

**TWEET FROM: MARKLUPTON1973**

Source: twitter.com, Posted on: Sep 13, 2011 12:30 PM by Marklupton1973

How not to handle the press <http://t.co/U9Reh5d> unless you actually want to give a negative story about you more legs. #CommsChat

**Following: 43 | Followers: 24 | Updates: 45 | Sentiment: Neutral**

**TWEET FROM: LIAMJOYCE**

Source: twitter.com, Posted on: Sep 13, 2011 07:10 AM by Liamjoyce

RT @CommsChat: remember we have our first daytime #commschat - <http://t.co/o5Clhg1> Wed 2pm Tools & techniques f reaching online influencers

**Following: 145 | Followers: 113 | Updates: 904 | Sentiment: Neutral**

**TWEET FROM: BOWLINGATVINNY**

Source: twitter.com, Posted on: Sep 13, 2011 06:54 AM by bowlingatvinny

RT@adliterate: We think that Brand Cameron needs to articulate a vision that heals the schisms in our society rather than exacerbates them #commschat

**Following: 31 | Followers: 17 | Updates: 191 | Sentiment: Neutral**

**TWEET FROM: BOWLINGATVINNY**

Source: twitter.com, Posted on: Sep 13, 2011 06:54 AM by bowlingatvinny

RT @adliterate: Successful political narrative is about ownership of two things - optimism and the future #commschat

**Following: 31 | Followers: 17 | Updates: 190 | Sentiment: Neutral**

**TWEET FROM: ALLTHINGSIC**

Source: twitter.com, Posted on: Sep 12, 2011 10:50 PM by AllthingsIC

RT@CommsChat: a taster of what's to come - from October we'll be on twice a week - Monday's at 8pm & Wednesdays at 2pm. & seeking bloggers too #commschat

**Following: 1400 | Followers: 1653 | Updates: 3213 | Sentiment: Neutral**

**TWEET FROM: BENEDICTPRINGLE**

Source: twitter.com, Posted on: Sep 12, 2011 09:08 PM by benedictpringle

RT@adliterate: We would maintain that Brand Cameron is still the best thing that happened to the Tories - he made them electable #commschat

**Following: 490 | Followers: 503 | Updates: 762 | Sentiment: Neutral**

**TWEET FROM: MYNEWSDESK\_SE**

Source: twitter.com, Posted on: Sep 12, 2011 09:07 PM by mynewsdesk\_se

15:00 svensk tid! RT @iPillan: Tools and techniques for reaching influencers online #CommsChat Time: 14 Sep at 2pm: <http://t.co/denXtSn>

**Following: 116 | Followers: 171 | Updates: 326 | Sentiment: Neutral**

**TWEET FROM: BENEDICTPRINGLE**

Source: twitter.com, Posted on: Sep 12, 2011 09:07 PM by benedictpringle

RT @adliterate: Successful political narrative is about ownership of two things - optimism and the future #commschat

**Following: 490 | Followers: 503 | Updates: 761 | Sentiment: Neutral**

**TWEET FROM: OPENCOMM\_TWITT**

Source: twitter.com, Posted on: Sep 12, 2011 09:07 PM by OpenComm\_twitt

RT @CommsChat: remember we have our first daytime #commschat - <http://t.co/o5Clhg1> Wed 2pm Tools & techniques f reaching online influencers

**Following: 352 | Followers: 166 | Updates: 365 | Sentiment: Neutral**

#### TWEET FROM: MYNEWSDESK

Source: [twitter.com](http://twitter.com), Posted on: Sep 12, 2011 09:06 PM by mynewsdesk

RT @CommsChat: remember we have our first daytime #commschat - <http://t.co/o5Clhg1> Wed 2pm Tools & techniques f reaching online influencers

**Following: 1552 | Followers: 1729 | Updates: 1210 | Sentiment: Neutral**

#### TWEET FROM: PRMASTERSDMU

Source: [twitter.com](http://twitter.com), Posted on: Sep 12, 2011 09:02 PM by PRMastersDMU

RT @CommsChat: we have our first daytime #commschat - <http://t.co/AMUs7Ko> Weds at 2pm Tools & techniques for reaching online influencers

**Following: 103 | Followers: 66 | Updates: 126 | Sentiment: Neutral**

#### TWEET FROM: IPILLAN

Source: [twitter.com](http://twitter.com), Posted on: Sep 12, 2011 08:59 PM by iPillan

Tools and techniques for reaching influencers online. Place: Twitter #CommsChat Time: 14 Sep at 2pm: <http://t.co/Uf1LlSi>

**Following: 765 | Followers: 899 | Updates: 3077 | Sentiment: Neutral**

#### TWEET FROM: CRAIGMCGILL

Source: [twitter.com](http://twitter.com), Posted on: Sep 12, 2011 08:42 PM by craigmcgill

I wonder if many of the Scottish Conservatives (or Tories) were listening in to #commschat and the chat on Brand Cameron tonight.

**Following: 5590 | Followers: 5617 | Updates: 17682 | Sentiment: Neutral**

#### TWEET FROM: THUPR

Source: [twitter.com](http://twitter.com), Posted on: Sep 12, 2011 08:29 PM by THUPR

RT @commschat: remember our first daytime #commschat - <http://t.co/vmlM3KO> Wednesday 2pm Tools & techniques for reaching online influencers

**Following: 427 | Followers: 217 | Updates: 602 | Sentiment: Neutral**

#### TWEET FROM: THUPR

Source: [twitter.com](http://twitter.com), Posted on: Sep 12, 2011 08:26 PM by THUPR

RT @CommsChat: RT @mynewsdesk\_uk: you say Big Society turned to ash in riots. But perhaps clean-up actually showed it in action? #commschat

**Following: 427 | Followers: 217 | Updates: 600 | Sentiment: Neutral**

#### TWEET FROM: THEJAMIEELLIOTT

Source: [twitter.com](http://twitter.com), Posted on: Sep 12, 2011 08:23 PM by thejamieelliott

RT@adliterate: Like any brand owner he needs to take control of his destiny and set out a clear idea for his brand and it aint the Big Society #commschat

**Following: 282 | Followers: 159 | Updates: 631 | Sentiment: Neutral**

#### TWEET FROM: DIAMONDHEDGEHOG

Source: [twitter.com](http://twitter.com), Posted on: Sep 12, 2011 08:13 PM by diamondhedgehog

RT @markcridge: RT @adliterate: Successful political narrative is about ownership of two things - optimism and the future #commschat

**Following: 213 | Followers: 77 | Updates: 484 | Sentiment: Neutral**

#### TWEET FROM: AJDEVENISH

Source: [twitter.com](http://twitter.com), Posted on: Sep 12, 2011 08:12 PM by ajdevenish

RT @mynewsdesk\_uk: you say the Big Society turned to ash in the riots. But perhaps the clean-up actually showed it in action? #commschat  
**Following: 795 | Followers: 781 | Updates: 2763 | Sentiment: Neutral**

#### TWEET FROM: PAULCTAYLA

Source: twitter.com, Posted on: Sep 12, 2011 08:12 PM by PaulCTayla

@adliterate @CommsChat I don't yearn for leadership. I yearn for decency, honesty & objectivity. #CommsChat

**Following: 609 | Followers: 816 | Updates: 9597 | Sentiment: Neutral**

#### TWEET FROM: MARKCRIDGE

Source: twitter.com, Posted on: Sep 12, 2011 08:08 PM by markcridge

RT @adliterate: Successful political narrative is about ownership of two things - optimism and the future #commschat

**Following: 423 | Followers: 2719 | Updates: 1159 | Sentiment: Neutral**

#### TWEET FROM: COMMUNICATEMAG

Source: twitter.com, Posted on: Sep 12, 2011 08:08 PM by Communicatemag

RT @BeyondBamboo: #CommsChat I got in late tonight. Look fwd to the Oct sessions. --> u should register for reminders - <http://t.co/ErzotsU>

**Following: 1891 | Followers: 6033 | Updates: 2070 | Sentiment: Neutral**

#### TWEET FROM: MYNEWSDESK\_UK

Source: twitter.com, Posted on: Sep 12, 2011 08:04 PM by mynewsdesk\_uk

thanks to @adliterate, @CommsChat and everyone else for an interesting debate. See you on Wednesday at 2pm - Tools n techniques!! #commschat

**Following: 1554 | Followers: 599 | Updates: 1390 | Sentiment: Neutral**

#### TWEET FROM: COMMSCHAT

Source: twitter.com, Posted on: Sep 12, 2011 08:03 PM by CommsChat

a taster of what's to come - from October we'll be on twice a week - Monday's at 8pm & Wednesdays at 2pm. & seeking bloggers too #commschat

**Following: 1234 | Followers: 2277 | Updates: 2688 | Sentiment: Neutral**

#### TWEET FROM: COMMSCHAT

Source: twitter.com, Posted on: Sep 12, 2011 08:02 PM by CommsChat

remember we have our first daytime #commschat - <http://t.co/lZ9mTp4> Wednesday at 2pm Tools & techniques for reaching online influencers

**Following: 1234 | Followers: 2277 | Updates: 2687 | Sentiment: Neutral**

#### TWEET FROM: FIONAMCE

Source: twitter.com, Posted on: Sep 12, 2011 08:01 PM by fionamce

@richard\_andrews @adliterate it won't be. By conference 2012 people won't remember what he said... plus it will be post Olympics #commschat

**Following: 1906 | Followers: 719 | Updates: 6827 | Sentiment: Neutral**

#### TWEET FROM: DAMIENCLARKSON

Source: twitter.com, Posted on: Sep 12, 2011 08:01 PM by damienclarkson

@CommsChat @adliterate thanks for a great debate as always. #commschat

**Following: 993 | Followers: 999 | Updates: 5079 | Sentiment: Neutral**

#### TWEET FROM: ZOESHORT\_

Source: twitter.com, Posted on: Sep 12, 2011 08:01 PM by ZoeShort\_

RT@adliterate: People many be cynical about politics but the reality is we all yearn for leadership and that's what Cameron needs to deliver #commschat

**Following: 78 | Followers: 50 | Updates: 121 | Sentiment: Neutral**

**TWEET FROM: FIONAMCE**

Source: twitter.com, Posted on: Sep 12, 2011 08:00 PM by fionamce

@adliterate and that's why he has more room to steer a rather unimaginative course & just sit tight #commschat

**Following: 1906 | Followers: 719 | Updates: 6826 | Sentiment: Neutral**

**TWEET FROM: COMMSCHAT**

Source: twitter.com, Posted on: Sep 12, 2011 08:00 PM by CommsChat

And as the big hand moves to the top of the clock, we just have time to say a big thankyou to @adliterate - Richard Huntington #commschat

**Following: 1234 | Followers: 2277 | Updates: 2686 | Sentiment: Neutral**

**TWEET FROM: ADLITERATE**

Source: twitter.com, Posted on: Sep 12, 2011 08:00 PM by adliterate

People many be cynical about politics but the reality is we all yearn for leadership and that's what Cameron needs to deliver #commschat

**Following: 176 | Followers: 1759 | Updates: 1158 | Sentiment: Neutral**

**TWEET FROM: RICHARD\_ANDREWS**

Source: twitter.com, Posted on: Sep 12, 2011 07:59 PM by richard\_andrews

@adliterate How much of a defining moment will this year's Tory conference be for Cameron? #commschat

**Following: 218 | Followers: 99 | Updates: 419 | Sentiment: Neutral**

**TWEET FROM: ZOESHORT\_**

Source: twitter.com, Posted on: Sep 12, 2011 07:59 PM by ZoeShort\_

@CommsChat Think which way he goes will be his ultimate legacy and affect how the party is seen in the future #CommsChat

**Following: 78 | Followers: 50 | Updates: 120 | Sentiment: Neutral**

**TWEET FROM: ZOESHORT\_**

Source: twitter.com, Posted on: Sep 12, 2011 07:58 PM by ZoeShort\_

@CommsChat Depends which way he goes. Big cross roads at moment for him, the party and the country #CommsChat

**Following: 78 | Followers: 50 | Updates: 119 | Sentiment: Neutral**

**TWEET FROM: ADLITERATE**

Source: twitter.com, Posted on: Sep 12, 2011 07:57 PM by adliterate

Like it or not the Tory brand must not forget that at the moment they need Brand Cameron warts and all #commschat

**Following: 176 | Followers: 1758 | Updates: 1157 | Sentiment: Neutral**

**TWEET FROM: DAMIENCLARKSON**

Source: twitter.com, Posted on: Sep 12, 2011 07:56 PM by damienclarkson

At a crossroads, pressure on Europe, immigration, action on banks. Path he chooses will have a big consequence on future 4 Tories #commschat

**Following: 993 | Followers: 999 | Updates: 5077 | Sentiment: Neutral**

**TWEET FROM: ADLITERATE**

Source: twitter.com, Posted on: Sep 12, 2011 07:53 PM by adliterate

@richard\_andrews Brand Cameron is in opposition to the Tory brand as still currently seen by the electorate #commschat

**Following: 176 | Followers: 1758 | Updates: 1155 | Sentiment: Neutral**

**TWEET FROM: RICHARD\_ANDREWS**

Source: twitter.com, Posted on: Sep 12, 2011 07:53 PM by richard\_andrews

@adliterate But do you recognise a strong relationship between Brand Cameron and Brand Tory, or has coalition forced differences?  
#commschat

**Following: 218 | Followers: 99 | Updates: 418 | Sentiment: Neutral**

#### TWEET FROM: ADLITERATE

Source: twitter.com, Posted on: Sep 12, 2011 07:52 PM by adliterate

@mynewsdesk\_uk real leadership would offer that optimism to the backbone of Britain not to the economic or social elite #commschat

**Following: 176 | Followers: 1758 | Updates: 1155 | Sentiment: Neutral**

#### TWEET FROM: ADLITERATE

Source: twitter.com, Posted on: Sep 12, 2011 07:51 PM by adliterate

We would maintain that Brand Cameron is still the best thing that happened to the Tories - he made them electable #commschat

**Following: 176 | Followers: 1758 | Updates: 1153 | Sentiment: Neutral**

#### TWEET FROM: MYNEWSDESK\_UK

Source: twitter.com, Posted on: Sep 12, 2011 07:51 PM by mynewsdesk\_uk

@damiencarlson @adliterate and optimistic about whose future? No political party appeals to all. #commschat

**Following: 1554 | Followers: 598 | Updates: 1389 | Sentiment: Neutral**

#### TWEET FROM: FIONAMCE

Source: twitter.com, Posted on: Sep 12, 2011 07:50 PM by fionamce

He needs to carve out his own mission statment & what he stands for. Truth may be that much of the public just don't relate to it #commschat

**Following: 1905 | Followers: 719 | Updates: 6823 | Sentiment: Neutral**

#### TWEET FROM: ADLITERATE

Source: twitter.com, Posted on: Sep 12, 2011 07:50 PM by adliterate

@fionamce Like him or not Blair was a heavyweight PM like Thatcher, Wilson and Atlee - the rest were political footnotes post war #commschat

**Following: 176 | Followers: 1758 | Updates: 1152 | Sentiment: Neutral**

#### TWEET FROM: COMMSCHAT

Source: twitter.com, Posted on: Sep 12, 2011 07:50 PM by CommsChat

What does Brand Cameron's difficulties and potential mean for the overall brand of the Conservative party? #commschat

**Following: 1234 | Followers: 2276 | Updates: 2684 | Sentiment: Neutral**

#### TWEET FROM: DAMIENCLARKSON

Source: twitter.com, Posted on: Sep 12, 2011 07:50 PM by damiencarlson

@adliterate very true but Churchill despite his mastery of making the pain worthwhile wasn't re-elected after the war #commschat

**Following: 992 | Followers: 999 | Updates: 5076 | Sentiment: Neutral**

#### TWEET FROM: CORRINNE DOUGLAS

Source: twitter.com, Posted on: Sep 12, 2011 07:50 PM by corrinne douglas

RT@Communicatmag: Quick1/2 time adbreak - we've got a midweek daytime #commschat this week - Wed 2pm. Tools & techniques for reaching online influencers

**Following: 419 | Followers: 324 | Updates: 1936 | Sentiment: Neutral**

#### TWEET FROM: COMMSCHAT

Source: twitter.com, Posted on: Sep 12, 2011 07:49 PM by CommsChat

RT @adliterate: @damiencarlson If this brand is to survive it must make the pain seem worthwhile - Churchill was master of this #commschat

**Following: 1234 | Followers: 2276 | Updates: 2682 | Sentiment: Neutral**

**TWEET FROM: BEYONDBAMBOO**

Source: twitter.com, Posted on: Sep 12, 2011 07:49 PM by BeyondBamboo

RT @CommsChat: If you came late to tonight's CommsChat, remember you can sign up for updates and alarm calls <http://t.co/zwB4baM> #commschat

**Following: 1769 | Followers: 656 | Updates: 1456 | Sentiment: Neutral**

**TWEET FROM: COMMSCHAT**

Source: twitter.com, Posted on: Sep 12, 2011 07:49 PM by CommsChat

If you came late to tonight's CommsChat, remember you can sign up for updates and alarm calls <http://t.co/b9DQ5IJ> #commschat

**Following: 1234 | Followers: 2276 | Updates: 2681 | Sentiment: Neutral**

**TWEET FROM: ADLITERATE**

Source: twitter.com, Posted on: Sep 12, 2011 07:47 PM by adliterate

@damiencarlson If this brand is to survive it must make the pain seem worthwhile - Churchill was a master of this #commschat

**Following: 176 | Followers: 1758 | Updates: 1151 | Sentiment: Neutral**

**TWEET FROM: DAMIENCLARKSON**

Source: twitter.com, Posted on: Sep 12, 2011 07:46 PM by damiencarlson

@mynewsdesk\_uk @adliterate difficult for them to be optimistic about the future when they know they are widening inequality #commschat

**Following: 991 | Followers: 998 | Updates: 5075 | Sentiment: Neutral**

**TWEET FROM: JANJANJANNY**

Source: twitter.com, Posted on: Sep 12, 2011 07:45 PM by janjanjanny

RT@damiencarlson: The difficulty for Cameron is that he know's the Tories would have de-regulated banks the same as Labour if not more #commschat

**Following: 126 | Followers: 120 | Updates: 4731 | Sentiment: Neutral**

**TWEET FROM: MYNEWSDESK\_UK**

Source: twitter.com, Posted on: Sep 12, 2011 07:45 PM by mynewsdesk\_uk

RT @adliterate: Successful political narrative is about ownership of two things - optimism and the future #commschat

**Following: 1554 | Followers: 598 | Updates: 1388 | Sentiment: Neutral**

**TWEET FROM: ZOESHORT\_**

Source: twitter.com, Posted on: Sep 12, 2011 07:45 PM by ZoeShort\_

@adliterate Think it would also help if he was more proactive with comms....he's been rather more reactive of late #CommsChat

**Following: 78 | Followers: 50 | Updates: 116 | Sentiment: Neutral**

**TWEET FROM: ADLITERATE**

Source: twitter.com, Posted on: Sep 12, 2011 07:44 PM by adliterate

Successful political narrative is about ownership of two things - optimism and the future #commschat

**Following: 176 | Followers: 1757 | Updates: 1147 | Sentiment: Neutral**

**TWEET FROM: DAMIENCLARKSON**

Source: twitter.com, Posted on: Sep 12, 2011 07:43 PM by damiencarlson

T4: Genuine consultation before announcing decisions, Forests, Health Bill both prime examples of doing without listening. #commschat

**Following: 990 | Followers: 998 | Updates: 5073 | Sentiment: Neutral**

**TWEET FROM: PAULCTAYLA**

Source: twitter.com, Posted on: Sep 12, 2011 07:43 PM by PaulCTayla

Quick peep at #CommsChat, woops! It' gone all political, get back to branding & comms folks!

**Following: 609 | Followers: 816 | Updates: 9593 | Sentiment: Neutral**

**TWEET FROM: ZOESHORT\_**

Source: twitter.com, Posted on: Sep 12, 2011 07:43 PM by ZoeShort\_

@CommsChat Take less holidays for a start!!! He's always out of the country when something happens #CommsChat

**Following: 78 | Followers: 50 | Updates: 115 | Sentiment: Neutral**

**TWEET FROM: FIONAMCE**

Source: twitter.com, Posted on: Sep 12, 2011 07:42 PM by fionamce

@adliterate so how does he reach across that divide as the cuts are now really starting to bite heading into winter #commschat

**Following: 1904 | Followers: 718 | Updates: 6819 | Sentiment: Neutral**

**TWEET FROM: ADAMFAIRCLOUGH**

Source: twitter.com, Posted on: Sep 12, 2011 07:42 PM by AdamFairclough

@CommsChat Well, he could start by being in the country during times of unrest or crisis. #commschat

**Following: 541 | Followers: 650 | Updates: 5755 | Sentiment: Neutral**

**TWEET FROM: COMMSCHAT**

Source: twitter.com, Posted on: Sep 12, 2011 07:41 PM by CommsChat

TOPIC 4 How can Cameron get the electorate to believe that he's providing genuine leadership? Maybe think of this in comms terms? #commschat

**Following: 1234 | Followers: 2275 | Updates: 2679 | Sentiment: Neutral**

**TWEET FROM: ZOESHORT\_**

Source: twitter.com, Posted on: Sep 12, 2011 07:40 PM by ZoeShort\_

RT@adliterate: We think that Brand Cameron needs to articulate a vision that heals the schisms in our society rather than exacerbates them #commschat

**Following: 78 | Followers: 50 | Updates: 114 | Sentiment: Neutral**

**TWEET FROM: ADLITERATE**

Source: twitter.com, Posted on: Sep 12, 2011 07:39 PM by adliterate

We think that Brand Cameron needs to articulate a vision that heals the schisms in our society rather than exacerbates them #commschat

**Following: 176 | Followers: 1757 | Updates: 1142 | Sentiment: Neutral**

**TWEET FROM: MYNEWSDESK\_UK**

Source: twitter.com, Posted on: Sep 12, 2011 07:39 PM by mynewsdesk\_uk

@adliterate Many leading economic thinkers say that is not the way to stimulate a failing economy. #commschat

**Following: 1554 | Followers: 598 | Updates: 1387 | Sentiment: Neutral**

**TWEET FROM: MYNEWSDESK\_UK**

Source: twitter.com, Posted on: Sep 12, 2011 07:39 PM by mynewsdesk\_uk

@adliterate that's what I said - 'aggressive spending cuts'. #commschat

**Following: 1554 | Followers: 598 | Updates: 1386 | Sentiment: Neutral**

**TWEET FROM: ZOESHORT\_**

Source: twitter.com, Posted on: Sep 12, 2011 07:38 PM by ZoeShort\_

RT @mynewsdesk\_uk: @ZoeShort\_ spread the word Zoe - Mynewsdesk's @jonobean is hosting! #commschat

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**Following: 78 | Followers: 50 | Updates: 113 | Sentiment: Neutral**

**TWEET FROM: DAMIENCLARKSON**

Source: twitter.com, Posted on: Sep 12, 2011 07:37 PM by damienclarkson

That make's constructing any genuine plan & accompanying narrative difficult as he would have done the same as Labour #commschat

**Following: 990 | Followers: 997 | Updates: 5071 | Sentiment: Neutral**

**TWEET FROM: ADLITERATE**

Source: twitter.com, Posted on: Sep 12, 2011 07:37 PM by adliterate

Brand Cameron needs to stand for more than effective deficit reduction in any case #commschat

**Following: 176 | Followers: 1757 | Updates: 1140 | Sentiment: Neutral**

**TWEET FROM: MYNEWSDESK\_UK**

Source: twitter.com, Posted on: Sep 12, 2011 07:37 PM by mynewsdesk\_uk

@ZoeShort\_ spread the word Zoe - Mynewsdesk's @jonobean is hosting! #commschat

**Following: 1554 | Followers: 598 | Updates: 1385 | Sentiment: Neutral**

**TWEET FROM: FIONAMCE**

Source: twitter.com, Posted on: Sep 12, 2011 07:37 PM by fionamce

@damienclarkson dropping 50p tax rate would play to the party faithful. It's much trailed already. Agree on the rest #commschat

**Following: 1904 | Followers: 718 | Updates: 6818 | Sentiment: Neutral**

**TWEET FROM: ADLITERATE**

Source: twitter.com, Posted on: Sep 12, 2011 07:36 PM by adliterate

@mynewsdesk\_uk No everyone agreed cuts were needed but there will now be huge debate about whether they need to be this harsh #commschat

**Following: 176 | Followers: 1757 | Updates: 1140 | Sentiment: Neutral**

**TWEET FROM: DAMIENCLARKSON**

Source: twitter.com, Posted on: Sep 12, 2011 07:36 PM by damienclarkson

The difficulty for Cameron is that he know's the Tories would have de-regulated banks the same as Labour if not more #commschat

**Following: 990 | Followers: 997 | Updates: 5070 | Sentiment: Neutral**

**TWEET FROM: MYNEWSDESK\_UK**

Source: twitter.com, Posted on: Sep 12, 2011 07:36 PM by mynewsdesk\_uk

RT @CommsChat: Quick adbreak - midweek daytime #commschat this week - Wed 2pm. Tools & techniques for reaching online influencers #commschat

**Following: 1554 | Followers: 598 | Updates: 1384 | Sentiment: Neutral**

**TWEET FROM: COMMSCHAT**

Source: twitter.com, Posted on: Sep 12, 2011 07:35 PM by CommsChat

RT @adliterate: At the moment the battle is not between Labour and the Tories but within the Tories for the soul of the party #commschat

**Following: 1234 | Followers: 2275 | Updates: 2676 | Sentiment: Neutral**

**TWEET FROM: MYNEWSDESK\_UK**

Source: twitter.com, Posted on: Sep 12, 2011 07:35 PM by mynewsdesk\_uk

Hasn't the one HUGE achievement of Cameron's comms been to convince both right & left that aggressive spending cuts are needed? #commschat

**Following: 1554 | Followers: 598 | Updates: 1382 | Sentiment: Neutral**

**TWEET FROM: ADAMFAIRCLOUGH**

Source: twitter.com, Posted on: Sep 12, 2011 07:35 PM by AdamFairclough

@CommsChat No. I think Brand Cameron's main political vision has been 'UK plc'. Economy gives him a platform to promote this. #commschat

**Following: 541 | Followers: 650 | Updates: 5752 | Sentiment: Neutral**

**TWEET FROM: ADLITERATE**

Source: twitter.com, Posted on: Sep 12, 2011 07:35 PM by adliterate

At the moment the battle is not between Labour and the Tories but within the Tories for the soul of the party #commschat

**Following: 176 | Followers: 1757 | Updates: 1137 | Sentiment: Neutral**

**TWEET FROM: COMMSCHAT**

Source: twitter.com, Posted on: Sep 12, 2011 07:35 PM by CommsChat

Quick1/2 time adbreak - we've got a midweek daytime #commschat this week - Wed 2pm. Tools & techniques for reaching online influencers

**Following: 1234 | Followers: 2275 | Updates: 2675 | Sentiment: Neutral**

**TWEET FROM: COMMUNICATEMAG**

Source: twitter.com, Posted on: Sep 12, 2011 07:34 PM by Communicatemag

Quick1/2 time adbreak - we've got a midweek daytime #commschat this week - Wed 2pm. Tools & techniques for reaching online influencers

**Following: 1891 | Followers: 6032 | Updates: 2068 | Sentiment: Neutral**

**TWEET FROM: DAMIENCLARKSON**

Source: twitter.com, Posted on: Sep 12, 2011 07:34 PM by damienclarkson

@fionamce I doubt Osborne's speech will include much vision, it will be excuses for poor growth, finger wagging at labour #commschat

**Following: 990 | Followers: 997 | Updates: 5069 | Sentiment: Neutral**

**TWEET FROM: COMMSCHAT**

Source: twitter.com, Posted on: Sep 12, 2011 07:33 PM by CommsChat

Topic 3 Has his focus on opposing previous Gov & deficit he inherited stopped him frm articulating a clear political vision? #commschat

**Following: 1234 | Followers: 2275 | Updates: 2673 | Sentiment: Neutral**

**TWEET FROM: FIONAMCE**

Source: twitter.com, Posted on: Sep 12, 2011 07:32 PM by fionamce

Cameron has opportunity to set out a clear vision in his party conference speech. I suspect Osborne's speech will contain more #commschat

**Following: 1904 | Followers: 717 | Updates: 6816 | Sentiment: Neutral**

**TWEET FROM: ADLITERATE**

Source: twitter.com, Posted on: Sep 12, 2011 07:32 PM by adliterate

Sometimes in communications it best to concede that the idea isn't working and move on #commschat

**Following: 176 | Followers: 1757 | Updates: 1135 | Sentiment: Neutral**

**TWEET FROM: STEPHANIEROBC**

Source: twitter.com, Posted on: Sep 12, 2011 07:32 PM by StephanieRobC

@adliterate chase farm hospital broken promises don't help either #commschat

**Following: 123 | Followers: 11 | Updates: 59 | Sentiment: Neutral**

**TWEET FROM: ZOESHORT\_**

Source: twitter.com, Posted on: Sep 12, 2011 07:32 PM by ZoeShort\_

The Big Society was used more as a sales pitch...it wasn't something he was really going to make happen. The riots proved that #CommsChat

**Following: 78 | Followers: 50 | Updates: 109 | Sentiment: Neutral**

**TWEET FROM: MYNEWSDESK\_UK**

Source: twitter.com, Posted on: Sep 12, 2011 07:31 PM by mynewsdesk\_uk

@adliterate yes, they haven't painted a picture (or even a sketch) of how it could work. & what exactly we're all supposed to do! #commschat

**Following: 1554 | Followers: 598 | Updates: 1381 | Sentiment: Neutral**

**TWEET FROM: ADLITERATE**

Source: twitter.com, Posted on: Sep 12, 2011 07:30 PM by adliterate

Brand Cameron significantly damaged by hacking but not fatally #commschat

**Following: 176 | Followers: 1756 | Updates: 1134 | Sentiment: Neutral**

**TWEET FROM: ADLITERATE**

Source: twitter.com, Posted on: Sep 12, 2011 07:29 PM by adliterate

@mynewsdesk\_uk Only if you are desperate to keep alive something only 6% of Britons say will work #commschat

**Following: 176 | Followers: 1756 | Updates: 1133 | Sentiment: Neutral**

**TWEET FROM: RICHARD\_ANDREWS**

Source: twitter.com, Posted on: Sep 12, 2011 07:29 PM by richard\_andrews

@adliterate Agreed, but has this hindered him from moving Brand Cameron from personality to policies, and working in coalition? #commschat

**Following: 218 | Followers: 99 | Updates: 416 | Sentiment: Neutral**

**TWEET FROM: ZOESHORT\_**

Source: twitter.com, Posted on: Sep 12, 2011 07:29 PM by ZoeShort\_

RT @adliterate: @Communicatomag The Big Society isn't fit for purpose under pressure and the riots were real pressure #commschat

**Following: 78 | Followers: 50 | Updates: 108 | Sentiment: Neutral**

**TWEET FROM: ZOESHORT\_**

Source: twitter.com, Posted on: Sep 12, 2011 07:29 PM by ZoeShort\_

@richard\_andrews @adliterate I was about to ask the same thing! How do you think hackgate/comms chief has affected Brand Cam? #CommsChat

**Following: 78 | Followers: 50 | Updates: 106 | Sentiment: Neutral**

**TWEET FROM: COMMSCHAT**

Source: twitter.com, Posted on: Sep 12, 2011 07:28 PM by CommsChat

RT @adliterate: @Communicatomag The Big Society isnt fit for purpose under pressure and the riots were real pressure #commschat

**Following: 1234 | Followers: 2275 | Updates: 2673 | Sentiment: Neutral**

**TWEET FROM: COMMSCHAT**

Source: twitter.com, Posted on: Sep 12, 2011 07:28 PM by CommsChat

RT @mynewsdesk\_uk: you say the Big Society turned to ash in the riots. But perhaps the clean-up actually showed it in action? #commschat

**Following: 1234 | Followers: 2275 | Updates: 2672 | Sentiment: Neutral**

**TWEET FROM: DAMIENCLARKSON**

Source: twitter.com, Posted on: Sep 12, 2011 07:28 PM by damienclarkson

.@mynewsdesk\_uk almost from the start appears Miliband has been trying to lose the "red ed" tag, Blue Labour a prime example #commschat

**Following: 989 | Followers: 996 | Updates: 5067 | Sentiment: Neutral**

**TWEET FROM: ADLITERATE**

Source: twitter.com, Posted on: Sep 12, 2011 07:28 PM by adliterate

@Communicatemag The Big Society isn't fit for purpose under pressure and the riots were real pressure #commschat

**Following:** 176 | **Followers:** 1756 | **Updates:** 1133 | **Sentiment:** Neutral

#### TWEET FROM: FIONAMCE

Source: twitter.com, Posted on: Sep 12, 2011 07:27 PM by fionamce

A brand must be managed, have vision, a sense of direction tho over term of a Parliament, Cameron has time to tread water longer #commschat

**Following:** 1904 | **Followers:** 717 | **Updates:** 6814 | **Sentiment:** Neutral

#### TWEET FROM: MYNEWSDESK\_UK

Source: twitter.com, Posted on: Sep 12, 2011 07:27 PM by mynewsdesk\_uk

@adliterate In the doc you say the Big Society turned to ash in the riots. But perhaps the clean-up actually showed it in action? #commschat

**Following:** 1554 | **Followers:** 598 | **Updates:** 1379 | **Sentiment:** Neutral

#### TWEET FROM: ADLITERATE

Source: twitter.com, Posted on: Sep 12, 2011 07:27 PM by adliterate

@richard\_andrews a case of questionable loyalty - Campbell talked about the comms chief never being the story #commschat

**Following:** 176 | **Followers:** 1756 | **Updates:** 1132 | **Sentiment:** Neutral

#### TWEET FROM: COMMUNICATEMAG

Source: twitter.com, Posted on: Sep 12, 2011 07:26 PM by Communicatemag

where are with the Big Society these days - its all gone quiet #commschat

**Following:** 1891 | **Followers:** 6033 | **Updates:** 2068 | **Sentiment:** Neutral

#### TWEET FROM: ZOESHORT\_

Source: twitter.com, Posted on: Sep 12, 2011 07:26 PM by ZoeShort\_

RT@adliterate: Like any brand owner he needs to take control of his destiny and set out a clear idea for his brand and it aint the Big Society #commschat

**Following:** 78 | **Followers:** 49 | **Updates:** 106 | **Sentiment:** Neutral

#### TWEET FROM: LYNDA\_FIRSTPR

Source: twitter.com, Posted on: Sep 12, 2011 07:26 PM by Lynda\_firstpr

True @CommsChat: RT @AdamFairclough: Cameron has a knack of passing his monkey on to Clegg. Brand Clegg has come off the worst. #commschat

**Following:** 1715 | **Followers:** 1203 | **Updates:** 4012 | **Sentiment:** Neutral

#### TWEET FROM: ADLITERATE

Source: twitter.com, Posted on: Sep 12, 2011 07:25 PM by adliterate

Like any brand owner he needs to take control of his destiny and set out a clear idea for his brand and it aint the Big Society #commschat

**Following:** 176 | **Followers:** 1756 | **Updates:** 1130 | **Sentiment:** Neutral

#### TWEET FROM: DAMIENCLARKSON

Source: twitter.com, Posted on: Sep 12, 2011 07:25 PM by damienclarkson

@CommsChat outside the Tory party the coalition has probably enhanced his brand as someone viewed as willing to collaborate #commschat

**Following:** 989 | **Followers:** 996 | **Updates:** 5065 | **Sentiment:** Neutral

#### TWEET FROM: ZOESHORT\_

Source: twitter.com, Posted on: Sep 12, 2011 07:25 PM by ZoeShort\_

@adliterate Yes that is true. They talk about them all the time but haven't made it clear why they have to/need to do them #CommsChat

**Following: 78 | Followers: 49 | Updates: 106 | Sentiment: Neutral**

**TWEET FROM: MYNEWSDESK\_UK**

Source: twitter.com, Posted on: Sep 12, 2011 07:24 PM by mynewsdesk\_uk

Indeed. MT @adliterate: People seem deeply confused about the public service reforms from NHS to Education. #commschat

**Following: 1554 | Followers: 598 | Updates: 1380 | Sentiment: Neutral**

**TWEET FROM: LYNDA\_FIRSTPR**

Source: twitter.com, Posted on: Sep 12, 2011 07:24 PM by Lynda\_firstpr

@JonClements Sweeping statement! Good PR should be trusted and has substance beyond style #CommsChat

**Following: 1715 | Followers: 1203 | Updates: 4010 | Sentiment: Neutral**

**TWEET FROM: MYNEWSDESK\_UK**

Source: twitter.com, Posted on: Sep 12, 2011 07:23 PM by mynewsdesk\_uk

Meanwhile Brand Miliband (Milibrand?) has barely got going? #commschat

**Following: 1554 | Followers: 598 | Updates: 1379 | Sentiment: Neutral**

**TWEET FROM: ADLITERATE**

Source: twitter.com, Posted on: Sep 12, 2011 07:23 PM by adliterate

People seem deeply confused about the public service reforms from NHS to Education - i.e. what the point is and what they mean #commschat

**Following: 176 | Followers: 1756 | Updates: 1129 | Sentiment: Neutral**

**TWEET FROM: MYNEWSDESK\_UK**

Source: twitter.com, Posted on: Sep 12, 2011 07:22 PM by mynewsdesk\_uk

@adliterate when you talk about lack of clarity, are you thinking about things like the NHS? #commschat

**Following: 1554 | Followers: 598 | Updates: 1376 | Sentiment: Neutral**

**TWEET FROM: ADLITERATE**

Source: twitter.com, Posted on: Sep 12, 2011 07:22 PM by adliterate

@fionamce exactly - the question is how he will use it and what happens come the next election #commschat

**Following: 176 | Followers: 1756 | Updates: 1128 | Sentiment: Neutral**

**TWEET FROM: SANDYLINDSAY**

Source: twitter.com, Posted on: Sep 12, 2011 07:21 PM by SandyLindsay

@mynewsdesk\_uk @AdamFairclough I think Clegg and Cameron's brands are pretty neck and neck (and not in a good way!) #commschat

**Following: 1745 | Followers: 2647 | Updates: 10138 | Sentiment: Neutral**

**TWEET FROM: MYNEWSDESK\_UK**

Source: twitter.com, Posted on: Sep 12, 2011 07:20 PM by mynewsdesk\_uk

MT @AdamFairclough: Brand Clegg has come off the worst. #commschat

**Following: 1554 | Followers: 598 | Updates: 1376 | Sentiment: Neutral**

**TWEET FROM: COMMSCHAT**

Source: twitter.com, Posted on: Sep 12, 2011 07:20 PM by CommsChat

RT @AdamFairclough: Cameron has a knack of passing his monkey on to Clegg. Brand Clegg has come off the worst. #commschat

**Following: 1234 | Followers: 2276 | Updates: 2671 | Sentiment: Neutral**

**TWEET FROM: ADLITERATE**

Source: twitter.com, Posted on: Sep 12, 2011 07:20 PM by adliterate

Lets remember that people are scared - about their jobs, homes, children, communities and lives and want clear leadership #commschat

**Following:** 176 | **Followers:** 1755 | **Updates:** 1126 | **Sentiment:** Neutral

#### TWEET FROM: FIONAMCE

Source: twitter.com, Posted on: Sep 12, 2011 07:19 PM by fionamce

by not winning the election outright surely gives Cameron a buffer against the party #commschat

**Following:** 1904 | **Followers:** 717 | **Updates:** 6810 | **Sentiment:** Neutral

#### TWEET FROM: ADAMFAIRCLOUGH

Source: twitter.com, Posted on: Sep 12, 2011 07:19 PM by AdamFairclough

@CommsChat No. Nick Clegg's have. Cameron has a knack of passing his monkey on to Clegg. Brand Clegg has come off the worst. #commschat

**Following:** 541 | **Followers:** 650 | **Updates:** 5750 | **Sentiment:** Neutral

#### TWEET FROM: COMMUNICATEMAG

Source: twitter.com, Posted on: Sep 12, 2011 07:19 PM by Communicatemag

isnt the problem with all that "forging new narratives" is that it will lead to a communications disconnect with his own party? #commschat

**Following:** 1891 | **Followers:** 6033 | **Updates:** 2067 | **Sentiment:** Neutral

#### TWEET FROM: MYNEWSDESK\_UK

Source: twitter.com, Posted on: Sep 12, 2011 07:19 PM by mynewsdesk\_uk

Wouldn't you say the Lib Dems have made it easy for Cameron, by allowing the programme of cuts, tuition fees, etc? #commschat

**Following:** 1554 | **Followers:** 598 | **Updates:** 1375 | **Sentiment:** Neutral

#### TWEET FROM: TIGGTAG

Source: twitter.com, Posted on: Sep 12, 2011 07:18 PM by tiggtag

Lurking in #commschat tonight: RT @CommsChat: Has Cameron's political brand been compromised by the vagaries of a Coalition Government?

**Following:** 561 | **Followers:** 525 | **Updates:** 3675 | **Sentiment:** Neutral

#### TWEET FROM: ADLITERATE

Source: twitter.com, Posted on: Sep 12, 2011 07:18 PM by adliterate

This is what his backbenchers have forgotten - the lack of mandate #commschat

**Following:** 176 | **Followers:** 1755 | **Updates:** 1123 | **Sentiment:** Neutral

#### TWEET FROM: ADLITERATE

Source: twitter.com, Posted on: Sep 12, 2011 07:17 PM by adliterate

The trouble is he didn't win the election so has had to try and forge a new narrative in real time alongside coalition partners #commschat

**Following:** 176 | **Followers:** 1755 | **Updates:** 1123 | **Sentiment:** Neutral

#### TWEET FROM: ADAMFAIRCLOUGH

Source: twitter.com, Posted on: Sep 12, 2011 07:17 PM by AdamFairclough

What's missing from Cameron's personal and political brand? Err, a personality and a political brand. #commschat

**Following:** 541 | **Followers:** 650 | **Updates:** 5749 | **Sentiment:** Neutral

#### TWEET FROM: ADLITERATE

Source: twitter.com, Posted on: Sep 12, 2011 07:16 PM by adliterate

@Communicatemag this is a battle royal for ownership of the soul of the Tory party between Cameron and the right #commschat

**Following:** 176 | **Followers:** 1755 | **Updates:** 1122 | **Sentiment:** Neutral

**TWEET FROM: JEREMYSINGER1**

Source: twitter.com, Posted on: Sep 12, 2011 07:16 PM by JeremySinger1

@adliterate A PM will always criticised for making unpopular decisions..With SM there are so many ways to be vocal & critical! #commschat

**Following:** 1482 | **Followers:** 1679 | **Updates:** 5746 | **Sentiment:** Neutral

**TWEET FROM: COMMSCHAT**

Source: twitter.com, Posted on: Sep 12, 2011 07:16 PM by CommsChat

Has Cameron's political brand been compromised by the vagaries of a Coalition Government? #commschat

**Following:** 1234 | **Followers:** 2274 | **Updates:** 2670 | **Sentiment:** Neutral

**TWEET FROM: FIONAMCE**

Source: twitter.com, Posted on: Sep 12, 2011 07:16 PM by fionamce

good evening. Curious about the discussion & wonder how much brand Cameron will rely on public apathy & line of least resistance #commschat

**Following:** 1904 | **Followers:** 717 | **Updates:** 6810 | **Sentiment:** Neutral

**TWEET FROM: NICOLAPIKE**

Source: twitter.com, Posted on: Sep 12, 2011 07:15 PM by nicolapike

Interesting #commschat this evening RT @CommsChat Tonight we're looking at what's missing from Cameron's personal and political brand

**Following:** 770 | **Followers:** 901 | **Updates:** 1911 | **Sentiment:** Neutral

**TWEET FROM: COMMUNICATEMAG**

Source: twitter.com, Posted on: Sep 12, 2011 07:15 PM by Communicatemag

RT @adliterate: hes not sure how to jump, to the right or to the liberals --> presumably he is answerable to his party - to right #commschat

**Following:** 1891 | **Followers:** 6033 | **Updates:** 2066 | **Sentiment:** Neutral

**TWEET FROM: MYNEWSDESK\_UK**

Source: twitter.com, Posted on: Sep 12, 2011 07:15 PM by mynewsdesk\_uk

@adliterate @richard\_andrews also, in 1997, Blair had clear positive policies - eg education, minimum wage. #commschat

**Following:** 1554 | **Followers:** 598 | **Updates:** 1374 | **Sentiment:** Neutral

**TWEET FROM: ADLITERATE**

Source: twitter.com, Posted on: Sep 12, 2011 07:13 PM by adliterate

@richard\_andrews brand rightly or not people saw a vision for Britain in brand Blair #commschat

**Following:** 176 | **Followers:** 1755 | **Updates:** 1121 | **Sentiment:** Neutral

**TWEET FROM: ZOESHORT\_**

Source: twitter.com, Posted on: Sep 12, 2011 07:13 PM by ZoeShort\_

@adliterate Do you think joining up with Clegg has affected Brand Cameron? #CommsChat

**Following:** 78 | **Followers:** 49 | **Updates:** 104 | **Sentiment:** Neutral

**TWEET FROM: MYNEWSDESK\_UK**

Source: twitter.com, Posted on: Sep 12, 2011 07:12 PM by mynewsdesk\_uk

@adliterate but if modern politicians' aim is mainly re-election then isn't being more elusive a good strategy? #commschat

**Following:** 1554 | **Followers:** 598 | **Updates:** 1374 | **Sentiment:** Neutral

**TWEET FROM: SANDYLINDSAY**

Source: twitter.com, Posted on: Sep 12, 2011 07:11 PM by SandyLindsay

Heh! In 140 characters? ;) RT @richard\_andrews: @adliterate How would you compare Brand Cameron to Brand Blair? #commschat

**Following:** 1744 | **Followers:** 2647 | **Updates:** 10136 | **Sentiment:** Neutral

#### TWEET FROM: BOWLINGATVINNY

Source: twitter.com, Posted on: Sep 12, 2011 07:11 PM by bowlingatvinny

RT @adliterate: A brand built on personality is struggling with the realities of premiership #commschat

**Following:** 31 | **Followers:** 16 | **Updates:** 184 | **Sentiment:** Neutral

#### TWEET FROM: RICHARD\_ANDREWS

Source: twitter.com, Posted on: Sep 12, 2011 07:11 PM by richard\_andrews

@adliterate How would you compare Brand Cameron to Brand Blair? #commschat

**Following:** 218 | **Followers:** 99 | **Updates:** 414 | **Sentiment:** Neutral

#### TWEET FROM: ZOESHORT\_

Source: twitter.com, Posted on: Sep 12, 2011 07:11 PM by ZoeShort\_

RT@adliterate: Brand Cameron is defined by what it isn't – the secret of his success. But people are now desperate for leadership #commschat

**Following:** 78 | **Followers:** 49 | **Updates:** 103 | **Sentiment:** Neutral

#### TWEET FROM: BOWLINGATVINNY

Source: twitter.com, Posted on: Sep 12, 2011 07:10 PM by bowlingatvinny

RT@adliterate: Recent events have caused a crisis in brand Cameron because he is not sure how to jump, towards the right or towards the liberals #commschat

**Following:** 31 | **Followers:** 16 | **Updates:** 183 | **Sentiment:** Neutral

#### TWEET FROM: ADLITERATE

Source: twitter.com, Posted on: Sep 12, 2011 07:09 PM by adliterate

@mynewsdesk\_uk @adliterate because leadership requires leadership #commschat

**Following:** 176 | **Followers:** 1755 | **Updates:** 1120 | **Sentiment:** Neutral

#### TWEET FROM: MYNEWSDESK\_UK

Source: twitter.com, Posted on: Sep 12, 2011 07:08 PM by mynewsdesk\_uk

@adliterate why does it become a problem in power? (being all things to all people) #commschat

**Following:** 1554 | **Followers:** 598 | **Updates:** 1373 | **Sentiment:** Neutral

#### TWEET FROM: ADLITERATE

Source: twitter.com, Posted on: Sep 12, 2011 07:07 PM by adliterate

@JonClements trying to be all things to all people is fine in opposition but is a major problem in power #commschat

**Following:** 176 | **Followers:** 1753 | **Updates:** 1118 | **Sentiment:** Neutral

#### TWEET FROM: ADLITERATE

Source: twitter.com, Posted on: Sep 12, 2011 07:06 PM by adliterate

A brand built on personality is struggling with the realities of premiership #commschat

**Following:** 176 | **Followers:** 1753 | **Updates:** 1117 | **Sentiment:** Neutral

#### TWEET FROM: JONCLEMENTS

Source: twitter.com, Posted on: Sep 12, 2011 07:06 PM by JonClements

Tebbit said Cameron doesn't think things through - hence the U-turns and ill-conceived analysis of riot causes #CommsChat

**Following: 1059 | Followers: 1741 | Updates: 7384 | Sentiment: Neutral**

**TWEET FROM: COMMSCHAT**

Source: twitter.com, Posted on: Sep 12, 2011 07:06 PM by CommsChat

RT @adliterate: Brand Cameron is defined by what it isn't – the secret of his success. But people now desperate for leadership #commschat

**Following: 1234 | Followers: 2275 | Updates: 2668 | Sentiment: Neutral**

**TWEET FROM: ADLITERATE**

Source: twitter.com, Posted on: Sep 12, 2011 07:05 PM by adliterate

Recent events have caused a crisis in brand Cameron because he is not sure how to jump, towards the right or towards the liberals #commschat

**Following: 176 | Followers: 1753 | Updates: 1116 | Sentiment: Neutral**

**TWEET FROM: MYNEWSDESK\_UK**

Source: twitter.com, Posted on: Sep 12, 2011 07:04 PM by mynewsdesk\_uk

RT @CommsChat: What's wrong with Brand Cameron? How have recent events, eg phone-hacking & the riots, complicated matters? #commschat

**Following: 1554 | Followers: 598 | Updates: 1372 | Sentiment: Neutral**

**TWEET FROM: ADLITERATE**

Source: twitter.com, Posted on: Sep 12, 2011 07:04 PM by adliterate

Brand Cameron is defined by what it isn't – the secret of his success. But people are now desperate for leadership #commschat

**Following: 176 | Followers: 1753 | Updates: 1115 | Sentiment: Neutral**

**TWEET FROM: COMMSCHAT**

Source: twitter.com, Posted on: Sep 12, 2011 07:04 PM by CommsChat

Richard - has the brand been damaged? #commschat

**Following: 1234 | Followers: 2275 | Updates: 2665 | Sentiment: Neutral**

**TWEET FROM: COMMSCHAT**

Source: twitter.com, Posted on: Sep 12, 2011 07:03 PM by CommsChat

What's wrong with Brand Cameron? How have recent events, eg the phone-hacking scandal & the riots, complicated matters? #commschat

**Following: 1234 | Followers: 2275 | Updates: 2666 | Sentiment: Neutral**

**TWEET FROM: MYNEWSDESK\_UK**

Source: twitter.com, Posted on: Sep 12, 2011 07:02 PM by mynewsdesk\_uk

Hi all. Adam from Mynewsdesk here. As Ben Elton used to say... little bit of politics for ya... #commschat

**Following: 1554 | Followers: 598 | Updates: 1371 | Sentiment: Neutral**

**TWEET FROM: COMMSCHAT**

Source: twitter.com, Posted on: Sep 12, 2011 07:02 PM by CommsChat

Remember, we're discussing this from a comms perspective – lets try and leave party politics at the front door #commschat

**Following: 1234 | Followers: 2275 | Updates: 2664 | Sentiment: Neutral**

**TWEET FROM: COMMSCHAT**

Source: twitter.com, Posted on: Sep 12, 2011 07:02 PM by CommsChat

Richard's been researching Cameron's brand. There's a vint document on commschat.com – together with the points we'll cover #commschat

**Following: 1234 | Followers: 2275 | Updates: 2663 | Sentiment: Neutral**

**TWEET FROM: COMMSCHAT**

Source: twitter.com, Posted on: Sep 12, 2011 07:01 PM by CommsChat

We may have a few technical problems on the commschat site, so you may wish to follow from tweetchat.com #commschat

**Following: 1234 | Followers: 2275 | Updates: 2662 | Sentiment: Neutral**

**TWEET FROM: COMMSCHAT**

Source: twitter.com, Posted on: Sep 12, 2011 07:01 PM by CommsChat

With us is Richard Huntington, @adliterate, director of strategy at Saatchi & Saatchi, #commschat

**Following: 1234 | Followers: 2275 | Updates: 2660 | Sentiment: Neutral**

**TWEET FROM: COMMSCHAT**

Source: twitter.com, Posted on: Sep 12, 2011 07:00 PM by CommsChat

Tonight we're looking at what's missing from Cameron's personal and political brand – where has it gone wrong? #commschat

**Following: 1234 | Followers: 2275 | Updates: 2659 | Sentiment: Neutral**

**TWEET FROM: COMMSCHAT**

Source: twitter.com, Posted on: Sep 12, 2011 07:00 PM by CommsChat

welcome to tonights #commschat im andrew thomas, publisher of communicate magazine #commschat

**Following: 1234 | Followers: 2275 | Updates: 2658 | Sentiment: Neutral**

**TWEET FROM: MYNEWSDESK\_UK**

Source: twitter.com, Posted on: Sep 12, 2011 06:58 PM by mynewsdesk\_uk

RT @commschat: worth spending the next few minutes reading the pre-read for tonight's #commschat <http://t.co/ZeD1Fny>

**Following: 1554 | Followers: 598 | Updates: 1370 | Sentiment: Neutral**

**TWEET FROM: COMMSCHAT**

Source: twitter.com, Posted on: Sep 12, 2011 06:34 PM by CommsChat

#CommsChat Remember, we're discussing this from a comms perspective – lets try and leave party politics at the front door

**Following: 1234 | Followers: 2275 | Updates: 2655 | Sentiment: Neutral**

**TWEET FROM: COMMSCHAT**

Source: twitter.com, Posted on: Sep 12, 2011 06:33 PM by CommsChat

#CommsChat Richard's been researching Cameron's brand. There's an interesting document on commschat.com – together with the points we'll cover

**Following: 1234 | Followers: 2275 | Updates: 2654 | Sentiment: Neutral**

**TWEET FROM: SANDYLINDSAY**

Source: twitter.com, Posted on: Sep 12, 2011 06:32 PM by SandyLindsay

RT@CommsChat: As politicians press & PA prepare for conference season, #CommsChat asks whats missing from Camerons personal & political brand. Starts at 8

**Following: 1744 | Followers: 2647 | Updates: 10135 | Sentiment: Neutral**

**TWEET FROM: ARSHYA**

Source: twitter.com, Posted on: Sep 12, 2011 06:30 PM by Arshya

RT@CommsChat: #CommsChat Tonight well be looking at whats missing frm Cameron's personal & political brand – where has it gone wrong? starts at 8 (uk time)

**Following: 731 | Followers: 762 | Updates: 1330 | Sentiment: Neutral**

**TWEET FROM: COMMSCHAT**

Source: twitter.com, Posted on: Sep 12, 2011 06:29 PM by CommsChat

#CommsChat With us will be Richard Huntington, @adliterate director of strategy at Saatchi & Saatchi

**Following:** 1234 | **Followers:** 2275 | **Updates:** 2653 | **Sentiment:** Neutral

#### TWEET FROM: COMMSCHAT

Source: twitter.com, Posted on: Sep 12, 2011 06:27 PM by CommsChat

#CommsChat Tonight well be looking at whats missing frm Cameron's personal &political brand – where has it gone wrong? starts at 8 (uk time)

**Following:** 1234 | **Followers:** 2275 | **Updates:** 2652 | **Sentiment:** Neutral

#### TWEET FROM: PJSMIDDLETON

Source: twitter.com, Posted on: Sep 12, 2011 06:18 PM by pjsmiddleton

RT@saatchilondon: 8pm tonight - #commschat hosted by Richard Huntington @adliterate - http://t.co/wc0DMcF - What does Brand Cameron stand for?

**Following:** 122 | **Followers:** 20 | **Updates:** 66 | **Sentiment:** Neutral

#### TWEET FROM: COMMSCHAT

Source: twitter.com, Posted on: Sep 12, 2011 06:11 PM by CommsChat

As politicians press & PA prepare for conference season, #CommsChat asks whats missing from Camerons personal & political brand. Starts at 8

**Following:** 1234 | **Followers:** 2275 | **Updates:** 2651 | **Sentiment:** Neutral

#### TWEET FROM: COMMUNICATEMAG

Source: twitter.com, Posted on: Sep 12, 2011 06:07 PM by Communicatemag

As politicians press & PA prepare for conference season, #CommsChat asks whats missing from Camerons personal & political brand. Starts at 8

**Following:** 1891 | **Followers:** 6032 | **Updates:** 2064 | **Sentiment:** Neutral

#### TWEET FROM: ROMAMOROZ

Source: twitter.com, Posted on: Sep 12, 2011 05:57 PM by romamoroz

RT@saatchilondon: 8pm tonight - #commschat hosted by Richard Huntington @adliterate - http://t.co/wc0DMcF - What does Brand Cameron stand for?

**Following:** 1933 | **Followers:** 1575 | **Updates:** 5407 | **Sentiment:** Neutral

#### TWEET FROM: SAATCHILONDON

Source: twitter.com, Posted on: Sep 12, 2011 05:55 PM by saatchilondon

8pm tonight - #commschat hosted by Richard Huntington @adliterate - http://t.co/wc0DMcF - What does Brand Cameron stand for?

**Following:** 199 | **Followers:** 12358 | **Updates:** 611 | **Sentiment:** Neutral

#### TWEET FROM: SARAHMARL

Source: twitter.com, Posted on: Sep 12, 2011 05:05 PM by SarahMarl

RT @CommsChat: Do u normally use tweetchat or twitter to participate in #commschat? Full functionality now sits on the commschat.com site

**Following:** 190 | **Followers:** 80 | **Updates:** 1218 | **Sentiment:** Neutral

#### TWEET FROM: CHELLE\_PR

Source: twitter.com, Posted on: Sep 12, 2011 04:58 PM by Chelle\_PR

RT @CommsChat: Do u normally use tweetchat or twitter to participate in #commschat? Full functionality now sits on the commschat.com site

**Following:** 679 | **Followers:** 838 | **Updates:** 2116 | **Sentiment:** Neutral

#### TWEET FROM: COMMUNICATEMAG

Source: twitter.com, Posted on: Sep 12, 2011 04:50 PM by Communicatemag

RT @CommsChat: Do u normally use tweetchat or twitter to participate in #commschat? Full functionality now sits on the commschat.com site

**Following: 1890 | Followers: 6032 | Updates: 2063 | Sentiment: Neutral**

#### TWEET FROM: COMMSCHAT

Source: twitter.com, Posted on: Sep 12, 2011 04:50 PM by CommsChat

Do u normally use tweetchat or twitter to participate in #commschat? Full functionality now sits on the commschat.com site

**Following: 1234 | Followers: 2275 | Updates: 2649 | Sentiment: Neutral**

#### TWEET FROM: HEIDINOEMM

Source: twitter.com, Posted on: Sep 12, 2011 04:09 PM by heidinoemm

RT @KyanaHansson #CommsChat 14 Sep at 2pm: Tools and techniques for reaching influencers online fb.me/NLS1desd #pr #community #network

**Following: 302 | Followers: 300 | Updates: 1300 | Sentiment: Neutral**

#### TWEET FROM: JONOBAN

Source: twitter.com, Posted on: Sep 12, 2011 03:14 PM by jonobean

RT@CommsChat: #CommsChat is venturing into mid-week! 14 Sept, 2pm, @jonobean on tools and techniques for reaching influencers online: <http://t.co/7f4rWJ8>

**Following: 936 | Followers: 686 | Updates: 1495 | Sentiment: Neutral**

#### TWEET FROM: MGREER\_PR

Source: twitter.com, Posted on: Sep 12, 2011 03:09 PM by MGreer\_PR

Tonight's #CommsChat at 8pm w/ @adliterate on 'Brand Cameron'. [www.commschat.com](http://www.commschat.com) @CommsChat

**Following: 935 | Followers: 535 | Updates: 2759 | Sentiment: Neutral**

#### TWEET FROM: TRACEYCIPR

Source: twitter.com, Posted on: Sep 12, 2011 03:09 PM by TraceyCIPR

RT@CommsChat: Have you looked at the pre-read for Monday's #commschat with @adliterate yet? 'Brand Cameron' - should be a good one! <http://t.co/KD4UUxD>

**Following: 1999 | Followers: 1712 | Updates: 3369 | Sentiment: Neutral**

#### TWEET FROM: TFLUMERFELT

Source: twitter.com, Posted on: Sep 12, 2011 02:47 PM by TFlumerfelt

RT@CommsChat: Our #CommsChat countdown says there's just over 4 1/4 hours before tonight's chat w/ @adliterate on 'Brand Cameron' [www.commschat.com](http://www.commschat.com)

**Following: 720 | Followers: 177 | Updates: 205 | Sentiment: Neutral**

#### TWEET FROM: COMMSCHAT

Source: twitter.com, Posted on: Sep 12, 2011 02:46 PM by CommsChat

Our #CommsChat countdown says there's just over 4 1/4 hours before tonight's chat w/ @adliterate on 'Brand Cameron' [www.commschat.com](http://www.commschat.com)

**Following: 1234 | Followers: 2275 | Updates: 2648 | Sentiment: Neutral**

#### TWEET FROM: IMPERICA

Source: twitter.com, Posted on: Sep 12, 2011 01:44 PM by imperica

Richard Huntington @adliterate of @saatchilondon is on #commschat tonight - info <http://t.co/lf7XokC> / our profile <http://t.co/ST3I2Mg>

**Following: 680 | Followers: 472 | Updates: 1472 | Sentiment: Neutral**

#### TWEET FROM: PREGNANTMANPUB

Source: twitter.com, Posted on: Sep 12, 2011 01:33 PM by pregnantmanpub

RT@saatchilondon: Join #CommsChat hosted by Richard Huntington @adliterate & @communicatmag today 8pm: <http://t.co/tahrDi6> on the new era of Brand Cameron

**Following:** 243 | **Followers:** 103 | **Updates:** 597 | **Sentiment:** Neutral

#### TWEET FROM: SAATCHILONDON

Source: twitter.com, Posted on: Sep 12, 2011 01:30 PM by saatchilondon

Looking forward to tonight's #commschat hosted by Richard Huntington @adliterate - <http://t.co/wc0DMcF> - What does Brand Cameron stand for?

**Following:** 199 | **Followers:** 12339 | **Updates:** 611 | **Sentiment:** Neutral

#### TWEET FROM: MYNEWSDESK\_UK

Source: twitter.com, Posted on: Sep 12, 2011 01:03 PM by mynewsdesk\_uk

Very interesting piece on the ethics of tech blogging by @filloux - <http://ow.ly/6rLcO>. A good topic for a future #CommsChat perhaps?

**Following:** 1550 | **Followers:** 596 | **Updates:** 1369 | **Sentiment:** Neutral

#### TWEET FROM: LIAMJOYCE

Source: twitter.com, Posted on: Sep 12, 2011 12:55 PM by Liamjoyce

RT@mynewsdesk\_uk: Mynewsdesk sponsors #CommsChat, Europe's most popular comms conversation. Tonight at 8pm we're talking 'Brand Cameron' - <http://ow.ly/6rBO0>

**Following:** 145 | **Followers:** 107 | **Updates:** 900 | **Sentiment:** Neutral

#### TWEET FROM: ZOESHORT\_

Source: twitter.com, Posted on: Sep 12, 2011 12:43 PM by ZoeShort\_

#CommsChat looks at good one tonight. Brand Cameron 8pm UK time #CommsChat

**Following:** 77 | **Followers:** 49 | **Updates:** 96 | **Sentiment:** Neutral

#### TWEET FROM: CLAIREATWAVES

Source: twitter.com, Posted on: Sep 12, 2011 12:36 PM by ClaireatWaves

RT @craigmcgill: Dear #CommsChat crowd - anyone fancy this? Need a #London #Advertising #SocialMedia type for one month paying gig.

**Following:** 1045 | **Followers:** 2220 | **Updates:** 9468 | **Sentiment:** Neutral

#### TWEET FROM: CRAIGMCGILL

Source: twitter.com, Posted on: Sep 12, 2011 11:46 AM by craigmcgill

Dear #CommsChat crowd - anyone fancy this? Need a #London #Advertising #SocialMedia type for one month paying gig.

**Following:** 5588 | **Followers:** 5612 | **Updates:** 17677 | **Sentiment:** Neutral

#### TWEET FROM: THUPR

Source: twitter.com, Posted on: Sep 12, 2011 11:39 AM by THUPR

The new era of Brand Cameron #CommsChat w/Richard Huntington @adliterate & @communicatemag today 8pm: <http://t.co/Z5GxMM7>

**Following:** 428 | **Followers:** 211 | **Updates:** 594 | **Sentiment:** Neutral

#### TWEET FROM: TRANSFORMEVENTS

Source: twitter.com, Posted on: Sep 12, 2011 11:35 AM by TransformEvents

RT @saatchilondon: Join #CommsChat hosted by Richard Huntington @adliterate today 8pm: <http://t.co/WOKVrkH> on the new era of Brand Cameron

**Following:** 380 | **Followers:** 137 | **Updates:** 195 | **Sentiment:** Neutral

#### TWEET FROM: SAATCHILONDON

Source: twitter.com, Posted on: Sep 12, 2011 11:24 AM by saatchilondon

Join #CommsChat hosted by Richard Huntington @adliterate & @communicatemag today 8pm: <http://t.co/tahrDi6> on the new era of Brand Cameron

**Following:** 199 | **Followers:** 12340 | **Updates:** 610 | **Sentiment:** Neutral

**TWEET FROM: EMLEARY**

Source: twitter.com, Posted on: Sep 12, 2011 10:05 AM by EmLeary

RT @mynewsdesk\_uk: #CommsChat, Europe's most popular comms conversation. Tonight 8pm we're talking 'Brand Cameron' - <http://ow.ly/6rBO0>

**Following:** 2476 | **Followers:** 4744 | **Updates:** 14105 | **Sentiment:** Neutral

**TWEET FROM: COMMSCHAT**

Source: twitter.com, Posted on: Sep 12, 2011 09:58 AM by CommsChat

#CommsChat is venturing into mid-week! 14 Sept, 2pm, @jonobean on tools and techniques for reaching influencers online: <http://t.co/7f4rWJ8>

**Following:** 1235 | **Followers:** 2274 | **Updates:** 2646 | **Sentiment:** Neutral

**TWEET FROM: MYNEWSDESK\_SG**

Source: twitter.com, Posted on: Sep 12, 2011 09:34 AM by Mynewsdesk\_sg

RT@mynewsdesk\_uk: Mynewsdesk sponsors #CommsChat, Europe's most popular comms conversation. Tonight at 8pm we're talking 'Brand Cameron' - <http://ow.ly/6rBO0>

**Following:** 203 | **Followers:** 144 | **Updates:** 355 | **Sentiment:** Neutral

**TWEET FROM: MYNEWSDESK\_UK**

Source: twitter.com, Posted on: Sep 12, 2011 09:33 AM by mynewsdesk\_uk

Mynewsdesk sponsors #CommsChat, Europe's most popular comms conversation. Tonight at 8pm we're talking 'Brand Cameron' - <http://ow.ly/6rBO0>

**Following:** 1550 | **Followers:** 596 | **Updates:** 1368 | **Sentiment:** Neutral

**TWEET FROM: ALLTHINGSIC**

Source: twitter.com, Posted on: Sep 12, 2011 07:02 AM by AllthingsIC

RT @CommsChat: #CommsChat | This week's chat - 'Brand Cameron' with @adliterate <http://t.co/kDtKRzO>

**Following:** 1399 | **Followers:** 1654 | **Updates:** 3209 | **Sentiment:** Neutral