

**Sarah Saza @patrickjpr** Brands need to map out relevant 'conversation points' within overall strategy and then plan discussions & content  
[#Commschat](#) -9:03 PM Jun 18th, 2012



**Maxim PR** To clarify last tweet, we need to constantly evolve but changes will slow a little compared to last decade – should get easier? [#commschat](#) -  
9:03 PM Jun 18th, 2012



**content\_muse** RT [@RootsWebSol](#): Blogger Outreach Q&A feat [@aimee1986](#) [@jamesagate](#) [@PeterAttia](#) [@raezin1984](#) [@wayneb77](#) <http://t.co/fAghJGgg>  
[#commschat](#) [#branding](#) [#pr](#) -9:03 PM Jun 18th, 2012



**greenwellys** Sorry to have missed [#commschat](#) with PR legends [@wadds](#) and [@mynameisearl](#). bah! Will wait for transcript... -9:03 PM Jun 18th, 2012



**mynewsdesk\_uk** RT [@AllthingsIC](#): You can read Comms pro review of Brand Anarchy via my IC blog: <http://t.co/J9hsFPSH> [#commschat](#) -9:03 PM Jun 18th, 2012



**CommsChat** Have a good evening all! [#commschat](#) -9:02 PM Jun 18th, 2012



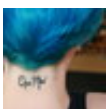
**CommsChat** And thanks again to [@wadds](#) and [@mynameisearl](#) for your insight. We'll post a transcript tomorrow on the site. [#commschat](#) -9:02 PM Jun 18th, 2012



**AllthingsIC** Thanks for an interesting chat. You can read Comms pro review of Brand Anarchy via my IC blog: <http://t.co/FtJX2Hdf> [#commschat](#) -9:02 PM Jun 18th, 2012



**CommsChat** Thanks everyone for taking part! Feel free to keep using the tag if you have further topics. [#commschat](#) -9:02 PM Jun 18th, 2012



**Sarah Saza @patrickjpr** Its about relevance. I don't want my oven cleaner to talk to me about coffee, but do want it to talk about my oven [#Commschat](#) -  
9:02 PM Jun 18th, 2012



**mynameisearl** Closing [#commschat](#) thought: want to gain greater reputational command amidst rapid, changing media? Write book, wait months for publication. -9:02 PM Jun 18th, 2012



[louise\\_smith](#) [@CommsChat](#) [@kwdigital](#) [@mynewsdesk](#) [UK](#) Ha ha! Is that modern engagement? :- ) [#commschat](#) -9:02 PM Jun 18th, 2012



[MichWalkden](#) [#commschat](#) My first chat for a while. Great conversation, remember now why they are a must. Night. -9:02 PM Jun 18th, 2012



[YancyFaith](#) RT [@MichWalkden](#): [#commschat](#) [@mynameisearl](#) Disagree. Quality news has always had value, but too much trash/spin being produced to capture flagging ad spend. -9:01 PM Jun 18th, 2012



[mynewsdesk\\_uk](#) [@AllthingsIC](#) absolutely. [#commschat](#) -9:01 PM Jun 18th, 2012



[wadds](#) Thanks everyone for [#commschat](#). If you've any specific questions for [@mynameisearl](#) or me, feel free to tweet them -9:01 PM Jun 18th, 2012



[markpinsent](#) [@mynameisearl](#) Yeah. PR let itself become just understanding media. Now brands are the media. Or can be. How are your legs? [#commschat](#) -9:01 PM Jun 18th, 2012



[AllthingsIC](#) [@jenandersson1](#) True, Comms teams have key role in shaping & influencing to drive modernisation forward. Board level support helps [#commschat](#) -9:00 PM Jun 18th, 2012



[mynewsdesk\\_uk](#) RT [@wadds](#): Modernising = research (listening), planning, measurement, evaluation [#commschat](#) -9:00 PM Jun 18th, 2012



[nlakeland](#) [@maxim\\_pr](#) But, by the time the industry has caught up with the present, the future will have happened. Modernising is constant [#CommsChat](#) -9:00 PM Jun 18th, 2012



[mynewsdesk\\_uk](#) MT [@wadds](#): After taking wrong turn in the 50s, getting fixated on media as route to audience, PR finally returning to its roots [#commschat](#) -9:00 PM Jun 18th, 2012



[mynameisearl](#) [@markpinsent](#) New skill set i.e. way more than just understanding media? [#commschat](#) -9:00 PM Jun 18th, 2012



[wadds](#) RT [@mynameisearl](#): Control! ;- ) RT [@CommsChat](#): Remember [#commschat](#) is brought to you by sponsors – use them, they're great! [@kwdigital](#) [@mynewsdesk](#) [UK](#) -8:59 PM Jun 18th, 2012



**CommsChat** MT **@wadds**: After taking a wrong turn in the 1950s and fixating on media as a route to an audience, PR finally returning to roots **#commschat** -8:59 PM Jun 18th, 2012



**jane63c** Thanks for an interesting chat folks, hope to engage with you again soon :) **#Commschat** -8:59 PM Jun 18th, 2012



**wadds @mynewsdesk\_uk** Modernising = research (listening), planning, measurement, evaluation **#commschat** -8:59 PM Jun 18th, 2012



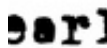
**markpinsent** I think that in the past the media modernised, and PR just needed to keep pace with that. Now it needs a new skill set. **#commschat** -8:58 PM Jun 18th, 2012



**AllthingsIC @mynewsdesk\_uk** Some Comms teams need to start with basics before modernising truly works. Lots of opportunities but takes time **#commschat** -8:58 PM Jun 18th, 2012



**jenandersson1** Modernisation of comms depts depends on business model and leadership. Need **#influence** role/commitment at board level. **#commschat** -8:58 PM Jun 18th, 2012



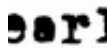
**mynameisearl** Control! ;- ) RT **@CommsChat**: Remember **#commschat** is brought to you by sponsors – use them, they're great.! **@kwdigital @mynewsdesk\_UK** -8:58 PM Jun 18th, 2012



**Maxim\_PR** RT **@mynameisearl**: PR modernisation is a moving target. Agencies need to get their heads around that and be evolving constantly. **#commschat** -8:58 PM Jun 18th, 2012



**CommsChat** Please remember **#commschat** is brought to you by a number of sponsors – use them, they're great.! **@kwdigital @mynewsdesk\_UK** -8:58 PM Jun 18th, 2012



**mynameisearl** Planning: audience, media, content, evaluation > RT **@mynewsdesk\_uk**: What are the clearest signs of 'modernising' to look out for? **#commschat** -8:57 PM Jun 18th, 2012



**wadds** After taking a wrong turn in the 1950s and getting fixated on media as a route to an audience, PR finally returning to its roots **#commschat** -8:57 PM Jun 18th, 2012



**Maxim\_PR** Modernising takes time – the industry is working on it but SO much has changed in the last few years there's a lot to adapt to [#commschat](#) –8:57 PM Jun 18th, 2012



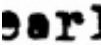
**WillOsborn @jane63c** There are opportunities for students from other areas too. I'm a consumer psych. student, it can give different views [#CommsChat](#) –8:57 PM Jun 18th, 2012



**Ashleigh\_Fell** It can be a bit like coming up against a brick wall if management are not up to speed and don't see the point. [#commschat](#) –8:57 PM Jun 18th, 2012



**CommsChat MT @mynewsdesk\_uk**: What are the clearest signs of modernising to look out for? Getting on top of data? Multi-channel? [#commschat](#) –8:56 PM Jun 18th, 2012



**mynameisearl** PR modernisation is a moving target. Agencies need to get their heads around that and be evolving constantly. [#commschat](#) –8:56 PM Jun 18th, 2012



**wadds @nlakeland** Assuming that traditional methods are public relations rather than media relations [#CommsChat](#) –8:56 PM Jun 18th, 2012



**mynewsdesk\_uk** What are the clearest signs of 'modernising' to look out for? Getting on top of data? Multi-channel? Original content? [#commschat](#) –8:56 PM Jun 18th, 2012



**nlakeland** I think the channels the industries use are modernising & professionals need to keep abreast but traditional methods still work [#CommsChat](#) –8:56 PM Jun 18th, 2012



**jane63c** And as the bright young things enter the business from great PR degrees..... // my plug time! [#Commschat](#) –8:55 PM Jun 18th, 2012



**PillarPR** PR modernising? Depends whether you mean practically, presentationally or culturally. Some doing all 3, some only one – or none! [#commschat](#) –8:55 PM Jun 18th, 2012



**Ashleigh\_Fell @CommsChat @mynameisearl** you can engage with influential consumers without alienating the average consumers. [#commschat](#) –8:55 PM Jun 18th, 2012



**AllthingsIC** Agreed, exciting though! MT **@wadds** Going to take decades for corporate comms departments to truly modernise. We're just beginning [#commschat](#) –8:54 PM Jun 18th, 2012



**Maxim PR** RT **@CommsChat**: Are the marketing, media and public relations industries truly modernising? **#commschat** -8:54 PM Jun 18th, 2012



**louise\_smith** RT **@wadds**: Its going to take decades for corporate comms departments to truly modernise. We're just beginning **#commschat** -8:54 PM Jun 18th, 2012



**WillOsborn** **@CommsChat** Older companies are taking longer to modernise, but it opens opportunities to smaller, newer companies to make a mark **#CommsChat** -8:54 PM Jun 18th, 2012



**mynameisearl** Media change and greater audience understanding will force PR/marketing to modernise, in an expansive sense. No choice. **#commschat** -8:54 PM Jun 18th, 2012



**RootsWebSol** Blogger Outreach Q&A feat **@aimee1986** **@jamesagate** **@PeterAttia** **@raezin1984** **@wayneb77** <http://t.co/fAghJGgg> **#commschat** **#branding** **#pr** -8:54 PM Jun 18th, 2012



**AllthingsIC** Is a mixed bag -too many dragging heels RT **@commschat** Are the marketing, media & public relations industries truly modernising? **#commschat** -8:53 PM Jun 18th, 2012



**Maxim PR** Good point from **@wadds** - "it's not always appropriate to engage". Getting into a public slanging match can damage a brand **#commschat** -8:53 PM Jun 18th, 2012



**wadds** Its going to take decades for corporate comms departments to truly modernise. We're just beginning **#commschat** -8:53 PM Jun 18th, 2012



**MichWalkden** **#CommsChat** **@commschat** We are still in the "early adopter" stage. In most cases C-suite still don't see value. So a few modernising, most NOT -8:53 PM Jun 18th, 2012



**wadds** **@PillarPR** Yes. We're in violent agreement **#commschat** -8:52 PM Jun 18th, 2012



**mynewsdesk\_uk** They are having to! RT **@CommsChat**: Are the marketing, media and public relations industries truly modernising? **#commschat** -8:52 PM Jun 18th, 2012





**CommsChat @wadds** And possibly something over 140 characters?!  
**#commschat** -8:52 PM Jun 18th, 2012



**CMRLee** I'm getting 2009-style deja vu from **#commschat** Surely PRs now get engagement/measurement. I want to see the best practice case studies. -  
8:52 PM Jun 18th, 2012



**Neilmajor @CommsChat** Picture is mixed and 'modernisation' is a somewhat moving target - this can cause problems for big firms **#commschat** -8:52 PM Jun 18th, 2012



**SMR\_Fan RT @mynewsdesk\_uk: @wadds** I know you were ; ) **#commschat** -  
8:52 PM Jun 18th, 2012



**PillarPR @wadds @WillOsborn** Agree - too many rush into responding and the adage about 'stopping digging' springs to mind **#commschat** -8:52 PM Jun 18th, 2012



**jane63c** I believe PR is modernising and moving forward can't speak for marketing an media **#Commschat** -8:52 PM Jun 18th, 2012



**CommsChat @mynameisearl @Ashleigh\_Fell** If you only engage the influential you run the risk of putting off a large swathe of stakeholders  
**#commschat** -8:51 PM Jun 18th, 2012



**HelenMoore @CommsChat** yes, but it's patchy. Quite shocking sometimes how 'traditional' some companies are. **#commschat** -8:51 PM Jun 18th, 2012



**dellerm @WillOsborn** couldn't agree more. Time for just listening is over. Have to engage. Needs a whole new way for comms teams to work  
**#commschat** -8:51 PM Jun 18th, 2012



**mynameisearl @CommsChat** Yes, but many too slowly. Too many lack balls> RT  
**@CommsChat**: Are marketing, media & PR industries truly modernising?  
**#commschat** -8:51 PM Jun 18th, 2012



**mynewsdesk\_uk @wadds** I know you were ; ) **#commschat** -8:51 PM Jun 18th, 2012



**wadds @CommsChat** Come on, we need another hour for that one :)  
**#commschat** -8:51 PM Jun 18th, 2012



**wadds @WillOsborn** I don't want brands butting into my conversations, no matter how relevant **#CommsChat** -8:50 PM Jun 18th, 2012



**CommsChat** Are the marketing, media and public relations industries truly modernising? **#commschat** -8:50 PM Jun 18th, 2012

earl

**mynameisearl** Savvier still, engage the most influential > RT **@Ashleigh\_Fell**: If brands are savvy they engage all types of consumers **#bloggers** **#commschat** -8:50 PM Jun 18th, 2012



**CommsChat** Ok, our last topic this evening should be very straightforward to answer in the ten minutes we have left... **#commschat** -8:50 PM Jun 18th, 2012



**valeriatudor** RT **@wadds**: Reputation can never be controlled. Its earned. Next question :) **#commschat** -8:50 PM Jun 18th, 2012



**MGreer PR** Listening always important but technology enables brands to interact earlier & quicker eg Sainbury's Twitter customer service. **#commschat** -8:50 PM Jun 18th, 2012



**wadds @WillOsborn** No of course not. But point is that its not always appropriate to engage. It shouldn't be a default **#CommsChat** -8:50 PM Jun 18th, 2012



**Ashleigh\_Fell** If brands are savvy they engage with all types of consumers including those who can do something for them by way of PR **#bloggers** **#commschat** -8:49 PM Jun 18th, 2012



**wadds @mynewsdesk\_uk** Sorry, that was unfair. And not aimed at anyone. Trying to be amusing. **#commschat** -8:49 PM Jun 18th, 2012



**WillOsborn @wadds** Should a brand ever turn round to a consumer and say they're an idiot? they're opinions should be based on consumers **#CommsChat** -8:49 PM Jun 18th, 2012



**jane63c** Better than football **#Commschat** -8:49 PM Jun 18th, 2012



**AllthingsIC** [@WillOsborn](#) agreed, needs to be two-way. [@michwalkden](#) – well said, will alienate rather than engage your audience [#commschat](#) –8:48 PM

Jun 18th, 2012



**Maxim PR** [@mynameisearl](#) true – or exaggerate etc. Engaging gives the opportunity to correct those who are misinformed. [#commschat](#) –8:48 PM Jun

18th, 2012



**CommsChat** Very true RT [@MichWalkden](#): If youre not listening youre preaching and NO ONE likes to be told what to do, think or feel [#commschat](#)

–8:48 PM Jun 18th, 2012



**wadds** [@WillOsborn](#) Depends. If you call me an idiot and I think you're an idiot I might not want to respond [#CommsChat](#) –8:47 PM Jun 18th, 2012



**sallyelizabeth** RT [@jane63c](#): Reputation is determined by what other folks say about you so definitely not possible to control [#Commschat](#) –8:47 PM Jun

18th, 2012



**mynewsdesk\_uk** [@wadds](#) some of us are regulars! (and sponsors!) [#commschat](#) –8:47 PM Jun 18th, 2012



**MichWalkden** [#CommsChat](#) If you're not listening you're preaching and NO ONE likes to be told what to do, think or feel –8:47 PM Jun 18th, 2012



**jane63c** YAY// RT [@wadds](#): 1. Markets are conversation; 2. Markets are humans; 3. Conversations are human. QED you have to listen [#Commschat](#) –

8:47 PM Jun 18th, 2012



**WillOsborn** Having a tokenistic twitter or Facebook account is completely useless if you don't respond. Engaging is only useful if you act [#CommsChat](#)

–8:47 PM Jun 18th, 2012



**AllthingsIC** Listening is vital, but equally important is acting on what you hear – the good & bad. Applies both internally and externally. [#commschat](#) –

8:46 PM Jun 18th, 2012



**mynameisearl** Arf> RT [@wadds](#): And without any hint of irony watch the monitoring firms now pile into this [#commschat](#) conversation –8:46 PM Jun 18th,

2012

**wadds** And without any hint of irony watch the monitoring firms now pile into this [#commschat](#) conversation –8:46 PM Jun 18th, 2012





**RosebudEvents** RT **@MichWalkden**: **#CommsChat** And not to forget, engagement is not only towards consumers. Employees, media, regulators, opinion makers, gov. all in mix. -8:46 PM Jun 18th, 2012



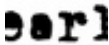
**jane63c** As well as listening need to hear and respond constructively **#Commschat** -8:46 PM Jun 18th, 2012



**PillarPR** Hasn't listening always been important? It's just there are many more ways to do it now and more notice if it doesn't happen **#commschat** -8:46 PM Jun 18th, 2012



**spidoux84** RT **@jane63c**: Reputation is determined by what other folks say about you so definitely not possible to control **#Commschat** -8:46 PM Jun 18th, 2012



**mynameisearl** And even then they may lie> RT **@Maxim\_PR**: Listening essential but very different opinions can be expressed via different channels **#commschat** -8:46 PM Jun 18th, 2012



**HelenMoore** **@mynewsdesk\_uk** Listening is one of the most important elements of SoMe **#commschat** -8:46 PM Jun 18th, 2012



**MichWalkden** **#commschat** **@pcmcreative** Agree, but online is an addition to the actual offline experience. They can and should work hand in hand. -8:46 PM Jun 18th, 2012



**wadds** Cluetrain manifesto: 1. Markets are conversation; 2. Markets are humans; 3. Conversations are human. QED you have to listen **#commschat** -8:45 PM Jun 18th, 2012



**Maxim\_PR** Listening is essential but be aware that very different opinions can be expressed via different channels - monitor them all **#commschat** -8:45 PM Jun 18th, 2012



**mynewsdesk\_uk** Is listening an important comms function? Yep! **#commschat** -8:45 PM Jun 18th, 2012



**WillOsborn** Listening has always been important, but it's becoming more important that brands are seen to act on it **#CommsChat** -8:45 PM Jun 18th, 2012



**AllthingsIC** RT **@CommsChat**: Has listening to customers and markets has become an important corporate communication function? **#commschat** -8:45 PM Jun 18th, 2012



**mynameisearl** The internet has made listening to customers much easier. It has always been a necessity, but many brands conveniently ignored it **#commschat** -8:44 PM Jun 18th, 2012



**AllthingsIC** Absolutely! RT **@commschat** Has listening to customers & markets become an important corporate communication function? **#commschat** -8:44 PM Jun 18th, 2012



**MichWalkden** **#CommsChat** And not to forget, engagement is not only towards consumers. Employees, media, regulators, opinion makers, gov. all in mix. -8:44 PM Jun 18th, 2012



**ShadeWilson** **@mynameisearl** **@MGreer\_PR** move to new comms channels might be the most interesting trend. Old channels don't have a monopoly **#commschat** -8:44 PM Jun 18th, 2012



**jane63c** Listening has always been crucial part of PR **#Commschat** -8:44 PM Jun 18th, 2012



**Maxim\_PR** RT **@CommsChat**: Has listening to customers and markets has become an important corporate communication function? **#commschat** -8:44 PM Jun 18th, 2012



**pcmcreative** **@jane63c** Authenticity and wonderful word the opacity slider of transparency! **#Commschat** -8:43 PM Jun 18th, 2012



**AllthingsIC** **@EmLeary** TweetChat comes into its own! (Followed by transcript the day after :) Hope you're doing ok **#commschat** -8:43 PM Jun 18th, 2012



**mynameisearl** Of course> RT **@CommsChat**: Has listening to customers and markets become an important corporate communication function? **#commschat** -8:43 PM Jun 18th, 2012



**Ashleigh\_Fell** RT **@AdamFairclough**: Lots of delicious buzz words like 'empower', 'advocacy', 'experiences' and 'innovation' on tonight's **#CommsChat**, little elaboration though. -8:43 PM Jun 18th, 2012



**CommsChat** (We've slightly covered this already, but will be interested to hear your takes on listening and its importance) **#commschat** -8:43 PM Jun 18th, 2012



**MichWalkden** **#CommsChat** Engagement key to relationship building. How this is done depends on needs of the audience not the available tech. Place & time -8:43 PM Jun 18th, 2012



**pcmcreative** **@MichWalkden** Online enriched off-line anticipation of events can be shared and reflection can be validated **#CommsChat** -8:42 PM Jun 18th, 2012



**CommsChat** Has listening to customers and markets has become an important corporate communication function? **#commschat** -8:42 PM Jun 18th, 2012



**CommsChat** Right, just over a quarter of an hour left so time for topic 5... **#commschat** -8:42 PM Jun 18th, 2012



**AllthingsIC** Like this! RT **@mynameisearl** **@AdamFairclough** Empower=enable, advocacy=big up, experiences=audience reaction, innovation=innovation **#commschat** -8:42 PM Jun 18th, 2012



**OnlinePrPixie** **#commschat** surely if you don't engage with consumers, you don't sell? People get bored- head somewhere more interesting -8:42 PM Jun 18th, 2012



**RosebudEvents** RT **@HelenMoore**: **@MGreer\_PR** indeed, the consumer has multiple platforms to talk about brands, brands need to be in there too. **#commschat** -8:42 PM Jun 18th, 2012



**RosebudEvents** **@VivAmsterdam** same as! **#commschat** -8:42 PM Jun 18th, 2012



**mynameisearl** **@MGreer\_PR** Yes and sometimes that can be the best ploy. It depends on the audience. Slicker media planning rather than guesswork. **#commschat** -8:41 PM Jun 18th, 2012



**RosebudEvents** "**@pcmcreative**: **@VivAmsterdam** Internal and external company social engagement is an interesting area. **#commschat**" very very true, if only! -8:41 PM Jun 18th, 2012

**EmLeary** **@allthingsic** Baby not settled here, hence missed it! **#commschat** -8:41 PM Jun 18th, 2012



**WillOsborn** Brands need to remember there's a difference between trying to engage with consumers, and forcing themselves into consumers lives  
**#CommsChat** -8:41 PM Jun 18th, 2012



**CommsChat** RT **@mynameisearl**: **@AdamFairclough** Empower=enable, advocacy=big up, experiences=audience reaction, innovation=innovation.  
**#commschat** -8:41 PM Jun 18th, 2012



**MGreer\_PR** Seeing more brands circumnavigating media & talking direct to their customers eg Man Utd TV & Primark on Youtube re child labour.  
**#commschat** -8:41 PM Jun 18th, 2012



**wadds @VivAmsterdam** In the past, yes, brands have sought to create and control a media agenda. Media relations vs public relations **#commschat** -8:40 PM Jun 18th, 2012



**pcmcreative @VivAmsterdam** Internal and external company social engagement is an interesting area. **#commschat** -8:40 PM Jun 18th, 2012



**Maxim\_PR** Good point >> RT **@wadds**: Listening, monitoring etc ain't an option anymore. Then figure whether to engage **#commschat** -8:40 PM Jun 18th, 2012



**AllthingsIC** Baby now settled, I'm back and catching up. **#commschat** -8:40 PM Jun 18th, 2012



**VivAmsterdam** Watching football and **#commschat-ting...** **#COYBIG** -8:40 PM Jun 18th, 2012



**CommsChat @patrickjpr** Thanks for joining us! **#commschat** -8:39 PM Jun 18th, 2012



**mynameisearl @AdamFairclough** Empower=enable, advocacy='big up', experiences=audience reaction, innovation=innovation. That do you sunshine? **#commschat** -8:39 PM Jun 18th, 2012



**HelenMoore @MGreer PR** indeed, the consumer has multiple platforms to talk about brands, brands need to be in there too. [#commschat](#) -8:39 PM Jun 18th, 2012



**CommsChat RT @MGreer PR:** Brands under pressure need to engage or someone else will write the headline. [#commschat](#) -8:39 PM Jun 18th, 2012



**RosebudEvents @CommsChat** nope compulsory these days, you don't tweet you don't grow and adapt to your most important asset your customers [#commschat](#) -8:39 PM Jun 18th, 2012



**Maxim PR @patrickjpr** no but if I have a complaint about that bleach I want to be able to do it easily and the brand to listen. [#commschat](#) -8:39 PM Jun 18th, 2012



**EmLeary @patrickjpr** Not for marketing no, but if you have a problem you might – if it's the quickest route to getting an answer. [#commschat](#) -8:39 PM Jun 18th, 2012



**louise smith @patrickjpr** I think consumers want engagement at the right times – like if the bleach doesn't work... or works in the wrong way [#commschat](#) -8:39 PM Jun 18th, 2012



**wadds @patrickjpr** See you fella. Thanks for the natter [#Commschat](#) -8:39 PM Jun 18th, 2012



**VivAmsterdam @wadds** did we ever believe we could control it?! I thought we were just trying (hoping!) to shape it! [#commschat @CommsChat](#) -8:39 PM Jun 18th, 2012



**patrickjpr @wadds @mynameisearl** yes story tellers, but we shouldn't try to be the destination for news or views. Many poor PR agency blogs [#Commschat](#) -8:39 PM Jun 18th, 2012



**wadds** Listening, monitoring etc ain't an option anymore. Then figure whether to engage [#commschat](#) -8:38 PM Jun 18th, 2012



**patrickjpr #Commschat** gotta leave the chat as getting off the train. Night all. -8:38 PM Jun 18th, 2012



**MichWalkden #commschat @mynameisearl** Disagree. Quality news has always had value, but too much trash/spin being produced to capture flagging ad spend -8:38 PM Jun 18th, 2012





**jane63c @mynameisearl** I feed you the lines....;) **#Commschat** -8:38 PM Jun 18th, 2012



**VivAmsterdam @CommsChat @mynameisearl** ideally, yes – why else do they invest so much in social listening? **#commschat** -8:38 PM Jun 18th, 2012



**HelenMoore @patrickjpr** well you might some free bleach to try?! **#commschat** -8:37 PM Jun 18th, 2012



**MGreer PR** Brands under pressure need to engage or someone else will write the headline. **#commschat** -8:37 PM Jun 18th, 2012



**WillOsborn @patrickjpr** Not directly, but if you wanted a more eco friendly product or another change, shouldn't a company listen? **#CommsChat** -8:37 PM Jun 18th, 2012



**Maxim PR** Easy one, this – every brand should be engaging, those who aren't are missing opportunities and will suffer in the long run. **#commschat** -8:37 PM Jun 18th, 2012



**AdamFairclough** RT **@GoodandBadPR: @AdamFairclough** I'm in your camp, mate. Too much waffley waffle makes our industry an easy target. **#commschat** -8:37 PM Jun 18th, 2012



**CMRLee @mynameisearl** disagree. Engagement is not an option. All brands have touch points with audiences and each of these = engagement **#commschat** -8:37 PM Jun 18th, 2012



**wadds @patrickjpr** No. But I'm sure you could find conversations online about bathroom cleaning **#Commschat** -8:37 PM Jun 18th, 2012



**mynameisearl @jane63c** Authentic communication is precisely what **@campbellclaret** extolls in **#brandanarchy #commschat** -8:37 PM Jun 18th, 2012



**AdamFairclough** Lots of delicious buzz words like 'empower', 'advocacy', 'experiences' and 'innovation' on tonight's **#CommsChat**, little elaboration though. -8:37 PM Jun 18th, 2012



**GoodandBadPR @AdamFairclough** I'm in your camp, mate. Too much waffle waffle makes our industry an easy target. [#commschat](#) -8:36 PM Jun 18th, 2012



**wadds @MichWalkden** Spot on, hence rise in popularity of live events and experiences [#CommsChat](#) -8:36 PM Jun 18th, 2012



**patrickjpr #Commschat** do consumers really want all brands to talk to them? Do I want my toilet bleach to "engage" with me? -8:36 PM Jun 18th, 2012



**mynameisearl** Spot on > RT **@MichWalkden: #CommsChat** Engagement does not always mean online engagement. Online can take the "closeness" out of engagement -8:36 PM Jun 18th, 2012



**jane63c** Isn't it about authenticity? [#Commschat](#) -8:35 PM Jun 18th, 2012



**CommsChat** RT **@WillOsborn**: It's not optional if you want to survive. If your brand doesn't talk to consumers, they'll go to a brand that does [#commschat](#) -8:35 PM Jun 18th, 2012



**Maxim PR @jane63c** great that locals are innovating but still necessary for those who aren't internet savvy **@Lincolnite #commschat** -8:35 PM Jun 18th, 2012



**MichWalkden #CommsChat** Important to remember engagement does not always mean online engagement. Online can take the "closeness" out of engagement -8:35 PM Jun 18th, 2012



**wadds @jane63c @maxim\_pr** Some smarter locals have finally got it, yes [#Commschat](#) -8:35 PM Jun 18th, 2012



**jane63c @wadds #Commschat** -8:35 PM Jun 18th, 2012



**NafisaNathani** Consumers are now authors, publishers and receivers – empower peer to peer advocates is where PR comes in. [#Commschat](#) -8:35 PM Jun 18th, 2012



**VivAmsterdam @CommsChat** yes, but for various (now different!) reasons – CSR, sustainability, true innovation... [#commschat](#) -8:35 PM Jun 18th, 2012



**wadds @patrickjpr @mynameisearl** I dunno. We've done alright out of **#brandanarchy** :) We're story tellers and curators aren't we? **#Commschat** -  
8:34 PM Jun 18th, 2012



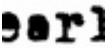
**WillOsborn @CommsChat** It's not optional if you want to survive. If your brand doesn't talk to consumers, they'll go to a brand that does **#CommsChat** -8:34 PM Jun 18th, 2012



**jane63c @Maxim\_PR** Locals are changing and going online too **@Lincolnite** a great example **#Commschat** -8:34 PM Jun 18th, 2012



**Maxim\_PR** RT **@CommsChat**: ... Brands are under an intense spotlight. Markets want to talk. Is engagement optional anymore? **#commschat** -8:34 PM Jun 18th, 2012



**mynameisearl @MichWalkden** News has always had value, it's just that conventional media cocked up by not charging for it properly! **#commschat** -  
8:34 PM Jun 18th, 2012



**patrickjpr @mynameisearl @commschat** exactly. Next question! **#Commschat** -8:34 PM Jun 18th, 2012



**CommsChat @mynameisearl** Sorry – engagement isn't desirable? **#commschat** -8:34 PM Jun 18th, 2012



**NafisaNathani @mynameisearl @patrickjpr @wadds #Commschat** -8:33 PM Jun 18th, 2012



**MichWalkden #CommsChat** The paywall will change a lot of business models – and consumers will need to rethink. News will suddenly have value again. -8:33 PM Jun 18th, 2012



**patrickjpr @mynameisearl @wadds @nafisanathani** yes authors possibly better term. They shouldn't be those either! **#Commschat** -8:33 PM Jun 18th, 2012



**VivAmsterdam** For IC, i feel we've gone beyond the intranet and even beyond socialcast...employees want more real life experiences **@CommsChat #commschat** -8:33 PM Jun 18th, 2012

ear]

mynameisearl Optional, but hardly desirable> RT @CommsChat: Brands are under an intense spotlight. Is engagement optional anymore? #commschat -8:32 PM Jun 18th, 2012



Maxim PR @CommsChat seems mad – many people still rely on locals for all their info. That'll change as generations grow up though. #commschat -8:32 PM Jun 18th, 2012



wadds @MichWalkden Mainstream has to consolidate. Its saturated, irrespective of income sources #CommsChat -8:32 PM Jun 18th, 2012



patrickjpr @NafisaNathani agreed and PR has some way to go with that. Love how some brands can do it with font, typeface, colours etc #Commschat -8:32 PM Jun 18th, 2012



AdamFairclough @CommsChat @VivAmsterdam Can you elaborate on what you mean by 'moving back to experiences'? Sounds like buzzwords to me #commschat -8:32 PM Jun 18th, 2012



WillOsborn As more people participate in new media, specialist communities should develop. gives common topics/experts can give input fast #commschat -8:32 PM Jun 18th, 2012



CommsChat ... Brands are under an intense spotlight. Markets want to talk. Is engagement optional anymore? #commschat -8:32 PM Jun 18th, 2012



CommsChat OK, onto no.4 (we've got a lot to get through!)... #commschat -8:32 PM Jun 18th, 2012



MGreer PR With changing media landscape & technology, greater opportunities will arise for PR to provide counsel & influence @ board level. #commschat -8:32 PM Jun 18th, 2012



Maxim PR @wadds but when there's such a large percentage of the population who don't 'do' social media, they're still necessary. #commschat -8:32 PM Jun 18th, 2012

ear]

mynameisearl Authors?> RT @patrickjpr: @wadds @nafisanathani one thing is true though – PR agencies shouldn't try to be publishers. #Commschat -8:31 PM Jun 18th, 2012



**NafisaNathani** RT **@mynameisearl**: **@NafisaNathani** Blimey Nafisa, want a job?! **#commschat** -8:31 PM Jun 18th, 2012



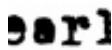
**CommsChat** RT **@VivAmsterdam**: Internally, were moving back to experiences **#commschat** -8:31 PM Jun 18th, 2012



**MichWalkden** **#CommsChat** We will flirt for a while with mainstream getting tighter/smaller but much more niche products. Then when that fails ... -8:31 PM Jun 18th, 2012



**patrickjpr** **@wadds** **@nafisanathani** one thing is true though – PR agencies shouldn't try to be publishers. **#Commschat** -8:31 PM Jun 18th, 2012



**mynameisearl** Point of clarity: by 'media' I mean all forms of communication, as opposed to 'the established press as we knew it' **#commschat** -8:30 PM Jun 18th, 2012



**VivAmsterdam** Internally, we're moving back to experiences **@CommsChat**: So what do we think is the next step for media? Further diversification? **#commschat** -8:30 PM Jun 18th, 2012



**NafisaNathani** Real test is embedding brand so deeply that even when branding is removed consumers "know" which brand is associated with it **#commschat** -8:30 PM Jun 18th, 2012



**GoodandBadPR** **@CommsChat** think it's as diverse as it needs to be. Seeing much more in the way of long form, as **@wadds** says. That's a good thing **#commschat** -8:30 PM Jun 18th, 2012



**wadds** **@Maxim\_PR** Local papers are an original form of social media but they screwed-up trying to compete with nationals **#commschat** -8:30 PM Jun 18th, 2012



**jane63c** Media will always go where it's audiences are, new media still not reaching as far or as deeply as trad yet, long way to go? **#Commschat** -8:30 PM Jun 18th, 2012



**CommsChat** **@Maxim\_PR** Yep. New Orleans now doesn't have its own daily newspaper – one of the biggest cities in America. **#commschat** -8:30 PM Jun 18th, 2012



**mynameisearl** Further media development will/should be driven by how audiences want to consume information. It'll become more specialised. **#commschat** -8:30 PM Jun 18th, 2012





**MichWalkden** #CommsChat Do you mean media = industry or media = medium of communication? -8:29 PM Jun 18th, 2012



**wadds** @NafisaNathani Spot on #commschat -8:29 PM Jun 18th, 2012



**OnlinePrPixie** #CommsChat social media monitoring will be essential to enable brands to manage reputation! -8:29 PM Jun 18th, 2012



**Maxim PR** Feel like we're at saturation point and there has to be some consolidation. Would hate to see local papers die out though. #commschat -8:29 PM Jun 18th, 2012



**wadds** @CommsChat Consolidation of news (its commodity), more long form analysis, and specialism #commschat -8:28 PM Jun 18th, 2012



**mynameisearl** @NafisaNathani Blimey Nafisa, want a job?! #commschat -8:28 PM Jun 18th, 2012



**critiques4geeks** RT @CommsChat: So, what do we think is the next step for media? Further diversification? Consolidation? #commschat -8:28 PM Jun 18th, 2012



**WillOsborn** New media channels provide high speed/real time updates, traditional media still provides deep commentary. This will blur more #CommsChat -8:27 PM Jun 18th, 2012



**AdamFairclough** @NafisaNathani What do you mean by 'participatory experiences'? #commschat -8:27 PM Jun 18th, 2012



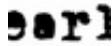
**CommsChat** So, what do we think is the next step for media? Further diversification? Consolidation? #commschat -8:27 PM Jun 18th, 2012



**NafisaNathani** Brands will innovate + develop participatory experiences which are revenue generating streams as opposed to cost centres #commschat -8:27 PM Jun 18th, 2012



**wadds** The media business of the future? Smaller and leaner [#commschat](#) -  
8:27 PM Jun 18th, 2012



**mynameisearl** Right so we seem to have some consensus that reputation can't be totally controlled and honesty must be front and centre. Next [#commschat](#) -8:26 PM Jun 18th, 2012



**CommsChat** [@AllthingsIC](#) Definitely a valid excuse! [#commschat](#) -8:26 PM Jun 18th, 2012



**CommsChat** [@wadds](#) [@patrickjpr](#) [@jane63c](#) I think you're all in agreement: honesty should be the goal across disciplines & industries [#commschat](#) -8:26 PM Jun 18th, 2012



**MGreer PR** Fascinating conversation on [#commschat](#) about how technological change is exposing communications with [@wadds](#) & [@mynameisearl](#) -8:26 PM Jun 18th, 2012



**AllthingsIC** Need to duck out for 5-10 min as have newborn requiring attention-hope to be back! [@cmrlee](#) agree with your comment [#multi-tasking](#) [#commschat](#) -8:25 PM Jun 18th, 2012



**patrickjpr** [@wadds](#) neither possible nor desirable. But yes, honesty is. [#Commschat](#) -8:25 PM Jun 18th, 2012



**CommsChat** MT [@mynameisearl](#): What next for media? If I knew, I'd be rich. But consolidation is inevitable. We only have two ears and two eyes [#commschat](#) -8:25 PM Jun 18th, 2012



**jane63c** Good point [@patrickjpr](#) transparency can go against about the ethics of PR ie do not cause harm [#Commschat](#) -8:25 PM Jun 18th, 2012



**mynameisearl** What next for media? If I knew, I'd be rich. But some level of consolidation is inevitable. We only have two ears and two eyes [#commschat](#) -8:24 PM Jun 18th, 2012



**patrickjpr** [@pcmcreative](#) \*waves back\* senior figures should set the right direction - not sure that means try should all be engaging [#Commschat](#) -8:24 PM Jun 18th, 2012



**flemingsean** [@rachevering](#) [@mynameisearl](#) [@patrickjpr](#) [@wadds](#) That assumes the organisation has any values..! :) [#commschat](#) -8:24 PM Jun 18th, 2012



**MichWalkden @mynameisearl** Agreed. Point is honest comms can still be presented favourably or with an underlying intent. Maybe semi-opaque? [#commschat](#) -8:24 PM Jun 18th, 2012



**wadds @patrickjpr** Complete transparency ain't possible. But honesty is. [#Commschat](#) -8:24 PM Jun 18th, 2012



**rachevering @flemingsean @mynameisearl @patrickjpr @wadds** Staff support of org values crucial to build/sustain reputation [#commschat](#) -8:24 PM Jun 18th, 2012



**CMRLee @AllthingsIC** honesty is new territory for a LOT of brands. How they cope is intriguing viewing [#commschat](#) -8:23 PM Jun 18th, 2012



**patrickjpr #Commschat** honesty, not transparency should be the goal. -8:23 PM Jun 18th, 2012



**patrickjpr #Commschat** transparency is the wrong goal. I'm not completely transparent to my wife, son, clients – so why should a large biz be? -8:23 PM Jun 18th, 2012



**CommsChat** Our 3rd topic is: Traditional media is no longer an intermediary. Now there are all sorts of media, everywhere. What next? [#commschat](#) -8:23 PM Jun 18th, 2012



**mynameisearl** Although Italy are 1-0 up ;-)> RT **@jane63c: @patrickjpr** Further proof blokes can't multi task! [#Commschat](#) -8:23 PM Jun 18th, 2012



**Maxim PR** RT **@GoodandBadPR: @commschat** the problem is, those doing [#commschat](#) and talking about transparency aren't necessarily representative of the wider industry. -8:23 PM Jun 18th, 2012



**CommsChat @GoodandBadPR** But I think it's a pretty wide cross-section. And awareness in any part of the industry is a good thing. [#commschat](#) -8:22 PM Jun 18th, 2012



**Maxim PR** Not an answer but really don't like the word 'spin'. It has negative connotations and does nothing for the industry. [#commschat](#) -8:22 PM Jun 18th, 2012



[jane63c](#) [@patrickjpr](#) Further proof blokes can't multi task! [#Commschat](#) -

8:22 PM Jun 18th, 2012



[CommsChat](#) [@patrickjpr](#) [@jane63c](#) It's what split screen was made for...

[#commschat](#) -8:22 PM Jun 18th, 2012



[MarcSchmid](#) RT [@wadds](#): Some firms still try and spin, but it doesn't work. The internet flattens and democratises communication [#commschat](#) -8:22 PM

Jun 18th, 2012



[mynameisearl](#) Look [#commschat](#) people, I reckon if you purchase the excellent book [#brandanarchy](#) you'll find all the answers you want in there :-)

-8:22 PM Jun 18th, 2012



[GoodandBadPR](#) [@commschat](#) the problem is, those doing [#commschat](#) and talking about transparency aren't necessarily representative of the wider industry. -8:21 PM Jun 18th, 2012

-8:21 PM Jun 18th, 2012



[patrickjpr](#) [@jane63c](#) read that as Spain at first – problem of trying to follow [#Commschat](#) and [#Euro2012!](#) -8:21 PM Jun 18th, 2012

-8:21 PM Jun 18th, 2012



[nataliebenjamin](#) [@CommsChat](#) [@marcowhitpurs](#) Spin is distorting/ignoring inconvenient facts. Rhetoric is the job, propaganda/spin is the danger. [#commschat](#) -8:21 PM Jun 18th, 2012

-8:21 PM Jun 18th, 2012



[Maxim PR](#) RT [@CommsChat](#): ...is transparency is the only possibly form of sustainable organisational communication? [#commschat](#) -8:21 PM Jun 18th, 2012

-8:21 PM Jun 18th, 2012



[mynameisearl](#) [@MichWalkden](#) Angled yes, but not distorted unfairly or taking the reader for a ride. Media change has given us a good shit filter

[#commschat](#) -8:20 PM Jun 18th, 2012



[pcmcreative](#) [@patrickjpr](#) \*waves\* :) its a balance? Brand and personality? I guess its depends on where your transparency is most desired.

[#Commschat](#) -8:20 PM Jun 18th, 2012



[flemingsean](#) [@mynameisearl](#) [@patrickjpr](#) [@wadds](#) Spinning can also damage morale of agency staff who don't want to \*lie\* for a living.

[#commschat](#) -8:20 PM Jun 18th, 2012



[CommsChat](#) MT [@AllthingsIC](#): Think there is consensus that fact telling is essential, to cust & employees. Key is to ensure consistency. [#commschat](#) -



**jane63c** Spin has a poor reputation but is it not simply presenting your subject in the best possible light? The job of PR? **#Commschat** -8:20 PM Jun 18th, 2012



**vsign** RT **@wadds**: Reputation can never be controlled. Its earned. Next question :) **#commschat** -8:20 PM Jun 18th, 2012



**patrickjpr** **@mynameisearl** not sure it will though (for most at least) **#Commschat** -8:19 PM Jun 18th, 2012



**robertcgage** **@CommsChat** **@Marcowhitspurs** But it's not something the UK Government, for example, necessarily subscribes to. **#Commschat** -8:19 PM Jun 18th, 2012



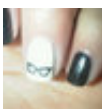
**MichWalkden** Real people, real examples, real opinions. They can still be angled but at least it's a little more transparent. **#CommsChat** -8:19 PM Jun 18th, 2012



**GoodandBadPR** **@Maxim\_PR** **@wadds** I'd agree there, for obvious reasons! **#commschat** -8:19 PM Jun 18th, 2012



**patrickjpr** **@pcmcreative** agreed ... to an extent **#Commschat** -8:18 PM Jun 18th, 2012



**may\_belater** **@jane63c** **#commschat** is it not taking a negative and selling it? Like crackle nail polish ;) -8:18 PM Jun 18th, 2012



**CMRLee** **@allthingsIC** agreed. Brands now have to be honest with audiences and it's obvious to all when they're not **#commschat** -8:18 PM Jun 18th, 2012



**mynameisearl** Few. And that must change> RT **@patrickjpr**: **#Commschat** how many PR agencies would choose to be totally transparent with their clients? -8:18 PM Jun 18th, 2012

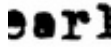


**AllthingsIC** Think there is a consensus that fact telling is essential, both to cust & employees. Key is to ensure its consistency. **#commschat** -8:18 PM Jun 18th, 2012





**pcmcreative** Greater importance for senior figures in an org to be active to promote real engagement. How high are the voices? [#CommsChat](#) -8:17 PM Jun 18th, 2012



**mynameisearl** Spinning is exploitative distortion of information via media that you have by the throat. Today, it doesn't work. [#commschat](#) -8:17 PM Jun 18th, 2012



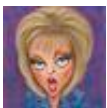
**Maxim PR @wadds** I think some people still don't respect the power that bloggers can have. [#commschat](#) -8:17 PM Jun 18th, 2012



**patrickjpr** [#Commschat](#) how many PR agencies would choose to be totally transparent with their clients? -8:17 PM Jun 18th, 2012



**jane63c** Apologies to folks not in this session for the seemingly random tweets [#Commschat](#) -8:17 PM Jun 18th, 2012



**YancyFaith** “@MichWalkden: [#CommsChat](#) Spin's been dead longer than PR pros think. Consumers & stakeholders learned to see thru it years ago.” Not here. -8:16 PM Jun 18th, 2012



**wadds** @WillOsborn Yes. Needs changes to internal systems and workflow. Easier for small cos [#CommsChat](#) -8:16 PM Jun 18th, 2012



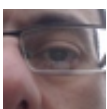
**CommsChat** RT @Marcowhitpurs: we dont spin but tell the facts. Stories need to be sold though. Transparency is to make info accessible [#commschat](#) -8:16 PM Jun 18th, 2012



**mynameisearl** Yes utter transparency is probably both unfeasible and undesirable but equally many brands must open up far more [#Commschat](#) -8:16 PM Jun 18th, 2012



**WillOsborn** @wadds Is that more likely the bigger the company? smaller companies can become consumer focussed much faster [#CommsChat](#) -8:16 PM Jun 18th, 2012



**Marcowhitpurs** @CommsChat we don't spin but tell the facts. Stories need to be sold though. Transparency is to make info accessible [#commschat](#) -8:15 PM Jun 18th, 2012

**jane63c** How do you define spin? [#Commschat](#) -8:15 PM Jun 18th, 2012



**wadds @Maxim\_PR** Spot on. Anyone can hold influence in anything they want thanks to the internet. Martha Payne great example [#commschat](#) -8:15

PM Jun 18th, 2012



**AllthingsIC** RT **@wadds**: Some firms still try and spin, but it doesn't work. The internet flattens and democratizes communication [#commschat](#) -8:15 PM

Jun 18th, 2012



**may\_belater #commschat** hearing and controlling a conversation takes real people skills rather than tech know how. Listen more than talking is a start -

8:15 PM Jun 18th, 2012



**MichWalkden #CommsChat** Spin's been dead much longer than PR pros think. Consumers and stakeholders learned to see through it years ago. -8:15

PM Jun 18th, 2012



**AllthingsIC A2)** User generated content is rife & transparency is key from orgs, both int/ext. Employees can research the truth -spin is dead!

[#commschat](#) -8:15 PM Jun 18th, 2012



**wadds @WillOsborn** There's a lot of lipstick comms at the moment to appease customers. That needs to change and become part of business

[#CommsChat](#) -8:14 PM Jun 18th, 2012



**Maxim\_PR** Although it's almost impossible to completely control reputation, views can be influenced which shouldn't be seen as a bad thing [#commschat](#)

-8:14 PM Jun 18th, 2012



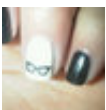
**jane63c** Better informed stakeholders do make it harder to spin but total transparency will always be an ideal rather than a reality [#Commschat](#) -8:14 PM

Jun 18th, 2012



**mynameisearl** Not the only, but prob the best> RT **@CommsChat**: is transparency the only possible form of sustainable organisational comms?

[#commschat](#) -8:14 PM Jun 18th, 2012



**may\_belater @mynameisearl** there may have been a culture of 'you'll believe what we say you will' bloggers/forums have really finished that

[#commschat](#) -8:13 PM Jun 18th, 2012



**wadds** Some firms still try and spin, but it doesn't work. The internet flattens and democratises communication [#commschat](#) -8:13 PM Jun 18th, 2012



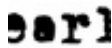
**WillOsborn @mynameisearl** True. Businesses are walking themselves out of the driving seat to keep consumers happy. Long time coming [#CommsChat](#) -8:13 PM Jun 18th, 2012



**MichWalkden @ShakirahDawud** Are you monitoring [#commschat](#) - on now if interested -8:13 PM Jun 18th, 2012



**MichWalkden @corpwritingpro** You joining [#commschat](#) tonight? On now. -8:12 PM Jun 18th, 2012



**mynameisearl @WillOsborn** Yes brands must listen to customers but that doesn't = control. Having ears doesn't put you in the driving seat [#commschat](#) -8:12 PM Jun 18th, 2012



**JulianFootprint** RT **@wadds**: Reputation can never be controlled. Its earned. Next question :) [#commschat](#) -8:12 PM Jun 18th, 2012



**jane63c** The challenge is to sift out from the noise the stuff that has real influence over reputation [#Commschat](#) -8:12 PM Jun 18th, 2012



**CommsChat** ...is transparency is the only possibly form of sustainable organisational communication? [#commschat](#) -8:12 PM Jun 18th, 2012



**CommsChat** We'd better move onto our second topic now. **@wadds** and **@mynameisearl** believe that the internet has killed spin forever, but... [#commschat](#) -8:11 PM Jun 18th, 2012



**mynameisearl** Audit trail audit trail (slurring this chat already...) [#commschat](#) -8:11 PM Jun 18th, 2012



**robertcgage @GoodandBadPR @commschat** Digital makes controlling anything difficult. As sooooo many have found out... [#commschat](#) -8:11 PM Jun 18th, 2012

**CommsChat @mvnameisearl** Sounds ominous-do you think brands would

like to hear every conversation they're mentioned in? [#commschat](#) -8:10 PM Jun

18th, 2012



[mynameisearl](#) Now as [@GoodandBadPR](#) says digitisation leaves a footprint – an audit trail of belief, opinion and understanding [#commschat](#) -8:10 PM Jun

18th, 2012



[WillOsborn](#) The main way companies try to control reputation is by listening to customers. They do it for advantage, and it helps customers

[#CommsChat](#) -8:10 PM Jun 18th, 2012



[jgombita](#) [@CommsChat](#) thanks. I think measurement might be more up my needs aisle, today. Have a great [#commschat](#)! c [@EmLeary](#) -8:10 PM Jun 18th, 2012



[pcmcreative](#) [@GoodandBadPR](#) I agree. The legacy of activity. [#commschat](#) -

8:10 PM Jun 18th, 2012



[wadds](#) Digital comms makes it easier to spot issues breaking, and for motivated groups/crowds to form and lobby for good or bad [#commschat](#) -

8:10 PM Jun 18th, 2012



[CommsChat](#) MT [@mynameisearl](#): In the past, much of the chat in pubs and parks went unmonitored by brands [#commschat](#) -8:10 PM Jun 18th, 2012

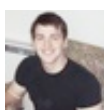


[MichWalkden](#) [#commschat](#) Perhaps the trick is building and shaping the reputation that emerges and morphs online rather than trying to control it -

8:10 PM Jun 18th, 2012

[mynameisearl](#) In the past, much of the chat in pubs and parks went unmonitored by brands with no clue what most people really thought

[#commschat](#) -8:09 PM Jun 18th, 2012



[GoodandBadPR](#) [@commschat](#) I don't think it's just social media. I think digital footprints in general pose issues for controlling reputation

[#commschat](#) -8:08 PM Jun 18th, 2012



[NafisaNathani](#) Nothing can be controlled absolutely! certain measures can be put in place to protect a brands reputation, in a given situation

[#commschat](#) -8:08 PM Jun 18th, 2012

[wadds @AllthingsIC](#) I like you :) [#commschat](#) -8:08 PM Jun 18th, 2012



[wadds @pcmcreative](#) Spot on. Because so many conversations take place online its easier to monitor [#CommsChat](#) -8:08 PM Jun 18th, 2012



[mynameisearl](#) And apologies to [#commschat](#) watchers for that wonky apostrophe.. Anarchy! -8:08 PM Jun 18th, 2012



[Maxim PR @RosebudEvents](#) that's true - although you can buy followers etc but why on earth would you want to?! [#commschat](#) -8:07 PM Jun 18th, 2012



[AllthingsIC](#) RT [@Wadds](#) 'Comms and PR living an illusion which social media has blown apart' <well said Sir! [#commschat](#) -8:07 PM Jun 18th, 2012



[mynameisearl](#) Maybe we're into semantics here, but total reputational control isn't possible and anyone who think's it is is deluded [#commschat](#) -8:07 PM Jun 18th, 2012



[montagecomms](#) RT [@wadds](#) Never been possible to control reputation. Comms & PR has been living an illusion which social media has blown apart [#commschat](#) -8:07 PM Jun 18th, 2012



[jane63c](#) Reputation is determined by what other folks say about you so definitely not possible to control [#Commschat](#) -8:07 PM Jun 18th, 2012



[robertcgage @jane63c @Maxim PR](#) Indeed. The so called "Chinese Whispers" - a mix of ill informed experts and people with axes to grind [#commschat](#) -8:07 PM Jun 18th, 2012



[CommsChat @MichWalkden](#) That's ok! I'm sure we'll get to C-suite issues within the hour. [#commschat](#) -8:07 PM Jun 18th, 2012




[WillOsborn](#) I think it can be controlled, just not as well as it once could be, and if you get caught then it will back fire. Is it worth it? [#CommsChat](#) -8:06 PM Jun 18th, 2012





[RosebudEvents @Maxim PR](#) exactly it is the one place where you can't buy your way to the top! Hard work and dedication all the way [#commschat](#) -8:06







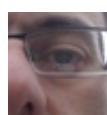
 **mynameisearl** But digitisation means two-way comms which can give a greater degree of command over reputation, though it's complicated  
**#commschat** -8:06 PM Jun 18th, 2012

 **wadds** Its never been possible to control reputation. Comms & PR has been living an illusion which social media has blown apart **#commschat** -8:06 PM Jun 18th, 2012

 **CommsChat** This could be a quick chat then... RT **@wadds**: Reputation can never be controlled. Its earned. Next question :) **#commschat** -8:05 PM Jun 18th, 2012


 **Maxim PR @RosebudEvents** very true although larger companies have larger budgets. Doesn't make them good at it though! **#commschat** -8:05 PM Jun 18th, 2012

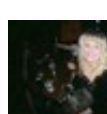
 **AllthingsIC** A1) I think it reputation can be influenced but 100% control is different matter. May be poss to manage but needs to be earned  
**#commschat** -8:05 PM Jun 18th, 2012

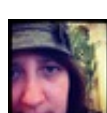
 **Marcowhitpurs @CommsChat** I think it can with good planning, rebuttal and sheer hard work. But also depends on brand you are protecting  
**#commschat** -8:05 PM Jun 18th, 2012

 **RosebudEvents** RT **@CMRLee**: Bloggers' advice to PRs – from the bloggers themselves: <http://t.co/CiafpUSU> Thanks to all who took part from  
**#commschat** and **#cybher** -8:05 PM Jun 18th, 2012

 **jane63c** RT **@wadds**: Reputation can never be controlled. Its earned. Next question :) // so true **#Commschat** -8:05 PM Jun 18th, 2012

 **CommsChat** MT **@Maxim PR**: Difficult one – social media has made it an awful lot harder to control reputation **#commschat** -8:05 PM Jun 18th, 2012

 **MissSineadB** “**@wadds**: Reputation can never be controlled. Its earned. Next question :) **#commschat**” here here -8:05 PM Jun 18th, 2012

 **pcmcreative** **#CommsChat** Reputation is far easier to formulate and track online. Is is a real reflection of fact? That's the illusion. -8:05 PM Jun 18th, 2012



**MichWalkden** [#CommsChat](#) I was a bit ahead of the agenda with my question, sorry -8:05 PM Jun 18th, 2012



**robertcgage** [@CommsChat](#) Good evening. Reputation eh? Human frailties are always a weak link in the chain. You can manage, but control? [#commschat](#) -8:05 PM Jun 18th, 2012



**CMRLee** [#commschat](#) [@mynameisearl](#) is it a case of aiming for a best-case scenario, then? -8:04 PM Jun 18th, 2012



**RosebudEvents** [@Maxim PR](#) yes but it has also opened up marketing channels to the masses allowing them to compete with larger companies [#commschat](#) -8:04 PM Jun 18th, 2012



**mynameisearl** The first [#commschat](#) topic about whether reputation can be controlled - no it can't, but it never has been controllable really. -8:04 PM Jun 18th, 2012



**wadds** Reputation can never be controlled. Its earned. Next question :) [#commschat](#) -8:04 PM Jun 18th, 2012



**jane63c** RT [@Maxim PR](#): .. social media has made it an awful lot harder to control reputation, often blowing situations out of proportion. [#Commschat](#) -8:04 PM Jun 18th, 2012



**pcmcreative** [@CommsChat](#) absolutely. Great topic. [#commschat](#) -8:04 PM Jun 18th, 2012



**CommsChat** [@pcmcreative](#) Think of it as Zumba for the mind? [#commschat](#) -8:03 PM Jun 18th, 2012



**MichWalkden** [#commschat](#) many B2B brands don't see the need for two-way marketing, saying business too customised. How do you change C-Suite attitude? -8:03 PM Jun 18th, 2012



**Maxim PR** Difficult one - social media has made it an awful lot harder to control reputation, often blowing situations out of proportion. [#commschat](#) -8:03 PM Jun 18th, 2012



**jane63c** T1 never think control is possible but it is possible to manage, still doesn't mean you always get what you want :) [#Commschat](#) -8:03 PM Jun 18th, 2012



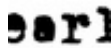
doesn't mean you always get what you want :) [#CommsChat](#) -8:03 PM Jun 18th, 2012



[frompaulshead](#) [@CommsChat](#) that question should read 'should reputation ever be controlled' and he answer is no because it needs to be genuine. [#commschat](#) -8:03 PM Jun 18th, 2012



[PaulCTayla](#) [@CommsChat](#) Yes, via amazing PR, marketing & story-seeding reputation can be determined. [#commschat](#) -8:03 PM Jun 18th, 2012



[mynameisearl](#) No it can't. But you can get a better grip on it.> RT [@CommsChat](#): Let's get started: - Can reputation ever truly be controlled? [#commschat](#) -8:03 PM Jun 18th, 2012



[pcmcreative](#) Not got the physical energy to Zumba this eve. Frees me up to sit on the [#CommsChat](#) tag. Always a good discussion. Tonight is Brand Anarchy -8:03 PM Jun 18th, 2012



[AllthingsIC](#) Evening all. RT [@commschat](#) Topic 1 - Can reputation ever truly be controlled? [#commschat](#) -8:02 PM Jun 18th, 2012



[HelenMoore](#) [@CommsChat](#) I think so, to a large degree, but the unpredictable part has got waaay bigger. [#commschat](#) -8:02 PM Jun 18th, 2012



[Maxim\\_PR](#) RT [@CommsChat](#): Let's get started: Topic 1 - Can reputation ever truly be controlled? [#commschat](#) -8:02 PM Jun 18th, 2012



[jane63c](#) Good evening folks [#Commschat](#) -8:01 PM Jun 18th, 2012



[CommsChat](#) Let's get started: Topic 1 - Can reputation ever truly be controlled? [#commschat](#) -8:01 PM Jun 18th, 2012



[wadds](#) Apologies if you're not interested in comms or reputation. About to take part in [#commschat](#). Please mute if it offends. -8:01 PM Jun 18th, 2012



[CommsChat](#) (You can introduce yourself first if you'd like) [#commschat](#) -8:01 PM Jun 18th, 2012

[CommsChat](#) We can't wait to hear what you have to say. so please do chime

in whenever [#commschat](#) -8:01 PM Jun 18th, 2012



[HelenMoore](#) [@CommsChat](#) we'll try to be well behaved then:) [#commschat](#) -

8:01 PM Jun 18th, 2012



[CommsChat](#) And picking up different topics along the way [#commschat](#) -

8:00 PM Jun 18th, 2012



[CommsChat](#) We'll be talking about how technological change is exposing trad communications [#commschat](#) -8:00 PM Jun 18th, 2012



[CommsChat](#) Who'll be discussing the topics raised in their recent book Brand Anarchy [#commschat](#) -8:00 PM Jun 18th, 2012



[CommsChat](#) We're joined tonight by [@wadds](#) and [@mynameisearl](#) ... [#commschat](#) -8:00 PM Jun 18th, 2012



[CommsChat](#) OK! Hi all and welcome. I'm Molly, editor [@communicatomag](#), and I'll be moderating tonight [#commschat](#) -8:00 PM Jun 18th, 2012

earl

[mynameisearl](#) Come on then hit us with it you lot> RT [@wadds](#):

[@CommsChat](#) Ready for action [#commschat](#) on [#brandanarchy](#) -8:00 PM Jun 18th, 2012



[ShadeWilson](#) Looking forward to today's [#commschat](#) on Brand Anarchy -

7:59 PM Jun 18th, 2012



[AllthingsIC](#) I'll be taking part in [#commschat](#) [@commschat](#) for the next hour. You can join in - for more info see: <http://t.co/Yr5th20t> -7:59 PM Jun 18th, 2012



[HelenMoore](#) Hi everyone! [#commschat](#) -7:59 PM Jun 18th, 2012

**HelenMoore** RT **@wadds**: **@CommsChat** Ready for action **#commschat** -7:58



PM Jun 18th, 2012

**wadds** **@CommsChat** Ready for action **#commschat** -7:58 PM Jun 18th, 2012



**CommsChat** Ok, kick off approaching... **#commschat** -7:57 PM Jun 18th, 2012



**CMRLee** **@mynameisearl** I'll be watching your tweets closely, squire...



**#commschat** -7:56 PM Jun 18th, 2012

**mollyhpierce** I'm going to be over on **#commschat** for the next hour or so – should be a good one! -7:56 PM Jun 18th, 2012



**earl** **mynameisearl** In tonight's third big kick-off **#commschat** on **#brandanarchy** starts at 8pm, limbering up well, expecting some rough challenges flying in. -7:53 PM Jun 18th, 2012



**CommsChat** Ten minutes to go! Hope you've got your typing fingers warmed up **@wadds** **@mynameisearl** **#commschat** -7:52 PM Jun 18th, 2012

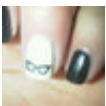
**RossWigham** RT **@wadds**: RT **@CommsChat**: There's an hour before we get started on **#commschat** with **@wadds** + **@mynameisearl** discussing **#brandanarchy** -7:45 PM Jun 18th, 2012



**CommsChat** **@jgombita** **@EmLeary** We haven't done **#commschat** on it for a while so hopefully there'll be some good new insight. -7:35 PM Jun 18th, 2012



**may\_belater** **@EmLeary** can't wait, will probably just spectate for a while, then the madness will burst out **#commschat** -7:34 PM Jun 18th, 2012




**CommsChat** Topics for **#CommsChat** on brand anarchy, you've got 30 minutes to read up! <http://t.co/ZPQ8pxRv> -7:33 PM Jun 18th, 2012



**EmLeary** **@jgombita** Eek that sounds good – I might do a half hour on **#commschat** and then muscle in on bit of **#usguychat** for the last half. -7:32





 PM Jun 18th, 2012



**EmLeary** Nearly time for [#commschat](#) – who's in? –7:30 PM Jun 18th, 2012



**igombita** [@EmLeary](#) wasn't that topic covered already in [#commschat](#)? FYI, (competing) [#usguyschat](#) is about measuring marketing. –7:25 PM Jun 18th, 2012



**wadds** RT [@CommsChat](#): There's an hour before we get started on [#commschat](#) with [@wadds](#) + [@mynameisearl](#) discussing [#brandanarchy](#) –7:17 PM Jun 18th, 2012



**CommsChat** There's an hour before we get started on [#commschat](#) with [@wadds](#) + [@mynameisearl](#), discussing brand anarchy. –6:58 PM Jun 18th, 2012



**LogistikCSR** Tonight [#commschat](#) is discussing [#brandanarchy](#) – sounds very interesting > <http://t.co/uC2TMMtC> –4:55 PM Jun 18th, 2012



**AbigailH** MT [@CommsChat](#): Lking 4ward 2 [#commschat](#) tonight? We're discussing [#brandanarchy](#) with [@wadds](#) & [@mynameisearl](#): topics = <http://t.co/v1W6qHuf> –3:30 PM Jun 18th, 2012



**CommsChat** Looking forward to [#commschat](#) tonight? We're discussing [#brandanarchy](#) with [@wadds](#) & [@mynameisearl](#): topics are at <http://t.co/eoUk6jlq> –3:29 PM Jun 18th, 2012



**Speaker\_Bureau** RT [@CommsChat](#): [#CommsChat](#) on [#BrandAnarchy](#) with [@wadds](#) and [@mynameisearl](#) on Monday: <http://t.co/eoUhttp://bit.ly/K7gXOt> –2:59 PM Jun 18th, 2012



**AllthingsIC** Good read: RT [@CMRLee](#): Bloggers' advice to PRs – from the bloggers themselves: <http://t.co/CVv6xN12> > includes comments via [#commschat](#) –2:22 PM Jun 18th, 2012



**mynewsdesk\_uk** Great topic – RT [@emleary](#): Really looking forward to [#CommsChat](#) tonight on [#BrandAnarchy](#) with [@wadds](#) and [@mynameisearl](#) <http://t.co/p9IFd37I> –1:40 PM Jun 18th, 2012



**CMRLee** Bloggers' advice to PRs – from the bloggers themselves: <http://t.co/CiafpUSU> Thanks to all who took part from [#commschat](#) and [#cybher](#) –11:21 AM Jun 18th, 2012



**birchwoodknight** [#commschat](#) tonight with [@wadds](#) & [@mynameisearl](#)

looks good, topics include: Can reputation ever truly be controlled? Is engagement optional? -9:46 AM Jun 18th, 2012



**EmLeary** Really looking forward to [#CommsChat](#) tonight on [#BrandAnarchy](#) with [@wadds](#) and [@mynameisearl](#) <http://t.co/TCgcmijE> -9:08 AM Jun 18th, 2012



**anarchytweet** [#CommsChat](#) on [#BrandAnarchy](#) with [@wadds](#) and [@mynameisearl](#) this coming Monday: <http://t.co/WvPxfBvS> RT [@EmLeary](#) - 3:11 PM Jun 17th, 2012



**EmLeary** [#CommsChat](#) on [#BrandAnarchy](#) with [@wadds](#) and [@mynameisearl](#) this coming Monday: <http://t.co/TCgcmijE> -3:10 PM Jun 17th, 2012



**EmLeary** Not to be missed! RT [@commschat](#): [#CommsChat](#) on [#BrandAnarchy](#) with [@wadds](#) and [@mynameisearl](#) on Monday: <http://t.co/TCgcmijE> -1:19 PM Jun 15th, 2012



**wadds** RT [@CommsChat](#): [#CommsChat](#) on [#BrandAnarchy](#) with [@wadds](#) and [@mynameisearl](#) on Monday: <http://t.co/zF5PI0g7> < looking forward to it -11:52 AM Jun 15th, 2012



**CommsChat** We'll be discussing how online communications is exposing communications – and potentially revolutionising it. [#CommsChat](#) -11:41 AM Jun 15th, 2012



**dani\_johanna** Looking forward to this.. RT [@commschat](#): [#CommsChat](#) on [#BrandAnarchy](#) with [@wadds](#) and [@mynameisearl](#) on Monday: <http://t.co/989VKQvB> -11:41 AM Jun 15th, 2012



**stuartbruce** RT [@mollyhpierce](#) [#CommsChat](#) on [#BrandAnarchy](#) with [@wadds](#) & [@mynameisearl](#) on Monday <http://t.co/MnFVymRb> > Finally finished it. Brilliant. -11:41 AM Jun 15th, 2012



**CommsChat** [#CommsChat](#) on [#BrandAnarchy](#) with [@wadds](#) and [@mynameisearl](#) on Monday: <http://t.co/eoUk6jlq> -11:39 AM Jun 15th, 2012