#SoloPR Transcript –6/18/2014

Q1: With PR wire services seeing big drops in traffic (prdaily.com/Main/Articles/…) does it make sense to use them anymore? #solopr

Q2 is a follow-up: When you don't use a wire distribution service, how do you get your news out? #solopr

Q3: What do you do with clients that always spring things on you at the last minute? #solopr

Q4: What can you do if your client wants you to use an exec who's a terrible/arrogant spokesperson? #solopr

Q5: This year the 4th of July is on a Friday. When do you think the slow period will be? How are you counseling clients? #solopr

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SoloPR2:02pm via tchat.io

The transcript will be up on soloprpro dot com tomorrow - see you next week, same time!#solopr

JanetLFalk2:01pm via Twitter Web Client

Another thoughtful #soloPR chat. Will catch transcript. As always, thanks to @KellyeCranefor great Qs and moderating. See ya.

PaulaJohns2:01pm via tchat.io

Have a great rest of day! Thanks all! #soloPR

SoloPR2:01pm via tchat.io

Yes! Thanks for looking up the date- ha J RT @KarenSwim: @SoloPR Is that the July 2nd chat? #solopr

SoloPR2:01pm via tchat.io

Thanks everyone for joining another fun chat! Remember, we keep sharing and discussing on the hashtag all week. #solopr

KarenSwim2:00pm via tchat.io

@SoloPR Is that the July 2nd chat? #solopr

elfwyn2:00pm via Twitter for iPhone

RT @3HatsComm: A5 as we discussed before, good idea to notify clients of holiday/summer schedule, that you're off the 4th yada yada#soloPR

KellyeCrane2:00pm via TweetDeck

@gregwbrooks @mdbarber I've find good#solopr pros w/young children often volunteer info re: what they do w/their kids. Smart. #solopr

mdbarber1:59pm via tchat.io

@gregwbrooks it can be but you need to let them demonstrate they have control of it. Many do; some don't. #solopr

PaulaJohns1:59pm via tchat.io

@jendonovansf Yes, same here. Just checked out my stream on TweetDeck. Can't see it on tchat.io. :) #solopr

3HatsComm1:58pm via TweetDeck

RT @SoloPR: Let me take this opportunity to say that we won't have a #solopr chat in two weeks- taking the 4th holiday! :-)

jendonovansf1:58pm via TweetDeck

@PaulaJohns My TweetDeck is full of Amazon news! #solopr

gregwbrooks1:58pm via Twitter Web Client

@mdbarber I know you -- or feel like I do. But if I don't know the sub, it's a factor. #solopr

PaulaJohns1:58pm via TweetDeck

@jendonovansf Seeing all the Amazon news streaming through now. Have been oblivious on tchat.io. #soloPR

SoloPR1:58pm via tchat.io

Let me take this opportunity to say that we won't have a #solopr chat in two weeks- taking the 4th holiday! :-)

mdbarber1:57pm via tchat.io

@jendonovansf hope you can some time. Salmon is my favorite...on the grill. #solopr

mdbarber1:56pm via tchat.io

@gregwbrooks it's up to me to manage my work. There may be some who are less reliable/focused but please don't discriminate.#solopr

jendonovansf1:56pm via TweetDeck

@KellyeCrane @mdbarber Salmon is defrosting :) #solopr

jendonovansf1:56pm via TweetDeck

@mdbarber I'd love to get up there! I enjoy fishing (family owns a sportfishing biz in Cabo). You will be my 1st call when we come! #solopr

KellyeCrane1:56pm via TweetDeck

@mdbarber @jendonovansf Ya'll are making me hungry for fish for dinner. :-) #solopr

mdbarber1:55pm via tchat.io

@gregwbrooks I take issue with that. As a parent of school-age kids and a solo, I can be as reliable and focused regardless of date.#solopr

KellyeCrane1:55pm via TweetDeck

@gregwbrooks If they have good steady childcare, that's usually not true, but if they're in denial about the need for it... #solopr

mdbarber1:55pm via tchat.io

@jendonovansf Nice! You should come with him again and he can fish recreationally which you and I do something else outside. #solopr

PaulaJohns1:55pm via tchat.io

@jendonovansf Not watching but have heard about their new phone. Amazon shaking things up! #soloPR #solopr

gregwbrooks1:54pm via Twitter Web Client

@KellyeCrane I try to avoid subs with school-age kids in the summer months; they can be less reliable and less focused. #solopr

SoloPR1:54pm via tchat.io

Yes, tell them *way* in advance! MT @3HatsComm: A5 as we discussed before, good idea to notify clients of holiday/summer schedule. #soloPR

mdbarber1:54pm via tchat.io

Exactly! RT @KellyeCrane: A5: As soon as the kids get out of school, I notice folks working at a different pace (as it should be!) #solopr

jendonovansf1:54pm via TweetDeck

@mdbarber Yes, salmon and halibut mostly#solopr

mdbarber1:54pm via tchat.io

@jendonovansf That's cool. Commercial, I assume? #solopr

SoloPR1:54pm via tchat.io

Woo hoo! RT @PaulaJohns: @jendonovansf@KellyeCrane Yes, it means taking full advantage of the solo life! #soloPR

jendonovansf1:53pm via TweetDeck

Any #solopr folks watching the Amazon conference about the just announced Fire Phone?

KellyeCrane1:53pm via TweetDeck

Yes, great time to breathe and enjoy RT @PaulaJohns: Can be a good time to catch up on things, strategize, etc. :) #soloPR

NicDaviesUley1:53pm via Twitter for Android

I guest edited on @comms2point0 s2point0 today and included links about pizza, Florence Nightingale and behaviour change. #comms#solopr

jendonovansf1:52pm via TweetDeck

@mdbarber @SoloPR I bet! My boyfriend fished in AK for 6+ years. #solopr

KellyeCrane1:52pm via TweetDeck

A5: As soon as the kids get out of school, I notice folks working at a different pace (as it should be!) #solopr

PaulaJohns1:52pm via TweetDeck

@jendonovansf @KellyeCrane Yes, it means taking full advantage of the solo life! #soloPR

mdbarber1:52pm via tchat.io

@SoloPR Yeah. We love our AK summer and everyone's outside w many fishing. It's fun.#solopr

jendonovansf1:52pm via TweetDeck

@PaulaJohns @KellyeCrane Does etc mean relax, refresh, take in a movie ;) #solopr

3HatsComm1:52pm via TweetDeck

A5 as we discussed before, good idea to notify clients of holiday/summer schedule, that you're off the 4th yada yada #soloPR

SoloPR1:51pm via TweetDeck

MT @KarenSwim: A5: this year has been weird, busy when I thought it would be slow and slow when I thought it would be busy #solopr

PaulaJohns1:51pm via TweetDeck

@KellyeCrane Can be a good time to catch up on things, strategize, etc. :) #soloPR

jendonovansf1:51pm via TweetDeck

Now that's knowing your audience! RT @SoloPR: Wow, cool! RT @mdbarber: Here the answer depends on whether the fish are running too #solopr

SoloPR1:51pm via tchat.io

Great pt! RT @3HatsComm: sometimes after a break, clients recharged... have to plan for that too, possible post-holiday surge #soloPR

SoloPR1:51pm via tchat.io

Wow, cool! RT @mdbarber: A5 -- Here the answer depends on whether the fish are running too. #solopr

3HatsComm1:50pm via TweetDeck

@KellyeCrane sometimes after a break, clients recharged, raring to go. have to plan for that too, possible post-holiday surge #soloPR

SoloPR1:50pm via tchat.io

Truth! RT @jendonovansf A5 "Slow" holiday weeks can sometimes present opportunities to gain awareness when other companies are quiet #solopr

mdbarber1:50pm via tchat.io

A5 -- Here the answer depends on whether the fish are running too. Summer in AK is when everyone's outside every day. #solopr

PaulaJohns1:50pm via tchat.io

Very true MT @jendonovansf: A5: "Slow" holiday weeks can sometimes present opportunities to gain awareness when other co's are quiet#solopr

KellyeCrane1:49pm via TweetDeck

@PaulaJohns Some years it's annoying when people aren't around/responding, but this year I might like it. :-) #solopr

KarenSwim1:49pm via Twitter for Websites

RT @jendonovansf: A5: "Slow" holiday weeks can sometimes present opportunities to gain awareness when other companies are quiet#solopr

mdbarber1:49pm via Twitter for Websites

RT @jendonovansf: A5: "Slow" holiday weeks can sometimes present opportunities to gain awareness when other companies are quiet#solopr

jendonovansf1:49pm via TweetDeck

A5: "Slow" holiday weeks can sometimes present opportunities to gain awareness when other companies are quiet #solopr

KarenSwim1:49pm via tchat.io

A5: Great question, this year has been weird, busy when I thought it would be slow and slow when I thought it would be busy #solopr

SoloPR1:49pm via tchat.io

RT @PaulaJohns: A4 Good question! I'm thinking it will be slow the week leading up to the 4th and into the week after. #soloPR

SoloPR1:49pm via tchat.io

MT @3HatsComm A5 planning, timing. If biz depends on holiday, work/staff accordingly. If not make sure all ducks in a row b4 leaving#soloPR

KellyeCrane1:48pm via TweetDeck

A5: I've found that when a holiday is on a Fri or Mon, the week is less slow than if it was on another day #solopr

PaulaJohns1:47pm via tchat.io

A4 Good question! I'm thinking it will be slow the week leading up to the 4th and into the week after. #soloPR

3HatsComm1:47pm via TweetDeck

A5 planning, timing. If biz depends on holiday, work/staff accordingly. If not, make sure all ducks in a row b4 leaving #soloPR

KellyeCrane1:47pm via TweetDeck

Q5: I think the week of 6/30 will be slow and have counseled accordingly. #solopr

mdbarber1:46pm via Twitter for Websites

RT @SoloPR: Q5: This year the 4th of July is on a Friday. When do you think the slow period will be? How are you counseling clients? #solopr

KellyeCrane1:46pm via TweetDeck

RT @SoloPR: Q5: This year the 4th of July is on a Friday. When do you think the slow period will be? How are you counseling clients? #solopr

KellyeCrane1:45pm via TweetDeck

@mdbarber Very much so! #solopr

SoloPR1:45pm via tchat.io

Q5: This year the 4th of July is on a Friday. When do you think the slow period will be? How are you counseling clients? #solopr

PaulaJohns1:45pm via tchat.io

Yes, this is key > RT @KarenSwim: It's not about the exec; it's about how his/her demeanor could affect coverage/the brand. #solopr

mdbarber1:44pm via tchat.io

@KellyeCrane and you're so grateful for that experience, and being a solo know, aren't you!#solopr

SoloPR1:44pm via tchat.io

That was a fun topic (maybe because it makes us feel better if we aren't in that situation?)! Q5 is up next... #solopr

KellyeCrane1:43pm via TweetDeck

A4: As you may be able to tell, I've had this problem before. :-) But not since becoming a#solopr pro.

mdbarber1:43pm via tchat.io

Really good point! RT @KellyeCrane: A4:Keep in mind someone you find annoying may not be to journos. Test your impression #solopr

PaulaJohns1:43pm via tchat.io

Yes, this! RT @KellyeCrane: A4: As others note, have a full team of spokespeople, and use the bad one sparingly. #solopr

KarenSwim1:43pm via Twitter for Websites

RT @KellyeCrane: A4: Also, keep in mind that someone you find annoying may not be to journos (they enjoy bravado sometimes). Test your impr#solopr

KellyeCrane1:43pm via TweetDeck

A4: Also, keep in mind that someone you find annoying may not be to journos (they enjoy bravado sometimes). Test your impression#solopr

KarenSwim1:42pm via tchat.io

I like this idea! MT @KellyeCrane: A4: Have a "good cop" who can chime in when the other goes off #solopr

LoisMarketing1:42pm via TweetDeck

Cheers dear #soloPR friends :) Must dip out for an appointment!

JanetLFalk1:42pm via Twitter Web Client

@jendonovansf Whoever comes will enjoy connecting IRL and if you missed it, too bad.#soloPR

SoloPR1:41pm via tchat.io

MT @LoisMarketing: Part of PR is not just communicating broadly but being able to offer advice and guidance one-to-one. #soloPR A4

mdbarber1:41pm via Twitter for Websites

RT @KellyeCrane: A4: Also, you can have more than one spokesperson in the interview. Have a "good cop" who can chime in when the other goes#solopr

KellyeCrane1:41pm via TweetDeck

@gregwbrooks Yes! You're investing a lot of resources, you should heed my counsel.#solopr

LoisMarketing1:41pm via TweetDeck

Part of public relations is not just communicating broadly but being able to offer advice and guidance one-to-one. #soloPR A4

KellyeCrane1:40pm via TweetDeck

A4: Also, you can have more than one spokesperson in the interview. Have a "good cop" who can chime in when the other goes off#solopr

KarenSwim1:40pm via tchat.io

@mdbarber Thanks Mary! #solopr

mdbarber1:40pm via tchat.io

A4 -- Good point @KarenSwim. It's not about the exec; it's about how his/her demeanor could affect coverage/the brand. #solopr

gregwbrooks1:39pm via Twitter Web Client

@KellyeCrane Goes back to pricing: Charge high so they take you seriously; earn lots so you can quit if they don't. #solopr

KellyeCrane1:39pm via TweetDeck

A4: As others note, have a full team of spokespeople, and use the bad one sparingly.#solopr

JanetLFalk1:39pm via Twitter Web Client

@SoloPR A4 Exec is too busy for live or phoners. Keep media interactions confined to email. #soloPR

LoisMarketing1:39pm via TweetDeck

I'm blessed and grateful this is not a problem among my clients but I can see where it could be in some companies. #soloPR A4

mdbarber1:39pm via Twitter for Websites

RT @KarenSwim: A4: Don't focus on personality but present how it will impact brand, problems and offer altternatives #solopr

SoloPR1:38pm via tchat.io

RT @KarenSwim: A4: Don't focus on personality but present how it will impact brand, problems and offer alternatives #solopr

avik_munshi1:38pm via Twitter for BlackBerry

#soloPR A4 I'll ask the client to accompany!

mdbarber1:38pm via tchat.io

A4 -- Limit the opportunities to smaller oppps and/or email so you can keep the counsel/training going. Help client understand#solopr

LoisMarketing1:38pm via TweetDeck

Set a goal to work from referrals only so that YOU select clients, spokespeople, etc -- and hopefully don't encounter this! #soloPR

SoloPR1:38pm via tchat.io

RT @3HatsComm: A4 training. be selective in opps, try for email interviews (that you can guide), suggest better 'team' options #soloPR

PaulaJohns1:38pm via tchat.io

Good point! MT @LoisMarketing If you're running into too many 'last minute' or 'hurry up and wait' clients -- Problem is YOU. #soloPR

3HatsComm1:38pm via TweetDeck

RT @gregwbrooks: A4: Explain problems, offer extra training - and cash the check even if the Titanic sinks. <-- ideally before :) #solopr

mdbarber1:37pm via tchat.io

Like the email opp! RT @3HatsComm: A4 be selective in opps, try for email interviews (that you can guide) #soloPR

KellyeCrane1:37pm via TweetDeck

A4: But, providing straight-talk counsel is why we make the big bucks, right? J #solopr

LoisMarketing1:37pm via TweetDeck

YOU must be willing and able to walk away from situations, relationships that make YOU the victim and loser. Don't set yourself up. #soloPR

KellyeCrane1:37pm via TweetDeck

A4: It's not fun, because if the person is the CEO often your other contacts are afraid to back you up. #solopr

jendonovansf1:37pm via TweetDeck

@JanetLFalk Hope it's a great success Janet! Wish there were more #SoloPR folks in #SF to do this.

KarenSwim1:37pm via tchat.io

A4: Don't focus on personality but present how it will impact brand, problems and offer altternatives #solopr

3HatsComm1:37pm via TweetDeck

A4 training. be selective in opps, try for email interviews (that you can guide), suggest better 'team' options #soloPR

JanetLFalk1:36pm via Twitter Web Client

Joining #soloPR late. Reminder to check FB page for details on tomorrow's NYC beer meet-up.

fransteps1:36pm via tchat.io

Oh and Hi everyone just arrived! #solopr

SoloPR1:36pm via tchat.io

Ha RT @gregwbrooks: A4: Explain the potential problems,offer some extra training - and cash the check even if the Titanic sinks. #solopr

fransteps1:36pm via tchat.io

Writing post on this right now! RT @SoloPR: Q4: What if your client wants you to use exec who's a terrible/arrogant spokesperson? #solopr

SoloPR1:36pm via tchat.io

RT @mdbarber: A4 - Counsel the client about your concerns and then do the best you can with media training with the exec. #solopr

LoisMarketing1:36pm via TweetDeck

You must be confident to counsel the client - and spokesperson - that they are not best suited for the role, how to correct. #soloPR A4

PaulaJohns1:36pm via tchat.io

So true RT @KarenSwim Also agree it's about managing expectations but for some clients it's the company culture, not you. #solopr

KellyeCrane1:36pm via TweetDeck

A4: Oy! #solopr

gregwbrooks1:36pm via Twitter Web Client

A4: Explain the potential problems,offer some extra training - and cash the check even if the Titanic sinks. #solopr

KellyeCrane1:35pm via TweetDeck

RT @SoloPR: Q4: What can you do if your client wants you to use an exec who's a terrible/arrogant spokesperson? #solopr

mdbarber1:35pm via tchat.io

A4 - Counsel the client about your concerns and then do the best you can with media training with the exec. #solopr

KarenSwim1:35pm via Twitter for Websites

RT @SoloPR: Q4: What can you do if your client wants you to use an exec who's a terrible/arrogant spokesperson? #solopr

KellyeCrane1:35pm via TweetDeck

@3HatsComm Yes, I've pushed back hard if it's a situation where I'm being set up to fail. Mentioned last week how much I hate that!#solopr

mdbarber1:34pm via Twitter for Websites

RT @SoloPR: Q4: What can you do if your client wants you to use an exec who's a terrible/arrogant spokesperson? #solopr

LoisMarketing1:34pm via TweetDeck

You must have the confidence to say "This is how it's going to be" along with the fluidity to be there for a client when needed. #soloPR

SoloPR1:34pm via tchat.io

Q4: What can you do if your client wants you to use an exec who's a terrible/arrogant spokesperson? #solopr

3HatsComm1:34pm via TweetDeck

@KellyeCrane when it's a project they've planned on, you asked about, they deferred.. only to hit you at 11th hour? uh, no. #soloPR

SoloPR1:33pm via tchat.io

Really interesting discussion on Q3 (folks here have such a variety of experiences!). Q4 is up next... #solopr

mdbarber1:33pm via tchat.io

@gregwbrooks exactly. Often I find that when we really look at the issue, both sides are just as "guilty." #solopr

KarenSwim1:33pm via tchat.io

@mdbarber It is a great term! #solopr

LoisMarketing1:33pm via TweetDeck

RT @mdbarber: @LoisMarketing that's what I mean by discussing the deadlines and consequences. If I keep them, it's because they know the ru#solopr

mdbarber1:33pm via tchat.io

@KellyeCrane waving back. #solopr

LoisMarketing1:33pm via TweetDeck

@SoloPR Aww thanks -- sad event but they were able to recover. No one injured and important things retrieved. Thanks. #soloPR

gregwbrooks1:32pm via Twitter Web Client

@mdbarber This may be why I don't fuss about clients missing deadline -- I"ve never met a deadline I meet m'self. #solopr

mdbarber1:32pm via tchat.io

@LoisMarketing that's what I mean by discussing the deadlines and consequences. If I keep them, it's because they know the rules.#solopr

SoloPR1:32pm via tchat.io

Good point! Help me, help you J MRT @mdbarber: A3 - ...It's about helping them realize the consequences. #solopr

mdbarber1:32pm via tchat.io

@KarenSwim I have used that but I don't know that it was in this instance. But it's a great term. Either off or full ON. #solopr

akenn1:32pm via Twitter for Websites

RT @LoisMarketing: It shouldn't be about what to charge them. If they're 'throwing things' at you last-minute address the 'throwing', not t#soloPR

LoisMarketing1:32pm via TweetDeck

@mdbarber They need to be 'cured' of the always-late. Or maybe not be a client of yours. :)#soloPR

SoloPR1:31pm via tchat.io

Oh no- good ex of an unforeseen circumstance! MT @LoisMarketing: Managed client's press, etc. after their building burned down. #solopr

KarenSwim1:31pm via tchat.io

Also agree it's about managing expectations but for some clients it's the company culture, not you. #solopr

mdbarber1:31pm via tchat.io

A3 - Set deadlines & make sure they know that if they don't meet them, there will be a rush fee. Best to also make sure ur timely. #solopr

LoisMarketing1:31pm via TweetDeck

It shouldn't be about what to charge them. If they're 'throwing things' at you last-minute address the 'throwing', not the fee. #soloPR

mdbarber1:30pm via tchat.io

A3 - I agree it's about managing expectations but some clients are always late. It's about helping them realize the consequences. #solopr

KarenSwim1:30pm via tchat.io

Was it @mdbarber who referred to these clients as having a "fire hose culture"? Perfect term.#solopr

KellyeCrane1:30pm via TweetDeck

Same here RT @KarenSwim: For me the always in crisis mode client is not worth it, even with additional hours, too stressful! #solopr

KellyeCrane1:30pm via TweetDeck

@mdbarber *waving* #solopr

SoloPR1:30pm via tchat.io

RT @3HatsComm: A3 Charge accordingly (rush). Show them the pattern of waiting - and the better results they'd get w/ planning ahead#soloPR

 LoisMarketing1:30pm via TweetDeck

Managed client's press, etc. after their building burned down. Will never forget how terrific they were helping me help them #soloPR

 KellyeCrane1:29pm via TweetDeck

A3: Does the situation really require a hurry-up approach? Often, you can successfully explain what would be possible w/a later date #solopr

 KarenSwim1:29pm via tchat.io

For me the always in crisis mode client is not worth it, even with additional hours, too stressful!#solopr

 SoloPR1:28pm via tchat.io

RT @LoisMarketing: Take an "If you need me this is what I need from you" approach. Be clear in info etc needed. #soloPR A3

 LoisMarketing1:28pm via TweetDeck

If you're running into too many 'last minute' or 'hurry up and wait' clients -- you're not managing expectations. Problem is YOU. #soloPR

 3HatsComm1:28pm via TweetDeck

A3 Charge accordingly (rush). Show them the pattern of waiting - and the better results they'd get w/ planning ahead. #soloPR

 mdbarber1:27pm via Twitter for Websites

RT @SoloPR: Q3: What do you do with clients that always spring things on you at the last minute? #solopr

KellyeCrane1:27pm via TweetDeck

A3: All clients have unforeseen circumstances- those who think everything's an emergency are another type alltogether #solopr

mdbarber1:27pm via tchat.io

Nothing like showing up 30 minutes late. Looks like a good conversation. Mary here from Anchorage; 14 years as solo; 36 in comm.#solopr

LoisMarketing1:27pm via TweetDeck

RT @3HatsComm: @akenn it's a lot of work, part of which is knowing what is news, what's not - and managing client expectations #soloPR

3HatsComm1:26pm via TweetDeck

Yet oddly, often one in the same. Grrr... RT @KellyeCrane: A3: The last-minute types are worse than the hurry-up-and-wait'ers #solopr

LoisMarketing1:26pm via TweetDeck

Take an "If you need me this is what I need from you" approach. Be clear in info etc needed.#soloPR A3

KellyeCrane1:26pm via TweetDeck

A3: Anything not outlined in the initial scope of work incurs additional fees. That helps, too! :-)#solopr

3HatsComm1:26pm via TweetDeck

@akenn it's a lot of work, part of which is knowing what is news, what's not - and managing client expectations #soloPR

SoloPR1:26pm via tchat.io

RT @gregwbrooks: A3: To a degree, that's part of what they're paying for. I'd have to be pretty egregious to warrant action #soloPR

SoloPR1:26pm via tchat.io

RT @KarenSwim: I meant if the problem persists in spite of best efforts, fire them!#solopr

LoisMarketing1:25pm via TweetDeck

Quite frankly this is rarely if ever a problem -- and when 'last minute' help is needed clients are great with info I need. #soloPR A3

KellyeCrane1:25pm via TweetDeck

A3: Being in the driver's seat and having an agreed-upon plan can help. #solopr

nlinton1:25pm via Twitter Web Client

RT @KellyeCrane: A1: I attended a media panel and asked how many of them check the wires- zero. Some didn't know what they were! #solopr

gregwbrooks1:25pm via Twitter Web Client

A3: To a degree, that's part of what they're paying for. I'd have to be pretty egregious to warrant action #soloPR

LoisMarketing1:24pm via TweetDeck

I prevent as much as I can with straightforward comms from the beginning -- but part of PR is realizing 'sudden' things happen! #soloPR A3

KellyeCrane1:24pm via TweetDeck

@3HatsComm Great point! #solopr

KarenSwim1:24pm via tchat.io

I meant if the problem persists in spite of best efforts, fire them! #solopr

akenn1:24pm via tchat.io

A3. Honestly, I don't have a lot of experience w/this question. My clients are the opposite & often take forever to respond. #solopr

KellyeCrane1:24pm via TweetDeck

A3: The last-minute types are worse than the hurry-up-and-wait'ers #solopr

KarenSwim1:23pm via tchat.io

A3: Honest communication about what I need to succeed on their behalf and if persistent, fire them #solopr

3HatsComm1:23pm via TweetDeck

@KellyeCrane newsroom is good. companies sometimes make mistake of using blog to push hohum (not) news; turns off subscribers#soloPR

KellyeCrane1:23pm via TweetDeck

RT @SoloPR: Q3: What do you do with clients that always spring things on you at the last minute? #solopr

_SoloDovePR1:22pm via Echofon

RT @3HatsComm: A2 no school like the old school. Research, homework, match a good story to the media outlet, right reporter and pitch.#soloPR

akenn1:22pm via tchat.io

@3HatsComm I agree. My background is media relations and I still enjoy it. Takes work, but worth it when you break through. #solopr

KarenSwim1:22pm via Twitter for Websites

RT @SoloPR: Q3: What do you do with clients that always spring things on you at the last minute? #solopr

SoloPR1:22pm via tchat.io

Q3: What do you do with clients that always spring things on you at the last minute? #solopr

KellyeCrane1:21pm via TweetDeck

Hee RT @3HatsComm: If it's news that X target needs/wants, send it direct. SM, email, carrier pigeon.. don't wait for gatekeeper #soloPR

BluePepperPR1:21pm via TweetChat powered by oneQube

MT @3HatsComm A2 no school like the old school. Research, homework, match a good story to the right reporter and pitch. #solopr

SoloPR1:21pm via tchat.io

Q3 is up next... #solopr

SoloPR1:21pm via tchat.io

Great tips and convo on Qs 1 & 2 everyone- thanks! BTW, we have room for more Qs this week, so send 'em if you've got 'em... #solopr

3HatsComm1:20pm via TweetDeck

@akenn @KarenSwim If it's news that X target needs/wants, send it direct. SM, email, carrier pigeon.. don't wait for gatekeeper #soloPR

KellyeCrane1:20pm via TweetDeck

And increasingly, include good visual(s) to help grab attention RT @akenn: +post on co blog/soc med #solopr

KellyeCrane1:19pm via TweetDeck

A2: Having an online newsroom page that incl. all announcements & an RSS feed (+ proactive outreach) #solopr

KarenSwim1:18pm via tchat.io

@akenn Yes! Should always do these in addition to other tactics as well. Agree? #solopr

SoloPR1:18pm via tchat.io

RT @KarenSwim: A2: Send directly to journos; use featured news release and distribute through content marketing service #solopr

akenn1:18pm via tchat.io

+post on co blog/soc med RT @KarenSwim A2: Send directly to journos; use featured news release & dist thru content marketing service#solopr

KellyeCrane1:17pm via TweetDeck

@3HatsComm Love it! #solopr

SDITSystems1:17pm via RoundTeam

RT @PaulaJohns: Agree > RT @gregwbrooks: They're still a credibility tool, depending on which ones are used and how they're used. #soloPR

SoloPR1:17pm via tchat.io

RT @3HatsComm A2 no school like the old school. Research, homework, match a good story to the media outlet, right reporter and pitch#soloPR

KellyeCrane1:17pm via TweetDeck

@akenn @jendonovansf But they still issue a mini alert-type release over the wires, I think.#solopr

ancitasatija1:17pm via Twitter for Android

RT @KellyeCrane: A1: For several months, distributing press releases via the wires has not been a good strategy for SEO. #solopr

KarenSwim1:16pm via tchat.io

A2: Send directly to journos; use featured news release and distribute through content marketing service #solopr

3HatsComm1:16pm via TweetDeck

A2 no school like the old school. Research, homework, match a good story to the media outlet, right reporter and pitch. #soloPR

SoloPR1:16pm via tchat.io

Interesting RT @akenn: This is from 2010: Microsoft latest to dump PR wires for earnings releases irwebreport.com/20101028/micro…#soloPR

jendonovansf1:15pm via TweetDeck

@akenn I remember this! #solopr

KellyeCrane1:15pm via TweetDeck

@KarenSwim Yes, and these were national broadcast producers. #solopr

PaulaJohns1:14pm via tchat.io

Agree > RT @gregwbrooks: They're still a credibility tool, depending on which ones are used and how they're used. #soloPR

akenn1:14pm via Twitter for Websites

This is from 2010: Microsoft latest to dump PR wires for earnings releases | IR Web Reportirwebreport.com/20101028/micro… via @irwebreport #soloPR

KarenSwim1:14pm via Twitter for Websites

RT @SoloPR: Q2 is a follow-up: When you don't use a wire distribution service, how do you get your news out? #solopr

jendonovansf1:14pm via TweetDeck

I'm not really. It's about #storytelling and#relationships, not a wire story RT @KarenSwim: Wow @KellyeCrane I am surprised! #solopr

SoloPR1:14pm via tchat.io

Q2 is a follow-up: When you don't use a wire distribution service, how do you get your news out? #solopr

KarenSwim1:14pm via tchat.io

Wow @KellyeCrane I am surprised! #solopr

3HatsComm1:14pm via TweetDeck

RT @KellyeCrane: A1: I attended a media panel and asked how many of them check the wires- zero. Some didn't know what they were! #solopr

KellyeCrane1:13pm via TweetDeck

A1: I think the changes in how people access news (including journos) makes skilled PR pros more important! #solopr

kcwriter1:13pm via TweetChat powered by oneQube

RT @KellyeCrane A1: If you have important news (or shareholders), should still release simultaneously via a wire service. #solopr

SoloPR1:13pm via tchat.io

RT @BluePepperPR: A1: The value and benefit depends on the client, needs + goals. We rarely use with our small to mid-sized clients #solopr

jendonovansf1:12pm via TweetDeck

RT @KellyeCrane: A1: I attended a media panel and asked how many of them check the wires- zero. Some didn't know what they were! #solopr

BluePepperPR1:12pm via TweetChat powered by oneQube

A1: The value and benefit depends on the client, needs + goals. We rarely use with our small to mid-sized clients. #solopr

FreelanceItalia1:12pm via RoundTeam

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

FreelanceItalia1:12pm via RoundTeam

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

KellyeCrane1:12pm via TweetDeck

A1: I attended a media panel and asked how many of them check the wires- zero. Some didn't know what they were! #solopr

3HatsComm1:12pm via TweetDeck

Agree, more bang for the buck. RT @jendonovansf: A1: Smaller co's better spent w/targeted outreach #solopr

KellyeCrane1:11pm via TweetDeck

A1: If you have important news (or shareholders), should still release simultaneously via a wire service. #solopr

PaulaJohns1:10pm via tchat.io

Agree. RT @KellyeCrane
A1: For several months, distributing press releases via wires has not been a good strategy for SEO. #solopr #solopr

LoisMarketing1:10pm via TweetDeck

It can't 'hurt' to use them after all! #soloPR A1

SoloPR1:10pm via tchat.io

RT @SoloPR: RT @LoisMarketing: Clients and I do not use them anymore. Followed for a while but now outdated IOHO #soloPR A1

jendonovansf1:10pm via TweetDeck

@akenn Yes, true. When they need to alert everyone at the same time as a public company, wire services can work #solopr

KarenSwim1:10pm via tchat.io

A1: Still makes sense depending on how they are used #solopr

akenn1:09pm via Twitter for Websites

@jendonovansf although some of the largest co's have also stopped using them. Post material (+ other) news on their websites.#solopr

gregwbrooks1:09pm via Twitter Web Client

@KellyeCrane @SoloPR They're still a credibility tool, depending on which ones are used and how they're used. #solopr

SoloPR1:09pm via tchat.io

RT @3HatsComm: A1: Depends on why you're using them, ex. SEO main goal. If the news is big enough, needs mass reach. etc. #soloPR

LoisMarketing1:08pm via TweetDeck

I don't mean to speak for 'all' as my clients are small to mid-sized companies. Can see some SEO benefit for larger .. perhaps #soloPR A1

akenn1:08pm via Twitter for Websites

A1. Yes, it still makes sense to use wire services, but not as automatically as in the past. Think about why/how best to share news#solopr

SoloPR1:08pm via tchat.io

RT @LoisMarketing: Clients and I do not use them anymore. Followed for a while but now outdated IOHO #soloPR A1

jendonovansf1:08pm via TweetDeck

A1: For larger, public companies using wire services serves a different purpose. Smaller co's better spent w/targeted outreach #solopr

KellyeCrane1:08pm via TweetDeck

A1: For several months, distributing press releases via the wires has not been a good strategy for SEO. #solopr

3HatsComm1:07pm via TweetDeck

A1: Depends on why you're using them, ex. SEO main goal. If the news is big enough, needs mass reach. etc. #soloPR

LoisMarketing1:07pm via TweetDeck

Clients and I do not use them anymore. Followed for a while but now outdated IOHO#soloPR A1

KellyeCrane1:06pm via TweetDeck

RT @SoloPR: Q1: With PR wire services seeing big drops in traffic (prdaily.com/Main/Articles/…) does it make sense to use them anymore?#solopr

BluePepperPR1:06pm via TweetChat powered by oneQube

Joining from the airport as I head back to home base (Charlotte). There's no place like home...#solopr

KarenSwim1:06pm via Twitter for Websites

RT @PaulaJohns: Paula here, joining the#soloPR chat from San Diego. Beautiful day here!

PaulaJohns1:06pm via tchat.io

Paula here, joining the #soloPR chat from San Diego. Beautiful day here!

SoloPR1:06pm via tchat.io

Q1: With PR wire services seeing big drops in traffic (prdaily.com/Main/Articles/…) does it make sense to use them anymore? #solopr

jendonovansf1:06pm via TweetDeck

Good morning everyone! Jennifer from San Francisco. #SocialMedia and #Communicationsconsultant and trainer. #solopr

SoloPR1:05pm via tchat.io

I see we have a few folks taking a break from sipping iced tea on the veranda to join us! J Q1 is coming up... #solopr

3HatsComm1:05pm via Hootsuite

Joining #soloPR chat from Atlanta, where I'm watching the Braves waste a comeback lead.

KellyeCrane1:04pm via TweetDeck

@KarenSwim Ha! That kinda stuff can mess up your whole day. Glad it's fixed! #solopr

gregwbrooks1:04pm via Twitter Web Client

Greg Brooks, Vegas-based PR and marketing for people who don't know any better. #solopr

KarenSwim1:04pm via tchat.io

@KellyeCrane YES!!!! Woohoo! #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

KarenSwim1:03pm via tchat.io

Hi all, Karen Swim joining from Michigan#solopr

KellyeCrane1:03pm via TweetDeck

@KarenSwim Is your power back on? #solopr

KellyeCrane1:02pm via TweetDeck

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

KarenSwim1:02pm via Twitter for Websites

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

SoloPR1:02pm via tchat.io

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

SoloPR1:02pm via tchat.io

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