do not get picked up, good tool to curate your key influencers content. #solopr

karenswim1:46pm via HootSuite

@mdbarber read tip of using when releases do not get picked up, but good tool to curate your key influencers content too #solopr

LoisMarketing1:31pm via TweetDeck

SoMe managers need to get over having the CEO have an account. NOT a good idea in most cases. Move on. #soloPR

PRjeff1:46pm via tchat.io

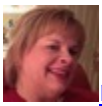
@SFerika If investors monitor Twitter. That's a big IF. A more direct communication makes far more sense. #solopr

PaulaJohns1:45pm via tchat.io

Same RT @KristK A3: My clients blend PR, mktg, events, engagement and other mgs in their social channels, not separate PR-specific. #solopr

LoisMarketing1:45pm via TweetDeck

Separate the responsibility as needed but don't separate the message. #soloPR

 **mdbarber**1:44pm via tchat.io

A4 -- If you are using self-publishing tools, I'd be interested in the strategy behind using it too.#solopr

PRjeff1:44pm via tchat.io

@mdbarber Yes, everyone play nice in sandbox together, but #PR keeps an eye on overall voice, reputation managemnt #solopr

SFerika1:44pm via HootSuite

@PRjeff A3 investors can use those PR accounts to keep informed of news for co's they're watching#soloPR

karenswim1:44pm via HootSuite

A4: Have experimented with all,but considering creative uses next year as content demands expand.Good way to build relationships #solopr

mdbarber1:44pm via tchat.io

A4 -- If you are using self-publishing tools, I'd be interested in the strategy behind using it too.#solopr

PaulaJohns1:43pm via tchat.io

Ha ha, I agree MT @PRjeff A3: Who would want to read blatant, PR-specific tweets besides other PR pros? Too self-serving, boring.. #solopr

SFerika1:42pm via HootSuite

A4 I've used @Storify (to create a roundup of event related content) & @listly to curate content#soloPR

SoloPR1:39pm via tchat.io

Q4. Are you using self-publishing tools like Medium, Paper.Li, Scoop It for client work? Examples, results? #solopr

SFerika1:42pm via HootSuite

A4 I've used @Storify (to create a roundup of event related content) & @listly to curate content#soloPR

PRjeff1:42pm via tchat.io

A3: And who would want to read blatant, PR-specific tweets besides other PR pros? Too self-serving, boring IMHO #solopr

SFerika1:42pm via HootSuite

A4 I've used @Storify (to create a roundup of event related content) & @listly to curate content#soloPR

mdbarber1:42pm via tchat.io

Very true; why coordination is key MT @PRjeff: A3: How is a mktg, sales or ad tweet not part of a co's#PR? Remember PR's big pix. #solopr

RiselahENG1:42pm via TweetDeck

Gracias! :) buentas tardes hehe/ Hello Alejandra or Buenas Tardes! You're right on time, glad you could join! #solopr

PaulaJohns1:41pm via tchat.io

Great idea! MT @REDMEDIAPR If you want engagement do monthly twitchat or fb Q&A w CEO... #solopr

PRjeff1:40pm via tchat.io

A3: How is a marketing, sales or advertising tweet not part of a co's #PR? Remember PR's big picture. #solopr

karenswim1:41pm via HootSuite

word! RT @PRjeff: A3: How is a marketing, sales or advertising tweet not part of a co's #PR? Remember PR's big picture. #solopr

SFerika1:40pm via HootSuite

A3 I've seen some investor relations and PR specific Twitter accounts like @AdobePR@ERTS_PR #soloPR

PRjeff1:40pm via tchat.io

A3: How is a marketing, sales or advertising tweet not part of a co's #PR? Remember PR's big picture. #solopr

SoloPR1:40pm via tchat.io

@RiselahENG Hello Alejandra or Buenas Tardes! You're right on time, glad you could join!#solopr

SoloPR1:39pm via tchat.io

Q4. Are you using self-publishing tools like Medium, Paper.Li, Scoop It for client work? Examples, results? #solopr

RiselahENG1:40pm via TweetDeck

Hello! Alejandra from Tijuana! joining in late!#solopr

SoloPR1:39pm via tchat.io

Q4. Are you using self-publishing tools like Medium, Paper.Li, Scoop It for client work? Examples, results? #solopr

RiselahENG1:39pm via TweetDeck

I suggest hashtags for follow up too/ @SoloPR: Q3. Are you using/planning to use PR specific twitter account for client? #solopr

KristK1:38pm via tchat.io

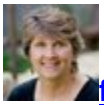
A3: My clients blend PR, mktg, events, engagement and other mgs in their social channels, not a separate PR-specific one.#solopr

SoloPR1:33pm via tchat.io

Q3. Are you using/planning to use PR specific twitter account for client?
Results? #solopr

kcwriter1:38pm via TweetChat powered by oneQube

RT @fransteps A3: I tweet on behalf of several clients as part of managing their overall social strategy. #solopr



fransteps1:37pm via tchat.io

A3:should qualify that accts I manage are overall brand, not PR-specific. Not nec for my clients, have seen it work w/ large orgs. #solopr

PaulaJohns1:37pm via tchat.io

A3. I think need for PR-specific account would vary depending on client/organization. Perhaps good for larger organizations. #soloPR

JanetLFalk1:37pm via Web

As Executive Director of nonprofit, I use a higher level of LI, ostensibly to search for Board members @dariasteigman @arikhanson#soloPR

karenswim1:37pm via HootSuite

I liked the examples @arikhanson cited and def. can see the value, but of course it all depends on company,goals, resources, etc. #solopr

mdbarber1:37pm via tchat.io

A3 - Agree with @Kristik, many colleges use separate account for departments, etc. Can be effective; also management challenge. #solopr

jendonovansf1:36pm via TweetDeck

A3: Yes, I develop content and manage Twitter accounts for clients, but they are not PR-specific per se, just general. #solopr

PRjeff1:36pm via tchat.io

Maybe: ;>! RT @dariasteigman: @fransteps@arikhanson We definitely NEED a sarcasm emoticon. #solopr

SoloPR1:36pm via tchat.io

RT @KristK: Many univs. have purpose-specific accounts: ea sport, school, etc. Having one for PR/news also makes sense. #solopr

mdbarber1:36pm via tchat.io

A3 -- Having a PR-only account is a company-specific decision based on overall comm/marketing goals. Works for some & not others. #solopr

REDMEDIAPR1:36pm via Echofon

A3 I tweet and fb on behalf of client but if its a response to someone I always identify myself#solopr

KristK1:35pm via tchat.io

A3: Many universities have purpose-specific accounts: each sport, each school, etc. Having one for PR/news also makes sense. #solopr

mdbarber1:35pm via tchat.io

Good idea!~ RT @dariasteigman: @fransteps@arikhanson We definitely NEED a sarcasm emoticon. #solopr

karenswim1:35pm via HootSuite

I do this as well RT @fransteps: I tweet on behalf of several clients as part of managing their overall social strategy. #solopr

mdbarber1:35pm via tchat.io

@dariasteigman Agree with you and @fransteps that ghostwriting is channel-based. Not acceptable everywhere but okay in many cases 2#solopr

dariasteigman1:35pm via TweetDeck

@fransteps @arikhanson We definitely NEED a sarcasm emoticon. #solopr

REDMEDIAPR1:34pm via Echofon

If you want engagement do a monthly twitchat or fb Q&A w CEO.It gets monitored, ppl get access, easier to mange. Everyone's happy #solopr

fransteps1:34pm via tchat.io

A3: I tweet on behalf of several clients as part of managing their overall social strategy. We have a plan and it works! #solopr

dariasteigman1:34pm via TweetDeck

@fransteps You actually raised a great Q b/c a lot of ppl don't get that the perception of ghostwriting" is channel-based. #solopr

LoisMarketing1:34pm via TweetDeck

No, clients' corporate SoMe accounts used for all communication including PR. #soloPR A3

fransteps1:33pm via tchat.io

RT @SoloPR: Q3. Are you using/planning to use PR specific twitter account for client? Results?#solopr

SoloPR1:33pm via tchat.io

Q3. Are you using/planning to use PR specific twitter account for client? Results? #solopr

SoloPR1:33pm via tchat.io

Q3. Are you using/planning to use PR specific twitter account for client? Results? #solopr

SoloPR1:32pm via tchat.io

Related point to this issue raised by our own @arkihanson herearikhanson.com/2013/12/04/5-b… forms Q3 stand by #solopr

KristK1:33pm via tchat.io

A2: Having CEO on Twitter blows the barn door wide open. Offers too much access for most. Too much risk for others. #solopr

fransteps1:33pm via tchat.io

@LoisMarketing Cool! #solopr

arikhanson1:33pm via TweetChat powered by oneQube

RT @KristK A2: Having CEO on Twitter blows the barn door wide open. Offers too much access for most. Too much risk for others. #solopr

arikhanson1:33pm via TweetChat powered by oneQube

RT @SoloPR Q3. Are you using/planning to use PR specific twitter account for client? Results?#solopr

KristK1:33pm via tchat.io

A2: Having CEO on Twitter blows the barn door wide open. Offers too much access for most. Too much risk for others. #solopr

LoisMarketing1:33pm via TweetDeck

@fransteps @arikhanson :S works! :) #Sarcasm#soloPR

dariasteigman1:30pm via TweetDeck

@arikhanson @mdbarber You could always adopt the Presidential tact (i.e., ^BO for Obama's own tweets). #solopr

arikhanson1:33pm via TweetChat powered by oneQube

@fransteps we do need to fix that... #solopr

KristK1:33pm via tchat.io

A2: Having CEO on Twitter blows the barn door wide open. Offers too much access for most. Too much risk for others. #solopr

SoloPR1:33pm via tchat.io

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SoloPR1:32pm via tchat.io

Related point to this issue raised by our own @arkihanson herearikhanson.com/2013/12/04/5-b… forms Q3 stand by #solopr

LoisMarketing1:32pm via TweetDeck

As a PR pro you should not even consider or allow 'ghost tweeting' from a CEO's account.#soloPR

REDMEDIAPR1:32pm via Echofon

Agree MT @KristK: A2: Perhaps better for content from CEO to be posted elsewhere (blog, etc.) and then shared via twitter. #solopr

fransteps1:32pm via tchat.io

@arikhanson There's no emoticon for "sarcastic". What's wrong with that? #solopr

dariasteigman1:32pm via TweetDeck

@fransteps Maybe the difference is that people think of tweets as conversation? And we want that to be one-to-one. #solopr

mdbarber1:32pm via tchat.io

@karenswim I think if there's a way to ID CEO it is GREAT and should be on corp account. Tough to monitor CEO account as separate. #solopr

arikhanson1:31pm via TweetChat powered by oneQube

@fransteps Kinda thought so :) #solopr

mdbarber1:31pm via tchat.io

Think ghost writing is fine for some things but Twitter doesn't seem to "accept" it. Suggest other methods w tweets from brand acc't #solopr

karenswim1:31pm via HootSuite

@mdbarber Yes! This is honest and when CEO tweets can identify. #solopr

fransteps1:31pm via tchat.io

@arikhanson I was stirring up the fire ants' nest, so to speak! #solopr

LoisMarketing1:31pm via TweetDeck

SoMe managers need to get over having the CEO have an account. NOT a good idea in most cases. Move on. #soloPR

fransteps1:31pm via tchat.io

Agree! RT @arikhanson: @franstepsThe bigger point of Twitter is that personalization. Take that away and value is minimized. #solopr

mdbarber1:30pm via tchat.io

So the message is from CEO on brand acc't? RT @karenswim: Should clarify that I also meant on corporate account not separate account #solopr

LoisMarketing1:30pm via TweetDeck

If the CEO doesn't want to tweet/post yet still must be involved .. errrr, don't involve the CEO! #soloPR

PRjeff1:30pm via tchat.io

A2: If you're writing ghost tweets, do it under co. name/acct. Not CEO's. #solopr

arikhanson1:30pm via TweetChat powered by oneQube

@fransteps Right, but I think the bigger point of Twitter is that personalization. Take that away and value is minimized. #solopr

dariasteigman1:30pm via TweetDeck

@arikhanson @mdbarber You could always adopt the Presidential tact (i.e., ^BO for Obama's own tweets). #solopr

karenswim1:29pm via HootSuite

Should clarify that I also meant on corporate account not separate account #solopr

fransteps1:29pm via tchat.io

A2: But don't we ghost write for CEOs? #solopr

KristK1:29pm via tchat.io

A2: Perhaps better for content from CEO to be posted elsewhere (blog, etc.) and then shared via corporate social channels. #solopr

fransteps1:29pm via tchat.io

A2: But don't we ghost write for CEOs? #solopr

SFerika1:29pm via Web

@mdbarber A2 tough one. I think the CEO needs to review/approve the tweets otherwise can step in it w/a client/colleague of theirs #soloPR

LoisMarketing1:29pm via TweetDeck

@mdbarber Not okay. Go back to tweeting from corporate account in those instances. Not so much ethics as real engagement #soloPR A2

mdbarber1:29pm via tchat.io

Yep! RT @PRjeff: @mdbarber If it's ghost tweets for CEO, then don't even bother. Whole purpose detweeted, I mean defeated. #solopr

mdbarber1:28pm via tchat.io

EXACTLY! RT @arikhanson: @mdbarber which, largely, defeats the purpose of the CEO being on Twitter in the first place... #solopr

karenswim1:28pm via HootSuite

@mdbarber I think it's a combination, CEO engages when directed by team is good approach, sometimes their voice is needed.#solopr

PRjeff1:28pm via tchat.io

@mdbarber If it's ghost tweets for CEO, then don't even bother. Whole purpose detweeted, I mean defeated. #solopr

arikhanson1:28pm via TweetChat powered by oneQube

@mdbarber Ethical--yes. Best practice? Different story. #solopr

SFerika1:28pm via Sprout Social

@dariasteigman nod, it takes time to build up engagement on LInkedIn, but think it's worth it esp to keep you top of mind 4prospects #soloPR

arikhanson1:28pm via TweetChat powered by oneQube

@mdbarber which, largely, defeats the purpose of the CEO being on Twitter in the first place...#solopr

karenswim1:28pm via HootSuite

Nod to prev question, I find they are much more comfortable on LI, sharing and engaging #solopr

mdbarber1:28pm via tchat.io

A2 - if it's ghost tweeting as the CEO, is that okay? Ethics? #solopr

JenMarsikFriess1:28pm via HootSuite

RT @mdbarber: A2 -- Have talked multiple CEOs OUT of Twitter as they don't have the time to monitor and engage. #solopr

mdbarber1:27pm via tchat.io

A2 -- So, if we all agree PR is needed for CEOs to be on Twitter, I would ask if it's really the CEO then? OR are we ghost tweeting? #solopr

PaulaJohns1:27pm via tchat.io

Bingo--team effort. MT @mdbarber CEO on Twitter: someone needs to ensure monitoring/engagement. Means it's really the team doing it. #solopr

arikhanson1:26pm via TweetDeck

@jtnod Well, that's a separate discussion ;)#solopr

LoisMarketing1:26pm via TweetDeck

Just because they are CEO doesn't mean they are Tweep material! :) :) #soloPR

mdbarber1:25pm via tchat.io

A2 -- Have talked multiple CEOs OUT of Twitter as they don't have the time to monitor and engage.#solopr

mdbarber1:26pm via tchat.io

@arikhanson Agree. Usually I just have to say -- you going to check it just before you go to bed to make sure no one has talked 2 u? #solopr

PRjeff1:26pm via tchat.io

That's where we come in. RT @mdbarber: A2-Have talked multiple CEOs OUT of Twitter-they don't have time to monitor and engage #solopr

arikhanson1:25pm via TweetChat powered by oneQube

RT @mdbarber A2 -- Have talked multiple CEOs OUT of Twitter as they don't have the time to monitor and engage. #solopr

karenswim1:25pm via HootSuite

Agree still team effort RT @mdbarber: If CEO on Twitter, someone needs to make sure they're monitoring... #solopr

arikhanson1:25pm via TweetChat powered by oneQube

RT @mdbarber A2 -- Have talked multiple CEOs OUT of Twitter as they don't have the time to monitor and engage. #solopr

mdbarber1:25pm via tchat.io

A2 -- Have talked multiple CEOs OUT of Twitter as they don't have the time to monitor and engage.#solopr

arikhanson1:25pm via TweetChat powered by oneQube

@mdbarber Hence the risk, right? #solopr

PRjeff1:25pm via tchat.io

Yes. RT @arikhanson: @jtnod Plus, they want more transparency and info from CEO. Twitter is a conduit to that. #solopr

fransteps1:25pm via tchat.io

A2: I can think of a few cases where CEOs on Twitter are a good idea, but agree that there are often bigger priorities. #solpr #solopr

KeeyanaHall1:24pm via HootSuite

Peeping into #solopr for a bit. Oh, how I've missed you all! *hugs & hi-fives everyone*

dariasteigman1:24pm via TweetDeck

@SFerika Thx. Good to know. I need more "hits" (i.e., I need to do more engaging on LI) before the $ make it worthwhile for me. #solopr

arikhanson1:24pm via TweetDeck

@jtnod Plus, they want more transparency and info from CEO. Twitter is a conduit to that. #solopr

mdbarber1:24pm via tchat.io

A2 If CEO on Twitter, someone needs to make sure they're monitoring so he/she engages quickly. Means it's really the team doing it. #solopr

arikhanson1:24pm via TweetDeck

@jtnod Reports say millennials want their leaders more visible. Twitter being one of those channels. #solopr

jendonovansf1:24pm via TweetDeck

@SFerika Assist is critical! Smaller companies can be more successful as well. Larger ones, the CEO has bigger priorities. #solopr

PaulaJohns1:23pm via tchat.io

A1 LI engagement keeps you top of mind w/ key contacts you've worked w/ in the past. Can lead to new biz. #soloPR

mdbarber1:23pm via tchat.io

I agree. RT @arikhanson: A2: I would argue very few CEOs should be using Twitter. Too little time. No big upside. Big risks. #solopr

SoloPR1:23pm via tchat.io

Smart! RT @arikhanson: Biggest reason for CEOs to be using Twitter though: recruiting. Millennials have told us as much... #solopr

REDMEDIAPR1:23pm via Echofon

I'd say no to CEO being on twitter. Too much commitment too big of risk. often it's some else tweeting which diminishes connection #solopr

3HatsComm1:23pm via Twitter for iPhone

Missing #soloPR today .. with you in spirit. Just too much to get done. :)

PRjeff1:23pm via tchat.io

A2: Co's should have an overall strategy to help make #CEOs more visible, engaged. Avoid#WizardOfOz syndrome #solopr

SFerika1:23pm via HootSuite

A2 getting your CEO involved w/Twitter is a great way to demonstrate the power of social media to them (but give them an assist) #soloPR

LoisMarketing1:23pm via TweetDeck

In the VAST majority of cases, leave the CEO the **** alone to run the company. Find the company's best voices throughout. #soloPR A2

PRjeff1:23pm via tchat.io

A2: Co's should have an overall strategy to help make #CEOs more visible, engaged. Avoid#WizardOfOz syndrome #solopr

arikhanson1:22pm via TweetChat powered by oneQube

Biggest reason for CEOs to be using Twitter though: recruiting. Millennials have told us as much... #solopr

SoloPR1:22pm via tchat.io

Stats bear out very few are using RT @arikhanson: I would argue very few CEOs should be using Twitter. . #solopr

arikhanson1:22pm via TweetChat powered by oneQube

Biggest reason for CEOs to be using Twitter though: recruiting. Millennials have told us as much... #solopr

karenswim1:22pm via HootSuite

You have to train just like you do for interviews, even if naturally personable, can get volatile quickly on this medium #solopr

kcwriter1:21pm via TweetChat powered by oneQube

@SFerika That's a very good idea. Thanks for the thought. #solopr

mdbarber1:21pm via tchat.io

@arikhanson so true. I wish you would. #solopr

arikhanson1:21pm via TweetChat powered by oneQube

A2: I would argue very few CEOs should be using Twitter. Too little time. No big upside. Big risks.#solopr

SFerika1:21pm via Sprout Social

@dariasteigman @kcwriter If it's someone new to me, I check out who they are/what they do, and connect w/them on twitter if approp #soloPR

LoisMarketing1:21pm via TweetDeck

A key example of why we are in PR -- ability to discern best voices. Don't force-fit a CEO in SoMe just because mktg wants them #soloPR A2

dariasteigman1:21pm via TweetDeck

A2 I don't think this is a Yes/No. More about being present (CEO and brand) and not just a one-time Q&A. #solopr

PRjeff1:21pm via tchat.io

A2: CEOs have a lot on their plate, but at least some level of involvement would prob be a good thing #solopr

arikhanson1:21pm via TweetChat powered by oneQube

@mdbarber I'm catching up though! :) #solopr

jendonovansf1:21pm via TweetDeck

A2: Exec involvement on Twitter is important, but only if done correctly. Can take lot of training; it's not the same as interviews. #solopr

mdbarber1:20pm via Twitter for Mac

@arikhanson exactly. But your age has nothing on mine. ;-p #solopr

SFerika1:20pm via Sprout Social

@dariasteigman @kcwriter If it's someone I'm connected to, I send them a catching up email, and see if I can assist w/anything #soloPR

LoisMarketing1:19pm via TweetDeck

@SoloPR It ALL DEPENDS on the CEO, the PERSON. Their personality, willingness, ability to engage. #soloPR A2

fransteps1:19pm via tchat.io

@justinromack always love hearing from you!#solopr

arikhanson1:19pm via TweetChat powered by oneQube

@mdbarber Besides, what's wrong with being older? It means we're also wiser, right? :) #solopr

mdbarber1:19pm via tchat.io

The age stat is accurate. It's a fact and not something meant to offend. It's also a fact that the users are higher level . #solopr

SoloPR1:18pm via tchat.io

Q2. Inspired by ATT/TMobile Twitter war, do you encourage CEO involvement on Twitter? How do you prep? zd.net/1ePP7Hf #solopr

arikhanson1:18pm via TweetChat powered by oneQube

@LoisMarketing I love *golf applause*!!!!! #solopr

arikhanson1:18pm via TweetChat powered by oneQube

@dariasteigman @LoisMarketing Also read: Outside the PR bubble #solopr

PaulaJohns1:18pm via tchat.io

Client of mine engages and posts in LI groups -- says it's been valuable for B2B lead gen. A1#solopr

justinromack1:18pm via YoruFukurou

@fransteps Can't jump into the #SoloPR chat today, but wanted to comment on that. :)

LoisMarketing1:18pm via TweetDeck

@arikhanson *golf applause* :) #solopr

LoisMarketing1:16pm via TweetDeck

@arikhanson Decision makers monitor it. Let's not attach age :) :) #soloPR

mdbarber1:17pm via tchat.io

@arikhanson I think that's a really good point. Those active on LinkedIn are higher level business execs & also older in age. #solopr

arikhanson1:17pm via TweetChat powered by oneQube

@karenswim I have the stat somewhere, but it's a high rate of managers/directors that use LI vs other socnets #solopr

kcwriter1:17pm via TweetChat powered by oneQube

@jendonovansf I need to participate more. I hear it's a long-term investment. #solopr

arikhanson1:17pm via TweetChat powered by oneQube

@LoisMarketing I just report the facts. No judging here ;) #solopr

karenswim1:17pm via HootSuite

To @arikhanson's point, I agree, many more C-levels use LI than other SM platforms.#solopr

LoisMarketing1:16pm via TweetDeck

@arikhanson Decision makers monitor it. Let's not attach age :) :) #soloPR

arikhanson1:16pm via TweetChat powered by oneQube

Another interesting tidbit about LI: Older, decision-makers hang out there more. Probably obv, but worth mentioning. #solopr

kcwriter1:16pm via TweetChat powered by oneQube

@dariasteigman No. Which means I sometimes have to do some extra research to find out someone's surname. But it's still a good start#solopr

karenswim1:14pm via HootSuite

I think the key is like with everything you have to use it, nurture for it to be effective #solopr

JenMarsikFriess1:16pm via HootSuite

A1: Groups related to clients are helpful; I don't use LinkedIn for new biz. #solopr

arikhanson1:16pm via TweetChat powered by oneQube

Another interesting tidbit about LI: Older, decision-makers hang out there more. Probably obv, but worth mentioning. #solopr

LoisMarketing1:16pm via TweetDeck

@Nurph Yes I'm here! #soloPR Message @SoloPR and share info with them :) @ChatSalad

akenn1:16pm via tchat.io

@jendonovansf @mdbarber yes, picking the right groups is key...my alma mater has about 40 to choose from... #solopr

SoloPR1:16pm via tchat.io

Good discussion on Q1, stand by for Q2. #solopr

dariasteigman1:16pm via TweetDeck

@SFerika @kcwriter What do you do with that information? #solopr

PaulaJohns1:16pm via tchat.io

I recently opted to upgrade on LI -- need to spend more time on it to see if worth it. #soloPR

mdbarber1:16pm via tchat.io

The groups I'm in on LI that are working well are those that are managed often by a moderator. I've dropped those that aren't. #solopr

dariasteigman1:15pm via TweetDeck

+1 Maybe if I prioritize for a while I'll get more value. RT @karenswim: The key is like with everything you have to nurture it. #solopr

LoisMarketing1:15pm via TweetDeck

@jendonovansf Interaction in a group, search found me/my bio, recommended by fellow contacts #soloPR

arikhanson1:15pm via TweetChat powered by oneQube

@fransteps That's what I thought (re: $) but wanted to see if others were using it. #solopr

jendonovansf1:15pm via TweetDeck

@akenn Maybe I'm in the wrong ones. Which are relevant for this group in your opinion? #solopr

mdbarber1:15pm via tchat.io

@akenn I felt the same way about FB vs LI but someone convinced me to try. It's been quite interesting to see the quality of comment #solopr

karenswim1:14pm via HootSuite

I think the key is like with everything you have to use it, nurture for it to be effective #solopr

SFerika1:15pm via HootSuite

@dariasteigman @kcwriter I have a premium membership; worth it to be able to see who's been looking at your profile #soloPR

fransteps1:15pm via tchat.io

A1: Dont think upgrade is worth it, unless you are screening and hiring ppl.Very expensive! #solopr

LoisMarketing1:14pm via TweetDeck

One thought is to START a group there -- to showcase your beautiful self! and connect others :) #soloPR A1

jendonovansf1:14pm via TweetDeck

@LoisMarketing That's great. Because they saw an update from you or some other reason?#solopr

karenswim1:14pm via HootSuite

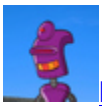
I think the key is like with everything you have to use it, nurture for it to be effective #solopr

dariasteigman1:14pm via TweetDeck

And, if so, how has it added value for you? RT @arikhanson: Bigger question: Is the LI upgrade worth the extra cost? #solopr

akenn1:14pm via tchat.io

@jendonovansf you're the first person I've heard say that about Groups. People rave about them and the ROI from participating. #solopr

 **Nurph**1:14pm via Web

@LoisMarketing @SoloPR Thanks for the mention, Lois! I'll get @ChatSalad to add#soloPR to ChatSalad.com :) Do you join the chat?

arikhanson1:12pm via TweetChat powered by oneQube

Bigger question: Is the LI upgrade worth the extra cost? #solopr

karenswim1:13pm via HootSuite

I'm finding LinkedIN is much better these days for visibility and actual 1:1 engagement #solopr

fransteps1:14pm via HootSuite

RT @fransteps: A1: I can see who is clicking from my updates to my blog; also on who viewed your profile. #solopr

karenswim1:13pm via HootSuite

I'm finding LinkedIN is much better these days for visibility and actual 1:1 engagement #solopr

mdbarber1:13pm via tchat.io

A1 - I also use groups; mainly my alma mater. It's a good relationship starter tool. I think there's really opp'y w it; no time. #solopr

dariasteigman1:13pm via TweetDeck

@kcwriter Thanks, Kelle. That's good to know. I need to avail of that more regularly. Do you have a premium membership? #solopr

REDMEDIAPR1:13pm via Echofon

Depends in what you need. Id say no RT @arikhanson: Bigger question: Is the LI upgrade worth the extra cost? #solopr

karenswim1:13pm via HootSuite

I'm finding LinkedIN is much better these days for visibility and actual 1:1 engagement #solopr

arikhanson1:12pm via TweetChat powered by oneQube

Bigger question: Is the LI upgrade worth the extra cost? #solopr

LoisMarketing1:13pm via TweetDeck

I have won three clients through LinkedIn connections or recommendations. Realize I need to better utilize! #soloPR A1

dariasteigman1:12pm via TweetDeck

Me too. I wonder if most of the "I get biz from LI" is more hype than reality? #solopr

jendonovansf1:12pm via TweetDeck

@akenn Me, as well. Look forward to hearing new ideas. #solopr

arikhanson1:12pm via TweetChat powered by oneQube

Bigger question: Is the LI upgrade worth the extra cost? #solopr

KristK1:12pm via tchat.io

A1: LinkedIn is my go-to business research tool. Groups are great, but I need to share more, not just read, like and click. #solopr

jendonovansf1:12pm via TweetDeck

@kcwriter I don't get much value from Groups, do you? #solopr

fransteps1:12pm via Tweet Button

@SoloPRThanks...going there now. #solopr

akenn1:12pm via Tweet Button

@mdbarber I turn to Facebook groups and Twitter for sharing links, commenting, etc. Don't feel need to use LI that way #solopr

kcwriter1:12pm via TweetChat powered by oneQube

@dariasteigman I've been looking by industry and job category. And if I save the search, I get updates! #solopr

mdbarber1:11pm via tchat.io

A1 -- I've been posting content there recently and find it is well read, and comments are helpful/added value. #solopr

arikhanson1:11pm via TweetChat powered by oneQube

A1: For me, LI is more about research than it is new biz. #solopr

SoloPR1:11pm via tchat.io

@LoisMarketing Thanks Lois, noticed that this morning, appreciate the tip! #solopr

mdbarber1:11pm via tchat.io

A1 -- I've been posting content there recently and find it is well read, and comments are helpful/added value. #solopr

LoisMarketing1:11pm via TweetDeck

@SoloPR Give @Nurph a serious look for future#soloPR chats :)

SoloPR1:11pm via tchat.io

@fransteps Just switched over to tchat.io much better! #solopr

PaulaJohns1:11pm via TweetDeck

Not working for me either. :(RT @SoloPR: FYI, twubs not working for me today but tchat seems fine. #solopr

SFerika1:10pm via HootSuite

A1 I'm using LinkedIn groups to connect w/prospects & of course researching co's+clients during pitch process #soloPR

dariasteigman1:10pm via TweetDeck

@kcwriter What's been working wtih Advanced Search? Are you looking mostly by industry, job category, location? #solopr

fransteps1:10pm via HootSuite

Twubs is being tewwible today! Ugh! #solopr

mdbarber1:09pm via tchat.io

A1 - Whenever we talk about LI it mainly from the framework of...how do you know you should be using it but aren't? #solopr

SoloPR1:09pm via Tweet Button

FYI, twubs not working for me today but tchat seems fine. #solopr

dariasteigman1:09pm via TweetDeck

A1 I'm good at using LI to research when I have a target in mind, but don't think I'm effectively using it to prospect. #solopr

SoloPR1:06pm via Twubs

Q1. How are you using LinkedIn as a biz dev tool? How effective is LI for your business? #solopr

akenn1:09pm via Tweet Button

A1.Good question! I don't do much more than "link in" & update-that has led to positive exposure but am intrigued w/others' success #solopr

PRjeff1:09pm via tchat.io

A1: Currently only using it for research. But I've attended gr8 LI presentations & know there's a lot to tap into #solopr

kcwriter1:09pm via TweetChat powered by oneQube

A1: I've started using LinkedIn's Advanced Search tool to identify prospects. Need to be more active in the Groups tho. #solopr

fransteps1:08pm via HootSuite

RT @SoloPR: Q1. How are you using LinkedIn as a biz dev tool? How effective is LI for your business? #solopr

JenMarsikFriess1:07pm via HootSuite

Hi from Dallas-Fort Worth. I'm 15 years in the biz, two solo. #solopr

jendonovansf1:07pm via TweetDeck

Good morning #solopr folks! Excited for this week's chat. Jennifer, solo PR & Social Media consultant in San Francisco

SoloPR1:06pm via Twubs

Q1. How are you using LinkedIn as a biz dev tool? How effective is LI for your business? #solopr

fransteps1:07pm via Twubs

RT @SoloPR Q1. How are you using LinkedIn as a biz dev tool? How effective is LI for your business? #solopr

dariasteigman1:07pm via TweetDeck

My Q. Aka, what's working? RT @SoloPR: Q1. How are you using LinkedIn as a biz dev tool? How effective is LI for your business? #solopr

KristK1:07pm via Twubs

RT @SoloPR Q1. How are you using LinkedIn as a biz dev tool? How effective is LI for your business? #solopr

karenswim1:07pm via HootSuite

@PRjeff Lol, thanks I need to be monitored! :-)#solopr

mdbarber1:06pm via tchat.io

LOL! Someone has to do it. RT @PRjeff: Hello all... from #Phx area. Solo abt 85% of my career. Here to keep an eye on Karen today. #solopr

dariasteigman1:06pm via TweetDeck

@KristK I figured it was nuke now or be starving later. :) #solopr

SoloPR1:06pm via Twubs

Q1. How are you using LinkedIn as a biz dev tool? How effective is LI for your business? #solopr

SFerika1:06pm via HootSuite

Good morning from San Francisco, #soloPRfolks!

PaulaJohns1:06pm via Twubs

Hello #soloPR friends. Paula, here, joining from the San Diego area. 10+ years solo.

dariasteigman1:06pm via TweetDeck

Great crowd gathering for #solopr. Hello @mdbarber, @fransteps, @KristK, @karenswim, @PRjeff,
@kcwriter.

fransteps1:06pm via Twubs

@PRjeff Karen is a wild thing, and needs to be monitored! #solopr

KristK1:05pm via Twubs

Now I'm hungry. RT @dariasteigman Veggie burrito? Check. | Fresh pineapple? Check. | Water bottle? Check. | All ready for #solopr.

SoloPR1:05pm via Twubs

Great crowd gathering! Stand by for Q1. #solopr

PRjeff1:05pm via tchat.io

Hello all... from #Phx area. Solo abt 85% of my career. Here to keep an eye on Karen today.#solopr

fransteps1:05pm via Twubs

Hi all! Fran in San Antonio, TX. 3+ years as solo; 20+ in PR. Happy to be here! #solopr

KristK1:04pm via Twubs

The week isn't the same without my #solopr pals! Looking forward to catching up. I'm Kristie (23 yrs exp, 10 as indy, APR, PR prof).

mdbarber1:04pm via tchat.io

Good morning fellow pros. Mary here from Anchorage. More than 30 years in PR; 13 as a solo consultant. Good to see so many friends!#solopr

SoloPR1:04pm via Twubs

So nice to see everyone! #solopr

SoloPR1:03pm via Twubs

While we gather, want to remind everyone that early bird pricing for #SoloPRSummit closes next week soloprpro.com/summit/ #solopr

KristK1:02pm via Twubs

RT @SoloPR It's time for this week's #soloprchat, for #freelance consultants in #PR,#socialmedia and related fields #solopr

dariasteigman1:03pm via TweetDeck

Veggie burrito? Check. | Fresh pineapple? Check. | Water bottle? Check. | All ready for #solopr.

fransteps1:03pm via Twubs

RT @SoloPR Welcome! Please introduce yourself, this is @karenswim moderating for @KellyeCrane #solopr

SoloPR1:02pm via Twubs

Welcome! Please introduce yourself, this is @karenswim moderating for @KellyeCrane#solopr

kcwriter1:02pm via TweetChat powered by oneQube

Still catching up with work after the holidays but I'll at least lurk a little on this week's #solopr chat

mdbarber1:02pm via tchat.io

Time for the Solopr chat. Sorry for the noise those of you who don't join us. All PR Pros are welcome even those not solo. #solopr

KristK1:02pm via Twubs

RT @SoloPR It's time for this week's #soloprchat, for #freelance consultants in #PR,#socialmedia and related fields #solopr

SoloPR1:00pm via Tweet Button

It's time for this week's #solopr chat, for#freelance consultants in #PR, #socialmedia and related fields #solopr