



#SoloPR Transcript – 7/9/2014

This week's questions:

1. When you have writer's block or are in a funk, what do you do to get the creative juices flowing?
2. Is Google+ helping your PR strategies?
3. Do you use scorecards to show the value you bring to a client (e.g., assign value to a specific media hit, etc.)?
4. Do you use Alexa or Compete, and how do you use that information?
5. Now that LinkedIn has its own publishing platform, what are some best practices?
6. How do you rebound from setbacks?

Transcript follows in reverse chronological order:



MarketingMel2:05pm via Twitter Web Client

@phyllisweisspr You as well Phyllis! This was certainly a lively day on #soloPR!



phyllisweisspr2:03pm via Twitter Web Client

@MarketingMel Thanks for the great conversation on #solopr.



phyllisweisspr2:02pm via Twitter Web Client

@WolcottPR Thanks for the retweet. What a fun#solopr chat today.



gchesman2:01pm via Hootsuite
Thanks @SoloPR for a fun chat #solopr



JanetLFalk2:01pm via Twitter Web Client
@MarketingMel @SoloPR Thanks for the G+ link and for great convo. Have an impactful week,#soloPR friends.



SoloPR2:00pm via TweetDeck
RT @MarketingMel: Just found the G+ link you asked for friends. This is well worth the listen on power of G+ plus.google.com/+ChefDennisLit... #soloPRSoloPR



PRProblemSolver2:00pm via TweetChat powered by oneQube
RT @MarketingMel Just found the G+ link you asked for ... This is well worth the listen on power of G+ plus.google.com/+ChefDennisLit... #soloPR



KellyeCrane2:00pm via TweetDeck
@gregwbrooks Well, your female friends won't judge. J #solopr



phyllisweisspr1:59pm via Twitter for Websites
Thanks #solopr. This was the highlight of my#HumpDay.



PRProblemSolver1:59pm via TweetChat powered by oneQube
bye folks ! thx @KellyeCrane for hosting!
#soloPR



MarketingMel1:59pm via Twitter Web Client
Just found the G+ link you asked for friends. This is well worth the listen on power of G+plus.google.com/+ChefDennisLit... #soloPR@SoloPR



WolcottPR1:59pm via TweetDeck
RT @KellyeCrane: A6: If you can't pull yourself up by your own bootstraps, enlist a friend to help. J #solopr



SoloPR1:58pm via tchat.io
Transcript will be up on soloprpro dot com tomorrow. Have a great week everyone! #solopr



phyllisweisspr1:58pm via Twitter for Websites
LOL RT @gchesman: Have you been watching me work? RT @phyllisweisspr: #solopr Q6: Curse, kick something and move on!



gregwbrooks1:58pm via Twitter Web Client
@KellyeCrane Must. Never. Show. Weakness.#guystuff #solopr



gchesman 1:58pm via Hootsuite

Have you been watching me work? RT @phyllisweisspr: #solopr Q6: Curse, kick something and move on!



SoloPR 1:58pm via tchat.io

Great conversation today, everyone - thanks for joining! Remember, we keep chatting on the hashtag all week. #solopr



SoloPR 1:57pm via tchat.io

Ha- that works, too! RT @phyllisweisspr:#solopr Q6: Curse, kick something and move on!



KellyeCrane 1:57pm via TweetDeck

A6: If you can't pull yourself up by your own bootstraps, enlist a friend to help. J #solopr



phyllisweisspr 1:57pm via Twitter for Websites

#solopr Q6: Curse, kick something and move on!



PRProblemSolver 1:56pm via TweetChat powered by oneQube

RT @gchesman A6: Learn from each setback & you will rebound #solopr



ScrambledMceggs 1:56pm via Twitter for iPhone

RT @gchesman: A6: Learn from each setback & you will rebound #solopr



SoloPR 1:56pm via tchat.io

Truth RT @MarketingMel: A. 6 Step back, assess and determine how to do better next time. Don't make same mistake twice! #soloPR



WolcottPR 1:55pm via TweetDeck

RT @phyllisweisspr: #solopr Q6: "Failure is a bruise, not a tattoo." Jon Sinclair



SoloPR 1:55pm via tchat.io

RT @WolcottPR: A6: For clients, it's refocusing on L-T strategy. For me? Give it 48 hours, glass of wine. #solopr



MarketingMel 1:55pm via TweetDeck

RT @JanetLFalk: A6 Write it on a piece of paper, rip it into pieces and throw it in the trash. On to the next. #soloPR



PRProblemSolver 1:55pm via TweetChat powered by oneQube

@kcwriter lol, yep :)
#soloPR

kcwriter1:55pm via TweetChat powered by oneQube

That's good RT @gchesman A6: Learn from each setback & you will rebound #solopr



SoloPR1:55pm via tchat.io

Nice! RT @JanetLFalk: A6 Write it on a piece of paper, rip it into pieces and throw it in the trash. On to the next. #soloPR



KellyeCrane1:54pm via TweetDeck

A6:...should add to the last tweet that I am biased. :-) #solopr



WolcottPR1:54pm via TweetDeck

A6: For clients, it's refocusing on L-T strategy. For me? Give it 48 hours, glass of wine. #solopr



phyllisweisspr1:54pm via Twitter for Websites

RT @gchesman: A6: Learn from each setback & you will rebound #solopr



gchesman1:54pm via Hootsuite

A6: Learn from each setback & you will rebound#solopr



JanetLFalk1:54pm via Twitter Web Client

A6 Write it on a piece of paper, rip it into pieces and throw it in the trash. On to the next. #soloPR

kcwriter1:54pm via TweetChat powered by oneQube

@PRProblemSolver You've found your winning combination, haven't you? #solopr



KellyeCrane1:54pm via TweetDeck

A6: The #solopr pro community is the best for supporting each other!



MarketingMel1:54pm via TweetDeck

RT @SoloPR: Love it! RT @phyllisweisspr:#solopr Q6: "Failure is a bruise, not a tattoo." Jon Sinclair



3HatsComm1:54pm via TweetDeck

RT @MarketingMel: A. 6 Step back, assess and determine how to do better next time. Don't make same mistake twice! #soloPR



phyllisweisspr1:54pm via Twitter for Websites

RT @gregwbrooks: A6: External? I'm great at retacking and heading in another direction -- none better. Internal setback? I'm a damn baby ab#solopr



MarketingMel1:53pm via TweetDeck

A. 6 Step back, assess and determine how to do better next time. Don't make same mistake twice! #soloPR



gregwbrooks 1:53pm via Twitter Web Client

A6: External? I'm great at retacking and heading in another direction -- none better. Internal setback? I'm a damn baby about it. #soloPR



SoloPR 1:53pm via tchat.io

RT @3HatsComm: @PRProblemSolver wine and chocolate. emergency vacation. :) #soloPR



PRProblemSolver 1:53pm via TweetChat powered by oneQube

A6 past is past. look for the takeaways learn from them, dont beat yourself up, #soloPR



KellyeCrane 1:53pm via TweetDeck

You seem to have a formula :-) RT @PRProblemSolver: A6 -- as in A1 -- coffee and cigarettes :) #soloPR



phyllisweisspr 1:53pm via Twitter for Websites

RT @SoloPR: Love it! RT @phyllisweisspr:#solopr Q6: "Failure is a bruise, not a tattoo." Jon Sinclair



3HatsComm 1:53pm via TweetDeck

@PRProblemSolver wine and chocolate. emergency vacation. :) #soloPR



gchesman 1:53pm via Hootsuite

Love this RT @phyllisweisspr: #solopr Q6: "Failure is a bruise, not a tattoo." Jon Sinclair



SoloPR 1:53pm via tchat.io

Love it! RT @phyllisweisspr: #solopr Q6: "Failure is a bruise, not a tattoo." Jon Sinclair



PRProblemSolver 1:52pm via TweetChat powered by oneQube

A6 -- as in A1 -- coffee and cigarettes :) #soloPR



gchesman 1:52pm via Hootsuite

I agree w/ @PRProblemSolver - It can't hurt to use both LI & a blog for broad reach@3HatsComm @KellyeCrane #soloPR



phyllisweisspr 1:52pm via Twitter for Websites

#solopr Q6: "Failure is a bruise, not a tattoo." Jon Sinclair



KellyeCrane 1:52pm via TweetDeck

A6: Setbacks are a part of life! It can be a challenge when you work solo, so seek support from friends. #solopr



MarketingMel 1:51pm via TweetDeck

RT @SoloPR: Q6: How do you rebound from setbacks? #solopr



KellyeCrane 1:51pm via TweetDeck

RT @SoloPR: Q6: How do you rebound from setbacks? #solopr



SoloPR 1:51pm via tchat.io

RT @3HatsComm: that's the catch @KellyeCrane @gchesman many of our own blogs are under read; exposure on big site could help that?? #soloPR



phyllisweisspr 1:50pm via Twitter for Websites

RT @SoloPR: Q6: How do you rebound from setbacks? #solopr



SoloPR 1:50pm via tchat.io

Q6: How do you rebound from setbacks? #solopr



3HatsComm 1:50pm via TweetDeck

that's the catch @KellyeCrane @gchesman many of our own blogs are under read; exposure on big site could help that?? #soloPR



PRProblemSolver 1:49pm via TweetChat powered by oneQube

@KellyeCrane @gchesman I dont think its overkill to do both blog and LI, either... #soloPR



SoloPR 1:49pm via tchat.io

Thanks for the input on Q5! Q6 is up next... #solopr



KellyeCrane 1:49pm via TweetDeck

@gchesman Agree! Always better to build your hub on a platform you own. #solopr



KellyeCrane 1:48pm via TweetDeck

A5: I confess I haven't figured out how LI publishing should be used for an established blogger. Ideas welcome! #solopr



gchesman 1:48pm via Hootsuite

I would still recommend a blog RT @KellyeCrane: A5: Certainly for those without a blog, LI publishing can be a great stepping stone. #solopr



3HatsComm 1:47pm via TweetDeck

ITA @gchesman the big thing is building reputation, following. just being on LI gets more social shares, eyeballs #soloPR



phyllisweisspr 1:47pm via Twitter for Websites

Good stuff. Thanks. RT @KellyeCrane: A5: I came across this post on the topic, which has some how-to tips: socialmediaexaminer.com/publish-on-lin...#solopr



KellyeCrane 1:47pm via TweetDeck

A5: Certainly for those without a blog, LI publishing can be a great stepping stone. [#solopr](#)



KellyeCrane 1:46pm via TweetDeck

A5: I came across this post on the topic, which has some how-to tips: socialmediaexaminer.com/publish-on-lin...#solopr



gchesman 1:45pm via Hootsuite

THX! RT @phyllisweisspr: [#solopr](#) Q5: Here's some info from LinkedIn about its publishing platform. help.linkedin.com/app/answers/de...



SoloPR 1:45pm via tchat.io

RT @phyllisweisspr: [#solopr](#) Q5: Here's some info from LinkedIn about its publishing platform. help.linkedin.com/app/answers/de...



MarketingMel 1:45pm via TweetDeck

RT @phyllisweisspr: [#solopr](#) Q5: Here's some info from LinkedIn about its publishing platform. help.linkedin.com/app/answers/de...



JanetLFalk 1:45pm via Twitter Web Client

.@MarketingMel That's how I view (and use) LinkedIn vs FB. [#soloPR](#)



KellyeCrane 1:45pm via TweetDeck

A5: I've seen some folks posting the same content to both their own blog and LI. I think these are experiments... [#solopr](#)



phyllisweisspr 1:45pm via Twitter for Websites

[#solopr](#) Q5: Here's some info from LinkedIn about its publishing platform. help.linkedin.com/app/answers/de...



WolcottPR 1:44pm via TweetDeck

RT @gchesman: A5 LinkedIn is becoming a great place to publish content. Add a link to your profile, gain connections, build reputation [#solopr](#)



gchesman 1:44pm via Hootsuite

A5 LinkedIn is becoming a great place to publish content. Add a link to your profile, gain connections, build reputation [#solopr](#)



MarketingMel1:44pm via TweetDeck

RT @KellyeCrane: RT @SoloPR: Q5: Now that LinkedIn has its own publishing platform, what are some best practices? #solopr



SoloPR1:44pm via tchat.io

Good to know! RT @PRProblemSolver: @KellyeCrane Alexa toolbar can crash browsers or interfere with other apps tho, IME #soloPR



SoloPR1:43pm via tchat.io

RT @3HatsComm: A5 not sure about best. Curious of the results of publishing there, then republishing on own site. yay or no? #soloPR



MarketingMel1:43pm via TweetDeck

A. 2 I recall from the G + convo that FB is all grade school friends and fam. whereas G + was solid biz leads #soloPR @RebekahRadice



KellyeCrane1:43pm via TweetDeck

A5: One of the benefits of LI publishing is everyone you're connected to sees it as a notification. #solopr



PRProblemSolver1:43pm via TweetChat powered by oneQube

@KellyeCrane Alexa toolbar can crash browsers or interfere with other apps tho, IME #soloPR



3HatsComm1:43pm via TweetDeck

A5 not sure about best. Curious of the results of publishing there, then republishing on own site. yay or no? #soloPR



KellyeCrane1:42pm via TweetDeck

RT @SoloPR: Q5: Now that LinkedIn has its own publishing platform, what are some best practices? #solopr



JanetLFalk1:42pm via Twitter Web Client

Yes. Love bitly. MT .@gchesman I use bit.ly or hashtags to measure #socialmedia #solopr



gchesman1:42pm via Hootsuite

@JanetLFalk When in doubt, ignore - that's my G+ motto :) #solopr



SoloPR1:42pm via tchat.io

Q5: Now that LinkedIn has its own publishing platform, what are some best practices? #solopr



SoloPR1:41pm via tchat.io

Thanks everyone- hopefully the asker of Qs 3 & 4 learned some things! Q5 is up next... #solopr



phyllisweisspr 1:41pm via Twitter for Websites

RT @gchesman: I use bit.ly or hashtags to measure #socialmedia - Google analytics too#solopr



SoloPR 1:41pm via tchat.io

RT @gchesman: I use bit.ly or hashtags to measure #socialmedia - Google analytics too#solopr



KellyeCrane 1:40pm via TweetDeck

A4: As we know, it's not as hard (or meaningful) to get random traffic to a site as it is to get folks to take action! #solopr



JanetLFalk 1:40pm via Twitter Web Client

.@gchesman Good to know. Since they are either friends, family members or people I never heard of, I am safely ignoring them. #soloPR



SoloDovePR 1:40pm via Echofon

RT @KellyeCrane: A4: I wouldn't use Alexa or Compete to judge success of a program- use specific CTA responses #solopr



SoloDovePR 1:40pm via Echofon

RT @KellyeCrane: A4: I do peek at Alexa ranking as one factor of many when analyzing potential targets #solopr



gchesman 1:40pm via Hootsuite

I use bit.ly or hashtags to measure#socialmedia - Google analytics too #solopr



KellyeCrane 1:40pm via TweetDeck

A4: I suppose you could use these tools to see where your client's competitors are in relation to each other, but it's traffic only #solopr



SoloPR 1:39pm via tchat.io

RT @3HatsComm: A4 confess: don't really use these types of services, tools. projects/campaigns scale too small #soloPR



MarketingMel1 :38pm via TweetDeck

@RebekahRadice Would you please share the link to the G+ hangout you did discussing the value of G+? My #soloPR group wants to listen TY



jgombita 1:38pm via Twitter Web Client

@3HatsComm as opposed to turning it into a blog post proper? Remember G+ is still third-party media. BEST is drive to media you own.#solopr



KellyeCrane 1:38pm via TweetDeck

A4: Alexa is mostly free, and they have a toolbar if you want to use it. #solopr



phyllisweisspr 1:38pm via Twitter for Websites

RT @3HatsComm: A4 confess: don't really use these types of services, tools. projects/campaigns scale too small #soloPR



3HatsComm 1:37pm via TweetDeck

A4 confess: don't really use these types of services, tools. projects/campaigns scale too small #soloPR



phyllisweisspr 1:37pm via Twitter Web Client

RT @JanetLFalk: @gchesman @KellyeCrane @phyllisweisspr Have not used Google + at all for self or clients. What am I missing? #soloPR



phyllisweisspr 1:37pm via Twitter Web Client

RT @SoloPR: MT @phyllisweisspr: #solopr...requires sweating, a change of scenery, a goofy movie or communing with Mother Nature.



KellyeCrane 1:37pm via TweetDeck

A4: I do peek at Alexa ranking as one factor of many when analyzing potential targets #solopr



gchesman 1:37pm via Hootsuite

@JanetLFalk You would set up a profile & as requests came in, you decide which circle they belong in - or ignore them #solopr



3HatsComm 1:36pm via TweetDeck

@jgombita it's something I thought my comment would do better on G+; then I'd tweet/link back to it? just a planned experiment #soloPR



SoloPR 1:36pm via tchat.io

BTW, if you aren't aware, Alexa and Compete are tools for watching traffic numbers of websites. #solopr



KellyeCrane 1:36pm via TweetDeck

A4: I wouldn't use Alexa or Compete to judge success of a program- use specific CTA responses #solopr



gchesman 1:35pm via Hootsuite

Perfect RT @KellyeCrane: A3: Use the best reporting format to show your progress toward mutually agreed upon objectives. #solopr



KellyeCrane 1:35pm via TweetDeck

RT @SoloPR: Q4: Do you use Alexa or Compete, and how do you use that information?#solopr



jgombita 1:35pm via Twitter Web Client

@3HatsComm share YOUR comment or share person's post on G+ post comment? I'd shared @rgeller's post. THEN I shared @CommAMMOcomment #solopr



SoloPR 1:34pm via tchat.io

Q4: Do you use Alexa or Compete, and how do you use that information? #solopr



JanetLFalk 1:34pm via Twitter Web Client

@gchesman @KellyeCrane When people add me to their Google circles, I don't know how to respond. I don't look for info there. #soloPR



SoloPR 1:33pm via tchat.io

OK, so not a lot of scorecard action among us. J Q4 is somewhat related, up next... #solopr



MarketingMel1 1:33pm via TweetDeck

RT @RyannosaurusRex As well as an individual/freelancer. Incredible amount of success over FB, particularly for my blog/sites.#solopr

kcwriter 1:33pm via TweetChat powered by oneQube

Nice! MT @gregwbrooks A3: I try to get clients' biz objectives adopted as comms metrics -- then they don't need separate scorecard. #solopr



jgombita 1:33pm via Twitter Web Client

MT @RyannosaurusRex [G+ makes sense] as well for individual/freelancer. Incredible amount of success over FB esp. for my blog/sites.#soloPR



KellyeCrane 1:33pm via TweetDeck

A3: Use the best reporting format to show your progress toward mutually agreed upon objectives. May not be scorecard #solopr



3HatsComm 1:32pm via TweetDeck

@jgombita was thinking that, have a post I want to comment on then share it back to G+.. if ever I get to it ;-) #soloPR

kcwriter 1:32pm via TweetChat powered by oneQube

RT @KellyeCrane A3:Using a scoring system for media placements can be especially useful for a client that gets a lot. #solopr



SoloPR 1:31pm via tchat.io

RT @gregwbrooks: A3: I try to get clients' biz objectives adopted as comms metrics- then they don't need a separate scorecard. #solopr



PRProblemSolver 1:31pm via TweetChat powered by oneQube

This RT @gregwbrooks A3: I try to get clients' biz objectives adopted as comms metrics -- then they don't need a separate scorecard. #solopr



gchesman 1:31pm via Hootsuite

@JanetLFalk All of the above, plus you can choose who sees a particular post but I agree @KellyeCrane - min engagement #solopr



KellyeCrane 1:31pm via TweetDeck

A3: It was a scale from 1-5. Helped the Fortune 50 client skim the results. #solopr



jgombita 1:30pm via Twitter Web Client

@3HatsComm PS I experiment w/ blog traffic drivers on G+. Like "posting" @CommAMMO great comment AFTER posting @prconversations post #solopr



gregwbrooks 1:30pm via Twitter Web Client

A3: I try to get clients' biz objectives adopted as comms metrics -- then they don't need a separate scorecard. #solopr



KellyeCrane 1:30pm via TweetDeck

A3: Saw one that used a cartoon of a man in various states of happiness next to each article in clip report. #solopr



SoloPR 1:29pm via tchat.io

RT @gchesman: A3 I wouldn't call my analytics a "scorecard" but you MUST measure #socialmedia - benchmarks #solopr



gchesman 1:29pm via Hootsuite

A3 I wouldn't call my analytics a "scorecard" but you MUST measure #socialmedia - benchmarks #solopr



KellyeCrane 1:29pm via TweetDeck

A3: Using a scoring system for media placements can be especially useful for a client that gets a lot. #solopr



PRProblemSolver 1:28pm via TweetChat powered by oneQube

RT @jgombita @MarketingMel makes infinitely more sense for a company (in particular B2B) to be on LI and G+ far, far above FB! #soloPR



jgombita 1:28pm via Twitter Web Client

@3HatsComm G+ is whole enchilada (biz suite of tools--took over Picasa etc), so yeah show more YOU). Weird to get "hit on" there tho #solopr



KellyeCrane 1:28pm via TweetDeck

RT @SoloPR: Q3: Do you use scorecards to show the value you bring to a client (e.g., assign value to a specific media hit, etc.)? #solopr



MarketingMel 1:28pm via TweetDeck

@3HatsComm @SoloPR More biz leads! I'm now hunting for that G+ chat link for y'all #soloPR



KellyeCrane 1:27pm via TweetDeck

@JanetLFalk I think it's good to share links on G+ at a minimum, but there's not always a lot of engagement there c.
@gchesman #solopr



3HatsComm 1:27pm via TweetDeck

@MarketingMel more what? traffic, clicks, leads? social shares? higher rankings? back and forth discussions w/ targets? #soloPR



JanetLFalk 1:26pm via Twitter Web Client

.@gchesman Connect with individuals, random groups or designated / invited groups? #soloPR



SoloPR 1:26pm via tchat.io

Q3: Do you use scorecards to show the value you bring to a client (e.g., assign value to a specific media hit, etc.)? #solopr



KellyeCrane 1:26pm via TweetDeck

exactly MT @gchesman: I'm not sure I want to know everything about everything - Just be good at a few things that I trust #solopr



MarketingMel 1:26pm via TweetDeck

RT @jgombita: @MarketingMel to me it makes infinitely more sense for a company (in particular B2B) to be on LI and G+ far, far above FB! #solopr



redmedia REDMEDIAPR 1:26pm via TweetDeck

oh crap it's wednesday and we are late for #solopr chat!



gchesman 1:25pm via Hootsuite

@KellyeCrane I'm not sure I want to know everything about everything - Just be good at a few things that I trust #solopr



SoloPR 1:25pm via tchat.io

Interesting convo on Q2- thanks everyone! Q3 is coming up... #solopr



jgombita 1:25pm via Twitter Web Client

@MarketingMel to me it makes infinitely more sense for a company (in particular B2B) to be on LI and G+ far, far above FB! #solopr



3HatsComm 1:24pm via TweetDeck

@jgombita was just gonna type SEO.. you beat me to it. and yeah, I sometimes try to +1 and share more 'me' than just biz #soloPR



SoloPR 1:24pm via tchat.io

@MarketingMel Is there a replay of that hangout available? If so, please share the link - thanks! #soloPR



phyllisweisspr 1:24pm via Twitter for Websites

RT @gchesman: That's the truth! RT @MarketingMel: A. 2 Remember that Google holds the keys to the kingdom! #soloPR



PRProblemSolver 1:24pm via TweetChat powered by oneQube

@gchesman @SoloPR not a super strong correlation, -- not evryone in that demo hangs there, but some who hang there fit that demo #soloPR



gchesman 1:24pm via Hootsuite

That's the truth! RT @MarketingMel: A. 2 Remember that Google holds the keys to the kingdom! #soloPR



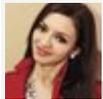
SoloPR 1:24pm via TweetDeck

RT @jgombita: @3HatsComm my (personal) photos get the most attention on G+; that and my jokes. But don't dismiss the +1's and how they assi #soloPR



MarketingMel 1:24pm via TweetDeck

A. 2 Some of the speakers said they had even *quit* Facebook now that it's pay to play. They get so much more from G+ #soloPR



RockPolishPR 1:23pm via Twitter for iPhone

#soloPR Just got here! A1: Going outside or being social helps my writers block if it happens.



KellyeCrane 1:23pm via TweetDeck

@3HatsComm I think that it- there are only so many hours in the day, and we can't know everything about everything! #soloPR



gchesman 1:23pm via Hootsuite

@JanetLFalk Luckily, not too much. It's a good way to connect since Google is relatively universal but it's not great for PR #soloPR



3HatsComm 1:22pm via TweetDeck

All about audience @KellyeCrane FWIW I kinda don't get Instagram b/c somehow I haven't figured it out, don't get the big deal? #soloPR



jgombita 1:22pm via Twitter Web Client

@3HatsComm my (personal) photos get the most attention on G+; that and my jokes. But don't dismiss the +1's and how they assist SEO! #solopr



MarketingMel 1:22pm via TweetDeck

A. 2 Remember that Google holds the keys to the kingdom! #soloPR



phyllisweisspr 1:22pm via Twitter for Websites

RT @PRProblemSolver: @KellyeCrane@3HatsComm research shows a very slight skew for G + for gadget-loving, upscale or aspiring upscale mal#solopr



PRProblemSolver 1:21pm via TweetChat powered by oneQube

@KellyeCrane @3HatsComm research shows a very slight skew for G + for gadget-loving, upscale or aspiring upscale males. #solopr



JanetLFalk 1:21pm via Twitter Web Client

.@MarketingMel Is it possible they are speaking to the converted? #soloPR



gchesman 1:21pm via Hootsuite

RT @SoloPR @PRProblemSolver: As a male between 20-40, G+ isn't the best place reach me! #soloPR



SoloPR 1:21pm via tchat.io

@MarketingMel Oh! Tell us more... #solopr



3HatsComm 1:21pm via TweetDeck

A2 One thing I like about G+: fewer ppl + closed API (no robo auto posting) = less noise. do it right, better chance to stand out #solopr



SoloPR 1:21pm via tchat.io

RT @MarketingMel: A2 Really funny to see this question today b/c I just monitored a hangout where speakers said how valuable G+ is#solopr



phyllisweisspr 1:20pm via Twitter for Websites

RT @MarketingMel: A. 2 Really funny to see this question today b/c I just monitored a hangout where speakers said how valuable G+ is#solopr



KellyeCrane 1:20pm via TweetDeck

A2: There are certain groups of people who've embraced G+ (some techie communities, for ex), so I think it depends on audience. #solopr



MarketingMel1:20pm via TweetDeck

A. 2 Really funny to see this question today b/c I just monitored a hangout where speakers said how valuable G+ is [#soloPR](#)



JanetLFalk1:20pm via Twitter Web Client

@gchesman @KellyeCrane @phyllisweisspr Have not used Google + at all for self or clients. What am I missing? [#soloPR](#)



3HatsComm1:19pm via TweetDeck

Not a lot @KellyeCrane and you're not wrong. and it's a lot of the same ppl, posting the same stuff (mistake IMO). [#soloPR](#)



SoloPR1:19pm via tchat.io

RT @3HatsComm It's give to get @KellyeCrane, that's true of Twitter, LI, FB, IG. You have to be there, your target has to be there. [#soloPR](#)



SoloPR1:19pm via tchat.io

Yes RT @gregwbrooks: A2: Authorship verification and how it aids SEO are about it -- but that's not trivial. [#solopr](#)



SoloPR1:18pm via tchat.io

RT @PRProblemSolver: A2 depends on the demographic client needs to reach. Have recommended pursuing it for 20-40 y.o. males [#soloPR](#)



phyllisweisspr1:18pm via Twitter for Websites

RT @gchesman: @KellyeCrane @phyllisweisspr I'm with you - G+ isn't my favorite [#solopr](#)



gchesman1:18pm via Hootsuite

@KellyeCrane @phyllisweisspr I'm with you - G+ isn't my favorite [#solopr](#)



JanetLFalk1:18pm via Twitter Web Client

Ha-ha. .@gregwbrooks Simply print each sentence on a different page. Then write to connect them. Then copy and paste. [#soloPR](#)



KellyeCrane1:18pm via TweetDeck

@3HatsComm Do you use it a lot? It just seems there are limited groups of people there actually engaging. Am I wrong? [#solopr](#)



mndbarber1:17pm via tchat.io

Sorry to be late. But, in answer to Q2 -- no, G+ is not helping. In fact, my acc't isn't working now because of changing to Biz Apps [#solopr](#)



gregwbrooks 1:17pm via Twitter Web Client

A2: Authorship verification and how it aids SEO are about it -- but that's not trivial. [#solopr](#)



PRProblemSolver 1:17pm via TweetChat powered by oneQube

A2 -- depends on the demographic client needs to reach. Have recommended pursuing it for 20-40 y.o. males [#soloPR](#)



SoloPR 1:16pm via tchat.io

If it is, then yes! RT [@JanetLFalk](#): [.@SoloPR](#) Do you mean HOW is Google+ helping your PR strategies? [#solopr](#)



3HatsComm 1:16pm via TweetDeck

It's give to get [@KellyeCrane](#), that's true of Twitter, LI, FB, IG. You have to be there, your target has to be there. [#soloPR](#)



mdbarber 1:16pm via Twitter for Websites

RT [@SoloPR](#): Q2: Is Google+ helping your PR strategies? [#solopr](#)



KellyeCrane 1:16pm via TweetDeck

A2: I don't spend a lot of time on G+, so that may have something to do with it. But I do post there. [#solopr](#)



KristK 1:16pm via Twitter Web Client

Missing [#solopr](#) chat this week. The to-do list needs to have more checkmarks before I can come up for air.



JanetLFalk 1:16pm via Twitter Web Client

[.@SoloPR](#) Do you mean HOW is Google+ helping your PR strategies? [#solopr](#)



gchesman 1:16pm via Hootsuite

I find G+ to be helpful but it's not very intuitive RT [@SoloPR](#): Q2: Is Google+ helping your [#PRstrategies](#)? [#solopr](#)



phyllisweisspr 1:16pm via Twitter for Websites

Whew. I thought I was the only one. RT [@KellyeCrane](#): A2: I still don't really get much out of Google+. [#solopr](#)



KellyeCrane 1:15pm via TweetDeck

A2: I still don't really get much out of Google+. [#solopr](#)



3HatsComm 1:15pm via TweetDeck

[@gregwbrooks](#) mine too, sadly in spite of all the planning I try to make clients do. [#solopr](#)



gregwbrooks 1:15pm via Twitter Web Client

@JanetLFalk I... I'd have to write long-hand?#OhGodOhGodOhGod #solopr



KellyeCrane 1:15pm via TweetDeck

RT @SoloPR: Q2: Is Google+ helping your PR strategies? #solopr



JanetLFalk 1:14pm via Twitter Web Client

.@gregwbrooks For longish project: Take a stack of blank sheets. Write one sentence at the top of each. Then connect each sentence.#soloPR



SoloPR 1:14pm via tchat.io

Q2: Is Google+ helping your PR strategies?#solopr



gchesman 1:13pm via Hootsuite

I typically need to have something in the background (music) in order to focus & be creative #solopr



gregwbrooks 1:13pm via Twitter Web Client

@kcwriter Never let lack of info get in the way when you have adjectives! ;) #solopr



SoloPR 1:13pm via tchat.io

Great ideas everyone! Q2 is up next... #solopr



KellyeCrane 1:13pm via TweetDeck

A1: A phone call to an old friend is another way I re-energize. #solopr

kcwriter 1:13pm via TweetChat powered by oneQube

Love that! RT @WolcottPR A1: Blocks usually require inspiration. So, I plageri... I mean, read others' works. #solopr



WolcottPR 1:12pm via TweetDeck

A1: Blocks usually require inspiration. So, I plageri... I mean, read others' works. #solopr



KellyeCrane 1:12pm via TweetDeck

@gregwbrooks My writing process can get downright bizarre. I should write a post on it sometime. #solopr

kcwriter 1:12pm via TweetChat powered by oneQube

Though sometimes it depends on *why* I have writers block. Sometimes I realize need more info on the topic. #solopr



gchesman 1:12pm via Hootsuite

Jumping in! RT @SoloPR: Welcome everyone joining late! Q1 is: What do you do to get the creative juices flowing? #solopr



gregwbrosks 1:12pm via Twitter Web Client

@3HatsComm That's my entire existence, right there. #solopr



SoloPR 1:12pm via tchat.io

Interesting! RT @kcwriter: @KellyeCrane I use music to clear the cobwebs as well. It seems to work best when I use headphones #solopr



KellyeCrane 1:11pm via TweetDeck

A1: Sometimes I feel guilty not working when I know I should be. Have to remind myself the work will get done faster w/a break! #solopr



gregwbrosks 1:11pm via Twitter Web Client

A1: I'll also write a sentence or turn of phrase that I know I want to get to mid-document and work backwards. #solopr



MarketingMel 1:11pm via Twitter for iPhone

RT @SoloPR: Welcome everyone joining late! Q1 is: What do you do to get the creative juices flowing? #solopr



3HatsComm 1:10pm via TweetDeck

Heh @gregwbrosks makes me think of Calvin and Hobbes, 'last minute panic' bit.ly/1sxKXe0

#soloPR



SoloPR 1:10pm via tchat.io

Good ones RT @3HatsComm: A1 read, watch TV, movie, go do something fun .. or completely shut it down and regroup. #soloPR



annabella_____ 1:10pm via Twitter Web Client

A1 read, watch TV, movie, go do something fun .. or completely shut it down and regroup. #soloPR



JanetLFalk 1:10pm via Twitter Web Client

A1 Stream of consciousness writing breaks dry spell of ideas and writer's block. #soloPR



SoloPR 1:10pm via tchat.io

MT @phyllisweisspr: #solopr ...requires sweating, a change of scenery, a goofy movie or communing with Mother Nature.



WolcottPR 1:09pm via TweetDeck

A1: last resort is meditation. #solopr

kcwriter1:09pm via TweetChat powered by oneQube

@**KellyeCrane** I use music to clear the cobwebs as well. It seems to work best when I use headphones [#solopr](#)



SoloPR1:09pm via tchat.io

Nice! RT @**JanetLFalk**: .@**SoloPR** A1 Wash floors with wetmop or wash dishes by hand. Mindless work frees up the mind to wander.[#solopr](#)



PRProblemSolver1:09pm via TweetChat powered by oneQube

@**KellyeCrane** an hour on the guitar or oud does help to realign my neurons :)
[#solopr](#)



JanetLFalk1:09pm via Twitter Web Client

.@**SoloPR** A1 Wash floors with wetmop or wash dishes by hand. Mindless work frees up the mind to wander. [#solopr](#)



3HatsComm1:09pm via TweetDeck

A1 read, watch TV, movie, go do something fun .. or completely shut it down and regroup.[#solopr](#)



SoloPR1:09pm via tchat.io

Welcome everyone joining late! Q1 is: What do you do to get the creative juices flowing? [#solopr](#)



jtlongandco1:08pm via Twitter Web Client

RT @**KellyeCrane**: RT @**SoloPR**: Q1: When you have writer's block or are in a funk, what do you do to get the creative juices flowing? [#solopr](#)



phyllisweisspr1:08pm via Twitter for Websites

RT @**gregwbrooks**: A1: Honest answer? I push the deadline or break it. No one in the universe writes better than me when there's No Time Left[#solopr](#)



phyllisweisspr1:08pm via Twitter for Websites

[#solopr](#) Getting the creative juices flowing requires sweating, a change of scenery, a goofy movie or communing with Mother Nature.



KellyeCrane1:08pm via TweetDeck

@**PRProblemSolver** Music - jinx! :-)
[#solopr](#)



gregwbrooks1:08pm via Twitter Web Client

A1: Honest answer? I push the deadline or break it. No one in the universe writes better than me when there's No Time Left(tm).[#solopr](#)



KellyeCrane1:07pm via TweetDeck

A1: Some peppy music can also help clear out the cobwebs! [#solopr](#)



WolcottPR 1:07pm via TweetDeck

Music. Yes! RT @PRProblemSolver: A1: coffee and cigarettes. :) If that doesnt work, then i'll take a break and practice some music #soloPR



PRProblemSolver 1:07pm via TweetChat powered by oneQube

A1: coffee and cigarettes. :) If that doesnt work, then i'll take a break and practice some music#soloPR



SoloPR 1:07pm via tchat.io

RT @WolcottPR: A1: Must step away - long walk. Temptation is to quickly come back, but blocks require a long break. #solopr



JanetLFalk 1:06pm via Twitter Web Client

Greetings from NYC. Small biz, consultants & law firm clients love media coverage that attracts new biz; nonprofits get new donors. #soloPR



KellyeCrane 1:06pm via TweetDeck

A1: For me, the best way to get unstuck is find a change of scenery. #solopr



phyllisweisspr 1:06pm via Twitter for Websites

RT @3HatsComm: bringing Coke Zero, some snacks to #soloPR chat.. wish I could share w/ the class. :)



WolcottPR 1:06pm via TweetDeck

A1: Must step away - long walk. Temptation is to quickly come back, but blocks require a long break. #solopr



3HatsComm 1:06pm via TweetDeck

bringing Coke Zero, some snacks to #soloPRchat.. wish I could share w/ the class. :)



KellyeCrane 1:06pm via TweetDeck

RT @SoloPR: Q1: When you have writer's block or are in a funk, what do you do to get the creative juices flowing? #solopr



SoloPR 1:05pm via tchat.io

Q1: When you have writer's block or are in a funk, what do you do to get the creative juices flowing? #solopr



phyllisweisspr 1:05pm via Twitter for Websites

RT @WolcottPR: Good timing for #solopr chat. Plenty of time to prep for World Cup game today.

kcwriter 1:04pm via TweetChat powered by oneQube

Kelle Campbell, PR writer, checking into #solopr from her new location in Lewisville, TX



SoloPR 1:04pm via tchat.io

We've got some great Qs lined up today! Here comes Q1.... [#solopr](#)



phyllisweisspr 1:04pm via Twitter for Websites

[#solopr](#) This is Phyllis Weiss, transplanted Yankee in the ATL. weiss@weiss-communications.com



gregwbrosks 1:04pm via Twitter Web Client

Greg Brooks, principal of West Third Group. Based in Vegas; practice nationally. B2B marcom and policy/public affairs. Troublemaker. [#solopr](#)



SoloPR 1:03pm via tchat.io

Glad to hear it! RT [@WolcottPR](#): Good timing for [#solopr](#) chat. Plenty of time to prep for World Cup game today.



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](#)



WolcottPR 1:02pm via TweetDeck

Good timing for [#solopr](#) chat. Plenty of time to prep for World Cup game today.



SoloPR 1:02pm via tchat.io

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



KellyeCrane 1:02pm via TweetDeck

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



KellyeCrane 1:02pm via TweetDeck

[@dariasteigman](#) Glad to hear there wasn't any damage! [#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.