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2011-07-25 to 2011-07-25

48 contributors

337 Twitter search results

289 retweets 193 @replies 104 links

Results include 0 tweets from our archive.

TWEETREPORTS

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@planuk: Plan UK's Director of Comms, Leigh Daynes will tweet via @planuk in #CommsChat from 8pm w/t Save&Oxfam to answer Qs.
Topic: #eastafrica

July 25, 2011, 6:34 pm



@salleann: RT @mynewsdesk_uk: Tonight's #commschat at 8pm will discuss how 3rd sector can be heard when other stories dominate the news. <http://t.co/N7lj6tF>

July 25, 2011, 6:35 pm



@CommsChat: Tonight's discussion on charity comms will be kicking off in just over 20 minutes! #commschat

July 25, 2011, 6:37 pm



@benmatthews: Tonight's #commschat at 8pm will discuss how Third Sector can be heard when other stories dominate the news <http://post.ly/2cpJX>

July 25, 2011, 6:38 pm



@wadds: RT @benmatthews: Tonight's #commschat at 8pm will discuss how Third Sector can be heard when other stories dominate the news <http://post.ly/2cpJX>

July 25, 2011, 6:40 pm



@EbenMarks: RT @benmatthews: Tonight's #commschat at 8pm will discuss how Third Sector can be heard when other stories dominate the news <http://post.ly/2cpJX>

July 25, 2011, 6:40 pm



@SaveChildrenPR: How can charities get cut-through when media focused on just one story? @Lizscarff taking part in #commschat wv @planuk and @oxfamgb 8-9pm

July 25, 2011, 6:42 pm



@EEPaul: RT @benmatthews: Tonight's #commschat, 8pm BST: how Third Sector can be heard when other stories dominate the news <http://post.ly/2cpJX>

July 25, 2011, 6:42 pm



@CommsChat: tonight's #CommsChat starting in 20 minutes. Coming before, the key topics for discussion

July 25, 2011, 6:42 pm



@CommsChat: How can charitable organisations achieve cut-through when the media is preoccupied with a single news story? #CommsChat

July 25, 2011, 6:43 pm



@LizScarff: RT @CommsChat: tonight's #CommsChat starting in 20 minutes. Coming before, the key topics for discussion

July 25, 2011, 6:43 pm



@CommsChat: To what extent should the third sector try to militate against the news agenda? #CommsChat

July 25, 2011, 6:43 pm



@CommsChat: Should media's fascination with another story affect medium & message? What changes shld a communicator make when faced with this? #CommsChat

July 25, 2011, 6:45 pm



@CommsChat: How can 3rd sector combat 'sympathy fatigue'? How can communicators strike a balance betwn affecting an audience & repelling it? #CommsChat

July 25, 2011, 6:46 pm



@markobroin: @CommsChat sector rarely sets agenda but people NGOs represent often do - human stories always most effective
#commschat

July 25, 2011, 6:46 pm



@CommsChat: How can charities align themselves with brands to leverage some of their communications muscle? #CommsChat

July 25, 2011, 6:46 pm



@somecallme_Jem: RT @CommsChat: How can 3rd sector combat 'sympathy fatigue'? How can communicators strike a balance between affecting an audience &repelling it? #CommsChat

July 25, 2011, 6:48 pm



@CommsChat: always free to join in #CommsChat . But tonight we're asking #whatsanhourworth ? & suggesting u donate that to DEC
<http://bit.ly/q24GS5>

July 25, 2011, 6:49 pm



@Communicatemag: @markobroin Hey Mark, good point. But we suggest you pop back at 8pm, cos that's when #CommsChat starts.

July 25, 2011, 6:51 pm



@Communicatemag: As always, we recommend Tweetchat as the platform most suited to the speed of #commschat

July 25, 2011, 6:52 pm



@CommsChat: In the run up to tonight's #CommsChat I've been ^AT. Bowing out now for ^MP to take over the controls in 5 minutes.

July 25, 2011, 6:54 pm



@CommsChat: Just 5 minutes to go. In addition to usual discussion, we're asking you #whatsanhourworth <http://www.justgiving.com/commschat> #commschat

July 25, 2011, 6:55 pm



@wadds: RT @CommsChat: Just 5 minutes to go. In addition to usual discussion, we're asking you #whatsanhourworth <http://www.justgiving.com/commschat> #commschat

July 25, 2011, 6:57 pm



@SaveChildrenPR: @Melanie1984 Yes - very tough. Sld be an interesting chat. #commschat

July 25, 2011, 6:58 pm



@akroundtree: RT @CommsChat: Just 5 minutes to go. In addition to usual discussion, we're asking you #whatsanhourworth <http://www.justgiving.com/commschat> #commschat

July 25, 2011, 7:00 pm



@CommsChat: Hello all, I'm Molly, deputy editor @communicatemag. Tonight's session is on charity comms #commschat

July 25, 2011, 7:01 pm



@CommsChat: We're joined by Leigh Daynes @planuk, Thomas @tschultzjagow from Oxfam, and @lizscarff from Save The Children #commschat

July 25, 2011, 7:01 pm



@LizScarff: Evening everybody. #commschat

July 25, 2011, 7:02 pm



@jgombita: Really pleased that, again, @commschat is taking a relevant and very timely subject and making it the focus: chat differentiator. #commschat

July 25, 2011, 7:02 pm



@tschultzjagow: Hello from Oxfam #commschat

July 25, 2011, 7:02 pm



@jgombita: RT @CommsChat: We're joined by Leigh Daynes @planuk, Thomas @tschultzjagow from Oxfam, and @lizscarff from Save The Children #commschat

July 25, 2011, 7:03 pm



@SandyLindsay: RT @jgombita: Really pleased that, again, @commschat is taking a relevant and very timely subject and making it the focus. #commschat

July 25, 2011, 7:03 pm



@EbenMarks: Good evening, I work at an agency that works with many charity clients. #commschat

July 25, 2011, 7:03 pm



@mynewsdesk_uk: RT @CommsChat: Hello all, I'm Molly, deputy editor @communicatemag. Tonight's session is on charity comms #commschat

July 25, 2011, 7:03 pm



@planuk: To kick off, @decappeal proved once more power of mainstream media & generosity of public. Will we need mainstream media in 5yrs? #CommsChat

July 25, 2011, 7:04 pm



@CommsChat: Ok, first up tonight: How can charitable organisations achieve cut-through when media is preoccupied with a single news story? #commschat

July 25, 2011, 7:04 pm



@Communicatemag: for a week it seemed the only news channel that covered the East Africa crisis was Al Jazeera. #hackgate dominated. #commschat

July 25, 2011, 7:06 pm



@snotforprofit: Today's @commschat topic is charitable appeals, CSR & "sympathy fatigue" - follow the hashtag #commschat now!

July 25, 2011, 7:06 pm



@tschultzjagow: Think like journalists and provide creative new angles - that's what we try at Oxfam.n #commschat

July 25, 2011, 7:06 pm



@wadds: RT @Communicatemag: for a week it seemed the only news channel that covered the East Africa crisis was Al Jazeera. #hackgate dominated. #commschat

July 25, 2011, 7:06 pm



@CommsChat: @planuk @tschultzjagow @lizscarff thoughts on the first topic? #commschat

July 25, 2011, 7:07 pm



@PlainSpeakingPR: RT @CommsChat: Ok, first up tonight: How can charitable organisations achieve cut-through when media is preoccupied with a single news story? #commschat

July 25, 2011, 7:07 pm



@LizScarff: The media landscape's shifted. People receive news in different ways - eg at @savechildrenpr we work v. closely wv bloggers. #commschat

July 25, 2011, 7:08 pm



@spirals: You can sometimes use your existing influencer network to create a grassroots movement the media then can't ignore #commschat

July 25, 2011, 7:08 pm



@jgombita: @snotforprofit thanks! FYI, Claire works for a company that focuses on online donations for charities. See @artezonline (free PD) #commschat

July 25, 2011, 7:09 pm



@londoncharlotte: @spirals Absolutely though the challenge could be to motivate quickly #commschat

July 25, 2011, 7:09 pm



@CommsChat: Interesting - what defines unignorable? RT @spirals: use influence to create a grassroots movement the media then cant ignore #commschat

July 25, 2011, 7:10 pm



@jgombita: Agreed that charities need to have an online presence, but surely you need integrated communications, for different demographics. #commschat

July 25, 2011, 7:10 pm



@LizScarff: @spirals: - very good point. Our last social media project reached 30 million on twitter & as result pushed out into media
#commschat

July 25, 2011, 7:10 pm



@Communicatemag: @spirals so do you work hard at building that network? and what methods do you use?n **#commschat**

July 25, 2011, 7:10 pm



@tschultzjagow: We tailor our messages to fit people's lifestyles - reach them were they are. Main news outlets are just a part of the game. **#commschat**

July 25, 2011, 7:10 pm



@PhoebeRowell: been looking forward to this all day!hello I work agencyside w/charity clients too...been an interesting wk for east africa comms **#commschat**

July 25, 2011, 7:10 pm



@planuk: RT @spirals: we find @planuk that kids themselves are most powerful advocates for change, not Editors as intermediaries
#CommsChat

July 25, 2011, 7:10 pm



@tschultzjagow: Oxfam maintains ongoing relationships with key bloggers globally, so they help tremendously now - agile and concise.
#commschat

July 25, 2011, 7:12 pm



@planuk: RT @tschultzjagow: Oxfam is 'go to' for many media; how d'you use social media to deepen supporter engagement?
#CommsChat

July 25, 2011, 7:12 pm



@wadds: Solution is to ignore traditional media and build relationships direct with your audience through social, participatory media
#commschat

July 25, 2011, 7:13 pm



@spirals: Motivating champions is something charities have done for a long time. Just need to adapt tactics for the digital age
#Commschat

July 25, 2011, 7:13 pm



@EbenMarks: @tschultzjagow How do you decide what bloggers to approach? **#commschat**

July 25, 2011, 7:13 pm



@CommsChat: RT @wadds: Solution is to ignore trad media and build relationships direct with your audience through social, participatory media **#commschat**

July 25, 2011, 7:13 pm



@tschultzjagow: Mainly through targetted facebook campaigns. Works best for us. **#commschat**

July 25, 2011, 7:13 pm



@SandyLindsay: RT @spirals: Motivating champions is something charities have done for a long time. Just need to adapt tactics for digital age **#Commschat**

July 25, 2011, 7:13 pm



@mynewsdesk_uk: RT @wadds: Solution is to ignore trad media and build relationships direct with your audience through social, participatory media **#commschat**

July 25, 2011, 7:13 pm



@LizScarff: @spirals The tactics are really exactly the same- it's just a different set of tools.n **#commschat**

July 25, 2011, 7:13 pm



@Communicatemag: RT @spirals: Motivating champions is something charities have done for a long time. Just need to adapt tactics for th digital age **#commschat**

July 25, 2011, 7:13 pm



@LizScarff: I don't think u can ignore traditional media. To get tru cut through you use all channels - but in different ways. **#commschat**

July 25, 2011, 7:14 pm



@tschultzjagow: Started to build our own network: Voice. Bloggers self select, and we encourage the ones we like. #commschat

July 25, 2011, 7:14 pm



@jgombita: @wadds but if research shows bulk of donations come from Boomers or older and they aren't on social media, isn't that limiting? #commschat

July 25, 2011, 7:14 pm



@salleann: Encourage/enable/empower staff on the ground to blog, tweet, share stories. Excl content that trad media struggle to replicate #commschat

July 25, 2011, 7:14 pm



@Jo108: it's great that twitter et al mean no longer straitjacketed by the media agenda which is biased at best. #commschat #CommsChat

July 25, 2011, 7:15 pm



@londoncharlotte: Integration is key RT @LizScarff: I dont think u can ignore traditional media. To get tru cut through you use all channels. #commschat

July 25, 2011, 7:15 pm



@malapropicinny: RT @tschultzjagow: Started to build our own network: Voice. Bloggers self select, and we encourage the ones we like. #commschat

July 25, 2011, 7:15 pm



@Jo108: work with media and via social networks - cover all angles #commschat #CommsChat

July 25, 2011, 7:15 pm



@PhoebeRowell: tho ongoing online engagement is essential - what about getting the media cut through? or can you only get that online? #commschat

July 25, 2011, 7:15 pm



@tschultzjagow: Traditional media still drive fundraising efforts. DEC has been invaluable again. But need to be complemented by other channels. #commschat

July 25, 2011, 7:16 pm



@wadds: @jgombita You need to go where your audience is... Demographics for boomers and older on Facebook is high #commschat

July 25, 2011, 7:16 pm



@mynewsdesk_uk: Does social media set the agenda for trad media now, or vice versa? #commschat

July 25, 2011, 7:16 pm



@planuk: Social media all well and good but do postings from sensitive places like Somalia/Darfur jeopardise humanitarian action? #CommsChat

July 25, 2011, 7:16 pm



@SandyLindsay: @LizScarff I agree - when something really needs to get 'out there' you have to use 'trad' media as part of the mix #commschat

July 25, 2011, 7:16 pm



@CommsChat: RT @tschultzjagow: Traditional media still drive fundraising efforts. DEC has been invaluable. But need to be complemented #commschat

July 25, 2011, 7:16 pm



@Jo108: @mynewsdesk_uk bit of both - two way street #CommsChat

July 25, 2011, 7:17 pm



@jgombita: @wadds yes. To share photos of kids. That's not the same thing as using Facebook for online donations..... #commschat

July 25, 2011, 7:17 pm



@SandyLindsay: Works both ways>> RT @mynewsdesk_uk: Does social media set the agenda for trad media now, or vice versa? #commschat

July 25, 2011, 7:17 pm



@malapropicinny: It's set through osmosis! RT @mynewsdesk_uk Does social media set the agenda for trad media now, or vice versa? #commschat

July 25, 2011, 7:17 pm



@LizScarff: If you are creative wv your social media project you can set the media agenda & get cut through wv both.n #commschat

July 25, 2011, 7:17 pm



@PhoebeRowell: RT @tschultzjagow: Trad media still drive fundraising efforts.DEC invaluable again. But need to be complemented by other channels #commschat

July 25, 2011, 7:17 pm



@CommsChat: RT @planuk: Social media all well and good but do postings from sensitive places like Somalia jeopardise humanitarian action? #commschat

July 25, 2011, 7:17 pm



@londoncharlotte: RT @tschultzjagow: Traditional media still drive fundraising efforts. DEC has been invaluable. But need to be complemented #commschat

July 25, 2011, 7:17 pm



@tschultzjagow: Staff security and continued access is paramount. Comes first on Oxfam's agenda and will influence media strategy. #commschat

July 25, 2011, 7:18 pm



@charlotteulvros: RT @SandyLindsay: Works both ways>> RT @mynewsdesk_uk: Does social media set the agenda for trad media now, or vice versa? #commschat

July 25, 2011, 7:18 pm



@mynewsdesk_uk: What we try to do at MND is bring the two together - trad and social. All in one place - to make everyone's life easy. #commschat

July 25, 2011, 7:18 pm



@CommsChat: Next up: To what extent should charities try to militate against the news agenda? @planuk @tschultzjagow @lizscarff #commschat

July 25, 2011, 7:18 pm



@londoncharlotte: Interesting point RT @planuk: Social media all good but do postings from sensitive jeopardise humanitarian action? #commschat

July 25, 2011, 7:18 pm



@spirals: Many still trust trad media more than social media - but this may change as generations change #Commschat

July 25, 2011, 7:18 pm



@Communicatemag: affiliates, frenemies, etc all relatively new. You three r independent from DEC, but work with it. Do yr messages ever conflict? #commschat

July 25, 2011, 7:18 pm



@salleann: @jgombita @wadds Older donors do online too <http://bit.ly/r9vpYl> #commschat

July 25, 2011, 7:19 pm



@LizScarff: @planuk Security and child protection are always top priority for us wv use of social media. #commschat

July 25, 2011, 7:19 pm



@Jo108: @spirals maybe changed over the last fortnight especially!! #CommsChat

July 25, 2011, 7:19 pm



@londoncharlotte: Surely @mynewsdesk_uk social media is another news channel? We shouldn't alienate audiences by ignoring "traditional" media #commschat

July 25, 2011, 7:19 pm



@spirals: @Jo108 very very true #Commschat

July 25, 2011, 7:19 pm



@PhoebeRowell: @CommsChat @planuk @tschultzjagow @lizscraff so frustrating how stories get lost by news values #commschat

July 25, 2011, 7:19 pm



@wadds: @salleann Yes! #commschat

July 25, 2011, 7:19 pm



@mynewsdesk_uk: I think it's v effective when charities comment on the 'main' news agenda in real time on SM. #commschat

July 25, 2011, 7:20 pm



@daveiam: RT @snotforprofit: Today's @commschat topic is charitable appeals, CSR & "sympathy fatigue" - follow the hashtag #commschat now!

July 25, 2011, 7:20 pm



@planuk: RT @Communicatemag: rarely - we're united in the need to assist and protect as quickly as we can in a disaster #CommsChat

July 25, 2011, 7:20 pm



@akroundtree: Good point RT @tschultzjagow: tailor messages to reach them were they are. Main news outlets= a part of the game. #commschat

July 25, 2011, 7:20 pm



@spirals: @PhoebeRowell @CommsChat @planuk @tschultzjagow @lizscraff lost Vs burried !? #Commschat

July 25, 2011, 7:20 pm



@Jo108: have always found UK media very disinterested in international stories. Massively frustrating. #CommsChat

July 25, 2011, 7:21 pm



@MrMohammedAli: RT @Communicatemag: for a week it seemed the only news channel that covered the East Africa crisis was Al Jazeera. #hackgate dominated. #commschat

July 25, 2011, 7:21 pm



@akroundtree: RT @planuk: Social media all well and good but do postings from sensitive places like Somalia/Darfur jeopardise humanitarian action? #CommsChat

July 25, 2011, 7:21 pm



@jgombita: @salleann don't have time to read now. But are you also recommending DUMP all trad fundraising for online? <http://bit.ly/r9vpYI> #commschat

July 25, 2011, 7:21 pm



@LizScarff: Agree. works well. RT @mynewsdesk_uk: I think it's v effective when charities comment on 'main' news agenda in real time on SM. #commschat

July 25, 2011, 7:21 pm



@wadds: @jgombita Disagree. See: <http://wadds.co/p98t1p> #commschat (thks @salleann)

July 25, 2011, 7:22 pm



@akroundtree: US too RT @Jo108 UK media very disinterested in international stories. Massively frustrating. #CommsChat

July 25, 2011, 7:22 pm



@LizScarff: @RKTweets We measured the campaign using ubervu #commschat

July 25, 2011, 7:22 pm



@CommsChat: RT @LizScarff: Agree. works well. RT @mynewsdesk_uk: I think its v effective when charities comment on main news agenda on SM. #commschat

July 25, 2011, 7:22 pm



@Le_nnie: @Jo108 UKmedia is really arrogant in intern stories/news, thats a shame #commschat

July 25, 2011, 7:23 pm



@tschultzjagow: Building close relationships with key journos works best for traditional media. They will enage when needed and drive numbers. #commschat

July 25, 2011, 7:23 pm



@londoncharlotte: Is it the size of media the challenge? Smaller publications like @Communicatemag or blogs can make quick editorial decisions. #commschat

July 25, 2011, 7:23 pm



@salleann: @jgombita Nope - need to strike a balance obv :) Test and learn which methods work best for different segments for your charity #commschat

July 25, 2011, 7:23 pm



@spirals: Size might be an issue @londoncharlotte - sometimes policy gets in the way of sense / emotion #Commschat

July 25, 2011, 7:24 pm



@wadds: @LizScarff @mynewsdesk_uk How do you determine what issues are appropriate and what aren't? #commschat

July 25, 2011, 7:24 pm



@CommsChat: @londoncharlotte all media has the power of quick editorial decisions: think it's more a case of having decision-makers on side #commschat

July 25, 2011, 7:24 pm



@Le_nnie: Traditional media should co-work&co-exist with social media.would be an ideal combination #commschat

July 25, 2011, 7:24 pm



@Communicatemag: always free to join in #CommsChat . But tonight we're asking #whatsanhourworth? & suggesting u donate that to DEC <http://bit.ly/q24GS5>

July 25, 2011, 7:24 pm



@CommsChat: always free to join in #CommsChat . But tonight we're asking #whatsanhourworth? & suggesting u donate that to DEC <http://bit.ly/q24GS5>

July 25, 2011, 7:24 pm



@jgombita: @salleann that's what I said 15 minutes ago: <http://twitter.com/jgombita/status/95571623842820096> #commschat

July 25, 2011, 7:25 pm



@mynewsdesk_uk: @wadds @LizScarff I think that's the skill and experience part. At least SM will give you very quick feedback! #commschat

July 25, 2011, 7:25 pm



@wadds: @mynewsdesk_uk Not all 'newsjacks' are appropriate. Need to be authentic. Some plainly baiting #commschat

July 25, 2011, 7:25 pm



@tschultzjagow: A new challenge: do we ask humanitarian staff to blog on top of their day-job? Traditional roles change rapidly. #commschat

July 25, 2011, 7:25 pm



@LizScarff: @wadds We work closely with out teams on the ground on security and safety. #commschat

July 25, 2011, 7:25 pm



@PhoebeRowell: increasingly happening too RT @Le_nnie: Traditional media should co-work&co-exist with social media.would be an ideal combination #commschat

July 25, 2011, 7:25 pm



@akroundtree: Their reputation too? RT @londoncharlotte: Is media size the prob? Small pubs @Communicatemag, blogs make quick ed. decisions. #commschat

July 25, 2011, 7:26 pm



@wadds: RT @Communicatemag: always free to join in #CommsChat, but tonight we're asking #whatsanhourworth and donate to DEC <http://bit.ly/q24GS5>

July 25, 2011, 7:26 pm



@planuk: RT @Jo108: UK media disinterested. Really? Orgs like mine goldmine of human interest content, just need right 'sell', & access #CommsChat

July 25, 2011, 7:26 pm



@londoncharlotte: @tschultzjagow Be great, time/networks permitting. "on the ground" storytelling really brings things to life. n
#commschat

July 25, 2011, 7:26 pm



@Jo108: Tweet/micro blog maybe? RT @tschultzjagow: do we ask humanitarian staff to blog on top of their day-job? #CommsChat

July 25, 2011, 7:27 pm



@Le_nnie: @PhoebeRowell being quite competitive with each other though.. #commschat

July 25, 2011, 7:27 pm



@mynewsdesk_uk: What type of content is most persuasive when it comes to issues like East Africa crisis? Facts n figs, ground reporting,
video? #commschat

July 25, 2011, 7:27 pm



@spirals: Playing devils advocate.. If you were just to pay for an advert instead of spending all that time on PR - would it save money?
#Commschat

July 25, 2011, 7:27 pm



@bw58: small charities desperate to understand how media works so I train their staff/volunteers & support @media_trust #commschat

July 25, 2011, 7:27 pm



@CommsChat: RT @mynewsdesk_uk: What type of content is most persuasive when it comes to issues like East Africa crisis?
#commschat

July 25, 2011, 7:27 pm



@LizScarff: Social media is already part of traditional media - we use it to both connect wv our audience and journalists. #commschat

July 25, 2011, 7:28 pm



@mynewsdesk_uk: RT @tschultzjagow: A new challenge: do we ask humanitarian staff to blog on top of their day-job? Trad roles change
rapidly. #commschat

July 25, 2011, 7:28 pm



@tschultzjagow: Challenges us to balance authenticity of frontline staff with cut-through of celebrities visits. #commschat

July 25, 2011, 7:28 pm



@EbenMarks: @spirals An advert can't build a relationship with either a journalist or supporter. Ongoing interaction is needed.
#commschat

July 25, 2011, 7:28 pm



@londoncharlotte: & how to get heard RT @mynewsdesk_uk: What type of content is most persuasive when it comes to issues like East
Africa crisis? #commschat

July 25, 2011, 7:29 pm



@malapropicinny: #CommsChat Visual! No need to read or press play for pictures RT @mynewsdesk_uk What type of content is most
persuasive re: East Africa?

July 25, 2011, 7:29 pm



@Jo108: real time & personal RT @mynewsdesk_uk: What type of content is most persuasive when it comes to issues like East Africa
crisis? #CommsChat

July 25, 2011, 7:29 pm



@PhoebeRowell: @Le_nnie yes.. interesting - does online comms generate more engagement than trad media, just less 'public'
awareness...? #commschat

July 25, 2011, 7:29 pm



@Le_nnie: @mynewsdesk_uk videos Showin tragedy,victims,disappointment.thats what actually the audience wants,something worse
than them #commschat

July 25, 2011, 7:30 pm



@tschultzjagow: Oxfam tries to balance factual content with emotional engagement - works in both traditional and social media.

#commschat

July 25, 2011, 7:30 pm



@jgombita: @EbenMarks @spirals in @avrilbenoit interview (MSF Canada), she said some photographers from media outlets "donate" photos, etc. #commschat

July 25, 2011, 7:30 pm



@akroundtree: Does video = empathy or exploitative? RT @mynewsdesk_uk: What content is most persuasive re: issues like East Africa crisis? #commschat

July 25, 2011, 7:30 pm



@mynewsdesk_uk: RT @tschultzjagow: Oxfam tries to balance factual content with emotional engagement - works in both traditional and social media. #commschat

July 25, 2011, 7:30 pm



@EbenMarks: @PhoebeRowell @Le_nnie I think so, online comms give people a chance to become involved in a way trad media doesn't. #commschat

July 25, 2011, 7:31 pm



@PhoebeRowell: RT @EbenMarks: @spirals An advert cant build a relationship with either a journalist or supporter. Ongoing interaction is needed. #commschat

July 25, 2011, 7:31 pm



@LizScarff: @savechildrenuk staff always blog - including our CEO @justinforsyth <http://bit.ly/pvU76c> #commschat

July 25, 2011, 7:31 pm



@Le_nnie: @PhoebeRowell online comms is more various/complicated.gaining awareness when at the meantime forgetting everything.crazyyy #commschat

July 25, 2011, 7:31 pm



@tschultzjagow: Careful with the victim word. The dignity of people in need must be maintained at all times. #commschat

July 25, 2011, 7:31 pm



@CommsChat: Next: strategy (klaxon time). What do you change when another story is dominating headlines? @planuk @tschultzjagow @lizscraff #commschat

July 25, 2011, 7:32 pm



@londoncharlotte: RT @tschultzjagow: Oxfam tries to balance factual content with emotional engagement - works in both traditional and social media. #commschat

July 25, 2011, 7:32 pm



@spirals: fortunate in that @UNICEF_UK we get some donated assets too @jgombita @EbenMarks #Commschat

July 25, 2011, 7:33 pm



@SandyLindsay: @tschultzjagow agreed and there's plenty of data about turning eyes from footage that's too distressing. Delicate balance #commschat

July 25, 2011, 7:33 pm



@planuk: RT @tschultzjagow: the victim word. Challenging when Editors need victims & charity fundraising marketing often perpetuates s'type #CommsChat

July 25, 2011, 7:33 pm



@Communicatemag: @tschultzjagow presumably emotional engagement only thing to get thru when really heavy news agenda. Facts far less important. #commschat

July 25, 2011, 7:33 pm



@LizScarff: @CommsChat Then you take the story straight to your audience - and that's where social media come into it's own. #commschat

July 25, 2011, 7:34 pm



@Communicatemag: RT @CommsChat: Next: strategy. What do you change when another story is dominating headlines? @planuk @tschultzjagow @lizscraff #commschat

July 25, 2011, 7:34 pm



@tschultzjagow: Keep at it. Keep telling the story, don't complain about journalism. East Africa crisis unfortunately will be a long haul.
#commschat

July 25, 2011, 7:34 pm



@mynewsdesk_uk: Need to balance tragedy with hope? So there is an end goal in sight? **#commschat**

July 25, 2011, 7:35 pm



@londoncharlotte: @CommsChat @planuk @tschultzjagow @lizscraff Excellent question: the news priorities have been a surprise/shock to me this week **#commschat**

July 25, 2011, 7:35 pm



@CommsChat: RT @LizScarff: @CommsChat Then you take the story straight to your audience - and thats where social media come into its own. **#commschat**

July 25, 2011, 7:35 pm



@Le_nnie: @CommsChat social media gives the story str8 to the audience+traditional comms are playing with it **#commschat**

July 25, 2011, 7:35 pm



@SandyLindsay: @Communicatemag that's when social media is the real game changer **#commschat**

July 25, 2011, 7:35 pm



@jgombita: @spirals @UNICEF_UK @EbenMarks MSF Canada also gets pro bono PR services fr Cossette Communications (@avrillbenoit appreciative) **#commschat**

July 25, 2011, 7:35 pm



@planuk: RT @Communicatemag: emotional engagement only thing to get thru - also inviting people to take action: people want to help **#CommsChat**

July 25, 2011, 7:35 pm



@akroundtree: RT @mynewsdesk_uk: Need to balance tragedy with hope? So there is an end goal in sight? **#commschat**

July 25, 2011, 7:35 pm



@CommsChat: RT @tschultzjagow: Keep at it. Keep telling the story, dont complain about journalism. East Africa crisis will be a long haul.
#commschat

July 25, 2011, 7:35 pm



@CommsChat: RT @planuk: emotional engagement only thing to get thru - also inviting people to take action: people want to help
#commschat

July 25, 2011, 7:36 pm



@EbenMarks: @mynewsdesk_uk Not so much an end goal, but a chance for people to make a difference and proof of it. **#commschat**

July 25, 2011, 7:36 pm



@Jo108: Thank God! RT @SandyLindsay: @Communicatemag thats when social media is the real game changer **#CommsChat**

July 25, 2011, 7:36 pm



@tschultzjagow: Balance tragedy with insight on long-term solutions, I'd say. This crisis needn't have happened! **#commschat**

July 25, 2011, 7:36 pm



@jgombita: Plus some foresight. Famine was predicted. RT @mynewsdesk_uk Need to balance tragedy with hope? So there is an end goal in sight? **#commschat**

July 25, 2011, 7:36 pm



@Le_nnie: @Communicatemag donation is always a straightforward way **#commschat**

July 25, 2011, 7:36 pm



@spirals: During an emergency crisis mobile comms is really valuable. This channel shouldn't be ignored **#Commschat**

July 25, 2011, 7:36 pm



@malapropicinny: RT @tschultzjagow: Balance tragedy with insight on long-term solutions, I'd say. This crisis needn't have happened!

#commschat

July 25, 2011, 7:37 pm



@Gordon_McGlone: RT @bw58: small charities desperate to understand how media works so I train their staff/volunteers & support @media_trust **#commschat**

July 25, 2011, 7:37 pm



@londoncharlotte: Great point RT @planuk: emotional engagement only thing to get thru - also inviting people to take action: people want to help **#commschat**

July 25, 2011, 7:37 pm



@malapropicinny: RT @spirals: During an emergency crisis mobile comms is really valuable. This channel shouldn't be ignored **#Commschat**

July 25, 2011, 7:37 pm



@SandyLindsay: RT @mynewsdesk_uk: Need to balance tragedy with hope? So there is an end goal in sight? **#commschat**

July 25, 2011, 7:37 pm



@wadds: RT @spirals: During an emergency crisis mobile comms is really valuable. This channel shouldn't be ignored **#Commschat**

July 25, 2011, 7:38 pm



@londoncharlotte: Shouldn't we be focusing on the messages not the medium? Media consumption is not linear: audiences are everywhere. **#commschat**

July 25, 2011, 7:38 pm



@akroundtree: RT @spirals: During an emergency crisis mobile comms is really valuable. This channel shouldn't be ignored **#Commschat**

July 25, 2011, 7:38 pm



@CopyCaroline: @ElsMc Thankyou! You should follow **#commschat**. All about charity comms tonight

July 25, 2011, 7:38 pm



@LizScarff: SMS often only channel RT @spirals: During an emergency crisis mobile comms is really valuable. This channel shouldn't be ignored **#Commschat**

July 25, 2011, 7:39 pm



@CommsChat: RT @londoncharlotte: Shouldnt we focus on the messages not the medium? Media consumption is not linear: audiences are everywhere. **#commschat**

July 25, 2011, 7:39 pm



@jgombita: +1RT @londoncharlotte: Shouldnt we be focusing on messages not medium? Media consumption is not linear: audiences are everywhere. **#commschat**

July 25, 2011, 7:39 pm



@spirals: absolutely but right time right place is key to the message cutting through @londoncharlotte **#Commschat**

July 25, 2011, 7:39 pm



@planuk: RT @spirals: mobile comms valuable. Esp for survivors - comms w/those affected is form of life saving aid but often an aid gap **#CommsChat**

July 25, 2011, 7:39 pm



@JoannaCampbell: RT @LizScarff: The media landscape's shifted. People receive news in different ways - eg at @savechildrenpr we work v.closely wv bloggers. **#commschat**

July 25, 2011, 7:39 pm



@SandyLindsay: @londoncharlotte yes, especially when people don't always believe all the messages, eg rumours of funding going to the 'bad guys' **#commschat**

July 25, 2011, 7:39 pm



@mynewsdesk_uk: RT @londoncharlotte: Shouldnt we be focusing on messages not the medium? Media consumption not linear: audiences are everywhere **#commschat**

July 25, 2011, 7:39 pm



@tschultzjagow: Different channels allow for tailoring of key messages. Communicators have much to play with and just need to be clever. #commschat

July 25, 2011, 7:39 pm



@Communicatemag: @planuk @tschultzjagow @lizscraff ignoring comms for a mo - how do u stay sane when u see ppl dying & media running non-stories #commschat

July 25, 2011, 7:39 pm



@jgombita: @londoncharlotte I'm sure Marshall McLuhan would be the very first person to agree with you on that (100th birthday last Thurs.). #commschat

July 25, 2011, 7:39 pm



@LizScarff: RT @CommsChat: RT @londoncharlotte: 'audiences are everywhere' massive point - that is why integrated comms are the key #commschat

July 25, 2011, 7:40 pm



@Communicatemag: @planuk @tschultzjagow @lizscraff a lot of respect to you guys for staying focused #commschat

July 25, 2011, 7:40 pm



@akroundtree: Media is important too RT @londoncharlotte: focusing on the messages not the medium? Media consumption is not linear. #commschat

July 25, 2011, 7:40 pm



@PhoebeRowell: RT @LizScarff: RT @CommsChat: RT @londoncharlotte: audiences are everywhere massive point - that is why integrated comms are key #commschat

July 25, 2011, 7:41 pm



@londoncharlotte: So we should look at a transmedia, not just an integrated approach. Messages matching mediums & audiences. #commschat

July 25, 2011, 7:41 pm



@SandyLindsay: @Communicatemag @planuk @tschultzjagow @lizscraff they're only non-stories when no-one's reading them! #commschat

July 25, 2011, 7:41 pm



@planuk: @Communicatemag pushes us to find ways of telling the story in ways that work #CommsChat

July 25, 2011, 7:41 pm



@malapropicinny: RT @londoncharlotte: So we should look at a transmedia, not just an integrated approach. Messages matching mediums & audiences. #commschat

July 25, 2011, 7:41 pm



@tschultzjagow: The belief in humankind makes you fight the frustrations. #commschat

July 25, 2011, 7:42 pm



@mynewsdesk_uk: I'm obv biased, but tools are really important when it comes to integrated comms. Public, journos, bloggers all need a hub. #commschat

July 25, 2011, 7:42 pm



@spirals: RT @londoncharlotte: So we should look at a transmedia, not just an integrated approach. Messages matching mediums & audiences. #Commschat

July 25, 2011, 7:42 pm



@LizScarff: @Communicatemag Personally it makes me more determined 2 get the story out there. #commschat

July 25, 2011, 7:42 pm



@SandyLindsay: Agreed: RT @LizScarff: @Communicatemag Personally it makes me more determined 2 get the story out there. #commschat

July 25, 2011, 7:43 pm



@tschultzjagow: Smart tools are very important, but trust in the brand is a massive upside, esp in the big emergencies. #commschat

July 25, 2011, 7:43 pm



@CommsChat: RT @LizScarff: @Communicatemag Personally it makes me more determined 2 get the story out there. #commschat

July 25, 2011, 7:43 pm



@londoncharlotte: @jgombita Yup like everyone I've slightly mis-quoted him! #commschat

July 25, 2011, 7:43 pm



@samontheweb: @londoncharlotte we should also focus more on listening not just messages to give out #commschat

July 25, 2011, 7:44 pm



@PhoebeRowell: Every comms channel needs a slightly different story, online comms included. Message and media are interdependent #commschat

July 25, 2011, 7:45 pm



@CommsChat: Just 15 minutes left for tonight - #whatsanhourworth <http://www.justgiving.com/commschat> #commschat

July 25, 2011, 7:46 pm



@tschultzjagow: Listening is key - we are very keen at Oxfam to have conversations with supporters to shape the story. #commschat

July 25, 2011, 7:46 pm



@LizScarff: RT @CommsChat: Just 15 minutes left for tonight - #whatsanhourworth <http://www.justgiving.com/commschat> #commschat

July 25, 2011, 7:46 pm



@CommsChat: Next up: How do you combat 'sympathy fatigue' and strike a balance between affecting an audience and repelling it? #commschat

July 25, 2011, 7:46 pm



@planuk: RT @samontheweb: @londoncharlotte - more listening. New media offers more potential for accountability to beneficiaries. #CommsChat

July 25, 2011, 7:46 pm



@londoncharlotte: RT @CommsChat: Just 15 minutes left for tonight - #whatsanhourworth <http://www.justgiving.com/commschat> #commschat

July 25, 2011, 7:47 pm



@londoncharlotte: @tschultzjagow Great point - essential part of engagement. How do you do it? Dedicated team? Part of everyone's role? #commschat

July 25, 2011, 7:48 pm



@LizScarff: Talk about solutions. Be positive - give hope. In #EastAfrica we're giving out cash not just food aid to hlp local economy. #commschat

July 25, 2011, 7:48 pm



@jgombita: @tschultzjagow curious: has Oxfam/other charities here ever changed its "organizational narrative," based on supporter feedback? #commschat

July 25, 2011, 7:48 pm



@tschultzjagow: Fight apathy with empathy - their problem is your problem because we are all humans. #commschat

July 25, 2011, 7:48 pm



@spirals: Fatigue can set in on anything. Just look at #hackgate - not sure the tactics are any different for charity in many ways #Commschat

July 25, 2011, 7:48 pm



@planuk: @CommsChat creativity is key & audience relevance. Like 'Born to Shine' for StC on ITV1? #CommsChat

July 25, 2011, 7:48 pm



@PhoebeRowell: listening is where you drive campaigns from too - online insight v useful #commschat

July 25, 2011, 7:48 pm



@samontheweb: During emerg no channel should be ignored RT@LizScarff @spirals: During an emerg mobile comms is valuable & shouldn't be ignored #Commschat

July 25, 2011, 7:48 pm



@LizScarff: Thankyou! RT @planuk: @CommsChat creativity is key & audience relevance. Like 'Born to Shine' for StC on ITV1? #CommsChat

July 25, 2011, 7:48 pm



@malapropicinny: Word! RT @tschultzjagow Fight apathy with empathy - their problem is your problem because we are all humans. #commschat

July 25, 2011, 7:48 pm



@londoncharlotte: RT @tschultzjagow: Fight apathy with empathy - their problem is your problem because we are all humans. #commschat

July 25, 2011, 7:48 pm



@EbenMarks: @commschat Giving people a way in to being part of the solution, reminding them that politics and economics are mutable #commschat

July 25, 2011, 7:49 pm



@akroundtree: Agree RT @PhoebeRowell: Every comms channel needs a slightly different story. Message and media are interdependent #commschat

July 25, 2011, 7:49 pm



@samontheweb: RT @tschultzjagow: Fight apathy with empathy - their problem is your problem because we are all humans. #commschat

July 25, 2011, 7:49 pm



@LizScarff: @samontheweb SMS was so important for us during the #Haiti earthquake. #commschat

July 25, 2011, 7:49 pm



@tschultzjagow: Conversational comms is key to our strategy. Supporter engagement is changing rapidly because we know more what people want. #commschat

July 25, 2011, 7:49 pm



@spirals: Twitter and Facebook are great at helping to predict the next wave of thought - this is a new advantage that didn't exist before #Commschat

July 25, 2011, 7:50 pm



@CommsChat: pls think abt #whatanhoursworth when yv finished tonight's #CommsChat. Commschat's Justgiving page <http://bit.ly/q24GS5>

July 25, 2011, 7:50 pm



@PhoebeRowell: RT @EbenMarks: @commschat Giving people a way to be part of the solution, reminding them that politics and economics are mutable #commschat

July 25, 2011, 7:50 pm



@londoncharlotte: Storytelling is the key to engagement: for comms, campaigning & fundraising. #commschat

July 25, 2011, 7:50 pm



@LizScarff: RT @CommsChat: pls think abt #whatanhoursworth when yv finished tonight's #CommsChat. Commschat's Justgiving page <http://bit.ly/q24GS5>

July 25, 2011, 7:50 pm



@planuk: RT @EbenMarks: @commschat Giving people a way in to being part of the solution - that's when we know we've succeeded #CommsChat

July 25, 2011, 7:50 pm



@LizScarff: RT @londoncharlotte: Storytelling is the key to engagement: for comms, campaigning & fundraising. #commschat

July 25, 2011, 7:50 pm



@mynewsdesk_uk: RT @londoncharlotte: Storytelling is the key to engagement: for comms, campaigning & fundraising. #commschat

July 25, 2011, 7:51 pm



@AlisonLDaniels: @spirals depends though - often networks are down or taken down - have u some good examples of effective messaging? **#commschat**

July 25, 2011, 7:51 pm



@CommsChat: RT @planuk: RT @EbenMarks: @commschat Giving people a way in to being part of the solution - thats when we know weve succeeded **#commschat**

July 25, 2011, 7:51 pm



@malapropicinny: RT @mynewsdesk_uk: RT @londoncharlotte: Storytelling is the key to engagement: for comms, campaigning & fundraising. **#commschat**

July 25, 2011, 7:51 pm



@akroundtree: Tools & thoughtful strategy RT @mynewsdesk_uk: tools=important to integrated comms. Public, journos, bloggers all need hub. **#commschat**

July 25, 2011, 7:51 pm



@SandyLindsay: @spirals couldn't agree more. Every audience eventually gets bored. It's up to us to keep them interested. **#commschat**

July 25, 2011, 7:51 pm



@SandyLindsay: @mitchbegley I'm doing the **#commschat** on charity comms?

July 25, 2011, 7:52 pm



@tschultzjagow: Oxfam's new campaign on food security - "Grow" - launched with a big conversation. No blueprints, just initial conversations. **#commschat**

July 25, 2011, 7:52 pm



@SandyLindsay: @mitchbegley join in but there's only 10 mins left - it's on every Monday night - some great topics **#commschat**

July 25, 2011, 7:52 pm



@mynewsdesk_uk: Telling the small story and the big story is a tricky juggling act (I would imagine) for big crises. **#commschat**

July 25, 2011, 7:52 pm



@spirals: @AlisonLDaniels you're right for individuals in the crisis but for supporters who may feel donor fatigue it can be a litmus test **#Commschat**

July 25, 2011, 7:53 pm



@SandyLindsay: RT @londoncharlotte: Storytelling is the key to engagement: for comms, campaigning & fundraising. **#commschat**

July 25, 2011, 7:53 pm



@mynewsdesk_uk: @tschultzjagow can you expand on that? sounds interesting **#commschat**

July 25, 2011, 7:53 pm



@CommsChat: RT @tschultzjagow: Oxfams new campaign "Grow" launched with a big conversation. No blueprints, just initial conversations. **#commschat**

July 25, 2011, 7:53 pm



@samontheweb: @LizScarff did your mobile networks stand up to the huge increase in traffic? Was it wholly reliable? **#commschat**

July 25, 2011, 7:53 pm



@spirals: @tschultzjagow sounds really interesting! **#Commschat**

July 25, 2011, 7:54 pm



@CommsChat: And a speedy look at our last topic tonight: how can charities leverage the communications muscle of brands? **#commschat**

July 25, 2011, 7:54 pm



@LizScarff: Save the children's #Passiton engaged hundreds of bloggers, politicians & 30million twit reach-we let community own the project. **#commschat**

July 25, 2011, 7:54 pm



@HelenMoore: RT @CommsChat: think abt #whatanhoursworth when yv finished tonights #CommsChat. Commschats Justgiving page <http://bit.ly/q24GS5> #commschat

July 25, 2011, 7:54 pm



@EbenMarks: RT @tschultzjagow: Oxfam's new campaign on food security - "Grow" - launched with a big conversation. No blueprints, just initial conversations. #commschat

July 25, 2011, 7:54 pm



@tschultzjagow: It's the millions of small stories that make the big story. #commschat

July 25, 2011, 7:54 pm



@akroundtree: RT @mynewsdesk_uk: Telling the small story and the big story is a tricky juggling act (I would imagine) for big crises. #commschat

July 25, 2011, 7:54 pm



@spirals: In some ways comms hasn't changed for centuries - it's always been about storytelling #Commschat

July 25, 2011, 7:54 pm



@PhoebeRowell: can empathy gain support for personal choices eg charities campaigning against smoking -some problems aren't everybody's...? #commschat

July 25, 2011, 7:54 pm



@akroundtree: RT @CommsChat: And a speedy look at our last topic tonight: how can charities leverage the communications muscle of brands? #commschat

July 25, 2011, 7:55 pm



@londoncharlotte: @mynewsdesk_uk A big story can phase people: allow small steps to contribute to the bigger issue. Evolution not revolution? #commschat

July 25, 2011, 7:55 pm



@LizScarff: @samontheweb All the landlines were down so we had to make do wv what we had in the initial stages. We used sms twitter alot #commschat

July 25, 2011, 7:55 pm



@londoncharlotte: Totally true. RT @spirals: In some ways comms hasnt changed for centuries - its always been about storytelling #commschat

July 25, 2011, 7:55 pm



@Communicatemag: RT @CommsChat: And a speedy look at our last topic tonight: how can charities leverage the communications muscle of brands? #commschat

July 25, 2011, 7:55 pm



@tschultzjagow: "Grow" says: the food system is bust. We ask supporters to co-create the solutions. We have some, but need many more! #commschat

July 25, 2011, 7:55 pm



@decappeal: Thanks all for a lot of interesting #commschat and your support for East Africa

July 25, 2011, 7:55 pm



@londoncharlotte: RT @tschultzjagow: Its the millions of small stories that make the big story. #commschat

July 25, 2011, 7:56 pm



@bforbirgit: RT @mynewsdesk_uk: RT @londoncharlotte: Storytelling is the key to engagement: for comms, campaigning & fundraising. #commschat

July 25, 2011, 7:56 pm



@HelenMoore: RT @Communicatemag: RT @CommsChat: How can charities leverage the communications muscle of brands? #commschat

July 25, 2011, 7:56 pm



@jgombita: @spirals everyone trying to grab "storyteller" hat: journalists/marketers/PR. That's why I've moved to organizational narrative. #commschat

July 25, 2011, 7:56 pm



@planuk: RT @akroundtree: RT @CommsChat: leveraging brands - easier for household names w/brand equity but partnerships do extend reach #CommsChat

July 25, 2011, 7:56 pm



@teminamoledina: Disrupting rather than influencing media aka @acarvin - shifting the centre of gravity away from trad media #commschat

July 25, 2011, 7:57 pm



@mynewsdesk_uk: @tschultzjagow so are you crowdsourcing solutions online? do you have a URL? #commschat

July 25, 2011, 7:57 pm



@spirals: @jgombita interesting move. Is it working? #CommsChat

July 25, 2011, 7:57 pm



@tschultzjagow: Strategic partnerships with companies for emergencies. Cash, knowledge, comms outreach - every little bit counts. #commschat

July 25, 2011, 7:57 pm



@tschultzjagow: Check out <http://www.oxfam.co.uk/grow> #commschat

July 25, 2011, 7:58 pm



@LizScarff: Great partnerships extend reach - helping to tell the stories to a wider audience. Everybody counts. #commschat

July 25, 2011, 7:58 pm



@planuk: RT @decappeal: Thanks for lot of interesting #commschat and your support for East Africa. Will keep communicating for #EastAfrica #CommsChat

July 25, 2011, 7:58 pm



@akroundtree: RT @tschultzjagow: Strategic partnerships with companies for emergencies. Cash, knowledge, comms outreach - every little bit counts. #commschat

July 25, 2011, 7:58 pm



@londoncharlotte: Does the brand's own agenda get in the way of leverage? Do they want to really get involved or just donate? #commschat

July 25, 2011, 7:58 pm



@jgombita: @spirals I provided a definition (upon request) to @gnosisarts for his online PR dictionary. Some good debate on definition! #commschat

July 25, 2011, 7:59 pm



@mynewsdesk_uk: @tschultzjagow thanks, I suppose it wasn't hard to guess!! #commschat

July 25, 2011, 7:59 pm



@mynewsdesk_uk: RT @tschultzjagow: Check out <http://www.oxfam.co.uk/grow> #commschat

July 25, 2011, 7:59 pm



@spirals: The disruption of a charity msg in a corporate comms piece is sometimes powerful and reaches those immune in other ways #Commschat

July 25, 2011, 7:59 pm



@planuk: See how we're achieving cut-through for girls' rights against early/forced marriage <http://ht.ly/5MNep> Go on & #TaketheVow #CommsChat

July 25, 2011, 8:00 pm



@samontheweb: @LizScarff just new years eve causes congestion & delays here! I hear Twitter & social networks were a big plus #commschat

July 25, 2011, 8:00 pm



@CommsChat: RT @spirals: disruption of a charity msg in a corporate comms piece is sometimes powerful and reaches those immune in other ways #commschat

July 25, 2011, 8:00 pm



@LizScarff: We're on the ground doing all we can in #EastAfrica - add your voice <http://bit.ly/jnNvRg> #commschat

July 25, 2011, 8:01 pm



@akroundtree: RT @LizScarff: Great partnerships extend reach - hlping to tell the stories to a wider audience. Everybody counts. #commschat

July 25, 2011, 8:01 pm



@londoncharlotte: RT @planuk: See how were achieving cut-through for girls rights against early/forced marriage <http://ht.ly/5MNep> #TakeTheVow #commschat

July 25, 2011, 8:01 pm



@CommsChat: Ok, that's all we have time for tonight. Huge thanks to @lizscarff @planuk @tschultzjagow for their contributions, and all of you #commschat

July 25, 2011, 8:01 pm



@londoncharlotte: Thanks to @CommsChat @lizscarff @planuk @tschultzjagow for a superb session tonight. #commschat

July 25, 2011, 8:02 pm



@LizScarff: @samontheweb Yes! We were able to hook up news crews, get info from the ground, twitter also drive online donations in 1st 24hours #commschat

July 25, 2011, 8:02 pm



@EbenMarks: Thanks all #commschat

July 25, 2011, 8:02 pm



@LizScarff: Thanks to @CommsChat for the invite - thanks to everybody who joined in. Really interesting #commschat

July 25, 2011, 8:03 pm



@CommsChat: A transcript will go up first thing tomorrow. If you enjoyed tonight, remember #whatsanhourworth <http://bit.ly/n6R6lb> #commschat

July 25, 2011, 8:03 pm



@mynewsdesk_uk: @tschultzjagow good-looking site &newsroom! Check out what MND offers too if you get a chance. <http://www.mynewsdesk.com/uk/about> #commschat

July 25, 2011, 8:03 pm



@PhoebeRowell: loved the chat tonight, thanks to @CommsChat @lizscarff @planuk @tschultzjagow really exciting and inspiring... too short! #commschat

July 25, 2011, 8:03 pm



@Communicatemag: remember - free to join in #CommsChat, but tonight we're asking #whatsanhourworth & donate to DEC <http://bit.ly/q24GS5>

July 25, 2011, 8:03 pm



@LizScarff: RT @Communicatemag: remember - free to join in #CommsChat, but tonight we're asking #whatsanhourworth & donate to DEC <http://bit.ly/q24GS5>

July 25, 2011, 8:03 pm



@samontheweb: @spirals you're absolutely right, its just social media has turned it into interactive storytelling #commschat

July 25, 2011, 8:04 pm



@mynewsdesk_uk: Thanks all. Interesting stuff. Keep up the fantastic work. #commschat

July 25, 2011, 8:04 pm



@CommsChat: remember - free to join in #CommsChat, but tonight we're asking #whatsanhourworth & donate to DEC <http://bit.ly/q24GS5>

July 25, 2011, 8:04 pm



@spirals: @samontheweb if you lo back to campfires - it's always been interactive ;-) #Commschat

July 25, 2011, 8:04 pm



@londoncharlotte: RT @Communicatemag: remember - free to join in **#CommsChat**, but tonight we're asking #whatsanhourworth & donate to DEC <http://bit.ly/q24GS5>

July 25, 2011, 8:04 pm



@mynewsdesk_uk: I've been Adam, by the way. **#commschat**

July 25, 2011, 8:05 pm



@samontheweb: @spirals I like that - that makes Twitter the worlds biggest campfire! **#commschat**

July 25, 2011, 8:07 pm



@mynewsdesk_uk: campfire? did anyone bring a guitar? night y'all **#commschat**

July 25, 2011, 8:09 pm



@SMM_Jobs: RT @londoncharlotte: Surely @mynewsdesk_uk social media is another news channel? We shouldn't alienate audiences by ignoring "traditional" media **#commschat**

July 25, 2011, 8:14 pm



@LizScarff: Thanks @planuk @tschultzjagow - Great to be chatting along with you **#commschat**

July 25, 2011, 8:16 pm



@jgombita: RT @planuk: See how we're achieving cut-through for girls' rights against early/forced marriage <http://ht.ly/5MNep> Go on & #TakeTheVow **#CommsChat**

July 25, 2011, 8:18 pm



@MontseCano: RT @CommsChat: A transcript will go up first thing tomorrow. If you enjoyed tonight, remember #whatsanhourworth <http://bit.ly/n6R6lb> **#commschat**

July 25, 2011, 8:19 pm



@janelaurie13: RT @londoncharlotte: Storytelling is the key to engagement: for comms, campaigning & fundraising. **#commschat**

July 25, 2011, 8:30 pm



@Ebradburne: RT @tschultzjagow: Fight apathy with empathy - their problem is your problem because we are all humans. **#commschat**

July 25, 2011, 8:39 pm



@DarrylSparey: @Katshenton @MichelleMone - I'm sure they will. Funnily enough tonight's **#CommsChat** was all about charity comms - others may be interested?

July 25, 2011, 9:31 pm



@AllthingsIC: Sorry to miss **#CommsChat** tonight, hope it went well. Will look out for the transcript tomorrow. @CommsChat

July 25, 2011, 9:31 pm



@FelicityStewart: RT @CommsChat: remember - free to join in **#CommsChat**, but tonight we're asking #whatsanhourworth & donate to DEC <http://bit.ly/q24GS5>

July 25, 2011, 9:33 pm



@mic_riddy: RT @planuk: See how we're achieving cut-through for girls' rights against early/forced marriage <http://ht.ly/5MNep> Go on & #TakeTheVow **#CommsChat**

July 25, 2011, 10:04 pm



@SalmaZulfiqar: RT @LizScarff: Thanks @planuk @tschultzjagow - Great to be chatting along with you **#commschat**

July 25, 2011, 10:08 pm



@SalmaZulfiqar: RT @LizScarff: @savechildrenuk staff always blog - including our CEO @justinforsyth <http://bit.ly/pvU76c> **#commschat**

July 25, 2011, 10:09 pm



@GnosisArts: @jgombita @spirals Yes, she did. And any comm or PR prof who'd like to edit/add a definition, feel free: <http://mrkt.ms/mqOfZg> **#commschat**

July 25, 2011, 10:34 pm



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