

Transcript: PR world view vs. the real world w/ @vikkichowney



6 December 2010

7:56 pm **CisionUK:** RT EmilyCagle Looking forward to #CommsChat tonight with @VikkiChowney - are you in? << @CisionUK is ready and waiting! #commschat

7:58 pm **Dan_Martin:** @EmilyCagle @VikkiChowney I've missed #CommsChat for last three weeks but here tonight! #CommsChat

7:58 pm **vikkichowney:** @Dan_Martin Glad you can join us :) #commschat

7:59 pm **JonClements:** @EmilyCagle #CommsChat - sorry I can't be in tonight (babysitting, pitch prep, etc) but will be looking out for the transcript!

8:00 pm **mazherabidi:** @Dan_Martin Same here - Monday's have been busy recently but back tonight. Hi @VikkiChowney#commschat

8:00 pm **NRCUK:** looking forward to keeping an eye or two on #CommsChat tonight #commschat

8:00 pm **pillarpr:** @EmilyCagle @VikkiChowney Yup. Missed a few lately but looking forward to it... #commschat

8:00 pm **CommsChat:** OK! It's almost time for #CommsChat. Make sure you are following @vikkichowney :)

8:01 pm **vikkichowney:** @JonClements Close enough! #commschat

8:01 pm **vikkichowney:** @NRCUK @mazherabidi @pillarpr Evening all... #commschat

8:01 pm **sandrilee:** missing #commschat today... #ihatelastdaysofsemester

8:01 pm **NRCUK:** evening... #commschat

8:02 pm **CommsChat:** Tonight we're talking about the differences b/w how PR folk view the world vs 'regular' folk #CommsChat

8:02 pm **CommsChat:** We're almost ready to hand over to @vikkichowney - VC, over to you... #CommsChat

8:03 pm **mazherabidi:** @CommsChat There should be regular non comms/PR/marketing folk in here actually...objective view etc... #commschat

8:03 pm **annholman:** Phew just made it to #commschat

8:04 pm **pillarpr:** RT @CommsChat: Tonight we're talking about the differences b/w how PR folk view the world vs 'regular' folk #commschat

8:04 pm **jgombita:** @CommsChat @vikkichowney does that make PR folks "irregular?" ;-) #commschat

8:04 pm **annholman:** @CommsChat Good to see you too! #commschat

8:04 pm **Alex_Clough:** #commschat evening all...

8:04 pm CisionUK: RT @CommsChat Tonight we're talking about the differences b/w how PR folk view the world vs 'regular' folk #CommsChat #commschat

8:05 pm jane63c: @jgombita @CommsChat @vikkichowney I like the idea of being irregular! #commschat

8:05 pm rcaruschalkward: I'm in but a certain 2 yr old is making is tough #commschat

8:05 pm CommsChat: Q1 is on the way... #commschat

8:05 pm vikkichowney: @CommsChat Ta :) @benjrooney believes tht gd SM activity is beneficial to brands, bt tht nt doing it isn't detrimental. Thoughts? #commschat

8:05 pm NRCUK: interested to learn more about PR perspective this evening at #commschat

8:06 pm jgombita: Tweetchat crrraaawwwllllinnnggg... #commschat

8:06 pm CommsChat: RT @vikkichowney @benjrooney believes tht gd SM activity is beneficial to brands, bt tht nt doing it isn't detrimental. Thoughts? #commschat

8:06 pm AdamVincenzini: RT @vikkichowney @benjrooney believes tht gd SM activity is beneficial to brands, bt tht nt doing it isn't detrimental. Thoughts? #commschat

8:07 pm EmilyCagle: RT @vikkichowney @benjrooney believes tht gd SM activity is beneficial to brands, bt tht nt doing it isn't detrimental. Thoughts? #commschat

8:07 pm jane63c: RT @jgombita: Tweetchat crrraaawwwllllinnnggg...// glad it's not just me! #commschat

8:07 pm CisionUK: RT @vikkichowney @benjrooney believes tht gd SM activity is beneficial to brands, bt tht nt doing it isn't detrimental. Thoughts? #commschat

8:08 pm NRCUK: agreed, but with why do so many sitngt on the fence, do most do nothing out of fear or by choice? #commschat

8:08 pm jgombita: @vikkichowney @benjrooney better to not "do" social media than to suck at it--broadcasting only, irregular updates, lame profile. #commschat

8:08 pm rcaruschalkward: Except when silence isn't golden as per Rolls Royce recently #commschat

8:08 pm vikkichowney: @jane63c @jgombita Slow tonight, huh? #commschat

8:08 pm AdamVincenzini: A1: I think it is too early to tell - I know of many businesses who aren't engaging at all and out-performing competitors #commschat

8:08 pm asadd: RT @CommsChat: Tonight we're talking about the differences b/w how PR folk view the world vs 'regular' folk #CommsChat

8:08 pm jane63c: @vikkichowney @jane63c @jgombita very #commschat

8:09 pm vikkichowney: @NRCUK I've said so many times that the void between those pushing the boundaries & failing to even start is still growing. #commschat

8:09 pm mazherabidi: @vikkichowney @benjrooney It's only not detrimental if custs aren't saying anything there already. If they are there you shd be #commschat

8:09 pm karenbryan: RT @CisionUK: RT @CommsChat Tonight we're talking about the differences b/w how PR

pm folk view the world vs 'regular' folk #CommsChat #commschat

8:09 pm **Dan_Martin:** @mazherabidi @vikkichowney @benjrooney Ryanair? #CommsChat

8:09 pm **jgombita:** @AdamVincenzini curious re: what kind of businesses? Believe NGOs (& some arts groups) can broadcast only and get away with it. #commschat

8:10 pm **vikkichowney:** @rcaruschalkward Great example. The Rolls Royce comments are definitely in the corner for 'it can certainly be detrimental'. #commschat

8:10 pm **mazherabidi:** @Dan_Martin Defo Ryanair ... #commschat

8:10 pm **jane63c:** back to a point I make most weeks sm is a channel and so whatever is done should be within the overall comms strategy #commschat

8:10 pm **pillarpr:** A1: Some sectors are more inclined/suited to SM. There are still audiences who do not expect SM engagement #commschat

8:10 pm **jgombita:** @jane63c if we changed "irregular" to "funny," would it be the "peculiar" kind or the "ha-ha" kind? ;-) #commschat

8:11 pm **vikkichowney:** @Dan_Martin What's the specific example in the case of Ryanair? I can think of several :) #commschat

8:11 pm **CommsChat:** RT @vikkichowney: @Dan_Martin What's the specific example in the case of Ryanair? I can think of several :) #commschat

8:11 pm **LavaMatt:** Q1: Depends on audiences. If the audience don't engage via SM then no problem. If audience does use SM: the brand must use SM too #commschat

8:11 pm **NRCUK:** agreed, as a listening tool provider, interest is high and most just about get listening before engaging #commschat

8:11 pm **paolabrussels:** @mazherabidi if a company leaves a competitor all the space without joining in, then they risk conceding too much space to them #commschat

8:11 pm **jane63c:** RT @pillarpr: A1: Some sectors are more inclined/suited to SM. There are still audiences who do not expect SM engagement #commschat

8:11 pm **Dan_Martin:** RT @pillarpr A1: Some sectors more inclined/suited to SM. There are still audiences who do not expect SM engagement #CommsChat

8:11 pm **vikkichowney:** RT @jgombita: Curious re: what kind of businesses? Believe NGOs (& some arts groups) can broadcast only and get away with it. #commschat

8:11 pm **Alex_Clough:** #commschat depends whether you're being talked about. If not, then not using SM makes little difference to your position. if so SM is a must

8:11 pm **jane63c:** @jgombita @jane63c bit of both would suit me today! #commschat

8:11 pm **vikkichowney:** RT @jane63c: back to a point I make most weeks sm is a channel and so whatever is done should be within the overall comms strat #commschat

8:12 pm **Dan_Martin:** @vikkichowney I meant that Ryanair aren't doing social media & are ignoring negativity but business still doing well. #CommsChat

8:12 pm **EmilyCagle:** RT @pillarpr A1: Some sectors more inclined/suited to SM. There are still audiences who do not expect SM engagement #CommsChat

8:12 pm **vikkichowney:** @Alex_Clough Exactly. SM *ISN'T* relevant for every business. #commschat

8:12 pm **pillarpr:** A1: Some still believe that the risk outweighs the potential advantage. Not sure how long that will last... #commschat

8:12 pm **CommsChat:** RT @vikkichowney: @Alex_Clough Exactly. SM *ISNT* relevant for every business. #commschat

8:12 pm **mazherabidi:** @Alex_Clough RT depends whether youre being talked about. If not, then makes little difference to your position <- to a point yep #commschat

8:12 pm **CisionUK:** RT @pillarpr A1: Some sectors are more inclined/suited to SM. There are still audiences who do not expect SM engagement//agreed #commschat

8:13 pm **Dan_Martin:** RT @CommsChat: RT @vikkichowney: @Alex_Clough Exactly. SM *ISNT* relevant for every business. #CommsChat

8:13 pm **NRCUK:** i can't think of many business that don't offer a service or a product, but agreed not all services are profit related #commschat

8:13 pm **vikkichowney:** So, the general consensus is that it depends on the brand. But do you think this is a PR's view? Do consumers feel the same? #commschat

8:13 pm **jane63c:** RT @CommsChat: RT @vikkichowney: @Alex_Clough Exactly. SM *ISNT* relevant for every business. //totally agree #commschat

8:14 pm **NRCUK:** PR's view is different to prod dev/cust services etc..but i think fear is higher in pr! #commschat

8:14 pm **jgombita:** @vikkichowney re: "PR," remember that consumers are only one stakeholder. In social media, maybe not even most important one. #commschat

8:14 pm **jane63c:** not sure how many consumers engage with sm in the same way that we do, sounds like a research project! #commschat

8:14 pm **mazherabidi:** @Dan_Martin @vikkichowney Problem with Ryainair ex is that it does get you there. Not in comfort/happiness, but gets you there #commschat

8:15 pm **jgombita:** @AdamVincenzini thanks, I'd appreciate that. #commschat

8:15 pm **vikkichowney:** @NRCUK Sure, but I'm interested in the views of the end user. Take Tesco again, does my Mum care that they're using SM? #commschat

8:15 pm **Dan_Martin:** @mazherabidi @vikkichowney That isn't a problem for Michael O'Leary! #CommsChat

8:15 pm **CommsChat:** RT @vikkichowney: Take Tesco again, does my Mum care that they're using SM? #commschat

8:15 pm **AdamVincenzini:** RT @vikkichowney: Take Tesco again, does my Mum care that they're using SM? #commschat

8:15 pm **LavaMatt:** @vikkichowney Doesn't it depend on the audience-not the brand. Talk 2 pple in a language they understand / a way they r open to #commschat

8:16 pm **rcaruschalkward:** @Alex_Clough but is SM not the best 'low risk' way of getting your brand talked about?? Gotta be in it to win it? #commschat

8:16 pm **beccacaddy:** @vikkichowney Still think it depends on the brand and whether people feel an affinity towards it #commschat #commschat

8:16 pm **jgombita:** @vikkichowney @NRCUK probably only if her "search" term landed her on a social media site (as per Ira Basen's #SEO @cbcradio doc) #commschat

8:16 pm **mazherabidi:** @Dan_Martin @vikkichowney Haha, yep. But I mean that ppl complain, but still need the

pm service, so ryainair don't need to listen. #commschat

8:16 pm **annholman:** RT @LavaMatt: @vikkichowney Doesn't it depend on the audience-not the brand. Talk 2 pple in a language they understand #commschat > AGREE!

8:16 pm **vikkichowney:** RT @LavaMatt Doesn't it depend on the audience-not the brand. Talk 2 pple in a language they understand / a way they are open to? #commschat

8:16 pm **CommsChat:** Hey guys, tonight we're talking about the views PR folk have of the world vs regular folk - join in via #CommsChat tag :)

8:16 pm **Alex_Clough:** @vikkichowney #commschat But not using SM just cos no1 talks about you could be a missed opp. Missed opps could be detrimental to a brand.

8:16 pm **beccacaddy:** RT @LavaMatt: @vikkichowney Doesn't it depend on the audience-not the brand. Talk 2 pple in a language they understand / a way they r open to #commschat

8:17 pm **jane63c:** RT @LavaMatt: @vikkichowney D'n't it depend on audience-not brand. Talk 2 pple in a lang they understand, a way they r open to #commschat

8:17 pm **NRCUK:** @vikkichowney mum might not care, but SM isn't the holey grail, she might not get tesco's emails either, its another channel #commschat

8:17 pm **vikkichowney:** @rcaruschalkward Experimentation is half of it/not being afraid to start, but surely in some cases it's pointless? #commschat

8:17 pm **mazherabidi:** @vikkichowney @LavaMatt And talk to ppl where they are. Go to them, don't make them have to find you. They'll appreciate it. #commschat

8:17 pm **CommsChat:** TweetChat seems to be running a bit better now :) #commschat

8:17 pm **Dan_Martin:** @vikkichowney @NRCUK As a general rule prob not but if she posted a complaint online, she'd prob want a response #CommsChat

8:17 pm **paolabrussels:** @AdamVincenzini RT @vikkichowney: Your Mum might not care, but she will notice. Remember the largest growing FB demographic... #commschat

8:17 pm **AdamFairclough:** I'm not sure I understand the theme of tonight's Comms Chat #commschat

8:17 pm **amandacomms:** @vikkichowney it is easy to think that mum doesn't care but many do and a growing number are using internet and SM #commschat

8:18 pm **vikkichowney:** RT @Alex_Clough But not using SM just cos no1 talks about you could be a missed opp. Missed opps could be detrimental to a brand. #commschat

8:18 pm **jane63c:** use the most appropriate channel - right message in right way at right time - where'd I get that from?! #commschat

8:18 pm **Dan_Martin:** @mazherabidi @vikkichowney So you think that if customers need a service, a business doesn't need to listen to complaints? #CommsChat

8:18 pm **mazherabidi:** @paolabrussels @AdamVincenzini @vikkichowney Might be the largest growing demographic, but are they using it for business comm? #commschat

8:18 pm **CisionUK:** Is social media correlative or causal? #commschat

8:18 pm **CommsChat:** RT @Alex_Clough But not using SM just cos no1 talks about you could be a missed opp. Missed opps could be detrimental to a brand. #commschat

8:19 pm **vikkichowney:** @Dan_Martin Very good point there about drive. Until something goes wrong, maybe she wouldn't care. But when she wants an answer? #commschat

8:19 pm **jane63c:** @amandacomms @vikkichowney but I don't think Mum cares about the channel selection she's only interested in what reaches her #commschat

8:19 pm **yodspica:** RT @CommsChat: RT @vikkichowney: @Alex_Clough Exactly. Social Media *ISNT* relevant for every business. #CommsChat

8:19 pm **jgombita:** @CisionUK you need to include brief word definitions for "correlative" and "causal." #commschat

8:19 pm **mazherabidi:** @Dan_Martin @vikkichowney Oh I think they do. But I think Ryanair get away with it because they do provide the basic service #commschat

8:19 pm **amandacomms:** @Dan_Martin doesn't work like that even in a monopoly like policing listening to the customers is even more important #commschat

8:19 pm **annholman:** Just asking the same 'Q' about SM now as we were about websites 15 yrs ago. Most brands will need to use SM in the future! #commschat

8:20 pm **NotFromBolton:** evening, am I too late to join the party ;) #commschat

8:20 pm **amandacomms:** @jane63c @vikkichowney I agree but for many that may be SM #commschat

8:20 pm **business_wales:** RT @CommsChat: RT @vikkichowney: @Alex_Clough Exactly. SM *ISNT* relevant for every business. #CommsChat

8:20 pm **entrepreneur_uk:** RT @CommsChat: RT @vikkichowney: @Alex_Clough Exactly. SM *ISNT* relevant for every business. #CommsChat

8:20 pm **CommsChat:** We're 15 mins into tonight's #CommsChat with @vikkichowney - right now we are debating whether social media is right for all businesses...

8:20 pm **Elio_Assuncao:** RT @CommsChat: RT @vikkichowney: @Alex_Clough Exactly. SM *ISNT* relevant for every business. #CommsChat

8:20 pm **ElioAssuncao:** RT @CommsChat: RT @vikkichowney: @Alex_Clough Exactly. SM *ISNT* relevant for every business. #CommsChat

8:20 pm **pillarpr:** Your Mum may not care or even know if Tesco are using SM but she is not Tesco's only customer. Or target customer #commschat

8:20 pm **NRCUK:** it is shockingly simple to take stock by an initial listening campaign, but this seems to increase fear.what if i find something? #commschat

8:20 pm **Dan_Martin:** @amandacomms Can we compare the police with Ryanair? #CommsChat

8:20 pm **sacevero:** Dropping in on #commschat for a few, hello all! Sorry I'm late.

8:20 pm **jgombita:** Hope folks read @mitchjoel's recent blog post about whining/whinging on social media.... "Consumer Advocate Or Selfish Pig?" #commschat

8:20 pm **NotFromBolton:** What isn't right in social media for business? #commschat

8:20 pm **Alex_Clough:** @rcaruschalkward #commschat depends whether you've anything interesting to say/offer. If not, look at other options. or get interesting.

8:21 pm **jane63c:** @amandacomms @jane63c @vikkichowney and that's fine but it's PR that needs to know that and target appropriately #commschat

8:21 pm **mazherabidi:** @NRCUK Wouldn't you rather know though? So you can do something about it? #commschat

pm

- 8:21 pm **jgombita:** @NotFromBolton simple: overt marketing! #commschat
- 8:21 pm **beccacaddy:** RT @Alex_Clough: @rcaruschalkward #commschat depends wether you've anything interesting to say/offer. If not, look at other options. or get interesting.
- 8:21 pm **amandacomms:** @Dan_Martin it would be an interesting study if you tried to! We need to listen to people that have to use our services #commschat
- 8:21 pm **NotFromBolton:** RT @mazherabidi: @NRCUK Wouldnt you rather know though? So you can do something about it? // Bingo = better business #commschat
- 8:21 pm **annholman:** RT @NotFromBolton: What isn't right in social media for business? #commschat > Any suggestions?
- 8:22 pm **NRCUK:** @mazherabidi you would like to think so, but fear of starting a journey holds many back that we talk to #commschat
- 8:22 pm **CommsChat:** Guys, if you have a question for the group, @ me with your suggestion - otherwise follow @vikkichowney for the Q's :) #commschat
- 8:22 pm **Dan_Martin:** @vikkichowney My 70-year-old dad quite recently embraced the internet. Now emails complaints & expects an answer. Same if used SM #CommsChat
- 8:22 pm **JamesMillman:** RT @NotFromBolton What isn't right in social media for business? #commschat - too much use of the term social media
- 8:22 pm **mazherabidi:** @amandacomms I'd argue you don't really NEED to - you'd be ADVISED to. But we'll all still use police right? cc: @Dan_Martin #commschat
- 8:22 pm **sacevero:** @NotFromBolton Having a social media presence but NOT offering real time social media customer service = bad. #commschat
- 8:22 pm **markpinsent:** @vikkichowney Wonder if for most consumers a customer service need drive use/demand for SM rather than support/liking? #commschat
- 8:23 pm **jgombita:** @jane63c @amandacomms @vikkichowney got chastised on @prconversations group interview by Jim Grunig for using "targeted publics" #commschat
- 8:23 pm **NotFromBolton:** @annholman yes doing it badly and not learning from the information it provides a business about itself #commschat
- 8:23 pm **vikkichowney:** @annholman @NotFromBolton Creating something for the sake of it. A la Ben's point about UK SM activity seeming perfunctory #commschat
- 8:23 pm **pnherdz:** RT @sacevero: @NotFromBolton Having a social media presence but NOT offering real time social media customer service = bad. #commschat
- 8:23 pm **garethoconnor:** following weekly #commschat > tonight on social media and business.
- 8:23 pm **vikkichowney:** RT @markpinsent Wonder if for most consumers a customer service need drive use/demand for SM rather than support/liking? #commschat
- 8:23 pm **amandacomms:** @Dan_Martin @vikkichowney and my mum has surprised me with wanting to learn about Twitter despite being a pensioner #commschat
- 8:24 pm **Dan_Martin:** @sacevero @NotFromBolton Do all biz need to provide real-time customer service on social media? I don't think so. #CommsChat
- 8:24 pm **LavaMatt:** @mazherabidi Gd point. We all need 2 know what's being said about us. When u know u r being talked about you can reply #commschat

8:24 pm **mazherabidi:** @amandacomms To a degree I mean - you don't want to completely ignore your public. Potential riots otherwise. But on SM at least. #commschat

8:24 pm **vikkichowney:** RT @pnherdz: RT @sacevero: Having a social media presence but NOT offering real time social media customer service = bad. #commschat

8:24 pm **NotFromBolton:** RT @JamesMillman: RT @NotFromBolton What isnt right in social media for business? // too much use of the term social media //yes #commschat

8:24 pm **annholman:** @vikkichowney As in the Hamleys Toys incident last week! #commschat

8:24 pm **paolabrussels:** RT @markpinsent: @vikkichowney Wonder if for most consumers a customer service need drive use/demand for SM rather than support/liking? #commschat

8:24 pm **CommsChat:** If you've just joined us, we're discussing whether every biz / org needs a social media presence #commschat

8:24 pm **Dan_Martin:** @amandacomms @vikkichowney It doesn't surprise me. Social media is constantly in mainstream press. #CommsChat

8:24 pm **sacevero:** @Dan_Martin Depends on the biz, really. Large biz, yes! #commschat

8:24 pm **vikkichowney:** @Dan_Martin I don't think it's a must-have, but for many brands, that's the heart of the 'social media fail' #commschat

8:24 pm **amandacomms:** @mazherabidi I think we need to otherwise we make decisions that may not be right for communities we serve #commschat

8:24 pm **CisionUK:** @jgombita Are they buying because of social media, or would they be buying anyway? #commschat

8:25 pm **jgombita:** @sacevero had online convo w/ @conversationage about this. She had great line: Fair NOT special customer service on social media #commschat

8:25 pm **leehaury1:** RT @EmilyCagle: RT @pillarpr A1: Some sectors more inclined/suited to SM. There are still audiences who do not expect SM engagement #CommsChat

8:25 pm **NotFromBolton:** RT @Dan_Martin: @sacevero Agreed but, they all need to listen, digest and improve #commschat

8:25 pm **NRCUK:** @amandacomms twitter is an easy to have a moan, if you have a real complaint then i guess you would use other channels? #commschat

8:25 pm **jane63c:** @jgombita @jane63c @amandacomms @vikkichowney @prconversations why? #commschat

8:25 pm **Dan_Martin:** @vikkichowney But not all brands though, that's my point. #CommsChat

8:25 pm **Alex_Clough:** @sacevero totally agree. You cant pick and choose how/when you engage with SM communities. It's on their terms and rightly so #commschat

8:25 pm **paolabrussels:** @Dan_Martin not all businesses provide telephone or even human support from their web site, for that matter #CommsChat

8:25 pm **badgergravling:** @Dan_Martin I don't think it's about real time or social media. It's about listening wherever complaints come from #commschat #commschat

8:26 pm **sacevero:** @jgombita I can agree with that. The brand just needs to be there to help, no matter what. #commschat

8:26 pm **annholman:** Future differential advantage in business will be customer experience & relationship. SM will

pm be at the heart of how we engage! #commschat

8:26 pm **jgombita:** I like these definitions--thanks! RT @CisionUK: Are they buying because of social media, or would they be buying anyway? #commschat

8:26 pm **amandacomms:** @NRCUK agree, but we have managed many service issues through Twitter - as that is where the person raised it #commschat

8:26 pm **Dan_Martin:** @notfrombolton @sacevero Of course but businesses need to set expectations. Say when/if soc media is used for customer service #CommsChat

8:26 pm **badgergravling:** I can't think of any company that wouldn't benefit from hearing the opinions of them as they come up via social media #commschat

8:26 pm **markpinsent:** Spot on @sacevero. Customer service should be the first thing brands deal with in social media. They'll be forced to anyway. #commschat

8:26 pm **mazherabidi:** @amandacomms Is SM the medium where community are expressing the opinions? Not in the main surely? So you COULD get away with it #commschat

8:27 pm **JamesMillman:** i just made my first ever contribution to #commschat - i feel like a social media guru

8:27 pm **jgombita:** @sacevero not so much to "be there" as ensure social media isn't a bandaid solution to systemic problems in customer service. #commschat

8:27 pm **Dan_Martin:** RT @badgergravling @Dan_Martin Dont think its about real time/social media. About listening where complaints come from #commschat #CommsChat

8:27 pm **CommsChat:** RT @sacevero. Customer service should be the first thing brands deal with in social media. They'll be forced to anyway. #commschat

8:27 pm **jgombita:** @jane63c he dislikes the term. Will send you a link to the @prconversations group interview post #commschat.

8:27 pm **mazherabidi:** @amandacomms Although do completely agree police should be on SM, and think you've done brilliant with GMP. But that's my opinion #commschat

8:27 pm **Dan_Martin:** @markpinsent @sacevero Not necessarily and not for all brands. #CommsChat

8:27 pm **amandacomms:** @mazherabidi wherever views are being expressed we need to be able to listen and take them in, from mtgs, media, web etc etc #commschat

8:27 pm **NRCUK:** it boils down to being where consumers want the interaction, we follow them, thats the shift in interaction, or they leave #commschat

8:27 pm **vikkichowney:** Most of us agree on listening and dealing with cust service, but for so many businesses, it's STILL not hitting home. #commschat

8:28 pm **NotFromBolton:** @Dan_Martin That would become apparent i.e. damage limitation such as @BTcare for example #commschat

8:28 pm **markpinsent:** @Dan_Martin I don't think they need to, but they should do. It's an excellent channel for customer service. #commschat

8:28 pm **LavaMatt:** @badgergravling re. people's opinions via SM. How many people use SM viz shop at Tesco. Need to be careful. Not everyone on SM. #commschat

8:28 pm **annholman:** SM is not the only answer but a significant part of the solution. Allows us to facilitate & enable our CUST to talk about brand #commschat

8:28 pm **badgergravling:** @Dan_Martin Cheers - I don't think every company needs to have a social media presence. I do think they need social media ears #commschat

8:28 pm **NotFromBolton:** @vikkichowney Then they are the ones that will get left behind as their competition outmanoeuvre them :) #commschat

8:28 pm **jgombita:** @amandacomms @mazherabidi definitely social media is an excellent channel for monitoring stakeholders' perceptions of company. #commschat

8:29 pm **Dan_Martin:** @markpinsent It depends where your customers are & where they're talking about you. If not on Twitter, Facebook etc, pointless #CommsChat

8:29 pm **badgergravling:** @LavaMatt I agree not everyone on social media. Not suggesting it replaces phone, face-to-face etc. All should work together. #commschat

8:29 pm **NRCUK:** @JamesMillman i'm a newbie too :) though no guru lol #commschat

8:29 pm **mazherabidi:** @amandacomms Totally agree. It's to your benefit in the end. I think that's not just our SM heads talking either. Just good idea! #commschat

8:29 pm **sacevero:** @markpinsent Thx Mark! & @commschat for the RT. @dan_martin If a brand is in SM, should provide AT LEAST redirect 2 proper spprt #commschat

8:29 pm **LavaMatt:** RT @badgergravling: @Dan_Martin Cheers - dont think every co. needs a social media presence. I do think they need SM ears #commschat

8:29 pm **jane63c:** @Commschat does sm attract mainly the chattering classes who wield disproportionate influence in a pluralistic society? #commschat

8:30 pm **jgombita:** @annholman personally, I do very little talking about "brands" in social media. Altho I may talk re: a company's public profile. #commschat

8:30 pm **NRCUK:** @amandacomms @mazherabidi agreed, and when u know the cost is little, i feel unimpressed whn lot listend to LG for example #commschat

8:30 pm **MelissaJarquinM:** Cision UK: Cision Joins Forces with #CommsChat ? Europe?s Biggest Weekly Live Twitter PR and Media Conversati... <http://feedzil.la/hCBman>

8:30 pm **pillarpr:** PR folk need to make sure we don't give undue emphasis to SM just because it excites us! #commschat

8:30 pm **Dan_Martin:** @sacevero @markpinsent @CommsChat But companies shouldn't automatically say 'Twitter is now our customer service channel'. #CommsChat

8:30 pm **NotFromBolton:** @Dan_Martin Wrong, it touches us all as it weaves ever further into what we do. Even the non user is connected in some way #commschat

8:30 pm **jgombita:** @jane63c @Commschat has "chattering" ever translated to disproportionate influence? #commschat

8:31 pm **Alex_Clough:** RT @Dan_Martin: @markpinsent It depends where your customers are & where they're talking about you. If not on Twitter, Facebook etc, pointless #CommsChat

8:31 pm **CommsChat:** If you've just joined us, @vikkichowney is our guest host tonight - right now, we are talking about brand presence in social media #commschat

8:31 pm **jgombita:** RT @pillarpr: PR folk need to make sure we dont give undue emphasis to SM just because it excites us! #commschat

8:31 pm **CommsChat:** RT @jgombita: RT @pillarpr: PR folk need to make sure we dont give undue emphasis to SM just because it excites us! #commschat

8:31 pm **suellwelllyn:** Sure wish #commschat and #unichallenge didn't clash

8:31 pm **vikkichowney:** There's still a massive disconnect between what smart comms people know to be good

pm practice & what's going on in the real world. #commschat

8:31 pm **annholman:** @jgombita I prefer the phrase 'business community' but I couldn't get it in 140 characters! :) #commschat

8:31 pm **JamesMillman:** @NRCUK i seen loads of mentions before of #commschat - never had anything to say before today

8:31 pm **vikkichowney:** @suellewellyn (Sorry!) #commschat

8:32 pm **Dan_Martin:** @notfrombolton I meant throwing everything into social media as a customer service channel at the expense of other things #CommsChat

8:32 pm **AdamVincenzini:** @JamesMillman good to get you involved today :) #commschat

8:32 pm **NotFromBolton:** RT @JamesMillman: @NRCUK i seen loads of mentions before of #commschat - never had anything to say before today // Goooooroooo ;) #commschat

8:32 pm **mazherabidi:** @vikkichowney Do you not think that's a failure of research then? Comms ppl worth their salt shld surely research first? #commschat

8:32 pm **NRCUK:** i think anybody that has embraced SM for cust/serv they will have been good at trad, cust/serv already? #commschat

8:32 pm **jane63c:** @jgombita @jane63c @Commschat seems to get listened to by politicians with their knee jerk reactions..? #commschat

8:32 pm **jgombita:** @annholman sorry. My frustration about "brand" being universally applied when peeps actually mean a company's product or service. #commschat

8:33 pm **vikkichowney:** @mazherabidi I think it's that many have only just worked out the potential/landscape, now they're asking what to do with it. #commschat

8:33 pm **jane63c:** RT @CommsChat: RT @jgombita: RT @pillarpr:PR folk need to make sure we dont give undue emphasis to SM just because it excites us! #commschat

8:33 pm **Dan_Martin:** Coronation Street is about to blow up by the way! #CommsChat

8:33 pm **Alex_Clough:** @vikkichowney #commschat It largely comes down to common sense i think - know your community, listen to them and engage. Pretty simple.

8:34 pm **AdParker:** RT @vikkichowney: There's still a massive disconnect between what smart comms people know to be good practice & what's going on in the real world. #commschat

8:34 pm **badgergravling:** @vikkichowney The other problem is good intentions often fail due to the cost of investing in doing it right. #commschat

8:34 pm **vikkichowney:** @jgombita @annholman In many instances, it's just semantics :) #commschat

8:34 pm **NotFromBolton:** @Dan_Martin Agreed, pointless it needs to meet a need. #commschat

8:34 pm **NRCUK:** @jgombita @annholman disagree...police, council etc are brands for all realistic purposes #commschat

8:34 pm **jgombita:** @jane63c @Commschat chattering classes very active on social media for recent #voteto (mayoralty) race. Except little influence. #commschat

8:34 pm **amandacomms:** RT @Alex_Clough: @vikkichowney #commschat It largely comes down to common sense i think - know your community, listen to them and engage. Pretty simple.

8:34 pm **JamieNewsroom:** @NRCUK On the reverse, there are people who use SM initially and work towards custserv successfully too! #commschat

8:34 pm **annholman:** @jgombita No probs....I agree with you! #commschat

8:34 pm **GaryDayEllison:** Dare I say there is a big gap between sprinters in the know and the the many #commschat.

8:35 pm **annholman:** RT @GaryDayEllison: Dare I say there is a big gap between sprinters in the know and the the many #commschat. > great point!

8:35 pm **Dan_Martin:** @notfrombolton Glad I'm not wrong about everything ;) #CommsChat

8:35 pm **vikkichowney:** @Alex_Clough Of course, but you're lucky. You've already got buy-in from your team. #commschat

8:35 pm **badgergravling:** Twitter-only customer service is more likely to be cost-cutting by losing staff, not integrated into good customer service #commschat

8:35 pm **jgombita:** @NRCUK @annholman are they universal brands? i.d., does every police force or council have the same (brand) attributes? #commschat

8:35 pm **NRCUK:** @JamieNewsroom agreed, it can live in a few places and i don't think there is a right or wrong place to start #commschat

8:35 pm **NotFromBolton:** RT @GaryDayEllison: Dare I say there is a big gap between sprinters in the know and the the many // LOL #commschat. #commschat

8:35 pm **LavaMatt:** RT @Alex_Clough: @vikkichowney #commschat It largely comes down 2 common sense i think-no your community, listen 2 them n engage #commschat

8:35 pm **annholman:** @NRCUK No they have 'communities!' There is a significant difference! #commschat

8:36 pm **NotFromBolton:** RT @Dan_Martin: @notfrombolton Glad Im not wrong about everything ;) // You PR types honestly ;) #commschat

8:36 pm **CommsChat:** Do you think consumers place the same amount of emphasis on social media as PR / comms folk do? #commschat

8:36 pm **jgombita:** @vikkichowney @annholman ahh but a skill/trait that PR people should have is clear communication, n-est ce pas? ;-) #commschat

8:36 pm **markpinsent:** @Dan_Martin @sacevero No company should only have one customer service channel. #commschat

8:36 pm **AdParker:** Trying to stay up with #commschat proving a real challenge for Twitterberry!

8:36 pm **Alex_Clough:** @badgergravling #commschat think it depends on the systems in place. Many crm systems have SM built in now. Good news.

8:36 pm **jgombita:** Of course it helps if you spell "communication" correctly. Sigh. #commschat

8:37 pm **NRCUK:** @jgombita @annholman they will have universal measures, by us as service users #commschat

8:37 pm **CommsChat:** If you've just joined us: Do you think consumers place the same amount of emphasis on social media as PR / comms folk do? #commschat

8:37 pm **AdamVincenzini:** If you've just joined us: Do you think consumers place the same amount of emphasis on social

pm media as PR / comms folk do? #commschat

8:37 pm **amandacomms:** @CommsChat @Vikkichowney I don't think it matters - SM is just a tool in the comms bag #commschat

8:37 pm **vikkichowney:** RT @CommsChat: Do you think consumers place the same amount of emphasis on social media as PR / comms folk do? #commschat

8:37 pm **badgergravling:** @CommsChat Most people don't give a monkeys about 'social media'. Most care about chatting with families and friends easily #commschat

8:37 pm **Dan_Martin:** @notfrombolton I've never been called a 'PR type' before! #CommsChat

8:37 pm **annholman:** @jgombita Absolutely or is that clear conversation, engagement.? Two way stuff, comms just one way! #commschat

8:37 pm **jgombita:** @NRCUK @annholman but thing with a "brand" is that you have to research each of its (separate) stakeholders to define attributes. #commschat

8:38 pm **JamieNewsroom:** @CommsChat Where SM is right or not for a business, I don't believe it can do any harm if done correctly #commschat

8:38 pm **jane63c:** RT @badgergravling: @CommsChat Most people dont give a monkeys about sm. Most care about chatting with families and friends #commschat

8:38 pm **vikkichowney:** RT @badgergravling Most people dont give a monkeys about social media. Most care about chatting with families & friends easily #commschat

8:38 pm **CommsChat:** RT @badgergravling: @CommsChat Most people dont give a monkeys about sm. Most care about chatting with families and friends #commschat

8:38 pm **NRCUK:** @badgergravling but would we be impressed if services/products improved from our chats? #commschat

8:38 pm **GaryDayEllison:** Don't think the sprinters should slow down at all. But bring healthy waves in their wake #commschat

8:38 pm **Alex_Clough:** @vikkichowney #commschat. True - for some it's a case of resource available vs commercial benefit. Will take time to change culture.

8:38 pm **Dan_Martin:** @vikkichowney @CommsChat Most don't care about 'social media' but do about being able to communicate with business #CommsChat

8:39 pm **CommsChat:** RT @Dan_Martin: @vikkichowney Most don't care about 'social media' but do about being able to communicate with business #CommsChat

8:39 pm **badgergravling:** @NRCUK Getting a response from many companies is akin to a miracle regardless of the channel! SM can increase response levels #commschat

8:39 pm **mazherabidi:** @vikkichowney @CommsChat There aren't 500m+ PR/comms ppl on FB. They may not use it in same way, but emphasis on SM? Yes they do. #commschat

8:39 pm **beccacaddy:** @badgergravling There are some people that feel very strongly about their relationship with brands online though. #commschat

8:40 pm **NotFromBolton:** Chatting with families is social media but without the internet, the internet is never far away though #commschat

8:40 pm **vikkichowney:** @beccacaddy @badgergravling True, but then it's the 80/20 rule in that case. #commschat

8:40 pm **pillarpr:** I'm sure consumers aren't as into SM as PRs 'per head'. But some are. And more will be. #commschat

8:40 pm **CurlyLinz:** @commchat more likely to be bothered if consumer is a PR type themselves! #commschat

8:40 pm **jane63c:** sm changes the way we engage with consumers, just like other trad media, the excitement is in the message or the conversation #commschat

8:40 pm **annholman:** @jgombita @NRCUK You would do the same thing with stakeholders in a 'business community' except its so much more intimate! #commschat

8:40 pm **Dan_Martin:** The other day I mentioned 'social media' to a friend who regularly uses Facebook. He said: 'what's social media?' #CommsChat

8:40 pm **vikkichowney:** Are we at a tipping point? Many within the comms industry know about SM, but don't know how to adjust process to use it... #commschat

8:40 pm **LavaMatt:** @AdamVincenzini Ppl who use SM to talk 2 co, prod/service r most connected / invested in the brand. Reward them they'll reward u #commschat

8:41 pm **amandacomms:** @badgergravling @NRCUK we make it a priority to monitor feedback through SM and respond as required - like answering a phone call #commschat

8:41 pm **jgombita:** Are we still on question #1? #commschat

8:41 pm **elissapr:** RT @CommsChat: Do you think consumers place the same amount of emphasis on social media as PR / comms folk do? #commschat

8:41 pm **annholman:** @jgombita Very happy with that! :) #commschat

8:41 pm **citizensheep:** RT @vikkichowney: RT @badgergravling Most people dont give a monkeys about social media. Most care about chatting with families & friends easily #commschat

8:41 pm **jgombita:** @annholman @NRCUK agreed. I've been through an organizational "branding" session. It was intimate and exhausting, but worthwhile! #commschat

8:41 pm **badgergravling:** @vikkichowney @beccacaddy Agree on 80/20 - and definitely working with that 20%. Just not overestimating involvement of 80%! #commschat

8:42 pm **paolabrussels:** If you think consumers are not placing emphasis on Social Media, look at the recent Cadbury boycott-campaign... #commschat

8:42 pm **amandacomms:** @LavaMatt good point - we manage to get appeals for witnesses, crimes etc publicised widely with support of people on SM #commschat

8:42 pm **Dan_Martin:** RT @amandacomms @badgergravling @NRCUK Make priority to monitor feedback thru SM & respond as required, like answering phone call #CommsChat

8:42 pm **NRCUK:** @amandacomms @badgergravling as a service user i would just expect any "company" to listen if they are talking too #commschat

8:42 pm **paulwooding1973:** Re: social media and consumer interest v PR folks. I bet consumers aren't as obsessed with measurement #commschat

8:42 pm **NotFromBolton:** Ultimately this pays our bills so we are fairly biased as to its significance, but it's still a considered position #commschat

8:42 pm **jgombita:** @CommsChat my, how IRREGULAR! Perfect for this discussion. #commschat

8:43 pm **markpinsent:** If you asked someone reading The Sun how often they 'consumed print media' they'd look at you oddly too! Just words we use. #commschat

8:43 pm **vikkichowney:** @paolabrussels Or KitKat, or John Lewis... #commschat

pm

8:43 pm **Miraqmp:** If you asked someone reading The Sun how often they 'consumed print media' they'd look at you oddly too! Just words we use. #commschat

8:43 pm **beccacaddy:** @badgergravling Yes definitely agree with that, 20% importance can't be under estimated - but not the same as the other 80% #commschat

8:43 pm **badgergravling:** @NRCUK @amandacomms @badgergravling Agreed, but I don't think every company necessarily has to talk. Listening is the key. #commschat

8:43 pm **Dan_Martin:** @smartamatt That's why I posted it! :o) Was in response to 'do consumers care about 'social media?' #CommsChat

8:43 pm **NRCUK:** the police are using SM well, even if it is being lead often from the bottom up, policing young people makes sense this way #commschat

8:43 pm **CommsChat:** If you've just joined us, @vikkichowney is asking whether or not PR folk are aligned with the real world when it comes to #sm #commschat

8:43 pm **NickyElectric:** #commschat for those already using social media it's hugely important, but for those still to adopt it, not so important.

8:43 pm **AlexMitchell_:** No they don't but will start to as purchasing decisions are increasing bought into the spotlight re sourcing of goods etc #CommsChat

8:43 pm **pillarpr:** Beware of generalising. I know of plenty of PRs who are not into SM - they're just not on here telling us! #commschat

8:43 pm **NotFromBolton:** RT @Miraqmp: If you asked someone reading The Sun how often they consumed print media they'd look at you oddly too! Just words. #commschat

8:44 pm **jgombita:** @paolabrussels is there firm data on short- & long-term impact of the Cadbury (social media) boycott? Or simply a media darling? #commschat

8:44 pm **CommsChat:** RT @PillarPR: Beware of generalising. I know of plenty of PRs who are not into SM - they're just not on here telling us! #commschat

8:44 pm **amandacomms:** @NRCUK some of the best work starts from the frontline or bottom up don't you think? #commschat

8:44 pm **mazherabidi:** @NRCUK @amandacomms @badgergravling So if they talk they should listen agreed. But also shd listen if they don't want to talk no? #commschat

8:44 pm **paulwooding1973:** I 'm counting down the days when we can stop saying "social" and just use media. So ingrained now, to differentiate feels odd #commschat

8:44 pm **beccacaddy:** @pillarpr That's a good point and something I feel is often overlooked #commschat

8:44 pm **NRCUK:** @amandacomms 100% agree! #commschat

8:44 pm **jgombita:** I nominate @pillarpr for this chat's best sound bytes.... #commschat

8:44 pm **I_smellarat:** @CommsChat They think they are and claim to be but most don't have a clue #commschat

8:45 pm **CommsChat:** RT @paulwooding1973: I 'm counting down the days when we can stop saying "social" and just use media. #commschat

8:45 pm **badgergravling:** @mazherabidi @NRCUK @amandacomms @badgergravling Yes! #commschat

8:45 pm **vikkichowney:** @paulwooding1973 To you it does. There are SO many who recognise it but don't use it at all. #commschat

8:45 pm **jkerrstevens:** @CommsChat @vikkichowney what's 'real world'? #commschat

8:45 pm **annholman:** @jgombita :) #commschat

8:45 pm **OnlinePrPixie:** Consumers are more social when using social media :) #commschat

8:45 pm **Dan_Martin:** RT @pillarpr PR folk need to make sure we don't give undue emphasis to SM just because it excites us! #commschat #CommsChat

8:45 pm **jane63c:** RT @paulwooding1973:counting down the days when we can stop saying "social" and just use media. So ingrained now.. #commschat

8:45 pm **NRCUK:** @mazherabidi @amandacomms @badgergravling its just SOOO easy to listen so i would expect that as a min #commschat

8:45 pm **badgergravling:** More importantly, why do PR get excited about social media, and yet still use email lists badly, for example? #commschat

8:45 pm **pillarpr:** @jgombita Oooh, thank you. Do I get a prize? #commschat

8:45 pm **vikkichowney:** Like @buckers says. SM is made up from platform, tech, content and behaviour. Former will change, latter sticks. Focus on that. #commschat

8:45 pm **jkerrstevens:** RT @CommsChat: RT @paulwooding1973: I 'm counting down the days when we can stop saying "social" and just use media. #commschat

8:46 pm **Alex_Clough:** @Dan_Martin ha, well to him it's just Facebook. Its so important for comms peeps to know how these channels are seen by consumers #commschat

8:46 pm **Andrew_Arnold:** @commschat If only I knew where the real world was ;-) #commschat

8:46 pm **jgombita:** @pillarpr you get the Social Media Pragmatist's prize. #commschat

8:46 pm **paolabrussels:** @jgombita don't know of numbers yet; will be interesting to see short & eventual long-term effects on sales & brand perception #commschat

8:46 pm **CommsChat:** We've got about 15 mins to go - this has been a fast-paced session - transcript will be up immediately afterwards #commschat

8:46 pm **smartamatt:** @dan_martin I know and that's why I replied, but I forgot the hashtag! Consumers just do social media, not talk about it. #CommsChat

8:47 pm **jgombita:** @Andrew_Arnold @commschat it's not (LEGO) UGC, I can tell you that much. #commschat

8:47 pm **AdamFairclough:** @paulwooding1973 What's wrong with 'social media'? It's just a way of differentiating it from other communication tools #commschat

8:47 pm **CommsChat:** RT @smartamatt: Consumers just do social media, not talk about it. #CommsChat

8:47 pm **NRCUK:** we don't know how many are listening and waiting to talk, that might mean we are soon to get much more engagement, or maybe not! #commschat

8:47 pm **paulwooding1973:** @vikkichowney I think it's changing rapidly though. FaceBook is becoming a customer support

pm channel etc. it's ubiquitous for many [#commschat](#)

8:47 pm **NickyElectric:** [#commschat](#) wht's more important 2 consumers is not the label social media but the ability 2 connect w/ a company/brand - it's abt loyalty

8:47 pm **Dan_Martin:** [@smartamatt](#) I agree! I was obviously being a bit too subtle :o) [#CommsChat](#)

8:47 pm **AdParker:** RT [@paulwooding1973](#): I 'm counting down the days when we can stop saying "social" and just use media. So ingrained now, to differentiate feels odd [#commschat](#)

8:47 pm **Alex_Clough:** [@paulwooding1973](#) of course not, they're the ones being measured. Not that they know it [#commschat](#)

8:48 pm **jgombita:** [@paolabrussels](#) I'm betting it's minimal. I didn't even stop buying Cadbury chocolate. My bad. [#commschat](#)

8:48 pm **vikkichowney:** [@jkerrstevens](#) 'Real world' is my jibe @ the comms folk who believe that a bus. will collapse because of a minor Twitter mishap. [#commschat](#)

8:48 pm **paulwooding1973:** [@AdamFairclough](#) Nothing wrong with it, just feels old fashioned, makes people think differently when they should integrate it [#commschat](#)

8:48 pm **mazherabidi:** RT [@smartamatt](#): Consumers just do social media, not talk about it. <- They just live it. They use it naturally, as part of life. [#commschat](#)

8:49 pm **jgombita:** [@NickyElectric](#) why do you think social media is about loyalty to a company and/or its brand? That's not why I'm here. [#commschat](#)

8:49 pm **vikkichowney:** It's all very well singing the praises of integration, but even some of the smartest brand's processes are shockingly bad. [#commschat](#)

8:49 pm **Nick_Worpole:** The do talk, they just don't call it 'Social Media' RT [@smartamatt](#): Consumers just do social media, not talk about it. [#commschat](#) [#commschat](#)

8:49 pm **jgombita:** RT [@vikkichowney](#): Real world is my jibe @ the comms folk who believe that a bus. will collapse because of a minor Twitter mishap. [#commschat](#)

8:49 pm **paulwooding1973:** [@Alex_Clough](#) What's your view on measurement? Have you found a decent model? Still clouded in FUD from what I can see [#commschat](#)

8:50 pm **badgergravling:** [@vikkichowney](#) [@jkerrstevens](#) The bigger risk would be a bus. collapse because they screw up legally ;) [#commschat](#)

8:50 pm **CommsChat:** Guys, can a business collapse solely on the back of a minor Twitter mishap? [@vikkichowney](#) senses some comms folk feel that way... [#commschat](#)

8:50 pm **AdamFairclough:** [@paulwooding1973](#) Not sure. We should aim for integrated approaches with all comms channels, but doesn't need names changing [#commschat](#)

8:50 pm **jane63c:** minor mishaps can become major depends what else is going on ;) [#commschat](#)

8:50 pm **vikkichowney:** [@CommsChat](#) It's totally delusional to think that way. A Twitter storm in a teacup does not a company break. [#commschat](#)

8:51 pm **jgombita:** [@vikkichowney](#) [@jkerrstevens](#) called Domino's bashers "online pizza ambulance chasers." Loved [@prsa](#)'s The Strategist cover story! [#commschat](#)

8:51 pm **jkerrstevens:** [@vikkichowney](#) agree it shouldn't. Though imagine wikileaks will set back 'realworld' attempts in gov [#commschat](#)

8:51 pm **CommsChat:** RT [@vikkichowney](#): [@CommsChat](#) It's totally delusional to think that way. A Twitter storm in a teacup does not a company break. [#commschat](#)

8:51 pm **beccacaddy:** RT @vikkichowney: @CommsChat It's totally delusional to think that way. A Twitter storm in a teacup does not a company break. #commschat

8:51 pm **EmilyCagle:** Unlikely - but snowball effect always poss. RT @CommsChat Can a business collapse solely on the back of a minor Twitter mishap? #CommsChat

8:51 pm **NotFromBolton:** @CommsChat Ratners went up in smoke from a 'small mishap' different times but something to consider ;) #commschat

8:51 pm **amandacomm:** @vikkichowney it would not collapse but could certainly be damaged - imagine if Ratner had been on Twitter, speedy demise #commschat

8:51 pm **NRCUK:** it can kill a career, but not a business i think! #commschat

8:51 pm **badgergravling:** @CommsChat @vikkichowney Agree a Twitter mishap wouldn't kill a company. Longterm customer neglect in all ways might. #commschat

8:52 pm **CommsChat:** RT @badgergravling: @vikkichowney Agree a Twitter mishap wouldn't kill a company. Longterm customer neglect in all ways might. #commschat

8:52 pm **paulwooding1973:** @AdamFairclough Agreed, I just see people act differently when you mention social. They naturally silo it,talk about "virals" etc #commschat

8:52 pm **annholman:** RT @badgergravling: @vikkichowney Agree a Twitter mishap wouldn't kill a company. Longterm customer neglect in all ways might. #commschat

8:52 pm **vikkichowney:** @NotFromBolton Yes, but that had nothing to do with the channel did it? #commschat

8:52 pm **badgergravling:** @CommsChat @vikkichowney Competitors may kill a business rival by increased insight from effective customer relationships. #commschat

8:52 pm **jpgombita:** @badgergravling @CommsChat @vikkichowney failure to comply with government regulations or pay bills even more likely.... #commschat

8:52 pm **Alex_Clough:** RT @vikkichowney: @CommsChat It's totally delusional to think that way. A Twitter storm in a teacup does not a company break. #commschat

8:52 pm **NRCUK:** has anybody changed provider due to SM neglect? #commschat

8:52 pm **LavaMatt:** @CommsChat: Biz can't collapse on 140 characters. As long as u can pollute an ocean n still be in biz u can have a twitter-mare #commschat

8:52 pm **NickyElectric:** @jpgombita social media helps build brand loyalty by being there & connecting with customers. What's your take on it? #commschat

8:53 pm **jane63c:** as in all media mishaps it all depends on how you manage it #commschat

8:53 pm **vikkichowney:** @jkerrstevens Yes, but those are serious issues of privacy & security, not a misplaced tweet! Context people! #commschat

8:53 pm **mazherabidi:** @CommsChat @vikkichowney Depends on mishap. Look what does to celeb Sure not strictly companies but idea's there eg Jason Manford #commschat

8:53 pm **NRCUK:** RT @jane63c: as in all media mishaps it all depends on how you manage it: Agreed #commschat

8:53 pm **NotFromBolton:** On the other hand consider wikileaks, massive issues but whats the impact other than Mr Asange can't travel so easily? #commschat

8:53 pm **CommsChat:** RT @vikkichowney: @jkerrstevens Yes, but those are serious issues of privacy & security, not

pm a misplaced tweet! Context people! #commschat

8:54 pm **jgombita:** @NickyElectric follow VERY few co. accounts that aren't NGOs/arts orgs. If I do, interested in community involvement & employees. #commschat

8:54 pm **paulwooding1973:** I you set out to create a viral video you will inevitably create a 30 sec TV spot and headache for your PR/social media teams? #commschat

8:54 pm **smartamatt:** @nick_worpole exactly, they talk about 'Facebook', 'Twitter'; 'TripAdvisor' et al and what they get from them. #commschat

8:54 pm **Andrew_Arnold:** Social media is just one channel to connect. The skill is not opening the conversation; it's continuing it and managing it #commschat

8:55 pm **vikkichowney:** Look @ TFL. That was abusive behaviour. Eurostar? NOT an SM fail, that was cust service and poor communication internally. #commschat

8:55 pm **jkerrstevens:** @jgombita @vikkichowney @prsa I wonder how diff it is in the public sector... A dept won't collapse but a minister might. #commschat

8:55 pm **jgombita:** Domino?s delivers during crisis: The company?s step-by-step response after a vulgar video goes viral: @PRSA <http://t.co/1en3QLZ> #commschat

8:55 pm **jane63c:** RT @Andrew_Arnold: SM is just one channel to connect. The skill is not opening the conversation; its continuing it and managing it #commschat

8:55 pm **annholman:** RT @Andrew_Arnold: SM is just one channel. The skill is not opening the conversation; it's continuing it and managing it #commschat

8:55 pm **CommsChat:** RT @Andrew_Arnold: SM is just one channel. The skill is not opening the conversation; it's continuing it and managing it #commschat

8:55 pm **vikkichowney:** I could rant for hours about the concept of a social media fail, sorry all :) #commschat

8:55 pm **badgergravling:** @paulwooding1973 I don't think you can create a 'viral video'. You can create a video which has capacity to go viral #commschat

8:55 pm **NRCUK:** i do wonder how long it will be before these transcrips will look like 70's hair styles? #commschat

8:56 pm **amandacomms:** @jkerrstevens @vikkichowney it is important even in public sector - protests etc can all start on SM #commschat

8:56 pm **CommsChat:** RT @vikkichowney: I could rant for hours about the concept of a social media fail, sorry all :) #commschat / we've got time :)

8:56 pm **craigmcgill:** RT @vikkichowney: RT @badgergravling Most people dont give a monkeys about social media. Most care about chatting with families & friends easily #commschat

8:56 pm **paulwooding1973:** @badgergravling Agree 1000%!! Had to argue that point too often recently #commschat

8:56 pm **Alex_Clough:** @paulwooding1973 it's dependent upon what success means for each brand. the model needs to be bespoke, not one size fits all #commschat

8:56 pm **vikkichowney:** @badgergravling @paulwooding1973 Agreed. Viral is an effect, not a brief. #commschat

8:56 pm **jgombita:** @jkerrstevens @jgombita @vikkichowney not a minister, but the Albert "cookie eating" public servant (went viral) did get fired. #commschat

8:56 pm **annholman:** RT @NRCUK: i do wonder how long it will be before these transcrips will look like 70's hair styles? #commschat LOL! And very true! :)

8:56 pm **jgombita:** @jkerrstevens @vikkichowney but he didn't get fired for eating a cookie. He got fired for not providing requested info. #commschat

8:56 pm **jkerrstevens:** @vikkichowney who defines what's 'serious and private' #commschat

8:57 pm **paulwooding1973:** @vikkichowney @badgergravling Agree totally. It's a point that just isn't sinking it though from my experencer #commschat

8:57 pm **CommsChat:** We've got about 5 minutes left - some great points being made! #commschat

8:57 pm **jkerrstevens:** RT @amandacomms: @jkerrstevens @vikkichowney it is important even in public sector - protests etc can all start on SM #commschat

8:57 pm **NRCUK:** @annholman :) ta #commschat

8:57 pm **vikkichowney:** @jkerrstevens National security? #commschat

8:58 pm **jkerrstevens:** @amandacomms @vikkichowney the data losses through HMRC a while back broke through social media... #commschat

8:58 pm **jane63c:** it's been another good one, good night all, thanks @vikkichowney and @commschat gang #commschat

8:58 pm **badgergravling:** @paulwooding1973 @vikkichowney Bosses like to pretend 'viral' isn't a gamble. Even though all business is a gamble in some way #commschat

8:58 pm **paul_clarke:** @vikkichowney argument for a Eurostar SM fail stems from the fact they had some presence, but thought it only applied for mkting. #commschat

8:59 pm **NickyElectric:** @jgombita Still an element of loyalty, if they share information that U wnt/find interesting Millions of other ppl follow brands #commschat

8:59 pm **NotFromBolton:** I think what we need to take away from today is that actually social media is just brilliant ;) #commschat

8:59 pm **amandacomms:** @jkerrstevens @vikkichowney - agree and details of protests are emerging first through SM - need to be alive to it #commschat

8:59 pm **AdParker:** RT @badgergravling: @paulwooding1973 I don't think you can create a 'viral video'. You can create a video which has capacity to go viral #commschat

8:59 pm **NRCUK:** first commschat..thanx..guru badge in the post???? #commschat

8:59 pm **jkerrstevens:** @vikkichowney doesn't seem to be working in that context right now! #commschat

9:00 pm **paulwooding1973:** @badgergravling @vikkichowney Agree, but also think lack of courage. Talk viral do a TV advert (wider use/more bank for buck) #commschat

9:00 pm **Dan_Martin:** RT @paul_clarke @vikkichowney argument for Eurostar SM fail stems from fact had some presence but thought only applied for mkting #commschat

9:00 pm **badgergravling:** RT @NotFromBolton: I think what we need to take away from today is that actually social media is just brilliant ;) #commschat

9:00 pm **vikkichowney:** @paul_clarke To me that's still an effect. If the staff had been handing out water/food/updates, it wouldn't have been an issue. #commschat

9:00 pm **NRCUK:** RT @amandacomms: @jkerrstevens @vikkichowney - several forces monitored student build

pm up via SM #commschat

9:00 pm **Nic_Pittaway:** It opens up a whole host of possibilities but what about audiences how can it truly speak to the masses #commschat

9:00 pm **NotFromBolton:** RT @NRCUK: first commschat..thanx..guru badge in the post???? // I will bring it with me next week ;) #commschat

9:00 pm **annholman:** RT @badgergravling: RT @NotFromBolton: think we need to take away from today is that actually social media is just brilliant #commschat

9:00 pm **craigmcgill:** @CommsChat @badgergravling @vikkichowney I don't know. Councils in parts of Scotland taking a pounding over twitter use in snow #commschat

9:01 pm **thatfionabray:** RT @notfrombolton: I think what we need to take away from today is that actually social media is just brilliant ;) #commschat >>go fella! :0

9:01 pm **NRCUK:** @NotFromBolton lol :-) #commschat

9:01 pm **deliagolds:** #commschat: wicked debate @vikkichowney @dan_martin.

9:01 pm **mazherabidi:** @craigmcgill Why - what are/aren't they doing on it? I would only think them using it could be +'ve? #commschat

9:01 pm **NRCUK:** few new faces to follow, thanks #commschat

9:02 pm **CommsChat:** RT @deliagolds: #commschat: wicked debate @vikkichowney @dan_martin.

9:02 pm **vikkichowney:** @jkerrstevens My point is just that so much of the hype surrounding SM fails is just fluff/scaremongering/trying to prove value #commschat

9:02 pm **jgombita:** @NickyElectric I'd have to see some hard data to support that statement: millions of people follow brands. #commschat

9:02 pm **craigmcgill:** @NRCUK I've stayed with service providers because of their SM service - @virginmedia #commschat

9:02 pm **badgergravling:** Just a quick final thought: If social media isn't important, how come we all ended up exchanging good thoughts and ideas? #commschat

9:02 pm **craigmcgill:** RT @Andrew_Arnold: Social media is just one channel to connect. The skill is not opening the conversation; it's continuing it and managing it #commschat

9:03 pm **jgombita:** RT @vikkichowney: My point is that so much of the hype surrounding SM fails is just fluff/scaremongering/trying to prove value #commschat

9:03 pm **NRCUK:** RT @craigmcgill: @NRCUK I've stayed with service providers because of their SM service - @virginmedia <they are hot on it yes #commschat

9:03 pm **CommsChat:** Guys, if you are leaving us, please give our guest host @vikkichowney a HUGE thank you for the great topic she has steered 2nite #commschat

9:03 pm **AdamVincenzini:** Guys, if you are leaving us, please give our guest host @vikkichowney a HUGE thank you for the great topic she has steered 2nite #commschat

9:03 pm **pillarpr:** My head is spinning trying to keep up this eve! Must be out of practice... #commschat

9:03 pm **vikkichowney:** @badgergravling Nice sweeping statement there. No one said it wasn't important, but we're all *within* the bubble ;) #commschat

9:03 pm **NotFromBolton:** RT @vikkichowney: @jkerrstevens My point is just that so much of the hype surrounding SM fails // Beacuse most of it is guff #commschat

9:04 pm **amandacomms:** @vikkichowney thanks for a great discussion tonight :) #commschat

9:04 pm **NRCUK:** @vikkichowney good job tonight thankyou #commschat

9:04 pm **badgergravling:** @vikkichowney Just trying to end on a positive and not be cynical! Cheers for your involvement tonight, btw! #commschat

9:04 pm **CommsChat:** If you've missed anything from tonight's chat, check out the transcript which will be up on commschat.com shortly #commschat

9:04 pm **vikkichowney:** @amandacomms Thanks for joining in :) #commschat

9:04 pm **mazherabidi:** @vikkichowney Great topic Vikki...thanks. #commschat

9:04 pm **NickyElectric:** @jgombita just look at coca cola's FB page for evidence that millions of people follow brands<http://on.fb.me/gdt0UA> #commschat

9:04 pm **vikkichowney:** @badgergravling And yours as ever ;) #commschat

9:04 pm **jgombita:** Should interview u! RT @Andrew_Arnold: SM just 1 channel to connect. Skill not opening conversation; it's continuing/managing it #commschat

9:05 pm **Dan_Martin:** @vikkichowney Nice work tonight. Got distracted towards the end by #Corrie! #CommsChat

9:05 pm **beccacaddy:** Great chat with @vikkichowney and others tonight #commschat

9:05 pm **NotFromBolton:** @vikkichowney I also love Electro :) Thanks for a great #commschat

9:05 pm **Andrew_Arnold:** Companies (and people) get good at social media because they're good at social. Just need to learn the mechanics properly #commschat

9:05 pm **NRCUK:** @amandacomms good to have your input tonight, my rgds to kevin. #commschat

9:05 pm **jgombita:** @NickyElectric I'm cynical. Betting majority of those millions of Coke Facebook fans mainly there for contests/discount coupons. #commschat

9:06 pm **vikkichowney:** @Dan_Martin @beccacaddy @notfrombolton Thanks :) #commschat

9:06 pm **NRCUK:** @jgombita @NickyElectric but not drinking peps! #commschat

9:06 pm **Alex_Clough:** #commschat props to @vikkichowney!

9:06 pm **pillarpr:** Thanks @vikkichownley for a great, fast commschat this eve. Always good place to find new follows #commschat


9:06 pm **mazherabidi:** @jgombita @NickyElectric But they are there. That's part of battle. If Coke wanted to get involved with them, they could right? #commschat

9:07 pm **vikkichowney:** @pillarpr @alex_clough Great to have your input :) #commschat

pm

9:07 pm **jkerrstevens:** @vikkichowney I agree with you but try positioning anything that starts with 'wiki' in the public sector right now... #commschat

9:07 pm **Andrew_Arnold:** @jgombita Not again! I'm all interviewed out - I have a rule of one a year #commschat

9:07 pm **jgombita:** @NRCUK @NickyElectric if they drink Pepsi  they don't do it (virtually) on the Facebook page. Sly drinkers. (Good one.) #commschat

9:07 pm **vikkichowney:** @jkerrstevens I can imagine. Sheesh... #commschat

9:07 pm **CisionUK:** Our first #CommsChat, thanks for a great debate all ? looking forward to many more! #commschat

9:07 pm **CommsChat:** Also, a big thanks out to @CisionUK who have joined forces with #commschat to help make it even stronger <http://bit.ly/f14gUd>

9:07 pm **craigmcgill:** @mazherabidi Here's some background: Councils and social media in the snow <http://ow.ly/3kQvC>#commschat

9:07 pm **vikkichowney:** Right. Signing off now folks, thanks for taking part everyone. Please do ping me if any of those views take the shape of a post! #commschat

9:08 pm **jgombita:** @mazherabidi @NickyElectric Coke would have ACCESS to broadcasting messages, yes. May not translate to engagement. #commschat

9:08 pm **NRCUK:** goodnight Johnboy #commschat

9:08 pm **craigmcgill:** RT @jkerrstevens: @vikkichowney I agree with you but try positioning anything that starts with 'wiki' in the public sector right now... #commschat

9:08 pm **CommsChat:** Good night all, catch you next week! #CommsChat