



Combined #SoloPR and #SMChat Transcript – 1/15/2014

1. What do you use to measure your PR and social media initiatives – proprietary spreadsheets, tools/websites like [Moz](#), [Raven Tools](#), etc. or something else completely?
2. Is there a difference in measuring social media vs. other PR programs?
3. What impact does an integrated strategy for PR and social media have on measurement?
4. Can you reliably attribute outcomes to a particular program/channel/tactic?
5. What's your biggest measurement challenge?

Transcript follows in reverse chronological order:



[Sharon Mostyn @sharonmostyn](#) 42m

Thanks everyone for joining the [#smchat](#) [#solopr](#) combo chat today! [@SoloPR](#) will post a chat transcript soon!



[Kellye Crane @KellyeCrane](#) 42m

Always enjoy chatting with the good people of [#SMchat](#)! Thanks for combining w/[#solopr](#) for this week, and let's stay in touch! [#solopr](#)



[Sharon Mostyn @sharonmostyn](#) 43m

RT [@karens swim](#): Feeling all warm and fuzzy and smarter after combined chat, so nice to join hands across the aisle [#SMchat](#) [#solopr](#)



[Karen Swim @karens swim](#) 43m

! RT [@KellyeCrane](#): A5: My biggest challenge with measurement is perfectionism. Have to accept we'll never know *everything* [#smchat](#) [#solopr](#)



[Chris Jones @sourcePOV](#) 43m

[@karens swim](#) [@kellyecrane](#) and other [#solopr](#) folks .. so glad u joined us today; let's continue to drive crossover << [#chatpack](#) [#magic](#) [#smchat](#)



[Karen Swim @karens swim](#) 44m

Feeling all warm and fuzzy and smarter after combined chat, so nice to join hands across the aisle [#SMchat](#) [#solopr](#)



[Sharon Mostyn @sharonmostyn](#) 44m

Yay! RT [@sourcePOV](#): [@sharonmostyn](#) hey Sharon we're trending today-there's a data point :) thx to [#solopr](#) crew for being part of that [#smchat](#)



[Kellye Crane @KellyeCrane](#) 44m

A5: My biggest challenge with measurement is perfectionism. Have to accept we'll never know *everything* [#smchat](#) [#solopr](#)



[Amber Cleveland @ambercleveland](#) 44m

RT [@sourcePOV @sharonmostyn](#) hey Sharon, we're trending today .. there's a data point :) thx to [#solopr](#) crew for being part of that.. [#smchat](#)



[Daria Steigman @dariasteigman](#) 45m

[@JennMaffeo](#) Thanks. You too Jenn. [#smchat](#) [#solopr](#)



[Julia Sahin @Julia Sahin](#) 45m

Check out [#solopr](#) for good [#socialmedia](#) measurement tools. [#PR](#)



[Karen Swim @karens swim](#) 45m

RT [@mikedelgado](#): RT [@VirtualMarketer](#): 5 Ways to Calculate [#SocialMedia](#) ROI using Google Analytics: <http://ow.ly/sCuQQ> [#smchat](#) [#solopr](#)



[Sharon Mostyn @sharonmostyn](#) 45m

RT [@KelyeCrane](#): [@SandraSays](#) Ooh, that sounds cool. If you wanted to share a case study on [@solopr](#) blog it would be welcome! [#solopr](#) [#smchat](#)



[Chris Jones @sourcePOV](#) 46m

[@sharonmostyn](#) hey Sharon, we're trending today .. there's a data point :) .. thx to [#solopr](#) crew for being part of that.. [#smchat](#)



[Daria Steigman @dariasteigman](#) 46m

Gotta jump off [#solopr](#) / [#smchat](#) for a call starting in 3 min. Lots of smart today. Thanks!



[Karen Swim @karenswim](#) 46m

[@SandraSays](#) Agree could be challenge. I build tools into my rate and it gets allocated across clients [#SMchat](#) [#solopr](#)



[Kellye Crane @KellyeCrane](#) 46m

RT [@MaddyM_SC](#): A5 biggest measurement challenge in [#SoMe](#) is making sure your msg is received as it would be over diff forms [#smchat](#) [#solopr](#)



[REDMEDIA @REDMEDIAPR](#) 46m

Unrelated, but if u think u can't or are told no watch this [#trustyourpower](#)
<http://shar.es/U19Jc> [#solopr](#) [#SMchat](#) Happy Wed! GO GET IT



[Kellye Crane @KellyeCrane](#) 47m

[@SandraSays](#) Ooh, that sounds cool. If you wanted to share a case study on the [@solopr](#) blog, it would be welcome! [#solopr](#) [#smchat](#)



[Sharon Mostyn @sharonmostyn](#) 47m

RT [@dariasteigman](#): Getting clients to set tough (realistic) goals/metrics. RE: Q5 What's your biggest measurement challenge? [#smchat](#) [#solopr](#)



[Davina Brewer @3hats @3HatsComm](#) 47m

RT [@KellyeCrane](#): We have to convince clients it's worth doing in the 1st place- good pt!
[@dariasteigman](#) [@akenn](#) [#solopr](#) [#smchat](#)



[Sharon Mostyn @sharonmostyn](#) 47m

RT [@JanetLFalk](#): 90% of event attendees said they read about it in newspaper. If no event listing in newspaper, fewer tickets [#solopr](#) [#smchat](#)



[Kellye Crane @KellyeCrane](#) 47m

RT [@SandraSays](#): A5. Honestly, cost is my biggest measurement challenge. Very few ppl want to pay even for affordable tools. [#smchat](#) [#solopr](#)



[Daria Steigman @dariasteigman](#) 47m

[@KellyeCrane](#) [@JennMaffeo](#) There was, and it seemed to be "rolling" from the pattern of who could tweet when. [#solopr](#) [#smchat](#)



[Sandra Fernandez @SandraSays](#) 48m

[@KellyeCrane](#) I had to relaunch my browser to get back into twitter. [#smchat](#) [#solopr](#)



[Sharon Mostyn @sharonmostyn](#) 48m

True RT [@SandraSays](#): A5 Cost is my biggest measurement challenge. Very few people want to pay even for the affordable tools. [#smchat](#) [#solopr](#)



[Davina Brewer @3hats @3HatsComm](#) 48m

[@SandraSays](#) ITA some small biz want to skip warm up (research), pregame (strategy), go straight to win, skip postgame (measurement) [#soloPR](#)



[Kellye Crane @KellyeCrane](#) 48m

[@JennMaffeo](#) I think there was some kind of Twitter outage during this chat- lots of weird errors. [#solopr](#) [#smchat](#)



[Sharon Mostyn @sharonmostyn](#) 48m

RT [@MaddyM_SC](#): A5 biggest measurement challenge in [#SoMe](#) is making sure your msg is received as it would be over diff forms [#smchat](#) [#solopr](#)



[Paula Johns @PaulaJohns](#) 49m

[@karens swim](#) You too. Thanks! :) [#soloPR](#) [#SMchat](#)



[REDMEDIA @REDMEDIAPR](#) 49m

[@bitly](#) is the BEST MT [@SteveCassady](#) [@KellyeCrane](#) A custom bit.ly is so easy to create, sometimes I have to pinch myself! [#solopr](#) [#smchat](#)



[Sandra Fernandez @SandraSays](#) 49m

[@KellyeCrane](#) We're doing an exhibit where we've paired QR codes + custom bitlys. Interested in seeing the data on that. [#solopr](#) [#smchat](#)



[Sharon Mostyn @sharonmostyn](#) 50m

Ouch! LOL RT [@KellyeCrane](#): [@ICUC](#) A custom bit.ly is so easy to create, sometimes I have to pinch myself! [#solopr](#) [#smchat](#)



[SoloPR @SoloPR](#) 50m

RT [@REDMEDIAPR](#): The biggest challenge is to capture it all, measure, translate to words the clients understand and not go CRAZY [#SM](#) [#solopr](#)



[Kellye Crane @KellyeCrane](#) 50m

[@3HatsComm](#) Ah, I see- We have to convince clients it's worth doing in the 1st place- good pt!
[@dariasteigman](#) [@akenn](#) [#solopr](#) [#smchat](#)



[Maddy M. @MaddyM_SC](#) 50m

Thank you all for a great twitter chat! [#smchat](#) [#simplycast](#) [#solopr](#) [#smchat](#)



[Sandra Fernandez @SandraSays](#) 50m

A5. Honestly, cost is my biggest measurement challenge. Very few people want to pay even for the affordable tools. [#smchat](#) [#solopr](#)



[Sharon Mostyn @sharonmostyn](#) 51m

Lots o Tweets RT [@JennMaffeo](#): In this [#smchat](#), I was told I was in [#TwitterJail](#) whatever that means! [#TwitMo](#)? Just signed out &back [#solopr](#)



[Janet L. Falk @JanetLFalk](#) 51m

[@sharonmostyn](#) 90% of event attendees said they read about it in newspaper. If no event listing in newspaper, fewer tickets [#solopr](#) [#smchat](#)



[REDMEDIA @REDMEDIAPR](#) 51m

The biggest challenge is to capture it all, measure it, translate to words the clients understand and not go CRAZY [#SM](#) [#solopr](#)



[Steve Cassady @SteveCassady](#) 51m

RT [@KellyeCrane](#) [@ICUC](#) A custom bit.ly is so easy to create, sometimes I have to pinch myself! [#solopr](#) [#smchat](#)



[Karen Swim](#) [@karens swim](#) 51m

[@PaulaJohns](#) Bye Paula, have a great afternoon! [#solopr](#) [#Smchat](#)



[Kellye Crane](#) [@KellyeCrane](#) 51m

[@ICUC](#) A custom bit.ly is so easy to create, sometimes I have to pinch myself! [#solopr](#) [#smchat](#)



[Karen Swim](#) [@karens swim](#) 51m

[@KellyeCrane](#) Ha! When you get your AARP like me you no longer care about sounding "old"; :-)
[#solopr](#) [#SMchat](#)



[Daria Steigman](#) [@dariasteigman](#) 51m

Getting clients to set tough (realistic) goals/metrics. RT [@sharonmostyn](#): Q5 What's your biggest measurement challenge? [#smchat](#) [#solopr](#)



[Paula Johns](#) [@PaulaJohns](#) 52m

Many smart measurement folks out there. Great insight today! Must run - thank you all! [#smchat](#) [#soloPR](#)



[Sharon Mostyn](#) [@sharonmostyn](#) 52m

[#smchat](#) [#solopr](#) Q5 What's your biggest measurement challenge? [#pr](#) [#SocialMediaMarketing](#) [#measure](#)



[Kellye Crane @KellyeCrane](#) 53m

A4: I started to say "the Internet" has made this easier, but didn't want to sound too old. :-D
[#solopr](#) [#smchat](#)



[Davina Brewer @3hats @3HatsComm](#) 53m

[@KellyeCrane](#) [@dariasteigman](#) [@akenn](#) yes, but I'm also talking about clients who need to see value in measuring context [#SMchat](#) [#soloPR](#)



[Kellye Crane @KellyeCrane](#) 54m

A4: Easy-to-use tracking URLs have made this much easier! [#solopr](#) [#smchat](#)



[Sharon Mostyn @sharonmostyn](#) 54m

RT [@SteveCassady](#): A4) well if you set it up for the right situation, you can. Challenge is channel crossover & funnel entry [#smchat](#) [#solopr](#)



[SoloPR @SoloPR](#) 54m

RT [@sharonmostyn](#): [#smchat](#) [#solopr](#) Q4 Can you reliably attribute outcomes to a particular program/channel/tactic?



[Sharon Mostyn @sharonmostyn](#) 55m

RT [@kgosland](#): [@sourcePOV](#) agree, timely follow-up is key, along with relevant/valuable content to continue the conversation [#smchat](#) [#solopr](#)



[Daria Steigman @dariasteigman](#) 55m

Aha. Glad the Twitter outage here was short. [#solopr](#) [#smchat](#)



[Daria Steigman @dariasteigman](#) 56m

[@3HatsComm](#) [@KellyeCrane](#) [@akenn](#) No, but partly b/c the ideal tool would get "context," and that needs the human element. [#solopr](#) [#smchat](#)



[Paula Johns @PaulaJohns](#) 56m

[@sssourabh](#) Agree, HootSuite def a timesaver. Think most clients use it for that primary reason. [@sourcePOV](#) [#soloPR](#) [#smchat](#)



[Kellye Crane @KellyeCrane](#) 56m

RT [@sharonmostyn](#): [#smchat](#) [#solopr](#) Q4 Can you reliably attribute outcomes to a particular program/channel/tactic?



[Karen Swim @karens swim](#) 56m

[@SMSJOE](#) [@JennMaffeo](#) Yes, some of my clients us services like [@HubSpot](#) [@Marketo](#) or [@MarketingZen](#) [#SMChat](#) [#solopr](#)



[Kellye Crane @KellyeCrane](#) 57m

[@3HatsComm](#) I think we're saying the same- darn 140 characters! J [@dariasteigman](#) [@akenn](#) [#solopr](#) [#smchat](#)



[Sharon Mostyn @sharonmostyn](#) 57m

MT [@akenn](#): [@KellyeCrane](#) do you think tech & tools exist to do the job, no matter what you choose to measure? [@dariasteigman](#) [#smchat](#) [#solopr](#)



[Amber Cleveland @ambercleveland](#) 58m

RT [@sharonmostyn](#) [#smchat](#) [#solopr](#) Q4 Can you reliably attribute outcomes to a particular program/channel/tactic?



[Davina Brewer](#) [@3hats](#) [@3HatsComm](#) 58m

[@KellyeCrane](#) [@dariasteigman](#) [@akenn](#) not just laziness, think it's imp't to show biz value of qualitative, deeper analysis [#smchat](#) [#soloPR](#)



[Jennifer Donovan](#) [@jendonovansf](#) 58m

[@AirPR](#) [@KellyeCrane](#) [@AirPR](#) [@KellyeCrane](#) Both are recurring, but today's topic (15 min left) is specific to measurement. [#solopr](#) [#smchat](#)



[Sharon Mostyn](#) [@sharonmostyn](#) 58m

[#smchat](#) [#solopr](#) Q4 Can you reliably attribute outcomes to a particular program/channel/tactic?



[Kellye Crane](#) [@KellyeCrane](#) 58m

[@akenn](#) [@dariasteigman](#) No- I know my ideal tool does not exist (heaven knows I've looked!). That's why it takes elbow grease. [#solopr](#) [#smchat](#)



[Jennifer Donovan](#) [@jendonovansf](#) 59m

[@AirPR](#) [@KellyeCrane](#) Both are recurring, but today's topic (15 min left) is specific to measurement. [#solopr](#) [#smchat](#)



[Paula Johns](#) [@PaulaJohns](#) 1h

[@HayleyCalhoon](#) Just seems kind of limiting - why peg one for engagement, one for sentiment? [#soloPR](#) [#SMchat](#)



[Kellye Crane @KellyeCrane 1h](#)

A2: Fortunately, there's enough education out there now that savvy clients/orgs know better than to rely on surface stats. [#solopr](#) [#smchat](#)



[Alison Kenney @akenn 1h](#)

[@KellyeCrane](#) do you think all the tech and tools exist to do the job, no matter what you choose to measure? [@dariasteigman](#) [#solopr](#) [#smchat](#)



[Sharon Mostyn @sharonmostyn 1h](#)

MT [@morgancarrie](#): Another imp't metric is moving aud from social to something owned - such as an email. SO neglected by many! [#smchat](#) [#solopr](#)



[Daria Steigman @dariasteigman 1h](#)

[@KellyeCrane](#) [@akenn](#) Exactly. Unlike us. That's why we [#solopr](#) pros rock. :) [#smchat](#)



[Karen Swim @karenskim 1h](#)

RT [@KeeyanaHall](#): Also, don't get caught up in the numbers hype. 200 engaged fans will serve you better than 2,000 unengaged. [#SMchat](#) [#solopr](#)



[Jenn Maffeo @JennMaffeo 1h](#)

Do any of you use a service to track actual conversions like [@Hubspot](#)? [#solopr](#) [#smchat](#)
[#smchat](#)



[Kellye Crane @KellyeCrane 1h](#)

[@dariasteigman](#) [@akenn](#) I think the problem is when the measurer (PR, socmed, or other) is just being too lazy to go deeper. [#solopr](#) [#smchat](#)



[Michelle Kane @VoiceMattersLLC](#) 1h

Likewise, late arrival & ducking out early - terrific tips today! [#solopr](#) [#smchat](#)



[Kristie Aylett, APR @KristK](#) 1h

Re "Superfan" conv: Recommend [@MackCollier](#) book Think Like a Rock Star. [@morgancarrie](#) [@REDMEDIAPR](#) [@KeeyanaHall](#) [#solopr](#) [#smchat](#)



[Carrie Morgan @morgancarrie](#) 1h

I have to sneak out, too - middle of a deadline. GREAT combo-chat and topic! Thanks! [#solopr](#) [#smchat](#)



[Amber Cleveland @ambercleveland](#) 1h

MT [@KeeyanaHall](#): A2: Don't get caught up in the numbers hype. 200 engaged fans will serve you better than 2,000 unengaged. [#SMchat](#) [#SoloPR](#)



[Jenn Maffeo @JennMaffeo](#) 1h

RT [@morgancarrie](#) Great topic! Love how the industry is maturing w/ social metrics & moving past likes [@JennMaffeo](#) [#solopr](#) [#smchat](#) [#smchat](#)



[Sharon Mostyn @sharonmostyn](#) 1h

RT [@KellyeCrane](#): [@SMSJOE](#) [@sharonmostyn](#) I read your "combo #5" as "mambo #5," and now I have that silly song in my head! :-)
[#solopr](#) [#smchat](#)



[Jessica Kornfeind @JesKorn](#) 1h

Sorry everyone, I have to sneak out quite early today. Thanks for a great chat :) [#solopr](#) [#smchat](#)



[Paula Johns @PaulaJohns](#) 1h

We've come a long way! MT [@morgancarrie](#) Love how industry is maturing with social metrics and moving past likes. [@JennMaffeo](#) [#solopr](#) [#smchat](#)



[Joseph Ruiz @SMSJOE](#) 1h

RT [@MaddyM_SC](#) [@SharonMostyn](#) here is a link to the website if you want to know more details <http://www.simplycast.com/> [#smchat](#) [#solopr](#) [#smchat](#)



[Maddy M. @MaddyM_SC](#) 1h

[@SharonMostyn](#) here is a link to the website if you want to know more details <http://www.simplycast.com/> [#smchat](#) [#solopr](#) [#smchat](#)



[Joseph Ruiz @SMSJOE](#) 1h

MTRT [@KeeyanaHall](#) A2: don't get caught up in the numbers hype. 200 engaged fans will serve you better than 2,000 unengaged. [#solopr](#) [#smchat](#)



[Karen Swim @GetCareerHelp](#) 1h

[@ambercleveland](#) Hi Amber, always so good to see you, it does not happen enough! [#solopr](#) [#SMChat](#)



[Sharon Mostyn @sharonmostyn](#) 1h

+1 RT [@KeeyanaHall](#): A2 Also, don't get caught up in the # hype. 200 engaged fans will serve you better than 2,000 unengaged. [#SMchat](#) [#solopr](#)



[Michelle Kane @VoiceMattersLLC](#) 1h

RT [@morgancarrie](#): Great topic! Loving how the industry is maturing with social metrics and moving past likes. [@JennMaffeo](#) [#solopr](#) [#smchat](#)



[Daria Steigman @dariasteigman](#) 1h

[@SMSJOE](#) Took me a while to figure out why so many PR metrics never made sense. :)
[#smchat](#) [#solopr](#)



[Sharon Mostyn @sharonmostyn](#) 1h

MT [@dariasteigman](#): Diff b/w counting & measuring. At end of day, it has to=biz result. So much "reach" in PR / SM doesn't. [#solopr](#) [#smchat](#)



[REDMEDIA @REDMEDIAPR](#) 1h

THIS RT [@KeeyanaHall](#): A2: Also, don't get caught up in numbers hype. 200 engaged fans will be better than 2,000 unengaged. [#SMchat](#) [#solopr](#)



[Hayley Calhoon @HayleyCalhoon](#) 1h

[@JennMaffeo](#) CTR usually means the most for hard sales. But Shares/Impressions are important for increasing your reach. [#smchat](#) [#solopr](#)



[Carrie Morgan @morgancarrie](#) 1h

Great topic! Loving how the industry is maturing with social metrics and moving past likes.
[@JennMaffeo](#) [#solopr](#) [#smchat](#)



[Paula Johns @PaulaJohns](#) 1h

True! MT [@KristK](#) Measurement goes far beyond metrics...to gain insight, find meaning, identify actionable next steps [#solopr](#) [#smchat](#)



[Sharon Mostyn @sharonmostyn](#) 1h

RT [@JennMaffeo](#): Agreed MT [@jendonovanSF](#) Results & reach go much further w/an integrated [#PR](#) & [#Socialmedia](#) strategy [#solopr](#) [#smchat](#) [#smchat](#)



[Keevana Hall @KeevanaHall](#) 1h

A2: Also, don't get caught up in the numbers hype. 200 engaged fans will serve you better than 2,000 unengaged. [#SMchat](#) [#solopr](#)



[Davina Brewer @3hats @3HatsComm](#) 1h

[@KristK](#) exactly, big diff counting, collecting data vs. figuring out what it means - and then putting intel to strategic use [#smchat](#) [#soloPR](#)



[Kellye Crane @KellyeCrane](#) 1h

[@SMSJOE](#) [@sharonmostyn](#) I read your "combo #5" as "mambo #5," and now I have that silly song in my head! :-)
[#solopr](#) [#smchat](#)



[Carrie Morgan @morgancarrie](#) 1h

[@sharonmostyn](#) [@mikedelgado](#) Whoot! [#smchat](#) [#solopr](#)



[Jenn Maffeo @JennMaffeo](#) 1h

Agreed MT [@jendonovanSF](#) Results and reach go much further w/ an integrated [#PR](#) and [#Socialmedia](#) strategy [#solopr](#) [#smchat](#) [#smchat](#)



[Daria Steigman](#) [@dariasteigman](#) 1h

[@akenn](#) The difference b/w counting & measuring. At end of day, it has to = biz result. So much "reach" in PR / SM doesn't. [#solopr](#) [#smchat](#)



[Carrie Morgan](#) [@morgancarrie](#) 1h

[@JennMaffeo](#) Thanks for the [#prprochat](#) shout-out, Jenn! [#solopr](#) [#smchat](#)



[Sharon Mostyn](#) [@sharonmostyn](#) 1h

Glad you're here! RT [@ambercleveland](#): Hi everyone, jumping in late [@SharonMostyn](#), but couldn't miss the crossover chat with [#SoloPR](#) [#SMChat](#)



[Maddy M.](#) [@MaddyM](#) SC 1h

if anyone has any questions about [@SimplyCast](#) feel free to contact me or [@JennaW](#) SC for more information [#smchat](#) [#solopr](#) [#smchat](#)



[Kristie Aylett, APR](#) [@KristK](#) 1h

A3: Measurement goes far beyond metrics. Pros use data to gain insight, find meaning, identify actionable next steps [#solopr](#) [#smchat](#)



[Sharon Mostyn](#) [@sharonmostyn](#) 1h

RT [@akenn](#): [@dariasteigman](#) Seems like now we're questioning the value of certain metrics. Not enough to just measure them. [#solopr](#) [#SMChat](#)



[Sharon Mostyn @sharonmostyn](#) 1h

Integration for the win! RT [@morgancarrie](#): GREAT way to transform static news into a meaningful conversation [@mikedelgado](#) [#solopr](#) [#smchat](#)



[Paula Johns @PaulaJohns](#) 1h

Integration = essential > MT [@jendonovanSF](#) Results and reach go much further w/ an integrated [#PR](#) and [#Socialmedia](#) strategy [#solopr](#) [#smchat](#)



[Amber Cleveland @ambercleveland](#) 1h

Hi everyone, jumping in late [@SharonMostyn](#), but couldn't miss the crossover chat with [#SoloPR](#) [#SMChat](#)



[Karen Swim @karenswim](#) 1h

[@MarketingMel](#) Yes we did Mel, one of the many benefits of being agile cc [@REDMEDIAPR](#) [#solopr](#) [#SMchat](#)



[Jenn Maffeo @JennMaffeo](#) 1h

[#smchat](#) [#solopr](#) What is your choice KPI to track campaigns? Impressions, Clicks, CTR's, Shares, RT's, Hashtag Use? [#smchat](#)



[Carrie Morgan @morgancarrie](#) 1h

GREAT way to transform static news into a meaningful conversation [@mikedelgado](#) [@sharonmostyn](#) [#solopr](#) [#smchat](#)



[Alison Kenney @akenn](#) 1h

[@dariasteigman](#) yes. Seems like now we're questioning the value of certain metrics. Not enough to just measure them. [#solopr](#) [#SMChat](#)



[Sharon Mostyn @sharonmostyn](#) 1h

Details? RT [@JennaW_SC](#): Speaking of [#CustomerFlowCommunication](#) have you heard of SimplyCast? [#smchat](#) [#solopr](#)



[Mary Deming Barber @mdbarber](#) 1h

[@REDMEDIAPR](#) I hear you there! [#solopr](#)



[Sharon Mostyn @sharonmostyn](#) 1h

RT [@karensxim](#): A2: What are client's business goals? How is [#SM](#) or [#PR](#) getting them there? That's what you measure [#solopr](#) [#SMchat](#)



[Mary Deming Barber @mdbarber](#) 1h

[@source](#) POV - not sure of your POVt but SM is a tool in PR pro's tool box. We use it regularly to meet goals. [@sharonmostyn](#) [#smchat](#) [#solopr](#)



[Davina Brewer @3hats @3HatsComm](#) 1h

A3 integration allows for viewing the map, the road, the journey - and tracking progress towards destination [#SMchat](#) [#soloPR](#)



[Mary Ellen Miller @MarketingMel](#) 1h

[@karensxim](#) [@REDMEDIAPR](#) Actually we in [#solopr](#) got out on the forefront of [#SM](#) years ago b/c we were flexible [#smchat](#)



[Daria Steigman @dariasteigman](#) 1h

[@akenn](#) I think OK to sometimes track "squishy" & starter metrics. Issue is when PR (and SM) don't admit they're squishy. [#solopr](#) [#smchat](#)



[redmedia REDMEDIA @REDMEDIAPR](#) 1h

[@mdbarber](#) [@karensxim](#) Agree on both counts - just didn't have enough characters to say all that damn twitter [#smchat](#) [#soloPR](#)



[Jennifer Donovan @jendonovansf](#) 1h

A3: A BIG one :) Results and reach can go much further with an integrated [#PR](#) and [#Socialmedia](#) strategy [#solopr](#) [#smchat](#)



[Sharon Mostyn @sharonmostyn](#) 1h

[@3HatsComm](#) Per [@KellyeCrane](#): FYI- [#SoloPR](#) Premium members get a discount on [@cision](#) subscriptions. [#smchat](#)'ers welcome to join!



[Davina Brewer @3hats @3HatsComm](#) 1h

Well said! RT [@karensxim](#) A2: client's business goals? How is SM or PR getting them there? That's what you measure [#solopr](#) [#SMchat](#)



[Sharon Mostyn @sharonmostyn](#) 1h

RT [@KellyeCrane](#): FYI- [#SoloPR](#) Premium members get a discount on [@cision](#) subscriptions. [#smchat](#)'ers welcome to join!



[Alison Kenney @akenn](#) 1h

A2 at social media conf, convo was about how brands desiring to track harder to measure metrics; prob PR has had for awhile [#solopr](#) [#SMChat](#)



[Sharon Mostyn @sharonmostyn](#) 1h

[#smchat](#) [#solopr](#) Q3 What impact does an integrated strategy for PR and social media have on measurement?



[Keeyana Hall @KeeyanaHall](#) 1h

Amen RT [@karensxim](#): A2: What are client's business goals? How is SM or PR getting them there? That's what you measure [#solopr](#) [#SMchat](#)



[Sharon Mostyn @sharonmostyn](#) 1h

RT [@MaddyM_SC](#): A2 measuring your [#socialmedia](#) outcomes will only help with [#CustomerFlowCommunication](#) [#smchat](#) [#solopr](#) [#smchat](#)



[Karen Swim @karensxim](#) 1h

[@REDMEDIAPR](#) Agree, there was a time it was separate but our jobs have become integrated, so SM is part of our toolkit [#SMchat](#) [#solopr](#)



[Kellye Crane @KellyeCrane](#) 1h

[@sharonmostyn](#) [@mikedelgado](#) FYI- [#SoloPR](#) Premium members get a discount on [@cision](#) subscriptions. [#smchat](#)'ers welcome to join!



[Sharon Mostyn @sharonmostyn](#) 1h

Glad you could make it! RT [@ICUC](#): Hey there [#smchat](#)! Dropping in a little late. :-) [#smchat](#) [#solopr](#)



[Paula Johns @PaulaJohns](#) 1h

True! MT [@karensxim](#) A2: Can't be said enough: it's critical to measure what matters, so in that regard no diff. btwn PR + SM [#SMChat](#) [#solopr](#)



[Davina Brewer @3hats @3HatsComm](#) 1h

[@sharonmostyn](#) had same thought.. some tools, measurement options are too \$ for small businesses [#SMChat](#) [#soloPR](#)



[Sharon Mostyn @sharonmostyn](#) 1h

RT [@sourcePOV](#): A2 .. not sure why we'd equate SM & PR. PR uses SM, or ignores it (at their peril) .. imo :) [#smchat](#) [#solopr](#)



[Mary Deming Barber @mdbarber](#) 1h

Very true. RT [@karensxim](#): A2: What are client's business goals? How is SM or PR getting them there? That's what you measure [#solopr](#) [#SMchat](#)



[Daria Steigman @dariasteigman](#) 1h

THIS RT [@karensxim](#): A2: What are client's business goals? How is SM or PR getting them there? That's what you measure [#solopr](#) [#SMchat](#)



[Mary Deming Barber @mdbarber](#) 1h

[@REDMEDIAPR](#) Very true but that's also why they need to work together. And it's also not all about "media" -- whichever kind. [#solopr](#)



[Maddy M. @MaddyM_SC](#) 1h

Welcome to the chat [@JennaW_SC](#) [#smchat](#) [#solopr](#) [#smchat](#)



[Karen Swim](#) [@karensxim](#) 1h

A2: What are client's business goals? How is SM or PR getting them there? That's what you measure [#solopr](#) [#SMchat](#)



[Sharon Mostyn](#) [@sharonmostyn](#) 1h

RT [@vegecomgirl](#): A2. Engagement measurables can be put against sales to identify gaps across all functions [#smchat](#) [#solopr](#)



[Joseph Ruiz](#) [@SMSJOE](#) 1h

hey Judy combo chat today [@jgombita](#) RT [@morgancarrie](#) Love it!! [@sharonmostyn](#) [@SMSJOE](#) [#solopr](#) [#smchat](#)



[Maddy M.](#) [@MaddyM_SC](#) 1h

By measuring your social media content, you can form a better understanding of what your clients want [#smchat](#) [#solopr](#) [#smchat](#)



[Sharon Mostyn](#) [@sharonmostyn](#) 1h

Supersize me! RT [@SMSJOE](#): [@sharonmostyn](#) LOL sounds like a Fast food chat give me combo #5 ;-)
[#smchat](#) [#solopr](#)



[Sharon Mostyn](#) [@sharonmostyn](#) 1h

Pricey for [#solopr](#)? RT [@mikedelgado](#): Since we're talking about measuring PR and social - check out [@cision](#) reporting for both [#smchat](#)

 **REDMEDIA @REDMEDIAPR** 1h

Not saying its SM vs PR - but at times SM is best, sometimes its trad media. You need a blend to succeed [#smchat](#) [#soloPR](#)



Paula Johns @PaulaJohns 1h

Need more insight on this MT [@HayleyCalhoon](#): SM should focus on measuring engagement, PR metrics focus on sentiment analysis [#smchat](#) [#soloPR](#)



Carrie Morgan @morgancarrie 1h

Love it!! [@sharonmostyn](#) [@SMSJOE](#) [#soloPR](#) [#smchat](#)



Kellye Crane @KellyeCrane 1h

From your lips... RT [@mdbarber](#): [@KellyeCrane](#) then we have to fix that mentality too. ;-p [#soloPR](#) [#smchat](#)



Sharon Mostyn @sharonmostyn 1h

Hi [@SMSJOE](#) - we're having a combo chat today with [#soloPR](#) on [#PR](#) and [#socialmedia](#) measurement [#smchat](#)



Sharon Mostyn @sharonmostyn 1h

MT [@morgancarrie](#): Big [#socialmedia](#) & [#pr](#) miss right now are meaningful metrics-not just buzz/awareness, but sales/revenue [#smchat](#) [#soloPR](#)



Kristie Aylett, APR @KristK 1h

RT [@solopr](#) Q2 Is there a difference in measuring social media vs. other PR programs? [#solopr](#) [#smchat](#)



[Maddy M. @MaddyM_SC](#) 1h

A2 measuring your [#socialmedia](#) outcomes will only help with [#CustomerFlowCommunication](#) [#smchat](#) [#solopr](#) [#smchat](#)



[Daria Steigman @dariasteigman](#) 1h

[@KeeyanaHall](#) ~~waves hello~~ [#solopr](#)



[Mary Deming Barber @mbarber](#) 1h

[@KellyeCrane](#) then we have to fix that mentality too. ;-p [#solopr](#)



[Michelle Kane @VoiceMattersLLC](#) 1h

Yes. RT [@RoeMoPR](#): RT [@mbarber](#): A2 -- It's not because it's SM vs PR. We should all be on the same team and not in silos. [#smchat](#) [#solopr](#)



[Daria Steigman @dariasteigman](#) 1h

[@SandraSays](#) This looks interesting. I'm going to have to keep an eye on that. [#solopr](#) [#smchat](#)



[Kelle Campbell @kcwriter](#) 1h

RT [@KellyeCrane](#) A2: There is a difference in outputs, but both can/should focus on outcomes. [#smchat](#) [#solopr](#)



[Kellye Crane @KellyeCrane](#) 1h

RT [@dariasteigman](#): A2: Okay, I don't do PR, but isn't it all about measuring & tracking based on ID'ed biz goals? [#solopr](#) [#smchat](#)



[Mary Deming Barber @mdbarber](#) 1h

AMEN! RT [@karensxim](#): A2: Can't be said enough it's critical to measure what matters, so likely no diff. between PR and SM [#SMChat](#) [#solopr](#)



[Sharon Mostyn @sharonmostyn](#) 1h

RT [@KellyeCrane](#): A2: There is a difference in outputs, but both can/should focus on outcomes. [#smchat](#) [#solopr](#)



[Kellye Crane @KellyeCrane](#) 1h

[@mdbarber](#) Totally agree about silos, but some orgs/managers want to see ROI by tactic, so it comes into play. [#solopr](#) [#smchat](#)



[Jennifer Donovan @jendonovansf](#) 1h

[@sourcePOV](#) Yes. And [#socialmedia](#) gives more feedback in most cases. [#solopr](#) [#smchat](#)



[Hayley Calhoon @HayleyCalhoon](#) 1h

[@dariasteigman](#) [@sharonmostyn](#) I haven't been able to get into it too deeply, but it seems like a great tool at first glance. [#solopr](#) [#smchat](#)



[Sharon Mostyn @sharonmostyn](#) 1h

RT [@RoeMoPR](#): RT [@mdbarber](#): A2 -- It's not because it's SM vs PR. We should all be on the same team and not in silos. [#smchat](#) [#solopr](#)



[Karen Swim @karens swim 1h](#)

What she said...RT [@KellyeCrane](#): A2: There is a difference in outputs, but both can/should



[Karen Swim @karens swim 1h](#)

A2: Can't be said enough that it's critical to measure what matters, so in that regard no diff. between PR and SM [#SMChat](#) [#solopr](#)



[Sharon Mostyn @sharonmostyn 1h](#)

RT [@HayleyCalhoon](#): [#smchat](#) [#solopr](#) A2: Social Media should be focused on measuring engagement, while PR metrics focus on sentiment analysis.



[Rosanne Mottola @RoeMoPR 1h](#)

RT [@mdbarber](#): A2 -- It's not because it's SM vs PR. We should all be on the same team and not in silos. [#smchat](#) [#solopr](#)



[Paula Johns @PaulaJohns 1h](#)

Cool, thks - they're making play for WP mkt > MT: [@SandraSays](#) Google launched beta plugin for WP: <http://bit.ly/LeiWZ8> [#solopr](#) [#smchat](#)



[Kellye Crane @KellyeCrane 1h](#)

A2: There is a difference in outputs, but both can/should focus on outcomes. [#smchat](#) [#solopr](#)



[Chris Jones @sourcePOV 1h](#)

A2. Seems (to a content person, not a PR person) there's more data to mine from [#socialmedia](#) than traditional. Yes? .. [#solopr](#) [#smchat](#)



[Mary Deming Barber @mdbarber](#) 1h

A2 -- It's not because it's SM vs PR. We should all be on the same team and not in silos.
[#smchat](#) [#solopr](#)



[Sharon Mostyn @sharonmostyn](#) 1h

RT [@mikedelgado](#): I think reporting for [#PR](#) and Social can be similar: tracking reach, share of voice, influence [#smchat](#) [#solopr](#)

[Expand](#)



[Michelle Kane @VoiceMattersLLC](#) 1h

A2. For both it depends on goals. SM moreso on engagement & did it turn into sale or other desired outcome. [#solopr](#)



[Jessica Kornfeind @JesKorn](#) 1h

Yes! RT [@HayleyCalhoon](#) [#smchat](#) [#solopr](#) A2: Social Media should be focused on measuring engagement, PR metrics focus on sentiment analysis.



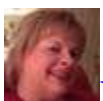
[REDMEDIA @REDMEDIAPR](#) 1h

[@KeevanaHall](#) no need to snoop contribute some of that wisdom in that mastermind =>
[#smchat](#) [#soloPR](#)



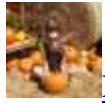
[Karen Swim @karensxim](#) 1h

[@KellyeCrane](#) [@sourcePOV](#) Used hashtracking- text only, no avatars& downloads as a spreadsheet so format didn't work for us [#SMChat](#) [#solopr](#)



[Mary Deming Barber @mdbarber](#) 1h

A2 -- There's more than likely a difference but it all depends on the overall objective of the program. [#smchat](#) [#solopr](#)



[Hayley Calhoo](#) [@HayleyCalhoo](#) 1h

[#smchat](#) [#solopr](#) A2: Social Media should be focused on measuring engagement, while PR metrics focus on sentiment analysis.



[Jennifer Donovan](#) [@jendonovansf](#) 1h

A2: Yes. [#SM](#) outcomes can offer the ability to measure influence & engagement, to a larger degree than some [#PR](#) outcomes. [#solopr](#) [#smchat](#)



[Marc Lawn](#) [@businessgp](#) 1h

[#solopr](#) A2 The objectives & therefore measures may be different. The process is the same surely.



[Sandra Fernandez](#) [@SandraSays](#) 1h

Yes! RT [@dariasteigman](#): A2: Okay, I don't do PR, but isn't it all about measuring & tracking based on ID'ed biz goals? [#solopr](#) [#smchat](#)



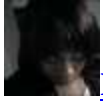
[Davina Brewer](#) [@3hats](#) [@3HatsComm](#) 1h

A2 Difference starts w/ strategy, objectives. Not just what you're tracking but why, how does it impact program goals. [#smchat](#) [#soloPR](#)



[Sharon Mostyn](#) [@sharonmostyn](#) 1h

RT [@sssourabh](#): A2: I feel [#socialmedia](#) measurement needs to be more about engagement and not volume and sentiment. [#smchat](#) [#solopr](#)



Keeyana Hall [@KeeyanaHall](#) 1h

Snooping in on [#solopr](#) chat today. Oh, how I've missed it so! *waves and smiles*



REDMEDIA [@REDMEDIAPR](#) 1h

Yes bc SM moves so fast, where print hangs out for a while thus I think the values are diff
[#smchat](#) [#soloPR](#)



Daria Steigman [@dariasteigman](#) 1h

A2: Okay, I don't do PR, but isn't it all about measuring & tracking based on ID'ed biz goals?
[#solopr](#) [#smchat](#)



Karen Swim [@karenswym](#) 1h

Agree! RT [@SandraSays](#): A2 difference is in what we track/meaasure. [#solopr](#) [#smchat](#)



Sharon Mostyn [@sharonmostyn](#) 1h

Glad you're here! It's a combo w/ [#solopr](#) today! RT [@vegecomgirl](#): Hi everyone! Better late than never! [#smchat](#)



Sandra Fernandez [@SandraSays](#) 1h

[@PaulaJohns](#) And Google just launched beta plugin for their tools to work inside wordpress:
<http://bit.ly/LeiWZ8> [#solopr](#) [#smchat](#)



Brandie McCallum [@litlewys](#) 1h

RT [@SandraSays](#): A2 difference is in what we track/meaasure. [#solopr](#) [#smchat](#)



[Kellye Crane @KellyeCrane](#) 1h

RT [@sharonmostyn](#): [#smchat](#) [#solopr](#) Q2 Is there a difference in measuring social media vs. other PR programs?



[Kellye Crane @KellyeCrane](#) 1h

[@sourcePOV](#) Nice, thanks for sharing! [#smchat](#) [#solopr](#)



[SoloPR @SoloPR](#) 1h

RT [@sharonmostyn](#): [#smchat](#) [#solopr](#) Q2 Is there a difference in measuring social media vs. other PR programs?



[Paula Johns @PaulaJohns](#) 1h

A1. Thinking I need to take better advantage of tools out there -- GA and WordPress dashboard - use both but not enough! [#smchat](#) [#soloPR](#)



[Sandra Fernandez @SandraSays](#) 1h

A2 difference is in what we track/measasure. [#solopr](#) [#smchat](#)



[Sharon Mostyn @sharonmostyn](#) 1h

RT [@SFerika](#): [@sourcePOV](#) It is amazing what a great dashboard you get right inside [@WordPress](#), agreed [#solopr](#) [#SMChat](#)



[Karen Swim @karenskim](#) 1h

RT [@sharonmostyn](#): [#smchat](#) [#solopr](#) Q2 Is there a difference in measuring social media vs. other PR programs?



[Sharon Mostyn @sharonmostyn](#) 1h

[#smchat](#) [#solopr](#) Q2 Is there a difference in measuring social media vs. other PR programs?



[Sandra Fernandez @SandraSays](#) 1h

Daily requirement regardless of task. MT [@mikedelgado](#): [@SandraSays](#) Coffee is the best tool to help me w social reporting. [#smchat](#) [#solopr](#)



[Kellye Crane @KellyeCrane](#) 1h

[@SFerika](#) I've only recently heard about Sumal, and I was very intrigued. Plan to poke around it soon. [#solopr](#) [#smchat](#)



[Sharon Mostyn @sharonmostyn](#) 1h

Free is good! RT [@mikedelgado](#): I also look at [@socialmention](#) for a quick pulse on what's going on (and it's free) [#smchat](#) [#solopr](#)



[Chris Jones @sourcePOV](#) 1h

[@karensxim](#) [@KellyeCrane](#) >> [@hashttracking](#) example: OCT 23 chat on [#socialchange](#) <http://bit.ly/smcSCcoT> [see links] [#solopr](#) [#smchat](#)



[Erika Heald @SFerika](#) 1h

[@sourcePOV](#) It is amazing what a great dashboard you get right inside [@WordPress](#), agreed [#solopr](#) [#SMChat](#)



[Sharon Mostyn @sharonmostyn](#) 1h

Yes! RT [@SandraSays](#): Spreadsheets are your friend. :-) [@sharonmostyn](#) [@KellyeCrane](#) [@JesKorn](#) [#solopr](#) [#smchat](#)



[Sharon Mostyn](#) [@sharonmostyn](#) 1h

MT [@sourcePOV](#): A1 other data source is WordPress. Good analytics for hits, comments, busiest days .. link to content release [#solopr](#) [#smchat](#)



[Sandra Fernandez](#) [@SandraSays](#) 1h

Spreadsheets are your friend. :-) [@sharonmostyn](#) [@KellyeCrane](#) [@JesKorn](#) [#solopr](#) [#smchat](#)



[Jennifer Donovan](#) [@jendonovansf](#) 1h

[@KellyeCrane](#) Very true. And what data clients need/want. [#solopr](#) [#smchat](#)



[Daria Steigman](#) [@dariasteigman](#) 1h

[@HayleyCalhoon](#) [@sharonmostyn](#) No. You? I love GA's data goodness, from user site nav behavior to mobile. [#solopr](#) [#smchat](#)



[TweetReach](#) [@tweetreachapp](#) 1h

[@KellyeCrane](#) [@mikedelgado](#) Thanks for the recommendation, Mike! And Kellye, please let us know if you ever have questions. [#solopr](#)



[Kellye Crane](#) [@KellyeCrane](#) 1h

[@jendonovansf](#) Personally, I'm still just using Hootsuite and other methods. Depends on how much reporting you do, I think. [#solopr](#) [#smchat](#)



[Erika Heald](#) [@SFerika](#) 1h

[@mikedelgado](#) /wave how's your week going so far? [#smchat](#) [#solopr](#)



[Sharon Mostyn @sharonmostyn](#) 1h

Nice addition to GA MT [@HayleyCalhoon](#): Google Analytics is the most comprehensive tool. Have you tried their Social Reports? [#solopr](#) [#smchat](#)



[SoloPR @SoloPR](#) 1h

[@PaulaJohns](#) Hi Paula, joint chat today with [#SMChat](#) [#solopr](#)



[Sharon Mostyn @sharonmostyn](#) 1h

Glad you could join us! RT [@3HatsComm](#): lurking, taking notes all the good measurement, tracking tools, options [#soloPR](#) [#SMchat](#)



[Sharon Mostyn @sharonmostyn](#) 1h

Can't be done :p RT [@KellyeCrane](#): [@JesKorn](#) It's hard to completely get away from spreadsheets, isn't it?! [#smchat](#) [#solopr](#)



[Chris Jones @sourcePOV](#) 1h

A1. My other good source of data is WordPress. Good analytics for hits, comments, busiest days .. link to content release [#solopr](#) [#smchat](#)



[Paula Johns @PaulaJohns](#) 1h

Joining [#soloPR](#) chat late...hello from sunny San Diego. Will be multi-tasking...mostly listening. Great topics today!



[Karen Swim @karensim](#) 1h

[@KellyeCrane](#) [@sourcePOV](#) Chat transcript tool? Do tell! [#solopr](#) [#SMChat](#)



[Jennifer Donovan](#) [@jendonovansf](#) 1h

[@GetCareerHelp](#) [@SproutSocial](#) [@JesKorn](#) [@KellyeCrane](#) Ah ok, maybe I'll look into it again. [#solopr](#) [#smchat](#)



[Hayley Calhoon](#) [@HayleyCalhoon](#) 1h

[@sharonmostyn](#) [@dariasteigman](#) Agreed. Google Analytics is the most comprehensive tool. Have you tried their Social Reports? [#solopr](#) [#smchat](#)



[Daria Steigman](#) [@dariasteigman](#) 1h

A1 I haven't looked at [@SumAll](#). Will have to put that into my "research" list. [#solopr](#) SMchat



[Sharon Mostyn](#) [@sharonmostyn](#) 1h

MT [@JesKorn](#): A1: I use [@SproutSocial](#) to help mng & [#measure](#)...great insights, which I add to my abundance of spreadsheets. [#solopr](#) [#smchat](#)



[Davina Brewer](#) [@3hats](#) [@3HatsComm](#) 1h

lurking, taking notes all the good measurement, tracking tools, options [#soloPR](#) [#SMchat](#)



[Kellye Crane](#) [@KellyeCrane](#) 1h

[@mikedelgado](#) Good to know re: [@tweetreach](#) - thanks! [#solopr](#) [#smchat](#)



[Erika Heald](#) [@SFerika](#) 1h

[@litlewys](#) good morning! Great to see you here :) [#solopr](#) [#SMChat](#)

#solopr #smchat transcript – 1/15/2014

For more information and resources, visit <http://soloprpro.com/>



[Kellye Crane @KellyeCrane](#) 1h

[@sourcePOV](#) [@karensxim](#) does the transcripts for [#solopr](#) right now, so she'd probably appreciate a tool to help! [#smchat](#)



[Sharon Mostyn @sharonmostyn](#) 1h

Personal [#measure](#) favorite <3 RT [@dariasteigman](#): A1 Also, of course, Google Analytics. [#solopr](#) [#smchat](#)



[Jennifer Donovan @jendonovansf](#) 1h

[@litlewys](#) [@JesKorn](#) [@KellyeCrane](#) [@SproutSocial](#) Think it's out of my range right now. [#solopr](#) [#smchat](#)



[Sharon Mostyn @sharonmostyn](#) 1h

RT [@karensxim](#): Nice to see so many [@SproutSocial](#) champions among us! cc: [@andrewcaravella](#) [#solopr](#) [#SMChat](#)

[Expand](#)



[Kristie Aylett, APR @KristK](#) 1h

RT [@sourcePOV](#) A1. Using [@hashttracking](#) to capture all tweets for select hashtags, a great foundation, good analytics too [#solopr](#) [#smchat](#)



[Sprout Social @SproutSocial](#) 1h

[@JesKorn](#) [@sandrasays](#) [@karensxim](#) Can't say it enough, but love having you all with us. Thanks for the shout-outs! [#solopr](#) [#smchat](#)



[Karen Swim @karensxim](#) 1h

Nice to see so many [@SproutSocial](#) champions among us! cc: [@andrewcaravella](#) [#solopr](#) [#SMChat](#)



[Erika Heald @SFerika](#) 1h

A1 I've consolidated most of my data points into [@SumAll](#) but also use [@SproutSocial](#)



[Kellye Crane @KellyeCrane](#) 1h

[@JesKorn](#) Good point re: client familiarity w/spreadsheet reports. Sometimes a report can be *too* fancy. [#solopr](#) [#smchat](#)



[Chris Jones @sourcePOV](#) 1h

[@KellyeCrane](#) really depends on engagement around hashtag; for a chat, huge for transcripts, participation & reach .. [#solopr](#) [#smchat](#)

Favorited by [Kellye Crane](#)



[Sharon Mostyn @sharonmostyn](#) 1h

RT [@dariasteigman](#): A1 I've found [@tagboard](#) another good resource for tracking hashtags across platforms. [#solopr](#) [#smchat](#)



[Sharon Mostyn @sharonmostyn](#) 1h

RT [@karensxim](#): A1: Different sources then pull into custom report, like many like [@SproutSocial](#) for SM reports, also SumAll [#solopr](#) [#SMChat](#)



[Jennifer Donovan @jendonovansf](#) 1h

[@JesKorn](#) [@KellyeCrane](#) Is Sprout Social cost effective for us solos, Kellye? [#solopr](#) [#smchat](#)

 **REDMEDIA @REDMEDIAPR** 1h

[@KristK](#) try to figure it out - it could be a fun game! (what do you use to monitor/track SM)
[#solopr](#)



Daria Steigman @dariasteigman 1h

A1 Also, of course, Google Analytics. [#solopr](#) [#smchat](#)



Sharon Mostyn @sharonmostyn 1h

MT [@ttlewys](#): A1 combo [@Hashtracking](#), Google analytics, [@simplymeasured](#) & [@SumAll](#)
I have other, depends on what I'm checking [#SMchat](#) [#solopr](#)



Kellye Crane @KellyeCrane 1h

[@sourcePOV](#) I've looked at hashtracking, but can't figure out if there's any ROI there. Interested to hear you like it. [#smchat](#) [#solopr](#)



Jennifer Donovan @jendonovansf 1h

[@KristK](#) Measurement solutions. [#solopr](#) [#smchat](#)



SoloPR @SoloPR 1h

[@KristK](#) Q1 What do you use to [#measure](#) your [#PR](#) & [#socialmedia](#) initiatives? Suggest spreadsheets, tools, websites? [#solopr](#)



Jessica Kornfeind @JesKorn 1h

[@KellyeCrane](#) Yes it is! Clients love consistency, so sometimes its the best way to show data across departments. [#solopr](#) [#smchat](#)

[#solopr](#) [#smchat](#) transcript – 1/15/2014

For more information and resources, visit <http://soloprpro.com/>



[Sharon Mostyn @sharonmostyn](#) 1h

[@jgombita](#) Glad you liked the image! I was going to make a snarky remark about giving [#socialmedia](#) an inch... [#smchat](#) [#soloPR](#)



[Kristie Aylett, APR @KristK](#) 1h

Seeing responses but missed Q1. Pls RT. [#soloPR](#)



[Michelle Kane @VoiceMattersLLC](#) 1h

I've also started using [@SproutSocial](#) mainly for the reports. [#soloPR](#)



[Karen Swim @karenskim](#) 1h

A1: Different sources then pull into custom report, like many like [@SproutSocial](#) for SM reports, also SumAll [#soloPR](#) [#SMChat](#)



[Daria Steigman @dariasteigman](#) 1h

A1 I've found [@tagboard](#) another good resource for tracking hashtags across platforms. [#soloPR](#) [#smchat](#)



[Mary Ellen Miller @MarketingMel](#) 1h

Sticking my head in the room. Hello from snowy Tennessee [#soloPR](#)



[Janet L. Falk @JanetLFalk](#) 1h

[@karenskim](#) Always a pleasure. Great to get new perspectives from [#smchat](#) and [#soloPR](#)



Kellye Crane [@KellyeCrane](#) 1h

[@JesKorn](#) It's hard to completely get away from spreadsheets, isn't it?! [#smchat](#) [#solopr](#)



Kellye Crane [@KellyeCrane](#) 1h

A1: In addition to others being mentioned, [@oktopost](#) is an interesting one, especially for LinkedIn. [#smchat](#) [#solopr](#)



Sandra Fernandez [@SandraSays](#) 1h

A1. I use [@sproutsocial](#) because I find their reports to be very helpful and easy to use/read. [#solopr](#) [#smchat](#)



Janet L. Falk [@JanetLFalk](#) 1h

Glad to join with [#SMChat](#) colleagues on [#soloPR](#)



Daria Steigman [@dariasteigman](#) 1h

[@sharonmostyn](#) Waaay too long. And we still need to have that drink. :) [#smchat](#) [#solopr](#)



Chris Jones [@sourcePOV](#) 1h

A1. Using [@hashttracking](#) to capture all tweets for select hashtags, a great foundation, good analytics too .. reach, sources [#solopr](#) [#smchat](#)



Jessica Kornfeind [@JesKorn](#) 1h

A1: I use [@SproutSocial](#) to help manager & measure. They provide great insights, which I add to my abundance my spreadsheets. [#solopr](#) [#smchat](#)



[Davina Brewer @3hats @3HatsComm 1h](#)

A twofer today.. [#soloPR](#) and [#smchat](#). Cool. This is Davina, joining from Atlanta.



[Karen Swim @karens swim 1h](#)

[@JanetLFalk](#) Nice to see you Janet and HNY! Today's chat is a joint chat [#solopr](#) [#SMchat](#)



[Sharon Mostyn @sharonmostyn 1h](#)

[@dariasteigman](#) Daria - it has been too long since we "chatted" - glad to see you in the [#smchat](#) [#solopr](#) combo!



[Kellye Crane @KellyeCrane 1h](#)

RT [@sharonmostyn](#) [#smchat](#) [#solopr](#) Q1 What do you use to [#measure](#) your [#PR](#) & [#socialmedia](#) initiatives? Suggest spreadsheets, tools, websites?



[SoloPR @SoloPR 1h](#)

[@SandraSays](#) Glad you could join! Today's chat is a combo chat w/[#SMchat](#) so please use both hashtags in tweets [#solopr](#) [#SMchat](#)



[Janet L. Falk @JanetLFalk 1h](#)

HNY to all from NYC-based pro w/ small biz, nonprofit, consultant clients. Hope 2014 off to a big start. [#soloPR](#)



[REDMEDIA @REDMEDIAPR 1h](#)

I use meltwater twitter monitoring for client tweets - easy to see them all in one place, dump into excel [#smchat](#) [#solopr](#)



[Sharon Mostyn @sharonmostyn](#) 1h

Hi Brandie! Glad you could join us! We're in combo w/ [#solopr](#) today RT [@lttlewys](#): Afternoon all!! [#SMchat](#)



[Daria Steigman @dariasteigman](#) 1h

Hello, [#solopr](#). Daria from DC. Comms pro, blogger, baseball fan, 20+ year biz owner. Happy to have [#smchat](#) folks "joining" us today.



[Kelle Campbell @kcwriter](#) 1h

Hi! Kelle from Columbia. Good to "see" you all [#solopr](#)



[Kristie Aylett, APR @KristK](#) 1h

Hello [#solopr](#) pals and [#SMChat](#) folks: I'm Kristie from the MS Gulf Coast (24 yrs in PR, 10 as indy, APR, PR prof at Tulane).



[Sharon Mostyn @sharonmostyn](#) 1h

RT [@KellyeCrane](#): let me invite [#SMchat](#) folks to join us at the [#SoloPR](#) Summit next mo.- for all comms consultants! <http://bit.ly/KjnoVd>



[Sandra Fernandez @SandraSays](#) 1h

"Attending" [#solopr](#) chat for at least a while... from Houston. Sandra Fernandez, AKA [@sandrasays](#)



[Sharon Mostyn @sharonmostyn](#) 1h

Let's get started [#smchat](#) [#solopr](#) Q1 What do you use to [#measure](#) your [#PR](#) & [#socialmedia](#) initiatives? Suggest spreadsheets, tools, websites?



[Jennifer Donovan @jendonovansf](#) 1h

[@SFerika](#) Back atcha. [#solopr](#) [#smchat](#)



[Chris Jones @sourcePOV](#) 1h

Chris Jones, Charlotte NC .. tech consultant, blogger, a book author who needs to know more about [#solopr](#) :) .. & founder of [#smchat](#)



[Karen Swim @karenswym](#) 1h

RT [@KellyeCrane](#): Hi everyone! I'm the founder of Solo PR Pro and the [#solopr](#) chat, based in Atlanta. [#SMChat](#)



[Kellye Crane @KellyeCrane](#) 1h

While we gather, let me invite [#SMchat](#) folks to join us at the [#SoloPR](#) Summit next mo.- for all comms consultants! <http://soloprpro.com/summit/>



[Erika Heald @SFerika](#) 1h

[@jendonovansf](#) /wave great to see you! [#solopr](#) [#SMChat](#)



[Jenn Maffeo @JennMaffeo](#) 1h

[#smchat](#) [#solopr](#) Jenn from NY- Experiential Marketing, Creative Strategist and Digital Marketing



[Karen Swim @karenswym](#) 1h

[#solopr](#) [#smchat](#) transcript – 1/15/2014
For more information and resources, visit <http://soloprpro.com/>

...and that last tweet should have come from this account, brain challenged today! [#solopr](#)
[#SMchat](#)



[Sharon Mostyn @sharonmostyn](#) 1h

[@JennMaffeo](#) Hi Jenn! Glad you could join the [#smchat](#) [#solopr](#) combo today!



[Jessica Kornfeind @JesKorn](#) 1h

Hello everyone! I'm Jessica - [@Ripen eCommerce](#)'s social media gal. [#solopr](#) [#smchat](#)



[Kellye Crane @KellyeCrane](#) 1h

Hi everyone! I'm the founder of Solo PR Pro and the [#solopr](#) chat, based in Atlanta.



[Jennifer Donovan @jendonovansf](#) 1h

Jennifer from San Francisco, PR & Social Media consultant. [#solopr](#) [#smchat](#)



[Sharon Mostyn @sharonmostyn](#) 1h

RT [@SoloPR](#): It's time for today's [#solopr](#) chat! Remember we're joining forces with [#SMChat](#) so please include both hashtags in tweets



[SoloPR @SoloPR](#) 1h

Hi All, Karen Swim PR, Marketing pro [#solopr](#) [#smchat](#)



[Sharon Mostyn @sharonmostyn](#) 1h

[@sourcePOV](#) Glad you could make it, Chris! Measurement combo with the [#solopr](#) crew should be fun! [#smchat](#)



[Chris Jones @sourcePOV](#) 1h

Quick intros Sharon? I'd like to meet the [#solopr](#) folks .. [#smchat](#)



[Maddy M. @MaddyM_SC](#) 1h

Maddy Martin from [@SimplyCast](#) [#SMChat](#) [#SoloPR](#)



[Karen Swim @karenskim](#) 1h

RT [@sharonmostyn](#): In 2 min! [#smchat](#) [#solopr](#) combo chat: Measurement & Outcomes for [#PR](#) & [#socialmedia](#) <http://bit.ly/1ePKtss> [#measure](#)



[Sharon Mostyn @sharonmostyn](#) 1h

Hello & welcome to the [#smchat](#) [#solopr](#) combo: Measurement & Outcomes for [#PR](#) & [#socialmedia](#) <http://bit.ly/1ePKtss>. PLEASE introduce yourself



[SoloPR @SoloPR](#) 1h

It's time for today's [#solopr](#) chat! Remember we're joining forces with [#SMChat](#) so please include both hashtags in tweets