



## #SoloPR Transcript –01/08/2014

Q1: What do you do when an unexpected event (e.g. polar vortex) dominates the news- and you had something planned? [#solopr](#)

Q2 is from the community: Where are you focusing your digital efforts in 2014? [#solopr](#)

Q3: You've prob heard Samsung brought in producer Michael Bay for a CES preso, w/poor results. Could it have been prevented? [#solopr](#)

Q4: How do you keep the new year spirit alive all year? <http://soloprpro.com/keep-the-new-year-spirit-alive/> [#solopr](#)

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**SoloPR**2:01pm via TweetDeck

Thanks for joining us today! Remember, we chat on the hashtag all week - transcript up tomorrow on the blog [#solopr](#)



**bniallgillett**2:01pm via HootSuite

To all - I have to say it went by quickly! Just loved it and now I feel much less "solo." Let me know when the next one will be![#solopr](#)



**jendonovansf**2:00pm via TweetDeck

*#solopr transcript – 1/08/2014*

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

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@SoloPR That's great. I've tried to manage both before so love that it'll be integrated. #solopr

Show Conversation



**SusynEliseDuris** 2:00pm via Web

@CathyWebSavvyPR Love this. For me, it is meditation, getting out in nature, dance, classical music. #solopr

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**CathyWebSavvyPR** 2:00pm via TweetChat powered by oneQube

@ambercleveland Hi Amber - waving across the tweetchat grid #solopr

Show Conversation



**SoloPR** 1:59pm via TweetDeck

We're out of time- note that next week we'll have another joint chat w/#SMchat (same day/time). Always interesting, so join us! #solopr



**dc2fla** 1:59pm via Web

Double-goodness worth marking yr. calendar: 1pm. 15Jan MT @sharonmostyn please join me next week for a joint chat with #SMchat & #SoloPR



**SusynEliseDuris** 1:59pm via TweetChat powered by oneQube

@CathyWebSavvyPR True. Comes down to choices. Do I do this or that? just took online Calculus class. Maybe it is time for pottery. #solopr

Show Conversation



**ambercleveland** 1:59pm via TweetChat powered by oneQube

Def, join Sharon next week, it will not be a#WingingItWednesday RT @sharonmostyn Pls join next week for a joint chat w/ #SMchat & #SoloPR

Retweeted by [karensxim](#)



**mdbarber** 1:59pm via tchat.io

Have a great week all. Stay warm. #solopr



**cloudspark** 1:59pm via Web

@niallgillett @SoloPR i learned that lesson the hard way, shared it on a blog post: [soloprpro.com/on-benefit-and...](http://soloprpro.com/on-benefit-and...) #solopr

Show Conversation



**ambercleveland** 1:59pm via TweetChat powered by oneQube

Def, join Sharon next week, it will not be a#WingingItWednesday RT @sharonmostyn Pls join next week for a joint chat w/ #SMchat & #SoloPR

1 retweets Show Conversation



**niallgillett** 1:58pm via HootSuite

@KellyeCrane LOL - You never know! #solopr

Show Conversation



**karensxim** 1:58pm via tchat.io

@alisonlaw Me too Alison! #solopr

Show Conversation



**dariasteigman** 1:58pm via TweetDeck

Thanks, #solopr. So good to "see" everyone. Seemed like a long holiday hiatus between chats.

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**PaulaJohns** 1:58pm via TweetDeck

Had to share. Clever take on polar vortex. > MT @JenCook: I think of this every time I hear @parksandrecnbcpic.twitter.com/cFgdVFNftJ #soloPR



**WolcottPR** 1:58pm via TweetDeck

This was the Michael Bay/Samsung blog post. #soloPR  
[losangelespr.blogspot.com/2014/01/troubl...](http://losangelespr.blogspot.com/2014/01/troubl...)



**BGdoesPR** 1:58pm via TweetDeck

Great chat today, lovely talking shop with you all! #soloPR



**3HatsComm** 1:58pm via TweetDeck

@PaulaJohns @dariasteigman totally gonna talk and tweet a lot more about wine and food, travel and vacay! never know ;-)#soloPR

Show Conversation



**CathyWebSavvyPR** 1:58pm via TweetChat powered by oneQube

@SusynEliseDuris Lots of local arts centers are starting a 6-8 week classes soon, often have evening classes #Goforit #solopr

Show Conversation



**SusynEliseDuris** 1:58pm via TweetChat powered by oneQube

Also, say less "I have to", "I should", "I must" and more "I want to". #spiritual #solopr



**LoisMarketing** 1:58pm via TweetDeck

@CathyWebSavvyPR I love that :) For me it's painting :) #soloPR@SusynEliseDuris

Show Conversation



**alisonlaw** 1:58pm via HootSuite

Looking forward to it! RT @karensxim: Hopefully everyone will join us in refreshing by attending the #SoloPR Summit in the ATL next month!



**KellyeCrane** 1:57pm via TweetDeck

@niallgillett But maybe my perfectionism will help me be perfectionist about shaking the perfectionism? Ha! #solopr

Show Conversation



**KellyeCrane** 1:57pm via TweetDeck

@niallgillett Shaking my perfectionism (when it doesn't benefit me) is something I'll probably work on for life. #solopr

Show Conversation



**sharonmostyn** 1:57pm via Twitter for iPad

I'm going to have to get warm after those snowballs from @sourcePOV but please join me next week for a joint chat with #SMchat & #SoloPR



**CathyWebSavvyPR** 1:57pm via TweetChat powered by oneQube

@SusynEliseDuris I've been doing pottery for years, it gets me out of my very head (in a good way) #solopr

Show Conversation



**SusynEliseDuris** 1:57pm via TweetChat powered by oneQube

@WolcottPR Yep, I want to attend more #solopr chats as well. :)

Show Conversation



**karensxim** 1:56pm via tchat.io

I heart this advice :- ) RT @WolcottPR: #a4 Attend more #soloprchats

Show Conversation



**JenMarsikFriess** 1:56pm via HootSuite

MT @KellyeCrane: A4: Sometimes I look at my goals and throw some out the window! Hard for a perfectionist, but very necessary. #solopr



**SoloPR** 1:56pm via TweetDeck

Gonna be fun! RT @karensxim: Hopefully everyone will join us in refreshing by attending the #SoloPR Pr Summit in the ATL next month!



**WolcottPR** 1:56pm via TweetDeck

#a4 Attend more #solopr chats



**cloudspark** 1:56pm via Web

@KellyeCrane key to just let go and understand your own capacity. no need to add to our own pressure. #solopr

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**jendonovansf** 1:51pm via TweetDeck

@SusynEliseDuris Goals & aspirations are important. Resolutions can be broken, reaching goals can involve many paths to success. #solopr

Retweeted by KellyeCrane



**niallgillett** 1:55pm via HootSuite

@SoloPR That is indeed where I am falling short. I need to curb a bit of perfectionism and take time to smell the roses. #solopr

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

@CathyWebSavvyPR I love that! Taking a class is on my birthday list this year #solopr

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**3HatsComm** 1:55pm via TweetDeck

@KellyeCrane perfect is great but not always an option. there are times, achievable and done are better. #soloPR

Show Conversation



**LoisMarketing** 1:55pm via TweetDeck

@SusynEliseDuris @SoloPR Thanks for the RTs :) I meant 'love' instead of 'live' .. LOL #soloPR

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**PaulaJohns** 1:55pm via TweetDeck

@dariasteigman Plus, you never know...could lead to a client in the beverage industry. J #soloPR

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**SusynEliseDuris** 1:55pm via TweetChat powered by oneQube

@CathyWebSavvyPR Pottery class sounds fun. #solopr

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**jendonovansf** 1:55pm via TweetDeck

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

@CathyWebSavvyPR Love it! Good for you! #solopr

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

Hopefully everyone will join us in refreshing by attending the #SoloPR Pr Summit in the ATL next month!



**KellyeCrane** 1:55pm via TweetDeck

@BGdoesPR @LoisMarketing @CathyWebSavvyPR I often miss side convos between running the chat & participating- will check transcript! #solopr

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**CathyWebSavvyPR** 1:55pm via TweetChat powered by oneQube

A4 I'll be playing hooky Friday afternoons this winter. Taking a Pottery class. Hobbies = great way to refresh #solopr



**SusynEliseDuris** 1:55pm via TweetChat powered by oneQube

Like this. @SoloPR @LoisMarketing MT I live to reserve each Fri afternoon as I can for some gd R&R and reflection/planning time. A4 #solopr

Show Conversation



**BGdoesPR** 1:54pm via TweetDeck

So true. I struggle with "turning it off" MT @CathyWebSavvyPRA4 as #SoloPr pros we need occasional short vacations, remember to unplug

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**WolcottPR** 1:54pm via TweetDeck



!! RT @CathyWebSavvyPR: A4 as SoloPr pros we need to take occasional short vacations, unplug some weekends. Helps us #refresh #solopr



**3HatsComm** 1:54pm via TweetDeck

RT @WolcottPR: A4. step out of the office, find others not in your normal network. <-That! big part of my 2014 plan. #solopr



**KellyeCrane** 1:54pm via TweetDeck

A4: Sometimes I have to look at my goals and... throw some out the window! Hard for a perfectionist, but very necessary. #solopr



**cloudspark** 1:53pm via Web

@mdbarber @PaulaJohns "seek first to understand." #solopr

Retweeted by mdbarber



**CathyWebSavvyPR** 1:53pm via TweetChat powered by oneQube

A4 as SoloPr pros we need to take occasional short vacations, remember to unplug some weekends. Helps us #refresh #solopr



**cloudspark** 1:53pm via Web

@mdbarber @PaulaJohns "seek first to understand." #solopr

1 retweets Show Conversation



**mdbarber** 1:52pm via tchat.io

RT @WolcottPR: A4. Takes a lot 2 force it, but step out of the office, set up ntwrk lunches, find others not in normal network. #solopr

Retweeted by LoisMarketing



**dariasteigman** 1:53pm via TweetDeck

@PaulaJohns Exactly. :) No one can accuse me of talking shop all the time. #solopr

Show Conversation



**3HatsComm** 1:52pm via TweetDeck

@cloudspark @annhandley I'd like to read it.. drafting something on so-called crises that don't really hurt the bottom line #soloPR

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**SoloPR** 1:52pm via TweetDeck

Good idea RT @LoisMarketing: I live to reserve each Friday afternoon as I can for some good R&R and reflection/planning time #soloPR A4



**mdbarber** 1:52pm via tchat.io

RT @WolcottPR: A4. Takes a lot 2 force it, but step out of the office, set up ntwrk lunches, find others not in normal network. #solopr

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**LoisMarketing** 1:52pm via TweetDeck

@BGdoesPR Nice to 'meet' you today! #soloPR

Show Conversation



**PaulaJohns** 1:52pm via tchat.io

@dariasteigman That you're a lot of fun? #soloPR

Show Conversation



**SusynEliseDuris** 1:52pm via TweetChat powered by oneQube

YES!! RT @KellyeCrane There's so much hoopla about making a fresh start w/the new year, but we can re-fresh anytime! #solopr



**WolcottPR** 1:52pm via TweetDeck

A4. Takes a lot 2 force it, but step out of the office, set up ntwrk lunches, find others not in your normal network. #solopr



**dariasteigman** 1:52pm via TweetDeck

@3HatsComm @3HatsComm I sometime wonder what people think about me if they just read my champagne, margarita, & Guinness tweets. #solopr

Show Conversation



**LoisMarketing** 1:51pm via TweetDeck

It "expands" your day but keep planning, journaling, admin duties outside of 'golden hours' that should be devoted to clients#soloPR

1 retweets



**BGdoesPR** 1:51pm via TweetDeck

Count me in :) @LoisMarketing @CathyWebSavvyPR@KellyeCrane Our little 'side chat' about humor appropriate? could be a good future #soloPR

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**karenswim** 1:51pm via tchat.io

RT @KellyeCrane: A4:There's so much hoopla about making a fresh start w/the new year, but we can re-fresh anytime! #solopr

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**KellyeCrane** 1:51pm via TweetDeck

A4:There's so much hoopla about making a fresh start w/the new year, but we can re-fresh anytime! #solopr

1 retweets



**cloudspark** 1:51pm via Web

@3HatsComm i was looking at @annhandley's blog, thought she had a piece on our over-done, link-baited, hyperbolic headlines#solopr

Show Conversation



**SusynEliseDuris** 1:51pm via Web

@SoloPR thanks! #solopr

Show Conversation



**mdbarber** 1:51pm via tchat.io

@PaulaJohns exactly. Some people just seem ruthless and it's "not okay." Advocating for a return to kindness & the Golden Rule. #solopr

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**jendonovans** 1:51pm via TweetDeck

@SusynEliseDuris Goals & aspirations are important. Resolutions can be broken, reaching goals can involve many paths to success. #solopr

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**karenswim** 1:51pm via tchat.io

Agree @dariasteigman keeps you excited and open to what's happening around you #solopr

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**SusynEliseDuris** 1:48pm via TweetChat powered by oneQube

A4 Be curious. Be present, in the moment. And be grateful...always. #solopr

Retweeted by PaulaJohns and 1 others



**3HatsComm** 1:50pm via TweetDeck

Always! wine too. RT @dariasteigman: Does "drink more champagne" count? :) #solopr



**SoloPR** 1:50pm via TweetDeck

Good stuff! RT @SusynEliseDuris: A4 Be curious. Be present, in the moment. And be grateful...always. #solopr



**SusynEliseDuris** 1:48pm via TweetChat powered by oneQube

A4 Be curious. Be present, in the moment. And be grateful...always. #solopr

Retweeted by BGdoesPR and 1 others



**PaulaJohns** 1:50pm via tchat.io

@mdbarber And when things are more public, it can really do damage to a person. So awful. A3 #soloPR

Show Conversation



**cloudspark** 1:50pm via Web

@KellyeCrane end of day, 10 minute reflection on what worked well, what i missed, what i did to move the needle #solopr

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**dariasteigman** 1:50pm via TweetDeck

YES. Be exploring every day. RT @karensxim: Love suggestion in Die Empty book to keep list of Qs, keeps you curious and exploring #solopr



**SusynEliseDuris** 1:50pm via TweetChat powered by oneQube

@jendonovansf I don't make resolutions. I make goals. And those are things that I am not 100% on but are the things that count. #solopr

Show Conversation



**niallgillett** 1:48pm via HootSuite

@jendonovansf Agreed. Especially being positive and keeping my enthusiasm! #solopr

Retweeted by BGdoesPR



**SoloPR** 1:50pm via TweetDeck

A set day is a great idea! RT @WolcottPR: A4. Use last Monday of month to review goals, check progress, get mkt juices flowing. #solopr



**LoisMarketing** 1:49pm via TweetDeck

I live to reserve each Friday afternoon as I can -- or at least 2/month -- for some good R&R and reflection/planning time #soloPR A4



**KellyeCrane** 1:49pm via TweetDeck

I like it! RT @dariasteigman: Does "drink more champagne" count? :) RT Q4: How do you keep the new year spirit alive all year? #solopr



**karensxim** 1:49pm via tchat.io

Love suggestion in Die Empty book to keep list of questions, keeps you curious and exploring #solopr



**jendonovansf** 1:49pm via TweetDeck

@SusynEliseDuris Sounds similar to my list :) #solopr

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**niallgillett** 1:48pm via HootSuite

@jendonovansf Agreed. Especially being positive and keeping my enthusiasm! #solopr

1 retweets Show Conversation



**CathyWebSavvyPR** 1:48pm via TweetChat powered by oneQube

RT @WolcottPR: A4. Use last Monday of month to review goals, check progress, get mkt juices flowing. #solopr #ILikelt



**SusynEliseDuris** 1:48pm via TweetChat powered by oneQube

A4 Be curious. Be present, in the moment. And be grateful...always. #solopr

2 retweets



**KellyeCrane** 1:48pm via TweetDeck

Wow, daily is great! RT @cloudspark: a4: 10-minute daily focus reviews, weekly planning, monthly reviews of goals. #solopr



**cloudspark** 1:48pm via Web

@3HatsComm hyperbole kills credibility - with bloggers, media, and all of us. #solopr

Show Conversation



**mdbarber** 1:48pm via tchat.io

Great idea! Use the whole day? RT @WolcottPR: A4. Use last Monday of month to review goals, check progress, get mkt juices flowing. #solopr

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**jendonovansf** 1:48pm via TweetDeck

@SoloPR Thanks! #solopr

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**CathyWebSavvyPR** 1:48pm via TweetChat powered by oneQube

RT @LoisMarketing @CathyWebSavvyPR @KellyeCrane Our little 'side chat' about humor appropriate or not? could be a good future #soloPR topic

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**SusynEliseDuris** 1:47pm via TweetChat powered by oneQube

@dariasteigman @SoloPR When I saw your "Drink More Champagne" I saw the "Eat More Chikin" billboard in my head! #solopr

Show Conversation



**LoisMarketing** 1:47pm via TweetDeck

@CathyWebSavvyPR @KellyeCrane Our little 'side chat' about humor appropriate or not? could be a good future #soloPR topic

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**WolcottPR** 1:47pm via TweetDeck

A4. Use last Monday of month to review goals, check progress, get mkt juices flowing. #solopr





**SoloPR**1:47pm via TweetDeck

Well said! RT @jendonovansf: A4: Stay positive, optimistic, hungry, curious, innovative and creative all year! #solopr



**CathyWebSavvyPR**1:47pm via TweetChat powered by oneQube

A4: by getting excited about what my clients are doing, and reviewing big picture quarterly #solopr



**karenswym**1:47pm via tchat.io

A4: Building in "rut" busters so that I stay energized and creative#solopr



**ABeckr**1:47pm via TweetChat powered by oneQube

I hated to join so late, but it's been an excellent day for business. Nice to "see" everyone. #solopr



**dariasteigman**1:46pm via TweetDeck

Does "drink more champagne" count? :) RT @SoloPR: Q4: How do you keep the new year spirit alive all year? [bit.ly/1bS0rij](http://bit.ly/1bS0rij)#solopr

Retweeted by [mdbarber](#)



**SoloPR**1:47pm via TweetDeck

Both! RT @SusynEliseDuris: A4 - professionally? personally? both? #solopr



**mdbarber**1:47pm via tchat.io

@PaulaJohns I agree. And I think we've all made that type of error. Today, unfortunately, it's often more "public." Hate that.#solopr

[Show Conversation](#)

*#solopr transcript – 1/08/2014*

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



**cloudspark** 1:46pm via Web

a4: 10-minute daily focus reviews, weekly planning, monthly reviews of goals. every day is a chance to refresh the effort. #solopr



**jendonovansf** 1:46pm via TweetDeck

A4: Stay positive, optimistic, hungry, curious, innovative and creative all year! #solopr



**dariasteigman** 1:46pm via TweetDeck

Does "drink more champagne" count? :) RT @SoloPR: Q4: How do you keep the new year spirit alive all year? [bit.ly/1bS0rij](http://bit.ly/1bS0rij) #solopr

1 retweets



**karenswim** 1:46pm via tchat.io

A4: By approaching each new week as the start of something new, setting goals for day/week #solopr



**WolcottPR** 1:46pm via TweetDeck

re humor. Self-depricating brings celebs down 2 our level - a proven successful tactic that public likes. #solopr

Retweeted by BGdoesPR



**SusynEliseDuris** 1:46pm via TweetChat powered by oneQube

A4 - professionally? personally? both? #solopr



**CathyWebSavvyPR** 1:46pm via TweetChat powered by oneQube

MT @KellyeCrane A4 I'm going to make an effort to apply "new year's"-type thinking (am I where I want to be?) at least quarterly. #solopr

*#solopr transcript – 1/08/2014*

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**mdbarber** 1:46pm via tchat.io

Good point: MT @cloudspark: that whole story shows just how quick we can be 2 criticize instead of trying 2 understand or empathize. #solopr

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**WolcottPR** 1:46pm via TweetDeck

re humor. Self-depricating brings celebs down 2 our level - a proven successful tactic that public likes. #solopr

1 retweets



**3HatsComm** 1:46pm via TweetDeck

@cloudspark only 'sometimes'?! seems like every day, any mistake is hyped to make it seem the world will spin off its axis ;- ) #soloPr

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**KellyeCrane** 1:45pm via TweetDeck

A4: I'm going to make a concerted effort to apply "new year's"-type thinking (am I where I want to be?) at least quarterly. #solopr



**PaulaJohns** 1:45pm via TweetDeck

@mdbarber Seems like he was a bad choice all the way around. Real people, execs with charisma -- much better. A3 #solopr

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**LoisMarketing** 1:45pm via TweetDeck

@jendonovansf @BGdoesPR The difference is in 'answering' a possible or perceived gaffe with humor. #soloPR

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**decillis** 1:45pm via TweetDeck

A4: By asking clients what they are excited about right now and experiencing their product. My excitement definitely renews. #soloPR



**cloudspark** 1:45pm via Web

@CathyWebSavvyPR that whole story shows just how quick we can be to criticize instead of trying to understand or empathize. #soloPR

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**jendonovansf** 1:44pm via TweetDeck

@LoisMarketing @BGdoesPR I think it has a place - cartoons, info graphics, etc. More on the #contentmarketing side of the house. #soloPR

Retweeted by LoisMarketing



**LoisMarketing** 1:45pm via TweetDeck

@jendonovansf @BGdoesPR Oh yes definitely -- when it's clearly ID'd and seen as such :) #soloPR

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**CathyWebSavvyPR** 1:45pm via TweetChat powered by oneQube

RT @SoloPR Q4: How do you keep the new year spirit alive all year? [soloprpro.com/keep-the-new-y...](http://soloprpro.com/keep-the-new-y...) #soloPR

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

RT @SoloPR: Q4: How do you keep the new year spirit alive all year? [soloprpro.com/keep-the-new-y...](http://soloprpro.com/keep-the-new-y...) #solopr

Retweeted by prophetdwann



**jgombita** 1:44pm via Web

@3HatsComm the @michaeldsimmons @Forbes article "Why Being The Most Connected Is A Vanity Metric" It's fascinating/thought-provoking #solopr

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**SoloPR** 1:44pm via TweetDeck

Q4: How do you keep the new year spirit alive all year? [soloprpro.com/keep-the-new-y...](http://soloprpro.com/keep-the-new-y...) #solopr

Retweeted by mdbarber



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

RT @SoloPR: Q4: How do you keep the new year spirit alive all year? [soloprpro.com/keep-the-new-y...](http://soloprpro.com/keep-the-new-y...) #solopr

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**SoloPR** 1:44pm via TweetDeck

Q4: How do you keep the new year spirit alive all year? [soloprpro.com/keep-the-new-y...](http://soloprpro.com/keep-the-new-y...) #solopr

1 retweets



**WolcottPR** 1:44pm via TweetDeck

Stories on Samsung's CES blooper - case study on just how bad the media reaction could be. #solopr.



**jendonovansf** 1:44pm via TweetDeck

@LoisMarketing @BGdoesPR I think it has a place - cartoons, info graphics, etc. More on the #contentmarketing side of the house. #solopr

1 retweets Show Conversation



**delyG** 1:38pm via Twitter for iPhone

Oh how I've missed #solopr

Retweeted by webhostnews



**LoisMarketing** 1:37pm via TweetDeck

In situations like this be VERY CAREFUL with HUMOR. Not usually the best avenue! Straightforward apology best! #soloPR

Retweeted by Kevinkgpk



**cloudspark** 1:43pm via Web

a3: media have a thirst for content, sometimes it leads to whirring up a non-story to get clicks. #solopr



**BGdoesPR** 1:35pm via TweetDeck

A3 Agreed, mistakes happen. It's our job to be nimble thinkers. When possible I insert humor and sarcasm to keep things light/whitty #solopr

Retweeted by delyG



**CathyWebSavvyPR** 1:43pm via TweetChat powered by oneQube

@LoisMarketing 'nough said about humor. LOL to each his or wher own opinion methingks #solopr

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**BGdoesPR** 1:43pm via TweetDeck

@LoisMarketing Yes, to each their own. For me, life and biz, humor helps get point across, subtly nudge folks along or redirect attn #solopr

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**mdbarber** 1:43pm via tchat.io

@SusynEliseDuris another good example! #solopr

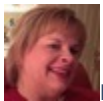
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**dariasteigman** 1:43pm via TweetDeck

@LoisMarketing @jendonovansf @BGdoesPR Maybe in PR. But on the stage a little humor might have been a better option. #solopr

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**mdbarber** 1:43pm via tchat.io

Sung in that choir b4! MT @3HatsComm: @cloudspark@niallgillett @KellyeCrane it'd be news if Mr. Bay used/preferred iToys? #solopr

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**LoisMarketing** 1:43pm via TweetDeck

@jendonovansf Innocent and well-meaning humor could be taken as snark! Again, be careful :) :) #soloPR

Show Conversation



**LoisMarketing** 1:42pm via TweetDeck

@jendonovansf @BGdoesPR PR must err on the side of caution. Leave the 'humor' to others. #soloPR

Show Conversation



**SusynEliseDuris** 1:42pm via TweetChat powered by oneQube

@PaulaJohns @mdbarber ha! the last time I said "much ado about nothing" was when I was discussing #Apple maps with someone. #solopr

Show Conversation



**arikhanson** 1:41pm via TweetDeck

@CathyWebSavvyPR will do! #solopr

Show Conversation



**LoisMarketing** 1:37pm via TweetDeck

PR pros: Be very careful with humor, sarcasm and snark -- and warn/advise your clients against using them too. #soloPR

Retweeted by signanddisplay



**3HatsComm** 1:41pm via TweetChat powered by oneQube

@cloudspark @niallgillett @KellyeCrane was just thinking, it'd be news if we found out Mr. Bay used/preferred iToys?? #solopr

Show Conversation



**mdbarber** 1:41pm via tchat.io

@PaulaJohns and yet another reason to use "real" people instead of celebs, when you can. #solopr



Show Conversation



**KellyeCrane** 1:41pm via TweetDeck

LOL! RT @dariasteigman: @\_JasminMartin Hi Jasmin. We're talking speaker meltdowns (and what none of us will do at#solopr conference).



**LoisMarketing** 1:41pm via TweetDeck

@jendonovansf Humor not always 'read' as humor. That's why we must be careful #soloPR

Show Conversation



**CathyWebSavvyPR** 1:41pm via TweetChat powered by oneQube

RT @cloudspark: a3: wishing ppl could be kinder, he's not a professional speaker. it can be very difficult for some to present#solopr

Show Conversation



**PaulaJohns** 1:41pm via tchat.io

@mdbarber Agree completely, much ado about nothing, but media can be very unforgiving to celebs. #soloPR

Show Conversation



**WolcottPR** 1:40pm via TweetDeck

Bay ideal choice for audience, product. Just needed better prep. Next steps critical for Samsung #soloPR [tinyurl.com/mmux7gj](http://tinyurl.com/mmux7gj)

Retweeted by [mdbarber](#)



**mdbarber** 1:40pm via tchat.io

@KellyeCrane definitely a bloop on their part on many internal levels, and one on the spokesperson's. #solopr

Show Conversation



**KellyeCrane** 1:40pm via TweetDeck

@cloudspark It's funny- when I mentioned needing a tight contract earlier, I was thinking of athletes! #solopr

Show Conversation



**LoisMarketing** 1:40pm via TweetDeck

@BGdoesPR In written word -- such as press releases, comments, social media etc. humor not always seen as humor#soloPR

Show Conversation



**SusynEliseDuris** 1:40pm via TweetChat powered by oneQube

@LoisMarketing M Bay is prone to this behavior so I don't get why he was there at all. I had same reaction abt Sean Pean at#DF13. #solopr

Show Conversation



**WolcottPR** 1:40pm via TweetDeck

Bay ideal choice for audience, product. Just needed better prep. Next steps critical for Samsung #soloPR [tinyurl.com/mmux7gj](http://tinyurl.com/mmux7gj)

1 retweets



**cloudspark** 1:36pm via Web

a3: wishing ppl could be kinder, he's not a professional speaker. it can be very difficult for some to present. #solopr

Retweeted by BGdoesPR



**jendonovansf** 1:40pm via TweetDeck

Agree on snark, but think humor works. MT @LoisMarketing: PR pros: Be very careful with humor, sarcasm and snark. #soloPR



**KellyeCrane** 1:40pm via TweetDeck

@mdbarber I'm sure it felt pretty awkward in the room, so folks there inevitably "reported" what happened via social media, etc. #solopr

Show Conversation



**LoisMarketing** 1:40pm via TweetDeck

@BGdoesPR OK to disagree back? It may not be taken or appreciated as humor. Best to err on side of caution :) #soloPR

Show Conversation



**dariasteigman** 1:40pm via TweetDeck

@\_JasminMartin Hi Jasmin. We're talking speaker meltdowns (and what none of us will do at #solopr conference).

Show Conversation



**CathyWebSavvyPR** 1:33pm via TweetChat powered by oneQube

A3: Tip: prepped guest speakers B4 by a PR pro, not just teleprompter. also see how well they've spoken in past B4 u hire #solopr

Retweeted by delyG



**cloudspark** 1:39pm via Web

@niallgillett @KellyeCrane having worked in sports, can't tell you the # of times a celeb athlete endorsement has backfired. #solopr

Show Conversation



**BGdoesPR** 1:39pm via TweetDeck

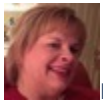
I disagree Lois. Humor can help in-the-moment dialogues. @LoisMarketing PR pros: Be very careful with humor, sarcasm and snark. #soloPR

Show Conversation



**\_JasminMartin** 1:38pm via HootSuite

Just got out of a LONG meeting. Bummed I missed so much of today's #solopr chat. I'll catch the recap later. Hi solos!



**mdbarber** 1:38pm via tchat.io

@KellyeCrane guess it just seemed to me like much ado about nothing. More of an internal thing for Samsung. #solopr

Show Conversation



**KellyeCrane** 1:38pm via TweetDeck

@WolcottPR Share your blog post link - would love to read!#solopr

Show Conversation



**delyG** 1:38pm via Twitter for iPhone

Oh how I've missed #solopr

1 retweets



**KellyeCrane** 1:38pm via TweetDeck

@niallgillett Great point! "Real" people bring a genuineness you can't buy. #solopr

Show Conversation



**cloudspark** 1:14pm via Twitter for iPhone

but then, always a challenge to explain to a client their news got upstaged by miley's twerking #solopr

Retweeted by delyG



**LoisMarketing** 1:37pm via TweetDeck

PR pros: Be very careful with humor, sarcasm and snark -- and warn/advise your clients against using them too. #soloPR

1 retweets



**niallgillett** 1:36pm via HootSuite

@KellyeCrane I agree. Sometimes it is just better to find someone with genuine passion for your product, rather than a paid celeb. #solopr

Retweeted by KellyeCrane and 1 others



**3HatsComm** 1:37pm via TweetChat powered by oneQube

Agree. RT @niallgillett it is just better to find someone with genuine passion for your product, rather than a paid celeb. #solopr

Show Conversation



**dariasteigman** 1:29pm via TweetDeck

@CathyWebSavvyPR @arikhanson I suspect it comes down to quality vs. quantity. If the quality is good, the quantity doesn't matter. #solopr

Retweeted by CathyWebSavvyPR



**KellyeCrane** 1:37pm via TweetDeck

@mdbarber I think it was news because he walked off. If he'd just limped along and done a bad job, no biggie. #solopr

Show Conversation



**mdbarber** 1:36pm via tchat.io

@PaulaJohns but it shouldn't be a story, & didn't have to be. Someone's error isn't news. We are human. We make mistakes. #solopr

Retweeted by cloudspark



**niallgillett** 1:36pm via HootSuite

@KellyeCrane I agree. Sometimes it is just better to find someone with genuine passion for your product, rather than a paid celeb. #solopr

Retweeted by karensim and 1 others



**LoisMarketing** 1:37pm via TweetDeck

In situations like this be VERY CAREFUL with HUMOR. Not usually the best avenue! Straightforward apology best! #soloPR

1 retweets



**niallgillett** 1:36pm via HootSuite

@KellyeCrane I agree. Sometimes it is just better to find someone with genuine passion for your product, rather than a paid celeb. #solopr

2 retweets Show Conversation



**mdbarber** 1:36pm via tchat.io

@PaulaJohns but it shouldn't be a story, & didn't have to be. Someone's error isn't news. We are human. We make mistakes. #solopr

1 retweets Show Conversation



**SusynEliseDuris** 1:36pm via TweetChat powered by oneQube

YES! @LoisMarketing it was a non-story that became a story because it wasn't properly addressed at the time. #soloPR

Show Conversation



**cloudspark** 1:36pm via Web

a3: wishing ppl could be kinder, he's not a professional speaker. it can be very difficult for some to present. #solopr

1 retweets



**SoloPR** 1:36pm via TweetDeck

This! Don't expect a leopard to change spots RT @CathyWebSavvyPR: A3: ...see how well they've spoken in past B4 u hire #solopr



**karensim** 1:36pm via tchat.io

RT @CathyWebSavvyPR:Tip: prepped guest speakers B4 by a PR pro, not just teleprompter. see how well they've spoken B4 u hire #solopr

Show Conversation



**BGdoesPR** 1:35pm via TweetDeck

A3 Agreed, mistakes happen. It's our job to be nimble thinkers. When possible I insert humor and sarcasm to keep things light/whitty #solopr

1 retweets



**SusynEliseDuris** 1:33pm via TweetChat powered by oneQube

@SoloPR A3 Bay/Samsung sim to Robertson/A&E - both Sam and A&E knew what they were getting and should've had crisis plan in place. #solopr

Retweeted by SoloPR



**LoisMarketing** 1:35pm via TweetDeck

It was a non-story that became a story because it wasn't properly addressed at the time. #soloPR



**PaulaJohns** 1:35pm via tchat.io

True, but celebs are in spotlight. Any mistake and it's news. MT @mdbarber A3 - On other hand, why was it really news. #solopr



**mdbarber** 1:35pm via tchat.io

@dariasteigman very true. Things have been quiet from there haven't they. Just didn't get it. I'm tired of manufactured crises. #solopr

Show Conversation



**KellyeCrane** 1:35pm via TweetDeck

A3: I think it's a good reminder to not rely on your guest to provide all the sizzle, so there's something else to report. #solopr



**CathyWebSavvyPR** 1:34pm via TweetChat powered by oneQube

RT @karensim A3: Tech mishaps happen, it's a reality, have a plan B! #solopr

Show Conversation



**LoisMarketing** 1:34pm via TweetDeck

Speakers, presenters, celebrities make mistakes. The key is to be there and ready when mistakes happen. #soloPR



**dariasteigman** 1:34pm via TweetDeck

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@mdbarber I agree. It was more "fake" news, probably b/c limited real news from CES. Plus Bay did apologize. #solopr

Show Conversation



**karensxim** 1:34pm via tchat.io

A3: Tech mishaps happen, it's a reality, have a plan B! #solopr



**WolcottPR** 1:34pm via TweetDeck

A3. Aside from my blog post on this...rehearsal would have worked. But Bay probably felt he "had" it going in...#solopr



**CathyWebSavvyPR** 1:34pm via TweetChat powered by oneQube

RT @mdbarber A3 - On the other hand, why was it really news that it happened at all. People do make mistakes. #solopr

Show Conversation



**KellyeCrane** 1:33pm via TweetDeck

A3: Sometimes, paid "spokespeople" aren't as professional as you want them to be. The contract must be air tight. #solopr



**karensxim** 1:33pm via tchat.io

A3: Your spokesperson should know your product and be able to talk about it w/or w/out notes #solopr



**PaulaJohns** 1:33pm via tchat.io

A3 Speakers/presenters need to be able to adapt. Things happen. All part of prep. #soloPR

Retweeted by dariasteigman



**mdbarber** 1:33pm via tchat.io

A3 - On the other hand, why was it really news that it happened at all. People do make mistakes. #soloPR



**PaulaJohns** 1:33pm via tchat.io

A3 Speakers/presenters need to be able to adapt. Things happen. All part of prep. #soloPR

1 retweets



**LoisMarketing** 1:33pm via TweetDeck

As a PR pro you always must 'expect the best, anticipate the worst'. Don't be caught 'speechless' when things go oh so wrong. #soloPR



**SusynEliseDuris** 1:33pm via TweetChat powered by oneQube

@SoloPR A3 Bay/Samsung sim to Robertson/A&E - both Sam and A&E knew what they were getting and should've had crisis plan in place. #soloPR

1 retweets [Show Conversation](#)



**CathyWebSavvyPR** 1:33pm via TweetChat powered by oneQube

A3: Tip: prepped guest speakers B4 by a PR pro, not just teleprompter. also see how well they've spoken in past B4 u hire #soloPR

1 retweets



**mdbarber** 1:33pm via tchat.io

A3 -- seems if they had been able to spend time briefing him and preparing him, a frozen teleprompter wouldn't have been an issue. #soloPR



**karenswim** 1:33pm via tchat.io

A3: This is the double edged sword of paying celebrity to be spokesperson #solopr



**3HatsComm** 1:33pm via TweetDeck

@jendonovansf if that was it.. was it a training fail of the brand, or did he fail to deliver/prep as hired spokesperson? #soloPR

Show Conversation



**KellyeCrane** 1:33pm via TweetDeck

A3: I couldn't believe someone in that venue could freeze under such a small snafu #solopr



**dariasteigman** 1:32pm via TweetDeck

A3 Yes. Don't get whigged out when stuff goes wrong. And have notes / not just a teleprompter. #solopr

Retweeted by mdbarber



**PRjeff** 1:32pm via tchat.io

Continual battle w/mkt & advertising RT @WolcottPR: A2 want 2 make sure PR remains in driver's seat for SM/digital strategies#solopr

Show Conversation



**arikhanson** 1:32pm via TweetDeck

@jendonovansf Yep. And/or links to work. #solopr

Show Conversation



**karenswim** 1:32pm via tchat.io

A3: Yes, definitely could have been prevented #solopr



**dariasteigman** 1:32pm via TweetDeck

A3 Yes. Don't get whigged out when stuff goes wrong. And have notes / not just a teleprompter. #solopr

1 retweets



**LoisMarketing** 1:32pm via TweetDeck

@j7mmychow #soloPR is a weekly chat for independent public relations pros. Join in as you can. Great insights, questions each week.

Show Conversation



**CathyWebSavvyPR** 1:32pm via TweetChat powered by oneQube

RT @KellyeCrane If you haven't heard about Q3, here's the backstory: [appleinsider.com/articles/14/01...](http://appleinsider.com/articles/14/01...) #solopr

Show Conversation



**CathyWebSavvyPR** 1:32pm via TweetChat powered by oneQube

For my own biz, I started networking more at end of 2013, plan to continue in 2014 #solopr



**KellyeCrane** 1:31pm via TweetDeck

If you haven't heard about Q3, here's the backstory: [appleinsider.com/articles/14/01...](http://appleinsider.com/articles/14/01...) #solopr



**jendonovansf** 1:31pm via TweetDeck

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@arikhanson Interesting. Visuals as in more visual examples of client work? #solopr

Show Conversation



**3HatsComm** 1:31pm via TweetDeck

@niallgillett much as I enjoy #soloPR I need to make some real moves too -- go corp for right gig, even expand to diff industry like HR.

Show Conversation



**CathyWebSavvyPR** 1:31pm via TweetChat powered by oneQube

RT @SoloPR Q3: You've heard Samsung brought in producer Michael Bay for a CES preso, w/poor results. Could it have been prevented? #solopr

Show Conversation



**KellyeCrane** 1:16pm via TweetDeck

Side note: I wonder if social media usage goes up if people are snowed in? Someone should study this, if they haven't already! #solopr

Retweeted by \_NicoleESpears



**jendonovansf** 1:31pm via TweetDeck

A3: YES! He should have been trained/educated more on the product, value, messaging so he wasn't 100% reliant on the prompter. #solopr



**LoisMarketing** 1:30pm via TweetDeck

Can advice, insights, updates that would be shared by blogging be better communicated otherwise for certain clients? #soloPR



**PRjeff** 1:30pm via tchat.io

A2: I'm convinced LI is a valuable biz tool. Just haven't convinced myself to take the time & dive in deeper yet [#solopr](#)



**SoloPR** 1:30pm via TweetDeck

Smart! RT [@WolcottPR](#): A2 want 2 make sure PR remains in driver's seat for SM/digital strategies, no matter the vehicle used [#solopr](#)



**arikhanson** 1:30pm via TweetDeck

[@jendonovans](#) One easy one--including more visuals as part of your profile. That seems to be a big push. [#solopr](#)

[Show Conversation](#)



**SoloPR** 1:30pm via TweetDeck

Q3: You've prob heard Samsung brought in producer Michael Bay for a CES preso, w/poor results. Could it have been prevented? [#solopr](#)

Retweeted by [mdbarber](#)



**SoloPR** 1:30pm via TweetDeck

Q3: You've prob heard Samsung brought in producer Michael Bay for a CES preso, w/poor results. Could it have been prevented? [#solopr](#)

1 retweets



**arikhanson** 1:29pm via TweetDeck

[@3HatsComm](#) Yep--will be sharing in early Feb. post. Good timing for [#soloprsummit!](#) [#solopr](#)

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**WolcottPR** 1:29pm via TweetDeck

A2 want 2 make sure PR remains in driver's seat for SM/digital strategies, no matter the vehicle used #solopr

Retweeted by [mdbarber](#)



**WolcottPR** 1:29pm via TweetDeck

A2 want 2 make sure PR remains in driver's seat for SM/digital strategies, no matter the vehicle used #solopr

1 retweets



**LoisMarketing** 1:29pm via TweetDeck

Blogging should be treated as a medium -- not necessarily effective for every client but on case by case instead #soloPR



**dariasteigman** 1:29pm via TweetDeck

@CathyWebSavvyPR @arikhanson I suspect it comes down to quality vs. quantity. If the quality is good, the quantity doesn't matter. #solopr

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**niallgillett** 1:29pm via HootSuite

@alisonlaw Thanks most kindly. I am excited about joining and can already see the benefit! #solopr

[Show Conversation](#)



**3HatsComm** 1:28pm via TweetDeck

Plz share results. RT @arikhanson: @mdbarber Trying to determine if blogging more impacts traffic/leads/mentions/etc. #solopr



**CathyWebSavvyPR** 1:28pm via TweetChat powered by oneQube

@dariasteigman @arikhanson I can't find the link, but at least one study suggests yr readers can get blog overload w daily posts #solopr

Show Conversation



**jendonovansf** 1:28pm via TweetDeck

@arikhanson Do share.... I need to update mine next week when my website is finished. #solopr

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**niallgillett** 1:27pm via HootSuite

@3HatsComm This is my plan for this new year in more ways than one. Am in the process of moving my boat. #solopr

Retweeted by SoloPR



**3HatsComm** 1:26pm via TweetDeck

A2 fish where the biting fish are biting. blog or video, diff networks .. my efforts will target those doing the hiring. #soloPR

Retweeted by dariasteigman



**arikhanson** 1:27pm via TweetDeck

@CathyWebSavvyPR Blogging about it soon! No one link--series of changes they've made. #solopr

Show Conversation



**jendonovansf** 1:27pm via TweetDeck

@SusynEliseDuris Agreed! I was able to make a dent in this at my last job. Training sales/lead gen on social media value was a start #solopr

Show Conversation



**karenswym** 1:27pm via tchat.io

@arikhanson I saw your post about that. I blogged daily for years it does make a difference & not hard when it becomes habit. #solopr

Show Conversation



**niallgillett** 1:27pm via HootSuite

@3HatsComm This is my plan for this new year in more ways than one. Am in the process of moving my boat. #solopr

1 retweets Show Conversation



**CathyWebSavvyPR** 1:27pm via TweetChat powered by oneQube

@arikhanson Do you have a link referencing LI profile changes? I know some, not sure if I know all  
#solopr

Show Conversation



**dariasteigman** 1:27pm via TweetDeck

@arikhanson Me too. Plus it's easier to "find" ideas when I blog consistently. But I'm not ready to take the "daily" plunge. #solopr

Show Conversation



**SoloPR** 1:27pm via TweetDeck

RT @3HatsComm: A2 fish where the biting fish are. blog or video, diff networks .. my efforts will target those doing the hiring. #soloPR



**LoisMarketing** 1:27pm via TweetDeck

@j7mmychow You would think PR pros would see the 'lemonade in lemons' but sadly the creative, think-on-your-feet element is missing #soloPR

Show Conversation



**BGdoesPR** 1:26pm via TweetDeck

@KellyeCrane @cloudspark @Prof\_Shar No births you say? ha ha #solopr

Show Conversation



**arikhanson** 1:26pm via TweetDeck

A2: Another idea: Update/optimize your LI profile. Lots of changes in the last year--are you aware of them all? (I wasn't)#solopr



**alisonlaw** 1:26pm via Twubs

@niallgillett Welcome! This is a tremendous group and resource.#solopr

Show Conversation



**3HatsComm** 1:26pm via TweetDeck

A2 fish where the biting fish are biting. blog or video, diff networks .. my efforts will target those doing the hiring. #soloPR

1 retweets



**SusynEliseDuris** 1:26pm via TweetChat powered by oneQube

@jendonovansf interesting you mention silo mktg - been hoping (for years) that #sales and #marketing will start working as a team. #solopr



**KellyeCrane** 1:26pm via TweetDeck

A2: I'm looking forward to @arikhanson's #solopr Summit preso on Facebook ads - always more to learn in that area! #solopr



**mdbarber** 1:26pm via tchat.io

@arikhanson interesting. Would love to chat with you about that...in person in February! #solopr

Show Conversation



**arikhanson** 1:25pm via TweetDeck

@dariasteigman Nope--just wanted to try it out. I love writing, so really, it's not as hard as you might think. #solopr

Show Conversation



**BGdoesPR** 1:25pm via Web

Agreed. LinkedIn is a personal favorite. MT @KellyeCrane A2: Focus more on LinkedIn to share #solopr prof development news.

Show Conversation



**LoisMarketing** 1:24pm via TweetDeck

@j7mmychow Exactly. Glad you see that. I think PR is still more reactionary rather than 'proactionary' :) #soloPR

Retweeted by j7mmychow



**arikhanson** 1:25pm via TweetDeck

@mdbarber Trying to determine if blogging more impacts traffic/leads/mentions/etc. #solopr

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**KellyeCrane** 1:23pm via TweetDeck

A2: I need to focus more on LinkedIn to share #solopr professional development news. People seem to be paying attn there. #solopr

Retweeted by CathyWebSavvyPR



**LoisMarketing** 1:24pm via TweetDeck

@j7mmychow Exactly. Glad you see that. I think PR is still more reactionary rather than 'proactionary' :) #soloPR

1 retweets [Show Conversation](#)



**SoloPR** 1:24pm via TweetDeck

RT @jendonovansf: A2: Integration!! Integrated PR, Social, Marketing, Digital campaigns. #solopr



**mdbarber** 1:24pm via tchat.io

A2 - Agree with those focusing business efforts on LinkedIn. There has been a lot of good information there recently. #solopr



**jendonovansf** 1:24pm via TweetDeck

@SusynEliseDuris Agreed! I've heard of SO many #contentmarketing job openings in the last few months. #solopr

[Show Conversation](#)



**CathyWebSavvyPR** 1:24pm via TweetChat powered by oneQube

A2: I've gotten into a sideline of researching speaking engagements for clients & web design - too many clients w/o websites #solopr



**alisonlaw** 1:24pm via Web

@KellyeCrane I'm spoiled. Have been #solopr since 2006, with a few failed attempts at re-entering the traditional workforce.

Show Conversation



**SoloPR**1:24pm via TweetDeck

RT @CathyWebSavvyPR: A2 - depends. Videos seems to be working well for one of my clients. short how to videos = good engagement #solopr



**SusynEliseDuris**1:24pm via TweetChat powered by oneQube

@KellyeCrane what a great idea! #LinkedIn #solopr

Show Conversation



**jendonovansf**1:24pm via TweetDeck

@SusynEliseDuris Silo approach is limiting in terms of reach and success. #solopr

Show Conversation



**dariasteigman**1:24pm via TweetDeck

@arikhanson Good luck! Will be interesting to hear the results. Did the hubspot 30-day challenge inspire you? #solopr

Show Conversation



**KellyeCrane**1:23pm via TweetDeck

A2: I need to focus more on LinkedIn to share #soloprprofessional development news. People seem to be paying attn there. #solopr

1 retweets



**karenswim**1:23pm via tchat.io

A2: For my personal biz, focusing on more content across networks #solopr  
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**mdbarber** 1:23pm via tchat.io

A2 - I have several folks I'm trying to get more focused on engagement aspects of digital this year. #solopr



**LoisMarketing** 1:23pm via TweetDeck

@PaulaJohns Thanks :) #soloPR

Show Conversation



**SusynEliseDuris** 1:23pm via TweetChat powered by oneQube

A2 - another thing that is going to happen in 2014, #contentmarketing is going to really start driving the train. Starting to now. #solopr



**BGdoesPR** 1:23pm via Web

A2 For my clients I'm focusing on industry associations, strategic partnerships and driving traffic via Pinterest #solopr



**niallgillett** 1:22pm via HootSuite

@CathyWebSavvyPR Same here, we are looking at short/engagement videos this year. #solopr

Retweeted by CathyWebSavvyPR



**dariasteigman** 1:22pm via TweetDeck

A2 For myself / my biz -- more presence on LinkedIn. And (hopefully really this time) incorporating video. #solopr

Retweeted by mdbarber



**decillis** 1:22pm via TweetDeck

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

Based on how everyone is taking the question... Q2: My goal is to learn more about video. I think it's going to only get bigger. #solopr



**dariasteigman** 1:22pm via TweetDeck

A2 For myself / my biz -- more presence on LinkedIn. And (hopefully really this time) incorporating video. #solopr

1 retweets



**mdbarber** 1:22pm via tchat.io

@arikhanson good idea but why are you doing it? How will you determine if the investment is worth it? Curious 'cuz I Struggle there. #solopr

Show Conversation



**cloudspark** 1:22pm via Twitter for iPhone

@arikhanson what a great challenge #solopr

Show Conversation



**KellyeCrane** 1:22pm via TweetDeck

@decillis Sorry- that's how the Q came in. Discuss in the way that's relevant to you! #solopr

Show Conversation



**niallgillett** 1:22pm via HootSuite

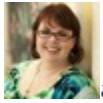
@CathyWebSavvyPR Same here, we are looking at short/engagement videos this year. #solopr

1 retweets Show Conversation



**3HatsComm** 1:22pm via TweetDeck

Cosigned. RT @mdbarber: A2 -- it depends on your goals and those are going to differ for each client, and for your organization. #solopr



**alisonlaw** 1:22pm via Web

@3HatsComm Hey, Davina. Nice to virtually "see" you again here! #oldhomeday #solopr

Show Conversation



**KellyeCrane** 1:21pm via TweetDeck

@alisonlaw Hi Alison! Glad you've rejoined the #solopr army - you can try to take a trad'l job, but #solopr pulls you back! :-)

Show Conversation



**arikhanson** 1:20pm via TweetDeck

A2: One experiment I'm testing out: Trying to blog EVERY business day in Jan. So far, so good! #solopr

Retweeted by CathyWebSavvyPR



**SusynEliseDuris** 1:21pm via TweetChat powered by oneQube

@jendonovansf so true! Integration is important! #solopr

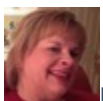
Show Conversation



**arikhanson** 1:21pm via TweetDeck

@jendonovansf Good for me, so far. I still have 23 days left in Jan! :) #solopr

Show Conversation



**mdbarber** 1:21pm via tchat.io



A2 -- I think it depends on your goals and those are going to differ for each client, and for your organization. #solopr



**3HatsComm** 1:21pm via TweetDeck

@alisonlaw good example.. better to repackage w/ the trend. and/or wait until your story can stand out on its own #soloPR

Show Conversation



**cloudspark** 1:21pm via Twitter for iPhone

a2: integrating more visual (video, photo) into all pr efforts #solopr



**PaulaJohns** 1:19pm via tchat.io

A1 Tie in with the big news event if you can, but it's a fail if you really stretch it and there's no possible connection. #soloPR

Retweeted by SDITSystems



**CathyWebSavvyPR** 1:21pm via TweetChat powered by oneQube

A2 - depends on the client. Videos seems to be working well for one of my clients. short how to videos = good engagement #solopr



**PaulaJohns** 1:21pm via tchat.io

GR8 thinking...MT @LoisMarketing If weather prevents a media event, how could you be creative with a video 'rollout'? #soloPR



**jendonovansf** 1:21pm via TweetDeck

@arikhanson Good for you Arik! #solopr

Show Conversation



**LoisMarketing** 1:21pm via TweetDeck

Where most effective for each client to reach and engage their audience. 'All over the map' at this point! :) #soloPR A2



**SoloPR** 1:19pm via TweetDeck

Q2 is from the community: Where are you focusing your digital efforts in 2014? #solopr

Retweeted by [dariasteigman](#) and 2 others



**SusynEliseDuris** 1:21pm via TweetChat powered by oneQube

@arikhanson wow, that's great stamina. Good Luck! #solopr

[Show Conversation](#)



**jendonovansf** 1:21pm via TweetDeck

A2: Integration!! Integrated PR, Social, Marketing, Digital campaigns. #solopr



**decillis** 1:20pm via TweetDeck

@SoloPR Are you asking what networks? What goals?#confused #solopr

[Show Conversation](#)



**arikhanson** 1:20pm via TweetDeck

A2: One experiment I'm testing out: Trying to blog EVERY business day in Jan. So far, so good! #solopr

1 retweets



**alisonlaw** 1:20pm via HootSuite

I had this problem when wanting to promote a health & wellness story during Affordable Care Act debate. Health care media busy. #solopr



**KellyeCrane** 1:20pm via TweetDeck

@cloudspark @BGdoesPR @Prof\_Shar Social media does not lead to births - that's something else. :-) #solopr

Show Conversation



**SusynEliseDuris** 1:20pm via TweetChat powered by oneQube

A2 to be on brand...with EVERYTHING. #solopr



**LoisMarketing** 1:20pm via TweetDeck

@j7mmychow One example would be if weather prevents a media event, how could you be creative with a video 'rollout'?#soloPR

Show Conversation



**SoloPR** 1:19pm via TweetDeck

Q2 is from the community: Where are you focusing your digital efforts in 2014? #solopr

Retweeted by mdbarber and 2 others



**SoloPR** 1:19pm via TweetDeck

Q2 is from the community: Where are you focusing your digital efforts in 2014? #solopr

Retweeted by arikhanson and 2 others



**CathyWebSavvyPR** 1:19pm via TweetChat powered by oneQube

RT @SoloPR Q2 is from the community: Where are you focusing your digital efforts in 2014? #solopr

Show Conversation

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



**CathyWebSavvyPR** 1:19pm via TweetChat powered by oneQube

@decillis @3HatsComm @KellyeCrane Ahhh, the edvantages of being a SoloPr - selecting your clients LOL #solopr

Show Conversation



**SoloPR** 1:19pm via TweetDeck

Q2 is from the community: Where are you focusing your digital efforts in 2014? #solopr

3 retweets



**PaulaJohns** 1:19pm via tchat.io

A1 Tie in with the big news event if you can, but it's a fail if you really stretch it and there's no possible connection. #soloPR

1 retweets



**cloudspark** 1:19pm via Twitter for iPhone

@BGdoesPR @Prof\_Shar @KellyeCrane they do study something like this, expect a bump in births in october #solopr

Show Conversation



**3HatsComm** 1:15pm via TweetDeck

@cloudspark or why that's not exactly a good tie in for their brand ;-0 #soloPR

Retweeted by CathyWebSavvyPR



**decillis** 1:19pm via TweetDeck

@3HatsComm @KellyeCrane I only work with destinations that have snow and ice cream. ;) #solopr

Show Conversation



**SusynEliseDuris** 1:18pm via TweetChat powered by oneQube

@3HatsComm @decillis @KellyeCrane ahhh, a nice sunny beach!!!! #solopr

Show Conversation



**jendonovansf** 1:18pm via TweetDeck

@SusynEliseDuris Hasn't been put up yet - that I can see. #solopr

Show Conversation



**SoloPR** 1:18pm via TweetDeck

Great convo on Q1! Thanks all- Q2 is coming up... #solopr



**SusynEliseDuris** 1:18pm via TweetChat powered by oneQube

ok I've tried but cannot find it - what is q2? #solopr



**3HatsComm** 1:18pm via TweetChat powered by oneQube

@decillis @KellyeCrane betcha searches for warm, beachy sunny destinations goes up too #solopr

Show Conversation



**BGdoesPR** 1:17pm via TweetDeck

@Prof\_Shar Here you go... MT @KellyeCrane wonder if social media usage goes up if people are snowed in? Someone should study this #solopr

Show Conversation



**KellyeCrane** 1:17pm via TweetDeck

@decillis Good point- different industries are affected differently by various news events. Good to keep in mind #solopr

Show Conversation



**SoloPR**1:15pm via TweetDeck

MT @BGdoesPR: A1 I had placement w UrbanDaddy the same day of Boston Bombing. Totally decresed our leads but we still got metrics #solopr

Retweeted by CathyWebSavvyPR



**LoisMarketing**1:17pm via TweetDeck

@SusynEliseDuris Hi back! (Finally took off my mittens) :) PR pros learn to go creative with the hiccups and hurdles #soloPR

Show Conversation



**decillis**1:17pm via TweetDeck

@KellyeCrane The amount of snow pics sent to tourism entities definitely goes up. ;) #solopr

Show Conversation



**SoloPR**1:17pm via TweetDeck

Interesting RT @decillis: A1: In the case of the weather and tourism, most businesses were closed, so we really had to go to plan B. #solopr



**cloudspark**1:16pm via Twitter for iPhone

@3HatsComm ha! that'd be brilliant. #solopr

Show Conversation



**KellyeCrane**1:16pm via TweetDeck

Side note: I wonder if social media usage goes up if people are snowed in? Someone should study this, if they haven't already!#solopr

1 retweets



**CathyWebSavvyPR** 1:16pm via Web

@SoloPR I got points for understanding the bigger news story trumped mine, and not complaining. I got more coverage the next week #SoloPR

Show Conversation



**WolcottPR** 1:16pm via TweetDeck

As @dariasteigman indicates, humans are the source of any good story. Does your non-cold story have one? #solopr



**SusynEliseDuris** 1:16pm via TweetChat powered by oneQube

@LoisMarketing Hi Lois (waving) and agree w the fluidity. Think and work fast on a dime. Be willing to adapt. But, adapt w purpose. #solopr

Show Conversation



**mdbarber** 1:16pm via tchat.io

@jendonovansf @dariasteigman -- check out this story about Alaska kid recess. [ktuu.com/news/nation/20...](http://ktuu.com/news/nation/20...) #solopr

Show Conversation



**LoisMarketing** 1:16pm via TweetDeck

As example the 'polar vortex' IS a big story in the US right now and one PR champs can tie into :) #solopr



**3HatsComm** 1:15pm via TweetDeck

@cloudspark or why that's not exactly a good tie in for their brand ;-0 #soloPR

1 retweets [Show Conversation](#)



**decillis** 1:15pm via TweetDeck

A1: In the case of the weather and tourism, most businesses were closed, so we really had to go to plan B. #solopr



**jendonovans** 1:15pm via TweetDeck

@dariasteigman @mdbarber And they create those crazy graphics!! "Polar Fortex 2014!!" #solopr

[Show Conversation](#)



**SoloPR** 1:15pm via TweetDeck

MT @BGdoesPR: A1 I had placement w UrbanDaddy the same day of Boston Bombing. Totally decreased our leads but we still got metrics #solopr

1 retweets



**KellyeCrane** 1:14pm via TweetDeck

A1: Also keep in mind that trade outlets are rarely effected by breaking news. Can focus efforts there, when appropriate. #solopr

Retweeted by [BGdoesPR](#)



**SusynEliseDuris** 1:15pm via TweetChat powered by oneQube

sorry I am behind on q's. Re: A1 - it depends on who I am doing PR for - for most part with my clients #polarvortex was afterthought #solopr

**karensxim** 1:15pm via HootSuite

@mdbarber Good point and one great reason to remember to look beyond the social bubble which can inflate reality #solopr

*#solopr transcript – 1/08/2014*

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



Show Conversation



**LoisMarketing** 1:15pm via TweetDeck

Key to great PR is to "be fluid" .. even in icy conditions! Think on your feet! :) #soloPR A1



**mdbarber** 1:15pm via tchat.io

@dariasteigman up here, we're amused that they're going to Greenland, etc., to learn how to adapt. They could just talk with us! #soloPR

Show Conversation



**alisonlaw** 1:14pm via HootSuite

Glad to reconnect with you here! RT @KellyeCrane: Excited to be back and moderating the #soloPR chat today - I've missed you all!



**karenswim** 1:14pm via HootSuite

RT @mdbarber: also depends on ur target. Really don't think the entire US is fixated on the cold. The media is trying to make it so. #soloPR



**jendonovansf** 1:14pm via TweetDeck

Yes, attention spans are short. RT @cloudspark: a1: by now a lot of reporters are moving on, looking for other stories #soloPR



**LoisMarketing** 1:14pm via TweetDeck

Polar vortex a great example -- huge news story so how was your product intro, etc. caught up in it? Have fun. #soloPR A1



**cloudspark** 1:14pm via Twitter for iPhone

but then, always a challenge to explain to a client their news got upstaged by miley's twerking #solopr

1 retweets



**dariasteigman** 1:14pm via TweetDeck

@mdbarber Worse, you'd think it was the only story. CBS the other night had zero int'l news. All "cold" and human interest. #solopr

Show Conversation



**niallgillett** 1:14pm via HootSuite

@KellyeCrane Try to mod your plan to piggyback on the "event" if possible. This usually leads to quite strange PR ideas #solopr

Show Conversation



**KellyeCrane** 1:14pm via TweetDeck

A1: Also keep in mind that trade outlets are rarely effected by breaking news. Can focus efforts there, when appropriate. #solopr

1 retweets



**jendonovans** 1:13pm via TweetDeck

A1: Attention spans for news are VERY short. And don't view your news announcement as a 1-day event. Give it legs and keep pitching. #solopr



**karenswim** 1:13pm via HootSuite

RT @CathyWebSavvyPR: If u had TV lined up to cover something, try radio - they often have broader topic choice, & shortish deadlines #solopr



**mdbarber** 1:12pm via tchat.io

A2 -- Don't always rely solely on media coverage. Then it won't have as much of an impact when they're fixated. #solopr

Retweeted by WolcottPR



**LoisMarketing** 1:13pm via TweetDeck

Rather than thinking "it's all gone wrong with ..." consider how you can be creative with the circumstances. #soloPR A1

Retweeted by BGdoesPR



**mdbarber** 1:13pm via tchat.io

A2 - also depends on your target. I really don't think the entire US is fixated on the cold. The media is trying to make it so. #solopr



**CathyWebSavvyPR** 1:13pm via TweetChat powered by oneQube

RT @LoisMarketing Rather than thinking "it's all gone wrong with ..." consider how you can be creative with the circumstances. #soloPR A1

Show Conversation



**3HatsComm** 1:13pm via TweetChat powered by oneQube

A1 If there is a legit connection, use it. if not, try to flex, reschedule. maybe soft open, use as a/b test. #solopr



**LoisMarketing** 1:13pm via TweetDeck

Rather than thinking "it's all gone wrong with ..." consider how you can be creative with the circumstances. #soloPR A1

1 retweets



**CathyWebSavvyPR** 1:12pm via TweetChat powered by oneQube

@LoisMarketing Lois...I agree - tie your story into big news if you can. Be clever, but not push it into silly territory A1 #solopr

Show Conversation



**jendonovansf** 1:12pm via TweetDeck

A1: Be flexible, nimble and either work your news into the "big news" or regroup and save for a later day. #solopr

Retweeted by mdbarber



**cloudspark** 1:12pm via Twitter for iPhone

a1: by now a lot of reporters are moving on, looking for other stories #solopr



**SusynEliseDuris** 1:12pm via TweetChat powered by oneQube

@WolcottPR it actually is a good thing. I couldn't do Christmas in LA in the 70's -- I'm a Michigan, Denver, Pittsburgh girl!! #solopr

Show Conversation



**WolcottPR** 1:12pm via TweetDeck

A1. Had this happen. U simply need to regroup. Also forces u 2 find other reporters who may NOT be on cold weather stories. #solopr



**SoloPR** 1:12pm via TweetDeck

True! MT @CathyWebSavvyPR: If you had TV/Radio reporters ready to do your story & it got ousted, they may feel they "owe you one" #solopr



**mdbarber** 1:12pm via tchat.io

A2 -- Don't always rely solely on media coverage. Then it won't have as much of an impact when they're fixated. #solopr

1 retweets



**jendonovansf** 1:12pm via TweetDeck

A1: Be flexible, nimble and either work your news into the "big news" or regroup and save for a later day. #solopr

1 retweets



**BGdoesPR** 1:12pm via TweetDeck

A1 For me, I had placement w UrbanDaddy the same day of Boston Marathon Bombing. Totally decreased our leads but we still got metrics #solopr



**CathyWebSavvyPR** 1:11pm via TweetChat powered by oneQube

A1 If you had TV lined up to cover something, try radio - they often have a broader topic choice, and shortish deadlines #solopr



**kcwriter** 1:11pm via TweetChat powered by oneQube

RT @KellyeCrane A1: If it's a movable event/announcement/event, try to do so (unless there's a way to tie in to bigger story!) #solopr

Show Conversation



**alisonlaw** 1:11pm via Twubs

RT @karensxim Woot! It's time for this week's #solopr chat for #freelance consultants in #PR, #socialmedia and related fields!



**LoisMarketing** 1:11pm via TweetDeck

@KellyeCrane Tie in and have a bit of fun with the polar vortex for example. Can boost your coverage if you're creative #soloPR A1

Show Conversation



**PaulaJohns** 1:11pm via Twubs

Late to the conversation from San Diego area. Lots of #solopryears behind me. :)



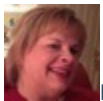
**KellyeCrane** 1:11pm via TweetDeck

A1: If it's a movable event/announcement/event, try to do so (unless there's a way to tie in to bigger story!) #solopr



**decillis** 1:11pm via TweetDeck

A1: On social, I scrap the plans and start working around what is interesting fans: Snow pics & stupid human tricks. #solopr



**mdbarber** 1:11pm via tchat.io

A2 - I would gather some folks for a brainstorming to explore alternatives. Or, tie to the event that's overpowering everything. #solopr



**dariasteigman** 1:11pm via TweetDeck

@LoisMarketing @KellyeCrane In other words, is it something you can push back or are you competing for share of voice? #solopr



**CathyWebSavvyPR** 1:10pm via TweetChat powered by oneQube

If you had TV/Radio reporters ready to do your story & it got ousted by big news story, they may feel they "owe you one" #solopr



**BGdoesPR** 1:10pm via TweetDeck

A1 Often I try to go with it and measure any results that do occur. Or if I know the night before adjust the strategy/angle. #solopr



**KellyeCrane** 1:10pm via TweetDeck

Any of these MT @LoisMarketing: Unclear- What's the 'something'? A media event? New product intro? Or conference? #soloPR A1



**cloudspark** 1:10pm via Twitter for iPhone

@3HatsComm @KellyeCrane space heater is essential #solopr

Show Conversation



**jendonovansf** 1:10pm via TweetDeck

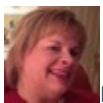
@SusynEliseDuris Let's meet for coffee sometime. #solopr

Show Conversation



**WolcottPR** 1:09pm via TweetDeck

Anyone singing the blues about cold weather in LA on #solopr .. stop! They won't be fooled.



**mdbarber** 1:09pm via tchat.io

@decillis Very true. Easier to check isn't it. #solopr

Show Conversation



**niallgillett** 1:09pm via HootSuite

Glad to be here! Especially happy to be able to meet new people. #solopr



**KellyeCrane** 1:08pm via TweetDeck

Q1: What do you do when an unexpected event (e.g. polar vortex) dominates the news- and you had something planned?#solopr

Retweeted by dariasteigman and 4 others



**LoisMarketing** 1:09pm via TweetDeck

@KellyeCrane Unclear question/scenario. What's the 'something'? A media event? New product intro? Or conference?#soloPR A1

Show Conversation



**KellyeCrane** 1:09pm via TweetDeck

Yes, I'm having technical difficulties today, so Q1 came from the wrong account (getting back in the swing of things!) #solopr



**SusynEliseDuris** 1:09pm via TweetChat powered by oneQube

@jendonovansf I split my time between LA and Palo Alto. I would prefer it a little cooler around the holidays!! #solopr

Show Conversation



**KellyeCrane** 1:08pm via TweetDeck

Q1: What do you do when an unexpected event (e.g. polar vortex) dominates the news- and you had something planned?#solopr

Retweeted by JELL\_Ent and 4 others



**dariasteigman** 1:09pm via TweetDeck

@decillis @mdbarber Reminds me need to check w/ hotel. I have a reserv, but never got the confirmation email. #solopr

Show Conversation





**KellyeCrane** 1:08pm via TweetDeck

Q1: What do you do when an unexpected event (e.g. polar vortex) dominates the news- and you had something planned? #solopr

Retweeted by CathyWebSavvyPR and 4 others



**KellyeCrane** 1:08pm via TweetDeck

Q1: What do you do when an unexpected event (e.g. polar vortex) dominates the news- and you had something planned? #solopr

Retweeted by mdbarber and 4 others



**jendonovansf** 1:09pm via TweetDeck

@decillis Here's hoping. #solopr

Show Conversation



**JenMarsikFriess** 1:09pm via HootSuite

Hello PRers from Jen in DFW! #solopr



**KellyeCrane** 1:08pm via TweetDeck

Q1: What do you do when an unexpected event (e.g. polar vortex) dominates the news- and you had something planned? #solopr

Retweeted by SoloPR and 4 others



**CathyWebSavvyPR** 1:08pm via TweetChat powered by oneQube

Cathy Larkin 20+ year PR Professional, owner of WebSavvyPR & KeptItSimpleWebDesign.com; based in Philly #solopr

#solopr transcript – 1/08/2014

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**decillis** 1:08pm via TweetDeck

@mdbarber But you at least know for sure you don't have a plane ticket. ;) #solopr

Show Conversation



**BGdoesPR** 1:08pm via TweetDeck

@CathyWebSavvyPR I'm in the same boat as you, RI is up to 20 degrees or so. #solopr



**SusynEliseDuris** 1:08pm via TweetChat powered by oneQube

@3HatsComm @KellyeCrane but I will take a space heater, it is c-o-l-d in my apt! #solopr

Show Conversation



**jendonovansf** 1:08pm via TweetDeck

Same in #SF. I think us Californians should keep quiet here ;) RT @SusynEliseDuris: In LA, where it is a balmy 55. #solopr



**KellyeCrane** 1:08pm via TweetDeck

Q1: What do you do when an unexpected event (e.g. polar vortex) dominates the news- and you had something planned? #solopr

5 retweets



**decillis** 1:08pm via TweetDeck

@jendonovansf At least it's Atlanta. My tickets were super reasonable. #solopr

Show Conversation



**mdbarber** 1:08pm via tchat.io

@decillis I'm the other way around. Have hotel and no plane ticket yet. #solopr

Show Conversation



**KellyeCrane** 1:03pm via TweetDeck

Excited to be back and moderating the #solopr chat today - I've missed you all!

Retweeted by CathyWebSavvyPR



**3HatsComm** 1:07pm via TweetDeck

@KellyeCrane I'm not proud.. I most certainly have a blanket. and a robe. and fuzzy socks. and a space heater. :) #soloPR

Show Conversation



**SusynEliseDuris** 1:07pm via TweetChat powered by oneQube

In LA, where it is a balmy 55. #solopr



**jendonovansf** 1:07pm via TweetDeck

@decillis Ha! I need to look at flights this week. Could be pricey coming from San Francisco. #solopr

Show Conversation



**CathyWebSavvyPR** 1:07pm via TweetChat powered by oneQube

Hello from still cold, but up to 22 F from 7 F, #Philly PA. #solopr



**SoloPR** 1:07pm via TweetDeck

Great crowd gathering today! Q1 is coming up... #solopr

*#solopr transcript – 1/08/2014*

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



**PRjeff** 1:06pm via tchat.io

2014 greetings to all. Signing in from the #Phoenix area, where it's FINALLY cooled down to 50. #solopr



**KellyeCrane** 1:06pm via TweetDeck

@niallgillett Hi Niall - so glad you found us! Welcome to our newest #solopr PRO member.

Show Conversation



**decillis** 1:06pm via TweetDeck

So I bought my plane tickets for #SoloPR Summit last night, but I can't remember if I have a hotel room yet. #blondeissues



**mdbarber** 1:06pm via tchat.io

@niallgillett Welcome! Glad you can join us. #solopr

Show Conversation



**KellyeCrane** 1:06pm via TweetDeck

@3HatsComm I may or may not have a Snuggie over my lap to stay warm. ;-) #solopr

Show Conversation



**BGdoesPR** 1:06pm via Web

Hi this is Brandie tweeting live from chilly Providence, RI @SoloPR #solopr



**SusynEliseDuris** 1:06pm via TweetChat powered by oneQube

Happy New Year all. #solopr

*#solopr transcript – 1/08/2014*

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



**mdbarber** 1:06pm via tchat.io

Can't wait! Be there! RT @SoloPR: While we gather, quick reminder that '14 #SoloPR Summit is less than 6 weeks away! [soloprpro.com/summit](http://soloprpro.com/summit)

Show Conversation



**niallgillett** 1:05pm via HootSuite

@SoloPR Good Afternoon everyone and Happy New Year! I am new to #solopr

Show Conversation



**SoloPR** 1:05pm via TweetDeck

While we gather, quick reminder that the 2014 #SoloPR Summit is less than 6 weeks away! [soloprpro.com/summit](http://soloprpro.com/summit)



**decillis** 1:05pm via TweetDeck

Hola! Betsy in a chilly Panera at an undisclosed location. #solopr



**LoisMarketing** 1:04pm via TweetDeck

It's 37F in north Atlanta! Practically spring! Hi all #soloPR



**jendonovansf** 1:04pm via TweetDeck

Good morning everyone. Jennifer from San Francisco. Looking forward to today's #solopr chat.



**karenswym** 1:04pm via tchat.io

@KellyeCrane We missed you too...so much! #solopr

Show Conversation



**WolcottPR** 1:04pm via TweetDeck

Happy new year to my fellow #solopr peeps



**dariasteigman** 1:04pm via TweetDeck

It's #solopr time. Hi from DC, rocking the New Year and ready for my weekly dose of smarts & sass.



**melissacralph** 1:03pm via Nurph

Hi everyone! This is Melissa in Alabama! #SoloPR



**KellyeCrane** 1:03pm via TweetDeck

Excited to be back and moderating the #solopr chat today - I've missed you all!

1 retweets



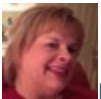
**3HatsComm** 1:03pm via TweetDeck

Been too long! Joining #soloPR from Atlanta, where I'm under 8 layers trying to stay warm.



**karenswim** 1:03pm via tchat.io

Hi everyone and special howdy to @KellyeCrane, welcome back!!! Karen Swim from MI #solopr



**mdbarber** 1:03pm via tchat.io

Good morning everyone. Happy New Year from Mary in Anchorage. Hope you're staying warm down there. #solopr



**KellyeCrane** 1:03pm via TweetDeck

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



**alisonlaw** 1:02pm via Twubs

Hi and Happy New Year, everyone! Joining you from a relatively balmy, sunny day in Atlanta. #solopr



**SoloPR** 1:02pm via TweetDeck

It's time for the first #solopr chat of 2014, for #freelanceconsultants in #PR, #socialmedia and related fields!