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@paulchat: What's in your #SocialMedia toolbox?See the #CommsChat transcript where Industry Pros discuss their favourites <http://ow.ly/5GoQw> #PR #Media

July 18, 2011, 7:20 am



@CommsChat: Pre-read now up: #COMMSCHAT, 18 JULY: THE FUTURE OF INTERNAL COMMS <http://t.co/tx5BVUd>

July 18, 2011, 9:06 am



@NRCUK: RT @CommsChat: Pre-read now up: #COMMSCHAT, 18 JULY: THE FUTURE OF INTERNAL COMMS <http://t.co/tx5BVUd>

July 18, 2011, 9:06 am



@jangles: RT @CommsChat: Pre-read now up: #COMMSCHAT, 18 JULY: THE FUTURE OF INTERNAL COMMS <http://t.co/tx5BVUd>

July 18, 2011, 9:08 am



@mollyhpierce: RT @CommsChat: Pre-read now up: #COMMSCHAT, 18 JULY: THE FUTURE OF INTERNAL COMMS <http://t.co/tx5BVUd>

July 18, 2011, 9:10 am



@neilcomm: Pre-read now up: #COMMSCHAT, 18 JULY, 8pm British Summer (!?) Time: THE FUTURE OF INTERNAL COMMS. <http://post.ly/2WkYc>

July 18, 2011, 9:13 am



@stephenmwhite: Looking forward to tonight's #CommsChat with Maria Ogneva (@themaria) of @Yammer on the future of internal comms

July 18, 2011, 9:14 am



@amandacomms: @Michaelyodel #commschat is for you tonight -- check out @commschat

July 18, 2011, 9:16 am



@mrsjofus: RT @CommsChat: Pre-read now up: #COMMSCHAT, 18 JULY: THE FUTURE OF INTERNAL COMMS <http://t.co/tx5BVUd>

July 18, 2011, 9:23 am



@neilcomm: RT @stephenmwhite: Looking forward to tonight's #CommsChat with Maria Ogneva (@themaria) of @Yammer on the future of internal comms

July 18, 2011, 9:29 am



@KimberleyWillis: RT @CommsChat: Pre-read now up: #COMMSCHAT, 18 JULY: THE FUTURE OF INTERNAL COMMS <http://t.co/tx5BVUd>

July 18, 2011, 9:37 am



@KimberleyWillis: Looking forward to this week's #COMMSCHAT on internal comms at 8pm tonight. Hope i'm off the road and on wifi by then...

July 18, 2011, 9:39 am



@Communicatemag: Pre-read up: #COMMSCHAT 8pmBST tonight : Future of internal comms. w/ Yammer's head of community live from SanFrancisco <http://post.ly/2WkYc>

July 18, 2011, 10:16 am



@CommsChat: Tonight's #CommsChat will be hosted by @themaria, Yammer's head of community, and focus on the future of internal comms: <http://t.co/BzFq0wk>

July 18, 2011, 10:18 am



@pinotblush: ooh. RT @CommsChat Tonight's #CommsChat will be hosted by @themaria, Yammer's head of community, and focus on the future of internal comms.

July 18, 2011, 10:21 am



@thePRCafe: #COMMSCHAT, 18 JULY: THE FUTURE OF INTERNAL COMMS <http://t.co/8sbqHqz>

July 18, 2011, 10:24 am



@Michaelyodel: @amandacomms #commschat. Will do, thanks

July 18, 2011, 10:48 am



@pgeorgieva: Finally a new post on Higher & Higher: 6 thoughtful posts on #PR and social media - <http://t.co/aVQfoqr> #SM #SoMe #PRStudChat #CommsChat

July 18, 2011, 11:43 am



@AllthingsIC: RT @CommsChat: Tonight's #CommsChat will be hosted by @themaria, Yammer's head of community, and focus on the future of internal comms: <http://t.co/BzFq0wk>

July 18, 2011, 12:11 pm



@AllthingsIC: Hope tonight's #commschat goes well. Not sure if I will be home in time to make it but hope to @CommsChat

July 18, 2011, 12:12 pm



@AbuDarby: Everyone enjoy #commschat with @CommsChat tonight. 11pm my time, so apologies for any tweets typed with my forehead on the keyboard #zzzzzz

July 18, 2011, 12:27 pm



@UKYoungPR: RT @CommsChat: Tonight's #CommsChat will be hosted by @themaria, Yammer's head of community, and focus on the future of internal comms: <http://t.co/BzFq0wk>

July 18, 2011, 12:30 pm



@CommsChat: @AbuDarby love that you'll still be up waiting for #CommsChat to start. Hope you enjoy. ^AT

July 18, 2011, 1:37 pm



@jgombita: MT: 18 July 3 ET @CommsChat w/ Yammer's head of community @themaria. Pre-read: #commschat THE FUTURE OF INTERNAL COMMS <http://post.ly/2WkYc>

July 18, 2011, 1:43 pm



@themaria: RT @CommsChat: #CommsChat hosted by @themaria, Yammer's head of community, and focus on the future of internal comms: <http://t.co/BzFq0wk>

July 18, 2011, 3:18 pm



@Yammer: Please join today's #CommsChat 12 p.m. PST w/@themaria, Yammer's head of community. Focus on future of internal comms: <http://t.co/BzFq0wk>

July 18, 2011, 3:23 pm



@THUPR: Tonight's #CommsChat future of internal comms: 8pm GMT hosted by Yammer's @themaria .<http://t.co/BzFq0wk> via @CommsChat:

July 18, 2011, 3:27 pm



@ClaireatWaves: RT @thupr: Tonight's #CommsChat future of internal comms: 8pm GMT hosted by Yammer's @themaria .<http://t.co/BzFq0wk> via @CommsChat:

July 18, 2011, 3:27 pm



@mechristopher: #CommsChat 12 p.m. PST today w/@themaria, Yammer's head of community. Future of internal #comms: <http://bit.ly/pqq7aW> via @Yammer

July 18, 2011, 3:42 pm



@duartej: RT @jgombita: MT: 18 July 3 ET @CommsChat w/ Yammer's head of community @themaria. Pre-read: #commschat THE FUTURE OF INTERNAL COMMS <http://post.ly/2WkYc>

July 18, 2011, 3:52 pm



@jgombita: Will YOU be participating in 3 hrs @duartej? #CommsChat w/ Yammer's @themaria. Pre-read THE FUTURE OF INTERNAL COMMS <http://t.co/tjwbQa1>

July 18, 2011, 4:06 pm



@PruAshby: RT @Yammer: Please join today's #CommsChat 12 p.m. PST w/@thearia, Yammer's head of community. Focus on future of internal comms: <http://t.co/BzFqOwk>

July 18, 2011, 4:18 pm



@duartej: @jgombita //Will U be participating in 3 hrs #CommsChat w/ Yammer's @thearia. THE FUTURE OF INTERNAL COMMS <http://t.co/tjwbQa1/> will try

July 18, 2011, 4:19 pm



@akroundtree: RT @mechristopher: #CommsChat 12 p.m. PST today w/@thearia, Yammer's head of community. Future of internal #comms: <http://bit.ly/pqq7aW> via @Yammer

July 18, 2011, 5:17 pm



@akroundtree: RT @CommsChat: Pre-read now up: #COMMSCHAT, 18 JULY: THE FUTURE OF INTERNAL COMMS <http://t.co/tx5BVUd>

July 18, 2011, 6:29 pm



@CommsChat: We'll be kicking off our session on the future of internal comms in just 15 min! With @thearia from @yammer. #commschat

July 18, 2011, 6:46 pm



@ECGreaves: Keith Olbermann On Rupert Murdoch And Fox News: 'They Blackmailed Me' <http://t.co/H9DxK9Z> via @moveon #NOTW #commschat

July 18, 2011, 6:48 pm



@CommsChat: Are you using <http://tweetchat.com/room/commschat> to follow? You should - condenses twitter noise and auto-adds hashtag #commschat

July 18, 2011, 6:48 pm



@FelicityStewart: RT @CommsChat: We'll be kicking off our session on the future of internal comms in just 15 min! With @thearia from @yammer. #commschat

July 18, 2011, 6:49 pm



@KimberleyWillis: Hoping to join #commschat from Ross-on-Wye, although my family are insisting this is a holiday...

July 18, 2011, 6:56 pm



@CommsChat: We'll be kicking off very shortly - time for a quick glance at the pre-read? <http://bit.ly/rqnNGZ> #commschat

July 18, 2011, 6:59 pm



@EmLeary: @CommsChat Hi all! Early for a change. Looking fwd to insight from @thearia & @yammer - I used the platform in my previous role. #commschat

July 18, 2011, 6:59 pm



@jgombita: Last week's chat ; reco to listen: #notw segment @cbradio site <http://www.cbc.ca/thesundayedition/> w Emily Bell former Guardian #commschat

July 18, 2011, 7:00 pm



@thearia: Join us NOW for a #commschat about the future of internal comms! @commschat

July 18, 2011, 7:01 pm



@CommsChat: Ok, let's get started! I'm Molly, dep ed @communicatmag. Tonight's session is on the future of internal comms #commschat

July 18, 2011, 7:01 pm



@CommsChat: We're joined by @thearia head of community @yammer as our guest moderator tonight #commschat

July 18, 2011, 7:01 pm



@thearia: @CommsChat Thank you for having me! As Molly mentioned, I head up community for @yammer. Ask us anything you want! #commschat

July 18, 2011, 7:02 pm



@EmLeary: Tonight's #CommsChat is about #internalcomms - follow the hashtag / @CommsChat / the guest hosts @TheMaria @Yammer

July 18, 2011, 7:02 pm



@Weezul: RT @themaria: Join us NOW for a #commschat about the future of internal comms! @CommsChat

July 18, 2011, 7:03 pm



@CMHCSWS: @themaria @CommsChat @yammer What in your opinion is the best tool for internal comms?n #commschat

July 18, 2011, 7:03 pm



@neilcomm: Evening all. Welcome @themaria #commschat

July 18, 2011, 7:04 pm



@CommsChat: First topic up tonight: How is internal communication changing and why? #commschat

July 18, 2011, 7:04 pm



@CommAMMO: ATTN: #icchat RT @themaria: Join us NOW for a #commschat about the future of internal comms! #commschat

July 18, 2011, 7:04 pm



@AdamAzor: Hello I'm Adam Azor, Senior Account Director at integrated agency BD Network <http://www.thisisbd.com> interested in the internal insight #commschat

July 18, 2011, 7:04 pm



@CommAMMO: RT @CommsChat: We're joined by @themaria head of community @yammer as our guest moderator tonight #commschat

July 18, 2011, 7:04 pm



@CommAMMO: RT @CommsChat: First topic up tonight: How is internal communication changing and why? #commschat

July 18, 2011, 7:04 pm



@KimberleyWillis: RT @EmLeary: Tonight's #CommsChat is about #internalcomms - follow the hashtag / @CommsChat / the guest hosts @TheMaria @Yammer

July 18, 2011, 7:05 pm



@jgombita: Yea, Sean! RT @CommAMMO: ATTN: #icchat regulars RT @themaria: Join us NOW for a #commschat about the future of internal comms! #commschat

July 18, 2011, 7:05 pm



@themaria: @CommsChat Great question! A big change I see is the need to be more open and transparent. #commschat

July 18, 2011, 7:06 pm



@EmLeary: RT @CommsChat: First topic up tonight: How is internal communication changing and why? #commschat

July 18, 2011, 7:06 pm



@jgombita: Internally or externally? RT @themaria: Great question! A big change I see is the need to be more open and transparent. #commschat

July 18, 2011, 7:07 pm



@themaria: External social tools can easily expose everything bad & good in a company, so it's more important than ever 2 align internally. #commschat

July 18, 2011, 7:07 pm



@themaria: @jgombita Both! In this case, we are talking about internal. #commschat

July 18, 2011, 7:07 pm



@CommAMMO: RT @themaria: @CommsChat Great question! A big change I see is the need to be more open and transparent. #commschat

July 18, 2011, 7:07 pm



@KimberleyWillis: So many. But the 2 biggies for me are increasing need to evaluate impact, and increasing integration with IT #commschat

July 18, 2011, 7:08 pm



@CommsChat: RT @themaria: External social tools can easily expose everything bad & good, so its more important than ever 2 align internally. #commschat

July 18, 2011, 7:08 pm



@themaria: Also, I think a huge driver to needing to be open & nimble inside the org. is speed w/which we're expected to act externally #commschat

July 18, 2011, 7:08 pm



@CommAMMO: RT @themaria: Ext social tools can easily expose evryth bad & gd , so its more important than ever 2 align internally. #commschat

July 18, 2011, 7:08 pm



@CommAMMO: #measurement! RT @KimberleyWillis: ...2 biggies for me are increasing need to evaluate impact, and increasing integration with IT #commschat

July 18, 2011, 7:09 pm



@themaria: So for example, I manage external social for Yammer. I'd never be able to do this job if I didn't know what's going on internally #commschat

July 18, 2011, 7:09 pm



@CommAMMO: RT @themaria: Also, a huge driver to needing to be open & nimble inside the org. is speed w/which were expected to act externally #commschat

July 18, 2011, 7:09 pm



@AdamAzor: I'd say the principles of internal comms are not changing, but the internal audience is now expecting due to a behavioural change #commschat

July 18, 2011, 7:10 pm



@CommsChat: @themaria so the external and internal need to feed into one another? #commschat

July 18, 2011, 7:10 pm



@EmLeary: @commschat Internal / walled social media platforms for #internalcomms (like @Yammer obviously) seem to be gaining traction. #commschat

July 18, 2011, 7:10 pm



@themaria: Totally! RT @KimberleyWillis: 2 biggies for me are increasing need to evaluate impact, and increasing integration with IT #commschat

July 18, 2011, 7:10 pm



@jgombita: @themaria thanks. In being more transparent, I'm assuming that includes better education/understanding of corporate values/brand. #commschat

July 18, 2011, 7:10 pm



@KimberleyWillis: RT @themaria: Also, I think a huge driver to needing to be open & nimble inside the org. is speed w/which we're expected to act externally #commschat

July 18, 2011, 7:10 pm



@CommAMMO: .@themaria Is it a question of information provision, or strategic dialogue that improves int and ext? #commschat

July 18, 2011, 7:10 pm



@annatclock: We deal at a brand level, Board don't place enough value on consistent & continuous internal comms #CommsChat

July 18, 2011, 7:10 pm



@CommAMMO: so tru. RT @annatclock: We deal at a brand level, Board dont place enough value on consistent & continuous internal comms #commschat

July 18, 2011, 7:11 pm



@jgombita: +1 RT @EmLeary: Internal / walled social media platforms for #internalcomms (like @Yammer obviously) seem to be gaining traction. #commschat

July 18, 2011, 7:11 pm



@themaria: @CommsChat yes I do believe that there's as strong connection btwn internal & external, but of course some things are internal :) #commschat

July 18, 2011, 7:11 pm



@AdamAzor: the behavioural change driven by use of social media and greater 2way dialogue means we have cultural change but this is not new #commschat

July 18, 2011, 7:11 pm



@CapitalRels: RT @themaria: @CommsChat Thank you for having me! As Molly mentioned, I head up community for @yammer. Ask us anything you want! #commschat

July 18, 2011, 7:11 pm



@MontseCano: RT @CommsChat: RT @themaria: External social tools can easily expose everything bad & good, so its more important than ever 2 align internally. #commschat

July 18, 2011, 7:11 pm



@jgombita: @annatclock just like PR (h/t @terryflynn), guessing "internal communications is valuable but not valued" for the most part. #commschat

July 18, 2011, 7:12 pm



@themaria: @jgombita Absolutely! That's a HUGE part of it. A values discussion is key, as is a discussion of tactics of getting there. #commschat

July 18, 2011, 7:12 pm



@jbondre: RT @themaria: External social tools can easily expose everything bad & good in a company, so it's more important than ever 2 align internally. #commschat

July 18, 2011, 7:12 pm



@themaria: RT @EmLeary: @commschat Internal social media platforms for #internalcomms (like @Yammer obviously) seem to be gaining traction. #commschat

July 18, 2011, 7:12 pm



@successipes: RT @themaria: RT @EmLeary: @commschat Internal social media platforms for #internalcomms (like @Yammer obviously) seem to be gaining traction. #commschat

July 18, 2011, 7:13 pm



@themaria: @CommAMMO It has to be both. It's hard to align people on details if they don't know why. You need both: the WHY & the HOW #commschat

July 18, 2011, 7:13 pm



@CommAMMO: RT @AdamAzor: behavioural chg driven by use of socmed & greater 2way dialog means we have cultural change but this is not new #commschat

July 18, 2011, 7:13 pm



@themaria: @annatclock Why do you think that is? #commschat

July 18, 2011, 7:13 pm



@MikeShoffstall: much more focus on value of internal comms in driving performance of the business through alignment with strategy #commschat

July 18, 2011, 7:14 pm



@CommAMMO: Agreed, tho too much IC is abt telling. RT @themaria: @CommAMMO It has to be both. hard 2 align people if they dont know why. #commschat

July 18, 2011, 7:14 pm



@CommsChat: RT @themaria: It has to be both. Its hard to align people on details if they dont know why. You need both: the WHY & the HOW #commschat

July 18, 2011, 7:14 pm



@themaria: @AdamAzor Definitely a cultural change. Regardless of platform, we expect 2 talk to ea. other differently #commschat

July 18, 2011, 7:14 pm



@jbondre: @themaria It's a scary thought for larger companies, but it is reality. Everything you do as a company will be discovered online. #commschat

July 18, 2011, 7:14 pm



@EmLeary: @themaria However #internalcomms tools like @Yammer often (in my experience) under-monitored once implemented so

ppl feel unheard #commschat

July 18, 2011, 7:15 pm



@AdamAzor: what is interesting are businesses and agencies now realise that large organisations have ready made advocates and influencers #commschat

July 18, 2011, 7:15 pm



@CommsChat: Onto our next topic: So what does successful internal communication look like? #commschat

July 18, 2011, 7:15 pm



@jgombita: RT @MikeShoffstall: much more focus on value of internal comms in driving performance of business through alignment with strategy #commschat

July 18, 2011, 7:15 pm



@jbondre: @themaria Even if they choose to avoid social media themselves, they are involved. Better to engage and change. #commschat

July 18, 2011, 7:15 pm



@themaria: @jgombita @annatclock @terryflynn I think it's starting to change. still a long ways to go #commschat

July 18, 2011, 7:15 pm



@alex_north: @KimberleyWillis completely agree about more need to evaluate impact and process. This is gona big over the next 12 months #commschat

July 18, 2011, 7:15 pm



@KimberleyWillis: @AdamAzor though should the aim of all comms be some kind of behavioural impact? Including IC? #Commschat

July 18, 2011, 7:15 pm



@CommAMMO: .@jbondre @themaria Enormous challenge for companies used to controlling everything. Legal's influ adds to the challenge #commschat

July 18, 2011, 7:15 pm



@CommAMMO: RT @jbondre: @themaria Even if they choose to avoid social media themselves, they are involved. Better to engage and change. #commschat

July 18, 2011, 7:16 pm



@CommAMMO: RT @CommsChat: Onto our next topic: So what does successful internal communication look like? #commschat

July 18, 2011, 7:16 pm



@jgombita: @themaria (@annatclock @terryflynn) think @melcrum folks continue to do an amazing job at upping the bar for internal comms ppl. #commschat

July 18, 2011, 7:16 pm



@CommAMMO: RT @MikeShoffstall: much more focus on value of int comms in driving perf of the business through alignment with strategy #commschat

July 18, 2011, 7:16 pm



@akroundtree: RT @CommsChat: Onto our next topic: So what does successful internal communication look like? #commschat

July 18, 2011, 7:16 pm



@EmLeary: RT @CommsChat: Onto our next topic: So what does successful internal communication look like? #commschat

July 18, 2011, 7:16 pm



@AdamAzor: @KimberleyWillis depends on the objective. I'd never say every internal comms should require a behavioural change. #commschat

July 18, 2011, 7:17 pm



@jgombita: Successful internal communication employs people who not only know what they're doing, but also WHY they are doing it. :-)

July 18, 2011, 7:17 pm



@akroundtree: RT @MikeShoffstall: much more focus on value of internal comms in driving performance of the business through

alignment with strategy #commschat

July 18, 2011, 7:17 pm



@jbondre: #commschat its even more basic than internal v external comm. If larger corps could remember the time when they were smaller. (1 of 2)

July 18, 2011, 7:17 pm



@AllthingsIC: @CommsChat #commschat hi hope discussion goes well tonight, will catch up on transcript tomorrow.

July 18, 2011, 7:17 pm



@themaria: @EmLeary Yes, you still need people to run it. Tool won't help you by itself. Some engagement tips I wrote: <http://bit.ly/hFfpU7> #commschat

July 18, 2011, 7:18 pm



@CommAMMO: I'd say it shud affect what ppl think-feel-do. RT @KimberleyWillis: should the aim of all comms b behavioural impact? #commschat

July 18, 2011, 7:18 pm



@neilcomm: Surprising number of people still think the quality of internal comms can be measured by turnover of staff. #commschat

July 18, 2011, 7:18 pm



@themaria: Agree! RT @jgombita: think @melcrom folks continue to do an amazing job at upping the bar for internal comms ppl. #commschat

July 18, 2011, 7:18 pm



@GoldenAshby: @EmLeary I think you need a good community manager (like @themaria) for both internal and external tools to work correctly #commschat

July 18, 2011, 7:18 pm



@themaria: What do you guys think? RT @CommsChat: Onto our next topic: So what does successful internal communication look like? #commschat

July 18, 2011, 7:18 pm



@jgombita: Interesting! RT @neilcomm Surprising number of people still think quality of internal comms can be measured by turnover of staff. #commschat

July 18, 2011, 7:19 pm



@alex_north: And is success a means to an end or an end in itself >>So what does successful internal communication look like? #commschat

July 18, 2011, 7:19 pm



@AdamAzor: The look of success would depend on the type of business and the objective of the communication. Lots of factors to consider #commschat

July 18, 2011, 7:19 pm



@CommAMMO: Can b a variable. RT @neilcomm: Surprising number of pple think quality of internal comms can be measured by turnover of staff. #commschat

July 18, 2011, 7:19 pm



@CommsChat: RT @GoldenAshby: I think you need a good community manager (like @themaria) for both internal and external tools to work correctly #commschat

July 18, 2011, 7:19 pm



@jbondre: #commschat Large corps needs to interact like small business. Social Media allows the relationship to be personal again.

July 18, 2011, 7:19 pm



@AllthingsIC: RT @jgombita: Successful int communication employs people who not only know what they're doing, but also WHY they are doing it #commschat

July 18, 2011, 7:19 pm



@CommAMMO: Tru! RT @AdamAzor: success wd depend on the type of business and the objective of the communication. Lots of factors to consider #commschat

July 18, 2011, 7:19 pm



@akroundtree: & how they talk about a topic. RT **@CommAMMO:** affect what ppl think-feel-do. RT **@KimberleyWillis:** aim of comms = behavioural? #commschat

July 18, 2011, 7:20 pm



@dariasteigman: Alerted to #commschat by **@jgombita**, thought I'd pop on and check it out. Now to figure out the Q of the moment.

July 18, 2011, 7:20 pm



@MikeShoffstall: successful internal comms IMO is integrated (in strategy and collaboration) with organizational development, HR, leadership #commschat

July 18, 2011, 7:20 pm



@EmLeary: **@themaria** Thx. When pitching **@Yammer**, do team highlight need for commitment to engagement & maybe a community mgr? **@GoldenAshby** #commschat

July 18, 2011, 7:20 pm



@KimberleyWillis: **@AdamAzor** I think you're right, but that case is harder to make if you need to show ROI of IC #Commschat

July 18, 2011, 7:20 pm



@EmLeary: **@GoldenAshby** Yes, definitely! #commschat

July 18, 2011, 7:20 pm



@CommsChat: **@dariasteigman** **@jgombita** we're discussing what successful internal communications looks like #commschat

July 18, 2011, 7:20 pm



@CommAMMO: Possible. Deps on job duties. RT **@jbondre:** Lg corps nds2 interact like sm bus. SocMed allows relationship to be personal again. #commschat

July 18, 2011, 7:20 pm



@themaria: **@dariasteigman** We're talking about internal comms. Current Q is what does successful internal comms look like. #commschat

July 18, 2011, 7:21 pm



@MikeShoffstall: RT **@jgombita:** Successful internal communication employs people who not only know what they're doing, but also WHY they are doing it. :-) #commschat

July 18, 2011, 7:21 pm



@jbondre: #commschat **@themaria** community management needs to be a company affair. Comm managers should link to the C-Suite and vis versa.

July 18, 2011, 7:21 pm



@jgombita: **@dariasteigman** great to see you! FYI people, commented on Daria's blog posting on Google+. In comments also told her about chat. #commschat

July 18, 2011, 7:21 pm



@ShadBoots: **@jgombita** **@themaria** - I disagree to an extent. Focus should be on more careful transparency and openness. (Late, I know.) #commschat

July 18, 2011, 7:21 pm



@KimberleyWillis: Family may ostracise me, better go, will catch up tomorrow! Thanks **@themaria!** #commschat

July 18, 2011, 7:22 pm



@dariasteigman: **@themaria** **@CommsChat** Thanks for the updates. #commschat

July 18, 2011, 7:22 pm



@AdamAzor: **@KimberleyWillis** ROI can be calculated on lots of metrics for internal comms. Most obvious would be on retention of staff #commschat

July 18, 2011, 7:22 pm



@jgombita: Basics RT **@jbondre:** Large corps needs to interact like small business. Social Media allows the relationship to be personal again. #commschat

July 18, 2011, 7:22 pm



- @CommAMMO:** .@MikeShoffstall integration is only poss if the partners see themselves as equals. OD, HR, Comms oft don't C it that way. #commschat
July 18, 2011, 7:22 pm
- @themaria:** Success highly depends on what your objectives are, but u can judge outcome by lower turnover, higher employee engagement/satisf. #commschat
July 18, 2011, 7:22 pm
- @jbondre:** If you don't think your consumer would like you to do, say it. Then you shouldn't do/say it internally or externally #commschat
July 18, 2011, 7:23 pm
- @GoldenAshby:** RT @themaria: Success highly depends on what your objectives are, but u can judge outcome by lower turnover, higher employee engagement/satisf. #commschat
July 18, 2011, 7:23 pm
- @jgombita:** Give em respect RT @CommAMMO integration is only poss if partners see themselves as equals. OD, HR, Comms oft dont C it that way. #commschat
July 18, 2011, 7:23 pm
- @themaria:** To me, successful internal comms helps ppl feel like they are on same team & their contribution is valued & heard. #commschat
July 18, 2011, 7:23 pm
- @ShadBoots:** Successful internal communication would depend entirely on the organization. Different organizations, different look. #commschat
July 18, 2011, 7:23 pm
- @dariasteigman:** Done right, internal comms enables employees to be brand ambassadors. #commschat
July 18, 2011, 7:23 pm
- @CommAMMO:** Perf against obj's is most basic #measurement RT @KimberleyWillis: @AdamAzor... that case is harder to make to show ROI of IC #commschat
July 18, 2011, 7:24 pm
- @themaria:** RT @AdamAzor: @KimberleyWillis ROI can be calculated on lots of metrics for internal comms. Most obvious retention of staff #commschat
July 18, 2011, 7:24 pm
- @CommAMMO:** RT @dariasteigman: Done right, internal comms enables employees to be brand ambassadors. #commschat
July 18, 2011, 7:24 pm
- @akroundtree:** Doesn't success also imply that employees know exactly where to go to find, share strategic info? Min. confusion about messaging? #commschat
July 18, 2011, 7:24 pm
- @jgombita:** @ShadBoots you know we're talking primarily about internal communications (and IC specialist) today, right? #commschat
July 18, 2011, 7:24 pm
- @CommAMMO:** Must be custom, yes. RT @ShadBoots: Success int comm wd depend entirely on the organization. Different organizations, diff look. #commschat
July 18, 2011, 7:24 pm
- @jgombita:** Respect RT @themaria: successful internal comms helps ppl feel like they are on same team & their contribution is valued & heard. #commschat
July 18, 2011, 7:25 pm
- @themaria:** Also a big thing is internal efficiency / cost savings, like eliminating duplicate work & easier access to info #commschat
July 18, 2011, 7:25 pm
- @GoldenAshby:** @AdamAzor @KimberleyWillis Not just retention of staff. But overall results #commschat
July 18, 2011, 7:25 pm

@dariasteigman: Multiple roles: 1) Helping ees understand their jobs, how it fits "big picture." 2) Defining biz goals. 3) Recognition...#commschat

July 18, 2011, 7:25 pm



@GinaBo: #commschat @CommsChat understanding of multiple SM tools, co-ord of msgs, easy access to evolving info, internal advocates, training progs

July 18, 2011, 7:25 pm



@themaria: Yes! RT @akroundtree: Doesnt success also imply that employees know exactly where to find, share strategic info? Min. confusion #commschat

July 18, 2011, 7:25 pm



@AdamAzor: @CommAMMO @dariasteigman exactly this is the biggest wake up call the industry has had! strange how many brands still dont get it #commschat

July 18, 2011, 7:26 pm



@CommAMMO: customz RT @themaria: Success highly depends on what your objectives are, can judge outcome via turnover, employee engage/satisf. #commschat

July 18, 2011, 7:26 pm



@jbondre: RT @jgombita: Respect RT @themaria: successful internal comms helps ppl feel like they are on same team & their contribution is valued & heard. #commschat

July 18, 2011, 7:26 pm



@jgombita: I mentioned that on #cxo chat earlier! RT @dariasteigman: Done right, internal comms enables employees to be brand ambassadors. #commschat

July 18, 2011, 7:26 pm



@CommsChat: Next up: What are some roadblocks to effective communication? #commschat

July 18, 2011, 7:26 pm



@annatclock: Board level ambassador needed to drive brand values throughout organisation, totally agree employees cab be/should b ambassadors #CommsChat

July 18, 2011, 7:26 pm



@dariasteigman: ...Also 4) Be a sounding board for ideas/issues. Best comms is 2-day. #commschat

July 18, 2011, 7:26 pm



@themaria: @dariasteigman recognition is HUGE! Ability to know that you are making an impact > engagement > retention #commschat

July 18, 2011, 7:26 pm



@ShadBoots: @jgombita Yes, I got that. Internal communication still relies on some amount of withholding. Not everyone needs to know. #commschat.

July 18, 2011, 7:26 pm



@MikeShoffstall: @CommAMMO true, part of our role is to convince leadership et al of the value of internal comms #commschat

July 18, 2011, 7:27 pm



@CommAMMO: Success typically requires cogent objectives that link to specific business objectives. IC is underplanned and tactical 2 of. #commschat

July 18, 2011, 7:27 pm



@jbondre: #commschat transparency is essential, both inside and out of an organization. Social Media is forcing companies to be fair, inside and out.

July 18, 2011, 7:27 pm



@jbondre: RT @CommsChat: Next up: What are some roadblocks to effective communication? #commschat

July 18, 2011, 7:27 pm



@themaria: KEY point! RT @CommAMMO: RT @dariasteigman: Done right, internal comms enables employees to be brand ambassadors. #commschat

July 18, 2011, 7:27 pm



@annatclock: Road blocks incl budget, external focus, sales-led organisation, lack of understanding of value of people #CommsChat

July 18, 2011, 7:27 pm



@dariasteigman: @AdamAzor @jgombita Sadly, too many cos. don't trust their ees. Why would you hire someone you don't trust? #commschat

July 18, 2011, 7:27 pm



@jgombita: (What we discussed in Friday's #kaizenblog!) Department silos are a HUGE roadblock to effective communications. Plus turf/egos. #commschat

July 18, 2011, 7:28 pm



@themaria: biggest roadblock is non-participatory culture RT @CommsChat: Next up: What are some roadblocks to effective communication? #commschat

July 18, 2011, 7:28 pm



@heidinoemm: RT @jbondre: #commschat transparency is essential, both inside and out of an organization. Social Media is forcing companies to be fair

July 18, 2011, 7:28 pm



@jbondre: One word. FEAR. - RT @Commschat "Next up: What are some roadblocks to effective communication? #commschat"

July 18, 2011, 7:28 pm



@dariasteigman: @themaria Exactly. Anything internal has to align across the company and operate across silos (since we can't get rid of them). #commschat

July 18, 2011, 7:28 pm



@jgombita: +1 RT @annatclock: Road blocks incl budget, external focus, sales-led organisation, lack of understanding of value of people #commschat

July 18, 2011, 7:28 pm



@CommAMMO: All Tru. RT @annatclock: Roadblocks incl budget, ext focus, sales-led organisation, lack of understanding of value of people #commschat

July 18, 2011, 7:28 pm



@themaria: What are some roadblocks to internal comms are you seeing? Which ones are process-based? Which ones are culture-based? #commschat

July 18, 2011, 7:29 pm



@AdamAzor: @dariasteigman @AdamAzor @jgombita true...guess it depends on the organisation... #commschat

July 18, 2011, 7:29 pm



@jgombita: Agree, but must recognize both extroverts AND introverts RT @themaria: biggest roadblock is non-participatory culture #commschat

July 18, 2011, 7:29 pm



@themaria: @CommAMMO @annatclock I think budget limitations are caused by wrong focus. You find \$ for something that's important :) #commschat

July 18, 2011, 7:29 pm



@CommAMMO: RT @dariasteigman: @themaria Exactly. Anything int has2 align across company& operate across silos . #commschat

July 18, 2011, 7:29 pm



@CommsChat: RT @annatclock: Road blocks incl budget, external focus, sales-led organisation, lack of understanding of value of people #commschat

July 18, 2011, 7:30 pm



@akroundtree: RT @CommsChat: RT @annatclock: Road blocks incl budget, external focus, sales-led organisation, lack of understanding of value of people #commschat

July 18, 2011, 7:30 pm



@themaria: What do you think causes fear? RT @jbondre: One word. FEAR. (re: roadblocks to effective communication) #commschat" #commschat

July 18, 2011, 7:30 pm



@dariasteigman: Agree: fear & silos are big roadblocks. Another is process (ex: can't use Intranet if everyone using SMS instead). #commschat

July 18, 2011, 7:30 pm



@CommAMMO: .@themaria @annatclock Hence the lack of planning & Measurement biting the function - Budgets are such a tiny fraction... #commschat

July 18, 2011, 7:30 pm



@jgombita: Anyone have suggestions on how an internal communicator can view this chat, despite his IT dep't blocking Twitter? #commschat

July 18, 2011, 7:30 pm



@akroundtree: RT @dariasteigman: Agree: fear & silos are big roadblocks. Another is process (ex: can't use Intranet if everyone using SMS instead). #commschat

July 18, 2011, 7:31 pm



@AdamAzor: every biz communicates on some level however as with any comms theory we have to get through the noise, which is numerous. #commschat

July 18, 2011, 7:31 pm



@CommAMMO: Vry tuff. RT @jgombita: Agree, but recognize both extroverts & introverts RT @themaria: biggest roadblock is non-particip culture #commschat

July 18, 2011, 7:31 pm



@dariasteigman: @jgombita Ouch. That makes the point, doesn't it. Can they workaround using Tweetchat? #commschat

July 18, 2011, 7:31 pm



@elliingraham: am finding that internal comm steward is someone who raised their hand, not necessarily one most qualified ▶ big road block #commschat

July 18, 2011, 7:31 pm



@CommAMMO: RT @AdamAzor: every biz communicates on some level, as w any comms theory we have to get through the noise, which is numerous. #commschat

July 18, 2011, 7:32 pm



@jgombita: @dariasteigman he tried Hootsuite, Tweetchat and Tweetgrid.... #commschat

July 18, 2011, 7:32 pm



@jbondre: #commschat budgets are easy problems to solve with collaboration and good business cases. Show ROI, get the budget. Culture is the big RB

July 18, 2011, 7:32 pm



@CommAMMO: @dariasteigman @jgombita Smart phones offer a possibility - one company looking at giving iPhones or Ipads to staff. #commschat

July 18, 2011, 7:32 pm



@akroundtree: good pt RT @elliingraham: internal comm steward is someone who raised their hand, not necessarily most qualified. big road block #commschat

July 18, 2011, 7:32 pm



@jgombita: MT @elliingraham: am finding internal comm steward is someone who raised hand, not necessarily one most qualified ▶ big road block #commschat

July 18, 2011, 7:33 pm



@themaria: @elliingraham What makes someone qualified to lead? #commschat

July 18, 2011, 7:33 pm



@GoldenAshby: @themaria @jbondre Fear of the unknown perhaps? #commschat

July 18, 2011, 7:33 pm



@danderricott: RT @jgombita: MT @eliingraham: am finding internal comm steward is someone who raised hand, not necessarily one most qualified ▶ big road block #commschat

July 18, 2011, 7:33 pm



@neilcomm: RT @jbondre: #commschat budgets are easy problems to solve with collaboration and good business cases. Show ROI, get the budget. Culture is the big RB

July 18, 2011, 7:33 pm



@CommsChat: RT @themaria: @eliingraham What makes someone qualified to lead? #commschat

July 18, 2011, 7:33 pm



@ShadBoots: One simple yet overlooked roadblock is differing goals or perception of goals. These too often go unsaid or are unspecified. #commschat

July 18, 2011, 7:33 pm



@CommAMMO: @eliingraham Tell us more about that - "steward is someone who raised their hand, not most qualified" #commschat

July 18, 2011, 7:33 pm



@MikeShoffstall: @jgombita @themaria yes, workforce is split 50-50 among introverts and extroverts #commschat

July 18, 2011, 7:33 pm



@jbondre: @dariasteigman #commschat fear transparency shows what they are doing wrong. They should think, transparency = collaboration = more right

July 18, 2011, 7:34 pm



@jbondre: @GoldenAshby @themaria fear of failure IMO. #commschat

July 18, 2011, 7:34 pm



@themaria: @MikeShoffstall @jgombita Absolutely! What I meant is that some orgs don't want ppl to participate, don't want to have 2way convo #commschat

July 18, 2011, 7:35 pm



@IanGertler: @jgombita @dariasteigman Have him try: <http://t.co/oQKGZu6> #commschat

July 18, 2011, 7:35 pm



@akroundtree: More roadblocks: Fixation on doing things the old way. Admin policies that don't move as fast as tech advances. #commschat

July 18, 2011, 7:35 pm



@CommAMMO: .@jbondre fear is loss of control. Am aware of 1 company who didn't want intr annc of poor fin rsults. No agrement on wht 2 say #commschat

July 18, 2011, 7:35 pm



@jgombita: @themaria @eliingraham best leaders know organization inside & out, can do it all, but are happy to give responsibilities to team #commschat

July 18, 2011, 7:35 pm



@jbondre: @themaria @MikeShoffstall @jgombita those are what I like to call "bad" organizations #commschat

July 18, 2011, 7:36 pm



@eliingraham: @themaria @CommAMMO internal staffer sees value in socbiz but lacks expertise, but given go ahead to develop ▶ unsustainable #commschat

July 18, 2011, 7:36 pm



@akroundtree: RT @themaria: @eliingraham What makes someone qualified to lead? #commschat

July 18, 2011, 7:36 pm



@themaria: I also think that mgmt is scared to let go of perceived control. It's been about information hoarding for so long. #commschat

July 18, 2011, 7:36 pm



@CommAMMO: Tru. RT @jbondre: fear transparency shows what they are doing wrong. They should think, transparency = collaboration = more right #commschat

July 18, 2011, 7:36 pm



@CommAMMO: Ugh. RT @eliingraham: internal staffer sees value in socbiz but lacks expertise, but given go ahead to develop ▶ unsustainable #commschat

July 18, 2011, 7:36 pm



@dariasteigman: @eliingraham Do you mean as in internal comms not valued? Or person pushing the envelope? #commschat

July 18, 2011, 7:36 pm



@GoldenAshby: Somebody that has shown leadership qualities in that area past. RT @themaria @eliingraham What makes someone qualified to lead? #commschat

July 18, 2011, 7:36 pm



@CommAMMO: Yep. RT @themaria: mgmt is scared to let go of perceived control. Its been about information hoarding for so long. #commschat

July 18, 2011, 7:36 pm



@danderricott: Trouble with is in my Uni is STILL lack of appreciation for communicating with all internal stakeholders, i.e students! #commschat

July 18, 2011, 7:37 pm



@dariasteigman: RT @jbondre: #commschat fear transparency shows what they are doing wrong. They should think, transparency = collaboration = more right

July 18, 2011, 7:37 pm



@jgombita: Powergate! MT @themaria: Also think mgmt is scared to let go of perceived control. Its been about info-hoarding for so long. #commschat

July 18, 2011, 7:37 pm



@jbondre: .@CommAMMO a good manager understands you can't control anything. All you can do is guide and respond. #commschat

July 18, 2011, 7:37 pm



@neilcomm: TRUE. RT @themaria: I also think mgmt is scared to let go of perceived control. It's been about information hoarding for so long. #commschat

July 18, 2011, 7:37 pm



@themaria: I think def'n of mgmt & leadership is changing. It's not about command & control, it's about enabling. Not hoarding, but sharing #commschat

July 18, 2011, 7:37 pm



@jbondre: @CommAMMO @themaria agreed #commschat

July 18, 2011, 7:37 pm



@themaria: +1 RT @jbondre: .@CommAMMO a good manager understands you cant control anything. All you can do is guide and respond. #commschat

July 18, 2011, 7:37 pm



@jgombita: @IanGertler excellent! Have forwarded link to him by email. Fingers crossed. Many thanks. #commschat

July 18, 2011, 7:37 pm



@eliingraham: enterprise socbiz leader must understand connective tissue b/w internal and external cmmtys and leverage impact ▶ ambassadors #commschat

July 18, 2011, 7:38 pm



@IanGertler: @eliingraham @themaria @CommAMMO I can see that point; you may like to cook, but you're not a chef. All can contribute though. #commschat >

July 18, 2011, 7:38 pm



- @CommAMMO:** .@themaria not just info control, tho - it's being unable to control the empee response. It's very legalistic view. Say nada!
#commschat
July 18, 2011, 7:38 pm
- @dariasteigman:** @jbondre I agree. You can't control what ees say. But you can guide them w/ information (which we all want/need).
#commschat
July 18, 2011, 7:38 pm
- @jbondre:** @themaria a good manager understands you can't control anything. All you can do is guide and respond. #commschat
July 18, 2011, 7:38 pm
- @jgombita:** @themaria I wish that were so, but I found post-(worst of) recession, hierarchy seemed back in vogue. #commschat
July 18, 2011, 7:38 pm
- @dariasteigman:** @IanGertler Good to know about that one. Thanks. #commschat
July 18, 2011, 7:38 pm
- @jbondre:** RT @dariasteigman: @jbondre I agree. You can't control what ees say. But you can guide them w/ information (which we all want/need). #commschat
July 18, 2011, 7:38 pm
- @CommsChat:** Given that we're talking about mgmt - maybe we should move to q5, how do you get execs to buy-in to importance of intl comms? #commschat
July 18, 2011, 7:38 pm
- @akroundtree:** Doesn't SM disrupt control--their participation or not? RT @themaria: mgmt wants perceived control..info hoarding for so long. #commschat
July 18, 2011, 7:39 pm
- @CommAMMO:** Yes, but many still are Theory X. RT @jbondre: gd mgr understands you cant control anything. All you can do is guide and respond. #commschat
July 18, 2011, 7:39 pm
- @MikeShoffstall:** @jbondre @themaria @jgombita agree, two-way comms essential or rather collaborative comms; why social media is a game-changer #commschat
July 18, 2011, 7:39 pm
- @akroundtree:** RT @CommsChat: Given that we're talking about mgmt - maybe we should move to q5, how do you get execs to buy-in to importance of intl comms? #commschat
July 18, 2011, 7:39 pm
- @CommAMMO:** RT @CommsChat: q5, how do you get execs to buy-in to importance of intl comms? #commschat
July 18, 2011, 7:39 pm
- @EmLeary:** RT @CommsChat q5, how do you get execs to buy-in to importance of #internalcomms? #commschat
July 18, 2011, 7:39 pm
- @jgombita:** Pragmatist, too RT @CommAMMO: Yes, but many still are Theory X. RT @jbondre: gd mgr understands you cant control anything.... #commschat
July 18, 2011, 7:40 pm
- @danderricott:** RT @CommsChat: q5, how do you get execs to buy-in to importance of intl comms? #commschat
July 18, 2011, 7:40 pm
- @wmwuk:** Yup. Not info pooling anymore, but info flow - thru connections, internal and external "@themaria: Not hoarding, but sharing #commschat"
July 18, 2011, 7:40 pm
- @themaria:** I wrote about my views on how culture can impede an organization from being internaly social & collaborative <http://bit.ly/h1ZBpc> #commschat
July 18, 2011, 7:40 pm

- @duartej:** #commschat beware of 'brand ambassador' stigma: power of internal stakeholder mgmt and communication is driving change not acclamation
July 18, 2011, 7:40 pm
- @CommAMMO:** & train for comms skill RT @dariasteigman: @jbondre I agree. cant control what ees say. But you can guide them w/ information #commschat
July 18, 2011, 7:40 pm
- @AdamAzor:** make them part of it... it's the classic sales technique, if they feel they are involved they will buy it... #commschat
July 18, 2011, 7:40 pm
- @akroundtree:** RT @themaria: I wrote about my views on how culture can impede an organization from being internaly social & collaborative <http://bit.ly/h1ZBpc> #commschat
July 18, 2011, 7:40 pm
- @jbondre:** . @CommAMMO @themaria biggest issue in promoting understanding, is that this isn't a business problem. Its a societal movement. #commschat
July 18, 2011, 7:40 pm
- @ShadBoots:** Not sure you can get an exec to buy into internal comm if not already. If you are in that case, sell it with numbers/production. #commschat
July 18, 2011, 7:41 pm
- @elliingraham:** @IanGertler @themaria @CommAMMO yes, want wide contribution but what about idea of knowledge brokers thruout org/soc nets? #commschat
July 18, 2011, 7:41 pm
- @dariasteigman:** If your execs don't understand value of internal comms, your co. is (or will definitely be) at a competitive disadvantage. #commschat
July 18, 2011, 7:41 pm
- @jencorbett:** RT @themaria: I wrote about my views on how culture can impede an organization from being internaly social & collaborative <http://bit.ly/h1ZBpc> #commschat
July 18, 2011, 7:41 pm
- @GinaBo:** RT @CommsChat make SM info/stats relate to real business objectives & targets, show tangible examples, show competitor activity! #commschat
July 18, 2011, 7:41 pm
- @jgombita:** RT @themaria: I wrote about my views on how culture can impede an organization from being internaly social & collaborative <http://bit.ly/h1ZBpc> #commschat
July 18, 2011, 7:42 pm
- @akroundtree:** #commschat It helps to make the case from analogous, successful implementations. Show ROI from best practices elsewhere.
July 18, 2011, 7:42 pm
- @themaria:** @jgombita That's not sustainable. When economy turns around, ppl are gone. We (ee's) have more power b.c. our networks r portable #commschat
July 18, 2011, 7:42 pm
- @CommAMMO:** .@CommsChat Start w objs that link to bus objs. Build credibility among mgrs & non-mgrs & promote dialogue 1/2 #commschat
July 18, 2011, 7:42 pm
- @GoldenAshby:** I disagree. You can control some things. RT @jbondre @themaria a good manager understands you can't control anything. #commschat
July 18, 2011, 7:42 pm
- @MontseCano:** RT @themaria: +1 RT @jbondre: .@CommAMMO a good manager understands you cant control anything. All you can do is guide and respond. #commschat
July 18, 2011, 7:42 pm

@JamesMillman: RT @CommsChat : So what does successful internal communication look like? #commschat - visit JAM HQ and happy to demo our in-house system

July 18, 2011, 7:42 pm



@themaria: RT @dariasteigman: If your execs dont understand value of internal comms, your co. is (will be) at a competitive disadvantage. #commschat

July 18, 2011, 7:42 pm



@jgombita: RT @duartej: #commschat beware of 'brand ambassador' stigma: power of internal stakeholder mgmt and communication is driving change not acclamation

July 18, 2011, 7:43 pm



@dariasteigman: Great point. RT @themaria: When economy turns around, ppl are gone. We (ee's) have more power b.c. our networks r portable #commschat

July 18, 2011, 7:43 pm



@IanGertler: @dariasteigman Agree; internal communication is like the frame of a house or building. Must be strong to support everything else. #commschat

July 18, 2011, 7:43 pm



@AdamAzor: If you show practical business benefits execs will buy in. If you're not able to show that... you're not doing it right anyway #commschat

July 18, 2011, 7:43 pm



@eliingraham: @CommsChat I like to show execs combo of @danzarella -esque scary science [biz metrics] with case studies/anecdotal evidence #commschat

July 18, 2011, 7:43 pm



@jgombita: @duartej so glad you came João (per @tonimuzifalconi: 1 of the most brilliant young PR/internal comms practitioners in world). #commschat

July 18, 2011, 7:44 pm



@themaria: Agree RT @AdamAzor: make them part of it... its the classic sales technique, if they feel they are involved they will buy it... #commschat

July 18, 2011, 7:44 pm



@CommsChat: RT @duartej: #commschat beware of 'brand ambassador' stigma: power of internal stakeholder mgmt and communication is driving change not acclamation

July 18, 2011, 7:44 pm



@CommAMMO: .@commschat 2/2 show benchmarks <http://bit.ly/iuqMko> & create measurement methods. Takes a long time. #commschat

July 18, 2011, 7:44 pm



@CommAMMO: @themaria @jgombita Beware - courts (in U.S. anyway) might rule that a netw built whilst employd belongs 2 employer. #commschat

July 18, 2011, 7:45 pm



@dariasteigman: Execs need to understand that comms is a core biz function. Show how empowering ees meets biz goals. #commschat

July 18, 2011, 7:45 pm



@RcTung: RT @dariasteigman: Execs need to understand that comms is a core biz function. Show how empowering ees meets biz goals. #commschat

July 18, 2011, 7:45 pm



@CommAMMO: Yes. RT @eliingraham: I like to show execs combo of @danzarella -esque scary science [biz metrics] w case studies/anecdotes #commschat

July 18, 2011, 7:46 pm



@MikeShoffstall: help execs connect the dots between internal comms and bus perf - see towers watson comms roi study <http://t.co/oHFBYay> #commschat

July 18, 2011, 7:46 pm



@eliingraham: +1 RT @duartej: beware of brand ambassador stigma: power of internal stakeholder mgmt and comm driving change not

acclamation #commschat

July 18, 2011, 7:46 pm



@CommAMMO: Yes! RT @dariasteigman: Execs need to understand that comms is a core biz function. Show how empowering ees meets biz goals. #commschat

July 18, 2011, 7:46 pm



@jbondre: @GoldenAshby @themaria I should NEVER speak in absolutes. ;) #commschat

July 18, 2011, 7:46 pm



@akroundtree: Yes. Bad news, good news. RT @eliingraham @CommsChat @danzarella -esque scary science biz metrics w/ case studies/anecdotal evid. #commschat

July 18, 2011, 7:46 pm



@CommAMMO: RT @MikeShoffstall: help execs connect dots betw intcomms and bus perf - see towers watson comms roi study <http://t.co/oHFBYay> #commschat

July 18, 2011, 7:46 pm



@dariasteigman: @CommAMMO It's a tricky Q, but cases I've seen mostly apply under non-compete/Qs of poaching business. Correct? #commschat

July 18, 2011, 7:46 pm



@themaria: Start with defining objectives & measuring against those. Pick a use case & focus on that, like time-savings finding info #commschat

July 18, 2011, 7:47 pm



@akroundtree: Great point RT @dariasteigman: Execs need to understand that comm is a core biz function, how empowering ees meets biz goals. #commschat

July 18, 2011, 7:47 pm



@jgombita: When you're communicating the vision & biz goals of management and getting engagement/reco's for improvement back, that's proof. #commschat

July 18, 2011, 7:47 pm



@haylo_PR: @CommsChat Exec buy-in can be gained through the classic 'what's in it for me'; show the specific, tangible benefits #commschat

July 18, 2011, 7:47 pm



@duartej: @jgombita thanks :) #commschat fascinating subject. Though not anymore in internal comms, still look forward to discuss its value.

July 18, 2011, 7:47 pm



@CommAMMO: @dariasteigman the current case law, yes - but there's a couple of HR cases too (Workforce Magazine, June 2011, I think) #commschat

July 18, 2011, 7:47 pm



@jgombita: RT @MikeShoffstall: help execs connect dots betw int. comms and bus perf - see towers watson comms roi study <http://t.co/oHFBYay> #commschat

July 18, 2011, 7:47 pm



@jgombita: @duartej what are you doing now? (Are you still with Enel?) #commschat

July 18, 2011, 7:48 pm



@jbondre: How social media is shifting society, and how it is impacting businesses and brands <http://t.co/TyIjDog> . <http://t.co/6c21uNn> #commschat

July 18, 2011, 7:48 pm



@eliingraham: @themaria yes, gotta start with relevant goals at different levels of company and measure against; aggregate for holistic impact #commschat

July 18, 2011, 7:48 pm



@themaria: RT @CommAMMO & @MikeShoffstall help exec connect dots btwn intcomms & bus perf: towers watson comms roi study <http://t.co/oHFBYay> #commschat

July 18, 2011, 7:48 pm



@dariasteigman: @CommAMMO I'll have to look around. Try to keep up w/ the HR/labor law stuff, at least a little. #commschat

July 18, 2011, 7:48 pm



@CommAMMO: @dariasteigman One was LinkedIn connections - HR person left, firm said, "turn them over" and she refused. We'll see... #commschat

July 18, 2011, 7:48 pm



@dariasteigman: @CommAMMO I know there was 1 LI case involving rival headhunter firms. #commschat

July 18, 2011, 7:49 pm



@CommAMMO: @dariasteigman If only I had time to just do research, read and write. A few more years... ;-) #commschat

July 18, 2011, 7:49 pm



@jbondre: @eliingraham @duartej brand ambassadors need power within an organization. Ppl see through powerless expressions of the brand. #commschat

July 18, 2011, 7:49 pm



@duartej: @RenatoFdz taking part on a twitter chat going on right now about internal comms. If u can follow and give your latam view in #commschat

July 18, 2011, 7:49 pm



@MikeShoffstall: RT @haylo_PR: @CommsChat Exec buy-in can be gained through the classic 'what's in it for me'; show the specific, tangible benefits #commschat

July 18, 2011, 7:50 pm



@dariasteigman: @CommAMMO You & me both. My labor/HR background comes in handy though when I'm trying to figure this stuff out. #commschat

July 18, 2011, 7:50 pm



@themaria: @dariasteigman @CommAMMO Has to do w/employment law & it differs. But most consider networks "prior invention" #commschat

July 18, 2011, 7:50 pm



@themaria: BAM! RT @jbondre: @eliingraham @duartej brand ambassadors need power within an org. Ppl see thru powerless expressions of brand. #commschat

July 18, 2011, 7:50 pm



@CommAMMO: .@themaria quite curious about @Yammer detailed cases - particularly fully distrib workforces. Also, solutions w/ multi-domains #commschat

July 18, 2011, 7:50 pm



@eliingraham: @jbondre @duartej do they develop power as they work outward or already have it internally and leverage outward? #commschat

July 18, 2011, 7:51 pm



@CommAMMO: @dariasteigman my lack of same puts me behind... ;-(#commschat

July 18, 2011, 7:51 pm



@dariasteigman: @themaria Kind of like a Rolodex. You built it, you took it w/ you. And copied names b/f you walked out the door. cc: @CommAMMO #commschat

July 18, 2011, 7:51 pm



@CommsChat: Only ten minutes to go, so last topic: How much of a role can/should tech play? How should you launch new internal comms tools? #commschat

July 18, 2011, 7:51 pm



@CommAMMO: RT @eliingraham: @themaria yes, gotta start w relev goals at diff levls of comp &measure against; aggregate for holistic impact #commschat

July 18, 2011, 7:52 pm



@jbondre: @eliingraham @duartej | would like to see them first connected to power (advising exec) and developing power as they gain trust. #commschat

July 18, 2011, 7:52 pm



@eliingraham: me too ▶ RT @CommAMMO: .@themaria curious re @Yammer detailed cases - partic fully distrib workforces. solutions w/ multi-domains #commschat

July 18, 2011, 7:52 pm



@themaria: @CommAMMO let's connect re: detailed use cases. One cool case study is Molson Coors using Yammer to connect cmtly of alums #commschat

July 18, 2011, 7:52 pm



@EmLeary: RT @CommsChat Last topic: How much of a role can/should tech play? How should you launch new internal comms tools? #commschat

July 18, 2011, 7:52 pm



@dariasteigman: @jbondre Agreed. Plus, your co. should be stronger than one person's network. #commschat

July 18, 2011, 7:53 pm



@themaria: @dariasteigman @themaria @CommAMMO Totally like a rolo dex. Same thing, different tools :) #commschat

July 18, 2011, 7:53 pm



@jbondre: RT @CommsChat: Only ten minutes to go, so last topic: How much of a role can/should tech play? How should you launch new internal comms tools? #commschat

July 18, 2011, 7:53 pm



@akroundtree: Pls also pass along to me. RT @themaria @CommAMMO detailed use cases. Ex: Molson Coors using Yammer to connect cmtly of alums #commschat

July 18, 2011, 7:53 pm



@jbondre: RT @dariasteigman: @jbondre Agreed. Plus, your co. should be stronger than one person's network. #commschat

July 18, 2011, 7:53 pm



@eliingraham: +1 RT @jbondre: @eliingraham @duartej would like to see them 1st connected to power (adv exec) and dev power as they gain trust. #commschat

July 18, 2011, 7:53 pm



@themaria: RT @CommsChat: Only 10 min. to go, so last topic: How much of a role can/should tech play? How should u launch internal comms? #commschat

July 18, 2011, 7:53 pm



@wmwuk: Give them a clear purpose. Too many social tools are launched assuming ppl will just pick up and play. Start focused then extend #commschat

July 18, 2011, 7:54 pm



@jgombita: Tech can be an enormous help...as long as department understands that they are designing a home for communicators work: architect #commschat

July 18, 2011, 7:54 pm



@dariasteigman: Tech is tactics. Strategy has to come 1st. Then understand what tech your ees are using, want to use. #commschat

July 18, 2011, 7:54 pm



@CommAMMO: Possbl. RT @MikeShoffstall: RT @haylo_PR: Exec buy-in cb gained thru classic whats in it for me: show specific, tangible benes #commschat

July 18, 2011, 7:54 pm



@duartej: RT @duarte_vasco /Just lk borders R 'old thinking' in Europe 2day, so R corp firewalls. Knowledge shld B allowed 2 move freely! #commschat

July 18, 2011, 7:54 pm



@dariasteigman: RT @CommsChat: Only ten minutes to go, so last topic: How much of a role can/should tech play? How should you launch new internal comms tools? #commschat

July 18, 2011, 7:54 pm



@MontseCano: RT @CommsChat: Only ten minutes to go, so last topic: How much of a role can/should tech play? How should you launch new internal comms tools? #commschat

July 18, 2011, 7:55 pm



@CommAMMO: @themaria Will do - interest is both academic (adjunct at Kent State) and professional. #commschat

July 18, 2011, 7:55 pm



@jbondre: . #commschat tech can help, people need to use it. Introduction of new process should flow from old ones to avoid resistance. #commschat

July 18, 2011, 7:55 pm



@jgombita: @dariasteigman tactics or platform? (I see strategy as the why. Tactics as the how, where and when. "How" the platform(s)? #commschat

July 18, 2011, 7:55 pm



@GoldenAshby: 100% & very carefully RT @CommsChat Last topic: How much of a role can tech play? How should you launch new internal comms tools? #commschat

July 18, 2011, 7:55 pm



@themaria: I don't think you should ever adopt tools b4 you know what you want out of them. :) #commschat

July 18, 2011, 7:55 pm



@CommAMMO: Objctivs! RT @wmwuk: Give them a clear purpose. Too many social tools are launched assuming ppl will just pick up and play. #commschat

July 18, 2011, 7:55 pm



@AdamAzor: Tech & innovation is vital 2 the future of internal comms. However how its used will depend on the organisation, especially size #commschat

July 18, 2011, 7:55 pm



@CommAMMO: Objectives! RT @themaria: I dont think you should ever adopt tools b4 you know what you want out of them. :) #commschat

July 18, 2011, 7:56 pm



@jbondre: People adopt new tech into their lives when it flows with existing behaviour. Sitting on the couch reading = ipad. (1 of 2) #commschat

July 18, 2011, 7:56 pm



@akroundtree: Yes. Tech only as good as strategy. RT @dariasteigman: Tech is tactics. Strategy comes 1st. What tech your ees use, want to use. #commschat

July 18, 2011, 7:56 pm



@wmwuk: You'd be amazed... "@themaria: I don't think you should ever adopt tools b4 you know what you want out of them. :) #commschat"

July 18, 2011, 7:56 pm



@dariasteigman: @jgombita Maybe a little of both? #commschat

July 18, 2011, 7:56 pm



@jgombita: @themaria I'd rather adopt smarties than tools.... ;-) #commschat

July 18, 2011, 7:56 pm



@annatclock: Too much emphasis can be put on IT, people need engaging through integrated comms. IT can help AFTER launch in person #CommsChat

July 18, 2011, 7:56 pm



@jbondre: Same applies internally, professionally. If tech deviates too much from known workflow, there will be low adoption. #commschat

July 18, 2011, 7:57 pm



@CommAMMO: Nd to build IT relationships. RT @jbondre: tech can help, ppl nd2 use it. Intro of nu proc shd flow fr old to avoid resistance. #commschat

July 18, 2011, 7:57 pm



@AdamAzor: However it's important tech should never overshadow the message, it should only be used to aid the communication of that message #commschat

July 18, 2011, 7:57 pm



@CommAMMO: RT @jbondre: Same applies internally, professionally. If tech deviates too much from known workflow, there will be low adoption. #commschat

July 18, 2011, 7:57 pm



@themaria: 1) Figure out objective, 2) Figure out what underlying process 3) Ask: can culture support it? 4) How it fits into bus. process.. #commschat

July 18, 2011, 7:57 pm



@akroundtree: Can't tech be used intentionally to change workflow? RT @jbondre: If tech deviates too much from known workflow = low adoption. #commschat

July 18, 2011, 7:58 pm



@dariasteigman: Tech will be increasingly imp't as way to connect ees as workforces become more spread out. #commschat

July 18, 2011, 7:58 pm



@CommAMMO: .@AdamAzor I had best success when relationships were strongest - mutual respect, partner to solve problems. #commschat

July 18, 2011, 7:58 pm



@jgombita: One thing to remember: large percentage of people who work in IT are introverts (same accounting); they know what introverts like #commschat

July 18, 2011, 7:58 pm



@IanGertler: @jbondre re: Same applies internally, professionally. If tech deviates too much from known workflow, low adoption. #commschat > Good point!

July 18, 2011, 7:58 pm



@themaria: ...5) How you plan to measure, 6) Need to have plan to educate / enable. #commschat

July 18, 2011, 7:58 pm



@mhandy1: @themaria perfect ground work for social strat #commschat

July 18, 2011, 7:58 pm



@jbondre: @dariasteigman I <3 skype LOL or Google Hangouts to be hip. #commschat

July 18, 2011, 7:59 pm



@MikeShoffstall: Tech should be a key part of channel strategy - that's where it fits IMO #commschat

July 18, 2011, 7:59 pm



@GoldenAshby: I agree RT @themaria don't think you should ever adopt tools b4 you know what you want out of them :) #commschat

July 18, 2011, 7:59 pm



@elliingraham: bring techies forward in SM to better understand biz issues, pain points RT @CommsChat How much role tech play? #commschat

July 18, 2011, 7:59 pm



@themaria: Bingo! Consider holistically RT @CommAMMO: RT @jbondre: If tech deviates too much from known workflow there will be low adoption. #commschat

July 18, 2011, 7:59 pm



@thomasknoll: @themaria evesdropping on #commschat

July 18, 2011, 7:59 pm



@jgombita: RT @themaria: 1) Figure out objective, 2) Figure out what underlying process 3) Ask: can culture support it? 4) How it fits into

bus. process.. #commschat

July 18, 2011, 7:59 pm



@jgombita: RT @themaria: ...5) How you plan to measure, 6) Need to have plan to educate / enable. #commschat

July 18, 2011, 7:59 pm



@AdamAzor: @CommAMMO that's the heart of it, relationships should still be considered all important. #commschat

July 18, 2011, 7:59 pm



@dariasteigman: @jbondre I'm so unhip. Haven't done a Hangout yet. :) #commschat

July 18, 2011, 7:59 pm



@BKneuer: RT @dariasteigman: Tech will be increasingly imp't as way to connect ees as workforces become more spread out. #commschat <I'll 2nd that :-)

July 18, 2011, 7:59 pm



@CommsChat: RT @themaria: Bingo! Consider holistically RT @jbondre: If tech deviates too much from known workflow there will be low adoption. #commschat

July 18, 2011, 8:00 pm



@themaria: @eliingraham I think it's important to have x-functional roundtable to really understand & help steer direction. #commschat

July 18, 2011, 8:00 pm



@jbondre: RT @themaria: Bingo! Consider holistically RT @CommAMMO: RT @jbondre: If tech deviates too much from known workflow there will be low adoption. #commschat

July 18, 2011, 8:00 pm



@dariasteigman: +1 RT @IanGertler: If tech deviates too much from known workflow, low adoption. #commschat

July 18, 2011, 8:00 pm



@themaria: Word!!! RT @thomasknoll: @themaria evesdropping on #commschat

July 18, 2011, 8:00 pm



@IanGertler: @CommAMMO @AdamAzor Exactly. When people ask about @Twitter, I tell them it's all about information & relationships ... not tech. #commschat

July 18, 2011, 8:00 pm



@jgombita: @dariasteigman @jbondre if a Hangout is not intuitive, I'm not interested in doing one. #commschat

July 18, 2011, 8:00 pm



@eliingraham: +1 RT @themaria: Bingo! Consider holistically RT @jbondre: If tech deviates too much from known workflow will be low adoption. #commschat

July 18, 2011, 8:00 pm



@CommAMMO: @AdamAzor so hilarious and sad that so many public relations people neglect the "relations" #commschat

July 18, 2011, 8:01 pm



@GoldenAshby: Yes indeed :) RT @akroundtree Can't tech be used intentionally to change workflow? #commschat

July 18, 2011, 8:01 pm



@eliingraham: agreed RT @themaria: @eliingraham I think imp't to have x-functional roundtable to really understand & help steer direction. #commschat

July 18, 2011, 8:01 pm



@CommAMMO: Agree. RT @themaria: @eliingraham Important to have x-functional roundtable to really understand & help steer direction. #commschat

July 18, 2011, 8:01 pm



@dariasteigman: @jgombita @jbondre I think it works like video instant chat w/ up to 10. We just have to choose to chat there. #commschat

July 18, 2011, 8:01 pm



@jgombita: @eliingraham I heart the fact that you jumped into #commschat. Did you pick it up via *my* stream? (Stroke my ego.) :-)

July 18, 2011, 8:01 pm



@akroundtree: Agree RT @BKneuer: RT @dariasteigman: Tech impt as way to connect ees as workforces become spread out. #commschat <I'll 2nd that :-)

July 18, 2011, 8:02 pm



@dariasteigman: Thanks, @jgombita, for cluing me into #commschat. Lots of smart conversation.

July 18, 2011, 8:02 pm



@CommsChat: Ok – that's 9pm, time for me to sign off for tonight. Thank you so much to @themaria for leading a fascinating session #commschat

July 18, 2011, 8:02 pm



@CommAMMO: Um, that's a social media thing, right? RT @dariasteigman: @jbondre Im so unhip. Havent done a Hangout yet. :) (me neith!) #commschat

July 18, 2011, 8:02 pm



@eliingraham: stroke! RT @jgombita: @eliingraham I heart fact that you jumped into #commschat. Did you pick up via *my* stream? Stroke my ego. #commschat

July 18, 2011, 8:03 pm



@akroundtree: Thx for your insight. RT @dariasteigman: Thanks, @jgombita, for cluing me into #commschat. Lots of smart conversation.

July 18, 2011, 8:03 pm



@CommAMMO: Me 2! RT @dariasteigman: Thanks, @jgombita, for cluing me into #commschat. Lots of smart conversation. #commschat

July 18, 2011, 8:03 pm



@duartej: cool stat: last 50 tweets about #commschat have reached 18,947 people <http://t.co/XtgT7Ww> via @tweetreachapp

July 18, 2011, 8:03 pm



@wmwuk: @eliingraham I think imprt to have x-functional roundtable... #commschat" As long as u avoid prevarication! Make small bets - try and tweak

July 18, 2011, 8:03 pm



@eliingraham: ditto! RT @CommAMMO: Me 2! RT @dariasteigman: Thanks, @jgombita, for cluing me into #commschat. Lots of smart conversation. #commschat

July 18, 2011, 8:03 pm



@themaria: @BKneuer @dariasteigman Absolutely! That's a huge use case for Yammer for example. But need objectives & governance #commschat

July 18, 2011, 8:03 pm



@CommsChat: This I like RT @duartej: cool stat: last 50 tweets about #commschat have reached 18,947 people <http://t.co/XtgT7Ww> #commschat

July 18, 2011, 8:03 pm



@CommsChat: Feel free to keep using the hashtag tho everyone. Transcript will be up tomorrow morning. Night all! #commschat

July 18, 2011, 8:04 pm



@akroundtree: @CommAMMO, Thx for the case study refs. RT @dariasteigman: Thanks, @jgombita, #commschat. smart conversation. #commschat

July 18, 2011, 8:04 pm



@GoldenAshby: RT @CommsChat: Ok – that's 9pm, time for me to sign off for tonight. Thank you so much to @themaria for leading a fascinating session #commschat

July 18, 2011, 8:04 pm



@themaria: Woo! RT @duartej: cool stat: last 50 tweets about #commschat have reached 18,947 people <http://t.co/XtgT7Ww> via @tweetreachapp #commschat

July 18, 2011, 8:04 pm



@jgombita: @dariasteigman lots of variety. Last week 2 ex-#NOTW (current) journos gave us their take on scandal. Love U's in words. Humour. #commschat

July 18, 2011, 8:04 pm



@CommAMMO: Thanks @commschat @themaria for a great chat - nice to meet you all. Good night to Europe/UK, good afternoon to NoAmrca #commschat

July 18, 2011, 8:04 pm



@jbondre: @duartej @tweetreachapp wow. Thats what I love about these impromptu conversations. Brands should get involved #commschat

July 18, 2011, 8:04 pm



@eliingraham: love the vocab! RT @wmwuk: @eliingraham imprt to have x-functional roundtable" As long as avoid prevarication! Make small bets #commschat

July 18, 2011, 8:04 pm



@themaria: Thanks everyone for a wonderful chat! thanks for @commschat for inviting me into your house today :) #commschat

July 18, 2011, 8:04 pm



@MikeShoffstall: @CommAMMO @dariasteigman @jgombita @CommAMMO I followed you! Thanks! #commschat

July 18, 2011, 8:04 pm



@akroundtree: Good chatting w/ you, @jbondre RT: @duartej @tweetreachapp wow. love these impromptu conversations. Brands should get involved #commschat

July 18, 2011, 8:05 pm



@IanGertler: @CommsChat re: Thank you @themaria for leading a fascinating session #commschat > Been in many chats; this was very good. And, #MariaRocks!

July 18, 2011, 8:05 pm



@eliingraham: back at you! TYSM RT @themaria: Thanks everyone for wonderful chat! thanks for @commschat for inviting me into house today :) #commschat

July 18, 2011, 8:05 pm



@jgombita: RT @MikeShoffstall: Tech should be a key part of channel strategy - that's where it fits IMO #commschat

July 18, 2011, 8:05 pm



@EmLeary: @themaria @commschat Thanks Maria. V useful chat tonight. And always a great place to meet knowledgeable peeps #CommsChat

July 18, 2011, 8:05 pm



@CommAMMO: .@CommsChat What are you using for transcripts? I'm still experimenting for #icchat: <http://bit.ly/commammo11-21> #commschat

July 18, 2011, 8:05 pm



@jbondre: Imagine if #microsoft or #cisco contributed to #commschat. Might increase their credibility when discussing communication.

July 18, 2011, 8:06 pm



@eliingraham: yes yes yes! RT @jgombita: RT @MikeShoffstall: Tech should be a key part of channel strategy - thats where it fits IMO #commschat

July 18, 2011, 8:06 pm



@themaria: Whew that was FAST-PACED and very fun! Thanks for the mental ping-pong! If you want to chat more, reach out to me anytime! #commschat

July 18, 2011, 8:06 pm



@wmwuk: @eliingraham Ha! You're most munificent ;-) #commschat

July 18, 2011, 8:06 pm



@CommAMMO: RT @jbondre: Imagine if #microsoft or #cisco contributed to #commschat. Might increase their credibility when discussing

comm. #commschat

July 18, 2011, 8:06 pm



@jbondre: RT @eliingraham: back at you! TYSM RT @themaria: Thanks everyone for wonderful chat! thanks for @commschat for inviting me into house today :) #commschat

July 18, 2011, 8:06 pm



@duartej: @jbondre @tweetreachapp absolutely! And the importance content through hashtag! Some discussion on twitter measurement for next #commschat?

July 18, 2011, 8:06 pm



@jgombita: RT @duartej: cool stat: last 50 tweets about #commschat have reached 18,947 people <http://t.co/XtgT7Ww> via @tweetreachapp #commschat

July 18, 2011, 8:06 pm



@jbondre: @EmLeary @themaria @commschat Word! <-- intelligent comment ;) #commschat

July 18, 2011, 8:07 pm



@eliingraham: you're makin me disambiguate! RT @wmwuk: @eliingraham Ha! Youre most munificent ;-) #commschat

July 18, 2011, 8:07 pm



@jgombita: @duartej @CommAMMO the two of you should volunteer to do a future chat on measurement (you're both pros). Talk to @commschat ppl. #commschat

July 18, 2011, 8:07 pm



@themaria: @CommAMMO @jbondre I hope I helped increase credibility :) But in any case, this was such a great chat, I learned a lot! #commschat

July 18, 2011, 8:08 pm



@jgombita: @CommsChat @themaria thanks so much for another great chat. (Thinking I should interview @themaria on @prconversations....) #commschat

July 18, 2011, 8:09 pm



@CommAMMO: .@jgombita @duartej @commschat Thanks Judy - would love to volunteer 2doSo. Apprec the rec! #commschat

July 18, 2011, 8:11 pm



@CommAMMO: As long as you don't dissemble. RT @eliingraham: youre makin me disambiguate! RT @wmwuk: @eliingraham Ha! ur most munificent ;-) #commschat

July 18, 2011, 8:11 pm



@jgombita: @CommAMMO @eliingraham @wmwuk my favourite D word is DISCOMBOBULATE! :-) #commschat

July 18, 2011, 8:15 pm



@GoldenAshby: @themaria I enjoyed the #commschat session. I am glad I caught your tweet. Have a great day :)

July 18, 2011, 8:15 pm



@eliingraham: oh no...#Dchat coming your way... RT @jgombita: @CommAMMO @wmwuk my favourite D word is DISCOMBOBULATE! :-) #commschat

July 18, 2011, 8:17 pm



@themaria: Haha yes @thomasknoll is a buddy of mine :) RT @jbondre: @EmLeary @themaria @commschat Word! <-- intelligent comment ;) #commschat

July 18, 2011, 8:17 pm



@MikeShoffstall: RT @themaria: Wooo! RT @duartej: cool stat: last 50 tweets about #commschat have reached 18,947 people <http://t.co/XtgT7Ww> via @tweetreachapp #commschat

July 18, 2011, 8:19 pm



@wmwuk: Ironically, exactly how i feel after all that brain food! " @jgombita: @CommAMMO @eliingraham @wmwuk DISCOMBOBULATE! :-) #commschat"

July 18, 2011, 8:19 pm



@jgombita: @marthamuzychka @commammo @elliingraham @wmwuk I tweeted about it when @nora3000 said "discombobulate" on an episode of @sparkcbc #commschat

July 18, 2011, 8:19 pm



@tweetreachapp: @themaria @jbondre @duartej Nice! Looks like an interesting #commschat conversation. Here's a full TweetReach report: <http://t.co/t9AQbX5>

July 18, 2011, 8:21 pm



@jbondre: RT @tweetreachapp: @themaria @jbondre @duartej Nice! Looks like an interesting #commschat conversation. Here's a full TweetReach report: <http://t.co/t9AQbX5>

July 18, 2011, 8:23 pm



@projectmoffatt: RT @CommsChat: RT @themaria: Bingo! Consider holistically RT @jbondre: If tech deviates too much from known workflow there will be low adoption. #commschat

July 18, 2011, 8:26 pm



@paulchat: RT @annatclock: Board level ambassador needed to drive brand values throughout organisation, totally agree employees cab be/should b ambassadors #CommsChat

July 18, 2011, 8:27 pm



@paulchat: RT @jbondre: #commschat transparency is essential, both inside and out of an organization. Social Media is forcing companies to be fair, inside and out.

July 18, 2011, 8:27 pm



@duartej: RT @tweetreachapp: @themaria @jbondre @duartej Nice! Looks like an interesting #commschat conversation. Here's a full TweetReach report: <http://t.co/t9AQbX5>

July 18, 2011, 8:27 pm



@jgombita: RT @themaria Bingo! Consider holistically RT @jbondre: If tech deviates too much from known workflow there will be low adoption. #commschat

July 18, 2011, 8:27 pm



@ravimotha: @AdamAzor Hello adam, what's this #commschat you are doing?

July 18, 2011, 8:34 pm



@marcik: SM pitfall summarized in under 140 RT @themaria I don't think you should ever adopt tools b4 you know what you want out of them. #commschat

July 18, 2011, 8:41 pm



@communisage: RT @annatclock: Too much emphasis can be put on IT, people need engaging through integrated comms. IT can help AFTER launch in person #CommsChat

July 18, 2011, 8:54 pm



@communisage: RT @annatclock: Board level ambassador needed to drive brand values throughout organisation, totally agree employees cab be/should b ambassadors #CommsChat

July 18, 2011, 8:56 pm



@communisage: RT @annatclock: We deal at a brand level, Board don't place enough value on consistent & continuous internal comms #CommsChat

July 18, 2011, 8:58 pm



@annatclock: @thatisbranding forgot to say #commschat was about internal comms & use of IT

July 18, 2011, 9:04 pm



@HolidayCardsLLC: RT @jgombita: (What we discussed in Friday's #kaizenblog!) Department silos are a HUGE roadblock to effective communications. Plus turf/egos. #commschat

July 18, 2011, 9:38 pm



@danperezfilms: Are You Living in the Blogging Matrix? <http://bit.ly/rjIBtK> #commschat

July 18, 2011, 9:40 pm

