



#SoloPR Transcript – 1/27/2016

Q1: As the workforce becomes more liquid, how do you see your role changing with clients? #solopr

Q2: How will the automation of jobs impact your role as a consultant? #solopr

Q3: Are there processes and tasks that you are looking to automate? #solopr

Q4: What type of practitioner will lead the way in the digital age? #solopr

Q5: How can you use technology to improve the way you work and live? #solopr

Q6: Are you using technology to improve or personalize the client experience?
#solopr

Q7: How do you foresee these changes in the workforce impacting the consulting world overall? #solopr

Transcript follows in reverse chronological order:



[SoloPR 1:58pm via tchat.io](#)

Remember that we chat on the hashtag all week long! Our next chat is February 10 at 1pm ET! [#solopr](#)



[PaulaJohns 1:57pm via TweetDeck](#)

@[dariasteigman](#) Definitely. Some kind of solo mind meld going on here. :) [#soloPR](#)



[SoloPR 1:57pm via tchat.io](#)

Thanks everyone for your great participation today! Small but smarty pants group! [#solopr](#)



[jendonovansf 1:57pm via Twitter for iPhone](#)

Ditto! Great, thoughtful discussion. [#solopr twitter.com/dariasteigman/...](#)



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

@[PaulaJohns](#) Good point but I think this could also elevate expectations as orgs began to work as we do. [#solopr](#)



[dariasteigman 1:56pm via TweetDeck](#)

@[PaulaJohns](#) We're just a hive mind today, aren't we? [#solopr](#)



[dariasteigman 1:56pm via TweetDeck](#)

THIS >>

[#solopr twitter.com/PaulaJohns/sta...](#)



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

Thanks, @[KarenSwim](#), for a fantastic [#solopr](#) topic today. Lots of things for us to ponder.



[KarenSwim](#) 1:55pm via Hootsuite

Agree @[dariasteigman](#) and believe it will become even more critical, you summed up casual vs biz owner [#solopr](#)



[PaulaJohns](#) 1:55pm via tchat.io

A6 As solos, we are ahead of the game already as workforces are shifting more to home office/virtual office. We know what it takes. [#soloPR](#)



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

As we wind down, quick reminder that today's transcript will be posted on the blog tomorrow. [#solopr](#)



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

@[abovepromotions](#) That's a very big issue. As consultants, our job to help cos "own" their space -- not screw it up for them. [#solopr](#)



[abovepromotions](#) 1:54pm via Hootsuite

@[PaulaJohns](#) Ha! Very true! [#solopr](#)



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

@[KarenSwim](#) I'd argue those factors always exist - & it's key to differentiate & ID our unique value vis-a-vis competition. [#solopr](#)

#solopr transcript – 1/27/2016

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



[SoloPR 1:53pm via Twitter Web Client](#)

RT @abovepromotions: A7) One thing I've noticed thus far is that organizations are confused on who owns what space. So its been challenging [#solopr](#)



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

So true! RT @dariasteigman: A7 First, it will shake out the biz owners from the casual consultants. [#solopr](#) twitter.com/SoloPR/status/...



[dariasteigman 1:52pm via TweetDeck](#)

RT @KarenSwim: A more fluid workforce will mean we all have to find ways to develop deeper relations and collaborate across depts/locations [#solopr](#)



[abovepromotions 1:52pm via Hootsuite](#)

A7) One thing I've noticed thus far is that organizations are confused on who owns what space. So its been challenging in some ways. [#solopr](#)



[dariasteigman 1:52pm via TweetDeck](#)

A7 2nd, those who understand how the workforce is shifting & recog. what this means for cos will have a decided edge. Us? [#solopr](#)



[KarenSwim 1:52pm via Hootsuite](#)

A more fluid workforce will mean we all have to find ways to develop deeper relations and collaborate across depts/locations [#solopr](#)



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

A7 First, it will shake out the biz owners from the casual consultants. [#solopr](#)
twitter.com/SoloPR/status/...



[abovepromotions 1:51pm via Hootsuite](#)

@[jendonovansf](#) But it may be different for me since I'm in a journalist organization and advocate for many as well. [#solopr](#)



[KarenSwim 1:50pm via Hootsuite](#)

A7: Could create competitive pressure and need to really differentiate [#solopr](#)



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

@[dariasteigman](#) That's definitely the down side. I'm now having to dress myself up a bit more, thanks to Skype. I prefer PJs. [#soloPR](#)



[abovepromotions 1:50pm via Hootsuite](#)

@[jendonovansf](#) I look at it as being able to send them a quick "hey" as I would via text. I genuinely care for 90% of my contacts lol [#solopr](#)



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

Q7: How do you foresee these changes in the workforce impacting the consulting world overall? [#solopr](#)



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

Final Q coming up! [#solopr](#)



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

@[PaulaJohns](#) Ha! Great minds... :) Although it did mean I had to put on makeup & a nice top this morning. [#solopr](#)



[SoloPR 1:47pm via Twitter Web Client](#)

RT @[PaulaJohns](#): A6 Drawing a blank here. Got any examples? RT @SoloPRQ6: Are you using technology to improve or personalize the client experience? [#solopr](#)



[SDITSystems 1:47pm via RoundTeam](#)

RT @[PaulaJohns](#): A6 Drawing a blank here. Got any examples? RT @SoloPRQ6: Are you using technology to improve or personalize the client experience? [#solopr](#)



[SDITSystems 1:47pm via RoundTeam](#)

RT @[PaulaJohns](#): A5. Tech has helped me automate/expedite some accounting tasks, and that's made a huge difference for me (time savings). [#soloPR](#)



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

@[KarenSwim](#) Good point. Being able to Skype this a.m. vs phone made the convo flow more smoothly. [#solopr](#)



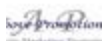
[PaulaJohns 1:47pm via tchat.io](#)

A6. I would say that video chat such as Skype is definitely personalizing the experience with clients. More face time. [#soloPR](#)



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

@[PaulaJohns](#) Reporting, client communications, website, lead generation, billing, telephone [#solopr](#)



[abovepromotions](#) 1:47pm via Hootsuite

@[PaulaJohns](#) This is true. I've been using Wave Accounting and it has helped greatly with monthly billing and book keeping. [#solopr](#)



[KarenSwim](#) 1:46pm via Hootsuite

A6: Well tools that Video Chat personalize communications and reporting tools definitely personalize the customer experience. [#solopr](#)



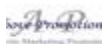
[jendonovansf](#) 1:46pm via Twitter for iPhone

@[abovepromotions](#) The latter. I still have a hard time with automating any function of media relations. [#solopr](#)



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

A6 Drawing a blank here. Got any examples? RT @SoloPRQ6: Are you using technology to improve or personalize the client experience? [#solopr](#)



[abovepromotions](#) 1:46pm via Hootsuite

A6) Yes and no. An automated email for calendar reminders of personal things I've learned about them. Would love to learn about more [#solopr](#)



[SoloPR](#) 1:45pm via Twitter Web Client

RT @[PaulaJohns](#): A5. Tech has helped me automate/expedite some accounting tasks, and that's made a huge difference for me (time savings). [#soloPR](#)



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

A6 Hmm. Not deliberately, but perhaps more in the context of communicating w/ clients in format that works best for them. [#solopr](#)



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

A5. Tech has helped me automate/expedite some accounting tasks, and that's made a huge difference for me (time savings). [#soloPR](#)



[abovepromotions 1:44pm via Hootsuite](#)

@[jendonovansf](#) Do you mean those you're 1st mtg or those you've developed personal relationships with? The latter is what I meant. [#solopr](#)



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

RT @[SoloPR](#): Q6: Are you using technology to improve or personalize the client experience? [#solopr](#)



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

Q6: Are you using technology to improve or personalize the client experience? [#solopr](#)



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

True! MT @[dariasteigman](#): it wasn't so long ago that just forwarding a phone line was a luxury. [#solopr](#)



[SoloPR 1:42pm via tchat.io](#)

Good point @[dariasteigman](#) I now take it for granted and have forgotten that was not always possible! [#solopr](#)



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

A5 I think we take our connectivity for granted -- but it wasn't so long ago that just forwarding a phone line was a luxury. [#solopr](#)



[abovepromotions 1:41pm via Hootsuite](#)

@[jendonovansf](#) @[dariasteigman](#) What type of relationships were you thinking of when responding to me? (Not enough space. LOL) [#solopr](#)



[SoloPR 1:41pm via Twitter Web Client](#)

RT @[dariasteigman](#): Just the simple things that let you work on the go are huge. Means I can answer emails from the ballpark. [#solopr](#) <https://twitter.com/SoloPR/status/...>



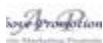
[dariasteigman 1:40pm via TweetDeck](#)

Just the simple things that let you work on the go are huge. Means I can answer emails from the ballpark. [#solopr](#) twitter.com/SoloPR/status/...



[KarenSwim 1:39pm via Hootsuite](#)

A5: To become more efficient and use my time and energy where it really matters - strategy, creativity rather than admin [#solopr](#)



[abovepromotions 1:39pm via Hootsuite](#)

A4) Staying abreast of technology, audiences and the environment will help greatly. [#solopr](#)



[SoloPR 1:38pm via tchat.io](#)

Q5: How can you use technology to improve the way you work and live? [#solopr](#)



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

@[abovepromotions](#) Bingo. That's my aim too. I sometimes think listening & paying attention is my secret superpower. @[jendonovansf](#) [#solopr](#)



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

RT @[SoloPR](#): You raise a good point @[jendonovansf](#) times are always changing, but the core goals do not [#solopr](#)



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

@[abovepromotions](#) @[dariasteigman](#) Type of what? Not sure I understand the question. [#solopr](#)



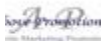
[SoloPR](#) 1:38pm via tchat.io

You raise a good point @[jendonovansf](#) times are always changing, but the core goals do not [#solopr](#)



[KarenSwim](#) 1:37pm via Hootsuite

@[dariasteigman](#) I say that only because the market is becoming so specialized, difficult to really be masterful and super general [#solopr](#)



[abovepromotions](#) 1:37pm via Hootsuite

@[jendonovansf](#) @[dariasteigman](#) My relationships are beyond their work. I know kids names, fave drinks, etc. What type do you mean? [#solopr](#)



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

@[jendonovansf](#) "Take risks" is key. The tools/tactics shift, so we need to test stuff to see what resonates. [#solopr](#)



[SoloPR 1:36pm via Twitter Web Client](#)

RT @jendonovansf: Smart, nimble, willing to learn & take risks. Times are changing, but the core goals are the same. [#solopr twitter.com/SoloPR/status/...](#)



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

Smart, nimble, willing to learn & take risks. Times are changing, but the core goals are the same. [#solopr twitter.com/SoloPR/status/...](#)



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

Summed up nicely! RT @cloudspark: a4: the one that can integrate, collaborate, and execute to a strategy [#solopr](#)



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

@KarenSwim Bingo. Though I'm less convinced about the specialized piece. Yes -- but up to a point. [#solopr](#)



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

Yes RT @dariasteigman: Q4 Key is staying on top of trends, but sorting value vs noise -- i.e., what will drive your biz goals? [#solopr](#)



[KarenSwim 1:34pm via Hootsuite](#)

A4: Specialized, agile and forward thinking. Need to see the future for our industry but also clients [#solopr](#)



[abovepromotions 1:34pm via Hootsuite](#)

@[KarenSwim](#) I tried one previously a year or so ago, but it wasn't what I had hoped for but will look again during "downtime" [#solopr](#)



[dariasteigman](#) 1:33pm via TweetDeck

Q4 Key is staying on top of trends, but sorting value vs noise -- i.e., what will drive your biz goals? [#solopr](#)



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

@[dariasteigman](#) Ha! [#solopr](#)



[jendonovansf](#) 1:33pm via TweetDeck

@[dariasteigman](#) @[abovepromotions](#) Listening is so key w/media relations. Know who they are & what they care about. [#solopr](#)



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

The savvy practitioner? [#solopr](#) twitter.com/SoloPR/status/...



[coreyanderson](#) 1:32pm via Twitter for Android

RT @[cloudspark](#): a3: automate the logistical things (time tracking, billing, calendars, etc) but not the relationship-based tactics [#solopr](#)



[cloudspark](#) 1:32pm via Twitter Web Client

a4: the one that can integrate, collaborate, and execute to a strategy [#solopr](#)



[coreyanderson](#) 1:32pm via Twitter for Android

RT @cloudspark: a1: use your influence to bridge silos and create new, more aligned, efforts [#solopr](#)



[abovepromotions](#) 1:32pm via Hootsuite

@jendonovansf @dariasteigman I have a standard. "Hey" which typically gets immediate or delayed responses. I don't ask for anything. [#solopr](#)



[KarenSwim](#) 1:31pm via Hootsuite

@abovepromotions those tools exist today; you can also boomerang reminders to do outreach so you're not manually keeping track [#solopr](#)



[dariasteigman](#) 1:31pm via TweetDeck

@abovepromotions But either you're around to do it yourself OR you're not - i.e., what happens when someone responds & gets silence? [#solopr](#)



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

Now we've got 2 cops. And a fire truck that did a drive by (so clearly no one hurt). [#solopr](#)



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

@dariasteigman @abovepromotions Exactly. Automation takes out the personal touch and it's pretty transparent what the intent is. [#solopr](#)



[abovepromotions](#) 1:29pm via Hootsuite

@dariasteigman A "Hey. Hope you're doing well" or something similar will get the ball going to stay engaged. Nothing too in-depth. [#solopr](#)



[SoloPR 1:29pm via Twitter Web Client](#)

RT @cloudspark: a3: automate the logistical things (time tracking, billing, calendars, etc) but not the relationship-based tactics [#solopr](#)



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

Q4: What type of practitioner will lead the way in the digital age? [#solopr](#)



[cloudspark 1:29pm via Twitter Web Client](#)

a3: automate the logistical things (time tracking, billing, calendars, etc) but not the relationship-based tactics [#solopr](#)



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

@cloudspark Yes, I remember. You were going to join one of the (cancelled) lunches last year. How's it going so far? [#solopr](#)



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

Great discussion on Q3! [#solopr](#)



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

@abovepromotions But I don't think you can, b/c "relationships" by definition require a personal touch. [#solopr](#)



[KarenSwim 1:28pm via Hootsuite](#)

@jendonovansf @dariasteigman I would love that! [#solopr](#)



[dariasteigman](#) 1:27pm via TweetDeck

THIS >> And Often easier to broach, push forth from the outside. [#solopr](#)
twitter.com/cloudspark/sta...



[jendonovansf](#) 1:27pm via TweetDeck

@[KarenSwim](#) @[dariasteigman](#) We might need a Google Hangout training from you, Karen :) [#solopr](#)



[abovepromotions](#) 1:26pm via Hootsuite

@[KarenSwim](#) Amen!!! I want to get into IFTTT, but daily tasks get in the way. It's a shame. SMH [#solopr](#)



[SoloPR](#) 1:26pm via Twitter Web Client

RT @[abovepromotions](#): A3) I would love to automate relationships w/journalists. The ability to have Hi messages go out after a period of tim[#solopr](#)



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

@[KarenSwim](#) Yes. But we need to use the tools wisely. See too many auto-pushing stuff w/ no idea of timing, relevant. [#solopr](#)



[KarenSwim](#) 1:26pm via Hootsuite

@[jendonovansf](#) @[dariasteigman](#) Completely love it and the amount of recipes you can make is mind blowing. [#solopr](#)



[abovepromotions](#) 1:26pm via Hootsuite

A3) I would love to automate relationships w/journalists. The ability to have Hi messages go out after a period of time has passed [#solopr](#)



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

@[SoloPR](#) It is & they seem to be. Can't even blame the snow. Appears 1 car tried to cross st into oncoming traffic. [#solopr](#)



[KarenSwim](#) 1:25pm via Hootsuite

A3: With so much on our plates, it's impossible not to look for automated solutions to free us to do what we do best. [#solopr](#)



[jendonovansf](#) 1:24pm via TweetDeck

@[dariasteigman](#) @[KarenSwim](#) Me either. Curious. [#solopr](#)



[dariasteigman](#) 1:24pm via TweetDeck

@[KarenSwim](#) I've never played with IFTTT; should at least explore it one of these days. [#solopr](#)



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

@[dariasteigman](#) Oh no! I hope everyone is ok, that's a frightening sound! [#solopr](#)



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

Once I got comfortable w/ idea of scheduling (vs automation), @[buffer](#) became my best friend. [#solopr](#)



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

Good one to automate! RT @jendonovansf: Billing :) [#solopr](#)
[twitter.com/SoloPR/status/...](#)



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

Billing :) [#solopr](#) [twitter.com/SoloPR/status/...](#)



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

Sorry. Temporarily distracted by the sound of cars crashing into each other. [#solopr](#)
(Looks like everyone is okay.)



[KarenSwim](#) 1:22pm via Hootsuite

A3: I do find myself using IFTTT and other tools to automate processes, and be more
efficient so yes! [#solopr](#)



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

@[dariasteigman](#) True. There's been a lot of automation of comms processes over the
years, but I still see the need for smart people [#solopr](#)



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

RT @SoloPR: Q3: Are there processes and tasks that you are looking to automate?
[#solopr](#)



[SoloPR](#) 1:21pm via Twitter Web Client

RT @cloudspark: a1: use your influence to bridge silos and create new, more aligned,
efforts [#solopr](#)



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

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

Q3: Are there processes and tasks that you are looking to automate? [#solopr](#)



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

@[cloudspark](#) [~~waving hello~~~] [#solopr](#)



[cloudspark 1:20pm via Twitter Web Client](#)

a1: use your influence to bridge silos and create new, more aligned, efforts [#solopr](#)



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

Love that @[jendonovansf](#) and agree you can automate processes but not thoughtful. Smart! [#solopr](#)



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

@[jendonovansf](#) I think it will impact us somehow, but likely in ways we have yet to fully envision. [#solopr](#)



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

MT @[jendonovansf](#): I'm not envisioning any impact... It's impossible to automate thoughtful [#communications](#) [#solopr](#)



[jendonovansf 1:18pm via TweetDeck](#)

A2: I'm not envisioning any impact but perhaps I'm short sided. It's impossible to automate thoughtful [#communications](#) [#solopr](#)



[dariasteigman 1:18pm via TweetDeck](#)

RT @KarenSwim: RT @SoloPR: Q2. How will the automation of jobs impact your role as a consultant? [#solopr](#)



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

MT @abovepromotions: Automation will allow us to move more into project management and to swiftly make adjustments to campaigns. [#solopr](#)



[dariasteigman 1:18pm via TweetDeck](#)

@abovepromotions It definitely speeds up the pace at which we can iterate. [#solopr](#)



[abovepromotions 1:18pm via Hootsuite](#)

A2) Automation will allow us to move more into project management and allow us to swiftly make adjustments to campaigns. [#solopr](#)



[dariasteigman 1:18pm via TweetDeck](#)

@jendonovansf That's def true. Startups can bake in new thinking vs. moving an establish org mountain. [#solopr](#)



[SoloPR 1:17pm via Twitter Web Client](#)

RT @dariasteigman: The tools have shifted, but the biz goals remain the same. I think bigger Q is how how we work is shifting. [#solopr](#) <http://twitter.com/SoloPR/status/...>



[kcwriter 1:17pm via Twitter Web Client](#)

RT @SoloPR: MT @abovepromotions:) The boundaries between pr and branding are becoming much more blurred. Scoping work is definitely chang[#solopr](#)



[KarenSwim 1:17pm via Hootsuite](#)

RT @SoloPR: Q2. How will the automation of jobs impact your role as a consultant?
[#solopr](#)



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

The tools have shifted, but the biz goals remain the same. I think bigger Q is how how we work is shifting. [#solopr twitter.com/SoloPR/status/...](#)



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

@[dariasteigman](#) It's a culture shift for sure! Depends on company, too. Startups with diff approach than large established co's [#solopr](#)



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

RT @[jendonovansf](#): @SoloPR Perhaps. I'm seeing more along the lines of co's realizing there's a diff way to communicate. Could be part of bi[#solopr](#)



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

@SoloPR Perhaps. I'm seeing more along the lines of co's realizing there's a diff way to communicate. Could be part of bigger shift [#solopr](#)



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

Q2. How will the automation of jobs impact your role as a consultant? [#solopr](#)



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

@[jendonovansf](#) I've been screaming this for ages, but I still see more lip service than structural change. [#solopr](#)



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

Small group, but great insights on Q1. [#solopr](#)



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

@[SoloPR](#) Good !. I love that I get to apply my labor/HR skills far more. It's more about shifting mindset then complexity per se. [#solopr](#)



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

@[jendonovansf](#) Do you think that is being driven by people working remotely and multiple locations? No choice but to collaborate? [#solopr](#)



[SoloPR 1:12pm via tchat.io](#)

RT @[jendonovansf](#): I'm starting to see a broader approach to company [#communications](#) instead of silos. [#solopr twitter.com/SoloPR/status/...](#)



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

Interesting @[dariasteigman](#) with more of workforce, working as we do, does it become more challenging? [#solopr](#)



[jendonovansf 1:11pm via TweetDeck](#)

I'm starting to see a broader approach to company [#communications](#) instead of silos. [#solopr twitter.com/SoloPR/status/...](#)



[dariasteigman 1:11pm via TweetDeck](#)

A1 I'm doing more biz process work, helping cos understand how to rethink their org charts. [#solopr](#)



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

I spent more time working with clients on org issues (including flexible work, telework).
[#solopr twitter.com/SoloPR/status/...](#)



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

MT @[abovepromotions](#):) The boundaries between pr and branding are becoming much more blurred. Scoping work is definitely changing. [#solopr](#)



[JanetLFalk 1:09pm via Twitter Web Client](#)

@[jendonovansf](#) @[dariasteigman](#) Image is too heavy & is not essential to article. Maybe put image in a word doc, PDF that & upload. [#solopr](#)



[abovepromotions 1:08pm via Hootsuite](#)

A1) The boundaries between what is pr and what is branding are becoming much more blurred. Scoping work is definitely changing. [#solopr](#)



[KarenSwim 1:07pm via Hootsuite](#)

RT @[SoloPR](#): Q1: As the workforce becomes more liquid, how do you see your role changing with clients? [#solopr](#)



[jendonovansf 1:06pm via TweetDeck](#)

@[dariasteigman](#) Well, as a Patriots fan, I have to say no ;) I wish I owned my house to rent it. Places are going for \$2500 a NIGHT [#solopr](#)



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

Q1: As the workforce becomes more liquid, how do you see your role changing with clients? [#solopr](#)



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

Today we're talking [#futureofwork](#) [soloprpro.com/solopr-topic-c...](#) Q1 coming up!
[#solopr](#)



[JanetLFalk 1:06pm via Twitter Web Client](#)

@[dariasteigman](#) Not my photo and newsletter is text, no image. Prefer link [#soloPR](#)



[jendonovansf 1:06pm via TweetDeck](#)

@[dariasteigman](#) @[JanetLFalk](#) I suggested the screenshot, too, but sounds like that's not an option. [#solopr](#)



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

If you're new to chatting, we suggest using a tool like tchat.io – makes it easier to keep up. Remember to use the [#SoloPR](#) hashtag!



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

@[jendonovansf](#) It's the NFL PR person's dream match up, isn't it? (Good morning).
[#solopr](#)



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

Great to see everyone! Please remember to introduce yourself, and you're also welcome to "lurk." [#solopr](#)



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

@[SoloPR](#) Yep, I'm getting out of town so will miss the craziness. [#solopr](#)



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

Paula here, joining the [#soloPR](#) chat from the San Diego area. Hi all!



[JanetLFalk](#) 1:05pm via [Twitter Web Client](#)

@[SoloPR](#) @[KarenSwim](#) Looking forward to admiring how you wear the [#soloPR](#) crown.



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

@[JanetLFalk](#) Can you upload directly into your enewsletter? Or screenshot the jpg & use to promote via social media? [#solopr](#)



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

Hi @[jendonovansf](#) exciting and disruptive! [#solopr](#)



[abovepromotions](#) 1:04pm via [Hootsuite](#)

@[kcwriter](#) Looking forward to it. [#solopr](#)



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

Good morning [#SoloPR](#) from [#SanFrancisco](#). Super Bowl 50 fever has started.



[JanetLFalk](#) 1:03pm via [Twitter Web Client](#)

[#SoloPR](#) Any tips to create a link to a jpg so I can include it in my enewsletter? Unable to post it to @[SlideShare](#) Thanks 2/2



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

Hi @[dariasteigman](#) glad you're here! [#solopr](#)



[abovepromotions 1:03pm via Hootsuite](#)

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



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

If you're joining, please introduce yourself. This is @[KarenSwim](#) of soloprpro [dot] com, and I will be moderating [#solopr](#)



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

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



[dariasteigman 1:02pm via TweetDeck](#)

Hello, [#solopr](#). Joining from Washington, DC, where the big dig-out is underway. And the lovely snow is getting to be less lovely.



[kcwriter 1:02pm via Twitter Web Client](#)

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



[SoloPR 1:00pm via tchat.io](#)

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