



#SoloPR Transcript – 6/8/2016

Q1: What trends are your clients interesting in following? #solopr

Q2: Are you evolving strategies for clients to fit changing generational values? #solopr

Q3: Q3 really applies to other countries as well, so easy to focus on where you live, but are we missing bigger picture? #solopr

Q4: What changes can we #solopr pros make to leverage voice recognition search?

Q5: Are you doing more, less or the same with paid strategies these days? #solopr

Q6: What skills should we be adding to future proof our solo businesses? #solopr

Q7: What would you like to see more of in the future? #solopr

Transcript follows in reverse chronological order:



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

As we wind down, quick reminder that early bird registration for conference is July 13, time flies, so don't wait! [#solopr](#)



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

Yes @[KristK](#) definitely! [#solopr](#)



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

Let's do some of this at the Summit! RT @[KarenSwim](#): A7: Real engagement & conversation; long form journalism; thoughtful discussions [#solopr](#)



[KarenSwim 1:56pm via Hootsuite](#)

Thanks @[PaulaJohns](#)! ;-) [#solopr](#)



[DebLRobison 1:56pm via TweetChat by oneQube](#)

A7 I'd like to see more long-form journalism and be able to have conversations with those journalists, either online or IRL [#solopr](#)



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

Love this RT @[KarenSwim](#): A7: Real engagement & conversation; long form journalism; thoughtful discussions [#solopr](#)



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

Love it! RT @[KristK](#): I'd like to travel more and do more speaking, teaching. Looking at ways to combine the two [#solopr](#)



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

I am an optimist....[#solopr](#)



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

I'd like to travel more and do more speaking, teaching. Looking at ways to combine the two [#solopr](#)



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

A7: Real engagement & conversation; long form journalism; thoughtful discussions
[#solopr](#)



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

RT @[KarenSwim](#): I am thinking beyond traditional role to what will be important to clients. Can't do it all but I can evolve. [#solopr](#)



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

RT @[SoloPR](#): Q7. What would you like to see more of in the future? [#solopr](#)



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

That's what I want to do too! MT @[SoloPR](#): @[DebLRobison](#) as people take tactical in-house, we need to provide strategy and training [#solopr](#)



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

Q7. What would you like to see more of in the future? [#solopr](#)



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

We have time for one final Q, have fun with it! [#solopr](#)



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

Very important point @[DebLRobison](#) as people take tactical in-house, we need to be able to provide strategy and training [#solopr](#)



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

RT @[DebLRobison](#): A6 Also, helping people learn. I don't want to be the person doing social media for clients, so how do I help w/training? [#solopr](#)



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

Boom! MT @[KristK](#) [#solopr](#) pros make more money, produce better results & have greater career satisfaction when you use head, not your hands.



[DebLRobison 1:50pm via TweetChat by oneQube](#)

A6 Also, helping people learn. I don't want to be the person doing social media for clients, so how do I help w/training? [#solopr](#)



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

A6: [#solopr](#) pros make more money, produce better results and have greater career satisfaction when you use your head, not your hands.



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

Yes! RT @[PaulaJohns](#): A6 Also, partnering to fill in the gaps for the skills you might be lacking. [#soloPR](#)



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

So true and yuck! RT @[KristK](#): A6: AI/robots will be able to generate copy and graphics. And don't forget Fiverr and the like. Ick. [#solopr](#)



[KarenSwim 1:49pm via Hootsuite](#)

@[PaulaJohns](#) Oooh, excellent point, measurement for sure! [#solopr](#)



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

A6 Also, partnering to fill in the gaps for the skills you might be lacking. [#soloPR](#)



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

A6: AI/robots will be able to generate copy and graphics. And don't forget Fiverr and the like. Ick. [#solopr](#)



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

This--->>> MT @[KristK](#):Must provide value beyond production. [#solopr](#)



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

Yes, agree. And measurement. RT @[KarenSwim](#): A6: Deeper digital skills that include social, mobile [#solopr](#)



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

RT @SoloPR: Q6. What skills should we be adding to future proof our solo businesses? [#solopr](#)



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

RT @KristK: A6: Management, strategic planning, audience preferences, ROI, measurement, impact. Must provide value beyond production. [#solopr](#)



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

I am thinking beyond traditional role to what will be important to clients. Can't do it all but I can evolve. [#solopr](#)



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

A6: Management, strategic planning, audience preferences, ROI, measurement, impact. Must provide value beyond production. [#solopr](#)



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

A6: Deeper digital skills that include social, mobile [#solopr](#)



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

A6 We all need to adapt/remain relevant. That said, it doesn't make sense to jump on every bandwagon that comes along. [#soloPR](#)



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

@SoloPR (sorry coming in late here in Boston!) I think always learning about new methods of business development are important. [#solopr](#)



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

A6: We must continue to think beyond tactical implementation to future proof our [#solopr](#) businesses



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

RT @[SoloPR](#): Q6. What skills should we be adding to future proof our solo businesses? [#solopr](#)



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

Q6. What skills should we be adding to future proof our solo businesses? [#solopr](#)



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

So true! RT @[SoloPR](#): "on the go" is the key phrase, as we all get busier, voice is our go-to [#solopr](#)



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

A5 Definitely using and considering more paid strategies these days. [#soloPR](#)



[KarenSwim 1:42pm via Hootsuite](#)

A5: Definitely doing more paid strategies than in the past - ads, media buys, content amplification [#solopr](#)



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

RT @[KristK](#): A5: Doing more paid strategies -- pay to play, online ads, boosted posts, sponsorships. Everyone trying to monetize. [#solopr](#)



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

@[PaulaJohns](#) "on the go" is the key phrase, as we all get busier, voice is our go-to [#solopr](#)



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

A5: Doing more paid strategies -- pay to play, online ads, boosted posts, sponsorships. Everyone trying to monetize. [#solopr](#)



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

RT @[SoloPR](#): Q5. Are you doing more, less or the same with paid strategies these days? [#solopr](#)



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

I use voice as much as possible on my phone...when I'm on the go -- for texts, emails, search, etc. Not using it on my laptop yet. [#soloPR](#)



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

A4: have to admit my speech lessons and broadcast journalism classes really help when I search by voice. The rain in Spain, baby! [#solopr](#)



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

Q5. Are you doing more, less or the same with paid strategies these days? [#solopr](#)



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

I have personally noticed how much more I use voice search too, so the trend makes sense to me. [#solopr](#)



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

@[KristK](#) I know....one more thing for pros to wrap their mind around [#solopr](#)



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

Perfect! RT @[PaulaJohns](#): A4 I have been reading about this and the impact on search. Good story here: moz.com/blog/how-voice... [#soloPR](#)



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

Thanks! RT @[PaulaJohns](#): A4 I have been reading about this and the impact on search. Good story here: moz.com/blog/how-voice... [#soloPR](#)



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

@[jgombita](#) Indeed! May the US and UK remain out of the doom and gloom zone for years to come, we've had our fair share! [#solopr](#)



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

A4: Voice recognition search? I have a few clients that we're still focusing on their online presence and SEO. [#solopr](#)



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

A4 I have been reading about this and the impact on search. Good story here: moz.com/blog/how-voice... [#soloPR](#)



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

This goes beyond conversational tone but thinking through how people think and search for what clients do [#solopr](#)



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

RT @SoloPR: Q4. What changes can we [#solopr](#) pros make to leverage voice recognition search?



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

@KarenSwim more space, would say "doom and gloom" zone.... Here's hoping US and UK are not in them (or at least not for long)! [#solopr](#)



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

A4: Making sure that our messaging aligns with how our audience talks about client solutions [#solopr](#)



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

@dariasteigman Good luck w/ the wi-fi blackouts, Daria! No fun! Bye! [#soloPR](#)



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

RT @PaulaJohns: I've been lucky to work w/ many global clients through the years -- great ongoing learning experience and so rewarding. [#soloPR](#)



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

RT @SoloPR: Q4. What changes can we [#solopr](#) pros make to leverage voice recognition search? [#solopr](#)



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

I've been lucky to work w/ many global clients through the years -- great ongoing learning experience and so rewarding. [#soloPR](#)



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

@[dariasteigman](#) See you later! [#solopr](#)



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

Q4. What changes can we [#solopr](#) pros make to leverage voice recognition search?



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

Apparently I'm having some wifi blackouts, making [#solopr](#) hard to handle. Catch you all later. ☐



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

Alexa, Siri, Echo, we are using our voices to search, text and more. [#solopr](#)



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

RT @[KristK](#): A3: Yes. If you don't understand the world, you limit your opportunities. Also don't consider your world the center of the univ [#solopr](#)



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

Global perspective can help us to shape strategies, be more proactive for clients & our own biz [#solopr](#)



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

@[KarenSwim](#) thanks. Was either that or "time OUT of the sun!" Or time in the shade/storm.... :-) [#solopr](#)



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

A3: Regardless of where you practice, we are all impacted, so yes we should broaden awareness [#solopr](#)



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

A3: Yes. If you don't understand the world, you limit your opportunities. Also don't consider your world the center of the universe. [#solopr](#)



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

[@jgombita](#) very apt description - "doom zone" [#solopr](#)



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

[@SoloPR](#) Of course, some of this depends on your biz scope. For me, understanding the world has always been imp. [#solopr](#)



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

[@dariasteigman](#) That does sound interesting! So true that language must also be tailored for the target market, along w/ channel. [#soloPR](#)



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

More than ever due to technology RT [@dariasteigman](#): Always. B/c we ARE in a global marketplace. [#solopr twitter.com/SoloPR/status/...](#)



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

Always. B/c we ARE in a global marketplace. [#solopr twitter.com/SoloPR/status/...](#)



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

Q3 really applies to other countries as well, so easy to focus on where you live, but are we missing bigger picture? [#solopr](#)



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

@[dariasteigman](#) every country has its time in the doom zone. Canada was a global climate change pariah under the last regime! [#solopr](#)



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

@[PaulaJohns](#) I went to a terrific presentation on this topic. Including the different "languages" we speak across gens. [#solopr](#)



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

Trends report had interesting insights about global markets - growth, different social channels [#solopr](#)



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

RT @[SoloPR](#): Q3. Should US practitioners be learning more about global markets? [#solopr](#)



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

Q3. Should US practitioners be learning more about global markets? [#solopr](#)



[KarenSwim 1:23pm via Hootsuite](#)

Great point @[KristK](#) that we have to evolve but that does not mean leaving behind current base. [#solopr](#)



[SoloPR 1:22pm via Twitter Web Client](#)

RT @[KristK](#): A2: Social channels/relationships not appropriate for all groups. Teachers use Remind to send text messages to students. [#solopr](#)



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

Interesting to note, not just hype but reality RT @[PaulaJohns](#): A2 Comm preferences across generations is a focus now. [#soloPR](#)



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

A2: Social channels/relationships not appropriate for all groups. Teachers use Remind to send text messages to students. [#solopr](#)



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

A2 Comm preferences across generations is a focus now. [#soloPR](#)



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

SMS is going to be Huuuge. RT @[dariasteigman](#): A2 Talking a lot more about SMS and how to reach people via text. [#solopr](#)



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

This is going to become more important RT @[dariasteigman](#): A2 Talking a lot more about SMS and how to reach people via text. [#solopr](#)



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

RT @[KristK](#): A2: Thinking beyond generational values, but also place on the career/family spectrum. Lifestyle needs, comms prefs [#solopr](#)



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

RT @[KristK](#): A2: Thinking beyond generational values, but also place on the career/family spectrum. Lifestyle needs, comms prefs [#solopr](#)



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

A2 Talking a lot more about SMS and how to reach people via text. [#solopr](#)



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

A2: Thinking beyond generational values, but also place on the career/family spectrum. Lifestyle needs, comms prefs [#solopr](#)



[lzzpnp 1:18pm via Twitter for iPhone](#)

RT @[SoloPR](#): Q2. Are you evolving strategies for clients to fit changing generational values? [#solopr](#)



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

A2 Absolutely. Especially as we "add" generations, key to understand how they get their info. [#solopr](#)



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

@[KristK](#) One of my fave Chrome extensions is Dream Afar. It opens up a tab w/ a pretty picture -- & keeps my Google search bar. [#solopr](#)



[SDITSystems 1:17pm via RoundTeam](#)

RT @[PaulaJohns](#): Top [#tech](#) trends for my clients & others include machine learning, IoT, automation, predictive analytics, customer success. [#soloPR](#)



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

A2: For some clients, we are adding new channels/ strategies to reach younger audiences. [#solopr](#)



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

Sounds like something I need > MT @[KristK](#): I may start playing w/ Chrome ext OneTab so I don't have 20 tabs open all day. [#solopr](#)



[KristK 1:16pm via Twitter Web Client](#)

RT @[SoloPR](#): Q2. Are you evolving strategies for clients to fit changing generational values? [#solopr](#)



[dariasteigman 1:16pm via TweetDeck](#)

Thx, @[KristK](#). I'm going to have to check that one out. Then I can exchange & extension for tabs. Hmm. [#solopr](#)



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

Q2. Are you evolving strategies for clients to fit changing generational values? [#solopr](#)



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

One of the points in the trends report was about values and preferences of various generations. [#solopr](#)



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

I may start playing with Chrome ext OneTab so I don't have 20 tabs open all day, @[dariasteigman](#). Read about it on @[SpinSucks](#) [#solopr](#)



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

Top [#tech](#) trends for my clients & others include machine learning, IoT, automation, predictive analytics, customer success. [#soloPR](#)



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

@[jgombita](#) Great point, Judy. Had a long convo about [#brexit](#) -- & what happens if the EU fractures? B/w the U.S. & EU... yikes. [#solopr](#)



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

Thanks for that insight @[jgombita](#)!: @[dariasteigman](#) same with the UK and possible [#brexit](#) re: trade deals and foreign ownership... [#solopr](#)



[dariasteigman](#) 1:13pm via [TweetDeck](#)

@[KristK](#) I've had it open in a browser for a few days; need time to dig in & translate for my audience. [#solopr](#)



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

@[dariasteigman](#) same with the UK and possible [#brexit](#) re: trade deals and foreign ownership.... c @[KarenSwim](#) [#solopr](#)



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

Hi @[PaulaJohns](#) and @[jendonovansf](#)! [#solopr](#)



[dariasteigman](#) 1:12pm via [TweetDeck](#)

@[jendonovansf](#) Yes (and hello!). It's not something they talk about, but it's an undercurrent that's impacting spend decisions. [#solopr](#)



[KarenSwim 1:12pm via Hootsuite](#)

Hi @[jendonovansf](#)! #IoT is big for some of my clients too. [#solopr](#)



[SDITSystems 1:12pm via RoundTeam](#)

RT @[PaulaJohns](#): Paula here, tech-focused solo joining a bit late from the San Diego area. [#soloPR](#)



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

@[KristK](#) @[SoloPR](#) It's a great tool every year. [#solopr](#)



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

A1: The Trends report is going to make me look uber-smart. Thanks for sharing, @[SoloPR](#) kpcb.com/internet-trends [#solopr](#)



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

@[dariasteigman](#) @[KarenSwim](#) Just what we talked about last week, Daria! [#solopr](#)



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

Paula here, tech-focused solo joining a bit late from the San Diego area. [#soloPR](#)



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

RT @[jendonovansf](#): A1: Trends top of mind for my clients include [#robotics](#), [#IoT](#), [#edtech](#), [#consumertech](#) & [#mobile](#). [#solopr](#)



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

@[KarenSwim](#) Agreed. Lots of businesses have an uneasy eye on the U.S. political landscape. [#solopr](#)



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

A1: Trends top of mind for my clients include [#robotics](#), [#IoT](#), [#edtech](#), [#consumertech](#) & [#mobile](#). [#solopr](#)



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

@[dariasteigman](#) Interesting point and another reason they can count on us to help with watching what is important [#solopr](#)



[phyllisweisspr](#) 1:10pm via Twitter for iPhone

RT @[dariasteigman](#): Great Q. I don't think most cos are focused on trends. They're still trying to manage the content equation. [#solopr](#) <http://twitter.com/SoloPR/status/...>



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

A1: looking at evolving digital channels and usage trends. [#solopr](#)



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

RT @[dariasteigman](#): Great Q. I don't think most cos are focused on trends. They're still trying to manage the content equation. [#solopr](#) <http://twitter.com/SoloPR/status/...>



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

A1: Economic and political trends and industry specific, but tech clients are all over this trends report. [#solopr](#)



[dariasteigman](#) 1:09pm via TweetDeck

Great Q. I don't think most cos are focused on trends. They're still trying to manage the content equation. [#solopr twitter.com/SoloPR/status/...](#)



[KarenSwim](#) 1:09pm via Hootsuite

RT @[SoloPR](#): Q1. What trends are your clients interesting in following? [#solopr](#)



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

RT @[SoloPR](#): Q1. What trends are your clients interesting in following? [#solopr](#)



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

Q1. What trends are your clients interesting in following? [#solopr](#)



[dariasteigman](#) 1:08pm via TweetDeck

@[KristK](#) Hello, @[KristK](#). I'm going to join you in the procrastinator line today. [#solopr](#)



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

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



[dariasteigman](#) 1:07pm via TweetDeck

Did I mention I'm also in the running for Zombie of the Day? Was out v. early "on location" getting new head shots. [#solopr](#)



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

Today's chat was inspired by Mary Meeker's 2016 Internet Trends Report [#solopr](#)



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

Hi [@dariasteigman](#) ! Always good to see your name pop up. [#solopr](#)



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

Hi [@dariasteigman](#) great to see you! [#solopr](#)



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

Becoming a champion procrastinator and project avoider RT [@SoloPR](#): Hi [@KristK](#)! So glad to see you! How are you doing? [#solopr](#)



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

All set for [#solopr](#), where I gather we're gazing into the future. Me: biz owner, tequila drinker, & big fan of looking forward. :)



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

We will give it a few minutes to allow people to find their spot in the shade and join us ;-)
[#solopr](#)



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

Hi [@KristK](#)! So glad to see you! How are you doing? [#solopr](#)



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

If you're joining, please introduce yourself. This is @[KarenSwim](#), Michigan based [#PR](#) Pro and Pres. of [soloprpro \[dot\] com](#) [#solopr](#)



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

Awesome topic! RT @[SoloPR](#): Q's are here: [soloprpro.com/solopr-topic-c...](#) but we will be tweeting them on the chat [#solopr](#)



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

Hello to my [#solopr](#) pals! Kristie here from the MS Gulf Coast (it's only 90 here today!). I'm APR, consultant + teacher, 25+ yrs PR exp



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

We are gazing into the future today, Q's are here: [soloprpro.com/solopr-topic-c...](#) but we will be tweeting them on the chat [#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!