



#SoloPR Transcript – 5/25/2016

Q1: How would you advise the IOC on how to manage the negative PR about doping and the Zika virus? #solopr

Q2: Any tips on how to grow following/engagement on LinkedIn company page? #solopr

Q3: Does your client's gender ever impact how you pitch/present? #solopr

Q4: Is the hyper focus on millennials damaging communications efforts overall? #solopr

Q5: What do you do when you have a great client but the primary contact is challenging? #solopr

Q6: How do you market/promote yourself? #solopr

Transcript follows in reverse chronological order:



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

@[RareVicRec](#) The platform does get great visibility and engagement [#solopr](#)



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

So grateful for all of you taking time out of your insanely busy days to chat with us!
[#solopr](#)



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

@[KristK](#) @[3HatsComm](#) Well it is [#NationalWineDay](#) ;-)
[#solopr](#)



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

@[KerryModcom](#) What a fabulous idea, and much more personal than traditional networking. [#solopr](#)



[SoloPR 1:55pm via Twitter Web Client](#)

RT @[KerryModcom](#): A6: Once hosted a dinner party w/colleagues & industry folks -- landed huge long-term contract. The personal touch. [#solopr](#)



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

.@[3HatsComm](#) I'm planning a pool day to focus on future of my business. Three pina colodas and I'm sure to be absolutely brilliant. [#solopr](#)



[KerryModcom 1:55pm via Twitter Web Client](#)

A6: Once hosted a dinner party w/colleagues & industry folks -- landed huge long-term contract. The personal touch. [#solopr](#)



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

RT @[RareVicRec](#): My goal for June is to begin blogging: anyone here have experience with Medium as a platform? [#amblogging](#) [#solopr](#)



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

See that works too! I have a 1-page website, no content marketing and I dislike people. I try to be smart in the room; that works. [#solopr](#)



[KerryModcom 1:54pm via Twitter Web Client](#)

RT @[gregwbrooks](#): A6 serious: I have a 1-page website, no content marketing and I dislike people. I try to be smart in the room; that works. [#solopr](#)



[RareVicRec 1:54pm via Twitter Web Client](#)

My goal for June is to begin blogging: anyone here have experience with Medium as a platform? [#amblogging](#) [#solopr](#)



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

@[KristK](#) Lol! Don't feel bad, you are not alone! [#solopr](#)



[gregwbrooks 1:54pm via Twitter Web Client](#)

A6 serious: I have a 1-page website, no content marketing and I dislike people. I try to be smart in the room; that works. [#solopr](#)



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

We chat on the hashtag all week long so keep the convo and items of interest going! We love it! [#solopr](#)

#solopr transcript – 5/25/2016

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



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

Ahem, 2014 and 2015 to-do lists. RT @SoloPR: @KristK It was on my May list, and April.... [#solopr](#)



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

Well, we're almost out of time, the next chat is Wednesday, June 8 at 1pm ET [#solopr](#)



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

@KristK It was on my May list, and April.... [#solopr](#)



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

@KristK I'll hold you to it.. and maybe I'll finally redo mine! [#soloPR](#)



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

This question is one that so many of us struggle with, we're great at promoting others! [#solopr](#)



[KristK 1:51pm via tchat.io](#)

A6: So many things I could do but don't make time for. Priority for June is business plan and website. Really. Serious this time. [#solopr](#)



[SoloPR 1:51pm via Twitter Web Client](#)

RT @KristK: A6: My clients tend to be in-house PR pros or agencies -- I focus on board/ctte service and speaking to grow WOM referrals [#solopr](#)



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

A6. Not well! When I have, pitching bylines, responding to media requests [#solopr](#)



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

A6: My clients tend to be in-house PR pros or agencies -- I focus on board/ctte service and speaking to grow WOM referrals [#solopr](#)



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

I feel your pain! RT @[3HatsComm](#): A6 badly. poorly. still feels icky when I share my own posts, a hangup I can't seem to shake. [#soloPR](#)



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

Lol! True for so many! RT @[gregwbrooks](#): A6: Badly, inconsistently and with a rasher of self-loathing on the side. [#solopr](#)



[3HatsComm 1:49pm via TweetDeck](#)

A6 badly. poorly. still feels icky when I share my own posts, a hangup I can't seem to shake. [#soloPR](#)



[gregwbrooks 1:49pm via Twitter Web Client](#)

A6: Badly, inconsistently and with a rasher of self-loathing on the side. [#solopr](#)



[RareVicRec 1:49pm via Twitter Web Client](#)

@[SoloPR](#) I offer nuggets of strategically placed [#wisdom](#) to those open to receiving it. Then follow up! [#solopr pic.twitter.com/yosKrD2SKD](#)



[KristK 1:49pm via Twitter Web Client](#)

RT @SoloPR: Q6. How do you market/promote yourself?
[#solopr](#)



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

RT @3HatsComm: A5 make a move in best interest of the client. try other contacts for different projects, to balance tough one. [#soloPR](#)



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

So have I -- they tend not to stick around long-term. RT @KristK: A5: I've outlasted a few. [#solopr](#)



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

Q6. How do you market/promote yourself?
[#solopr](#)



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

RT @gregwbrooks: A5: My contract calls for two contacts, identified by name. Odds of both being God's perfect idiots are slightly lower. [#solopr](#)



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

We have time for one final question [#solopr](#)



[3HatsComm 1:46pm via TweetDeck](#)

A5 make a move in best interest of the client. try other contacts for different projects, to balance tough one. [#soloPR](#)



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

Great point! RT @[KristK](#): A5: Challenges w primary contact may not be limited to you. I've outlasted a few. [#solopr](#)



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

Like this strategy! RT @[gregwbrooks](#): My contract calls for two contacts, identified by name.... [#solopr](#)



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

A5: Challenges w primary contact may not be limited to you. I've outlasted a few. [#solopr](#)



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

RT @[gregwbrooks](#): A5: My contract calls for two contacts, identified by name. Odds of both being God's perfect idiots are slightly lower. [#solopr](#)



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

RT @[RareVicRec](#): @[SoloPR](#) meet both in person on a regular basis. Quiet suspicion, strengthen the common bonds. [#solopr](#)



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

@[3HatsComm](#) You hit the nail on the head, a data point, but not the whole story [#solopr](#)



[3HatsComm 1:45pm via TweetDeck](#)

RT @[KristK](#): A5: Nurture secondary contacts, document results to extend reach beyond primary contact [#solopr](#)



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

@SoloPR meet both in person on a regular basis. Quiet suspicion, strengthen the common bonds. [#solopr](#)



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

A5: My contract calls for two contacts, identified by name. Odds of both being God's perfect idiots are slightly lower. [#solopr](#)



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

Good strategy RT @KristK: A5: Nurture secondary contacts, document results to extend reach beyond primary contact [#solopr](#)



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

A5: Nurture secondary contacts, document results to extend reach beyond primary contact [#solopr](#)



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

and missed that like any demo, people can't be categorized and pigeon holed so 'simply' [#soloPR twitter.com/KarenSwim/stat...](#)



[KristK 1:43pm via Twitter Web Client](#)

RT @SoloPR: Q5. What do you do when you have a great client but the primary contact is challenging? [#solopr](#)



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

Q5. What do you do when you have a great client but the primary contact is challenging?
[#solopr](#)



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

@[RareVicRec](#) You are so right! [#solopr](#)



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

RT @[RareVicRec](#): @[KarenSwim](#) and what's ironic is this: that generation is the most cynical / incredulous when it comes to marketing! [#solopr](#)



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

@[KarenSwim](#) and what's ironic is this: that generation is the most cynical / incredulous when it comes to marketing! [#solopr](#)



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

Boom @[gregwbrooks](#) that is the truth! [#solopr](#)



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

RT @[gregwbrooks](#): A4: It drives mainstream consumer channels, that's why we hear about it. But trillions in GDP (and PR) have nothing to do [#solopr](#)



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

Yes, to the exclusion of other generations RT @[KarenSwim](#): A4. We've gone overboard and often miss the mark. [#solopr](#)



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

RT @SoloPR: RT @3HatsComm: Q4 no and yes. good that move to better understand the WHY and WIIFM - but that should apply to all; ppl are ppl#soloPR



[gregwbrooks 1:40pm via Twitter Web Client](#)

A4: It drives mainstream consumer channels, that's why we hear about it. But trillions in GDP (and PR) have nothing to do with them. [#solopr](#)



[akenn 1:40pm via tchat.io](#)

Not sure I want to know any more...RT @gregwbrooks PR is woman-dominated field; boardrms are not. I work that angle (tho not overtly [#solopr](#)



[SoloPR 1:40pm via tchat.io](#)

RT @3HatsComm: Q4 no and yes. good that move to better understand the WHY and WIIFM - but that should apply to all; ppl are ppl. [#soloPR](#)



[3HatsComm 1:40pm via TweetDeck](#)

@KarenSwim I've seen some publicity (refuse to say PR) stunts that were gender based and I'm like, IDK that doesn't help IYKWIM ;-)
[#soloPR](#)



[SoloPR 1:40pm via tchat.io](#)

@KerryModcom Love that term "hyper bandwagoning" [#solopr](#)



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

A4. Nothing against the generation but we've gone overboard and often miss the mark.
[#solopr](#)



[KerryModcom 1:39pm via Twitter Web Client](#)

Seems hyper bandwagoning, w/out meaning RT @SoloPR: Q4. Is the hyper focus on millennials damaging communications efforts overall? #solopr



[3HatsComm 1:39pm via TweetDeck](#)

Q4 no and yes. good that move to better understand the WHY and WIIFM - but that should apply to all; ppl are ppl. #soloPR



[akenn 1:39pm via tchat.io](#)

A4. I don't know about "damaging," but it sure is changing things #solopr



[KarenSwim 1:38pm via Hootsuite](#)

@3HatsComm Isn't that the truth? It makes me sad on a personal and professional level. #solopr



[3HatsComm 1:37pm via TweetDeck](#)

@KarenSwim that's media these days, style over substance. everything is packaged to look good b/c that's what gets clicks, shares #soloPR



[SoloPR 1:37pm via tchat.io](#)

Q4. Is the hyper focus on millennials damaging communications efforts overall? #solopr



[SoloPR 1:37pm via tchat.io](#)

Moving from gender to generations.... #solopr



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

RT @gregwbrooks: @SoloPR PR is a woman-dominated field and boardrooms are not. I work that angle (though not overtly) in some pitches to c#solopr



[3HatsComm](#) 1:36pm via [TweetDeck](#)

@[jendonovansf](#) @[dariasteigman](#) that, and limiting those biz goals to leads/sales. [#soloPR](#)



[gregwbrooks](#) 1:35pm via [Twitter Web Client](#)

@[SoloPR](#) PR is a woman-dominated field and boardrooms are not. I work that angle (though not overtly) in some pitches to clients. [#solopr](#)



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

@[jendonovansf](#) Oh good! [#solopr](#)



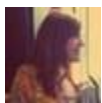
[KarenSwim](#) 1:35pm via [Hootsuite](#)

A3. My client had the credibility, better offering but was not as "photogenic." [#solopr](#)



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

Loving the [#socialmedia](#) questions on the [#SoloPR](#) chat today. :)



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

RT @[jendonovansf](#): Yes! I rarely see — or ever write — job opening posts for clients on [#LinkedIn](#). It's much more than that [#solopr](#) <https://twitter.com/KristK/status/...>



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

@[KristK](#) I've seen that and think it's a HUGE missed opportunity! Needs to be much broader, IMO. [#solopr](#)



[KerryModcom](#) 1:34pm via Twitter Web Client

Good point re: story type! RT @KarenSwim: A3: In subtle ways, perhaps, but overtly when pitching gender based stories [#solopr](#)



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

A3. Have personally encountered competitor with pretty CEO getting coverage with zero substance. Frustrating. [#solopr](#)



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

RT @KerryModcom: A2: Great article w/ lots of tips on this via [#SMExaminer](#) - bit.ly/UAFpEo [#solopr](#)



[KristK](#) 1:33pm via Twitter Web Client

RT @KerryModcom: A2: Great article w/ lots of tips on this via [#SMExaminer](#) - bit.ly/UAFpEo [#solopr](#)



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

@[dariasteigman](#) I see that all the time. “We just need more” followers mentality without the why or a tie back to business goals. [#solopr](#)



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

@[jendonovansf](#) LinkedIn often falls under HR, IR or corp comm -- internal owner affects strategy. Not a fan of silos but reality [#solopr](#)



[gregwbrooks](#) 1:33pm via Twitter Web Client

@[KristK](#) It can be made relevant at times, even with the massiest (new word!) of mass media. [#solopr](#)



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

Thanks Kerry! RT @[KerryModcom](#): A2: Great article w/ lots of tips on this via [#SMExaminer](#) - [bit.ly/UAFpEo](#) [#solopr](#)



[JanellBauer](#) 1:33pm via [Hootsuite](#)

RT @[SoloPR](#): Q3. Does your client's gender ever impact how you pitch/present? [#solopr](#)



[KerryModcom](#) 1:33pm via [Twitter Web Client](#)

A2: Great article w/ lots of tips on this via [#SMExaminer](#) - [bit.ly/UAFpEo](#) [#solopr](#)



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

A3: In subtle ways, perhaps, but overtly when pitching gender based stories [#solopr](#)



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

Great point, @[jendonovansf](#). I just see a lot of brands who set it up & want follows w/o a strategy for "why." [#solopr](#)



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

Agree Davina. It's about showing business value, not using [#LinkedIn](#) as a place to pitch your products. [#solopr](#) [twitter.com/3HatsComm/stat...](#)



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

@[gregwbrooks](#) Care to share deets? ;) [#solopr](#)

#solopr transcript - 5/25/2016

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



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

Interesting distinction RT @[KristK](#): A3: Gender may be relevant for niche outlets but not for mass media [#solopr](#)



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

Yes! I rarely see — or ever write — job opening posts for clients on [#LinkedIn](#). It's much more than that [#solopr](#) [twitter.com/KristK/status/...](#)



[3HatsComm 1:30pm via TweetDeck](#)

for B2B, success stories - how you help other businesses earn success. [#soloPR](#) [twitter.com/KristK/status/...](#)



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

Cross-channel promotions, social share buttons on all web assets, include the link in your email signature. [#solopr](#) [twitter.com/SoloPR/status/...](#)



[gregwbrooks 1:30pm via Twitter Web Client](#)

A3: In terms of how I pitch them to media or how I pitch myself to them? Either way, the answer is: Absolutely. [#solopr](#)



[KristK 1:30pm via tchat.io](#)

A3: Gender may be relevant for niche outlets but not for mass media [#solopr](#)



[dariasteigman 1:29pm via Twitter for Android](#)

RT @[jendonovansf](#): A2: I've seen great success with LinkedIn engagement when employees get more active as brand advocates. People trust peop[#solopr](#)



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

@[dariasteigman](#) I see it as a great way to brand yourself or your company, show thought leadership, keep you top of mind. [#solopr](#)



[3HatsComm 1:29pm via TweetDeck](#)

RT @[dariasteigman](#): A2. First, give ppl reason to go there. Provide content that answers WIIFM. [#solopr](#) twitter.com/SoloPR/status/...



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

Great tip @[jendonovansf](#): I've seen great success with LinkedIn engagement when employees get more active as brand advocates. [#solopr](#)



[KristK 1:28pm via Twitter Web Client](#)

RT @[SoloPR](#): Q3. Does your client's gender ever impact how you pitch/present? [#solopr](#)



[SoloPR 1:28pm via Twitter Web Client](#)

RT @[jendonovansf](#): A2: I've seen great success with LinkedIn engagement when employees get more active as brand advocates. People trust peop[#solopr](#)



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

A2: Recent convo with PR pro at public company -- their main audience on LI is shareholders, analysts [#solopr](#)



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

A2: I've seen great success with LinkedIn engagement when employees get more active as brand advocates. People trust people! [#solopr](#)



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

Q3. Does your client's gender ever impact how you pitch/present? [#solopr](#)



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

Great convo on Q2, stand by for Q3 [#solopr](#)



[SoloPR 1:27pm via Twitter Web Client](#)

RT @[KristK](#): A2: Share stories about employees, community outreach, partnerships on LI. Content beyond job openings [#solopr](#)



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

Bye @[mdbarber](#) awesome to have you, even for part of the chat! [#solopr](#)



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

A2: Share stories about employees, community outreach, partnerships on LI. Content beyond job openings [#solopr](#)



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

RT @[dariasteigman](#): A2 Maybe just me, but WHU do you want followers to your LI page. It often feels like a forced fit. [#solopr](#)



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

Gotta run folks. Sorry. Wish it was for something like a baseball game like @[dariasteigman](#). [#solopr](#)



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

Adding to LI question, with content and identified audience, any other tips for increasing eyeballs on page? [#solopr](#)



[dariasteigman 1:26pm via Twitter for Android](#)

A2 Maybe just me, but WHU do you want followers to your LI page. It often feels like a forced fit. [#solopr](#)



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

Bye @[dariasteigman](#) enjoy the game! [#solopr](#)



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

@[mdbarber](#) @[akenn](#) Olympics is a huge financial drain on cities, so not everyone wants it [#solopr](#)



[KerryModcom 1:24pm via Twitter Web Client](#)

RT @[KristK](#): A2: Focus on your audience on LI company page -- beyond job seekers. Consider local business leaders, investors, board members [#solopr](#)



[dariasteigman 1:24pm via Twitter for Android](#)

Okay. My friend has arrived. Now back to baseball & done multitasking. Catch you all later. [#solopr](#)



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

A2: Focus on your audience on LI company page -- beyond job seekers. Consider local business leaders, investors, board members [#solopr](#)



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

Is that enough RT @[dariasteigman](#): First, give ppl reason to go there. Provide content that answers WIIFM. [#solopr twitter.com/SoloPR/status/...](#)



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

@[akenn](#) that's what I thought too. I can't find the story. I thought it would be easy since I know when I was in the car... [#solopr](#)



[KerryModcom 1:23pm via Twitter Web Client](#)

RT @[dariasteigman](#): A2. First, give ppl reason to go there. Provide content that answers WIIFM. [#solopr twitter.com/SoloPR/status/...](#)



[KerryModcom 1:23pm via Twitter Web Client](#)

A2: Maintainning a stream of quality, relevant content to their target audience. [#solopr](#)



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

@[mdbarber](#) wow, that's amazing. Some cities are concerned about whether to even bid-strange to think not a big deal for other cities! [#solopr](#)



[KristK 1:23pm via Twitter Web Client](#)

RT @[SoloPR](#): Q2. Any tips on how to grow following/engagement on LinkedIn company page? [#solopr](#)



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

A2. I have done recent tests with very small budget ads with some success, but it is a tough problem. [#solopr](#)



[dariasteigman 1:22pm via Twitter for Android](#)

A2. First, give ppl reason to go there. Provide content that answers WIIFM. [#solopr](#)
twitter.com/SoloPR/status/...



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

@[gregwbrooks](#) raises great point, LI has changed, yet decision makers are there [#solopr](#)



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

@[akenn](#) - trying to find the story. [#solopr](#)



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

@[akenn](#) - trying to find the story. [#solopr](#)



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

RT @[gregwbrooks](#): A2: Bring them to the page from outside LinkedIn. Because *inside* LinkedIn it's spammy/low-value; not much browsing takes [#solopr](#)



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

A2: Bring them to the page from outside LinkedIn. Because *inside* LinkedIn it's spammy/low-value; not much browsing takes place. [#solopr](#)



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

@[akenn](#) Ahhh. Rio is one of the most visited cities in the world with X/month. That number is higher than the # expected for Oly. [#solopr](#)



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

@[dariasteigman](#) So very true! [#solopr](#)



[dariasteigman 1:20pm via Twitter for Android](#)

@[SoloPR](#) Big problem is IOC'S credibility gap. Result is they really (really) need those credible partners out front. [#solopr](#)



[KarenSwim 1:19pm via Hootsuite](#)

RT @[SoloPR](#): Q2. Any tips on how to grow following/engagement on LinkedIn company page? [#solopr](#)



[akenn 1:19pm via Twitter Web Client](#)

RT @[SoloPR](#): Q2. Any tips on how to grow following/engagement on LinkedIn company page? [#solopr](#)



[KarenSwim 1:19pm via Hootsuite](#)

It's not too late to join [#solopr](#) chat! Welcoming, smart crowd, don't be shy!



[mdbarber 1:18pm via Twitter Web Client](#)

RT @[SoloPR](#): Q2. Any tips on how to grow following/engagement on LinkedIn company page? [#solopr](#)



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

Q2. Any tips on how to grow following/engagement on LinkedIn company page? [#solopr](#)



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

They should hire some of you to help! Great convo on Q1! [#solopr](#)



[SoloPR 1:17pm via tchat.io](#)

Great point @[dariasteigman](#) that the negatives require very different approaches [#solopr](#)



[akenn 1:17pm via tchat.io](#)

@[mdbarber](#) I meant why are there more tourists there now? vs during Olympics? [#solopr](#)



[SoloPR 1:16pm via tchat.io](#)

Oh wow interesting RT @[mdbarber](#) ..heard a story on NPR that more Americans will visit Rio between now & the Olympics than during.. [#solopr](#)



[mdbarber 1:16pm via tchat.io](#)

@akennPeople are tired of the cheating; also hurting impressions of EE athletes. But I'm not sure their govt cares. [#solopr](#)



[SoloPR 1:15pm via Twitter Web Client](#)

RT @[dariasteigman](#): A1. Be less corrupt? I actually think these require separate approaches. One is public health - which requires ed + lots#[SOLOPR](#)



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

Agree MT @[gregwbros](#): A1: IOC has public-sector partners willing to go out front on Zika. IOC need never be the messenger. [#solopr](#)



[KristK 1:14pm via Twitter Web Client](#)

RT @SoloPR: Q1: How would you advise the IOC on how to manage the negative PR about doping and the Zika virus?

[#solopr](#)



[SoloPR 1:14pm via Twitter Web Client](#)

RT @mdbarber: A1 - I do think they need professional help to manage the issue but they need to rely on professionals to carry the message. [#solopr](#)



[dariasteigman 1:14pm via Twitter for Android](#)

A1. Be less corrupt? I actually think these require separate approaches. One is public health - which requires ed + lots of DEET. [#SOLOPR](#)



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

@mdbarber why? [#solopr](#)



[KarenSwim 1:14pm via Hootsuite](#)

A1: You cannot skim over the real challenges but you can combat fears with facts and proactive solutions. [#solopr](#)



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

A1 - I do think they need professional help to manage the issue but they need to rely on professionals to carry the message. [#solopr](#)



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

A1. I heard Michael Phelps' coach being interviewed about zika + its effect on travel plans (Phelps' wife is pregnant + won't go) [#solopr](#)



[gregwbrooks](#) 1:13pm via Twitter Web Client

A1: IOC has public-sector partners willing to go out front on Zika. IOC need never be the messenger on that, but could fund msgs. [#solopr](#)



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

A1 - I heard a story on NPR yesterday that more Americans will visit Rio between now & the Olympics than during the Olympics. [#solopr](#)



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

Agree! RT @[mdbarber](#): @[akenn](#) they NEED that help. [#solopr](#)



[KarenSwim](#) 1:13pm via Hootsuite

A1: Hire professional help! This is where it really matters to have the right messaging [#solopr](#)



[dariasteigman](#) 1:12pm via Twitter for Android

RT @[SoloPR](#): Q1: How would you advise the IOC on how to manage the negative PR about doping and the Zika virus?

[#solopr](#)



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

@[akenn](#) they NEED that help. [#solopr](#)



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

RT @akenn: A1. Well, I've heard that Russia hired B-M for help with for the doping scandal! npr.org/2016/05/20/478... #solopr



[akenn 1:12pm via Twitter Web Client](#)

A1. Well, I've heard that Russia hired B-M for help with for the doping scandal!
npr.org/2016/05/20/478... #solopr



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

Good Morning/ Afternoon @cathygoerz glad you could join! #solopr



[mdbarber 1:10pm via Twitter Web Client](#)

RT @SoloPR: Q1: How would you advise the IOC on how to manage the negative PR about doping and the Zika virus?
[#solopr](#)



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

WE miss you too @dariasteigman but please enjoy the game and sunshine!
[#perksofsololife #solopr](#)



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

Q1: How would you advise the IOC on how to manage the negative PR about doping and the Zika virus?
[#solopr](#)



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

First question coming up and it is about the upcoming Olympics (yay!) [#solopr](#)



[dariasteigman](#) 1:09pm via Twitter for Android

@SoloPR Bummed to miss [#solopr](#), but I am in the sunshine. (Photo taken pre-game.)
pic.twitter.com/hbuxKyDw4O



SoloPR 1:09pm via tchat.io

BTW, there is still room for Qs so feel free to dm or @ and I'll add it to the discussion
[#solopr](#)



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

@KristK Thanks. Kind of amazing to think about. [#solopr](#)



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

Good morning from San Francisco! [#solopr](#)



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

Congratulations! RT @mdbarber: Good morning all. Mary from the sunny shores of Puget Sound. 16 years solo on June 1; 39 in PR. [#solopr](#)



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

@SoloPR Good to be here, even if only for 30 minutes. [#solopr](#)



SoloPR 1:08pm via tchat.io

@mdbarber Smart woman! [#solopr](#)



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

I hope everyone is having a bright and sunny day, I love this time of year! [#solopr](#)



[mdbarber 1:08pm via Twitter Web Client](#)

@[SoloPR](#) If we have to come in from the sunshine...I'm out! :-) [#solopr](#)



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

@[SoloPR](#) If we have to come in from the sunshine...I'm out! :-) [#solopr](#)



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

So good to see you @[mdbarber](#)! [#solopr](#)



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

We will give everyone a chance to pull themselves from the sunshine and join us :)
[#solopr](#)



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

Good morning all. Mary from the sunny shores of Puget Sound. 16 years solo on June 1;
39 in PR. [#solopr](#)



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

Woohoo @[akenn](#) so glad you are here! [#solopr](#)



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

#solopr transcript – 5/25/2016

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

Hello @[KristK](#) @[gregwbrooks](#) @[KerryModcom](#)! So glad you are here! [#solopr](#)



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

Hi @[KarenSwim](#) and @[KristK](#). I'm here too - chatting from beautiful New England [#solopr](#)



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

Kerry here from Alberta, Canada (15+yrs exp, 5+ yrs solo) [#solopr](#)



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

Greg here - based in Vegas, doing things that look like PR if you squint *really* hard. [#solopr](#)



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

Hello to my [#solopr](#) pals! Kristie here from the MS Gulf Coast (26 yrs exp, 12 as indy, APR). Multitasking while on a conference call.



[SoloPR 1:03pm 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!



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

Happy [#NationalWineDay](#), if you're joining, please introduce yourself. This is @[KarenSwim](#) of soloprpro [dot] com [#solopr](#)



[SoloPR 1:01pm via Hootsuite](#)

#solopr transcript – 5/25/2016

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

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