

## #CommsChat transcript (13 Dec, 2010)

### “Social media and charities” with @salleann from Just Giving

- 7:59 pm **CommsChat:** Don't forget to follow our guest mod @salleann - and try using our Tweepchat room to follow the conv<http://ow.ly/3ov88> #CommsChat
- 8:00 pm **CisionUK:** Hi - Sam from Cision  here. Specialties are charities and social media, so looking forward to this! #commschat
- 8:00 pm **Dan\_Martin:** Howdy y'all. Dan, @BusinessZone editor, here. Normally UK-based but today in Austin, Texas (hence attempt at a Texan greeting!) #CommsChat
- 8:01 pm **CommsChat:** Here we go! Pls intro yrself and say hi to our mod @salleann - Q1 in a couple of mins. #Commschat
- 8:01 pm **totmac:** @commschat Tom here, social media manager for @delineo. #commschat
- 8:01 pm **salleann:** Hi everyone. Sally from the charity marketing team @JustGiving here. Looking forward to guest moderating #commschat tonight
- 8:02 pm **jane63c:** Hi @salleann I teach PR at the University of Lincoln - specialise in public sector #commschat
- 8:03 pm **Rach3w:** Hi, Rachel from @EACH\_hospices here #commschat
- 8:03 pm **jpgombita:** Hi @salleann. I've a series of (guest) interviews scheduled on @prconversations re: NGOs and social media, etc. Very interested. #commschat
- 8:03 pm **Rich\_copy:** Hiya, Richard here from @meningitistrust #commschat
- 8:03 pm **jon\_bedford:** Hi #commschat peeps, I'm Jonathan, like Sally also @JustGiving. I'm a product manager, so work with our site to make it more social.
- 8:04 pm **SuzieLin:** Hey all! I'm here in the US trying to stay warm on a windy day in VA. Director of Public Relations for a small biz here #commschat
- 8:04 pm **salleann:** And we're off... Q1 - Can small charities with small budgets compete on social media? #commschat
- 8:05 pm **totmac:** @commschat q1. Deffo. A small budget is not a barrier to entry. #commschat
- 8:05 pm **CisionUK:** Absolutely. A good idea costs very little - the challenge is proving the ROI of staff time to management #commschat
- 8:05 pm **pgeorgieva:** Hi everybody, I'm Petya, a PR specialist and a blogger #commschat
- 8:05 pm **jpgombita:** A1. If you're looking for profile & connection points, most definitely--esp. as small charities can be more nimble & creative. #commschat
- 8:06 pm **SuzieLin:** Q1 Absolutely small charities can if they have a solid strategy in place #commschat
- 8:06 pm **jane63c:** well managed social media lends itself to the small and less well resourced being just as able to compete if they have talent #commschat
- 8:06 pm **mfalso02:** Q1: Yes they can. Social media doesn't have to be an expensive way of advertising. get the word out. #commschat #commschat
- 8:06 pm **Rach3w:** Agreed - although larger charities may have more staff/time #commschat
- 8:07 pm **stuglen:** Q1. Definitely! We're tiny, but loved the buzz we created with #Theyrehere on 10.10.10. In-house creation .<http://bit.ly/aiR99R> #commschat

8:07 pm **jpgombita:** @Rach3w but (as per @avrilbenoit) larger charities w/ larger staff may mean more red tape and longer approval process. #commschat

8:07 pm **pgeorgieva:** A1: Size and budgets aren't an obstacle in the world of social media. Creativity, engagement and persistence are necessary. #commschat

8:07 pm **Rach3w:** Agree it's more about strategy and creativity - social media is a great free resource, you just need the ideas #commschat

8:07 pm **yelorum:** Re q1 - I think resource and time can be more of an issue than time #commschat

8:07 pm **salleann:** Perhaps small charities have the adv in being more localised, closer to their supporters so sharing compelling stories is easier? #commschat

8:07 pm **jane63c:** sometimes the enthusiastic and committed volunteer can create a better buzz than the employee #commschat

8:07 pm **totmac:** @commschat Smaller charities tend to get noticed on social media because of a clever idea. You don't need a massive purse to join #commschat

8:08 pm **CisionUK:** RT @pgeorgieva: A1: Size+budgets aren't an obstacle in social media. Creativity, engagement and persistence are necessary. #commschat

8:08 pm **mfalso02:** Q1 understand, but you can still promote your org virtually for free. Just need volunteers #commschat#commschat

8:08 pm **marcbowker:** #commschat Hi everyone, I'm Marc, a Comms Officer @quarriers Sorry I'm a little late.

8:08 pm **CommsChat:** If you've just joined us, we're on Q1. @salleann asks: Can small charities with small budgets compete on social media? #commschat

8:08 pm **salleann:** RT @stuglen: Q1. Definitely! We're tiny, but loved the buzz we created with #Theyrehere on 10.10.10. In-house creation .<http://bit.ly/aiR99R> #commschat

8:08 pm **stuglen:** Q1. Now @onekindtweet must out-perform others in supporter care, stewardship and engagement. Social media makes this possible. #commschat

8:08 pm **jane63c:** RT @pgeorgieva: A1: Size & budgets no obstacle in the world of social media. Creativity, engagement and persistence are ness. #commschat

8:09 pm **pgeorgieva:** @totmac absolutely agree with you. Clever ideas catch attention. This is the most important recourse for success on social media. #commschat

8:09 pm **mfalso02:** btw im Matt, grad from Utica College  with PR and Sports comm degree. still looking for good job in PR. Grad in 2009 #commschat

8:09 pm **CisionUK:** Breast Cancer Campaign are not the largest of cancer charities, but caused massive stir with bra colour/handbag campagins #commschat

8:10 pm **pgeorgieva:** @mfalso02 Hi there Matt, I'm Petya, it's nice to meet you #commschat

8:10 pm **totmac:** @commschat The only real barrier is that staff need to understand \*how\* social media works. #commschat

8:10 pm **marcbowker:** #commschat Q1 I think smaller charities have less bureaucracy to hold back their creativity with small or no budget.

8:10 pm **mfalso02:** @pgeorgieva @totmac Agree an clever marketing scheme will get you pretty far #commschat#commschat

8:10 pm **totmac:** @CisionUK That was a fantastic campaign. #commschat

8:10 pm **Rach3w:** @pgeorgieva @totmac definitely agree with you there, creative ideas are key #commschat

8:10 pm **jgombita:** @totmac I don't disagree, but being noticed isn't enough--there needs to be outcomes (i.e., donations, involvement, write-ups) #commschat

8:10 pm **pgeorgieva:** Indeed. RT @Rach3w: @pgeorgieva @totmac definitely agree with you there, creative ideas are key #commschat

8:11 pm **stuglen:** RT @marcbowker: #commschat I think smaller charities have less bureaucracy to hold back creativity with small or no budget. -> 100% agree!

8:11 pm **totmac:** @jgombita Naturally. But the initial awareness is the key to that. #commschat

8:11 pm **jane63c:** RT @jgombita: @totmac being noticed isn't enough--there needs to be outcomes (i.e., donations, involvement, write-ups) #commschat

8:11 pm **stevebridger:** Q1. Hello everyone. I agree. Less complexity within small charities, and usually less of an overbearing brand. #commschat

8:11 pm **CisionUK:** Absolutely. Awareness is great, but we need measurable outputs and outcomes. #commschat

8:11 pm **Rich\_copy:** Q1 Yes . But the big issues are: staff time, responding quickly, keeping up with digi-savvy supporters and new platforms. #commschat

8:12 pm **totmac:** @commschat Out of interest, does anyone know the rise in donations from the Facebook bra colour campaign? #commschat

8:12 pm **mfalso02:** RT @stevebridger: Q1. Less complexity within small charities, and usually less of an overbearing brand. >>>I agree #commschat

8:12 pm **Rach3w:** @CisionUK awareness can be the first step to achieving those outcomes though #commschat

8:12 pm **SuzieLin:** Q1 Big or small you have to interact & engage on social media, it's not just about growing awareness w/RT & likes #commschat

8:12 pm **Skipinder:** #commschat Hello all,I'm Lesley. Fundraiser for @missingpeople and see social media as integral to our supporter engagement and care!

8:12 pm **jgombita:** @stevebridger ha! Never heard "an overbearing brand" before re: charities. Yours? Any examples you'd care to share? #commschat

8:12 pm **jon\_bedford:** My fave example of any size charity using social media for massive impact: <http://bit.ly/cMbeyl>#commschat

8:13 pm **pgeorgieva:** Exactly. RT @Rach3w: @CisionUK awareness can be the first step to achieving those outcomes though #commschat

8:13 pm **salleann:** Q1 @marcbowker Good point! @dogstrust certainly have had the space to experiment #commschat

8:13 pm **jane63c:** it's also critical that the infrastructure can cope if a buzz is created - don't want the donation site falling #commschat

8:13 pm **EmLeary:** RT @commschat: If u've just joined us, we're on Q1. Can small charities with small budgets compete on social media? #commschat

8:13 pm **marcbowker:** #commschat Q1 Got to say though, not sure small can fully compete with large charity brands who have teams of digital people.

8:14 pm **mfalso02:** @jane63c I'd rather have donation infrastructure fail from too many donations than not generate any #commschat

8:14 pm **CisionUK:** @Rach3w Absolutely Rach - great ideas (cost little) we can then look to measure against website visits/registrations + donations! #commschat

8:14 pm **Moptopp:** HI I'm from @waverleycare. No budget no problem! But you need to build a good supporter

base before great ideas can flourish #commschat

- 8:14 pm **b33god:** @salleann I think so. And they are less likely to be considered 'masters of spin' and thus perceived as more authentic. #commschat
- 8:15 pm **jgombita:** @jane63c definitely happened to MSF Canada following the Haiti earthquake. FYI, MSF Canada does not really use SM for donations. #commschat
- 8:15 pm **jane63c:** @mfalso02 @jane63c fair point but it can damage reputation and frustrate so donations are lost #commschat
- 8:15 pm **Skipinder:** Agree small charities can still have an impact on SM. Lucky as we can oft be more flexible. but time is always an issue! Q1 #commschat
- 8:15 pm **jgombita:** @mfalso02 @jane63c don't know about that. Anytime online infrastructure fails when making a "purchase," many folks don't return. #commschat
- 8:15 pm **totmac:** @jane63c Agree with you there...You only have one chance to make an impression. Same with all websites, charity or no. #commschat
- 8:16 pm **marcbowker:** #commschat As long as a small charity is well in touch with their supporters online then they'll make a big splash.
- 8:16 pm **pgeorgieva:** RT @marcbowker: #commschat As long as a small charity is well in touch with their supporters online then they'll make a big splash.
- 8:16 pm **b33god:** Sorry. I'm damien, work for @timebank (always forget the intro - bad communicator!) #commschat
- 8:16 pm **jane63c:** @jgombita @jane63c I think the NSPCC had similar trouble with the cartoon caper on fb couldn't get through so haven't given yet #commschat
- 8:17 pm **hackneycityfarm:** @CommsChat @salleann hello, I'm Gustavo balancing social media for @hackneycityfarm with trying to improve eco/fin susty #commschat
- 8:17 pm **mfalso02:** @jgombita @jane63c I understand that, but I would still rather have the buzz and find a way to work through it than have none #commschat
- 8:17 pm **salleann:** Agreed! RT @jane63c: @mfalso02 @jane63c fair point but it can damage reputation and frustrate so donations are lost #commschat
- 8:17 pm **jon\_bedford:** @jane63c @mfalso02 without being overly pluggy, we (at JG) can cope with massive peaks of traffic as we have big infrastructure #commschat
- 8:17 pm **stevebridger:** @jgombita Overbearing charity brands? I think it's best I keep my trap shut on that one! #commschat
- 8:17 pm **jgombita:** @marcbowker "well in touch with their supporters online then they'll make a big splash"--an awful lot of competition for atten. #commschat
- 8:17 pm **MrsMcDowall:** @marcbowker Teams of digital people = red tape, form filling, and waiting. Smaller is better in my opinion #commschat
- 8:17 pm **mistergough:** Q1. I think smaller orgs can always theoretically be beaten by larger orgs but but it is less cut and dried now with more opps #commschat
- 8:17 pm **Skipinder:** Agree @marcbowker. Difficult to find time and budget to deliver, monitor and analyse properly for small charities. #commschat
- 8:18 pm **jgombita:** @mfalso02 @jane63c but your charity might not get a second chance. Folks could choose to donate online to another one! #commschat
- 8:18 pm **AdamVincenzini:** Great to see so many first time participants tonight :) #commschat

8:18 pm **totmac:** @commschat - btw, if you're looking for a nice introduction to using sm for charity, this isn't bad <http://on.mash.to/12ZsRs> #commschat

8:18 pm **craigmcgill:** @moptopp Ideas can come from anywhere though #commschat

8:19 pm **stuglen:** Small charities, by definition, have small supporter bases. Surely we can form stronger relationships in social media? #commschat

8:19 pm **salleann:** To make time for social media, look at your working week and check whether there's something you can drop for a while + test #commschat

8:19 pm **Rich\_copy:** Even with a small charity you can create an army of supporters by engaging them. Then staff and budgets don't come into it. #commschat

8:19 pm **Rach3w:** @Skipinder @marcbowker definitely agree with that, especially monitoring/analysing #commschat

8:19 pm **jgombita:** @stevebridger drats. I'm disappointed, but respect you for it.... ;-) #commschat

8:19 pm **jane63c:** RT @jgombita: @mfalso02 @jane63c your charity might not get a second chance. Folks could choose to donate online to another one! #commschat

8:20 pm **mistergough:** RT @TheNextWeb: Four Charities That Rocked Social Media in 2010 <http://bit.ly/fwsXkg> via @tnwsocialmedia by @MeganSayers #commschat

8:20 pm **marcbowker:** #commschat They do say Twitter is a level playing field & so small charities have all to play for!!

8:20 pm **jgombita:** @jane63c one again we are in pragmatic synch on concepts.... #commschat

8:20 pm **Skipinder:** One other bonus for small charity is easier to integrate across teams eg. FR, Comms and campaigning. Essential for success imho #commschat

8:20 pm **PhoebeRowell:** Hello @commschat, made it this week.. a bit late!. I work for an agency in the public sector, and do charity comms in spare time #commschat

8:20 pm **stevebridger:** Re small vs big, I think that the big charities will increasingly need to chunk up their work into smaller pieces anyway. Unlearn.#commschat

8:20 pm **jane63c:** @Rich\_copy all very well until one of them gets carried away and doesn't 'follow the rules' whatever they are! #commschat

8:21 pm **totmac:** @commschat Even with a small charity, every staff member using sm is an advocate. You don't need a massive digital team. #commschat

8:21 pm **jane63c:** @jgombita @jane63c ha ha such wise young birds! #commschat

8:21 pm **hackneycityfarm:** We aren't in competition. For now soc media drives people to us (visitors, local stakeholders, experts we wouldnt have access to #commschat

8:21 pm **hibbsy:** Our biggest media impact came after a tweet to No.10 - <http://www.westmidlandslupus.co.uk/twitter-to-downing-street/> #commschat

8:21 pm **jgombita:** @Skipinder what's FR? I was thinking the same thing, in that social media is another communication channel, not a silver bullet. #commschat

8:21 pm **CommsChat:** Q2 on its way #charitycomms #CommsChat

8:21 pm **marcbowker:** @jgombita Absolutely agree with you. #commschat

8:21 pm **EmLeary:** Q2 on its way #charitycomms #CommsChat

8:22 pm **mfalso02:** @totmac Agree completely. All staff members using sm as advocate will work #commschat

8:22 pm **mokuska:** Definitely. RT @stuglen Small charities have small supporter bases. Surely we can form

stronger relationships in social media? #commschat

- 8:22 pm **jane63c:** just vanishing for a minute, collie on the move ;) #commschat
- 8:22 pm **pgeorgieva:** @totmac I support this point of view. Motivated and ambitious team of professionals can be really powerful even the small size. #commschat
- 8:23 pm **stevebridger:** RT @totmac: Even with a small charity, every staff member using socmed is an advocate. You don't need a massive digital team. #commschat
- 8:23 pm **spirals:** Easier to build volume if you're a big brand (just look at celebs on twitter) but harder to have engagement- quantity v quality #commschat
- 8:23 pm **mistergough:** Surely the bigger the team and resources the bigger the potential. It's mis-management that will fail larger charities. #commschat
- 8:23 pm **marcbowker:** @salleean @dogstrust are one of the biggest influences in my opinion of being in touch with their supporters online. #commschat
- 8:23 pm **RobmDyson:** #commschat < like what @stevebridger says about big charities 'chunking up' work (I sound like a Big Society apologist, but) think local..
- 8:23 pm **marcbowker:** RT @MrsMcDowall: @marcbowker Teams of digital people = red tape, form filling, and waiting. Smaller is better in my opinion #commschat
- 8:23 pm **Skipinder:** @jgombita Sorry! Fundraising. Total agree re communication. It's not a magic answer. #commschat
- 8:23 pm **Rach3w:** Agree with that: RT @pgeorgieva: @totmac Motivated and ambitious team of professionals can be really powerful even the small size #commschat
- 8:23 pm **PhoebeRowell:** From experience w/ small charities they need dedicated person to use socmed, as other director types don't have enough time #commschat
- 8:24 pm **mfalso02:** RT @mistergough: The bigger the team and resources the bigger the potential. Its mis-management that will fail larger charities. #commschat
- 8:24 pm **CHD\_UK:** RT @stevebridger: Re small vs big, I think that the big charities will increasingly need to chunk up their work into smaller pieces anyway. Unlearn.#commschat
- 8:24 pm **jgombita:** A1. Before making all employees part of "brand champions" team, cautionary note that they're all familiar with the same playbook. #commschat
- 8:24 pm **marcbowker:** RT @hackneycityfarm: We aren't in competition. For now soc media drives people to us (visitors, local stakeholders, experts we wouldnt have access to #commschat
- 8:24 pm **salleean:** Q2 - Can building an online community translate to donations or is it a branding exercise?... Or both? #commschat
- 8:24 pm **b33god:** RT @stevebridger: RT @totmac: Even with a small charity, every staff member using socmed is an advocate. You don't need a massive digital team. #commschat
- 8:24 pm **LangfordInk:** @skipinder Hello! I work with a small community charity @wantmorefish also using social media to engage a wider support base #commschat
- 8:24 pm **totmac:** @mistergough Yep. But that's the case with any organisation. It's how you keep sm as nimble when you get bigger, that's the issue #commschat
- 8:24 pm **EmLeary:** RT @salleean: Q2 - Can building an online community translate to donations or is it a branding exercise?... Or both? #commschat
- 8:24 pm **CommsChat:** RT @salleean: Q2 - Can building an online community translate to donations or is it a branding exercise?... Or both? #commschat



- 8:24 pm **RobmDyson:** #commschat if you're aware of @whizzkidz \*online\* ..it's erm just me, so you can do a lot with small team / 1 person with focus & dialogue...
- 8:25 pm **totmac:** @commschat Q2. Why can't it be both? #commschat
- 8:25 pm **hackneycityfarm:** For now (will change) sm places us as trusted in our local area. Not (yet) seeking online donors. Value of sm elsewhere #commschat
- 8:25 pm **mfalso02:** Q2: It's both. You definaly raise brand awareness which can in turn lead to donations once relationship is established #commschat
- 8:25 pm **Skipinder:** @spirals absolutely. Same with large databases of supporters! #commschat
- 8:25 pm **salleann:** Q2 cont - Thinking about @theNSPCC, is cartoon awareness enough? <http://bit.ly/eadiEg>#commschat
- 8:25 pm **jgombita:** @Skipinder thanks for teaching me a new initialism! #commschat
- 8:25 pm **marcbowker:** RT @stevebridger: Re small vs big, I think that the big charities will increasingly need to chunk up their work into smaller pieces anyway. Unlearn.#commschat
- 8:26 pm **mistergough:** @totmac You keep nimble by remembering that social media is personal, not corporate. Makes success at any scale feasible. #commschat
- 8:26 pm **Moptopp:** Q2 bit of both maybe. depends how you use the relationships you build. I think of it like face to face but without the bus fare #commschat
- 8:26 pm **Wantmorefish:** Yes please! MT @mokuska @stuglen Small charities have small supporter bases. Can we form stronger relationships in social media? #commschat
- 8:26 pm **pgeorgieva:** Yes. RT @mfalso02: Q2: You definitely raise brand awareness which can in turn lead to donations once relationship is established #commschat
- 8:26 pm **MrsMcDowall:** RT @mfalso02: Q2: It's both. You definaly raise brand awareness which can in turn lead to donations once relationship is established #commschat
- 8:26 pm **totmac:** @mistergough Yep. We're singing from the same hymn sheet here. #commschat
- 8:26 pm **Rach3w:** @mfalso02 definitely - awareness is the first step in building a relationship which could lead to donations/support #commschat
- 8:26 pm **spirals:** A community is similar online and offline - charities started with communities wanting to make a difference which = support #commschat
- 8:26 pm **PhoebeRowell:** brand is about trust & relationships, if you've got gd rels with supporters, they'll donate time, money & other support #commschat
- 8:26 pm **EwanGaffney:** Hi, I'm Ewan-currently helping small charities who are starting to use SM. In my exp SM perfect for building base of supporters #commschat
- 8:26 pm **marcbowker:** RT @RobmDyson: #commschat if you're aware of @whizzkidz \*online\* ..it's erm just me, so you can do a lot with small team / 1 person with focus & dialogue...
- 8:27 pm **jon\_bedford:** #commschat donations generally follow an ask & you're generally more receptive to an ask if you have a pre-existing relationship w/ cause
- 8:27 pm **CisionUK:** Awareness is first step on the ladder to conversion #commschat
- 8:27 pm **totmac:** @commschat in some ways, charities are in a better position to use SM than companies. Advocates are more passionate. #commschat
- 8:27 pm **munnelol:** Q2 - I believe donations are a tributary of brand awareness on social sites #commschat
- 8:28 pm **hackneycityfarm:** Q2 we have irl site for donation, building url one. Hard to establish sm analytics for irl donots.

Url might help justify sm time #commschat

- 8:28 pm **PhoebeRowell:** Good thing about social media is that there are lots of ways to build relationships and engage supporters at the level they want #commschat
- 8:28 pm **marcbowker:** #commschat Q2 Unless you have a strong committed following online, donations will only come if linked with other things. I think.
- 8:28 pm **pgeorgieva:** RT @PhoebeRowell: Good thing about social media is that there are lots of ways to build relationships and engage supporters at the level they want #commschat
- 8:28 pm **marcbowker:** RT @mfalso02: Q2: It's both. You definaly raise brand awareness which can in turn lead to donations once relationship is established #commschat
- 8:28 pm **mfalso02:** @totmac agree! charities have very passionate advocates #commschat
- 8:28 pm **pgeorgieva:** @PhoebeRowell very well-said. #commschat
- 8:29 pm **salleean:** @hackneycityfarm Interesting. What measures do you use? Is SM a good channel for recruiting + engaging volunteers for you? #commschat
- 8:29 pm **kgombita:** A2. (Cynic) find a lot of people wearing twibbons & tweeting, etc., re: charities but am suspicious of actual \$\$ translation. #commschat
- 8:29 pm **MrsMcDowall:** #commschat You need to build trust, harness relationship, and ASK supporters for financial support, if you do, yes it will inc. donations
- 8:29 pm **totmac:** @marcbowker Yep. There needs to be a call to action...It's easy for someone to write a tweet. Need a push to donate. #commschat
- 8:29 pm **jon\_bedford:** @hackneycityfarm definitely, you could then measure click-throughs to the url, track conversions as well as conversations #commschat
- 8:29 pm **stuglen:** Q2. It's not all about the money. Campaigning NGO's use social media for brand awareness, then campaign actions and/or donations. #commschat
- 8:30 pm **mokuska:** RT @spirals: Easier to build volume if you're a big brand (celebs on twitter) but harder to have engagement- quantity v quality #commschat
- 8:30 pm **hackneycityfarm:** Is establishing local trust, social capital and signposting part of branding? #commschat
- 8:30 pm **EwanGaffney:** Q2- should be but not necessarily both, some charities have trouble moving relationship on, but SM is key for deeper engagement #commschat
- 8:30 pm **jane63c:** like all awareness campaigns the donations are not going to take time as you get to know each other must build in call to action #commschat
- 8:30 pm **CisionUK:** @kgombita I'd like to see charities charging for twibbons etc.. in the same way we charge for poppies #commschat
- 8:30 pm **totmac:** @commschat - You need to tell people to donate. That's why the recent silent celeb campaign didn't work. No cta. #commschat
- 8:30 pm **stevebridger:** #commschat Q2 @peterdeitz says this best: "Donations will be a consequence of meaningful engagement, not a measurement of it."
- 8:30 pm **marcbowker:** RT @jon\_bedford: #commschat donations generally follow an ask & you're generally more receptive to an ask if you have a pre-existing relationship w/ cause
- 8:30 pm **mfalso02:** @spirals: Easier to build volume if youre a big brand but harder to have engagement- quantity v quality>>Well put #commschat
- 8:31 pm **b33god:** Q2 Put our first donate button online on Fri (after 10 not seeking indiv doners) - first donation today after email to community #commschat



8:31 pm **PhoebeRowell:** RT @stuglen: Its not all about the money. Campaigning NGOs use socmed for brand awareness, then campaign actions and/or donations #commschat

8:31 pm **totmac:** @CisionUK Like it. Would that be counter-productive to awareness though? #commschat

8:31 pm **jane63c:** oops meant dontaions will take time! #commschat

8:31 pm **pgeorgieva:** RT @PhoebeRowell: RT @stuglen: Its not all about the money. Campaigning NGOs use socmed for brand awareness, then campaign actions and/or donations #commschat

8:31 pm **hackneycityfarm:** Also re q1 were small (6 staff) but can amplify local charities with smaller local following. Competition not really the vibe. #commschat

8:32 pm **b33god:** After 10 years, that was supposed to read #commschat

8:32 pm **jgombita:** Yep @stuglen, Visibility, aid & advocacy: balancing effective yet sensitive communication at MSF @avrilbenoit: <http://ow.ly/35wqx> #commschat

8:32 pm **Rich\_copy:** Higher engagement = higher loyalty and donations. #commschat

8:32 pm **salleann:** Q2 @CisionUK @jgombita - @dogstrust and @MNDScotland have both successfully raised funds via twibbon <http://bit.ly/eg04Fi> #commschat

8:32 pm **pgeorgieva:** @PhoebeRowell @stuglen Indeed, traditional media was more about the money, not the same on social media #commschat

8:32 pm **jgombita:** @CisionUK a lot of those charities haven't even introduced those "twibbons!" Official "Royal Canadian Legion poppy" for example. #commschat

8:33 pm **craigmcgill:** @skipinder I think that's the main point - as long as a firm can be flexible and reactive it can adapt well to SM #commschat

8:33 pm **marcbowker:** #commschat Q2 With the cartoon thing a lot of ppl questioned the point & voluntarily asked you to donate on @nspcc site & thus raised money.

8:33 pm **jon\_bedford:** RT @stevebridger: #commschat Q2 @peterdeitz says this best: "Donations will be a consequence of meaningful engagement, not a measurement of it."

8:33 pm **pgeorgieva:** @Rich\_copy + persistence #commschat

8:33 pm **jane63c:** RT @Rich\_copy: Higher engagement = higher loyalty and donations. //like that back to relationships #commschat

8:33 pm **MrsMcDowall:** RT @CisionUK: @jgombita I'd like to see charities charging for twibbons etc.. in the same way we charge for poppies #commschat

8:33 pm **Rach3w:** Agreed - RT @Rich\_copy: Higher engagement = higher loyalty and donations. #commschat

8:33 pm **marcbowker:** RT @stuglen: Q2. It's not all about the money. Campaigning NGO's use social media for brand awareness, then campaign actions and/or donations. #commschat

8:33 pm **salleann:** RT @totmac: @commschat - You need to tell people to donate. That's why the recent silent celeb campaign didn't work. No cta. #commschat

8:34 pm **PhoebeRowell:** @pgeorgieva Thanks! #commschat

8:34 pm **jane63c:** @jgombita find myself agreeing with you again! #commschat

8:34 pm **spirals:** We're facing the same prob as newspapers- everything on the internet is seen as 'free and easy' so asking for money is harder #commschat

8:34 pm **yelorum:** @craigmcgill Agree - after all, it's just another medium, isn't it? #commschat #commschat

8:35 pm **jgombita:** @jon\_bedford @salleann both cite @dogstrust. But one-off campaigns don't seem very strategic for most... #commschat

8:35 pm **stillOrange:** unfortunately many charities still don't engage and only communicate their messages #commschat

8:35 pm **CisionUK:** @spirals If people can pay for Farmville, I'd like to see them pay for a twibbon :) #commschat

8:35 pm **yelorum:** RT @stillOrange: unfortunately many charities still dont engage and only communicate their messages #commschat

8:36 pm **mfalso02:** @spirals never thought of that. Good point #commschat

8:36 pm **kgombita:** @jane63c we must drink the same social-media-cynic kool-aid. ;-) #commschat

8:36 pm **jon\_bedford:** @kgombita I don't know, a one-off campaign can be part of an engagement strategy can't it? Build a buzz, then curate. #commschat

8:36 pm **marcbowker:** RT @spirals: We're facing the same prob as newspapers- everything on the internet is seen as 'free and easy' so asking for money is harder #commschat

8:36 pm **jane63c:** @yelorum @craigmcgill a recurring theme of the weeks for me - SM is just another channel to be used appropriately #commschat

8:36 pm **salleann:** @kgombita True, but they do provide the proof that is sometimes required to get senior mgmt on-board #commschat

8:36 pm **Rach3w:** @stillOrange agree - important to engage in conversation, not just broadcast #commschat

8:37 pm **hackneycityfarm:** @salleann meant to say have no irl measures correlating to sm. have footfall and donations in churn #commschat

8:37 pm **salleann:** Q3 On its way... #commschat

8:37 pm **CommsChat:** Q3 On its way... #commschat

8:37 pm **kgombita:** @jon\_bedford imagine it makes it hard to sell to sr management, that a twibbon campaign for @dogstrust would work for an illness. #commschat

8:38 pm **Skipinder:** Lack of self confidence maybe? RT @stillOrange unfortunately many charities still don't engage & only communicate their messages #commschat

8:38 pm **hackneycityfarm:** @salleann also can't isolate sm promotion from irl promotion.hope to learn useful sm analytics once donation site going #commschat

8:38 pm **kgombita:** @jane63c @yelorum @craigmcgill appropriately, albeit sometimes a bit more creatively (as generally costs lower). #commschat

8:39 pm **stillOrange:** Some charities for example update twitter automaticaly from FB and never read/respond to what is said to them #commschat

8:39 pm **spirals:** @CisionUK very true- but in gaming payment is more accepted - game arcades have been doing micropayments for years #commschat

8:39 pm **PhoebeRowell:** So charities use social media to engage with supporters at level they want, not just about money, and need a clear call to action #commschat

8:39 pm **salleann:** Q3 - With many charity teams already swamped is it poss to integrate social media in to their current work flow? Any tips? #commschat

8:39 pm **stillOrange:** @Skipinder I think it is still the lack of understanding how it works :( #commschat

8:40 pm **jane63c:** @stillOrange charities aren't the only ones guilty of just communicating rather than engaging #commschat

8:40 pm **pgeorgieva:** @stillOrange this mistake can be done by everybody who does not know the idea of social media channels :S #commschat

8:40 pm **CisionUK:** @spirals Good point :) #commschat

8:40 pm **PhoebeRowell:** RT @stillOrange: Some charities update twitter automatically from FB and never read/respond to what is said to them / pethate! #commschat

8:41 pm **totmac:** @commschat Sorry to go off tangent, but the RAF Benevolent Fund sm campaign was fantastic and creative. <http://bit.ly/gPHw89> #commschat

8:41 pm **marcbowker:** #commschat Q3 sm was never part of my job. I just got on with it. Still not properly integrated into my job but it's so important!

8:41 pm **kgombita:** @jane63c: @stillOrange yep. Many, many for-profit organizations are guilty of broadcasting (and overt marketing)... #commschat

8:42 pm **stevebridger:** RT @jane63c: "SM is just another channel" <-- hmm, social media is transformative inside the org, too - it requires a new mindset #commschat

8:42 pm **CisionUK:** Monitoring media should always be a priority - why is social any different? #commschat

8:42 pm **gillrowell:** #commschat

8:42 pm **spirals:** It's about being smarter not doing more +we found where people are engaging is changing so less time is needed in other areas #commschat

8:42 pm **totmac:** @commschat Like all initial sm, it needs to come from the ground up. One employee convincing ppl of its worth. #commschat

8:42 pm **CommsChat:** RT @salleann Q3 - With many charity teams already swamped is it poss to integrate social media in to their current work flow? #commschat

8:42 pm **EmLeary:** RT @salleann Q3 - With many charity teams already swamped is it poss to integrate social media in to their current work flow? #commschat

8:43 pm **yelorum:** Q3 - seems to work well when people take up social media out of interest rather than duty/role #commschat

8:43 pm **marcbowker:** #commschat Q3 A bit of passion for what you do & given a bit of freedom to roam & explore sm does help. Lack of time always an issue.

8:43 pm **jane63c:** @stevebridger @jane63c just because it needs a new mindset doesn't alter the facts it is a channel #commschat

8:43 pm **kgombita:** RT @yelorum: Q3 - seems to work well when people take up social media out of interest rather than duty/role #commschat

8:43 pm **Skipinder:** @marcbowker ditto marc! #commschat

8:43 pm **stillOrange:** @kgombita @jane63c Of course but I expect charities to understand better how the relationship with supporters develops #commschat

8:43 pm **stevebridger:** #commschat Q3 Yes, one thing you can do is when you hear or read a good story, share it that instant - ?in the moment? - to your network

8:44 pm **salleann:** @marcbowker Do you find you have to justify internally what you're doing on SM or allowed to get on with it? #commschat

8:44 pm **PhoebeRowell:** Some charities eg @cutfilms campaign entirely on premise of social media ? (young people) peer led communication?it's already inc #commschat

8:44 pm **marcbowker:** RT @totmac: @commschat Like all initial sm, it needs to come from the ground up. One employee convincing ppl of its worth. #commschat

8:44 pm **salleann:** RT @stevebridger: #commschat Q3 Yes, one thing you can do is when you hear or read a good story, share it that instant - ?in the moment? - to your network

8:44 pm **Rach3w:** Agreed - RT @yeloroom: Q3 - seems to work well when people take up social media out of interest rather than duty/role #commschat

8:44 pm **Skipinder:** Just wondering...Any other fundraisers here for #commschat ?

8:44 pm **Moptopp:** #commschat I guess we'll see more people have it integrated into their jobs eventually. starting out of interest and passion helps

8:44 pm **Rich\_copy:** Q3 @meningititrust we introduced 11 new staff bloggers two weeks ago. All we asked for is 1 blog a week. Little and often. #commschat

8:44 pm **craigmcgill:** @salleann schedule tweets early in the day and then have an ex-smoker check for updates 2/3 times a day #commschat

8:44 pm **GrahamParkerPR:** RT @stillOrange: @jgombita Of course but I expect charities to understand better how the relationship with supporters develops #commschat -Y

8:44 pm **jgombita:** @stillOrange @jane63c why? Do you assume that people who communicate for charities are automatically more skilled & empathetic? #commschat

8:45 pm **stuglen:** Q3. Look for champions in your organisation - don't force social media on anyone. #OneKind, staff of 12, 4 choose to be involved. #commschat

8:45 pm **marcbowker:** RT @yeloroom: Q3 - seems to work well when people take up social media out of interest rather than duty/role #commschat

8:45 pm **salleann:** RT @spirals: It's about being smarter not doing more +we found where people are engaging is changing so less time is needed in other areas #commschat

8:45 pm **craigmcgill:** @salleann ex-smokers have brains wired to the idea of quick breaks due to their old habits #commschat

8:45 pm **RobmDyson:** RT @Rach3w: Agreed - RT @yeloroom: Q3 - seems to work well when people take up social media out of interest rather than duty/role #commschat

8:45 pm **PhoebeRowell:** The main thing I find at the moment is understanding how social media works?still about internal education/awareness #commschat

8:45 pm **jane63c:** certainly find my grads are being asked to pick up sm as a key role when they get first jobs #commschat

8:45 pm **jon\_bedford:** @jgombita I don't agree. Don't people wear ribbons for Aids & breast cancer? It's the same concept, just online. #commschat

8:45 pm **salleann:** Haha! RT @craigmcgill: @salleann schedule tweets early in the day and then have an ex-smoker check for updates 2/3 times a day #commschat

8:46 pm **stillOrange:** Q3 it is definitely easier if it comes from own initiative/experience, you just don't spend time learning from scratch #commschat

8:46 pm **marcbowker:** @salleann Bit of both to be honest. But then I'm trusted to just get on & do it. #commschat

8:46 pm **totmac:** @commschat The only danger with multiple staff members doing it is a lack of message (off topic) Can be easily fixed though #commschat

8:46 pm **jgombita:** OK, many of us definitely liked @yeloroom response! (Most RT'd thing today, methinks.) Kudos. #commschat

8:46 pm **GrahamParkerPR:** RT @jane63c: certainly find my grads are being asked to pick up sm as a key role when they get first jobs #commschat - Cos its the in thing.

8:46 pm **hibbsy:** @Skipinder ...I'm here - <http://lupusrunner.co.uk> Fundraising for LUPUS UK #commschat

8:46 pm **marcbowker:** #commschat Q3 Wow, I'm not alone. This feels good! Phew.

8:47 pm **GrahamParkerPR:** RT @jane63c: .... rather than it being appropriate #commschat

8:47 pm **yelorum:** @PhoebeRowell yes that seems to be another issue and there's little time for training #commschat

8:47 pm **jgombita:** @jon\_bedford it seems to me that you have to hand over (a small amount of) money to get an IRL ribbon. Not so for a twibbon. #commschat

8:47 pm **Skipinder:** @jgombita @yelorum Absolutely agree! I love twitter so easy to integrate. #commschat

8:47 pm **marcbowker:** RT @stuglen: Q3. Look for champions in your organisation - don't force social media on anyone. #OneKind, staff of 12, 4 choose to be involved. #commschat

8:47 pm **jane63c:** @GrahamParkerPR @jane63c also think its because there's an assumption they understand it! #commschat

8:47 pm **danslee:** RT @PhoebeRowell: Charities use social media to engage with supporters at level they want, not just about money #commschat

8:48 pm **PhoebeRowell:** @yelorum can social media be fully integrated into charity comms in the long run if it's done out of interest rather than duty? #commschat

8:48 pm **stuglen:** RT @totmac The only danger with multiple staff members doing it is a lack of message. #commschat > I don't want message, I want personality!

8:49 pm **Moptopp:** RT @stuglen: RT @totmac The only danger with multiple staff members doing it is a lack of message. #commschat > I don't want message, I want personality!

8:49 pm **stillOrange:** RT @stuglen: Q3. Look for champions in your organisation - dont force social media on anyone. #commschat

8:49 pm **salleann:** @Rich\_copy Agreed! Makes it seem less daunting if the workload is shared + manageable #commschat

8:49 pm **jon\_bedford:** @jgombita true, in those examples ppl were pushed to donate after getting twibbon. only 10% did, but most were new supporters #commschat

8:49 pm **PhoebeRowell:** RT @stuglen: RT @totmac The only danger with multiple staff doing it is lack of message > I dont want message, I want personality! #commschat

8:49 pm **pgeorgieva:** RT @stillOrange: RT @stuglen: Q3. Look for champions in your organisation - dont force social media on anyone. #commschat

8:49 pm **marcbowker:** RT @stuglen: RT @totmac The only danger with multiple staff members doing it is a lack of message. #commschat > I don't want message, I want personality!

8:49 pm **jgombita:** @stuglen @totmac personality or not, loose social media lips could sink a charitable ship. #commschat

8:50 pm **jon\_bedford:** RT @stillOrange: RT @stuglen: Q3. Look for champions in your organisation - dont force social media on anyone. #commschat

8:50 pm **totmac:** @stuglen No, you need personality too. But there's a danger of different accounts dilluting campaign with inconsequential content #commschat

8:50 pm **EwanGaffney:** if your org is easy going enough, lots of indiv twitter voices can be a great way to convey office environment and personality #commschat

8:51 pm **jane63c:** RT @jgombita: @stuglen @totmac personality or not, loose social media lips could sink a charitable ship.// reputation time! #commschat

8:51 pm **totmac:** @stuglen the last thing you want is someone tweeting about their breakfast on a company account... #commschat

8:51 pm **Rach3w:** @EwanGaffney agree with that, @JustGiving do this really well I think #commschat

8:51 pm **yelorum:** @PhoebeRowell I think the drive is from Comms but works well if carried out by people who 'volunteer' to use social media #commschat

8:51 pm **pgeorgieva:** haha RT @totmac: @stuglen the last thing you want is someone tweeting about their breakfast on a company account... #commschat

8:51 pm **Rach3w:** RT @totmac: @stuglen the last thing you want is someone tweeting about their breakfast on a company account... #commschat

8:51 pm **salleann:** Wow time flying at tonight's #commschat. Q4 on its way...

8:52 pm **marcbowker:** @jgombita @stuglen @totmac Control it too much & it doesn't work. You need to trust ppl who are passionate for the cause. #commschat

8:52 pm **GrahamParkerPR:** <http://bit.ly/bBLaQj> used lots of SM, what really brought home the bacon was developing 121 relationships with people #commschat

8:52 pm **yelorum:** RT @jon\_bedford: RT @stillOrange: RT @stuglen: Q3. Look for champions in your organisation - dont force social media on anyone. #commschat

8:52 pm **PhoebeRowell:** Social media & message both about trust though, charities need to trust socmedia/comms staff to respond: personality + message #commschat

8:52 pm **marcbowker:** RT @EwanGaffney: if your org is easy going enough, lots of indiv twitter voices can be a great way to convey office environment and personality #commschat

8:52 pm **jgombita:** @Rach3w @totmac @stuglen or his/her bad date the night before.... #commschat

8:52 pm **totmac:** @marcbowker I agree with that. But that's the case with all social media. #commschat

8:52 pm **CisionUK:** Social media channels by their very nature should have personality (or 2 or 3...) #commschat

8:53 pm **stuglen:** Needs to be guidelines, but I want to hear an charity's personality. Three of us tweet, I'm sure we all appeal to diff audiences. #commschat

8:53 pm **Skipinder:** @PhoebeRowell @yelorum if you are just starting out you need passionate champions til rest of org passionate too! #commschat

8:53 pm **jgombita:** @marcbowker I'm betting you are a lot younger and more optimistic than me! ;-) Just don't confuse "control" with being sensible. #commschat

8:53 pm **Rach3w:** RT @CisionUK: Social media channels by their very nature should have personality (or 2 or 3...) #commschat

8:53 pm **craigmcgill:** RT @stuglen: Look for champions in your organisation - don't force social media. #OneKind, staff of 12, 4 choose to be involved. #commschat

8:53 pm **pgeorgieva:** Exactly. RT @CisionUK: Social media channels by their very nature should have personality (or 2 or 3...) #commschat

8:53 pm **PhoebeRowell:** Comes down to drawing the line between personal and corporate? #commschat

8:53 pm **Skipinder:** RT @jgombita @stuglen @totmac personality or not, loose social media lips could sink a charitable ship. #commschat

8:53 pm **jgombita:** @CisionUK the in-house name for social media channels could be Sybil! ;-) #commschat

8:54 pm **CommsChat:** RT @salleann: Wow time flying at tonight's #commschat. Q4 on its way...

8:54 pm **GrahamParkerPR:** RT @stuglen: Three of us tweet, I'm sure we all appeal to diff audiences. #commschat = lack of consistent message?

8:54 pm **stevebridger:** @jgombita The caveats you're sharing now are not the problem of social media, but of org



culture, etc. #commschat

- 8:54 pm **CisionUK:** @jgombita @Rach3w @totmac @stuglen A bad time to mention my date last night? #commschat
- 8:54 pm **EmLeary:** RT @salleann: Wow time flying at tonight's #commschat. Q4 on its way...
- 8:54 pm **Louwatson1908:** @stuglen and have diverse perspectives and interests which should be valued #commschat
- 8:54 pm **totmac:** @CisionUK On a company account too! ;) #commschat
- 8:55 pm **salleann:** Q4 - What are your fave SM tools for monitoring and evaluating? Which are best for those on tight budgets? #commschat
- 8:55 pm **PhoebeRowell:** RT @Skipinder @PhoebeRowell @yeloroom if you are starting out need passionate champions til rest of org passionate too!>herehere! #commschat
- 8:55 pm **totmac:** You need a personality; it adds to why people get invested. But there needs to be, as with all sm, guidelines and an aim... #commschat
- 8:55 pm **jane63c:** @marcbowker @jgombita @stuglen @totmac manage then - it's just wise to protect the reputation #commschat
- 8:55 pm **marcbowker:** @jgombita Agree. There does need to be clear but not restrictive guidelines in place. Quite a tricky area. #commschat
- 8:55 pm **Rich\_copy:** If you want to see the power of social media, read through the forum posts on our site after<http://bit.ly/fLlBRh> #commschat
- 8:56 pm **jgombita:** Yes! RT @jon\_bedford: ...twibbons are just one part of many. Getting engagement levels & tone right are much more important #commschat
- 8:56 pm **AdamVincenzini:** Guys, this is our last #CommsChat for 2010 - we'll be back in early January. Follow @CommsChat for updates.
- 8:56 pm **CisionUK:** @totmac Couldn't resist :) #commschat
- 8:56 pm **totmac:** @CisionUK In all fairness, I wouldn't be able to either. #commschat
- 8:56 pm **AdamVincenzini:** And it appears we are finishing with a bang! #CommsChat
- 8:57 pm **sasha\_taylor:** RT @danslee: RT @PhoebeRowell: Charities use social media to engage with supporters at level they want, not just about money #commschat
- 8:57 pm **pgeorgieva:** Stay tuned. RT @AdamVincenzini: This is our last #CommsChat for 2010 - we'll be back in early January. Follow @CommsChat for updates
- 8:57 pm **Moptopp:** Q4 #commschat I find Netvibes dashboards quite handy for monitoring
- 8:57 pm **yeloroom:** @totmac think you've summed it up! #commschat
- 8:57 pm **Skipinder:** @GrahamParkerPR @stuglen it works for One Kind. Engaging, personal but the One Kind message still the focus. #commschat
- 8:57 pm **jgombita:** @stevebridger yes and no. Formerly "water cooler" chat about a bad date, etc., would stay within the office. One hopes. #commschat
- 8:57 pm **RobmDyson:** Found #commschat a little hard to follow, but overall a lot of sense being talked by some excellent charity comms people. Nice to see.
- 8:57 pm **marcbowker:** #commschat Q4 Quite like www.socialmention.com
- 8:57 pm **EwanGaffney:** q3, my exp, setting out short and clear guidelines of what is NOT acceptable then letting staff use own personality is effective #commschat

8:58 pm **CisionUK:** kurrently.com great for tracking both twitter AND facebook updates! (free) #commschat

8:58 pm **Moptopp:** Q4 #commschat and the mighty @tweetdeck of course:)

8:58 pm **marcbowker:** RT @RobmDyson: Found #commschat a little hard to follow, but overall a lot of sense being talked by some excellent charity comms people. Nice to see.

8:58 pm **garethoconnor:** some useful social media insights shared tonight #commschat

8:58 pm **pgeorgieva:** It's great that there is a variety of points of views. When everybody thinks the same way - nobody is thinking enough. Great #commschat :)

8:58 pm **marcbowker:** RT @EwanGaffney: q3, my exp, setting out short and clear guidelines of what is NOT acceptable then letting staff use own personality is effective #commschat

8:59 pm **RobmDyson:** Q4 - @samepoint (<http://www.samepoint.com>) easily #commschat

8:59 pm **marcbowker:** RT @CisionUK: kurrently.com great for tracking both twitter AND facebook updates! (free) #commschat

8:59 pm **kgombita:** @stillOrange remember, I'm a cynic. Get tired of assumption that PR person is the "ethical conscience" of an organization, too. #commschat

8:59 pm **marcbowker:** RT @Moptopp: Q4 #commschat and the mighty @tweetdeck of course:)

9:00 pm **salleann:** I'm going to be old school and say Google Alerts as my first one :) #commschat

9:00 pm **I\_smellarat:** RT @AdamVincenzini: And it appears we are finishing with a bang! #CommsChat : True to form ;-p

9:00 pm **EwanGaffney:** Q4 - this is all very useful stuff, I wonder does anyone has found <http://twiangulate.com/search/> useful for measuring network?#commschat

9:00 pm **pgeorgieva:** The same with me + Google Analytics. RT @salleann: I'm going to be old school and say Google Alerts as my first one :) #commschat

9:01 pm **jon\_bedford:** I still <3 tweetdeck, viralheat great for twitter stats, postrank for blogs. Oh and google alerts, of course! #commschat

9:01 pm **Rach3w:** @salleann I'm with you there! #commschat

9:01 pm **PhoebeRowell:** Mid #commschat with charity director @gillrowell who needed a brief twitter lesson ? maybe she?Il make it before the end ;) #commschat

9:01 pm **gillrowell:** Hello, I'm Director of a small UK charity, keen to learn how to use socmed enjoyed reading the comments tonight #commschat

9:02 pm **Skipinder:** Apols to chums not taking part in #commschat! That probably all seemed a bit random!

9:02 pm **GoldenGus:** Speaking of personal accounts should have used this one rather than @hackneycityfarm for #commschat . Found it through work and stayed there

9:02 pm **marcbowker:** @totmac Fine line & all comes down to personality of person tweeting/posting. Difficult to control. #commschat

9:02 pm **salleann:** @TheCounter is handy for looking at follower trends... not all about numbers though I know :) #commschat

9:02 pm **jane63c:** been another good session - seasonal felicitations one and all speak in 2011 :) big thank you to the @CommsChat team @salleann #commschat

9:03 pm **stuglen:** @GrahamParkerPR Consistent message with a different tone. #commschat

9:03 pm **pgeorgieva:** @EwanGaffney looks very interesting, I will definitely check it out, great you said about it ;) #commschat

9:03 pm **stevebridger:** #commschat Q4 Don't forget that charts and graphs are very useful but the very best thing you can do is be a real part of your community :)

9:03 pm **Rich\_copy:** RT @jane63c: been another good session - big thank you to the @CommsChat team @salleann#commschat

9:03 pm **CisionUK:** And for making sense of it, klout.com and PeerIndex  good for influence analytics #commschat

9:03 pm **stillOrange:** @marcbowker @totmac That is why finding the SM champion in organisation is so important. #commschat

9:03 pm **Skipinder:** @mokuska @stillOrange definitely agree. Trust in staff and willingness to let go #commschat so important

9:03 pm **totmac:** @marcbowker Indeed. As you said, it's a fine line. #commschat

9:04 pm **salleann:** Wow it's 9pm! Thanks all for participating in the charity #commschat special. Let's keep the conversations going after tonight :)

9:04 pm **Rach3w:** RT @stevebridger: charts and graphs are very useful but the very best thing you can do is be a real part of your community :) #commschat

9:04 pm **PhoebeRowell:** For charities using social media, it's still about achieving PR objectives set at the start? but how to measure relationships? #commschat

9:05 pm **EwanGaffney:** @pgeorgieva no problem, let me know if you discover any ground breaking uses for it ! #commschat

9:05 pm **marcbowker:** RT @stillOrange: @marcbowker @totmac That is why finding the SM champion in organisation is so important. #commschat

9:05 pm **GoldenGus:** Thanks #commschat folks gonna look at those tools

9:05 pm **totmac:** @commschat Really enjoyed tonight. Thanks to @salleann for being a great mod and hope to see everyone in 2011. Have a good Xmas #commschat

9:05 pm **jgombita:** Echo (my kindred sister) @jane63c: Thanks @CommsChat peeps and guest moderator, @salleann. #commschat

9:06 pm **EwanGaffney:** just stumbled on #commschat tonight, but even in this short time found it really useful, will be back - good to meet you all! #commschat

9:06 pm **pgeorgieva:** @salleann it was a great chat tonight, great final of 2010, thank you! #commschat :)

9:07 pm **GoldenGus:** @salleann SM helps us get volunteers and buzz around events - so definitely helps with recruitment - #commschat (@hackneycityfarm)

9:07 pm **yelorum:** Thank you, @commschat, @salleann and @cisionuk #commschat

9:07 pm **ThirdSectorLab:** @PhoebeRowell I'm not sure there is an answer to that. Things like Klout  certainly don't measure how meaningful a relationship is #commschat

9:07 pm **stuglen:** RT @totmac: Really enjoyed tonight. Thanks to @salleann for being a great moderator. Have a good Christmas. #commschat -> Echoed.

9:07 pm **stillOrange:** @marcbowker @totmac Unfortunately how someone without SM experience is supposed to recognise that champion ? ;) #commschat

9:07 pm **marcbowker:** #commschat Great to chat with you all tonight. Need to sign off. Look forward to re-reading all comments tomorrow!!

9:08 pm **ThirdSectorLab:** Wishing I'd had time to join in with #commschat tonight, hopefully next time.

9:08 pm **pgeorgieva:** @stillOrange well, that's a good question! #commschat

9:08 pm **PhoebeRowell:** over too soon!! thanks everyone, really enjoyed it. thanks @commschat @salleann. #commschat

9:08 pm **pgeorgieva:** @ThirdSectorLab next #Commschat will be in 2011 - follow @commschat for more info ;)

9:08 pm **Rach3w:** Thanks @CommsChat guys and @salleann, that was a really interesting and enjoyable hour! #commschat

9:08 pm **CisionUK:** RT @yeloroom: Thank you, @commschat, @salleann and @cisionuk #commschat

9:08 pm **marcbowker:** @salleann Thanks Sally, great job! Really enjoyed that, my iPhone is very tired now though!! #commschat

9:08 pm **GoldenGus:** hope @commschat had some way of capturing #commschat as it occurred - went back to delete tweets from wrong account! Thanks!

9:09 pm **jon\_bedford:** Nice to #commschat with you all tonight. Thanks to my awesome colleague @salleann for moderating :-)

9:09 pm **spirals:** Good #commschat tonight - nice to tweet you all :-)

9:09 pm **Skipinder:** Enjoyed my first #commschat even with Tweetdeck crashing and trying to eat my dinner at the same time! Cheers!