

Thanks to everyone who took part in a fantastic **#commschat** last night. Blog post will be up shortly on www.commschat.com

13 minutes ago Favorite Retweet Reply



FelicityStewart Felicity Stewart

Wow! Looks like I missed a hectic **#Commschat**. Was making the most of a quiet Wimbledon village before madness descends next week.

11 hours ago



wadds Stephen Waddington

On the move again heading towards Doncaster. 1hr 45 mins late. Sorry I missed **#commschat**. Will pick up on transcript

13 hours ago



amandacomms Amanda Coleman

Sorry I missed **#commschat** tonight a very late one and lots of work issues to deal with

13 hours ago



greenwellys michelle goodall

@azeem but you provided some really helpful/excellent insights and thanks v much for your time/answers **#commschat**

13 hours ago



neilcomm Neil Gibbons

Aaaaaaaaand breathe. Hectic one tonight. Cheers for joining in everyone. Night! **#Commschat**

13 hours ago



CommsChat CommsChat

Feel free to continue debating this evening's topics on Twitter, or visit www.commschat.com, where a transcript will be up tomoro **#Commschat**

13 hours ago



neilcomm Neil Gibbons

Nice... RT @azeem: lazy, the way Google is a lazy way to find out about something (rather than hiring a research to find it out) **#commschat**

13 hours ago



deliagolds Delia

@greenwellys: @jangles Map online to offline connections and actions via stakeholder mapping and analysis **#commschat** < many still don't

13 hours ago



Stevejuice Steve Downes

#commschat identifying key influencers is absolutely key, but tools like Klout and PI are a lazy way of going about it

13 hours ago



SandyLindsay SandyLindsay

Agreed! RT **@EmLeary**: At the mo, many orgs (even many PRs) don't know how to target influencers online, even if the budget's there **#commschat**

13 hours ago



EmLeary Emily Leary

@

@azeem At the mo, many orgs (even many PRs) don't know how to target influencers online, even if the budget's there **#commschat**

13 hours ago



benjaminellis Benjamin Ellis

@

@Jas Do you want to influence a program that measures influence, or increase influence over people? 1st vs 2nd order effects... **#commschat**

13 hours ago



greenwellys michelle goodall

@

@Jas isn't that just instinct and would you **really** like a tool to tell you that rather than figure it out yourself? **#commschat**

13 hours ago



benjaminellis Benjamin Ellis

@

@lisagoodchild @azeem Fair point. It's very difficult to consistently appear to be something other than what you consistently are **#commschat**

13 hours ago



Dan_Martin Dan Martin

@

@azeem How do u decide who's eligible for the member's club deals? Doesn't seem to be based on PeerIndex score which is strange. **#CommsChat**

13 hours ago



benjaminellis Benjamin Ellis

@

@azeem @EmLeary 'they have to do it frequently and regularly for months' Doesn't that describe average social media consultant ;) **#commschat**

13 hours ago



greenwellys michelle goodall

Love the **#commschat** principle and esp. today's topic but not convinced that Twitter the best channel for it. Too noisy and unstructured.

13 hours ago



Stevejuice Steve Downes

#commschat trust begins with the consistent demonstration of transparency

13 hours ago



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Key problem > RT **@BenjaminEllis**: But in social media people say good things about other people to increase their own influence? **#commschat**

13 hours ago



EbA Eb Adayeri

@azeem where does emotional intelligence come in? If at all **#CommsChat**

13 hours ago

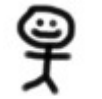


Stevejuice Steve Downes

@

@jangles effect of your efforts I think. You can have a reputation but achieve little. Influence tends to make things happen. **#commschat**

13 hours ago



neilcomm Neil Gibbons

@

@jangles @SandyLindsay Always thought it's more about creating and expectation and then delivering on it. Rather than hearsay. **#Commschat**

13 hours ago



benjaminellis Benjamin Ellis

@

@jangles @emleary But in social media one observes people saying good things about other people to increase their own influence? **#commschat**

13 hours ago



EmLeary Emily Leary

@

@azeem Yes. And you see lots of attempts to game these systems by baiting RTs etc **#CommsChat**

13 hours ago



benjaminellis Benjamin Ellis

@

@jangles @azeem @andismit Every mentally healthy person is over confident. But agree, some are slightly over endowed ;) **#commschat**

13 hours ago



andismit Andrew Bruce Smith

@

@SandyLindsay Read Doug Hubbard's Failure of Risk Management for more on overconfidence <http://amzn.to/iJTQCI> **#commschat**

13 hours ago



andismit Andrew Bruce Smith

@

@azeem Agree. Their book + **@sheldrake** Business of Influence + Cialdini Influence are best books on subject IMHO **#commschat**

13 hours ago



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RT **@azeem**: matching natural intuitions is a very good sense check for how well we do, and we try but it is a *hard* problem **#commschat**

13 hours ago



EmLeary Emily Leary

@

@jangles Like the scientific proof of a social hypothesis - the more you add value and engage, the higher your score climbs **#CommsChat**

13 hours ago



Stevejuice Steve Downes

#commschat there's a big difference in influence and reputation.

13 hours ago



SandyLindsay SandyLindsay

Thanks - will check it out RT **@andismit**: Have you read Brown and Hayes Influencer Marketing? <http://amzn.to/IORqUd> **#commschat**

13 hours ago



andismit Andrew Bruce Smith

@

@azeem Have you read Brown and Hayes Influencer Marketing? They talk of decision maker ecosystems. <http://amzn.to/IORqUd> **#commschat**

13 hours ago



neilcomm Neil Gibbons

Amazes me that some people refer to themselves as 'influential' rather than demonstrating it. **#Commschat**

13 hours ago



EmLeary Emily Leary

@

@jangles A2 Commitment, consistency, having something to say, saying it in right (relevant) places, conversing not broadcasting **#CommsChat**

13 hours ago



benjaminellis Benjamin Ellis

@jangles @azeem @neilcomm How to distinguish between people who say they influence vs those who really do? **#commschat**

13 hours ago



jangles Neville Hobson

Q2: How can individuals harness their own influence? **#commschat**

13 hours ago



wadds Stephen Waddington

Stuck in York train station struggling to get on 3G network. Missing **#commschat**. Giving up on 3rd attempt to post

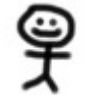
13 hours ago



jangles Neville Hobson

RT **@azeem**: Your PeerIndex a measure of your social capital - aggregation of how other people value you across a range of topics. **#commschat**

13 hours ago



neilcomm Neil Gibbons

Evening everyone. Neil, editor of Communicate, checking in. **#Commschat**

14 hours ago



jangles Neville Hobson

Thanks Molly. Ok, welcome everyone. You probably read the post about today's discussion <http://bit.ly/l34xy6> ... **#commschat**

14 hours ago



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I'll be taking a bit of a backseat this week as **@jangles** will be moderating. Remember to tag your comments! Take it away... **#commschat**

14 hours ago



jangles Neville Hobson

Hi followers. FYI, my tweets for next hour mostly will include **#commschat** hashtag. Online discussion. Please ignore. Or participate :)

14 hours ago