



## #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:*



**MarketingMel**2:05pm via Twitter Web Client

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



**phyllisweisspr**2:03pm via Twitter Web Client

@MarketingMel Thanks for the great conversation on #solopr.



**phyllisweisspr**2:02pm via Twitter Web Client

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



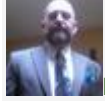
**gchesman**2:01pm via Hootsuite  
Thanks @SoloPR for a fun chat #solopr



**JanetLFalk**2:01pm via Twitter Web Client  
@MarketingMel @SoloPR Thanks for the G+ link and for great convo. Have an impactful week,#soloPR friends.



**SoloPR**2:00pm 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...](https://plus.google.com/+ChefDennisLit...) #soloPRSoloPR



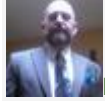
**PRProblemSolver**2:00pm via TweetChat powered by oneQube  
RT @MarketingMel Just found the G+ link you asked for ... This is well worth the listen on power of G+ [plus.google.com/+ChefDennisLit...](https://plus.google.com/+ChefDennisLit...) #soloPR



**KellyeCrane**2:00pm via TweetDeck  
@gregwbrooks Well, your female friends won't judge. J #solopr



**phyllisweisspr**1:59pm via Twitter for Websites  
Thanks #solopr. This was the highlight of my#HumpDay.



**PRProblemSolver**1:59pm via TweetChat powered by oneQube  
bye folks ! thx @KellyeCrane for hosting!  
#soloPR



**MarketingMel**1:59pm 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...](https://plus.google.com/+ChefDennisLit...) #soloPR@SoloPR



**WolcottPR**1:59pm via TweetDeck  
RT @KellyeCrane: A6: If you can't pull yourself up by your own bootstraps, enlist a friend to help. J #solopr



**SoloPR**1:58pm via tchat.io  
Transcript will be up on soloprpro dot com tomorrow. Have a great week everyone! #solopr



**phyllisweisspr**1:58pm via Twitter for Websites  
LOL RT @gchesman: Have you been watching me work? RT @phyllisweisspr: #solopr Q6: Curse, kick something and move on!



**gregwbrooks**1:58pm 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!



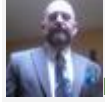
**KellyeCrane** 1:57pm via TweetDeck

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

**kcwriter**1:55pm via TweetChat powered by oneQube

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



**SoloPR**1:55pm 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



**KellyeCrane**1:54pm via TweetDeck

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



**WolcottPR**1:54pm via TweetDeck

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



**phyllisweisspr**1:54pm via Twitter for Websites

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



**gchesman**1:54pm via Hootsuite

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



**JanetLFalk**1:54pm 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

**kcwriter**1:54pm via TweetChat powered by oneQube

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



**KellyeCrane**1:54pm 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



**3HatsComm**1:54pm via TweetDeck

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



**phyllisweisspr**1:54pm 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](http://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](https://twitter.com/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](http://socialmediaexaminer.com/publish-on-lin...#solopr)



**gchesman** 1:45pm via Hootsuite

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



**SoloPR** 1:45pm via tchat.io

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



**MarketingMel** 1:45pm via TweetDeck

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



**phyllisweisspr** 1:45pm via Twitter for Websites

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



**MarketingMel**1:44pm via TweetDeck

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



**SoloPR**1:44pm via tchat.io

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



**SoloPR**1:43pm 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



**MarketingMel**1:43pm 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



**KellyeCrane**1:43pm via TweetDeck

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



**PRProblemSolver**1:43pm via TweetChat powered by oneQube

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



**3HatsComm**1:43pm via TweetDeck

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



**KellyeCrane**1:42pm via TweetDeck

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



**JanetLFalk**1:42pm via Twitter Web Client

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



**gchesman**1:42pm via Hootsuite

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



**SoloPR**1:42pm via tchat.io

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



**SoloPR**1:41pm 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



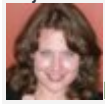
**KellyeCrane** 1:36pm via TweetDeck

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**: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



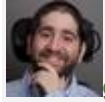
**SoloPR**1:31pm via tchat.io

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



**MarketingMel**1:20pm 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](#)



**JanetLFalk**1:20pm via Twitter Web Client

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



**3HatsComm**1:19pm 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](#)



**SoloPR**1:19pm 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](#)



**SoloPR**1:19pm via tchat.io

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



**SoloPR**1:18pm 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](#)



**phyllisweisspr**1:18pm via Twitter for Websites

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



**gchesman**1:18pm via Hootsuite

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



**JanetLFalk**1:18pm 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](#)



**KellyeCrane**1:18pm 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](#)



**mndbarber**1:17pm 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



**gregwbros** 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



**gregwbros** 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 @gregwbros makes me think of Calvin and Hobbes, 'last minute panic' [bit.ly/1sxKXe0](http://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



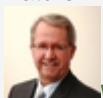
**JanetLFalk** 1:10pm via Twitter Web Client

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

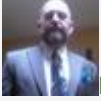
**kcwriter**1:09pm via TweetChat powered by oneQube

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



**SoloPR**1:09pm 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](#)



**PRProblemSolver**1:09pm via TweetChat powered by oneQube

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



**JanetLFalk**1:09pm via Twitter Web Client

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



**3HatsComm**1:09pm via TweetDeck

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



**SoloPR**1:09pm via tchat.io

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



**jtlongandco**1:08pm 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](#)



**phyllisweisspr**1:08pm 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](#)



**phyllisweisspr**1:08pm via Twitter for Websites

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



**KellyeCrane**1:08pm via TweetDeck

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



**gregwbrooks**1:08pm 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](#)



**KellyeCrane**1:07pm 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



**gregwbrooks** 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.