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2011-08-22 to 2011-08-23


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- 




@EmLeary: Monday's #CommsChat: Stars of the small screen - video for brands. Feat. Daniel Adams, head intl content @DailymotionUK

August 22, 2011, 10:33 am



- 




@CommsChat: Tonight's #CommsChat, 8pm BST, with @DanielAdams000 is on video for brands - pre-read is imminent on <http://www.commschat.com>

August 22, 2011, 10:34 am



- 




@THUPR: RT @commschat: Tonight's #CommsChat, 8pm BST, with @DanielAdams000 is on video for brands - pre-read is imminent on <http://www.commschat.com>

August 22, 2011, 1:25 pm



- 




@TraceyCIPR: RT @CommsChat: Tonight's #CommsChat, 8pm BST, with @DanielAdams000 is on video for brands - pre-read is imminent on <http://www.commschat.com>

August 22, 2011, 2:05 pm



- 




@CommsChat: Pre-read for tonight's #CommsChat with @DanielAdams000: Stars of the small screen – video for brands <http://t.co/rJeBrGA>

August 22, 2011, 2:06 pm



- 




@brandguardian: RT @CommsChat: Pre-read for tonight's #CommsChat with @DanielAdams000: Stars of the small screen – video for brands <http://t.co/rJeBrGA>

August 22, 2011, 2:06 pm



- 




@LizFoggitt: RT @CommsChat: Pre-read for tonight's #CommsChat with @DanielAdams000: Stars of the small screen – video for brands <http://t.co/rJeBrGA>

August 22, 2011, 2:16 pm



- 




@joemeaney: RT @CommsChat: Pre-read for tonight's #CommsChat with @DanielAdams000: Stars of the small screen – video for brands <http://t.co/rJeBrGA>

August 22, 2011, 2:33 pm



- 




@FelicityStewart: Pre-read for this evening's #CommsChat is now up online <http://t.co/XfHjGID> with @DanielAdams000 on video for brands

August 22, 2011, 2:34 pm



- 




@CommsChat: Topic 1 for tonight's #CommsChat 8pm BST: How can brands integrate video into their communications strategy?

August 22, 2011, 2:35 pm



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@fionabellpr: Will try to join! RT @CommsChat: Topic 1 for tonight's #CommsChat 8pm BST How can brands integrate video into their communications strategy?

August 22, 2011, 2:37 pm



- 




@stuartbruce: RT @FelicityStewart: Pre-read for this evening's #CommsChat is now up online <http://t.co/rpTyhKn> with @DanielAdams000 on video for brands

August 22, 2011, 2:49 pm



- 



@CommsChat: Topic 2 for #CommsChat tonight: Who's doing online video well?

August 22, 2011, 2:52 pm



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@craigmcgill: Bored, waiting for #commschat to start tonight? Here's a #socialmedia podcast for you - Social Buzz - <http://t.co/U9RUNAF>

August 22, 2011, 3:25 pm



@CommsChat: Topic 3 for #Commschat: What can you do to make sure that your video strategy doesn't feel like a bolt-on to other social media usage?

August 22, 2011, 3:28 pm



@FelicityStewart: RT @CommsChat: Topic 2 for #CommsChat tonight: Who's doing online video well?

August 22, 2011, 3:35 pm



@CommsChat: #CommsChat tonight with @DanielAdams000, topic 4: Who is in your video audience?

August 22, 2011, 3:40 pm



@ST16Htd: RT @commschat: #CommsChat tonight with @DanielAdams000, topic 4: Who is in your video audience?

August 22, 2011, 3:50 pm



@mynewsdesk_uk: RT @CommsChat: Topic 1 for tonight's #CommsChat 8pm BST: How can brands integrate video into their communications strategy?

August 22, 2011, 3:54 pm



@mynewsdesk_uk: RT @CommsChat: Pre-read for tonight's #CommsChat with @DanielAdams000: Stars of the small screen – video for brands <http://t.co/3LPn8dF>

August 22, 2011, 3:55 pm



@mynewsdesk_uk: RT @CommsChat: Topic 2 for #CommsChat tonight: Who's doing online video well?

August 22, 2011, 3:57 pm



@CommsChat: Fifth and final topic for #commschat this pm: How do you track and measure the impact of video comms?

August 22, 2011, 3:59 pm



@simpleelovlee: RT @CommsChat: Fifth and final topic for #commschat this pm: How do you track and measure the impact of video comms?

August 22, 2011, 4:02 pm



@MGreer_PR: How do corporate brands manage the explosion of online vid usage? #CommsChat at 8pm w/ Dailymotion's @DanielAdams000. <http://t.co/PBFtwqv>

August 22, 2011, 4:07 pm



@neilcomm: Tune in at 8pm. RT @CommsChat: Tonight's #CommsChat, 8pm BST, with @DanielAdams000 is on video for brands - pre-read on <http://www.commschat.com>

August 22, 2011, 4:25 pm



@eventstreams: RT @neilcomm: Tune in at 8pm. RT @CommsChat: Tonight's #CommsChat, 8pm BST, with @DanielAdams000 is on video for brands - pre-read on <http://www.commschat.com>

August 22, 2011, 5:07 pm



@charlotteulvros: Sounds like an interesting #commschat tonight about online video for brands. If kids are in bed on time (NOT) I think I might join in.

August 22, 2011, 5:53 pm



@CommsChat: #commschat tonight in 25 mins, looking at video for brands, with @danieladams000

August 22, 2011, 6:35 pm



@thinksocreative: @commschat Video for brands: We have launched an interview series on the importance of #design for businesses! <http://ow.ly/69HZy> #commschat

August 22, 2011, 6:43 pm



@clairemcgovern: Excited to connect with all the #commschat folks.

August 22, 2011, 6:43 pm



@thinksocreative: Excited to connect with all the #commschat folks.

August 22, 2011, 6:43 pm



@CommsChat: Ten minutes to go-we recommend you use <http://t.co/4qjw2R2> to take part in #commschat

August 22, 2011, 6:51 pm



@akroundtree: RT @CommsChat: Ten minutes to go-we recommend you use <http://t.co/4qjw2R2> to take part in #commschat

August 22, 2011, 6:55 pm



@Thoora: RT @CommsChat Fifth and final topic for #commschat this pm: How do you track and measure the impact of video comms?

August 22, 2011, 6:56 pm



@CommsChat: @charlotteulvros we hope you can join us! #commschat

August 22, 2011, 6:57 pm



@LizFoggitt: RT @CommsChat: Ten minutes to go-we recommend you use <http://t.co/4qjw2R2> to take part in #commschat

August 22, 2011, 6:57 pm



@CommsChat: Hi all, tonight we're discussing "Stars of the small screen – video for brands" I'm Molly, deputy editor @communicatemag #commschat

August 22, 2011, 7:01 pm



@CommsChat: We're joined by @danieladams000, head of international content for dailymotion, one of the top 30 visited websites in the world #commschat

August 22, 2011, 7:01 pm



@CommsChat: Our first topic tonight: How can brands integrate video into their communications strategy? #commschat

August 22, 2011, 7:02 pm



@neilcomm: Evening everyone. Neil here, editor of Communicate. Hi danieladams000. #commschat

August 22, 2011, 7:02 pm



@Dan_Martin: Evening all. #CommsChat

August 22, 2011, 7:02 pm



@Dan_Martin: Is Twitter playing up or is #commschat very quiet tonight?

August 22, 2011, 7:04 pm



@joemeaney: Hi all #Commschat

August 22, 2011, 7:04 pm



@DanielAdams000: evening everyonen #commschat

August 22, 2011, 7:05 pm



@nowaffle: That's one for @moviecom_tv RT @CommsChat: How can brands integrate video into their communications strategy? #commschat

August 22, 2011, 7:05 pm



@CommsChat: Hi all. Just a reminder: first topic is How can brands integrate video into their communications strategy? #commschat

August 22, 2011, 7:05 pm



@LizFoggitt: Good evening #commschat

August 22, 2011, 7:05 pm



@CommsChat: Thoughts, @danieladam000? #commschat

August 22, 2011, 7:06 pm



@Thoora: Hello #commschat, our 1st one - looking forward to it!

August 22, 2011, 7:06 pm



@DanielAdams000: well, brands can look to video sharing sites (eg dailymotion/youtube) to engage with their customers #commschat

August 22, 2011, 7:07 pm



@Dan_Martin: @CommsChat That username doesn't exist #CommsChat

August 22, 2011, 7:07 pm



@CommsChat: @DanielAdams000 And how can they make sure videos line up with the rest of their comms? #commschat

August 22, 2011, 7:08 pm



@joemeaney: We know a lot of apps biz using DM and YT to engage customers worldwide. #Commschat

August 22, 2011, 7:08 pm



@CommsChat: @Dan_Martin think you'll find it does... #commschat

August 22, 2011, 7:09 pm



@DanielAdams000: of course, it should be integrated with their other communications, adhere to brand guidelines etc #commschat

August 22, 2011, 7:10 pm



@Dan_Martin: @commschat You missed out the 's' so it was broken. Only trying to help #commschat

August 22, 2011, 7:10 pm



@DanielAdams000: and can mirror and/or complement their tv advertising #commschat

August 22, 2011, 7:10 pm



@mynewsdesk_uk: Evening all - Adam here - apologies for lateness! #commschat

August 22, 2011, 7:11 pm



@CommsChat: RT @DanielAdams000: of course, it should be integrated with their other communications, adhere to brand guidelines etc #commschat

August 22, 2011, 7:11 pm



@Dan_Martin: @DanielAdams000 TV advertising isn't really an option for small business though is it? #CommsChat

August 22, 2011, 7:11 pm



@CommsChat: @DanielAdams000 are you seeing lots of brands tying in with their tv? Our second topic is what are the best examples right now? #commschat

August 22, 2011, 7:12 pm



@DanielAdams000: @Dan_Martin for small biz with no tv budgets, online represents a cheaper and more creative solution than tv ads #CommsChat

August 22, 2011, 7:14 pm



@CommsChat: An update for all followers: we're moving on to topic 2: which brands are using video best at the moment? #commschat

August 22, 2011, 7:14 pm



@mynewsdesk_uk: I went to presentation by YouTube (laid on by @BIMA) a month or two ago. They were talking abt brands looking for content creators #commschat

August 22, 2011, 7:15 pm



@CommsChat: RT @DanielAdams000: @Dan_Martin for small biz with no tv budgets, online represents cheaper and more creative solution than tv #commschat

August 22, 2011, 7:15 pm



@charlotteulvros: Hi Charlotte here - joining in for a brief moment before back to preso I work on. Need a break. #commschat

August 22, 2011, 7:15 pm



@charlotteulvros: @CommsChat @DanielAdams000 @Dan_Martin Agree to that but just automatically going online doesn't get exposure #commschat

August 22, 2011, 7:16 pm



@LizFoggitt: RT @CommsChat: An update for all followers: were moving on to topic 2: which brands are using video best at the moment? #commschat

August 22, 2011, 7:16 pm



@moviecom_tv: @nowaffle @commschat video is the ultimate comms medium, use mixture of professional content & user generated, show personality #commschat

August 22, 2011, 7:18 pm



@charlotteulvros: I still like the Blend it example even though it is getting "old". Good example that gets attention but also sells #commschat

August 22, 2011, 7:19 pm



@moviecom_tv: @nowaffle @commschat - and use @moviecom_tv as a free business tool to host and share online video for brands & SMEs #commschat

August 22, 2011, 7:19 pm



@neilcomm: In the US, P&G have been working in partnership with Yahoo in a targeted campaign to the Hispanic community. #commschat

August 22, 2011, 7:20 pm



@JeremySinger1: @CommsChat Both Burberry & Smirnoff are utilising video well in their comms, but primarily via live streaming on Facebook! #commschat

August 22, 2011, 7:20 pm



@akroundtree: RT @neilcomm: In the US, P&G have been working in partnership with Yahoo in a targeted campaign to the Hispanic community. #commschat

August 22, 2011, 7:20 pm



@charlotteulvros: @neilcomm That is interesting - You got a link for that? #commschat

August 22, 2011, 7:21 pm



@LizFoggitt: Internet not working properly so can't join in with tonight's discussion properly #commschat

August 22, 2011, 7:21 pm



@Thoora: RT @CommsChat An update for all followers: we're moving on to topic 2: which brands are using video best at the moment? #commschat

August 22, 2011, 7:21 pm



@neilcomm: Also, there's the online site which Lynx uses to house all of its videos. <http://t.co/I4jBYDn n> #commschat

August 22, 2011, 7:22 pm



@mynewsdesk_uk: Every now and then you get a piece of genius - such as Hunter Shoots a Bear - <http://t.co/DBya1jE> #commschat

August 22, 2011, 7:22 pm



@charlotteulvros: I like mentioned example - but what about smaller SME's who have to most likely film themselves and not always having resources? #commschat

August 22, 2011, 7:24 pm



@neilcomm: @charlotteulvros A little bit on it here: <http://t.co/mFMMcLy> #commschat

August 22, 2011, 7:24 pm



@akroundtree: How do these brands measure, report success? Reach? Views? RT @CommsChat: which brands are using video best at the moment? #commschat

August 22, 2011, 7:24 pm



@joemeaney: #commschat - lots of 'technical difficulties'. Anyone else?

August 22, 2011, 7:24 pm



@neilcomm: @joemeaney Same here. #commschat

August 22, 2011, 7:25 pm



@charlotteulvros: @joemeaney Yep - seems really slow #commschat

August 22, 2011, 7:25 pm



@akroundtree: Crowdsourced video clips? Contest for clips from community? RT @charlotteulvros: small SMEs have to film themselves, low resources #commschat

August 22, 2011, 7:26 pm



@CommsChat: Sorry for delay-3rd topic is how do you make sure your video isn't bolted on to other SM? #commschat

August 22, 2011, 7:26 pm



@mynewsdesk_uk: Siemens.com is trying a really different approach - with quirky 'stories' on homepage, not pushing the brand/product too much. #commschat

August 22, 2011, 7:26 pm



@DanielAdams000: #commschat sorry for delayed responses. Tech difficulties at this end

August 22, 2011, 7:26 pm



@thinksocreative: #commschat: We launched our own vid series, but focused it on being educational rather than promotional.

August 22, 2011, 7:27 pm



@akroundtree: RT @CommsChat: Sorry for delay-3rd topic is how do you make sure your video isn't bolted on to other SM? #commschat

August 22, 2011, 7:27 pm



@CommsChat: RT @thinksocreative: #commschat: We launched our own vid series, but focused it on being educational rather than promotional.

August 22, 2011, 7:28 pm



@Thoora: Great question - views must be very base RT @akroundtree How do these brands measure success? Reach? Views? RT @CommsChat #commschat

August 22, 2011, 7:28 pm



@akroundtree: How RU measuring success? RT @thinksocreative: #commschat: our own vid series, educational rather than promotional.

August 22, 2011, 7:28 pm



@charlotteulvros: @akroundtree Other brands like these - small SME Induo who works lots with video and measures everything. LInk to come. #commschat

August 22, 2011, 7:28 pm



@thinksocreative: @commschat You can find it here, on our blog. <http://t.co/x5k7E6a>! We'd love the #commschat community's feedback...

August 22, 2011, 7:29 pm



@BigBiscuitsHQ: RT @DanielAdams000 for small biz with no tv budgets, online represents a cheaper and more creative solution than tv ads #CommsChat

August 22, 2011, 7:29 pm



@charlotteulvros: @akroundtree Post from SME on video. Others like them? <http://t.co/NE9OVSH> #commschat

August 22, 2011, 7:30 pm



@mynewsdesk_uk: Like any comms - know why u r producing it. Don't just do it because u feel it is trendy. Video gd for specific types of comms. #commschat

August 22, 2011, 7:30 pm



@CommsChat: RT @charlotteulvros: @akroundtree Post from SME on video. Others like them? <http://t.co/NE9OVSH> #commschat

August 22, 2011, 7:30 pm



@TheMediaMktinCo: RT RT @CommsChat: An update for all followers: were moving on to topic 2: which brands are using video best at the moment? #commschat

August 22, 2011, 7:31 pm



@thinksocreative: @akroundtree Number of views plus the number of feedback via #socmedia and media channels #commschat

August 22, 2011, 7:31 pm



@CommsChat: @mynewsdesk_uk That's the biggie isn't it? You get the impressions some brands go through the motions out of duty. #commschat

August 22, 2011, 7:32 pm



@thinksocreative: Our vidseries: Elizabeth Howard of @Broadbridge_Ltd shares her secrets on merging strategy w. #design! #commschat <http://ow.ly/69Lde>

August 22, 2011, 7:33 pm



@charlotteulvros: @thinksocreative @akroundtree Shouldn't you measure who views and where they come from = lead generation? Not just impressions? #commschat

August 22, 2011, 7:33 pm



@CommsChat: And what are the golden rules to ensure it doesn't feel bolted on? Is it to do with branding, tone of voice? #commschat

August 22, 2011, 7:33 pm



@TheMediaMktinCo: @commschat @mynewsdesk_uk Yeah, see that a lot - scramble for next new thing instead of doing slightly older thing really well #commschat

August 22, 2011, 7:33 pm



@thinksocreative: @charlotteulvros We are building to that, yes. We pitch it to media channels with audiences we like to connect to. #commschat

August 22, 2011, 7:34 pm



@akroundtree: RT @TheMediaMktinCo: @commschat @mynewsdesk_uk Yeah, see that a lot - scramble for next new thing instead of doing slightly older thing really well #commschat

August 22, 2011, 7:34 pm



@joemeaney: @CommsChat @mynewsdesk_uk agreed. So much now is bolted on retrospectively to play catch up #commschat

August 22, 2011, 7:34 pm



@mynewsdesk_uk: @CommsChat yes, although there is nothing wrong with them experimenting and learning new skills. As long as they do learn! #commschat

August 22, 2011, 7:34 pm



@BeckySocial: Working from the top down starting with the goal gives you a clear journey to create. Every stepping stone in that is essential #commschat

August 22, 2011, 7:35 pm



@joemeaney: With so many platforms and tight budgets, how do you prioritise? #commschat

August 22, 2011, 7:35 pm



@charlotteulvros: @thinksocreative Not just for media - also for companies? Knowing who watched a product demo, and locate them is an easy sale #commschat

August 22, 2011, 7:36 pm



@DanielAdams000: @CommsChat - we are seeing that - eg Stella Artois campaign <http://t.co/qm6dhd5> #commschat #commschat

August 22, 2011, 7:36 pm



@thinksocreative: @charlotteulvros Very true! #commschat

August 22, 2011, 7:37 pm



@mynewsdesk_uk: @joemeaney I really admire when companies create something valuable on a tight budget. We don't need Hollywood production. #commschat

August 22, 2011, 7:38 pm



@TheMediaMktinCo: @joemeaney @CommsChat @mynewsdesk_uk Best when integrated across all channels. Integrated message stronger than the sum of parts #commschat

August 22, 2011, 7:38 pm



@joemeaney: @mynewsdesk_uk @joemeaney totally agree - tight budgets can lead to better creativity #Commschat

August 22, 2011, 7:38 pm



@DanielAdams000: important to measure effectiveness through analysing how many views and by who (need to analyse demographic of audience) #commschat

August 22, 2011, 7:39 pm



@akroundtree: Makes integration challenging RT @joemeaney: @CommsChat @mynewsdesk_uk agreed. Bolted on retrospectively to play catch up #commschat

August 22, 2011, 7:39 pm



@charlotteulvros: @mynewsdesk_uk @joemeaney Agree! But still a thin line between keeping tonality, brand values and just doing it to "do it" #commschat

August 22, 2011, 7:39 pm



@mynewsdesk_uk: At Mynewsdesk we advise companies to add video to their online news room. If it's short and punchy, it can add to the PR mix. #commschat

August 22, 2011, 7:39 pm



@CommsChat: @BeckySocial Which leads us onto our next question.... #commschat

August 22, 2011, 7:39 pm



@TheMediaMktinCo: @joemeaney That'll depend on audience and niche - different channels/platforms suit diff demographics/products #commschat

August 22, 2011, 7:40 pm



@CommsChat: Q4: Who is in your video audience? #commschat

August 22, 2011, 7:40 pm



@JHDavisUK: @mynewsdesk_uk @BIMA The youtube content creators link: <http://t.co/AbubSYN> #commschat.. Apologies 4 delay (connection problems)

August 22, 2011, 7:40 pm



@BeckySocial: RT @joemeaney So many platforms and tight budgets, how do you prioritise? #commschat > Identify your audience and how they want to engage

August 22, 2011, 7:40 pm



@charlotteulvros: @DanielAdams000 Agree. But you shouldn't need to analyse the demographics - you should get that from the supplier #commschat

August 22, 2011, 7:40 pm



@CommsChat: How do you identify who watches video and whether it's the right medium for your target audience? #commschat

August 22, 2011, 7:40 pm



@BigBiscuitsHQ: RT @joemeaney: @mynewsdesk_uk @joemeaney totally agree - tight budgets can lead to better creativity #Commschat

August 22, 2011, 7:41 pm



@DanielAdams000: @charlotteulvros you can see high level demo breakdowns in video stats on dailymotion #commschat

August 22, 2011, 7:42 pm



@akroundtree: Post from MYSB <http://t.co/fueoq7t> RT @charlotteulvros: @akroundtree Post fm SME on video. Others like them? <http://t.co/xWUh9o2> #commschat

August 22, 2011, 7:42 pm



@NotFromBolton: RT @BeckySocial: RT @joemeaney So many platforms and tight budgets, how do you prioritise? #commschat > Identify your audience and how they want to engage

August 22, 2011, 7:42 pm



@akroundtree: RT @BeckySocial: RT @joemeaney So many platforms and tight budgets, how do you prioritise? #commschat > Identify your audience and how they want to engage

August 22, 2011, 7:43 pm



@charlotteulvros: @CommsChat Using video in your PR you're more likely to get published. Maybe not video - but it will create influencer

interest #commschat

August 22, 2011, 7:43 pm



@mynewsdesk_uk: @JHDavisUK yep, the content creator thing is interesting - but only the ones that go crazy viral can make real dough ;) #commschat

August 22, 2011, 7:43 pm



@CommsChat: Is there a danger of eager brands assuming their audience is as keen on video as they are? #commschat

August 22, 2011, 7:44 pm



@akroundtree: RT @DanielAdams000: @charlotteulvros you can see high level demo breakdowns in video stats on dailymotion #commschat

August 22, 2011, 7:44 pm



@BeckySocial: RT @CommsChat: Q4: Who is in your video audience? #commschat > Companies MUST understand their audience and how they consume

August 22, 2011, 7:44 pm



@charlotteulvros: @CommsChat Yes - especially as online video is the hype :) #commschat

August 22, 2011, 7:44 pm



@BeckySocial: RT @CommsChat: How do you identify who watches video and whether it's the right medium for your target audience? #commschat > LISTENING :)

August 22, 2011, 7:45 pm



@CommsChat: @BeckySocial Well said. :) #commschat

August 22, 2011, 7:45 pm



@mynewsdesk_uk: @charlotteulvros video is a great asset to offer publishers and also it often 'speaks a thousand words' by way of an explanation. #commschat

August 22, 2011, 7:45 pm



@akroundtree: Also set goals so you know when to cut losses RT @BeckySocial: RT @joemeaney many platforms, tight budgets-- prioritise? #commschat

August 22, 2011, 7:45 pm



@charlotteulvros: @DanielAdams000 Great! We have that too - but targeted for companies and their PR activities. #commschat

August 22, 2011, 7:46 pm



@akroundtree: RT @CommsChat: Is there a danger of eager brands assuming their audience is as keen on video as they are? #commschat

August 22, 2011, 7:46 pm



@akroundtree: RT @BeckySocial: RT @CommsChat: Q4: Who is in your video audience? #commschat > Companies MUST understand their audience and how they consume

August 22, 2011, 7:47 pm



@DanielAdams000: video offers a much more powerful medium than other communication but not easy to create content people want to watch #commschat

August 22, 2011, 7:47 pm



@mynewsdesk_uk: I think most people are *potentially* interested in video. But we are spoiled by film and TV. We expect a degree of quality. #commschat

August 22, 2011, 7:47 pm



@BeckySocial: RT @CommsChat: @BeckySocial Well said. :) #commschat > It's true... we forget were here to serve

August 22, 2011, 7:48 pm



@mynewsdesk_uk: ...and by quality - I am thinking more about the script, editing and meaning, rather than fancy production values. #commschat

August 22, 2011, 7:48 pm



@DanielAdams000: @mynewsdesk_uk I agree content must be compelling - even more so than interruptive TV ads #commschat

August 22, 2011, 7:49 pm



@CommsChat: @mynewsdesk_uk The basics. :) #commschat

August 22, 2011, 7:49 pm



@joemeaney: @mynewsdesk_uk can't a more creative approach make up for a lack of big budget special effects? #Commschat

August 22, 2011, 7:49 pm



@CommsChat: Final Q. I know some of you have touched on it already... #commschat

August 22, 2011, 7:50 pm



@CommsChat: How do you track and measure the impact of video comms? #commschat

August 22, 2011, 7:50 pm



@charlotteulvros: @CommsChat @mynewsdesk_uk But don't you close out employee engagement activity maybe via mobiles if too much quality emphasis? #commschat

August 22, 2011, 7:51 pm



@iota_gordon: Understanding you audience is key to video, in that sense online video is no different from other comms #commschat

August 22, 2011, 7:51 pm



@DanielAdams000: @CommsChat - not on Click Thru Rate but on how many relevant people watch #commschat

August 22, 2011, 7:52 pm



@BeckySocial: #CommsChat @CommsChat Not only do people like to consume different information of interest & relevance but also in different ways

August 22, 2011, 7:52 pm



@mynewsdesk_uk: @CommsChat indeed! #commschat

August 22, 2011, 7:52 pm



@charlotteulvros: @CommsChat Video should be tracked down to who is watching. Down to IP-number so that the impression makes a hit sales lead #commschat

August 22, 2011, 7:52 pm



@JohnRebholz: RT @BeckySocial: #CommsChat @CommsChat Not only do people like to consume different information of interest & relevance but also in different ways

August 22, 2011, 7:52 pm



@mynewsdesk_uk: @joemeaney yes! #commschat

August 22, 2011, 7:53 pm



@DanielAdams000: ClickThruRate too often used as metric - but only works for Direct Response campaigns - not brand building #commschat

August 22, 2011, 7:53 pm



@BeckySocial: RT @DanielAdams000: @CommsChat - not on Click Thru Rate but on how many relevant people watch #commschat > an... (cont) <http://t.co/SDm38Qm>

August 22, 2011, 7:53 pm



@CommsChat: @DanielAdams000 And how do you define 'relevant'? #commschat

August 22, 2011, 7:53 pm



@iota_gordon: There are excellent video analytic tools, for me YouTube is too much of a blunt instrument for measurement #commschat

August 22, 2011, 7:53 pm



@akroundtree: RT @DanielAdams000: @CommsChat - not on Click Thru Rate but on how many relevant people watch #commschat

August 22, 2011, 7:53 pm



@BeckySocial: @iota_gordon What are the tools that you would recommend? @CommsChat #Commschat

August 22, 2011, 7:54 pm



@CommsChat: @iota_gordon Any tools in particular you like? #commschat

August 22, 2011, 7:54 pm



@DanielAdams000: @commschat - definition of relevant depends on brand values/objectives of campaign #commschat

August 22, 2011, 7:54 pm



@BeckySocial: RT @mikeybaxter84: The Real Housewives of Orange County is great! > OMG I have that on paused for after #Commschat :) #Guiltypleasure

August 22, 2011, 7:54 pm



@iota_gordon: @BeckySocial there are a lot of them, hosting your video on a good platform is key #commschat

August 22, 2011, 7:55 pm



@akroundtree: Your favorites? RT @iota_gordon: There are excellent video analytic tools #commschat

August 22, 2011, 7:55 pm



@mynewsdesk_uk: @DanielAdams000 agree - many measure YouTube views, but actually you need to know % actually watched more than first 5 seconds! #commschat

August 22, 2011, 7:55 pm



@akroundtree: RT @charlotteulvros: @CommsChat Video should be tracked down to who is watching. Down to IP-number so that the impression makes a hit sales lead #commschat

August 22, 2011, 7:55 pm



@iota_gordon: @BeckySocial TubeMogul is also very good #commschat

August 22, 2011, 7:55 pm



@DanielAdams000: @mynewsdesk_uk important to measure engagement - how many clicked video, how long they watched etc - not just who watched intro #commschat

August 22, 2011, 7:56 pm



@charlotteulvros: @iota_gordon @BeckySocial But which video platform for best ROI? Vimeo for "art", YouTube for the mass, Mynewsdesk for PR or... #commschat

August 22, 2011, 7:56 pm



@BeckySocial: RT @iota_gordon: @BeckySocial TubeMogul is also very good #commschat > I agree but is that not a paid account?

August 22, 2011, 7:56 pm



@iota_gordon: Online video is about engagement not broadcasting, measure that and you'll see the ROI #commschat

August 22, 2011, 7:56 pm



@mynewsdesk_uk: Many SMEs would do well to create a decent piece of reusable video collateral? Good investment? #commschat

August 22, 2011, 7:56 pm



@charlotteulvros: @DanielAdams000 @mynewsdesk_uk Yes and who shared your video as well and posted it in new places like Facebook and now Google+ #commschat

August 22, 2011, 7:57 pm



@mynewsdesk_uk: @DanielAdams000 yes, and 'shares' can also be a good indicator. #commschat

August 22, 2011, 7:57 pm



@akroundtree: RT @charlotteulvros: @iota_gordon @BeckySocial But which video platform for best ROI? Vimeo for "art", YouTube for the mass, Mynewsdesk for PR or... #commschat

August 22, 2011, 7:57 pm



@iota_gordon: Don't put a video on YouTube and disable comments, encourage interaction #commschat

August 22, 2011, 7:57 pm



@akroundtree: RT @iota_gordon: Online video is about engagement not broadcasting, measure that and you'll see the ROI #commschat

August 22, 2011, 7:58 pm



@BigBiscuitsHQ: RT @iota_gordon: Don't put a video on YouTube and disable comments, encourage interaction #commschat > Amen to that Gordon #BeOpen

August 22, 2011, 7:58 pm



@charlotteulvros: @iota_gordon Yes! And also add in additional links about the video subject - all to give viewer more value #commschat

August 22, 2011, 7:59 pm



@annatclock: RT @mynewsdesk_uk: Many SMEs would do well to create a decent piece of reusable video collateral? Good investment? #commschat

August 22, 2011, 8:00 pm



@mynewsdesk_uk: Video is certainly central to Mynewsdesk's view of PR in 2011. We believe in the multimedia news release! #commschat

August 22, 2011, 8:00 pm



@charlotteulvros: Yes! RT @iota_gordon: Dont put a video on YouTube and disable comments, encourage interaction #commschat

August 22, 2011, 8:00 pm



@iota_gordon: Vimeo's new paid for platform will be very good, Vzarr is great and now has social media tools, also a paid service #commschat

August 22, 2011, 8:00 pm



@DanielAdams000: @mynewsdesk_uk - see <http://t.co/dFhdwIz> for how online video caused United Airline's shares to tumble 10% #commschat

August 22, 2011, 8:00 pm



@CommsChat: Well, it's 9pm - which means that's all for this week. Thanks to you all for joining in. #commschat

August 22, 2011, 8:01 pm



@CommsChat: And a big thank you to @DanielAdams000 for guest hosting, and for soldiering through a few gremlins early on. :) #commschat

August 22, 2011, 8:01 pm



@charlotteulvros: @annatclock @mynewsdesk_uk Re-edited video can be very useful. As always timing is key so worth to change a bit and try again. #commschat

August 22, 2011, 8:01 pm



@mynewsdesk_uk: @DanielAdams000 yes, know it well! A social media classic. Even got on the 10 O'Clock News! #commschat

August 22, 2011, 8:02 pm



@CommsChat: Check out the examples of online video that have been mentioned. A full transcript of tonight's chat will be up tomorrow. #commschat

August 22, 2011, 8:02 pm



@DanielAdams000: thanks guys although couldn't respond as much as I liked as Twitter let me down. until next time! #commschat

August 22, 2011, 8:02 pm



@CommsChat: Oh, BTW, it's a public holiday in the UK next Monday so we'll be back in two weeks. #commschat

August 22, 2011, 8:02 pm



@CommsChat: Goodnight! #commschat

August 22, 2011, 8:03 pm



@mynewsdesk_uk: Yes - RT @charlotteulvros: Re-edited video can be very useful. As always timing is key so worth to change a bit and try again. #commschat

August 22, 2011, 8:03 pm



@akroundtree: RT @DanielAdams000: @mynewsdesk_uk - see <http://t.co/dFhdwIz> for how online video caused United Airline's shares to tumble 10% #commschat

August 22, 2011, 8:03 pm



@charlotteulvros: Thanks you all! Back to my presentation. Night. #commschat

August 22, 2011, 8:03 pm



@iota_gordon: Sorry I came to the chat late, but interesting insight thanks #commschat

August 22, 2011, 8:03 pm



@akroundtree: TY @joomeaney @DanielAdams000 @thinksocreative @charlotteulvros & all #commschat

August 22, 2011, 8:03 pm



@mynewsdesk_uk: @DanielAdams000 @CommsChat and everyone - thanks for the convo! :) Adam #commschat

August 22, 2011, 8:04 pm



@charlotteulvros: In regards to today's #commschat - use of online video. RT @evoklarry: French Connection UK: Blouse #evokad <http://t.co/7U4LOZx>

August 22, 2011, 9:09 pm



@fionabellpr: @Commschat: Doh! Just tuned in to join my first #commschat & realized its not on EST. Will check out transcript. #rookiemistake #commschat

August 23, 2011, 12:05 am

