

#CommsChat

Transcript of CommsChat, December 19

[SantaComms](#) joined us for the last CommsChat of the year. He cast a festive eye over the communications events of the past year. Topics covered included:

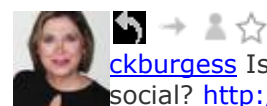
- Who's been naughty with their comms this year?
- And who's been nice?
- If you were in charge of Santa's stakeholders relations, how would you get over the problem of your brand only being relevant for one month a year?
- What's the one thing you'd like to find under the tree on 25 December to improve your professional life?
- CommsChat would like to thank it's sponsors.



[CisionUK @Coliboo](#) Hi Colette, We've hosted previous chats and contributed with topic ideas. Hope you enjoy [#commschat](#). Have a happy Christmas. -10:35 AM Dec 20th, 2011



[uniyvbh56](#) RT [@ckburgess](#): Is the future of business social? <http://t.co/SGVdZ1Jg#4SqChat> [#MMChat](#) [#CMChat](#) [#commschat](#) [#socialchat](#) [#trends](#) [#sm](#) -12:55 AM Dec 20th, 2011



[ckburgess](#) Is the future of business social? <http://t.co/SGVdZ1Jg#4SqChat> [#MMChat](#) [#CMChat](#) [#commschat](#) [#socialchat](#) [#trends](#) [#sm](#) -12:48 AM Dec 20th, 2011



[amandacomms](#) [@mynewsdesk_uk](#) [@CommsChat](#) [@SantaComms](#) thanks all and a merry Christmas [#commschat](#) -9:07 PM Dec 19th, 2011



[mynewsdesk_uk](#) Thanks [@SantaComms](#) - don't work too hard! Night all... [#commschat](#) -9:02 PM Dec 19th, 2011



[mynewsdesk_uk](#) [@SantaComms](#) you still have time to create your own social media newsroom - and you won't even need it for as long as 30 days! [#commschat](#) -9:00 PM Dec 19th, 2011



[CommsChat](#) A transcript of tonight will be up tomorrow morning. We're taking a break over the holidays - [#CommsChat](#) will be back 9 Jan 2012 [#commschat](#) -9:00 PM Dec 19th, 2011



[FelicityStewart](#) Thanks [@Santacomms](#) [#commschat](#) -9:00 PM Dec 19th, 2011



[CommsChat](#) Ok - it's 9pm, so that's it from us tonight. Thank you very much to [@Santacomms!](#) [#commschat](#) -8:59 PM Dec 19th, 2011



[SantaComms](#) [@mynewsdesk_uk](#) Great idea! An essential. RT [@mynewsdesk_uk](#) get them all a 30-day trial of Mynewsdesk <http://t.co/rjPAFJzu> [#commschat](#) -8:58 PM Dec 19th, 2011



[FelicityStewart](#) [@SantaComms](#) haha! I have had a lot of DMs about free iPads, maybe I should investigate?! [#commschat](#) -8:57 PM Dec 19th, 2011



[mynewsdesk_uk](#) RT [@amandacomms](#): a bucket of resilience and inspiration [#commschat](#) -8:56 PM Dec 19th, 2011



[Benoit_J](#) RT [@Communicatomag](#): yes no more COI. COI RIP [#commschat](#) -8:56 PM Dec 19th, 2011



[mynewsdesk_uk](#) [@SantaComms](#) get them all a 30-day trial of Mynewsdesk - <http://t.co/al1r1Kjz> [#commschat](#) -8:56 PM Dec 19th, 2011



[CommsChat](#) RT [@amandacomms](#): [@CommsChat](#) a bucket of resilience and inspiration [#commschat](#) -8:56 PM Dec 19th, 2011



[SantaComms](#) There's a lot of helpful twitter accounts promising free ipads - maybe you should investigate [@felicystewart?](#) [#commschat](#) -8:55 PM Dec 19th, 2011



[Lizziehthomas @CommsChat](#) I think a big box of chocolates and some gorgeous red heel would really help with the comms because...erm...? [#commschat](#) -8:55 PM Dec 19th, 2011



[amandacomms @FelicityStewart:](#) iPad 2s all round [@communicatomag?](#) [#commschat](#)" absolutely best thing of 2011 -8:55 PM Dec 19th, 2011



[amandacomms @CommsChat](#) a bucket of resilience and inspiration [#commschat](#) -8:55 PM Dec 19th, 2011



[mollyhpierce @FelicityStewart](#) Yes! Apparently when we're turning over...what was it [@lizfoggitt?](#) 10 million a year? [#commschat](#) -8:54 PM Dec 19th, 2011



[amandacomms @FelicityStewart @SantaComms](#) thanks from me and all [@gmpolice#commschat](#) -8:54 PM Dec 19th, 2011



[FelicityStewart](#) iPad 2s all round [@communicatomag?](#) [#commschat](#) -8:53 PM Dec 19th, 2011



[SantaComms @mollyhpierce](#) Shouldn't be a problem... [#commschat](#) -8:52 PM Dec 19th, 2011



[mollyhpierce @CommsChat](#) I'd like a digital tape recorder! (AHEM [@communicatomag](#)) [#commschat](#) -8:51 PM Dec 19th, 2011



[mynewsdesk_uk](#) RT [@CommsChat:](#) What's the one thing you'd like to find under the tree on 25 Dec to improve your comms? [#commschat](#) -8:51 PM Dec 19th, 2011



[CommsChat](#) Our last topic is a bit more general: What's the one thing you'd like to find under the tree on 25 Dec to improve your comms? [#commschat](#) -8:50 PM Dec 19th, 2011



[FelicityStewart](#) [@amandacomms](#) yes, you and [@gmpolice](#) - no coal for you this year :) [#commschat](#) -8:49 PM Dec 19th, 2011



[SantaComms](#) [@amandacomms](#) Definitely! [#commschat](#) -8:49 PM Dec 19th, 2011



[Communicatemag](#) But if Santa was having a rebrand would he use Elfwood for the VI and Rudolf Finn for the post rebrand PR [#commschat](#) -8:49 PM Dec 19th, 2011



[CommsChat](#) [@mynewsdesk_uk](#) [@communicatemag](#) There's a lot of quality (street) humour going around [#commschat](#) -8:49 PM Dec 19th, 2011



[amandacomms](#) [@SantaComms](#) [@communicatemag](#) thanks am I on the nice list? [#commschat](#) -8:48 PM Dec 19th, 2011



[SantaComms](#) [@FelicityStewart](#) [@Lizziehthomas](#) competition is healthy-issue with parents insisting to kids that I'm not real, for a start [#commschat](#) -8:48 PM Dec 19th, 2011



[mynewsdesk_uk](#) RT [@SantaComms](#): Although we also like to think you can sum up the Santa brand as Celebration, Community, and Christmas [#commschat](#) -8:47 PM Dec 19th, 2011



[amandacomms](#) Sorry I have missed [#commschat](#) but sounds festive with [@SantaComms](#) -8:47 PM Dec 19th, 2011



[mynewsdesk_uk](#) [@CommsChat](#) someone has opened their crackers early... [#commschat](#) -8:47 PM Dec 19th, 2011



[CommsChat](#) RT [@SantaComms](#): [@mynewsdesk_uk](#) Ho, Ho, Ho? [#commschat](#) -8:46 PM Dec 19th, 2011



[Communicate](#) [Communicatemaq](#) These Christmas puns really sleigh me [#commschat](#) -8:46 PM Dec 19th, 2011



[SantaComms](#) Although we also like to think you can sum up the Santa brand as Celebration, Community, and Christmas [#commschat](#) -8:46 PM Dec 19th, 2011



[CresswellComms](#) [@mynewsdesk_uk](#) [@SantaComms](#) Jeremy Clarkson is on Santas naughty list. Andy Coulson too! [#commschat](#) -8:46 PM Dec 19th, 2011



[mynewsdesk_uk](#) [@SantaComms](#) clever... [#commschat](#) -8:45 PM Dec 19th, 2011



[CommsChat](#) [@mynewsdesk_uk](#) he had thought it was going to be a full time job - but missed the small clause! [#commschat](#) -8:44 PM Dec 19th, 2011



[SantaComms](#) [@mynewsdesk_uk](#) Ho, Ho, Ho? [#commschat](#) -8:44 PM Dec 19th, 2011



[mynewsdesk_uk](#) sorry, *sum up*! [#commschat](#) -8:44 PM Dec 19th, 2011



[FelicityStewart](#) [@SantaComms](#) Who would you consider to be your competition? You have it easier than other brands [#commschat](#) -8:44 PM Dec 19th, 2011



[LizzieThomas](#) [@SantaComms](#) great that you can keep the staff loyal to the brand, but I suppose you don't have much in the way of competition? [#commschat](#) -8:44 PM Dec 19th, 2011



[CommsChat](#) RT [@mynewsdesk_uk](#): Well I am certainly impressed by [@SantaComms](#) multichannel strategy! Talk about blanket

coverage! [#commschat](#) -8:43 PM Dec 19th, 2011



[mynewsdesk_uk](#) [@SantaComms](#) If you had to come up with your brand in 3 words, what would they be? [#commschat](#) -8:43 PM Dec 19th, 2011



[SantaComms](#) [@mynewsdesk_uk](#) Thanks - the benefit of eleven months off a year is plenty of time to work on strategy... [#commschat](#) -8:43 PM Dec 19th, 2011



[SantaComms](#) Working with global brands helps us to achieve the right positioning - although there can be copyright issues... [#commschat](#) -8:42 PM Dec 19th, 2011



[CommsChat](#) [@Coliboo](#) they provide input, support and funding. So, everyone, make sure you all check them out. [#commschat](#) -8:42 PM Dec 19th, 2011



[mynewsdesk_uk](#) Well I am certainly impressed by [@SantaComms](#)'s multichannel strategy! Talk about blanket coverage! [#commschat](#) -8:41 PM Dec 19th, 2011



[SantaComms](#) In seriousness, though, it's important to get your comms really nailed on when you have such a short window of opportunity [#commschat](#) -8:41 PM Dec 19th, 2011



[SantaComms](#) Though we understand some find it frustrating! [#commschat](#) -8:41 PM Dec 19th, 2011



[SantaComms](#) We're proud of the fact that Christmas starts being mentioned in stores as early as October... [#commschat](#) -8:40 PM Dec 19th, 2011



[SantaComms](#) We've got a steady engagement programme running that dripfeeds content year round. [#commschat](#) -8:39 PM Dec 19th, 2011



[CommunicatemaG](#) RT [@CommsChat](#): the hard part must be keeping the internal audience engaged. Cant be good for Santas elf [#commschat](#) -8:39 PM Dec 19th, 2011



[londoncharlotte](#) Now that's interesting: [@santacomms](#) is a real account. I assumed from the content it was a bot. [#commschat](#) -8:38 PM Dec 19th, 2011



[mynewsdesk_uk](#) [@Coliboo](#) well, speaking for us, we like to actually get involved in the chats! [#commschat](#) -8:38 PM Dec 19th, 2011



[CommsChat](#) the hard part must be keeping the internal audience engaged. Cant be good for Santa's 'elf [#commschat](#) -8:38 PM Dec 19th, 2011



[CommsChat](#) MT [@mynewsdesk_uk](#): Apple did well with the iPad. Hard to tell how much down to comms and how much down to revolutionary product. [#commschat](#) -8:38 PM Dec 19th, 2011



[FelicityStewart](#) The build up to Christmas seems to start earlier each year, is this part of your comms strategy [@SantaComms](#) ? [#commschat](#) -8:38 PM Dec 19th, 2011



[Lizziehthomas](#) [@FelicityStewart](#) guilty as charged! tears all round [#commschat](#) -8:37 PM Dec 19th, 2011



[mynewsdesk_uk](#) RT [@CommsChat](#): next up for [@SantaComms](#): how do you get over problem of your brand only being relevant for only 1 month/year? [#commschat](#) -8:37 PM Dec 19th, 2011



[Coliboo](#) [@CommsChat](#) [@mynewsdesk](#) [@kwdigital](#) [@cisionuk](#) [@wolfstar](#) what do the sponsors contribute to [#commschat](#)? Out of interest -8:37 PM Dec 19th, 2011



[mynewsdesk_uk](#) Apple did rather well with the iPad in 2011. Hard to tell how much down to comms and how much down to revolutionary product. [#commschat](#) -8:36 PM Dec 19th, 2011



[CommsChat](#) Ok, so next up for [@SantaComms](#): how do you get over the problem of your brand only being relevant for only 1 month/year? [#commschat](#) -8:36 PM Dec 19th, 2011



[CommsChat](#) as we reach the half way point a quick thanks to our sponsors [@mynewsdesk](#) [@kwdigital](#) [@cisionuk](#) and [@wolfstar](#) [#commschat](#) -8:35 PM Dec 19th, 2011



[FelicityStewart @SantaComms](#) Perfectly pitched ad which brought people to tears (ahem [@Communicatemag](#)) [#commschat](#) -8:34 PM Dec 19th, 2011



[SantaComms](#) ...which is why JL make it onto the nice list, because they understand the audience [#commschat](#) -8:32 PM Dec 19th, 2011



[FelicityStewart @SantaComms](#) And in Littlewood's case they didn't even try to disguise it! [#commschat](#) -8:31 PM Dec 19th, 2011



[FelicityStewart @SantaComms](#) social media in general took a lot of flack during the riots - calls for sites to be shut down etc [#commschat](#) -8:31 PM Dec 19th, 2011



[SantaComms](#) Companies which have their messaging truly linked to a brand's purpose will come across as more genuine, because they are [#commschat](#) -8:31 PM Dec 19th, 2011



[SantaComms @FelicityStewart](#) The problem with a lot of Christmas ads is cynicism: there's only so far you can disguise the hard sell [#commschat](#) -8:30 PM Dec 19th, 2011



[SantaComms](#) Comms during riots were a mixed bag - [@gmpolice](#) did excellent work, in other regions messaging was confusing and unhelpful [#commschat](#) -8:28 PM Dec 19th, 2011



[SantaComms](#) RT [@Communicatemag](#): surely youve got to namecheck [@amandacomms](#) for the great comms work from [@gmpolice](#) during the riots [#commschat](#) -8:28 PM Dec 19th, 2011



[FelicityStewart](#) [@SantaComms](#) I'm guessing you don't approve of the Littlewoods ad? They've had a lot of flack [#commschat](#) -8:28 PM Dec 19th, 2011



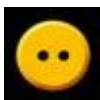
[SantaComms](#) [@mynewsdesk_uk](#) exactly! [#commschat](#) -8:27 PM Dec 19th, 2011



[Communicatemaag](#) [@LiamFurther](#) was in PJs at the weekend. John Lewis actually have a CD out of their advert music/ [#commschat](#) -8:27 PM Dec 19th, 2011



[mynewsdesk_uk](#) [@SantaComms](#) I guess you find it useful for organising your naughty and nice Christmas present lists into Circles?! [#commschat](#) -8:26 PM Dec 19th, 2011



[trusgnichsilver](#) RT [@CommsChatRT](#) [@FelicityStewart](#): As [@Santacomms](#) just pointed out -RIM during the riots and also [@GMpolice](#) [#commschat](#) -8:26 PM Dec 19th, 2011



[trusgnichsilver](#) RT [@FelicityStewartAs](#) [@Santacomms](#) just pointed out -RIM during the riots and also [@GMpolice](#) [#commschat](#) -8:26 PM Dec 19th, 2011



[mollyhpierce](#) [@robertcgage](#) yep-schoolboy error! [#commschat](#) -8:26 PM Dec 19th, 2011



[robertcgage](#) [@SantaComms](#) Really?? [#commschat](#) -8:26 PM Dec 19th, 2011



[Communicatemaag](#) surely you've got to namecheck [@amandacomms](#) for the great comms work from greater manchester police during the riots [#commschat](#) -8:26 PM Dec 19th, 2011

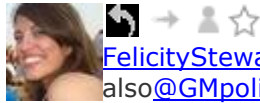


[CommsChat](#) RT [@FelicityStewart](#): As [@Santacomms](#) just pointed out -RIM during the riots and also [@GMpolice](#) [#commschat](#) -8:25 PM Dec 19th, 2011



[SantaComms](#) [@LiamFurther](#) Naturally I approve of the John Lewis ad...and strongly

disapprove of nefarious suggestions about what's in that box [#commschat](#) -8:25 PM Dec 19th, 2011



[FelicityStewart](#) As [@Santacomms](#) just pointed out -RIM during the riots and also [@GMpolice](#) [#commschat](#) -8:25 PM Dec 19th, 2011



[SantaComms](#) Well, I'd say Google. Their launch of Google+ in beta was a bold move, but one that's really paying off. [#commschat](#) -8:24 PM Dec 19th, 2011



[LiamFurther](#) Got to doff my hat to John Lewis for 'that' advert. Still don't like it, but their sales have surged since!! Well done... [#Commschat](#) -8:23 PM Dec 19th, 2011



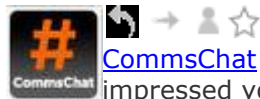
[mynewsdesk_uk](#) RT [@CommsChat](#): Ok - so our next topic is: Whos on the nice list??? Whose comms have impressed you during 2011? [#commschat](#) -8:22 PM Dec 19th, 2011



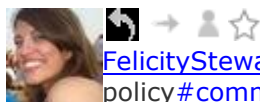
[Communicatemaq](#) [@FelicityStewart](#) complete siience was the comms policy for cornetto [#commschat](#) -8:22 PM Dec 19th, 2011



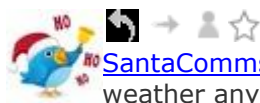
[Communicatemaq](#) [@LiamFurther](#) id missed that one. thanks. [#commschat](#) -8:22 PM Dec 19th, 2011



[CommsChat](#) Ok - so our next topic is: Who's on the nice list??? Whose comms have impressed you during 2011? [#commschat](#) -8:21 PM Dec 19th, 2011



[FelicityStewart](#) [@SantaComms](#) Complete silence definitely not the best comms policy [#commschat](#) -8:21 PM Dec 19th, 2011



[SantaComms](#) [@LiamFurther](#) Yes, that was shocking! Luckily it's no longer ice cream weather anyway... [#commschat](#) -8:20 PM Dec 19th, 2011



[mynewsdesk_uk](#) This is the song in question! - <http://t.co/zfGmVEgc> #commschat - 8:20 PM Dec 19th, 2011



[Communicatemag](#) But [@SantaComms](#) I don't think you shouldnt give RIM any presents. Theyve been punished enough. Just look at their share price! #commschat -8:20 PM Dec 19th, 2011



[Communicatemag](#) [@mynewsdesk_uk](#) yes, though more for deleting FB posts. Actually, from what I gather it was also the Indian office that deleted #commschat - 8:19 PM Dec 19th, 2011



[robertcgage](#) [@Communicatemag](#) No, to be fair, it would have been inhumane to keep it going...#commschat -8:19 PM Dec 19th, 2011



[LiamFurther](#) What about Cornetto for their Facebook cock up on Remembrance day?#CommsChat - link here <http://t.co/VO5odhAG> -8:19 PM Dec 19th, 2011



[SantaComms](#) [@FelicityStewart](#) A pity because they handled comms very well during London riots when they were taking a lot of blame #commschat -8:19 PM Dec 19th, 2011



[mynewsdesk_uk](#) RT [@FelicityStewart](#): [@SantaComms](#) How about RIM for its complete lack of communications during Octobers service interruptions? #commschat -8:18 PM Dec 19th, 2011



[SantaComms](#) [@FelicityStewart](#) Yep-and then a reaction (offering credit in apps store) that was more of a sales opportunity than anything else #commschat -8:18 PM Dec 19th, 2011



[Communicatemag](#) yes no more COI. COI RIP #commschat -8:18 PM Dec 19th, 2011



[CommsChat](#) RT [@FelicityStewart](#): [@SantaComms](#) How about RIM for its complete lack of communications during Octobers service interruptions? #commschat -8:18 PM Dec 19th, 2011



[FelicityStewart](#) [@SantaComms](#) How about RIM for its complete lack of communications during October's service interruptions? #commschat -8:17 PM Dec 19th, 2011



[mynewsdesk_uk](#) You mean for that song?! RT [@Communicatemag](#): re other naughty comms - didnt anyone else feel a bit sorry for SapientNitro? #commschat - 8:17 PM Dec 19th, 2011



[Communicatemag](#) i mean i know they deleted those facebook posts, but the video criticism was down to cultural differences. [#commschat](#) -8:17 PM Dec 19th, 2011



[robertcgage](#) [@SantaComms](#) Not sure whether Francis Maude is hero or villain. He killed COI. But then it was becoming CO-Why... [#commschat](#) -8:17 PM Dec 19th, 2011



[mynewsdesk_uk](#) RT [@SantaComms](#): Any other suggestions for whos booked a spot on the naughty list with their comms in 2011? [#commschat](#) -8:16 PM Dec 19th, 2011



[Communicatemag](#) re other naughty comms - didnt anyone else feel a bit sorry for SapientNitro? [#commschat](#) -8:16 PM Dec 19th, 2011



[CommsChat](#) RT [@robertcgage](#): [@Communicatemag](#) The public giveth and the Lord (Leveson) taketh away.... [#commschat](#) [#commschat](#) -8:14 PM Dec 19th, 2011



[SantaComms](#) Any other suggestions for who's booked a spot on the naughty list with their comms in 2011? [#commschat](#) -8:14 PM Dec 19th, 2011



[robertcgage](#) [@Communicatemag](#) The public giveth and the Lord (Leveson) taketh away.... [#commschat](#) -8:14 PM Dec 19th, 2011



[Communicatemag](#) [@robertcgage](#) McMullen was the best thing for media. He was so comedy villain that everyone thinks he must be such an exception [#commschat](#) -8:14 PM Dec 19th, 2011



[SantaComms](#) [@robertcgage](#) Good point! Surely [#leveson](#) will keep it in the public eye tho - and then the results will be examined for months... [#commschat](#) -8:12 PM Dec 19th, 2011



[FelicityStewart](#) [@mollyhpierce](#) [@CommsChat](#) I agree, and I think the public saw straight through this too. [#commschat](#) -8:11 PM Dec 19th, 2011



[Communicatemag](#) [@robertcgage](#) It normally bounces back because it sets the agenda. I wonder the extent the Levesen enquiry will take that away [#commschat](#) -8:11 PM Dec 19th, 2011



[mynewsdesk_uk](#) RT [@SantaComms](#): Well, the first candidate for the naughty list is an obvious one: News International [#commschat](#) -8:11 PM Dec 19th, 2011



[robertcgage](#) [@CommsChat](#) [@SantaComms](#) Until McMullen popped up before Leveson J. [#commschat](#) -8:10 PM Dec 19th, 2011



[mollyhpierce](#) [@CommsChat](#) Not really - I think there was a lot of feeling that the co. was doing it to save face rather than any genuine remorse [#commschat](#) -8:10 PM Dec 19th, 2011



[CommsChat](#) [@SantaComms](#) OK - but didn't the closure of NOTW go some way to restoring the company's reputation? [#commschat](#) -8:08 PM Dec 19th, 2011



[robertcgage](#) [@SantaComms](#) Journalism has been tarnished generally. But it usually bounces back. [#commschat](#) -8:08 PM Dec 19th, 2011



[SantaComms](#) And public opinion turned against the company fiercely and rapidly [#commschat](#) -8:06 PM Dec 19th, 2011



[SantaComms](#) The media empire's brand has been, I would say, irrevocably damaged by the revelations of phone hacking [#commschat](#) -8:06 PM Dec 19th, 2011



[SantaComms](#) They'd probably make anyone's naughty list in fact, but from a comms point of view it was disastrous [#commschat](#) -8:05 PM Dec 19th, 2011



[SantaComms](#) Well, the first candidate for the naughty list is an obvious one: News International [#commschat](#) -8:04 PM Dec 19th, 2011



[CommsChat](#) So our first topic for tonight's session: Who's on the naughty list for their comms this year? [#commschat](#) -8:03 PM Dec 19th, 2011



[CommsChat](#) This is Molly, editor [@communicatomag](#), tweeting tonight, by the way. [#commschat](#) -8:02 PM Dec 19th, 2011



[SantaComms](#) Hello all - great to be here. Thanks to the elves for picking up the slack tonight so I could have the night off. [#commschat](#) -8:01 PM Dec 19th, 2011



[FelicityStewart](#) RT [@CommsChat](#): We're about to kick off.... [#commschat](#) -8:01 PM Dec 19th, 2011



[CommsChat](#) Ok! It's 8pm. We're delighted to have a very special guest with us tonight - please say hello to [@SantaComms](#) [#commschat](#) -8:01 PM Dec 19th, 2011



[ernmander](#) RT [@CommsChat](#) We're about to kick off.... [#commschat](#) -7:59 PM Dec 19th, 2011



[CommsChat](#) We're about to kick off.... [#commschat](#) -7:58 PM Dec 19th, 2011



[SantaComms](#) In ten minutes I'll be on [#commschat](#)! Come with your suggestions for our look back on 2011 - take part at <http://t.co/ZS9aYYoh> [#commschat](#) -7:53 PM Dec 19th, 2011



[CommsChat](#) Just half an hour to go before we're joined by [@santacomms](#)! [#commschat](#) -7:28 PM Dec 19th, 2011



[mollyhpierce](#) Can't believe that Santa's making a special early appearance tonight...

he'll be on [#commschat](#) from 8 for a look back at 2011 [@santacomms](#) -7:25 PM Dec 19th, 2011



[OnlinePrPixie](#) RT [@CommsChat](#): Looking forward to [#CommsChat](#) tonight? We're kicking off at 8 and will be joined by [@SantaComms](#) for a festive look back at 2011 - 5:51 PM Dec 19th, 2011



[CommsChat](#) Looking forward to [#CommsChat](#) tonight? We're kicking off at 8 and will be joined by [@SantaComms](#) for a festive look back at 2011 -5:51 PM Dec 19th, 2011



[CommsChat](#) RT [@stuartbruce](#): This is a good one for [@SantaComms](#) type Let it Snow into Google and enjoy [#commschat](#) via Lots of folk -4:46 PM Dec 19th, 2011



[LizFoggitt](#) RT [@CommsChat](#): We're handing over the [#CommsChat](#) rein(deer)s to [@SantaComms](#) from 8pm-join us to find out who's on the naughty + nice list for comms in 2011 -4:40 PM Dec 19th, 2011



[stuartbruce](#) This is a good one for [@SantaComms](#) type Let it Snow into Google and enjoy [#commschat](#) via Lots of folk -4:38 PM Dec 19th, 2011



[mynewsdesk_uk](#) RT [@SantaComms](#) I'm guesting on [#CommsChat](#) tonight from 8pm - read all about it <http://t.co/DTjnnadG> -4:35 PM Dec 19th, 2011



[craigmcgill](#) RT [@stuartbruce](#): RT [@SantaComms](#) I'm guesting on [#CommsChat](#) tonight from 8pm - read all about it <http://t.co/zsLa45IE> -3:54 PM Dec 19th, 2011



[stuartbruce](#) RT [@SantaComms](#) I'm guesting on [#CommsChat](#) tonight from 8pm - read all about it <http://t.co/hIPJyh9K> > That's 23:00 in Riyadh, can I stay up? -3:33 PM Dec 19th, 2011



[mynewsdesk_uk](#) RT [@CommsChat](#): We're handing over the [#CommsChat](#) rein(deer)s to [@SantaComms](#) from 8pm-join us to find out who's on the naughty + nice list for comms in 2011 -3:29 PM Dec 19th, 2011



[mollyhpierce](#) RT [@CommsChat](#): We're handing over the [#CommsChat](#) rein(deer)s to [@SantaComms](#) from 8pm-join us to find out who's on the naughty + nice list for comms in 2011 -3:27 PM Dec 19th, 2011

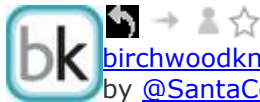


[CommsChat](#) We're handing over the [#CommsChat](#) rein(deer)s to [@SantaComms](#) from 8pm-join us to find out who's on the naughty + nice list for

comms in 2011 -3:19 PM Dec 19th, 2011



[FelicityStewart](#) Christmassy [#CommsChat](#) this evening with [@SantaComms](#) reviewing 2011 from 8pm. Pre-read up online at <http://t.co/8BxPIHCt> -3:03 PM Dec 19th, 2011



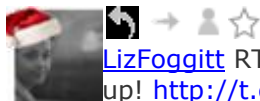
[birchwoodknight](#) it's a Christmassy [#commschat](#) this evening hosted by [@SantaComms](#), who will be reviewing 2011, more info here <http://t.co/IU13LiLc> -1:58 PM Dec 19th, 2011



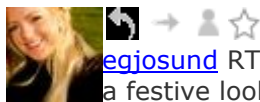
[CIPRlondonmet](#) RT [@CommsChat](#): [#CommsChat](#) pre-read is up! <http://t.co/SkaoKrijC> We're going to be joined by [@SantaComms](#) for a festive look back at 2011. Join us from 8pm! -1:13 PM Dec 19th, 2011



[SantaComms](#) I'm guesing on [#CommsChat](#) tonight from 8pm - read all about it: <http://t.co/Ta5xD83h> -1:01 PM Dec 19th, 2011



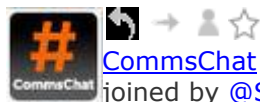
[LizFoggitt](#) RT [@CommsChat](#): [#CommsChat](#) pre-read is up! <http://t.co/SkaoKrijC> We're going to be joined by [@SantaComms](#) for a festive look back at 2011. Join us from 8pm! -1:00 PM Dec 19th, 2011



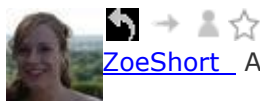
[egjosund](#) RT [#CommsChat](#) pre-read is up! <http://t.co/dGgmuvqX> Join from 8pm for a festive look back at 2011 -12:48 PM Dec 19th, 2011



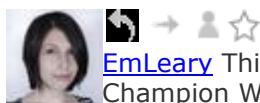
[amandacomms](#) RT [@CommsChat](#): [#CommsChat](#) pre-read is up! <http://t.co/SkaoKrijC> We're going to be joined by [@SantaComms](#) for a festive look back at 2011. Join us from 8pm! -12:48 PM Dec 19th, 2011



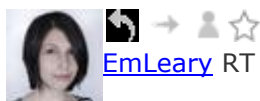
[CommsChat](#) [#CommsChat](#) pre-read is up! <http://t.co/SkaoKrijC> We're going to be joined by [@SantaComms](#) for a festive look back at 2011. Join us from 8pm! -12:43 PM Dec 19th, 2011



[ZoeShort](#) Anyone know what [#CommsChat](#) topic is tomorrow? -5:57 PM Dec 18th, 2011



[EmLeary](#) This is great stuff [#commschat](#) -> The Techniques of the New PR Champion Webinar: Q&A Part II | Deirdre Breakenridge <http://t.co/iQObUESb> -9:21 PM Dec 16th, 2011



[EmLeary](#) RT [@santacomms](#): I've got a list to make. Who's been naughty with their

comms this year? And who's been nice? [#commschat](#) -6:25 PM Dec 16th, 2011



[MelShaw82](#) RT [@SantaComms](#): I've got a list to make. Who's been naughty with their comms this year? And who's been nice? [#commschat](#) -6:24 PM Dec 16th, 2011