



## **#SoloPR Transcript – 9/14/2016**

Q1: How do we define influence today? #smchat #solopr

Q2: How do we measure influence? #smchat #solopr

Q3: How can brands build and leverage influence? #smchat #solopr

Q4: In what ways can we drive influence for clients? #smchat #solopr

Q5: Can clients be non-influential and still be successful? #smchat #solopr

Q6: What factors can diminish influence with an audience? How do you rebuild? #smchat #solopr

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*Transcript follows in reverse chronological order:*



[SoloPR 2:01pm via tchat.io](#)

A recap of today's chat will be on [soloprpro.com](#) tomorrow! Remember we chat on the hashtag all week long! [#solopr](#)



[SoloPR 2:00pm via tchat.io](#)

Thank you [@sharonmostyn](#) for moderating today's great chat and thanks to [#smchat](#) [#solopr](#) communities!



[KristK 2:00pm via tchat.io](#)

Thought-leader extraordinaire [youtube.com/watch?v= ZBKX-...](#) Thanks for the link, [@sjplatte](#) [#smchat](#) [#solopr](#)



[sharonmostyn 2:00pm via TweetDeck](#)

Thanks for joining today's [#smchat](#) [#solopr](#) combo! Please join [#smchat](#) every Weds @ 1P ET! Next week: [@ampercleveland](#) on [#customerservice](#)



[dariasteigman 1:59pm via TweetDeck](#)

Thank you, [@sharonmostyn](#), [@KarenSwim](#) for co-hosting our joint [#smchat](#) [#solopr](#) chat. Lots of smart, sass, & good convo too.



[CreativationMkt 1:59pm via TweetDeck](#)

Agreed! Influence can't be bought or told. [#smchat](#) [#solopr](#) [twitter.com/martinlieberma...](#)



[sharonmostyn 1:59pm via TweetDeck](#)

Special thanks to [@KarenSwim](#) & [@SoloPR](#) for joining us on today's [#smchat](#) [#solopr](#) combo! We love the insights our [#pr](#) friends bring!

*#solopr transcript – 9/14/2016*

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



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

@[martinlieberman](#) @[dariasteigman](#) @[KristK](#) ROFL! [#solopr](#)



[martinlieberman 1:58pm via Hootsuite](#)

@[sjplatte](#) @[dariasteigman](#) @[KristK](#) Ah yes. This is a classic video. Nailed it. [#smchat](#)  
[#solopr](#)



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

@[dariasteigman](#) @[KristK](#) A basket! (To use the most recent word.) Ha ha ha ... :-)  
[#smchat](#) [#solopr](#)



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

@[sjplatte](#) OMG, Sarah. That's awesome! [#solopr](#) [#smchat](#)



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

Where's my shirt? Keep Calm -- I'm an Influencer? or Trust me -- I'm an Influencer?  
[#smchat](#) [#solopr](#)



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

RT @[JohnWLewis](#): A6 Things that are incongruous/incongruent/discordant reduce influence (on me, at least!) [#smchat](#) [#solopr](#)



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

RT @[JohnWLewis](#): A6 Things that are incongruous/incongruent/discordant reduce influence (on me, at least!) [#smchat](#) [#solopr](#)



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

Yep! RT @[KarenSwim](#): No trust, no influence [#smchat](#) [#solopr](#)



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

@[martinlieberman](#) @[dariasteigman](#) @[KristK](#) so true. Reminds me of this bit:  
[youtube.com/watch?v= ZBKX-...](http://youtube.com/watch?v=ZBKX-...) [#solopr](#)



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

RT @[PaulaJohns](#): RT @[gregwbrooks](#): A6. Influence is a side effect of trust. Other stuff-- messaging effectiveness, platform, --are secondary. [#soloPR](#)



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

RT @[PaulaJohns](#): RT @[gregwbrooks](#): A6. Influence is a side effect of trust. Other stuff-- messaging effectiveness, platform, --are secondary. [#soloPR](#)



[martinlieberman](#) 1:56pm via Twitter Web Client

@[CreativationMkt](#) If you have to tell people you're an influencer (or thought leader), you're probably not one. [#smchat](#) [#solopr](#)



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

@[martinlieberman](#) @[KristK](#) I think there's a binder-ful of influencers out there somewhere. [#smchat](#) [#solopr](#)



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

RT @[gregwbrooks](#): A6. Influence is a side effect of trust. Other stuff-- messaging effectiveness, platform, --are secondary. [#soloPR](#) [#smchat](#)



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

"Self-declared" influencers - yikes! [#smchat](#) [#solopr](#) [twitter.com/martinlieberma...](https://twitter.com/martinlieberma...)



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

[@ebrenner](#) Ah, I was just looking at your website, maybe we should chat sometime.  
[#smchat](#) [#solopr](#)



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

[@gregwbrooks](#) Stole the words right out of my mouth! No trust, no influence [#smchat](#)  
[#solopr](#)



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

[@sharonmostyn](#) Sure has. Happy to jump in for a sec on a busy day. I hope all's well with you. [#smchat](#) [#solopr](#)



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

Great chatting. Going have to leave early. Thanks and well done, Sharon  
([@sharonmostyn](#))! [#smchat](#) [#solopr](#)



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

Great point, [@gregwbrooks](#)! You're right, it starts with trust. In YOU first. [#solopr](#)  
[#smchat](#) [twitter.com/gregwbrooks/st...](https://twitter.com/gregwbrooks/st...)



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

[@dariasteigman](#) [@KristK](#) Yup. Those people are often self-declared influencers. Which is just funny. Ha! [#smchat](#) [#solopr](#)



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

A6 Things that are incongruous/incongruent/discordant reduce influence (on me, at least!) [#smchat](#) [#solopr](#)



[CreativationMkt](#) 1:53pm via [TweetDeck](#)

RT @[martinlieberman](#): @[KristK](#) Right. Influence is a byproduct. It shouldn't be the goal. [#smchat](#) [#solopr](#)



[sharonmostyn](#) 1:53pm via [TweetDeck](#)

RT @[martinlieberman](#): @[KristK](#) Right. Influence is a byproduct. It shouldn't be the goal. [#smchat](#) [#solopr](#)



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

RT @[gregwbrooks](#): A6. Influence is a side effect of trust. Other stuff -- messaging effectiveness, platform, etc. -- are secondary to trust. [#soloPR](#)



[sharonmostyn](#) 1:53pm via [TweetDeck](#)

@[martinlieberman](#) Hi Martin! Great to see you on [#smchat](#) [#solopr](#) today! It has been a while since we've chatted.



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

A6: Influence is fragile. Treat it with care. Acknowledge mis-steps and be transparent. Will take longer to rebuild trust [#smchat](#) [#solopr](#)



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

A6. Influence is a side effect of trust. Other stuff -- messaging effectiveness, platform, etc. -- are secondary to trust. [#soloPR](#) [#smchat](#)



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

@[martinlieberman](#) @[KristK](#) Though it often FEELS like a lot of cos, ppl miss that point. [#solopr](#) [#smchat](#)



[SoloPR](#) 1:52pm via Twitter Web Client

RT @[ebrenner](#): @[sharonmostyn](#) Anything they see as negative, whether poor customer service, product failure, or an ill-timed tweet. [#solopr](#) [##smchat](#)



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

@[sharonmostyn](#) @[dariasteigman](#) No, not intentionally, but when caffeine deprived...well, lol! [#smchat](#) [#solopr](#)



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

RT @[ebrenner](#): @[sharonmostyn](#) Anything they see as negative, whether poor customer service, product failure, or an ill-timed tweet. [#solopr](#) [##smchat](#)



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

RT @[ebrenner](#): @[sharonmostyn](#) Anything they see as negative, whether poor customer service, product failure, or an ill-timed tweet. [#solopr](#) [##smchat](#)



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

@[KristK](#) Right. Influence is a byproduct. It shouldn't be the goal. [#smchat](#) [#solopr](#)



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

@[dariasteigman](#) Did I say that @[KarenSwim](#) designed the questions? LOL :p She wouldn't trick us either [#smchat](#) [#solopr](#)



[ebrener](#) 1:51pm via [TweetChat by oneQube](#)

@[sharonmostyn](#) Anything they see as negative, whether poor customer service, product failure, or an ill-timed tweet. [#solopr](#) [#smchat](#)



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

RT @[sharonmostyn](#): [#smchat](#) [#solopr](#) Q6 What factors can diminish influence with an audience? How do you rebuild?



[sharonmostyn](#) 1:50pm via [TweetDeck](#)

Hi @[gregwbrooks](#) - never to late to bring great insights! Remember to use both [#solopr](#) and [#smchat](#) today! [twitter.com/gregwbrooks/st...](#)



[sharonmostyn](#) 1:50pm via [TweetDeck](#)

[#smchat](#) [#solopr](#) Q6 What factors can diminish influence with an audience? How do you rebuild?



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

@[gregwbrooks](#) Hi Greg. [#solopr](#) [#smchat](#)



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

@[sharonmostyn](#) Ha! Didn't really think you were trying to trick us. :) [#solopr](#) [#smchat](#)



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

RT @[dariasteigman](#): A3 Be patient. Influence comes from being helpful, curating useful content, & being brand relevant.  
Takes time. [#solopr#smchat](#)



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

It Becomes a party upon your arrival, good sir. RT @[gregwbrooks](#): Late to the party. Hi. [#solopr](#)



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

@[gregwbrooks](#) Hi Greg! Joint chat with [#smchat](#) today. Glad you could pop in! [#solopr](#)



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

Late to the party. Hi. [#solopr](#)



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

Not intentionally a trick Q, but agree that it's where your audience is that you need influence [#smchat](#) [#solopr](#) [twitter.com/dariasteigman/...](#)



[sourcePOV](#) 1:47pm via [Twitter for iPhone](#)

YES. Do time & place matter? Evergreen ok? RT @[PaulaJohns](#) @[dariasteigman](#)  
"Curating useful content" [#smchat](#) [#solopr](#) [twitter.com/paulajohns/sta...](#)



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

@[sharonmostyn](#) @[akenn](#) Good point. Do we ever understand people who are influenced by different things from us?! [#smchat](#) [#solopr](#)



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

A5 Not sure. If a client is a reliable and good value vendor, then they can succeed in some markets. Is that influential? [#smchat](#) [#solopr](#)



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

RT @[dariasteigman](#): A5 Trick Q? You have to have influence where it matters -- but not necessarily "social media influence" / buzz. [#solopr](#)[#smchat](#)



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

A4: Not necessary, you can be likeable, solve a problem & be successful. Influence not necessary. [#solopr](#) [#smchat](#)



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

RT @[SoloPR](#): Excellent points @[akenn](#) and important to understand that we can't dictate who/how people define credibility, respect [#smchat](#) [#solopr](#)



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

RT @[SoloPR](#): Excellent points @[akenn](#) and important to understand that we can't dictate who/how people define credibility, respect [#smchat](#) [#solopr](#)



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

@[akenn](#) BUT no one's sure who LOL (typo fixed) [#smchat](#) [#solopr](#)



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

A5 Trick Q? You have to have influence where it matters -- but not necessarily "social media influence" / buzz. [#solopr](#) [#smchat](#)



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

Excellent points @akenn and important to understand that we can't dictate who/how people define credibility, respect [#smchat](#) [#solopr](#)



[sourcePOV](#) 1:43pm via Twitter for iPhone

Another way of saying .. "It takes time; it can't be rushed" [#smchat](#) [#solopr](#) [twitter.com/dariasteigman/...](https://twitter.com/dariasteigman/)



[sharonmostyn](#) 1:42pm via TweetDeck

@akenn Not no one's sure who LOL [#smchat](#) [#solopr](#)



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

Boom! RT @KristK: Influence isn't writing a book. It's when people pre-order your next one. [#SMchat](#) [#solopr](#)



[dariasteigman](#) 1:42pm via TweetDeck

@joshmccormack I'm FINALLY back. Windows + my Surface has a mind of its own. System update. [#smchat](#) [#solopr](#)



[JohnWLewis](#) 1:42pm via TweetDeck

@KristK Yes, a great example of a purpose that applies in many fields. [#smchat](#) [#solopr](#)



[sharonmostyn](#) 1:42pm via TweetDeck

Well said, Kristie! @KristK [#booklovers](#) [#smchat](#) [#solopr](#) [twitter.com/KristK/status/...](https://twitter.com/KristK/status/...)



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

A5: Yes. Success comes in many forms and not everyone aims for Influence. [#smchat](#)  
[#solopr](#)



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

"takes credibility & respect" True even for Kardashians, religious + hate grps, lobbyists etc. SOMEONE finds them credible! [#solopr](#) [#smchat](#)



[ebrenner 1:40pm via TweetChat by oneQube](#)

A5 What's the client's definition of "success"? [#solopr](#) [#smchat](#)



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

RT @sharonmostyn: [#smchat](#) [#solopr](#) Q5 Can clients be non-influential and still be successful?



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

[#smchat](#) [#solopr](#) Q5 Can clients be non-influential and still be successful?



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

RT @CreativationMkt: A4 Drive influence for clients by creating & encouraging opportunities for engagement. Make it easy to share! [#smchat#solopr](#)



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

Influence isn't writing a book. It's when people pre-order your next one. [#SMchat](#) [#solopr](#)



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

@[ebrenner](#) Increased engagement by number of likes/comments/follows/shares? Or site visits/goal completions/sales? [#smchat](#) [#solopr](#)



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

At least, I and many others did that in IT and I'm starting to do it in organizational innovation. [#smchat](#) [#solopr](#) [twitter.com/JohnWLewis/sta...](#)



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

@[KristK](#) Thanks! xo [#smchat](#) [#solopr](#)



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

This --> RT @[KarenSwim](#): A4: Influence is not driven by position but credibility and respect, start there. [#smchat](#) [#solopr](#)



[KarenSwim](#) 1:36pm via [Hootsuite](#)

A4: Influence is not driven by position but credibility and respect, start there. [#smchat](#) [#solopr](#)



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

RT @[CreativationMkt](#): A4 Drive influence for clients by creating & encouraging opportunities for engagement. Make it easy to share! [#smchat#solopr](#)



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

RT @[JohnWLewis](#): A4 We can help clients by educating them about how things work, and providing models which they want to apply with our help [#smchat](#)



[3DeeTweets](#) 1:35pm via [Twitter for iPhone](#)

RT @JohnWLewis: A4 We can help clients by educating them about how things work, and providing models which they want to apply with our help#smchat



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

A4: Become a voice for those you serve. Become a source for their inspiration. Become a partner, not a vendor. #smchat #solopr



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

RT @CreativationMkt: A4 Drive influence for clients by creating & encouraging opportunities for engagement. Make it easy to share! #smchat#solopr



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

RT @JohnWLewis: A4 We can help clients by educating them about how things work, and providing models which they want to apply with our help#smchat



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

A4 We can help clients by educating them about how things work, and providing models which they want to apply with our help.#smchat #solopr



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

Great questions #smchat #solopr [twitter.com/ebrenner/statu...](https://twitter.com/ebrenner/status...)



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

A4 Drive influence for clients by creating & encouraging opportunities for engagement. Make it easy to share! #smchat #solopr



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

[#smchat](#) [#solopr](#) [twitter.com/ebrenner/statu...](#)



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

@[dariasteigman](#) That stinks. Technology fail. [#smchat](#) [#solopr](#)



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

RT @[dariasteigman](#): A3 Influence comes from being helpful, curating useful content, & being brand relevant.

[#solopr](#) [#smchat](#) [#solopr](#)



[joshmccormack](#) [1:31pm via Twitter Web Client](#)

A4: There's no quick and easy way to influence. You can hire an influencer as a sort of guide. [#smchat](#) [#solopr](#)



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

RT @[joshmccormack](#): @[KristK](#) Influence is what makes valuable requests acted on versus marked as spam. [#smchat](#) [#solopr](#)



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

RT @[KristK](#): A3: Is Influence its own reward? Is Influence a goal or a side effect of reaching your true goals? [#smchat](#) [#solopr](#)



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

Ack. About to lose my connection as my computer decides to install updates. Now. [#solopr](#) [#smchat](#)



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

@[KristK](#) Influence is what makes valuable requests acted on versus marked as spam.  
[#smchat](#) [#solopr](#)



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

And with good [#customerservice](#) [#smchat](#) [#solopr](#) [twitter.com/KristK/status/...](https://twitter.com/KristK/status/...)



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

RT @[sharonmostyn](#): [#smchat](#) [#solopr](#) Q4 In what ways can we drive influence for clients?



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

[#smchat](#) [#solopr](#) Q4 In what ways can we drive influence for clients?



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

@[sharonmostyn](#) ~~~~ (waving hello). Ditto. Waaay too long. Hope all's good at your end. [#solopr](#) [#smchat](#)



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

A3: Is Influence its own reward? Is Influence a goal or a side effect of reaching your true goals? [#smchat](#) [#solopr](#)



[AffiliateW0rld](#) 1:28pm via RoundTeam

RT @[KarenSwim](#): Still time to join [#smchat](#) [#solopr](#) in our joint chat! Great discussion on influence!



[AffiliateW0rld](#) 1:28pm via RoundTeam

RT @sharonmostyn: #smchat #solopr Q3 How can brands build and leverage influence?



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

Hi @dariasteigman - so great to see you on #smchat #solopr - it has been too long since we've chatted! [twitter.com/dariasteigman/...](https://twitter.com/dariasteigman/)



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

A3 Being the brand that did, or does, something admirable that's known \*before\* knowing about the brand is influential. #smchat #solopr



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

RT @KristK: A3: There is no "Instant Influence" you buy off the shelf, or from an agency. #smchat #solopr



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

RT @KristK: A3: There is no "Instant Influence" you buy off the shelf, or from an agency. #smchat #solopr



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

@CreativationMkt You could use sentiment analysis. Share of market sounds too much like follower count. Not that useful. #smchat #solopr



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

RT @dariasteigman: A3 Be patient. Influence comes from being helpful, curating useful content, & being brand relevant. Takes time. #solopr#smchat



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

A3: There is no "Instant Influence" you buy off the shelf, or from an agency. [#smchat](#)  
[#solopr](#)



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

BINGO. It's built brick by brick (or pixel by pixel).Has to be based on true relationships.  
[#solopr](#) [#smchat](#) [twitter.com/KristK/status/...](https://twitter.com/KristK/status/...)



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

A3 Be patient. Influence comes from being helpful, curating useful content, & being brand relevant.

Takes time. [#solopr](#) [#smchat](#)



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

A3: Build influence as a brand via connections -- with customers, with media, with stakeholders. [#smchat](#) [#solopr](#)



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

RT @[KarenSwim](#): A3: Continuous listening and learning; be a source of useful, relevant info [#smchat](#) [#solopr](#)



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

Yes, but what metrics do you use to measure the positive reception? Share of market?  
[#smchat](#) [#solopr](#) [twitter.com/joshmccormack/...](https://twitter.com/joshmccormack/)



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

A3: Continuous listening and learning; be a source of useful, relevant info [#smchat](#)  
[#solopr](#)



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

A3 One way is for brands to use an intermediary, just as known personalities, to endorse their products. [#smchat](#) [#solopr](#)



[ebrenner 1:23pm via TweetChat by oneQube](#)

RT @joshmccormack: A3: Build influence by listening, discussing and helping in relevant communities. Don't fake it or try to broadcast. [#smchat](#) href="#" class="\_quickSearchPopup hash" title="solopr">[#solopr](#)



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

Popping onto [#solopr](#) - [#smchat](#) for a few minutes. Mega multitasking today, but have to at least say hi to my peeps. :)



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

RT @joshmccormack: A3: Build influence by listening, discussing and helping in relevant communities. Don't fake it or try to broadcast. [#smchat](#) href="#" class="\_quickSearchPopup hash" title="solopr">[#solopr](#)



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

A3: Build influence by listening, discussing and helping in relevant communities. Don't fake it or try to broadcast. [#smchat](#) [#solopr](#)



[MarketingMel 1:21pm via Twitter for iPhone](#)

"Twitter is #1 for live posting" @randizuckerberg Yup. Loved my [#solopr](#) chats [#IDEAcademy pic.twitter.com/w0Yx93oxTp](#)



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

@[sharonmostyn](#) "Ripple in still water  
When there is no pebble tossed  
Nor wind to blow" Ripple, Grateful Dead [#smchat](#) [#solopr](#)



[CreativationMkt](#) 1:20pm via TweetDeck

RT @[KarenSwim](#): Still time to join [#smchat](#) [#solopr](#) in our joint chat! Great discussion on influence!



[sharonmostyn](#) 1:20pm via TweetDeck

RT @[KarenSwim](#): Still time to join [#smchat](#) [#solopr](#) in our joint chat! Great discussion on influence!



[JohnWLewis](#) 1:20pm via TweetDeck

A2 Maybe, like Net Promoter Score, we can measure how many people recommend a friend to the influencer (in a subject) [#smchat](#) [#solopr](#)



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

RT @[sharonmostyn](#): [#smchat](#) [#solopr](#) Q3 How can brands build and leverage influence?



[sharonmostyn](#) 1:20pm via TweetDeck

Nice tie from [#influence](#) to [#trust](#) to sales @[joshmccormack](#) [#smchat](#) [#solopr](#)  
[twitter.com/joshmccormack/...](https://twitter.com/joshmccormack/)



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

RT @[sharonmostyn](#): [#smchat](#) [#solopr](#) Q3 How can brands build and leverage influence?

*#solopr transcript – 9/14/2016*

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



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

So many ways to measure influence! As we say in [#PR](#), best way is to consider your ultimate goals + work back [#solopr](#) [#smchat](#)



[sharonmostyn](#) 1:20pm via TweetDeck

[#smchat](#) [#solopr](#) Q3 How can brands build and leverage influence?



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

True! [#RollingStones](#) lol [#smchat](#) [#solopr](#) [twitter.com/akenn/status/7...](https://twitter.com/akenn/status/7...)



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

RT @[JohnWLewis](#): A2 I suspect that “influence” in the abstract is not measurable, but influence to take a specific decision or action is. [#smchat](#)  
`href="#" class="_quickSearchPopup hash" title="solopr">#solopr`



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

Still time to join [#smchat](#) [#solopr](#) in our joint chat! Great discussion on influence!



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

Still time to join [#smchat](#) [#solopr](#) in our joint chat! Great discussion on influence!



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

A2 I suspect that “influence” in the abstract is not measurable, but influence to take a specific decision or action is. [#smchat](#) [#solopr](#)



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

[joshmccormack.com/2016/08/16/inf...](#) What Is Influence? [#solopr](#) [#smchat](#)  
[pic.twitter.com/NIUcmIqwkC](#)



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

Brilliant! MT @[JohnWLewis](#): The splash also depends on how you throw the stone: how fast, what angle, how much spin ... ;-) [#smchat](#) [#solopr](#)



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

RT @[KristK](#): A2: Influence comes in different forms: the noise-maker causing a commotion or the deal-maker working behind the scenes [#smchat#solopr](#)



[Ad vert1s1ng 1:16pm via IFTTT](#)

[#advertising](#)

Hi to the [#smchat](#) [#solopr](#) crowd! We're a full-service [#marketing](#) firm who is always looking to combine with good [#pr](#) professi...



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

A2: Influence comes in different forms: the noise-maker causing a commotion or the deal-maker working behind the scenes [#smchat](#) [#solopr](#)



[SDITSystems 1:16pm via RoundTeam](#)

RT @[PaulaJohns](#): Hi all, Paula here. Joining late from the San Diego area. My industry focus is [#tech](#). 17 yrs in biz. Will be multi-tasking[#soloPR](#)



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

*#solopr transcript – 9/14/2016*

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

@akenn A2 @KristK They do, but the splash also depends on how you throw the stone: how fast, what angle, how much spin ... ;-)  
[#smchat](#) [#solopr](#)



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

@KristK but bigger stones often make bigger splashes...  
[#solopr](#) [#smchat](#)



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

Hi @PaulaJohns! Yes two for the price of one today:-)  
[#solopr](#) [#smchat](#)



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

Good one, @KristK. Yes! A1: Is Influence like Obscenity? You know it when you see it.  
[#smchat](#) [#solopr](#)



[sourcePOV 1:13pm via Twitter for iPhone](#)

A2. Measurement: Number of people attributing influence to that source. Can't back into it, imo ..  
[#smchat](#) [#solopr](#) [twitter.com/sharonmostyn/s...](https://twitter.com/sharonmostyn/s...)



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

Good insights! [#smchat](#) [#solopr](#) [twitter.com/joshmccormack/...](https://twitter.com/joshmccormack/)



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

And just realized we are chatting with the [#smchat](#) folks. Nice. [#soloPR](#)



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

RT @KristK: A2: I think of influence as a pebble being tossed into a pond. Don't measure the size of the stone but the ripples. [#smchat](#) [#solopr](#)



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

In some cases. But can we not also be influenced subliminally? [#smchat](#) [#solopr](#)  
[twitter.com/KristK/status/...](https://twitter.com/KristK/status/...)



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

Hi all, Paula here. Joining late from the San Diego area. My industry focus is [#tech](#). 17 yrs in biz. Will be multi-tasking today. [#soloPR](#)



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

A2: I think of influence as a pebble being tossed into a pond. Don't measure the size of the stone but the ripples. [#smchat](#) [#solopr](#)



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

RT @[sharonmostyn](#): [#smchat](#) [#solopr](#) Q2 How do we measure influence?



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

Quick reminder, use both hashtags so that all see your responses. [#solopr](#) [#smchat](#)



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

@[ebrenner](#) Thanks, yes “combined” would be better than “total”. [#smchat](#) [#solopr](#)



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

@[KristK](#) I was thinking that same thing after I read your "does not equal popularity" tweet [#smchat](#) [#solopr](#)



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

That's an important distinction @[KristK](#) [#smchat](#) [#solopr](#) [twitter.com/KristK/status/...](#)



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

RT @[sharonmostyn](#): [#smchat](#) [#solopr](#) Q2 How do we measure influence?



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

A1: Is Influence like Obscenity? You know it when you see it. [#smchat](#) [#solopr](#)



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

@[joshmccormack](#) Don't forget to use both hashtags so that we can see your tweets.  
[#solopr](#) [#smchat](#)



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

[#smchat](#) [#solopr](#) Q2 How do we measure influence?



[sourcePOV 1:09pm via Twitter for iPhone](#)

A1. Influence: Ability to inspire actions or beliefs among others. In social context, implies scale [#smchat](#) [#solopr](#) [twitter.com/sharonmostyn/s...](#)



[ebrenner 1:09pm via TweetChat by oneQube](#)

@[JohnWLEwis](#) But wouldn't the combined influence be greater than the sum of the parts? [#solopr](#) [#smchat](#)



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

That's a lot of [#influence](#)! [#smchat](#) [#solopr](#) [twitter.com/JohnWLewis/sta...](https://twitter.com/JohnWLewis/status/628111111)



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

[#smchat](#) [#solopr](#) [twitter.com/JohnWLewis/sta...](https://twitter.com/JohnWLewis/status/628111111)



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

[#smchat](#) RT @[KristK](#): A1: Influence: shaping perception, inspiring action, making an impact. Influence does not equal popularity. [#solopr](#)



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

Hi @[joshmccormack](#) & @[MakeYourFreedom](#) - remember to use both the [#smchat](#) and [#solopr](#) hashtags this week.



[NarcisRadoi 1:08pm via Sendible App](#)

RT @[CreativationMkt](#): Hi to the [#smchat](#) [#solopr](#) crowd! We're a full-service [#marketing](#) firm who is always looking to combine with good [#pr](#) p...



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

RT @[KristK](#): A1: Influence: shaping perception, inspiring action, making an impact. Influence does not equal popularity. [#solopr](#)



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

RT @[akenn](#): A1 Media plays such a large role in how we define influence today!  
[#smchat](#) [#solopr](#)



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

RT @akenn: A1 Media plays such a large role in how we define influence today!  
[#smchat](#) [#solopr](#)



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

A1: Influence: shaping perception, inspiring action, making an impact. Influence does not equal popularity. [#solopr](#)



[sourcePOV](#) 1:06pm via Twitter for iPhone

Chris Jones, Charlotte NC. Thinker. Instigator. Explorer of edges. Huge fan of crossover  
>> e.g. [#smchat](#) [#solopr](#) combo <<



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

Hi to the [#smchat](#) [#solopr](#) crowd! We're a full-service [#marketing](#) firm who is always looking to combine with good [#pr](#) professionals!



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

RT @sharonmostyn: [#smchat](#) [#solopr](#) Q1 How do we define influence today?



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

Great point! RT @akenn: A1 Media plays such a large role in how we define influence today! [#smchat](#) [#solopr](#)



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

A1 Media plays such a large role in how we define influence today! [#smchat](#) [#solopr](#)



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

RT @sharonmostyn: [#smchat](#) [#solopr](#) Q1 How do we define influence today?



[KarenSwim 1:05pm via Hootsuite](#)

Hi @sharonmostyn, we also have a great time when the communities join forces!  
[#smchat](#) [#solopr](#)



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

[#smchat](#) [#solopr](#) Q1 How do we define influence today?



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

Great crowd gathering! Welcome everyone! [#solopr](#)



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

Hi Karen! Thanks for combining [#smchat](#) [#solopr](#) with me today! @KarenSwim  
[twitter.com/SoloPR/status/...](https://twitter.com/SoloPR/status/...)



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

Greetings to my [#solopr](#) [#smchat](#) pals! Kristie here from MS Gulf Coast (25+ yrs exp, APR, consultant, instructor).



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

Hi I'm a strategic innovation guy based in the UK. How much influence I have is for others to say! ;-) [#smchat](#) [#solopr](#)



[sourcePOV 1:03pm via Twitter for iPhone](#)

Thanks for joining [#smchat #solopr](#) John, very much appreciate your positive energy !!  
[twitter.com/johnwlewis/sta...](https://twitter.com/johnwlewis/sta...)



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

Hi all and big thanks to [#smchat](#) for joining forces today! I'm @[KarenSwim](#)! [#solopr](#)



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

@[JohnWLewis](#) Hi John! Great to see you! Thanks for joining [#smchat #solopr](#) from across the pond!



[sourcePOV 1:02pm via Twitter for iPhone](#)

No not framing, reading the frame. I don't always get to .. @[sharonmostyn](#) @[KarenSwim](#)  
[#smchat #solopr](#)



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

@[akenn](#) Great to see you Alison! Thanks for joining today's [#smchat #solopr](#) combo!



[SoloPR 1:01pm via Twitter Web Client](#)

RT @[sharonmostyn](#): Welcome to today's [#smchat #solopr](#) combo! Framing: All About [#Influence socialmediachat.wordpress.com/2016/09/10/mar...](#) @[SoloPR](#) @[KarenSwim](#)  
[#InfluencerMarketing](#)



[sharonmostyn 1:01pm via TweetDeck](#)

@[sourcePOV](#) Framing 5 mins before the chat? I'm not usually THAT BAD! LOL  
@[KarenSwim](#) was quick with the questions for combo [#smchat #solopr](#)



[KristK](#) 1:01pm via tchat.io

@[akenn](#) It's been Too long! [#smchat](#) [#solopr](#)



[sharonmostyn](#) 1:01pm via TweetDeck

Please take a moment to introduce yourself and tell us what YOU influence! [#smchat](#) [#solopr](#)



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

MT @[sharonmostyn](#): [#smchat](#) [#solopr](#) [#InfluencerNetwork](#) chats All About [#Influence](#)! [socialmediachat.wordpress.com/2016/09/10/mar...](http://socialmediachat.wordpress.com/2016/09/10/mar...) (Check out the Qs!)



[sharonmostyn](#) 1:00pm via TweetDeck

Welcome to today's [#smchat](#) [#solopr](#) combo! Framing: All About [#Influence](#) [socialmediachat.wordpress.com/2016/09/10/mar...](http://socialmediachat.wordpress.com/2016/09/10/mar...) @[SoloPR](#) @[KarenSwim](#) [#InfluencerMarketing](#)