#SoloPR Transcript – 8/24/2016

Q1: McDs stepped into it with Step It activity trackers. While they had to pull, was this ever a good move? usat.ly/2boZs5O #solopr

Q2: When you have a client that is not liked by audience, what strategies do you use to promote the brand? #solopr

Q3: Is there ever a time that you should bury client bad behavior or it is always necessary to disclose? #solopr

Q4: Have you ever experienced male/female clients treated differently, and if so how did you handle? #solopr

Q5: With a growing toolbox of tactics, are there any traditional or digital tactics that you have abandoned? #solopr

Q6: What do you do when you have taken a client as far as they can go? #solopr

Transcript follows in reverse chronological order:

SoloPR 1:50pm via tchat.io

Remember that we chat on the hashtag all week long! We'll share remaining questions during the week so please join in the convo! #solopr

SoloPR 1:50pm via tchat.io

Thanks so much for joining today in spite of the frustrating lag time! Recap will be on the blog tomorrow. #solopr

dariasteigman 1:50pm via TweetDeck

Always enjoy #solopr. Great Qs today, & lots of food for thought.

SoloPR 1:49pm via tchat.io

We're going to wind down a little early today. Please mark your calendars for the next chat, Wednesday, 9/6 at 1pm ET #solopr

KarenSwim 1:48pm via Hootsuite

Exactly @dariasteigman! If it really is at the end, you exit and help them transition. #solopr

ep_comms 1:47pm via Twitter Web Client

@dariasteigman yes, i think clients are looking for that kind of leadership too. You can't fault someone for trying to save you $$. #solopr

dariasteigman 1:47pm via TweetDeck

@KarenSwim So it's really about ID'ing whether it's at a logical end,or it's stagnant & needs infusion of fresh ideas & energy. #solopr

KarenSwim 1:46pm via Hootsuite

A6: Bring in fresh voices to your team, to reenergize, new perspective. #solopr

SoloPR 1:46pm via Twitter Web Client

RT @dariasteigman: Say goodbye gracefully?

Though sometimes it's about redirecting focus, not really an end stage. #solopr twitter.com/SoloPR/status/…

SoloPR 1:46pm via Twitter Web Client

RT @ep_comms: Q6: The beauty w/ consulting is that you can exit gracefully, outlining new ideas for their next venture, maybe referring a f#solopr

dariasteigman 1:46pm via TweetDeck

RT @ep_comms: Q6: The beauty w/ consulting is that you can exit gracefully, outlining new ideas for their next venture, maybe referring a f#solopr

dariasteigman 1:46pm via TweetDeck

Say goodbye gracefully?

Though sometimes it's about redirecting focus, not really an end stage. #solopr twitter.com/SoloPR/status/…

ep_comms 1:45pm via Twitter Web Client

Q6: The beauty w/ consulting is that you can exit gracefully, outlining new ideas for their next venture, maybe referring a friend! #solopr

SoloPR 1:45pm via Hootsuite

Plowing through lag time, and we're on Q6. Answers welcomed. #solopr twitter.com/SoloPR/status/…

dariasteigman 1:45pm via TweetDeck

@SoloPR VERY annoying. #solopr

SoloPR 1:44pm via tchat.io

Yes @dariasteigman may have to pull the plug early. Lag is annoying #solopr

dariasteigman 1:44pm via TweetDeck

Barely. #solopr twitter.com/SoloPR/status/…

SoloPR 1:43pm via tchat.io

tap, tap, tap Is this thing on? :-) #solopr

dariasteigman 1:42pm via TweetDeck

@kcwriter @KarenSwim They still ask -- but how often is it really the optimal tactic? Seems we spent educating clients. #solopr

SoloPR 1:41pm via tchat.io

Q6. What do you do when you have taken a client as far as they can go? #solopr

SoloPR 1:40pm via Twitter Web Client

RT @kcwriter: A5. People still ask me to write press releases, but I've seen a rise in blog post requests recently #solopr

dariasteigman 1:40pm via TweetDeck

@ep_comms Agreed. As you increasingly can seed your own content, press releases less relevant to getting that message out. #solopr

SoloPR 1:39pm via tchat.io

Exactly @ep_comms! #solopr

kcwriter 1:39pm via Twitter Web Client

A5. People still ask me to write press releases, but I've seen a rise in blog post requests recently #solopr

KarenSwim 1:39pm via Hootsuite

Thinking about @ep_comms answer and I have done 1 release all year so far. #solopr

ep_comms 1:39pm via Twitter Web Client

.@SoloPR, they still have a place but can't stand alone. #solopr

dariasteigman 1:38pm via TweetDeck

What she said. Ad budgets moving more to social. #solopr twitter.com/KarenSwim/stat…

SoloPR 1:38pm via tchat.io

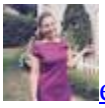
Agree @ep_comms, I think many do far fewer than in the "heyday." #solopr

SoloPR 1:38pm via Twitter Web Client

RT @ep_comms: Q5: think the press release has less to offer - better value & leads come in other content forms: blogs, FAQs, ready-made vid#solopr

KarenSwim 1:38pm via Hootsuite

A5: Not completely abandoned for all, but far less adwords #solopr

 ep_comms 1:38pm via Twitter Web Client

Q5: think the press release has less to offer - better value & leads come in other content forms: blogs, FAQs, ready-made video pkg #solopr

dariasteigman 1:37pm via TweetDeck

More focused now on reaching ppl, CTAs, on their platforms of choice (vs driving to yours). #solopr twitter.com/SoloPR/status/…

SoloPR 1:37pm via tchat.io

Re Q5 no one taking away, only adding new tactics and tools? #solopr

SoloPR 1:33pm via tchat.io

Q5. With a growing toolbox of tactics, are there any traditional or digital tactics that you have abandoned? #solopr

SoloPR 1:31pm via tchat.io

Hi @prgirlindc glad you like the Qs! We're still chatting, hope you can join us! #solopr

SoloPR 1:31pm via Twitter Web Client

RT @dariasteigman: A4 I like it when you can come in and prove the value -- & make a point w/o having to make the point. #solopr

dariasteigman 1:30pm via TweetDeck

A4 I like it when you can come in and prove the value -- & make a point w/o having to make the point. #solopr

dariasteigman 1:30pm via TweetDeck

A4 Not specific to clients, but see subtle (& less subtle) signs all the time. #solopr

KarenSwim 1:29pm via Hootsuite

A4: You remain professional and focus on the value your client offers. #solopr

ep_comms 1:28pm via Twitter Web Client

@dariasteigman agree wholeheartedly, and wish it upon none of us!! #solopr

KarenSwim 1:28pm via Hootsuite

A4: Yes, but I had the male client who had more substance but female competitor got more coverage bc of looks/age. #solopr

SoloPR 1:26pm via tchat.io

Q4. Have you ever experienced male/female clients treated differently, and if so how did you handle? #solopr

kcwriter 1:26pm via Twitter Web Client

RT @dariasteigman: A3 Also depends on relevance. If it's the CEO & it impacts the brand... better to get out in front. #solopr

SoloPR 1:26pm via tchat.io

Moving on to Q4.... #solopr

SoloPR 1:26pm via tchat.io

Sorry that Twitter is a little slow, feel free to answer whenever you see the Q! #solopr

SoloPR 1:25pm via tchat.io

Great point @ep_comms distinguishing between burying & acknowledging. #solopr

dariasteigman 1:25pm via TweetDeck

A3 Also depends on relevance. If it's the CEO & it impacts the brand... better to get out in front. #solopr

dariasteigman 1:24pm via TweetDeck

RT @ep_comms: A3) there's a difference between burying & acknowledging when asked. Don't need to shine a spotlight, but today it's all sear#solopr

SoloPR 1:24pm via Twitter Web Client

RT @ep_comms: A3) there's a difference between burying & acknowledging when asked. Don't need to shine a spotlight, but today it's all sear#solopr

SoloPR 1:24pm via tchat.io

Yes @dariasteigman there is a bit of a lag. #solopr

ep_comms 1:24pm via Twitter Web Client

A3) there's a difference between burying & acknowledging when asked. Don't need to shine a spotlight, but today it's all searchable #solopr

dariasteigman 1:23pm via TweetDeck

Is it me, or is Twitter a tad slow today? It's like there's a tape delay from tweet to appearance in my #solopr search column.

kcwriter 1:22pm via Twitter Web Client

@SoloPR Thanks! #solopr

dariasteigman 1:22pm via TweetDeck

It depends.
Don't always have to disclose. But don't bury (i.e., cover-up is worse than the crime).
#solopr twitter.com/SoloPR/status/…

SoloPR 1:21pm via tchat.io

Q3: Is there ever a time that you should bury client bad behavior or it is always necessary to disclose? #solopr

ep_comms 1:20pm via Twitter Web Client

RT @KarenSwim: A2: If the face of the brand is the issue, try to utilize others as spokespeople. #solopr

SoloPR 1:20pm via tchat.io

Excellent suggestion @kcwriter! Getting trusted 3rd party to endorse can win over audience. #solopr

SoloPR 1:19pm via Twitter Web Client

RT @kcwriter: A2. Strategy will have to vary with cause of dislike, but they will probably need a thumbs-up from a 3rd party the audience t#solopr

kcwriter 1:19pm via Twitter Web Client

A2. Strategy will have to vary with cause of dislike, but they will probably need a thumbs-up from a 3rd party the audience trusts #solopr

KarenSwim 1:19pm via Hootsuite

A2: If the brand is unlikeable, you have deeper issues, diagnose with research and propose solutions based on findings #solopr

dariasteigman 1:18pm via TweetDeck

THIS.
Not everyone is cut out to be on camera. Both their comfort level, & what they project. #solopr twitter.com/KarenSwim/stat…

KarenSwim 1:18pm via Hootsuite

A2: If the face of the brand is the issue, try to utilize others as spokespeople. #solopr

dariasteigman 1:18pm via TweetDeck

A2. Does client have a reputation problem or do they just suck at being "visible?" Maybe it's about a new coat of PR paint. #solopr

KarenSwim 1:17pm via Hootsuite

A little rusty at chats, I forgot to add the hashtag, too funny! #solopr

SoloPR 1:16pm via Twitter Web Client

RT @dariasteigman: @ep_comms Agree. Trick is whether it's a calculated risk or effort to insert into a space you don't yet belong. #solopr

SoloPR 1:16pm via tchat.io

Good point by @ep_comms about risk, not inherently a bad thing but still should be strategic #solopr

dariasteigman 1:15pm via TweetDeck

@ep_comms Agree. Trick is whether it's a calculated risk or effort to insert into a space you don't yet belong. #solopr

ep_comms 1:15pm via Twitter Web Client

A2) pivot comms & marketing to find ways where the client can provide value to their audiences (tip sheets, Q&As, etc) #solopr

SoloPR 1:14pm via Twitter Web Client

RT @ep_comms: A1) I don't mind when brands take risks with good intentions in mind - they can keeping moving forward with portions sizes, e#solopr

dariasteigman 1:14pm via TweetDeck

First, understand why there's a "like-ability gap." B/c you can't fix it until you understand the problem. #solopr twitter.com/SoloPR/status/…

SoloPR 1:14pm via tchat.io

We're on Q2 but not too late to join chat! #solopr

ep_comms 1:14pm via Twitter Web Client

A1) I don't mind when brands take risks with good intentions in mind - they can keeping moving forward with portions sizes, etc. #solopr

KarenSwim 1:13pm via Hootsuite

RT @SoloPR: Q2. When you have a client that is not liked by audience, what strategies do you use to promote the brand? #solopr

SoloPR 1:12pm via tchat.io

Q2. When you have a client that is not liked by audience, what strategies do you use to promote the brand? #solopr

SoloPR 1:12pm via tchat.io

Nice discussion on Q1! Next Q coming up! #solopr

KarenSwim 1:11pm via Hootsuite

@dariasteigman They also have brand recognition, and "trust" when in unfamiliar places, nice to see them there. #solopr

dariasteigman 1:10pm via TweetDeck

@KarenSwim Personally, I love that they have apple slices. Makes then a "go to" stop when I'm on road trips. #solopr

KarenSwim 1:10pm via Hootsuite

Agree @dariasteigman , tackle menu (and they have started to do that) first, this felt forced, inauthentic #solopr

dariasteigman 1:09pm via TweetDeck

Bingo. They need to look at their core product (the food) and "walk the walk" (no pun intended) first. #solopr twitter.com/KarenSwim/stat…

SoloPR 1:09pm via Twitter Web Client

RT @dariasteigman: @A1 Wrong messenger for "health." It has to be baked into your brand, & they'd be better off tackling the menu b/f fit-w#solopr

KarenSwim 1:09pm via Hootsuite

A1: I get the need to pivot, but it will take more to rebrand as healthy option, imho. #solopr

dariasteigman 1:08pm via TweetDeck

@A1 Wrong messenger for "health." It has to be baked into your brand, & they'd be better off tackling the menu b/f fit-washing. #solopr

SDITSystems 1:08pm via RoundTeam

RT @PaulaJohns: Hi, I'm a #tech focused PR pro, joining today's #SoloPR chat from the San Diego area. Due to deadlines, I might be mostly l…

dariasteigman 1:07pm via TweetDeck

A1. For McD's, probably not. The optics is "give me french fries and then you can walk off 1 or 2." #solopr

dariasteigman 1:07pm via TweetDeck

RT @SoloPR: Q1: McDs stepped into it with Step It activity trackers. While they had to pull, was this ever a good move? usat.ly/2boZs5Oa href="#" class="_quickSearchPopup hash" title="solopr">#solopr

PaulaJohns 1:06pm via TweetDeck

@dariasteigman Ooh, no fun! You are ready for a #soloPR break. :)

SoloPR 1:06pm via tchat.io

Q1: McDs stepped into it with Step It activity trackers. While they had to pull, was this ever a good move? usat.ly/2boZs5O #solopr

dariasteigman 1:05pm via TweetDeck

Hi @kcwriter -- Long time, no see! (or maybe it's just me being #solopr inconsistent of late). :)

SoloPR 1:04pm via tchat.io

Hi @kcwriter listening is great, nice to see you! #solopr

PaulaJohns 1:04pm via TweetDeck

@SoloPR Thank you! Great to be here! #soloPR

NovaComms 1:04pm via TweetDeck

@SoloPR Well come visit in July and August and it's guaranteed! Right @KarlTheFog? #solopr

dariasteigman 1:04pm via TweetDeck

@PaulaJohns Hi Paula! I get it. I was glued to my chair on conf calls for 2.5 hours straight this morning. #solopr

SoloPR 1:04pm via tchat.io

Great crowd gathering, we will start shortly! #solopr

kcwriter 1:04pm via Twitter Web Client

Listening in on #solopr today

SoloPR 1:04pm via tchat.io

Hi @NovaComms! I kind of miss the fog! #solopr

dariasteigman 1:03pm via TweetDeck

@ep_comms Hi Elise! Glad you're joining us. #solopr

NovaComms 1:03pm via TweetDeck

Hi #SoloPR friends…. Joining from foggy #SanFrancisco. #SocialMedia consultant. Will be popping in and out.

SoloPR 1:03pm via tchat.io

Hi @PaulaJohns! So glad you could make it! #solopr

SoloPR 1:03pm via tchat.io

Hi @ep_comms welcome, and thanks for joining! #solopr

dariasteigman 1:03pm via TweetDeck

Grateful for the nuking machine and the fact that I made veggie chili last night. So at least I have lunch w/ my #solopr.

SoloPR 1:03pm via tchat.io

As people gather, today's chat questions are here: soloprpro.com/solo-pr-twitte… #solopr

ep_comms 1:02pm via Twitter Web Client

Elise joining from DC! Excited to participate in @SoloPR today. #soloPR

PaulaJohns 1:02pm via tchat.io

Hi, I'm a #tech focused PR pro, joining today's #SoloPR chat from the San Diego area. Due to deadlines, I might be mostly listening in.

dariasteigman 1:02pm via TweetDeck

Hello, @KarenSwim. Waving hi through the Twitter Machine. #solopr

SoloPR 1:02pm via tchat.io

Hi @dariasteigman, fancy meeting you here! ;-) #solopr

SoloPR 1:01pm via tchat.io

If you're joining, please introduce yourself. This is @KarenSwim of soloprpro [dot] com. #solopr

dariasteigman 1:01pm via TweetDeck

Joining #solopr from Wash. DC. 20+ years biz owner w/ focus on marcomm, digital, PR.

SoloPR 1:00pm via tchat.io

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