

# #commschat

[wthashtag.com/commschat](http://wthashtag.com/commschat)

## Transcript of CommsChat March 14, 2011

### Guest-hosted by Alastair Campbell

All times are GMT

March 14, 2011

- [4:52 pm](#) **[campbellclaret](#)**: About to do [#commschat](#). Will endeavour to answer as many as I can
- [4:52 pm](#) **[Dan Martin](#)**: RT [@campbellclaret](#): About to do [#commschat](#). Will endeavour to answer as many as I can
- [4:54 pm](#) **[Dan Martin](#)**: [@campbellclaret](#) Welcome to team [#CommsChat](#) Alastair! [#commschat](#)
- [4:55 pm](#) **[DannyWhatmough](#)**: This should be interesting... RT [@Dan Martin](#): RT [@campbellclaret](#): About to do [#commschat](#). Will endeavour to answer as many as I can
- [4:56 pm](#) **[CommsChat](#)**: Afternoon everyone. [@campbellclaret](#) is primed and ready. The first of today's chats will kick off in 5. [#commschat](#)
- [4:56 pm](#) **[TheMediaMktinCo](#)**: RT [@campbellclaret](#): About to do [#commschat](#). Will endeavour to answer as many as I can
- [4:56 pm](#) **[HelenMoore](#)**: [@campbellclaret](#) How much time have you got Alistair? [#commschat](#)
- [4:56 pm](#) **[PRCA UK](#)**: RT [@campbellclaret](#): About to do [#commschat](#). Will endeavour to answer as many as I can
- [4:57 pm](#) **[FelicityStewart](#)**: RT [@campbellclaret](#): About to do [#commschat](#). Will endeavour to answer as many as I can
- [4:57 pm](#) **[BondiManc](#)**: Getting geared up for [#commschat](#) with [@campbellclaret](#)
- [4:57 pm](#) **[campbellclaret](#)**: [@HelenMoore](#) an hour. and it is Alastair with 3As [#commschat](#)
- [4:58 pm](#) **[gypsynits](#)**: count down to the [#commschat](#).. long time for me! [#commschat](#)
- [4:59 pm](#) **[pillarpr](#)**: Looking forward to Alastair Campbell on [#commschat](#) imminently [#3As](#) [#commschat](#)

[4:59 pm](#) **[DavidPrescott](#)**: Bed ridden with flu but looking forward to seeing what [@campbellclaret](#) has to say in [#commschat](#)

[5:00 pm](#) **[GoodandBadPR](#)**: Today's [#commschat](#) is with [@campbellclaret](#) - he's in the seat for an hour. Click the hashtag to follow.

[5:00 pm](#) **[CommsChat](#)**: Welcome. A special [#CommsChat](#) today - the first by Cravenhill Publishing, publisher of [@communicatemag](#). I'm the mag's editor Neil. [@neilcomm](#)

[5:00 pm](#) **[HelenMoore](#)**: [@campbellclaret](#) oops sorry! [#commschat](#)

[5:00 pm](#) **[AbigailH](#)**: RT [@GoodandBadPR](#): Today's [#commschat](#) is with [@campbellclaret](#) - he's in the seat for an hour. Click the hashtag to follow.

[5:00 pm](#) **[CommsChat](#)**: Our guest today is [@claretcampbell](#) - Alastair Campbell, former director of comms & strategy for No 10. [#commschat](#)

[5:00 pm](#) **[campbellclaret](#)**: [@DavidPrescott](#) get well - and I do not recommend an hour of me as medicine [#commschat](#)

[5:00 pm](#) **[theintrapreneur](#)**: Evening all at [#commschat](#) and the generally brilliant [@campbellclaret](#)

[5:00 pm](#) **[CommsChat](#)**: He'll be taking Qs on the future of comms and the comms role. Remember this is [#commschat](#) ? so keep it comms. No political point-scoring!

[5:01 pm](#) **[CommsChat](#)**: One to kick off, [@claretcampbell](#) Coulson at No. 10 and Gowers at BP, both gone. Will we see fewer ex-journos in top comms roles? [#commschat](#)

[5:01 pm](#) **[campbellclaret](#)**: [@CommsChat](#) what s wrong with political point-scoring? [#commschat](#)

[5:01 pm](#) **[Dan Martin](#)**: [@campbellclaret](#) What real role does social media have to play in boosting the turnout at elections? [#commschat](#)

[5:01 pm](#) **[10Yetis](#)**: RT [@GoodandBadPR](#): Today's [#commschat](#) is with [@campbellclaret](#) - he's in the seat for an hour. Click the hashtag to follow.

[5:01 pm](#) **[pillarpr](#)**: [@Commschat](#) - [@campbellclaret](#)!!! [#commschat](#)

[5:01 pm](#) **[campbellclaret](#)**: [@CommsChat](#) i doubt it because I think corporate and political leaders think those with experience do better [#commschat](#)

[5:02 pm](#) **[campbellclaret](#)**: [@Dan Martin](#) potentially huge. Obama did well using it for fundraising but the real power is motivational and organisational [#commschat](#)

[5:02 pm](#) **[DannyWhatmough](#)**: [@campbellclaret](#) will that change with the rise in digital though? [#commschat](#)

[5:02 pm](#) [suellewellyn](#): RT @CommsChat: Our guest today is @claretcampbell - Alastair Campbell, former director of comms & strategy for No 10. #commschat

[5:03 pm](#) [CommsChat](#): @pillarpr Well spotted! #commschat

[5:03 pm](#) [DavidPrescott](#): @campbellclaret That's nothing. I've just had to put up with an hour of JP on the Richard Bacon show #perspective #Commschat

[5:03 pm](#) [delineo](#): The #commschat with @campbellclaret has just started. <http://bit.ly/9tpJpG>

[5:03 pm](#) [campbellclaret](#): @DannyWhatmough possibly. But then that will broaden the kind of journo they go for #commschat

[5:03 pm](#) [crowdsurfing](#): On after @campbellclaret (a tough act to follow) in today's #commschat - I'm on at 8pm

[5:03 pm](#) [BusinessMidwife](#): RT @CommsChat: Our guest today is @claretcampbell - Alastair Campbell, former director of comms & strategy for No 10. #commschat

[5:03 pm](#) [campbellclaret](#): @DavidPrescott top man (both) #commschat

[5:04 pm](#) [gypsynits](#): @campbellclaret @commschat will the rise of digital do you traditional comms taking a backseat? #commschat

[5:04 pm](#) [jkerrstevens](#): @campbellclaret @commschat think a shame more resources not drawn from the 'ranks' #commschat

[5:04 pm](#) [DannyWhatmough](#): @campbellclaret I guess that links to another Q: can politicians (or PMs) ever be truly transparent and open on social media? #commschat

[5:04 pm](#) [audreygillan](#): @commschat His @campbellclaret not @claretcampbell who happens to be a woman who has tweeted just twice #commschat

[5:04 pm](#) [campbellclaret](#): @jkerrstevens i don't think you can separate them out. there is no more old and new media. There is just media #commschat

[5:05 pm](#) [gypsynits](#): yikes.. @campbellclaret @commschat i mean will traditional comms take a backseat with the rise of digital #commschat

[5:05 pm](#) [AlterianJames](#): @campbellclaret Can you pinpoint when you realised the new rules of PR were 'real time' thanks to social media? #commschat

[5:05 pm](#) [DannyWhatmough](#): RT @campbellclaret @jkerrstevens i don't think you can separate them out. there is no more old and new media. There is just media #commschat

[5:05 pm](#) [Dan Martin](#): @campbellclaret Turnout still pretty low in last election though so how can dialogue on Twitter be turned into voting? #commschat

[5:05 pm](#) [CommsChat](#): RT @Dan Martin: @campbellclaret What real role does social media have to play in boosting the turnout at elections? #commschat

[5:05 pm](#) [caroschwarz](#): Following [#commschat](#) from across the pond- in between tasks it is only midday here.

[5:05 pm](#) [campbellclaret](#): @[DannyWhatmough](#) the golden rule is same as pre social media. Engage brain before speaking. No difference apart from pace [#commschat](#)

[5:05 pm](#) [TheMediaMktinCo](#): RT @[crowdsurfing](#) On after @[campbellclaret](#) (tough act to follow) in today's [#commschat](#) - I'm on at 8pm

[5:05 pm](#) [DavidPrescott](#): RT @[campbellclaret](#): @[jkerrstevens](#) i don't think you can separate them out. there is no more old and new media. There is just media [#commschat](#)

[5:06 pm](#) [paulraeburn](#): Tuning into @[campbellclaret](#) on [#CommsChat](#). My question: if not command and control, then what - manage and shape?

[5:06 pm](#) [suey2y](#): @[campbellclaret](#) @[jkerrstevens](#) What's [#commschat](#)

[5:06 pm](#) [campbellclaret](#): @[AlterianJames](#) I was slow onto it, but I reckon turn of century or just after [#commschat](#)

[5:06 pm](#) [DannyWhatmough](#): @[campbellclaret](#) and so both are just superficial, heavily protected and guarded by spin and the like, never truly 'open' [#commschat](#)

[5:07 pm](#) [jkerrstevens](#): @[campbellclaret](#) though more x journos/editors seem selected for Corp roles than staff who worked their way up through an org [#commschat](#)

[5:07 pm](#) [campbellclaret](#): @[paulraeburn](#) work out the message and use all forms to put over in a more spontaneous and interactive way [#commschat](#)

[5:08 pm](#) [campbellclaret](#): @[jkerrstevens](#) maybe, but I do think the pool will expand. I also think more orgs will develop media pros from the off [#commschat](#)

[5:08 pm](#) [gypsynits](#): @ [campbellclaret](#) does social make crafting a msg even craftier for having to come up with a 140 character msg vs a 1000 wrd blog [#commschat](#)

[5:08 pm](#) [campbellclaret](#): @[DannyWhatmough](#) i didn't see what I did for Labour as being closed. we were open but on our terms [#commschat](#)

[5:08 pm](#) [karentriggs](#): @[campbellclaret](#) @[commschat](#) Any words of advice for Govt comms hds ticked off by marketing, recruitment and now training freezes? [#commschat](#)

[5:09 pm](#) [CommsChat](#): @[campbellclaret](#) Does the ability to self-publish on soc med mean relationships with key journalists/editors are less important? [#commschat](#)

[5:09 pm](#) [awareness\\_uk](#): Over on [#CommsChat](#) now. A Comms Chat special with @[CampbellClaret](#) (That's Alistair Campbell for the uninitiated!)

[5:09 pm](#) [campbellclaret](#): @[gypsynits](#) it is the same as old style journalism. whether 100 words or 2000 a story needs a headline and a central thought [#commschat](#)

5:09 pm **DannyWhatmough:** @[campbellclaret](#) but we never actually had Brown on Twitter for e.g. - Would that be possible for a PM do you think? #[commschat](#)

5:09 pm **jkerrstevens:** @[campbellclaret](#) agree (or at least hope so) - though not so much in the public sector for a while. #[commschat](#)

5:09 pm **TheMediaMktinCo:** RT @[campbellclaret](#) @[jkerrstevens](#) don't think you can separate them out. No more old and new media. There is just media #[commschat](#) << Agree!

5:10 pm **jamesthellusson:** Are 'super injunctions' a good thing for celebs and PRs but a bad thing for free speech? @[campbellclaret](#) #[commschat](#)

5:10 pm **campbellclaret:** @[karentriggs](#) explain to your masters the short termism of such cuts. Comms now fundamental to any organisation #[commschat](#)

5:10 pm **Dan Martin:** @[campbellclaret](#) Has using Twitter changed your relationship with the press? #[commschat](#)

5:10 pm **campbellclaret:** @[DannyWhatmough](#) yes #[commschat](#)

5:10 pm **HelenMoore:** RT @[campbellclaret](#) it is the same as old style journalism. whether 100 words or 2000 a story needs a headline & a central thought #[commschat](#)

5:10 pm **CommsChat:** @[suey2y](#) Hi there. It's a Twitter discussion forum about communications. See our website. [commschat.com](#) Enjoy! #[commschat](#)

5:10 pm **xfactorcomms:** RT @[GoodandBadPR](#): Today's #[commschat](#) is with @[campbellclaret](#) - he's in the seat for an hour. Click the hashtag to follow.

5:10 pm **campbellclaret:** @[jamesthellusson](#) yes. they are bad and getting worse #[fredgoodwin](#) #[commschat](#)

5:11 pm **MarkFlannCEO:** #[commschat](#) @[campbellclaret](#) @[jkerrstevens](#) from a charity point of view comms is about messages 1st then audiences close 2nd media choice 3rd

5:11 pm **campbellclaret:** @[Dan Martin](#) yes. I am amazed how often my tweets get reported (and I'm not even important any more) #[commschat](#)

5:11 pm **jkerrstevens:** @[campbellclaret](#) @[karentriggs](#) don't suppose you have a few lines to take available. ;) #[commschat](#).

5:11 pm **gypsvnits:** @[campbellclaret](#) interested on your thoughts on how 3 large comms functions in an org pr, internalcomms, mktg should work together #[commschat](#)

5:12 pm **DavidPrescott:** @[jkerrstevens](#) @[campbellclaret](#) I've found most ex hacks are good at media relations & tactics but not as good at strategy #[Commschat](#)

5:12 pm **campbellclaret:** @[jkerrstevens](#) apologies if am missing the odd q going through. There was a little riush there #[commschat](#)

[5:12 pm](#) **[John P Kelly](#)**: [@campbellclaret](#) Would you consider Twitter to be an invaluable tool now for you professionally? [#commschat](#)

[5:12 pm](#) **[campbellclaret](#)**: [@gypsynits](#) they just should! One script for all. different tactical expression [#commschat](#)

[5:13 pm](#) **[gypsynits](#)**: i so love this! RT [@campbellclaret](#): [@gypsynits](#) they just should! One script for all. different tactical expression [#internalcomms](#) [#commschat](#)

[5:13 pm](#) **[campbellclaret](#)**: [@John P Kelly](#) hi John (good dublin man everyone). Yes. I feel it gives me more say over what I say is received [#commschat](#)

[5:13 pm](#) **[EmNiagara](#)**: Can wall-2-wall stories about politicians using digital media be used as a way of concealing policy & avoid substantial debate? [#commschat](#)

[5:14 pm](#) **[campbellclaret](#)**: [@John P Kelly](#) and it is a great fundraising tool. I sold out a charity event recently with Kevin Spacey via twitter [#commschat](#)

[5:14 pm](#) **[Florina B](#)**: [@campbellclaret](#) Do you think that the evaluation of the digital landscape will be more effective in the coming year? [#commschat](#)

[5:14 pm](#) **[campbellclaret](#)**: [@EmNiagara](#) No, because there will always be the demand for depth and substance. A tweet can carry a link to speeches, booksetc [#commschat](#)

[5:15 pm](#) **[campbellclaret](#)**: [@Florina B](#) I don't know. Not really my thing. But certainly everyone seems to rely a lot on anecdotage [#commschat](#)

[5:15 pm](#) **[metzger49](#)**: [@campbellclaret](#) is it now possible to 'buy' respectability? [#commschat](#)

[5:16 pm](#) **[campbellclaret](#)**: [@metzger49](#) I don't think so. [#commschat](#)

[5:16 pm](#) **[pillarpr](#)**: [@campbellclaret](#) If you had an important message to get out, would you reach for the phone or tweet first? [#commschat](#)

[5:17 pm](#) **[dom asdaPR](#)**: interesting discussion on [#commschat](#) with [@campbellclaret](#) - tune in if you have time.

[5:17 pm](#) **[CommsChat](#)**: [@campbellclaret](#) Lots of criticism recently of 'reputation laundering' - PR for dubious foreign regimes. What's your take on it? [#commschat](#)

[5:17 pm](#) **[campbellclaret](#)**: [@pillarpr](#) depends. But twitter would definitely play a role. Often I tweet to say I have done a blog or point out media story [#commschat](#)

[5:18 pm](#) **[John P Kelly](#)**: [@campbellclaret](#) Twitter increasing sense of over familiarity between gen public & public figures. Pitfalls? Tips for 'celebs?' [#commschat](#)

[5:18 pm](#) **[gypsynits](#)**: [@campbellclaret](#) does building an online presence, translate to eminence naturally in the comms world these days? [#commschat](#)

[5:18 pm](#) **[DemocracyFail](#)**: @[campbellclaret](#) Do you think Ed M & Tom Baldwin can afford to be bolder in both standing up to Murdoch & opposing BSKyB deal? #[commschat](#)

[5:18 pm](#) **[metzger49](#)**: @[jamesthellusson](#) @[campbellclaret](#) the economist said the same thing this week too #[commschat](#)

[5:18 pm](#) **[campbellclaret](#)**: @[CommsChat](#) see my blog of Sat, or short version in weekend FT. Provided pushing regimes in right direction, ought to be ok #[commschat](#)

[5:19 pm](#) **[campbellclaret](#)**: @[John\\_P\\_Kelly](#) be yourself #[commschat](#)

[5:19 pm](#) **[campbellclaret](#)**: @[DemocracyFail](#) yes #[commschat](#)

[5:19 pm](#) **[metzger49](#)**: @[campbellclaret](#) so ultimately the truth will out then? #[commschat](#)

[5:19 pm](#) **[campbellclaret](#)**: @[gypsynits](#) no certainly not. The message will always be more important than the medium #[commschat](#)

[5:20 pm](#) **[metzger49](#)**: RT @[campbellclaret](#): @[gypsynits](#) no certainly not. The message will always be more important than the medium #[commschat](#)

[5:20 pm](#) **[campbellclaret](#)**: @[metzger49](#) what was the question!! #[commschat](#)

[5:21 pm](#) **[timmymc](#)**: @[campbellclaret](#) #[commschat](#) Has Ken Livingstone got a chance of beating Boris to be London mayor again or is there too much negative history?

[5:21 pm](#) **[AB\\_BIZ\\_TRAIN](#)**: @[campbellclaret](#) Who do you think has had TOO MUCH media training...or not enough?! #[commschat](#)

[5:22 pm](#) **[campbellclaret](#)**: @[timmymc](#) certainly has a chance. Lot depends on how well Boris distances self from the tory govt #[commschat](#)

[5:22 pm](#) **[Dan\\_Martin](#)**: @[campbellclaret](#) What are your Twitter tips for charities who don't have the support of high profile names? #[commschat](#)

[5:22 pm](#) **[campbellclaret](#)**: @[AB\\_BIZ\\_TRAIN](#) Clegg too much. Fabio Capello not enough #[commschat](#)

[5:22 pm](#) **[CommsChat](#)**: Great Q. RT @[AB\\_BIZ\\_TRAIN](#): @[campbellclaret](#) Who do you think has had TOO MUCH media training...or not enough?! #[commschat](#)

[5:23 pm](#) **[DemocracyFail](#)**: Alastair Campbell just agreed on #[commschat](#) that Ed M & Tom Baldwin can afford to be bolder in standing up to Murdoch & BSKyB. #[Heshouldknow](#)

[5:23 pm](#) **[totmac](#)**: @[campbellclaret](#) What is the main benefit you get from using Twitter? #[commschat](#)

[5:23 pm](#) **[campbellclaret](#)**: @[Dan\\_Martin](#) hard,annoyingly. All about being a bit different and

pm inventive. and real people telling stories better than celebs  
[#commschat](#)

[5:23 pm](#) [AB BIZ TRAIN](#): RT [@campbellclaret](#): [@AB BIZ TRAIN](#) Clegg too much. Fabio Capello not enough [#commschat](#)

[5:23 pm](#) [caroschwarz](#): RT [@campbellclaret](#): [@gypsynits](#) no certainly not. The message will always be more important than the medium [#commschat](#)

[5:24 pm](#) [campbellclaret](#): [@totmac](#) allows quick political reaction. Good fundraising tool. Links to blog. Promotes events. And people send me stuff [#commschat](#)

[5:24 pm](#) [DavidPrescott](#): ?[@campbellclaret](#): [@AB BIZ TRAIN](#) Clegg too much. Fabio Capello not enough [#commschat](#)? > Alastair asked who has had too much media training

[5:24 pm](#) [CommsChat](#): [@campbellclaret](#) What should comm's relationship be with truth? A duty to be truthful or is 1st obligation to client/business? [#commschat](#)

[5:24 pm](#) [jamesthellusson](#): RT [@campbellclaret](#): [@AB BIZ TRAIN](#) Clegg too much. Fabio Capello not enough [#commschat](#)

[5:24 pm](#) [campbellclaret](#): [@CommsChat](#) JP too much by his son [#commschat](#)

[5:24 pm](#) [TheMediaMktinCo](#): [@campbellclaret](#) Any advice for comms/PR pros on how to approach bloggers successfully? [#commschat](#)

[5:24 pm](#) [Dan Martin](#): [@campbellclaret](#) Celeb angle works so well though for orgs like [@rednoseday](#). Makes it harder for small charities to get a look in [#commschat](#)

[5:25 pm](#) [campbellclaret](#): [@CommsChat](#) should strive for both to be mutually supporting [#commschat](#)

[5:25 pm](#) [JoasiaK](#): [@campbellclaret](#) What do you think of Clegg's 'alarm clock Britain' catchphrase? [#commschat](#)

[5:25 pm](#) [Florina B](#): Really good questions here from the audience and hard to catch up, [@campbellclaret](#) is doing a great job! [#commschat](#)

[5:25 pm](#) [campbellclaret](#): [@TheMediaMktinCo](#) just get out there and comment in a way they find engaging [#commschat](#)

[5:25 pm](#) [third city](#): RT [@campbellclaret](#): [@gypsynits](#) no certainly not. The message will always be more important than the medium [#commschat](#)

[5:25 pm](#) [CommsChat](#): Ha! RT [@JoasiaK](#): [@campbellclaret](#) What do you think of Clegg's 'alarm clock Britain' catchphrase? [#commschat](#)

[5:25 pm](#) [campbellclaret](#): [@JoasiaK](#) dire [#commschat](#)

[5:25 pm](#) [lizfoggitt](#): RT [@Florina B](#): Really good questions here from the audience and hard to catch up, [@campbellclaret](#) is doing a great job! [#commschat](#)

[5:26 pm](#) [campbellclaret](#): @[Florina\\_B](#) ta [#commschat](#)

[5:26 pm](#) [gypsvnits](#): @[campbellclaret](#) a ? i came across earlier.should a brand be tweeting or a spokesperson for the brand to add the human element? [#commschat](#)

[5:26 pm](#) [CommsChat](#): @[campbellclaret](#) Is 'spin' a dirty word in political comms? Should it be? [#commschat](#)

[5:27 pm](#) [campbellclaret](#): @[CommsChat](#) both have their role but real people always better. to some, however, the brand is what/who they love [#commschat](#)

[5:27 pm](#) [campbellclaret](#): @[CommsChat](#) yes. No [#commschat](#)

[5:28 pm](#) [jamesthellusson](#): @[campbellclaret](#) who is winning the AV comms battle? Where will it net out in yr view? [#commschat](#)

[5:28 pm](#) [TheMediaMktinCo](#): RT @[campbellclaret](#) says [#comms](#) [#PRpros](#) should just get out there and comment in a way [#bloggers](#) find engaging [#commschat](#)

[5:28 pm](#) [networkMCR](#): I'm really enjoying the [#commschat](#) feed with @[campbellclaret](#) at the moment.

[5:28 pm](#) [simonredfern](#): @[campbellclaret](#) how many comms people do you think Number 10 needs to function properly? Cameron clearly pitched too low [#commschat](#)

[5:28 pm](#) [campbellclaret](#): @[jamesthellusson](#) both sides losing because nobody is really making the majority care enough. It has all become about Clegg [#commschat](#)

[5:29 pm](#) [AB\\_BIZ\\_TRAIN](#): @[Campbellclaret](#) "The world's best communicator is...." ? Discuss! [#commschat](#)

[5:29 pm](#) [gypsvnits](#): RT @[simonredfern](#): @[campbellclaret](#) how many coms pple do u think No 10 needs to function properly? Cameron clearly pitched too low [#commschat](#)

[5:29 pm](#) [John P Kelly](#): @[campbellclaret](#) Thoughts on twitter being ahead of the curve v. 24hr news on recent events? Estd.media need to up their game? [#commschat](#)

[5:29 pm](#) [campbellclaret](#): @[simonredfern](#) hilarious to see Cameron effectively put in place our systems which he dismantled. You don't need lots [#commschat](#)

[5:30 pm](#) [CommsChat](#): Keep your questions for @[campbellclaret](#) coming. He's with us for another half an hour... ^ng [#commschat](#)

[5:30 pm](#) [Dan Martin](#): @[campbellclaret](#) What do you think about how the government is using social media? Particularly the crowdsourcing platforms [#CommsChat](#)

[5:30 pm](#) [campbellclaret](#): @[AB\\_BIZ\\_TRAIN](#) Clinton at his best was hard to beat. Lionel Messi not bad - and he never speaks. Diana was the best at pix comms [#commschat](#)

- [5:31 pm](#) [dannycalogero](#): @[campbellclaret](#) is it possible to manage reputations on twitter? #[commschat](#)
- [5:31 pm](#) [xfactorcomms](#): @[campbellclaret](#) If u had to scrub all but 3 of people u Follow, who wld b last ones standing...1 politics, 1 sport, 1 'other' #[commschat](#)
- [5:31 pm](#) [campbellclaret](#): @[John P Kelly](#) yes, which is why journos now tweeting. Btw why do TV and radio still review papers not eg tweets? #[commschat](#)
- [5:32 pm](#) [campbellclaret](#): @[Dan Martin](#) not aware of detail but in general it is lazy approach #[commschat](#)
- [5:32 pm](#) [campbellclaret](#): @[xfactorcomms](#) lance armstrong in sport. will come back onothers #[commschat](#)
- [5:32 pm](#) [Dan Martin](#): @[campbellclaret](#) Why lazy? What do you think they should be doing? #[commschat](#)
- [5:32 pm](#) [campbellclaret](#): @[dannycalogero](#) not on twitter alone but it helps #[commschat](#)
- [5:33 pm](#) [campbellclaret](#): @[xfactorcomms](#) John Prescott (cos his son is not well) #[commschat](#)
- [5:33 pm](#) [gypsynits](#): @[campbellclaret](#) startin fresh out of college is hard.is the coms world impossible 2 breach without a degree in journalism or coms #[commschat](#)
- [5:34 pm](#) [campbellclaret](#): @[Dan Martin](#) that was a general observation. It can be used as excuse to avoiud strategic heavy lifting. govt poor at strategy #[commschat](#)
- [5:34 pm](#) [totmac](#): @[campbellclaret](#) Where do you think online comms is going in the next 5 years? #[commschat](#)
- [5:34 pm](#) [MaisieMilton](#): RT @[CommsChat](#): Our guest today is @[claretcampbell](#) - Alastair Campbell, former director of comms & strategy for No 10. #[commschat](#)
- [5:35 pm](#) [campbellclaret](#): @[gypsynits](#) i guess it is harder but journalism has always had room for bright untrained talent. better at that than most #[commschat](#)
- [5:35 pm](#) [AB BIZ TRAIN](#): @[campbellclaret](#) Best ever newspaper headline? "Paddy pantsdown" aside... #[commschat](#)
- [5:35 pm](#) [campbellclaret](#): @[totmac](#) god knows - it is changing so fast #[commschat](#)
- [5:35 pm](#) [campbellclaret](#): @[AB BIZ TRAIN](#) Labour landslide #[commschat](#)
- [5:36 pm](#) [campbellclaret](#): @[AB BIZ TRAIN](#) Burnley promoted was quite good #[commschat](#)
- [5:36 pm](#) [taloncab](#): The beauty of Twitter. @[metzger49](#) having conversation with @[campbellclaret](#) in his #[commschat](#) - brilliant
- [5:36 pm](#) [CommsChat](#): @[campbellclaret](#) What'll be on your census form? Comms supremo,

pm political pundit, author, full-time Burnley supporter...? #commschat

5:36 **gypsynits:** @campbellclaret where would u advice a fresh mktg graduate to  
pm start looking for a job in london in comms? :) had to slip that in  
#commschat

5:37 **AB BIZ TRAIN:** @campbellclaret Thanks! Put a few on your stories when at the  
pm Mirror in the 1980s....happy days! #commschat

5:37 **fionamce:** RT @campbellclaret: @CommsChat JP too much by his son  
pm #commschat

5:37 **campbellclaret:** @CommsChat writer and communicator #commschat  
pm

5:37 **campbellclaret:** @gypsynits sport #commschat  
pm

5:38 **campbellclaret:** @AB BIZ TRAIN who are you? #commschat  
pm

5:38 **dannycalogero:** @campbellclaret if it can't be managed, is twitter more of a threat or  
pm an aid to brand development? #commschat

5:39 **CommsChat:** @campbellclaret What can political comms learn from corp  
pm comms? And vice versa? #commschat

5:39 **GinaBo:** @campbellclaret who's Twitter account would you like to access for  
pm the day? #commschat

5:39 **campbellclaret:** @dannycalogero no point thinking of it as threat. always an  
pm opportunity #commschat

5:39 **xfactorcomms:** has to b 'Super Caley Go Ballistic Celtic Are Atrocious' RT  
pm @AB BIZ TRAIN: @campbellclaret Best ever newspaper  
headline? ... #commschat

5:39 **campbellclaret:** @GinaBo Justin Bieber. I am fascinated by the Bieber phenomenon  
pm #commschat

5:40 **pillarpr:** @campbellclaret Is there a reason why you separate 'writer' and  
pm 'communicator'? #commschat

5:40 **fionamce:** @simonredfern @campbellclaret did No10 not need more strategy  
pm people rather than purely comms #commschat

5:40 **campbellclaret:** @xfactorcomms still not as good as Burnley promoted #commschat  
pm

5:40 **AB BIZ TRAIN:** @campbellclaret former sub + hack, now run media training biz.  
pm New Q: comms interns - to pay or not to pay? #commschat

5:40 **campbellclaret:** @fionamce I see the two as linked #commschat  
pm

5:41 **gypsynits:** @campbellclaret twttr used by fortune100 to hone cstmer srvc aka  
pm dell.other than crowdsourcing & srvc where do u see twitter go  
#commschat

5:41 pm [campbellclaret](#): @[pillarpr](#) I think writer refers to books. Communicator is eg the stuff I do for charities and on issues #[commschat](#)

5:41 pm [campbellclaret](#): @[AB\\_BIZ\\_TRAIN](#) pay #[commschat](#)

5:42 pm [gypsynits](#): @[AB\\_BIZ\\_TRAIN](#) @[campbellclaret](#) love the pay or not to pay question! #[commschat](#)

5:42 pm [fionamce](#): @[campbellclaret](#) I totally agree. No10 lately has been missing the thinking/strategy & failing to resist shooting from the hip #[commschat](#)

5:42 pm [GinaBo](#): @[campbellclaret](#) Bieber fever is a sight to behold alright! when you back in Dublin? Enjoyed you on #[latelate](#) #[commschat](#)

5:42 pm [AB\\_BIZ\\_TRAIN](#): RT @[gypsynits](#): @[AB\\_BIZ\\_TRAIN](#) @[campbellclaret](#) love the pay or not to pay question! #[commschat](#)

5:42 pm [campbellclaret](#): @[gypsynits](#) what about the answer? #[commschat](#)

5:42 pm [campbellclaret](#): @[GinaBo](#) love going to Dublin. soon I hope #[commschat](#)

5:43 pm [jamesthellusson](#): @[campbellclaret](#) Wales changes went thru on small t/o...but were u a betting man which way would u bet it will go? #[commschat](#)

5:43 pm [metzger49](#): @[campbellclaret](#) which manages comms better, Obama or Bush administration? #[commschat](#)

5:43 pm [gypsynits](#): @[campbellclaret](#) @[gypsynits](#) lovee the answer as well now if i can just find my bro a comms job that pays! #[commschat](#)

5:43 pm [fionamce](#): @[campbellclaret](#) gov comms has changed hugely. How can depts be encouraged to engage rather than be a press notice machine #[commschat](#)

5:43 pm [campbellclaret](#): @[fionamce](#) they are also too keen to put next day ahead of bigger steps. And full of strategic inconsistency eg Big Society/cuts #[commschat](#)

5:43 pm [AB\\_BIZ\\_TRAIN](#): @[campbellclaret](#) Best editor you worked for? #[commschat](#)

5:44 pm [campbellclaret](#): @[jamesthellusson](#) yes #[commschat](#)

5:44 pm [Stevejuice](#): #[commschat](#) I've never seen an MP who even remotely understands social media and how/why to use it. Anyone?

5:44 pm [campbellclaret](#): @[metzger49](#) Bush clearer, Obama better managed, but not clear cut #[commschat](#)

5:44 pm [campbellclaret](#): @[AB\\_BIZ\\_TRAIN](#) richard stott probably #[commschat](#)

5:45 [Dan Martin](#): I can hear tabloid journalists typing! :) RT @[campbellclaret](#)

[pm](#) @GinaBo Justin Bieber. Fascinated by Bieber phenomenon #commschat

[5:45 pm](#) [campbellclaret](#): @Stevejuice some do, but agree centre of gravity in wrong place #commschat

[5:45 pm](#) [mollyhpierce](#): Great stuff on #commschat at the moment, looking forward to @crowdsurfing's session later as well.

[5:45 pm](#) [campbellclaret](#): @fionamce just do it. understand world has changed and adapt #commschat

[5:45 pm](#) [third city](#): RT @campbellclaret: @metzger49 Bush clearer, Obama better managed, but not clear cut #commschat

[5:46 pm](#) [campbellclaret](#): @Dan\_Martin fascinated by way the web has been used to marshal millions to think the same. take a look at his website #commschat

[5:46 pm](#) [Florina B](#): @Stevejuice Actually they are. Fleishman-Hillard Brussels did a research about that topic, if your're interested. #commschat

[5:46 pm](#) [PhoebeRowell](#): RT @fionamce: @campbellclaret gov comms has changed hugely. How can depts be encouraged to engage rather than be a press notice machine #commschat

[5:46 pm](#) [CommsChat](#): @campbellclaret The practice of 'burying' bad news - how much of it goes on in politics and comms generally? #commschat

[5:46 pm](#) [gypsyynits](#): @campbellclaret with onlne mdia like YT, blog, twitter, FB movin forming the big4 online. a social media strtgy is reqed or optional? #commschat

[5:46 pm](#) [campbellclaret](#): @Florina\_B remind me question #commschat

[5:47 pm](#) [GinaBo](#): @campbellclaret a Guinness awaits your return .... #commschat

[5:47 pm](#) [campbellclaret](#): @CommsChat almost always a mistake. but some still persist in thinking good idea #commschat

[5:48 pm](#) [pillarpr](#): What are your thoughts on the 'Twitter PR fails' by businesses referencing world events/tragedies to get attention? #commschat

[5:48 pm](#) [Florina B](#): @campbellclaret no question up till now :), just watching carefully! #commschat

[5:48 pm](#) [Stevejuice](#): @campbellclaret Which one doesn't think it's merely another channel to promote themselves/their point of view? #commschat

[5:48 pm](#) [campbellclaret](#): @gypsyynits not optional. needed #commschat

[5:48 pm](#) [fionamce](#): RT @campbellclaret: @fionamce they are also too keen to put next day ahead of bigger steps. And full of strategic inconsistency eg Big Society/cuts #commschat

[5:48 pm](#) [John P Kelly](#): @campbellclaret How do you cut through the 'noise' of the sheer

pm number of tweets you receive in addition to general updates?  
[#commschat](#)

[5:48 pm](#) [campbellclaret](#): @[pillarpr](#) mistaken view [#commschat](#)

[5:48 pm](#) [tentspitch](#): @[PillarPR](#) it's disgraceful really! that about sums it up for me Lynne! [#commschat](#)

[5:48 pm](#) [AB BIZ TRAIN](#): @[campbellclaret](#) View on churnalism.com? [#commschat](#)

[5:49 pm](#) [campbellclaret](#): @[John\\_P\\_Kelly](#) only look every now and then and not worry if I miss things [#commschat](#)

[5:49 pm](#) [fionamce](#): @[campbellclaret](#) it's very difficult to create consistent messages when ministers don't care. That will have to change. too risky [#commschat](#)

[5:49 pm](#) [JemStone](#): Really enjoying the fascinating/frank [#commschat](#) with @[campbellclaret](#) . Hope someone is going to storify etc it.

[5:49 pm](#) [Dan Martin](#): On Justin Bieber RT @[campbellclaret](#): @[Dan Martin](#) fascinated by way the web has been used to marshal millions to think the same. [#commschat](#)

[5:50 pm](#) [campbellclaret](#): @[AB BIZ TRAIN](#) too much of it. part of general decline in standards. and while I'm at it PCC a joke [#commschat](#)

[5:50 pm](#) [campbellclaret](#): @[fionamce](#) agree. [#commschat](#)

[5:50 pm](#) [AB BIZ TRAIN](#): RT @[campbellclaret](#): @[AB BIZ TRAIN](#) richard stott probably [#commschat](#)

[5:50 pm](#) [FelicityStewart](#): @[JemStone](#) Yes! I'll try to get it online as soon as possible - struggling to keep up with all the many tweets myself! [#commschat](#)

[5:50 pm](#) [Stevejuice](#): @[groovegenerator](#) About the best I agree, but only because he's effectively 'retired'. I like him. [#commschat](#)

[5:50 pm](#) [Dan Martin](#): @[campbellclaret](#) I agree. I'm not one of the millions but it is a fascinating example of the power of the web [#commschat](#)

[5:51 pm](#) [pillarpr](#): @[campbellclaret](#) Any types of organisation that you think social media is not appropriate or important to? [#commschat](#)

[5:51 pm](#) [xfactorcomms](#): RT @[JemStone](#): Really enjoying the fascinating/frank [#commschat](#) with @[campbellclaret](#) . Hope someone is going to storify etc it.

[5:51 pm](#) [CommsChat](#): @[campbellclaret](#) What do you think of the way the media has covered Coulson? [#commschat](#)

[5:51 pm](#) [campbellclaret](#): @[campbellclaret](#) @[AB BIZ TRAIN](#) and another thing ... the way most of the papers don't cover the phone-hacking story is revealing [#commschat](#)

[5:51](#) [PhoebeRowell](#): @[campbellclaret](#) do you think 'PR is dying'?... [#commschat](#)

pm

5:51 **campbellclaret**: @pillarpr no #commschat

pm

5:51 **brooke\_nolan**: @campbellclaret In your view has social media and web in general made politics more transparent or more confusing? #commschat

pm

5:52 **Stevejuice**: @Florina\_B Actually they're not, trust me. I am interested in the survey though. #commschat

pm

5:52 **brooke\_nolan**: @commschat @campbellclaret In your view has social media and web in general made politics more transparent or more confusing? #commschat

pm

5:52 **campbellclaret**: @CommsChat most papers have tried to ignore, prob cos have done worse. It won't go away tho even tho he has gone. #commschat

pm

5:52 **caroschwarz**: What would you say is the main difference when working with the media in the US and UK? #commschat @campbellclaret

pm

5:52 **MaisieMilton**: RT @campbellclaret: @campbellclaret @AB\_BIZ\_TRAIN and another thing ... the way most of the papers don't cover the phone-hacking story is revealing #commschat

pm

5:52 **gypsynits**: @campbellclaret do you see social media being used outside of the US & UK in political circles successfully #commschat

pm

5:53 **campbellclaret**: @CommsChat and the role of Yates of the Yard won't go away either (see Guardian letter from Ken Starmer today) #commschat

pm

5:53 **CommsChat**: @JemStone there will be a full transcript of tonight's #CommsChat on CommsChat.com in the next few days. ^AT

pm

5:53 **campbellclaret**: @brooke\_nolan good question.on balance the former #commschat

pm

5:53 **fionamce**: @campbellclaret the daily 8.30am meets have never been used as effectively as used to be. Whitehall needs them & misses them :( #commschat

pm

5:53 **Florina\_B**: @Stevejuice here's the link - <http://www.epdigitaltrends.eu/> #commschat

pm

5:54 **campbellclaret**: @caroschwarz US journos see themselves as a profession. fact-checkers a way of life. UK not that bothered if story copper-btmd #commschat

pm

5:54 **Stevejuice**: @TunafishMedia Aah, Obama. Since he's been elected he's done what SM-wise exactly? A cynic might think of opportunism. #commschat

pm

5:54 **campbellclaret**: @fionamce sounds like you are nostalgic for the AC (not coulson) days #commschat

pm

5:54 **DavidPrescott**: @campbellclaret So do you think the PCC should be put on a statutory footing or do you believe in principle of self regulation?

pm

#Commschat

- 5:55 pm **[campbellclaret](#)**: @[pillarpr](#) explaining #commschat
- 5:55 pm **[campbellclaret](#)**: @[DavidPrescott](#) in general believe in self-reg but has to be earned and they haven't earned it. #commschat
- 5:55 pm **[CommsChat](#)**: Last few minutes now guys! @[campbellclaret](#) will answer as many Qs as poss. #commschat
- 5:55 pm **[pillarpr](#)**: @[campbellclaret](#) Is it acceptable for public figures to have others tweeting on their behalf? #commschat
- 5:56 pm **[campbellclaret](#)**: @[gypsynits](#) less so, but it will come. been important in events in N Africa #commschat
- 5:56 pm **[AB BIZ TRAIN](#)**: @[campbellclaret](#) The tweet you most regret ever sending was....?! #commschat
- 5:56 pm **[campbellclaret](#)**: @[pillarpr](#) nothing wrong so long as clear that's what it is. for the record I do all my own #commschat
- 5:56 pm **[Stevejuice](#)**: @[Florina\\_B](#) Thanks, that's useful. More about usage though at quick glance. You can use something a lot - badly. #commschat
- 5:57 pm **[campbellclaret](#)**: @[pillarpr](#) apart from when my daughter updated my FB status to say I loved Taylor Swift #commschat
- 5:57 pm **[Dan Martin](#)**: RT @[campbellclaret](#) @[caroschwarz](#) US journos see t'selves as profession factcheckers w/of life UK not bothered if story copper-btmd #commschat
- 5:57 pm **[fionance](#)**: @[campbellclaret](#) haha.. yep just a little bit. But truly, they really helped me do my job better & kept me plugged in & consistent #commschat
- 5:57 pm **[GinaBo](#)**: Bloody typical asking the dashing @[campbellclaret](#) a question & my grammar fails me. Shame on me!! #commschat
- 5:57 pm **[brooke nolan](#)**: @[campbellclaret](#) Prob true.Can b hard 2 get to facts online instead of opinions.Although opinions are always the interesting part! #commschat
- 5:58 pm **[campbellclaret](#)**: @[AB BIZ TRAIN](#) i will think of it after this is over #commschat
- 5:58 pm **[Florina B](#)**: @[Stevejuice](#) yes, that's the downside, but it's a growing trend nevertheless #commschat
- 5:58 pm **[campbellclaret](#)**: @[GinaBo](#) so long as you didn't split an infinitive. I HATE THAT #commschat
- 5:58 pm **[manatrue](#)**: RT @[campbellclaret](#): @[campbellclaret](#) @[AB BIZ TRAIN](#) and another thing ... the way most of the papers don't cover the phone-hacking story is revealing #commschat
- 5:59 **[campbellclaret](#)**: Why has nobody asked about how evil the Daily Mail is?

[pm](#) [#commschat](#)

[5:59 pm](#) [gypsynits](#): [@GinaBo](#) [@campbellclaret](#) aiyay me too my very first question was totally messed up! hehe comms chat fun [#commschat](#)

[5:59 pm](#) [BondiManc](#): [@campbellclaret](#) Just cut to the chase then, spill [#commschat](#)

[5:59 pm](#) [CommsChat](#): [@campbellclaret](#) Goes without saying? [#commschat](#)

[5:59 pm](#) [campbellclaret](#): [@campbellclaret](#) is it because you all know the answer? [#commschat](#)

[5:59 pm](#) [AB BIZ TRAIN](#): Thank heavens for subs! RT [@campbellclaret](#): [@GinaBo](#) so long as you didn't split an infinitive. I HATE THAT [#commschat](#)

[5:59 pm](#) [gypsynits](#): asking RT [@campbellclaret](#): Why has nobody asked about how evil the Daily Mail is? [#commschat](#)

[6:00 pm](#) [patrickconboy](#): RT [@campbellclaret](#): Why has nobody asked about how evil the Daily Mail is? [#commschat](#)

[6:00 pm](#) [TheMediaMktinCo](#): RT [@campbellclaret](#): Why has nobody asked about how evil the Daily Mail is? [#commschat](#) << Surely should WHY so evil?

[6:00 pm](#) [CommsChat](#): Folks, have to end it there before [@campbellclaret](#) develops RSI. Besides, he's due at a fundraising dinner. Alastair, thank you! [#commschat](#)

[6:00 pm](#) [mjgharding](#): RT [@campbellclaret](#): Why has nobody asked about how evil the Daily Mail is? [#commschat](#)

[6:00 pm](#) [hepvintage](#): [@campbellclaret](#) [#commschat](#) How evil is the Daily Mail?

[6:00 pm](#) [pillarpr](#): [@campbellclaret](#) because we all already know [#commschat](#)

[6:00 pm](#) [CommsChat](#): [#CommsChat](#) how evil is the daily mail?

[6:00 pm](#) [AB BIZ TRAIN](#): [@campbellclaret](#) Surely you or Fiona have taken Dacre's dollar?! [#commschat](#)

[6:00 pm](#) [CommsChat](#): BTW, the 2nd vol. of Alastair's diaries, Power and the People: 2, is out now. <http://amzn.to/eOHWqv> [#commschat](#)

[6:01 pm](#) [John P Kelly](#): [@campbellclaret](#) YES! [#commschat](#)

[6:01 pm](#) [adamjay1969](#): Doh!!! Cos everybody knows the answer?? RT [@campbellclaret](#) Why has nobody asked about how evil the Daily Mail is? [#commschat](#)

[6:01 pm](#) [gypsynits](#): [@campbellclaret](#) thank u soo much its been awesome! [#commschat](#)

[6:01 pm](#) [campbellclaret](#): @[pillarpr](#) but does your Mum? (if i had a pound for everyone who said their mum reads it) #[commschat](#)

[6:01 pm](#) [chkchk](#): #[CommsChat](#) ...evil enough?

[6:01 pm](#) [campbellclaret](#): @[AB\\_BIZ\\_TRAIN](#) nope. and it is not allowed in the house (like dogshit). #[commschat](#)

[6:01 pm](#) [CommsChat](#): Finally, as mentioned, today?s chat was dedicated to memory of Mark Hanson. RIP. Thoughts are with his family and friends. #[commschat](#)

[6:02 pm](#) [campbellclaret](#): @[CommsChat](#) thanks for the book plug. Never asked for that - honest. Terrific read mind u #[commschat](#)

[6:02 pm](#) [CommsChat](#): It is! RT @[campbellclaret](#): @[CommsChat](#) thanks for the book plug. Never asked for that - honest. Terrific read mind u #[commschat](#)

[6:02 pm](#) [brooke\\_nolan](#): RT @[CommsChat](#): #[CommsChat](#) how evil is the daily mail?

[6:02 pm](#) [DavidPrescott](#): RT @[CommsChat](#): Finally, as mentioned, today?s chat was dedicated to memory of Mark Hanson. RIP. Thoughts are with his family and friends. #[commschat](#)

[6:02 pm](#) [campbellclaret](#): @[CommsChat](#) Mark was terrific guy and a big part of the Labour social media story. #[commschat](#)

[6:03 pm](#) [pillarpr](#): @[campbellclaret](#) My very intelligent Dad buys it - insists only 'because it has the best puzzles!' #[commschat](#)

[6:03 pm](#) [gypsynits](#): RT @[CommsChat](#): BTW, the 2nd vol. of Alastair?s diaries, Power and the People: 2, is out now. <http://amzn.to/eOHWqv> #[commschat](#)

[6:03 pm](#) [Stevejuice](#): @[cllrilindley](#) Tough in 140! Transparency is key, opinions different to yours are OK, etc #[commschat](#)

[6:03 pm](#) [HelenMoore](#): RT @[campbellclaret](#): @[CommsChat](#) thanks for the book plug. Never asked for that - honest. Terrific read mind u #[commschat](#)

[6:03 pm](#) [PhoebeRowell](#): @[campbellclaret](#) Why has nobody asked about how evil the Daily Mail is? @[pillarpr](#) because we all already know #[commschat](#) :) #[commschat](#)

[6:03 pm](#) [caroschwarz](#): RT @[campbellclaret](#): @[caroschwarz](#) US journos see themselves as a profession; fact-checkers. UK not bothered if story copper-btmd #[commschat](#)