



## #SoloPR Transcript –1/22/2014

Q1: Today, CVS drugstore announced it's going to stop carrying cigarettes (billions in sales). What's the PR implication? [#solopr](#)

Q2: What are some tips you have for recent grads looking for entry level PR positions? What if they'd like to be [#solopr](#) some day?

Q3: In a crisis situation, what are the hallmarks of a good apology? [#solopr](#)

Q4: During Superbowl, @[JCPenny](#) sent tweets w/typos, then said "sorry, we were wearing our new mittens" w/pic. Thoughts re: tactic? [#solopr](#)



[SoloPR](#)2:01pm via tchat.io

Whoa, look! Our official hour is already up. Remember, we keep chatting on the hashtag all week. [#solopr](#)



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

wonderful to catch up w all you [#solopr](#) see you in [#Atlanta](#) in 2 weeks



[mdbarber](#)2:00pm via tchat.io

@[KellyeCrane](#) that's a rough way to start. So many pranks/jokes there. [#solopr](#)

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[JudyBott](#)2:00pm via Web

*#solopr transcript – 2/5/2014*

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

@[KellyeCrane](#) I bet you've got some good stories to tell! [#solopr](#)

[Show Conversation](#)



**KristK**2:00pm via Web

A4: JCP's Mitten tweets had no underlying strategy, no brand message and minimal creativity. Confusing, not clever. [#solopr](#)

1 retweets



**SoloPR**2:00pm via tchat.io

Too complicated RT @[jepotts](#): They also featured mittens in a tweet preceding the messy tweets. Good execution but few people got it [#solopr](#)



**akenn**2:00pm via tchat.io

@[KellyeCrane](#) you must have some good stories [#solopr](#)

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**dariasteigman**2:00pm via TweetDeck

And so another hour of [#solopr](#) smarts & sass goes by. Two weeks til Atlanta!



**LoisMarketing**2:00pm via TweetDeck

As PR for @[jcpenny](#) do you draw the line before "mitten tweets" .. or answer after?? The great question! [#soloPR](#)



**jepotts**2:00pm via Twitter for iPhone

“@[KellyeCrane](#): A4: I also think the Twitter stream is a difficult place to do multi-tweet stunts. Many won't see all 3. [#solopr](#)” exactly

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**3HatsComm**1:59pm via TweetDeck

[@dariasteigman](#) didn't see it, 1st I'm hearing of it. Seems like it was a poorly planned stunt. [#soloPR](#)

[Show Conversation](#)



**KellyeCrane** 1:59pm via TweetDeck

A4: Side note: I started my career in radio promo. We always had to clean up messes made by DJ pranks/jokes. :-  
| [#soloPR](#)



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

[@dariasteigman](#) so would vodka-laced tweets... [#soloPR](#)

[Show Conversation](#)



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

Great chatting today. The time just flies by. See you all in two weeks! [#soloPR](#)



**KellyeCrane** 1:59pm via TweetDeck

[@LoisMarketing](#) As [@mdbarber](#) noted, I think the backlash was overblown a bit. [#soloPR](#)

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**dariasteigman** 1:58pm via TweetDeck

A4 On the other hands typo-filled tweets do seem to go w/ the image of an ill-prepared Sochi 2014. [#soloPR](#)



**LoisMarketing** 1:58pm via TweetDeck

"Stupid" and "dumb" .. or "are they drunk"? IT GOT YOUR ATTENTION. :) [#soloPR](#)



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

Q4: During Superbowl, [@jcpenny](#) sent tweets w/typos, then said "sorry, we were wearing our new mittens" w/pic. Thoughts re: tactic? [#soloPR](#)

Retweeted by [KristK](#) and 1 others



**dariasteigman** 1:52pm via TweetDeck

@REDMEDIAPR @karensxim It is inconceivable. And yet we must conceive it. #solopr

[Show Conversation](#)



**LoisMarketing** 1:51pm via TweetDeck

@SJAbbott Yes, that was YOUR tweet .. not mine :) #soloPR

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**LoisMarketing** 1:51pm via TweetDeck

Clearly state "We made a mistake" without a false promise of an immediate resolution may be the best! #soloPR



**REDMEDIAPR** 1:50pm via TweetDeck

@dariasteigman @karensxim I saw that. Having worked in #slc for the 02 #olympics I cannot IMAGINE it begin so behind #solopr

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

Good stuff- thanks for the insights on Q3! Q4 is up next... #solopr



**EliseasaurusRex** 1:50pm via Web

@fransteps There is nothing worse than going dark for longer than necessary, only makes the issue bigger #IMO #solopr A3

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**jendonovansf** 1:50pm via TweetDeck

#Facebook question - Anyone know how to ensure location info is not included on scheduled posts? #solopr #digitalpr



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

point taken ;-) RT @gregwbrooks: @karensxim Well, unless the bottom line matters more; then focus on that. :) #solopr



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

@dariasteigman @REDMEDIAPR the photo of workers laying bricks to make sidewalks is all over the media today too #solopr

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

MT @fransteps: A3: Get the lead out! ...Don't need all answers right away, but add humble voice to convo EARLY! #solopr

[Show Conversation](#)



**dariasteigman** 1:49pm via TweetDeck

@KelyeCrane Actually, @ScottMonty did 1 more thing: he reached out to individuals, left comments on blog posts, etc. #solopr

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

RT @3HatsComm: A3. Credible immediate. Responsive. addresses the mistake and proposes solution. #soloPR

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**SJAbbott** 1:49pm via TweetDeck

@LoisMarketing Hmm. Cool. I just learned something. #solopr

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**kflahertycom** 1:49pm via Twitter for iPhone

#solopr transcript – 2/5/2014

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

Yes @LoisMarketing, depending on complexity, can be 2 step process. #solopr

Retweeted by [LoisMarketing](#)



**gregwbrooks** 1:49pm via Web

@karensxim @3HatsComm Well, unless the bottom line matters more; then focus on that. :)#solopr

[Show Conversation](#)



**kflahertycom** 1:49pm via Twitter for iPhone

Yes @LoisMarketing, depending on complexity, can be 2 step process. #solopr

1 retweets [Show Conversation](#)



**3HatsComm** 1:49pm via TweetDeck

You said it better. :) RT @karensxim: focus should be on those harmed, too often it's on protecting bottom line #SoloPR



**KellyeCrane** 1:48pm via TweetDeck

A3: Once saw @ScottMonty at Ford do that- he kept people posted about what he knew, promised more deets, and \*delivered\* #solopr



**EliseasaurusRex** 1:48pm via Web

@karensxim Definitely, picking the wrong person can result in a need for ANOTHER apology.#choosewisely #solopr A3

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**dariasteigman** 1:48pm via TweetDeck

@karensxim @REDMEDIAPR Seriously. Washington Post did a funny (and sad) look at the journo hotel tweets ([wapo.st/1dqqJjh](http://wapo.st/1dqqJjh)) #solopr

**LoisMarketing** 1:48pm via TweetDeck

@SJAbbott No, abbreviated .. words omitted but not rewritten. #soloPR

#solopr transcript – 2/5/2014

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

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**karenswim** 1:47pm via Nurph

@[3HatsComm](#) makes great point that focus should be on those harmed, too often it's on protecting bottom line [#SoloPR](#)



**KellyeCrane** 1:47pm via TweetDeck

A3: If a crisis is brewing, it's OK to say "we're getting the info and will share details asap" - better than waiting too long. [#solopr](#)



**fransteps** 1:47pm via [tchat.io](#) A3: Get the lead out! don't take so long to begin dialogue. Don't need all answers right away, but add humble voice to convo EARLY! [#solopr](#)



**LoisMarketing** 1:47pm via TweetDeck

RT @[SJAbbott](#): For the win. >> MT @[LoisMarketing](#): Apology = Own the mistake; own the correction. [#soloPR](#) A3 < Not a "MT" but SJ's version :)



**SJAbbott** 1:47pm via TweetDeck

@[LoisMarketing](#) I always believed it's Modified; giving credit but edited. [#solopr](#)

[Show Conversation](#)



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

Q2: What are some tips you have for recent grads looking for entry level PR positions? What if they'd like to be [#solopr](#) some day?

Retweeted by [Words\\_Matter](#) and 6 others



**karenswim** 1:47pm via Nurph

RT @[3HatsComm](#) excuses, attempts to justify, shift, divert, rationalize. Doesn't change anything to those hurt by crisis. [#soloPR](#) [#SoloPR](#)



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

@[KellyeCrane](#) @[KristK](#) excuses, attempts to justify, shift, divert, rationalize. Doesn't change anything to those hurt by crisis. [#soloPR](#)

Retweeted by [\\_JasminMartin](#)



**mdbarber** 1:45pm via tchat.io

Credible, genuine, sincere, as soon as possible -- keys to a good sorry. Love the descriptors here. [#soloPR](#)

Retweeted by [dariasteigman](#)



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

Q2: What are some tips you have for recent grads looking for entry level PR positions? What if they'd like to be [#soloPR](#) some day?

Retweeted by [ChloChloMarr](#) and 6 others



**LoisMarketing** 1:46pm via TweetDeck

The first step may not include a solution. Best first step may = We are sorry then follow up with solution [#soloPR](#)



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

@[KellyeCrane](#) @[KristK](#) excuses, attempts to justify, shift, divert, rationalize. Doesn't change anything to those hurt by crisis. [#soloPR](#)

1 retweets [Show Conversation](#)



**karensxim** 1:46pm via Nurph

@[REDMEDIAPR](#) What a nightmare! [#SoloPR](#)

[Show Conversation](#)



**JudyBott** 1:46pm via Web

@ [\\_JasminMartin](#) Ya got that right! [#soloPR](#)



[Show Conversation](#)



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

Don't be robotic RT @gregwbrooks: A3: Knowing when not to apologize -companies do it too reflexively, and it's losing value. #soloPR

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**mdbarber** 1:45pm via tchat.io

Credible, genuine, sincere, as soon as possible -- keys to a good sorry. Love the descriptors here. #solopr

1 retweets



**karenswim** 1:45pm via Nurph

@3HatsComm Agree everyone can tell its "forced" #SoloPR

[Show Conversation](#)



**JasminMartin** 1:45pm via HootSuite

Exactly! RT @KristK: A3: Pet peeve is those who say "I'm sorry you were offended..." Better: "I'm sorry my actions offended ..." #solopr



**JasminMartin** 1:45pm via HootSuite

A3: Be sincere. There's nothing worse than a fake apology. #solopr



**REDMEDIAPR** 1:45pm via TweetDeck

I can't wait to hear the "apologies" from #Sochi2014 I can already hear the "but" #solopr



**karenswim** 1:29pm via Nurph

MT @dariasteigman You never know who will be your best future lead or best future client. #solopr#SoloPR

Retweeted by [TheMohawkMan](#) and 2 others



**karenswym** 1:45pm via Nurph

@[EliseasaurusRex](#) great advice and I would add choose the right key org member to make the apology, credible, genuine key [#SoloPR](#)

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**KellyeCrane** 1:45pm via TweetDeck

I find this worse than saying nothing! RT @[KristK](#): A3: Pet peeve is those who say "I'm sorry you were offended..." [#solopr](#)



**3HatsComm** 1:44pm via TweetDeck

@[karenswym](#) true, anything rehearsed or legal babble non-apology won't cut it. Transparency owns it. [#soloPR](#)

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**heidi\_smolevitz** 1:44pm via HootSuite

Has to be timely, waiting to long can be so dangerous. RT @[kflahertycom](#): A3 Sincere and timely. Do not place blame. [#solopr](#)

Retweeted by [mbarber](#)



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

@[KellyeCrane](#) That makes sense. Think the context helps a lot here. 140 characters not always enough. [#solopr](#)

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

Well said! RT @[EliseasaurusRex](#): Timeliness, [#noexcuses](#) & a key org member taking responsibility on behalf the co in a public forum. [#solopr](#)

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**heidi\_smolevitz** 1:44pm via HootSuite

Has to be timely, waiting to long can be so dangerous. RT @[kflahertycom](#): A3 Sincere and timely. Do not place blame. [#soloPR](#)

1 retweets



**SJAbbott** 1:44pm via TweetDeck

For the win. >> MT @[LoisMarketing](#): Apology = Own the mistake; own the correction. [#soloPR](#) A3



**SFerika** 1:43pm via Web

@[KellyeCrane](#) @[SoloPR](#) Understanding that "I'm sorry you got upset" is not an apology ;) [#soloPR](#)

[Show Conversation](#)



**LoisMarketing** 1:42pm via TweetDeck

Clearly identify and own the mistake. Clearly identify the steps for resolution. [#soloPR](#) A3

Retweeted by [KristK](#)



**LoisMarketing** 1:43pm via TweetDeck

Not just apologizing but identifying how you will make things right, prevent future occurrences. Hand in hand. [#soloPR](#)



**KellyeCrane** 1:43pm via TweetDeck

@[mdbarber](#) E.g., IBM can't say they're going to seek professional counseling, but a celebrity could. :- ) [#soloPR](#)

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**heidi smolevitz** 1:43pm via HootSuite

@[karenskim](#) Completely agreed, honesty is the best policy. [#soloPR](#)

[Show Conversation](#)



**karenskim** 1:43pm via Nurph

A1: Own it for real, not a fakelogy to maintain your brand, your publics see right through it [#SoloPR](#)



**KeeyanaHall** 1:43pm via HootSuite

RT @REDMEDIAPR: There should never be an sorry followed by a BUT never. don;t make excuses [#solopr](#)



**KellyeCrane** 1:42pm via TweetDeck

@[mdbarber](#) Sure- I think an indiv needs to make the apology more personal. A Forutne 500 co less so, but needs to be just as sincere [#solopr](#)

Retweeted by [mdbarber](#)



**karenswim** 1:41pm via Nurph

A1: Do not shift the blame, take responsibility period. [#SoloPR](#)

Retweeted by [\\_JasminMartin](#) and 1 others



**KristK** 1:43pm via Web

A3: Pet peeve is those who say "I'm sorry you were offended..." Better: "I'm sorry my actions offended ..." [#solopr](#)



**REDMEDIAPR** 1:40pm via TweetDeck

There should never be an sorry followed by a BUT never. don;t make excuses [#solopr](#)

Retweeted by [kcwriter](#) and 1 others



**JudyBott** 1:41pm via Web

"Never ruin an apology with an excuse." - Benjamin Franklin [#solopr](#)

Retweeted by [\\_JasminMartin](#) and 3 others



**dariasteigman** 1:42pm via TweetDeck

Saying sorry, and meaning it. RT @[SoloPR](#): Q3: In a crisis situation, what are the hallmarks of a good apology? [#solopr](#)



**kflahertycom** 1:42pm via Twitter for iPhone

A3 Sincere and timely. Do not place blame. [#solopr](#)



**EliseasaurusRex** 1:42pm via Web

@[JudyBott](#) Do we even need anyone else weigh in? I think that covers it. A3 [#solopr](#)

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**KellyeCrane** 1:42pm via TweetDeck

@[mdbarber](#) Sure- I think an indiv needs to make the apology more personal. A Forutne 500 co less so, but needs to be just as sincere [#solopr](#)

1 retweets [Show Conversation](#)

**KeeyanaHall** 1:42pm via HootSuite

Catching the last 20 mins of [#solopr](#). Hey friends! \*waves and hugs everyone\*

**REDMEDIAPR** 1:42pm via TweetDeck

Everyone WRITE this down

RT @[LoisMarketing](#): Clearly identify and own the mistake. Clearly identify the steps for resolution. [#soloPR](#)

**JudyBott** 1:41pm via Web

"Never ruin an apology with an excuse." - Benjamin Franklin [#solopr](#)

Retweeted by [EliseasaurusRex](#) and 3 others

**karensxim** 1:39pm via Nurph

RT @[SoloPR](#) Q3: In a crisis situation, what are the hallmarks of a good apology? [#solopr#SoloPR](#)

Retweeted by [KristK](#)

**LoisMarketing** 1:42pm via TweetDeck

Clearly identify and own the mistake. Clearly identify the steps for resolution. [#soloPR](#) A3

1 retweets

**EliseasaurusRex**1:42pm via Web

@gregwbrooks @LoisMarketing That's the most critical part - understanding the full picture, not just the art of connecting. [#solopr](#)

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**karensxim**1:42pm via Nurph

Yes! RT @gregwbrooks @SoloPR A3: Knowing when not to apologize -- companies do it too reflexively, and it's losing value. [#soloPR](#) [#SoloPR](#)

**karensxim**1:41pm via Nurph

A1: Do not shift the blame, take responsibility period. [#SoloPR](#)

Retweeted by [mdbarber](#) and 1 others

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

Words to live by! J RT @REDMEDIAPR: There should never be an sorry followed by a BUT never. don;t make excuses [#solopr](#)

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**JasminMartin**1:41pm via HootSuite

YES! RT @REDMEDIAPR: There should never be an sorry followed by a BUT. Don't make excuses[#solopr](#)

**karensxim**1:41pm via Nurph

A1: Do not shift the blame, take responsibility period. [#SoloPR](#)

2 retweets

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

@KellyeCrane Can you explain? Why does it matter? [#solopr](#)

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**gregwbrooks**1:41pm via Web

@SoloPR A3: Knowing when not to apologize -- companies do it too reflexively, and it's losing value. [#soloPR](#)

[Show Conversation](#)

**KellyeCrane** 1:40pm via TweetDeck

RT @SoloPR: Q3: In a crisis situation, what are the hallmarks of a good apology? [#solopr](#)

Retweeted by [EliseasaurusRex](#) and 1 others

**3HatsComm** 1:41pm via HootSuite

A3. Credible immediate. Responsive. addresses the mistake and proposes solution. [#soloPR](#)



**JudyBott** 1:41pm via Web

"Never ruin an apology with an excuse." - Benjamin Franklin [#solopr](#)

4 retweets



**redmedia REDMEDIAPR** 1:40pm via TweetDeck

There should never be an sorry followed by a BUT never. don;t make excuses [#solopr](#)

Retweeted by [KristK](#) and 1 others



**LoisMarketing** 1:41pm via TweetDeck

One that clearly says "We are sorry" .. "we screwed up" .. one that takes ownership of the error and maps solutions [#soloPR](#) A3



**EliseasaurusRex** 1:41pm via Web

@SoloPR Timeliness, [#noexcuses](#) & a key org member taking responsibility on behalf the co in a public forum. [#solopr](#)

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**karensxim** 1:29pm via Nurph

MT @dariasteigman You never know who will be your best future lead or best future client. [#solopr#SoloPR](#)

Retweeted by [Journey2theTour](#) and 2 others



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

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

Good point. No sorry buts. RT @REDMEDIAPR: There should never be an sorry followed by a BUT never. don;t make excuses [#solopr](#)

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**KellyeCrane** 1:41pm via TweetDeck

A3: I think it depends a bit on whether it's a person (politician or celebrity) or a business. [#solopr](#)



**redmedia REDMEDIAPR** 1:40pm via TweetDeck

There should never be an sorry followed by a BUT never. don;t make excuses [#solopr](#)

2 retweets



**KellyeCrane** 1:40pm via TweetDeck

RT @SoloPR: Q3: In a crisis situation, what are the hallmarks of a good apology? [#solopr](#)

Retweeted by [fransteps](#) and 1 others

**SoloPR** 1:39pm via tchat.io

Q3: In a crisis situation, what are the hallmarks of a good apology? [#solopr](#)

Retweeted by [\\_JasminMartin](#) and 1 others

**KellyeCrane** 1:40pm via TweetDeck

RT @SoloPR: Q3: In a crisis situation, what are the hallmarks of a good apology? [#solopr](#)

2 retweets

**gregwbrooks** 1:40pm via Web

@LoisMarketing Agree. I've seen more than a few early-twentysomethings try and fail. They know PR, but don't know the biz side. [#soloPR](#)

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

A3. Don't shroud the apology in a defense! [#solopr](#)





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

A3 -- Start with saying "I am sorry." Move on from there with more sincerity. [#solopr](#)



**[karensxim](#)** 1:39pm via [Nurph](#)

RT @[SoloPR](#) Q3: In a crisis situation, what are the hallmarks of a good apology? [#solopr#SoloPR](#)

1 retweets



**[KristK](#)** 1:39pm via [Twubs](#)

A2: It is no one's business but yours what a client pays you or their relationship to you. Wouldn't be 1st to get beer for PR [#solopr](#)



**[LoisMarketing](#)** 1:39pm via [TweetDeck](#)

Don't think you can successfully 'jump into' [#solopr](#). Gain experience and learn structure before launching your own business.

Retweeted by [Sky\\_Ller](#)



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

So true > RT @[REDMEDIAPR](#): A2 and know if you go [#solopr](#) while so rewarding, you will work harder than a 9-5 corp job



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

Q3: In a crisis situation, what are the hallmarks of a good apology? [#solopr](#)

Retweeted by [mdbarber](#) and 1 others



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

Q3: In a crisis situation, what are the hallmarks of a good apology? [#solopr](#)

2 retweets



**LoisMarketing** 1:39pm via TweetDeck

Don't think you can successfully 'jump into' [#soloPR](#). Gain experience and learn structure before launching your own business.

1 retweets



**gregwbrooks** 1:38pm via Web

@[KristK](#) Yep -- I know that's the wisdom. But our industry abuses free internships; having standards for yourself matters. [#solopr](#)

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**KellyeCrane** 1:35pm via TweetDeck

A2: It's also important to know what you \*don't\* know. No need to oversell yourself- just be honest and eager to learn. [#solopr](#)

Retweeted by [\\_JasminMartin](#) and 4 others



**KellyeCrane** 1:35pm via TweetDeck

A2: It's also important to know what you \*don't\* know. No need to oversell yourself- just be honest and eager to learn. [#solopr](#)

Retweeted by [Sky\\_Ller](#) and 4 others



**redmedia** **REDMEDIAPR** 1:38pm via TweetDeck

A2 and know if you go [#solopr](#) while so rewarding, you will work harder than a 9-5 corp job

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

Great advice on Q2, everyone! Q3 is up next...[#solopr](#)

**JudyBott** 1:37pm via Web

@[KellyeCrane](#) Also, be upfront with what you don't know. [#solopr](#)

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[kflahertycom](#) 1:37pm via Twitter for iPhone

Agree MT @[KellyeCrane](#): A2: It's also important to know what you \*don't\* know... just be honest and eager to learn. [#solopr](#)"

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

A2: It's also important to know what you \*don't\* know. No need to oversell yourself- just be honest and eager to learn. [#solopr](#)

Retweeted by [LoisMarketing](#) and 4 others

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

Great, keep us posted! RT @[heidi\\_smolevitz](#): A2: All great advice [#soloPR](#) - I'll be keeping it all in mind over the next few months.



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

A2: It's also important to know what you \*don't\* know. No need to oversell yourself- just be honest and eager to learn. [#solopr](#)

Retweeted by [JudyBott](#) and 4 others



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

@[SJAbbott](#) Ha! Pity the souls who go into [#solopr](#) thinking it's the easy way out.

[Show Conversation](#)



[karenswym](#) 1:29pm via Nurph

MT @[dariasteigman](#) You never know who will be your best future lead or best future client. [#solopr#SoloPR](#)

Retweeted by [LoisMarketing](#) and 2 others



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

@[gregwbrooks](#) If choice is gaining experience, connections by working for free vs twiddling thumbs, I advise jobseekers to work. [#solopr](#)

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**KellyeCrane** 1:35pm via TweetDeck

A2: It's also important to know what you \*don't\* know. No need to oversell yourself- just be honest and eager to learn. [#solopr](#)

Retweeted by [mdbarber](#) and 4 others



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

RT @SJAbbott: A2 Be [#soloPR](#) because you love & find value that contrasts big PR. Don't jump into solo just to avoid corp life. We can tell.

[Show Conversation](#)



**dariasteigman** 1:36pm via TweetDeck

@[heidi\\_smolevitz](#) As you can tell, we're not shy about giving advice. :)  
[#solopr](#)

[Show Conversation](#)



**KellyeCrane** 1:35pm via TweetDeck

A2: It's also important to know what you \*don't\* know. No need to oversell yourself- just be honest and eager to learn. [#solopr](#)

5 retweets



**KellyeCrane** 1:24pm via TweetDeck

RT @SoloPR Q2 What are some tips you have for recent grads looking for entry level PR positions? What if they'd like to be [#solopr](#) some day?

Retweeted by [drjayePR](#)



**dariasteigman** 1:35pm via TweetDeck

Great point. RT @akenn: Knowledge of how biz is run will help you understand clients + their needs better too [#solopr](#)



**heidi\_smolevitz** 1:35pm via HootSuite

*#solopr transcript – 2/5/2014*  
For more information and resources, visit <http://soloprpro.com/>

A2: All great advice [#soloPR](#) - I'll be keeping it all in mind over the next few months.



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

Looking for a mentor? Try PRSA's Mentor Match; all senior professionals: [prsa.org/jobcenter/care...](#) [#soloPR](#)



**SJAbbott** 1:35pm via [TweetDeck](#)

A2 Be [#soloPR](#) because you love and find value that contrasts big PR. Don't jump into solo just to avoid corp life. We can tell.



**JudyBott** 1:33pm via [Web](#)

A2: listen and learn [#soloPR](#)

Retweeted by [\\_JasminMartin](#)



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

RT [@EliseasaurusRex](#) In your first job - there is nothing that isn't in your job description. Have an all hands on deck attitude. [#soloPR](#)



**KellyeCrane** 1:35pm via [TweetDeck](#)

Well said! RT [@JudyBott](#): A2: listen and learn [#soloPR](#)



**JasminMartin** 1:34pm via [HootSuite](#)

[@KristK](#) thank you! [#soloPR](#)

[Show Conversation](#)



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

[@dariasteigman](#) [@karenschwim](#) and knowledge of how biz is run will help you understand clients + their needs better too [#soloPR](#)

[Show Conversation](#)



**karenswym** 1:34pm via Nurph

Well said! RT @ [JudyBott](#) A2: listen an learn [#solopr](#) [#SoloPR](#)



**JasminMartin** 1:34pm via HootSuite

@[akenn](#) thank you! [#solopr](#)

[Show Conversation](#)



**gregwbrooks** 1:34pm via Web

A2, part II: Don't work for free. Yes, I'm including internships in that advice. [#solopr](#)



**KristK** 1:34pm via Twubs

Congrats! MT @ [JasminMartin](#) A2: Last year, I was a college grad at an agency. Now, almost 1 year solo; I love it! [#solopr](#)



**karenswym** 1:34pm via Nurph

Yes it is! RT @ [JasminMartin](#) This [#soloprnetwork](#) is a wealth of knowledge in itself. [#SoloPR](#)



**KellyeCrane** 1:32pm via TweetDeck

A2: Senior pros worth their salt enjoy helping and mentoring young pros. Go to events & meet them, and followup. [#solopr](#)

Retweeted by [JasminMartin](#) and 2 others



**dariasteigman** 1:30pm via TweetDeck

Biz skills are key. +1000 RT @ [karenswym](#): Learn business skills, easy to find help with work but running the biz is all you! [#SoloPR](#)

Retweeted by [3HatsComm](#) and 1 others



**JudyBott** 1:33pm via Web

A2: listen and learn [#solopr](#)

1 retweets



**karenskim** 1:33pm via Nurph

@[LoisMarketing](#) Excellent tip! [#SoloPR](#)

[Show Conversation](#)



**JasminMartin** 1:33pm via HootSuite

A2: This [#solopr](#) network is a wealth of knowledge in itself. That being said, I can't wait to go to the Summit this year! [#solopr](#)



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

@[\\_JasminMartin](#) you're impressive! Congratulations! [#solopr](#)

[Show Conversation](#)



**KellyeCrane** 1:32pm via TweetDeck

A2: Senior pros worth their salt enjoy helping and mentoring young pros. Go to events & meet them, and followup. [#solopr](#)

Retweeted by [kcwriter](#) and 2 others



**redmedia REDMEDIAPR** 1:33pm via Twitter for iPad

Sorry for the mumbo jumbo [#solopr](#) tweet my computer hates me today



**KellyeCrane** 1:32pm via TweetDeck

A2: Senior pros worth their salt enjoy helping and mentoring young pros. Go to events & meet them, and followup. [#solopr](#)

Retweeted by [mdbarber](#) and 2 others



**EliseasaurusRex** 1:32pm via Web

@LoisMarketing YES! In your first job - there is nothing that isn't in your job description. Have an all hands on deck attitude. [#solopr](#)

[Show Conversation](#)



**LoisMarketing** 1:32pm via TweetDeck

More and more companies are blending "communications" -- not just PR! -- with other responsibilities. Be open minded. [#soloPR](#) A2



**SoloPR** 1:32pm via TweetDeck

MT @REDMEDIAPR: Join professional organizations (like [#solopr](#) ) great for networking, learning & resources.



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

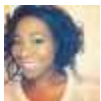
Internships; involvement in PRSSA & Other like groups in college will serve you in good stead. Did we say network? [#solopr](#)



**gregwbrooks** 1:32pm via Web

@KellyeCrane A 100% billable standard of performance helps weed out the weaklings. ;) [#solopr](#)

[Show Conversation](#)



**JasminMartin** 1:32pm via HootSuite

A2: this time last year, I was a college grad at an agency & had a chance intro to the [#solopr](#) world. I'm almost 1 year solo & I love it!



**KellyeCrane** 1:32pm via TweetDeck

A2: Senior pros worth their salt enjoy helping and mentoring young pros. Go to events & meet them, and followup. [#solopr](#)

3 retweets



**EliseasaurusRex** 1:32pm via Web

@\_JasminMartin @mdbarber love that. Be willing to learn & work your way UP. Network and brand yourself too. [#solopr](#)

*#solopr transcript – 2/5/2014*

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



[Show Conversation](#)



**KristK** 1:32pm via Twubs

A2: During your job search, don't just apply online and play Xbox. Take unpaid gigs at agencies, ask to shadow pros, attend mtgs [#solopr](#)



**karenswym** 1:32pm via Nurph

RT @[KellyeCrane](#) Make sure you're always busy! If you don't have enough work at your job/internship, you're dead weight [#solopr#SoloPR](#)



**LoisMarketing** 1:29pm via TweetDeck

Be open to OTHER responsibilities in a job -- not just PR. Be open as an admin asst., etc. [#soloPRA2](#)

Retweeted by [Sky\\_Ller](#)



**dariasteigman** 1:30pm via TweetDeck

Biz skills are key. +1000 RT @[karenswym](#): Learn business skills, easy to find help with work but running the biz is all you! [#SoloPR](#)

Retweeted by [\\_JasminMartin](#) and 1 others



**redmedia** **REDMEDIAPR** 1:31pm via Twitter for iPad

Start building your reputation now [#solopr](#) think about things before you do bc your name is your BRAND



**KellyeCrane** 1:30pm via TweetDeck

A2: Make sure you're always busy! If you don't have enough work at your job/internship, you're dead weight (sorry to be blunt!) [#solopr](#)

Retweeted by [\\_JasminMartin](#)



**kcwriter** 1:31pm via Web

RT @[karenswym](#) A2: Find and learn from mentors, develop your network (critical!) and stretch outside area to learn all you can [#SoloPR](#)



**LoisMarketing** 1:31pm via TweetDeck

@EliseasaurusRex There is great value in being a 'citizen' as a brand/company and taking a stand. #soloPR @jendonovansf

[Show Conversation](#)



**kflahertycom** 1:31pm via Twitter for iPhone

A2 Always be learning #soloPR



**KellyeCrane** 1:31pm via TweetDeck

Good one! RT @SFerika: ...I'd add volunteering to assist w/PR for causes you're passionate about is another good first step #solopr



**KellyeCrane** 1:30pm via TweetDeck

A2: Make sure you're always busy! If you don't have enough work at your job/internship, you're dead weight (sorry to be blunt!) #solopr

1 retweets



**karensxim** 1:30pm via Nurph

A2: H/T to @MBOpartners learn how to clearly articulate a marketable skill set #SoloPR



**redmedia REDMEDIAPR** 1:30pm via Echofon

Yes be a resource! RT @dariasteigman: Build your network from day 1. Be helpful. You never know who will be your best future lead . #solopr



**dariasteigman** 1:30pm via TweetDeck

Biz skills are key. +1000 RT @karensxim: Learn business skills, easy to find help with work but running the biz is all you! #SoloPR

2 retweets



**LoisMarketing** 1:30pm via TweetDeck

@EliseasaurusRex What about deciding based on morals and trends too? [#soloPR](#)@jendonovansf

[Show Conversation](#)



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

RT @mdbarber: A2 attend industry meetings where you can meet senior pros & build relationships with them. AND -- pay it forward. [#soloPR](#)

[Show Conversation](#)

**JasminMartin** 1:30pm via HootSuite

RT @mdbarber: A2 Remember that patience is a virtue. You probably won't get your dream job right out of the box. Take time to learn. [#soloPR](#)

**SoloPR** 1:28pm via tchat.io

MT @jendonovansf A2: Broaden your skills beyond [#PR](#) quickly to be more marketable. Digital skills are invaluable in today's market. [#soloPR](#)

Retweeted by [JasminMartin](#)

**LoisMarketing** 1:29pm via TweetDeck

Be open to OTHER responsibilities in a job -- not just PR. Be open as an admin asst., etc. [#soloPRA2](#)

1 retweets

**karensxim** 1:29pm via Nurph

A2: If planning to go solo, learn business skills, easy to find help with work but running the biz is all you! [#SoloPR](#)



**mdbarber** 1:29pm via tchat.io

A2 -- attend industry meetings where you can meet senior pros and build relationships with them. AND -- pay it forward. [#soloPR](#)



**JasminMartin** 1:29pm via HootSuite

A2: agency experience definitely helps get the groundwork, network and skills needed if you do decide to go [#solopr](#) in the future



**3HatsComm** 1:29pm via [Twitter for iPhone](#)

@SoloPR yeah might have been a little too subtle on that one. ;-) [#soloPR](#)

[Show Conversation](#)



**dariasteigman** 1:29pm via [TweetDeck](#)

+1 Look for opportunities to be in sales mtgs & a mentor who can sell. RT @gregwbrooks: A2: Be unafraid to sell, not just network. [#solopr](#)



**LoisMarketing** 1:28pm via [TweetDeck](#)

Before grad, create a great internship to give you exposure and experience. Be open minded to what carves your path. [#soloPR](#) A2

Retweeted by [Sky\\_Ller](#)



**karensxim** 1:29pm via [Nurph](#)

MT @dariasteigman You never know who will be your best future lead or best future client. [#solopr#SoloPR](#)

3 retweets



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

RT @gregwbrooks: A2: Be unafraid to sell, not just network. If you can make it rain, you'll never lack for an agency job. [#solopr](#)

[Show Conversation](#)



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

A2 - Volunteer for a nonprofit to gain portfolio pieces that can help you demonstrate your understanding. [#solopr](#)



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

A2: Big agencies/Big clients are one approach. Small agency/ diverse experience is another. Learn the business, not just client svc [#solopr](#)



**SFerika** 1:29pm via Web

@[KellyeCrane](#) agree, and I'd add volunteering to assist w/PR for causes you're passionate about is another good first step [#solopr](#)

[Show Conversation](#)



**LoisMarketing** 1:28pm via TweetDeck

Before grad, create a great internship to give you exposure and experience. Be open minded to what carves your path. [#soloPR](#) A2

1 retweets



**kflahertycom** 1:28pm via Twitter for iPhone

@[KellyeCrane](#) @[LoisMarketing](#) Thanks [#solopr](#)

[Show Conversation](#)



**SoloPR** 1:28pm via tchat.io

MT @[jendonovansf](#) A2: Broaden your skills beyond [#PR](#) quickly to be more marketable. Digital skills are invaluable in today's market. [#solopr](#)

1 retweets [Show Conversation](#)



**akenn** 1:28pm via tchat.io

And volunteer for admin roles at PR orgs/assns you join RT @[REDMEDIAPR](#) Join professional organizations (like [#solopr](#))...



**mdbarber** 1:28pm via tchat.io

A2 Remember that patience is a virtue. You probably won't get your dream job right out of the box. Take time to learn. [#solopr](#)



**JasminMartin** 1:28pm via HootSuite

*#solopr transcript – 2/5/2014*

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

A2: also, NEVER. STOP. NETWORKING. you never know who might need you [#solopr](#)



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

Great pt- your reputation starts early RT @[KristK](#): A2: Start building your network and develop a reputation beyond your workplace [#solopr](#)

[Show Conversation](#)



**dariasteigman**1:28pm via [TweetDeck](#)

Build your network from day 1. Be helpful. You never know who will be your best future lead or best future client. [#solopr](#)



**EliseasaurusRex**1:28pm via [Web](#)

@[jendonovansf](#) @[LoisMarketing](#) I think there should be a balance - education to make informed choices & also deciding what you want [#solopr](#)

[Show Conversation](#)



**karenswim**1:27pm via [Nurph](#)

A2: Find and learn from mentors, develop your network (critical!) and stretch outside area to learn all you can [#SoloPR](#)

Retweeted by [LoisMarketing](#)



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

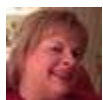
Good one RT @[akenn](#): A2. Starting at an agency can definitely jumpstart the connections you'll need as a future solo PR pro [#solopr](#)

Retweeted by [mdbarber](#)



**gregwbrooks**1:27pm via [Web](#)

A2: Be unafraid to sell, not just network. If you can make it rain, you'll never lack for an agency job. [#solopr](#)



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

A2 -- Agree on the networking. And when you network, follow-up! Get experience before putting out solo shingle. [#solopr](#)



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

A2: Say "yes" more often than no to new experiences. You never know where they will lead. [#solopr](#)



**KellyeCrane**1:26pm via [TweetDeck](#)

A2: For new grads who'd like to be [#solopr](#) some day, I think it's helpful to work at an agency w/big clients (you can namedrop later!).

Retweeted by [3HatsComm](#) and 1 others



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

Good one RT @akenn: A2. Starting at an agency can definitely jumpstart the connections you'll need as a future solo PR pro [#solopr](#)

1 retweets [Show Conversation](#)



**karenswim**1:27pm via [Nurph](#)

A2: Find and learn from mentors, develop your network (critical!) and stretch outside area to learn all you can [#SoloPR](#)

1 retweets



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

A2: Think beyond your cubicle: become involved in industry groups, serve, volunteer [#solopr](#)



**jendonovansf**1:27pm via [TweetDeck](#)

A2: Broaden your skills beyond [#PR](#) very quickly to be more marketable. Digital skills are invaluable in today's market. [#solopr](#)



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

RT @KellyeCrane: A2: For new grads who'd like to be [#solopr](#), it's helpful to work at agency w/big clients (can namedrop later!). [#solopr](#)

*#solopr transcript – 2/5/2014*

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

[Show Conversation](#)



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

Did you say network? J RT @3HatsComm: A2. Network. Network. Network. Learn as much as you can. Network. [#soloPR](#)

[Show Conversation](#)



**kflahertycom**1:27pm via Twitter for iPhone

MT @REDMEDIAPR: Join professional organizations (like [#soloopr](#) ) great for networking, learning & resources.

[Show Conversation](#)



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

Yes! MT @ [JasminMartin](#): A2: This was me a year ago! [You can] subcontract with another [#soloopr](#) person for experience



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

Start with internships, try to work with agencies to get broad-based skills, volunteer, find a niche you love. A2 [#soloPR](#)



**KristK**1:26pm via Twubs

A2: Start building your network and develop a reputation beyond your workplace [#soloopr](#)



**KellyeCrane**1:26pm via TweetDeck

A2: For new grads who'd like to be [#soloopr](#) some day, I think it's helpful to work at an agency w/big clients (you can namedrop later!).

Retweeted by [Lex\\_D](#) and 1 others



**gregwbrooks**1:26pm via Web

@LoisMarketing @kflahertycom Annual revenue is >\$123 billion, so cigs aren't a big part of the picture. [#soloPR](#)

[Show Conversation](#)

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





**KellyeCrane** 1:26pm via TweetDeck

A2: For new grads who'd like to be [#solopr](#) some day, I think it's helpful to work at an agency w/big clients (you can namedrop later!).

2 retweets



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

Q2: What are some tips you have for recent grads looking for entry level PR positions? What if they'd like to be [#solopr](#) some day?

Retweeted by [fransteps](#) and 6 others



**REDMEDIAPR** 1:25pm via Echofon

Join professional organizations (like [#solopr](#) ) great for networking, learning & resources. You can start planning to be solo years before



**3HatsComm** 1:25pm via HootSuite

A2. Network. Network. Network. Learn as much as you can. Network. [#soloPR](#)



**heidi\_smolevitz** 1:25pm via HootSuite

RT @SoloPR: Q2: What are some tips you have for recent grads looking for entry level PR positions? What if they'd like to be [#solopr](#)some...



**KellyeCrane** 1:24pm via TweetDeck

@kflahertycom I think I read \$2 billion somewhere, but can't find the link (sorry)...[#solopr](#)

[Show Conversation](#)



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

A2. Starting at an agency can definitely jumpstart the connections you'll need as a future solo PR pro [#solopr](#)



**KellyeCrane** 1:08pm via TweetDeck

A1: Huge amount of PR coverage for CVS so far, all positive. [#solopr](#)

Retweeted by [PRpfb](#) and 2 others



**dariasteigman** 1:24pm via TweetDeck

[@LoisMarketing](#) [@gregwbrooks](#)

Yet. But if they put move to restrictions on employees who smoke. Will be interesting to watch. [#solopr](#)

[Show Conversation](#)



**KellyeCrane** 1:24pm via TweetDeck

RT [@SoloPR](#) Q2 What are some tips you have for recent grads looking for entry level PR positions? What if they'd like to be [#solopr](#) some day?

1 retweets



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

Q2: What are some tips you have for recent grads looking for entry level PR positions? What if they'd like to be [#solopr](#) some day?

Retweeted by [KristK](#) and 6 others



**LoisMarketing** 1:24pm via TweetDeck

RT [@kflahertycom](#): Have any news reports noted what % of CVS sales tobacco account for? [#solopr](#) << Not % but \$2 billion in US dollars



**KristK** 1:19pm via Twubs

A1: If all pharmacies opted not to sell any unhealthy items, what's next: TV cancels all the idiotic, stereotypical shows? [#solopr](#)

Retweeted by [JudyBott](#)



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

*#solopr transcript – 2/5/2014*  
For more information and resources, visit <http://soloprpro.com/>

Q2: What are some tips you have for recent grads looking for entry level PR positions? What if they'd like to be [#solopr](#) some day?

Retweeted by [\\_JasminMartin](#) and 6 others



**KellyeCrane** 1:23pm via TweetDeck

Aw, so cute! RT @[REDMEDIAPR](#): Sorry to be late to [#solopr](#) it snowed and someone wouldn't leave the park [pic.twitter.com/t1HxNFwPSP](http://pic.twitter.com/t1HxNFwPSP)



**kflahertycom** 1:23pm via Twitter for iPhone

Have any news reports noted what % of CVS sales tobacco account for? [#solopr](#)



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

Q2: What are some tips you have for recent grads looking for entry level PR positions? What if they'd like to be [#solopr](#) some day?

Retweeted by [mdbarber](#) and 6 others



**LoisMarketing** 1:23pm via TweetDeck

@[dariasteigman](#) I don't think it's tied to employee benefits [#soloPR](#) @[gregwbrooks](#)

[Show Conversation](#)



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

Q2: What are some tips you have for recent grads looking for entry level PR positions? What if they'd like to be [#solopr](#) some day?

Retweeted by [dariasteigman](#) and 6 others



**KellyeCrane** 1:23pm via TweetDeck

RT @[SoloPR](#): Such smart thoughts and discourse (as always) on Q1- thanks everyone! Q2 is coming up... [#solopr](#)



**dariasteigman** 1:23pm via TweetDeck

@gregwbrooks @LoisMarketing Great Q. Along the lines w/ mine abt self-insured cos, if CVS is aiming to change employee benefits. #solopr

[Show Conversation](#)



**heidi\_smolevitz** 1:22pm via HootSuite

@LoisMarketing Absolutely not! There is no benefit to selling cigarettes. CVS made a wise decision and others should follow. #soloPR

Retweeted by [LoisMarketing](#)



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

Q2: What are some tips you have for recent grads looking for entry level PR positions? What if they'd like to be #solopr some day?

7 retweets



**heidi\_smolevitz** 1:22pm via HootSuite

@LoisMarketing Absolutely not! There is no benefit to selling cigarettes. CVS made a wise decision and others should follow. #soloPR

1 retweets [Show Conversation](#)



**LoisMarketing** 1:22pm via TweetDeck

@gregwbrooks Don't question my response or what I may think is behind CVS's move either. Thanks. #soloPR

[Show Conversation](#)



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

LOL! MRT @KristK: A1: If all pharmacies opted not to sell unhealthy items, what's next: TV cancels idiotic, stereotypical shows? #solopr

Retweeted by [\\_JasminMartin](#)



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

Such smart thoughts and discourse (as always) on Q1- thanks everyone! Q2 is coming up...#solopr



**LoisMarketing** 1:21pm via TweetDeck

@jendonovansf @EliseasaurusRex So why shouldn't they be banned by other stores? #soloPR

[Show Conversation](#)



**gregwbrooks** 1:21pm via Web

@LoisMarketing We're talking about why they might be doing this. That's a factor. Don't tell me what the topic is or isn't. #soloPR

[Show Conversation](#)



**REDMEDIAPR** 1:21pm via Echofon

Sorry to be late to #soloPR it snowed and someone wouldn't leave the park [pic.twitter.com/9xfIkXPTq3](http://pic.twitter.com/9xfIkXPTq3)



**JasminMartin** 1:21pm via HootSuite

@akenn yup! you can buy liquor in drug stores in CA #soloPR

[Show Conversation](#)



**jgombita** 1:21pm via Web

FYI @businessgp most Canadian pharmacies stopped selling cigarettes many years ago. Ontario legislated in December 1994. #soloPR

[Show Conversation](#)



**jendonovansf** 1:21pm via TweetDeck

@LoisMarketing @EliseasaurusRex Sounds good to me. All of those items have VERY bad ingredients - preservatives, dyes, etc. #soloPR

[Show Conversation](#)



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

LOL! MRT @KristK: A1: If all pharmacies opted not to sell unhealthy items, what's next: TV cancels idiotic, stereotypical shows? #soloPR

#soloPR transcript – 2/5/2014

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

1 retweets [Show Conversation](#)



**LoisMarketing** 1:20pm via TweetDeck

[@EliseasaurusRex](#) Exactly! I'm with you! Does the candy aisle go next? [#soloPR](#)

[Show Conversation](#)



**KellyeCrane** 1:14pm via TweetDeck

A1: Of course, if you want to see angry people, make it hard for smokers to get their cigs! Will be some backlash. [#soloPR](#)

Retweeted by [\\_JasminMartin](#) and 1 others



**akenn** 1:20pm via tchat.io

I haven't read all of this but may address [@KellyeCrane](#)'s point about angry cig shoppers [b.globe.com/Lj12nd](#) [#soloPR](#)



**LoisMarketing** 1:20pm via TweetDeck

[@gregwbrooks](#) You're bringing ACA into the equation. That's not in the question right now. [#soloPR](#)

[Show Conversation](#)



**KristK** 1:19pm via Twubs

A1: If all pharmacies opted not to sell any unhealthy items, what's next: TV cancels all the idiotic, stereotypical shows? [#soloPR](#)

1 retweets



**KellyeCrane** 1:19pm via TweetDeck

[@akenn](#) Oh yes! When news teased "product being dropped from CVS stores," husband worried it was the beer. :-  
) [#soloPR](#)

[Show Conversation](#)



**EliseasaurusRex** 1:19pm via Web

@[LoisMarketing](#) That & the junk food & alcohol they sell as well. Have to start somewhere I guess though! [#solopr](#)

[Show Conversation](#)



[gregwbrooks](#) 1:19pm via Web

@[LoisMarketing](#) Interesting Q: Does ACA mean more people with insurance = more money to pharmacies = less need for cig sales? [#solopr](#)

[Show Conversation](#)



[LoisMarketing](#) 1:19pm via TweetDeck

RT @[heidi\\_smolevitz](#): RT @[fransteps](#): A1: Will it be a domino effect? CVS today, others tomorrow. [#solopr](#) << and is that a bad thing?



[KellyeCrane](#) 1:18pm via TweetDeck

A1: As others have mentioned, CVS has in-store clinics that do a booming biz. Perhaps this signals a move to more health svc [#solopr](#)



[heidi\\_smolevitz](#) 1:18pm via HootSuite

RT @[fransteps](#): A1: Will it be a domino effect? CVS today, others tomorrow. [#solopr](#)



[LoisMarketing](#) 1:17pm via TweetDeck

Consider ALL that doesn't align with "health" in a pharmacy .. hmmm ... [#soloPR](#) (just thinking out loud!)



[businessgp](#) 1:17pm via Twitter for iPhone

[#soloPR](#) A1 The first move in the 'Nanny State'?



[dariasteigman](#) 1:17pm via TweetDeck

I assume CVS is self-insured. Wonder if move is prelude to changes in employee health ins. policy? Inquiring minds... [#solopr](#)



**KellyeCrane** 1:14pm via TweetDeck

A1: Of course, if you want to see angry people, make it hard for smokers to get their cigs! Will be some backlash. [#solopr](#)

Retweeted by [OhhSocialMedia](#) and 1 others



**fransteps** 1:17pm via tchat.io

A1: Of course, the announcement gave some free advertising to tobacco cos today w/ screen shots of cigs lining shelves, etc! [#solopr](#)



**SoloPR** 1:17pm via tchat.io

Hmm RT [@kcwriter](#): A1 I read a quote that was roughly "Good for CVS for taking a moral stand! I'm selling their stock." Sums it up. [#solopr](#)

[Show Conversation](#)



**heidi smolevitz** 1:16pm via HootSuite

Agreed! RT [@karensxim](#): A1: Loss of revenues but good PR move, never made sense in my view, does not align with health [#SoloPR](#)



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

You guys can buy beer & wine at CVS??? [#neverinNewEngland](#) [#solopr](#)



**gregwbrooks** 1:16pm via Web

[@dariasteigman](#) [@karensxim](#) In Vegas, there are something like six or seven Walgreens just on the Strip. The economics r interesting. [#solopr](#)

[Show Conversation](#)



**karensxim** 1:16pm via Nurph

[@\\_JasminMartin](#) That's so wild! [#SoloPR](#)

[Show Conversation](#)





**LoisMarketing**1:16pm via TweetDeck

And what follows beer and wine? The candy counter goes away??? ;) :) [#soloPR](#) A1



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

Thinking alternative channels for tobacco sales will open up quickly if CVS competitors follow suit. [#soloPR](#)



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

Yes, how up front will it be? RT @[KristK](#): A1: Will be interesting to see if CVS mentions it in its Sunday ad circular, etc. [#solopr](#)

[Show Conversation](#)



**JasminMartin**1:16pm via HootSuite

Me too! RT @[karensxim](#): Funny, I go to CVS weekly for everything except RXs, have not had one of those in decades [#SoloPR](#)



**karensxim**1:16pm via Nurph

@[KellyeCrane](#) Not to mention their smoking employees who stand on the side of the building smoking on breaks! [#SoloPR](#)

[Show Conversation](#)



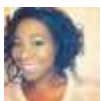
**kcwriter**1:16pm via TweetChat powered by oneQube

A1 I read a quote that was roughly "Good for CVS for taking a moral stand! I'm selling their stock." Sums it up. [#solopr](#)



**LoisMarketing**1:15pm via TweetDeck

Along with supermarkets what about the pharm services of Costco, Sam's Club etc? [#soloPR](#)



**JasminMartin**1:15pm via HootSuite

[@kflahertycom](#) maybe CVS will take the Southern route with it's alcohol and only offer liquor in "package stores" [#solopr](#)

[Show Conversation](#)



**JudyBott** 1:15pm via Web

[@KristK](#) It's a crowded market and differentiation is difficult at best. Perhaps they are moving toward a Pharmaca type store? [#solopr](#)

[Show Conversation](#)



**KellyeCrane** 1:15pm via TweetDeck

Me too- been trying to figure it out all day! J RT [@karensxim](#): A1: Sadly I'm also suspicious of what drove decision [#SoloPR](#)



**karensxim** 1:15pm via Nurph

Funny, I go to CVS weekly for everything except RXs, have not had one of those in decades [#SoloPR](#)



**gregwbrooks** 1:15pm via Web

[@LoisMarketing](#) Because, you know, mo' money, mo' money, mo' money... [#solopr](#)

[Show Conversation](#)



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

A1 Good PR move for now, it's that simple. Let's see if it sticks. [#solopr](#)



**businessgp** 1:15pm via Twitter for iPhone

[#solopr](#) A1 Alienates some & consolidates others. Great positioning though I feel.



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

PR at its finest-- skeptical! RT [@karensxim](#): A1: Sadly I'm also suspicious of what drove decision [#SoloPR](#)

[Show Conversation](#)



**KellyeCrane** 1:14pm via TweetDeck

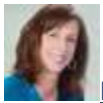
A1: Of course, if you want to see angry people, make it hard for smokers to get their cigs! Will be some backlash. [#solopr](#)

2 retweets



**LoisMarketing** 1:14pm via TweetDeck

Along with pharmacies on every corner let's not forget major supermarket chains with pharmacies in every location! [#soloPR](#) A1



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

@\_JasminMartin @jendonovansf Alcohol next? [#solopr](#)

[Show Conversation](#)



**gregwbrooks** 1:14pm via Web

@karensxim Is it a bad thing if there's a spreadsheet somewhere that says this would be profitable? [#solopr](#)

[Show Conversation](#)



**dariasteigman** 1:14pm via TweetDeck

@karensxim @gregwbrooks Both are ubiquitous here too. [#solopr](#)

[Show Conversation](#)



**jendonovansf** 1:14pm via TweetDeck

@SoloPR Good question. I'm not a fan of the big store approach. Buy local is where it can start at least. [#solopr](#)

[Show Conversation](#)



**karensxim** 1:14pm via Nurph

Agree with @jendonovansf made me think why sell alcohol or junk food for that matter [#SoloPR](#)



**gregwbrooks**1:13pm via Web

@[KelyeCrane](#) Popular urban areas (think: Portland, SF, NYC) don't care for big chains. This is a good way to counter that. [#soloPR](#)

[Show Conversation](#)



**dariasteigman**1:13pm via TweetDeck

@[gregwbrooks](#) Agreed, It's never simply abt health. Walgreens, however, is pushing health clinics. Plus "hipper" in-store features.

[#solopr](#)

[Show Conversation](#)



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

Agree. RT @[KristK](#): M1: CVS needed to separate itself from the pack of competitors. Ceasing tobacco sales may be first step. [#solopr](#)

[Show Conversation](#)



**karenswim**1:13pm via Nurph

@[dariasteigman](#) @[gregwbrooks](#) in MI, we have CVS and Walgreens on almost every block, right next to pizza [#SoloPR](#)

[Show Conversation](#)



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

Great pt- where does it end? RT @[jendonovansf](#): They'll need to remove a LOT of other items in the store to be a beacon of health. [#solopr](#)

[Show Conversation](#)



**LoisMarketing**1:13pm via TweetDeck

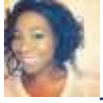
This gets a minor "rah" from me -- Why didn't pharmacy chains take this initiative YEARS ago??? [#soloPR](#) A1



**KristK**1:13pm via Twubs

*#solopr transcript – 2/5/2014*  
For more information and resources, visit <http://soloprpro.com/>

A1: CVS needed something to separate itself from the pack of competitors. Ceasing tobacco sales may be first step. [#solopr](#)



**JasminMartin** 1:12pm via HootSuite

[@jendonovansf](#) agreed. Start with smoking, but in order to be the authority on healthcare, other changes must occur. [#solopr](#)

[Show Conversation](#)



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

Ha! Funny thought... MT [@KristK](#): A1: ...But what goes behind counter now? [#solopr](#)

[Show Conversation](#)



**gregwbrooks** 1:12pm via Web

[@dariasteigman](#) We need to see a map of store placements; I was under the impression Walgreens was stronger in cig-lovin' Midwest. [#solopr](#)

[Show Conversation](#)



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

Does it mean their "dept store" brand effort - with all the "as seen on TV" items - didn't pan out? [#solopr](#)



**karenswym** 1:12pm via Nurph

A1: Sadly I'm also suspicious of what drove decision [#SoloPR](#)



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

[@gregwbrooks](#) True, but others like Walgreens, etc? Maybe... [#solopr](#)

[Show Conversation](#)



**dariasteigman** 1:11pm via TweetDeck

[@LoisMarketing](#) Indeed. They are not the pharmacy I use. [#solopr](#)

Retweeted by [LoisMarketing](#)



**KellyeCrane** 1:11pm via TweetDeck

[@gregwbrooks](#) What do you mean by " store placement upscale/hipster markets"? I've been trying to figure out the non-PR benefits [#soloPR](#)

[Show Conversation](#)



**dariasteigman** 1:11pm via TweetDeck

[@LoisMarketing](#) Indeed. They are not the pharmacy I use. [#soloPR](#)

1 retweets [Show Conversation](#)



**JasminMartin** 1:11pm via HootSuite

[@fransteps](#) I think so. I think other pharmacies/health co. will take notice and follow suit eventually [#soloPR](#)

[Show Conversation](#)



**jendonovansf** 1:11pm via TweetDeck

[@SFerika](#) [@SoloPR](#) Agreed. Maybe it's the SF hippie in me! [#soloPR](#)

[Show Conversation](#)



**SoloPR** 1:11pm via TweetDeck

RT [@3HatsComm](#) A1 it's a brand statement on health, but I think some investors may only see bottom line \$. Time will tell l/t impact. [#soloPR](#)



**JudyBott** 1:11pm via Web

[@jendonovansf](#) [@SFerika](#) [@SoloPR](#) Agree! But it's a good start [#soloPR](#)

[Show Conversation](#)



**JasminMartin** 1:10pm via HootSuite

A1: I think it's great. Smoking & health don't together anyway. It's also a good way for CVS to trailblaze a health initiative. [#solopr](#)

Retweeted by [mbarber](#)



[gregwbrooks](#) 1:11pm via Web

@[fransteps](#) I don't see Walmart giving up cigs.)[#solopr](#)

[Show Conversation](#)



[JasminMartin](#) 1:10pm via HootSuite

A1: I think it's great. Smoking & health don't together anyway. It's also a good way for CVS to trailblaze a health initiative. [#solopr](#)

1 retweets



[dariasteigman](#) 1:10pm via TweetDeck

A1 I think this esp. puts pressure on Walgreens, since they already have the whole in-store clinics working for them. [#solopr](#)



[SFerika](#) 1:10pm via Sprout Social

@[jendonovansf](#) @[SoloPR](#) hehe yeah I don't see those candy bars or sodas going anywhere... ;) [#solopr](#)

[Show Conversation](#)



[PaulaJohns](#) 1:10pm via tchat.io

A1 Big leadership stand for them. Good move. Will drive brand loyalty. Hopefully that will make a dent on impact on profits. [#soloPR](#)



[KristK](#) 1:10pm via Twubs

A1: Will be interesting to see if CVS mentions it in its Sunday ad circular, etc. [#solopr](#)



[KellyeCrane](#) 1:08pm via TweetDeck

A1: Huge amount of PR coverage for CVS so far, all positive. [#solopr](#)

[#solopr transcript](#) – 2/5/2014

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

Retweeted by [OhhSocialMedia](#) and 2 others



**LoisMarketing** 1:10pm via TweetDeck

[@dariasteigman](#) Their brand has been under question due to serious pharmacy errors. Kudos tho to them for taking this step [#soloPR](#)

[Show Conversation](#)



**akenn** 1:10pm via tchat.io

A1. I think the anncnt today opens up a lot of possibilities + partnerships for CVS to rebrand as a health co., whatever that is [#soloPR](#)



**SoloPR** 1:10pm via tchat.io

RT [@LoisMarketing](#): [@SoloPR](#) They are top-of-mind and top-of-news. A good move and one chains should have taken long ago. [#soloPR](#) A1

[Show Conversation](#)



**EliseasaurusRex** 1:10pm via Web

[@KellyeCrane](#) [@SoloPR](#) A1 I think it's genius [#PR](#) - obviously they determined the [#sales](#) implications would be minimal. [#soloPR](#)

[Show Conversation](#)



**fransteps** 1:10pm via tchat.io

A1: Will it be a domino effect? CVS today, others tomorrow. [#soloPR](#)



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

A1 From a PR perspective, decision is in line w/ health & wellness values. [#soloPR](#)



**jendonovansf** 1:09pm via TweetDeck

[@SFerika](#) [@SoloPR](#) They'll need to remove a LOT of other items in the store to be a beacon of health. [#soloPR](#)

[Show Conversation](#)

*#soloPR transcript – 2/5/2014*  
For more information and resources, visit <http://soloPRpro.com/>





**LoisMarketing** 1:09pm via TweetDeck

A shortterm PR advantage as others will follow suit. Too bad it took until 2014 for one to 'move'[#soloPR](#) A1



**KellyeCrane** 1:09pm via TweetDeck

A1: It's a unique chance to be a first mover in making such a statement, too. [#soloPR](#)



**KristK** 1:09pm via Twubs

A1: CVS' decision nets nothing but goodwill and positive reaction so far. But what goes behind counter now? [#soloPR](#)



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

A1 -- I think it's going to be interesting to see if anyone else follows suit. [#soloPR](#)



**jendonovansf** 1:09pm via TweetDeck

[@karenschwim](#) I've never associated CVS with health though. So much in that store is unhealthy and causes issues. [#soloPR](#)

[Show Conversation](#)



**dariasteigman** 1:09pm via TweetDeck

[@LoisMarketing](#) Plus, it's brand consistent. Really is amazing no pharmacy did this earlier. [#soloPR](#)

[Show Conversation](#)



**gregwbrooks** 1:09pm via Web

[@SoloPR](#) A1: It's a tool to help efforts at store placement upscale/hipster markets. Good play by them, but it's not about health. [#soloPR](#)

[Show Conversation](#)



**SFerika** 1:09pm via Web

[@SoloPR](#) A1 it's got to make their health care/insurance partners very happy [#soloPR](#)

[#soloPR transcript](#) – 2/5/2014

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

[Show Conversation](#)



**SoloPR** 1:09pm via TweetDeck

RT @JudyBott: @KellyeCrane @SoloPR I think it communicates their positioning brilliantly [#solopr](#)



**3HatsComm** 1:08pm via Twitter for iPhone

A1 it's a brand statement on health, but I think some investors may only see bottom line \$. Time will tell I/t impact. [#soloPR](#)



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

A1 - I think it's a great PR move on CVS' part. Shows they are putting their corporate values to good health & ahead of profits. [#solopr](#)



**KellyeCrane** 1:08pm via TweetDeck

@JudyBott Thanks, Judy- please use the [#solopr](#) hashtag so others can see your smarts! J

[Show Conversation](#)



**SFerika** 1:08pm via Web

Good morning [#solopr](#) -- I'm Erika Heald, a San Francisco based content marketing and social media consultant.



**LoisMarketing** 1:08pm via TweetDeck

@SoloPR They are top-of-mind and top-of-news. A good move and one chains should have taken long ago. Why 2014? [#soloPR](#) A1

[Show Conversation](#)



**karensxim** 1:08pm via Nurph

A1: Loss of revenues but good PR move, never made sense in my view, does not align with health [#SoloPR](#)



**KellyeCrane** 1:08pm via TweetDeck

A1: Huge amount of PR coverage for CVS so far, all positive. [#solopr](#)

3 retweets



**KristK** 1:08pm via Twubs

RT @SoloPR Q1: Today, CVS drugstore announced it's going to stop carrying cigarettes (billions in sales). What's the PR implication? [#solopr](#)



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

Q1: Today, CVS drugstore announced it's going to stop carrying cigarettes (billions in sales). What's the PR implication? [#solopr](#)

Retweeted by [mdbarber](#) and 2 others



**PaulaJohns** 1:07pm via tchat.io

PJs are my everyday wardrobe :) MT @ [\\_JasminMartin](#): My fav part of being a solo = working from home & working from PJ's when I want. [#solopr](#)



**KristK** 1:07pm via Twubs

Hello [#solopr](#) pals. Kristie here from the MS Gulf Coast, where Mardi Gras is only 1 month away.



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

Q1: Today, CVS drugstore announced it's going to stop carrying cigarettes (billions in sales). What's the PR implication? [#solopr](#)

Retweeted by [fransteps](#) and 2 others



**KellyeCrane** 1:07pm via TweetDeck

RT @SoloPR: Q1 Today, CVS drugstore announced it's going to stop carrying cigarettes (billions in sales). What's the PR implication? [#solopr](#)



**dariasteigman** 1:06pm via TweetDeck

@ [\\_JasminMartin](#) Trading my PJs for workout clothes. Going to jump (okay, walk) on treadmill later. [#solopr](#)

[Show Conversation](#)



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

Q1: Today, CVS drugstore announced it's going to stop carrying cigarettes (billions in sales). What's the PR implication? [#solopr](#)

Retweeted by [\\_JasminMartin](#) and 2 others



**JasminMartin**1:06pm via HootSuite

[@heidi\\_smolevitz](#) welcome, Heidi! Glad to have you! [#solopr](#)

[Show Conversation](#)



**KristK**1:06pm via Web

It's [#solopr](#) time! YEA! Two weeks to go until we get to chat in person at the Summit!



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

Q1: Today, CVS drugstore announced it's going to stop carrying cigarettes (billions in sales). What's the PR implication? [#solopr](#)

3 retweets



**dariasteigman**1:06pm via TweetDeck

[@heidi\\_smolevitz](#) Hi Heidi! Glad to have you. [#solopr](#)

[Show Conversation](#)



**JasminMartin**1:06pm via HootSuite

[@dariasteigman](#) my fav part of being a solo = working from home & working from PJ's when I want to. [#solopr](#)

[Show Conversation](#)



**akenn**1:06pm via Web

I've worked my way through this already: The five stages of a snow day [b.globe.com/1dEMxRo](http://b.globe.com/1dEMxRo) - and now I'm ready for the [#soloPR](#) chat!



[heidi\\_smolevitz](#) 1:05pm via HootSuite

@[KellyeCrane](#) what are some tips you have for recent grads looking for entry level PR positions? [#soloPR](#)



[PaulaJohns](#) 1:05pm via tchat.io

Hello [#soloPR](#) friends. Stopping in from the San Diego area. Will just be popping in to the convo here and there today. Got a few deadlines.



[heidi\\_smolevitz](#) 1:05pm via HootSuite

Hi [#soloPR](#) chat, I'm Heidi and will be joining today. I'm studying Social Media in [#NewhouseSM4](#) w/ @[DR4WARD](#). This is my first twitter chat!



[JasminMartin](#) 1:04pm via HootSuite

Greetings! @ [JasminMartin](#) dropping in from Los Angeles. I'll be in and out of today's chat, but I'm glad to be here! :) [#soloPR](#)



[dariasteigman](#) 1:04pm via TweetDeck

Popping onto [#soloPR](#). My topic for today: Winter Needs an Intervention. (And why I'm glad my commute is 5 feet long.)



[SoloPR](#) 1:04pm via tchat.io

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



[SoloPR](#) 1:03pm via tchat.io

We have room for more Qs this week, so send them to @[KellyeCrane](#) without the hashtag (or by DM)! [#soloPR](#)



[karenskim](#) 1:03pm via Nurph

RT @[karenskim](#) Hi all, Karen Swim, solo in snowy Michigan, love my clients, hate the groundhog. [#SoloPR](#) [#SoloPR](#)

*#soloPR transcript – 2/5/2014*

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



**gregwbrooks** 1:03pm via Web

Greets, all! [#solopr](#)



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

Good morning from frosty Anchorage. Mary here. Nearly 14 years as an indy; 35 as a PR pro. [#solopr](#)



**KellyeCrane** 1:03pm via TweetDeck

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



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

Hi all! Fran in San Antonio, TX! Chilly and sunny! I have clients in tourism & healthcare. Also teach mass comm in college. [#solopr](#)



**dariasteigman** 1:03pm via TweetDeck

Woohoo. RT @SoloPR: Quick reality check: the 2014 [#SoloPR](#) Summit starts \*two weeks from today\*! [bit.ly/1nU3yzO](http://bit.ly/1nU3yzO)



**karenswim** 1:03pm via Nurph

Hi all, Karen Swim, solo in snowy Michigan, love my clients, hate the groundhog. [#SoloPR](#)



**SoloPR** 1:02pm via tchat.io

Quick reality check: the 2014 [#SoloPR](#) Summit starts \*two weeks from today\*! [solooprpro.com/summit](http://solooprpro.com/summit)



**karenswim** 1:02pm via HootSuite

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



**ehr\_comms** 1:02pm via Web

@ehr\_comms London based [#solopr](#)



**SoloPR**1:01pm via tchat.io

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

Retweeted by [fransteps](#)



**jendnovansf**1:01pm via TweetDeck

Will be popping in here and there to today's [#solopr](#) chat. At the [#digitalpr](#) conference in SF for the day.



**SoloPR**1:01pm via tchat.io

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



**SoloPR**1:01pm via tchat.io

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