

Transcript of #CommsChat with Charlotte Ulvros and Jonathan Bean, 27 June

Last night's [#CommsChat](#) on the subject of social media newsrooms, hosted by [Charlotte Ulvros](#) and [Jonathan Bean](#) of MyNewsDesk, was a busy discussion taking in many different aspects of the new newsroom and its implications for corporate communications and media relations. There's a full transcript available below, but here are some of the Tweets that caught our eye:

[@jonobean](#): Its not just the press looking at your newsroom. All stakeholders are now in on the party #commschat

[@urnhart](#): [@charlotteulvros](#) we love our media and they are vital to our business. driving traffic to their stories is small thing we can do.
#commschat

[@EmLeary](#): [@charlotteulvros](#) @lethal_weapon Many still think a #sm newsroom means standard press releases with share buttons & maybe a vid! #CommsChat

[@CMHCSWS](#): #commschat seems like Web 2.0 has democratised media - engaging is two way process.

[@charlotteulvros](#): we are in a period of transition in communications. Going from the broadcast era to the engagement era. This scary
#commschat

[@TheMediaMktinCo](#): We were talking to a major plc today, and the conv could've taken place 20 years ago - though they 'embrace' SM
#commschat

[@jonobean](#): [@CommsChat](#) [@charlotteulvros](#) FTSE 100 still afraid of social media due to regulatory disclosure rules. Shame... #commschat

[@charlotteulvros](#): Today it is all about relevent content meeting relevent audiences in the right context - all on their own terms #commschat