



#SoloPR Transcript –3/19/2014

Q1: What do you do if you have a client spokesperson who thinks they can reach out/talk to media directly?

Q2: If you see a young pro at your client making a mistake, do you tell them?

Q3: How's is PR handled on the social level when everyone has a twitter account?

[13:01](#) @[SoloPR](#)



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

[13:01](#) @[SoloPR](#)



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

[13:01](#) @[MariamTKhan](#)



Hi, my name is Mariam. I'm a PR student at UNT. [#solopr](#)

[13:02](#) @[ehr_comms](#)



Elizabeth based in London. [#solopr](#)

[13:02](#) @[SoloPR](#)



Got some great Qs lined up this week, but we have room for more! Send yours to @[KellyeCrane](#) (@ or DM). [#solopr](#)

[13:02](#) @[SoloPR](#)



@[MariamTKhan](#) Hi Miriam- welcome! [#solopr](#)

13:02 @mdbarber



Good morning. Mary here, from Anchorage. #solopr

13:03 @jendonovansf



Good morning #SoloPR friends. Jennifer from San Francisco here. #Socialmedia #consultant

13:03 @KristK



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

13:03 @fransteps



Hi from San Antonio! 4 yrs as solo; 20 in comms; also adjunct faculty at local community college. Happy to join today! #solopr

13:03 @cloudspark

13:03 @SoloPR



@ehr_comms Glad to see our time change didn't mess you up this week. :-) #solopr

13:04 @TrueFilmPro



@KellyeCrane Thanks for having us! Looking forward to learning and sharing knowledge! #solopr

13:04 @KristK



Hello to my #solopr pals! Kristie here from south Mississippi (23 yrs exp, 10 as indy, APR and PR prof). I've missed you all!

13:04 @SoloPR



Welcome everyone- great crowd gathering! Q1 is coming up... #solopr

13:04 @kcwriter



Got a lot of work to do, but I'll try to check in on the #solopr tweekat from time to time.

13:04 @TrueFilmPro



We're a NYC-based video production company that is leveraging social media, branding, PR, content marketing and email marketing! #solopr

13:04 @SoloPR



Q1: What do you do if you have a client spokesperson who thinks they can reach out/talk to media directly? #solopr

13:04 @akenn



Hi #SoloPR friends...I'm Alison from the Boston area and the chat is one of the highlights of my week

13:05 @jendonovansf



@TrueFilmPro Look forward to having you join and hearing your perspectives. #solopr

13:05 @JanetLFalk



NYC-based PR/MarComm pro for law firm, Wall Street, small biz, nonprofit. Also subcontract to busy #solopr colleagues.

13:05 @MarketingMel

13:05 @ehr_comms



A1: Mmm, this happens all the time ... #solopr

13:05 @PaulaJohns



Hi #soloPR friends. Joining from the San Diego area. Almost 14 years as solo practitioner. #PR

13:05 @KellyeCrane



RT @SoloPR: Q1: What do you do if you have a client spokesperson who thinks they can reach out/talk to media directly? #solopr

13:05 @akenn



A1. quickly figure out if that is a liability or a good thing... #solopr

13:06 @TrueFilmPro



A1 - Ask them to take a step back and before dealing with people directly, explain the long-term strategy they have in mind #solopr

13:06 @KellyeCrane



A1: Bonk them on the head. J #solopr

13:06 @MariamTKhan



I have never had that problem. We tell them that we will take care of it ourselves. #solopr

13:06 @KellyeCrane



@ehr_comms Do you really have it happen a lot? #solopr

13:06 @ehr_comms



A1: Depends on how high-profile they are or *think* they are. Have they had media training?! #solopr

13:06 @TrueFilmPro



@jendonovansf Thanks for the warm welcome! Looking forward to sharing experience and knowledge as well as absorbing that of others! #solopr

13:06 @MariamTKhan



A1: I have never had that problem. We tell them that we will take care of it ourselves. #solopr

13:07 @KristK



RT @SoloPR: Q1: What do you do if you have a client spokesperson who thinks they can reach out/talk to media directly? #solopr

13:07 @MariamTKhan



Would media training prepare them to handle the media themselves? #solopr

13:07 @KellyeCrane



A1: Have a list of "approved spokespeople" (who are media trained) and make sure others know who they are. #solopr

13:07 @ehr_comms



A1: This is when you need to know who the internal comms person at the company is #solopr

13:07 @jendonovansf














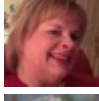




A1: If media outreach is part of your contract and goals, then a conversation is needed to redefine ownership. #solopr

- 13:08 @SoloPR  RT @TrueFilmPro: A1 - Ask them to take a step back and before dealing with people directly, explain the long-term strategy in mind #solopr
- 13:08 @MariamTKhan  RT @KellyeCrane A1: Have a list of "approved spokespeople" (who are media trained) and make sure others know who they are. #solopr
- 13:08 @fransteps  RT @SoloPR: Q1: What do you do if you have a client spokesperson who thinks they can reach out/talk to media directly? #solopr
- 13:08 @ehr_comms  A1: they need to post something on intranet about how media is handled and who the spokespeople are, etc. #solopr
- 13:08 @3HatsComm  +1 RT @KellyeCrane: A1: Have a list of "approved spokespeople" (who are media trained) and make sure others know who they are. #solopr
- 13:08 @mdbarber  A1 -- It seems as though there's a breakdown in comm regarding the process. Maybe a conversation would solve this? #solopr
- 13:08 @SoloPR  RT @jendonovansf: A1: If media outreach is part of your contract and goals, then a conversation is needed to redefine ownership. #solopr
- 13:08 @PaulaJohns  Had a "mole" in our organization -- talking to media on the sly -- when I was client side. Had to first ID him, then have a chat. #soloPR
- 13:08 @3HatsComm  @KellyeCrane and always, always make sure they keep you in the loop #soloPR
- 13:09 @LoisMarketing  Crucial that when you enter into client relationship you know who key contacts and spokespeople are. Don't be caught off guard. #soloPR A1
- 13:09 @MarketingMel  Hi everyone! Tennessee based PR pro #solopr
- 13:09 @fransteps  RT @SoloPR: RT @jendonovansf: A1: If media outreach is part of your contract & goals, then a conversation to redefine ownership. #solopr
- 13:09 @OhhSocialMedia
- 13:09 @jendonovansf  A1: Explaining the broad implications of speaking w/out having all the facts helps too. Lots of info that CAN'T be shared publicly. #solopr
- 13:09 

- 13:09 @JanetLFalk  Have a game plan that you mutually communicate re media contacted and don't overstep each other's boundaries. #solopr
- 13:09 @MariamTKhan  @MarketingMel Welcome Mary!! #solopr
- 13:10 @KellyeCrane  A1: Make sure folks know that media reps are tricky, and strategic counsel (*you*) should always be consulted. #solopr
- 13:10 @LoisMarketing  Goes back to strength of your initial contract/agreement with your client that all PR and public contact is through YOU. #soloPR
- 13:10 @SoloPR  RT @ehr_comms: A1: they need to post something on intranet about how media is handled and who the spokespeople are, etc. #solopr
- 13:10 @jendonovansf  A1: Had a client do this recently. Walked them through the typical process that happens AFTER the 1st email & they backed down. #solopr
- 13:11 @3HatsComm  A1 Also, I'd want to know why - if you're their hired expert - client thinks they need someone else? to go around you?#soloPR
- 13:11 @SoloPR  Yes! RT @3HatsComm: @KellyeCrane and always, always make sure they keep you in the loop #soloPR
- 13:11 @mdbarber  A1 - Seems as though it all comes down to comm between you, the client and the spokesperson about process, and the reasons for it. #solopr
- 13:11 @PaulaJohns  A1 Find out their motivation, talk to them about PR processes: they might not be aware of your role, ins / outs of media relations. #solopr
- 13:11 @ehr_comms  A1: social media makes this so difficult, I've seen so many social media policies lately. It's a very confusing area. #solopr
- 13:11 @SoloPR  RT @JanetLFalk: Have a game plan that you mutually communicate re media contacted and don't overstep each other's boundaries. #solopr
- 13:12 @KellyeCrane  A1: Also, make sure people know that if they are emailed by a reporter, don't respond. Fwd to PR counsel! (1/2) #solopr
- 13:12 @PaulaJohns  True, it complicates things> MT @ehr_comms A1: social media makes this so difficult, I've seen so many social media policies lately. #solopr
- 13:12 @LoisMarketing  Curious if Q1 is a "what if" or tied to a real-life experience from the 'asker'. #soloPR

- 13:13 @TrueFilmPro  @SoloPR @JanetLFalk This seems like the best course of action. Contacting the same outlets multiple times is very unprofessional #solopr
- 13:13 @KellyeCrane  A1: (2/2) Once had a bonehead egomaniac confirm a leak by responding to reporter we'd be "delighted" to fill him in on X #solopr
- 13:14 @SoloPR  RT @mdbarber: A1 - Seems as though it all comes down to comm between you, the client and the spokesperson about process... #solopr
- 13:14 @JFLrecruit  #Freelance consultants in #PR, #socialmedia and related fields - check out @SoloPR Twitter chat, including Q&A, using the hashtag #solopr
- 13:14 @LoisMarketing  I don't run into this. Not to say it will not happen. But all PR should run through you as #solopr. Look for 'gaps' if problems.
- 13:14 @jendonovansf  @TrueFilmPro @SoloPR @JanetLFalk Agreed. This is what I try to communicate to clients. #solopr
- 13:14 @PaulaJohns  A1 Good practice is to periodically inform/remind all employees about role of PR and processes involved. #solopr
- 13:14 @mdbarber
- 13:14 @JanetLFalk  Two heads and four hands may be better. Also, staffer may have access to inside knowledge. Team up, don't fight. #solopr
- 13:14 @KristK  A1: Clarify process and roles. define who's authorized to contact media and what happens if media contacts them directly. #solopr
- 13:15 @KellyeCrane  A1: If you have a renegade person who thinks they know better than you, go over their head. #solopr
- 13:15 @SoloPR  RT @PaulaJohns: A1 ...talk to them about PR processes: they might not be aware of your role, ins / outs of media relations. #solopr
- 13:15 @njbprmedia  Finally making way to the #solopr chat today!
- 13:15 @KristK  RT @KellyeCrane A1: Also, make sure people know that if they are emailed by a reporter, don't respond. Fwd to PR counsel! (1/2) #solopr
- 13:16 @mdbarber  I'm w @janetlfalk: team up; don't fight. It's not about ownership, it's about a process that helps everyone. Discuss & review. #solopr

- [13:16 @fransteps](#)  A1: Include process discussions in your annual review of what to do in a crisis-- you can define crisis vs. routine then too! #solopr
- [13:16 @KellyeCrane](#)  A1: Sometimes the offender made a mistake, sometimes it was on purpose. Response depends on which it is #solopr
- [13:16 @njbprmedia](#)  @KellyeCrane @SoloPR have to let them understand #PRpros role from the very beginning. #solopr
- [13:17 @LoisMarketing](#)  When engaging a new client, involve all at the C-level in the process to introduce yourself, educate. #soloPR A1
- [13:17 @KristK](#)  RT @mdbarber I'm w @janetlfalk: team up; don't fight. It's not about ownership, it's about a process that helps everyone. #solopr
- [13:17 @JanetLFalk](#)  With a law firm client, my agency boss was THRILLED when attorneys I introduced to reporters were later contacted directly by press #solopr
- [13:17 @KellyeCrane](#)  A1: In the tech industry, reporters are masters at making the super techie guys feel like they're friends. Um, no :-) #solopr
- [13:18 @SoloPR](#)  Good one! RT @fransteps: A1: Include process discussions in your annual review of what to do in a crisis... #solopr
- [13:18 @KellyeCrane](#)  @JanetLFalk Were you thrilled? Was that part of the plan? #solopr
- [13:18 @PaulaJohns](#)  The process discussion should be a part of media training, too. A1 #soloPR
- [13:18 @njbprmedia](#)  @KellyeCrane dealing with a renegade client isn't easy! *deep sigh* #solopr
- [13:18 @LoisMarketing](#)  The "crisis" may not be at your client's company. It may have occurred in their office park! Prepare :) #soloPR
- [13:18 @ehr_comms](#)  @JanetLFalk ha, well I suppose they're lawyers and would know legally what they could and couldn't say ... #solopr
- [13:19 @mdbarber](#)  Good point. RT @PaulaJohns: The process discussion should be a part of media training, too. A1 #soloPR
- [13:19 @fransteps](#)  Good one. Forgot that! RT @PaulaJohns: The process discussion should be a part of media training, too. A1 #soloPR
- [13:19 @KellyeCrane](#)  @mdbarber @janetlfalk It probably depends a lot on your clients and industry. If leaks are a big deal, wrangling is more

important. [#solopr](#)

13:20 @[KristK](#)



A1: If client has been handling media inhouse, it's an adjustment to hand off. Impt to show rationale behind process. [#solopr](#)

13:20 @[KellyeCrane](#)



Agree RT @[njbprmedia](#): have to let them understand [#PRpros](#) role from the very beginning. [#solopr](#)

13:21 @[3HatsComm](#)



@[KellyeCrane](#) employees can give great, better-than-boilerplate interviews.. w/ PR supervision, media training [#soloPR](#)

13:21 @[LoisMarketing](#)



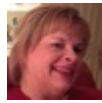
Today's journos are all about "man on the street". Just because camera/mike in front doesn't mean you agree to interview [#soloPR](#)

13:22 @[KateRobins](#)



Here and hi. [#solopr](#)

13:22 @[mdbarber](#)



@[KellyeCrane](#) agree but we often jump to words like ownership, educate when I think we need to be more about team, process. & listen. [#solopr](#)

13:22 @[MariamTKhan](#)



RT @[3HatsComm](#) @[KellyeCrane](#) employees can give great, better-than-boilerplate interviews.. w/ PR supervision, media training [#soloPR](#)

13:22 @[KellyeCrane](#)



@[KristK](#) Yes, in this case (and others) sometimes they just get too excited and don't think! [#solopr](#)

13:23 @[JanetLFalk](#)



Yes, as long as they told me who they spoke to. Getting credit for the intro and subsequent coverage was essential.

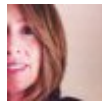
@[KellyeCrane](#) [#solopr](#)

13:23 @[ehr_comms](#)



@[3HatsComm](#) absolutely true, that's why you should have your spokespeople trained up before a campaign launch. [#solopr](#)

13:23 @[PaulaJohns](#)



So true, find the good ones! MT @[3HatsComm](#) Employees can give great, better-than-boilerplate interviews w/ PR/media training [#soloPR](#)

13:23 @[LoisMarketing](#)



Even with "training" don't trust your client's employees to give accurate and proper interviews. ALL. THROUGH. YOU. :)

[#SoloPR](#)

13:23 @[SheldonCPF](#)

















How's is PR handled on the social level when everyone has a twitter account? [#solopr](#)

13:24 @[KellyeCrane](#)



@[JanetLFalk](#) Sounds like that was part of the plan all along, and it worked. So that's great! [#solopr](#)

- [13:25 @3HatsComm](#)  A1 Training isn't limited to media or social; online or at a party, professionals know how to (or not) speak about employer #[soloPR](#)
- [13:25 @JanetLFalk](#)  LOL. Leaks were not an issue with (buttoned-up) attorneys. @[KellyeCrane](#) #[soloPR](#)
- [13:25 @mdbarber](#)  A1 -- Wasn't this question about the designated spokesperson talking directly w media. Others doing so is a very diff issue. #[soloPR](#)
- [13:25 @akenn](#)  Monitor. Share content/ideas. RT @[SheldonCPF](#) How's is PR handled on the social level when everyone has a twitter account? #[soloPR](#)
- [13:25 @REDMEDIAPR](#)  #[soloPR](#) hi and way late
- [13:26 @jendonovansf](#)  Feel like we beat Q1 to death! Q2? #[soloPR](#)
- [13:26 @KellyeCrane](#)  @[mdbarber](#) Again, I think it depends on the client, but yours is a good reminder that all are not as crazy as mine. :-) #[soloPR](#)
- [13:26 @SoloPR](#)  Great discussion everyone! Q2 is coming up... #[soloPR](#)
- [13:26 @JanetLFalk](#)  Not everyone is authorized to speak for the company. #[SM](#) policies explain the limits and process. @[SheldonCPF](#) #[soloPR](#)
- [13:26](#)  [13:26 @SheldonCPF](#)
- [13:26 @ehr_comms](#)  @[akenn](#) @[SheldonCPF](#) social media is just one part of a pr plan, employees have a duty to read social media policy. #[soloPR](#)
- [13:27 @LoisMarketing](#)  @[3HatsComm](#) That's where social media and online usage policies are now critical as part of every company's employee manual #[soloPR](#)
- [13:27 @njbrmedia](#)  Hey! We're still on Q1 :) “@[REDMEDIAPR](#): #[soloPR](#) hi and way late”
- [13:27 @SoloPR](#)  Q2: If you see a young pro at your client making a mistake, do you tell them? #[soloPR](#)
- [13:27 @LoisMarketing](#)  @[3HatsComm](#) ... and quite frankly a great opportunity for #[soloPR](#) to team with company HR and advise to create.

[13:27](#)



[13:28](#) @[KristK](#)



RT @[SoloPR](#) Q2: If you see a young pro at your client making a mistake, do you tell them? [#solopr](#)

[13:28](#) @[MariamTKhan](#)



RT @[SoloPR](#) Q2: If you see a young pro at your client making a mistake, do you tell them? [#solopr](#)

[13:28](#) @[KellyeCrane](#)



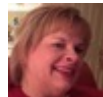
RT @[SoloPR](#): Q2: If you see a young pro at your client making a mistake, do you tell them? [#solopr](#)

[13:28](#) @[AerialEllis](#)



Absolutely! RT @[SoloPR](#) Q2: If you see a young pro at your client making a mistake, do you tell them? [#solopr](#)

[13:28](#) @[mdbarber](#)



A2 -- Depends on your relationship w client org, but I would talk w them as a teachable/mentoring opportunity. Why wouldn't you? [#solopr](#)

[13:28](#) @[SoloPR](#)



@[jendonovansf](#) Running a chat is hard, FYI! [#solopr](#)

[13:28](#) @[REDMEDIAPR](#)



A2 absolutely. But it's all about the delivery. Use sandwich method, be considerate on how you would want feedback [#solopr](#)

[13:29](#) @[ehr_comms](#)



A1: Not in front of anyone. And also depends on what they said/did. Probably shouldn't share experience on public twitter chat! :) [#solopr](#)

[13:29](#) @[TrueFilmPro](#)



A2 - 100% tell them, but be professional and courteous. Don't let them make a mistake and get away with it, they wont learn! [#solopr](#)

[13:29](#) @[LoisMarketing](#)



If I'm retained by the client as a PR pro and I see staff PR making mistake -- yes, of course I advise and correct. [#soloPR](#)
A2

[13:29](#) @[JanetLFalk](#)



Q2 Teach a newbie, don't re-do. Then keep supervisor in the loop afterwards. Everyone appreciates that approach. @[SoloPR](#) [#solopr](#)

[13:29](#) @[SoloPR](#)



RT @[mdbarber](#): A2 -- Depends on your relationship w client org, but I would talk w them as a teachable/mentoring opportunity. [#solopr](#)

[13:29](#) @[KristK](#)



A2: Yes. It's an opp for mentoring and teaching, without repercussions from their boss. Discuss a better way, not always right/wrong [#solopr](#)

[13:29](#) @[KateRobins](#)



@[KellyeCrane](#) @[SoloPR](#) What about old pros? [#solopr](#) A2

- 13:30 @jendonovansf  @SoloPR Oh I can only imagine! I was just excited for more questions and answers. Sorry if that came across the wrong way. #solopr
- 13:30 @KellyeCrane  A2: I've been mentor to many young people at clients over the years, but have to be sure it's welcome. #solopr
- 13:30 @njbprmedia  RT @SoloPR: Q2: If you see a young pro at your client making a mistake, do you tell them? #solopr
- 13:30 @KellyeCrane  LOL! RT @KateRobins: @KellyeCrane @SoloPR What about old pros? #solopr A2
- 13:30 @mdbarber  Exactly. Seems like the same answer. RT @KateRobins: @KellyeCrane What about old pros? #solopr A2
- 13:30 @SoloPR  RT @ehr_comms: A1: Not in front of anyone. And also depends on what they said/did. #solopr
- 13:30 @LoisMarketing  The PR staff is a reflection on me as the #solopr they've contracted so yes correct, teach and advise -- in the proper way. #solopr A2
- 13:31 @KateRobins  @REDMEDIAPR What does sandwich method mean. Think I get it, not sure. #A2 #solopr
- 13:31 @jgombita  Post #solopr @3HatsComm : Davos World Communication Forum highlights <http://t.co/yOxdIwcqhu> "I was allowed to appoint 4 people & decided I"
- 13:31 @MarketingMel  @MariamTKhan HI Mariam and thanks. I've missed my #solopr peeps lately. Loved seeing everyone IRL in Atlanta.
- 13:31 @3HatsComm  A2 what kind of mistake? PR or SM? Or general business or a breach of professionalism, etiquette? etc? #solopr
- 13:31 @njbprmedia  @TrueFilmPro couldn't agree more! Can't learn from mistakes if you don't know you made them #solopr
- 13:31 @KellyeCrane  A2: I'm often confused about what to do when I see a young woman dressing inappropriately. I usually don't say anything... #solopr
- 13:32 @MariamTKhan  A2: As a young PR, I would like to be mentored. If I'm making a mistake, I would like to be told rather than messing up. #solopr
- 13:32 @SoloPR  @jendonovansf No worries! :-)) #solopr

- 13:32 @jendonovansf  A2: Depends on the impact of the mistake & whether the action is indicative of a pattern. But there's always opp to learn. #solopr
- 13:32 @ehr_comms  A1: if it's just comms people at the meeting, probably would, but if senior execs there they probably know it was wrong #solopr
- 13:32 @REDMEDIAPR  Address a Good thing, oops, then end w good thing RT @KateRobins: What does sandwich method mean. Think I get it, not sure. #A2 #solopr
- 13:32 @ehr_comms  A2: See if they say anything ... most likely will. #solopr
- 13:32 @LoisMarketing  @3HatsComm I think any mistake -- take the staff PR under your wing to coach and advise in proper way. #soloPR A2
- 13:32 @KateRobins  Alot is subjective. MT @KellyeCrane: A2: been mentor to many young ppl at clients over the years, but have to be sure it's welcome. #solopr
- 13:32 @SoloPR  Good! RT @MariamTKhan: A2: As a young PR, I would like to be mentored. ...I would like to be told rather than messing up. #solopr
- 13:33 @KellyeCrane  A2: BTW, those you mentor can be your friends and *best* clients down the road! #solopr
- 13:34 @SoloPR  RT @JanetLFalk: Q2 Teach a newbie, don't re-do. Then keep supervisor in the loop afterwards. #solopr
- 13:34 @fransteps  Glad to hear this! RT @MariamTKhan: A2: As young PR, I would like to be mentored. If making mistake, would like to be told.. #solopr
- 13:34 @LoisMarketing  If you are retained by the company as outside #soloPR you MUST be attuned to internal staff and be allowed to advise them. A2
- 13:34 @REDMEDIAPR  Young pro old pro no matter. Should always provide feedback if it effects client/ that is your role. We get better from tactful FB #solopr
- 13:34 @MariamTKhan  @KellyeCrane I would tell them in private to dress more professionally and help them out a little. #solopr
- 13:34 @KateRobins  There are factual errors and rest is opinion.A2 #solopr
- 13:35 @TrueFilmPro  Just had to put this out there - young or old - always be willing to learn. You never grow if you don't learn from your mistakes #solopr

- 13:35 @[KellyeCrane](#)  @[ehr_comms](#) I agree that correcting someone in a meeting or in front of others is probably a bad idea. Be a friend! #[solopr](#)
- 13:35 @[PaulaJohns](#)  That's a tough one. MT @[KellyeCrane](#) A2: I'm often confused about what to do when I see a young woman dressing inappropriately. #[solopr](#)
- 13:35 @[jendonovansf](#)  @[KellyeCrane](#) @[ehr_comms](#) Yes, nobody needs to be shamed. #[solopr](#)
- 13:35 @[LoisMarketing](#)  Just as you would as internal manager handle correction and advisement in private and in the proper way. #[soloPR](#) A2
- 13:35 @[SoloPR](#)  RT @[REDMEDIAPR](#): Address a Good thing, oops, then end w good thing RT @[KateRobins](#): What does sandwich method mean? #[solopr](#)
- 13:35 @[ehr_comms](#)  @[KellyeCrane](#) agreed. this happened to me early in my career and it's just so embarrassing in front of a big group of people. #[solopr](#)
- 13:36 @[RockPolishPR](#)  @[REDMEDIAPR](#) Sandwich method....nice! #[solopr](#)
- 13:36 @[PaulaJohns](#)  So true MT @[TrueFilmPro](#): Young or old - always be willing to learn. You never grow if you don't learn from your mistakes #[solopr](#) #[solopr](#)
- 13:36 @[JanetLFalk](#)  Down w/ up-talk: voice rises at end of a sentence & undermines credibility of speaker, makes them sound uncertain. @[KellyeCrane](#) #[solopr](#)
- 13:36 @[KellyeCrane](#)  @[REDMEDIAPR](#) Love how you explained sandwich method in a few characters! #[solopr](#)
- 13:36 @[TrueFilmPro](#)  @[KateRobins](#) I think this just about sums up everything #[solopr](#)
- 13:36 @[LoisMarketing](#)  It shouldn't be all about scolding -- offer praise and kudos too! #[soloPR](#) A2
- 13:37 @[MariamTKhan](#)  I'm sorry. Can someone retweet the sandwich method explanation? #[solopr](#) I missed it.
- 13:37 @[RockPolishPR](#)  @[KateRobins](#) I totally agree. #[solopr](#)
- 13:37 @[jendonovansf](#)  @[MariamTKhan](#) Address a Good thing, oops, then end w good thing. #[solopr](#)

[13:37](#) @[KellyeCrane](#)



@[MariamTKhan](#) Thanks for your feedback! #[solopr](#)

[13:38](#) @[KateRobins](#)



RT @[SoloPR](#): RT @[REDMEDIAPR](#): Address a Good thing, oops, then end w good thing RT @[KateRobins](#): What does sandwich method mean? #[solopr](#)

[13:38](#) @[JanetLFalk](#)



Refer to dress code plus possibility of client meeting/visit. Always be prepared; keep a jacket in office. @[KellyeCrane](#) #[solopr](#)

[13:38](#) @[ehr_comms](#)



with experience you learn how to articulate ideas more, so even if it's 'wrong' it doesn't come across badly. #[solopr](#)

[13:38](#) @[REDMEDIAPR](#)



Had intern who wore flip flops. Asked if she would wear to interview, bc every time we see client we are interviewing for more wk #[solopr](#)

[13:38](#) @[dariasteigman](#)



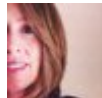
Sorry to be missing #[solopr](#) today, but trying hard to get something off my desk.

[13:39](#) @[SoloPR](#)



Some helpful advice on Q2! Q3 is up next... #[solopr](#)

[13:39](#) @[PaulaJohns](#)



Absolutely try to build a mentoring relationship with younger PR pros. Just like w/ anyone, some discussions will be difficult. A2 #[soloPR](#)

[13:39](#) @[fransteps](#)



Good pt. RT @[ehr_comms](#): w/experience you learn how to articulate ideas more, so even if it's 'wrong' it doesn't come across badly. #[solopr](#)

[13:39](#) @[jendonovansf](#)



@[dariasteigman](#) Just push it off, Daria :) Good luck with your deadline. #[solopr](#)

[13:39](#) @[LoisMarketing](#)



"Sandwiching" is good in performance evals but not always wise in correcting poor work. Address directly in private. Don't overdo #[soloPR](#)

[13:40](#) @[SoloPR](#)



Let's make @[SheldonCPF](#)'s Q Q3: How's is PR handled on the social level when everyone has a twitter account? #[solopr](#)

[13:40](#) @[fransteps](#)



RT @[SoloPR](#): Let's make @[SheldonCPF](#)'s Q Q3: How's is PR handled on the social level when everyone has a twitter account? #[solopr](#)

[13:40](#) @[KristK](#)



















RT @[REDMEDIAPR](#) intern wore flip flops. Asked if she would wear to interview, bc every time we see client we are asking for more wk #[solopr](#)

[13:40](#) @[RockPolishPR](#)



#[solopr](#) Might add I have offered my advice to those younger...only to come back and see it from their view much later.

- 13:40 @[LoisMarketing](#)  Speak in private. Address directly what was done or said that was wrong. Advise corrective behavior. Period. #[soloPR](#)
- 13:41 @[MarketingMel](#)  A. 2 Mentoring young #[PR](#) pro's is a pillar of my business as you saw at #[solopr](#) w/ @[Sarah_Kinsler](#)
- 13:41 @[KristK](#)  RT @[SoloPR](#) Let's make @[SheldonCPF](#)'s Q Q3: How's is PR handled on the social level when everyone has a twitter account? #[solopr](#)
- 13:41 @[ehr_comms](#)  RT @[LoisMarketing](#): Speak in private. Address directly what was done or said that was wrong. Advise corrective behavior. Period. #[soloPR](#)
- 13:41 @[KellyeCrane](#)  RT @[SoloPR](#):Q3: How's is PR handled on the social level when everyone has a twitter account? #[solopr](#)
- 13:41 @[njbprmedia](#) 
- 13:41  
- 13:41 @[REDMEDIAPR](#)  @[LoisMarketing](#) ran out of characters - but wasn't suggesting sandwiching in a group, but was for one on one feedback #[solopr](#)
- 13:42 @[KellyeCrane](#)  Yes, so great! RT @[MarketingMel](#): A. 2 Mentoring young #[PR](#) pro's is a pillar of my business as you saw at #[solopr](#) w/ @[Sarah_Kinsler](#)
- 13:42 @[jendonovansf](#)  @[KellyeCrane](#) @[SoloPR](#) Not sure I completely understand the question. @[sheldoncpf](#) - can you expand? #[solopr](#)
- 13:42 @[SheldonCPF](#)  Would you have only senior level employees accounts? How would you authorizing senior level employees? #[solopr](#)
- 13:42 @[LoisMarketing](#)  @[REDMEDIAPR](#) "Sandwiching" isn't always proper. Sometimes you need to directly address bad behavior and correct. #[soloPR](#)
- 13:42 @[njbprmedia](#)  Q3. It's a matter of thought leadership, content marketing *cue @[vocus](#)' #[EvolveMKTG](#) campaign* & showing #[PR](#) authority #[solopr](#)
- 13:43 @[3HatsComm](#)  A3 everyone doesn't represent the brand, officially. policies and training are essential for the unofficial #[soloPR](#)
- 13:43 @[mdbarber](#)
- 13:43 @[ehr_comms](#)  A3: this is why 'social listening' is so important. It's always important to keep track of what's being said about a brand. #[solopr](#)

- 13:43 @SoloPR  I believe you're asking about controlling the msg, @sheldoncpf? RT @jendonovansf: Not sure I completely understand the question. #solopr
- 13:43 @jendonovansf  A3: Training is critical for all employees to understand the power of #socialmedia. #solopr
- 13:43 @MariamTKhan  I know that my current internship has social media policy for all employees. We just follow it. #solopr
- 13:43 @fransteps  A3: juniors vs. seniors handling a company Twitter account? Why not consider a team approach to a brand channel? #solopr
- 13:44 @LoisMarketing  @REDMEDIAPR Speak in private. Say directly "You did not handle X properly" .. "In the future do X" .. #soloPR
- 13:44 @SoloPR  RT @3HatsComm: A3 everyone doesn't represent the brand, officially. policies and training are essential for the unofficial #soloPR
- 13:44 @MariamTKhan  A3:I know that my current internship has social media policy for all employees. We just follow it. #solopr
- 13:44 @REDMEDIAPR  Any client that has a twitter account should have social policy, which address who answers/can say what #solopr A3
- 13:44 @MarketingMel
- 13:44 @jendonovansf  A3: Offering sample messages to post on Twitter based on approved brand messages can help get people educated and empowered. #solopr
- 13:45 @KellyeCrane  A3: Preventing employees from having social media profiles is unlikely to work. Having a policy re: what they can say, will. #solopr
- 13:45 @LoisMarketing  @REDMEDIAPR Clients and their staff will not always see strength and meaning in your advice if you "couch" everything :) #soloPR
- 13:45 @SheldonCPF  @jendonovansf @KellyeCrane @SoloPR Employees that all have social media accounts at one company. #solopr
- 13:45 @SoloPR  Good! RT @MariamTKhan: A3:I know that my current internship has social media policy for all employees. We just follow it. #solopr
- 13:45 @jendonovansf  @fransteps Yes! Everyone's voice is important to spread the message. Just need to ensure they are educated and empowered. #solopr
- 13:45 @Nurph has entered the channel

13:45 @SoloPR



Yes! RT @jendonovansf: A3: Training is critical for all employees to understand the power of #socialmedia. #solopr

13:45 @fransteps



A3 (contd): Twitter on pers channels shld be covered in employee policies & inc. honesty, responsibility, transparency elements. #solopr

13:46 @MarketingMel



A. 2 I have found that the young PR pro's really appreciate one on one (private) constructive comments. #soloPR

13:46 @SoloPR



RT @ehr_comms: A3: this is why 'social listening' is so important....to keep track of what's being said about a brand. #solopr

13:46 @njbprmedia



@SheldonCPF if you're talking controlling the msg, I would have to agree w/ @jendonovansf #solopr

13:46 @fransteps



RT @SoloPR: RT @ehr_comms: A3: this is why 'social listening' is so important....to keep track of what's being said about a brand. #solopr

13:46 @3HatsComm



A3 it's trite - and not like you'd say it a conference or cocktail party - so does 'my tweets are my own' really matter? #soloPR

13:46 @jendonovansf



@SheldonCPF @KellyeCrane @SoloPR Training! Make people feel educated & empowered to be brand champions rather than telling them no! #solopr

13:46 @LoisMarketing



@REDMEDIAPR Best impact in being direct: "What you said was inappropriate" or "you are dressed inappropriately" in private to person #solopr

13:46 @KristK



A3: You can't control individual use of social channels but you can have corporate policy that guides, defines repercussions. #solopr

13:46 @JanetLFalk



Have #SM policy define roles, boundaries, process. Colleague has product @Teemd Social to coordinate #SM activity. #SoloPR

13:46 @ehr_comms



A3: Do you mean who controls a senior execs Twitter account? Usually pr team will have access if it's used professionally. #solopr

13:47 @RockPolishPR



#solopr A3: Goes back to training clients on imprtnce of PR. You have to get them to understand the value of SM and what not to do.

13:47 @SheldonCPF



@SoloPR @jendonovansf Yes! If all your employees have a social account that ties to your company, then mistakes can happen #solopr








13:47 @REDMEDIAPR


















@LoisMarketing Agree not to couch- I simply find it more effective to also point out the positive- different strokes for diff

folks #solopr

- 13:47 @jendonovansf  @SheldonCPF @SoloPR Agreed. People need to know they are always representing the brand and to use common sense. #solopr
- 13:47 @KristK  A3: Policies are also to protect company -- we have policy, they knew it, they broke it, we took action. #solopr
- 13:47 @ehr_comms  @SheldonCPF if it's being used professionally, the pr team will have access to monitor it, otherwise social listening is applied. #solopr
- 13:48 @SheldonCPF
- 13:48 @KellyeCrane  A3: Many companies' policies are public online. Google "social media policies" to get ideas. #solopr
- 13:48 @TrueFilmPro  Social media is shaping many marketing efforts today and can be used for many things. Sharing knowledge being one of them #solopr
- 13:48 @3HatsComm  @KristK i.e. wearing brand logo shirt while doing X dumb thing, then posting that online would (should obviously) be a NO. #soloPR
- 13:48 @LoisMarketing  @REDMEDIAPR Those 'different strokes' may be detrimental. We in PR need to doff our PR caps at times to address problems :) #soloPR
- 13:48 @PaulaJohns  Most definitely RT @KristK: A3: Policies are also to protect company -- we have policy, they knew it, they broke it, we took action. #solopr
- 13:49 @jendonovansf  @SheldonCPF @SoloPR Mistakes can always happen, social just offers a new channel to do so. Policies must clearly outline good/bad. #solopr
- 13:49 @LoisMarketing  @REDMEDIAPR If a client entrusts you to be their PR advisor with that they should entrust you to advise their internal staff. #soloPR
- 13:49 @ehr_comms  A3: Do many senior execs use Twitter? I've found most will be on LinkedIn or blogging? What have you found? #solopr
- 13:49 @SoloPR  MT @RockPolishPR: A3: Goes back to training clients on PR. You have to get them to understand the value of SM and what not to do. #solopr
- 13:50 @SoloPR  Well said RT @KristK: A3: Policies are also to protect company -- we have policy, they knew it, they broke it, we took action. #solopr
- 13:50 @jendonovansf  @ehr_comms Same here. Many don't fully understand the use case & time needed to be successful on it. #solopr

- [13:51 @KellyeCrane](#)  A3: Policies protect the co, but also help employees know what you expect of them, so there's no confusion. Win-win [#solopr](#)
- [13:51 @KristK](#)  A3: Many orgs with high turnover, immature workers cringe when talking social channels. "Let's be stupid and post it to YouTube" [#solopr](#)
- [13:51 @KellyeCrane](#)  [@ehr_comms](#) I think it depends on the industry and size of the company. Tech industry startup founders/CEOs are often active [#solopr](#)
- [13:52 @LoisMarketing](#)  [@REDMEDIAPR](#) "Good note" in the conversation can be telling the staff person "I know you'll do a great job with (the correction)" [#soloPR](#)
- [13:52 @fransteps](#)  RT [@KellyeCrane](#): A3: Policies protect co, but also help employees know what you expect of them, so there's no confusion. Win-win [#solopr](#)
- [13:52 @Vocus](#)  [@njbprmedia](#) Appreciate that! [#solopr](#)
- [13:52 @jendonovansf](#)  A3: Fear & uncertainty have stopped many co's from engaging on [#socialmedia](#). Training, policies & empowering employees helps! [#solopr](#)
- [13:52 @REDMEDIAPR](#)  Total random but tune into [@DIYNetwork](#) tonight for I WANT THAT CES special and you can see my smiley face [#solopr](#)
- [13:53 @jendonovansf](#)
- [13:53 @KellyeCrane](#)  A3: Some of the social media tools, like Hootsuite, Sprout Social, Oktopost, etc. make it easier to coord. multiple profiles [#solopr](#)
- [13:53 @jendonovansf](#)  [@REDMEDIAPR](#) [@DIYNetwork](#) Famous! [#solopr](#)
- [13:53 @fransteps](#)  Signing off early today to head out for a meeting. Gr8 chat, as always! Thanks to [@solopr](#) for such a well-managed chat! <applause>. [#solopr](#)
- [13:54 @KellyeCrane](#)  A3: If you use tools to help herd the ducks, they can see that the message is getting out- often what they're worried about [#solopr](#)
- [13:54 @KristK](#)  RT [@REDMEDIAPR](#) Total random but tune into [@DIYNetwork](#) tonight for I WANT THAT CES special and you can see my smiley face [#solopr](#)
- [13:54 @KellyeCrane](#)  Woohoo! RT [@REDMEDIAPR](#): Total random but tune into [@DIYNetwork](#) tonight for I WANT THAT CES special and you can see my smiley face [#solopr](#)

- 13:54 @PaulaJohns  Back to work...nice chatting with you all. Have a great rest of day/week! [#soloPR](#)
- 13:55 @REDMEDIAPR  @jendonovansf Not by choice - (hence my poor wardrobe choice) Client lost voice and We weren't confident in any other speakers [#solopr](#)
- 13:55 @SoloPR  We're almost out of time, so thank you everyone for sharing your insights and advice today! [#solopr](#)
- 13:56 @SoloPR  If you're new, we share things on the [#solopr](#) hashtag all week! Transcript will be on [soloprpro dot com](#) tomorrow.
- 13:56 @njbrmedia  @KellyeCrane @ehr_comms you'll find some founders/CEOs of larger companies very active on twitter (ie @DaveKerpen, etc) [#solopr](#)
- 13:56 @jendonovansf  @REDMEDIAPR I'm sure you rocked it!! [#solopr](#)
- 13:56 @SoloPR  Have a great week, everyone! [#solopr](#)
- 13:56 @KristK  Reminder: Submit speaker proposals by March 31 for regional PR conference in New Orleans, Sept. 14-17. <http://t.co/5cdO1NsqMi> [#solopr](#)
- 13:57 @SheldonCPF  Always learning! Thanks! @SoloPR: We're almost out of time, so thank you everyone for sharing your insights and advice today! [#solopr](#)
- 13:57 @ehr_comms  Have a great week everyone. Thanks to @KellyeCrane for organising. [#solopr](#)
- 13:57 @TrueFilmPro  Thanks for sharing the wealth of knowledge [#solopr](#)
- 13:57 @njbrmedia  @REDMEDIAPR that's great! Good luck on the @DIYNetwork tonight. [#solopr](#)
- 13:57 @REDMEDIAPR  Lovely discussion guys, have a great week [#solopr](#)
- 13:58 @njbrmedia  Great chat today! RT @SoloPR: We're almost out of time, so thank you everyone for sharing your insights and advice today! [#solopr](#)
- 13:58 @MarketingMel  @JanetLFalk Always great to see you as well Janet. [#soloPR](#)

[13:58 @KellyeCrane](#)



[@SheldonCPF](#) [@ehr_comms](#) [@TrueFilmPro](#) Thanks, guys!
[#solopr](#)

[13:58 @JanetLFalk](#)



Always a great convo and thanks to fearless/peerless leader
Kellye. [@SoloPR](#) [#solopr](#)