



#SoloPR Transcript –5/21/2014

Q1: Have you ever advised a client about personal style? How did you approach the subject? [#solopr](#)

Q2: One of our participants wants to know: what has been your latest, greatest SM effort? [#solopr](#)

Q3: What makes a great PR "hit?" How do you communicate this to clients? [#solopr](#)

Q4: See occasional but increasing use of the fake press release (like this one: [http://www.cyberalert.com/blog/index.php/pr-alert-using-media-coverage-as-social-proof-can-backfire/ ...](http://www.cyberalert.com/blog/index.php/pr-alert-using-media-coverage-as-social-proof-can-backfire/)) -how can we protect clients? [#solopr](#)

Q5: (1/2) Next week is Memorial Day in the U.S., and [@KellyeCrane](#) is scheduled to be on vaca... [#solopr](#) Q5 (2/2): As is our tradition, what are your vaca plans for the summer (so we can hold each other to them!)? [#solopr](#)



[SoloPR 1:56pm via tchat.io](#)

As usual, the transcript will be on soloprpro dot com tomorrow. Have a happy & safe holiday, and let's remember why we celebrate. [#solopr](#)



[KristK 1:56pm via Twubs](#)

A5: still pondering vacation plans. May build a new barn instead of traveling. [#myGreenAcres](#)
[#doublelife](#) [#solopr](#)



[WolcottPR](#) 1:55pm via [TweetDeck](#)

Thanks 4 a good session. Go Kings Go. [#solopr](#)



[KeeyanaHall](#) 1:55pm via [Echofon](#)

RT @[SoloPR](#): Long-time chatters & readers of Solo PR know this is a drum I beat regularly. We must plan and take breaks periodically! [#solopr](#)



[phyllisweisspr](#) 1:55pm via [Tweet Button](#)

RT @[JanetLFalk](#): Take care [#soloPR](#). Let's finish the week with a bang so we can chill over the weekend. Thanks to @[KellyeCrane](#) for another g...



[KellyeCrane](#) 1:55pm via [TweetDeck](#)

@[3HatsComm](#) Thank you! Heading to the beach, I hope. :-) [#solopr](#)



[JanetLFalk](#) 1:55pm via [web](#)

Take care [#soloPR](#). Let's finish the week with a bang so we can chill over the weekend. Thanks to @[KellyeCrane](#) for another great chat.



[phyllisweisspr](#) 1:55pm via [Tweet Button](#)

RT @[KellyeCrane](#): @[phyllisweisspr](#) Ha, yes! You should take one every month. :-) [#solopr](#)



[KellyeCrane](#) 1:54pm via [TweetDeck](#)

@[phyllisweisspr](#) Ha, yes! You should take one every month. :-) [#solopr](#)



[phyllisweisspr](#) 1:54pm via [Tweet Button](#)

RT @[WolcottPR](#): So true! RT @[phyllisweisspr](#): [#solopr](#) I find I get new work the minute I schedule a vacation. Good marketing plan, don't you ...

#solopr transcript – 5/21/2014

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



[phyllisweisspr](#) 1:54pm via [Tweet Button](#)

RT @[akenn](#): @[phyllisweisspr](#) worth a shot! [#solopr](#)



[KeeyanaHall](#) 1:54pm via [Echofon](#)

@[3HatsComm](#) Thank you so much! :) [#solopr](#)



[SoloPR](#) 1:54pm via [tchat.io](#)

So, on that note, thanks to you all for joining today! Our next chat will be Wed, June 4- same time, same place. [#solopr](#)



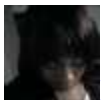
[WolcottPR](#) 1:54pm via [TweetDeck](#)

So true! RT @[phyllisweisspr](#): [#solopr](#) I find I get new work the minute I schedule a vacation. Good marketing plan, don't you think?



[akenn](#) 1:54pm via [tchat.io](#)

@[phyllisweisspr](#) worth a shot! [#solopr](#)



[KeeyanaHall](#) 1:53pm via [Echofon](#)

@[kcwriter](#) Thank you! July 19...it's almost here! :) [#solopr](#)



[phyllisweisspr](#) 1:53pm via [Tweet Button](#)

[#solopr](#) I find I get new work the minute I schedule a vacation. Good marketing plan, don't you think?



[SoloPR](#) 1:53pm via [tchat.io](#)

LOL! RT @[WolcottPR](#): During my vacation, I'll be drafting a bunch of fake releases. [#solopr](#)



[WolcottPR](#) 1:53pm via TweetDeck

During my vacation, I'll be drafting a bunch of fake releases. [#solopr](#)



[SoloPR](#) 1:53pm via tchat.io

Even if you don't care about your own physical and mental health, studies show you're more effective in work when you take them. [#solopr](#)



[PaulaJohns](#) 1:53pm via TweetDeck

@[KeeyanaHall](#) @[phyllisweisspr](#) NZ is a must! Paradise! Great place to honeymoon, @[KeeyanaHall](#)! Congrats! [#soloPR](#)



[phyllisweisspr](#) 1:53pm via Tweet Button

RT @[SoloPR](#): Long-time chatters and readers of Solo PR know this is a drum I beat regularly. We must plan and take breaks periodically! [#solopr](#)



[KeeyanaHall](#) 1:53pm via Echofon

@[SoloPR](#) Thank you! :) [#solopr](#)



[3HatsComm](#) 1:52pm via TweetDeck

@[KellyeCrane](#) here's to no mess ups! have a good trip.. where? [#soloPR](#)



[SoloPR](#) 1:52pm via tchat.io

Long-time chatters and readers of Solo PR know this is a drum I beat regularly. We must plan and take breaks periodically! [#solopr](#)

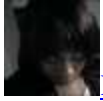


[PaulaJohns](#) 1:51pm via TweetDeck

@[JanetLFalk](#) Great — thanks for that info. Hoping to see some moose, bison, etc. [#soloPR](#)

#solopr transcript – 5/21/2014

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



[KeeyanaHall](#) 1:51pm via Echofon

@[PaulaJohns](#) @[phyllisweisspr](#) I've heard that NZ is a must travel. Maybe I need to add that to my list! [#solopr](#)



[KellyeCrane](#) 1:51pm via TweetDeck

A5: For the past few years every time I've had a vaca scheduled something messes it up. Hoping that doesn't happen again! [#solopr](#)



[phyllisweisspr](#) 1:50pm via Tweet Button

RT @[KellyeCrane](#): @[akenn](#) Sounds like a great [#solopr](#) summer!



[3HatsComm](#) 1:50pm via TweetDeck

congrats RT @[KeeyanaHall](#): A couple of mini vacays and my honeymoon! [#solopr](#)



[SoloPR](#) 1:50pm via tchat.io

RT @[akenn](#): Any solo PRs heading to Boston or New England this summer, please let me know! [#solopr](#)



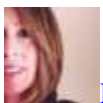
[phyllisweisspr](#) 1:50pm via Tweet Button

RT @[PaulaJohns](#): @[phyllisweisspr](#) Went to NZ in '12. Trip of a lifetime! [#soloPR](#)



[phyllisweisspr](#) 1:49pm via Tweet Button

@[KarenSwim](#) [#solopr](#) Major congrats!



[PaulaJohns](#) 1:49pm via tchat.io

@[phyllisweisspr](#) Went to NZ in '12. Trip of a lifetime! [#soloPR](#)



[kcwriter](#) 1:49pm via [TweetChat powered by oneQube](#)

@[KeeyanaHall](#) Congratulations! When's the big day? [#solopr](#)



[SoloPR](#) 1:49pm via [tchat.io](#)

Oh boy- congrats! RT @[KeeyanaHall](#): A couple of mini vacays and my honeymoon! [#solopr](#)



[KarenSwim](#) 1:49pm via [tchat.io](#)

Yay! :-) RT @[KeeyanaHall](#): A couple of mini vacays and my honeymoon! [#solopr](#)



[SoloPR](#) 1:49pm via [tchat.io](#)

Not too shabby! RT @[phyllisweisspr](#): [#solopr](#) Took my big vacation early...New Zealand in February.



[phyllisweisspr](#) 1:49pm via [Tweet Button](#)

@[akenn](#) [#solopr](#) It took us too many years to get there. My cousin moved there 10 years ago.



[WolcottPR](#) 1:49pm via [TweetDeck](#)

Love it! RT @[PaulaJohns](#): A5 Heading to Grand Teton Nat'l Park and Yellowstone -- so excited. Have never been! [#soloPR](#)



[KeeyanaHall](#) 1:49pm via [Echofon](#)

A couple of mini vacays and my honeymoon! [#solopr](#)



[SoloPR](#) 1:48pm via [tchat.io](#)

That works, too J RT @[3HatsComm](#): A5 I do my travels spring and fall, happy to leave summer to [#soloPR](#) who'll brave the crowds, heat :)



[PaulaJohns](#) 1:48pm via tchat.io

@[akenn](#) Staying in Jackson Hole for awhile, but then want to get closer to Yellowstone. Any lodging recos? A little late on planning. [#soloPR](#)



[akenn](#) 1:48pm via tchat.io

@[phyllisweisspr](#) that's a dream trip of mine [#solopr](#)



[SoloPR](#) 1:48pm via tchat.io

Cool- we want pics! RT @[PaulaJohns](#): A5 Heading to Grand Teton Nat'l Park and Yellowstone -- so excited. Have never been! [#soloPR](#)



[akenn](#) 1:48pm via tchat.io

Any solo PRs heading to Boston or New England this summer, please let me know! [#solopr](#)



[WolcottPR](#) 1:48pm via TweetDeck

Jealous! RT @[phyllisweisspr](#): [#solopr](#) Took my big vacation early...New Zealand in February.



[KellyeCrane](#) 1:48pm via TweetDeck

@[akenn](#) Sounds like a great [#solopr](#) summer!



[KarenSwim](#) 1:48pm via tchat.io

@[phyllisweisspr](#) That sounds like a lot of fun! [#solopr](#)



[phyllisweisspr](#) 1:47pm via Tweet Button

[#solopr](#) Took my big vacation early...New Zealand in February.



[akenn](#) 1:47pm via [tchat.io](#)

@[PaulaJohns](#) we did that last summer! Let me know if you'd like any tips. I'm sure you'll have a fabulous time! [#solopr](#)



[SoloPR](#) 1:47pm via [tchat.io](#)

So exciting- congrats! RT @[WolcottPR](#): A5: Watching daughter graduate "magna!" from univ. Then, hoping 4 med cruise later in year. [#solopr](#)



[3HatsComm](#) 1:47pm via [TweetDeck](#)

A5 I do my travels spring and fall, happy to leave summer to [#soloPR](#) who'll brave the crowds, heat :)



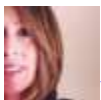
[KarenSwim](#) 1:47pm via [tchat.io](#)

@[KellyeCrane](#) Yes end of September! [#solopr](#)



[SoloPR](#) 1:47pm via [tchat.io](#)

RT @[akenn](#): Summer for me means a different schedule every week. Crazy but also fun as I try to cram in beach time, kid time+visits [#solopr](#)



[PaulaJohns](#) 1:47pm via [tchat.io](#)

A5 Heading to Grand Teton Nat'l Park and Yellowstone -- so excited. Have never been! [#soloPR](#)



[phyllisweisspr](#) 1:47pm via [Tweet Button](#)

@[WolcottPR](#) [#solopr](#) Congrats!!! Enjoy.



[KellyeCrane](#) 1:47pm via [TweetDeck](#)

But you're going on a good one in the fall, no? RT @[KarenSwim](#): A5: No vacation plans for me [#solopr](#)



[phyllisweisspr](#) 1:46pm via [Tweet Button](#)

RT @[KellyeCrane](#): @[phyllisweisspr](#) That's the plan, Stan :-) [#solopr](#)



[KellyeCrane](#) 1:46pm via [TweetDeck](#)

@[phyllisweisspr](#) That's the plan, Stan :-) [#solopr](#)



[KarenSwim](#) 1:46pm via [tchat.io](#)

A5: No vacation plans for me [#solopr](#)



[WolcottPR](#) 1:46pm via [TweetDeck](#)

A5: Watching daughter graduate "magna!" from univ. Then, hoping 4 med cruise later in year. [#solopr](#)



[akenn](#) 1:46pm via [tchat.io](#)

Summer for me means a different schedule every week. Crazy but also fun as I try to cram in beach time, kid time + family visits [#solopr](#)



[KellyeCrane](#) 1:46pm via [TweetDeck](#)

RT @[SoloPR](#): Q5 (2/2): As is our tradition, what are your vaca plans for the summer (so we can hold each other to them!)? [#solopr](#)



[phyllisweisspr](#) 1:45pm via [Tweet Button](#)

[#solopr](#) @[KellyeCrane](#) Have a marvelous vacation. Hope you'll unplug.



[KellyeCrane](#) 1:45pm via [TweetDeck](#)

@[3HatsComm](#) Well, I now know about a GAP factory explosion that I hadn't heard about before, so I guess it worked. :-/ [#solopr](#)



[SoloPR 1:45pm via tchat.io](#)

Good tip! RT @[WolcottPR](#): A4: Always make sure your "real" news release, background info, FAQs are on the website. Easy 2 spot fake. [#solopr](#)



[SoloPR 1:44pm via tchat.io](#)

Q5 (2/2): As is our tradition, what are your vaca plans for the summer (so we can hold each other to them!)? [#solopr](#)



[akenn 1:44pm via tchat.io](#)

@[3HatsComm](#) ITA! [#solopr](#)



[WolcottPR 1:44pm via TweetDeck](#)

A4: Always make sure your "real" news release, background info, FAQs are on the website. Easy 2 spot fake. [#solopr](#)



[KeeyanaHall 1:44pm via Echofon](#)

RT @[KellyeCrane](#): A4: One thing I thought was interesting is that even if the only coverage is on the fakeness of the rls, they still get vi[#solopr](#)



[SoloPR 1:44pm via tchat.io](#)

Q5: (1/2) Next week is Memorial Day in the U.S., and @[KellyeCrane](#) is scheduled to be on vaca... [#solopr](#)



[3HatsComm 1:43pm via TweetDeck](#)

@[KellyeCrane](#) I just don't get the point, what's the win in all this.. but then, guess I don't have that devious kind of mind :) [#soloPR](#)



[SoloPR 1:43pm via tchat.io](#)

Let's move on along to Q5! Coming up... [#solopr](#)



[KellyeCrane 1:42pm via TweetDeck](#)

A4: One thing I thought was interesting is that even if the only coverage is on the fakeness of the rls, they still get visibility [#solopr](#)



[KellyeCrane 1:41pm via TweetDeck](#)

A4: Assess whether you're at risk, and include steps to handle in in your crisis plans. [#solopr](#)



[phyllisweisspr 1:41pm via Tweet Button](#)

RT @[KristK](#): A3: When sharing success milestones with client, reinforce the WHY it's a good thing for the long-term; not just a one-day grin[#solopr](#)



[SoloPR 1:41pm via tchat.io](#)

RT @[jasnsmith](#): @[SoloPR](#) A4: Educate your clients. Help them understand what you do & what expectations are before the work is done. [#solopr](#)



[KellyeCrane 1:40pm via TweetDeck](#)

Ooops, I've been using the wrong number... these are A4! [#solopr](#)



[KellyeCrane 1:40pm via TweetDeck](#)

@[LoisMarketing](#) I know- It's just hard to believe the deviousness! [#solopr](#)



[KellyeCrane 1:39pm via TweetDeck](#)

A3: That said, any actual journo who falls for one without fact checking will have egg on their face. [#solopr](#)

#solopr transcript – 5/21/2014

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



[jasnsmith](#) 1:39pm via web

@SoloPR A4: Educate your clients. Help them understand what you do & what expectations are before the work is done. [#solopr](#)



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

RT @KellyeCrane: A3: Fake press releases are shocking to me. But think they shouldn't be. [#solopr](#) << and they're not new.



[KellyeCrane](#) 1:39pm via TweetDeck

A3: Information travels so quickly these days, it's easy to spoof a real company and get a little attention. [#solopr](#)



[KellyeCrane](#) 1:38pm via TweetDeck

A3: Fake press releases are shocking to me. But think they shouldn't be. [#solopr](#)



[WolcottPR](#) 1:38pm via TweetDeck

RT @donnamaria: For women, closed and secret Facebook groups or WishList forums work wonders!
@KarenSwim A2 [#solopr](#)



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

Remember the power -- even more so now -- of 'image with'. Always think "how can I incorporate a photo?" [#soloPR](#) A3



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

RT @SoloPR: See occasional but increasing use of the fake press release (like this one: cyberalert.com/blog/index.php...) -how can we protect clients[#solopr](#)



[KristK 1:37pm via Twubs](#)

@[WolcottPR](#) I'm chairing PR conference in NOLA in Sept. Happy to chat. [#solopr](#)



[WolcottPR 1:36pm via TweetDeck](#)

Shameless plug. PRSA Western Dist conf in LA next March. Would love ur input on programs [#solopr](#)



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

A3: When sharing success milestones with client, reinforce the WHY it's a good thing for the long-term; not just a one-day grin. [#solopr](#)



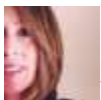
[KarenSwim 1:36pm via tchat.io](#)

Lol, so so true! RT @[WolcottPR](#): Happy dances always let me sleep better. Then I wake to find 10 more challenges. [#solopr](#)



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

See occasional but increasing use of the fake press release (like this one: cyberalert.com/blog/index.php...) -how can we protect clients? [#solopr](#)



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

Very cool. MT @[DonnaMarie](#): Wordpress plugin: clients meet/network on forum at your site. Private. Fun. [#solopr](#)



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

Happy dances always let me sleep better. Then I wake to find 10 more challenges. [#solopr](#)



[KristK 1:34pm via Twubs](#)

@[KellyeCrane](#) Not even a chance -- happy dance, yes. Pics of it = h-ll to the no. I gotta a rep to protect.
[#solopr](#)



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

Thanks for the excellent tips and discussion on Q3! Q4 is up next... [#solopr](#)



[LoisMarketing](#) 1:34pm via [TweetDeck](#)

Anyone can convert what they are 'spoon fed'. As savvy [#soloPR](#) take it, look at the nuances and run with it! Go creative :)



[KellyeCrane](#) 1:34pm via [TweetDeck](#)

Waving hi from your friends at [#solopr](#), Jay! RT @[WolcottPR](#): BTW if you are not following @[jaybaer](#), you should. Great tips for [#solopr](#) types



[phyllisweisspr](#) 1:33pm via [Tweet Button](#)

@[WolcottPR](#) [#solopr](#) Just started following @[jaybaer](#). Thanks!



[SoloPR](#) 1:33pm via [tchat.io](#)

Great pt-make sure they hear it from you MT @[PaulaJohns](#): A3 as soon as it happens, let client contact know- discuss sharing options. [#soloPR](#)



[KarenSwim](#) 1:33pm via [tchat.io](#)

@[akenn](#) @[donnamaria](#) Warms my heart to see you two chatting, this is what I love about social media!
[#solopr](#)



[3HatsComm](#) 1:32pm via [TweetDeck](#)

RT @[KristK](#): A3: Note to self: Call client after the Happy Dance, not during. (Mostly because dog is barking and I'm out of breath) [#solopr](#)



[phyllisweisspr](#) 1:32pm via Tweet Button

RT @[KellyeCrane](#): @[KristK](#) Happy dance pics, please. :-) [#solopr](#)



[KellyeCrane](#) 1:32pm via TweetDeck

@[KristK](#) Happy dance pics, please. :-) [#solopr](#)



[WolcottPR](#) 1:32pm via TweetDeck

BTW if you are not following @[jaybaer](#), you should. Great tips for [#solopr](#) types



[SoloPR](#) 1:31pm via tchat.io

Nice- looking at the end results RT @[JanetLFalk](#): A3 For B2B, creating "shoppers," then moving shoppers to "buyers". [#soloPR](#)



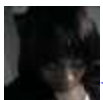
[akenn](#) 1:31pm via web

Thx @[donnamaria](#) I'm always learning from the [#soloPR](#) folks "It's a Wordpress plugin, clients meet/network on forum at your site. Private. Fun



[KristK](#) 1:31pm via web

RT @[2020Strategy](#): [#solopr](#) A3 We apply an impact score to PR hits, assign points for things like key msg, quote from spokesperson, placement...



[KeeyanaHall](#) 1:31pm via Echofon

Jumping in on the last half of the [#solopr](#) convo. Yay for Wednesdays!



[donnamaria](#) 1:31pm via Twittelator

@[akenn](#) Check out @[wishlistproduct](#) [#solopr](#)



[PaulaJohns](#) 1:31pm via tchat.io

A3 Ongoing reporting can capture/measure wins. But as soon as it happens, let client contact know -- discuss sharing options. [#soloPR](#)



[KarenSwim](#) 1:31pm via tchat.io

Lol! MT @[KristK](#): Note to self: Call client after the Happy Dance, not during. [#soloPR](#)



[KristK](#) 1:30pm via Twubs

RT @[KarenSwim](#) A3: A tier 1 hit is nothing if it does not align with agreed upon objectives and audience [#soloPR](#)



[KellyeCrane](#) 1:30pm via TweetDeck

A3: There are so many variables in media coverage and online sharing- no one-size-fits-all measure. [#soloPR](#)



[phyllisweisspr](#) 1:30pm via Tweet Button

RT @[KristK](#): A3: Note to self: Call client after the Happy Dance, not during. (Mostly because dog is barking and I'm out of breath) [#soloPR](#)



[WolcottPR](#) 1:30pm via TweetDeck

RT @[JanetLFalk](#): A3 For B2B, creating "shoppers," then moving shoppers to "buyers". W/law firms, moving litigation to settlement. [#soloPR](#)



[LoisMarketing](#) 1:30pm via TweetDeck

Be proactive rather than passive as a [#soloPR](#) and you'll win a client for life. Help THEM uncover the 'stories' within. A3



[KarenSwim 1:30pm via Tweet Button](#)

RT @2020Strategy: #solopr A3 We apply an impact score to PR hits, assign points for things like key msg, quote from spokesperson, placement...



[WolcottPR 1:30pm via TweetDeck](#)

RT @2020Strategy: #solopr A3 We apply an impact score to PR hits, assign points for things like key msg, quote from spokesperson, placement...



[KristK 1:30pm via Twubs](#)

A3: Note to self: Call client after the Happy Dance, not during. (Mostly because dog is barking and I'm out of breath) #solopr



[kcwriter 1:29pm via TweetChat powered by oneQube](#)

A3. Great coverage that meshes with either short-term or long-term goals. #solopr



[2020Strategy 1:29pm via web](#)

#solopr A3 We apply an impact score to PR hits, assign points for things like key msg, quote from spokesperson, placement in piece, tone..



[donnamaria 1:29pm via Twittelator](#)

It's a Wordpress plugin, clients meet/network on forum at your site. Private. Fun. RT @akenn @donnamaria what is a WishList forum? #solopr



[JanetLFalk 1:29pm via web](#)

A3 For B2B, creating "shoppers," then moving shoppers to "buyers". W/law firms, moving litigation to settlement. #soloPR



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

A3: This is why it is critical to define "hit" and continue to revisit with client throughout engagement
[#solopr](#)



[KellyeCrane](#) 1:29pm via TweetDeck

RT @[KristK](#): A3: A PR hit: media coverage that hits all key messages, reaches key audiences, in priority outlet. related to goal, strategy, [#solopr](#)



[LoisMarketing](#) 1:29pm via TweetDeck

A terrific 'hit' (as just happened with a client) is a unique fundraising event for a charity. [#soloPR](#) A3



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

A3: After great coverage, show client the reach, the significance, discuss ways to share with more internal/external folks. [#solopr](#)



[WolcottPR](#) 1:28pm via TweetDeck

A3: Agree @[KellyeCrane](#). Metrics/objectives must b agreed 2 early. Clients must understand wins can come soon, or take time [#solopr](#)



[3HatsComm](#) 1:28pm via TweetDeck

RT @[PaulaJohns](#): A3 There are all kinds of wins -- spanning SoMe, trad'l media, speaking, awards. Best ones support your goals. [#soloPR](#)



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

RT @[PaulaJohns](#): A3 There are all kinds of wins -- spanning SoMe, trad'l media, speaking, awards. Best ones support your goals. [#soloPR](#)



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

Good one! RT @phyllisweisspr: [#solopr](#) A PR "hit" is whenever you move the needle. You just need to be clear where that needle started.



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

A3 There are all kinds of wins -- spanning SoMe, trad'l media, speaking, awards. Best ones support your goals. [#soloPR](#)



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

Have a brainstorming session with your client where you think outside the box. What's coming up that could be 'hit'? [#soloPR](#) A3



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

@[donnamaria](#) what is a WishList forum? [#solopr](#)



[KristK 1:28pm via Twubs](#)

A3: A PR hit: media coverage that hits all key messages, reaches key audiences, in priority outlet. related to goal, strategy, plan [#solopr](#)



[KellyeCrane 1:28pm via TweetDeck](#)

A3: I subbed to an agency that had clients ID the ideal headline. Got hits almost exact-had to explain that doesn't always happen! J [#solopr](#)



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

A3: A tier 1 hit is nothing if it does not align with agreed upon objectives and audience [#solopr](#)



[3HatsComm 1:28pm via TweetDeck](#)

@[KellyeCrane](#) and how well those 'hits' are tied back to key communications, business goals [#soloPR](#)



[phyllisweisspr](#) 1:27pm via [Tweet Button](#)

[#soloPR](#) A PR "hit" is whenever you move the needle. You just need to be clear where that needle started.



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

@[donnamaria](#) You are such a sweetheart, thank you :-)
[#soloPR](#)



[donnamaria](#) 1:27pm via [Twittelator](#)

@[KarenSwim](#) That's because I follow smart people like you. [#soloPR](#)



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

@[KellyeCrane](#) You hit the nail on the head! [#soloPR](#)



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

A3: There should always be agreed-upon key messages. How well those are communicated determines value of the "hit." [#soloPR](#)



[KarenSwim](#) 1:26pm via [tchat.io](#)

Great point RT @[donnamaria](#): For women, closed and secret Facebook groups or WishList forums work wonders! [#soloPR](#)



[2020Strategy](#) 1:25pm via [web](#)

RT @[SoloPR](#): Q3: What makes a great PR "hit?" How do you communicate this to clients? [#soloPR](#)



[KarenSwim](#) 1:25pm via [tchat.io](#)

@[donnamaria](#) So glad you jumped, you always have valuable insight! [#soloPR](#)

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[KristK](#) 1:25pm via Twubs

RT @[SoloPR](#) Q3: What makes a great PR "hit?" How do you communicate this to clients? [#solopr](#)



[SoloPR](#) 1:25pm via tchat.io

RT @[phyllisweisspr](#): [#solopr](#) A2 Social media was crucial to getting people to check out an IndieGoGo campaign for my friend's indie film.



[LoisMarketing](#) 1:25pm via TweetDeck

I will admit: uniforms ROCK for work and for travel :) [#soloPR](#) [#motorsport](#)



[donnamaria](#) 1:24pm via Twittelator

.@[KarenSwim](#) Hi there! Saw the topic of niche forums and jumped! So worthwhile. [#solopr](#)



[KarenSwim](#) 1:24pm via Tweet Button

RT @[SoloPR](#): Q3: What makes a great PR "hit?" How do you communicate this to clients? [#solopr](#)



[SoloPR](#) 1:24pm via tchat.io

Q3: What makes a great PR "hit?" How do you communicate this to clients? [#solopr](#)



[KristK](#) 1:24pm via Twubs

RT @[donnamaria](#) For women, closed and secret Facebook groups or WishList forums work wonders!
@[KarenSwim](#) A2 [#solopr](#)



[JanetLFalk](#) 1:24pm via web

@[KristK](#) @[3HatsComm](#) Did you know "Image Consultant" is in [#PR](#) job description? [#soloPR](#)



[phyllisweisspr](#) 1:24pm via [Tweet Button](#)

[#solopr](#) A2 Social media was crucial to getting people to check out an IndieGoGo campaign for my friend's indie film.



[3HatsComm](#) 1:23pm via [TweetDeck](#)

@[akenn](#) always a win, when clients see value, benefits and make moves to build on that momentum
[#solopr](#)



[SoloPR](#) 1:23pm via [tchat.io](#)

Cool! RT @[WolcottPR](#): A2: We needed 2 alert motorists to traffic issues. App includes weekly updates voice traffic alerts. [#solopr](#)



[donnamaria](#) 1:23pm via [Twittelator](#)

For women, closed and secret Facebook groups or WishList forums work wonders! @[KarenSwim](#) A2
[#solopr](#)



[PaulaJohns](#) 1:23pm via [tchat.io](#)

Nice! MT @[KarenSwim](#) A2: My latest strategy is finding behind the scenes ways to have more intimate engagement, i.e. niche forums [#solopr](#)



[WolcottPR](#) 1:23pm via [TweetDeck](#)

A2: We needed 2 alert motorists to traffic issues. App includes weekly updates voice traffic alerts.
[#solopr](#)



[SoloPR](#) 1:23pm via [tchat.io](#)

Ok, thanks for sharing everyone! Moving on to Q3... [#solopr](#)



[KristK](#) 1:23pm via Twubs

@[2020Strategy](#) Welcome! Glad you could join the chat (and the uver-fab [#solopr](#) network)



[3HatsComm](#) 1:22pm via TweetDeck

@[2020Strategy](#) welcome Michelle, nice to meet you. [#soloPR](#)



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

Hey @[donnamaria](#) ! :-) [#solopr](#)



[KellyeCrane](#) 1:22pm via TweetDeck

@[2020Strategy](#) Welcome! [#solopr](#)



[donnamaria](#) 1:22pm via Twittelator

Yes! RT @[KarenSwim](#) A2: I think my latest strategy is finding behind the scenes ways for more intimate engagement, i.e. niche forums [#solopr](#)



[KristK](#) 1:22pm via Twubs

RT @[JanetLFalk](#) [#soloPR](#) Told Ex Dir NOT wear dark suit to fundraiser. She wore beige suit, so staff could find her in a sea of black.



[KellyeCrane](#) 1:22pm via TweetDeck

@[WolcottPR](#) Curious: was the goal of the app to get funding, public support, or something else? [#solopr](#)



[2020Strategy](#) 1:22pm via web

Joining my fist [#solopr](#) chat! Sorry I'm late. Michelle Francis from Denver, became a Solo PR member about a month ago. Indie for 4 years!



[LoisMarketing](#) 1:22pm via [TweetDeck](#)

@[3HatsComm](#) @[KristK](#) Yes, even one pair of shoes. It's not difficult for the gals either :) :) [#soloPR](#)



[SoloPR](#) 1:21pm via [tchat.io](#)

Interesting RT @[WolcottPR](#): A2: We launched a new app for a bridge construction project. Huge win. [#solopr](#)



[3HatsComm](#) 1:21pm via [TweetDeck](#)

And 1 pair of loafers :) RT @[KristK](#): A1: Wish women's fashion (and packing) could be as easy as khaki pants and blue blazers. [#solopr](#)



[SoloPR](#) 1:21pm via [tchat.io](#)

RT @[KarenSwim](#): A2: I think my latest strategy is finding behind the scenes ways to have more intimate engagement, i.e. niche forums [#solopr](#)



[akenn](#) 1:21pm via [tchat.io](#)

A2. Clients seeing the value in FB ads, boosted posts + are experimenting [#solopr](#)



[KarenSwim](#) 1:21pm via [tchat.io](#)

@[WolcottPR](#) Very cool, would love to learn more and of course @[SoloPR](#) would love a guest post on it! [#solopr](#)



[LoisMarketing](#) 1:21pm via [TweetDeck](#)

@[KristK](#) It can be! :) [#soloPR](#) A1



[phyllisweisspr](#) 1:21pm via [Tweet Button](#)

RT @[KristK](#): A1: Wish women's fashion (and packing for trips) could be as easy as khaki pants and blue blazers. [#solopr](#)



[KristK 1:20pm via Twubs](#)

RT @[SoloPR](#): Q2: One of our participants wants to know: what has been your latest, greatest SM effort? [#solopr](#)



[SoloPR 1:20pm via tchat.io](#)

OK, maybe we've put everyone on the spot with Q2! [#solopr](#)



[KristK 1:20pm via Twubs](#)

A1: Wish women's fashion (and packing for trips) could be as easy as khaki pants and blue blazers. [#solopr](#)



[KarenSwim 1:20pm via tchat.io](#)

A2: I think my latest strategy is finding behind the scenes ways to have more intimate engagement, i.e. niche forums [#solopr](#)



[WolcottPR 1:20pm via TweetDeck](#)

A2: We launched a new app for a bridge construction project. Huge win. [#solopr](#)



[phyllisweisspr 1:20pm via Tweet Button](#)

[#solopr](#) A1: Thanks to the wonders of Photoshop, a fashion faux pas can be erased for print materials.



[3HatsComm 1:20pm via TweetDeck](#)

RT @[JanetLFalk](#): [#soloPR](#) Told Ex Dir of nonprofit NOT wear dark suit to fundraiser. She wore beige suit, so I & staff could find her in a se...



[LoisMarketing 1:20pm via TweetDeck](#)

C'mon solos! What's working for you and your clients? Vewwy vewwy qwiet for Q2 :) :) [#soloPR](#)



[SoloPR 1:19pm via tchat.io](#)

All! RT @[KarenSwim](#): Is Q2 asking about campaigns, platforms, strategy or all? [#solopr](#)



[3HatsComm 1:19pm via TweetDeck](#)

A2 hearing about how well I write, mixing fun w/ smart. very encouraging even just once in a while. keeps me going [#soloPR](#)



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

A2: I think more organizations are looking at social media as part of an integrated effort, so not isolated. [#solopr](#)



[PaulaJohns 1:18pm via tchat.io](#)

@[LoisMarketing](#) A1 Agree, casual attire is much easier for men. Right down to the shoes -- for women it's a tough call. [#soloPR](#)



[JanetLFalk 1:18pm via web](#)

[#soloPR](#) Told Ex Dir of nonprofit NOT wear dark suit to fundraiser. She wore beige suit, so I & staff could find her in a sea of black. SCORE



[KarenSwim 1:18pm via tchat.io](#)

Is Q2 asking about campaigns, platforms, strategy or all? [#solopr](#)



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

Latest SoMe success was assisting client in exceeding fundraising goal by 160% :) [#soloPR](#) A2

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

A2: This chat is one example! J [#solopr](#)



[JanetLFalk](#) 1:17pm via web

A! Honoree wore royal purple dress, so everyone could find & congratulate her. Exec Dir totally gets it now. [#soloPR](#)



[OhhSocialMedia](#) 1:17pm via RoundTeam

RT @[KellyeCrane](#): A2: It's great to hear case studies from the [#solopr](#) gang!



[OhhSocialMedia](#) 1:16pm via RoundTeam

RT @[KellyeCrane](#): RT @[SoloPR](#): Q2: One of our participants wants to know: what has been your latest, greatest SM effort? [#solopr](#)



[KellyeCrane](#) 1:16pm via TweetDeck

A2: Most of my social media work is not a campaign per se, but ongoing community building activities. [#solopr](#)



[LoisMarketing](#) 1:16pm via TweetDeck

@[PaulaJohns](#) For men, open collared starched dress shirt w sportscoat or polo. "Casual" much easier for men than women! [#soloPR](#) A1



[dariasteigman](#) 1:15pm via TweetDeck

@[2020Strategy](#) @[KarenSwim](#) Yes. Every Wed. at 1 p.m. EST. On the [#solopr](#) hashtag. Join in!



[KellyeCrane](#) 1:15pm via TweetDeck

A2: It's great to hear case studies from the [#solopr](#) gang!

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



[PaulaJohns](#) 1:15pm via [tchat.io](#)

A1 What about more casual styles for photos and interviews, i.e. no ties for guys. What do u usually recommend to clients? [#soloPR](#)



[LoisMarketing](#) 1:15pm via [TweetDeck](#)

RT @[KellyeCrane](#): @[LoisMarketing](#) Yes, sometimes they've just gotta let their freak flag fly! :-D [#solopr](#)
<< and discover the 'freak' in you!



[2020Strategy](#) 1:15pm via [web](#)

@[KarenSwim](#) @[dariasteigman](#) What's [#solopr](#)? Does our group have a tweet up? If so, I'm there! :)



[KellyeCrane](#) 1:14pm via [TweetDeck](#)

RT @[SoloPR](#): Q2: One of our participants wants to know: what has been your latest, greatest SM effort? [#solopr](#)



[KarenSwim](#) 1:14pm via [Tweet Button](#)

RT @[SoloPR](#): Q2: One of our participants wants to know: what has been your latest, greatest SM effort? [#solopr](#)



[KellyeCrane](#) 1:14pm via [TweetDeck](#)

@[LoisMarketing](#) Yes, sometimes they've just gotta let their freak flag fly! :-D [#solopr](#)



[kcwriter](#) 1:14pm via [TweetChat powered by oneQube](#)

MT @[KellyeCrane](#) A1: If not viewed by public, sometimes a journo can find a client's quirky appearance charming. Not *too* polished [#solopr](#)



[3HatsComm](#) 1:14pm via [TweetDeck](#)

@[KristK](#) may seem obvious but you have to mention it: the gum, brushing teeth after eating, do a once-over in mirror, etc. [#soloPR](#)



[JanetLFalk](#) 1:14pm via web

NYC-based pro w/ law firm, small biz, nonprofit and consultant clients. Subcontract to busy [#soloPR](#).



[SoloPR](#) 1:14pm via tchat.io

Q2: One of our participants wants to know: what has been your latest, greatest SM effort? [#solopr](#)



[LoisMarketing](#) 1:13pm via TweetDeck

Many times working with awesome 'quirky' clients helps YOU relax! :) [#soloPR](#) A1



[SoloPR](#) 1:13pm via tchat.io

Great tips on this one, all! Q2 is up next... [#solopr](#)



[KellyeCrane](#) 1:12pm via TweetDeck

@[ehr_comms](#) That's hilarious! [#solopr](#)



[KellyeCrane](#) 1:12pm via TweetDeck

A1: If not viewed by the general public, sometimes a journo can find a client's quirky appearance charming. Not *too* polished [#solopr](#)



[phyllisweisspr](#) 1:12pm via Tweet Button

RT @[KristK](#): A1: Style is one thing; personal habits can be just as impactful to success -- gum-chewing, table manners, handshakes. [#solopr](#)



[KristK](#) 1:12pm via Twubs

A1: Style is one thing; personal habits can be just as impactful to success -- gum-chewing, table manners, handshakes. [#solopr](#)



[ehr_comms](#) 1:11pm via [tchat.io](#)

A1: I jokingly asked someone if they were going to get a haircut before camera the next day and they took it VERY seriously! :) [#solopr](#)



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

Work from the dark suit, "this color best on you" angles, never direct criticism [#soloPR](#) A1



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

@[KellyeCrane](#) Exactly! Love that approach because you're not directly criticizing them! [#solopr](#)



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

A1: Depending on your relationship, you could probably say politely but directly: e.g., "would be great if you wore a blue suit" [#solopr](#)



[3HatsComm](#) 1:10pm via [TweetDeck](#)

A1 been tempted at times.. (ill-fitting stained logo shirts and all). Like others, limited it to speaking, media contexts [#soloPR](#)



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

A1: Style advice is often part of media training, job interview prep, public appearances, speeches. [#solopr](#)



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

Also one of those glad to not have to do this .. so far .. but would be kind-but-candid if I had to. [#soloPR](#)
A1



[KarenSwim](#) 1:09pm via tchat.io

A1: I would never approach from personal angle as in "you dress like a slob." [#solopr](#)



[SoloPR](#) 1:09pm via tchat.io

RT @[akenn](#): A1. I've only given advice about what to wear on camera (no flashy patterns, white shirt with dark jacket, etc) [#solopr](#)



[SoloPR](#) 1:08pm via tchat.io

"First impression" angle is good RT @[KristK](#): A1: I often mention first impressions and style choices to new pros, students. [#solopr](#)



[SoloPR](#) 1:08pm via tchat.io

Ha! I can picture it... RT @[ehr_comms](#): A1: I've only gotten as far as changing a tie. [#solopr](#)



[KristK](#) 1:08pm via Twubs

@[3HatsComm](#) That does sound like a great day! [#solopr](#)



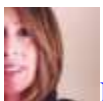
[KellyeCrane](#) 1:07pm via TweetDeck

A1: Instruction about appearance are common in media training, so I would provide a memo of tips. [#solopr](#)



[akenn](#) 1:07pm via tchat.io

A1. I've only given advice about what to wear on camera (no flashy patterns, white shirt with dark jacket, etc) [#solopr](#)



[PaulaJohns](#) 1:07pm via tchat.io

@[WolcottPR](#) So nice to have our temperate weather back, isn't it? I'm based in San Diego -- last week was crazy. [#soloPR](#)



[KristK](#) 1:07pm via [Twubs](#)

A1: I often mention first impressions and style choices to new pros, students. [#solopr](#)



[3HatsComm](#) 1:07pm via [TweetDeck](#)

Had a long chat w/ BFF, Braves game later and [#soloPR](#) smarts now.. not bad for a Wednesday.



[KellyeCrane](#) 1:07pm via [TweetDeck](#)

A1: I've fortunately never been in this situation. All of my clients who favor bummy attire speak to tech journos in bummy attire. J [#solopr](#)



[PaulaJohns](#) 1:07pm via [tchat.io](#)

Hi [#soloPR](#), Paula here, joining the chat from the San Diego area. Solo since 2000. Will be multi-tasking today. [#solopr](#)



[KarenSwim](#) 1:06pm via [tchat.io](#)

A1: You can address in context, i.e. if media spokesperson, style consultation as to what will look best on camera [#solopr](#)



[ehr_comms](#) 1:06pm via [tchat.io](#)

A1: I've only gotten as far as changing a tie. [#solopr](#)



[KellyeCrane](#) 1:05pm via [TweetDeck](#)

Could be touchy! RT @[SoloPR](#): Q1: Have you ever advised a client about personal style? How did you approach the subject? [#solopr](#)



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

@[dariasteigman](#) You should see mine! Today it does not look like the office of a clean freak! [#solopr](#)



[KristK](#) 1:05pm via [Twubs](#)

RT @[SoloPR](#) Q1: Have you ever advised a client about personal style? How did you approach the subject? [#solopr](#)



[kcwriter](#) 1:05pm via [TweetChat powered by oneQube](#)

@[KarenSwim](#) Hi Karen! [#solopr](#)



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

Denis Wolcott from a temperate SoCal [#soloPR](#)



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

@[KarenSwim](#) It is indeed. And you haven't even seen the whirlwind of paper that is my office! [#solopr](#)



[KarenSwim](#) 1:04pm via [Tweet Button](#)

RT @[SoloPR](#): Q1: Have you ever advised a client about personal style? How did you approach the subject? [#solopr](#)



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

@[kcwriter](#) Hi Kellie! [#solopr](#)



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

Q1: Have you ever advised a client about personal style? How did you approach the subject? [#solopr](#)



[kcwriter](#) 1:04pm via TweetChat powered by oneQube

Kelle Campbell in Columbia, MD. Hi everyone! [#solopr](#)



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

Great crowd is gathering! Q1 is coming up... [#solopr](#)



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

@[dariasteigman](#) Miss you too, but man it is a crazy week! [#solopr](#)



[KristK](#) 1:04pm via Twubs

A hearty hello to my [#solopr](#) pals! Kristie here from the MS Gulf Coast (23 yrs exp, 10 as indy, APR, PR prof).



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

As we gather, a programming note: the [#solopr](#) chat will be "off" next week for the Memorial Day holiday in the U.S.



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

Oops I'm joining from not "for" only representing myself today not the entire state of Michigan :-)
[#solopr](#)



[dariasteigman](#) 1:03pm via TweetDeck

Oh, snap! Going to miss [#solopr](#) today; crunching on a project with a crazy deadline. Miss everyone. :(



[KellyeCrane](#) 1:03pm via TweetDeck

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

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

G'day mates, Karen Swim joining for the midwestern state in the Eastern time zone [#solopr](#)



[SoloPR 1:02pm via tchat.io](#)

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



[ehr_comms 1:02pm via tchat.io](#)

Elizabeth in London. Hope everyone is well. [#solopr](#)



[KristK 1:02pm via Twubs](#)

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



[KarenSwim 1:02pm via Tweet Button](#)

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



[ehr_comms 1:01pm via tchat.io](#)

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



[KellyeCrane 1:01pm via TweetDeck](#)

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



[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