#SoloPR Transcript – 12/14/2016

Q1: What word/phrase would you like to never see/hear in 2016? #solopr

Q2: Has fake news impacted how you approach your work? #solopr

Q3: Do you think clients expectations of PR/SM are changing? How? #solopr

Q4: What practical steps do you take to strengthen client relationships? #solopr

Q5: What changes do you foresee for the profession in 2017? #solopr

Q6: How do you decide to go from solo to solo plus? #solopr

Q7: How do you get your news about the world/industry/client industries? #solopr

Q8: What areas/skills do you want to learn/improve in 2017? #solopr

Transcript follows in reverse chronological order:

SoloPR 2:00pm via tchat.io

Remember that we chat on the hashtag all week, so please share your insights, news, etc. #solopr

MBennett715 1:59pm via Twitter for iPhone

@SoloPR A8: biz dev. Conf call on that tomorrow w/other solos! #SoloPR

JanetLFalk 1:59pm via Twitter Web Client

We are members of an international team, supporting, teaching, sharing. Thanks to Captain @KarenSwim #solopr twitter.com/SoloPR/status/…

SoloPR 1:59pm via tchat.io

@prgirlindc Aren't they awesome?! #solopr

SoloPR 1:59pm via tchat.io

Please take some time for yourself this month. I wish you all a happy, safe and productive year end and great start to 2017! #solopr

prgirlindc 1:59pm via Twitter Web Client

So many smart folks participating in the #soloPR chat. You all are great. pic.twitter.com/pJ2rHga04Y

[PRisUs](#) [1:58pm via Twitter Web Client](#)

Great chatting with other [#solopr](#) pros! Hope to make it to more of these in the new year!

[OBrienPR](#) [1:58pm via Twitter Web Client](#)

[#solopr](#) Happy Holidays.

[JanetLFalk](#) [1:58pm via Twitter Web Client](#)

[@dianekrose](#) You must market every day. Make an appt w/yourself. See Checklist of Daily Marketing Activities in files on FB page [#soloPR](#)

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

We are capturing all of these ideas and adding to our 2017 calendar so that we can serve you better! [#solopr](#)

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

Peace and a good safe holiday to all! [#solopr](#)

[kpaine66](#) [1:58pm via tchat.io](#)

Thanks @[SoloPR](#). Nice to "see" everyone. See you back at the online water cooler. [#solopr](#)

[dariasteigman](#) [1:58pm via TweetDeck](#)

And a HUGE thanks to @[KarenSwim](#), our fearless [#solopr](#) leader who keeps us marching forward w/ grace & humor.

PRisUs 1:57pm via Twitter Web Client

@dianekrose Getting clients is #1 challenge, much of the time. I guess it ebbs & flows. #solopr

dariasteigman 1:57pm via TweetDeck

Okay, #solopr peeps. Thanks for the much-needed smarts & sass break from my whack-a-mole duties. Keep the awesomeness going.

SoloPR 1:57pm via tchat.io

As we wind down, I want to thank all of you for being so supportive of #solopr. You truly are the best people on the planet. #solopr

KristK 1:57pm via tchat.io

A8: I need to up my design and SEO skills. Ready to do more custom corporate trainings, workshops, speaking gigs in 2017 too. #solopr

SoloPR 1:56pm via tchat.io

@dianekrose emphasis on proactive and great topic for all of us! #solopr

SoloPR 1:56pm via tchat.io

@JanetLFalk This is a great suggestion and one we have not really covered. Thank you! #solopr

dianekrose 1:55pm via TweetChat by oneQube

A8: Proactive biz development. #solopr

SoloPR 1:55pm via Twitter Web Client

RT @JanetLFalk: @SoloPR I use #SM for broadcasting, not engagement. Wish to improve. Seeking guidance #soloPR

dariasteigman 1:55pm via TweetDeck

@akenn Oh, no. I migrated my 100+ subscriptions to Feedly. Still a small % who use vs RSS-to-mail, but for me it's super valuable. #solopr

SoloPR 1:55pm via tchat.io

@akenn @dariasteigman yes they are! I use Feedly too and even have it integrated into Sprout Social for easy peasy sharing. #solopr

KristK 1:55pm via tchat.io

I use Feedly too and introduce my students to it as part of their listening exercises. Great for monitoring. @akenn @dariasteigman #solopr

mauracampbell 1:55pm via tchat.io

What Tim said and figure out business development. #solopr

velo_city 1:55pm via TweetDeck

@dariasteigman They are great. I need to add more of my clients to it. Hm.... :) #solopr

PRisUs 1:55pm via Twitter Web Client

A8: Always working on improving content marketing skills--such a vast amt of knowledge of many diff areas required to do it well. #solopr

JanetLFalk 1:55pm via Twitter Web Client

@SoloPR I use #SM for broadcasting, not engagement. Wish to improve. Seeking guidance #soloPR

velo_city 1:54pm via TweetDeck

@SoloPR There really isn't. Not if you want to enjoy any of it! #solopr

SoloPR 1:54pm via tchat.io

Good one, and I think universally needed RT @velo_city: A8 - Analytics. Measurement. That end of things. #solopr

akenn 1:54pm via tchat.io

@dariasteigman are RSS feeds still a thing? I thought subscribing to blogs died when Google Reader was shut down. #solopr

SoloPR 1:54pm via tchat.io

If there are things you'd rather not share publicly please feel free to DM or email! #solopr

dariasteigman 1:54pm via TweetDeck

@SoloPR We need a support group. But that would be more work... #solopr

velo_city 1:54pm via TweetDeck

A8 - Analytics. Measurement. That end of things. #solopr

SoloPR 1:54pm via Twitter Web Client

RT @kpaine66: A8: Develop relationships with national media outlets. I've been so VT focused. Want help to connect nationally. #solopr

SoloPR 1:53pm via tchat.io

@dariasteigman Sign me up for that one, lol! #solopr

kpaine66 1:53pm via tchat.io

A8: Develop relationships with national media outlets. I've been so VT focused. Want help to connect nationally. #solopr

OBrienPR 1:53pm via Twitter Web Client

#solopr A8: SEO and metrics

SoloPR 1:53pm via Twitter Web Client

RT @PRisUs: A7: Sites like @PRDaily & @muckrack, Twitter, of course. I like webinars for prof development. #solopr

dariasteigman 1:53pm via TweetDeck

@velo_city Feedly is my friend. #solopr

SoloPR 1:53pm via tchat.io

@velo_city There's just not enough time in the day! #solopr

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

Work-life balance? LOL. [#solopr](#) [twitter.com/SoloPR/status/…](#)

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

A7: Sites like @[PRDaily](#) & @[muckrack](#), Twitter, of course. I like webinars for prof development. [#solopr](#)

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

A7b Feedly is a good tool to use! [#solopr](#)

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

RT @[SoloPR](#): Q8. What areas/skills do you want to learn/improve in 2017? [#solopr](#)

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

Q8. What areas/skills do you want to learn/improve in 2017? [#solopr](#)

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

A7 -- Need to be better about hunkering down & doing this on more regular basis. Do it, but not consistently. [#solopr](#)

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

We have time for one more and this will help us help you next year! [#solopr](#)

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

A7 Online: newspapers, biz magazines & journals, multiple RSS feeds to drill down. And, like @OBrienPR, smartphone addiction. #solopr

JanetLFalk 1:51pm via Twitter Web Client

@SoloPR Industry alerts, client alerts, subscribe to @adage @CrainsNewYork @WSJ @nytimes #soloPR

velo_city 1:51pm via TweetDeck

@PRisUs It is nice to have some1 to bounce ideas off of/give feedback & they do the legwork & find the clients too! :) #solopr

SoloPR 1:51pm via tchat.io

@KristK Thanks for sharing that because that is still sharing the work and allows you scale but in a different way #solopr

SoloPR 1:51pm via Twitter Web Client

RT @KristK: A6: I occasionally hire creative or admin help, but more often, I'm asked to sub by other PR pros, agencies. #solopr

KristK 1:51pm via tchat.io

A6: I occasionally hire creative or admin help, but more often, I'm asked to sub by other PR pros, agencies. #solopr

SoloPR 1:51pm via Twitter Web Client

RT @kpaine66: A7. Industry blogs, multiple news feeds, Twitter, and industry influencer blogs, etc. #solopr

kpaine66 1:50pm via tchat.io

A7. Industry blogs, multiple news feeds, Twitter, and industry influencer blogs, etc. #solopr

PRisUs 1:50pm via Twitter Web Client

@velo_city Yes, I like contracting w/small PR/marketing firms, too, because I miss working w/a team. #solopr #PR

SoloPR 1:50pm via Twitter Web Client

RT @OBrienPR: #solopr A7 - lots of newsfeeds, digital subscriptions, smart phone addiction.

KarenSwim 1:50pm via Hootsuite

A7. I never thought I'd let go of print, but....here we are... #solopr

mauracampbell 1:50pm via tchat.io

A7: Ditto @OBrienPR I read actual books and publications too, grin. #solopr

KarenSwim 1:49pm via Hootsuite

A7. Largely online news sites or industry sites. I have them all in a reader and go through them in the morning. #solopr

JanetLFalk 1:49pm via Twitter Web Client

Being in NYC makes me a good subcontractor for onsite activity at events #soloPR twitter.com/PRisUs/status/…

OBrienPR 1:49pm via Twitter Web Client

#solopr A7 - lots of newsfeeds, digital subscriptions, smart phone addiction.

akenn 1:49pm via Twitter Web Client

RT @SoloPR: Q7. How do you get your news about the world/industry/client industries? #solopr

JanetLFalk 1:48pm via Twitter Web Client

A6 Happy to bring in colleagues to do graphic design, research, branding as required by project-driven client #solopr

SoloPR 1:48pm via tchat.io

Q7. How do you get your news about the world/industry/client industries? #solopr

kpaine66 1:48pm via Twitter Web Client

RT @PRProSanDiego: A6. No staff. No personnel headaches. Subs, outsourcing, yes. #soloPR

PRisUs 1:48pm via Twitter Web Client

A6: not hiring--but would love to be hired to work with others who need back up. #solopr

velo_city 1:48pm via TweetDeck

A6b. I already contract myself out to a couple of other small PR/marketing firms & like how that works. #solopr

SoloPR 1:48pm via tchat.io

@JanetLFalk equally important to know that is not what you want. Great point! #solopr

PRProSanDiego 1:47pm via Twitter Web Client

A6. No staff. No personnel headaches. Subs, outsourcing, yes. #soloPR

SoloPR 1:47pm via tchat.io

Love it@MBennett715! #solopr

JanetLFalk 1:47pm via Twitter Web Client

A6 Not likely nor my plan to have overflow of biz to need assts. #solopr

SoloPR 1:47pm via Twitter Web Client

RT @MBennett715: @SoloPR A6: when you realize the potential of what great work you can do w other talented Solos! #soloPR

SoloPR 1:47pm via Twitter Web Client

RT @OBrienPR: #solopr A6 - client need and willingness to take it on. Having a scalable team makes all the difference.

MBennett715 1:47pm via Twitter for iPhone

@SoloPR A6: when you realize the potential of what great work you can do w other talented Solos! #soloPR

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

RT @[OBrienPR](#): [#solopr](#) [#A6](#) - Not staff here. Strategic partnerships.

[kpaine66](#) [1:46pm via tchat.io](#)

@[OBrienPR](#) re: A6, Ditto. Strategic relationships create a team w/out having staff. Valuable. [#solopr](#)

[SoloPR](#) [1:46pm via Twitter Web Client](#)

RT @[mauracampbell](#): A6: When the opportunity cost of going alone is too great. I like flexible, virtual teams. [#solopr](#)

[PRisUs](#) [1:46pm via Twitter Web Client](#)

@[SoloPR](#) @[MeredithMobley](#) Yes, I see more advice than ever NOT to put all your content on platforms you don't own. Makes sense. [#solopr](#)

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

I think @[velo_city](#) the question involves both hiring and subcontracting or other [#solopr](#)

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

Q6 Never staff. But having a team can help you grow the biz w/o losing your awesome solo-ness. [#solopr](#)

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

A6: When the opportunity cost of going alone is too great. I like flexible, virtual teams. [#solopr](#)

[PRProSanDiego](#) [1:46pm via Twitter Web Client](#)

.@[PRisUs](#) @[SoloPR](#) @[MBennett715](#) I set a 60 day deadline on proposals, written notification on the last page. No guarantee after that. [#soloPR](#)

[kpaine66](#) [1:46pm via tchat.io](#)

More staff? Not for me except for my VA, who makes my life easier. Staying solo forever. [#solopr](#)

[OBrienPR](#) [1:46pm via Twitter Web Client](#)

[#solopr](#) [#A6](#) - Not staff here. Strategic partnerships.

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

A6. Really depends on you and your goals. Feeling overwhelmed, wanting to grow, mired in the tactical are all potential flags [#solopr](#)

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

A6 Is that hiring someone? Or being a superhero more in disguise? I'm no where near hiring anyone ((or want to). [#solopr](#)

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

@[KristK](#) Of course, "storytelling" is now a marketing buzzword. As [#PR](#) pros, that's what we've always done--tell stories. [#solopr](#)

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

@[mauracampbell](#) Help client on podcast write a summary to post on @[LinkedIn](#) + in LI groups & their website.Some prefer written>audio [#solopr](#)

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

@[SoloPR](#) Do you mean staff? Oh, no. Decided a long time ago only being responsible for me gave me freedom to pick / choose. [#solopr](#)

[PRisUs](#) [1:44pm via Twitter Web Client](#)

RT @[OBrienPR](#): [#solopr](#) [#A5](#) We'll see more of a return to Marcomm work - transportation, energy, technology, B2B

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

Lol @[PRisUs](#) me too! I mean I love people but if they see you once, they want it to be a regular thing! [#solopr](#)

[OBrienPR](#) [1:44pm via Twitter Web Client](#)

[#solopr](#) A6 - client need and willingness to take it on. Having a scalable team makes all the difference.

[PRisUs](#) [1:44pm via Twitter Web Client](#)

@[kpaine66](#) Yes, personal branding is so huge now. Another opp for PR pros. [#solopr](#)

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

RT @[SoloPR](#): Q6. How do you decide to go from solo to solo plus? [#solopr](#)

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

@[KarenSwim](#) That's why I love remote clients! No in-person meetings! [#solopr](#)

SoloPR 1:43pm via tchat.io

Q6. How do you decide to go from solo to solo plus? #solopr

KristK 1:43pm via tchat.io

A5: look at viral Xmas ads -- the best ones tell a story w emotional appeal. No shouting about sales. Lessons to apply for 2017. #solopr

SoloPR 1:43pm via tchat.io

Great answers on Q5, stand by for Q6! #solopr

PRisUs 1:42pm via Twitter Web Client

@SoloPR @PRProSanDiego @MBennett715 Also have proposals folks have failed to get back to me on despite multiple follow ups-SO rude #solopr

SoloPR 1:42pm via tchat.io

yes @MeredithMobley and I personally think it is a mistake to put all of your eggs in baskets you do not own. Smarter - mobile sites #solopr

KristK 1:42pm via tchat.io

RT @mauracampbell: A5: Lines will continue to get blurred. The ability to write, speak and synthesize well a must. Audio will grow. #solopr

SoloPR 1:41pm via Twitter Web Client

RT @mauracampbell: A5: Lines will continue to get blurred. The ability to write, speak and synthesize well a must. Audio will grow. #solopr

dianekrose 1:41pm via Hootsuite

Yes. This. #solopr. twitter.com/KarenSwim/stat…

SoloPR 1:41pm via tchat.io

So true @PRisUs and some of that is on all of us blurring lines, trying to hold on to position #solopr

mauracampbell 1:41pm via tchat.io

A5: Lines will continue to get blurred. The ability to write, speak and synthesize well a must. Audio will grow. #solopr

MeredithMobley 1:41pm via TweetChat by oneQube

A5: Per @hootsuite, there will be a decline in websites as the home base. More companies are redirecting prospects to social pages. #solopr

kpaine66 1:41pm via tchat.io

@MeredithMobley Very true. I'm seeing that more and more, too. #solopr

PRisUs 1:41pm via Twitter Web Client

RT @velo_city: A5 I think more opportunities for #PR people. It seems like more need/want is out there. #solopr

PRisUs 1:40pm via Twitter Web Client

@OBrienPR Hope you're right, Tim! I've had a tough 2016! #solopr

MeredithMobley 1:40pm via TweetChat by oneQube

I sat in on a @hootsuite webinar that said video will be king next year. More marketing and advertising dollars sent that way. #solopr

KarenSwim 1:40pm via Hootsuite

@JanetLFalk Same here, and must admit, not meeting is ok by me, especially local, can take so much time. #solopr

kpaine66 1:39pm via tchat.io

A5 I see w my LinkedIn clients they want more personal PR for their expertise AND PR for their co. (Theirs or 1 for whom they work.) #solopr

PRisUs 1:39pm via Twitter Web Client

A5: Watching the trend of PR/social/content merging-tough to do one w/out the others.Figuring out how to position can be a challenge #solopr

JanetLFalk 1:39pm via Twitter Web Client

@MBennett715 Hope you told 'em they missed out. I intro myself at networking: "Why Her and Not Me? Reporters call people they know" #solopr

KristK 1:39pm via tchat.io

RT @KarenSwim: A5. back to good old-fashioned basics. Tech is great but we've allowed it to distract from the value we offer #solopr

KarenSwim 1:39pm via Hootsuite

A5. In many ways, back to the good old-fashioned basics. Tech is great but we've allowed it to distract from the value we offer #solopr

artsynihon 1:39pm via ツイトレンディー

#FreeBreshaNow , #brandchat , #solopr , Derek Holland , #daliadippolito , #MyBestHolidayMemory , #SavorTheMemory

dianekrose 1:38pm via TweetChat by oneQube

A5: Ditto on the cross-platform promotion and integration, @JanetLFalk. #solopr

SoloPR 1:38pm via Twitter Web Client

RT @velo_city: A5 I think more opportunities for #PR people. It seems like more need/want is out there. #solopr

OBrienPR 1:37pm via Twitter Web Client

#solopr #A5 We'll see more of a return to Marcomm work - transportation, energy, technology, B2B

SoloPR 1:37pm via tchat.io

Ugh @PRProSanDiego @MBennett715 @PRisUs that drives me bananas, and it's rude! #solopr

kpaine66 1:37pm via tchat.io

A5 Completely agree with @JanetLFalk #solopr

velo_city 1:37pm via TweetDeck

A5 I think more opportunities for #PR people. It seems like more need/want is out there. #solopr

JanetLFalk 1:37pm via Twitter Web Client

A5 Increased demand for cross-platform promotion and integration #soloPR

PRProSanDiego 1:36pm via Twitter Web Client

.@MBennett715 @PRisUs Glad it's not just me. One client hasn't returned calls or email in a month with a new website on hold. #soloPR

MBennett715 1:36pm via Twitter for iPhone

@JanetLFalk too true. And when you can't find them for potential opps. Writing on the wall. We need their input. #SoloPR

JanetLFalk 1:36pm via Twitter Web Client

@KarenSwim Me also, but usually they are out-of-town. #soloPR

dianekrose 1:35pm via TweetChat by oneQube

@JanetLFalk I've yet to meet newest client in person, and I'm not planning a trip to Toronto at this time of year! #solopr

JanetLFalk 1:35pm via Twitter Web Client

@MBennett715 Hurry Up and Wait is the mantra of too many clients #soloPR

KristK 1:35pm via tchat.io

RT @SoloPR: Q5. What changes do you foresee for the profession in 2017? #solopr

SoloPR 1:35pm via tchat.io

Q5. What changes do you foresee for the profession in 2017? #solopr

KarenSwim 1:34pm via Hootsuite

@JanetLFalk I have those I still have not met, but I love the idea of making it a point to include face-to-face. #solopr

PRisUs 1:34pm via Twitter Web Client

@MBennett715 Ugh! You know when they're not talking to you, something's going on. #solopr

MBennett715 1:33pm via Twitter for iPhone

@PRisUs one former client of mine cancelled five status calls in a row, asks why things are stalled. #SoloPR.

PRisUs 1:33pm via Twitter Web Client

@kpaine66 agree, there's a fine line. #solopr

JanetLFalk 1:32pm via Twitter Web Client

@dianekrose I just a client here in NYC who I have yet to meet. #soloPR

PRisUs 1:32pm via Twitter Web Client

@CreativationMkt You know it! #solopr #smchat

 SoloPR 1:31pm via Twitter Web Client

RT @dianekrose: A4: I'm primarily remote from clients, so planning an occasional face-to-face is great for relationships. #solopr

 SoloPR 1:31pm via tchat.io

So simple, yet so underutilized RT @mauracampbell: A4: Put on my listening ears. #solopr

 kpaine66 1:31pm via Twitter Web Client

A4. Consistent follow up but not too much as to drive them crazy. #solopr

 dianekrose 1:31pm via TweetChat by oneQube

A4: I'm primarily remote from clients, so planning an occasional face-to-face is great for relationships. #solopr

 mauracampbell 1:31pm via tchat.io

A4: Relations is in the name and relationships take work. #solopr

 SoloPR 1:31pm via Twitter Web Client

RT @dariasteigman: THIS >> The mistake people make is moving on before your audience has absorbed your current content / ideas. #solopr htt…

 SoloPR 1:31pm via Twitter Web Client

RT @JanetLFalk: Plus keep the person the client reports to in the loop. #soloPR twitter.com/OBrienPR/statu…

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

A4: Checking in w/them & actually talking to them on a regular basis helps. Because many of us work remotely, doesn't always happen. [#solopr](#)

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

A4 Old fashioned thank you notes. Checking in with them, sending them "did you see this" messages (if not currently working w/them). [#solopr](#)

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

[#smchat](#) A1(cont) What about [#pr](#)? Where does it fall into the [#top10](#) [#marketing](#) categories for 2016? I'm sure our [#solopr](#) friends will say #1

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

RT @[dariasteigman](#): THIS >> The mistake people make is moving on before your audience has absorbed your current content / ideas. [#solopr](#)

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

RT @[dariasteigman](#): A4 It's not 1 think. Combo of touchpoints, responsiveness, & results. Sometimes more of 1 than the other. [#solopr](#)

[LUCYrk78](#) [1:30pm via Twitter for iPhone](#)

A4 honest open communication- wins AND hardships. Ensuring we both are understanding what the other is saying and expecting [#solopr](#)

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

A4 It's not 1 think. Combo of touchpoints, responsiveness, & results. Sometimes more of 1 than the other. #solopr

mauracampbell 1:30pm via tchat.io

A4: Put on my listening ears. #solopr

PRProSanDiego 1:30pm via Twitter Web Client

A4. Communication, communication, results, communication. #soloPR

JanetLFalk 1:29pm via Twitter Web Client

Plus keep the person the client reports to in the loop. #soloPR twitter.com/OBrienPR/statu…

KarenSwim 1:29pm via Hootsuite

A4. Wow. Good Q and mulling it over, I need to make this more systematic, intentional #solopr

mdbarber 1:29pm via Twitter Web Client

RT @SoloPR: Q4. What practical steps do you take to strengthen client relationships? #solopr

dariasteigman 1:29pm via TweetDeck

THIS >> The mistake people make is moving on before your audience has absorbed your current content / ideas. #solopr twitter.com/mauracampbell/…

PRisUs 1:29pm via Twitter Web Client

@dariasteigman Certainly never hurts! (in any situation!) Kind of like coffee for me! #solopr

SoloPR 1:28pm via tchat.io

Lol @dariasteigman , chocolate is the answer to most things in life :) #solopr

KristK 1:28pm via tchat.io

2017 Resolution here --> RT @SoloPR: Q4. What practical steps do you take to strengthen client relationships? #solopr

Enmicocinahoy 1:28pm via RoundTeam

RT @SandraSays: A2. I knew we were in trouble when media started using other media as sources. It was the beginning of the end. #solopr

kpaine66 1:28pm via Twitter Web Client

RT @mauracampbell: A3: Wash. Rinse. Repeat. When you are getting sick of it, it's just starting to stick. #solopr

SoloPR 1:27pm via Twitter Web Client

RT @mauracampbell: A3: Wash. Rinse. Repeat. When you are getting sick of it, it's just starting to stick. #solopr

OBrienPR 1:27pm via Twitter Web Client

#solopr A4: Results, report, repeat.

SoloPR 1:27pm via tchat.io

Love that @mauracampbell! #solopr

kpaine66 1:27pm via Twitter Web Client

@velo_city #solopr (use wrong handle before) The term I use for that is "it's a slow dance."

dariasteigman 1:27pm via TweetDeck

A4 Chocolate? #solopr twitter.com/SoloPR/status/…

SoloPR 1:27pm via tchat.io

Hi @MBennett715 you're right on time! #solopr

mauracampbell 1:27pm via tchat.io

A3: Wash. Rinse. Repeat. When you are getting sick of it, it's just starting to stick. #solopr

SoloPR 1:27pm via tchat.io

Q4. What practical steps do you take to strengthen client relationships? #solopr

dariasteigman 1:27pm via TweetDeck

@MBennett715 Hi Michele! [~~waving hello~~] #solopr

JanetLFalk 1:26pm via Twitter Web Client

RT @KristK: A3: Trying to get a client to focus on building an "album" of content, not one-hit wonders. #solopr

MBennett715 1:26pm via Twitter for iPhone

@SoloPR sorry to join late #soloPR

kpaine66 1:26pm via Twitter Web Client

@Velocity #solopr The term I use for that is "it's a slow dance."

SoloPR 1:25pm via tchat.io

Great discussion on Q3! What a smart group! #solopr

PRisUs 1:25pm via Twitter Web Client

RT @KristK: A3: Trying to get a client to focus on building an "album" of content, not one-hit wonders. #solopr

velo_city 1:25pm via TweetDeck

A3 -- Some seem to be learning #PR takes time (& we need lead time), but it's a slooooow learning curve. #solopr

kpaine66 1:25pm via Twitter Web Client

@krisK #solopr I tell clients the same thing. Build up a library of content. Makes life easier all around.

SoloPR 1:25pm via tchat.io

Great insight @JanetLFalk and highlights that as pros we also have to teach them what to look for #solopr

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

@[PRProSanDiego](#) Good grief. Slightly high opinion of their awesomeness perhaps? [#solopr](#)

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

RT @[JanetLFalk](#): Clients need to ask "How did you hear about us?" to answer their own demand for attribution and results. [#soloPR](#) https://t.…

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

RT @[dariasteigman](#): A3 Think shift to "revenue up front" reflects PR maturing. Moving from media relations to more integrated comms. [#solopr](#)

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

A3: Trying to get a client to focus on building an "album" of content, not one-hit wonders. [#solopr](#)

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

Sigh @[PRProSanDiego](#) crazy pants and not even the right metric to judge success! [#solopr](#)

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

A2 Not yet, probably will. JUST saw this in a friends FB post. [#solopr](#) [pic.twitter.com/nppmAeYoPe](#)

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

A3 Think shift to "revenue up front" reflects PR maturing. Moving from media relations to more integrated comms. #solopr

[kpaine66](#) [1:23pm via Twitter Web Client](#)

RT @[JanetLFalk](#): Clients need to ask "How did you hear about us?" to answer their own demand for attribution and results. [#soloPR](#) https://t.…

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

Clients need to ask "How did you hear about us?" to answer their own demand for attribution and results. [#soloPR](#) [twitter.com/KarenSwim/stat…](#)

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

@[PRProSanDiego](#) It's different now though--readers are taking it seriously & sharing/spreading it without care. BIG problem. [#solopr](#)

[kpaine66](#) [1:23pm via Twitter Web Client](#)

Exactly! @[PRisUs](#) [#solopr](#) I have to explain that more than ever before.

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

RT @[mauracampbell](#): A3: Yes more expect instant gratification and want results overnight. Typing and tools are not PR. [#solopr](#)

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

A3: Yes more expect instant gratification and want results overnight. Typing and tools are not PR. [#solopr](#)

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

A3. A client made a radio appearance yesterday at 10 am. At 11:30 am he asked how much website traffic had spiked. Uh, really? #soloPR

KristK 1:22pm via tchat.io

A2: Seeing more "real" news orgs focus on being first to break the story, then update it online as Facts come in. #solopr

PRisUs 1:22pm via Twitter Web Client

@kpaine66 Just doesn't work that way, unfortunately. there are NEVER guarantees with true #PR. #solopr

KarenSwim 1:22pm via Hootsuite

A3. The "new and shiny" days are over and it's time to hold feet to the fire. #solopr

SandraSays 1:22pm via TweetDeck

A2. I knew we were in trouble when media started using other media as sources. It was the beginning of the end. #solopr

akenn 1:22pm via tchat.io

Interested and like the answers so far for Q3. This is a tough one for me to pinpoint but agree with smart solos so far. #solopr

dariasteigman 1:22pm via TweetDeck

A3 B/c ppl want direct connections to revenue, impt to weed out the ones who really want / need sales. B/c those aren't my clients. #solopr

velo_city 1:22pm via TweetDeck

A1 Reach out #solopr Hi all, sorry -- on a client call 'til just now. #catchingup

KarenSwim 1:21pm via Hootsuite

A3. Yes! Greater demand for integrating with bottom line and ability to "see" results. We need to improve how we measure success. #solopr

PRProSanDiego 1:21pm via Twitter Web Client

A2. I was taught never to report a rumor until it became a fact. Now we read "The rumor circulating about story X is... " GRR! #soloPR

dianekrose 1:21pm via TweetChat by oneQube

RT @LUCYrk78: A3 OMG yes. I think clients see "everyone" doing it so they expect more, faster and cheaper. #solopr

dariasteigman 1:21pm via TweetDeck

THIS. Definitely more direct ties to revenue. I think this is good, b/c it puts the value equation front & center. #solopr twitter.com/dianekrose/sta…

JanetLFalk 1:21pm via Twitter Web Client

Most of my work is transactional, not reputational or brand building. Changes I see are promoting across multiple platforms #solopr

kpaine66 1:20pm via Twitter Web Client

#solopr A3. More clients want guarantees for PR and even more so for social media. #impossible

SoloPR 1:20pm via tchat.io

Amazing @MeredithMobley how many "regular" people cannot tell the difference. #solopr

SoloPR 1:20pm via Twitter Web Client

RT @LUCYrk78: A3 OMG yes. I think clients see "everyone" doing it so they expect more, faster and cheaper. #solopr

PRProSanDiego 1:20pm via Twitter Web Client

A2. "Fake News" isn't anything new. There has always been poorly sourced news or rumor parading as news. #soloPR

LUCYrk78 1:20pm via Twitter for iPhone

A3 OMG yes. I think clients see "everyone" doing it so they expect more, faster and cheaper. #solopr

PRisUs 1:20pm via Twitter Web Client

A3: They always want fast results, but now it's even more so. Problem is results can take time. #solopr

dianekrose 1:19pm via TweetChat by oneQube

A3: I think they're looking more and more for direct connections to revenue. Hard stuff for me. #solopr

mdbarber 1:19pm via tchat.io

RT @PRisUs: A2: I respect journalists even more--their reputable stories are being ignored (even ridiculed) in favor of fake news. #solopr

MeredithMobley 1:19pm via TweetChat by oneQube

A2) Professionally, no, but I have cut back from certain social sites because of it. #solopr

KristK 1:19pm via tchat.io

RT @SoloPR: Q3. Do you think clients expectations of PR/SM are changing? How? #solopr

SoloPR 1:19pm via tchat.io

Great point @PRisUs! So many good journalists doing great work. The fake stuff devalues what pros really do #solopr

KristK 1:18pm via tchat.io

RT @PRisUs: A2: I respect journalists even more--their reputable stories are being ignored (even ridiculed) in favor of fake news. #solopr

MeredithMobley 1:18pm via TweetChat by oneQube

A1) Innovative and cutting-edge...gag me. #solopr

PRProSanDiego 1:18pm via Twitter Web Client

A1. Preach sista! "Use" is a classic case of tech speak intended to make the speaker seem more intelligent. It's the reverse. #soloPR

dianekrose 1:18pm via Hootsuite

A2: Professionally, no. Personally, Yes. More diligent before sharing; hard to do when I'm fuming. #solopr twitter.com/akenn/status/8…

mdbarber 1:18pm via Twitter Web Client

RT @SoloPR: Q3. Do you think clients expectations of PR/SM are changing? How? #solopr

mdbarber 1:17pm via tchat.io

@SoloPR truly odd. And then Twitter made me sign in again...as me. WEIRD! #solopr

PRisUs 1:17pm via Twitter Web Client

A2: Makes me respect journalists even more--their reputable stories are being ignored (even ridiculed) in favor of fake news. #solopr

SoloPR 1:17pm via tchat.io

Q3. Do you think clients expectations of PR/SM are changing? How? #solopr

SoloPR 1:17pm via tchat.io

Hello @PRProSanDiego and thanks for bringing the sunshine, many of could use it today! Brrrr #solopr

PRProSanDiego 1:16pm via Twitter Web Client

Finally on board with today's #soloPR chat! Wx report from San Diego: Nice. What else is there to say? ☀☀☀

SoloPR 1:16pm via tchat.io

I swear @mdbarber something is in the air lately. That's weird but entirely normal this week. #solopr

dariasteigman 1:16pm via TweetDeck

@akenn @kpaine66 ROFL. #solopr

KristK 1:16pm via tchat.io

Same here. RT @mdbarber: A2 - Fake news has not affected my business, but it does cause me to triple check sources and comments. #solopr

mdbarber 1:15pm via tchat.io

A2 - Fake news has not affected my business, but it does cause me to triple check sources and comments. #solopr

KristK 1:15pm via tchat.io

RT @KarenSwim: A2. made me more vigilant about where content appears and what gets shared but no impact on how clients are feeling. #solopr

dariasteigman 1:15pm via TweetDeck

Great Q.
No, but it has impacted my life.
Anyone finding it harder to get attention for hard news?
#solopr twitter.com/SoloPR/status/…

mdbarber 1:15pm via tchat.io

Strange: Twitter suddenly retweeted a message as a client, even though I'm logged in as me. Gremlins. #solopr

SoloPR 1:15pm via Twitter Web Client

RT @OBrienPR: #solopr Q2 - not at all. Much ado about nothing. It's like the NYT complaining that the tabloids need to be regulated.

KristK 1:14pm via Twitter Web Client

RT @SoloPR: Q2. 2. Has fake news impacted how you approach your work? #solopr

akenn 1:14pm via tchat.io

@dariasteigman @kpaine66 Rock stars aren't always grammar stars! #solopr

KarenSwim 1:14pm via Hootsuite

A2. It has made me more vigilant about where content appears and what gets shared but no impact on how clients are feeling. #solopr

mauracampbell 1:14pm via tchat.io

AQ2 I feel like Santa on steroids. Checking everything thrice not twice. #solopr

KristK 1:14pm via tchat.io

A1: Very and Just remain my two least favorite words. Signs of weak writing IMO. Just ask my students. #solopr

dariasteigman 1:13pm via TweetDeck

@PRisUs @dianekrose Then we can't complain. I think our high tomorrow will be 25. Woohoo! #solopr

OBrienPR 1:13pm via Twitter Web Client

#solopr Q2 - not at all. Much ado about nothing. It's like the NYT complaining that the tabloids need to be regulated.

PeopleReady 1:13pm via Twitter Web Client

RT @SoloPR: Q2. 2. Has fake news impacted how you approach your work? #solopr

PRisUs 1:13pm via Twitter Web Client

@dianekrose @dariasteigman It was 11 degrees this morning--tomorrow I think our high will be 7. My car didn't start...)-: #solopr

dariasteigman 1:13pm via TweetDeck

@kpaine66 @SandraSays Actually, I think it's not a myth so much as it's not 1-size-fits-all. That's the mistake ppl make. #solopr

mdbarber 1:13pm via tchat.io

We could do a whole twitter chat on the made up phrases people use to sound more intelligent. Just stop it people. On to you! #solopr

SoloPR 1:12pm via tchat.io

ROFL! @dariasteigman @kpaine66 #solopr

dariasteigman 1:12pm via TweetDeck

@kpaine66 I know. You'd think ppl would figure out it's bad to self-ID that way? But they're gurus, so they must know better...
#solopr

SoloPR 1:12pm via tchat.io

Q2. 2. Has fake news impacted how you approach your work? #solopr

JanetLFalk 1:12pm via Twitter Web Client

@MeredithMobley Q1. What word/phrase would you like to never see/hear in 2016? #solopr

SoloPR 1:12pm via tchat.io

Speaking of words we hate.... #solopr

dariasteigman 1:12pm via TweetDeck

@dianekrose Eww. That's even worse. When I get okay with condo fees. #solopr

SoloPR 1:12pm via Twitter Web Client

RT @dariasteigman: A1 Utilize.
Use, people, use it. #solopr

SoloPR 1:11pm via tchat.io

Wiping tears from my eyes and queuing up Q2! Great answers that made me laugh and groan in solidarity! #solopr

dariasteigman 1:11pm via TweetDeck

A1 Utilize.
Use, people, use it. #solopr

dianekrose 1:11pm via TweetChat by oneQube

@dariasteigman I'll be cranking up the heat and my gas bill this weekend! This FL girl needs to go buy a snow shovel. #solopr

dariasteigman 1:11pm via TweetDeck

@SandraSays Seriously. Have not any 2016 time off.So let's not take "work-life balance" off the table. :) (Okay, that's 3 words.) #solopr

SoloPR 1:11pm via tchat.io

@MeredithMobley What word/phrase would you like to never see/hear in 2016? #solopr

SoloPR 1:11pm via tchat.io

Hi @akenn! You're right on time! #solopr

MeredithMobley 1:10pm via TweetChat by oneQube

Can someone repeat Q1 please?
#solopr

SoloPR 1:10pm via Twitter Web Client

RT @mdbarber: "in order to" and other phrases that make messages complicated. #solopr

mdbarber 1:10pm via tchat.io

"in order to" and other phrases that make messages complicated. #solopr

SoloPR 1:10pm via Twitter Web Client

RT @dianekrose: A1: I'll keep this non-political, so I'll go with an alternate choice of "problematic." #solopr

akenn 1:10pm via tchat.io

Joining a little late, but happy to be here! #solopr

SoloPR 1:10pm via tchat.io

Hi @mauracampbell! #solopr

SoloPR 1:09pm via tchat.io

Hi @MeredithMobley *waving back* #solopr

dariasteigman 1:09pm via TweetDeck

@dianekrose Tomorrow I'M going to wish I was in Florida. #solopr

SoloPR 1:09pm via tchat.io

I love the answers to this question! #solopr

SandraSays 1:09pm via TweetDeck

@dariasteigman "vacation"? what does that word mean? :-) #solopr

PRisUs 1:09pm via Twitter Web Client

Wish I would never hear "post-truth" again--sad that it's the word of the year.)-: #solopr

MeredithMobley 1:09pm via TweetChat by oneQube

Hi all *waves hand* joining just a few minuets late!
#solopr

mauracampbell 1:09pm via Twitter Web Client

#solopr "seat at the table"

JanetLFalk 1:09pm via Twitter Web Client

@SoloPR "Content is king" has got to be retired. #soloPR

SoloPR 1:09pm via Twitter Web Client

RT @mdbarber: "baked in" as in baked into the copy?message. Can't we just include it?
Please? #solopr

SoloPR 1:09pm via tchat.io

Ha @SandraSays even better! #solopr

mdbarber 1:09pm via tchat.io

"baked in" as in baked into the copy?message. Can't we just include it? Please? #solopr

dianekrose 1:09pm via TweetChat by oneQube

A1: I'll keep this non-political, so I'll go with an alternate choice of "problematic."
#solopr

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

@[SoloPR](#) I'll try to "talk" too. [#solopr](#) :-)

[KarenSwim](#) [1:08pm via Hootsuite](#)

A1. Transparency. Ugh. Often not even used appropriately [#solopr](#)

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

@[OBrienPR](#) Hi Tim! [#solopr](#)

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

Guru.
I'd also like to see it retired before we hit 2017. Yeah, right. Sigh.
[#solopr](#) [twitter.com/SoloPR/status/…](#)

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

RT @[OBrienPR](#): [#solopr](#) @[OBrienPR](#) here. Q1 - "weaponize" as in "weaponized messaging."

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

Hacking; fake news -- not because we can't talk about it, but because we're making progress so it's not so prevalent. [#solopr](#)

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

RT @[kpaine66](#): [#solopr](#) "passion" one of the most overused words ever.

SoloPR 1:07pm via tchat.io

Lol @mdbarber, I totally relate! #solopr

kpaine66 1:07pm via Twitter Web Client

#solopr "passion" one of the most overused words ever.

dariasteigman 1:07pm via TweetDeck

Who else is taking vacay? I'm off for the next 2 weeks. #determination #solopr

SoloPR 1:07pm via tchat.io

Hello @SandraSays glad to have you hear even in listen-only mode. ;-) #solopr

OBrienPR 1:07pm via Twitter Web Client

#solopr @OBrienPR here. Q1 - "weaponize" as in "weaponized messaging."

JanetLFalk 1:07pm via Twitter Web Client

@dianekrose Hi. Going to see the fam in Potomac next week. #soloPR Can you suggest any must-sees or must dos in DC? No kids.

mdbarber 1:07pm via tchat.io

A1 - Oh, that list is LONG! #solopr

dariasteigman 1:07pm via TweetDeck

Hi, #solopr pals! Popping in from WDC for a little while. Playing whack-a-mole today -- every client needs something b/f I close shop.

SoloPR 1:06pm via tchat.io

Hello dear @JanetLFalk so great to see you! #solopr

PeopleReady 1:06pm via Twitter Web Client

RT @SoloPR: Q1. What word/phrase would you like to never see/hear in 2016? #solopr

SandraSays 1:06pm via TweetDeck

Lurking on #solopr today. I think it's my first time back on the chat in ... well, this year. :-)

SoloPR 1:06pm via tchat.io

Q1. What word/phrase would you like to never see/hear in 2016? #solopr

SoloPR 1:06pm via tchat.io

Greetings @KristK always lovely to see you! #solopr

JanetLFalk 1:06pm via Twitter Web Client

@SoloPR @KarenSwim From NYC, @JanetLFalk advises attorneys, accountants, small biz, nonprofit, consultant. Subcontract to busy #solopr pros

SoloPR 1:05pm via tchat.io

We'll take some time today to look ahead to 2017 with fun and serious topics. Stand by for Q1, our icebreaker fun question! #solopr

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

Greetings to my [#solopr](#) pals! Kristie here from the MS Gulf Coast, where we wear Xmas t-shirts instead of sweaters.

[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!

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

Awesome crowd gathering! It's a busy week so we'll allow a few more minutes for others to join! [#solopr](#)

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

Hi @[dianekrose](#), I'm glad you could be here today too! [#solopr](#)

[kpaine66](#) [1:03pm via Twitter Web Client](#)

Kate Paine here...I seem to be goofing up my tweets here. Sorry. [#solopr](#)

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

Hi @[ladysportsman](#) so happy to have you here today! [#solopr](#)

[dianekrose](#) [1:03pm via TweetChat by oneQube](#)

So glad I can hang out today! Diane here hanging out this week in Silver Spring, Maryland. [#solopr](#)

SoloPR 1:03pm via tchat.io

Hi @kpaine66 glad you could make it! #solopr

KristK 1:03pm via Twitter Web Client

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

ladysportsman 1:03pm via TweetDeck

I'm here for the last one of the year! yeah!!! #solopr

kpaine66 1:03pm via Twitter Web Client

@SoloPR @KarenSwim Kate Paine here. #solopr

SoloPR 1:02pm via tchat.io

Hello @PRisUs @mdbarber! #solopr

mdbarber 1:02pm via tchat.io

Good morning solos.Mary here from the Seattle area. Many years in com; 16+ as agency of one #solopr

PRisUs 1:02pm via Twitter Web Client

Hello! I'm Michelle Garrett, a freelance #PR consultant and writer. Excited to be here! #solopr

SoloPR 1:01pm via tchat.io

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

SoloPR 1:00pm via tchat.io

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