



#SoloPR Transcript –1/25/2017

Q1: How can I better leverage LinkedIn to meet/nurture prospective clients?

#solopr

Q2: What are best practices when you want to shift the industry or market you serve? #solopr

Q3: Have you changed how you vet media targets for clients in wake of discussion re "fake news?" #solopr

Q4: Do you advise clients to avoid hot-button issues or let them weigh-in with a planned strategy? #solopr

Q5: What steps should you take when your client ends up in a social media firestorm? Shut-down? #solopr

Q6: When doing media outreach in a new region, what are the best tips for breaking through? #solopr

Q7: Have you added any new skills/service offerings this year in response to market/industry? #solopr

Transcript follows in reverse chronological order:



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

This was a small but mighty group today! Thank you all!!! [#solopr](#)



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

Great chatting with everyone today! I have to run! See you next time! [#solopr](#)



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

Thanks, @[KarenSwim](#), for sheperding us through another hour of [#solopr](#) smarts & sass. Always good to hang w/ my peeps. :)



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

THIS is critical - whether you publish on your Web site or pre-qualify after the 1st query. [#solopr twitter.com/KarenSwim/stat...](#)



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

@[dariasteigman](#) Exactly. Just by pushing a button, while doing other things [#SoloPR](#)



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

Remember that we keep chatting on the hashtag all week long, so add your news, insights,etc! We like that! :-) [#solopr](#)

#solopr transcript – 1/25/2017

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

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[DeirdreLopianPR 1:50pm via Twitter Web Client](#)

@[KarenSwim](#) @[PRisUs](#) ooh that is a good idea! [#solopr](#)



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

@[RiselahENG](#) I love it! It's a good idea - after all, different people absorb info in very different ways. [#solopr](#)



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

Not on site currently, but in next round it is likely [#solopr](#)



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

@[dariasteigman](#) chasing everybody down & recording their voice ha. Depending on what the project is. Like writing content but in audio [#SoloPR](#)



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

In response to @[PRisUs](#) question, I have included min. budgets so that people can self-qualify. [#solopr](#)



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

@[PRisUs](#) I don't publish my rates, but I have created, published "packages" on my Web site. Project based. [#solopr](#)



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

@[PRisUs](#) YES! @[randfish](#) from @[Moz](#) has whiteboard fridays, I always watch them! Plus Moz has free tools! [#solopr](#)



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

@[RiselahENG](#) Smart move. How are you using them? [#solopr](#)



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

RT @[PRisUs](#): Interested to hear if others publish their pricing? (speaking of packages) [#solopr](#)



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

Interested to hear if others publish their pricing? (speaking of packages) [#solopr](#)



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

a7 part 2) I also wake up everyday looking forward to learning something new from a colleague, PR is advancing we need to keep up [#solopr](#)



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

A7: -not new either- but recently implementing brief sound bytes. On platforms like Soundcloud, Spotyfy, etc on new projects [#SoloPR](#) @[SoloPR](#) twitter.com/SoloPR/status/...



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

@[DeirdreLopianPR](#) Let me know how that goes--it seems to change CONSTANTLY! I've tried but it's daunting. [#solopr](#)



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

@[PRisUs](#) The internet is a content monster, so good writing is definitely in demand! [#solopr](#)

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

A7: I'm focusing a lot more on writing/content creation. While I've always written & it's my first love, it seems to be in > demand. [#solopr](#)



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

RT @[DeirdreLopianPR](#): a7) SEO,SEO oh and SEO! Webinars, Workshops, Seminars and meetings all about SEO [#solopr](#)



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

a7) SEO,SEO oh and SEO! Webinars, Workshops, Seminars and meetings all about SEO [#solopr](#)



[dariasteigman 1:43pm via TweetDeck](#)

RT @[KarenSwim](#): A7. Not entirely new, but utilizing live streaming as part of content/social strategy. [#solopr](#)



[dariasteigman 1:43pm via TweetDeck](#)

Not specifically. Yet. But always learning, gaining new skills to package & leverage. Keys are cool projects & continuous learning. [#solopr twitter.com/SoloPR/status/...](#)



[KarenSwim 1:43pm via Hootsuite](#)

A7. Not entirely new, but utilizing live streaming as part of content/social strategy. [#solopr](#)



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

@[dariasteigman](#) we still need the edit button, but those are the best! [#solopr](#)

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

Q7. Have you added any new skills/service offerings this year in response to market/industry? [#solopr](#)



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

@[SoloPR](#) I do! I call journos first...a lot! I continue with email & social I won't give up until an official no or restraining order [#solopr pic.twitter.com/xsOTk7ulig](#)



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

We have time for one final question! Coming up! [#solopr](#)



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

@[DeirdreLopianPR](#) LOL. When ignoring doesn't work, isn't that what the block, mute, & report buttons are for? [#solopr](#)



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

@[dariasteigman](#) yes! I must admit, it is easier dealing with backlash from professionals than keyboard warriors & trolls! [#solopr](#)



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

@[DeirdreLopianPR](#) That's great and you are one of the few that still pitch by phone. Love it! [#solopr](#)



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

a6 part 2 I often lead with an article that resonated with me and go into pitch. [#solopr](#)



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

A6: As important as contacts is your pitch--if you have a great pitch, it should be easier to pitch reporters in ANY region. [#solopr](#)



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

@[DeirdreLopianPR](#) ...you need to understand the perspective coming back & you. Maybe it's "agree to disagree," or failure to comm. [#solopr](#)



[DeirdreLopianPR 1:37pm via Twitter Web Client](#)

a6) I've done this often. Research journos, read their blogs/articles follow social their media, then pick up the phone & pitch [#solopr](#)



[dariasteigman 1:36pm via TweetDeck](#)

@[DeirdreLopianPR](#) Esp. b/c a pause gives you critical time to "see" the other side. Sometimes it doesn't matter if you're right... [#solopr](#)



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

@[dariasteigman](#) TY so often ppl are quick to respond & it is often damaging. It is amazing what 10seconds of breathing can do! [#solopr](#)



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

Q6. When doing media outreach in a new region, what are the best tips for breaking through? [#solopr](#)



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

AKA: "Heed us. Hire us." [#solopr twitter.com/KarenSwim/stat...](#)

#solopr transcript – 1/25/2017

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

I saw a little of this over the past week and it was not pretty! Great counsel here, hope others are listening :-) [#solopr](#)



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

Yes! RT [@dariasteigman](#): [@DeirdreLopianPR](#) 1 -- that "step away" thing -- is rather helpful. :) [#solopr](#)



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

Would be so nice! RT [@riselah](#): [@dariasteigman](#) [@PRisUs](#) I Know! what are they waiting for? grrr [#SoloPR](#)



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

[@DeirdreLopianPR](#) 1 -- that "step away" thing -- is rather helpful. :) [#solopr](#)



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

[@dariasteigman](#) [@PRisUs](#) I Know! what are they waiting for? grrr [#SoloPR](#)



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

RT [@RiselahENG](#): A5: I think it should be addressed strategically. Shutting down contributes to the storm [#SoloPR](#) [@SoloPR](#) <https://t.co/Mu4tn...>



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

RT [@KarenSwim](#): You'll need to move fast but does not eliminate having a plan. Flying off the cuff can prolong or amplify crisis. [#solopr](#)



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

@PRisUs *gotten.
Still waiting for that Twitter edit button... [#solopr](#)



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

You'll need to move fast but does not eliminate having a plan. Flying off the cuff can prolong or amplify crisis. [#solopr](#)



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

@PRisUs I've got to like it better as it's become less govt & more balanced. LOVE the mix -- & all the museums. [#solopr](#)



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

a5) 1Step away from computer 2-contact PR team 3-strategically respond& continue to have PR monitor your social Avoid knee jerk resp [#solopr](#)



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

A5: I think it should be addressed strategically. Shutting down contributes to the storm [#SoloPR @SoloPR twitter.com/SoloPR/status/...](#)



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

A5. Always better have a plan so you are not reactive, but if no plan, get one ASAP!
[#solopr](#)



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

@[dariasteigman](#) I ADORE DC--always feel the energy when I visit! In my next life, my career will be there! [#solopr](#)



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

A5. Think b/f you say/do anything else. Understand how you got there so you can respond appropriately to address & mitigate. [#solopr twitter.com/SoloPR/status/...](#)



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

@[KarenSwim](#) @[PRisUs](#) Magic words! PR counsel! Brands need to budget for this, it is so important. Crisis are never planned [#solopr](#)



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

@[PRisUs](#) Yup. Certainly not dull around here! [#solopr](#)



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

Q5. What steps should you take when your client ends up in a social media firestorm? Shut-down? [#solopr](#)



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

PR counsel b/f you act. It's great when we get "emergency" calls, but I'd rather prevent a crisis than have to mop up after one. [#solopr twitter.com/KarenSwim/stat...](#)



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

Next Q is related... [#solopr](#)



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

@[dariasteigman](#) Ha! I was just going to say when I saw you're in DC--pretty exciting times these days, huh?! [#solopr](#)



[KarenSwim](#) 1:29pm via Hootsuite

@[PRisUs](#) I have seen this happen a few times over the past couple of weeks, having PR counsel is so important. [#solopr](#)



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

@[KarenSwim](#) very true, it should be dealt with case by case but ALWAYS use a planned strategy [#solopr](#)



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

@[SoloPR](#) Yes! I love [#SoloPR](#)



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

@[PRisUs](#) Unless, of course, your biz is politics. Or policy based, & it's your policy issue. :) (Says the DC girl.) [#solopr](#)



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

@[KarenSwim](#) Yes, backlash--many are unprepared & caught completely off guard by that. [#solopr](#)



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

@[dariasteigman](#) @[RiselahENG](#) Ha, no it's been that kind of week! [#solopr](#)



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

Hi @RiselahENG so glad you can join! [#solopr](#)



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

@RiselahENG Hi Alejandra. Glad I'm not the only straggler. :) [#solopr](#)



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

A4: Depends on client/situation, but a general rule of thumb is you may want to stay out of most issues, esp. if not VERY relevant. [#solopr](#)



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

♥ this. It's OK to take a stand. You just have to accept that not everyone will agree. And know if, when you will respond. [#solopr](#) [twitter.com/KarenSwim/stat...](#)



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

Not weighing in on issues that are relevant can have a negative impact too, if you are a leader in the space [#solopr](#)



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

A4) Only if it pertains to their brand, if not don't comment speculate or tweet especially bc It could negatively affect their brand [#solopr](#) [pic.twitter.com/BjrkVeujdf](#)



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

Joining in late as well [#solopr](#)



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

A4: Depends on whether & how the issue affects their business, biz culture. Sometimes it's right; key word is PLANNED strategy. [#solopr twitter.com/SoloPR/status/...](#)



[KarenSwim 1:25pm via Hootsuite](#)

If the issue is relevant, let them weigh in but in a thoughtful way and prepare in advance for backlash. [#solopr](#)



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

@[DeirdreLopianPR](#) Lol! [#solopr](#)



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

Q4. Do you advise clients to avoid hot-button issues or let them weigh-in with a planned strategy? [#solopr](#)



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

@[SoloPR](#) one day I'm doing PR the next I'm at my local police station asking if they need help solving crimes 😊 [#solopr](#)



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

Great discussion on Q3, thanks! [#solopr](#)



[dariasteigman 1:22pm via TweetDeck](#)

PS: Hi! Sorry I'm late. I was roving & rambling & running errands on foot b/c it's gorgeous in DC today. [#solopr](#)



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

@SoloPR @DeirdreLopianPR Yes! That's where my journalism training comes in handy! #solopr



[dariasteigman 1:22pm via TweetDeck](#)

A3 No. I think you always have to do due diligence regarding audience, relevance. #solopr



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

@DeirdreLopianPR Ha! Love it and it is true, we are detectives, it is part of the job! #solopr



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

a3) i haven't had to yet, but I'm very confident in my media vetting process pr pro=detective We are with our research skills #solopr



[KarenSwim 1:20pm via Hootsuite](#)

@PRisUs Exactly! Intelligence is intelligence regardless of industry! #solopr



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

A3: I've been around long enough to smell a fake media target a mile away! But I'd say all #PR pros should exercise care. #solopr



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

A3. Has always been important to research relevance, quality so no change but also more vigilant about audience acceptance #solopr



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

@[PRisUs](#) @[LinkedIn](#) nope, I have talked about it with a lot of professionals in a variety of industries....at my gym [#truestory](#) [#solopr](#)



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

@[KarenSwim](#) Good point! I often say because I've worked in tech that I can grasp any lingo from any industry. [#solopr](#)



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

Q3. Have you changed how you vet media targets for clients in wake of discussion re "fake news?" [#solopr](#)



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

a2) I need to revamp my page a bit but I have my media book, projects, resume all uploaded [#solopr](#)



[PRisUs 1:15pm via Twitter Web Client](#)

@[DeirdreLopianPR](#) @[LinkedIn](#) Maybe you & I are the only ones who do that! (-: [#solopr](#)



[KarenSwim 1:15pm via Hootsuite](#)

A2. Take a look at messaging and the things that are universal across industries, leverage those. [#solopr](#)



[DeirdreLopianPR 1:14pm via Twitter Web Client](#)

@[PRisUs](#) @[LinkedIn](#) PREACH! LinkedIn mobile has a lot of upgrades they need to work on. I only use it via laptop [#solopr](#)



[PRisUs 1:14pm via Twitter Web Client](#)

A2: Always be sure to be able to have examples of your work in that industry. If you have to do some pro bono work to get those, do. [#solopr](#)



[DeirdreLopianPR 1:13pm via Twitter Web Client](#)

to piggyback off @[PRisUs](#) let me know why you want to connect, how can I help you, how can you help me? [#solopr](#)



[KarenSwim 1:13pm via Hootsuite](#)

A2. First step is make sure you have quals needed for new focus, if you need development, partner or volunteer. [#solopr](#)



[PRisUs 1:13pm via Twitter Web Client](#)

@[DeirdreLopianPR](#) @[LinkedIn](#) Ugh! Yes, when you send a connection request via mobile, I don't think there's an option to incl. a msg. [#solopr](#)



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

Q2. What are best practices when you want to shift the industry or market you serve? [#solopr](#)



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

@[DeirdreLopianPR](#) Great strategy! You should use social to move relationship forward. [#solopr](#)



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

A1: another way I used LinkedIn is to see who I know at a particular biz that I want to reach out to. [#solopr](#)



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

@[PRisUs](#) @[LinkedIn](#) Biggest pet peeve. I actually showed a colleague a long list of requests I have from ppl I haven't met w/ no DM [#SoloPR](#)



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

@[PRisUs](#) It's a great point and you're right few do that these days. Part of it may be changes over the years to LI's interface [#solopr](#)



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

a1) I network via groups but also using my own contacts to take relationship offline and either meet or talk on the phone [#solopr](#)



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

A1 (part 2): If I haven't met or talked to someone who sends me a connection request, why should I accept? Give me some context. [#solopr](#)



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

@[PRisUs](#) Excellent point! [#solopr](#)



[PRisUs 1:09pm via Twitter Web Client](#)

@[KarenSwim](#) @[DeirdreLopianPR](#) Very kind, Karen! [#solopr](#)



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

@[DeirdreLopianPR](#) You are not alone! The year got off to a fast start and it feels like we're all a little out of breath! [#solopr](#)



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

A1: One very simple thing w/@[LinkedIn](#) is to remember to send personal notes w/connection requests. I get far too many w/no note. [#solopr](#)



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

@[PRisUs](#) I'm so appreciative for the heads up, head has been buried in my laptop for days [#solopr](#)



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

A1. Find an active, relevant group (clients' interests/industry) and participate! [#solopr](#)



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

@[SoloPR](#) No worries, I feel like the past two weeks I've been ramping up slower than usual [#solopr](#)



[KarenSwim 1:07pm via Hootsuite](#)

@[DeirdreLopianPR](#) nice to meet you too! Any friend of @[PRisUs](#) is warmly welcomed here! [#solopr](#)



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

Q1. How can I better leverage LinkedIn to meet/nurture prospective clients? [#solopr](#)



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

@[DeirdreLopianPR](#) Yay Deirdre! So glad you're here! [#solopr](#)



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

Hi @[KarenSwim](#) nice to meet you! [#solopr](#)



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

Hello @[DeirdreLopianPR](#) and welcome! We're ramping up a little slower than usual today, tough week! [#solopr](#)



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

I believe this is my 2nd [#solopr](#) chat, thanks for the heads up @[PRisUs](#) hello everyone [#solopr](#)



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

We will get started shortly, allowing extra time today. [#solopr](#)



[PRisUs 1:04pm via Twitter Web Client](#)

@[SoloPR](#) @[KarenSwim](#) Hi Karen! Is it just you and me today?! (-: [#solopr](#)



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

If you're new to chatting, we suggest using a tool like tchat.io – makes it easier to keep up. Remember to use the [#SoloPR](#) hashtag!



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

@[PRisUs](#) Hi Michelle! We're allowing a little time for people to gather. Seems we're all running ragged this week! [#solopr](#)

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

@[SoloPR](#) Tuning into to today's [#solopr](#) chat. Hello to all!



[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!