



#CommsChat transcript – does PR have a duty to tell the truth? (guest mod @jane63c)

18/10/2010, 8pm-9pm (UK time)

For more information, visit <http://commschat.posterous.com>

- 7:55 pm **CommsChat:** If taking part in #CommsChat, please intro yourself & follow @Jane63c, our guest mod. We'll kick off at 8pm.
- 7:55 pm **sandrilee:** RT @CommsChat: Early birds, its almost time for #CommsChat: "Does PR have a duty to tell the truth?" Pre-reader here: <http://bit.ly/bS9KCH>
- 7:56 pm **khurrumpervaiz:** @AdamVincenzini can i share local examples from across the globe? #PR #CommsChat
- 7:56 pm **aemccarthy:** Participating in #CommsChat today! Hi @Jane63c and the rest of ya!
- 7:57 pm **jane63c:** RT @CommsChat: If taking part in #CommsChat, please intro yourself & follow @Jane63c, our guest mod. Well kick off at 8pm. #commschat
- 7:57 pm **CarliR6:** Apologies for my followers who will have endless streams of debate...I am taking part in #commschat tonight - check it out!
- 7:57 pm **jane63c:** @aemccarthy greetings #commschat
- 7:57 pm **AdamVincenzini:** @lomacca yep - just follow the #CommsChat tag
- 7:57 pm **OnlinePrPixie:** Hi everyone- I would love to join in on this topic.. #commschat
- 7:57 pm **rosiecorriette:** Here's hoping that I've managed to work TweetChat in time for #commschat #commschat
- 7:58 pm **AdamFairclough:** Not sure I'm a seasoned pro, but happy to share some ideas for this week's Comms Chat! #commschat
- 7:58 pm **jane63c:** @rosiecorriette looking good #commschat
- 7:58 pm **AdamFairclough:** To #commschat
- 7:58 pm **spratt5429:** is taking part in <http://tweetchat.com/room/commschat> :) #commschat
- 7:58 pm **khurrumpervaiz:** @CommsChat Hi i m KP from #Pakistan - A full time PR professional looking after the agency side #CommsChat
- 7:58 pm **behindthespin:** On hand for #CommsChat student special. Does PR have a duty to tell the truth?
- 7:58 pm **aemccarthy:** @aemccarthy I'm definitely more on the "student" side than "seasoned Pro." Looking forward. #CommsChat
- 7:59 pm **CarliR6:** Carli here, PR mental and soon to be graduate, looking 4wrd 2 heading into the world of work and a good debate :-) #commschat

8:00 pm **AdamFairclough:** To introduce myself, I do PR for regeneration, environment and community engagement, as well as more general comms stuff! #commschat

8:00 pm **EmilyCagle:** Hi. I'm taking part in #CommsChat so expect a good few tweets. I run the weekly chat with @AdamVincenzini. @jane63c is our mod tonight.

8:00 pm **aemccarthy:** I have no idea why I @replied myself in the last tweet. It's only Monday, isn't it? #yeesh #CommsChat

8:00 pm **jane63c:** well this is exciting already and we haven't even started! #commschat

8:00 pm **sandrulee:** Hi there!It's Sandra fr/ Turkey, having my MA degree in the US at @WTAMU on Communications. #commschat

8:01 pm **OnlinePrPixie:** Jessica- Online PR ad Social Media consultant- always up for a good debate :) #CommsChat

8:01 pm **rosiecorriette:** Hi, my name is Rosie, final year PR student, who loves a good natter about comms #commschat #commschat

8:01 pm **khurrumpervaiz:** @EmilyCagle Hi emily, looking forward to learning a few things from u #CommsChat

8:01 pm **jane63c:** as the guest mod I claim to be seasoned and now passing on pearls of wisdom at the best Uni - Lincoln! #commschat

8:01 pm **aemccarthy:** @sandrulee Go Buffs! Have a lot of great friends from @WTAMU. #CommsChat

8:01 pm **spratt5429:** I am also a PR student and can't wait to start a career in PR :) #commschat

8:01 pm **andynowlan:** @CarliR6 Will certainly be lurking :) #commschat

8:01 pm **Dan_Martin:** Evening all. Dan here. @BusinessZone editor who also looks after PR for @daisychainbaby #CommsChat

8:01 pm **AdamVincenzini:** Hello all - looking forward to getting amongst the discussion tonight - great to see so many ppl online already! #CommsChat #commschat

8:02 pm **rosiecorriette:** Oops sorry about the double hashtag on the last tweet! #commschat

8:02 pm **CarliR6:** @andynowlan as always haha I expect you on side! Batman and Robin!? haha #commschat

8:02 pm **spratt5429:** yesyes Lincoln is the best uni :) #commschat

8:02 pm **rosiecorriette:** I'm also a junior account executive at @lavapr #commschat

8:02 pm **jgombita:** Hello from sunny but rather chilly Toronto, Ontario. #commschat

8:02 pm **sandrulee:** @aemccarthy haha great :) great schools have great people in them lol :) Go Buffs! :) #commschat

8:02 pm **lomacca:** Dave here, Sports marketing and Social Media pro with a big interest in PR and comms #commschat

8:02 pm **Dan_Martin:** Have a feeling I'm going to feel old tonight ;o) #CommsChat

8:03 pm **dandrage:** I'm on board - approaching from a commercial SEO analyst turned digital PR perspective. #commschat

8:03 pm **PRAMITASEN:** Hello. Pramita here, Marketing & Sales Associate in niche Finance Industry. #commschat

8:03 pm **Super_Carly:** Carly here, studying MA Comms & Media at Sheffield Hallam uni :) #commschat

8:03 pm **PippaLain:** #commschat Hi all. Pippa here from Plain Speaking PR in Norwich, UK

8:03 pm **lisamarie2009:** Hi, I am a noob to hash tagging talk so be nice. Final year PR student from #Suffolk but at #leedsmet :) #commschat

8:03 pm **jgombita:** @Dan_Martin never fear, there's at least one other "veteran" here.... #commschat

8:03 pm **AdamFairclough:** Are we starting the discussion?! #commschat

8:03 pm **jane63c:** Q1 for the PR pros, are you a paid mouth or the organisation's conscience? Students join in and give a view :) #commschat

8:03 pm **aemccarthy:** Also: I'm Amy, PR/comms for insurance/association industry. Less interesting than you think #commschat

8:04 pm **pillarpr:** I'm Lynne, lurking today while I writing a release but looking forward to learning from the students #commschat

8:04 pm **OnlinePrPixie:** @spratt5429- You have a very good blog- keep up the good work!! #CommsChat

8:04 pm **AdamVincenzini:** My new kitten "Cheese" is doing everything she can to distract me from #CommsChat!! #commschat

8:04 pm **PRAMITASEN:** @jgombita @dan-martin I am a veteran here too.... :D #commschat

8:04 pm **Dan_Martin:** @lisamarie2009 Use <http://tweetchat.com/room/CommsChat> It's so much easier. Types the hashtag for you! #CommsChat

8:04 pm **CommsChat:** RT @jane63c Q1 for the PR pros, are you a paid mouth or the organisation's conscience? Students join in and give a view :) #commschat

8:05 pm **semseotweets:** RT @dandrage2010I'm on board - approaching from a commercial SEO analyst turned digital PR perspective. #commschat

8:05 pm **PippaLain:** #commschat I would say there's a balance to be achieved between conscience and paid professional.

8:05 pm **Dan_Martin:** @PRAMITASEN @jgombita Veteran is a much nicer word :o) #CommsChat

8:05 pm **spratt5429:** @OnlinePrPixie, thanks :) glad to see other students are reading :) #commschat

8:05 pm **CurlyLinz:** @jane63c hello, joining #commschat if my tired head works!

8:05 pm **sandrilee:** RT @jane63c: Q1 for the PR pros, are you a paid mouth or the organisations conscience? Students join in and give a view :) #commschat

8:05 pm **PRAMITASEN:** @jgombita I am a veteran here too.... :D (cc @dan_martin) #commschat

8:05 pm **aemccarthy:** Q1: I'm a paid mouth. Definitely not in any position yet to be "conscience." Would like to be, though. #CommsChat

8:05 pm **AdamFairclough:** @jane63c nice question. In public sector PR, I need to do both. It's no good being the mouth if your message isn't worth hearing! #commschat

8:05 pm **ZoeAngelSeo:** Zoe, PR graduate currently Social Media Butterfly @AngelSEO #Commschat

8:06 pm **khurrumpervaiz:** Q1 Its a bit of both for me - at the end balancing both is necessary #commschat

8:06 pm **EmilyCagle:** RT @jane63c Q1 for the PR pros, are you a paid mouth or the organisation's conscience? Students join in and give a view :) #commschat

8:06 pm **sarahs16:** Hi all! I have recently graduated from @bcumedia and just got my first job as junior account executive @seal_witter #commschat

8:06 pm **andynowlan:** #commschat Q1 Paid to tell the story, but who writes the story?

8:06 pm **jgombita:** Re Q1 @jane63c "for the PR pros, are you a paid mouth or the organisation's conscience?" cannot it not be a bit of both? #commschat

8:06 pm **Super_Carly:** @ZoeAngelSeo PR pixie AND social media butterfly? Love it :D #commschat

8:06 pm **aemccarthy:** Q1 @janegombita - Hopefully it IS a bit of both! #commschat

8:07 pm **lisamarie2009:** Thanks @Dan_Martin :) #CommsChat

8:07 pm **jane63c:** @jgombita good point, are they exclusive roles? #commschat

8:07 pm **aemccarthy:** @andynowlan Thanks for the follow! #CommsChat

8:07 pm **Dan_Martin:** RT @jgombita Re Q1 @jane63c "are PRs a paid mouth or organisations conscience?" cannot it not be a bit of both? #CommsChat

8:07 pm **sandrilee:** Q1:I think both. You gotta be a paid mouth to tell most of the truth without spinning it... #commschat

8:07 pm **andrewgerrard:** @AdamVincenzini POIDH #CommsChat #commschat

8:07 pm **PRAMITASEN:** Agreed! RT @jgombita Re Q1 @jane63c "are PRs a paid mouth or organisations conscience?" cannot it not be a bit of both? #commschat

8:08 pm **CurlyLinz:** RT @andynowlan: #commschat Q1 Paid to tell the story, but who writes the story?

8:08 pm **aemccarthy:** @sandrulee Totally agree. Just because you don't necessarily "agree" doesn't mean it isn't your job to say/do. #CommsChat

8:08 pm **NotFromBolton:** Evening all :) #commschat

8:08 pm **rosiecorriette:** Q1: I hope there is a happy balance to be found but I'm sure there are often difficult situations to be faced. #commschat

8:08 pm **spratt5429:** a bit of both, you are paid to be a spokesperson for the company but you also have the companies conscience and your own... #commschat

8:08 pm **pillarpr:** Q1: I try to work with organisations that don't need *me* to be their conscience. But I'll step in to that role if necessary. #commschat

8:08 pm **PRAMITASEN:** @NotFromBolton How is it going? #commschat

8:08 pm **behindthespin:** Partly a paid mouth: but that's one mouth, two eyes and two ears (heart and brain too)? #CommsChat

8:08 pm **AdamFairclough:** You've got to be both. Sometimes you've got to have the balls to tell a chief exec that they've got their message wrong! #commschat

8:08 pm **ZoeAngelSeo:** Q1 i'd say most pro's are both, depends on the situation which category we fall into #commschat

8:08 pm **aemccarthy:** @spratt5429 Exactly! How do you balance your/company conscience? #commschat

8:08 pm **NotFromBolton:** Q1 Surely that depends on your relationship with the client and the basis of your engagement? #commschat

8:09 pm **rosiecorriette:** @spratt5429 that's what I'm hoping we'll find in the workplace, but who knows!! #commschat

8:09 pm **aemccarthy:** RT @behindthespin: Partly a paid mouth: but that's one mouth, two eyes and two ears (heart and brain too)? #CommsChat

8:09 pm **sandrulee:** @aemccarthy but i also think that u shld have the sense of ethic&support agency mission/vision while being mouth of the company #commschat

8:09 pm **dandrage:** Q1 I'm a paid mouth and my own conscience. We all work with a moral code of conduct I think. #CommsChat

8:09 pm **CommsChat:** RT @pillarpr A1 I try to work with orgs that don't need *me* to be their conscience. But I'll step in to that role if necessary. #commschat

8:09 pm **rosiecorriette:** RT @behindthespin: Partly a paid mouth: but thats one mouth, two eyes and two ears (heart and brain too)? #commschat

8:09 pm **jgombita:** @andynowlan A1 plus HOW is the story written? Are you part of the leadership team and providing "counsel re: effective comms?" #commschat

8:09 pm **NotFromBolton:** @PRAMITASEN It's all good thanks, you? #commschat

8:09 pm **Dan_Martin:** @NotFromBolton What if it's an internal PR? #CommsChat

8:09 pm **PippaLain:** @spratt5429 #commschat Totally agree. Your own conscience and professional ethics has to be key.

8:09 pm **NotFromBolton:** RT @dandrage: Q1 Im a paid mouth and my own conscience. We all work with a moral code of conduct I think. #commschat

8:09 pm **CarliR6:** 1. hopefully we will be employed by companies who have the same morals as us... #commschat

8:10 pm **spratt5429:** I think you have to find a balance between whats right for your company but what also agrees with your personal morals and values #commschat

8:10 pm **ally_manock:** Hi #CommsChat peeps. I'm Ally, Head of Connect (PR/Online PR, Online Media etc) at Brass Agency in Leeds. Looking forward to the chat :)

8:10 pm **PRAMITASEN:** @NotFromBolton Doing well. Busy! Good to chat with you again. It's been a while... :) #commschat

8:10 pm **PippaLain:** RT @behindthespin: Partly a paid mouth: but that's one mouth, two eyes and two ears (heart and brain too)? #CommsChat

8:10 pm **khurrumpervaiz:** @sandrulee @aemccarthy - but what about crisis management strategy? #commschat

8:10 pm **EmilyCagle:** @NotFromBolton Yes, I think it has a lot to do with the relationship with client as defined at pitch/contract stage #CommsChat

8:10 pm **CarliR6:** 1. but the might not be the case! :-) #commschat

8:10 pm **Super_Carly:** RT @NotFromBolton: RT @dandrage: Q1 Im a paid mouth and my own conscience. We all work with a moral code of conduct I think. #commschat

8:10 pm **rosiecorriette:** Surely you wouldn't want to work with a client who asks you to project a truth that differs from your conscience? #commschat

8:10 pm **aemccarthy:** @CarliR6 I think that's totally optimistic, but sometimes not all clients/jobs will be "you," what do you do then? #commschat

8:10 pm **AdamVincenzini:** Cheese the cat disrupting #commschat cc @amandahennel <http://moby.to/euc2ks>

8:10 pm **jgombita:** @Dan_Martin (@NotFromBolton) you read my thoughts, veteran: students, more PR peeps work IN-HOUSE than in agencies.... #commschat

8:10 pm **jane63c:** RT @jgombita: @andynowlan A1 Are you part of the leadership team and providing "counsel re: effective comms?" #commschat

8:11 pm **AdamFairclough:** You may be the paid mouth for the organisation, but don't forget, comms is a two-way street. You're the ears as well! #commschat

8:11 pm **NotFromBolton:** RT @CarliR6: 1. hopefully we will be employed by companies who have the same morals as us...// Exactly otherwise its hollow #commschat

8:11 pm **Dan_Martin:** RT @PippaLain RT @behindthespin Partly paid mouth: but thats one mouth, two eyes and two ears (heart and brain too)? #CommsChat

8:11 pm **andynowlan:** @jgombita Yes.. by its nature you can have influence on the way its told, even without the 'authority' #commschat

8:11 pm **dandrage:** The diligent PR researches the client fully and assumes the client's voice. #CommsChat

8:11 pm **sandrilee:** @khurrumpervaiz i think u should tell the truth. no wrong in hiding info, but if u lie, it'll be out sooner or later #commschat

8:11 pm **jgombita:** @AdamFairclough and the monitoring "eyes!" #commschat

8:11 pm **susanatwinweb:** First time in #CommsChat . Marketing maestro at WinWeb.com. May be quiet tonight while I get to grips with it all! *waves*.

8:11 pm **khurrumpervaiz:** @NotFromBolton Hollow is kinda relative term , wouldn't u agree? #commschat

8:11 pm **spratt5429:** @carliR6, I don't think I could work for a company who's morals completely opposed mine #commschat

8:12 pm **mikesgene:** @jgombita I'm keeping half an eye here as well but more of a 'grizzled' veteran trying to be the conscience, not a mouthpiece #commschat

8:12 pm **Super_Carly:** @rosiecorriette I bet that situation happens a lot though! #commschat

8:12 pm **Dan_Martin:** RT @dandrage: The diligent PR researches the client fully and assumes the clients voice. #CommsChat

8:12 pm **DuaneJackson:** "PRs" & "conscience" in the same sentence? #parallelUniverse? Media wants direct line, not sanitised tripe #commschat @Dan_Martin

8:12 pm **CurlyLinz:** Q1 you need to work for someone you believe in! Difficult at times #commschat

8:12 pm **aemccarthy:** I don't think conscience is all you get from a job, you get other skills from being in "Bad" situations, too #commschat

8:12 pm **behindthespin:** You have to weigh up short-term advantage with long-term, sustainable success. Headlines now, or good reputation later? #commschat

8:12 pm **lomacca:** I think a balance isright but leaning more towards conscience now, especially with social media #CommsChat

8:12 pm **CarliR6:** @aemccarthy like I said - it might not be the case - I was putting forward a optimistic rosetinted view :-) #commschat

8:12 pm **MsBizom:** Q1 Paid mouth with consiene & confidence to flag problems if I don't agree. UR making your job harder 4U if U dont. #commschat #commschat

8:12 pm **EmilyCagle:** @Jane63c A1 Choose your clients wisely, and there shouldn't be a need to stray from your conscience in any case :) #CommsChat

8:12 pm **CarliR6:** @NotFromBolton what all businesses? #commschat

8:12 pm **NotFromBolton:** RT @CurlyLinz: Q1 you need to work for someone you believe in! Difficult at times // Absolutely #commschat

8:13 pm **khurrumpervaiz:** @sandrulee what about willfully holding back information? #commschat

8:13 pm **Super_Carly:** RT @EmilyCagle: @Jane63c A1 Choose your clients wisely, and there shouldnt be a need to stray from your conscience in any case :) #commschat

8:13 pm **jgombita:** @Dan_Martin @PRAMITASEN prefer veteran to "well-seasoned," which makes us sound like a hunk of meat roasting. :-) #commschat

8:13 pm **lisamarie2009:** @CurlyLinz when you are working for a consultancy is that really possible though? #CommsChat

8:13 pm **lrbray:** Sneaking into #CommsChat a bit late :)

8:13 pm **RobertPickstone:** @rosiecorriette Couldn't agree more. There is not only the conscience issue but possibly a legal issue if serious enough #commschat

8:13 pm **PRAMITASEN:** @notfrombolton @carlr6 The company doesn't have to have the same principals. As long as you understand & respect each other. #commschat

8:13 pm **aemccarthy:** @EmilyCagle Can you always avoid that, though? #commschat

8:13 pm **CarliR6:** RT @CurlyLinz: Q1 you need to work for someone you believe in! Difficult at times #commschat

8:13 pm **Dan_Martin:** @DuaneJackson That doesn't mean conscience doesn't come into it. #CommsChat

8:13 pm **sandrulee:** @khurrumpervaiz i think it's ok as long as it won't make harm in the long term.... what do u think? #commschat

8:13 pm **jane63c:** RT @EmilyCagle: @Jane63c A1 Choose your clients wisely, and there shouldnt be a need to stray from your conscience in any case :) #commschat

8:13 pm **khurrumpervaiz:** @lisamarie2009 obviously it is #CommsChat

8:14 pm **PippaLain:** RT @DuaneJackson: "PRs" & "conscience" in the same sentence? Media wants direct line, not sanitised tripe #commschat >> How rude!

8:14 pm **AdamVincenzini:** Q1, A: Social media is teaching a lot of PRs (esp ones who blog / participate) the desire to have and keep a good rep #commschat

8:14 pm **mikesgene:** @jane63c @jgombita @andynowlan To be the most effective you really need to be more counsel than writing copy. #commschat

8:14 pm **PRAMITASEN:** LOL RT @jgombita: @Dan_Martin @PRAMITASEN prefer veteran to "well-seasoned,"which makes us sound like a hunk of meat roasting :-) #commschat

8:14 pm **rosiecorriette:** @CarliR6 Shouldn't we all approach the beginning of our careers with rosetinted glasses - lets start with the ideal! #commschat

8:14 pm **CarliR6:** @spratt5429 me neither - there has to be some sort of over lap otherwise one of the parties involved isn't happy #commschat

8:14 pm **khurrumpervaiz:** @sandrulee i agree but it has to be carefully chalked out, otherwise it could backfire too #commschat

8:14 pm **OnlinePrPixie:** RT @NotFromBolton: RT @CurlyLinz: Q1 you need to work for someone you believe in! Difficult at times // Very difficult #CommsChat

8:14 pm **jane63c:** RT @mikesgene: @jane63c @jgombita @andynowlan To be the most effective you really need to be more counsel than writing copy. #commschat

8:14 pm **jgombita:** RT @mikesgene: @jane63c @jgombita @andynowlan To be the most effective you really need to be more counsel than writing copy. #commschat

8:14 pm **ally_manock:** Me too! Busy chat tonight! ?@lrbray: Sneaking into #CommsChat a bit late :)?

8:14 pm **Dan_Martin:** RT @AdamVincenzini Q1 Social media teaching PRs (esp ones who blog/participate) desire to have & keep a good rep #CommsChat

8:15 pm **sandrulee:** agreed :) RT @khurrumpervaiz: @sandrulee i agree but it has to be carefully chalked out, otherwise it could backfire too #commschat

8:15 pm **CurlyLinz:** @lisamarie2009 always been in-house but v good point! #commschat

8:15 pm **CommsChat:** RT @mikesgene: A1 To be the most effective you really need to be more counsel than writing copy. #commschat

8:15 pm **sarahs16:** Q1 If you work in an in-house role, hopefully you would have the structure and respect of others to voice concerns #commschat #commschat

8:15 pm **lisamarie2009:** There is the other extreme - the argument that if someone can't put their personal views aside for work then it is unprofessional #CommsChat

8:15 pm **spratt5429:** choose your company&your client wisely, would you want to work for a company or a client who will challenge your morals &values? #commschat

8:15 pm **CarliR6:** @rosiecorriette True - obv we understand that the org won't match us completely but there needs to be some similarities #commschat

8:15 pm **CommsChat:** Q2 coming up from @Jane63c ... #CommsChat

8:15 pm **jgombita:** @mikesgene agreed! "Messaging" is only one part of public relations and generally more broadcast than two-way. #commschat

8:15 pm **AdamFairclough:** From an in-house perspective, if we didn't tell the truth to our stakeholders, we'd have to live with that every single day! #commschat

8:15 pm **lrbray:** @EmilyCagle, Thanks Emily! #CommsChat

8:16 pm **rosiecorriette:** RT @CommsChat: Q2 coming up from @Jane63c ... #commschat

8:16 pm **bcumedia:** RT @sarahs16: Hi all! I have recently graduated from @bcumedia and just got my first job as junior account executive @seal_witter #commschat

8:16 pm **lrbray:** @ally_manock, it looks like it! Should be a great one :) #CommsChat

8:16 pm **sandrilee:** @lisamarie2009 i think conscience is important. What are you if u don't have integrity and go with the unethical views/behaviors? #commschat

8:16 pm **jane63c:** Q2 and so in providing counsel to your client or organisation what do you hope to achieve for them and for you? #commschat

8:16 pm **susanatwinweb:** Q1 - conscience is imperative surely as reputation is invaluable and difficult to get back once lost. #CommsChat

8:16 pm **khurrumpervaiz:** #commschat @jane63c Q 2 please

8:16 pm **clairecelsi:** Claire here, just lurking on #commschat while I'm working! Hi everyone.

8:16 pm **mikesgene:** @khurrumpervaiz Holding back information has its place. with limits. Being open doesn't mean breaking confidence or secrets. #commschat

8:16 pm **AdamVincenzini:** @mikesgene great comment Mike #commschat

8:17 pm **spratt5429:** I worked in the PR department of a bank, and not telling the truth could only cause havoc with the press if found out. #commschat

8:17 pm **sandrilee:** RT @jane63c: Q2 and so in providing counsel to your client or organisation what do you hope to achieve for them and for you? #commschat

8:17 pm **jgombita:** @AdamFairclough not to mention being "found out" (quickly or eventually) from various stakeholders (including media); not pretty. #commschat

8:17 pm **khurrumpervaiz:** being @mikesgene Obviously, #commschat

8:17 pm **spratt5429:** you can with hold the truth, but do not lie :) #commschat

8:17 pm **lrbray:** RT @jane63c: Q2 and so in providing counsel to your client or organisation what do you hope to achieve for them and for you? #CommsChat

8:17 pm **aemccarthy:** Q2: Results. Whatever they need, it's my job to do. Determining metrics, etc, too. #commschat

8:17 pm **ally_manock:** @sarahs16 should work same in an agency too #commschat

8:17 pm **CommsChat:** RT @Jane63c Q2 In providing counsel to your client or organisation, what do you hope to achieve for them and for you? #commschat

8:17 pm **EmilyCagle:** RT @Jane63c Q2 In providing counsel to your client or organisation, what do you hope to achieve for them and for you? #commschat

8:17 pm **AdamFairclough:** @sarahs16 that's true, you develop relationships where people rely on your advice and judgement built on trust #commschat

8:17 pm **jgombita:** @AdamVincenzini have you seen my @prconversations "interview" with veteran @mikesgene? #commschat

8:17 pm **DuaneJackson:** *sits back and takes the flack* #commschat :) i'm only (half) kidding!

8:17 pm **Dan_Martin:** RT @mikesgene Holding back info has its place. with limits. Being open doesnt mean breaking confidence or secrets #CommsChat

8:18 pm **lrbray:** @spratt5429, is that then lying by omission though? #CommsChat

8:18 pm **spirals:** RT @CommsChat: Whether you are a student or current #PR pro, get involved! Does PR have a duty to tell the truth? <http://post.ly/13Wph> #CommsChat in 5 mins

8:18 pm **spratt5429:** @aemccarthy, even if it challenges your personal morals and values? #commschat

8:18 pm **khurrumpervaiz:** @sandrulee A quick fix and some time to implement long term action plan #commschat

8:18 pm **lauracrimmons:** RT @jane63c: Q2 and so in providing counsel to your client or organisation what do you hope to achieve for them and for you? #commschat

8:18 pm **RobertPickstone:** Interested in PR/comms/ethics? Check out #commschat - lots of great conversation taking place

8:18 pm **AdamFairclough:** @jgombita absolutely! Then your reputation's shot! #commschat

8:18 pm **aemccarthy:** @spratt5429 It's a complicated question. But if it comes down to paying my bills or not? Probably. #CommsChat

8:19 pm **NotFromBolton:** RT @Jane63c Q2 In providing counsel to your client or organisation, what do you hope to achieve for them and for you? #commschat

8:19 pm **Super_Carly:** can't keep up with #commschat

8:19 pm **khurrumpervaiz:** @spratt5429 personal morals and ethics cause a lot of conflicting situations, that's where one needs to draw the line #commschat

8:19 pm **sarahs16:** @ally_manock definitely, there needs to be a structure in place to support you in the decisions you make for your clients #commschat

8:19 pm **dandrage:** @rosiecorriette @CarliR6 You most definitely should! I hope idealism doesn't die in the age of austerity and public pessimism. #commschat

8:19 pm **rosiecorriette:** Q2: measurable results that meet the objectives set out at the beginning of the campaign #commschat

8:19 pm **Worob:** Q2 Execute the strategy laid out in order to meet all objectives #commschat

8:19 pm **m_allison:** @CommsChat Absolutely. Although too much truth can just about ruin a reputation. Its a fine line. #commschat

8:19 pm **rosiecorriette:** @Super_Carly don't worry it'll get easier with time!! #commschat

8:19 pm **CarliR6:** @Super_Carly I'm having issues!! haha #commschat

8:20 **khurrumpervaiz:** @Super_Carly where r u lost??? #commschat

pm

- 8:20 pm **AdamVincenzini:** @Worob there he is :) #commschat
- 8:20 pm **PRAMITASEN:** RT @Worob: Q2 Execute the strategy laid out in order to meet all objectives #commschat
- 8:20 pm **aemccarthy:** It's esp. complicated in nonprofit space. Do you take donations/promo connections w/vendors you despise (like Wal-Mart)? #commschat
- 8:20 pm **jgombita:** @CommsChat A2: Hope is to achieve the greatest satisfaction from the greatest number of stakeholders, evaluating all options. #commschat
- 8:20 pm **CarliR6:** @dandrage Not with us around ;-) haha I understand the negatives of the profession but they are partly reasons I like it so much! #commschat
- 8:20 pm **sandrullee:** for client: successfully control perception. for me: pay the bills and improve my professional skills #commschat
- 8:20 pm **spratt5429:** @lrbray sometimes the truth can be damaging rather than lying release comment when there is more info on the situation #commschat
- 8:20 pm **sarahs16:** Q2 I would hope to achieve respect and credibility. Nothing better than a good agency/client relationship #commschat
- 8:20 pm **Dan_Martin:** @rosiecorriette Q2: Not all about the "campaign" though. There's also the reputation management of client/business #CommsChat
- 8:20 pm **lomacca:** @Super_Carly not the only one hehe #CommsChat
- 8:20 pm **AdamFairclough:** For them, guidance to do the right thing PR wise. For me? Not much, it's what I'm paid to do! #commschat
- 8:21 pm **joshchandlerva:** Hi there, my name is Josh Chandler, founder of @JoshChandlerVA - @RobertPickstone sent me here. :) #commschat
- 8:21 pm **NotFromBolton:** RT @sarahs16: Q2 I would hope to achieve respect and credibility. Nothing better than a good agency/client relationship #commschat
- 8:21 pm **jgombita:** @Dan_Martin @rosiecorriette and "issues" management! #commschat
- 8:21 pm **CarliR6:** RT @sandrullee: for client: successfully control perception. for me: pay the bills and improve my professional skills /// Nice :-) #commschat
- 8:21 pm **andynowlan:** #commschat Think the amount of ethics debate going on is proving the complexity of the original Q
- 8:21 pm **sandrullee:** Q2: for client: successfully control perception. for me: pay the bills and improve my professional skills #commschat
- 8:21 pm **rosiecorriette:** @Dan_Martin That's true and I think like I did in my last tweet it can often be forgotten in favour for quick results. #commschat
- 8:21 pm **Dan_Martin:** Most of the students tonight seem to be referring to agency PR. Do none of you see yourself going in-house? #CommsChat

8:21 pm **sandrilee:** @CarliR6 thanks :) #commschat

8:22 pm **m_allison:** RT @andynowlan: #commschat Think the amount of ethics debate going on is proving the complexity of the original Q

8:22 pm **lomacca:** Q2 Achieve results and improve perception of client, leading to improved reputation and perception of myself #CommsChat

8:22 pm **NotFromBolton:** @rosiecorriette Q2: Not all about the "campaign" though. Theres also the reputation management of client/business // Bingo #commschat

8:22 pm **dandrage:** Q2 - Transparency is currently the dominant force in politics and advertising. It should a core tenet in modern PR too. #CommsChat

8:22 pm **jane63c:** Q2(a) some are saying results no mention at what cost or where the line is drawn, comments? what if harm is/could be involved? #commschat

8:22 pm **khurrumpervaiz:** @AdamFairclough how would u rate personal morals then? #commschat

8:22 pm **Dan_Martin:** @rosiecorriette If you think it's all about marketing, your PR will fail #CommsChat

8:22 pm **jgombita:** @AdamFairclough the axis of effective PR: reputation, value and relationship building #commschat

8:22 pm **Irbray:** @spratt5429, I completely agree w/you...just wanted to play devil's advocate. withhold info until situation is under control. #CommsChat

8:22 pm **Worob:** in-house jobs are very difficult to get these days RT @Dan_Martin: Do none of you see yourself going in-house? #commschat

8:22 pm **OnlinePrPixie:** Online PR and SEO can work very differently but we hope to achieve long lasting relationships #commschat

8:22 pm **spratt5429:** @Dan_Martin I can see myself doing in-house PR, I worked in-house with a Bank and loved it! #commschat

8:23 pm **CarliR6:** 2. Depends who would be hurt and to what extent... #commschat

8:23 pm **PlainSpeakingPR:** Q2 #commschat Identify client's business objectives, identify how PR/comms can realistically help,; devise a great strategy/plan.

8:23 pm **PippaLain:** Q2 #commschat Identify client's business objectives, identify how PR/comms can realistically help,; devise a great strategy/plan.

8:23 pm **JDEbberly:** @Dan_Martin Seems like everyone is developing their own agency these days. #commschat

8:23 pm **lisamarie2009:** @sandrilee I agree, but there are also shades of grey. Can't anything be angled a certain way to seem unethical? #CommsChat

8:23 pm **DuaneJackson:** @susanatwinweb @PippaLain sorry if I offended. But seriously, the days of the pro PR are numbered. Esp. For SMEs. Tick tock. #commschat

8:23 pm **ally_manock:** #CommsChat Q2 meet the client's objectives, exceed their expectations and have fun doing it

8:23 pm **ThePRLady:** True!! RT @Worob: in-house jobs are very difficult to get these days RT @Dan_Martin: Do none of you see yourself going in-house? #commschat

8:23 pm **CurlyLinz:** RT @sandrulee: Q2: for client: successfully control perception. for me: pay the bills and improve my professional skills #commschat

8:23 pm **susanatwinweb:** Q2 Reputation, integrity and lasting legacy for the business. And the same for me :) #CommsChat

8:23 pm **rosiecorriette:** @Dan_Martin Completely agree... #commschat

8:23 pm **spratt5429:** @lrbray glad we agree :) love a good debate! #commschat

8:23 pm **AdamFairclough:** I keep losing track of where we're up to!!! #commschat

8:23 pm **sandrulee:** @Dan_Martin probably in future... but i think for now getting agency experience is required to land an in-house job... #commschat

8:23 pm **CommsChat:** RT @Jane63c Q2.2: Some saying results no mention at what cost or where line drawn. Comments? What if harm is/could be involved? #CommsChat

8:23 pm **EmilyCagle:** RT @Jane63c Q2.2: Some saying results no mention at what cost or where line drawn. Comments? What if harm is/could be involved? #CommsChat

8:24 pm **PRAMITASEN:** Unfortunately something has come up, and I need to attend to it. Hope to chat with you next week :) #commschat

8:24 pm **joshchandlerva:** @AdamFairclough - Are you using a tool such as Tweetchat.com right now? #commschat

8:24 pm **jgombita:** @Dan_Martin I find that a huge percentage of agency work is actually "marketing PR." cc @rosiecorriette #commschat

8:24 pm **Dan_Martin:** @DuaneJackson Controversial as ever Duane! ;o) #CommsChat

8:24 pm **pillarpr:** Well put! RT @susanatwinweb Q2 Reputation, integrity and lasting legacy for the business. And the same for me :) #commschat

8:24 pm **EmilyCagle:** @AdamFairclough We're on Q2.2 - it's a busy one. I just RTd it <http://twitter.com/#!/EmilyCagle/status/27762403352> #CommsChat

8:24 pm **andynowlan:** @AdamFairclough We're all over the place, who's in charge of #commschat comms? ;)

8:25 pm **spratt5429:** I would draw the line if the situation completely opposed my morals and it effected me personally #commschat

8:25 pm **Worob:** figured you all could use a new yorker in the chat! RT @AdamVincenzini: @Worob there he is :) #commschat

8:25 pm **sandrulee:** @lisamarie2009 i think that's where personal views and a piece of objectivity is required to evaluate the situation & outcomes #commschat

8:25 pm **dandrage:** Q2 - Level with the journalist if the coverage is make or break. Level with the client if the campaign fails. #CommsChat

8:25 pm **rosiecorriette:** @Dan_Martin I'm really interested in going in-house once I graduate, yet everybody seems to be trying to put me off... #commschat

8:25 pm **AdamFairclough:** @joshchandlerva yes, but it isn't helping because it's a bit slow! #commschat

8:25 pm **khurrumpervaiz:** @EmilyCagle @jane63c there is always a cost, although u may get away at first but it is always due #CommsChat

8:25 pm **jgombita:** @spratt5429 would you quit your job? #commschat

8:25 pm **JDEbberly:** RT @jgombita @AdamFairclough the axis of effective PR: reputation, value and relationship building #commschat

8:25 pm **Dan_Martin:** @jgombita At the outset it is but then a crisis occurs, response is needed but PRs aren't equipped to react #CommsChat

8:25 pm **joshchandlerva:** @susanatwinweb - Integrity is an unmatched trait in business which you either have or you don't. #commschat

8:25 pm **CarliR6:** @spratt5429 I agree - I would have to see where it fit within my ethics... #commschat

8:26 pm **CarliR6:** @Worob :-) Nice to see ya! #commschat

8:26 pm **sandrilee:** Q2a if i won't be able to sleep peacefully at night after doing certain things, that would be where the line would be... #commschat

8:26 pm **mikesgene:** RT @Dan_Martin: @rosiecorriette If you think it's all about marketing, your PR will fail #CommsChat

8:26 pm **joshchandlerva:** @AdamFairclough - You can change the refresh speed. Click the "Refresh Speed" button below the chat box and decrease the seconds. #commschat

8:26 pm **susanatwinweb:** @DuaneJackson Although with the rise of the power of social media you are right that it is changing #CommsChat

8:26 pm **Dan_Martin:** @rosiecorriette I think that's a shame #CommsChat

8:26 pm **AdamFairclough:** @andynowlan haha! #commschat

8:26 pm **DuaneJackson:** .@mikebutcher @Dan_Martin @ralvin @richardtyler @sparky000 would you rather talk to CEO direct or PR middleman? Thank you! #commschat

8:26 pm **aemccarthy:** Stepping out. Good talk, though. #commschat

8:26 pm **JDEbberly:** RT @joshchandlerva @susanatwinweb - Integrity is an unmatched trait in business which you either have or you don't. #commschat

8:26 pm **khurrumpervaiz:** @Dan_Martin Reaction is part of your Preemptive plans? isn't it? #commschat

8:26 pm **spratt5429:** @jgombita well if it affected me personally&it was taken outside work then yes, but I would need to have another job lined up lol #commschat

8:26 pm **jgombita:** @joshchandlerva @susanatwinweb there's "personal" integrity and there's "organizational" integrity; they aren't always the same. #commschat

8:27 pm **jane63c:** RT @mikesgene: RT @Dan_Martin: @rosiecorriette If you think its all about marketing, your PR will fail #commschat

8:27 pm **AdamVincenzini:** A reminder that the transcript from tonight's discussion will be up at <http://commschat.posterous.com> tomorrow morning #commschat

8:27 pm **NotFromBolton:** @DuaneJackson Absolutely thats the way forward #commschat

8:27 pm **khurrumpervaiz:** @spratt5429 How many jobs will u be able to switch? there has to be a middle lane #commschat

8:27 pm **joshchandlerva:** @jgombita - They both work in parallel though. You can't achieve one without the other (in my personal opinion!) #commschat

8:27 pm **Dan_Martin:** @khurrumpervaiz It should be but sometimes that's not in the "marketing" brief or it hasn't been paid for! #CommsChat

8:27 pm **susanatwinweb:** @joshchandlerva Yes... But bad PR can quickly ruin the integrity of a business #CommsChat

8:27 pm **spratt5429:** I think work as closely to the companies values and work within them to meet your own #commschat

8:27 pm **jgombita:** @spratt5429 that's the dilemma: how far will you go to keep your integrity (and income). #commschat

8:28 pm **CarliR6:** @JDEbberly Integrity is linked to your reputation - and we ALL know how important reputation is within PR :-) #commschat

8:28 pm **AdamFairclough:** @rosiecorriette I work in-house, and I'd only advise doing so if it's public sector where your PR input has a real impact #commschat

8:28 pm **rosiecorriette:** @Dan_Martin Don't worry there not doing a good enough job. Definitely think it would be as rewarding as working for an agency #commschat

8:28 pm **joshchandlerva:** @susanatwinweb - Very true Susan, what a terrific point you make there! #commschat

8:28 pm **behindthespin:** Every senior practitioner has probably faced a 'back me or sack me' moment. #commschat

8:28 pm **Dan_Martin:** @DuaneJackson @mikebutcher @ralvin @richardtyler @sparky000 CEO always. But you try calling some CEOs direct! #CommsChat

8:29 pm **khurrumpervaiz:** @Dan_Martin agreed but what if you are based in-house, how is a brand suppose to react? #CommsChat

8:29 pm **spratt5429:** @Khurrumpervaiz I dont intend to switch jobs but I wouldn't work for a company who has the potential to push my morals that far #commschat

8:29 pm **jgombita:** @joshchandlerva one can hope. But anyone whose worked for a company that has change at the top knows how quickly org. can change. #commschat

8:29 pm **lauracrimmons:** RT @spratt5429 I think work as closely to the companies values and work within them to meet your own #commschat - I agree completely

8:29 pm **NotFromBolton:** There has been no talk of authenticity tonight, just spin. Surely that is the key issue regardless of approach? #commschat

8:29 pm **khurrumpervaiz:** @spratt5429 would u consider withholding information immoral? #commschat

8:29 pm **AdamVincenzini:** Current Q (2.2): Some saying results no mention at what cost or where line drawn. Comments? What if harm is/could be involved? #commschat

8:29 pm **spratt5429:** @lauracrimmons glad you agree :) #commschat

8:29 pm **CarliR6:** @jgombita it is a scary thought.... #commschat

8:29 pm **jane63c:** RT @behindthespin: Every senior practitioner has probably faced a back me or sack me moment. #commschat

8:30 pm **JDEbberly:** RT @AdamVincenzini A reminder that transcript from tonight's disco at <http://commschat.posterous.com> tomorrow morning #commschat

8:30 pm **susanatwinweb:** @jgombita @joshchandlerva True, but lack of personal integrity can very quickly ruin public perception of organisational integrity #CommsChat

8:30 pm **Dan_Martin:** @AdamFairclough @rosiecorriette So you're saying all private sector in-house PRs have no real impact? #CommsChat

8:30 pm **mikesgene:** @AdamVincenzini @prconversations As an add-on to that profile I have since shared with @jgombita I'm producing a new radio show. #commschat

8:30 pm **jgombita:** @Dan_Martin if it's agency-driven perhaps client work is simply moved over to the "issues management" section. Or another agency. #commschat

8:30 pm **JessBayerDC:** RT @AdamVincenzini: Current Q (2.2): Some saying results no mention at what cost or where line drawn. Comments? What if harm is/could be involved? #commschat

8:31 pm **CommsChat:** #CommsChat Q3 coming up in 1 minute (from our mod @jane63c)

8:31 pm **JonClements:** @CommsChat Honesty/truth is the bedrock of legitimate PR. #commschat

8:31 pm **joshchandlerva:** @susanatwinweb - Yes, I agree. #commschat

8:31 pm **khurrumpervaiz:** Without personal integrity u can't manage PR at all #commschat RT @susanatwinweb: @jgombita @joshchandlerva True, but lack.....

8:31 pm **rosiecorriette:** @Dan_Martin @AdamFairclough I hope for my own career advancement and enjoyment that this isn't the case! #commschat

8:31 pm **OnlinePrPixie:** RT @JonClements: @CommsChat Honesty/truth is the bedrock of legitimate PR. #commschat

8:31 pm **AdamFairclough:** @Dan_Martin clearly not. But for my job, I have to justify tax payers' spend, so it's certainly more meaningful than private #commschat

8:31 pm **AdamVincenzini:** Busy #commschat tonight - 400 tweets already - amazing turn out guys :) cc

pm @CommsChat @EmilyCagle

8:32 pm **Irbray:** In an ideal/utopian world RT @JonClements: @CommsChat Honesty/truth is the bedrock of legitimate PR. #CommsChat

8:32 pm **khurrumpervaiz:** @JessBayerDC Harm has to be measured as step 1 #commschat

8:32 pm **susanatwinweb:** RT @JonClements: @CommsChat Honesty/truth is the bedrock of legitimate PR. #commschat

8:32 pm **NotFromBolton:** RT @JonClements: @CommsChat Honesty/truth is the bedrock of legitimate PR // Bingo especially in these social ays #commschat

8:32 pm **joshchandlerva:** Some great conversations happening on #commschat tonight. See my favorite quotes from it - <http://twitter.com/joshchandlerva/favorites>

8:32 pm **spratt5429:** @khurrumpervaiz no as in PR you will always have to with hold some sort of info at some point to protect your company and clients #commschat

8:32 pm **Worob:** lol..just left. back to work! RT @JessBayerDC: Just saw @worob was participating in #commschat so I had to join. Fashionably late....

8:32 pm **kgombita:** @susanatwinweb @joshchandlerva A2. I sometimes think PR peeps place too much self-importance on their role as company conscience. #commschat

8:32 pm **andynowlan:** Matter of time until we mention social, with more and more transparency is the risk simply getting found out? #commschat

8:32 pm **mikesgene:** @AdamVincenzini If there is 'harm' involved then it isn't really a PR, Comm, Mrktg, or media issue. #commschat

8:32 pm **Dan_Martin:** @rosiecorriette Yes but that doesn't necessarily mean you have more real impact than all of the private sector #CommsChat

8:33 pm **khurrumpervaiz:** Agreed :P RT @Irbray: In an ideal/utopian world RT @JonClements: @CommsChat Honesty/truth is the bedrock of legitimate PR. #CommsChat

8:33 pm **jane63c:** Q3 Persuasion. Moulding public opinion. Supervising the formation of people's minds. Where does truth sit in these? #commschat

8:33 pm **joshchandlerva:** @kgombita - That may be true. I can't justify that, but it sounds as though you have had direct experience. #commschat

8:33 pm **rosiecorriette:** By lying to others, you are inevitably lying to yourself, and then who are you cheating? #commschat

8:33 pm **CarliR6:** @andynowlan ooooo there had to be one who brought it up ;-) haha I have been waiting for that question... #commschat

8:33 pm **Dan_Martin:** @AdamFairclough Yes but that doesn't necessarily mean you have more real impact than all of the private sector #CommsChat

8:33 pm **khurrumpervaiz:** @spratt5429 Yes, apart from tht u don't have to compromise on personal integrity and ethics #commschat

8:33 pm **PeterGould83:** @ally_manock What's this #commschat all about Ally? Looks really interesting and a great way sparking debate through Twitter!

8:34 pm **rosiecorriette:** @Dan_Martin Hope so as I'm more interested in private sector that public. #commschat

8:34 pm **CommsChat:** RT @jane63c: Q3 Persuasion. Moulding public opinion. Supervising the formation of people's minds. Where does truth sit? #commschat

8:34 pm **EmilyCagle:** RT @jane63c: Q3 Persuasion. Moulding public opinion. Supervising the formation of people's minds. Where does truth sit? #commschat

8:34 pm **jgombita:** @joshchandlerva I meant more reading PR trade publications/social media: some PR peeps seem to confuse their role with CEO's! #commschat

8:34 pm **spratt5429:** @Dan_Martin with in-house PR you have just as much impact as an agency #commschat

8:34 pm **AdamFairclough:** @Dan_Martin perhaps the word should be 'meaningful' than 'real' #commschat

8:35 pm **CarliR6:** 3. If you are not lying to people then moulding their minds and persuading them could be the natural reaction :-) #commschat

8:35 pm **PhoebeRowell:** Loving the #commschat! I've found you at last! Which question are we on it is going v fast!

8:35 pm **andynowlan:** RT @jane63c: Q3 Persuasion. Moulding public opinion. Supervising the formation of people's minds. Where does truth sit in these? #commschat

8:35 pm **Irbray:** Q3: if you're persuading people based on truths about your company or client, there isn't a problem. #CommsChat

8:35 pm **joshchandlerva:** @jgombita - Really? I hadn't witnessed that yet. #commschat

8:35 pm **susanatwinweb:** @jgombita I agree - I guess it depends how involved the PR is with the client. Perhaps different for 'in house PR'. #CommsChat

8:35 pm **Dan_Martin:** @AdamFairclough I still don't agree with you that it's always the case #CommsChat

8:35 pm **CarliR6:** 3. Aren't we paid to persuade people to a certain extent? #commschat

8:35 pm **ally_manock:** @PeterGould83 It's cool - like web chat, but on Twitter. Get yourself Twitter Chat & join in :) #Commschat

8:35 pm **PhoebeRowell:** RT @JonClements: @CommsChat Honesty/truth is the bedrock of legitimate PR. #commschat

8:35 pm **mikesgene:** @JessBayerDC @AdamVincenzini Harm can have a lot of definitions in the Comm world , some of which are kinda self-serving. #commschat

8:35 pm **dandrage:** Warren Buffett said "You know who's swimming naked when the tide goes out" - If you're bluffing, then you'll get sprung. #CommsChat

8:35 pm **rosiecorriette:** RT @spratt5429: @Dan_Martin with in-house PR you have just as much impact as an agency !!! I hope so!! #commschat

8:35 pm **lisamarie2009:** I think for me it's more about the moral duty than the consequence or outcome. #KantTalk! #CommsChat

8:35 pm **joshchandlerva:** @lrbray - Very smart answer there! #commschat

8:35 pm **jane63c:** RT @CarliR6: 3. Arent we paid to persuade people to a certain extent? #commschat

8:35 pm **ZoeAngelSeo:** Q3 As we all know PR is about delivering the truth at all times. In some cases we maybe a little creative with how we deliver it #commschat

8:36 pm **CarliR6:** @dandrage haha love it! #commschat

8:36 pm **EmilyCagle:** @PhoebeRowell We just started on Q3. Persuasion and the truth: <http://twitter.com/#!/jane63c/status/27763036248> #CommsChat

8:36 pm **CarliR6:** @PhoebeRowell Q3 Persuasion. Moulding public opinion. Supervising the formation of people's minds. Where does truth sit in these? #commschat

8:36 pm **khurrumpervaiz:** It has to be an honest opinion otherwise it'll loose credibility fast RT @EmilyCagle: RT @jane63c: Q3 Persuasion. #commschat

8:36 pm **jgombita:** @jane63c A3: the most effective persuasion is telling an effective organizational (or personal) "story" that is based in truth. #commschat

8:36 pm **jane63c:** RT @lrbray: Q3: if youre persuading people based on truths about your company or client, there isnt a problem. #commschat

8:36 pm **Dan_Martin:** @ZoeAngelSeo "A little creative"; I like it! ;o) #CommsChat

8:36 pm **NotFromBolton:** RT @jane63c: Q3 Persuasion. Moulding public opinion. Supervising the formation of peoples minds. Where does truth sit? #commschat

8:36 pm **CarliR6:** @jane63c OOOooo I will just wait for the influx of opinions to that! haha #commschat

8:37 pm **jane63c:** @jgombita neat #commschat

8:37 pm **sandrulee:** RT @ZoeAngelSeo: Q3 PR is about delivering the truth at all times.In some cases we maybe a little creative w/how we deliver it #commschat

8:37 pm **spratt5429:** @rosiecorriette I agree :) ad would love to experience working for both :) #commschat

8:37 pm **Dan_Martin:** RT @jane63c @lrbray: Q3 if you're persuading people based on truths about your company/client, there isnt a problem #CommsChat

8:37 pm **CurlyLinz:** Q3 it's about telling the truth in a creative way #commschat

8:37 pm **joshchandlerva:** @CarliR6 - But it is the manner in which you persuade. You could be a snake oil salesman in your pitch and still get paid! #commschat

8:37 pm **jane63c:** @CarliR6 my head is spinning and it's not the wine! #commschat

8:37 pm **RobertPickstone:** @lrbray Sometimes some truths *may* be left out though :-(Balance is fairly important #commschat

8:37 pm **lisamarie2009:** Truth is socially created ;) #CommsChat

8:37 pm **sandrilee:** RT @jgombita:A3: the most effective persuasion is telling an effective organizational(or personal)"story" that is based in truth. #commschat

8:37 pm **lomacca:** Q3. Surely truth is the foundation for all three points? #CommsChat

8:37 pm **behindthespin:** #KantTalk, won't talk. Good contribution @lisamarie2009 #commschat

8:37 pm **rosiecorriette:** Q3: Truth should remain at the centre of everything. Including knowing when it can't be achieved. #commschat

8:38 pm **joshchandlerva:** @CurlyLinz - So basically do you mean saying one thing but meaning another? #commschat

8:38 pm **CarliR6:** @joshchandlerva exactly how PR gets its bad rep - because of those types of people. #commschat

8:38 pm **jane63c:** RT @lisamarie2009: Truth is socially created ;) #commschat

8:38 pm **AdamFairclough:** RT @jane63c: @CarliR6 my head is spinning and its not the wine! #commschat

8:38 pm **jgombita:** @lisamarie2009 what does that mean? "Truth is socially created." #commschat

8:38 pm **andynowlan:** Yes! Saved me typing RT @jgombita: A3: the most effective persuasion is telling an effective . . . "story" that is based in truth #commschat

8:38 pm **talktothepress:** I'm late! #commschat

8:38 pm **CarliR6:** @jane63c And it's only monday ;-) haha you're doing wicked #commschat

8:38 pm **rosiecorriette:** RT @jane63c: @CarliR6 my head is spinning and its not the wine! #commschat

8:38 pm **joshchandlerva:** @CarliR6 - And what is the solution to that problem? #commschat

8:38 pm **dandrage:** Q3 - Truth is an agreement between PR and journalist that the story is a winner. Isn't it that simple? #CommsChat

8:38 pm **lauracrimmons:** I think with in-house PR you can sometimes have more impact as you're more focussed on the 'client' - your company #commschat

8:38 pm **spratt5429:** people are open to persuasion-all aspects of life, depends how perceptive they are to it,I wouldn't persuade anything unethical #commschat

8:38 pm **OnlinePrPixie:** Do we sometimes lose sight of the truth without realising? I don't see how there could be just one truth.? #commschat

8:38 pm **joshchandlerva:** @talktothepress - Welcome. :) #commschat

8:38 pm **Irbray:** @RobertPickstone, very true...the ideal theories of PR are founded in honesty...but the practices don't always mirror that. #CommsChat

8:38 pm **EmilyCagle:** @talktothepress Welcome :) We just started on Q3. Persuasion and the truth: <http://twitter.com/#!/jane63c/status/27763036248> #CommsChat

8:39 pm **pillarpr:** Clients/bosses are paying for us to be creative and selective about how we share truthful messages to influence or persuade #commschat

8:39 pm **joshchandlerva:** @dandrage - No, that sounds kind of shady! #commschat

8:39 pm **NotFromBolton:** RT @lomacca: Q3. Surely truth is the foundation for all three points? // If it isn't someone will bring it up #commschat

8:39 pm **mikesgene:** At the heart of most comms is moulding opinion. Heck even discussing your favourite beer or TV show involves swaying opinion. #commschat

8:39 pm **joshchandlerva:** Wow, is every PR professional here trying to bend the truth? #commschat

8:39 pm **AdamFairclough:** @dandrage nope, because you may have to communicate to a wide variety of stakeholders; the media are just one #commschat

8:39 pm **jgombita:** @OnlinePrPixie there's always the "sniff" test. :-) #commschat

8:40 pm **Dan_Martin:** RT @pillarpr Clients/bosses pay us to be creative/selective about how share truthful messages to influence/persuade #CommsChat

8:40 pm **jgombita:** @mikesgene or arguing incessantly until the other party backs down. :-) #commschat

8:40 pm **CarliR6:** Truth is dependent on the context in which you put it... #commschat

8:40 pm **lauracrimmons:** RT @lisamarie2009 Truth is socially created ;) #CommsChat - True, people what society tells them is the truth

8:40 pm **mikesgene:** The 'deficit model' of communication where we assume if we give 'em the facts they'll be on our side if more or less a dead. #commschat

8:40 pm **behindthespin:** RT @OnlinePrPixie: I don't see how there could be just one truth.? #commschat > So we frame our version of the truth.

8:40 pm **ally_manock:** RT @mikesgene: At the heart of most comms is moulding opinion. #Commschat

8:40 pm **rosiecorriette:** @lauracrimmons That was my thinking. #commschat

8:40 pm **sandrulee:** RT @Dan_Martin: RT @pillarpr Clients/bosses pay us 2b creative/selective about how share truthful messages to influence/persuade #commschat

8:40 pm **NotFromBolton:** RT @joshchandlerva: Wow, is every PR professional here trying to bend the truth? // So it would seem ;) #commschat

8:40 pm **sandrulee:** RT @CarliR6: Truth is dependent on the context in which you put it... #commschat

8:41 pm **CarliR6:** @joshchandlerva by making sure that the people within the profession aren't like that anymore....what do u think it could be? #commschat

8:41 pm **khurrumpervaiz:** @lauracrimmons I disagree, its what the people are lead to believe but its all for a short time #CommsChat

8:41 pm **mikesgene:** <http://bit.ly/LZs5c> We did a science comm paper for Nature Biotech that in a limited way showed we have to sway opinon #commschat

8:41 pm **CommsChat:** RT @pillarpr Clients/bosses are paying for us to be creative & selective about how we share truthful msgs to influence/persuade #commschat

8:41 pm **JonClements:** So, dishonesty/lies reflect the true reality of PR work? Surely not?@khurrumpervaiz @lrbray @CommsChat #commschat

8:41 pm **spratt5429:** flip this is fast moving!! #commschat

8:41 pm **Caanz:** RT @rosiecorriette: Q3: Truth should remain at the centre of everything. #commschat

8:41 pm **DuaneJackson:** RT @PippaLain: @DuaneJackson @susanatwinweb I should cancel my sub to KashFlow. <~ will give you extension while you retrain #commschat

8:41 pm **AdamFairclough:** @CarliR6 not sure I agree with that! the truth=the fact and facts are facts no matter what the context #commschat

8:41 pm **Dan_Martin:** RT @Caanz: RT @rosiecorriette: Q3: Truth should remain at the centre of everything. #CommsChat

8:41 pm **talktothepress:** PRs have to be creative and persuasive and think out of the box to get coverage #commschat

8:41 pm **sandrilee:** @NotFromBolton if only it wasn't a sociological fact that everything is socially constructed... including the truth! #commschat

8:41 pm **rosiecorriette:** This all depends on whether people perceive the truth as objective or subjective? #commschat

8:42 pm **andynowlan:** I think the act of persuading can probably change the 'persuader' also #commschat

8:42 pm **joshchandlerva:** @CarliR6 - I just wonder if we should "lead by example" and show future generations how to do things right? #commschat

8:42 pm **dandrage:** @joshchandlerva It does - but what if you had a 30k deal riding on it, and the private sector is driving the economic recovery? #CommsChat

8:42 pm **CarliR6:** @AdamFairclough you not think the context could change them sometimes? all depends on what facts you know at that time... #commschat

8:42 pm **jgombita:** New post on @prconversations is about lack of obvious "PR" in regards to the Chile mine disaster, esp. gov't: <http://ow.ly/2UObU> #commschat

8:42 pm **Super_Carly:** RT @talktothepress: PRs have to be creative and persuasive and think out of the box to get coverage #commschat

8:42 pm **CarliR6:** @joshchandlerva I think in a perfect world that would be the case Josh - we shall have to work hard :-) #commschat

8:42 pm **behindthespin:** McCann (MadMen era) slogan: 'the truth well told' applies to PR. #commschat

8:42 pm **PippaLain:** RT @DuaneJackson: But seriously, the days of the pro PR are numbered. Esp. For SMEs. Tick tock. #commschat. +

8:42 pm **CommsChat:** It's a fast moving, intensely debated #CommsChat tonight! Q4 coming up in 1 min from our mod, @Jane63c

8:43 pm **spratt5429:** if we tell the truth, it is up to the person to take this as persuasive or not? we are just putting the message out there. #commschat

8:43 pm **AdamFairclough:** To all PR students out there, you have to face unto the truth that, sometimes in PR, you'll feel like you're polishing a turd #commschat

8:43 pm **talktothepress:** But that's not to say you are not truthful, there's a line that can't be crossed #commschat

8:43 pm **ally_manock:** RT @behindthespin: McCann (MadMen era) slogan: the truth well told applies to PR. #Commschat

8:43 pm **joshchandlerva:** @CarliR6 - Well, this is the only way we are going to build a more secure communications infrastructure. #commschat

8:43 pm **jgombita:** @Super_Carly @talktothepress disagree. PR people need to have an interesting story that is NEWSworthy to get coverage. #commschat

8:43 pm **rosiecorriette:** RT @CommsChat: Its a fast moving, intensely debated #CommsChat tonight! Q4 coming up in 1 min from our mod, @Jane63c #commschat

8:43 pm **ZoeAngelSeo:** RT @Super_Carly: RT @talktothepress: PRs have to be creative and persuasive and think out of the box to get coverage #commschat

8:43 pm **khurrumpervaiz:** @JonClements Dishonesty is definitely not a reflection of a true PR work, i agree but what about occasional spinning of facts? #commschat

8:43 pm **PippaLain:** RT @DuaneJackson: I should cancel my sub to KashFlow. <~ will give you extension while you retrain #commschat Funny man!

8:43 pm **spratt5429:** @AdamFairclough nicely put haha! #commschat

8:44 pm **Irbray:** @JonClements not at all. I hope most things are based on truth, but there are surely cases of falsehoods promoted in PR campaigns #CommsChat

8:44 pm **PhoebeRowell:** @andynowlan that?s what relationships are about though isn?t it?sharing ideas & thoughts? ?mutual understanding? #gottolovegrunig #commschat

8:44 pm **jgombita:** @AdamFairclough LOVE IT! Note that it's usually someone else's turd you've been forced to polish; rarely or never your own. #commschat

8:44 pm **CarliR6:** @AdamFairclough - you sell it so well ;-) haha #commschat

8:44 pm **junglepr:** @TalkToThePress. Agreed.. #commschat

8:44 pm **NotFromBolton:** @sandrulee Agreed, so the truth lies in the eye of the beholder not that of the PR department ;) #commschat

8:44 pm **Caanz:** RT @joshchandlerva: @CarliR6 - Wonder if we should "lead by example" and show future generations how to do things right? #commschat

8:44 pm **oana_jinga:** RT @behindthespin: McCann (MadMen era) slogan: 'the truth well told' applies to PR. #commschat

8:44 pm **lrbray:** @RobertPickstone, haha Amen! #CommsChat

8:44 pm **JonClements:** Nah, truth sits alone and is nothing else but so. RT @sandrulee: RT @CarliR6: Truth dependent on the context you put it in #commschat

8:44 pm **jane63c:** Q4 and of 'in the public interest' and 'interesting to the public'? as time is cracking on...what is truth anyway? #commschat

8:45 pm **rosiecorriette:** RT @jane63c: Q4 and of in the public interest and interesting to the public? as time is cracking on...what is truth anyway? #commschat

8:45 pm **CarliR6:** @JonClements does the context not matter at all? #commschat

8:45 pm **sandrulee:** @NotFromBolton but as PR pros, we need to know&understand our target so know their truth :) #commschat

8:45 pm **andynowlan:** @PhoebeRowell Exactly, nature of dialogue! And therefore nature of web 2.0 etc. #commschat

8:45 pm **AdamFairclough:** @spratt5429 well, you know, if we're talking about the truth, there's no point denying it! PR can be an uphill battle sometimes! #commschat

8:45 pm **CommsChat:** !! RT @behindthespin: McCann (MadMen era) slogan: 'the truth well told' applies to PR. #commschat

8:45 pm **NotFromBolton:** RT @jane63c: Q4 and of in the public interest and interesting to the public? as time is cracking on...what is truth anyway? #commschat

8:45 pm **Super_Carly:** @jgombita @talktothepress but can't you argue that a good PR can make a story interesting and newsworthy? #commschat

8:45 pm **RobertPickstone:** @spratt5429 Depends if it's the whole truth and which details are focused on? Saying that, some news sells better than others #commschat

8:45 pm **Dan_Martin:** @jane63c I don't understand the question! Was it a question? #CommsChat

8:46 pm **CommsChat:** Here we have Q4.... #CommsChat

8:46 pm **lauracrimmons:** @AdamFairclough a lovely way to think of it! #commschat

8:46 pm **joshchandlerva:** @Super_Carly - What? The story is the story, no spin needs to change that. It's either a good news story, or its not! #commschat

8:46 pm **CommsChat:** RT @Jane63C Q4 And of 'in the public interest' and 'interesting to the public'? As time is cracking on...what is truth anyway? #commschat

8:46 pm **EmilyCagle:** RT @Jane63C Q4 And of 'in the public interest' and 'interesting to the public'? As time is cracking on...what is truth anyway? #commschat

8:46 pm **khurrumpervaiz:** @CarliR6 @jonclements Form and presentation of communication is more important than the context #commschat

8:46 pm **jgombita:** @jane63c probably the "truth" is something the CEO and board will have trouble handling.... ;-) #commschat

8:46 pm **jane63c:** @Dan_Martin bit of a nudge I guess to finish #commschat

8:46 pm **spratt5429:** @AdamFairclough I have no doubts!! I hope I will enjoy the challenge of turd polishing haha! #commschat

8:46 pm **mikeschaffer:** Revitalize your communication plan by shedding labels: <http://bit.ly/bBOdCLt> #pr #pradvice #mktg #commschat #PRSA_IC

8:46 pm **JonClements:** @khurrumpervaiz spin is the bastard child of a very dodgy PR liaison. 2b avoided for reputation's sake. #Commschat

8:46 pm **DuaneJackson:** @PippaLain :) just my opinion. I'm often confidently wrong! #commschat

8:46 pm **talktothepress:** @jgombita @Super_Carly that's true but sometimes depending on the client can be difficult! #commschat

8:47 pm **khurrumpervaiz:** @joshchandlerva i disagree, sometimes a bad news story sounds pretty good after adding a little spin #commschat

8:47 pm **jgombita:** @Super_Carly @talktothepress if it's business or issues-oriented, yes. If it's "marketing PR".....not so much. #commschat

8:47 pm **jane63c:** @jgombita tell me about it! #commschat

8:47 pm **NotFromBolton:** @sandrulee Social media if used correctly will show what their truth is in black and white regardless of any spin. #commschat

8:47 pm **CurlyLinz:** RT @talktothepress: PRs have to be creative and persuasive and think out of the box to get coverage #commschat

8:47 pm **rosiecorriette:** Important to remember that your truth may not necessarily be the same as others, and that I think is where the problems may lie. #commschat

8:47 pm **CarliR6:** 4. Truth is what you know....there is the decision however if you are to share it all. #commschat

8:47 pm **Dan_Martin:** RT @JonClements @khurrumpervaiz spin is bastard child of a very dodgy PR liaison. 2b avoided for reputations sake #CommsChat

8:47 pm **jane63c:** RT @jgombita: @jane63c probably the "truth" is something the CEO and board will have trouble handling.... ;-) #commschat

8:47 pm **EmilyCagle:** Love it! RT @JonClements Spin is the bastard child of a very dodgy PR liaison. 2b avoided for reputation's sake. #Commschat

8:47 pm **OnlinePrPixie:** avoiding ?manipulative? methods or techniques designed to create subconscious motivations #commschat

8:47 pm **iamlulabel:** RT @talktothepress: PRs have to be creative and persuasive and think out of the box to get coverage #commschat

8:47 pm **lisamarie2009:** @AdamFairclough A lot of what we learn can be embedded into our minds in a way that determines whether something is a fact or not #CommsChat

8:47 pm **susanatwinweb:** RT @NotFromBolton: @sandrulee Social media if used correctly will show what their truth is in black and white regardless of any spin. #commschat

8:48 pm **talktothepress:** Just getting into #commschat and other half comes in, gotta go and do 'how was your day' chat! Till nxt time!

8:48 pm **jane63c:** RT @Dan_Martin: RT @JonClements @khurrumpervaiz spin is bastard child of a very dodgy PR liaison. 2b avoided for reputations sake #commschat

8:48 pm **JonClements:** @Irbay I'm sure you're right, but then the campaign stands to fail when scrutinised. #commschat

8:48 pm **khurrumpervaiz:** @JonClements couldn't agree more but what's the more legitimate way of going about it? #Commschat

8:48 pm **JDEbberly:** RT @jane63c: Q4 and of in the public interest and interesting to the public? as time is cracking on...what is truth anyway? #commschat

8:48 pm **spratt5429:** is letting the public know about your CSR activities in the publics interest or in your interest? #commschat

8:48 pm **RobertPickstone:** @EmilyCagle Q4 - The truth: anything that can be proven. Probably. #commschat

8:48 pm **pillarpr:** @joshchandlerva Can't agree with you in every case. It can be the PR that finds the way to make a story great. (@SuperCarly) #commschat

8:49 pm **joshchandlerva:** @khurrumpervaiz - It's just padding the story with context it never had. I mean, we are here to tell great stories, right? #commschat

8:49 pm **NotFromBolton:** Honestly whats wrong with telling it how it is? If you dont then in these social days someone else will consider wikileaks #commschat

8:49 pm **jane63c:** RT @spratt5429: is letting the public know about your CSR activities in the publics interest or in your interest? #commschat

8:49 pm **Irbay:** @JonClements, you would hope so...but I'm not so sure all campaigns do fail if the truth has been distorted. #CommsChat

8:49 pm **joshchandlerva:** @CurlyLinz - Yeah, I personally don't agree with that. #commschat

8:49 pm **khurrumpervaiz:** @joshchandlerva yep, that is what pays my bills :) #commschat

8:49 pm **CommsChat:** We're on our closing question now: Q4 What is truth anyway? #CommsChat #PR

8:49 pm **JonClements:** Nope. Truth and lies not interchangeable. RT @CarliR6: @JonClements does the context not matter at all? #commschat

8:50 pm **lisamarie2009:** RT @spratt5429 is letting the public know about your CSR activities in the publics interest or in your interest? #CommsChat

8:50 pm **AdamFairclough:** Is anyone beginning to see the irony that PR has an image problem? People generally are very distrusting of it. #commschat

8:50 pm **joshchandlerva:** @PillarPR @SuperCarly - Yeah, I don't believe that. PR shouldn't be about how much fluff you can add. #commschat

8:50 pm **lomacca:** @spratt5429 depends what those CSR activities are and which section of the public it would interest #CommsChat

8:50 pm **sandrullee:** Q4 I think it's a little bit of all...public interest, interesting2the public,& also client's interest.Truth is the intersection #commschat

8:50 pm **behindthespin:** The truth, yes, but no one's interested in the whole truth, so have to be selective. #commschat

8:50 pm **rosiecorriette:** RT @CommsChat: Were on our closing question now: Q4 What is truth anyway? #CommsChat #PR #commschat

8:50 pm **jgombita:** @NotFromBolton I think "social media" can manipulate the truth as much as conventional mediums. e.g., DM'ing peeps for support.#commschat

8:50 pm **sarahs16:** Q4 the truth is determined by your audience and you have to be as transparent as possible for them to believe you #commschat

8:50 pm **NotFromBolton:** RT @CommsChat: Were on our closing question now: Q4 What is truth anyway? #CommsChat #PR #commschat

8:50 pm **CarliR6:** @NotFromBolton Some clients don't want you to tell people how it is do they? Esp when it's not complimentary to them #commschat

8:50 pm **susanatwinweb:** @NotFromBolton Absolutely. Social Media is making business transparent and must change how PR happens. #CommsChat

8:50 pm **lauracrimmons:** I think 'the truth' is decided by an individual but as PRs we can have a truth we want people to believe #commschat

8:51 pm **jane63c:** @behindthespin would that be economical with the truth perchance?! #commschat

8:51 pm **PippaLain:** @DuaneJackson Isn't the fact that you've slightly offended a customer with 'jokey' remarks a sure sign that pro PRs have a role? #commschat

8:51 pm **jane63c:** RT @lauracrimmons: I think the truth is decided by an individual but as PRs we can have a truth we want people to believe #commschat

8:51 pm **Dan_Martin:** @sarahs16 I don't understand what you mean by 'the truth is determined by your audience'. Truth is truth! #CommsChat

8:51 pm **CarliR6:** @JonClements placing the truth in a different context is not making it a lie as it is the same piece of info packaged differently #commschat

8:51 pm **khurrumpervaiz:** @NotFromBolton imagine a situation which involves facing a little inconvenience, would u tell the truth and risk credibility #commschat

8:51 pm **Irbray:** Q4: Plain and simple the truth is just that...the truth. Unfortunately it's usually not that easy. #CommsChat

8:51 pm **lisamarie2009:** @behindthespin except judges and courts of law :) truth and nothing but the truth #CommsChat

8:51 pm **EmilyCagle:** @Jane63c What is truth? Whatever the client wants it to be, right? ;) #CommsChat #OnlyJoking

8:51 pm **ZoeAngelSeo:** Q4 Telling the truth, yes, but we have to sometimes be selective about letting the whole truth get into the public arena #commschat

8:51 pm **joshchandlerva:** @CarliR6 - Love it. :) #commschat

8:51 pm **jgombita:** RT @behindthespin: The truth, yes, but no one's interested in the whole truth, so have to be selective. #commschat

8:51 pm **JDEbberly:** RT @lauracrimmons I think 'the truth' is decided by an individual but as PRs we can have a truth we want people to believe #commschat

8:52 pm **NotFromBolton:** RT @Dan_Martin: @sarahs16 I dont understand what you mean by the truth is determined by your audience. Truth is truth! #commschat

8:52 pm **Caanz:** Hello #commschat: Q4: Many publics all with different interests. Our job: understand those interests and address them honestly.

8:52 pm **spratt5429:** @lomacca i read today-the public thought that there is no point doing CSR activities if you don't tell them what you are doing... #commschat

8:52 pm **rosiecorriette:** Q4: When it comes to the truth I like @jane63c and her approach with the 'Granny Model' #commschat

8:52 pm **joshchandlerva:** Can I just say, you guys have given me a fascinating insight into the PR world. :) #commschat

8:52 pm **lisamarie2009:** Would all PRO's act in the same way if they had to put their hand on the bible? :P #CommsChat

8:52 pm **OnlinePrPixie:** The truth = "Careful and consistent ethical analyses" #commschat

8:52 pm **jgombita:** RT @Caanz: Q4: Many publics all with different interests. Our job: understand those interests and address them honestly. #commschat

8:52 pm **jane63c:** RT @rosiecorriette: Q4: When it comes to the truth I like @jane63c and her approach with the Granny Model #commschat

8:52 pm **sandrullee:** @Dan_Martin but truth changes with time and the progress in the society. it was the truth once that "the world is flat", right? #commschat

8:52 pm **lomacca:** @lauracrimmons That 'truth' we want people to believe falls flat if exposed to be inaccurate, especially with social media #CommsChat

8:52 pm **JDEbberly:** RT @susanatwinweb @NotFromBolton Absolutely. Social Media is making business transparent and must change how PR happens. #CommsChat

8:52 pm **AdamFairclough:** @sarahs16 disagree. The truth is the truth. If you tell one audience one thing and another a different thing, you're in trouble! #commschat

8:52 pm **JonClements:** @khurrumpervaiz #Commschat Protect reputation 1st; messed up? Admit it early and explain how things will be done better.

8:53 pm **spratt5429:** @EmilyCagle what if the truth that the client wants opposes your morals? #commschat

8:53 pm **rosiecorriette:** The truth is something that can not be spun to fit a lie... #commschat

8:53 pm **pillarpr:** @joshchandlerva PR isn't about how much fluff you can add. Often it's the opposite. But it is about how you tell the story. #commschat

8:53 pm **lrbray:** Haha love this RT @lisamarie2009: Would all PRO's act in the same way if they had to put their hand on the bible? :P #CommsChat

8:53 pm **joshchandlerva:** @Super_Carly - So, neither party does it right? #commschat

8:53 pm **CarliR6:** @sandrilee :-) indeed #commschat

8:53 pm **behindthespin:** @jane63c A way of describing lies (economical with the truth). Witholding the whole truth needn't involve lying. Not of interest. #commschat

8:53 pm **NotFromBolton:** RT @susanatwinweb: @NotFromBolton Absolutely. Social Media is making business transparent and must change how PR happens. #CommsChat

8:53 pm **sarahs16:** @Dan_Martin sure but the people you are telling the truth to may not always believe you #commschat

8:53 pm **sandrilee:** @CarliR6 ;) #commschat

8:53 pm **Dan_Martin:** @spratt5429 @lomacca 'CSR' shouldn't be done for PR reasons. Businesses should be doing it anyway. #CommsChat

8:53 pm **khurrumpervaiz:** @JonClements Classic Oil Spill story??? #commschat

8:53 pm **joshchandlerva:** @PillarPR - I am afraid that from what I have read in this chat, people love the fluff in PR! #commschat

8:53 pm **mikesgene:** RT @Caanz: Hello #commschat: Q4: Many publics all with different interests. Our job: understand those interests and address them honestly.

8:53 pm **jane63c:** @behindthespin totally agree #commschat

8:54 pm **spratt5429:** @rosiecoriette @jane63c granny model needs to be published! #commschat

8:54 pm **JDEbberly:** Q4 Truth is what we perceive it to be. Everyone sees what she wants to see. It's existentially determined by each person #CommsChat

8:54 pm **jgombita:** @lrbray @lisamarie2009 that assumes all PR practitioners think of the "bible" as the litmus test of honesty.... #commschat

8:54 pm **JonClements:** @CarliR6 #commschat You've lost me, I'm afraid. An example?

8:54 pm **CarliR6:** @joshchandlerva you must not have been reading the right thing then..... #commschat

8:54 pm **lauracrimmons:** @lomacca very true - social media is making everything more transparent which means the truth will out be it good or bad #commschat

8:54 pm **Dan_Martin:** @sandrilee Even if it's the truth?! So what do you do then? Make up a new 'truth'? #CommsChat

8:54 pm **PhoebeRowell:** You have to be trustworthy and you build trust by telling the truth. Someone will always find out if you don't anyway esp online #commschat

8:54 pm **jane63c:** @spratt5429 ha ha #commschat

8:54 pm **Caanz:** Too right it does: RT @jgombita: @NotFromBolton "social media" can manipulate the truth as much as conventional media. #commschat

8:55 pm **rosiecorriette:** RT @spratt5429: @rosiecorriette @jane63c granny model needs to be published! Hell Yeah!! #commschat

8:55 pm **AdamAzor:** If you tell a lie, a really big lie and continue to tell it...people will believe it & nowadays they will spread via social media #CommsChat

8:55 pm **spratt5429:** @Dan_Martin I agree but unfortunately that's not where CSR originated from lol #commschat

8:55 pm **sarahs16:** @AdamFairclough of course you are, messaging needs to be coherent #commschat

8:55 pm **CarliR6:** @spratt5429 @rosiecorriette @jane63c - AGREE !!! publish the granny model....we can be in the credits ;-) #commschat

8:55 pm **jgombita:** @Dan_Martin @spratt5429 @lomacca some businesses are "mandated" by (various levels of) government to "do" CSR. #commschat

8:55 pm **NotFromBolton:** RT @lauracrimmons: @lomacca very true - social media is making everything more transparent which means the truth will out // :) #commschat

8:55 pm **Irbray:** @jgombita, of course..Torah, Koran...whatever :P #CommsChat

8:55 pm **dandrage:** I don't think all consumers care for the truth necessarily. They want entertainment, excitement and something to talk about. #CommsChat

8:56 pm **joshchandlerva:** @Super_Carly - You are more than welcome to your opinion. I am grateful for it and others, because I am learning so much. #commschat

8:56 pm **AdamFairclough:** "I don't care what people say about me as long as it isn't true..." is Dorothy Parker describing PR? #commschat

8:56 pm **behindthespin:** RT @pillarpr: PR isn't about how much fluff you can add. Often it's the opposite. But it is about how you tell the story. #commschat

8:56 pm **ZoeAngelSeo:** Q4 sometimes telling the whole truth is not in the public or clients interest-being selective with the truth is in boths interest #commschat

8:56 pm **sandrilee:** @Dan_Martin no, what i mean is there isn't an absolute truth. truth changes with time when proven different/wrong #commschat

8:56 pm **NotFromBolton:** @Caanz Of course it ca but it is not sustainable, it's a house of cards easily toppled #commschat

8:56 pm **spratt5429:** @jane63c @rosiecorriette @CrliR6 petition??? haha #commschat

8:56 pm **jgombita:** @Dan_Martin (@sandrilee) you win today's award as the most curmudgeony (but amusing) veteran! :-) #commschat

8:56 pm **ZoeAngelSeo:** RT @behindthespin: @jane63c A way of describing lies (economical with the truth). Withholding the whole truth needn't involve lying. Not of interest. #commschat

8:56 pm **lauracrimmons:** RT @spratt5429: @rosiecoriette @jane63c granny model needs to be published! Hell Yeah!! #commschat

8:56 pm **sarahs16:** @NotFromBolton and social media allows for the truth to be more instant, especially when there is a crisis #commschat

8:56 pm **jgombita:** :-) RT @AdamFairclough "I don't care what people say about me as long as it isn't true..." is Dorothy Parker describing PR? #commschat

8:57 pm **NotFromBolton:** The truth is so much easier to remeber ;) #commschat

8:57 pm **ZoeAngelSeo:** RT @behindthespin: RT @pillarpr: PR isn't about how much fluff you can add. Often it's the opposite. But it is about how you tell the story. #commschat

8:57 pm **rosiecorriette:** @AdamAzor Just like Joseph Goebbels' Big Lie... And then we move onto the murky waters of propaganda! #commschat

8:57 pm **CarliR6:** @JonClements we now know that the fact the earth is flat is a lie because we live in a differnt context but that was considered + #commschat

8:57 pm **joshchandlerva:** @NotFromBolton - Yes, so true. :) #commschat

8:57 pm **PhoebeRowell:** @jgombita isn't it?! I think we all know what?s right & wrong. Worries me more is if we communicate w what someone else has said #commschat

8:57 pm **lrbray:** Haha a lesson we probably all learned as teenagers RT @NotFromBolton: The truth is so much easier to remeber ;) #CommsChat

8:57 pm **OnlinePrPixie:** RT @NotFromBolton: The truth is so much easier to remeber ;)// very true #commschat

8:57 pm **CarliR6:** @JonClements + the 'truth' at that point in time. #commschat

8:57 pm **AdamFairclough:** @sarahs16 but I thought you said the truth depends on the audience, in which case, consistency would be impossible #commschat

8:57 pm **JDEbberly:** RT @jgombita: @NotFromBolton "social media" can manipulate the truth as much as conventional media. .#commschat

8:58 pm **joshchandlerva:** @lrbray - :) #commschat

8:58 pm **lisamarie2009:** @jgombita of course, very fair point!! #CommsChat

8:58 pm **dandrage:** @AdamFairclough Fair point - I was playing devil's advocate slightly, but you've called my bluff. #CommsChat

8:58 pm **Dan_Martin:** @sandrulee Sorry, that last tweet was actually meant for @sarahs16 #CommsChat

8:58 pm **metzger49:** @rosiecorriette don't think the PR industry, as we understand it, could exist in a

pm totalitarian system #commschat

8:58 **jgombita:** @PhoebeRowell for huge chunks of the world the bible is not the litmus test, no.
pm Don't understand your other comment, sorry. #commschat

8:58 **DuaneJackson:** @PippaLain no, unless u'd rather be patronised with sanitised tripe instead of
pm real opinion? Cld get someone to draft a response?#commschat

8:58 **JDEbberly:** RT @Caanz Hello #commschat: Q4: Many publics all with different interests. Our
pm job: understand those interests and address them honestly.

8:58 **sarahs16:** @AdamFairclough sorry, think I worded it wrong. I didn't mean the type of
pm audience, I was referring the audience as general #commschat

8:59 **CarliR6:** @dandrage hey - thats usually my job! :-) #commschat
pm

8:59 **mikesgene:** @ZoeAngelSeo @behindthespin @pillarpr It is definitely all about the story and
pm in my experience where PR often falls down. #commschat

8:59 **sandrilee:** @Dan_Martin haha alright :) it made sense to my tweets too :) #commschat
pm

8:59 **RobertPickstone:** #commschat had made me want to go back to final year of uni. Never thought I
pm would say that!

8:59 **rosiecorriette:** RT @metzger49: @rosiecorriette dont think the PR industry, as we understand it,
pm could exist in a totalitarian system /// True. #commschat

8:59 **spratt5429:** WOW time flies! its been an hour!! #commschat
pm

8:59 **jgombita:** Interesting and fun chat today. Thanks, all! #commschat
pm

8:59 **lrbray:** Thanks for a great chat, everyone! Looking forward to future conversations w/you
pm guys! #CommsChat

8:59 **jane63c:** so, could you proudly look your Granny in the eye and tell her what you did
pm today? #commschat

8:59 **CommsChat:** BONG 9pm! That's it for a truly awesome #CommsChat. Transcript up soon. We
pm think you'll all agree, @Jane63c is one fantastic mod!

8:59 **lisamarie2009:** noooooo not an hour already! #CommsChat
pm

9:00 **EmilyCagle:** RT @CommsChat: 9pm! That's it for a truly awesome #CommsChat. Transcript
pm up soon. We think you'll all agree, @Jane63c is one fantastic mod!

9:00 **Caanz:** We build relationships; they are based on trust, trust needs truth to breathe.
pm Ethical, sustainable PR tells the truth. #commschat

9:00 **andynowlan:** Wow. #philosophychat next week?? #commschat
pm

9:00 **Dan_Martin:** Nice one @Jane63c. That was a great one! #CommsChat
pm

9:00 pm **jane63c:** thanks you everyone for a fab time...off to watch Spooks! #commschat

9:00 pm **mikesgene:** @JDEbberly @jgombita @NotFromBolton Torn from the pages of my last talk. I'd argue skilled SoMe could manipulate even better. #commschat

9:00 pm **CarliR6:** @CommsChat agreed :-) Fab night - brilliant discussion! #commschat

9:00 pm **JonClements:** @CarliR6 Earth flat not a lie. Absence of knowledge was problem. Not an issue when choosing what to say in 21st century.#commschat

9:00 pm **sandrulee:** wow! already???? very very fast paced chat today! thanks all for participating, learned tons today! #commschat

9:00 pm **OnlinePrPixie:** wow that was fast but very interesting ... bye all #commschat

9:00 pm **lrbray:** Thx for convo and RTs! @joshchandlerva @jgombita @JonClements @RobertPickstone @Dan_Martin @jane63c @khurrumpervaiz @spratt5429 #CommsChat

9:00 pm **rosiecorriette:** RT @spratt5429: WOW time flies! its been an hour!! /// I know! couldn't believe it when I saw the time!! #commschat

9:00 pm **AdamFairclough:** Wow, that hour has flown by! Wish it would go as fast when I'm at work... and that's the truth! #commschat

9:01 pm **spratt5429:** @jane63c thanks Jane for an interesting debate, plenty to write up on haha! #commschat

9:01 pm **PhoebeRowell:** @jgombita as prs we depend on others to tell us ?the truth? but what if it turns out to be inaccurate ? jeopardises reputation #commschat

9:01 pm **CarliR6:** @JonClements sometimes PR professionals suffer a lack of knowledge if they aren't told everything #commschat

9:01 pm **AdamSuffolkU:** God dang it. I missed #commschat

9:01 pm **dandrage:** @RobertPickstone It's great! The Oracle of Omaha has been responsible for many a fine quip. #CommsChat

9:01 pm **Caanz:** Certainly was! Better get to work now: RT @jgombita: Interesting and fun chat today. Thanks, all! #commschat

9:01 pm **joshchandlerva:** I was only in #commschat for a short while, but here are the highlights I liked - <http://twitter.com/joshchandlerva/favorites>

9:01 pm **spratt5429:** @rosiecorriette actually felt like 5mins haha! #commschat

9:01 pm **lauracrimmons:** definitely enjoyed my first #commschat - very insightful!

9:01 pm **AdamFairclough:** @andynowlan You were thinking the same as me! #commschat

9:01 pm **CarliR6:** @spratt5429 @rosiecorriette - inbetweeners at 10!! haha :-) See you girlies

pm 2moro x #commschat

9:02 pm **ZoeAngelSeo:** Great #commschat tonight @jane63c great mod, true pro as always :-)

9:02 pm **CommsChat:** :) RT @AdamFairclough: Wow, that hour has flown by! Wish it would go as fast when I'm at work... and that's the truth! #commschat

9:02 pm **RobertPickstone:** @CarliR6 Great point about the truth at any given moment in time. Social media allows truths to change quicker than ever before #commschat

9:02 pm **lauracrimmons:** definitely enjoyed my first #commschat - really insightful

9:02 pm **spratt5429:** @CarliR6 yes cant wait! hopefully we won't get ripped this week haha! #commschat

9:02 pm **rosiecorriette:** Had a great time everybody, thanks to @jane63c for moderating :-) #commschat

9:02 pm **spratt5429:** @lauracrimmons me too :) #commschat

9:02 pm **OnlinePrPixie:** RT @CarliR6: @spratt5429 @rosiecorriette - inbetweeners at 10!! haha :-) // lets hope Lincoln is safe this week :) #commschat

9:02 pm **CommsChat:** Thanks everyone. The transcript will be up at <http://commschat.posterous.com> very soon. #CommsChat