



**mollyflatt** Please all stay in touch and keep the conversation going–lots to learn from you all. Have a great evening (on, off or otherwise!) [#commschat](#)  
–9:03 PM Aug 15th, 2011



**MGreer\_PR** [@SandyLindsay](#) [@amandacomms](#) # Create an environment that is appealing, fun & safe – but needs all stakeholders to work together.  
[#commschat](#) –9:02 PM Aug 15th, 2011



**spirals** [@mollyflatt](#) [@CommsChat](#) Thx for the great topic tonight!  
[#commschat](#) –9:02 PM Aug 15th, 2011



**Stevejuice** [#commschat](#) Thanks Molly. –9:01 PM Aug 15th, 2011



**mollyflatt** [@CommsChat](#) Me too, apologies but I have to dash off. What a pleasure. Thank you all for your energy and insight. [#commschat](#)  
–9:01 PM Aug 15th, 2011



**paulfabretti** [@SandyLindsay](#) [@amandacomms](#) the momentum seems to be with the I <3 MCR but MUST involve chamber of commerce/council too  
[#commschat](#) –9:01 PM Aug 15th, 2011



**SandyLindsay** RT [@Stevejuice](#): [#commschat](#) In large networks people post to impress. Social decisions are made in private networks between real friends.  
–9:00 PM Aug 15th, 2011



**mikesgene** [@spirals](#) [@mollyflatt](#) And there's the rub. SM conversations such as they are, tend to lack depth, commitment, & action for change  
[#commschat](#) –9:00 PM Aug 15th, 2011



**neilcomm** Cheers everyone! [#commschat](#) –9:00 PM Aug 15th, 2011



**JosieRogers** RT [@mollyflatt](#): We need to focus more on how to inspire and spread purchasing behaviour \*through\* conversation – not just on getting conversation [#commschat](#)  
–9:00 PM Aug 15th, 2011



**SandyLindsay** [@amandacomms](#) agreed – I know cinemas and restaurants etc are really struggling. Maybe we can all do something together?  
[#commschat](#) –9:00 PM Aug 15th, 2011



**CommsChat** ...a transcript will go up tomorrow morning. Night all!  
**#commschat** –9:00 PM Aug 15th, 2011



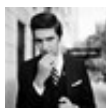
**CommsChat** Ok, that's it from me tonight. Thank you very much to  
**@mollyflatt** for hosting a great session... **#commschat** –9:00 PM Aug 15th, 2011



**Stevejuice** **#commschat** In large networks people post to impress. Social  
 decisions are made in private networks between real friends. –9:00 PM Aug 15th,  
 2011



**mollyflatt** I always say, for businesses, valuable conversation is a signal of a  
 behaviour (loyalty, sales)– empty words are all too easy **#commschat** –8:59 PM  
 Aug 15th, 2011



**jamesnord** Nike + RT**@mollyflatt** when was the last time something social a  
 brand did (on or offline) really made your life better? **#commschat** –8:59 PM Aug  
 15th, 2011



**amandacomms** **@SandyLindsay** will take some time but this week is about  
 moving on **#commschat** –8:59 PM Aug 15th, 2011



**jgombita** RT **@theGrandPooka**: **@mikesgene** **@jgombita** **@mollyflatt** duly  
 impressed w **#privacylaws** in **#Germany** which r constitutionally  
 guaranteed, causes a huff! **#commschat** –8:59 PM Aug 15th, 2011



**mikesgene** **@theGrandPooka** **@jgombita** **@mollyflatt** I think  
 constitutionally Canada is behind Germany. In practice and legislation, doing  
 well. **#commschat** –8:58 PM Aug 15th, 2011



**spirals** RT **@mollyflatt** focus more how to inspire & spread purchasing  
 behaviour \*through\* conversation – not just getting conversation  
**#commschat** –8:57 PM Aug 15th, 2011



**paulfabretti** **@CommsChat** the rest of the business HAS to see how it  
 affects them **#commschat** –8:57 PM Aug 15th, 2011



**MGreer PR** **@mollyflatt** **@SandyLindsay** **@mynewsdesk\_uk** Volkswagen's  
 Fun Theory great example of encouraging people to make positive  
 decisions. **#commschat** –8:57 PM Aug 15th, 2011



**spirals** [@mollyflatt](#) good point – sometimes social tools might be too easy!?  
#commschat –8:57 PM Aug 15th, 2011



**theGrandPooka** [@mikesgene](#) [@jgombita](#) [@mollyflatt](#) duly impressed w  
#privacylaws in #Germany which r constitutionally guaranteed, causes a  
huff! #commschat –8:56 PM Aug 15th, 2011



**mynewsdesk\_uk** The media must understand social media and influence  
quicker than any sector. Or die. #Commschat –8:56 PM Aug 15th, 2011



**SandyLindsay** [@amandacomms](#) but how do we get people to decide to  
come back to the city after dark – it's deserted and biz is suffering?  
#commschat –8:56 PM Aug 15th, 2011



**mollyflatt** We need to focus more on how to inspire and spread purchasing  
behaviour \*through\* conversation – not just on getting conversation  
#commschat –8:56 PM Aug 15th, 2011



**jgombita** [@CommsChat](#) federal privacy commissioner is Jennifer Stoddart.  
Think it's safe to say that Mark Zuckerberg is intimidated by her.  
#commschat –8:55 PM Aug 15th, 2011



**spirals** If a great product / experience then word of mouth is naturally  
easier to get. Will trend of disposable culture change now? #commschat –8:55  
PM Aug 15th, 2011



**damiencarlson** RT [@mollyflatt](#): Quick straw poll: when was the last time  
something social a brand did (on or offline) really made your life better?  
#commschat –8:54 PM Aug 15th, 2011



**CommsChat** RT [@amandacomms](#): [@mynewsdesk\\_uk](#) [@mollyflatt](#) has to  
be engaging and conversation not just push messages #commschat –8:54 PM  
Aug 15th, 2011



**mynewsdesk\_uk** The area SM is having biggest effect on me at the moment  
is the news – current affairs. My network is my editor. #Commschat –8:54 PM  
Aug 15th, 2011



**RobertPickstone** [@mynewsdesk\\_uk](#) Offline social gives customers  
something to talk about online. Doesn't have to start online #CommsChat -  
8:54 PM Aug 15th, 2011



**mollyflatt @spirals** But is that a valuable decision? V little effort to click a button. Surely brands should be focusing on decisions to buy **#commschat** -

8:54 PM Aug 15th, 2011



**SandyLindsay @amandacomms @nicolapike @Stevejuice** that's because you've been truly listening/asking for help, as well as speaking **#commschat**

-8:53 PM Aug 15th, 2011



**Stevejuice #commschat @mollyflatt** Facebook. My 16 yo daughter talks to me on Facebook, not in my living room! -8:53 PM Aug 15th, 2011



**amandacomms @mynewsdesk\_uk @mollyflatt** has to be engaging and conversation not just push messages **#commschat** -8:53 PM Aug 15th, 2011



**CommsChat @jgombita** sounds like a fascinating woman – have to say I wasn't aware of our UK equiv (Christopher Graham) **#commschat** -8:53 PM Aug

15th, 2011



**amandacomms @nicolapike @Stevejuice** I agree – it is what people say – in past seven days we have had great feedback through SM **#commschat** -

8:53 PM Aug 15th, 2011



**mynewsdesk\_uk @mollyflatt** And it makes us remember – customer service and push marketing (tho each vital) are not truly social.

**#Commschat** -8:52 PM Aug 15th, 2011



**spirals** Facebook 'your friend liked this' is an overt example of social decision prompt. But is it working for brands? **#commschat** -8:52 PM Aug 15th,

2011



**amandacomms @CommsChat** time to make sure that it is integrated into operational business – evening sorry I am late **#commschat** -8:52 PM Aug 15th,

2011



**RobertPickstone @mollyflatt** Facebook have made it very easy to videochat family who don't know what Skype is **#commschat** -8:51 PM Aug 15th, 2011



**mollyflatt @SandyLindsay @mynewsdesk\_uk** Hahaha exactly! And that's when social becomes really interesting – how can you create a roar...

**#commschat** -8:51 PM Aug 15th, 2011



**mollyflatt** Great to hear some real everyday positive stories – any more?  
#commschat –8:51 PM Aug 15th, 2011



**CommsChat** Ok, final topic for the evening: How do we start focusing on social decision making rather than just buzz? #commschat –8:50 PM Aug 15th, 2011



**SandyLindsay @mynewsdesk\_uk** agreed – that could even include a roar from a crowd in a football ground! #commschat –8:50 PM Aug 15th, 2011



**jgombita @mikesgene @mollyflatt** (Googled spelling) Ann Cavoukian. Heard her speak at a Toronto @iabc conference. So articulate & smart! #commschat –8:50 PM Aug 15th, 2011



**mynewsdesk\_uk @mollyflatt** it gets even harder to define 'social' when you include offline! #Commschat –8:49 PM Aug 15th, 2011



**jgombita @mollyflatt** was talking up @stratfest account at Saturday's #agochat. Told them how Lisa had 1-day play di\$count on Ides of March #commschat –8:48 PM Aug 15th, 2011



**MGreer\_PR #commschat @Stevejuice** The line does exist – there is a digital savvy younger generation out there that has gr... (cont)  
<http://t.co/xWTnNOM> –8:48 PM Aug 15th, 2011



**spirals @mollyflatt** good experience few and far between. Although charity sector good at supporter conversations often #commschat –8:48 PM Aug 15th, 2011



**SandyLindsay @mollyflatt** I got 10 mates together to do the #raceforlife when I saw a tweet? Not nec 'life changing' but hopefully we did? #commschat –8:48 PM Aug 15th, 2011



**1000heads** Our very own @mollyflatt is hosting tonight's #commschat and it's already been going for some time, check the hashtag for more! :) –8:48 PM Aug 15th, 2011



**mynewsdesk\_uk @europcar\_uk...** #Commschat –8:47 PM Aug 15th, 2011





**mollyflatt @jgombita** Absolutely. It's what I do as **@1000heads** social business director – making businesses social from the \*inside\* out. **#commschat** –8:47 PM Aug 15th, 2011



**RobertPickstone @commschat** Consistency more important but sometimes campaigns impress people inside firms. Fact of life **#commschat** –8:46 PM Aug 15th, 2011



**CommsChat @mollyflatt** I saw a Ribena Berry Wagon on my way home. If it had been open, it would definitely have improved my evening! **#commschat** –8:46 PM Aug 15th, 2011



**jgombita @mikesgene @mollyflatt** Ontario privacy commissioner ain't too shabby, either. Love the fact both federal & provincial are women! **#commschat** –8:46 PM Aug 15th, 2011



**Stevejuice #commschat** it's about ideas that stand out. What if a bunch of Meerkats had a website which kept getting confused with... –8:45 PM Aug 15th, 2011



**jgombita @mollyflatt** as does reputation, value & ongoing relationship building w/ the company's various stakeholders/not just customers PR **#commschat** –8:45 PM Aug 15th, 2011



**mollyflatt** Quick straw poll: when was the last time something social a brand did (on or offline) really made your life better? **#commschat** –8:45 PM Aug 15th, 2011



**SandyLindsay @mollyflatt** no argument from me! **#commschat** –8:44 PM Aug 15th, 2011



**mikesgene @jgombita @mollyflatt** Canada lead sthe way in privacy areas. Rlm's data, Canadian Privacy Commisioner, online criminal records. **#commschat** –8:44 PM Aug 15th, 2011



**CommsChat @spirals** perhaps – but something that it's useful to remind ourselves of? **#commschat** –8:44 PM Aug 15th, 2011



**mollyflatt @SandyLindsay @spirals** For sure it's obvious – but it's so rarely talked about, and I think it needs to be. **#commschat** –8:44 PM Aug 15th, 2011



**mynewsdesk\_uk** Yes to consistency & usefulness. But also vision & strategy. SM is operational, like customer service. Within big vision/mission. [#Commschat](#) –8:44 PM Aug 15th, 2011



I ♥ MCR

**nicolapike** So true RT [@Stevejuice](#): [#commschat](#) people talk to brands for freebies and discounts. It's what they say to each other that counts. –8:43 PM

Aug 15th, 2011



**spirals** . [@mollyflatt](#) Very very true. Awards criteria are often not ROI over long term driven [#commschat](#) –8:43 PM Aug 15th, 2011



**neilcomm** Indeed. RT [@SandyLindsay](#): [@mollyflatt](#) I couldnt agree more – but thus its always been, in any walk of life? [#commschat](#) –8:43 PM Aug 15th, 2011



I ♥ MCR

**SandyLindsay** [@mollyflatt](#) I couldn't agree more – but thus it's always been, in any walk of life? [#commschat](#) –8:42 PM Aug 15th, 2011



**mollyflatt** Topic 4: it frustrates me that the case studies and awards are about the big shiny stuff. Consistent usefulness makes people buy. [#commschat](#) –8:42 PM Aug 15th, 2011



**JosieRogers** RT [@mynewsdesk\\_uk](#): Ppl think SM strategy means having millions of convos. No – that's the day-to-day. Strategy is messages, audiences, big picture. [#Commschat](#) –8:41 PM Aug 15th, 2011



I ♥ MCR

**SandyLindsay** RT [@spirals](#): Saw something about mobile web use Vs PC – showed more constant 'moments' thru day rather than key peaks of traffic [#commschat](#) –8:41 PM Aug 15th, 2011



**spirals** 'Consistency and usefulness are more important than a big shiny campaign'– hasn't this always been true? [#commschat](#) –8:41 PM Aug 15th, 2011





**Skipinder** RT [@CommsChat](#) Okey dokey, no.4: Consistency and usefulness are more important than a big shiny campaign [#commschat](#) –8:41 PM Aug 15th, 2011





**jgombita** [@mollyflatt](#) definitely. I'm a huge believer in this connected world in protecting my privacy; Canada is a leader in this area eh? [#commschat](#) –


8:40 PM Aug 15th, 2011


 **mynewsdesk\_uk** Ppl think SM strategy means having millions of convos. No – that's the day-to-day. Strategy is messages, audiences, big picture. [#Commschat](#) –8:40 PM Aug 15th, 2011

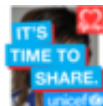
 **mollyflatt @jgombita @spirals** I like that very much. Gives more context and continuity – feels more like how we live. [#commschat](#) –8:40 PM Aug 15th, 2011


 **CommsChat** Okey dokey, no.4: Consistency and usefulness are more important than a big shiny campaign [#commschat](#) –8:39 PM Aug 15th, 2011


 **jgombita** Agreed. Sounds too much like US TV evangelists RT [@spirals](#): Think we should ditch the line and talk about the journey or moments [#commschat](#) –8:39 PM Aug 15th, 2011


 **mollyflatt @jgombita** You do that in the physical world too, right? The behaviour is what I find interesting/useful whatever the location.. [#commschat](#) –8:39 PM Aug 15th, 2011


 **SandyLindsay** RT [@Stevejuice](#): [#commschat](#) The 'line' doesn't exist in real life – just marketing depts and agencies –8:39 PM Aug 15th, 2011  
I ♥ MCR

 **spirals** Saw something about mobile web use Vs PC – showed more constant 'moments' thru day rather than key peaks of traffic [#commschat](#) –8:38 PM Aug 15th, 2011  
IT'S TIME TO SHARE. [uncolofe](#)

 **Stevejuice** [#commschat](#) The 'line' doesn't exist in real life – just marketing depts and agencies –8:37 PM Aug 15th, 2011

 **RobertPickstone @stevejuice** They also talk to brands when their products or services suck [#CommsChat](#) –8:36 PM Aug 15th, 2011

 **spirals** Think we should ditch 'the line' and talk about 'the journey' or 'moments' [#commschat](#) –8:36 PM Aug 15th, 2011  
IT'S TIME TO SHARE. [uncolofe](#)

 **jgombita** RT [@spirals](#): . [@jgombita](#) [@mynewsdesk\\_uk](#) women are under-rep'd in key industry & boards. [#SM](#) more limited by fear of failure & risk tho I think [#commschat](#) –8:35 PM Aug 15th, 2011





**mollyflatt @Stevejuice** the exact definition of word of mouth. **#commschat**  
-8:35 PM Aug 15th, 2011



**jgombita @mollyflatt** I don't. Not at all. I CHOOSE when I live my life online and when I switch off. Also choose what to share or not. **#commschat** -8:35 PM Aug 15th, 2011



**Stevejuice #commschat** people talk to brands for freebies and discounts. It's what they say to each other that counts. -8:34 PM Aug 15th, 2011



**mynewsdesk\_uk** Above the line? Below the line? F the line? We should get **@markritson** on... **#Commschat** -8:34 PM Aug 15th, 2011



**jgombita @mollyflatt @mynewsdesk\_uk** well I boycott events that have all-male (or close to it) speaker line-ups. Very off-putting for me. **#commschat** -8:33 PM Aug 15th, 2011



**CommsChat @mollyflatt** seems like people talk a lot about bringing down silos – is it more chat than action? **#commschat** -8:33 PM Aug 15th, 2011



**spirals . @jgombita @mynewsdesk\_uk** women are under-rep'd in key industry & boards. **#SM** more limited by fear of failure & risk tho I think **#commschat** -8:33 PM Aug 15th, 2011



**jgombita @joannejacobs @mollyflatt @mynewsdesk\_uk** they definitely seem to get louder, together.... **#commschat** -8:33 PM Aug 15th, 2011



**mollyflatt @jgombita @mynewsdesk\_uk** I'm sure I only get invited to talk at half the social stuff I do because of my chromosomes. **#commschat** -8:32 PM Aug 15th, 2011



**Stevejuice @spirals #commschat** Even two way. The conversation you want isn't really with you, it's beyond you. -8:32 PM Aug 15th, 2011



**mynewsdesk\_uk @jgombita** yep, at least half **#Commschat** -8:31 PM Aug 15th, 2011



**mollyflatt** Topic 3: this is a massive bugbear of mine. I live my life in a seamless on/off/under/over way. 'Lines' are for marketing budgets  
#commschat –8:31 PM Aug 15th, 2011



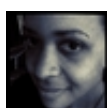
**jgombita @mynewsdesk\_uk** I think more in line with Confucious saying, "Women hold up half of the sky." That's not recognized enough.  
#commschat –8:30 PM Aug 15th, 2011



**MGreer\_PR** With the advance of technology, isn't today more about the conversation than the message? #commschat –8:30 PM Aug 15th, 2011



**mollyflatt @spirals @Stevejuice** They're great comms tools for people(vs brands). Inspire the people & the communication takes care of itself  
#commschat –8:30 PM Aug 15th, 2011



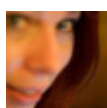
**KyanaDavis** RT @heidinoemm: RT @spirals: Isnt doing influencer engagement alone like going to a party and only talking to the hosts?  
#commschat –8:29 PM Aug 15th, 2011



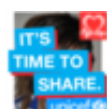
**mynewsdesk\_uk @jgombita** it's a woman's world – great point there.  
#Commschat –8:29 PM Aug 15th, 2011



**charlotteulvros** RT @CommsChat: Ok, third topic: There is no \*\*\*\*ing line – let's stop thinking in physical and virtual world silos #commschat –8:29 PM Aug 15th, 2011



**joannejacobs @mollyflatt @mynewsdesk\_uk** angry ppl tend to influence each other. #commschat –8:29 PM Aug 15th, 2011



**spirals . @Stevejuice** Depends how you define communication – one-way or two-way. #commschat –8:28 PM Aug 15th, 2011



**CommsChat** Ok, third topic: There is no \*\*\*\*ing line – let's stop thinking in physical and virtual world silos #commschat –8:28 PM Aug 15th, 2011



**mynewsdesk\_uk @mollyflatt** As an East Dulwich/Peckham dweller...  
#Commschat –8:28 PM Aug 15th, 2011



**Stevejuice #commschat** I think you're doomed to failure as soon as you see social networks as a potential communication channel. -8:27 PM Aug 15th, 2011



**heidinoemm RT @mollyflatt: @mynewsdesk\_uk @spirals** Fantastic point. Brands shoot themselves in the foot by wanting to contain and control. **#commschat** -8:27 PM Aug 15th, 2011



**MGreer\_PR @Stevejuice** ~ I was wondering how long it would take before Dunbar's number popped up. Also applies to Doomsday Book hamlets. **#commschat** -8:27 PM Aug 15th, 2011



**jgombita @mynewsdesk\_uk** did you know women account for 80% of all purchase decisions...yet ad agencies filled with men creating messages? **#commschat** -8:26 PM Aug 15th, 2011



**mollyflatt @mynewsdesk\_uk @spirals** Fantastic point. Brands shoot themselves in the foot by wanting to contain and control. **#commschat** -8:26 PM Aug 15th, 2011



**RobertPickstone @mynewsdesk\_uk** Parents and teachers **#bitvague #CommsChat** -8:26 PM Aug 15th, 2011



**CommsChat RT @mynewsdesk\_uk:** Any pointers for Cameron on who influences the angry youth? **#commschat** -8:26 PM Aug 15th, 2011



**mollyflatt @mynewsdesk\_uk** Oh lord. As a Hackney dweller I wish I knew! **#commschat** -8:26 PM Aug 15th, 2011



**mynewsdesk\_uk @spirals** definitely – and it may be a flawed model. Ooh 20 blog mentions = what? **#Commschat** -8:25 PM Aug 15th, 2011



**mynewsdesk\_uk** Any pointers for Cameron on who influences the angry youth? **#Commschat** -8:24 PM Aug 15th, 2011



**mollyflatt @Stevejuice** Exactly. So we want to nail strategies & triggers that jump the divide and hit a wider consciousness beyond one tribe **#commschat** -8:23 PM Aug 15th, 2011



**spirals** Influence going out of your control is what many brands fear – perhaps why influencer model is stuck to? [#commschat](#) –8:23 PM Aug 15th, 2011



**mollyflatt @mynewsdesk\_uk** Exactly the kind of stuff we're looking at. We've actually focused the research on family relationships. [#commschat](#) –8:22 PM Aug 15th, 2011



**Stevejuice #commschat** Anthropology tells us that tribes get to around 150 people then they start to divide. Same for social networks. –8:22 PM Aug 15th, 2011



**EmLeary** RT [@mollyflatt](#): [@Stevejuice](#) Brands need to think beyond direct engagement to wider triggers. You want the influence to go out of your control. [#commschat](#) –8:22 PM Aug 15th, 2011



**mynewsdesk\_uk** My wife is a big influence on me, but who influences her? [#Commschat](#) –8:21 PM Aug 15th, 2011



**CommsChat** RT [@mollyflatt](#): ... You want the influence to go out of your control. [#commschat](#) –8:21 PM Aug 15th, 2011



**spirals @mollyflatt** look forward to it! :-)) [#commschat](#) –8:20 PM Aug 15th, 2011



**mollyflatt @spirals** I'm writing the whitepaper right now – coming very soon :) [#commschat](#) –8:20 PM Aug 15th, 2011




**CommsChat @mollyflatt** good to see an agency approaching it from that perspective, inside out from the way many have done in SM explosion [#commschat](#) –8:19 PM Aug 15th, 2011

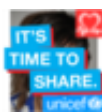


**mynewsdesk\_uk @mollyflatt** Any 140-char take-homes from that piece of research Molly? [#Commschat](#) –8:19 PM Aug 15th, 2011




**mollyflatt @Stevejuice** Brands need to think beyond direct engagement to wider triggers. You want the influence to go out of your control. [#commschat](#) –8:19 PM Aug 15th, 2011

 **jgombita** [@Stevejuice](#) and even the ones you are engaging with...not necessarily anything to do with marketing products and services!  
#commschat –8:19 PM Aug 15th, 2011



**spirals** [@mollyflatt](#) where can I read it? #commschat –8:19 PM Aug 15th, 2011

 **mollyflatt** We've just done a big piece of research on how we are influenced, not how we influence (what Charlene Li et al have done so well)  
#commschat –8:18 PM Aug 15th, 2011



**Stevejuice** #commschat Influencers are crucial. Mass networks are false. Don't care how big your network is you're only engaging with a few. –8:17 PM Aug 15th, 2011



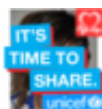
**jgombita** True RT [@mollyflatt](#):Yep, focusing on influencers is a great place to start. The problem is that its where a lot of brands finish. #commschat –8:16 PM Aug 15th, 2011



**mollyflatt** [@CommsChat](#) The 'influenced' are where social becomes scalable. Content creators are the minority; these are the masses who buy.  
#commschat –8:16 PM Aug 15th, 2011



**mynewsdesk\_uk** Well those who you ultimately want to influence are also known as your target audience/market. #Commschat –8:16 PM Aug 15th, 2011



**spirals** . [@neilcomm](#) Think should focus on your org wide skills dev so you can split influencer & direct engagement cross teams #commschat –8:15 PM Aug 15th, 2011



**CommsChat** Right, onto topic 2: The influenced matter just as much (if not more) than the influencers #commschat –8:14 PM Aug 15th, 2011



**mollyflatt** [@neilcomm](#) Yep, focusing on influencers is a great place to start. The problem is that it's where a lot of brands finish. #commschat –8:14 PM Aug 15th, 2011



**EmLeary** [@mynewsdesk\\_uk](#) Exaggerated yes – important but if Personality X endorses your brand unprompted, it doesn't mean job done #CommsChat –8:13 PM Aug 15th, 2011





**mollyflatt @mynewsdesk\_uk** Spot on. And I \*hate\* brands giving high Klout or clout people privileges. Everyone deserves a great experience...  
#commschat –8:13 PM Aug 15th, 2011



**CommsChat @mynewsdesk\_uk** and also perpetuates itself, it often seems  
#commschat –8:12 PM Aug 15th, 2011



**neilcomm** Presumably focusing on influencers is a good place to start though? #commschat –8:12 PM Aug 15th, 2011



**EmLeary @laurahelenwords @mollyflatt @spirals** But also many who don't really reach influencers, 'cos they don't know how to ID them #commschat –8:12 PM Aug 15th, 2011



**mollyflatt @RobertPickstone** That's a whole other topic in itself really...  
#commschat –8:11 PM Aug 15th, 2011



**mynewsdesk\_uk** Also, perhaps the clout (not Klout) of online influencers is exaggerated? The 'social media guru world' is not representative.  
#Commschat –8:10 PM Aug 15th, 2011



**mollyflatt** And even if you do think influencers are all, you'd have to focus on offline, as research says that is where our trust lies.. #commschat –8:10 PM Aug 15th, 2011



**CommsChat RT @RobertPickstone: @commschat** Are we assuming that whatever were trying to spread and share is awesome and worth talking about? #commschat –8:10 PM Aug 15th, 2011



**laurahelenwords @mollyflatt @spirals** glad to hear you take that view, there are many who focus only on influencers #commschat –8:10 PM Aug 15th, 2011



**spirals . @mollyflatt** and 'vogue parties' probably have more fickle participants rather than those with potential for deeper connections  
#commschat –8:09 PM Aug 15th, 2011



**RobertPickstone @commschat** Are we assuming that whatever we're trying to spread and share is awesome and worth talking about? #commschat –8:09 PM Aug 15th, 2011



**EmLeary @spirals** Yes! And those brands and individuals who only engage on **#SM** only with those with something to offer are easy to spot.  
**#CommsChat** -8:08 PM Aug 15th, 2011



**heidinoemm** RT **@spirals**: Isn't doing influencer engagement alone like going to a party and only talking to the hosts? **#commschat** -8:07 PM Aug 15th, 2011



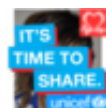
**mollyflatt @spirals** Quite. And it's like only going to the parties you can read about in Vogue, not the millions going on elsewhere... **#commschat** -8:07 PM Aug 15th, 2011



**CommsChat** <http://t.co/0v2RHtY> >> recent post on topic 1 from **@mollyflatt #commschat** -8:07 PM Aug 15th, 2011



**EmLeary @CommsChat** Hi all. Emily here. Head of Digital at **@LavaPR** - looking forward to the chat **#CommsChat** -8:07 PM Aug 15th, 2011



**spirals** Isn't doing influencer engagement alone like going to a party and only talking to the hosts? **#commschat** -8:06 PM Aug 15th, 2011



**CommsChat** Thoughts on the 'influencer engagement' model, **@mollyflatt** and other chatterers? **#commschat** -8:06 PM Aug 15th, 2011



**mollyflatt** If anyone wants to browse some background to topic 1 see my recent post on **@1000heads** blog: <http://t.co/zSlqWdx> **#commschat #commschat** -8:05 PM Aug 15th, 2011



**Communicatemag** Hello all, andrew here, publisher of Communicate. Looking forward to tonight's CommsChat. **#Commschat** -8:03 PM Aug 15th, 2011



**CommsChat** So, first point tonight: The 'influencer engagement' model isn't the whole picture when it comes to being social **#commschat** -8:03 PM Aug 15th, 2011



**mollyflatt** Evening! Thanks so much to everyone who has come along **#commschat #commschat** -8:02 PM Aug 15th, 2011



**mynewsdesk\_uk** Hi all – Adam here... Should be a good 'un [#Commschat](#) -

8:02 PM Aug 15th, 2011



**CommsChat** We're joined by [@mollyflatt](#), social business director [@1000heads](#), as our guest host [#commschat](#) -8:01 PM Aug 15th, 2011



**CommsChat** Tonight's session is titled 'Beyond the influencer – reaching the many through word of mouth' [#commschat](#) -8:00 PM Aug 15th, 2011



**neilcomm** Hi there. Neil from Communicate here. Evening all. Evening [@mollyflatt!](#) [#commschat](#) -8:00 PM Aug 15th, 2011



**mollyflatt** [@pcmcreative](#) Sorry yes come join us! <http://t.co/nleDjvC> [#commschat](#) -8:00 PM Aug 15th, 2011



**CommsChat** Hi all! I'm Molly, dep ed [@communicatomag](#). Welcome to tonight's [#commschat](#) -8:00 PM Aug 15th, 2011



**CommsChat** RT [@mollyflatt](#): Looking forward to hosting in 5 minutes...check out the topics <http://ow.ly/63Hey> and be prepared to get noisy ;) [#commschat](#) -7:58 PM Aug 15th, 2011



**mollyflatt** Looking forward to hosting [#commschat](#) in five minutes...check out the topics (<http://ow.ly/63Hey>) and be prepared to get noisy ;) [#commschat](#) -7:57 PM Aug 15th, 2011



**CommsChat** We recommend you use <http://t.co/Nutu06p> to keep track of the conversation [#commschat](#) -7:52 PM Aug 15th, 2011



**charlotteulvros** RT [@CommsChat](#): Kicking off in ten minutes! Beyond the influencer: reaching the many through word of mouth. [#commschat](#) -7:51 PM Aug 15th, 2011



**CommsChat** Kicking off in ten minutes! Beyond the influencer: reaching the many through word of mouth. [#commschat](#) -7:51 PM Aug 15th, 2011



**RobertPickstone** [#CommsChat](#) in 15 mins – topic is WOM. Keeping an eye on the football too [#ComeOnSwansea](#) –7:48 PM Aug 15th, 2011



**spirals** RT [@CommsChat](#): [#CommsChat](#) w [@mollyflatt](#) topic 2: The influenced matter just as much (if not more) than the influencers [#commschat](#) –7:45 PM Aug 15th, 2011



**mynewsdesk\_uk** Looking fwd to [#CommsChat](#) tonight in 20 mins (8pm BST) on 'word of mouth' <http://ow.ly/63Hey> – all welcome, just follow the hashtag –7:40 PM Aug 15th, 2011



**EmLeary** RT [@commschat](#): Have you checked out the pre-read for tonight's [#commschat](#) w. [@mollyflatt](#)? <http://t.co/XSNgQvT> starting at 8pm! –7:27 PM Aug 15th, 2011



**heidinoemm** Gonna be interesting! RT [@CommsChat](#): Have you checked out the pre-read for tonight's [#commschat](#) w. [@mollyflatt](#)... (cont) <http://t.co/Ee52jLq> –7:25 PM Aug 15th, 2011



**CommsChat** Have you checked out the pre-read for tonight's [#commschat](#) w. [@mollyflatt](#)? <http://t.co/RPKingR> starting at 8pm! –7:22 PM Aug 15th, 2011



**EmLeary** RT [@1000heads](#): I'm hosting [#CommsChat](#) next Monday 15th on the topic 'Beyond the influencer: reaching the many through word of mouth'. Come join in! ^MF –6:57 PM Aug 15th, 2011



**inPressOnline** RT [@LizFoggitt](#): It's [@commschat](#) tonight! [#commschat](#) –5:25 PM Aug 15th, 2011



**LizFoggitt** It's [@commschat](#) tonight! [#commschat](#) –5:25 PM Aug 15th, 2011



**CommsChat** Anyway, topic 5 in tonight's [#CommsChat](#): Start focusing on social decision making rather than just buzz. 8pm BST with [@mollyflatt](#). Be there! –4:32 PM Aug 15th, 2011



**CommsChat** Hmm... that last tweet should have said topic 4! [#commschat](#) –4:31 PM Aug 15th, 2011



**jgombita** RT **@CommsChat**: Looking forward to **#CommsChat** tonight w **@mollyflatt** of **@1000heads**? Topics: <http://t.co/ZYI2G22> ; plus tweeting them thru day –4:16 PM Aug 15th, 2011



**contently\_craig** Looking for new **#socialmedia #podcast** for pre **#commschat** ? Social Buzz – <http://t.co/eqI46Vb> or <http://t.co/4h7JG7S> – 4:05 PM Aug 15th, 2011



**Buzz Awards** Should be a fantastic **#CommsChat** tonight (8pm BST) on 'word of mouth' <http://ow.ly/63cCd> – all welcome, just follow the hashtag – 3:58 PM Aug 15th, 2011



**THUPR** **#commschat** tonight:Details: <http://t.co/tk3h9YT> –3:53 PM Aug 15th, 2011



**MainlinePR** RT **@CommsChat**: **#commschat** topic 3 for tonight: Consistency and usefulness are more important than a big shiny campaign. 8pm, a word of mouth special! –3:12 PM Aug 15th, 2011



**missdd** RT **@CommsChat**: Looking forward to **#CommsChat** tonight w **@mollyflatt** of **@1000heads**? Topics at <http://t.co/QedtyvZ> –2:27 PM Aug 15th, 2011



**CommsChat** **#commschat** topic 3 for tonight: Consistency and usefulness are more important than a big shiny campaign. 8pm, a word of mouth special! –2:06 PM Aug 15th, 2011



**LizFoggitt** RT **@CommsChat**: **#CommsChat** w **@mollyflatt** topic 2: The influenced matter just as much (if not more) than the influencers –11:53 AM Aug 15th, 2011



**achadwickjones** RT **@FelicityStewart**: RT **@mollyflatt**: Tonight I will be hosting **#CommsChat** from 8–9pm BST on word of mouth. Check out the topics at <http://t.co/EIXh5IO> & join in –11:53 AM Aug 15th, 2011



**CommsChat** **#CommsChat** on word of mouth, topic 3: •There is no line – let's stop thinking in physical and virtual world silos –11:51 AM Aug 15th, 2011



**mynewsdesk\_uk** Should be a fantastic **#CommsChat** tonight (8pm BST) on 'word of mouth' <http://ow.ly/63cCd> – all welcome, just follow the hashtag – 11:49 AM Aug 15th, 2011





**FelicityStewart** RT **@mollyflatt**: Tonight I will be hosting **#CommsChat** from 8-9pm BST on word of mouth. Check out the topics at <http://t.co/EIXh5IO> & join in -11:42 AM Aug 15th, 2011

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**craighepburn** RT **@mollyflatt**: Tonight I will be hosting **#CommsChat** from 8-9pm BST on word of mouth. Check out the topics at <http://t.co/v7NUh1Z> and come join in! -11:09 AM Aug 15th, 2011

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**LizFoggitt** RT **@CommsChat**: **#CommsChat** tonight 8pm BST, topic 1: The 'influencer engagement' model isn't the whole picture when it comes to being social -11:07 AM Aug 15th, 2011