



#SoloPR Transcript – 6/22/2016

Q1: How do you know when a client relationship has run its course?

#solopr

Q2: With multiple generations in the workforce, how do you bridge generational styles? #solopr

Q3: How are you finding and vetting influencers for your clients? #solopr

Q4: What content marketing strategies have worked well for you/your clients? #solopr

Q5: Love or hate, video is growing, how are you adapting video into your strategies, if at all? #solopr

Q6: What is the best lesson you learned from a failure? #solopr

Transcript follows in reverse chronological order:



[SoloPR 1:59pm via tchat.io](#)

Today's transcript will be posted on the blog tomorrow. Have a great week! [#solopr](#)



[PRProblemSolver 1:59pm via tchat.io](#)

thanks so much for being here, good to be back! RT @[SoloPR](#): Thank you everyone for joining, appreciate you! [#solopr](#)



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

Thank you everyone for joining, appreciate you! [#solopr](#)



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

Please keep sharing and chatting on the hashtag during the week, we like it! [#solopr](#)



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

Bye everyone! Til next time! Enjoy your summer, indulge in what makes you happy and productive! [#solopr](#)



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

Well, we're almost out of time. We're taking a summer break from Chats in July but will be gathering on other channels [#solopr](#)



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

Thanks, [#solopr](#) peeps, for another awesome hour of smarts & sass. And thanks to @[KarenSwim](#), our fearless leader.



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

Yes! RT @KarenSwim: A6. Never allow the fear of failure to keep you from taking a leap to learn or try something new. [#solopr](#)



[KarenSwim 1:57pm via Hootsuite](#)

A6. Never allow the fear of failure to keep you from taking a leap to learn or try something new. [#solopr](#)



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

@fransteps LOL. That's where I'm grateful for picking up some of dad's diplomacy along with my mom's bluntness. :) [#solopr](#)



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

RT @fransteps: A6: What's in my head may not always be communicated elegantly through my words. [#solopr](#) RT [#solopr](#)



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

RT @dariasteigman: A6 It's just 1 thing -- it doesn't define you (or me). Better to figure out WHAT happened & move on. [#solopr](#) <https://t.twitter.com/SoloPR/status/...>



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

me too RT @fransteps: A6: What's in my head may not always be communicated elegantly through my words. [#solopr](#)



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

A6 It's just 1 thing -- it doesn't define you (or me). Better to figure out WHAT happened & move on. [#solopr twitter.com/SoloPR/status/...](#)



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

A6: What's in my head may not always be communicated elegantly through my words. [#solopr](#)



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

Just noticed this one [#solopr](#) peeps [twitter.com/kottke/status/...](#)



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

RT @SoloPR: Q6. What is the best lesson you learned from a failure? [#solopr](#)



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

Q6. What is the best lesson you learned from a failure? [#solopr](#)



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

I LOVE BOTH! RT @SoloPR: Agree@dariasteigman, acc to some books would be killed by Kindle and yet we still have physical books [#solopr](#)



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

Long live books and magazines and all physical media! [#solopr twitter.com/SoloPR/status/...](#)



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

Agree@dariasteigman, according to some books would be killed by the Kindle and yet we still have physical books [#solopr](#)



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

Being a Solo PR Pro is Different from Doing PR In-House [#pr](#) [#publicrelations](#) [#solopr](#)
[ow.ly/Iofc301iYSh](#)



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

Yes. RT @RhettGough: A5: Optimizing for short-form video. Instagram, Twitter, and Facebook are all making changes [#solopr](#)



[dariasteigman 1:49pm via TweetDeck](#)

@SoloPR Yes. I believe the death of text is being greatly exaggerated. [#solopr](#)



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

@fransteps @KarenSwim and other [#solopr](#) folks, hope you read this one...

[twitter.com/prconversation...](#)



[SoloPR 1:48pm via Twitter Web Client](#)

RT @RhettGough: A5: Optimizing for short-form video. Instagram, Twitter, and Facebook are all making changes to make this easier because it [#solopr](#)



[RhettGough 1:48pm via Twitter for Android](#)

A5: Optimizing for short-form video. Instagram, Twitter, and Facebook are all making changes to make this easier because it works. [#solopr](#)



[SoloPR 1:48pm via tchat.io](#)

Good point made by @[dariasteigman](#), we will still have to cater to individual learning styles, some prefer text, others audio [#solopr](#)



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

snapchat, periscope, FB live will be what Twitter was 8 years ago. prepare for clients accordingly. [#solopr](#)



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

RT @[jendonovansf](#): A2: Mixing generational styles in the workplace is a challenge today. I'm not sure there's 1 silver bullet answer to bridg[#solopr](#)



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

RT @[dariasteigman](#): A5 That said, video can be a very effective way to extend your brand. Engage new ppl. [#solopr](#)



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

+1 I love words too! @[fransteps](#) @[akenn](#) [#solopr](#)



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

A5 That said, video can be a very effective way to extend your brand. Engage new ppl. [#solopr](#)



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

@[fransteps](#) @[SoloPR](#) Words matter. [#solopr](#)



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

@[PRProblemSolver](#) Honestly, it's easier to do so it makes sense [#solopr](#)



[dariasteigman 1:46pm via TweetDeck](#)

A5 Video is tough for me, b/c not how I consume content. But v. interested in livestreaming b/c it's video as real-time talk tool. [#solopr](#)



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

A5. Smaller, B2B clients have dipped their toes in video but don't have budgets for it - result is rough, amateur [#solopr](#)



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

@[fransteps](#) @[PRProblemSolver](#) doesnt always matter, theres a place for the slick , and for the raw. (1/2) [#solopr](#)



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

@[akenn](#) @[SoloPR](#) Me too....I love words! We will still need words..... [#solopr](#)



[KarenSwim 1:45pm via Hootsuite](#)

A5. I also see it as a great tool tool for media relations, but it must be done well and messaging is key [#solopr](#)



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

RT @[KarenSwim](#): A5: I believe video is an effective way to do below the line marketing- targeted, direct to audience [#solopr](#)



[KarenSwim 1:45pm via Hootsuite](#)

A5: I believe video is an effective way to do below the line marketing- targeted, direct to audience [#solopr](#)



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

i wont be surprised @[SoloPR](#): Rumored that Facebook will one day be all video.. everything seems to be shifting to favoring non-text [#solopr](#)



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

@[PRProblemSolver](#) @[fransteps](#) Both-Creation & delivery-so far, a lot of the live stuff seems low quality on both counts. [#solopr](#)



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

@[SoloPR](#) I can see why that's the prediction but I also can't quite wrap my head around it [#solopr](#)



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

Q5. Love or hate, video is growing, how are you adapting video into your strategies, if at all? [#solopr](#)



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

Rumored that Facebook will one day be all video, and everything seems to be shifting to favoring non-text [#solopr](#)



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

@[fransteps](#) re video and delivery,.do you mean creation, or platform? Make sure you create for mobile. thats where it lives [#solopr](#)



[JanetLFalk 1:42pm via Twitter Web Client](#)

@[PRProblemSolver](#) NO. Suprisingly, accountants are more active in content creation, distribution & sharing, by a wide margin. [#soloPR](#)



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

Leads into next Q! RT @[fransteps](#): A4: everyone is talking about video as the new content driver! Harder element to deliver well. [#solopr](#)



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

Yes! RT @[akenn](#): Yes RT @[fransteps](#) A4: everyone is talking about video as the new content driver! Harder element to deliver well. [#solopr](#)



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

RT @[KarenSwim](#): A4: What has been effective is being consistent and constant monitoring of analytics so we can adjust strategy quickly [#solopr](#)



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

@[SoloPR](#) Somewhat brand, issue awareness. Also problem solving when you're responding to what your audience wants, needs. [#solopr](#)



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

Yes RT @[fransteps](#) A4: everyone is talking about video as the new content driver! Harder element to deliver well. [#solopr](#)



[KarenSwim 1:40pm via Hootsuite](#)

A4: What has been effective is being consistent and constant monitoring of analytics so we can adjust strategy quickly [#solopr](#)



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

@[JanetLFalk](#) @[SoloPR](#) ill want to see that vid, but ill put my money on the attorneys [#solopr](#)



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

A4: everyone is talking about video as the new content driver! Harder element to deliver well. [#solopr](#)



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

Thanks @[JanetLFalk](#) for sharing that one! [#solopr](#)



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

Agree that blogging definitely works @[dariasteigman](#) - any insights into effectiveness - leads? awareness? [#solopr](#)



[JanetLFalk 1:38pm via Twitter Web Client](#)

@[SoloPR](#) A bit tangential: See discussion: Attorneys vs Accountants: Who is winning the content war? youtu.be/zviRLs8UVQs [#soloPR](#)



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

q4 trying to get clients to wrap their head around content marketing as concept is my first step. My sector very far behind on this [#solopr](#)



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

RT @[dariasteigman](#): A4 Blogging for 1, b/c it creates ed cal & base of "anchor" content. That we can repurpose for other platforms. [#solopr](#)



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

Big opportunity to help educate and support [#B2B](#) orgs with [#contentmarketing](#). [#solopr](#)
twitter.com/SoloPR/status/...



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

A4 Blogging for 1, b/c it creates an ed calendar & base of "anchor" content. That we can then repurpose for other platforms. [#solopr](#)



[SoloPR 1:36pm via tchat.io](#)

Great point @[fransteps](#) and why companies really need to be judicious about choosing and utilizing [#solopr](#)



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

RT @[fransteps](#): A3: Also important to know that roles are changing; many are media companies in their own right; want compensation. [#solopr](#)



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

A3: Also important to know that roles are changing; many are media companies in their own right; want compensation. [#solopr](#)



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

And about that no. have any idea of the ROI of their efforts (which is even scarier).
[#solopr twitter.com/SoloPR/status/...](#)



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

Q4. What content marketing strategies have worked well for you/your clients? [#solopr](#)



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

RT @[dariasteigman](#): A3 Read a terrific piece on topic. Too much influencer marketing is just retagged "celebrity testimonial," vs. real infl[#solopr](#)



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

The nextQ is related to this stat: Only 30% of B2B marketers say their organizations are effective at content marketing. [#solopr](#)



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

Local blogger grp; + industry grp RT @[dariasteigman](#) Dumb Q (I think), but what do you mean by "local influencer group"? [#solopr](#)



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

RT @[KarenSwim](#): A3: Read, watch who is generating discussion and being shared. Set up alerts to monitor topics, hashtags, key phrases [#solopr](#)



[PRProblemSolver 1:32pm via tchat.io](#)

A3 identify gaps in coverage between client and competitors. Also, find influencers + inhabit the digital spaces for their sector [#solopr](#)



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

A3: For vetting, get corporate HR involved and be meticulous - social profiles, blog, previous employers, followers/fans [#solopr](#)



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

RT @[KarenSwim](#): A3: Read, watch who is generating discussion and being shared. Set up alerts to monitor topics, hashtags, key phrases [#solopr](#)



[fransteps](#) 1:32pm via tchat.io

Good thought-RT @[dariasteigman](#): A3 I look for "hidden" influencers - those who are already engaging with your audience. [#solopr](#)



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

@[SoloPR](#) @[fransteps](#) Dumb Q (I think), but what do you mean by "local influencer group"? [#solopr](#)



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

A3: Read, watch who is generating discussion and being shared. Set up alerts to monitor topics, hashtags, key phrases [#solopr](#)



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

You're welcome!! RT @[SoloPR](#): Solid advice@MpactJacq thanks for sharing! [#solopr](#)



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

@[dariasteigman](#) It is! I have used it to watch & track in new segments, and they are really responsive! [#solopr](#)



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

A3 @[fransteps](#) I've heard Inky Bee is an awesome tool for this purpose. [#solopr](#)



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

That is a great strategy @[fransteps](#) - I actually participate in local influencer groups [#solopr](#)



[fraseo online 1:30pm via RoundTeam](#)

RT @[dariasteigman](#): Jumping back onto [#solopr](#) & catching up on the conversation.



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

A3 I look for the "hidden" influencers - those who are already engaging with your audience. [#solopr](#)



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

RT @[fransteps](#): A3: Local knowledge helps, Inky Bee REALLY helps but also, I actually participate in local influencer groups too! [#solopr](#)



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

True @[dariasteigman](#): . Too much influencer marketing is just retagged "celebrity testimonial," vs. real influence.

[#solopr #solopr](#)



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

A3: Local knowledge helps, Inky Bee REALLY helps but also, I actually participate in local influencer groups too! [#solopr](#)



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

A3 Read a terrific piece on topic. Too much influencer marketing is just retagged "celebrity testimonial," vs. real influence.

[#solopr](#)



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

Solid advice@MpactJacq thanks for sharing! [#solopr](#)



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

RT @MpactJacq: @SoloPR A3. By checking out influencers' digital footprint, tone of media coverage & audience to determine if match for my [##clients](#)



[KarenSwim 1:27pm via Hootsuite](#)

RT @SoloPR: Q3. How are you finding and vetting influencers for your clients? [#solopr](#)



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

Jumping back onto [#solopr](#) & catching up on the conversation.



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

@SoloPR A3. By checking out influencers' digital footprint, tone of media coverage & audience to determine if match for my [#clients](#) [#solopr](#)



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

RT @SoloPR: Q2. With multiple generations in the workforce, how do you bridge generational styles? [#solopr](#)



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

Q3. How are you finding and vetting influencers for your clients? [#solopr](#)



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

Nice ref to Miles @[PRProblemSolver](#)This is how good bandleaders do it (Miles Davis) [#solopr](#)



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

Love the discussion on Q2, stand by for Q3 [#solopr](#)



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

A2 dont mold them. find their strengths, and give them tasks and tools accordingly. This is how good bandleaders do it (Miles Davis) [#solopr](#)



[KarenSwim 1:21pm via Hootsuite](#)

A2: Important not to be dismissive & accept that people "hear" differently [#solopr](#)



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

A2. One of my secret weapons is Crystal. Shhhh [#solopr](#)



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

RT @[JanetLFalk](#): @[SoloPR](#) A2 Communicate across multiple platforms: Email, text, phone. Make sure they also use multiple platforms, not only [#SoloPR](#)



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

RT @[akenn](#): A2. As consultants we're probably better trained than some to listen for cues that will help bridge generational styles in workp [#solopr](#)



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

A2: I have become more flexible about comm channels and try to tailor how I communicate to person regardless of generation [#solopr](#)



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

A2. As consultants we're probably better trained than some to listen for cues that will help bridge generational styles in workplace [#solopr](#)



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

q2 thats a good one. Provide leadership, experience, vision, but let them do what they need to do in their way [#solopr](#)



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

@SoloPR A2 Communicate across multiple platforms: Email, text, phone. Make sure they also use multiple platforms, not only text. [#SoloPR](#)



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

A2: Mixing generational styles in the workplace is a challenge today. I'm not sure there's 1 silver bullet answer to bridging them. [#solopr](#)



[PRProblemSolver 1:15pm via tchat.io](#)

@SoloPR @PRProblemSolver thx... dont know about grace but it did increase the grey, lol :) [#solopr](#)



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

Q2. With multiple generations in the workforce, how do you bridge generational styles?
[#solopr](#)



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

@[PRProblemSolver](#) Yes you have, with grace I might add! [#solopr](#)



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

@[SoloPR](#) I've lived through both lol [#solopr](#)



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

Great answers on Q1 so far! What about consultant signs rather than from client side?
[#solopr](#)



[SoloPR 1:11pm via Twitter Web Client](#)

RT @[jendonovansf](#): A1: There are many clues that a client engagement has run its course but mostly when communication fails & agreement on [g#solopr](#)



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

Nice analogy @[PRProblemSolver](#) [#solopr](#)



[SoloPR 1:11pm via Twitter Web Client](#)

RT @[PRProblemSolver](#): q1 it s like a divorce... you look for signs: in this case increasing pushback on your ideas, billing troubles, leade[#solopr](#)



[KarenSwim 1:10pm via Hootsuite](#)

A1: The work becomes routine and you are no longer excited to put in the effort. [#solopr](#)



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

A1: There are many clues that a client engagement has run its course but mostly when communication fails & agreement on goals stops. [#solopr](#)



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

q1 it s like a divorce... you look for signs: in this case increasing pushback on your ideas, billing troubles, leadership changes [#solopr](#)



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

@[akenn](#) Agree, those are all red flags. Great answer! [#solopr](#)



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

RT @[akenn](#): Just joining but already have A's for #1: not getting response from client, feel like you've "tried everything," focus has shifted [#solopr](#)



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

Just joining but already have A's for #1: not getting response from client, feel like you've "tried everything," focus has shifted [#solopr](#)



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

Will join [#solopr](#) in a few. Got a call I needed to take.



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

Q1. How do you know when a client relationship has run its course? [#solopr](#)



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

Joining from San Antonio, TX. 6 yrs as solo; 20+ in PR! [#solopr](#)



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

Lovely to see all of the familiar faces today, we will get started in just a moment! [#solopr](#)



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

@[SoloPR](#) @[dariasteigman](#) thanks all ;) ive been asked to consider getting back into the game... [#solopr](#)



[SoloPR 1:04pm 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!



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

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



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

@[PRProblemSolver](#) Hi! Welcome back. [#solopr](#)



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

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



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

Whoaaaaaa @[PRProblemSolver](#) ha, so great to see you! [#solopr](#)



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

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