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[RachAllen](#) [@PaulCTayla](#) [@Communicatemag](#) thanks for hosting this evening's chat [#commschat](#) -9:04 PM May 9th, 2011

[NickJonesCOI](#) [@PaulCTayla](#) [#commschat](#) well done Paul! -9:03 PM May 9th, 2011

[PaulCTayla](#) [@Communicatemag](#) Thanks Andrew and Molly! [#commschat](#) -9:02 PM May 9th, 2011

[Communicatemag](#) Bye all. thanks Molly. thanks [#commschat](#) [#commschat](#) -9:01 PM May 9th, 2011

[RachAllen](#) Thanks all, interesting topic. [@PaulCTayla](#) I'd like to send you a DM as got an idea, pls can you add me and I'll send you a note. [#commschat](#) -9:01 PM May 9th, 2011

[PaulCTayla](#) [@LavaMatt](#) Absolutely, will DM email etc. [#commschat](#) -9:00 PM May 9th, 2011

[LavaMatt](#) [@PaulCTayla](#) I would like to know more about your evaluation / monitoring dashboard - will follow, so we can DM if thats ok [#commschat](#) -9:00 PM May 9th, 2011

[jgombita](#) [@jane63c](#) what about the pot--is it calling? Great to "see" you again, Jane. Thanks [@PaulCTayla](#) [@CommsChat](#). It's been awhile. [#commschat](#) -8:59 PM May 9th, 2011

[thibetian](#) RT [@CommsChat](#): RT [@PaulCTayla](#): [@stuartbruce](#) Absolutely, non-smartphone demographic is equally as important. [#commschat](#) -8:59 PM May 9th, 2011

[PaulCTayla](#) Great to speak with you all. I'm off to bandage my bleeding fingers.... [#commschat](#) -8:59 PM May 9th, 2011

[CommsChat](#) Thanks everyone for taking part. We're back on the 16th, keep an eye on [www.commschat.com](#) for the topic. Good night! [#commschat](#) -8:59 PM May 9th, 2011

[CommsChat](#) Ok, I think that's all from us for now--do carry on if you feel inspired tho! Huge thanks to [@PaulCTayla](#), our guest moderator [#commschat](#) -8:58 PM May 9th, 2011

[PaulCTayla](#) If anyone wishes to chat longer after tonight I'm always up for sharing.

#commschat -8:58 PM May 9th, 2011

LavaMatt @RachAllen Thank you. More reading! #commschat -8:57 PM May 9th, 2011

jane63c been lovely chatting thanks @PaulCTayla and @communicatemag the kettle is calling :) #commschat -8:57 PM May 9th, 2011

PaulCTayla @Communicatemag Nike, loads of free apps, Carlsberg and there Champs League in play app. #commschat -8:57 PM May 9th, 2011

CommsChat RT @PaulCTayla: @stuartbruce Absolutely, non-smartphone demographic is equally as important. #commschat -8:56 PM May 9th, 2011

RachAllen @LavaMatt Hmm not sure, but found an article on their move into m commerce rather than develop app <http://tinyurl.com/68srqfc> #commschat -8:56 PM May 9th, 2011

LavaMatt @stuartbruce Gd point - txts travel around the world cost effectively when other mediums cost a fortune #commschat -8:56 PM May 9th, 2011

PaulCTayla @stuartbruce Absolutely, non-smartphone demographic is equally as important. #commschat -8:55 PM May 9th, 2011

igombita @stuartbruce was that tweet related to the #commschat? (You didn't hashtag it.) -8:55 PM May 9th, 2011

Communicatemag but ecommerce is obvious. WHO's doing good stuff (other than the military through COI) in engaging non-customer audiences #commschat -8:55 PM May 9th, 2011

jane63c @LavaMatt @jane63c ah well maybe you aren't on their list;) I get loads of texts from them but I also have a M&S card... #commschat -8:55 PM May 9th, 2011

stuartbruce RT @stuartbruce Important to remember voice and text are mobile in many global markets, it's not just smartphones #commschat -8:54 PM May 9th, 2011

LavaMatt @jane63c I don't need reminding of that! The wife has seen the TV ad, the press ad + POS but we've never received a txt or tweet #commschat -8:54 PM May 9th, 2011

PaulCTayla M&S moved early into MCommerce. I know they have even sold a sofa via mobile! #commschat -8:53 PM May 9th, 2011

jane63c @LavaMatt they remind you to dine in for £10 #commschat -8:53 PM May 9th, 2011

Communicatemag what are M&S doing? **#commschat** -8:52 PM May 9th, 2011

PaulCTayla **@jane63c** Clearly audience is at the heart of a strategy. Mobile can be the heart of your channel mix. **#commschat** -8:52 PM May 9th, 2011

LavaMatt How do M&S use mobile? **#commschat** -8:52 PM May 9th, 2011

jane63c RT **@PaulCTayla**: **@CommsChat** Marks & Spencers use of mobile is very good. Well worth looking into. //opt in? **#commschat** -8:51 PM May 9th, 2011

jane63c I would never put any channel at the heart of my strategy but I would put the audience there - that might drive me to mobile **#commschat** -8:51 PM May 9th, 2011

stuartbruce **@PaulCTayla** do you set business objectives for measurement or is it about social media metrics? **#commschat** -8:50 PM May 9th, 2011

igombita One of my favourite things about the **@hotdocs** festival is that patrons are told by programmers to SHUT OFF their mobile devices. **#commschat** -8:50 PM May 9th, 2011

PaulCTayla **@CommsChat** Marks & Spencers use of mobile is very good. Well worth looking into. **#commschat** -8:50 PM May 9th, 2011

CommsChat does anyone put mobile at the heart of their strategy? who else do people think are doing it well. **#commschat** -8:49 PM May 9th, 2011

igombita **@KeithTrivitt** I hear ya! Over on **#commschat** the talk is about driving everything to mobile. People will begin to resent their smartphones. -8:49 PM May 9th, 2011

jane63c RT **@LavaMatt**: **@PaulCTayla** How do you measure ROI on the time invested in SM / mobile comms? //still need to know :) **#commschat** -8:48 PM May 9th, 2011

PaulCTayla **@CommsChat** Mobile can bring 2D media to life, it can extend your comms reach, it can amplify. **#commschat** -8:47 PM May 9th, 2011

PaulCTayla **@CommsChat** Put mobile at the heart of your comms strategy. As a 2 way location based media it's pretty unique. **#commschat** -8:47 PM May 9th, 2011

PaulCTayla We have a measurement dashboard for all RAF recruitment digital activity, and as Govt report on all spend. **#commschat** -8:46 PM May 9th, 2011

CommsChat So, **@PaulCTayla**, how can mobile be integrated fully throughout a

communications strategy? [#commschat](#) -8:45 PM May 9th, 2011

[jane63c](#) [@LavaMatt](#) [@jane63c](#) will do... [#commschat](#) -8:44 PM May 9th, 2011

[LavaMatt](#) [@PaulCTayla](#) How do you measure ROI on the time invested in SM / mobile comms? [#commschat](#) -8:44 PM May 9th, 2011

[LavaMatt](#) [@jane63c](#) re uni recruitment – you might want to give me a call tomorrow on that [#commschat](#) -8:44 PM May 9th, 2011

[PaulCTayla](#) [@LavaMatt](#) Hi Matt, we don't use it in that way eg mobile vs other media. it's an additional tool, 2 way conv. [#commschat](#) -8:43 PM May 9th, 2011

[CommsChat](#) Could be an interesting application RT [@jane63c](#): I can see potential for Uni recruitment [#commschat](#) -8:43 PM May 9th, 2011

[PaulCTayla](#) [@jane63c](#) Would love to, and yes you're right. We easily forget what it's like being 17/18. [#commschat](#) -8:42 PM May 9th, 2011

[LavaMatt](#) [@PaulCTayla](#) sorry if mentioned already – what's the conversion rate: xx:1 when mobile marketed to v xx:1 non-mob marketing? [#commschat](#) -8:42 PM May 9th, 2011

[jane63c](#) [@PaulCTayla](#) [@jane63c](#) I can see potential for Uni recruitment must talk offline sometime in more detail [#commschat](#) -8:41 PM May 9th, 2011

[PaulCTayla](#) [@CommsChat](#) Yes spot on re gifted non-considerers. [#commschat](#) -8:41 PM May 9th, 2011

[jgombita](#) [@imamike](#) [@marthamuzychka](#) thanks for link: <http://ow.ly/4OCu3> (I'm already registered). But does Do Not Call apply to mobile ads? [#commschat](#) -8:40 PM May 9th, 2011

[PaulCTayla](#) [@jane63c](#) Joining the Military is a big decision and being able to talk to someone is essential. [#commschat](#) -8:40 PM May 9th, 2011

[LavaMatt](#) [@jgombita](#) [@jane63c](#) [@ageofpersuasion](#) – thanks. will check that out. [#commschat](#) -8:40 PM May 9th, 2011

[PaulCTayla](#) [@jane63c](#) RAFlive is Twitter based activity, so yes it's opt in if they choose to follow. It really helps. [#commschat](#) -8:40 PM May 9th, 2011

[jgombita](#) [@LavaMatt](#) [@jane63c](#) <http://www.cbc.ca/ageofpersuasion/> (stream it live, listen on website, download podcast) [@ageofpersuasion](#) fab! [#commschat](#) -8:39 PM May 9th, 2011

[marcsettle](#) [@garethoconnor](#) cheers - i'll try to catch up with [#commschat](#) shortly -
8:36 PM May 9th, 2011

[jane63c](#) [@PaulCTayla](#) who is the audience for RAFlive? [#commschat](#) -8:36 PM May 9th, 2011

[RachAllen](#) [@PaulCTayla](#) what do people who take part in RAFlive use to make their videos? [#commschat](#) -8:36 PM May 9th, 2011

[marthamuzychka](#) [@jgombita](#) [#commschat](#) I don't like mobile ads. After years of silence, now inundated with telemarketing on the cell & I hate it. -8:35 PM May 9th, 2011

[LavaMatt](#) [@jane63c](#) would you like to buy some? This tweet is sponsored by [@themenopause](#) [#commschat](#) -8:35 PM May 9th, 2011

[PaulCTayla](#) [@Communicatemag](#) Those who take part in RAFlive have full time roles in the RAF. They Tweet, Flickr, blog and make videos. [#commschat](#) -8:35 PM May 9th, 2011

[jane63c](#) [@LavaMatt](#) [@jane63c](#) I know but I don't have to like them, especially when they keep sending me stuff about the menopause! [#commschat](#) -8:34 PM May 9th, 2011

[LavaMatt](#) [@CommsChat](#) [@PaulCTayla](#) Mobile is talk, text, VOD, social & location <-- sounds like social media on any platform tbh [#commschat](#) -8:34 PM May 9th, 2011

[jgombita](#) [@PaulCTayla](#) did you see this? [@RachAllen](#): Depends whether I've asked for it [advertising]. OPT IN! [#commschat](#) -8:34 PM May 9th, 2011

[LavaMatt](#) [@jane63c](#) but if you want services to be free to the user you have to accept the ads (and then ignore them!) [#commschat](#) -8:34 PM May 9th, 2011

[CommsChat](#) RT [@PaulCTayla](#): [@CommsChat](#) Mobile is talk, text, VOD, social & location. Its a marketers dream. [#commschat](#) -8:33 PM May 9th, 2011

[jgombita](#) [@PaulCTayla](#) early days. I'm already hearing about group discount fatigue/disillusionment. Regarding [@boresquare](#).... [#commschat](#) -8:33 PM May 9th, 2011

[CommsChat](#) What does everyone think are the most interesting/useful mobile comms usages out there? [#commschat](#) -8:33 PM May 9th, 2011

[jane63c](#) [@jgombita](#) [@jane63c](#) I know spent many years doing it for real...tongue was firmly in cheek [#commschat](#) -8:33 PM May 9th, 2011

RachAllen Depends whether I've asked for it >RT **@jgombita** So be honest: who in this chat ENJOYS and WELCOMES advertising on his/her mobile? **#commschat** -8:33

PM May 9th, 2011

PaulCTayla @CommsChat Mobile is talk, text, VOD, social & location. It's a marketers dream. **#commschat** -8:33 PM May 9th, 2011

jgombita @jane63c trust me, if you're taking media calls and dealing with all of the other stakeholders and their issues, it is not fun. **#commschat** -8:32 PM May 9th, 2011

PaulCTayla @jgombita In terms of mobile advertising we all enjoy discounts, look at the success of voucher cloud, 4Sq and Fbook deals. **#commschat** -8:32 PM May 9th, 2011

Communicatemag @PaulCTayla but what are your 12 'brand ambassadors' using? Do they engage in different ways **#commschat** -8:32 PM May 9th, 2011

jane63c I hate advertising on my mobile, on my facebook pages etc ... I plain don't like the invasion **#commschat** -8:32 PM May 9th, 2011

CommsChat @paulctayla paul, would you define mobile in all these ways? Text? Twitter via phone? Facebook via phone? **#commschat** -8:32 PM May 9th, 2011

Communicatemag the wrong crisis is the one we media owners prefer ;-) **#commschat** -8:31 PM May 9th, 2011

jane63c @jgombita @jane63c can be fun though I should get a life! **#commschat** -8:31 PM May 9th, 2011

jgombita So be honest: who in this chat ENJOYS and WELCOMES advertising on his/her mobile? **#commschat** -8:31 PM May 9th, 2011

PaulCTayla Since the prolific rise of the smart phone. It's anything you want it to be. You can amplify/extend other media. **#commschat** -8:30 PM May 9th, 2011

RachAllen Has anyone tried Chalk via Blackberry? - broadcasting short videos and can send surveys <http://www.chalk.com/home.aspx> **#commschat** -8:30 PM May 9th, 2011

jgombita @jane63c because if it's a crisis...something is definitely NOT right! **#commschat** -8:30 PM May 9th, 2011

Communicatemag @LavaMatt yes - can we have some practical examples? **#commschat** -8:29 PM May 9th, 2011

jane63c @jgombita @jane63c ha ha but why not right crisis ;) #commschat -8:29 PM
May 9th, 2011

RachAllen @LavaMatt good point, was about to ask the same – how are you choosing to use mobile? #commschat -8:29 PM May 9th, 2011

PaulCTayla The strength of mobile – location, push and pull, multi-media etc #commschat -8:29 PM May 9th, 2011

jane63c @LavaMatt @jane63c @PaulCTayla good point I am thinking apps on my mobile #commschat -8:29 PM May 9th, 2011

CommsChat Good question RT @LavaMatt: @jane63c @PaulCTayla How are we defining mobile? Text? Twitter via phone? Facebook via phone? #commschat -8:29 PM
May 9th, 2011

jgombita @jane63c I read this too quickly the first time. Thought you also had "right crisis." Oops! :-) #commschat -8:29 PM May 9th, 2011

Communicatemag what platforms do you actually use Paul? Do you get field soldiers tweeting links to flickr of battle scenes etc #commschat -8:28 PM May 9th, 2011

jgombita RT @jane63c: @PaulCTayla @jgombita back to right channel right message right audience #commschat -8:28 PM May 9th, 2011

LavaMatt @jane63c @PaulCTayla How are we defining mobile? Text? Twitter via phone? Facebook via phone? #commschat -8:28 PM May 9th, 2011

CommsChat @PaulCTayla leaving advertising aside, why aren't organisations more sensible of mobile's overall power? #commschat -8:28 PM May 9th, 2011

jgombita @PaulCTayla simply can't fathom Michael McCain (CEO of Maple Leaf Foods) having time/inclining to interact w. all during crisis. #commschat -8:28 PM May 9th, 2011

PaulCTayla @CommsChat The IAB have produced several research pieces showing the effectiveness of mobile advertising. #commschat -8:27 PM May 9th, 2011

jane63c @PaulCTayla @jgombita back to right channel right message right audience #commschat -8:26 PM May 9th, 2011

jgombita @PaulCTayla ever heard the (Canadian) term "negative billing?" http://en.wikipedia.org/wiki/Negative_billing (against law now). #commschat -8:26 PM May 9th, 2011

jane63c I am not convinced mobile does offer powerful engagement, it offers noise... **#commschat** -8:25 PM May 9th, 2011

PaulCTayla @jgombita Depends on which crisis. But sometimes you need to reach as many as possible, as quickly as possible. **#commschat** -8:25 PM May 9th, 2011

jane63c RT **@jgombita**: **@PaulCTayla** rapidly to whom? The media? Or do you want the CEO responding to every [one] with a device? :-) **#commschat** -8:25 PM May 9th, 2011

CommsChat Ok, moving away from crisis mgmt: Why is so little budget invested in mobile when it offers such powerful engagement? **#commschat** -8:24 PM May 9th, 2011

PaulCTayla @jgombita Interesting point. However behaviour change theory suggests making people 'opt out' is more effective! ;o) **#commschat** -8:24 PM May 9th, 2011

jgombita @PaulCTayla rapidly to whom? The media? Or do you want the CEO responding to every Tom, Dick or Harriet with a device? :-) **#commschat** -8:24 PM May 9th, 2011

garethoconnor interesting **#commschat** on mobile strategy : **@marcsettle** -8:23 PM May 9th, 2011

jgombita @jane63c that's right, users are different every time. But the "opt-in" (not "out") consideration should always be present. **#commschat** -8:23 PM May 9th, 2011

jane63c @PaulCTayla @jgombita like the idea of swift response so long as it remains a considered response **#commschat** -8:22 PM May 9th, 2011

PaulCTayla @CommsChat Clearly message is fundamental. but in today's world speed is equally important. **#commschat** -8:22 PM May 9th, 2011

jane63c @jgombita who are the end users? different every time (almost) there is potential but again it's right channel right message **#commschat** -8:21 PM May 9th, 2011

PaulCTayla @jgombita Not at all. Crisis Mgmt must come direct from the Org. I'm just suggesting CEOs etc could respond rapidly via mobile. **#commschat** -8:21 PM May 9th, 2011

CommsChat RT **@jgombita**: The problem I find with choosing platforms, is not thinking what the end users are interested in getting. **#commschat** -8:21 PM May 9th, 2011

jgombita The problem I find, time and time again, with choosing platforms, is not

thinking what the end users are interested in getting. [#commschat](#) -8:20 PM May 9th, 2011

[PaulCTayla](#) [@Communicatemag](#) For good crisis mgmt it has to come from the top. Both for corporates and the forces. [#commschat](#) -8:20 PM May 9th, 2011

[FelicityStewart](#) RT [@PaulCTayla](#): [@CommsChat](#) Crisis mgmt – the beauty of mobile is that it's an always on media, the speed of response can't be any faster. [#commschat](#) -8:19 PM May 9th, 2011

[PaulCTayla](#) [@LavaMatt](#) With our comms strategy we moved from considerers, to non-considerers, so all who choose to apply have to be engaged. [#commschat](#) -8:19 PM May 9th, 2011

[jgombita](#) [@PaulCTayla](#) [@CommsChat](#) just arrived. Do you think most ppl want crisis comms (from third parties) via their mobiles?! I wouldn't. [#commschat](#) -8:19 PM May 9th, 2011

[CommsChat](#) [@PaulCTayla](#) so is speed the key to crisis mgmt? how do you balance with consideration of message? [#commschat](#) -8:19 PM May 9th, 2011

[Communicatemag](#) in a crisis do brand ambassadors get control, or do line management take over [#commschat](#) -8:19 PM May 9th, 2011

[Communicatemag](#) how much support do the 12 get from their line of command? Would it compare with a corporate situation? [#commschat](#) -8:18 PM May 9th, 2011

[PaulCTayla](#) [@CommsChat](#) Crisis mgmt – the beauty of mobile is that it's an always on media, the speed of response can't be any faster. [#commschat](#) -8:17 PM May 9th, 2011

[RachAllen](#) RT [@CommsChat](#): if we're talking about theatre of war, maybe time to move to Q2 – What potential cld mobile comms have for crisis management? [#commschat](#) -8:17 PM May 9th, 2011

[RachAllen](#) [@PaulCTayla](#) I think it sounds interesting and like the concept. [#commschat](#) -8:16 PM May 9th, 2011

[LavaMatt](#) [@PaulCTayla](#) how many poss recruits on av do u engage with ea month? How many ppl sign up citing engagement as part of decision [#commschat](#) -8:16 PM May 9th, 2011

[CommsChat](#) if we're talking about theatre of war, maybe time to move to Q2 – What potential cld mobile comms have for crisis management? [#commschat](#) -8:16 PM May 9th, 2011

PaulCTayla @RachAllen One of the fundamentals that the RAF get right is it is genuinely about conversations, not broadcast. [#commschat](#) -8:15 PM May 9th, 2011

PaulCTayla There are 2 parts to mobile – using it as a comms tool or mobile campaign activity. [#commschat](#) -8:14 PM May 9th, 2011

RachAllen @PaulCTayla can you summarise why you think your approach works – what could/should others learn from what you've done? [#commschat](#) -8:14 PM May 9th, 2011

PaulCTayla @lavamatt The personnel who take part engage as and when they are able to. We coached them to find people with similar interests [#commschat](#) -8:13 PM May 9th, 2011

CommsChat So, how can other organisations learn from the RAF approach? Specifically to mobile usage? [#commschat](#) -8:12 PM May 9th, 2011

Communicatemag presumably that's the theatre of the war – rather than The Ambassadors off Shaftesbury Avenue [#commschat](#) -8:11 PM May 9th, 2011

jane63c which online tools are proving to be most effective? [#commschat](#) -8:11 PM May 9th, 2011

PaulCTayla #RAFLive has grown organically, and changes to our recruiting needs. The costs are relatively low. It's an agile approach. [#commschat](#) -8:11 PM May 9th, 2011

LavaMatt @PaulCTayla How much time do the 12 spend on engaging with possible new recruits? How do you promote their existence/availability? [#commschat](#) -8:11 PM May 9th, 2011

jane63c sorry about the typing :([#commschat](#) -8:09 PM May 9th, 2011

RachAllen @PaulCTayla that sounds really interesting. What's the feedback on your approach? Does it work well? [#commschat](#) -8:09 PM May 9th, 2011

PaulCTayla At COI, evaluation is critical to our activity. Whether via face to face research, or online analytical tools. [#commschat](#) -8:09 PM May 9th, 2011

jane63c but even so – how do you measure engagement? [#commschat](#) -8:09 PM May 9th, 2011

PaulCTayla They are asked to have 'real conversations' – dispel myths, show the highs and lows. Even tweeting from theatre. [#commschat](#) -8:08 PM May 9th, 2011

CommsChat good question – after all engagement is easier to say than do RT

[@jane63c](#): how do you achieve engagement? [#commschat](#) -8:08 PM May 9th, 2011

[Communicatemag](#) are they on the "front line" hmm, not too sure if i have military parlance nailed [#commschat](#) -8:07 PM May 9th, 2011

[PaulCTayla](#) The phones are pre-loaded with Twitter & Flickr accounts. There's no spin. They show the reality of Life in the RAF. [#commschat](#) -8:07 PM May 9th, 2011

[jane63c](#) how do you achieve engagement? [#commschat](#) -8:06 PM May 9th, 2011

[PaulCTayla](#) We run a group of up to 12 serving personnel who using mobile phones 'open the window to the light blue family' [#commschat](#) -8:06 PM May 9th, 2011

[CommsChat](#) [@PaulCTayla](#), perhaps you could give us a brief rundown of the RAF's approach? [#commschat](#) -8:05 PM May 9th, 2011

[PaulCTayla](#) The Royal Air Force's approach to social for recruitment is about genuine engagement. - not broadcast. [#commschat](#) -8:05 PM May 9th, 2011

[Communicatemag](#) yes, tell us what the approach is. [#commschat](#) -8:04 PM May 9th, 2011

[jane63c](#) what is the approach? [#commschat](#) -8:03 PM May 9th, 2011

[Communicatemag](#) [@LavaMatt](#) Hi Matt, ^MP from CommsChat just posted the prered points [#commschat](#) -8:03 PM May 9th, 2011

[CommsChat](#) Let's kick off: How can corporate organisations learn from the RAF's approach to mobile and social comms? [#commschat](#) -8:03 PM May 9th, 2011

[PaulCTayla](#) [@Communicatemag](#) Good evening Communicate. Got a question to kick things off? [#commschat](#) -8:02 PM May 9th, 2011

[LavaMatt](#) Evening all! Just made it. [#commschat](#) -8:02 PM May 9th, 2011

[CommsChat](#) Our moderator this week is [@PaulCTayla](#), who heads up the Royal Air Force account for the COI [#CommsChat](#) [#commschat](#) -8:01 PM May 9th, 2011

[Communicatemag](#) evening Paul, am looking forward to tonight's [#commschat](#) -8:01 PM May 9th, 2011

[CommsChat](#) This week, we're focusing on the potential of mobile in communications. [#CommsChat](#) [#commschat](#) -8:01 PM May 9th, 2011

[jane63c](#) good evening, Jane from Luincoln Uni here, I hope to keep up with you

tonight [#commschat](#) -8:01 PM May 9th, 2011

[CommsChat](#) Hello all, I'm Molly, deputy editor at Communicate magazine. Welcome to this week's [#CommsChat](#) [#commschat](#) -8:00 PM May 9th, 2011

[PaulCTayla](#) [@CommsChat](#) Good evening [#commschat](#). -8:00 PM May 9th, 2011

[CommsChat](#) How can mobile be integrated fully throughout a communications strategy? [#commschat](#) -8:00 PM May 9th, 2011

[CommsChat](#) What are the most interesting activities currently taking place on mobile platforms? [#commschat](#) -8:00 PM May 9th, 2011

[CommsChat](#) [@PaulCTayla](#) Hi Paul. Great to have you with us. We'll kick off imminently [#CommsChat](#) -7:59 PM May 9th, 2011

[CommsChat](#) Why is so little budget invested in mobile when it offers such powerful engagement? [#commschat](#) -7:59 PM May 9th, 2011

[CommsChat](#) What potential could mobile communications have for crisis management? [#commschat](#) -7:59 PM May 9th, 2011

[CommsChat](#) Could corporate organisations learn from the RAF in taking such a boldly open approach to mobile and social communications? [#commschat](#) -7:59 PM May 9th, 2011

[CommsChat](#) 3 minute countdown. the five main areas for discussion for will follow over the next tweets [#commschat](#) -7:58 PM May 9th, 2011

[LLuncoolj](#) RT [@Communicatemag](#): 10 mins to [#commschat](#) - though it's ten to 9 here in amsterdam, so should be nearly finished. [#commschat](#) -7:57 PM May 9th, 2011

[PaulCTayla](#) Good evening Molly. [#commschat](#) [#commschat](#) -7:56 PM May 9th, 2011

[mollypierce](#) I'm hosting [#commschat](#) tonight for the first time-join us! www.tweetchat.com/room/tweetchat -7:54 PM May 9th, 2011

[Communicatemag](#) 10 mins to [#commschat](#) - though it's ten to 9 here in amsterdam, so should be nearly finished. [#commschat](#) -7:53 PM May 9th, 2011