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

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

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

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

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[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

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

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[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

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[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

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

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

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[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

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[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

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

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

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

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

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

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

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**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

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

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

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

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**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

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**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

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**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

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**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

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

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

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

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**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

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

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**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

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**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

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

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**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

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

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**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

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**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

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**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

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**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

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**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

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**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

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**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



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**marcsettle @garethoconnor** cheers – i'll try to catch up with **#commschat** shortly –  
8:36 PM May 9th, 2011

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**jane63c @PaulCTayla** who is the audience for RAFlive? **#commschat** –8:36 PM May 9th, 2011

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

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**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

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**LavaMatt @jane63c** would you like to buy some? This tweet is sponsored by **@themenopause** **#commschat** –8:35 PM May 9th, 2011

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**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

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**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

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**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

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

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**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

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

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

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

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

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**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

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

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**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

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**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

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

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**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

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**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

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

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

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

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**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

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**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

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

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

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

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

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

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

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**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

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

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**Communicatomag** 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

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

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

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

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**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

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

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

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**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

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

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**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

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**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

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**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

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

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**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

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

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**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

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

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

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**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

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**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

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**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

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**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

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[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

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[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

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[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

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[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

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[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

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

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[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

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[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

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[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

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

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[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

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[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

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**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

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

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**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

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**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

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

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

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

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**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

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**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

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

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

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**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

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

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**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

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**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

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

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[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

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

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[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

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

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

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

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

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

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[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

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

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

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[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

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

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

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

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

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

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

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

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

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

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

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

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[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

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

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[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

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

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

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[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