#SoloPR Transcript –4/30/2014

Q1: (1/2) We all know about the Clippers. @**prtini** makes a great pt about using visuals in crisis response: http://t.co/UwNVltcDi9

Q1: (2/2) What are some other examples of good use of visuals in a crisis? Do you have them as part of your crisis plans?

Q2: For visuals, should I outsource design or enhance my own skills?

Q3: The world of PR and mktg keeps changing. Are there areas you struggle with, and how do you address?

Q4: As a co, @**buffer** has transparency as one of its core values:http://t.co/BbCQH1FaGm What are the PR implications of this?

SoloPR1:58pm via tchat.io

Remember, we share on the #solopr hashtag all week. Transcript will be on soloprpro dot com tomorrow - have a great week!

SusynEliseDuris1:58pm via tchat.io

Thanks @SoloPR and @KellyeCrane for a great chat. Nice chatting with y'all. #solopr

KeeyanaHall1:58pm via HootSuite

A4: I also think this speaks to a culture shift taking place in entrepreneurial endeavors. Being more open w/out the "scandal." #solopr

SoloPR1:57pm via tchat.io

Looks like we're out of time- thanks everyone for joining in another lively chat today! #solopr

SoloPR1:57pm via tchat.io

MT @SusynEliseDuris: A4 ...If an org is transparent, they need a crisis comms plan and way to handle neg comments well. #solopr

SoloPR1:57pm via tchat.io

Great pt!! RT @avik_munshi: #soloPR A4 it's good as long as the figures are good! Its Value Addition #marketing "company's doing well!"

KellyeCrane1:56pm via TweetDeck

A4: @buffer isn't a #solopr sponsor, but they should be don't you think?! Ha. :-D

LoisMarketing1:56pm via TweetDeck

@KellyeCrane Yes *handshake* :) x #soloPR

avik_munshi1:55pm via Twitter for BlackBerry

#soloPR A4 it's good as long as the figures are good! Its Value Addition #marketing "company's doing well!" Gains Customer/Viewer trust

KellyeCrane1:55pm via TweetDeck

A4: I think moves like this only work if done in tandem with other stuff. @buffer founders are quite accessible. #solopr

KarenSwim1:55pm via Nurph

MT @SusynEliseDuris If an org is transparent, they need a crisis comms plan and way to handle neg comments well. #SoloPR

PaulaJohns1:55pm via tchat.io

Would love to hear what you like about it, Kellye! RT @KellyeCrane: Full disclosure: I love their product. :-) #solopr

LoisMarketing1:54pm via TweetDeck

@KellyeCrane Doesn't make it right -- and doesn't protect them. :) #soloPR

SusynEliseDuris1:54pm via tchat.io

A4 PR implications of transparency? If an org is transparent, they need a crisis comms plan and way to handle neg comments well. #solopr

SoloPR1:53pm via tchat.io

RT @FreeLancePush: Internal transparency can foster a positive culture and increase motivation. Maybe a public one can do this too #solopr

KellyeCrane1:53pm via TweetDeck

@LoisMarketing Just FYI- the blog post says all the employees agreed to making it public.#solopr

LoisMarketing1:53pm via TweetDeck

They may be going great-guns now .. but all it would take is ONE lawsuit ... #soloPR

KarenSwim1:53pm via Nurph

Bye @dariasteigman be safe! #SoloPR

SoloPR1:53pm via tchat.io

MT @fransteps: A4: ...daily feed means pesky little questions in bet reporting periods. #solopr

LoisMarketing1:52pm via TweetDeck

Buffer is not a PUBLIC company and therefore has no business sharing confidential revenue and salary information. #soloPR A4

FreeLancePush1:52pm via Twitter for Android

Internal transparency can foster a positive culture and increase motivation. Maybe a public one can do this too #solopr

dariasteigman1:52pm via TweetDeck

Bye, #solopr peeps. Have to jump off early to wrap myself in plastic & head out into the deluge. :)

SoloPR1:52pm via tchat.io

RT @KarenSwim: A4: Unfortunately the kumbaya model does not always work as an external PR strategy #SoloPR

KellyeCrane1:52pm via TweetDeck

@LoisMarketing I'm picturing us shaking hands on this implied bet. :-) As w/everything in this space, it all remains to be seen! #solopr

fransteps1:51pm via tchat.io

A4: I find their new pricing structure a little steep.#solopr

LoisMarketing1:51pm via TweetDeck

RT @dariasteigman: Me too. RT @KellyeCrane: @LoisMarketing Full disclosure: I love their product. :-) #solopr << I like their product too!

KeeyanaHall1:51pm via HootSuite

A4: On the flip side, I think they're blazing trails in the transparency arena & I can see others following. #solopr

vvdofficial1:51pm via Twitter for iPhone

RT @LoisMarketing: Transparency comes in clear and open communication, not in sharing of confidential employee, vendor and client informati#soloPR

SoloPR1:51pm via tchat.io

RT @KeeyanaHall: A4: There are ways to be transparent without divulging that much info. Too much info could be a bad thing. #solopr

dariasteigman1:51pm via TweetDeck

Me too. RT @KellyeCrane: @LoisMarketing Full disclosure: I love their product. :-) #solopr

LoisMarketing1:51pm via TweetDeck

@KellyeCrane Let's wait and see :) #soloPR

KellyeCrane1:50pm via TweetDeck

@LoisMarketing Full disclosure: I love their product. :-) #solopr

KellyeCrane1:50pm via TweetDeck

@LoisMarketing I disagree w/the "Buffer who" comment. They seem to be getting stronger.#solopr

PaulaJohns1:50pm via tchat.io

Good point. Agree. @KellyeCrane A4: Perhaps there are benefits for the internal culture?#solopr

ferrarif1boy1:50pm via Twitter for iPad

RT @LoisMarketing: Transparency comes in clear and open communication, not in sharing of confidential employee, vendor and client informati#soloPR

LoisMarketing1:50pm via TweetDeck

@dariasteigman Yes Daria - for PUBLIC entities :) #soloPR

KarenSwim1:50pm via Nurph

This! RT @KeeyanaHall A4: There are ways to be transparent without divulging that much info. Too much info could be a bad thing. #SoloPR

LoisMarketing1:50pm via TweetDeck

Transparency comes in clear and open communication, not in sharing of confidential employee, vendor and client information#soloPR A4

fransteps1:50pm via tchat.io

A4: A lot of those stats are reported quarterly by public co, but daily feed means pesky little questions in bet reporting periods. #solopr

KarenSwim1:50pm via Nurph

@KellyeCrane I absolutely think it benefits the internal culture #SoloPR

dariasteigman1:50pm via TweetDeck

@LoisMarketing They're not the only co. that does this. For 501(c)(3)s, for ex., it's already public. #solopr

KellyeCrane1:49pm via TweetDeck

A4: Perhaps there are benefits for the internal culture? If everyone agrees, then you attract a certain type of employee #solopr

PaulaJohns1:49pm via tchat.io

So true, I find it annoying. MT @LoisMarketing"Transparency" is overused, misunderstood - perhaps more than any corporate jargon.#soloPR

KeeyanaHall1:49pm via HootSuite

A4: There are ways to be transparent without divulging that much info. Too much info could be a bad thing. #solopr

LoisMarketing1:49pm via TweetDeck

@dariasteigman Does divulging employee salaries help with that though? #soloPR @buffer

KarenSwim1:48pm via Nurph

A4: Unfortunately the kumbaya model does not always work as an external PR strategy #SoloPR

dariasteigman1:48pm via TweetDeck

A4 I applaud @buffer. Everything has risks. This type of transparency arguably can help a company ID /resolve issues quickly. #solopr

LoisMarketing1:48pm via TweetDeck

The term "transparency" is overused and misunderstood, perhaps more than any other corporate jargon. #soloPR A4

PaulaJohns1:48pm via tchat.io

Ha ha, ya I know. RT @KellyeCrane: A4: If I was their PR person, it would make me nervous. J#solopr

KellyeCrane1:47pm via TweetDeck

A4: I think moves toward transparency by startups puts pressure on others, but it's harder for a larger co. #solopr

FreeLancePush1:47pm via Twitter for Android

Interesting strategy. More of a show than any applicable benefits #solopr

KarenSwim1:47pm via Nurph

Me too! RT @KellyeCrane A4: If I was their PR person, it would make me nervous. J #SoloPR

KarenSwim1:47pm via Nurph

Hi @jillvan :-) #SoloPR

LoisMarketing1:47pm via TweetDeck

They are setting themselves up for this to backfire in a big way. A year from now we'll ask "Buffer who?" #soloPR A4

dariasteigman1:47pm via TweetDeck

@jillvan Hi Jill [~~waving hello~~]. #solopr

KellyeCrane1:47pm via TweetDeck

A4: If I was their PR person, it would make me nervous. J #solopr

KeeyanaHall1:47pm via HootSuite

RT @KarenSwim: A4: It seems good but total transparency has its risks in business #SoloPR

jillvan1:46pm via web

Oh hey! I'm participating in the chat without participating. Wish I could. Hi #solopr peeps!

LoisMarketing1:46pm via TweetDeck

@KellyeCrane Exactly -- there are MANY risks. Breach of privacy contracts/arrangements with employees among them. #soloPR

KarenSwim1:46pm via Nurph

A4: It seems good but total transparency has its risks in business #SoloPR

PaulaJohns1:46pm via tchat.io

A4 That seems a little bit overkill but it certainly makes them stand out. Will be interesting to see how things play out. #soloPR

KellyeCrane1:45pm via TweetDeck

@LoisMarketing They're "transparent" in many ways. Perhaps PR show, but there are also risks with that. #solopr

KristK1:45pm via Twubs

A3: I need to stay a few steps ahead of clients and students. Can't stop learning, adjusting.#solopr

LoisMarketing1:45pm via TweetDeck

Revenues, salaries, etc should be divulged only by public entities as FTC regulates. #soloPR A4

KellyeCrane1:45pm via TweetDeck

A4: I find the guys at Buffer fascinating. They get a lot of goodwill as a result of these moves.#solopr

ehr_comms1:44pm via Tweet Button

RT @LoisMarketing: A bit ridiculous if you ask me. That's not the proper idea of 'transparency'. A bit of a PR show and not true engagement#soloPR

SoloPR1:44pm via tchat.io

Hat tip to @jillvan for sharing the link that led to Q4! #solopr

LoisMarketing1:44pm via TweetDeck

A bit ridiculous if you ask me. That's not the proper idea of 'transparency'. A bit of a PR show and not true engagement. #soloPR A4

PaulaJohns1:43pm via tchat.io

Same here, so important. RT @fransteps A3: I take the stance that I NEVER stop learning/growing/evolving in my biz. #SoloPR

fransteps1:43pm via tchat.io

RT @SoloPR: Q4: As a co, @buffer has transparency as one of its core values:open.bufferapp.com/buffer-public-… What are PR implications? #solopr

KellyeCrane1:43pm via TweetDeck

RT @SoloPR: Q4: As a co, @buffer has transparency as a core value:open.bufferapp.com/buffer-public-… What are the PR implications of this? #solopr

KellyeCrane1:43pm via TweetDeck

@LeavUrImge2FDP You're right- we have to be strategic about embracing new things. A3#solopr

SoloPR1:42pm via tchat.io

Q4: As a co, @buffer has transparency as one of its core values: open.bufferapp.com/buffer-public-... What are the PR implications of this?#solopr

SoloPR1:41pm via tchat.io

Great stuff on Q3 everyone! Q4 is coming up...#solopr

KellyeCrane1:41pm via TweetDeck

@kevinanselmo Great point- trying out things with my own blog and social networks helps me understand more for my clients. #solopr

KeeyanaHall1:41pm via HootSuite

Getting in on the last 20 mins of #solopr. *does happy dance*

dariasteigman1:40pm via TweetDeck

RT @KarenSwim: True of life in general too! RT @fransteps A3: I take the stance that I NEVER stop learning/growing/evolving in my biz.#SoloPR

KarenSwim1:40pm via Nurph

True of life in general too! RT @fransteps A3: I take the stance that I NEVER stop learning/growing/evolving in my biz. #SoloPR

SoloPR1:40pm via tchat.io

MT @SusynEliseDuris: A3 - reading, reaching out to ppl online thru vehicles such as #solopr, getting out of office to meet w ppl... #solopr

jendonovansf1:40pm via TweetDeck

Amen Fran!! RT @fransteps: A3: I take the stance that I NEVER stop learning/growing/evolving in my biz. #solopr

kevinanselmo1:39pm via web

A3: Blogging and doing my podcast forces me to explore these changes and in the process learn (and hopefully my audiences do too!) #solopr

fransteps1:39pm via tchat.io

A3: I take the stance that I NEVER stop learning/growing/evolving in my biz. #solopr

KellyeCrane1:39pm via TweetDeck

A3: Learning is my favorite job requirement. :-)#solopr

jendonovansf1:39pm via TweetDeck

Important MT @KarenSwim: A3: The changes force you to look at your practice & ensure you are leveraging strengths & staying focused#SoloPR

SoloPR1:39pm via tchat.io

Ah, that's a good one! RT @DeQuendre: @SoloPR A3 Measurement and the validity of advertising-based metrics. #solopr

fransteps1:38pm via tchat.io

So true-RT @KellyeCrane: A3: I think most here adjusted well to "loss of control" that happened yrs ago. We continue 2 evolve! #solopr

SoloPR1:38pm via tchat.io

MT @dariasteigman: A3 I think it's about triage /balancing act in keeping up w/out being overloaded with information /resources. #solopr

KarenSwim1:38pm via Nurph

RT @KellyeCrane A3: I think most folks here adjusted well to the "loss of control" that happened yrs ago. We continue to evolve!#SoloPR

KellyeCrane1:38pm via TweetDeck

A3: I think most folks here adjusted well to the "loss of control" that happened yrs ago. We continue to evolve! #solopr

SoloPR1:37pm via tchat.io

Clients adjusting too RT @ehr_comms A3: And being able to speak about social media with clients, even though they WANT print pieces.#solopr

KarenSwim1:36pm via Nurph

A3: The changes also force you to look at your practice and ensure you are leveraging your strengths and staying focused #SoloPR

LeavUrImge2FDP1:36pm via web

@SoloPR A#: Important 4 PR experts 2 learn shifting SM channels bt b careful 2 only use those tht r advantageous 2 brands u rep.#solopr

DeQuendre1:36pm via web

@SoloPR A3 Measurement and the validity of advertising-based metrics. #solopr

ehr_comms1:36pm via Tweet Button

RT @jendonovansf: A3: Educating about new channels of #communication can be a challenge. #pressreleases & #print are not gold standard in a#solopr

SoloPR1:36pm via tchat.io

MT @FreeLancePush: Constantly changing world = need to learn new skills. Choosing which ones to invest time in can be challenging#solopr

jendonovansf1:36pm via TweetDeck

A3: Educating about new channels of#communication can be a challenge.#pressreleases & #print are not gold standard in all cases. #solopr

KarenSwim1:35pm via Nurph

A3: So many, video, visual storyteling, read, attend webinars, learn so that you know what to look for and where/how to get help #SoloPR

SusynEliseDuris1:35pm via tchat.io

A3 - reading, reaching out to ppl online thru vehicles such as #solopr, getting out of office to meet w ppl, keep bldg relationships #solopr

dariasteigman1:35pm via TweetDeck

A3 For me, I think it's more about triage and balancing act in keeping up w/out being overloaded with information /resources. #solopr

SoloPR1:35pm via tchat.io

RT @jendonovansf: A3: Keeping up with#socialmedia changes & improving digital/design skills are two that come to mind.#solopr

ehr_comms1:35pm via tchat.io

A3: And being able to speak about social media with clients, even though they WANT print pieces. #solopr

fransteps1:35pm via tchat.io

RT @SoloPR: Q3: The world of PR and mktg keeps changing. Are there areas you struggle with, and how do you address? #solopr

KristK1:35pm via Twubs

RT @SoloPR Q3: The world of PR and mktg keeps changing. Are there areas you struggle with, and how do you address? #solopr

SoloPR1:34pm via tchat.io

MT @LoisMarketing: I realize I need more expertise/training and also good resources for video work #soloPR A3

FreeLancePush1:34pm via Twitter for Android

Constantly changing world = need to learn new skills. Choosing which ones are necessary to invest time in can be challenging #solopr

KellyeCrane1:34pm via TweetDeck

A3: For the areas that are new to old dogs like me, I think reviewing case studies and viewing examples helps. #solopr

jendonovansf1:34pm via TweetDeck

A3: Keeping up with #socialmedia changes & improving digital/design skills are two that come to mind. #solopr

dariasteigman1:34pm via TweetDeck

RT @SoloPR: Q3: The world of PR and mktg keeps changing. Are there areas you struggle with, and how do you address? #solopr

LoisMarketing1:33pm via TweetDeck

This 'kinda' goes back to Q2 :) I realize I need more expertise/training and also good resources for video work #soloPR A3

KellyeCrane1:33pm via TweetDeck

A3: Now that images are becoming more prominent even on Twitter, I am trying to train my brain that direction. #solopr

ehr_comms1:33pm via tchat.io

A3: I think it's always remembering the power of social media over print sometimes #solopr

KellyeCrane1:32pm via TweetDeck

Yes, Q3 was inspired by me, and the fact that I have a problem remembering to think of visuals!! #solopr

KristK1:32pm via web

RT @SoloPR: MT @fransteps A1 Also, "Google" yourself to find out which images come up first-that's what media will pull during crisis-be re#solopr

SoloPR1:32pm via tchat.io

Q3: The world of PR and mktg keeps changing. Are there areas you struggle with, and how do you address? #solopr

LoisMarketing1:31pm via TweetDeck

Late 'hi' #soloPR friends -- sorry for joining late today.

SoloPR1:31pm via tchat.io

Thanks for the insights, everyone! Q3 is coming up... #solopr

KarenSwim1:31pm via HootSuite

@SusynEliseDuris Lol, sadly I learned this by experience, wish I knew because I'd read about it in a book. #solopr

KellyeCrane1:31pm via TweetDeck

A2: Agree w/ @dariasteigman that we need to be able to speak intelligently w/clients. Even in areas we don't do the work ourselves. #solopr

LoisMarketing1:31pm via TweetDeck

@kevinanselmo You raised a terrific question! :)#soloPR A2

ehr_comms1:30pm via Tweet Button

RT @LoisMarketing: I have won a number of wonderful freelance writing opps through referrals from the graphic designers on my 'team' #soloPR

SoloPR1:29pm via tchat.io

RT @LoisMarketing I've won a number of wonderful freelance writing opps through referrals from the graphic designers on my 'team' #soloPR A2

LoisMarketing1:29pm via TweetDeck

You will become even more valued to your client by being able to readily recommend true experts to assist in process #soloPR A2

KarenSwim1:29pm via Nurph

@dariasteigman Great example! I used to build sites but when you do people want more and more, I now stay in my lane! #SoloPR

FreeLancePush1:29pm via Twitter for Android

"Helping out" beyond your capabilities can also help you learn new skills. Can go both ways!#solopr

dariasteigman1:29pm via TweetDeck

Exactly. MT @LoisMarketing: Gain general knowledge to have a meaningful conversation with resource but don't get bogged-down#soloPR

SoloPR1:29pm via tchat.io

MT @fransteps A1 Also, "Google" yourself to find out which images come up first-that's what media will pull during crisis-be ready! #solopr

kevinanselmo1:29pm via web

@LoisMarketing I'm jealous :) It is rare to find people who are good at communicating w/ written word & images. Big challenge for us#solopr

SusynEliseDuris1:29pm via tchat.io

Ha. True that. MT @KarenSwim: So easy to get sucked in beyond your capabilities when you try to "help out" in area not core skill #SoloPR

dariasteigman1:28pm via TweetDeck

@KarenSwim For ex, I know a little HTML. Don't code, but helps to know what I'm looking at (and not to be scared of it). #solopr

LoisMarketing1:28pm via TweetDeck

Gain general knowledge so that you can have a meaningful conversation with resource but don't get bogged-down #soloPR A2

ehr_comms1:28pm via tchat.io

@KarenSwim Absolutely! So easy to get sucked in way beyond your capabilities when you try to "help out" #solopr

KellyeCrane1:27pm via TweetDeck

A2: When working w/designers, keep in mind time will be spent on back-and-forth, so plan accordingly. #solopr

KarenSwim1:27pm via Nurph

So easy to get sucked in way beyond your capabilities when you try to "help out" in an area that is not your core skill #SoloPR

KellyeCrane1:27pm via TweetDeck

A2: I've never been artistic, so I don't even try to learn InDesign or Photoshop. Good to know limits. J #solopr

LoisMarketing1:27pm via TweetDeck

I have won a number of wonderful freelance writing opps through referrals from the graphic designers on my 'team' #soloPR A2

jendonovansf1:26pm via TweetDeck

@mdbarber Better to show style in other ways ;)#solopr

SoloPR1:26pm via tchat.io

Yes! MT @KarenSwim: Fine to enhance skills if but be careful not to get too deep in an area of non-expertise #SoloPR

mdbarber1:26pm via tchat.io

Gotta run folks. Billable work calling. #solopr

jendonovansf1:26pm via TweetDeck

RT @KellyeCrane: A2: You can do some amazing things with some of the tools out there. Picmonkey and Canva are two of my faves.#solopr

ehr_comms1:26pm via tchat.io

@kevinanselmo do you mean more of an infographic for a blog? #solopr

SusynEliseDuris1:25pm via tchat.io

@LoisMarketing Yes, I us. outsource what are not my core competencies - but I do keep some tasks to enhance my skills/value! #solopr

jendonovansf1:25pm via TweetDeck

@kevinanselmo @KarenSwim There's lots of great stock images that lend well to blog posts.#solopr

mdbarber1:25pm via Tweet Button

RT @KarenSwim: Fine to enhance skills if but be careful not to go down the rabbit hole of getting in too deep in an area of non-expertise ##SoloPR

LoisMarketing1:25pm via TweetDeck

RT @KarenSwim: Fine to enhance skills if but be careful not to go down the rabbit hole of getting in too deep in an area of non-expertise ##SoloPR

KellyeCrane1:25pm via TweetDeck

A2: You can do some amazing things with some of the tools out there. Picmonkey and Canva are two of my faves. #solopr

KarenSwim1:25pm via Nurph

Fine to enhance skills if but be careful not to go down the rabbit hole of getting in too deep in an area of non-expertise #SoloPR

PaulaJohns1:25pm via tchat.io

Both...RT @SoloPR Q2: For visuals, should I outsource design or enhance my own skills?#solopr

kevinanselmo1:25pm via web

@jendonovansf @KarenSwim Point taken. It would be much faster though if I could whip a quick visual for a blog post #solopr

mdbarber1:25pm via tchat.io

@jendonovansf exactly! And I don't think my clients what that "style." #solopr

KellyeCrane1:24pm via TweetDeck

This is what I do. RT @SusynEliseDuris: @SoloPR A2 - I would suggest hybrid - a bit of both. #solopr

LoisMarketing1:24pm via TweetDeck

I have a design background so I provide services in both arenas. I quickly realize when something is better outsourced too. #soloPR A2

SoloDovePR1:24pm via Echofon

RT @SoloPR: MT @KarenSwim: The Clippers visuals arose as a result of the players' reactions so it was organic not forced, which is importan#SoloPR

KellyeCrane1:24pm via TweetDeck

@ehr_comms Picmonkey even allows one to apply bronzer, which I may or may not have done. :-) #solopr

jendonovansf1:24pm via TweetDeck

@mdbarber Me either, Mary! It's comical what I can do "design-wise" #solopr

ehr_comms1:24pm via tchat.io

A2: Important for basic, so you can amend easily and without paying, but for big concept projects outsource. #solopr

mdbarber1:23pm via tchat.io

A2 -- seems as though that answer depends on your own skills. For me, I don't even pretend to be a designer so I hire out. #solopr

SoloPR1:23pm via tchat.io

RT @ehr_comms: A1: designers can save your life! I know my life has been saved several times! #solopr

LoisMarketing1:23pm via TweetDeck

Focus on what you do best -- and what is most profitable. Remember that a 'team' around you means great talent and referrals! #soloPR A2

SusynEliseDuris1:23pm via tchat.io

@SoloPR A2 - I would suggest hybrid - a bit of both. #solopr

SoloPR1:23pm via tchat.io

RT @marikalynch: #solopr A1: Awesome visuals- a case study of @givemn Giving Day, handling of a tech failure w/humorbit.ly/1hWMF11

fransteps1:23pm via tchat.io

RT @SoloPR: Q2: For visuals, should I outsource design or enhance my own skills?#solopr

KarenSwim1:23pm via Nurph

Great point @dariasteigman and agree useful to have knowledge, pertains to more than design cc @LoisMarketing @kevinanselmo #SoloPR

mdbarber1:23pm via Tweet Button

RT @SoloPR: Q2: For visuals, should I outsource design or enhance my own skills?#solopr

LoisMarketing1:22pm via TweetDeck

@dariasteigman Oh yes -- but don't get too caught up in that either
:) #soloPR @KarenSwim@kevinanselmo

SoloPR1:22pm via tchat.io

Q2: For visuals, should I outsource design or enhance my own skills? #solopr

dariasteigman1:22pm via TweetDeck

@KarenSwim @LoisMarketing @kevinanselmoAlso agree re outsourcing. But --very useful to know
enough to understand what is possible.#solopr

ehr_comms1:22pm via tchat.io

A1: designers can save your life! I know my life has been saved several times! #solopr

SoloPR1:22pm via tchat.io

Great conversation! Let's make @kevinanselmo's follow-up question Q2...#solopr

LoisMarketing1:21pm via TweetDeck

@kevinanselmo Also partnering with a strong designers can open up many more opportunities for ALL
of you. I love having a 'team' #soloPR

SusynEliseDuris1:21pm via web

@PaulaJohns @jendonovansf Reach out to @DAbrenica - he is amaze-balls. Not sure whether he is
taking on clients. #solopr

KarenSwim1:21pm via Nurph

I agree with @LoisMarketing cc @kevinanselmo#SoloPR

KellyeCrane1:21pm via TweetDeck

@LeavUrImge2FDP Well said! #solopr

marikalynch1:21pm via TweetDeck

#solopr A1: Awesome visuals in a crisis - a case study of @givemn Giving Day, handling of a tech failure, w/ humor bit.ly/1hWMF11

jendonovansf1:20pm via TweetDeck

@KarenSwim @kevinanselmo I've been trying to find a workshop/class to help me improve my skills. In the meantime, outsource #solopr

ehr_comms1:20pm via tchat.io

(although I'm very good at touching up wrinkles on photos!) :) #solopr

mdbarber1:20pm via Tweet Button

RT @fransteps: A1: Also, if you "Google" yourself, find out which images come up first...that's what media will pull during crisis, so be r#solopr

LeavUrImge2FDP1:20pm via web

@KellyeCrane Often times we confuse elaborate with powerful. Symbolism, impact, timeliness will always get the job done #solopr

KarenSwim1:20pm via Nurph

@KristK Great example and speaks to need to have library of visual content that is accessible.#SoloPR

LoisMarketing1:20pm via TweetDeck

@kevinanselmo I would outsource. Visual is more than just gaining 'skills'. Channel your efforts where most valuable #soloPR

KellyeCrane1:20pm via TweetDeck

@KristK An oldie but a goodie! Nice reminder that the power of visuals is nothing new. #solopr

ehr_comms1:20pm via tchat.io

A1: I have int. photoshop and indesign skill, but if I need something fancy (and quick) prefer to use a designer #solopr

SoloPR1:19pm via tchat.io

RT @KristK: A1: Pepsi used footage of fast-moving production line to combat claims of product tampering. Video spoke volumes.#solopr

SusynEliseDuris1:19pm via tchat.io

@PaulaJohns @jendonovansf - I'd suggest a site like elance but often times it's much more miss than hit. #solopr

KarenSwim1:19pm via Nurph

@kevinanselmo Outsource! #SoloPR

dariasteigman1:19pm via TweetDeck

RT @fransteps: A1: Also, if you "Google" yourself, find out which images come up first...that's what media will pull during crisis, so be r#solopr

fransteps1:19pm via tchat.io

A1: Also, if you "Google" yourself, find out which images come up first...that's what media will pull during crisis, so be ready! #solopr

kevinanselmo1:19pm via web

Related to visual comms, I'm trying to balance whether to outsource design or enhance my own skills. Curious what others think. #solopr

KellyeCrane1:19pm via TweetDeck

Love @Ekaterina! MT @kevinanselmo: Been thinking about this. Currently reading Power of Visual Storytelling by Ekaterina Walter. #soloPR

AaronGast1:19pm via Twitter for Android

RT @KellyeCrane: A1: Increasingly, it seems#PR pros should train our brains to think "what's the visual for this?" #solopr

KristK1:19pm via Twubs

A1: Pepsi used footage of fast-moving production line to combat claims of product tampering. Video spoke volumes. #solopr

PaulaJohns1:18pm via tchat.io

Much more meaning this way...MT @KarenSwim: The Clippers visuals arose as a result of the players' reactions. #SoloPR

KarenSwim1:18pm via Nurph

Yes! RT @fransteps A1: Logos, aerial of the "plant", head shots of leaders, product shots, should all be standard and avail online.#SoloPR

PaulaJohns1:18pm via TweetDeck

That's the tough part, @jendonovansf, finding one that works quickly and at a good price. @ehr_comms #solopr

KarenSwim1:18pm via Nurph

@kevinanselmo @KellyeCrane Glad you mentioned, just looked at it this morning on Amazon #SoloPR

KristK1:18pm via Twubs

RT @fransteps A1: Logos, aerial of the "plant", head shots of leaders, product shots, should all be standard and avail online. #solopr

KellyeCrane1:18pm via TweetDeck

A1: As @LeavUrImge2FDP notes, interesting to think that no special design skills were really needed for what Clippers did. #solopr

SusynEliseDuris1:17pm via tchat.io

I miss not being in LA rt now with all#LAClippers mess. I hope team is not too affected. They are having great year. #solopr

mdbarber1:17pm via Tweet Button

RT @SoloPR: MT @KarenSwim: The Clippers visuals arose as a result of the players' reactions so it was organic not forced, which is importan#SoloPR

kevinanselmo1:17pm via web

Been thinking a lot about this, @KellyeCrane. Currently reading Power of Visual Storytelling by Ekaterina Walter. Highly recommend #soloPR

fransteps1:16pm via tchat.io

A1: Logos, aerial of the "plant", head shots of leaders, product shots, should all be standard and avail online. #solopr

dariasteigman1:16pm via TweetDeck

@fransteps It's good to know I'm putting at least a few muscles to work. :) #solopr

SoloPR1:16pm via tchat.io

MT @KarenSwim: The Clippers visuals arose as a result of the players' reactions so it was organic not forced, which is important #SoloPR

fransteps1:16pm via tchat.io

New muscles! RT @dariasteigman: A1 Even my "word" brain is retraining to think visually.#solopr

KristK1:16pm via web

RT @SoloPR: Q1: (2/2) What are some other examples of good use of visuals in a crisis? Do you have them as part of your crisis plans?#solopr

SoloPR1:16pm via tchat.io

Tech update: This week is the opposite of last week - tchat.io is moving faster than Tweetdeck, FYI. #solopr

KristK1:15pm via web

RT @SoloPR: Q1: (1/2) We all know about the Clippers. @prtini makes a great pt about using visuals in crisis response: http://t.co/UwNVltcD#solopra href='http://t.co/UwNVltcDi9' target='_blank' rel='nofollow'>prtini.com/clippers-crisi…

jendonovansf1:15pm via TweetDeck

@ehr_comms Thanks Elizabeth, worth a try!#solopr

SusynEliseDuris1:15pm via web

@jendonovansf Absolutely! But number was also troubling that plan was not in place. #solopr

jendonovansf1:15pm via TweetDeck

Good distinction MT @KarenSwim: The Clippers visuals arose as a result of the players' reactions so it was organic not forced #SoloPR

ehr_comms1:14pm via tchat.io

@jendonovansf I'm not sure how good the exchange rate is, I'm happy to send you a couple of names. #solopr

SoloPR1:14pm via tchat.io

Great pt! RT @LeavUrImge2FDP: And kudos to their team (esp my fav Ta'Nisha Cooper) 4 recognizing power of "less is more." #solopr

KarenSwim1:14pm via Nurph

The Clippers visuals arose as a result of the players' reactions so it was organic not forced, which I also think is important #SoloPR

jendonovansf1:14pm via TweetDeck

Opportunity! MT @SusynEliseDuris: I read a very telling stat: something like > 70% of brands don't have social crisis comms plan #solopr

fransteps1:14pm via tchat.io

@jendonovansf Thanks. Going to look now.#solopr

SoloPR1:14pm via tchat.io

Smart! RT @ehr_comms: Agree with anticipate visuals. I have several designers on speed dial if I need them... #solopr

dariasteigman1:14pm via TweetDeck

A1 Even my "word" brain is retraining to think visually. #solopr

LeavUrImge2FDP1:14pm via Twitter for iPhone

@SoloPR @dariasteigman @LAClippers And kudos to their team (esp my fav Ta'Nisha Cooper) 4 recognizing power of "less is more."#solopr

PaulaJohns1:13pm via tchat.io

I agree w/ @dariasteigman...they should be focused on addressing the issue (proactive) & not preparing visuals for reactive... #solopr

SusynEliseDuris1:13pm via tchat.io

I read a very telling stat recently - not sure of exact %, but something like > 70% of brands don't have social crisis comms plan. #solopr

jendonovansf1:13pm via TweetDeck

@PaulaJohns @ehhr_comms Trying to find myself a designer right now for a good price!#solopr

KristK1:13pm via Twubs

Late to today's chat but couldn't miss another one. Kristie here from Mississippi, where we're masters of recovery and rebuilding #solopr

KellyeCrane1:13pm via TweetDeck

@dariasteigman I'm thinking of an airline as an example. Are there visuals they can plan for in case there's an incident? #solopr

jendonovansf1:12pm via TweetDeck

Agreed RT @KellyeCrane: A1: Increasingly, it seems #PR pros should train our brains to think "what's the visual for this?" #solopr

mdbarber1:12pm via tchat.io

Sorry to be late folks. Mary from Anchorage here. 35+ years as PR pro; nearly 14 as indy consultant. #solopr

jendonovansf1:12pm via TweetDeck

@fransteps Link below Fran. It was a black background with white letters saying "We Are One". #solopr

PaulaJohns1:12pm via tchat.io

Good plan! MT @ehhr_comms I have several designers on speed dial if I need them (and know they work very quickly)! #solopr

dariasteigman1:12pm via TweetDeck

RT @KellyeCrane: A1: Increasingly, it seems#PR pros should train our brains to think "what's the visual for this?" #solopr

dariasteigman1:12pm via TweetDeck

@KellyeCrane Arguably, though, they should be focused on addressing the issue (proactive) & not preparing visuals for reactive? #solopr

SoloPR1:12pm via tchat.io

RT @KarenSwim: A1: Honeymaid' Love visuals are another example encrypted-tbn2.gstatic.com/images?q=tbn:A… #SoloPR

KellyeCrane1:11pm via TweetDeck

A1: Increasingly, it seems #PR pros should train our brains to think "what's the visual for this?"#solopr

fransteps1:11pm via tchat.io

A1: I did not see Clippers visuals, except for shot of owner over and over. Did I miss something?#solopr

ehr_comms1:11pm via tchat.io

Agree with anticipate visuals. I have several designers on speed dial if I need them (and know they work very quickly)! #solopr

KarenSwim1:11pm via Nurph

True RT @dariasteigman @KellyeCrane Well, to be fair, it's usually hard to "anticipate" needed crisis visuals. :) #SoloPR

SusynEliseDuris1:11pm via tchat.io

Good morning all. #solopr

KellyeCrane1:11pm via TweetDeck

@dariasteigman In most cases, though some orgs know what their weak spots are (as you know). #solopr

dariasteigman1:10pm via TweetDeck

Good example. RT @KarenSwim: A1: Honeymaid' Love visuals are another examplebit.ly/1ftrrNH #SoloPR

SoloPR1:10pm via tchat.io

Yes! RT @dariasteigman: A1 The @LAClippersvisuals were terrific. Also good reminder that shared "social" is increasingly visual. #solopr

fransteps1:10pm via tchat.io

Hi all! Joining a bit late but happy to be here - Fran in San Antonio. Catching up. #solopr

KarenSwim1:10pm via Nurph

A1: Honeymaid' Love visuals are another example encrypted-tbn2.gstatic.com/images?q=tbn:A… #SoloPR

dariasteigman1:10pm via TweetDeck

@KellyeCrane Well, to be fair, it's usually hard to "anticipate" needed crisis visuals. :) #solopr

PaulaJohns1:09pm via tchat.io

Hi #soloPR friends. Long-time solo pro joining from very sunny San Diego. Temps reaching into the 90's here today.

ehr_comms1:09pm via tchat.io

A1: I read the NYTimes every morning, so did know about it, but just quickly looked at the Guardian and it's not up. #solopr

KellyeCrane1:09pm via TweetDeck

A1: I think there are quite a few examples of real-time visuals from brands (e.g., Oreo), but still new for crisis. #solopr

dariasteigman1:08pm via TweetDeck

A1 The @LAClippers visuals were terrific. Also good reminder that shared "social" is increasingly visual. #solopr

KellyeCrane1:08pm via TweetDeck

@ehr_comms Curious: did you hear much about the racist remarks of the Clippers owner across the pond? #solopr

natashajoleen1:08pm via Twitter for iPhone

@SoloPR missing the #solopr chat due to a current @buffer + @TwitterSmallBiz webinar (#tweetscience). Looking fwd to the chat recap! :)

dariasteigman1:07pm via TweetDeck

@KarenSwim Thanks. I have all my stuff wrapped in plastic, just in case. :) #solopr

KellyeCrane1:07pm via TweetDeck

A1: I recall the visual from Apple when Steve Jobs died. Well done. #solopr

KarenSwim1:06pm via Nurph

@dariasteigman Hi Daria! Be safe out there today! #SoloPR

dariasteigman1:06pm via TweetDeck

Hello #solopr peeps. Going to be popping in/out today as I try to get organized to get out the door (& into the deluge).

ehr_comms1:06pm via tchat.io

A1: Haven't seen this, very good visuals! #solopr

KellyeCrane1:05pm via TweetDeck

RT @SoloPR: Q1 (2/2) What are some other examples of good use of visuals in a crisis? Do you have them as part of your crisis plans?#solopr

SoloPR1:05pm via tchat.io

Q1: (2/2) What are some other examples of good use of visuals in a crisis? Do you have them as part of your crisis plans? #solopr

KarenSwim1:05pm via Nurph

Yes, hope everyone and families are ok following storms #SoloPR

SoloPR1:04pm via tchat.io

Q1: (1/2) We all know about the Clippers. @prtinimakes a great pt about using visuals in crisis response: prtini.com/clippers-crisi…
#solopr

SoloPR1:04pm via tchat.io

Great group gathering! Q1 is a two-parter, coming up... #solopr

jendonovansf1:04pm via TweetDeck

Good morning everyone. #SanFrancisco based#socialmedia & #communications consultant.#SoloPR

KellyeCrane1:03pm via TweetDeck

Hope all our friends in the southeast are doing OK following this week's storms! ATL was spared, fortunately. #solopr

jendonovansf1:03pm via TweetDeck

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

KarenSwim1:03pm via Nurph

Hi all, Michigan based PR and Marketing Communications pro, Karen Swim. #SoloPR

SoloPR1:03pm via tchat.io

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

SCommI1:02pm via TweetDeck

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

KellyeCrane1:02pm via TweetDeck

@marikalynch Thanks, Marika! #solopr

KellyeCrane1:02pm via TweetDeck

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

ehr_comms1:02pm via tchat.io

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

marikalynch1:01pm via TweetDeck

Always a good one RT @SoloPR: It's time for this week's #solopr chat, for #freelanceconsultants in #PR, #socialmedia and related fields.

KarenSwim1:01pm via Nurph

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

SoloPR1:01pm via tchat.io

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

SoloPR1:01pm via tchat.io

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