



CommsChat Thank you very much to [@cloudinsight](#) for joining us and for all your interesting tweets. See you next week! [#commschat](#) -9:04 PM May 14th, 2012



CommsChat But do feel free to carry on using the hashtag – and we'll put up a transcript tomorrow morning! [#commschat](#) -9:03 PM May 14th, 2012



AdamFairclough [@CommsChat](#) Happy to share! [#commschat](#) -9:02 PM May 14th, 2012



AdamFairclough [@NRCUK](#) Sales would be far more realistic/accurate [#commschat](#) -9:02 PM May 14th, 2012



CommsChat Ok, that's it from me tonight–I won't lie, I'm going to watch Game of Thrones now [#commschat](#) -9:02 PM May 14th, 2012



AdamFairclough [@mynewsdesk_uk](#) Good! :-) [#commschat](#) -9:02 PM May 14th, 2012



NRCUK [@hanifleylabi](#) there's some education to go, but its coming soon enough :) [#commschat](#) -9:02 PM May 14th, 2012



mynewsdesk_uk [@AdamFairclough](#) and potential reach is nothing like actual reach in any case. I won't mention it again! ;) [#commschat](#) -9:01 PM May 14th, 2012



NRCUK [@AdamFairclough](#) measure social reach on other business metrics, sales is a good one! [#commschat](#) -9:00 PM May 14th, 2012



hanifleylabi [@NRCUK](#) Hopefully some businesses will wake up to this quicker than they did (or still are doing!) to social media :) [#commschat](#) -9:00 PM May 14th, 2012



CommsChat [@CatN101](#) I think you're right – just a question of making sure data is at the right level. [#commschat](#) -9:00 PM May 14th, 2012



AdamFairclough @mynewsdesk_uk Urgh! It's such a duff metric; if you factored in 'dead'/irrelevant accounts, reach would drop by 90% easily
[#commschat](#) -8:59 PM May 14th, 2012



CommsChat @AdamFairclough That's a story I think I need to hear!
[#commschat](#) -8:59 PM May 14th, 2012



NotFromBolton “**@NRCUK: @NotFromBolton** you may RT! [#commschat](#)”
Why thank you :) -8:59 PM May 14th, 2012



NRCUK @NotFromBolton you may RT! [#commschat](#) -8:57 PM May 14th, 2012



NRCUK @hanifleylabi social data is more accurate, faster, live, surveyproof & deeper than trad methods: bye bye NPS and CSAT :) [#commschat](#) -8:56 PM May 14th, 2012



AdamFairclough @NotFromBolton @commschat They certainly can; I'm living proof of getting hired through social media! [#commschat](#) -8:56 PM May 14th, 2012



CommsChat RT @NotFromBolton: @AdamFairclough @commschat They can also use it to decide who to hire and fire [#SMROI](#) did you say?
[#commschat](#) [#commschat](#) -8:56 PM May 14th, 2012



mynewsdesk_uk @AdamFairclough ha! do you feel it somewhat exaggerates the true reach? ;) [#commschat](#) -8:55 PM May 14th, 2012



NotFromBolton @AdamFairclough @commschat They can also use it to decide who to hire and fire [#SMROI](#) did you say? [#commschat](#) -8:54 PM May 14th, 2012



AdamFairclough @mynewsdesk_uk Don't get me started on TweetReach – that's one metric I'm NOT a fan of! [#commschat](#) -8:54 PM May 14th, 2012



mynewsdesk_uk Steps to avoid 'box checking': measure -> analyse -> interpret -> understand -> act. [#commschat](#) -8:54 PM May 14th, 2012



hanifleylabi @CommsChat Really depends how they are used. And if the data is used as seriously as data from traditional survey methods
[#commschat](#) -8:54 PM May 14th, 2012



CatN101 The good info that detailed analysis can provide for mgt helps moves it beyond box ticking [#CommsChat](#) -8:54 PM May 14th, 2012



CommsChat [@NotFromBolton](#) We hear you've got interesting things to say on the topic of data collection...? [@beeptreat](#) [#commschat](#) -8:54 PM May 14th, 2012



Cloudinsight [@CommsChat](#) If you're measuring a well planned and targeted programme, okay. But you're missing out on so much more [#commschat](#) -8:54 PM May 14th, 2012



NRCUK RT [@NotFromBolton](#): [@BeepTreat](#) Did someone mention my name? [#commschat](#) < lol - wind it in! -8:53 PM May 14th, 2012



NotFromBolton [@BeepTreat](#) Did someone mention my name? [#commschat](#) -8:52 PM May 14th, 2012



NRCUK [@Cloudinsight](#) agreed, only monitor content that is relevant to business need = actionable monitoring & not "box checking" [#commschat](#) -8:52 PM May 14th, 2012



AdamFairclough [@CommsChat](#) That depends how you use analytics. If you're measuring something for the sake of it with no inherent value, then yes [#commschat](#) -8:52 PM May 14th, 2012



mynewsdesk_uk Interested in the 'reach' of tonight's discussion? <http://t.co/YueB16H5> [#commschat](#) -8:52 PM May 14th, 2012



NRCUK "box checking" for sure, unless you are monitoring for insightful BI that can deliver actionable change! [#commschat](#) -8:51 PM May 14th, 2012



Cloudinsight [@NRCUK](#) and all too often it seems to fall outside of any strategic management [#commschat](#) -8:51 PM May 14th, 2012



CommsChat We found that a lot of our respondents were very adamant that it isn't! [#commschat](#) -8:51 PM May 14th, 2012



CommsChat Ok there's only ten minutes to go tonight: is there any justification behind the idea that analytics is actually 'box checking'?
[#commschat](#) -8:50 PM May 14th, 2012



NRCUK if you are in comms, add social data to comms super dashboard to find, understand and create social predictor/early warning tool [#commschat](#)
-8:49 PM May 14th, 2012



CommsChat MT [@mynewsdesk_uk](#): Measure all of your comms, always. If analytics is there as part of your daily platform and routine—you do it
[#commschat](#) -8:48 PM May 14th, 2012



NRCUK nobody owns "your brand" PR monitors reputation, social has big brand impact so monitoring social rarley has 1 owner/budget/roi
[#commschat](#) -8:48 PM May 14th, 2012



CommsChat [@NRCUK](#) I like the correlation! [#commschat](#) -8:46 PM May 14th, 2012



mynewsdesk_uk Measure all of your comms, always. If analytics is there as part of your daily platform and routine – you do it. cc [@elecomms](#)
[#commschat](#) -8:45 PM May 14th, 2012



BeepTreat RT [@NRCUK](#): Campaign monitoring, brand sentiment, insights, strategy/planning, digital engagement, media relations, routing
[#commschat](#) = SM2 :) -8:44 PM May 14th, 2012



mynewsdesk_uk We tend to think in-house comms pros don't have time to be Google Analytics or Radian6 gurus, so our focus is on ease of use.
[#commschat](#) -8:43 PM May 14th, 2012



JudithHutch [#CommsChat](#) Its easier when working with smaller businesses. It's when they become larger that the internal comms needs to work too! -8:43 PM May 14th, 2012



NRCUK Campaign monitoring, brand sentiment, insights, strategy/planning, digital engagement, media relations, routing [#commschat](#) = SM2 :) -8:43 PM May 14th, 2012



CommsChat [@AdamFairclough](#) Oh no! I've tried it on my blackberry once or twice and wound up with severe thumb strain. [#commschat](#) -8:43 PM May 14th, 2012



CommsChat And what for? Campaign monitoring, brand sentiment, insights, strategy/planning, digital engagement, media relations, routing
[#commschat](#) -8:42 PM May 14th, 2012



Iyannatsakiris RT **@BeepTreat**: **#commschat** HR, product development department, design team, logistics, sales, procurement the list goes on oh and MarComms now and again... -8:41 PM May 14th, 2012



AdamFairclough **@CommsChat** HR can find use in reputation management metrics to assess external perceptions and desirability of the organisation **#commschat** -8:41 PM May 14th, 2012



BeepTreat **#commschat** HR, product development department, design team, logistics, sales, procurement the list goes on oh and MarComms now and again... -8:40 PM May 14th, 2012



mynewsdesk_uk **@Communicatemag** pleasure! **#commschat** -8:40 PM May 14th, 2012



EdwinAgboPR <http://t.co/qYn2INVN> as well as google analytics. **#commschat** -8:40 PM May 14th, 2012



CommsChat Some answers from our survey: Careers, Support, Product, Sales, Customer Service, Invest Relations, and—in a major way—Marketing **#commschat** -8:40 PM May 14th, 2012



CommsChat This evening we've been joined by one of our sponsors who make sure **#CommsChat** keeps coming every Monday. Thanks **@mynewsdesk_uk** -8:39 PM May 14th, 2012



JudithHutch **@CommsChat** In an ideal World – Finance – ROI, Marketing – Brand/Spend/ROI/competition etc, Customer Service – Satisfaction. **#commschat** -8:39 PM May 14th, 2012



Communicatemag This evening we've been joined by one of our sponsors who make sure **#CommsChat** keeps coming every Monday. Thanks **@mynewsdesk_uk** -8:38 PM May 14th, 2012



Iyannatsakiris **@CommsChat** cs teams can measure issues resolution too / rep mngt **#commschat** -8:38 PM May 14th, 2012



AdamFairclough Accessing **#commschat** through your mobile Twitter app is utterly useless, can't keep up with the discussions :-(-8:38 PM May 14th, 2012



lyannatsakiris @CommsChat PR/Digital for campaign planning, competitor analysis, reputation management, audience insights [#commschat](#) -8:37 PM May 14th, 2012



Cloudinsight There is a real opportunity for comms teams to become hubs for information and insight [#commschat](#) -8:37 PM May 14th, 2012



CommsChat Ok, let's move on to topic 4: Which departments are using analytics? And what for? [#commschat](#) -8:34 PM May 14th, 2012



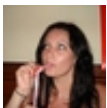
Jonk87 @OnlinePrPixie I'm not surprised when 80% of its user database is women. Think that was the last stat I read in 2012 [#commschat](#) -8:33 PM May 14th, 2012



aimee1986 @onlineprpixie how have u used it for your ecommerce clients? [#commschat](#) -8:33 PM May 14th, 2012



Cloudinsight @Jonk87 sorry, rethink probably better wording [#commschat](#) -8:33 PM May 14th, 2012



lyannatsakiris @OnlinePrPixie sm2 [@nrcuk](#) [#commschat](#) -8:32 PM May 14th, 2012



StevenWoodgate RT [@CommsChat](#): RT [@OnlinePrPixie](#): Pinterest is a hugeeee traffic driver for e-commerce! Easily noticed via analytics [#commschat](#) -8:32 PM May 14th, 2012



aimee1986 RT [@onlineprpixie](#): Pinterest is a hugeeee traffic driver for e-commerce! Easily noticed via analytics [#commschat](#) -8:31 PM May 14th, 2012



mynewsdesk_uk Talking of Pinterest, we created a board of our favourite social media newsrooms (some ours, some not) - <http://t.co/gltWo8E7> [#commschat](#) -8:31 PM May 14th, 2012



hanifleylabi @CommsChat though individuals usually don't. Big implications for balance of accountability? [#commschat](#) -8:31 PM May 14th, 2012



JudithHutch @CommsChat Both to be fair. In my experience your suvey stands true as most seem to want to keep inhouse. [#commschat](#) -8:31 PM May 14th, 2012



CommsChat [@Jonk87](#) [@cloudinsight](#) They did relaunch but I can't say I saw a lot of advertising about it. I got a press release... [#commschat](#) -8:31 PM May 14th, 2012



CatN101 There are enough paid and free analytic tools out there for most orgs to make the most of [#CommsChat](#) -8:31 PM May 14th, 2012



BeepTreat "[@OnlinePrPixie](#): Does anyone recommend a really good monitoring tool rather than Radian 6? To use In-house [#commschat](#)" Yes SM2 >> [@NRCUK](#) -8:30 PM May 14th, 2012



CommsChat RT [@OnlinePrPixie](#): Pinterest is a hugeeee traffic driver for e-commerce! Easily noticed via analytics [#commschat](#) -8:30 PM May 14th, 2012



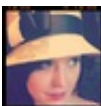
Iyannatsakiris RT [@BeepTreat](#): [#commschat](#) Data collection can provide a massive ROI without creating even one single piece of content, just ask [@NotFromBolton](#) about that. -8:30 PM May 14th, 2012



EdwinAgboPR [#commschat](#) valid metrics framework for comms/PR measurement <http://t.co/eSTq6SN1> -8:30 PM May 14th, 2012



Jonk87 [@Cloudinsight](#) I thought they did relaunch? New layout and ads non-stop over the TV! [#commschat](#) -8:29 PM May 14th, 2012



OnlinePrPixie Does anyone recommend a really good monitoring tool rather than Radian 6? To use In-house [#commschat](#) -8:29 PM May 14th, 2012



BeepTreat [#commschat](#) Data collection can provide a massive ROI without creating even one single piece of content, just ask [@NotFromBolton](#) about that. -8:29 PM May 14th, 2012



mynewsdesk_uk RT [@ukpublicom](#): educating clients when it comes to measuring is important [#commschat](#) -8:29 PM May 14th, 2012



Jonk87 [@OnlinePrPixie](#) still early days for Pinterest it has a fraction of the traffic that the rival 'big player' social networks share. [#commschat](#) -8:29 PM May 14th, 2012



Cloudinsight It's why Google+ is going to struggle without a relaunch – too much focus on brands. they forgot about attracting the users first
[#commschat](#) –8:28 PM May 14th, 2012



lyannatsakiris Rt [@ukpublicom](#): educating clients when it comes to measuring is important [#commschat](#) <- true –8:28 PM May 14th, 2012



mynewsdesk_uk What social media analytics tools do you all like and why? What are you using them to do? [#commschat](#) –8:28 PM May 14th, 2012



Cloudinsight Social media feedback is also used for R&D, customer service, improving NPS by a targeted approach... [#commschat](#) –8:27 PM May 14th, 2012



OnlinePrPixie Pinterest is a hugeeee traffic driver for e-commerce! Easily noticed via analytics [#commschat](#) –8:27 PM May 14th, 2012



CommsChat [@hanifleylabi](#) Well, almost all companies have access to analytics. Would be interested to hear other thoughts on democratisation? [#commschat](#) –8:27 PM May 14th, 2012



BeepTreat “[@ukpublicom](#): educating clients when it comes to measuring is important [#commschat](#)” That... –8:27 PM May 14th, 2012



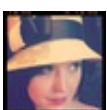
EdwinAgboPR social media analytics can help business track their social media investments. they show virality, reach, interactions e.t.c [#commschat](#) –8:27 PM May 14th, 2012



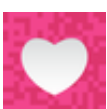
ukpublicom educating clients when it comes to measuring is important [#commschat](#) –8:26 PM May 14th, 2012



CommsChat MT [@hanifleylabi](#): How far does big companies access to paid-for comms analytics go in reversing democratisation via social media? [#commschat](#) –8:26 PM May 14th, 2012



OnlinePrPixie with online retail you can track and measure the impact of social media quite easily via analytics. maybe it varies B2B [#commschat](#) –8:25 PM May 14th, 2012



BeepTreat [#commschat](#) Data is the route to the sweet spot, you know when you can spot opportunity and actually demonstrate an ROI. What's not to like? –8:25 PM May 14th, 2012



CommsChat @JudithHutch In terms of how social is affecting their business or analytics? What tools do they use? [#commschat](#) -8:25 PM May 14th, 2012



hanifleylabi How far does big companies' access to paid-for comms analytics go in reversing 'democratisation' brought by social media? [#commschat](#) -8:25 PM May 14th, 2012



mynewsdesk_uk @AdamFairclough @EdwinAgboPR we also discussed the death of AVE here: <http://t.co/dXpHvBOP> [#commschat](#) -8:25 PM May 14th, 2012



Jonk87 You need to spend as much time in monitoring online analytics as offline, but many don't invest in online software to evaluate. [#commschat](#) -8:24 PM May 14th, 2012



CommsChat @lyannatsakiris I know what you mean – but it seems they're very prevalent now. [#commschat](#) -8:24 PM May 14th, 2012



JudithHutch @CommsChat I work with a variety of clients but find it's those operating e-commerce sites seeing the biggest difference. [#CommsChat](#) -8:24 PM May 14th, 2012



CommsChat Interesting @mynewsdesk_uk: It's a question that gets asked a lot! [#commschat](#) -8:23 PM May 14th, 2012



lyannatsakiris @CommsChat that is a surprising statistic, would have expected it to be lower [#commschat](#) -8:23 PM May 14th, 2012



aimee1986 I now make analytics a core part of any new project I take on, it helps win and retain business if you can demo results [#CommsChat](#) -8:22 PM May 14th, 2012



MGreer_PR Following [#commschat](#) -8:22 PM May 14th, 2012



CatN101 Good to be able to prove ourselves in a way others understand but subtiles of some comms activity still need to be understood! [#CommsChat](#) -8:22 PM May 14th, 2012



mynewsdesk_uk We explored the "why measure?" question in this blog post: <http://t.co/M7wkt5Kc> [#commschat](#) -8:22 PM May 14th, 2012



BeepTreat "@lyannatsakiris: @Cloudinsight insight from data is invaluable to brands. It's what you do with it that counts [#commschat](#)" That... -8:21 PM May 14th, 2012



CommsChat How is social media affecting analytics in your business?⁰ (2/2) [#commschat](#) -8:21 PM May 14th, 2012



CommsChat No.3. Almost 75% of our respondents said that social media analytics were conducted in-house through a licensed tool. (1/2) [#commschat](#) -8:21 PM May 14th, 2012



AdamFairclough @EdwinAgboPR Hasn't the CIPR recommended ditching AVEs as a measurement tool altogether? [#commschat](#) -8:21 PM May 14th, 2012



CommsChat On that note @Cloudinsight we should take a look at topic 3... [#commschat](#) -8:21 PM May 14th, 2012



Cloudinsight Management of communications has always been a bit of a black art. Online discussion and social media pushes the value beyond PR [#commschat](#) -8:19 PM May 14th, 2012



CommsChat ...they feel it provides justification of what can seem intangible @catn101 [#commschat](#) -8:19 PM May 14th, 2012



mynewsdesk_uk Are comms teams measuring like marketers do? Eg who is reading your news, sharing your content, watching your videos? What works? [#commschat](#) -8:19 PM May 14th, 2012



CommsChat @CatN101 That's certainly something we saw in our survey-comms teams pushing analytics because... [#commschat](#) -8:18 PM May 14th, 2012



EdwinAgboPR [#CommsChat](#) pressure from businesses evaluating their investments in comms and PR. AVE's are not the most accurate metrics for evaluation -8:18 PM May 14th, 2012



Communicatomag @EdwinAgboPR dont forget to use the [#commschat](#) on your posts... [#commschat](#) -8:17 PM May 14th, 2012



OnlinePrPixie a little late but here now **#CommsChat** -8:17 PM May 14th, 2012



lyannatsakiris @mynewsdesk_uk @commschat Comms teams mainly although agree snr mngt are starting to understand how powerful data can be **#commschat** -8:16 PM May 14th, 2012



CommsChat RT @CatN101: Is senior management, particularly Finance pushing for hard data to justify comms spend? **#commschat** -8:16 PM May 14th, 2012



CatN101 Is senior management, particularly Finance pushing for hard data to justify comms spend? **#CommsChat** -8:15 PM May 14th, 2012



Communicatomag like most things, analytics seems to have moved away from marcomms and into comms. bigger emphasis on strategy than mere ROI? **#commschat** -8:15 PM May 14th, 2012



CommsChat Yes I thought that was encouraging MT **@Cloudinsight:** its a good sign that the data is actually being used as a management tool. **#commschat** -8:15 PM May 14th, 2012



mynewsdesk_uk RT @CommsChat: OK, so lets take topic 2: where does pressure for comms analytics usually come from in a business? **#commschat** -8:14 PM May 14th, 2012



Cloudinsight It should do, it's a good sign that the data is actually being used as a management tool. **#commschat** -8:14 PM May 14th, 2012



CatN101 I'm in **#CommsChat** -8:13 PM May 14th, 2012



CommsChat Our results showed a pretty close tie between the comms team and senior management, with comms on top – does this hold up? **#commschat** -8:12 PM May 14th, 2012



Cloudinsight usually, it depends how well defined the comms programme is to start with. **#commschat** -8:12 PM May 14th, 2012

lyannatsakiris @Cloudinsight insight from data is invaluable to brands. It's what you do with it that counts **#commschat** -8:12 PM May 14th, 2012



CommsChat OK, so let's take topic 2: where does pressure for comms analytics usually come from in a business? [#commschat](#) -8:12 PM May 14th, 2012



mynewsdesk_uk @Cloudinsight yes – the insight is: what messages worked, with which audiences, at what times, and why? [#commschat](#) -8:11 PM May 14th, 2012



Communicatomag was about to give definition, but think [@EdwinAgboPR](#) nailed it [#commschat](#) -8:11 PM May 14th, 2012



CommsChat RT @Cloudinsight: We should also be looking for feedback on issues/products. Its about harvesting information, not just data. [#commschat](#) -8:10 PM May 14th, 2012



lyannatsakiris I'm in [#commschat](#) -8:10 PM May 14th, 2012



CommsChat So there's a lot of calibration / work to be done with the data? [@cloudinsight @mynewsdesk_uk #commschat](#) -8:10 PM May 14th, 2012



Cloudinsight We should also be looking for feedback on issues/products. It's about harvesting information, not just data. [#commschat](#) -8:09 PM May 14th, 2012



EdwinAgboPR define analytics..."how an entity (i.e., business) arrives at an optimal or realistic decision based on existing data". [#commschat](#) -8:09 PM May 14th, 2012



mynewsdesk_uk Definition of 'analytics'? It's the data, but ideally leading to INSIGHT (not just graphs and charts) [#commschat](#) -8:08 PM May 14th, 2012



Cloudinsight It's more than just 'hits', it's about reaching the target audience with the right messages [#commschat](#) -8:08 PM May 14th, 2012



CommsChat @EdwinAgboPR Hi Edwin! [#commschat](#) -8:08 PM May 14th, 2012



CommsChat [@Cloudinsight](#) Yep – I guess defining analytics is actually a pretty big subject [#commschat](#) -8:07 PM May 14th, 2012



Cloudinsight Start off with an easy one? [#commschat](#) -8:06 PM May 14th, 2012



EdwinAgboPR checking in [#commschat](#) -8:05 PM May 14th, 2012



mynewsdesk_uk Our platform allows communicators to measure results. Internally, as a business, we always use analytics to help make decisions. [#commschat](#) -8:05 PM May 14th, 2012



CommsChat Although actually, perhaps we should start with a working definition of analytics. [@cloudinsight](#), any ideas? [#commschat](#) -8:05 PM May 14th, 2012



CommsChat [@mynewsdesk_uk](#) Hi Adam! Good to have you with us. [#commschat](#) -8:04 PM May 14th, 2012



CommsChat So our first topic is... Does your company regularly report on communications analytics?⁰ [#commschat](#) -8:03 PM May 14th, 2012



CommsChat This is an open conversation – we want to hear your views on the subject [#commschat](#) -8:03 PM May 14th, 2012



mynewsdesk_uk Evening all. Adam here from the team tonight – looking forward to hearing everyone's ideas about measuring comms! [#commschat](#) -8:02 PM May 14th, 2012



CommsChat And came up with some rather snazzy infographics to represent the results [#commschat](#) -8:02 PM May 14th, 2012



CommsChat With [@integrasco](#) and [@cloudinsight](#), we asked senior communications professionals for their views on comms analytics [#commschat](#) -8:02 PM May 14th, 2012



CommsChat I'm currently looking at the results of some exclusive research on the topic due to be published in [@communicatemag](#) shortly [#commschat](#) -8:02 PM May 14th, 2012



CommsChat The topic of tonight's chat is comms analytics: how are they being used? Who's using them? What's their business purpose? [#commschat](#) -8:02 PM May 14th, 2012



EdwinAgboPR RT [@CatN101](#): Tonight's [#Commschat](#) is on comms analytics with [@intergrasco](#) and [@Cloudinsight](#). Join the conversation at 8pm [#in](#) - 8:01 PM May 14th, 2012



CommsChat And hopefully also Neil Scaife [@integrasco](#) [#commschat](#) -8:01 PM May 14th, 2012



CommsChat Tonight, we're joined by Matthew West [@cloudinsight](#) [#commschat](#) -8:01 PM May 14th, 2012



CommsChat Hi all and welcome back after the UK bank holiday break [#commschat](#) -8:00 PM May 14th, 2012



CommsChat Two minutes... just time for a top-up! [#commschat](#) -7:58 PM May 14th, 2012



mynewsdesk_uk Starting in 10 mins! RT [@CommsChat](#): Topics for tonight's [#CommsChat](#) on comms analytics <http://t.co/yExa6nvw> -7:51 PM May 14th, 2012



CommsChat Hi [@aimee1986](#) I use <http://t.co/qpFJrHCs> which automatically adds the hashtag! [#commschat](#) -7:45 PM May 14th, 2012



CommsChat Quarter of an hour to go! Topics for this evening are here: <http://t.co/iOYUw9du> [#commschat](#) -7:45 PM May 14th, 2012



AdamFairclough Hoping to be home in time to take part in tonight's [#commschat](#). Looks like a good'un. -7:34 PM May 14th, 2012



Communicatemag RT **@mynewsdesk_uk**: Ahead of this evening's **#commschat** on **#analytics**, here's our blog post "Measuring Digital PR: Why Measure?" <http://t.co/M7wkt5Kc> -7:30 PM May 14th, 2012



Communicatemag Forty minutes before tonight's **#CommsChat**. -7:22 PM May 14th, 2012



aimee1986 RT **@mynewsdesk_uk**: Ahead of this evening's **#commschat** on **#analytics**, here's our blog post "Measuring Digital PR: Why Measure?"... -7:20 PM May 14th, 2012



aimee1986 **@commschat** what is your tool of preference for taking part in **#commschat** -7:20 PM May 14th, 2012



MGreer_PR RT **@Communicatemag**: Topics for tonight's **#CommsChat** on comms analytics with **@Integrasco** and **@CloudInsight** - can't wait to hear your views! <http://t.co/9UhAxuwC> -7:13 PM May 14th, 2012



CommsChat It's an hour to go before **#commschat** on comms analytics with **@integrasco** and **@cloudinsight**. Should be a good one! -7:02 PM May 14th, 2012



jgombita RT **@CommsChat**: Sorry for the delay - Monday's **#CommsChat** will be on comms analytics, with Cloud Media Insight and **@Integrasco**. Details up shortly! -6:52 PM May 14th, 2012



mynewsdesk_uk Ahead of this evening's **#commschat** on **#analytics**, here's our blog post "Measuring Digital PR: Why Measure?" <http://t.co/M7wkt5Kc> -5:47 PM May 14th, 2012



CommsChat So those are our topics for **#commschat** tonight - we'll be joined by **@integrasco** and **@cloudinsight**. See you online at 8! -5:42 PM May 14th, 2012



CommsChat 5th topic for **#commschat** this evening: Is there justification behind the idea that analytics are a question of "box checking"? -5:33 PM May 14th, 2012



Communicatemag RT **@CommsChat**: Another qu. on comms analytics pre-**#CommsChat**: Who uses the analytics, and for what, in your company? -5:21 PM May 14th, 2012



Communicatemag RT **@CommsChat**: A third **#commschat** topic before tonight: How is social media affecting analytics in your business? -5:21 PM May 14th, 2012



CommsChat Another qu. on comms analytics pre-**#CommsChat**: Who uses the analytics, and for what, in your company? -5:21 PM May 14th, 2012



CommsChat A third **#commschat** topic before tonight: How is social media affecting analytics in your business? -5:18 PM May 14th, 2012



Communicatemag RT **@CommsChat**: Topic no.2 in **#CommsChat** this evening: Where does pressure for comms analytics come from in your business? And who do you report them to? -5:18 PM May 14th, 2012



Communicatemag RT **@CommsChat**: Tonight's first topic for **#commschat** this evening: Does your company regularly report on communications analytics? (Just a taster for 8pm) -5:18 PM May 14th, 2012



CommsChat Topic no.2 in **#CommsChat** this evening: Where does pressure for comms analytics come from in your business? And who do you report them to? -5:04 PM May 14th, 2012



HelenMoore RT **@CommsChat**: Tonight's first topic for **#commschat** this evening: Does your company regularly report on communications analytics? (Just a taster for 8pm) -5:01 PM May 14th, 2012



CommsChat Tonight's first topic for **#commschat** this evening: Does your company regularly report on communications analytics? (Just a taster for 8pm) -5:00 PM May 14th, 2012



mollyhpierce Going to tweet the topics for **#commschat** at 8 tonight shortly... -4:51 PM May 14th, 2012



ZoeShort_ Afternoon, Does anyone know the **#CommsChat** topic tonight? Thanks -4:28 PM May 14th, 2012



mynewsdesk_uk RT **@commschat**: Topics for tonight's **#CommsChat** on comms analytics <http://t.co/yExa6nvw> -2:53 PM May 14th, 2012



CatN101 Tonight's **#Commschat** is on comms analytics with **@intergrasco** and **@Cloudinsight**. Join the conversation at 8pm **#in** -2:26 PM May 14th, 2012



CatN101 RT **@commschat**: Topics for tonight's **#CommsChat** on comms analytics with **@Integrasco** and **@Cloudinsight** – can't wait to hear your views!... -2:17 PM May 14th, 2012



Cloudinsight RT **@CommsChat**: Topics for tonight's **#CommsChat** on comms analytics with **@Integrasco** and **@CloudInsight** – can't wait to hear your views! <http://t.co/dMNAeVNG> -2:17 PM May 14th, 2012



birchwoodknight RT **@Communicatemag**: Topics for tonight's **#CommsChat** on comms analytics with **@Integrasco** and **@CloudInsight** – can't wait to hear your views! <http://t.co/9UhAxuWC> -2:13 PM May 14th, 2012



JadeGamlin RT **@Communicatemag**: Topics for tonight's **#CommsChat** on comms analytics with **@Integrasco** and **@CloudInsight** – can't wait to hear your views! <http://t.co/9UhAxuWC> -2:13 PM May 14th, 2012



LizFoggitt RT **@CommsChat**: Topics for tonight's **#CommsChat** on comms analytics with **@Integrasco** and **@CloudInsight** – can't wait to hear your views! <http://t.co/dMNAeVNG> -2:13 PM May 14th, 2012



Communicatemag Topics for tonight's **#CommsChat** on comms analytics with **@Integrasco** and **@CloudInsight** – can't wait to hear your views! <http://t.co/9UhAxuWC> -2:11 PM May 14th, 2012