



[CommsChat](#) Tonight's CommsChat comprised 258 tweets which generated 635,277 impressions, reaching an audience of 77,377 followers [#commschat](#) -9:09 PM May 21st, 2012



[zoewithdots](#) Really enjoyed [#commschat](#) tonight which featured Rabbit mastermind [@CatTurner](#). Check the tag for some enlightening digital discussion :) -9:08 PM May 21st, 2012



[alexpackham](#) [@JonathanLloyd](#) Combi of automated tools + manual analysis over a year. We took it from outsourced to internal over the year. [#commschat](#) -9:07 PM May 21st, 2012



[mynewsdesk\\_uk](#) Thanks for another good one gals n guys. [#commschat](#) -9:07 PM May 21st, 2012



[CommsChat](#) [@Stevejuice](#) It was a good one tonight Steve. Transcripts going up tomorrow [#commschat](#) -9:06 PM May 21st, 2012



[mediastreetapps](#) RT [@AndrewGirdwood](#): We need to embrace the Always-On culture - even if some clients don't yet want it [#commschat](#) -9:05 PM May 21st, 2012



[pferron](#) [#commschat](#) enjoyed the flow time for a cuppa -9:05 PM May 21st, 2012



[CommsChat](#) [@CatTurner](#) the hour goes fast! [#commschat](#) -9:04 PM May 21st, 2012



[mynewsdesk\\_uk](#) [@AccentureSocial](#) gotta try though. [#commschat](#) -9:04 PM May 21st, 2012



[CatTurner](#) Nice to meet you [@AndrewGirdwood](#) Maybe we'll meet at the next Digital Impact Awards :) [@CommsChat](#) [#commschat](#) -9:04 PM May 21st, 2012



[Stevejuice](#) [#commschat](#) Sorry, late in everyone. Watching Corrie. Seemed interesting. Corrie was good too. -9:04 PM May 21st, 2012



[mynewsdesk\\_uk](#) [@MTWTHRL](#) great quote! And yes, every brand should know its limitations! [#commschat](#) -9:04 PM May 21st, 2012



[CommsChat](#) Next week we have a special HTML5 CommsChat, ahead of our HTML5:Communications seminar <http://t.co/bs1m9lfc> [#commschat](#) -9:03 PM May 21st, 2012



[jothehunter](#) RT [@Stevejuice](#): [#commschat](#) There's the rub. Nobody, but nobody, joined a social network to 'engage' with a 'brand'. Knowing why they did is key to success -9:03 PM May 21st, 2012



[CatTurner](#) I had a good time - Twitter should be this fast-paced always [@CommsChat](#) [@andrewgirdwood](#) [#commschat](#) -9:03 PM May 21st, 2012





[MontseCano](#) Thanks everyone, and good to meet you all! [#commschat](#) -9:03 PM May 21st, 2012







[CommsChat](#) A belated congrats to them - they both won last years Digital Impact Awards. details of 2012 up at <http://t.co/y5lp2X7K> [#commschat](#) -9:02 PM May 21st,



2012



  [AccentureSocial](#) [@mynewsdesk\\_uk](#) Try balancing hard work w/storytelling, relevancy & usefullness w/o fatigue or staleness! [#commschat](#) -9:02 PM May 21st, 2012

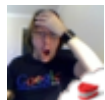
2012


  [MTWTHRL](#) [@mynewsdesk\\_uk](#) I think it depends on the brand. Advertising is the tax you pay for being unremarkable - Robert Stephens [#commschat](#) -9:02 PM May 21st, 2012



  [mynewsdesk\\_uk](#) [@CatTurner](#) yes, it is about relationships. Long live PR! <http://t.co/CnKxF4mg> [#commschat](#) -9:02 PM May 21st, 2012

  [amandacomms](#) [@CommsChat](#) [@catturner](#) [@andrewgirdwood](#) thanks to all another interesting one - now time for a cup of tea [#commschat](#) -9:01 PM May 21st, 2012



  [CatTurner](#) [@CommsChat](#) [@AndrewGirdwood](#) any more questions? I'm just getting fired up [#commschat](#) -9:01 PM May 21st, 2012



 [AndrewGirdwood](#) Thanks to everyone who took part in [#commschat](#)! And to everyone else for putting up with busy hour :) -9:01 PM May 21st, 2012

  [CommsChat](#) That takes us to 9pm. Its been a great (and quick) hour. A big tweet to our guests = [@catturner](#) and [@andrewgirdwood](#) [#commschat](#) -9:00 PM May 21st, 2012

2012

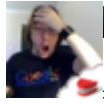
  [JonathanLloyd](#) [@alexpckham](#) how did you measure that decrease? [#commschat](#) -8:59 PM May 21st, 2012



[MontseCano](#) [@alexpackham](#) Thanks for the info! [#commschat](#) -8:59 PM May 21st, 2012



[pferron](#) [@AndrewGirdwood](#) [#commschat](#) gets out cheque book ! Lol -8:59 PM May 21st, 2012



[AndrewGirdwood](#) [.@pferron](#) We aim to charge you as MUCH as possible :) [#commschat](#) Your pain is our gain! -8:58 PM May 21st, 2012



[CatTurner](#) [@alexpackham](#) good work! [#commschat](#) -8:58 PM May 21st, 2012



[pferron](#) [@AndrewGirdwood](#) [#commschat](#) what's that look like on the client billings? ;)-8:57 PM May 21st, 2012



[JonathanLloyd](#) [@AndrewGirdwood](#) yes, iPads for everyone! Digital producers [#commschat](#) -8:57 PM May 21st, 2012



[CatTurner](#) RT [@Stevejuice](#): [#commschat](#) There's the rub. Nobody, but nobody, joined a social network to 'engage' with a 'brand'. Knowing why they did is key to success -8:57 PM May 21st, 2012



[CommsChat](#) [@AndrewGirdwood](#) And look at us all now! It's five to 9! Always-on, indeed. ;-)  
[#commschat](#) -8:57 PM May 21st, 2012



[mynewsdesk\\_uk](#) Brands have to work very hard. They have to tell their stories, be useful, be relevant. Every day. Without getting tired or stale [#commschat](#) -8:57 PM May 21st, 2012



[CatTurner](#) Work harder yes, but smarter too - trim the digital fat and get savvy about social - its about relationships, just digital ones [#CommsChat](#) -8:57 PM May 21st,

2012



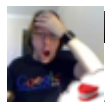
[alexpackham](#) For examples of how we're adapting at ODEON, see here: <http://t.co/VASPUoGy> and here: <http://t.co/Myx2gntX> #commschat -8:56 PM May 21st, 2012



[MontseCano](#) RT [@Stevejuice](#): #commschat There's the rub. Nobody, but nobody, joined a social network to 'engage' with a 'brand'. Knowing why they did is key to success -8:56 PM May 21st, 2012



[AdamFairclough](#) RT [@Stevejuice](#): #commschat There's the rub. Nobody, but nobody, joined a social network to 'engage' with a 'brand'. Knowing why they did is key to success -8:56 PM May 21st, 2012



[AndrewGirdwood](#) We need to embrace the Always-On culture - even if some clients don't yet want it #commschat -8:55 PM May 21st, 2012



[Stevejuice](#) #commschat There's the rub. Nobody, but nobody, joined a social network to 'engage' with a 'brand'. Knowing why they did is key to success -8:55 PM May 21st, 2012



[CatTurner](#) #commschat [@AndrewGirdwood](#) You have to work SO much harder. People are clever and naturally reject anything false -8:55 PM May 21st, 2012







[alexpackham](#) Therefore we're all going to need to work a lot harder, faster and meet consumer demand for info #commschat -8:54 PM May 21st, 2012







[pferron](#) @CommsChat you need to be more integrated with offline endeavours no more working in silos and digital coming last or first #commschat -8:54 PM May



21st, 2012

  [mynewsdesk\\_uk](#) RT [@CommsChat](#): topic 5/ User relationships with online brands are changing – so how much harder will you need to work? [#commschat](#) -8:54 PM May 21st, 2012



  [MontseCano](#) [@CommsChat](#) A lot harder, I reckon. In B2B, things are hard already [#commschat](#) -8:54 PM May 21st, 2012

  [alexpackham](#) People expect immediacy now. You can access information via Google instantly and so consumers expect the same from businesses [#commschat](#) -8:53 PM May 21st, 2012



  [AndrewGirdwood](#) You have to work much harder. You need to be useful, engaging and relevant. You need to work smarter too [#commschat](#) -8:52 PM May 21st, 2012

  [MTWTHRL](#) [#commschat](#) If social search is the future then why aren't we all excited about Google+? -8:52 PM May 21st, 2012

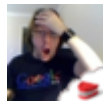


  [mynewsdesk\\_uk](#) RT [@AndrewGirdwood](#) What Search + Social together teach is that "brands" are earned media, not owned or paid for media. Evolution. [#commschat](#) -8:52 PM May 21st, 2012

  [CatTurner](#) [@CommsChat](#) Just a little Devil's Advocate over here ;) I heart [@Pinterest](#) as much as the next scrapbooker [#commschat](#) -8:52 PM May 21st, 2012

  [CommsChat](#) So lets move to topic 5/ User relationships with online brands are changing – so how much harder will you need to work? [#commschat](#) -8:52 PM May

21st, 2012



[AndrewGirdwood](#) [@JonathanLloyd](#) Yes, I agree. In many ways it's empowering to local managers - and, wonderfully, helps build communities offline [#commschat](#) -8:51 PM May 21st, 2012



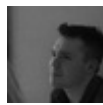
[CatTurner](#) [@alexpackham](#) [@CommsChat](#) [@AndrewGirdwood](#) full circle back to ambient? ;) [#commschat](#) -8:51 PM May 21st, 2012



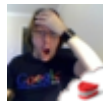
[JonathanLloyd](#) [@AndrewGirdwood](#) apply that at the local level and I think it gets really interesting [#commschat](#) -8:50 PM May 21st, 2012



[mynewsdesk\\_uk](#) SEO still primary strategic focus for many of our customers. Key is creating lots of relevant, rich content & promoting it well. [#commschat](#) -8:50 PM May 21st, 2012



[alexpackham](#) [@CatTurner](#) [@CommsChat](#) [@AndrewGirdwood](#) Would you rather search per SEO or social data? Love to see how that pans out. [#commschat](#) -8:50 PM May 21st, 2012



[AndrewGirdwood](#) Is you want to dabble with "new" social search today pop over to <http://t.co/5WIX4lct> and have a play. I enjoyed it [#commschat](#) -8:50 PM May 21st, 2012



[CommsChat](#) [@CatTurner](#) 3rd party developers add so much when API given away, constantly push product further. as they did with twitter. [#commschat](#) -8:49 PM May 21st, 2012



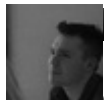
[CatTurner](#) [@KLBarber](#) [@socialcamapp](#) [@viddy](#) [@CommsChat](#) yes! I recall 12secondsTV ALL THE TIME. Sad its not here :( [#commschat](#) -8:49 PM May 21st, 2012



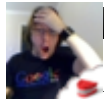
[ralphbin](#) RT [@AndrewGirdwood](#): Responsive Sites and design is very much about building for mobile and desktop in one go <http://t.co/kKIB11qb> [#commschat](#) -8:49 PM May 21st, 2012



[Stevejuice](#) [#commschat](#) Search won't eventually dominate. Online behaviour will mirror offline and search will take it's place behind entertainment -8:49 PM May 21st, 2012



[alexpachham](#) [@CatTurner](#) [@CommsChat](#) [@AndrewGirdwood](#) Social search is coming. Lets ask the question in 10 years and see!?!? [#commschat](#) -8:49 PM May 21st, 2012



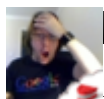
[AndrewGirdwood](#) What Search + Social together teach is that "brands" are earned media, not owned or paid for media. Evolution. [#commschat](#) -8:49 PM May 21st, 2012



[MontseCano](#) [@amandacomms](#) [@Stevejuice](#) [@CatTurner](#) Relevant content, I'd say. [#commschat](#) -8:48 PM May 21st, 2012



[WillOsborn](#) Pinterest works like a polished version of Tumblr. Once brands weigh in heavily, it could just get drowned in ads if used wrongly [#CommsChat](#) -8:48 PM May 21st, 2012



[AndrewGirdwood](#) What Search teaches us is that sites should be a digital asset and not a vanity project. [#commschat](#) -8:48 PM May 21st, 2012



[CatTurner](#) [@alexpachham](#) [@CommsChat](#) [@AndrewGirdwood](#) - and how about social search - what we're discovering from one another [#commschat](#) -8:47 PM May 21st, 2012

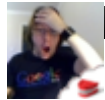




[Communicatmag](#) Re: Pinterest, putting up examples of 2011 Digital Impact Award winners. We'll add 2012 shortlist when out [#commschat](#) <http://t.co/Lt6pQvIR> -8:47 PM May 21st, 2012



[MontseCano](#) [@AndrewGirdwood](#) Search is getting the hype it deserves, but people tend to forget the big picture. Everything works together [#commschat](#) [#seo](#) -8:47 PM May 21st, 2012



[AndrewGirdwood](#) [@Darcie](#) You should tune into [#commschat](#) for the last 10 minutes :) -8:47 PM May 21st, 2012



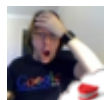
[amandacomms](#) [@Stevejuice](#) [@CatTurner](#) so true - good content is essential [#commschat](#) -8:47 PM May 21st, 2012



[mynewsdesk\\_uk](#) Sorry if you've seen before but evry time Pinterest's mentioned I'm compelled to show our board of newsrooms <http://t.co/YnCorjaA> [#commschat](#) -8:46 PM May 21st, 2012



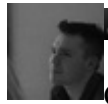
[CatTurner](#) [@CommsChat](#) Or are users over it already? I Pin less than I did a month ago. I'm like - meh I'll Tweet it. [#commschat](#) -8:46 PM May 21st, 2012



[AndrewGirdwood](#) Pinterest's API may allow brands to run flash sales, to update boards inline with Search Surges and certainly to time/mass posts [#commschat](#) -8:46 PM May 21st, 2012



[pferron](#) [@AndrewGirdwood](#) 100% even a well known online clicks & mortar retailer is tasked with a ROPO metric competition entries not enough [#commschat](#) -8:46 PM May 21st, 2012



[alexpackham](#) A recent stat I heard, 90% off web browsing in the UK starts with a Google search. Search is 100% the dominant online function [#commschat](#) -8:45 PM May 21st, 2012



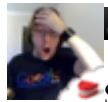
[CatTurner](#) [@CommsChat](#) please elaborate [#commschat](#) -8:45 PM May 21st, 2012



[CommsChat](#) [@CatTurner](#) agreed - but once Pinterest release the full API I think it has potential to be much much more. [#commschat](#) -8:44 PM May 21st, 2012



[CatTurner](#) [@CommsChat](#) Thanks [@mynewsdesk\\_uk](#)! I am having fun. But where is my wine? [#commschat](#) -8:44 PM May 21st, 2012



[AndrewGirdwood](#) I'm deep into SEO and PPC but I don't think Search will rule. Search is one aspect of Engagement and Engagement will rule [#commschat](#) -8:44 PM May 21st, 2012



[MontseCano](#) [@alexpackham](#) I agree. [#commschat](#) -8:44 PM May 21st, 2012



[CatTurner](#) [@Stevejuice](#) CONTENT IS QUEEN! [#commschat](#) -8:43 PM May 21st, 2012



[CatTurner](#) RT [@Stevejuice](#): [#commschat](#) You don't need to worry about platforms. Produce brilliant content and it'll get found. Need to work harder if it's mediocre -8:43 PM May 21st, 2012













[CommsChat](#) [@pferron](#) and you tweet with great timing - for we move onto topic 4 - Search: Will this become the dominant online function? [#commschat](#) -8:43 PM May 21st, 2012













[CatTurner](#) [@WillOsborn](#) its just freaky - I mean yes, I and everyone in London are






fans of [@BarackObama](#) on FB - doesn't mean we'll get on [#commschat](#) -8:43 PM May 21st, 2012






     [mynewsdesk\\_uk](#) [@CommsChat](#) \*blushes\* (just due to the wine though...) [#commschat](#) -8:42 PM May 21st, 2012






     [AndrewGirdwood](#) [@pferron](#) I think I know the pain you speak of. Imagine you need an online to offline factoring in order to show the value [#commschat](#) -8:42 PM May 21st, 2012






     [Stevejuice](#) [#commschat](#) You don't need to worry about platforms. Produce brilliant content and it'll get found. Need to work harder if it's mediocre -8:42 PM May 21st, 2012

     [Liz Sharma](#) [@CommsChat](#) The last few people I've had follow me on [@Pinterest](#) have been boys! Is the gender gap closing? [#commschat](#) -8:42 PM May 21st, 2012

     [CatTurner](#) Um - [@Pinterest](#) is already the next big thing - content curation is a change in user behaviour already [@CommsChat](#) [#commschat](#) -8:42 PM May 21st, 2012

     [pferron](#) [@AndrewGirdwood](#) SEO great 4 commerce sites ROI agree but conversation with MD of non ecom brands make outreach a tough sell [#commschat](#) -8:42 PM May 21st, 2012

     [AndrewGirdwood](#) I name Rakuten as one of the "magic shop keepers". They're investment in Pinterest is telling. Watch that space. [#commschat](#) -8:41 PM May 21st, 2012

     [CommsChat](#) Can I just say a big thanks to [@mynewsdesk\\_uk](#) By sponsoring the evening theyre helping it happen. &theyre taking part! [#commschat](#) -8:41 PM May 21st, 2012



[MontseCano](#) [@CommsChat](#) Find reasons behind first! Too many platforms around. So, diversification was always possible. [#commschat](#) -8:41 PM May 21st, 2012



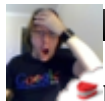
[WillOsborn](#) [@CatTurner](#) Agreed, until apps can really tailor who and what you can find, and who can find you, it's just not relevant [#CommsChat](#) -8:40 PM May 21st, 2012



[CatTurner](#) [@amandacomms](#) [@brideyrae](#) yes - and [@soundcloud](#) too! Purporting to be the [@Instagram](#) of sound following their brand refresh! [#commschat](#) -8:40 PM May 21st, 2012



[heatherhealy](#) [#commschat](#) it's all about [@viddy](#) - if the muppets have been there, you know it's a safe bet. -8:40 PM May 21st, 2012



[AndrewGirdwood](#) [@mynewsdesk\\_uk](#) [@CommsChat](#) Facebook bought Gancee. The brand may not be known but the public will experience the effect [#commschat](#) -8:40 PM May 21st, 2012



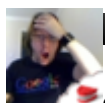
[MontseCano](#) [@Communicatomag](#) Thanks! [#commschat](#) -8:40 PM May 21st, 2012



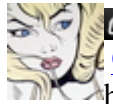
[CommsChat](#) We've seen tremendous growth from Pinterest. &that is before theyve even released their API properly. surely still next big thing [#commschat](#) -8:39 PM May 21st, 2012



[brideyrae](#) [@amandacomms](#) am a big [@Soundcloud](#) fan but am still waiting for this network to have it's moment much as I'd like to see it... [#commschat](#) -8:39 PM May 21st, 2012



[AndrewGirdwood](#) [@alexpacham](#) I use [@getglue](#) a lot - they pivot in the right direction. Trying to come to the UK. To be decided. [#commschat](#) -8:39 PM May 21st, 2012



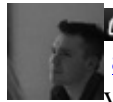
[CatTurner](#) Ambient location = stalker alert. Right now its too vague to be truly helpful - it just gives away too much [@CommsChat](#) [#commschat](#) [#privacy](#) -8:39 PM May 21st, 2012



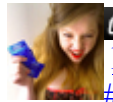
[mynewsdesk\\_uk](#) Who's heard of these? RT [@CommsChat](#): Are ambient location services such as Highlight and Glancee the next key networks? [#commschat](#) -8:39 PM May 21st, 2012



[Communicatmag](#) I'm sure I'm not the only one who doesnt know about Highlight or Glancee. Can someone explain? [#commschat](#) -8:38 PM May 21st, 2012



[alexpachham](#) The next network to takeoff will be Zeebox. 18 months time it will be you or someone you knows TV partner in crime [#commschat](#) -8:38 PM May 21st, 2012



[kellipandaaa](#) RT [@therabbitagency](#): RT [@dirktherabbit](#): Still 30 mins left to join [#commschat](#) - [@CatTurner](#) talking about and answering Qs on online comms trends - 8:38 PM May 21st, 2012



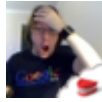
[JessicaNorthPR](#) RT [@CommsChat](#): Are ambient location services such as Highlight and Glancee the next key networks? [#commschat](#) -8:38 PM May 21st, 2012



[amandacomms](#) [@brideyrae](#) [@CommsChat](#) and don't forget audioboo which has a lot to offer [#commschat](#) -8:38 PM May 21st, 2012



[WillOsborn](#) Location aware apps don't have the following they need to work yet. This gives time for testing out ideas before it really takes [#CommsChat](#) -8:38 PM May 21st, 2012



[AndrewGirdwood](#) [@pferron](#) The ROI question is like a ghost. Best answered through SEO, I fear, when it comes to Outreach but that undersells [#commschat](#) -8:38 PM May 21st, 2012



[pferron](#) [@amandacomms](#) [#commschat](#) agree and the clean up a great example of a tangible result as you mentioned -8:38 PM May 21st, 2012



[brideyrae](#) [@AndrewGirdwood](#) agreed, even whilst preaching to the converted at [#sxsw](#) the uptake was minimal... [#commschat](#) -8:37 PM May 21st, 2012



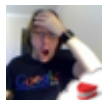
[mediastreetapps](#) RT [@therabbitagency](#): RT [@dirktherabbit](#): Still 30 mins left to join [#commschat](#) - [@CatTurner](#) talking about and answering Qs on online comms trends - 8:37 PM May 21st, 2012



[CommsChat](#) [@EssexInspector](#) welcome inspector. Always been impressed with comms efforts from police - we've often have [@amandacomms](#) here at [#commschat](#) - 8:37 PM May 21st, 2012



[brideyrae](#) [@CommsChat](#) if we are to believe the hype then yes, but I'm going to place my bets on no this year. More focus on social video [#commschat](#) -8:36 PM May 21st, 2012



[AndrewGirdwood](#) I just uninstalled Sonar because I didn't use it. I needed it to be more aggressive. Not sure the public is there yet. [#commschat](#) -8:36 PM May 21st, 2012



[CatTurner](#) We thought so post [#sxsw](#), but in fact I think its social video apps like [@Socialcamapp](#) or [@viddy](#) [@CommsChat](#) [#commschat](#) -8:36 PM May 21st, 2012



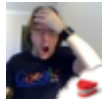
[mynewsdesk\\_uk](#) For Mynewsdesk, engaging in a niche community like [#commschat](#) is way to better understand concerns of market & also (hopefully) build trust. -8:36 PM May 21st, 2012



[nickbason](#) If you're into digital communications and social media, [@CatTurner](#) is giving you gold right now - check out her Twitter feed. [#commschat](#) -8:35 PM May 21st, 2012



[alexpachham](#) I can't see location based services getting the traction they are hyped to get. Too many average services, with scattered users [#commschat](#) -8:35 PM May 21st, 2012



[AndrewGirdwood](#) The new S in social+search? Serendipity. We want/need it, true, but I'm not sure it's here yet. [#commschat](#) -8:35 PM May 21st, 2012



[therabbitagency](#) RT [@dirktherabbit](#): Still 30 mins left to join [#commschat](#) - [@CatTurner](#) talking about and answering Qs on online comms trends -8:35 PM May 21st, 2012



[dirktherabbit](#) Still 30 mins left to join [#commschat](#) - [@CatTurner](#) talking about and answering Qs on online comms trends -8:34 PM May 21st, 2012

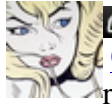


[brideyrael](#) RT [@CommsChat](#): Are ambient location services such as Highlight and Glancee the next key networks? [#commschat](#) -8:34 PM May 21st, 2012

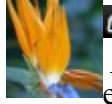


[amandacomms](#) [@pferron](#) it is about finding tangible results - real examples not just facts and figures [#commschat](#) -8:34 PM May 21st, 2012





[CatTurner](#) Gin RT [@AndrewGirdwood](#) Half way line : time for the second brandy, right? :) [#commschat](#) -8:34 PM May 21st, 2012



[Sasha Taylor](#) “[@amandacomms](#): With disorder last August social media was essential in restoring normality - shouldn't forget this [#commschat](#)” +1 -8:34 PM May 21st, 2012



[CommsChat](#) Are ambient location services such as Highlight and Glancee the next key networks? [#commschat](#) -8:33 PM May 21st, 2012



[brideyrae](#) Recent [@TheRabbitAgency](#) Instagram campaign, launched with 2 super users in community each month resulting in 50,000+ entries [#commschat](#) -8:33 PM May 21st, 2012



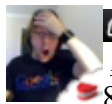
[CommsChat](#) [@AndrewGirdwood](#) can we know where you're drinking it. Which is my neat segway to topic 3 ... [#commschat](#) -8:33 PM May 21st, 2012



[pferron](#) [#commschat](#) interested 2 know what the ROI 4 your outreach efforts equates to? Biggest barrier for adoption is linking the effort to reward? -8:33 PM May 21st, 2012



[mynewsdesk\\_uk](#) [@AndrewGirdwood](#) Red wine here. Always red with Mynewsdesk. [#commschat](#) -8:33 PM May 21st, 2012



[AndrewGirdwood](#) Half way line : time for the second brandy, right? :) [#commschat](#) -8:32 PM May 21st, 2012



[EssexInspector](#) RT [@amandacomms](#): With disorder last August social media was essential in restoring normality - shouldn't forget this [#commschat](#) -8:32 PM May



21st, 2012



[brideyrae](#) RT [@CatTurner](#): Well... [@CommsChat](#) simple: immersion. You can't "get" to a community unless you get the community [#commschat](#) -8:31 PM May 21st, 2012



[CatTurner](#) [@AdamFairclough](#) you're welcome! Also see [@dirktherabbit](#)'s super stats blog for more of the same :) [#commschat](#) -8:31 PM May 21st, 2012



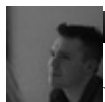
[brideyrae](#) Start by educating your client/sholders that it's better to directly engage with your smaller desired audience rather than mass [#commschat](#) -8:31 PM May 21st, 2012



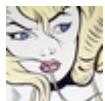
[mynewsdesk\\_uk](#) [@CatTurner](#) Wise words. It takes time & love to properly engage & integrate in a community, so don't spread resources too thin. [#commschat](#) -8:30 PM May 21st, 2012



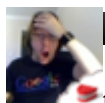
[ChInsDonnaAllen](#) RT [@amandacomms](#): With disorder last August social media was essential in restoring normality - shouldn't forget this [#commschat](#) -8:30 PM May 21st, 2012



[alexpachham](#) [@CatTurner](#) Selective slightly better word :) [#commschat](#) -8:30 PM May 21st, 2012

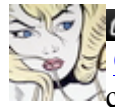


[CatTurner](#) [@amandacomms](#) [@alexpachham](#) totally - evolution not revolution (I heard someone say this once, but its for real true) [#commschat](#) -8:30 PM May 21st, 2012



[AndrewGirdwood](#) Being selective about your communities is an absolute but don't let that become an excuse for too narrow an outreach [#commschat](#) -8:30 PM May 21st,

2012



[CatTurner @alexpackham](#) Picky is right - or rather, selective - and evolve \*with\* the community - help shape your comms strategy around it [#commschat](#) -8:29 PM May 21st, 2012



[amandacomms @alexpackham @CatTurner](#) isn't that about having a strategy and keeping evolving and revising it? [#commschat](#) -8:28 PM May 21st, 2012



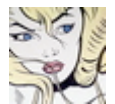
[mynewsdesk\\_uk](#) RT [@CatTurner](#): Never use a scatter gun approach, only target (work with) communities that make sense for you and your brand [#commschat](#) -8:28 PM May 21st, 2012



[Communicatemag @MontseCano](#) dont forget the hashtag [#commschat](#) -8:27 PM May 21st, 2012



[mynewsdesk\\_uk](#) Find the key influencers in your 'world' and understand the circles they move in. [#commschat](#) -8:27 PM May 21st, 2012



[CatTurner @WillOsborn](#) 100% - Never use a scatter gun approach, only target (work with) communities that make sense for you and your brand [#commschat](#) -8:27 PM May 21st, 2012



[dirktherabbit @AdamFairclough](#) a blog post and slideshare (mobile stats) I posted recently <http://t.co/PAPeYQLN> [#commschat](#) -8:27 PM May 21st, 2012



[Communicatemag](#) RT [@CatTurner](#): Well... [@CommsChat](#) simple: immersion. You can't "get" to a community unless you get the community [#commschat](#) -8:26 PM May 21st, 2012



[brideyrae](#) Communicate to niche communities in their language, in a way that they are comfortable with, practitioners must join & study [#commschat](#) -8:26 PM May 21st, 2012



[alexpachham](#) ...Evaluate performance against those targets and adapt, rinse and repeat. [#commschat](#) -8:26 PM May 21st, 2012



[CommsChat](#) RT [@AndrewGirdwood](#): That personal connection drives mobile (and digital). A whats next prediction; more -personal digital- [#commschat](#) -8:25 PM May 21st, 2012



[alexpachham](#) Communicators need to be picky, social isn't cheap and never stops evolving. Find a few sites, have a objective + targets...[#commschat](#) -8:25 PM May 21st, 2012



[CatTurner](#) Well... [@CommsChat](#) simple: immersion. You can't "get" to a community unless you get the community [#commschat](#) -8:25 PM May 21st, 2012



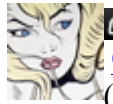
[WillOsborn](#) With more niche communities brands can't aim to get all of them. They need to find the communities that resonate with their brand [#CommsChat](#) -8:25 PM May 21st, 2012



[mynewsdesk\\_uk](#) Communicators need to understand their relevant niche communities. First step is discover them, if they don't already know them. [#commschat](#) -8:25 PM May 21st, 2012



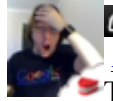
[alexpachham](#) ...And most have failed. Now these very niche social sites are appearing, yet again forcing companies to respond and get involved [#commschat](#) -8:24 PM May 21st, 2012



[CatTurner](#) Agree MT [@AndrewGirdwood](#) That personal connection drives mobile (and digital). A what's next prediction; more -personal digital- [#commschat](#) -8:24 PM May 21st, 2012



[WillOsborn](#) [@CommsChat](#) Will Osborn, I'm a masters' students in Consumer Psych. with Business [#CommsChat](#) -8:23 PM May 21st, 2012



[AndrewGirdwood](#) Marketers need to be a part of and useful to communities. MUST. There can be no drive-by. This is resource expensive but needed. [#commschat](#) -8:23 PM May 21st, 2012



[alexpachham](#) Its interesting, FB came along and had something for everyone, and still does. Everyone tried to copy this model...[#commschat](#) -8:23 PM May 21st, 2012



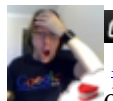
[heatherhealy](#) [@CatTurner](#) a client appeared on Watchdog - we watched as twitter accounts set up purely to respond, 50% from twitter for iphone [#commschat](#) -8:23 PM May 21st, 2012



[CatTurner](#) [@AdamFairclough](#) yes! Check it: <http://t.co/Xi0yuMSi> [#commschat](#) -8:23 PM May 21st, 2012



[CommsChat](#) [@brideyrae](#) & [@heatherhealy](#) G'd evening. Welcome to tonight's [#commschat](#) -8:22 PM May 21st, 2012



[AndrewGirdwood](#) [@CatTurner](#) Agree. That personal connection drives mobile (and digital). A what's next prediction; more -personal digital- [#commschat](#) -8:22 PM May 21st, 2012



[CommsChat](#) ...With this mind, how can communicators get to those communities?  
[#commschat](#) -8:22 PM May 21st, 2012



[CommsChat](#) topic 2 Social behaviour is diversifying and becoming more select – people are withdrawing to the platforms that work for them... [#commschat](#) -8:21 PM May 21st, 2012



[CommsChat](#) Lets move to topic 2 (coming in 2 tweets as its so long) but first, a heads up, next week's commschat is an HTML5 special [#commschat](#) -8:21 PM May 21st, 2012



[mynewsdesk\\_uk](#) Evening [#commschat](#). Apologies for lateness. Adam tweeting from behind the red square : ) -8:21 PM May 21st, 2012



[brideyrae](#) Oh look! - > RT [@CommsChat](#): OK - lets start with a quick shout from [@cattturner](#) - you guys at Rabbit doing much on Mobile? [#commschat](#) -8:21 PM May 21st, 2012



[missallen](#) We're working on hybrid apps currently but moving towards web apps as the divide lessens [#commschat](#) -8:20 PM May 21st, 2012



[CatTurner @AndrewGirdwood](#) its making mobile personal and totally relevant [#commschat](#) -8:20 PM May 21st, 2012



[heatherhealy @commschat](#) hello! sorry to be late to the party [#commschat](#) -8:20 PM May 21st, 2012



[AndrewGirdwood .@CommsChat](#) I can certainly confirm mobile projects, native and

html 5, are booming. Lots of client interest. [#commschat](#) -8:19 PM May 21st, 2012



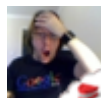
[CommsChat](#) RT [@AndrewGirdwood](#): [.@CatTurner](#) [@Communicatemag](#) and in Local Search mobile is already well ahead of desktop [#commschat](#) -8:18 PM May 21st, 2012



[CommsChat](#) Lets have a quick show of tweets on those working on native apps or HTML5 (or both). Either for themselves or for clients [#commschat](#) -8:18 PM May 21st, 2012



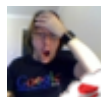
[CatTurner](#) [@amandacomms](#) exactly - and this trend won't change - we're all sharing a hell of a lot more than this time last year already [#commschat](#) -8:18 PM May 21st, 2012



[AndrewGirdwood](#) [.@CatTurner](#) [@Communicatemag](#) and in Local Search mobile is already well ahead of desktop [#commschat](#) -8:17 PM May 21st, 2012



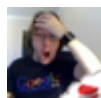
[amandacomms](#) With disorder last August social media was essential in restoring normality - shouldn't forget this [#commschat](#) -8:16 PM May 21st, 2012



[AndrewGirdwood](#) Responsive Sites and design is very much about building for mobile and desktop in one go <http://t.co/kK1B11qb> [#commschat](#) -8:16 PM May 21st, 2012



[CatTurner](#) We see many setting up Twitter feeds on their mobile during times of crisis (or complaint) to make a single query to a brand [#commschat](#) -8:16 PM May 21st, 2012



[AndrewGirdwood](#) There may be a HTML5 rush whenever it's finally rubber stamped as finished. Think Responsive Sites and that 50% figure is likely [#commschat](#) -8:15

PM May 21st, 2012



[CatTurner](#) AB-SO-LUTELY [@CommsChat](#) - not only for the consumer but behind the scenes with group-messaging apps. Handset is always faster [#commschat](#) -8:15 PM May 21st, 2012



[alexpachham](#) Mobile usage is growing at a phenomenal pace, but i think mobile websites will eventually out traffic apps for companies. [#commschat](#) -8:15 PM May 21st, 2012



[CommsChat](#) [@AdamFairclough](#) & [@NafisaNathani](#) evening to you both [#commschat](#) -8:14 PM May 21st, 2012



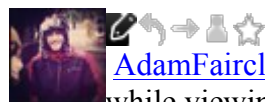
[NafisaNathani](#) Mobile+social media can help alleviate but also serve to exacerbate a crisis in any given situation - immediacy response is key [#commschat](#) -8:14 PM May 21st, 2012



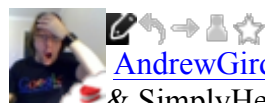
[CatTurner](#) We believe that mobile strategies will surge, as smartphone access is predicted to overtake desktop as soon as next year [#commschat](#) eep! -8:13 PM May 21st, 2012



[CommsChat](#) [@AndrewGirdwood](#) i read some research saying that 50% of enterprise app in 18 months will be on HTML5. Think that's likely? [#commschat](#) -8:13 PM May 21st, 2012



[AdamFairclough](#) Will be taking part in tonight's [@CommsChat](#) as much as I can while viewing the discussion through my phone! [#commschat](#) -8:12 PM May 21st, 2012



[AndrewGirdwood](#) [@JessicaNorthPR](#) [@CommsChat](#) [@CatTurner](#) Yes, Bupa, Boots & SimplyHealth all spring to mind. People research health online [#commschat](#) [#clients](#) -8:11 PM May 21st, 2012



[NafisaNathani](#) Interesting! Nature comms industry dramatically changing. Apps one example branded content, offering services to customers [#commschat](#) -8:11 PM May 21st, 2012



[CommsChat](#) [@CatTurner](#) you won best crisis award at last years Digital Impact Awards. Does mobile help with crisis.. speed of response etc? [#commschat](#) -8:10 PM May 21st, 2012



[missallen](#) (hello! I'm Michelle, a graphic designer who currently specialises in iOS and Android apps) [#commschat](#) -8:10 PM May 21st, 2012



[JessicaNorthPR](#) [@CommsChat](#) [@AndrewGirdwood](#) [@CatTurner](#) I just wondered if you'd seen many healthcare brands move towards digital campaigns yet? [#commschat](#) -8:09 PM May 21st, 2012



[AndrewGirdwood](#) HTML 5 and native apps are different beasts. HTML 5 can't replace all native functionality so we have 3 types [#commschat](#) -8:09 PM May 21st, 2012



[CommsChat](#) glad youre joining in [@\\_missallen](#) & [@JessicaNorthPR](#) [#commschat](#) -8:09 PM May 21st, 2012



[alexpachham](#) Cant see mobile apps being a good advertising platform yet. I think most would rather pay circa 69p than have ads in apps [#commschat](#) -8:08 PM May 21st, 2012



[JessicaNorthPR](#) [@CommsChat](#) Hi I'm Jess, an undergrad from Bournemouth and currently working in a healthcare agency [#commschat](#) -8:08 PM May 21st, 2012





[missallen](#) Following [#commschat](#) with the lovely [@CatTurner](#)' -8:08 PM May 21st, 2012



[CommsChat](#) [@AndrewGirdwood](#) Are apps as we know them on the way out? Is HTML5 going to change the rules again? & will that make life easier [#commschat](#) - 8:08 PM May 21st, 2012



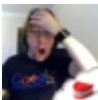
[Communicatemag](#) [@drunk\\_ondigital](#) dont forget the hashtag when you post [#CommsChat](#) -8:07 PM May 21st, 2012



[AndrewGirdwood](#) Let's also keep in mind there are different types of apps; native, html 5 and hybrid. They all have different attributes [#commschat](#) -8:07 PM May 21st, 2012



[CatTurner](#) [@CommsChat](#) yes, we're doing all kinds of awesome stuff with mobile apps - we're just not making them (yet) [#commschat](#) -8:06 PM May 21st, 2012



[AndrewGirdwood](#) Andrew from Lbi [@bigmouthmedia](#) here. SEO has become much harder and apps are just one of the many new fronts [#commschat](#) -8:06 PM May 21st, 2012



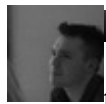
[CommsChat](#) [@alexpachham](#) HI Alex, good to see you here again tonight [#commschat](#) -8:04 PM May 21st, 2012



[CatTurner](#) Hello Andrew ([@CommsChat](#)) I am Cat I run a wee kick ass social agency called Rabbit >:) [#commschat](#) -8:03 PM May 21st, 2012



[CommsChat](#) And [@andrewgirdwood](#), do apps make SEO harder? [#commschat](#) -8:03 PM May 21st, 2012



[alexpackham](#) Alex - look after Social Media for ODEON Cinemas. Looking forward to tonight's [#commschat](#) -8:03 PM May 21st, 2012



[CommsChat](#) OK - lets start with a quick shout from [@catturner](#) - you guys at Rabbit doing much on Mobile? [#commschat](#) -8:02 PM May 21st, 2012



[CommsChat](#) Lets kick off straight away w 1st topic - Mobile: is 4G on its way? Are apps proving themselves as an advertising platform? [#commschat](#) -8:01 PM May 21st, 2012



[CommsChat](#) It's always polite, however, to give a little intro first. & so - my name's Andrew, & I'm the publisher of Communicate magazine [#commschat](#) -8:00 PM May 21st, 2012



[CommsChat](#) It's so much more fun taking part than watching from the sidelines, so please feel free to join in throughout the evening [#commschat](#) -8:00 PM May 21st, 2012



[CommsChat](#) [@CatTurner](#) frm Rabbit Agency [@AndrewGirdwood](#) frm LBi Bigmouthmedia. We're looking into crystal ball - what trends r we gg to see [#commschat](#) -8:00 PM May 21st, 2012



[CommsChat](#) Digital Impact Awards, UK's biggest corp digital awards, open for entries today. We're delighted to be joined by some of last year's winners [#commschat](#) -8:00 PM May 21st, 2012



[CommsChat](#) It's 8pm, British Summer Time. Welcome to CommsChat, Europe's most popular weekly conversation on PR, comms & media. Welcome all. [#commschat](#) -8:00 PM May 21st, 2012