



**CommsChat @CatN101** Will let you know when the transcript's up so you can catch up on the beginning of the chat. **#CommsChat** -9:06 PM Jul 9th, 2012



**JohnCofie @CommsChat** Hello, I missed today's discussion. How can I see the transcript? Would be much appreciated. **#Commschat** -9:06 PM Jul 9th, 2012



**CommsChat @jgombita @spirals** thanks for the link **#CommsChat** -9:05 PM Jul 9th, 2012



**CommsChat @OllieFD** Was great to have you on board – hope you can take part next Monday! **#CommsChat** -9:05 PM Jul 9th, 2012



**OllieFD** My first **#CommsChat** really enjoyed it. Shall next time try listening in from the start (& finding a better place than the bus to follow it!) -9:03 PM Jul 9th, 2012



**CatN101** Thanks **@CommsChat** Always interesting and useful. Great way to connect and keep up-to-date. **#commschat** -9:03 PM Jul 9th, 2012



**CommsChat @spirals** Apologies! Hope we sparked some of those connections for you. **#CommsChat** -9:03 PM Jul 9th, 2012



**jgombita @spirals** that's odd, neither can I! FYI, here's a link to **@amy\_stephan's** monthly NPs and SoMe column: <http://t.co/X3tvyyfD> **#CommsChat** -9:03 PM Jul 9th, 2012



**amandacomms @CommsChat** thanks again for sparking another interesting discussion **#CommsChat** -9:02 PM Jul 9th, 2012



**jgombita** that's odd, neither can I! FYI, here's a link to **@amy\_stephan's** monthly NPs and SoMe column: <http://t.co/X3tvyyfD> **#CommsChat** -9:02 PM Jul 9th, 2012



**spirals @CommsChat** Thanks for hosting. Great topic tonight. Now off to try to finish my blog post you distracted me from ;-)  
**#commschat** -9:02 PM Jul 9th, 2012



**Maxim PR RT @CommsChat:** Ok folks, I think that's all for tonight **#CommsChat** << thank you – very interesting debate. Look forward to the transcript. –9:02 PM Jul 9th, 2012



**CommsChat** It was brilliant to hear your opinions on such a contentious topic. We'll have a transcript up in the morning. Adios! **#CommsChat** –9:01 PM Jul 9th, 2012



**spirals** yup RT **@CommsChat:** **@MichWalkden** What it boils down to, I think, is there's as many types of org structures as there are orgs **#CommsChat** –9:01 PM Jul 9th, 2012



**igombita @CommAMMO** I think you mean continued cultivation of "brand champions." :- ) c **@chriskeating @Chelle PR #CommsChat** –9:01 PM Jul 9th, 2012



**CommsChat** Thank you for such a great **#CommsChat** –9:01 PM Jul 9th, 2012



**CommsChat** Ok folks, I think that's all for tonight **#CommsChat** –9:00 PM Jul 9th, 2012



**nlakeland** RT **@amandacomms:** linear chain is expensive & can build in delay & inefficiency **#CommsChat** // Totally agree, people justifying existence. –8:59 PM Jul 9th, 2012



**CommsChat @MichWalkden** What it boils down to, I think, is there are as many types of organisational structures as there are organisations **#CommsChat** –8:59 PM Jul 9th, 2012



**MichWalkden #CommsChat @commschat** like anything it has its pros and cons. Here it gets bogged down in consensus. Good on paper not in action. –8:58 PM Jul 9th, 2012



**CommsChat** RT **@amandacomms:** **@CommsChat** linear chain is also expensive and can build in delay and inefficiency **#CommsChat** –8:57 PM Jul 9th, 2012



**CommsChat** RT **@chriskeating:** **@CommAMMO** good marketing produces engagement before, during and after... **#commschat @chellepr #CommsChat** –8:56 PM Jul 9th, 2012

**amandacomms @CommsChat** linear chain is also expensive and can build in delay and inefficiency **#CommsChat** –8:56 PM Jul 9th, 2012



**CommsChat @MichWalkden** Never realised that you were based in Sweden! Sounds like a fantastic basis for organisations. [#CommsChat](#) -8:56 PM Jul 9th, 2012



**OllieFD @CommsChat:** You've got to love a challenge ; ) [#CommsChat](#) -8:55 PM Jul 9th, 2012



**charlibate** Seems like I've missed an interesting [#commschat](#). Look forward to reading transcript tomorrow -8:55 PM Jul 9th, 2012



**MichWalkden** [#commschat](#) I work in Sweden where matrix orgs, are the norm. Only work when clear mandates are set. -8:54 PM Jul 9th, 2012



**amandacomms @adamrubins @commschat** not be committee but avoid hierarchy as need to have ability for all to have and develop ideas [#CommsChat](#) -8:54 PM Jul 9th, 2012



**CommsChat @chriskeating** Lucky, I think most people on here would agree. [#CommsChat](#) -8:54 PM Jul 9th, 2012



**CatN101** [#commschat](#) I don't think project teams act committee style. At best each member understands the strategic objective and works in tandem - 8:53 PM Jul 9th, 2012



**CommsChat @OllieFD** I'll say! I feel like I talk to half of them every day. [#CommsChat](#) -8:53 PM Jul 9th, 2012



**spirals @jgombita** we talk about supporters generally but I also think in terms of media consumers in their engagement with our comms [#commschat](#) -8:53 PM Jul 9th, 2012



**Maxim PR** Agreed > RT **@richardwilson84:** In a social media world where you are hot and then not in 30 seconds flat, linear comms is too slow [#commschat](#) -8:53 PM Jul 9th, 2012



**OllieFD @CommsChat @spirals** There are some very rigid organisations out there! They are missing a trick. [#commschat](#) -8:52 PM Jul 9th, 2012



**chriskeating** **@CommAMMO** good marketing produces engagement before, during and after... **#commschat** **@chellepr** -8:52 PM Jul 9th, 2012



**CommsChat** **@richardwilson84** Speed definitely a crucial issue here. **#CommsChat** -8:52 PM Jul 9th, 2012



**Maxim PR** RT **@CommsChat**: Does there need to be a linear chain of command within communications? **#CommsChat** -8:52 PM Jul 9th, 2012



**Chelle PR** RT **@richardwilson84**: In a social media world where you are hot and then not in 30 seconds flat, linear comms is too slow **#commschat** -8:52 PM Jul 9th, 2012



**CommAMMO** Yes! RT **@chriskeating**: **@CommsChat** am I unusual that Ive never worked anywhere with a linear communications chain of command? ;-)  
**#commschat** -8:51 PM Jul 9th, 2012



**CommsChat** **@olliefd** **@spirals** ... it makes you think how bizarre it is a company would not try and mimic that! **#CommsChat** -8:51 PM Jul 9th, 2012



**Chelle PR** Lengthy sign off processes delay effective communications... individuals should be empowered to make their own informed decisions. **#commschat** -8:51 PM Jul 9th, 2012



**CommAMMO** TruDAT! RT **@MichWalkden**: completely agree. Like anyt must hv goal & then a strategy to achieve that goal, whether marketing or PR  
**#commschat** -8:51 PM Jul 9th, 2012



**chriskeating** **@CommsChat** am I unusual that I've never worked anywhere with a linear communications chain of command? ;-)  
**#commschat** -8:51 PM Jul 9th, 2012



**richardwilson84** In a social media world where you are hot and then not in 30 seconds flat, linear comms is too slow **#commschat** -8:51 PM Jul 9th, 2012



**CommsChat** **@OllieFD** **@spirals** Absolutely - when you realise how many windows you open up over the course of a day... **#CommsChat** -8:51 PM Jul 9th, 2012



**adamrubins @CommsChat @amandacomms** disagree. Management by committee leads to a lack of decision making **#commschat** -8:51 PM Jul 9th, 2012



**jgombita @spirals** who is your "consumer" in yr non-profit? BTW, do you know my (fab) colleague on **#WMN**, **@amy\_stephan**? She writes on NPs/SM **#Commschat** -8:51 PM Jul 9th, 2012



**CommAMMO** So sorry - off to a call. Thanks **@jgombita @michwalkden @commschat** for quick but fun convo! **#commschat** -8:50 PM Jul 9th, 2012



**IlexContent @CommsChat @amandacomms** Disagree, need firm leadership to deliver on a strategic objective & achieve a business outcome **#commschat** -8:50 PM Jul 9th, 2012



**MichWalkden .@CommAMMO #commschat** completely agree. Like anything they must have a goal & then a strategy to achieve that goal, whether marketing or PR -8:50 PM Jul 9th, 2012



**markrobertparry @CommsChat** PR depts need to be trusted to do their thing without higher sign off. Things work much more smoothly that way. **#CommsChat** -8:50 PM Jul 9th, 2012



**CommsChat RT @spirals: @jgombita** agreed. I work in non-profit and we have both B2B and B2C comms **#CommsChat** -8:50 PM Jul 9th, 2012



**CommAMMO @chriskeating @chellepr** I believe marketing aspires to engagement...after the transaction occurs **#commschat** -8:50 PM Jul 9th, 2012



**OllieFD @spirals:** think linear is 2 simplistic. As a media consumer I'm multi-screen, not linear so perhaps orgs need to mimic that **#commschat** - Agree -8:49 PM Jul 9th, 2012



**spirals @jgombita** agreed. I work in non-profit and we have both B2B and B2C comms **#commschat** -8:49 PM Jul 9th, 2012



**CatN101 RT @CommsChat:** It seems that if any corporate department can overcome linearity (or can do it first), it's comms **#CommsChat** -8:49 PM Jul 9th, 2012

**IlexContent @CommsChat** someone needs to have an overall vision **#commschat** -8:49 PM Jul 9th, 2012





**CommsChat** RT **@amandacomms**: **@CommsChat** needs to be a collective rather than dictatorship or you will never get creativity **#CommsChat** -8:49 PM

Jul 9th, 2012



**nlakeland @commschat** I think we've already established that linear models are no longer needed, project teams with agreed roles is the way

**#CommsChat** -8:48 PM Jul 9th, 2012



**jgombita @spirals** not all companies are B2C. For that matter, not all organizations making use of digital are "for-profit" ones. **#commschat** -8:48

PM Jul 9th, 2012



**amandacomms @CommsChat** needs to be a collective rather than dictatorship or you will never get creativity **#CommsChat** -8:48 PM Jul 9th, 2012



**Chelle PR @chriskeating** True, but generally speaking... **#CommsChat** -8:48

PM Jul 9th, 2012



**adamrubins @CommsChat** decision making and leadership is key in any work environment. But to lead the chain you must understand it first

**#commschat** -8:48 PM Jul 9th, 2012



**jgombita @OllieFD** my column on Windmill Networking (Bytes from the PR Sphere) argues for public relations to oversee the digital kitchen.

**#CommsChat** -8:48 PM Jul 9th, 2012



**MichWalkden #CommsChat @CommAMMO** my point exactly -8:47 PM Jul 9th,

2012



**spirals** I think linear is prob too simplistic. As a media consumer I'm multi-screen and not linear so perhaps orgs need to mimic that **#commschat** -8:47

PM Jul 9th, 2012



**chriskeating** not sure PR can lay claim to all genuine engagement, **@Chelle PR** , other disciplines aim for it as well e.g. direct marketing

**#commschat** -8:47 PM Jul 9th, 2012



**CommAMMO** RT [@digiconvs](#): [@adamrubins](#) [@CommsChat](#) Were not moving towards the future, future has already begun; we just got to acknowl that. [#commschat](#) -8:47 PM Jul 9th, 2012



**CommsChat** It seems that if any corporate department can overcome linearity (or can do it first), it's comms [#CommsChat](#) -8:47 PM Jul 9th, 2012



**Chelle PR** RT [@CommsChat](#): Does there need to be a linear chain of command within communications? [#CommsChat](#) -8:47 PM Jul 9th, 2012



**CatN101** Joined [#commschat](#) v late tonight but it's a very interesting debate. Who leads [#PR](#) or [#Marketing](#) ? -8:47 PM Jul 9th, 2012



**Chelle PR** Joined [#commschat](#) late tonight but will catch up on transcript tomorrow. Excuse me butting in! -8:47 PM Jul 9th, 2012



**CommAMMO** [@MichWalkden](#) Internet site, socmed should not merely be "features/benefits" unless that's purpose of those tools. [#commschat](#) -8:47 PM Jul 9th, 2012



**Maxim PR** [#commschat](#) is getting a little bogged down with definitions. Not sure it's something the industry will ever agree on, let alone outsiders. -8:46 PM Jul 9th, 2012



**CommsChat** Does there need to be a linear chain of command within communications? [#CommsChat](#) -8:46 PM Jul 9th, 2012



**CommsChat** And so, with just over ten minutes to go, let's discuss... [#CommsChat](#) -8:46 PM Jul 9th, 2012



**CommAMMO** [@MichWalkden](#) depends on objectives. One can argue that comms unrelated to selling isn't mktg. ugh, tough to talk abt in 140c! [#commschat](#) -8:45 PM Jul 9th, 2012



**CommsChat** Before we move onto our last topic, I'd like to thank our sponsors, [@mynewsdesk uk](#), [@kwdigital](#), and [@ digital impact](#) [#CommsChat](#) -8:45 PM Jul 9th, 2012



**markrobertparry** “**@Chelle PR: @OllieFD** But if social media is about genuine engagement, surely that's PR? **#CommsChat**” ~ agreed. -8:45 PM Jul 9th, 2012



**MichWalkden** **#CommsChat @OllieFD** I think it depends on purpose of SM channel – brand building, customer service, media engagement or something else? -8:44 PM Jul 9th, 2012



**CommAMMO** **.@OllieFD** even in **#social** mktg and PR have different immediate objectives **#commschat** -8:44 PM Jul 9th, 2012



**adamrubins** **@CommsChat** it's not THAT far off and there's an argument that we should start preparing for that eventuality **#commschat** -8:44 PM Jul 9th, 2012



**CommsChat** Just a sidenote: if you want to be kept up-to-date on topics each week, you can sign up at <http://t.co/sTg9TmXd> **#CommsChat** -8:43 PM Jul 9th, 2012



**Chelle PR** **@OllieFD** But if social media is about genuine engagement, surely that's PR? **#CommsChat** -8:43 PM Jul 9th, 2012



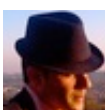
**spirals** digital is a set of channels yes. But consumer expectations have changed as a result of the medium too **@jgombita #commschat** -8:43 PM Jul 9th, 2012



**MichWalkden** **#CommsChat @CommAMMO** Where do you put comms such as internet copy, SocMed not re customer service – brand building stuff -8:43 PM Jul 9th, 2012



**jgombita** What he (**@CommAMMO**) said.... **@nlakeland @spirals @michwalkden #CommsChat** -8:43 PM Jul 9th, 2012



**digiconvs** **@adamrubins @CommsChat** We're not moving towards the future, future has already begun; we just got to acknowledge that. **#CommsChat** -8:43 PM Jul 9th, 2012



**CommAMMO** **.@nlakeland @spirals @jgombita @michwalkden** white papers, position papers, op-eds, stakeh letters all are PR 4 yrs **#commschat** -8:43 PM Jul 9th, 2012





**CommsChat** RT **@digiconvs**: Customer service is the new PR & we cant deny that; although some brands still resist the fact. **#CommsChat** -8:42 PM Jul 9th, 2012



**OllieFD** **#CommsChat** The digital side can blur things – where do most orgs social media responsibilities lie? To me marketing – but know of some PR - 8:42 PM Jul 9th, 2012



**Chelle PR** **#CommsChat** Q1 Marcomms is the best approach. Working together to promote key brand messages/establish a solid reputation. -8:41 PM Jul 9th, 2012



**CommsChat** **@KenzDawn** There'll be a transcript up on <http://t.co/kkV85GOu> for those who can't take part tonight! **#CommsChat** -8:41 PM Jul 9th, 2012



**digiconvs** Customer service is the new PR & we can't deny that; although some brands still resist the fact. **#CommsChat** -8:41 PM Jul 9th, 2012



**CommAMMO** **.@OllieFD** Marcoms is tactically and strategically different than media relations, advertising and issues mgt. **#commschat** -8:41 PM Jul 9th, 2012



**nlakeland** **@spirals** **@jgombita** I agree, is content marketing with blogging, whitepapers & use of social media not a form of PR? **#CommsChat** -8:41 PM Jul 9th, 2012



**louise\_smith** RT **@adamrubins**: **@CommsChat** as we move toward the future and one to one marketing, communications will lead the strategy **#commschat** -8:40 PM Jul 9th, 2012



**jgombita** **@spirals** "digital" simply translates to more channels/tools. It's not about a huge change in comms "strategy" (why and what) **#Commschat** -8:40 PM Jul 9th, 2012



**CommsChat** **@adamrubins** I think the concept of one to one marketing is fascinating – but as a widespread comms channel? It's a looong way off **#CommsChat** -8:40 PM Jul 9th, 2012



**CommAMMO** **.@CommsChat** tactically, advertising, direct marketing, direct mail are one unit, whilst media rel, issues mgt, int comms r anoth **#commschat** -8:40 PM Jul 9th, 2012



**markrobertparry** “@Maxim\_PR: Unless you're tlking about large corporates, there often isn't a different dept for PR and marketing **#commschat**” ~ very true -8:40 PM Jul 9th, 2012



**KenzDawn** Interesting discussion today in **#CommsChat** on 'Should marketing report into PR?' -8:39 PM Jul 9th, 2012



**jgombita** + bazillion RT **@CommAMMO**: we can debate hierarchy, but integrated comms are critical. Mktg, however, shud not be primary. **#commschat** -8:39 PM Jul 9th, 2012



**chriskeating** I'll join in the chorus of people saying it doesn't matter who's "in charge" as long as whoever is dismantles silos. **#commschat** -8:39 PM Jul 9th, 2012



**OllieFD** **#CommsChat** They're 2 different, but complementary disciplines. They should form an integrated marcoms team- reporting to marcoms director? -8:39 PM Jul 9th, 2012



**CommAMMO** RT **@adamrubins**: **@CommsChat** as we move toward the future and one to one marketing, communications will lead the strategy **#commschat** -8:39 PM Jul 9th, 2012



**spirals** I think old style marketing was about 'use' but I feel digital has bought /forced a new style of marketing **@jgombita** **#commschat** -8:38 PM Jul 9th, 2012



**digiconvs** **@CommsChat** Both can go under corporate comm, but they have to have different directors for the sake of productivity & + impact. **#CommsChat** -8:38 PM Jul 9th, 2012



**CommAMMO** No. It's rare that gd PR happens in those orgs. RT **@CommsChat**: Can we argue that PR should in fact report to marketing? **#commschat** -8:38 PM Jul 9th, 2012



**Maxim\_PR** Unless you're talking about large corporates, there often isn't even a different department for PR and marketing **#commschat** -8:38 PM Jul 9th, 2012



**adamrubins** **@CommsChat** as we move toward the future and one to one marketing, communications will lead the strategy **#commschat** -8:38 PM Jul 9th, 2012



**jgombita** My worst nightmare. RT **@CommsChat**: Can we argue that PR should in fact report to marketing? **#CommsChat** -8:38 PM Jul 9th, 2012



**CommsChat** MT **@spirals**: So perhaps the q is better phrased as; which discipline has a holistic view? **#CommsChat** -8:37 PM Jul 9th, 2012



**jgombita** **@spirals** I'm all for integrated COMMUNICATIONS. Integrated marketing communications--not so much. (It "uses" public relations.) **#CommsChat** -8:37 PM Jul 9th, 2012



**digiconvs** **@CommsChat** definitely...Reporting to another entity may dilute the entire business purpose; they should collaborate. **#CommsChat** -8:37 PM Jul 9th, 2012



**CommAMMO** **@spirals** is right - we can debate hierarchy, but integrated comms are critical. Mktg, however, shud not be primary. **#commschat** -8:36 PM Jul 9th, 2012



**spirals** So perhaps the q is better phrased as; which discipline has a holistic view? or which leader in that discipline in your org **#commschat** -8:36 PM Jul 9th, 2012



**Maxim\_PR** In many cases there wouldn't be any 'reporting into'. Probably ruling out most SMEs and smaller agencies with that question **#commschat** -8:36 PM Jul 9th, 2012



**CommsChat** RT **@CommAMMO**: **@MichWalkden** <http://t.co/FXatzZcn> - exchange is just one type of org/public relationship. Value 4 \$ is basis 4 mktg **#CommsChat** -8:35 PM Jul 9th, 2012



**Maxim\_PR** RT **@CommsChat**: Can we argue that PR should in fact report to marketing? **#CommsChat** -8:35 PM Jul 9th, 2012



**nlakeland** How about both departments report into a Communications Director (or equivalent) **#CommsChat** -8:35 PM Jul 9th, 2012



**MichWalkden** **#CommsChat** RT **@nlakeland** "I think the reporting aspect is a red herring, the important aspect is the end result" -8:35 PM Jul 9th, 2012



**CommsChat** **@benayers** Haha. We're not done yet! Also, we all know the best way to do this is accompanied by a glass of wine. **#CommsChat** -8:35 PM Jul 9th, 2012

Jul 9th, 2012



**spirals** You can have reporting line debates about all disciplines. What matters is that the leaders take a holistic integrated view [#commschat](#) -8:35

PM Jul 9th, 2012



**CommAMMO @MichWalkden** <http://t.co/VAkMRSc8> - exchange is just one type of org/public relationship. Value 4 \$ is basis 4 mktg [#commschat](#) -8:35

PM Jul 9th, 2012



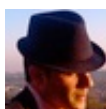
**benayers** That was a short [#commschat](#). Glad we've sorted it. Pub? -8:34 PM Jul

9th, 2012



**CommsChat @digiconvs** But they are clearly related. And if mktg should concentrate on PR what does that say about responsibility chain?

[#CommsChat](#) -8:34 PM Jul 9th, 2012



**digiconvs @ZurichKeith @commschat** The approach got to be integrated in nature and customer centric. [#CommsChat](#) -8:34 PM Jul 9th, 2012



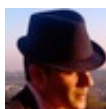
**ZurichKeith @benayers** entirely agree. "Report into" is merely a formality. Collaboration is (should be) key focus for us all [#CommsChat](#) -8:33 PM Jul 9th,

2012



**CommsChat @benayers** I think collaboration is what we're moving towards- but that wasn't an option at the debate we're basing this on! [#CommsChat](#) -

8:33 PM Jul 9th, 2012



**digiconvs @CommsChat** Brands these days should shift their pure marketing concentration towards [#custserv](#) & PR. [#CommsChat](#) -8:33 PM Jul 9th,

2012



**nlakeland @commschat** I think the reporting aspect is a red herring, the important aspect is the end result - ie consumer action/perception

[#CommsChat](#) -8:33 PM Jul 9th, 2012



**ZurichKeith @digiconvs @commschat** we do both [#CommsChat](#) -8:32 PM Jul

9th, 2012



**benayers** What's the deal with 'reporting into' - what about collaboration? I favour 'marcomms' approach...trouble is, EGO can cloud things [#commschat](#)

-8:32 PM Jul 9th, 2012



**CommsChat** [@Hassanmirza](#) [@markrobertparry](#) Absolutely. Can't overestimate the importance of storytelling. [#CommsChat](#) -8:32 PM Jul 9th, 2012



**MichWalkden** [@digiconvs](#) [@Hassanmirza](#) [#commschat](#) truer words my friend, truer words -8:32 PM Jul 9th, 2012



**digiconvs** [@CommsChat](#) No, they are two different units, one protect the brand & the other create awareness & interests lead to revenue. [#CommsChat](#) -8:31 PM Jul 9th, 2012



**CommsChat** [@ZurichKeith](#) You sound like a model team! [#CommsChat](#) -8:31 PM Jul 9th, 2012



**Hassanmirza** [@markrobertparry](#) yep, good stories are gold. It's why people will do business with you [#CommsChat](#) [#smallbusiness](#) -8:31 PM Jul 9th, 2012



**CommAMMO** RT [@markrobertparry](#): [@CommsChat](#) charities & sm orgs shd foc on PR. Gd human int stories will serve bter than paid advertising. [#commschat](#) -8:30 PM Jul 9th, 2012



**ZurichKeith** [@CommsChat](#) we do here at Zurich and it works for us. One big happy team of promotion and protection specialists! [#CommsChat](#) -8:30 PM Jul 9th, 2012



**jgombita** [@nlakeland](#) [@CommsChat](#) [@Maxim\\_PR](#) I'd rather define public relationships h/t [@terryflynn](#): reputation, value & relationship building [#CommsChat](#) -8:30 PM Jul 9th, 2012



**digiconvs** [@Hassanmirza](#) [@michwalkden](#) Today's buzz is tomorrow's fad & we can't establish a sustainable business based on fad, can we?! [#CommsChat](#) -8:29 PM Jul 9th, 2012



**Hassanmirza** [@markrobertparry](#) well said. Agreed [#CommsChat](#) -8:29 PM Jul 9th, 2012



**CommsChat** Can we argue that PR should in fact report to marketing? [#CommsChat](#) -8:29 PM Jul 9th, 2012

**MichWalkden** [@CommAMMO](#) [#commschat](#) How is that different to corpcomms? To me they are the same thing. -8:29 PM Jul 9th, 2012





**CommAMMO @MichWalkden** 2/2 Direct comms offers grt benes, but lacks obj 3rd party endorsement. That's anoth diff between CC, mktg. [#commschat](#) -8:28 PM Jul 9th, 2012



**CommsChat** Ok, I think we can move onto the next topic now, I'll be interested to see who takes up this one... [#CommsChat](#) -8:28 PM Jul 9th, 2012



**igombita @MichWalkden** I wasn't offended, I was mystified why we would have a "side" conversation about the topic on the agenda for today's [#CommsChat](#) -8:28 PM Jul 9th, 2012



**nlakeland @jgombita @CommsChat @Maxim\_PR** Think we're back to definitions again. Depends how you define marketing as to relationship [#CommsChat](#) -8:28 PM Jul 9th, 2012



**Maxim\_PR @CommsChat @nlakeland** very true. It'd make our job a whole lot easier if that was the case [#commschat](#) -8:28 PM Jul 9th, 2012



**evamaierhofer** haha :) RT **@jgombita**: My quotable PR/communications Prince rides in for the rescue. Thanks **@CommAMMO!** [#CommsChat](#) -8:28 PM Jul 9th, 2012



**digiconvs @Hassanmirza @michwalkden** To be honest I always encourage my clients to have honest analysis & evaluation of their business. [#CommsChat](#) -8:28 PM Jul 9th, 2012



**CommAMMO @MichWalkden** Hi! My 2 cents: "content marketing" is new term for old process – engage stakeholders directly w/o media 1/2 [#commschat](#) -8:27 PM Jul 9th, 2012



**nlakeland @maxim\_pr @CommsChat** It's potentially because it's the clearest thing associated with the company. [#CommsChat](#) -8:27 PM Jul 9th, 2012



**MichWalkden #CommsChat @jgombita** As I said I din't mean to offend. I thought we were having a nice side conversation. My bad. -8:27 PM Jul 9th, 2012



[markrobertparry](#) [@CommsChat](#) charities and small orgs should focus on PR. Gd human interest stories will serve them better than paid advertising. [#CommsChat](#) -8:27 PM Jul 9th, 2012



[CommsChat](#) [@Maxim\\_PR](#) [@nlakeland](#) Not necessarily, but it's difficult to get all consumers to respond to independent (ie. not-paid for) comms [#CommsChat](#) -8:27 PM Jul 9th, 2012



[thecommsdept](#) Good question. RT [@amandacomms](#): Can someone tell me why it is important? [#CommsChat](#) -8:27 PM Jul 9th, 2012



[jgombita](#) [@CommsChat](#) [@nlakeland](#) [@maxim\\_pr](#) I contend marketing and advertising are more closely related, as are PR and corporate comms. [#CommsChat](#) -8:27 PM Jul 9th, 2012



[CommAMMO](#) [@jgombita](#) least I could do... :- ) [#commschat](#) -8:26 PM Jul 9th, 2012



[Hassanmirza](#) [@digiconvs](#) [@michwalkden](#) think we're all guilty of this though [#CommsChat](#) -8:26 PM Jul 9th, 2012



[CommsChat](#) MT [@Maxim\\_PR](#): Not saying marketing \*is\* advertising, can just be seen that way. Different to reading independent editorial [#CommsChat](#) -8:25 PM Jul 9th, 2012



[Maxim\\_PR](#) [@CommsChat](#) [@nlakeland](#) not sure that's a good thing for consumers... [#commschat](#) -8:25 PM Jul 9th, 2012



[CommAMMO](#) RT [@Maxim\\_PR](#): [@nlakeland](#) agreed. Not saying marketing \*is\* advertising, cn jst b seen tht way. Diff 2reading indep editorial [#commschat](#) -8:25 PM Jul 9th, 2012



[jgombita](#) My quotable PR/communications Prince rides in for the rescue. Thanks [@CommAMMO](#)! [#CommsChat](#) -8:24 PM Jul 9th, 2012



[amandacomms](#) [@CommsChat](#) surely just two halves of the same comms coin. [#commschat](#) -8:24 PM Jul 9th, 2012



[CommsChat](#) Definitely—in terms of corporate reputation advertising is one of the biggest comms influencers [@nlakeland](#) [@maxim\\_pr](#) [#CommsChat](#) -8:24 PM Jul 9th, 2012



**digiconvs @CommsChat @hassanmirza @michwalkden** Very true! And it is not properly debated, perhaps because it is not properly defined?

**#CommsChat** -8:24 PM Jul 9th, 2012



**jgombita @MichWalkden** out of consideration for whom or what? This whole conversation is happening BECAUSE of **#CommsChat** Don't understand no hashtag. -8:24 PM Jul 9th, 2012



**Maxim PR @nlakeland** agreed. Not saying marketing \*is\* advertising, can just be seen that way. Different to reading independent editorial

**#commschat** -8:23 PM Jul 9th, 2012



**digiconvs @CommsChat @amandacomms** It is important because the impact is on brand & brand is everything & the only a business has!

**#CommsChat** -8:23 PM Jul 9th, 2012



**CommAMMO @jgombita @michwalkden** hi there - **#marketing** is based on an exchange relationship. CorpComms isn't. Ergo, CorpComm isnt mktg.

**#commschat** -8:23 PM Jul 9th, 2012



**digiconvs @CommsChat** Depends what we mean by more effect, positive or negative - as it can has either or both. **#CommsChat** -8:22 PM Jul 9th, 2012



**nlakeland @maxim\_pr** That is sometimes the problem though, people see **#marketing** as just advertising. Bad adverts though do harm reputation.

**#CommsChat** -8:22 PM Jul 9th, 2012



**jgombita** Check out **@CommAMMO's** "sender" comment on my recent Nutrition Byte post **@CommsChat @nlakeland @michwalkden**

<http://t.co/bl25u0Uq> **#commschat** -8:22 PM Jul 9th, 2012



**CommsChat** On which between marketing and PR has more effect on reputation? RT **@amandacomms**: Can someone tell me why it is important?

**#CommsChat** -8:21 PM Jul 9th, 2012



**spirals** reputation? or the delineation of where the impact is driven from?

**@amandacomms #commschat** -8:21 PM Jul 9th, 2012





**MichWalkden #CommsChat @jgombita** Not at all. If anything I'm on the PR/editorial side of things. -8:21 PM Jul 9th, 2012




**adamrubins @CommsChat** Question: How many Marketing heads truly understand owned, earned and bought media and integrate effectively?


 [#commschat](#) -8:21 PM Jul 9th, 2012

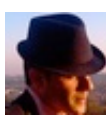
 [igombita](#) [@MichWalkden](#) how come you aren't hashtagging your comments with [#CommsChat](#)? -8:21 PM Jul 9th, 2012

 [amandacomms](#) Can someone tell me why it is important? [#CommsChat](#) -8:21 PM Jul 9th, 2012


 [CommsChat](#) [@digiconvs](#) [@hassanmirza](#) [@michwalkden](#) I think terminology also often slips into parlance without being properly debated [#CommsChat](#) -8:20 PM Jul 9th, 2012


 [AllthingsIC](#) [@CommsChat](#) She's very well thank you & now seven weeks old. That's why I can't stop – duty and a hungry little lady calls! [#commschat](#) -8:20 PM Jul 9th, 2012


 [Maxim\\_PR](#) PR should have more effect on rep than marketing. The former is more influencing the media, the latter seen more as advertising. [#commschat](#) -8:20 PM Jul 9th, 2012


 [digiconvs](#) [@Hassanmirza](#) [@MichWalkden](#) Sadly terminology has been used as buzz words to impress & buzz are often noise. [#CommsChat](#) -8:19 PM Jul 9th, 2012

 [igombita](#) I take it you are someone who thinks PR should be a little corner under the Big Marketing Tent [@MichWalkden....](#) [@CommAMMO](#) [#CommsChat](#) -8:18 PM Jul 9th, 2012

 [Hassanmirza](#) [@CommsChat](#) great question – tough one. [#CommsChat](#) -8:18 PM Jul 9th, 2012

 [Maxim\\_PR](#) A little late to [#commschat](#) – apologies. Maxim began as purely a PR and marketing agency so should be well placed to comment this evening. -8:18 PM Jul 9th, 2012

 [nlakeland](#) Both have an effect on reputation (be it positive or negative). Good PR & marketing enhance, bad PR and marketing harm the brand [#CommsChat](#) -8:17 PM Jul 9th, 2012

 [CommsChat](#) [@AllthingsIC](#) Sorry you can't join us – hope all's well with Mini-Miller? [#CommsChat](#) -8:17 PM Jul 9th, 2012



**Hassanmirza @CommsChat** it's both. Look at the fallout over [#theshard](#) and [#bloc](#) – marketing overhyped expectations, PR deals with fallout [#CommsChat](#) –8:17 PM Jul 9th, 2012



**CommsChat MT @adamrubins** the most overlooked piece: STRATEGY. Who creates it? Who activates it? Now you see silos with no connected strategy [#CommsChat](#) –8:17 PM Jul 9th, 2012



**AllthingsIC #commschat** unfortunately I'm not able to stop by and chat tonight, but looks like a good'un. Will read the transcript tomorrow, enjoy! –8:16 PM Jul 9th, 2012



**CommsChat MT @spirals:** brand position in the market really needs to be factored into whether PR Vs marketing has more reputation impact [#CommsChat](#) –8:16 PM Jul 9th, 2012



**spirals** context brand position in the market really needs to be factored into whether PR Vs marketing has more reputation impact [#commschat](#) –8:15 PM Jul 9th, 2012



**Hassanmirza @MichWalkden** terminology is a funny thing. Seems to blur these days [#CommsChat](#) –8:15 PM Jul 9th, 2012



**CommsChat** (Always a contentious topic, that one...) [#CommsChat](#) –8:14 PM Jul 9th, 2012



**adamrubins @CommsChat** the most overlooked piece: STRATEGY. Who creates it? Who activates it? Now you see silos with no connected strategy [#commschat](#) –8:14 PM Jul 9th, 2012



**jgombita** Sorry, [@MichWalkden](#). I don't understand how you are distinguishing the two (or why you disagree with [@CommAMMO](#)'s phrase). [#commschat](#) –8:14 PM Jul 9th, 2012



**CommsChat** Lots of interesting stuff on that first topic, but we'll move onto no.2 now: Does PR or marketing have more effect on reputation? [#CommsChat](#) –8:14 PM Jul 9th, 2012



**MichWalkden #CommsChat** does anyone else see a distinction between marketing and content marketing/brand journalism (whatever you wish to call it)? –8:12 PM Jul 9th, 2012



**CommsChat @nlakeland @michwalkden @jgombita** I'm sensing that definitions are pretty important here – but will we ever have consensus? [#CommsChat](#) –8:12 PM Jul 9th, 2012



[#CommsChat](#) -8:11 PM Jul 9th, 2012



[MichWalkden](#) [#CommsChat](#) [@jgombita](#) have 2 disagree, it may not be marketing in the original sense but all comms is about presenting the brand consistently -8:10 PM Jul 9th, 2012



[CommsChat](#) Neat RT [@jgombita](#) Per [@commAMMO](#), [@nlakeland](#): "All marketing is communication, but not all communication is marketing" [#CommsChat](#) -8:09 PM Jul 9th, 2012



[nlakeland](#) [@michwalkden](#) True, I was putting those in the broader umbrellas (press with PR & comms with marketing). New debate I think! [#CommsChat](#) -8:09 PM Jul 9th, 2012



[MichWalkden](#) [#CommsChat](#) [@nlakeland](#) Ultimately provides a more effective & efficient comms chain and makes it easier for the business to see the value add -8:08 PM Jul 9th, 2012



[jgombita](#) Per [@commAMMO](#), [@nlakeland](#): "All marketing is communication, but not all communication is marketing." [#commschat](#) -8:08 PM Jul 9th, 2012



[CommsChat](#) Project teams an interesting innovation [@nlakeland](#). We'll hopefully come onto the linear model later in the hour [#CommsChat](#) -8:08 PM Jul 9th, 2012



[MichWalkden](#) [#CommsChat](#) I agree [@nlakeland](#), but why stop at PR and Marketing – external comms, press and internal comms should all be onboard as well. -8:07 PM Jul 9th, 2012



[CommsChat](#) [@adamrubins](#) So – does marketing not count as communications? [#CommsChat](#) -8:07 PM Jul 9th, 2012



[jgombita](#) RT [@spirals](#): interesting topic tonight RT [@CommsChat](#): The motion of the live debate was 'Should marketing report into PR?' [#CommsChat](#) -8:07 PM Jul 9th, 2012



[adamrubins](#) [@CommsChat](#) There also needs to be a moratorium on marketing terminology! The term PR should be replaced by Communications [#commschat](#) -8:06 PM Jul 9th, 2012



[joceejo](#) RT [@MichWalkden](#): [#CommsChat](#) Does either dept. need to report to the other? All comms roles are working towards the same ultimate goal, why create silos? -8:06 PM Jul 9th, 2012



**CommsChat** I think that's definitely a possible conclusion [@spirals](#). But do we need agreed-upon definitions? And how would we get those?

**#CommsChat** -8:06 PM Jul 9th, 2012



**nlakeland** Both **#marketing** & **#PR** are about communication & reputation, rather than linear reporting wouldn't project teams be better? **#CommsChat**

-8:05 PM Jul 9th, 2012



**CommsChat** MT [@MichWalkden](#): Does either dept need to report to the other? All comms roles are working towards same goal, why create silos?

**#CommsChat** -8:05 PM Jul 9th, 2012



**MichWalkden** **#CommsChat** Does either dept. need to report to the other? All comms roles are working towards the same ultimate goal, why create silos?

-8:04 PM Jul 9th, 2012



**spirals** Isn't this a 'chicken and egg' question? ie no one answer is possible

**#commschat** -8:03 PM Jul 9th, 2012



**CommsChat** So, without further ado, let's take a look at our first topic: Can we argue this motion without defining PR and marketing first? **#CommsChat**

-8:03 PM Jul 9th, 2012



**CommsChat** So feel free to jump in with your opinions whenever / wherever (am resisting the urge to break into Shakira here) **#CommsChat**

-8:03 PM Jul 9th, 2012



**CommsChat** Before we get started, things are slightly different tonight – we don't have a set guest, like we normally do... **#CommsChat**

-8:02 PM Jul 9th, 2012



**spirals** interesting topic tonight RT [@CommsChat](#): The motion of the live debate was 'Should marketing report into PR?' **#CommsChat**

-8:02 PM Jul 9th, 2012



**CommsChat** And tonight we thought we'd throw it open to the audience on **#CommsChat**

-8:01 PM Jul 9th, 2012



**CommsChat** The motion of the live debate was 'Should marketing report into PR?' **#CommsChat**

-8:01 PM Jul 9th, 2012



**CommsChat** Tonight, we're taking our cue from last week's Loggerheads Live debate, hosted by [@communicatomag](#) **#CommsChat**

-8:00 PM Jul 9th, 2012



**CommsChat** Ok, it's 8pm! Time to get started... **#CommsChat** -8:00 PM Jul 9th, 2012



**mollyhpierce** I'm going to be moderating over on **#commschat** for the next hour or so – chime in with your views on whether **#marketing** should report to **#pr** -7:58 PM Jul 9th, 2012



**CommsChat** RT **@MichWalkden**: Itching for **#commschat** to start. Tonight all about whether marketing should report to PR. Humdinger. **#CommsChat** -7:57 PM Jul 9th, 2012



**MichWalkden** **@YancyFaith** **@GrammarParty** Y, about to join a Twitter chat about comms – heads up so my stream doesn't freak you. E **#commschat** if interested -7:56 PM Jul 9th, 2012



**MichWalkden** Itching for **#commschat** to start. Tonight all about whether marketing should report to PR. Humdinger. 6mins to go. -7:54 PM Jul 9th, 2012



**CommsChat** Topics! **#CommsChat** on 9 July – Should marketing report into PR? <http://t.co/A0pKNHOO> starting at 8pm... -7:48 PM Jul 9th, 2012



**Communicatemag** RT **@greenwellys**: Chatbait if ever I saw it....Should marketing report into PR? The subject for tonight's **#commschat** at 8pm GMT **#Commschat** -7:40 PM Jul 9th, 2012



**Communicatemag** **@greenwellys** Actually it follows on from our **#LoggerheadsLive** debate last week. But nowt wrong with chatbait! Starts in 30 mins **#commschat** -7:38 PM Jul 9th, 2012



**CommsChat** Half an hour to **#commschat**! Read up at <http://t.co/kkV85GOu> – should **#marketing** report into **#pr**? -7:29 PM Jul 9th, 2012



**CommsChat** No guest on **#commschat** tonight: we want YOU to chime in with views on **#marketing** and **#pr**. Kicking off in an hour! -7:02 PM Jul 9th, 2012



**karleensmith** RT **@greenwellys**: 'Chatbait' if ever I saw it....Should marketing report into PR? The subject for tonight's **#commschat** at 8pm GMT -6:26 PM Jul 9th, 2012



**ScottBowers** RT **@greenwellys**: 'Chatbait' if ever I saw it....Should marketing report into PR? The subject for tonight's **#commschat** at 8pm GMT -6:25 PM Jul 9th, 2012

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**greenwellys** 'Chatbait' if ever I saw it....Should marketing report into PR? The subject for tonight's **#commschat** at 8pm GMT -6:23 PM Jul 9th, 2012

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**amandacomms** RT **@CommsChat**: And final topic for tonight's **#commschat**: Does there need to be a linear chain of command within communications? -4:53 PM Jul 9th, 2012

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**gypsynits** RT **@CommsChat**: And final topic for tonight's **#commschat**: Does there need to be a linear chain of command within communications? -4:33 PM Jul 9th, 2012

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**CommsChat** You can recap all those topics at <http://t.co/jS6kLRVY>. We can't wait to hear your views on **#marketing** & **#PR** for **#commschat** -4:22 PM Jul 9th, 2012

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**DigitalKaitlyn** RT **@CommsChat**: And final topic for tonight's **#commschat**: Does there need to be a linear chain of command within communications? -4:21 PM Jul 9th, 2012

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**CommsChat** And final topic for tonight's **#commschat**: Does there need to be a linear chain of command within communications? -4:21 PM Jul 9th, 2012

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**CommsChat** **@Justjampr** Hope you can join in this evening with **#commschat**! We're kicking off at 8pm. -4:10 PM Jul 9th, 2012

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**CommsChat** Topic no.4 - we'll be discussing these from 8pm: Can we argue that PR should in fact report to marketing? **#commschat** -4:09 PM Jul 9th, 2012

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**Justjampr** **@CommsChat** **#commschat** - hopefully to Marketing! should be a combined effort :) -4:04 PM Jul 9th, 2012

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**CommsChat** Got distracted for a bit there... topic#3 for **#commschat**: If marketing reports to PR, to whom does PR report? -4:03 PM Jul 9th, 2012

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**CommsChat** Topic #2 for **#commschat** tonight: Does PR or marketing have more effect on reputation? -3:30 PM Jul 9th, 2012

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**CommsChat** First up: Can we argue this motion without defining PR and marketing first? **#commschat** -3:19 PM Jul 9th, 2012

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**CommsChat** **#CommsChat** is at 8pm – going to tweet the topics we'll be covering over the next hour. Our topic is 'Should **#marketing** report into **#PR?**' -3:19 PM Jul 9th, 2012

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**AbigailH** RT **@CommsChat**: **#CommsChat** tonight takes its cue from last week's **#LoggerheadsLive**: <http://t.co/nE31FFct> Should **#marketing** report into **#PR?** -12:23 PM Jul 9th, 2012

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**Communicatemag** RT **@CommsChat**: **#CommsChat** tonight takes its cue from last week's **#LoggerheadsLive**: <http://t.co/neJ6h65C> Should **#marketing** report into **#PR?** -12:09 PM Jul 9th, 2012

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**digital\_impact** RT **@CommsChat**: **#CommsChat** tonight takes its cue from last week's **#LoggerheadsLive**: <http://t.co/neJ6h65C> Should **#marketing** report into **#PR?** -11:01 AM Jul 9th, 2012

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**CommsChat** **#CommsChat** tonight takes its cue from last week's **#LoggerheadsLive**: <http://t.co/neJ6h65C> Should **#marketing** report into **#PR?** -10:56 AM Jul 9th, 2012