

— All Tweets




2011-07-03 to 2011-07-05  
395 Twitter search results  
Results include 0 tweets from our archive.

59 contributors  
78 retweets 176 @replies 65 links


TWEETREPORTS

View Real-time Results

- 


**@diannelowther1**: RT @Communicatemag: Pre-read for #CommsChat, 4th July: Simon Sanders asks "What's in your social media toolbox?" <http://t.co/56XZbN4>

July 3, 2011, 11:41 pm

↩ ↻
- 


**@Communicatemag**: thinking of turning yr annual report into an app? Great seminar 13 July- <http://bit.ly/jfz1Oz> And only £95 #irchat #commschat #annualreport

July 4, 2011, 8:38 am

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**@iwhtitten**: RT @Communicatemag: thinking of turning yr annual report into an app? Great seminar 13 July- <http://bit.ly/jfz1Oz> And only £95 #irchat #commschat #annualreport

July 4, 2011, 8:42 am

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**@NRCUK**: RT @Communicatemag: Pre-read for #CommsChat, 4th July: Simon Sanders asks "What's in your social media toolbox?" <http://t.co/56XZbN4>

July 4, 2011, 8:57 am

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**@NRCUK**: @simonsanders hope you're all prep'd for #commschat tonight

July 4, 2011, 9:00 am

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**@FelicityStewart**: RT @Communicatemag: thinking of turning yr annual report into an app? Great seminar 13 July- <http://bit.ly/jfz1Oz> And only £95 #irchat #commschat #annualreport

July 4, 2011, 9:04 am

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**@simonsanders**: Looking fwd to tonight's #commschat >> "what's in your social media toolbox" - 8pm BST <http://t.co/56XZbN4> #commschat

July 4, 2011, 9:07 am

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**@NRCUK**: RT @simonsanders: Looking fwd to tonight's #commschat >> "what's in your social media toolbox" - 8pm BST <http://t.co/56XZbN4> #commschat

July 4, 2011, 9:10 am

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**@MGreer\_PR**: #CommsChat 8pm BST tonight: @simonsanders asks "What's in your social media toolbox?"

July 4, 2011, 9:30 am

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**@CommsChat**: RT @simonsanders: Looking fwd to tonight's #commschat >> "what's in your social media toolbox" - 8pm BST <http://bit.ly/meo3sF> #commschat

July 4, 2011, 9:57 am

↩ ↻
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**@jillwedge**: RT @CommsChat: RT @simonsanders: Looking fwd to tonight's #commschat >> "what's in your social media toolbox" - 8pm BST <http://bit.ly/meo3sF> #commschat

July 4, 2011, 10:08 am

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**@EmLeary**: Listing my essential social media tools - my thoughts ahead of tonight's #commschat <http://j.mp/17uHpQ>

July 4, 2011, 10:30 am

↩ ↻
- @atkirby**: RT @EmLeary: Listing my essential social media tools - my thoughts ahead of tonight's #commschat <http://j.mp/17uHpQ>

July 4, 2011, 10:31 am

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- @CommsChat**: RT @EmLeary: Listing my essential social media tools - my thoughts ahead of tonight's #commschat <http://j.mp/17uHpQ>

July 4, 2011, 10:31 am

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- @FelicityStewart**: RT @EmLeary: Listing my essential social media tools - my thoughts ahead of tonight's #commschat <http://j.mp>

/I7uHpQ

July 4, 2011, 10:32 am



@corrinnedouglas: RT @EmLeary: Listing my essential social media tools - my thoughts ahead of tonight's #commschat <http://j.mp/I7uHpQ>

July 4, 2011, 10:42 am



@CatJGoddard: @EmLeary's essential social media tools <http://bit.ly/mRyYpS> < Read it! These tools can be your BFF too. More of this at #commschat 8pm BST

July 4, 2011, 11:36 am



@SoFoForum: @EmLeary's essential social media tools <http://bit.ly/mRyYpS> < Read it! These tools can be your BFF too. More of this at #commschat 8pm BST

July 4, 2011, 11:37 am



@kloutbait: RT @EmLeary: Listing my essential social media tools - my thoughts ahead of tonight's #commschat <http://j.mp/I7uHpQ>

July 4, 2011, 11:40 am



@adele\_CLPR: RT @EmLeary's essential social media tools <http://j.mp/I7uHpQ> Brilliant, useful list. #commschat

July 4, 2011, 11:40 am



@simonsanders: RT @EmLeary: Listing my essential social media tools - my thoughts ahead of tonight's #commschat <http://j.mp/I7uHpQ> << great list!

July 4, 2011, 12:04 pm



@EmLeary: @simonsanders Thanks Simon. Looking forward to tonight's #CommsChat

July 4, 2011, 12:05 pm



@iCubePlus: RT @CommsChat: RT @EmLeary: Listing my essential social media tools - my thoughts ahead of tonight's #commschat <http://j.mp/I7uHpQ>

July 4, 2011, 12:15 pm



@davidgrindlay: RT @EmLeary: Listing my essential social media tools - my thoughts ahead of tonight's #commschat <http://j.mp/I7uHpQ>

July 4, 2011, 12:39 pm



@angeliz\_torres: RT @EmLeary: Listing my essential social media tools - my thoughts ahead of tonight's #commschat <http://j.mp/I7uHpQ>

July 4, 2011, 12:59 pm



@craigmcgill: Might interest #commschat - @iainmhepburn named Scotland's 1st Director of Brand Journalism - <http://bit.ly/brandjournalism> #socialmedia

July 4, 2011, 3:15 pm



@charlotteulvros: Spot on! RT @craigmcgill: #commschat - @iainmhepburn named Scotland's 1st Director of Brand Journalism - <http://bit.ly/brandjournalism>

July 4, 2011, 3:21 pm



@jgombita: MT @CommsChat: Today's #CommsChat, @simonsanders, head of digital @ Lansons hosts "What's in your social media toolbox?" <http://t.co/S1ZUVXg>

July 4, 2011, 4:05 pm



@simonsanders: What's your favourite social media tool? Join in #commschat from 8pm UK tonight and share! <http://bit.ly/meo3sF>

July 4, 2011, 4:08 pm



@CommsChat: Don't forget #CommsChat hosted by @simonsanders. Tonight @ 8pm BST. Today: 'What's in your social media toolbox?' <http://bit.ly/meo3sF>

July 4, 2011, 4:25 pm



@neilcomm: RT @CommsChat: Don't forget #CommsChat w/ @simonsanders. Tonight @ 8pm. Today: 'What's in your social media toolbox?' <http://bit.ly/meo3sF>

July 4, 2011, 4:25 pm



@MGreer\_PR: RT @simonsanders: What's your favourite social media tool? Join #commschat from 8pm UK tonight & share! <http://bit.ly/meo3sF>

/meo3sF

July 4, 2011, 4:30 pm



@LyndsayHaywood: RT @simonsanders: What's your favourite social media tool? Join in #commschat from 8pm UK tonight and share! <http://bit.ly/meo3sF>

July 4, 2011, 4:41 pm



@MainlinePR: RT @neilcomm: RT @CommsChat: Don't forget #CommsChat w/ @simonsanders. Tonight @ 8pm. Today: 'What's in your social media toolbox'? <http://bit.ly/meo3sF>

July 4, 2011, 4:45 pm



@paulchat: RT @MGreer\_PR: RT @simonsanders: What's your favourite social media tool? Join #commschat from 8pm UK tonight & share! <http://bit.ly/meo3sF>

July 4, 2011, 4:47 pm



@LansonsLatest: RT @simonsanders: What's your favourite social media tool? Join in #commschat from 8pm UK tonight and share! <http://bit.ly/meo3sF>

July 4, 2011, 5:06 pm



@EmLeary: What's your fave social media tool? Join in #commschat from 8pm <http://bit.ly/meo3sF> Here are my thoughts <http://j.mp/17uHpQ>

July 4, 2011, 5:13 pm



@jvictor7: RT @CommsChat: Dont forget #commschat tonight @ 8pm BST. Today: Whats in your social media toolbox? <http://bit.ly/meo3sF> #commschat

July 4, 2011, 5:52 pm



@Communicatemag: It's Monday it's #commschat 8pm BST. Today: Whats in your social media toolbox? Pre-read on <http://bit.ly/meo3sF>. We recommend tweetchat

July 4, 2011, 6:13 pm



@CommsChat: It's Monday it's #commschat 8pm BST. Today: Whats in your social media toolbox? Pre-read on <http://bit.ly/meo3sF>. We recommend tweetchat

July 4, 2011, 6:14 pm



@amandacomms: RT @Communicatemag: It's Monday it's #commschat 8pm BST. Today: Whats in your social media toolbox? Pre-read on <http://bit.ly/meo3sF>. We recommend tweetchat

July 4, 2011, 6:15 pm



@AllthingsIC: RT @CommsChat: It's Monday it's #commschat 8pm BST. Today: Whats in your social media toolbox? Pre-read on <http://bit.ly/meo3sF>. We recommend tweetchat

July 4, 2011, 6:15 pm



@TonyLangham: Starts soon RT @simonsanders What's your favourite social media tool? Join in #commschat from 8pm UK tonight and share! <http://t.co/6zBi43v>

July 4, 2011, 6:20 pm



@CommsChat: Which social media tools do you rely on? Get involved in the debate. Tonight's #CommsChat on social media essentials starts in 30 mins.

July 4, 2011, 6:30 pm



@Communicatemag: What are your top social media tools – and why? Today at 8pm guest hosted by @SimonSanders #commschat

July 4, 2011, 6:31 pm



@neilcomm: RT @CommsChat: Which social media tools do you rely on? Tonight's #CommsChat on social media essentials starts in 30 mins.

July 4, 2011, 6:31 pm



@jvictor7: Having a look at @bufferapp after recommendation from @EmLeary - just trying to set up an applet on Safari on the iPad #commschat

July 4, 2011, 6:33 pm



@ZaddleMarketing: RT @CommsChat: Which social media tools do you rely on? Get involved in the debate. Tonight's #CommsChat on social media essentials starts in 30 mins.

July 4, 2011, 6:36 pm



@FelicityStewart: #CommsChat tonight at 8pm with @SimonSanders - Which social media tools do you rely on?

July 4, 2011, 6:40 pm



@LucyJayne80: RT @CommsChat: Which social media tools do you rely on? Tonight's #CommsChat on social media essentials starts in 30 mins.

July 4, 2011, 6:46 pm



@CommsChat: Ten minutes until #CommsChat on the must-have #socialmedia tools. You might want to warm up your typing fingers.

July 4, 2011, 6:51 pm



@simonsanders: 1st tool to note: <http://tweetchat.com/room/commschat> > sign in now to e.g. pause chat, adjust refresh rate, block #commschat

July 4, 2011, 6:51 pm



@AllthingsIC: RT @simonsanders: 1st tool to note: <http://tweetchat.com/room/commschat> > sign in now to e.g. pause chat, adjust refresh rate, block #commschat

July 4, 2011, 6:52 pm



@Communicatemag: RT @simonsanders: 1st tool to note: <http://tweetchat.com/room/commschat> > sign in to e.g. pause chat, adjust refresh rate, block #commschat

July 4, 2011, 6:53 pm



@BrigitLaw: Getting ready for TweetChat #commschat

July 4, 2011, 6:56 pm



@CMHCSWS: Stupid question to start. What should an org be looking to monitor in regards to its #socmed identities? and why? #commschat

July 4, 2011, 6:57 pm



@CommsChat: Evening all. It's 8pm, time for #CommsChat. Tonight we're going to be asking what's in your social media toolbox.

July 4, 2011, 7:00 pm



@CommsChat: I'm Neil, editor of Communicate. Our guest host tonight is @simonsanders, head of digital at Lansons. Evening Simon! #CommsChat

July 4, 2011, 7:00 pm



@simonsanders: Hello Neil, hello everyone!n #commschat

July 4, 2011, 7:00 pm



@CommsChat: Remember, we want #CommsChat to be interactive. Don't hold back. We want to hear what you think. Don't forget to say who you are. #CommsChat

July 4, 2011, 7:00 pm



@ZaddleMarketing: I'm in..... #commschat

July 4, 2011, 7:01 pm



@CommsChat: We suggest you use <http://bit.ly/9tpjG> to keep track & avoid typing in the hashtag every time. #CommsChat

July 4, 2011, 7:01 pm



@ZaddleMarketing: Liam - Zaddle Internet Marketing - hello to everyone tonightn #commschat

July 4, 2011, 7:01 pm



@CommsChat: Right, time for our first question. @simonsanders, over to you... #CommsChat

July 4, 2011, 7:01 pm



@AllthingsIC: For the next hour I'll be taking part in commschat. @simonsanders welcome as moderator #commschat

July 4, 2011, 7:02 pm



@jvictor7: Evening, I'm Jamie, a #localgov comms manager #commschat

July 4, 2011, 7:02 pm



@CommsChat: @ZaddleMarketing Hi Liam! #commschat

July 4, 2011, 7:02 pm



@simonsanders: First question is...which social media tools do you turn to first? What are your favourites and why? #commschat

July 4, 2011, 7:02 pm



@ZaddleMarketing: Q1: To manage Hootsuite #commschat

July 4, 2011, 7:03 pm



@simonsanders: Very interested to hear about free tools and paid-for tools... #commschat

July 4, 2011, 7:03 pm



@lethal\_weapon: @simonsanders use HootSuite for its ease to manage multiple accounts #commschat #commschat

July 4, 2011, 7:03 pm



@ZaddleMarketing: Q1. Forgot why!! Easy interface, easy to see several accounts & feeds, great scheduling, works across platforms #commschat

July 4, 2011, 7:04 pm



@jvictor7: Best social media tool for me has to be Hootsuite - track diff accounts, schedule tweets, a bit of analytics #commschat

July 4, 2011, 7:04 pm



@CommsChat: I'm a TweetDeck man personally. #commschat

July 4, 2011, 7:04 pm



@amandacomms: @CommsChat I agree love tweetdeck #commschat

July 4, 2011, 7:04 pm



@ZaddleMarketing: RT @jvictor7: Best social media tool for me has to be Hootsuite - track diff accounts, schedule tweets, a bit of analytics #commschat

July 4, 2011, 7:04 pm



@jgombita: A1. (Plug for Canadian technology) URL shortener/Twitter management is @hootsuite. #commschat

July 4, 2011, 7:04 pm



@AllthingsIC: @simonsanders A1. For personal use, Twitter due to speed and the experts who are only 140 characters away -via the closest app. #commschat

July 4, 2011, 7:04 pm



@EmLeary: @simonsanders A1 For overall social media account management, I favour @hootsuite and @buffer #commschat

July 4, 2011, 7:05 pm



@sturgey: I'm Andrea, also a #localgov comms manager and first timer to #commschat

July 4, 2011, 7:05 pm



@ZaddleMarketing: Q1. Also use hootsuite on iPhone - brilliantly easy to use #commschat

July 4, 2011, 7:05 pm



@jvictor7: I use Tweetdeck at home but it's proving difficult to access at work. Helpfulness of IT Dept is crucial I find #commschat

July 4, 2011, 7:05 pm



@CommsChat: @sturgey Welcome! #commschat

July 4, 2011, 7:05 pm



@AllthingsIC: @sturgey welcome Andrea #commschat

July 4, 2011, 7:05 pm



@corrinnedouglas: A1 personal use tweetdeck, at work hootsuite - good to have a back up to fall back on hootsuite been down a few times #commschat

July 4, 2011, 7:06 pm



@ZaddleMarketing: Sorry should be using A1 not Q1 - my bad :( #commschat

July 4, 2011, 7:06 pm



@ZaddleMarketing: @EmLeary is that @Buffer or @Bufferapp ? #commschat

July 4, 2011, 7:06 pm



@CMHCSWS: @jvictor7 what analytics does hootsuite have?n #commschat

July 4, 2011, 7:06 pm



@Communicatemag: I'm a tweetdeck man. But its rubbish on an ipad. What do ppl use for iPad? Do ppl use different things for PC/mobile/tablet etc #commschat

July 4, 2011, 7:06 pm



@jvictor7: Hi @sturgeon - I'm a newbie too! #commschat

July 4, 2011, 7:06 pm



@CommsChat: @AllthingsIC I agree on Twitter. 140 characters means no room for flannel/padding. #commschat

July 4, 2011, 7:07 pm



@EmLeary: @jgombita I didn't know @Hootsuite is Canadian. Learned something new and it's not even 10 past #CommsChat

July 4, 2011, 7:07 pm



@ZaddleMarketing: @CMHCSWS @jvictor7 - some free twitter stuff and some paid for marvellous stuff including facebook insights #commschat

July 4, 2011, 7:07 pm



@CMHCSWS: @Communicatemag twitter on pc, tweetdeck on phone and haven't picked a tablet yet! #commschat

July 4, 2011, 7:07 pm



@CommsChat: @jvictor7 Welcome. :) #commschat

July 4, 2011, 7:08 pm



@amandacomms: @CommsChat @AllthingsIC I think Tweetlonger etc should be banned! Basic Twitter is essential. #commschat

July 4, 2011, 7:08 pm



@BrigitLaw: Social Media does not work for me without 1) Good Storytelling Patterns 2) Hootsuite 3) my new Apple iPhone #commschat

July 4, 2011, 7:08 pm



@EmLeary: @zaddlemarketing Oops, @bufferapp #CommsChat

July 4, 2011, 7:08 pm



@sknasi: RT @Communicatemag: I'm a tweetdeck man. But its rubbish on an ipad. What do ppl use for iPad? Do ppl use different things for PC/mobile/tablet etc #commschat

July 4, 2011, 7:08 pm



@ZaddleMarketing: @amandacomms @CommsChat @AllthingsIC - absolutely agree #commschat

July 4, 2011, 7:08 pm



@Communicatemag: RT @brigitlaw: Social Media does not work for me without 1) Good Storytelling Patterns 2) Hootsuite 3) my new Apple iPhone #commschat

July 4, 2011, 7:09 pm



@jvictor7: @Communicatemag Absolutely. Official Twitter on iPad, Tweetdeck on the laptop, Hootsuite at work, Gravity on the mobile!

#commschat

July 4, 2011, 7:09 pm



@simonsanders: Tweetdeck for PC - tried it on Android but now find Twidroyd very useful. Recommend it for versatility h/t @jangles btw #commschat

July 4, 2011, 7:09 pm



@ZaddleMarketing: @jvictor7 @Communicatemag - I think my head would explode :) #commschat

July 4, 2011, 7:09 pm



@NRCUK: sorry, late!!! #commschat :)

July 4, 2011, 7:09 pm



@jgombita: @EmLeary yes, @hootsuite @freshbooks @sysomos & (originally) @radian6 @postrank all Canadian success stories in the online realm. #commschat

July 4, 2011, 7:09 pm



@EmLeary: @zaddlemarketing Yes! Why complicate the simplicity that is Twitter by forcing an extra click just to read the full msg? Very odd #CommsChat

July 4, 2011, 7:09 pm



@EmLeary: @jgombita Wow, that's a large proportion of my favourite digital tools #CommsChat

July 4, 2011, 7:10 pm



@jvictor7: @CMHCSWS Very simple stuff like number of RTs, number of link click-throughs etc #commschat

July 4, 2011, 7:10 pm



@ZaddleMarketing: @EmLeary @zaddlemarketing it annoys me as much as #fb posts with link back to #fb >:-( #commschat

July 4, 2011, 7:10 pm



@jvictor7: Already lots of new tools to experiment with! #commschat

July 4, 2011, 7:11 pm



@paulchat: @Tweetdeck is a stylish tool but has 2 b installed. @Hootsuite is useful if u r on the move and swapping computers/workstations #commschat

July 4, 2011, 7:11 pm



@CommsChat: Same here. RT @ZaddleMarketing: @EmLeary @zaddlemarketing it annoys me as much as #fb posts with link back to #fb >:-( #commschat

July 4, 2011, 7:11 pm



@CMHCSWS: I've tried most mobile apps but not found one that stands out.n #commschat

July 4, 2011, 7:11 pm



@sturgey: I can't take part properly tonight as parenting duties call. Will enjoy looking at the conversation later #commschat

July 4, 2011, 7:11 pm



@Communicatemag: @jgombita am looking forward to discussing paid for tools like @sysomos and @radian6 later. #commschat

July 4, 2011, 7:12 pm



@jgombita: @amandacomms @CommsChat @AllthingsIC do you mean @twitlonger? (Scottish invention, note.) Don't dismiss, but use \*sparingly.\* #commschat

July 4, 2011, 7:12 pm



@jvictor7: What do people tend to use on the iPad?? #commschat

July 4, 2011, 7:12 pm



@NRCUK: interesting that mobile apps seem to be dominating preference, just saying, re Q1 #commschat

July 4, 2011, 7:12 pm



@AllthingsIC: @Zaddlemarketing I hear you! I keep things fairly separate. I link my Twitter feed to my blog and blog articles to LinkedIn.  
#commschat

July 4, 2011, 7:12 pm



@ZaddleMarketing: A1. Newest favourite for me has to be 14blocks #commschat

July 4, 2011, 7:12 pm



@EmLeary: @cmhcsws I find Twitter's official mobile app to be the cleanest. Hootsuite mobile app good if you also use desktop version  
#CommsChat

July 4, 2011, 7:13 pm



@lee\_ridley: Interesting stuff on the #commschat hashtag. Have to admit I'm a big fan of Hootsuite. It almost does everything. I use it on everything.

July 4, 2011, 7:13 pm



@AllthingsIC: @jvictor7 flipboard works well to read Twitter via iPad #commschat

July 4, 2011, 7:13 pm



@ZaddleMarketing: @AllthingsIC @Zaddlemarketing - good plan :) #commschat

July 4, 2011, 7:13 pm



@paulchat: Found a useful feature on @grader yesterday. A tool to check if somebody is following you, always hard to work out on basic Twitter #commschat

July 4, 2011, 7:13 pm



@simonsanders: There is also Monitter which lets you run comparative columns side-by-side. Useful if can't install e.g. Tweetdeckn  
#commschat

July 4, 2011, 7:13 pm



@jgombita: @EmLeary big land mass, small population. Excel at transportation and communication. Oh, @EmpireAve also Canadian. Are you a fan? #commschat

July 4, 2011, 7:13 pm



@CMHCSWS: @jgombita @amandacomms @CommsChat @AllthingsIC @twitlonger most useful when trying to explain something in a tweetchat. #commschat

July 4, 2011, 7:13 pm



@Communicatemag: @ZaddleMarketing ---screen goes silent as everyone googles 14blocks #commschat

July 4, 2011, 7:14 pm



@ZaddleMarketing: Hootsuite should buy 14blocks and integrate - that would be awesome #commschat

July 4, 2011, 7:14 pm



@BrigitLaw: @jvictor7 Slide Presentations and kids fun pages #commschat

July 4, 2011, 7:14 pm



@AllthingsIC: @jgombita thank you for the history - fascinating to know the backgrounds. #commschat

July 4, 2011, 7:14 pm



@jvictor7: @AllthingsIC Flipboard's a \*beautiful\* app isn't it? Great to follow hashtags or lists #commschat

July 4, 2011, 7:14 pm



@jgombita: @CMHCSWS @amandacomms @CommsChat @AllthingsIC too funny! BTW, @twitlonger from Northern Ireland, not Scotland. My bad. #commschat

July 4, 2011, 7:15 pm



@NRCUK: looks like we are talking mainly twitter tools, not always the biggest driver in social #commschat

July 4, 2011, 7:15 pm



@ZaddleMarketing: @Communicatemag @ZaddleMarketing :) -allows you to see when you followers are on twitter - gives you 2 most popular times per day #commschat



July 4, 2011, 7:15 pm

**@AllthingsIC:** @communicatemag - busted! Totally Googling 140 blocks... #commschat

July 4, 2011, 7:15 pm

**@amandacomms:** @jgombita @CommsChat @AllthingsIC @twitlonger just don't like it being used - and by some used lots - I avoid it #commschat

July 4, 2011, 7:15 pm

**@jvictor7:** Never heard of 14blocks. Could someone explain? #commschat

July 4, 2011, 7:15 pm

**@40deuce:** @Communicatemag @jgombita @sysomos whoops! Forgot to tag my last tweet with #commschat

July 4, 2011, 7:15 pm

**@simonsanders:** What about measuring the reach of a tweet - anyone used TweetReach or Backtweets?n #commschat

July 4, 2011, 7:15 pm

**@CommsChat:** True... RT @NRCUK: looks like we are talking mainly twitter tools, not always the biggest driver in social #commschat

July 4, 2011, 7:15 pm

**@ZaddleMarketing:** @AllthingsIC @communicatemag 14!! :) #commschat

July 4, 2011, 7:16 pm

**@EmLeary:** @jgombita I've never tried @EmpireAve - I can see the appeal for some, but it doesn't really speak to me. #CommsChat

July 4, 2011, 7:16 pm

**@amandacomms:** @simonsanders I have used both for work, personal and for group I do some work with - and it has a value as an indicator #commschat

July 4, 2011, 7:16 pm

**@NRCUK:** measure reach of any content should be a good indicator of value #commschat @simonsanders

July 4, 2011, 7:16 pm

**@ZaddleMarketing:** @jvictor7 shows when your followers are online - gives you "best" times to tweet over a week (hence 14blocks) - then schedule #commschat

July 4, 2011, 7:16 pm

**@BrigitLaw:** @CommsChat @NRCUK Let's talk fb apps. What are your favorites? #commschat

July 4, 2011, 7:16 pm

**@Communicatemag:** @40deuce if you use tweetchat you wont need to - <http://tweetchat.com/room/commschatn> #commschat

July 4, 2011, 7:16 pm

**@AllthingsIC:** @zaddlemarketing aha that will be why it isn't appearing. Deleting the last 0... #commschat

July 4, 2011, 7:16 pm

**@simonsanders:** Just used Tweetreach to check out #commschat and it says 34,000+ people so far (measuring all our followers, possibly de-duping) #commschat

July 4, 2011, 7:17 pm

**@jgombita:** @amandacomms @CommsChat @AllthingsIC tend to use @twitlonger for Breaking News (Financial Times), so I can include more info/link #commschat

July 4, 2011, 7:17 pm

**@EmLeary:** @zaddlemarketing @Communicatemag Cool. @BufferApp suggests best times to tweet, too, but I don't know if the algorithms compare #CommsChat

July 4, 2011, 7:17 pm



@CommsChat: I use TweetReach but when I've posted a particularly interesting tweet, I sometimes question its findings... ;-) #commschat

July 4, 2011, 7:17 pm



@BrigitLaw: @NRCUK @simonsanders What's the best measuring tool? #commschat

July 4, 2011, 7:17 pm



@paulchat: Only prob with @Hootsuite is when @Amazon's #Cloud crashed in April <http://ow.ly/5wq1s> I lost my unpublished messages #commschat

July 4, 2011, 7:17 pm



@40deuce: @Communicatemag I know. But I wasn't really in the chat before, just happened to catch the tweet going down my stream #commschat

July 4, 2011, 7:17 pm



@ZaddleMarketing: @EmLeary @zaddlemarketing @Communicatemag @BufferApp - I think bufferapp is based on engagement, 14blocks just whose online #commschat

July 4, 2011, 7:18 pm



@NRCUK: as rule we measure all social content, then create community views across platforms, different messaging across each platform #commschat

July 4, 2011, 7:18 pm



@simonsanders: @brigitlaw - a leading question...I reckon @NRCUK will tell us! #commschat

July 4, 2011, 7:18 pm



@EmLeary: @simonsanders I use TweetReach, yes. Backtweets less so. SocialMention for cross-platform reach and sentiment #CommsChat

July 4, 2011, 7:18 pm



@jgombita: @EmLeary I'm not interested in things w/ a gaming aspect, like 4SQ. But my social media pal, @nealschaffer, is big on @EmpireAve. #commschat

July 4, 2011, 7:18 pm



@NRCUK: FB traditionally tricky to monitor, we have a separate crawler for it #commschat

July 4, 2011, 7:19 pm



@ZaddleMarketing: @brigitlaw @CommsChat @NRCUK - favourite facebook apps - mailchimp app, payment for e-commerce sites #commschat

July 4, 2011, 7:19 pm



@NRCUK: RT @simonsanders: @brigitlaw - a leading question...I reckon @NRCUK will tell us! #commschat / slightly biased :)

July 4, 2011, 7:19 pm



@corrinnedouglas: @NRCUK what do you use for FB?n #commschat

July 4, 2011, 7:19 pm



@CMHCSWS: @EmLeary @simonsanders how do you use this info to explain/justify socmed to non comms peeps? #commschat

July 4, 2011, 7:20 pm



@paulchat: Signed up for Beta trial of @Twitsprout - 1 page twitter dashboard. Very concise and neat graphs e.g. hourly changes in followers #commschat

July 4, 2011, 7:20 pm



@NRCUK: big fan of right tool for right job, buzz monitoring, or deep dive analytics, depends on your need for best tool #commschat

July 4, 2011, 7:20 pm



@jvictor7: @ZaddleMarketing Thanks! I'll be having a look #commschat

July 4, 2011, 7:20 pm



@AllthingsIC: @Paulchat that sounds interesting #commschat

July 4, 2011, 7:20 pm



@simonsanders: A good stand-alone FB scraper is OpenBook. Good, quick and dirty, and free Facebook tool! #commschat

July 4, 2011, 7:20 pm



@jgombita: @simonsanders my problem with those kind of figures is assumption that ALL of your Followers are online right now and/or reading. #commschat

July 4, 2011, 7:21 pm



@ZaddleMarketing: @Paulchat @Twitsprout that reminds me sprout social looks a good platform with strong analytics #commschat

July 4, 2011, 7:21 pm



@NRCUK: RT @corrinnedouglas: @NRCUK what do you use for FB?r #commschat / I'm a vedor, not plugging too much on here though :)

July 4, 2011, 7:21 pm



@EmLeary: @nrcuk @simonsanders @brigitlaw Paid monitoring/measuring dashboards? Check Alterian, Meltwater Buzz, Radian 6, Sysomos, Vocus #CommsChat

July 4, 2011, 7:22 pm



@40deuce: I think this is where I can step into the conversation and help to shed a little bit of light on @Sysomos #commschat

July 4, 2011, 7:23 pm



@ZaddleMarketing: @EmLeary - other paid monitoring (and quite new) @Crowdboost and @Performable <-- which looks amazing (and price to match!) #commschat

July 4, 2011, 7:23 pm



@CommsChat: RT @EmLeary: Paid monitoring/measuring dashboards? Check Alterian, Meltwater Buzz, Radian 6, Sysomos, Vocus #commschat

July 4, 2011, 7:23 pm



@corrinnedouglas: @NRCUK @corrinnedouglas looks like you're getting a mention now anyway :) #commschat

July 4, 2011, 7:23 pm



@NRCUK: one thing i have noticed is that monitoring gives PR a good opportunity to create new long term relationships based on fact #commschat

July 4, 2011, 7:23 pm



@EmLeary: @cmhcsws Correlate #sm with measures showing impact on perception (eg net promoter score) and/or sales (eg track to conversion) #CommsChat

July 4, 2011, 7:23 pm



@simonsanders: Would also suggest Brandwatch and an interesting service in SoDash > learns your content and tags it into categories! #commschat

July 4, 2011, 7:23 pm



@NRCUK: RT @corrinnedouglas: @NRCUK @corrinnedouglas looks like you're getting a mention now anyway :) #commschat / we have our fans :)

July 4, 2011, 7:24 pm



@jgombita: @AllthingsIC y.w. Just wish funding & opportunities were there so that Canadian startups could STAY in Canada/not be bought up. #commschat

July 4, 2011, 7:24 pm



@simonsanders: @jgombita can't help but agree! Tweetreach etc are more about potential reach than actual impacts! But provides a currency? #commschat

July 4, 2011, 7:25 pm



@ZaddleMarketing: Did we ever get to Q2? :) #commschat

July 4, 2011, 7:25 pm



@NRCUK: feel free to check out webinar on "making social data work for you" #commschat <http://bit.ly/j63WvA> can create ideas for increased revenue

July 4, 2011, 7:25 pm



@jgombita: Fact? Do you mean outputs? @NRCUK "PR a good opportunity to create new long term relationships based on fact" #commschat

July 4, 2011, 7:26 pm



@jgombita: @simonsanders "aspirational" reach? ;-) #commschat

July 4, 2011, 7:26 pm



@jvictor7: Have to bail out. Will catch up on rest of chat later #commschat

July 4, 2011, 7:26 pm



@CommsChat: Yes, which tools are all hype? RT @ZaddleMarketing: Did we ever get to Q2? :) #commschat

July 4, 2011, 7:26 pm



@40deuce: @EmLeary @cmhcsws very true. Social media numbers are nice to look at, but you have to correlate them to business objectives #commschat

July 4, 2011, 7:26 pm



@EmLeary: @zaddlemarketing Ah yes, and Brandwatch. Not to mention free ones like Twazzup. #CommsChat

July 4, 2011, 7:27 pm



@simonsanders: @ZaddleMarketing - Q2 indeed. Which tools are more hype than happening? Technorati in 2011 anyone? #commschat

July 4, 2011, 7:27 pm



@CommsChat: Twazzup? Worst. Name. Ever. :) RT @EmLeary: @zaddlemarketing Ah yes, and Brandwatch. Not to mention free ones like Twazzup. #commschat

July 4, 2011, 7:27 pm



@jgombita: @EmLeary @zaddlemarketing who on earth comes up with a name like Twazzup?! :- ) #commschat

July 4, 2011, 7:28 pm



@garethoconnor: interesting #commschat tonight on social media tools.

July 4, 2011, 7:28 pm



@ZaddleMarketing: Can I just say that manageflitter is awesome too :) #commschat

July 4, 2011, 7:28 pm



@NRCUK: @jgombita fact as in data rather than "what we think we should do is x.y.z" #commschat

July 4, 2011, 7:28 pm



@CommsChat: @jgombita @EmLeary @zaddlemarketing It's the Budweiser ad all over again. #commschat

July 4, 2011, 7:28 pm



@EmLeary: @jgombita @ZaddleMarketing @CommsChat I agree, I often leave Twazzup out of presentations because it sounds too silly! #CommsChat

July 4, 2011, 7:29 pm



@ZaddleMarketing: @CommsChat @jgombita @EmLeary @zaddlemarketing \*shudders #commschat

July 4, 2011, 7:29 pm



@simonsanders: I also find Boardtracker, Keotag, BackType Alerts particularly un-useful / unreliable (but maybe I am missing something?) #commschat

July 4, 2011, 7:29 pm



@CommsChat: Anyone? RT @simonsanders: @ZaddleMarketing - Q2 indeed. Which tools are more hype than happening? Technorati in 2011 anyone? #commschat

July 4, 2011, 7:29 pm



@AllthingsIC: RT @CommsChat Q2. Which tools are all hype? #commschat

July 4, 2011, 7:29 pm



@jgombita: @NRCUK OK, fair enough. Data in helping to build the social media strategy (why). Plus tactics (where and how). #commschat

July 4, 2011, 7:29 pm



@greenwellys: @simonsanders I'd say klout and peerindex but both have improved significantly recently #commschat

July 4, 2011, 7:29 pm



@jgombita: @EmLeary (@ZaddleMarketing @CommsChat) you made me laugh out loud with that tweet.... #commschat

July 4, 2011, 7:30 pm



@ZaddleMarketing: A2 - I honestly don't know as I use them once and then forget about them!! #commschat

July 4, 2011, 7:30 pm



@CommsChat: Quora got LOADS of coverage earlier this year but didn't seem to catch on for long. #commschat

July 4, 2011, 7:30 pm



@ZaddleMarketing: @greenwellys @simonsanders - still not made my mind up about Klout - seems to be getting integrated with everything #commschat

July 4, 2011, 7:31 pm



@simonsanders: @ZaddleMarketing - hopefully some more recommendations from tonight will pique your interest. #commschat

July 4, 2011, 7:31 pm



@EmLeary: @commschat A2 Hype? Klout's K+ is all cliquey votey nonsense, no real substance. Paper.li auto-tweeting is the work of the devil. #CommsChat

July 4, 2011, 7:31 pm



@jgombita: @CommsChat @EmLeary @zaddlemarketing recent article difference in British/US marketing re: local references. Budweiser exception. #commschat

July 4, 2011, 7:31 pm



@40deuce: @jgombita @NRCUK for sure. Just read an article that talks about how we can now build better audience profiles through sm data #commschat

July 4, 2011, 7:31 pm



@CommsChat: Arf! RT @EmLeary: Klouts K+ is all cliquey votey nonsense, no real substance. Paper.li auto-tweeting is the work of the devil. #commschat

July 4, 2011, 7:31 pm



@AllthingsIC: Agreed, was intrigued by Quora but haven't found my use for it. #commschat

July 4, 2011, 7:32 pm



@NRCUK: q2. quora , not sure on klout #commschat each org will have a different idea of influence, so generic measurement is tricky ground

July 4, 2011, 7:32 pm



@ZaddleMarketing: @EmLeary @commschat I love paper.li to give me something to read in an easy format in the morning emails (but not "dailynews").. #commschat

July 4, 2011, 7:32 pm



@40deuce: @jgombita @NRCUK Here's the article: <http://on.mash.to/kKui4E> #commschat

July 4, 2011, 7:32 pm



@jgombita: @40deuce @NRCUK this #commschat would be an excellent place to share that article, eh?

July 4, 2011, 7:33 pm



@corrinnedouglas: A2 Wanted to try Quora site was blocked at work and took ages to get unblocked then promptly forgot about it.... #commschat

July 4, 2011, 7:33 pm



@ZaddleMarketing: Has anyone tried @Performable ? Analytics looks awesome - genuinely!! VERY expensive tho' #commschat

July 4, 2011, 7:33 pm



@40deuce: @jgombita Hold your horses Judy. I only have 140 characters to work with. I shared in subsequent tweet #commschat

July 4, 2011, 7:34 pm



@CommsChat: RT @ZaddleMarketing: Has anyone tried @Performable ? Analytics looks awesome - genuinely!! VERY expensive tho' #commschat

July 4, 2011, 7:34 pm



@jgombita: @Lockstep I've given out a total of 2 @klout + 1 points. Both times I CHOSE to tweet it. Not a robo-tweet (like @triberrobo ones). #commschat

July 4, 2011, 7:34 pm



@AllthingsIC: A2. @40deuce thanks for the link. Being born in 1980, I find it interesting to see how I am "meant" to be reacting/communicating #commschat

July 4, 2011, 7:34 pm



@ZaddleMarketing: That is another I haven't seen mentioned tonight @jgombita - triber #commschat

July 4, 2011, 7:35 pm



@NRCUK: does anybody have a journey or maturity model to help themselves, or clients, on navigating "what to do with social"? #commschat

July 4, 2011, 7:35 pm



@40deuce: @AllthingsIC haha! Ya. I don't usually fit into demographics. I'm a weirdo outsider with a pulse on what's supposed to be inside #commschat

July 4, 2011, 7:35 pm



@NRCUK: RT @40deuce: @jgombita Hold your horses Judy. I only have 140 characters to work with. I shared in subsequent tweet #commschat ' lol :)

July 4, 2011, 7:36 pm



@jgombita: @ZaddleMarketing you left off an r, but I see that as a good thing; hope fewer people jump on auto-curation bandwagon, not more. #commschat

July 4, 2011, 7:36 pm



@simonsanders: Moving on a little...how are these tools helping you? With strategy or execution? #commschat

July 4, 2011, 7:36 pm



@NRCUK: some nice new folks to follow on #commschat tonight :)

July 4, 2011, 7:37 pm



@AllthingsIC: Have got a growing list of sites/apps to check out from this chat. @40deuce - umm interesting description ;) #commschat

July 4, 2011, 7:37 pm



@CommsChat: RT @simonsanders: Moving on a little...how are these tools helping you? With strategy or execution? #commschat

July 4, 2011, 7:37 pm



@ZaddleMarketing: @jgombita I quite liked the idea of a team of people with a shared interest spreading "key" messages :s #commschat

July 4, 2011, 7:38 pm



@NRCUK: RT @simonsanders: Moving on a little...how are these tools helping you?With strategy or execution? #commschat / going back, which r u facing

July 4, 2011, 7:38 pm



@BrightLaw: @AllthingsIC @40deuce How you do or meant to react hardly ever the same, fortunately :) #commschat

July 4, 2011, 7:38 pm



@Nicholat: @simonsanders I'm late! Hadn't realised the time!n #commschat

July 4, 2011, 7:38 pm



@AllthingsIC: @simonsanders A3. Keep up to date - or at least try - and pinpoint areas of interest. #commschat

July 4, 2011, 7:38 pm



@CommsChat: Tsk tsk tsk... RT @Nicholat: @simonsanders I'm late! Hadn't realised the time! #commschat

July 4, 2011, 7:38 pm



@AllthingsIC: @brigitlaw Indeed, often by chance! #commschat

July 4, 2011, 7:39 pm



@40deuce: @AllthingsIC ya, I'm an interesting person =) #commschat

July 4, 2011, 7:39 pm



@jgombita: @ZaddleMarketing vast majority of ppl using @triberobo are using automatic tweeting feature--don't even READ posts they promote #commschat

July 4, 2011, 7:40 pm



@greenwellys: @NRCUK yes business maturity models and competency frameworks for teams/individuals #commschat

July 4, 2011, 7:40 pm



@NRCUK: we find about 50/50 monitoring for a starting point versus those trying to work out whats going wrong #commschat

July 4, 2011, 7:40 pm



@EmLeary: Yes! RT @jgombita: @ZaddleMarketing hope fewer people jump on auto-curation bandwagon, not more. #commschat

July 4, 2011, 7:40 pm



@BrigitLaw: @40deuce @AllthingsIC Yep :)n #commschat

July 4, 2011, 7:40 pm



@paulchat: Looked at Quora as @Peerindex track it. Answered few questions, then forgot about it & they forgot about me! No how u doing emails #commschat

July 4, 2011, 7:40 pm



@ZaddleMarketing: A3 - ensure you are targeting the right audience with right message(s) and interaction - use hootsuite to post to right platform #commschat

July 4, 2011, 7:40 pm



@BrigitLaw: @greenwellys @NRCUK I like that! #commschat

July 4, 2011, 7:41 pm



@jgombita: @ZaddleMarketing many known each other for under year/only online. No quality control. Assumptions followers have same interests. #commschat

July 4, 2011, 7:41 pm



@MainlinePR: RT @CommsChat: RT @simonsanders: Moving on a little...how are these tools helping you? With strategy or execution? #commschat

July 4, 2011, 7:41 pm



@BrigitLaw: @ZaddleMarketing I thought social media is a good tool to get natural followers not for targeting #commschat

July 4, 2011, 7:42 pm



@jgombita: @EmLeary @ZaddleMarketing noticing people who aren't fond of paper.li, etc., also not fond of @triberobo. Both auto-curation. #commschat

July 4, 2011, 7:42 pm



@ZaddleMarketing: A3 - monitor platform engagement, build one those, track through Google Analytics for purchase / enquiry (& phone) #commschat

July 4, 2011, 7:42 pm



@40deuce: A3) I use tools to help me keep a pulse on what is happening about my company, our competitors and our industry #commschat

July 4, 2011, 7:43 pm



@BrigitLaw: @jgombita @EmLeary @ZaddleMarketing @triberrobo How do you like paper.li?n #commschat

July 4, 2011, 7:43 pm



@40deuce: A3) Always something new and awesome to be learned everyday #commschat

July 4, 2011, 7:43 pm



@Browninho: Late to the table - what did I miss? What social media tools do people use for @BlackBerry? I like @UberSoc #commschat

July 4, 2011, 7:43 pm



@ZaddleMarketing: @brigitlaw I agree - although there is almost no point in a B2C customer putting loads of effort into LinkedIn #commschat

July 4, 2011, 7:43 pm



@NRCUK: of course many use social data for raw market research, campaign planning, product dev, sales leads etc, its not all about social #commschat

July 4, 2011, 7:43 pm



@ZaddleMarketing: RT @40deuce: A3) I use tools to help me keep a pulse on what is happening about my company, our competitors and our industry #commschat

July 4, 2011, 7:43 pm



@paulchat: Twitalyzer has a very basic dashboard, I can't take a lot from it #commschat

July 4, 2011, 7:44 pm



@EmLeary: @jgombita I make use of auto-feeds sent TO me e.g. Google Alerts. But broadcasting uncurated searches? Bleurgh! #CommsChat

July 4, 2011, 7:44 pm



@ZaddleMarketing: @brigitlaw I like to put people I WANT to listen to in paper and then read the daily email that comes through - easy to digest #commschat

July 4, 2011, 7:44 pm



@corrinnedouglas: We use tools to engage with our citizens and to find out about issues as they happenn #commschat

July 4, 2011, 7:44 pm



@jgombita: RT @EmLeary: @jgombita I make use of auto-feeds sent TO me e.g. Google Alerts. But broadcasting uncurated searches? Bleurgh! #CommsChat

July 4, 2011, 7:45 pm



@BrigitLaw: @NRCUK campaigning and fundraising at least are proven to be very effective with socmed support!n #commschat

July 4, 2011, 7:45 pm



@NRCUK: many use historical competitor data to improve messaging for product launches for example #commschat

July 4, 2011, 7:45 pm



@40deuce: @EmLeary @jgombita Google Alerts suck unless you're interested in content from a week or year ago #commschat

July 4, 2011, 7:45 pm



@simonsanders: Diff tools good for 1) discovery and identification 2) direct engagement 3) managing content - e.g. dedicated FB platform tools #commschat

July 4, 2011, 7:45 pm



@EmLeary: @commschat @simonsanders Monitor, test, analyse, correlate, match back to harder metrics eg sales, refine #commschat

July 4, 2011, 7:46 pm





@CommsChat: RT @40deuce: @EmLeary @jgombita Google Alerts suck unless youre interested in content from a week or year ago  
#commschat

July 4, 2011, 7:46 pm



@ZaddleMarketing: RT @NRCUK: of course many use social data 4 raw market research,campaign planning,product dev,sales leads etc,its  
not all social #commschat

July 4, 2011, 7:46 pm



@BritigLaw: I love seeing how SocMed has transformed fundraising to a more personal, democratic and more engaging way of working &  
living #commschat

July 4, 2011, 7:47 pm



@paulchat: Klout does regsiter changes in Social influence quicker than Peerindex in my experience & the user interface is easier on the  
eye #commschat

July 4, 2011, 7:47 pm



@jgombita: @40deuce @EmLeary it's true that Google Alerts have lost their timeliness. Has anyone tried "reinstalling" them?  
#commschat

July 4, 2011, 7:47 pm



@EmLeary: @brigitlaw @jgombita @ZaddleMarketing My take: use paper.li to find content in own stream but don't auto-blast out to the  
world #commschat

July 4, 2011, 7:47 pm



@NRCUK: many only monitor themselves, but with no competitor comparison how do you know if you are doing ok? #commschat

July 4, 2011, 7:48 pm



@ZaddleMarketing: RT @EmLeary: @brigitlaw @jgombita My take: use paper.li to find content in own stream but dont auto-blast out to  
the world <agree #commschat

July 4, 2011, 7:48 pm



@NealSchaffer: @jgombita @EmLeary #EAv is not about gaming the system or attaining influence - it's a great social platform - and fun!  
#commschat

July 4, 2011, 7:48 pm



@simonsanders: For the record - pic here of Tweetreach analysis of last 50 tweets mentioning #commschat <http://yfrog.com/h8jifzj>

July 4, 2011, 7:48 pm



@jgombita: @EmLeary @brigitlaw @ZaddleMarketing so you have one set up (going to email), but you don't have it auto-tweet to your  
followers? #commschat

July 4, 2011, 7:48 pm



@paulchat: @brigitlaw <http://www.justgiving.com/> is thriving in the UK as a charity fundraising site (sponsoring people etc..) #commschat

July 4, 2011, 7:49 pm



@EmLeary: @paulchat Does Klout measure changes TOO quickly though? So that it suffers from 'the vacation effect' <http://j.mp/jFO4BF>  
#CommsChat

July 4, 2011, 7:49 pm



@jgombita: @nealschaffer note that I used the world "gaming," not @EmLeary. And that was mostly about @boresquare, etc.  
#commschat

July 4, 2011, 7:49 pm



@ZaddleMarketing: @jgombita @EmLeary @brigitlaw @ZaddleMarketing - yes (I actually have 3 set up for specific industry news)  
#commschat

July 4, 2011, 7:49 pm



@CommsChat: RT @simonsanders: For the record - pic of Tweetreach analysis of last 50 tweets mentioning #commschat  
<http://yfrog.com/h8jifzj> #commschat

July 4, 2011, 7:49 pm



@AllthingsIC: RT @simonsanders: For the record - pic here of Tweetreach analysis of last 50 tweets mentioning #commschat

<http://yfrog.com/h8jifzdj>

July 4, 2011, 7:50 pm



@EmLeary: @jgombita Yeah, it throws up nice pieces I might have otherwise missed from time to time, & it's not bothering anyone but me! :) #CommsChat

July 4, 2011, 7:50 pm



@AllthingsIC: @simonsanders thanks for that - interesting stats #commschat

July 4, 2011, 7:50 pm



@amandacomms: @simonsanders interesting thanks #commschat

July 4, 2011, 7:50 pm



@ZaddleMarketing: @EmLeary @paulchat - Klout seems to be easy to manipulate at the moment (or has been from examples I have read) #commschat

July 4, 2011, 7:50 pm



@NRCUK: @simonsanders reached and viewed - using followers as reach is an ongoing topic :) #commschat

July 4, 2011, 7:50 pm



@paulchat: @EmLeary Good point! I have thought about that myself! What would happen to my Klout score if I go away for 2 weeks #commschat

July 4, 2011, 7:51 pm



@jgombita: @ZaddleMarketing @EmLeary thanks for paper.li tips. (I set one up for @prconversations, but it stopped working after a few days!) #commschat

July 4, 2011, 7:51 pm



@EmLeary: @nealschaffer @jgombita :) I'm sure it is fun. Think Judy and I were just agreeing that we're not personally fans of #sm games #commschat

July 4, 2011, 7:51 pm



@simonsanders: Lots of talk about Twitter tools. Can we widen out to other tools you find useful? Managing fb for example? #commschat

July 4, 2011, 7:52 pm



@CommsChat: RT @simonsanders: Lots of talk about Twitter tools. Can we widen out to other tools you find useful? Managing fb for example? #commschat

July 4, 2011, 7:52 pm



@40deuce: @EmLeary @nealschaffer @jgombita I love games. They reinforce my thoughts that I'm better than all my friends :) #commschat

July 4, 2011, 7:52 pm



@Communicatemag: FB a bugger to attract likes if you're in the B2B space. #commschat

July 4, 2011, 7:52 pm



@40deuce: @simonsanders again, I have to go with @Sysomos (but I'm also biased) #commschat

July 4, 2011, 7:53 pm



@BrigitLaw: @Paulchat @brigitlaw Saw that. My family in the UK is very bussy with that. Cycling even to Lands End for Barnardos! #commschat

July 4, 2011, 7:53 pm



@40deuce: @Communicatemag but there are definitely ways to do it (also, likes aren't everything) #commschat

July 4, 2011, 7:53 pm



@simonsanders: Am impressed with Conversocial - anyone using this? #commschat

July 4, 2011, 7:53 pm



@jgombita: @EmLeary maybe @nealschaffer could supply a link (here) to his recent post about leaving 4SQ..... #commschat

July 4, 2011, 7:53 pm



@NotFromBolton: RT @NRCUK: many only monitor themselves, but with no competitor comparison how do you know if you are doing ok? #commschat

July 4, 2011, 7:54 pm



@Communicatemag: would love to know tools on managing attracting Likes (hint - we're Facebook.com/CommunicateMagazine ;-) ) #commschat

July 4, 2011, 7:54 pm



@corrinnedouglas: As a #localgov org we have good engagement on FB and like the info I get from their insights but...nn #commschat

July 4, 2011, 7:54 pm



@NRCUK: RT @40deuce: @simonsanders again, I have to go with @Sysomos (but I'm also biased) #commschat / and my choice..lol :) #commschat

July 4, 2011, 7:54 pm



@paulchat: @ZaddleMarketing @EmLeary I'm publishin research on performance of SocialMedia at RoyalWedding.Klout faired better than Peerindex #commschat

July 4, 2011, 7:54 pm



@BrigitLaw: @CommsChat @simonsanders I manage fb via HootSuite and sync with Twitter #commschat

July 4, 2011, 7:54 pm



@corrinnedouglas: ...is difficult to find mentions of us on FB so that we can respond.n #commschat

July 4, 2011, 7:55 pm



@CommsChat: Hijack! RT @Communicatemag: wd love to know tools on managing attracting Likes (hint - were Facebook.com/CommunicateMagazine #commschat

July 4, 2011, 7:55 pm



@EmLeary: @paulchat I did just that - dipped about 5 points, I think. #CommsChat

July 4, 2011, 7:55 pm



@jgombita: @Communicatemag curious: you invested a lot of real estate space into Facebook? Do you know @conversationage's Sharecropper post? #commschat

July 4, 2011, 7:55 pm



@GinaBo: #commschat demo'd about 10 listening tools & today signed contract for a Social Media Platform with social integration. V excited!

July 4, 2011, 7:56 pm



@BrigitLaw: @CommsChat @simonsanders And I have high fb management expectations for my new iPhone #commschat

July 4, 2011, 7:56 pm



@40deuce: @brigitlaw @CommsChat @simonsanders I'm anti-syncing FB and Twitter. Different audiences deserve different messages #commschat

July 4, 2011, 7:56 pm



@NRCUK: a lot of the best interaction, that has good half life, is in message boards and forums, these should never be overlooked in SM #commschat

July 4, 2011, 7:56 pm



@EmLeary: @paulchat @ZaddleMarketing I do like Klout for an at-a-glance measure of how I'm doing on very basic level, but no more than that #CommsChat

July 4, 2011, 7:56 pm



@BrigitLaw: @40deuce @brigitlaw @CommsChat @simonsanders good point #commschat

July 4, 2011, 7:57 pm



@EmLeary: @commschat @Communicatemag Scandalous! #CommsChat

July 4, 2011, 7:57 pm



@ZaddleMarketing: #fb apps been recommended include ShortStack (custom tabs), Livestream (broadcast events live) & TextualAds collect fan mob no's #commschat

July 4, 2011, 7:57 pm



@jgombita: @Paulchat @ZaddleMarketing @EmLeary can you do it for Wills & Kate coverage in Canada on 1st official tour--intern'l media blitz. #commschat

July 4, 2011, 7:57 pm



@NRCUK: RT @brigitlaw: @40deuce @brigitlaw @CommsChat @simonsanders good point #commschat / down to resource though i guess, but agreed

July 4, 2011, 7:58 pm



@simonsanders: Anyone using North Social or Involver as app platforms in Facebook? Definitely ways to Facebook on steroids! #commschat

July 4, 2011, 7:58 pm



@ZaddleMarketing: #fb apps - also NetworkedBlogs - might find guest blogging / bloggers for youn #commschat

July 4, 2011, 7:58 pm



@EmLeary: @simonsanders Noted the free trial. May give it a bash this week. In other news, just noticed PostRank was sold to Google! #CommsChat

July 4, 2011, 7:58 pm



@NealSchaffer: @EmLeary @jgombita I must say, though, that I feel #EAv is fundamentally different than the other #sm games. Hard to describe... #commschat

July 4, 2011, 7:59 pm



@ZaddleMarketing: @simonsanders Involver is another I need to look at - "take facebook" to the next level (apparently!) #commschat

July 4, 2011, 7:59 pm



@paulchat: I cam across this site this week <http://labels.io> - may become a Peerindex for the recruitment industry <http://ow.ly/5vrVg> #commschat

July 4, 2011, 7:59 pm



@NealSchaffer: Funny! RT @40deuce @EmLeary @jgombita I love games. They reinforce my thoughts that I'm better than all my friends ;) #commschat

July 4, 2011, 7:59 pm



@NRCUK: can i have one plug please Simon... check out SM2 for complete cross platform monitoring to get messaging right, everywhere :) #commschat

July 4, 2011, 7:59 pm



@ZaddleMarketing: Might not bother with #fb anyway, what with Google+ and all that ;-) #commschat

July 4, 2011, 8:00 pm



@EmLeary: @zaddlemarketing Oooh, last minute entry: Wildfire, for custom Facebook apps it's flippin' gorgeous! #CommsChat

July 4, 2011, 8:00 pm



@CommsChat: Ding ding. That's 9pm. Thanks so much to everyone for taking part. #Commschat

July 4, 2011, 8:00 pm



@jgombita: @EmLeary @simonsanders @postrank sale happened about a month ago. Most of tech team leaving Kitchener for Silicon Valley. #commschat

July 4, 2011, 8:00 pm



@CommsChat: And a huge thank you to our guest host. Sterling work, @simonsanders! #CommsChat

July 4, 2011, 8:00 pm



@simonsanders: @NRCUK: check out SM2 for complete cross platform monitoring to get messaging right, everywhere :) << consider it done! #commschat

July 4, 2011, 8:00 pm



@CommsChat: Don't worry if you missed anything. The transcript of tonight's #CommsChat will be posted on commschat.com tomorrow.

July 4, 2011, 8:01 pm



@NealSchaffer: @jgombita @EmLeary Why I Deleted #Foursquare from My iPhone. Have You? <http://wind.mn/mgIxdJ> #commschat

July 4, 2011, 8:01 pm



@amandacomms: Great @commschat tonight lots to have a look at thanks @simonsanders #commschat

July 4, 2011, 8:01 pm



@ZaddleMarketing: #fb apps - AppBistro is a great place to find new apps. Oneforty.com is a great place for new twitter tools #commschat

July 4, 2011, 8:01 pm



@AllthingsIC: Thanks all, interesting chat and a massive list to Google. @simonsanders thanks for moderating #commschat

July 4, 2011, 8:01 pm



@NRCUK: RT @CommsChat: And a huge thank you to our guest host. Sterling work, @simonsanders! #CommsChat / Thanks Simon :)

July 4, 2011, 8:01 pm



@simonsanders: Thank you everyone for making it a fun session. Should be plenty to look back on and discover! #commschat

July 4, 2011, 8:01 pm



@CommsChat: Feel free to carry on yourselves of course. I'm @neilcomm and I'll see you all on #CommsChat next week! Now: wine.

July 4, 2011, 8:01 pm



@40deuce: Thanks for the chat folks! I know some of you are across the pond, but I need to get some work done before my day ends #commschat

July 4, 2011, 8:01 pm



@EmLeary: @commschat Boooo, I was just getting warmed up. Great chat, thanks guys :) #CommsChat

July 4, 2011, 8:02 pm



@jgombita: Speaking of Canadian startups, fellow at gym said there was a great alternative to Flipboard, based out of Vangroovy. Short name. #commschat

July 4, 2011, 8:02 pm



@ZaddleMarketing: Thanks ladies and gents - that hour flies by :) #commschat

July 4, 2011, 8:02 pm



@NRCUK: RT @EmLeary: @commschat Boooo, I was just getting warmed up. Great chat, thanks guys :) #CommsChat

July 4, 2011, 8:02 pm



@AndrewGrill: Hey #commschat people have a look at <http://peoplebrowsr.com> has last 1,000 days of tweets, viral analytics, engagement & more. 30 day trial

July 4, 2011, 8:04 pm



@jgombita: @40deuce some? More like 90 per cent.... #commschat

July 4, 2011, 8:04 pm



@NRCUK: @ZaddleMarketing @AllthingsIC @BrigitLaw @jgombita @40deuce @simonsanders @amandacomms @nealschaffer @EmLeary @Paulchat thanks #commschat

July 4, 2011, 8:04 pm



@knightys: RT @ZaddleMarketing: #fb apps - AppBistro is a great place to find new apps. Oneforty.com is a great place for new twitter tools #commschat

July 4, 2011, 8:06 pm



@paulchat: @jgombita @ZaddleMarketing @EmLeary I put out blog report b4 Royal weddin on SM <http://t.co/3GlvbFi> writin glossy follow 4 Friday #CommsChat

July 4, 2011, 8:06 pm



@jgombita: Here it is: @Zite - free, personalized iPad magazine that understands what you like and gets smarter as you use it. (Vancouver)n #commschat

July 4, 2011, 8:06 pm



@TonyLangham: RT @AllthingsIC: Thanks all, interesting chat and a massive list to Google. @simonsanders thanks for moderating #commschat

July 4, 2011, 8:08 pm



@simonsanders: @jgombita - for magazine approach also try @Taptu for iPad, iphone, Android. Can also add own RSS feeds #commschat

July 4, 2011, 8:09 pm



@simonsanders: @TonyLangham @AllthingsIC my pleasure! #commschat

July 4, 2011, 8:10 pm



@jgombita: (Thanks!) RT @Paulchat: I put out blog report before Royal wedding on SM: <http://t.co/3GlvbFi> Writing glossy follow for Friday. #commschat

July 4, 2011, 8:12 pm



@Indiedoc: RT @jgombita Here it is: @Zite - free, personalized iPad magazine that understands what you like & gets smarter as you use it #commschat

July 4, 2011, 8:14 pm



@jgombita: .@simonsanders thanks re: @Taptu. Gym mate said @zite figured out what he wanted to read...before he KNEW he wanted to read it! #commschat

July 4, 2011, 8:14 pm



@LansonsLatest: Great #commschat tonight with our head of digital @simonsanders - thanks Simon!

July 4, 2011, 8:15 pm



@Communicatemag: @jgombita As a publishr we use all platforms. V int. as internal stats frm FBonly pages v high, but dont show on google analytics #commschat

July 4, 2011, 8:18 pm



@jgombita: @Communicatemag I'm a skeptic when it comes to Facebook & biz. Think the high outputs (Likes, etc.) rarely translate to outcomes. #commschat

July 4, 2011, 8:20 pm



@jgombita: .@Communicatemag if you want to see an incredible uses of Facebook (as a targeted media platform), see @mikesgene's GenOmics. #commschat

July 4, 2011, 8:21 pm



@mikesgene: Thanks @jgombita. @Communicatemag The Open Source group recently got a Knight Foundation Grant. <http://bit.ly/kGed6n> #commschat

July 4, 2011, 8:31 pm



@GenomeAlberta: Thanks @jgombita. @Communicatemag The Open Source group recently got a Knight Foundation Grant. <http://bit.ly/kGed6n> #commschat

July 4, 2011, 8:31 pm



@mikesgene: @jgombita @Communicatemag Our version and application of the Open Source platform is for life science news <http://bit.ly/bccqDO> #commschat

July 4, 2011, 8:33 pm



@jgombita: RT @GenomeAlberta: Thanks @jgombita. @Communicatemag The Open Source group recently got a Knight Foundation Grant. <http://bit.ly/kGed6n> #commschat

July 4, 2011, 8:34 pm



@mynewsdesk\_uk: Wow seems I missed a mega #commschat. Too busy being wined n dined in Stockholm by the MND girls. So whats the killer social media app? ^AC

July 4, 2011, 8:35 pm



@paulchat: @EmLeary Thanks for the chat on #commschat. You have a really good group going! Noticed yr in Lincoln, I'm from Lincolnshire originally! BW

July 4, 2011, 8:37 pm



@EmLeary: @paulchat Thanks :) @CommunicateMag run #CommsChat these days, and very well, too! Where in Lincs?

July 4, 2011, 8:38 pm



@BrigitLaw: @AllthingsIC @simonsanders Ejoyed meeting you all! #commschat

July 4, 2011, 8:40 pm



@BrigitLaw: @ZaddleMarketing Thanks for the chat! #commschat

July 4, 2011, 8:41 pm



@63squares: RT @ZaddleMarketing: Hootsuite should buy 14blocks and integrate - that would be awesome #commschat

July 4, 2011, 8:44 pm



@mynewsdesk\_uk: All u #commschat guys, for serious digital PR power, try a free 30-day trial of Mynewsdesk's social media newsroom - <http://ow.ly/1ukfb>

July 4, 2011, 9:00 pm



@ScottMStronach: #commschat Thanks to @40deuce for sharing this interesting article about using social media to improve marketing strategy on [mash.to/kKui4E](http://mash.to/kKui4E)

July 4, 2011, 10:21 pm



@SocialMediaXprt: RT @ScottMStronach: #commschat Thanks to @40deuce for sharing this interesting article about using social media ... <http://bit.ly/k5UUSP>

July 4, 2011, 10:23 pm



@EmLeary: @paulchat Hi #CommsChat is every Monday night, 8-9pm UK time. Except bank holidays and the occasional break over Xmas and the like

July 5, 2011, 6:53 am



@bufferapp: @ZaddleMarketing @EmLeary @zaddlemarketing @Communicatemag sorry I am late to this. Yes, so we use general research for it #commschat - Leo

July 5, 2011, 10:02 am



@bufferapp: @ZaddleMarketing @emleary haha, no worries. Just catching up on #commschat tweets, amazing content coming from there! :) - Leo

July 5, 2011, 10:03 am



@paulchat: @EmLeary Thanks for the times for #CommsChat its in my diary and will let people know about it!

July 5, 2011, 10:08 am



@conversocial: RT @simonsanders: Am impressed with Conversocial - anyone using this? #commschat

July 5, 2011, 12:16 pm



@JasonWyerSmith: RT @paulchat: found this site this week <http://labels.io> - a Peerindex for the recruitment industry? <http://ow.ly/5vrVg> #commschat

July 5, 2011, 12:28 pm



@jgombita: @taptu not sure if @simonsanders was aware of you before yesterday's #commschat. It was \*my\* gym mate who told me about your service.....

July 5, 2011, 1:07 pm



@jgombita: @GabbiCahane you wouldn't have seen my second tweet indicating I'd confused @taptu with @zite (which I'd mentioned/introduced on #commschat)

July 5, 2011, 1:30 pm



@jgombita: @GabbiCahane I offered up @zite in #commschat as an alternative to Flipboard, because my gym mate told me about it. I don't own an iPad.

July 5, 2011, 5:30 pm



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