

@CommsChat @ClaireatWaves Oh no! Twitter was being useless for most people it seems. Hopefully should have a transcript up later though #commschat. -10:20 AM Mar 6th, 2012

@ColinWalker Morning all. Had a good time reading the #commschat last night. -9:50 AM Mar 6th, 2012

@stuartbruce RT @Communicatemag: next weeks G+ can have a 30 minute hangout half an hour before commschat. how about that #commschat -2:19 AM Mar 6th, 2012

@ClaireatWaves Missed most of #commschat thanks to Twitter playing up. You never know what you've got until you lose it... -9:45 PM Mar 5th, 2012

@ClaireatWaves RT @thomasmorffew: @paulgailey @Stevejuice G+ predicted to have 400m+ users by year end. #CommsChat -9:37 PM Mar 5th, 2012

@thomasmorffew RT @sagethefool: Thanks to @thomasmorffew & @CommsChat for #commschat today. Had to drop out after G+ discussion, but enjoyed it! -9:29 PM Mar 5th, 2012

@Marketing\_Chap Apologies for the constant stream of tweets during #commschat, chaps. Once into the flow, the tongue began to wag, eh @PRgirlAshley ? -9:28 PM Mar 5th, 2012

@sagethefool Thanks to @thomasmorffew & @CommsChat for #commschat today. Had to drop out after G+ discussion, but enjoyed it! -9:21 PM Mar 5th, 2012

@PressPageUK RT @Communicatemag: next weeks G+ can have a 30 minute hangout half an hour before commschat. how about that #commschat -9:12 PM Mar 5th, 2012

@Communicatemag RT @CommsChat: make sure you circle it to ensure an update nearer the time <http://t.co/QRHBZbUT> #commschat -9:07 PM Mar 5th, 2012

@Communicatemag RT @CommsChat: & we'll precede next weeks #commschat w/a 30 minute hangout at <http://t.co/QRHBZbUT> Communicate magazines G+ page #commschat -9:06 PM Mar 5th, 2012

@CommsChat make sure you circle it to ensure an update nearer the time <http://t.co/di5Kw6ei> #commschat -9:06 PM Mar 5th, 2012

@CommsChat & we will precede next weeks #commschat with a 30 minute hangout at <http://t.co/di5Kw6ei> Communicate magazine's G+ page #commschat -9:05 PM Mar 5th, 2012

@GemmaPhelan Thanks guys! Catch ya next week #CommsChat -9:05 PM Mar 5th, 2012

@paulgailey I really enjoyed that #commschat blitz. thanks people and @commschat. I am <http://t.co/0M173qZD> on Google Plus. Cheers -9:04 PM Mar 5th, 2012

@Marketing\_Chap @CommsChat @thomasmorffew Top notch stuff, chaps! Enjoyed every moment, though twitter made each moment take longer to appear. #commschat -9:03 PM Mar 5th, 2012

@GemmaPhelan Chinese use social for entertainment/enjoyment not as active as the western world in using social for marketing #CommsChat -9:03 PM Mar 5th, 2012

@Nerve Thanks for the love! RT @PRgirlAshley: @sagethefool I think @Nerve has done a pretty great job. #CommsChat -9:02 PM Mar 5th, 2012

@thomasmorffew @CommsChat you're welcome. Enjoyed it immensely. Thanks everyone and look me up on g+ at <http://t.co/Is4PnxnK> #CommsChat -9:01 PM Mar 5th, 2012

@Maxim\_PR Interesting #commschat this week - thanks @CommsChat and @thomasmorffew. Shame Twitter was being so slow! -9:01 PM Mar 5th, 2012

@PRgirlAshley @davidinguk @SteveJuice Agreed. FB and Twitter have enough power/information as it is. They don't need even more. #CommsChat -9:01 PM Mar 5th, 2012

@CommsChat and, of course, a big thanks to our sponsors @mynewsdesk @cisionuk @kwdigital & @wolfstarpr Please do check them out! #commschat -9:01 PM Mar 5th, 2012

@thomasmorffew @Stevejuice inevitable. Gov fears growth out of their control. #CommsChat -9:01 PM Mar 5th, 2012

@paulgailey @CommsChat my understanding was that Amazon's Whispernet bypassed the great firewall, hence rocket sino Kindle sales #commschat -9:00 PM Mar 5th, 2012

@CommsChat And thats us for the hour. A #bigthanks to @thomasmorffew for being this weeks guest. #commschat -9:00 PM Mar 5th, 2012

@Stevejuice #commschat fascinating move by Chinese government to force SM users to reveal their true identities. -8:59 PM Mar 5th, 2012

@thomasmorffew @CommsChat stats show that Chinese users are also more likely to be content creators. West more focused on resharing of content. #CommsChat -8:59 PM Mar 5th, 2012

@CommsChat @paulgailey RT @CommsChat: topic 5 What are the key differences when it comes to social networks between China and the West? #commschat -8:58 PM Mar 5th, 2012

@paulgailey @PRgirlAshley @historian that's a correct assumption Ashley. #commschat -8:58 PM Mar 5th, 2012

@paulgailey @CommsChat what is the last topic? #commschat -8:57 PM Mar 5th, 2012

@thomasmorffew @CommsChat the biggest difference is the way that Chinese have to negotiate their way around censorship. #CommsChat -8:57 PM Mar 5th, 2012

@PRgirlAshley @historian Tbh, I'm not sure. I thought they had expanded it. Maybe I'm thinking more people can watch but not participate? #commschat -8:55 PM Mar 5th, 2012

@CommsChat topic 5 What are the key differences when it comes to social networks between China and the West? #commschat -8:55 PM Mar 5th, 2012

@thomasmorffew @paulgailey @stevejuice G+ predicted to have 400m+ users by year end. #CommsChat -8:55 PM Mar 5th, 2012

@CommsChat I realise we're chopping & changing topics, as twitter is letting us down. but maybe we shld spenf last 5 mins on the last topic #commschat -8:55 PM Mar 5th, 2012

@paulgailey @thomasmorffew @AdamAzor @stevejuice and they are close tied to apple now #commschat -8:54 PM Mar 5th, 2012

@paulgailey @Stevejuice based on current growth G will be bigger than T by 2012 year end. #commschat -8:54 PM Mar 5th, 2012

@AdamAzor Along with Tesco!! >> RT @Maxim\_PR: RT @PRgirlAshley: And then Google will rule the world! #Afraid RT @Stevejuice: #commschat -8:54 PM Mar 5th, 2012

@thomasmorffew @AdamAzor @stevejuice too late for that. Google has G+. Twitter have burned their Google bridges IMO. #CommsChat -8:53 PM Mar 5th, 2012

@Maxim\_PR RT @PRgirlAshley: And then Google will rule the world! #Afraid RT @Stevejuice: #commschat Google needs to acquire Twitter - THEN we'd have a social network -8:52 PM Mar 5th, 2012

@AdamAzor Now that's interesting >> RT @Stevejuice: Ive said this before: Google needs to acquire Twitter - THEN wed have a social network #commschat -8:51 PM Mar 5th, 2012

@PRgirlAshley And then Google will rule the world! #Afraid RT @Stevejuice: #commschat Google needs to acquire Twitter - THEN we'd have a social network -8:51 PM Mar 5th, 2012

@Historian @PRgirlAshley I thought you could only get 10 people in a hangout these days. #commschat -8:50 PM Mar 5th, 2012

@PRgirlAshley @CommsChat Given the current topic, might be interesting to hold a G+ chat/hangout next week. Thoughts? #commschat -8:50 PM Mar 5th, 2012

@thomasmorffew @Communicatemag +1. #CommsChat -8:49 PM Mar 5th, 2012

@Stevejuice #commschat I've said this before: Google needs to acquire Twitter - THEN we'd have a social network -8:49 PM Mar 5th, 2012

@thomasmorffew @CommsChat Maybe, but as users become more knowledgeable, it's more difficult to truly censor. #CommsChat -8:49 PM Mar 5th, 2012

@DigitalKaitlyn RT @Communicatemag: next weeks G+ can have a 30 minute hangout half an hour before commschat. how about that #commschat -8:49 PM Mar 5th, 2012

@PRgirlAshley @CommsChat Thoughts on a potential G #commschat -8:49 PM Mar 5th, 2012

@PRgirlAshley Agree whole-heartedly. RT @adamazor: but we should not just tick the FB box & feel we've done social, it has to be right #commschat -8:48 PM Mar 5th, 2012

@CommsChat topic 4 - - Do social networks such as Google+ mean an "all-or-nothing" approach to online censorship? #commschat -8:47 PM Mar 5th, 2012

@thomasmorffew @PRgirlAshley Brilliant idea. @communicatemag can do it on their G+ Page. :)  
#CommsChat -8:47 PM Mar 5th, 2012

@AdamAzor We are living in a FB world... but we should not just tick the FB box & feel we've done social, it has to be right @PRgirlAshley #commschat -8:47 PM Mar 5th, 2012

@CommsChat the twitter problems tonight have meant its been very hard to stay on topic. However, lets move onto point 4.lets move to topic 4 #commschat -8:47 PM Mar 5th, 2012

@GemmaPhelan Agreed @thomasmorffew social search is inevitable google will not give up the fight to populate the site #CommsChat -8:47 PM Mar 5th, 2012

@PRgirlAshley @thomasmorffew Are you suggesting we move next week's #CommsChat to G+ as an experiment? -8:46 PM Mar 5th, 2012

@paulgailey @Stevejuice and with gplus you have a drink, which can also happen outside of the pub. #commschat -8:45 PM Mar 5th, 2012

@thomasmorffew @Communicatemag @PRgirlAshley infrastructure another reason to use Google+. Twitter still having problems is unacceptable... #CommsChat -8:45 PM Mar 5th, 2012

@PRgirlAshley @adamazor @paulgailey @SteveJuice Yes, Myspace is still a go-to for music and related industry, but we're living in a FB world #commschat -8:45 PM Mar 5th, 2012

@PRgirlAshley @mollyhpierce Definitely. I think it's more for a tech-savvy audience than mass for Mom crowd, etc. #CommsChat -8:44 PM Mar 5th, 2012

@Communicatemag @PRgirlAshley twitter is dreadful today. #commschat -8:43 PM Mar 5th, 2012

@AdamAzor Myspace seems to have had some recent growth & is interesting for pure music association @PRgirlAshley @paulgailey @Stevejuice #commschat -8:42 PM Mar 5th, 2012

@PRgirlAshley Dear @TweetGrid. Why are you going so slow? Not making it easy to keep up with the convo. #commschat -8:42 PM Mar 5th, 2012

@Stevejuice @paulgailey #commschat Like a pub. You go there because your friends do, but you call it going to the pub -8:42 PM Mar 5th, 2012

@thomasmorffew @PRgirlAshley sure, but the benefits will gradually outweigh the issues. Google search is too dominant to ignore. #CommsChat -8:41 PM Mar 5th, 2012

@PRgirlAshley I don't think anyone's still talking about Myspace.. RT @paulgailey: @Stevejuice MySpace? #commschat -8:40 PM Mar 5th, 2012

@thomasmorffew @Communicatemag We all get it. Just in different ways, right? :) #CommsChat -8:40 PM Mar 5th, 2012

@PRgirlAshley @thomasmorffew @CommsChat Not everyone wants their public name tied to search results. Even with "circles" and security #commschat -8:39 PM Mar 5th, 2012

@thomasmorffew @PRgirlAshley Hangouts also very useful internal tool. Organizations can video conference very easily. Fits with Google Apps. #CommsChat -8:39 PM Mar 5th, 2012

@Communicatemag @thomasmorffew ok so they 'get it', whereas we don't? #commschat -8:39 PM Mar 5th, 2012

@mollyhpierce @PRgirlAshley on the other hand, that is the beauty of #gplus - selective sharing. Just takes effort which most won't put in #commschat -8:39 PM Mar 5th, 2012

@paulgailey @Stevejuice and MySpace? are people attached to herds of friends or the network itself? #commschat -8:39 PM Mar 5th, 2012

@thomasmorffew @CommsChat FB is just another social network. Google is information + social. #CommsChat -8:38 PM Mar 5th, 2012

@PRgirlAshley @mollyhpierce Agreed. As public as everything's become- @getglue @foursquare @spotify blasts, do video chats need to be? #commschat -8:38 PM Mar 5th, 2012

@CommsChat @thomasmorffew in what way is FB perceived differently? #commschat -8:37 PM Mar 5th, 2012

@Stevejuice #commschat Many people have an emotional attachment and loyalty to their social network. Makes churn lower. -8:37 PM Mar 5th, 2012

@thomasmorffew @CommsChat Yes <http://t.co/iAxsS2Xq> for example and <http://t.co/S7q0hOP8>. #CommsChat -8:37 PM Mar 5th, 2012

@CommsChat @thomasmorffew you have to understand the status of Google in China. It's respected as a symbol of "Western values". FB different #commschat -8:37 PM Mar 5th, 2012

@PRgirlAshley @CommsChat There are definitely China specific networks. Try Googling the near copies of FB, etc. #commschat -8:37 PM Mar 5th, 2012

@mollyhpierce I think there's still a big ? on #gplus hangouts etc being taken up beyond a tech-savvy community-most of my friends still skype #commschat -8:36 PM Mar 5th, 2012

@PRgirlAshley @marketing\_chap I'm gonna go ahead and take that as a yes. #commschat -8:36 PM Mar 5th, 2012

@CommsChat @thomasmorffew other than the regulars? there are specific china only networks? like hyves in netherlands? #commschat -8:36 PM Mar 5th, 2012

@PRgirlAshley @paulgailey I always try to define my terms at the beginning of the convo. I'm guessing I missed that tweet though. Thanks #commschat -8:35 PM Mar 5th, 2012

@thomasmorffew @CommsChat you have to understand the status of Google in China. It's respected as a symbol of "Western values". FB different. #CommsChat -8:35 PM Mar 5th, 2012

@GemmaPhelan @Marketing\_Chap hahaha. Nothing better to do #CommsChat -8:34 PM Mar 5th, 2012

@Marketing\_Chap RT @PRgirlAshley: @marketing\_chap Please tell me you talk like this IRL. #InLove #commschat -8:34 PM Mar 5th, 2012

@CommsChat how does china feel towards G+ is it as polarisd as it is here? no-one's ambivalent anymore about google+, is that the same there #commschat -8:33 PM Mar 5th, 2012

@thomasmorffew China has very strong social networks with strong ties to government. Hard if not impossible for outside SM to break in. #CommsChat -8:33 PM Mar 5th, 2012

@PRgirlAshley @CommsChat China's overtaking the world. But we all knew that already. #CommsChat -8:32 PM Mar 5th, 2012

@thomasmorffew @GemmaPhelan they should be terrified. Hangouts are a fantastic tool. Haven't touched Skype for months. #CommsChat -8:32 PM Mar 5th, 2012

@Marketing\_Chap @CommsChat they have too much time on their hands, the poor chaps. And with all that tea sitting around. The mind boggles. #commschat -8:31 PM Mar 5th, 2012

@PRgirlAshley @paulgailey I feel behind, but I'm lost. SPWY? #CommsChat -8:31 PM Mar 5th, 2012

@thomasmorffew @CommsChat the Obama incident shows the engagement of China with SM. It's also interesting that it happened on g+. #CommsChat -8:31 PM Mar 5th, 2012

@GemmaPhelan "@thomasmorffew: Also need to mention Google+ Hangouts yes I'm sure Skype are a little worried #CommsChat -8:31 PM Mar 5th, 2012

@BusinessEast @commschat It's not as bad as North Korea but it's pretty close? #censorship #commschat -8:31 PM Mar 5th, 2012

@AdamAzor If you're audience over indexes on Gplus, use Gplus. If it doesn't & data predicts they wont start using it. Don't waste budget #commschat -8:31 PM Mar 5th, 2012

@ravimotha @ravimotha @stevejuice #commschat thinks its going be hard but the seo and general ranking help will help grow it, but it will be slow -8:30 PM Mar 5th, 2012

@PRgirlAshley @marketing\_chap Please tell me you talk like this IRL. #InLove #commschat -8:30 PM Mar 5th, 2012

@thomasmorffew to quote @GuyKawasaki "easier to be search engine adding social than a social network adding search" <http://t.co/bbuj1KyP> #CommsChat -8:30 PM Mar 5th, 2012

@paulgailey @sagethefool @PRgirlAshley @thomasmorffew yes, agreed that even now non SPYW visibility due to gplus is already happening. #commschat -8:30 PM Mar 5th, 2012

@thomasmorffew @Marketing\_Chap More depth. Also think about Mobile (Android), Browsing (Chrome), Search..... #CommsChat -8:29 PM Mar 5th, 2012

@CommsChat topic 3 What does recent incident with Chinese "netizens" flooding Obama's G+ page say about social media in China? #commschat -8:29 PM Mar 5th, 2012

@PRgirlAshley @sagethefool Of course. It cuts through the BS & helps people condense their thoughts, rather than allowing for a TL;DR response #commschat -8:28 PM Mar 5th, 2012

@sagethefool @thomasmorffew @Stevejuice And Google was late to search! #commschat -8:28 PM Mar 5th, 2012

@CommsChat @BusinessEast no need to go, we're about to move onto Thomas' other area of specialisation. #commschat -8:28 PM Mar 5th, 2012

@GemmaPhelan "@PRgirlAshley: +1 RT @BusinessEast: @thomasmorffew Just people aren't there!!! totally agree adoption is key to success #commschat" -8:28 PM Mar 5th, 2012

@thomasmorffew @Stevejuice too late? I hear Apple was late to phones as well. ;) #CommsChat -8:28 PM Mar 5th, 2012

@ColinWalker \*That was supposed to say "is fully integrated" #commschat -8:28 PM Mar 5th, 2012

@Marketing\_Chap @thomasmorffew I say, chap, why are you so certain #gplus will win out in the end. Is it the only the backing parent company? #commschat -8:28 PM Mar 5th, 2012

@sagethefool @Communicatemag @BusinessEast Yes! Need to have that linked properly to get any SEO benefit as well. Search Google+ badge #commschat -8:27 PM Mar 5th, 2012

@PRgirlAshley @BusinessEast Oh please don't. I agree, and Devil's Advocate is just oh so fun. #commschat -8:27 PM Mar 5th, 2012

@Stevejuice #commschat Ironic really, Google have got G+ right, just too late -8:27 PM Mar 5th, 2012

@CommsChat RT @thomasmorffew: @GemmaPhelan sure, but the potential is greater on g+. Easier to scan and allows for longer answers. #commschat -8:27 PM Mar 5th, 2012

@ColinWalker We won't notice the full benefit of G+ until the social layer is fully integrated across Google's ecosystem - will take time. #commschat -8:27 PM Mar 5th, 2012

@thomasmorffew Also need to mention Google+ Hangouts. Tremendously useful conferencing tool. Also good for customer service. #CommsChat -8:26 PM Mar 5th, 2012

@AdamAzor Social is like any other type of marketing... make sure you're using the right channels / media to target the right audience. #commschat -8:26 PM Mar 5th, 2012

@Communicatemag @BusinessEast but your website has no mention of Google+? Perhaps you're not helping yourself? #commschat -8:26 PM Mar 5th, 2012

@PRgirlAshley @BusinessEast Exactly. The whole "If you build it, they will come" thing isn't really holding true at the moment. #commschat -8:26 PM Mar 5th, 2012

@Maxim\_PR @BusinessEast agreed - been on since January but failing to see any real benefits. Layout so similar to Facebook too - seems odd #commschat -8:26 PM Mar 5th, 2012

@BusinessEast Sorry, feel I'm probably hijacking the debate here with my anti G+ sentiment. Shall now retreat and lurk #commschat :) -8:26 PM Mar 5th, 2012

@thomasmorffew @GemmaPhelan sure, but the potential is greater on g+. Easier to scan and allows for longer answers. #CommsChat -8:25 PM Mar 5th, 2012

@BusinessEast @maxim\_pr well said. We're persevering with it for SEO but still, no real benefit due to lack of real adoption #commschat -8:24 PM Mar 5th, 2012

@GemmaPhelan @thomasmorffew: @sagethefool Twitter is useful, but ultimately limited for real dialogue. Oh I duno this is pretty good dialogue #CommsChat -8:24 PM Mar 5th, 2012

@thomasmorffew @BusinessEast as I said earlier, a long term thing. Early adoption will pay off. Many make mistake of using FB/Twitter tactics #CommsChat -8:24 PM Mar 5th, 2012

@PRgirlAshley +1 RT @BusinessEast: @thomasmorffew we have set up the profiles, tailor our messages, set up circles. Just people aren't there!!! #commschat -8:24 PM Mar 5th, 2012

@AllieJohns @annatclock @stevejuice time a factor also. Myriad of social media. #commschat -8:24 PM Mar 5th, 2012

@sagethefool @paulgailey @PRgirlAshley Absolutely! But see my post @thomasmorffew linked prev. We r seeing SEO effects outside of SPYW also. #commschat -8:23 PM Mar 5th, 2012

@Maxim\_PR There just aren't enough #gplus users to make it worthwhile at the moment. Persevering for search engine rankings though #commschat -8:23 PM Mar 5th, 2012

@BusinessEast @thomasmorffew And yes we have set up the profiles, tailor our messages, set up circles. Just people aren't there!!! #commschat -8:23 PM Mar 5th, 2012

@Communicatemag @BusinessEast erm, really? public affairs, corporate PR, internal comms, IR, community relations etc. #commschat -8:23 PM Mar 5th, 2012

@PRgirlAshley It's all about the right chat client. RT @sagethefool Every time in a chat I'm reminded how much better this would go on G+ #CommsChat -8:22 PM Mar 5th, 2012

@BusinessEast @thomasmorffew Sorry, I work in comms and I've seen absolutely no positive benefits for our clients who want to reach the masses #commschat -8:22 PM Mar 5th, 2012

@thomasmorffew @sagethefool Yes. Twitter is useful, but ultimately limited for real dialogue. This is where G+ shines. #CommsChat -8:22 PM Mar 5th, 2012

@paulgailey @PRgirlAshley @sagethefool once SPYW rolls out in your territory your ability to viralise (!) will be greater on gplus than fb #commschat -8:22 PM Mar 5th, 2012

@GemmaPhelan @PRgirlAshley @sagethefool the motivation, social search although the parameters are not all together clear yet #CommsChat -8:22 PM Mar 5th, 2012

@LizCpher @CommsChat I can't bring up the #CommsChat hashtag I'll keep trying. #fail -8:22 PM Mar 5th, 2012



@thomasmorffew @BusinessEast be aware though that Local is a focus for Google. Places and Google+ will see gradual integration. #CommsChat -8:21 PM Mar 5th, 2012

@Communicatemag @BusinessEast for instance, G+ perfect to create circles for internal comms. even more so as Gmail takes more share from outlook #commschat -8:21 PM Mar 5th, 2012

@Stevejuice @ravimotha #commschat Brands won't invest in G+ unless many millions either move from Facebook or use both. Huge ask. -8:21 PM Mar 5th, 2012

@PRgirlAshley @thomasmorffew @Marketing\_ChapThat's where I've networked the most! #CommsChat -8:21 PM Mar 5th, 2012

@BusinessEast @Communicatemag Most comms isn't about reaching consumers? Eh? All comms is about consumers, whether B2B or B2C!! #Commschat -8:20 PM Mar 5th, 2012

@sagethefool Every time I'm in a Twitter chat I'm reminded how much better this would go on Google+ #commschat -8:20 PM Mar 5th, 2012

@Communicatemag @BusinessEast even within sainsburys M&S etc. consumer facing comms only one aspect #commschat -8:20 PM Mar 5th, 2012

@Communicatemag @BusinessEast well yes, you could mention a few consumer brands. But most comms is not about reaching consumers. #commschat -8:20 PM Mar 5th, 2012

@PRgirlAshley Tell that to businesses. RT @Communicatemag: @BusinessEast most comms isnt about reaching debbie the housewife. #CommsChat -8:19 PM Mar 5th, 2012

@thomasmorffew @paulgailey I say yes! I've seen news broken on g+ and richer content, eg photos and video are better displayed. #CommsChat -8:19 PM Mar 5th, 2012

@BusinessEast @Communicatemag Plus your local plumber, electrician, painter, decorator... they know that everyone's on FB!! #commschat -8:19 PM Mar 5th, 2012

@Communicatemag we had university of gloucersterhsire at our conference today. they use G+ to talk to local businesses. have created a community #commschat -8:19 PM Mar 5th, 2012

@AdamAzor @Communicatemag @BusinessEast but a lot of shopper marketing and digital shopper marketing is targeting Debbie as the gatekeeper #commschat -8:19 PM Mar 5th, 2012

@thomasmorffew @ColinWalker exactly. Apples and oranges. #CommsChat -8:19 PM Mar 5th, 2012

@PRgirlAshley I always forget that #CommsChat is UK-based. Ha. I'll just be over here, solely represting the US #NoBig -8:18 PM Mar 5th, 2012

@BusinessEast @Communicatemag I'd say John Lewis, Debenhams, M&S, Tesco, Sainsburys would disagree... should I go on? #Commschat -8:18 PM Mar 5th, 2012

@ravimotha @Stevejuice agree with point, but would that change if people could see clear roi , or if there was a clear way to make money #commschat -8:18 PM Mar 5th, 2012

@thomasmorffew @Marketing\_Chap @PRgirlAshley doubt it. Most PR and marketing types are on Twitter. :) #CommsChat -8:18 PM Mar 5th, 2012

@paulgailey .@thomasmorffew How many press ppl rely on gplus in addition to twitter? #commschat Is it a viable press channel for brands? -8:18 PM Mar 5th, 2012

@PixoMedia RT @stevejuice: #commschat Evenin' all. Problem for G+? Inertia. Most (non-geeky) people have invested too much in Facebook and Twitter... -8:18 PM Mar 5th, 2012

@PRgirlAshley @sagethefool How so? Why should I choose to share on G+ rather than FB? What's the motivation? #CommsChat -8:18 PM Mar 5th, 2012

@annatclock @Stevejuice Totally agree. Learning curve too steep also #commschat -8:17 PM Mar 5th, 2012

@Communicatemag @BusinessEast most comms isnt about reaching debbie the housewife. #commschat -8:17 PM Mar 5th, 2012

@ColinWalker What everyone overlooks is that G+ will not be just another social network, but there is a massive problem of perception. #CommsChat -8:17 PM Mar 5th, 2012

@CommsChat is this a good time to move onto point two? What are users, both in the UK and further afield, using Google+ for? #commschat -8:17 PM Mar 5th, 2012

@PRgirlAshley Is that because of lack of people? RT @Communicatemag: @PRgirlAshley a little tailored. And often we're quite lazy about both. #CommsChat -8:17 PM Mar 5th, 2012

@thomasmorffew People should also pay attention to The SEO Power of Google+ (Author rank) See @sagethefool 's post <http://t.co/crAqkUg2> #CommsChat -8:17 PM Mar 5th, 2012

@sagethefool People who use Google will begin to use G+ more as it is more integrated into all their products #commschat -8:17 PM Mar 5th, 2012

@Marketing\_Chap @PRgirlAshley You've hit the nail on the proverbial head there, chapette. Without all of us would google+ be forgotten? #commschat -8:16 PM Mar 5th, 2012

@PRgirlAshley RT @BusinessEast: If you want to reach Gary in IT, it's G+. If you want to reach Debbie the housewife it will always be Facebook. #CommsChat -8:16 PM Mar 5th, 2012

@sagethefool My 2 cents is that Google doesn't need to "kill" FB to be successful with G+. It's more about data for their whole bigger project #commschat -8:16 PM Mar 5th, 2012

@Communicatemag @PRgirlAshley a little tailored. And often we're quite lazy about both. #commschat -8:15 PM Mar 5th, 2012

@thomasmorffew @CommsChat The key feature is Circles. Once you work them out, everything follows. #CommsChat -8:15 PM Mar 5th, 2012

@PRgirlAshley Ha. Thanks :) RT BusinessEast: @PRgirlAshley nail.head. #CommsChat -8:15 PM Mar 5th, 2012

@Stevejuice #commschat Evenin' all. Problem for G+? Inertia. Most (non-geeky) people have invested too much in Facebook and Twitter to move. -8:15 PM Mar 5th, 2012

@BusinessEast @CommsChat If you want to reach Gary in IT, it's G+. If you want to reach Debbie the housewife, it will always be Facebook. #Commschat -8:14 PM Mar 5th, 2012

@PRgirlAshley How much time are y'all devoting to using G+ for your business per day? #CommsChat -8:14 PM Mar 5th, 2012

@ZurichKeith @thomasmorffew Took me a while to "get" Twitter, and not sure I can see benefits of #gplus yet either personally or for work #CommsChat -8:14 PM Mar 5th, 2012

@AdamAzor @thomasmorffew Agree would be interesting if it happens though personally I have my doubts if it ever will take off at that level #commschat -8:13 PM Mar 5th, 2012

@PRgirlAshley @Communicatemag Do you post the same messaging on both, or tailor it individually? #CommsChat -8:13 PM Mar 5th, 2012

@thomasmorffew @Marketing\_Chap I say no. In the long term Google+ will gradually overtake the others. Short term belongs to Twitter and FB. #CommsChat -8:13 PM Mar 5th, 2012

@CommsChat @thomasmorffew can you give us a brief summary? #commschat -8:13 PM Mar 5th, 2012

@PRgirlAshley @Marketing\_Chap @thomasmorffew You mean besides all the businesses/social media people that are eager to drive it? #CommsChat -8:13 PM Mar 5th, 2012

@CommsChat @LizCpher yes, twitter v slow - #Commschat -8:12 PM Mar 5th, 2012

@sagethefool We've been seeing some pretty interesting Google+ SEO effects. All correlation for the moment, but pretty interesting nonetheless #commschat -8:12 PM Mar 5th, 2012

@PRgirlAshley @ZurichKeith Oh wow. I'm on the West Coast (US) and just getting started on my day! #CommsChat -8:12 PM Mar 5th, 2012

@Communicatemag @BusinessEast actually, we're a small business, &our g+ circled numbers overtook facebook last week. We post equally to both #commschat -8:12 PM Mar 5th, 2012

@Marketing\_Chap @thomasmorffew Here's a question, chap. Is there enough social media interest around to sustain 3 major social networks? #commschat -8:12 PM Mar 5th, 2012

@BusinessEast @CommsChat Problem is that the MASSES aren't there! At the mo it's technos and marketers like us. Not your average Joe #commschat -8:11 PM Mar 5th, 2012

@PRgirlAshley @sagethefool I think @Nerve has done a pretty great job. And of course, the campaign for the Muppets Movie. #CommsChat -8:11 PM Mar 5th, 2012

@thomasmorffew @AdamAzor there are a lot of features that can prove intimidating for new people, so mass adoption will take time. #CommsChat -8:11 PM Mar 5th, 2012

@ravimotha Hola I am ravi a freelance web developer #commschat -8:11 PM Mar 5th, 2012

@AdamAzor If the masses go for Gplus, brands will soon upweight marketing activity & we should see some real innovative consumer campaigns #commschat -8:10 PM Mar 5th, 2012

@ZurichKeith @PRgirlAshley thanks - first Monday night micro peeps have been asleep and all is calm #commschat -8:10 PM Mar 5th, 2012

@LizFoggitt @AdamAzor yeah, I'd agree with that, maybe with more time it'll be more popular though #commschat -8:10 PM Mar 5th, 2012

@sagethefool There are tremendously active communities on G+, but you have to find them #commschat -8:10 PM Mar 5th, 2012

@CommsChat @BusinessEast A lot of networks based on search though - it's crucial to social innovation #commschat -8:10 PM Mar 5th, 2012

@thomasmorffew I'd like to point people at these slides presented on g+ today. Gives you an idea where G+ is heading. <http://t.co/1WAI0YPz> #CommsChat -8:09 PM Mar 5th, 2012

@BusinessEast @thomasmorffew I disagree. The only businesses doing well on G+ are big multinationals. Local businesses won't ever see a benefit #commschat -8:09 PM Mar 5th, 2012

@paulgailey I'm going to pile #in to #commschat right now for the #gplus chat...as they just topped out the slideshare home page thanks to @leesmallwood -8:09 PM Mar 5th, 2012

@PRgirlAshley @BusinessEast Agreed. Google IS seach, and businesses are afraid of what will happen if they don't integrate G+ because of that #CommsChat -8:09 PM Mar 5th, 2012

@AdamAzor The functionality within Gplus is some of the best available in social media. However it currently lacks the mass adoption needed #commschat -8:09 PM Mar 5th, 2012

@PRgirlAshley @ZurichKeith Welcome. We're a pretty friendly group. (Most of us) don't bite. #CommsChat -8:08 PM Mar 5th, 2012

@CommsChat @PRgirlAshley Hi Ashley! Glad you can join us #commschat -8:08 PM Mar 5th, 2012

@LizCpher Is it just me or is Twitter on go slow #commschat am on 2 diff devices and apps and am struggling to refresh -8:08 PM Mar 5th, 2012

@sagethefool Checking in to #commschat with @thomasmorffew -8:08 PM Mar 5th, 2012

@BusinessEast @commschat The only thing making businesses get on G+ is the search+your world changes. Would have died long ago if not #CommsChat -8:08 PM Mar 5th, 2012

@thomasmorffew @BusinessEast It depends on how you use it. Plenty of opportunities for businesses who take advantage of the features. #CommsChat -8:08 PM Mar 5th, 2012

@CommsChat @AdamAzor Hi Adam! #commschat -8:08 PM Mar 5th, 2012

@thomasmorffew @CommsChat Thanks. #gplus is absolutely a competitor. Google is really up to some interesting stuff this time. #CommsChat -8:07 PM Mar 5th, 2012

@BusinessEast @commschat No. G+ is like shouting down an empty well. People won't 'add you to a circle' if you are a business, too much effort #Commschat -8:06 PM Mar 5th, 2012

@LizFoggitt I'm tuned in to #CommsChat about Google+ after the @Communicatemag #GPlusBrands conference today #commschat -8:06 PM Mar 5th, 2012

@LizCpher Just joining #commschat, so expect more tweets than normal. Tonight's it's all about G+. Hi everyone. Hi @thomasmorffew -8:06 PM Mar 5th, 2012

@PRgirlAshley Time for Monday's #CommsChat! Who's joining me? I'm Ashley- blog editor and PR/social media girl for @Savings, btw. -8:06 PM Mar 5th, 2012

@gingerbeer84 RT @CommsChat: Just a couple of minutes to go before we're joined by @thomasmorffew - wine/tea/beverage of choice to hand. #commschat -8:06 PM Mar 5th, 2012

@AdamAzor Hi I'm Adam, Senior Account Director at Integrated Agency BD Network. #commschat -8:06 PM Mar 5th, 2012

@CommsChat So, first up tonight for #commschat - is #gplus a genuine competitor among social networks? Take it away, @thomasmorffew ... -8:05 PM Mar 5th, 2012