



Transcript of CommsChat, November 21, **Google+ for brands and businesses**

Special guests with [Paul Sutton](#) and [Michael Litman](#).

The recent launch of Google+ Pages for brands and businesses has starkly divided opinion across the communications industry. Should brands leap onto this new social media platform? Or should they wait until its comms possibilities are proven?

On Monday 21 November, #CommsChat saw special guests [Paul Sutton](#) and [Michael Litman](#). Michael argued in favour of Google+, while Paul counselled there's no need for businesses to rush to establish their presence. It was a heated and spiky #CommsChat, that saw 44 pages of transcript.

CommsChat would like to thank it's sponsors.



[JonClements](#) Just conducted a Hangout-ette with [@jamescrawford](#) . I take it all back; G+ is pure genius! [#commschat](#) -9:08 PM Nov 21st, 2011



[CommsChat](#) thanks so much [@ThePaulSutton](#) & [@litmanlive](#) A really good [#CommsChat](#) tonight. -9:08 PM Nov 21st, 2011



[Communicatemag](#) thanks so much [@ThePaulSutton](#) & [@litmanlive](#) A really good [#CommsChat](#) tonight. -9:08 PM Nov 21st, 2011



[lyannatsakiris](#) great [#commschat](#) tonight -9:07 PM Nov 21st, 2011



[CloudNineRec](#) [@chris_reed](#) [@woodrowhill](#) aha - sorry, I was being thick... yes, that is a draw. Agreed. [#commschat](#) -9:07 PM Nov 21st, 2011



[PaulCTayla](#) [@Communicatemag](#) Late to [#CommsChat](#), but looking @ Comscore numbers G+ has got a serious battle in taking on FBook & Twitter. -9:06 PM Nov 21st, 2011



[ThePaulSutton](#) Thanks people. Really enjoyed the debate. I think generally we're on the same page: huge potential but not there just yet [#commschat](#) -9:06 PM Nov 21st, 2011



[chris_reed](#) [@CloudNineRec](#) [@woodrowhill](#) Say I've got Beckham in an ad. I run a comp for 9 ppl to win a hangout w him. Everyone else watches [#commschat](#) -9:05 PM Nov 21st, 2011



[restlesscomms](#) [@CloudNineRec](#) [@woodrowhill](#) Say I've got Beckham in an ad. I run a comp for 9 ppl to win a hangout w him. Everyone else watches [#commschat](#) -9:05 PM Nov 21st, 2011



[jgombita](#) [@RobertPickstone](#) I keep telling people in Twitter chats that fact. I don't have EMOTIONAL attachments with ANY brand. Puh-leeze [#commschat](#) -9:05 PM Nov 21st, 2011



[JosieRogers](#) [@restlesscomms](#) [@AdamAzor](#) [@mazherabidi](#) True, being number 1 on search is great, which is the current selling point to Google+ [#commschat](#) -9:05 PM Nov 21st, 2011



[RobertPickstone](#) [@commschat](#) Only caught the end but great [#commschat](#). Any idea what the topic is next week? -9:05 PM Nov 21st, 2011



[Communicatemag](#) [@ruthbrown](#) [@wadds](#) my wife isnt even on FB - she thinks it is the tool of Satan. [#commschat](#) -9:05 PM Nov 21st, 2011



[CloudNineRec](#) [#Commschat](#) excellent tonight - thanks [@ThePaulSutton](#) & [@litmanlive](#) - shame I had to have dinner in the middle!! ;o) -9:05 PM Nov 21st,

2011



[AdamAzor](#) [@restlesscomms](#) [@josierogers](#) [@mazherabidi](#) talking creatively, unfortunately search is far away from the 'big idea' - social isn't [#commschat](#) -9:04

PM Nov 21st, 2011



[jgombita](#) [@paulgailey](#) don't think so, b/c people in LinkedIn are ALL BUSINESS. You should get [@nealschaffer](#)'s book re: LI sales/marketing [#commschat](#) -9:04 PM

Nov 21st, 2011



[CloudNineRec](#) [@paulgailey](#) [@restlesscomms](#) yes - I think so. G+ should be targeting LI's flagging B2B conversation market; less so Facebook [#commschat](#) -9:03 PM Nov

21st, 2011



[Communicatemag](#) brands invested heavily in FB & twitter, when numbers were a fraction of what they are now, certainly less than G+ already is [#commschat](#) -9:03

PM Nov 21st, 2011



[lyannatsakiris](#) [@CommsChat](#) brilliant, many thank yous :) [#commschat](#) -9:03 PM

Nov 21st, 2011



[rfenwick](#) Am I too late to say Google+ is hyped bollocks and you're wasting your time? [#commschat](#) [#damn](#) -9:03 PM Nov 21st, 2011



[jgombita](#) THIS +100 RT [@RobertPickstone](#): I don't know many people who join social platforms for relationships with brands [#commschat](#) -9:03 PM Nov 21st, 2011



[ruthbrown](#) [@wadds](#) but yr wife isn't on twitter either [#commschat](#) -9:03 PM Nov 21st, 2011



[CloudNineRec](#) [@woodrowhill](#) [@restlesscomms](#) `Brand celebs`?? - putting my consumer hat on - I don't see the appeal of this... [#commschat](#) -9:02 PM Nov 21st,

2011



[paulgailey](#) [@CommsChat](#) I'd like to know a way to swiftly lookup twitter handles for their + profiles, know of any such directory/service? [#commschat](#) -9:02 PM Nov 21st,

2011



[ThePaulSutton](#) Absolutely! The additional traffic that week means nothing at all. Just curiosity [@mazherabidi](#) [@AnneKendall](#) [#commschat](#) -9:02 PM Nov 21st, 2011



[AdamAzor](#) Vital Point>RT [@CloudNineRec](#): [@ThePaulSutton](#) [@DJVassallo](#) desperately need integration from th likes of Tweetdeck, etc 2 help this [#commschat](#) -9:02 PM Nov 21st,

2011



[spirals](#) done “[@CommsChat](#): If all those here want to follow +CommsChat, I'll try to share a circle of tonight's participants. [#commschat](#)” -9:02 PM Nov 21st, 2011



[restlesscomms](#) [@JosieRogers](#) [@adamazor](#) [@mazherabidi](#) Yes the numbers are all important, but so is always coming up number 1 on search [#commschat](#) -9:02 PM

Nov 21st, 2011



[ZoeShort](#) Really good [#CommsChat](#) tonight. Great chatting with everyone :-)
[#Google+](#) [#CommsChat](#) -9:01 PM Nov 21st, 2011



[CommsChat](#) That takes us up to the top of the hour. Thanks everyone for taking part.
Feel free to carry on (here or on Google+). [#commschat](#) -9:01 PM Nov 21st, 2011



[waynegibbins](#) [@CommsChat](#) [#commschat](#) done -9:01 PM Nov 21st, 2011



[RobertPickstone](#) [@mazherabidi](#) [@thepaulsutton](#) Just repeated you! 100% right.
People connect to each other, brands follow. Facebook nailed it [#commschat](#) -9:01
PM Nov 21st, 2011



[ThePaulSutton](#) [@litmanlive](#) That's supposition though, Michael. That 74% could just
have been curious people, not coming to engage! [#commschat](#) -9:01 PM Nov 21st,
2011



[TheMediaMktinCo](#) [@CommsChat](#) ooh how exciting - yes please! [#commschat](#) -9:00
PM Nov 21st, 2011



[CloudNineRec](#) [@ThePaulSutton](#) [@DJVassallo](#) desperately need integration from the
likes of Tweetdeck, etc to help this [#commschat](#) -9:00 PM Nov 21st, 2011



[CommsChat](#) If all those here tonight want to follow +CommsChat, I'll try to share a
circle of tonight's participants. [#commschat](#) -9:00 PM Nov 21st, 2011



[MaxTB](#) [@litmanlive](#) Also, the red notification button is probably the best thing you could
ever hope to invent for bringing people back. [#commschat](#) -9:00 PM Nov 21st, 2011



[NRCUK](#) [@litmanlive](#) Surely that shows that they have a really low growth rate???
#Commschat -8:59 PM Nov 21st, 2011



[JosieRogers](#) Agree! RT [@adamazor](#): [@mazherabidi](#) [@restlesscomms](#) Exactly. Like it or lump it, brands invest in FB& twitter because of the numbers [#commschat](#) -8:59 PM Nov 21st, 2011



[Stevejuice](#) “[@RobertPickstone](#): I don't know many people who join social platforms for relationships with brands [#commschat](#)” that's the challenge -8:59 PM Nov 21st, 2011



[CloudNineRec](#) No, never. RT [@RobertPickstone](#): I don't know many people who join social platforms for relationships with brands [#commschat](#) -8:59 PM Nov 21st, 2011



[mazherabidi](#) [@AnneKendall](#) [@litmanlive](#): For those questioning brands week it launched was 3rd largest traffic week<But then dipped. Curiosity? [#commschat](#) -8:59 PM Nov 21st, 2011



[ZoeShort](#) RT [@ThePaulSutton](#): THIS > RT [@DJVassallo](#): [#commschat](#) sadly the novelty has made many brands rush into G+ without having resources or idea what to do [#commschat](#) -8:59 PM Nov 21st, 2011



[lyannatsakiris](#) [@ThePaulSutton](#) [@communicatomag](#) [#ibelieve](#) [#commschat](#) :) too great a platform not too! -8:58 PM Nov 21st, 2011



[litmanlive](#) 74% of that traffic was from returning visitors suggesting that people are coming back to engage with brands and their friends. [#commschat](#) -8:58 PM Nov 21st, 2011



[ThePaulSutton](#) THIS > RT [@DJVassallo](#): [#commschat](#) sadly the novelty has made many brands rush into G+ without having resources or idea what to do [#commschat](#) - 8:58 PM Nov 21st, 2011



[DJVassallo](#) [#commschat](#) Thousands of G+pages created in 2 weeks. How many are active? (don't mean doing it well, just active) -8:58 PM Nov 21st, 2011



[greenwellys](#) Surprised by general cynicism about G+ on [#commschat](#) tonight.I may yet eat my hat,it won't kill FB but perfect vehicle for 1-1,1-many comms. -8:58 PM Nov 21st, 2011



[NRCUK](#) [@CommsChat](#) What are you transcribing in these days pretty please??? [#Commschat](#) -8:58 PM Nov 21st, 2011



[mynewsdesk_uk](#) Or you could use something built for purpose! RT [@paulgailey](#): can google+ company pages be a viable newsroom service for brands ? [#commschat](#) - 8:58 PM Nov 21st, 2011



[NRCUK](#) [@DJVassallo](#) Was that any different to FB, what strategy version are brands on on there? [#Commschat](#) -8:57 PM Nov 21st, 2011



[mazherabidi](#) [@restlesscomms](#) I know it will, but will the avg user know to do that??? I don't think so - yet at least. [#commschat](#) -8:57 PM Nov 21st, 2011

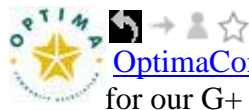


[ThePaulSutton](#) [@litmanlive](#) Sure, but that's just curiosity. If it wasn't there'd be something seriously wrong [#commschat](#) -8:57 PM Nov 21st, 2011



[RobertPickstone](#) I don't know many people who join social platforms for

relationships with brands [#commschat](#) -8:57 PM Nov 21st, 2011



[OptimaCommunity](#) RT [@Communicatomag](#): spent lots of time on G+ (preparation for our G+ conf) & I really see a big difference between US (using it)& UK (being cynical) [#commschat](#) -8:57 PM Nov 21st, 2011



[SandyLindsay](#) [@mynewsdesk_uk](#) nah too late - I'll check out the transcript tomorrow :) [#commschat](#) -8:57 PM Nov 21st, 2011



[CommsChat](#) [@SandyLindsay](#) the transcript will be up tomorrow (possibly tonight) [#commschat](#) -8:57 PM Nov 21st, 2011



[AdamAzor](#) [@mazherabidi](#) [@restlesscomms](#) Exactly. Like it or lump it, brands invest in Facebook& twitter because of the numbers. [#commschat](#) -8:57 PM Nov 21st, 2011



[AnneKendall](#) RT [@litmanlive](#): For those questioning brands on + and whether people want it, the week it launched was their 3rd largest traffic week ever. [#commschat](#) -8:57 PM Nov 21st, 2011



[paulgailey](#) [@CloudNineRec](#) [@restlesscomms](#) so LI gets squeezed out? [#commschat](#) -8:57 PM Nov 21st, 2011



[Communicatomag](#) Not to worry [@SandyLindsay](#), we're thinking of rerunning our G+ conf in NW in Jan. Depends how Dec15 goes <http://t.co/Ortg8hXb> [#CommsChat](#) -8:56 PM Nov 21st, 2011



[mazherabidi](#) [@ThePaulSutton](#): [@robertpickstone](#) Also, I go online to communicate with ppl not brands. Brands need to adapt to me, not vice versa [#commschat](#) -8:56

PM Nov 21st, 2011



[DJVassallo](#) [#commschat](#) sadly the novelty has made many brands rushed into G+ without even having the resources or idea what to do with it -8:56 PM Nov 21st, 2011



[restlesscomms](#) [@mazherabidi](#) That's the thing. It'll take you to the brand's page, not the best SEO'd page. [@AdamAzor](#) [#commschat](#) -8:56 PM Nov 21st, 2011



[litmanlive](#) For those questioning brands on + and whether people want it, the week it launched was their 3rd largest traffic week ever. [#commschat](#) -8:56 PM Nov 21st, 2011



[ThePaulSutton](#) [@lyannatsakiris](#) [@Communicatemag](#) I hope so. I really, really do [#commschat](#) -8:55 PM Nov 21st, 2011



[waynegibbins](#) [@ThePaulSutton](#) [@CloudNineRec](#) [#commschat](#) possible cross publishing integration inc comments... -8:55 PM Nov 21st, 2011



[CloudNineRec](#) [@waynegibbins](#) yes but the blog is potentially the discussion piece, & a reason to direct people to your site. [@ThePaulSutton](#) [#commschat](#) -8:55 PM Nov 21st, 2011



[paulgailey](#) can google+ company pages be a viable newsroom service for brands ? [#commschat](#) -8:55 PM Nov 21st, 2011



[AnneKendall](#) RT [@restlesscomms](#): imho G+ is where ppl will go for functional relationships with brands, and FB for emotional relationships with friends OR brands [#commschat](#) -8:55 PM Nov 21st, 2011



[mynewsdesk_uk](#) [@SandyLindsay](#) quick - just say whether you like it or not!
#commschat -8:55 PM Nov 21st, 2011



[ThePaulSutton](#) [@ZoeShort](#) Totally agree. Until it's proving results, outside the mainstream brands just don't have resource #commschat -8:55 PM Nov 21st, 2011



[lyannatsakiris](#) [@ThePaulSutton](#) [@communicatmag](#) British culture/nature is traditionally so averse to change, given time we will see the shift #commschat -8:55 PM Nov 21st, 2011



[NRCUK](#) [@ZoeShort](#) If it kicks off it will be added to tools that update mutiplatform content ;) #Commschat -8:54 PM Nov 21st, 2011



[ZoeShort](#) [@Communicatmag](#) I have to agree with you there. The US have become fans of G+ a lot quicker than the UK. #CommsChat -8:54 PM Nov 21st, 2011



[ThePaulSutton](#) [@waynegibbins](#) [@CloudNineRec](#) have seen ppl suggesting that. But it's a big risk when a blog is established #commschat -8:54 PM Nov 21st, 2011



[CloudNineRec](#) Yes! RT [@restlesscomms](#) G+ where ppl will go 4 functional relationships w/brands, FB for emotional relationships w/ frnds/brands #commschat -8:54 PM Nov 21st, 2011



[CommsChat](#) So what have been people's favourite business pages #commschat -8:54 PM Nov 21st, 2011



[SandyLindsay](#) Oh no! I've only gone and missed the #Google+ #commschat!! #fail -8:54 PM Nov 21st, 2011



[mazherabidi](#) [@restlesscomms](#): [@AdamAzor](#) But average users don't even know Boolean search properly. Are they going to get what +[search] means? [#commschat](#) - 8:54 PM Nov 21st, 2011



[ThePaulSutton](#) [@robertpickstone](#) That's the entire issue: where do your customers hang out? At the moment & despite the potential, not on G+ [#commschat](#) -8:53 PM Nov 21st, 2011



[ZoeShort](#) Q5.The companies I've spoken to struggle with content and time to update all the version platforms.Many don't want to add another [#CommsChat](#) -8:53 PM Nov 21st, 2011



[paulgailey](#) [@restlesscomms](#) I thought that then took a sneak look today at 'whats hot' [#commschat](#) [#flummoxed](#) -8:53 PM Nov 21st, 2011



[Communicatomag](#) & had nothing to do with brands, just english language addicts [#commschat](#) -8:53 PM Nov 21st, 2011



[Communicatomag](#) I saw a 230 lengthy posts on Saturday night in 40 minutes on grammar & the ugliness of the word 'whilst'. It was compelling [#commschat](#) -8:52 PM Nov 21st, 2011



[DJVassallo](#) RT [@litmanlive](#): Here's a list of some of the innovative hangouts that people have already been doing <http://t.co/rIMX4wr3> [#commschat](#) -8:52 PM Nov 21st, 2011



[waynegibbins](#) [@CloudNineRec](#) [@ThePaulSutton](#) [#commschat](#) why not scrap the blog in the end, possible way to go -8:52 PM Nov 21st, 2011



[anadin84](#) RT [@AdamAzor](#): The functionality available on Google+ is probably the best of any social network. However unless the masses adopt it's wasted [#commschat](#) -8:51 PM Nov 21st, 2011



[RobertPickstone](#) [@thepaulsutton](#) Pumping resource into a place where your customers (probably) don't hang out [#commschat](#) [#risk](#) -8:51 PM Nov 21st, 2011



[restlesscomms](#) [@AdamAzor](#) I disagree, people don't need to be on it to type +[company name] into Google and see the benefits [#commschat](#) -8:51 PM Nov 21st, 2011



[litmanlive](#) RT [@restlesscomms](#) G+ is where ppl will go 4 functional relationships w/ brands, FB for emotional relationships w/ friendsORbrands [#commschat](#) -8:51 PM Nov 21st, 2011



[ThePaulSutton](#) [@Communicatomag](#) You may be right in that. Which is frustrating. [#commschat](#) -8:51 PM Nov 21st, 2011



[Stevejuice](#) Impressed? This from "[@mazherabidi](#) <http://t.co/6c4FuIkQ> [#commschat](#) -8:51 PM Nov 21st, 2011



[waynegibbins](#) not sure why mass adoption necessary for G+ to be useful. Basically a publishing and distribution platform in one, think niche [#commschat](#) -8:51 PM Nov 21st, 2011



[CloudNineRec](#) Hmm yes > RT [@ThePaulSutton](#): It's a question of resource. Most of the brands I spk to struggle to resource Twitter & a blog! [#commschat](#) -8:51 PM Nov 21st, 2011



[NRCUK](#) [@greenwellys](#) Lmao - yet ;) [#Commschat](#) -8:50 PM Nov 21st, 2011



[AdamFairclough](#) RT [@AdamAzor](#): The functionality available on Google+ is probably the best of any social network. However unless the masses adopt it's wasted [#commschat](#) -8:50 PM Nov 21st, 2011



[NRCUK](#) Nice lot of [#movembers](#) in tonight, nearly there!!!! [#Commschat](#) -8:50 PM Nov 21st, 2011



[Communicatomag](#) spent lots of time on G+ (preparation for our G+ conf) & I really see a big difference between US (using it)& UK (being cynical) [#commschat](#) -8:49 PM Nov 21st, 2011



[ThePaulSutton](#) It's a question of resource. Most of the brands I spk to struggle to resource Twitter & a blog! [#commschat](#) -8:49 PM Nov 21st, 2011



[AdamAzor](#) The functionality available on Google+ is probably the best of any social network. However unless the masses adopt it's wasted [#commschat](#) -8:49 PM Nov 21st, 2011



[restlesscomms](#) imho G+ is where ppl will go for functional relationships with brands, and FB for emotional relationships with friends OR brands [#commschat](#) -8:49 PM Nov 21st, 2011



[lyannatsakiris](#) [@NRCUK](#) hola :) [#commschat](#) -8:49 PM Nov 21st, 2011



[mynewsdesk_uk](#) RT [@litmanlive](#): The brand pages that have impressed me so far are Red Bull, Burberry, FC Barcelona and H&M. [#commschat](#) -8:49 PM Nov 21st, 2011

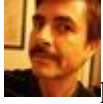


[greenwellys](#) A5: That G+ doesn't constantly ask you to reasses/reset your privacy

options like FB ;-) [#commschat](#) -8:49 PM Nov 21st, 2011



[NRCUK](#) [@lyannatsakiris](#) Evening ;) [#Commschat](#) -8:48 PM Nov 21st, 2011



[b33god](#) RT [@litmanlive](#): Here's a list of some of the innovative hangouts that people have already been doing <http://t.co/gSMdC0Bg> [#commschat](#) -8:48 PM Nov 21st, 2011



[waynegibbins](#) [@litmanlive](#) [#commschat](#) I met the guy from FC Barca once, they are pretty hot on SM -8:48 PM Nov 21st, 2011



[NRCUK](#) Are google listing to social and changing marketing plans from cloud sourcing. . . Hmmm [#Commschat](#) -8:47 PM Nov 21st, 2011



[lyannatsakiris](#) [@ThePaulSutton](#) [@nrcuk](#) have held off too, mainly early adopters on it still-def needs settling before you can get a true feel [#commschat](#) -8:47 PM Nov 21st, 2011



[litmanlive](#) The brand pages that have impressed me so far are Red Bull, Burberry, FC Barcelona and H&M. [#commschat](#) -8:47 PM Nov 21st, 2011



[paulfabretti](#) [@paulgailey](#) [#commschat](#) yes, and change the way people use notes too. -8:47 PM Nov 21st, 2011



[mynewsdesk_uk](#) [@waynegibbins](#) yes, you're right - it would be great that [#commschat](#) -8:47 PM Nov 21st, 2011



[RobertPickstone](#) [@CommsChat](#) Many who joined Fb & Tw because they wanted to only use G+ because they feel they have to [#commschat](#) -8:47 PM Nov 21st, 2011



[paulgailey](#) [@paulfabretti](#) Didn't fb recently disable (or will do) rss updating into the stream? [#commschat](#) -8:46 PM Nov 21st, 2011



[CommsChat](#) Q5 What have you seen that's impressed you so far on Google+ Pages? ---> obviously that's "nothing" for a number of you. [#commschat](#) -8:46 PM Nov 21st, 2011



[UKTJPR](#) [#commschat](#) is a bit good, isn't it. -8:46 PM Nov 21st, 2011



[ThePaulSutton](#) But having said that (last tweet), until the public adopts it, the only brands it's useful for are media, comms & mainstream [#commschat](#) -8:45 PM Nov 21st, 2011



[CommsChat](#) A perfect posting from [@LitmanLive](#), as we move to Q5 - What have you seen that's impressed you so far on Google+ Pages? [#commschat](#) -8:45 PM Nov 21st, 2011



[restlesscomms](#) [@commschat](#) absolutely. It's such early days. Surprising the APIs aren't out there yet, but give it time... [#commschat](#) -8:45 PM Nov 21st, 2011



[CommsChat](#) RT [@litmanlive](#): Heres a list of some of the innovative hangouts that people have already been doing <http://t.co/KBhBaqlQ> [#commschat](#) -8:45 PM Nov 21st, 2011



[DJVassallo](#) YEAH! :o) RT [@PRMediaBlog](#): By the way, why aren't we having [#commschat](#) on G+ Hangouts? -8:44 PM Nov 21st, 2011



[NRCUK](#) RT [@CommsChat](#): [@NRCUK](#) Its been 110 days since launch, and two weeks since Brands were allowed in. ;) [#Commschat](#) -8:44 PM Nov 21st, 2011



[litmanlive](#) Here's a list of some of the innovative hangouts that people have already been doing <http://t.co/rIMX4wr3> [#commschat](#) -8:44 PM Nov 21st, 2011



[ThePaulSutton](#) Important to keep perspective. G+ will unite all of Google's properties, from search to mobile. Here to stay & it will be big [#commschat](#) -8:44 PM Nov 21st, 2011



[NRCUK](#) [@mazherabidi](#) And who's going to invest in the great unknown? [#Commschat](#) -8:44 PM Nov 21st, 2011



[paulfabretti](#) [@paulgailey](#) more likely they haven't got a friggin clue what to do with it & can't be arsed doing it manually than via rss [#commschat](#) -8:44 PM Nov 21st, 2011



[Joel_Hughes](#) [@CommsChat](#) yes - and unlike Twitter of old , Google *know* how to scale [#commschat](#) -8:44 PM Nov 21st, 2011



[waynegibbins](#) [@mynewsdesk_uk](#) [#commschat](#) possibly, in the same way they watch a panel at a conference - I haven't used it a lot so not basing that on exp -8:44 PM Nov 21st, 2011



[mynewsdesk_uk](#) [@PRMediaBlog](#) that's their next top secret project - Google Straws! [#commschat](#) -8:43 PM Nov 21st, 2011



[CommsChat](#) [@NRCUK](#) It's been 110 days since launch, and two weeks since Brands were allowed in. [#commschat](#) -8:43 PM Nov 21st, 2011



[OnlinePrPixie](#) [#CommsChat](#) I think it will take a while for G+ to become as big and as powerful as Twitter and Facebook..., if ever -8:43 PM Nov 21st, 2011



[robertcgage](#) [@greenwellys](#) We need you! Could do with a quick rundown on what it's all about. It hasn't yet captured my imagination. [#commschat](#) -8:43 PM Nov 21st, 2011



[DJVassallo](#) [#Commschat](#) I don't really see hangouts as B2C customer service with 10 ppl max. I'd be more of a privilege to chat 1 to 1 with your celebs -8:43 PM Nov 21st, 2011



[rachelsmith71](#) RT [@Stevejuice](#): [#commschat](#) Q to lawyers or US friends: if Google gives G+ search advantages, might it breach anti-trust laws? -8:43 PM Nov 21st, 2011



[mazherabidi](#) [@NRCUK](#) Guess that's the great unknown...and that's the thing, everyone's second guessing...no one actually knows or could know. [#commschat](#) -8:43 PM Nov 21st, 2011



[ZoeShort](#) [@EmLeary](#) Yes i'm thinking that. There is potential for Google to really make its mark..maybe its a case of waiting. Time will tell [#CommsChat](#) -8:43 PM Nov 21st, 2011



[mynewsdesk_uk](#) [@waynegibbins](#) sorry, no - I meant the streaming part! Are consumers keen to watch 10 people they don't know having a chat tho? [#commschat](#) -8:43 PM Nov 21st, 2011



[TheMediaMktinCo](#) [@litmanlive](#) Google+ isnt standalone. Its permeating every Google property & improving it. Its here to stay [#commschat](#)" - agreed [#commschat](#) -8:43 PM Nov 21st, 2011



[CommsChat](#) Will we start to see more innovation from 3rd parties using Google's API. Isn't that what really pushed Twitter? [#commschat](#) -8:42 PM Nov 21st, 2011



[ThePaulSutton](#) [@chris_reed](#) Agree. I don't expect it to fail. No way, no how. [#commschat](#) -8:42 PM Nov 21st, 2011



[spirals](#) watch out “[@litmanlive](#) Google+ isn't standalone. It's permeating every Google property & improving it. It's here to stay [#commschat](#)” -8:42 PM Nov 21st, 2011



[TheMediaMktinCo](#) RT [@greenwellysam](#) I the only person who has lots of non-tech/mkting friends & family using G+? - I think you might be ... [#commschat](#) -8:42 PM Nov 21st, 2011



[NRCUK](#) [@mazherabidi](#) How long do you wait these days. Not a great example but quora died in a month, has this been 6 already? Bar beta [#Commschat](#) -8:41 PM Nov 21st, 2011



[chris_reed](#) I'm joining in today's [#commschat](#) as my alter-ego [@restlesscomms](#) ([@ThePaulSutton](#)). Agree. G+'s launch was shoddy. But it's too big to fail -8:41 PM Nov 21st, 2011



[Joel_Hughes](#) RT [@litmanlive](#): Google+ isn't a standalone product. It's permeating every single Google property and improving it. It's here to stay. [#commschat](#) -8:41 PM Nov 21st, 2011



[JonClements](#) Share! RT [@TheMediaMktinCo](#): [@PRMediaBlog](#) Hey, there's an idea Andrew - hangout in the New year maybe (well for a select 10!) [#commschat](#) -8:41 PM Nov 21st, 2011



[ZoeShort](#) Q4. I'm sure it does cross users minds, but we all rushed to try it. The Google brand outweighs the negatives. [#CommsChat](#) -8:41 PM Nov 21st, 2011



[Stevejuice](#) [#commschat](#) if an innovator brand doesn't launch products/services that fail it's not doing its job -8:40 PM Nov 21st, 2011



[PRMediaBlog](#) [@mynewsdesk_uk](#) Can't we draw straws or something? [#commschat](#) -8:40 PM Nov 21st, 2011



[TheMediaMktinCo](#) [@PRMediaBlog](#) Hey, there's an idea Andrew - hangout in the New year maybe (well for a select 10!) [#commschat](#) -8:40 PM Nov 21st, 2011



[Joel Hughes](#) [@Stevejuice](#) I'd say Google have every right to class G+ as a valid "signal" [#commschat](#) -8:40 PM Nov 21st, 2011



[NRCUK](#) RT [@ThePaulSutton](#) doesnt surprise me, which is kind of my entire point. Outside geeks & media, people arent interested just yet [#Commschat](#) -8:40 PM Nov 21st, 2011



[mynewsdesk_uk](#) [@PRMediaBlog](#) only max 10 people allowed on a hangout [#commschat](#) -8:40 PM Nov 21st, 2011



[greenwellys](#) Picking up on [@thepaulsutton](#) and [@wadds](#) tweets, am I the only person who has lots of non-tech/mkting friends & family using G+? [#commschat](#) -8:40 PM Nov 21st, 2011



[litmanlive](#) Google+ isn't a standalone product. It's permeating every single Google property and improving it. It's here to stay. [#commschat](#) -8:40 PM Nov 21st, 2011



[mazherabidi](#) [@ThePaulSutton](#): [@nrcuk](#) Outside geeks/media, people arent interested yet < That's with any adoption lifecycle. Just gotta wait [#commschat](#) -8:39 PM Nov

21st, 2011



[waynegibbins @mynewsdesk_uk #commschat](#) I didn't know you could have a 10 way video chat on facebook and then stream out... how do you do that? -8:39 PM Nov 21st, 2011



[jamescrawford](#) It seems [#commschat](#) folk like G+ hangouts. I prefer G+ Messenger. -8:39 PM Nov 21st, 2011



[PRMediaBlog](#) By the way, why aren't we having [#commschat](#) on G+ Hangouts? -8:39 PM Nov 21st, 2011



[RobertPickstone @mazherabidi](#) Only just joined [#commschat](#) so a bit behind ;-) -8:39 PM Nov 21st, 2011



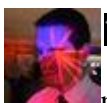
[ThePaulSutton](#) Q4 Google has made a cynical rod for it's own back after Wave & Buzz. But G+ is very, very different [#commschat](#) -8:39 PM Nov 21st, 2011



[EmLeary @zoeshort](#) Yes, also something that brings together a brand's overall web presence. G+ could do something special with curation [#commschat](#) -8:39 PM Nov 21st, 2011



[woodrowhill](#) RT [@litmanlive](#): The Hangout feature could potentially be most powerful feature of Google+ to bring you and your customers closer together. [#commschat](#) -8:38 PM Nov 21st, 2011



[RobertPickstone @mazherabidi](#) General customer service using video chat could get messy but companies could deliver some services. E.g. teaching [#commschat](#) -8:38

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[ThePaulSutton @nrcuk](#) that doesn't surprise me, which is kind of my entire point. Outside geeks & media, people aren't interested just yet [#commschat](#) -8:38 PM Nov 21st, 2011



[Stevejuice #commschat](#) Q to lawyers or US friends: if Google gives G+ search advantages, might it breach anti-trust laws? -8:37 PM Nov 21st, 2011



[litmanlive](#) Set aside an hour a week, allow customers to ask questions direct/ see behind the scenes & bring them closer to you as a business [#commschat](#) -8:37 PM Nov 21st, 2011



[DJVassallo #commschat](#) No point to compare Twitter & FB development, they were concept pioneers on everybody's minds. G+ is now capitalising on that -8:37 PM Nov 21st, 2011



[CommsChat](#) OK. with Q4 in mind, are we extra cautious because of Google's history of launching and then abandoning products? [#commschat](#) -8:37 PM Nov 21st, 2011



[ThePaulSutton](#) RT [@restlesscomms](#): [@CloudNineRec](#) hangouts will become a way of rewarding super-users - ability to chat with a brands celebs [#commschat](#) -8:36 PM Nov 21st, 2011



[NRCUK @spirals @NRCUK @ThePaulSutton](#) I don't think there can be any lines, a brand should in or out, confusing if aren't [#Commschat](#) -8:36 PM Nov 21st, 2011



[mynewsdesk_uk @CommsChat](#) so that's just live streaming video then. It's great, but nothing new, and available on Facebook already... [#commschat](#) -8:35 PM Nov 21st,

2011



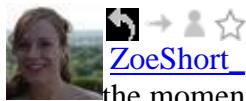
[ThePaulSutton](#) [@mazherabidi](#) Given time, yes. You're only talking a handful of people per hangout. Not yet, I agree, but in time... [#commschat](#) -8:35 PM Nov 21st, 2011



[restlesscomms](#) [@CloudNineRec](#) I think hangouts will become a way of rewarding super-users/advocates - ability to chat with a brand's celebs [#commschat](#) -8:35 PM Nov 21st, 2011



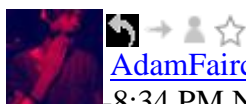
[NRCUK](#) [@ThePaulSutton](#) I have had one in my last 50 or so listening tool chats ask if we cover it! [#Commschat](#) -8:34 PM Nov 21st, 2011



[ZoeShort](#) [@EmLeary](#) [@communicatmag](#) Yes that is where [#Facebook](#) wins big at the moment. G+ may do there own in time, don't you think? [#CommsChat](#) -8:34 PM Nov 21st, 2011



[litmanlive](#) The Hangout feature could potentially be most powerful feature of Google+ to bring you and your customers closer together. [#commschat](#) -8:34 PM Nov 21st, 2011



[AdamFairclough](#) [@ThePaulSutton](#) [@NRCUK](#) Sounds like good advice. [#commschat](#) -8:34 PM Nov 21st, 2011



[Joel Hughes](#) [@spirals](#) [@NRCUK](#) [@ThePaulSutton](#) the end user certainly doesn't care that there is a difference [#commschat](#) -8:34 PM Nov 21st, 2011



[greenwellys](#) Hangouts = killer G+ app.Great for B2B and 'limited no.' promos for consumer brands.Not exclusive to G+, but segmentation simpler [#commschat](#) -8:34

PM Nov 21st, 2011



[CommsChat](#) Sorry Here is the circle <http://t.co/JjCDjFWw> As a media owner, I like the functionality [#commschat](#) -8:34 PM Nov 21st, 2011



[waynegibbins](#) [@litmanlive](#) [#commschat](#) they have a verified page status now -8:34 PM Nov 21st, 2011



[CommsChat](#) [@mynewsdesk_uk](#) Yes, but you can stream them to a larger audience. [#commschat](#) -8:34 PM Nov 21st, 2011



[ThePaulSutton](#) [@mynewsdesk_uk](#) That's correct. 10 per time, currently. [#commschat](#) -8:33 PM Nov 21st, 2011



[Joel_Hughes](#) [@CloudNineRec](#) sure! If it's worthwhile :) [#commschat](#) -8:33 PM Nov 21st, 2011



[spirals](#) [@NRCUK](#) [@ThePaulSutton](#) I think the distinction between comms and customer service is a fine line as social comes to mainstream [#CommsChat](#) -8:33 PM Nov 21st, 2011



[ThePaulSutton](#) [@NRCUK](#) No, in fact I've pre-emptively advised clients to leave it until it starts to bed in & gain more genuine users [#commschat](#) -8:33 PM Nov 21st, 2011



[Communicatemag](#) Here is the circle <https://plus.google.com/u/0/b/103906492097519252556/me/posts> As a media owner, I like the functionality [#commschat](#) -8:33 PM Nov 21st, 2011



[mynewsdesk_uk](#) Hangouts = 10 people at once, right? [#commschat](#) -8:33 PM Nov 21st, 2011



[litmanlive @waynegibbins](#) coca cola is over run with spam pages, I gave up finding the right one after a while. [#commschat](#) -8:33 PM Nov 21st, 2011



[mazherabidi @CloudNineRec](#) Exactly, how often are we in one place for long enough...consumers are all mobile now. [#commschat](#) -8:33 PM Nov 21st, 2011



[Communicatemag](#) On +CommunicateMagazine (feel free to follow) we postd a circle showng which of the FTSE100 had G+ presence. 24,of which 8 active [#commschat](#) -8:32 PM Nov 21st, 2011



[mazherabidi @ThePaulSutton](#) You reckon people will invest the effort and time sit and video chat with companies? Really unsure... [#commschat](#) -8:32 PM Nov 21st, 2011



[ThePaulSutton @ZoeShort](#) The original and the best :) FB's lists is a half-arsed copy of Circles [#commschat](#) -8:32 PM Nov 21st, 2011



[CloudNineRec](#) Are Hangouts seriously going to happen with consumers?? - I can't see this. B2B conversations however, yes. [#commschat](#) -8:31 PM Nov 21st, 2011



[Joel Hughes @CommsChat](#) are G+ missing a trick by not allowing subscribers to indicate which circle they *want* to be in ?[#commschat](#) -8:31 PM Nov 21st, 2011



[Stevejuice #commschat](#) some leading brands are trialling Google+ none are leading with it. A challenger brand might. -8:31 PM Nov 21st, 2011



[NRCUK](#) Has any body provided or been ask to explore a strategy with a client yet? [#Commschat](#) -8:31 PM Nov 21st, 2011



[restlesscomms](#) Popping in a bit late to [#commschat](#) - has anyone covered off the intrinsic abiltiy for audience segmentation on G+ circles yet? -8:31 PM Nov 21st, 2011



[EmLeary](#) [@communicatmag](#) Really? It doesn't allow equiv of custom tabs. Arguably that's a key feature for FB brand pages [#commschat](#) -8:31 PM Nov 21st, 2011



[SumeetV](#) [@spirals](#) thanks for tweeting [#commschat](#) updates -8:31 PM Nov 21st, 2011



[waynegibbins](#) [@litmanlive](#) [#commschat](#) useful, you haven't got coca cola on there and henry ford isnt really a brand, ford page is a different acc -8:31 PM Nov 21st, 2011



[ZoeShort](#) Yes circles are a great comms tool. Nice to see Facebook now has their own version. G+ is easier to manage though [@ThePaulSutton](#) [#CommsChat](#) -8:31 PM Nov 21st, 2011



[Comprof1](#) [#commschat](#) can g+ be linked to from webpages, fbpages, twitter? -8:31 PM Nov 21st, 2011



[ThePaulSutton](#) Nice! RT [@litmanlive](#): Q3. Ive put together a circle of the brands on Google+ here <http://t.co/njPMstJ2> [#commschat](#) -8:31 PM Nov 21st, 2011



[JonClements](#) Here's my brand circle, just to add to the circle (jerk).
<http://t.co/DICC2HE7> #commschat -8:31 PM Nov 21st, 2011



[mazherabidi](#) @ThePaulSutton: @Stevejuice Not strictly a brand, but interesting use of G+ by a challenger musician <http://t.co/kiIDpYjV> #commschat -8:30 PM Nov 21st, 2011



[NRCUK](#) @spirals @ThePaulSutton brands have enough confusion prioritising and resourcing cust comms IMO #Commschat -8:30 PM Nov 21st, 2011



[mynewsdesk_uk](#) @greenwellys I think we are trying to establish whether G+ has any new functionality that we haven't seen in Twitter and Facebook #commschat -8:30 PM Nov 21st, 2011



[CloudNineRec](#) @ThePaulSutton naturally, at the moment. But challenger brands can be monitoring, using information & acting #commschat -8:30 PM Nov 21st, 2011



[litmanlive](#) Q3. I've put together a circle of the brands on Google+ here <http://t.co/uEFPrmMG> If missed any then let me know. #commschat #commschat -8:30 PM Nov 21st, 2011



[LindaMcB](#) RT @spirals: Is that global or UK? RT @Communicatemag: erm, Save The Children got 10,000 followers in 9 days. #commschat>> uk page -8:30 PM Nov 21st, 2011



[AdamFairclough](#) @CommsChat @ThePaulSutton But isn't sharing specific info with specific audiences something social media aims to achieve anyway? #commschat -8:29 PM Nov 21st, 2011



[litmanlive](#) Q3. I've put together a circle of the brands on Google+ here <http://t.co/uEFPrmMG>. If missed any then let me know. [#commschat](#) -8:29 PM Nov 21st, 2011



[greenwellys](#) Late to [#commschat](#) as the kids bedtime. What question are we on? -8:29 PM Nov 21st, 2011



[10Yetis](#) RT [@Communicatmag](#): Next thing for us to try will be Hangouts [#commschat](#) -8:29 PM Nov 21st, 2011



[mazherabidi](#) [@CloudNineRec](#) [@litmanlive](#): Developers can make the most synergy-laden platform ever. If users don't use it, doesn't matter [#commschat](#) -8:29 PM Nov 21st, 2011



[waynegibbins](#) [@Stevejuice](#) [#commschat](#) Still I see coca cola and various other leading brands on G+ already -8:29 PM Nov 21st, 2011



[JonClements](#) RT [@CloudNineRec](#): [@JonClements](#) its not spectacular, but every business is working to the same conditions - regardless of size. [#commschat](#) -8:28 PM Nov 21st, 2011



[spirals](#) agree “[@ThePaulSutton](#): Q3 Hangouts are killer feature, my opinion. The opportunity for brands to talk to customers [#commschat](#)” -8:28 PM Nov 21st, 2011



[Comprof1](#) [@Communicatmag](#) [#commschat](#) How is it more functional? -8:28 PM Nov 21st, 2011



[CommsChat](#) RT [@ThePaulSutton](#): Q3 & 2ndkey opp for brands is Circles; sharing specific info with specific audiences. Thats a great comms tool [#commschat](#) -8:28

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[AdamFairclough](#) [@jamescrawford](#) [@PRMediaBlog](#) Twitter was niche until a certain Mr Fry got his hands on it. [#commschat](#) -8:27 PM Nov 21st, 2011



[PRMediaBlog](#) Yes - mainstream brands are on there...RT [@litmanlive](#): [@Stevejuice](#) challenger brands? Like Burberry, Sony Ericsson, Red Bull? [#commschat](#) -8:27 PM Nov 21st, 2011



[Joel_Hughes](#) [@ThePaulSutton](#) agree [#commschat](#) -8:27 PM Nov 21st, 2011



[ThePaulSutton](#) [@Stevejuice](#) Disagree. G+ is for large, mainstream brands at present, NOT challenger brands [#commschat](#) -8:27 PM Nov 21st, 2011



[CloudNineRec](#) RT [@litmanlive](#): Join the dots. See synergies. People are missing bigger picture here. Eg Google music, share tracks only with certain circles. [#commschat](#) -8:27 PM Nov 21st, 2011



[NRCUK](#) Still to much media "knocking social fails" would take a good agency to promote a new one, offering little strategy to date [#Commschat](#) -8:27 PM Nov 21st, 2011



[MichelleKendall](#) RT [@ThePaulSutton](#): Yes, hence brands should steer clear for the moment RT [@Stevejuice](#) consumer will decide which channel is popular, not marketers [#commschat](#) -8:27 PM Nov 21st, 2011



[Joel_Hughes](#) [@mazherabidi](#) [@ThePaulSutton](#) [@ZoeShort](#) agree. Give it time. How many people here are only just new to a twitter? tipping point [#commschat](#) -8:27 PM Nov 21st, 2011

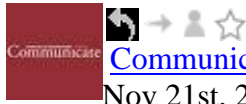


[CloudNineRec](#) [@JonClements](#) yes its not spectacular, but every business is working

to the same conditions - regardless of size. I like this... [#commschat](#) -8:27 PM Nov 21st, 2011



[jamescrawford @PRMediaBlog](#) Agreed. Everyone forgets that Rome wasn't built in a day. Twitter was niche for years. [#commschat](#) -8:27 PM Nov 21st, 2011



[Communicatemag](#) Next thing for us to try will be Hangouts [#commschat](#) -8:26 PM Nov 21st, 2011



[Communicatemag](#) As a media owner, I dont find its functionality limited. It works as well as, poss better than, FB. [#commschat](#) -8:26 PM Nov 21st, 2011



[ThePaulSutton](#) Q3 And the second key opp for brands is Circles; sharing specific information with specific audiences. That's a great comms tool [#commschat](#) -8:26 PM Nov 21st, 2011



[litmanlive @Stevejuice](#) challenger brands? Like Burberry, Sony Ericsson, Red Bull? [#commschat](#) -8:26 PM Nov 21st, 2011



[paulfabretti](#) Biggest failing of G+ Pages: 1) Firms HAVE to partake manually & actively 2) Because they've no content strategy they can't do 1 [#commschat](#) -8:26 PM Nov 21st, 2011



[mynewsdesk_uk](#) Firstly - what functionality? RT [@CommsChat](#): Q3 - how can u make G+ functionality work fr business [#commschat](#) -8:26 PM Nov 21st, 2011



[Stevejuice #commschat](#) As ever, leading brands will favour established channels. Google+ is for challenger brands. For now. -8:25 PM Nov 21st, 2011



[ThePaulSutton](#) Q3 Hangouts are the killer feature, in my opinion. The opportunity for brands to talk to customers is incredible [#commschat](#) -8:25 PM Nov 21st, 2011



[AdamFairclough](#) [@waynegibbins](#) [@PRMediaBlog](#) I just thought I'd acknowledge that it could be a mistake before the PR pedants get me ;) [#commschat](#) -8:25 PM Nov 21st, 2011



[NRCUK](#) Few brands seeing ROI on Facebook, they'd be nuts to "dip another toe" [#Commschat](#) -8:25 PM Nov 21st, 2011



[mazherabidi](#) [@ThePaulSutton](#): [@ZoeShort](#) Massive potential give it time < We're judging it by same standards as more established networks... [#commschat](#) -8:25 PM Nov 21st, 2011



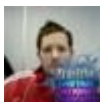
[JonClements](#) RT [@mazherabidi](#): [@JonClements](#): Brand pages Ive seen on G+ are disappointing < And also pretty limited what you can do with it too... [#commschat](#) -8:25 PM Nov 21st, 2011



[litmanlive](#) Join the dots. See synergies. People are missing bigger picture here. Eg Google music, share tracks only with certain circles. [#commschat](#) -8:25 PM Nov 21st, 2011



[NRCUK](#) [@paulfabretti](#) has known my view on it for a while ;) [#Commschat](#) -8:25 PM Nov 21st, 2011



[markcrosby](#) RT [@wadds](#): RT [@litmanlive](#): Google+ is the social glue that allows them to completely own the cycle from search to brand page to purchase. [#commschat](#) -8:24 PM Nov 21st, 2011



[mazherabidi @JonClements](#): Brand pages Ive seen on G+ are disappointing < And also pretty limited what you can do with it too... [#commschat](#) -8:24 PM Nov 21st,

2011



[mynewsdesk_uk](#) Facebook's functionality is still built around the needs of friends interacting with friends. And so far G+ has simply copied FB. [#commschat](#) -8:24 PM

Nov 21st, 2011



[Comprof1 #commschat](#) twitter successful because of mobile tech, facebook because of high speed internet (video, pics) G+ because of Pads? -8:24 PM Nov 21st, 2011



[AdamFairclough @JonClements](#) With you on that. G+ seems to want to be the best of all the social networks, but with no real purpose of its own. [#commschat](#) -8:23 PM

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[mazherabidi @JonClements](#) That's a corporate line though isn't it - twitter once said they weren't a social network... [#commschat](#) -8:23 PM Nov 21st, 2011



[NRCUK @CommsChat](#) Is the enough of it to have an opinion yet? [#Commschat](#) -8:23 PM

Nov 21st, 2011



[spirals](#) Wondering: G+ could be fantastic bridge between social curation and sharing. Stumbleupon with better social networking? [#commschat](#) -8:23 PM Nov 21st, 2011



[NRCUK](#) I guess launching to SM pros got the convo started. . . But where's it going? [#Commschat](#) -8:23 PM Nov 21st, 2011



[JonClements](#) Brand pages I've seen on G+ are disappointing; but it's probably the

medium right now. [#commschat](#) -8:23 PM Nov 21st, 2011



[CloudNineRec](#) [@ThePaulSutton](#) Yes, in B2C race, I agree - I meant for B2B purposes - I see G+ being a B2B Facebook, potentially... [#commschat](#) -8:23 PM Nov 21st, 2011



[CommsChat](#) But I think most of tonight is going to be big old marmite row between the love it and hate it brigade [#commschat](#) -8:23 PM Nov 21st, 2011



[CommsChat](#) aah, I can see its gg to be v hard to follow structure. We're shld move to Q3 - how can u make G+ functionality work fr business [#commschat](#) -8:22 PM Nov 21st, 2011



[ThePaulSutton](#) [@ZoeShort](#) Totally agree. Massive potential, but give it time. We're expecting too much too soon. [#commschat](#) -8:22 PM Nov 21st, 2011



[Stevejuice](#) “[@JonClements](#): Google itself said G+ is not a social network. [#commschat](#)” and Twitter's investor said it isn't either -8:22 PM Nov 21st, 2011



[mynewsdesk](#) [uk](#) Mynewsdesk also provides a network for brands to communicate. But we provide a whole load of stuff that G+ and Facebook don't. [#commschat](#) -8:22 PM Nov 21st, 2011



[NRCUK](#) [@Joel_Hughes](#) Like things in pigeon holes, buying, sharing, prof dev, blogging. Might just be showing my age [#Commschat](#) -8:22 PM Nov 21st, 2011



[Stevejuice](#) RT [@JonClements](#): Google itself said G+ is not a social network. But what is it exactly? TBC IMHO. [#commschat](#) -8:21 PM Nov 21st, 2011



[kluoma](#) RT [@Stevejuice](#): [#commschat](#) Google = Search, Facebook (Twitter) = social network. Huge job to change that public perception -8:21 PM Nov 21st, 2011



[AdamFairclough](#) [@PRMediaBlog](#) Oh my, can't believe I've just said 'very strong USP'. A USP can't be 'very strong'. It's either unique or it isn't. [#commschat](#) -8:21 PM Nov 21st, 2011



[mynewsdesk_uk](#) [@AdamFairclough](#) re USP - exactly. [#commschat](#) -8:21 PM Nov 21st, 2011



[spirals](#) Is that global or UK? RT [@Communicatemag](#): erm, Save The Children got 10,000 followers in 9 days. [#commschat](#) -8:21 PM Nov 21st, 2011



[ZoeShort](#) [@ThePaulSutton](#) [@CommsChat](#) Facebook wasn't huge to start with...this is Google after all. I think it needs time to develop [#CommsChat](#) -8:21 PM Nov 21st, 2011



[ThePaulSutton](#) THIS > RT [@AdamFairclough](#) Brands need to listen to what real people are saying first, otherwise, whats the point? [#commschat](#) -8:21 PM Nov 21st, 2011



[litmanlive](#) [@Stevejuice](#) G+ isn't a social network. But it does have the search power behind it. Which is a huge thorn in FB / Twitter's side [#commschat](#) -8:21 PM Nov 21st, 2011



[Joel_Hughes](#) [@NRCUK](#) you "like" that you can't? Is that to protect your wallet? ;) [#commschat](#) -8:21 PM Nov 21st, 2011



[mynewsdesk_uk](#) Google can win at social, but not with the current functionality. Facebook and Twitter could certainly do with some competition. [#commschat](#) -8:20 PM Nov 21st, 2011



[mazherabidi @litmanlive](#): [@CommsChat](#) Could argue FB w/800m users still finding new/better ways for brands. So how do they already know on G+? [#commschat](#) -8:20 PM Nov 21st, 2011



[waynegibbins #commschat](#) any ideas when vanity URLs are coming to G+? -8:20 PM Nov 21st, 2011



[NRCUK @DJVassallo](#) If I knew that lol :) [#Commschat](#) -8:20 PM Nov 21st, 2011



[Joel Hughes @ThePaulSutton](#) no. Not just the big boys. Plenty of small fry got great coverage on clever 4SQ usage etc [#commschat](#) -8:20 PM Nov 21st, 2011



[JonClements](#) Google itself said G+ is not a social network. But what is it exactly? TBC IMHO. [#commschat](#) -8:20 PM Nov 21st, 2011



[AdamFairclough @PRMediaBlog](#) There's no point comparing G+ to Twitter's growth. Twitter had a very strong USP when it started. G+ doesn't. [#commschat](#) -8:20 PM Nov 21st, 2011



[paulfabretti](#) biggest G+ issue is that Twitter & Facebook already had established raisons d'etre - G+ much less so [#commschat](#) -8:19 PM Nov 21st, 2011



[ThePaulSutton @cloudninerec @Stevejuice](#) I don't think people WILL go to a completely new platform just for 1 brand. Not in the real world [#commschat](#) -8:19 PM Nov 21st, 2011



[Communicatemag](#) erm, Save The Children got 10,000 followers in 9 days.
[#commschat](#) -8:19 PM Nov 21st, 2011



[Stevejuice](#) [#commschat](#) Google = Search, Facebook (Twitter) = social network.
Huge job to change that public perception -8:19 PM Nov 21st, 2011



[NRCUK](#) [@litmanlive](#) Is there... No active user info to hand. [#Commschat](#) -8:19 PM
Nov 21st, 2011



[DJVassallo](#) Totally agree, but to who then? RT [@NRCUK](#): Still think releasing to
SM folks first made it more geeky and alienated brands [#Commschat](#) -8:19 PM Nov
21st, 2011



[PRMediaBlog](#) Twitter started small and now considered mainstream. G+ to go the
same way? [#commschat](#) -8:18 PM Nov 21st, 2011



[litmanlive](#) [@CommsChat](#) there's over 40m currently using, mostly in the US. Still
finding its niche but huge potential for customer service [#commschat](#) -8:18 PM Nov
21st, 2011



[NRCUK](#) [@Joel_Hughes](#) Let's see, I like that you can't, for now [#Commschat](#) -8:18
PM Nov 21st, 2011



[AdamFairclough](#) [@CommsChat](#) Completely with Paul on this. Brands need to listen to what
real people are saying first, otherwise, what's the point? [#commschat](#) -8:18 PM Nov 21st,
2011



[mynewsdesk_uk](#) Good point. RT [@NRCUK](#): Still think releasing to SM folks first

made it more geeky and alienated brands [#commschat](#) -8:18 PM Nov 21st, 2011



[Communicatemag](#) RT [@wadds](#): None of the women in my life are on Google+: Mum, partner, daughter... Important benchmark [#commschat](#) -8:18 PM Nov 21st, 2011



[ThePaulSutton](#) [@Joel_Hughes](#) Not really. A handful do, but that's all. And they're the big boys anyway. [#commschat](#) -8:18 PM Nov 21st, 2011



[robertcgage](#) [@CommsChat](#) Agree entirely. Much talk but mainly amongst techies. [#commschat](#) -8:17 PM Nov 21st, 2011



[NRCUK](#) Still think releasing to SM folks first made it more geeky and alienated brands [#Commschat](#) -8:17 PM Nov 21st, 2011



[Comprof1](#) [#commschat](#) If G+ can offer something new to consumers than businesses will use, e.g. video conferencing customer service -8:17 PM Nov 21st, 2011



[Joel_Hughes](#) [@NRCUK](#) buying from social must be imminent [#commschat](#) -8:17 PM Nov 21st, 2011



[MaxTB](#) [@litmanlive](#) *coughs* Emerald Sea *coughs* [#commschat](#) -8:17 PM Nov 21st, 2011



[wadds](#) None of the women in my life are on Google+: Mum, partner, daughter... Important benchmark [#CommsChat](#) -8:17 PM Nov 21st, 2011



[CloudNineRec](#) [@ThePaulSutton](#) [@Stevejuice](#) but Paul - it has to start somewhere...? Make something that consumers WILL go to.... [#commschat](#) -8:16 PM Nov 21st,

2011



[CommsChat](#) Anyone want to take issue with Paul on "'the public' aren't using it" or does everyone agree? [#commschat](#) -8:16 PM Nov 21st, 2011



[AdamFairclough](#) [@ThePaulSutton](#) [@CommsChat](#) Couldn't agree more. Let real communities build up. Otherwise, who are brands listening to? [#commschat](#) -8:16 PM Nov 21st, 2011



[Joel_Hughes](#) [@ThePaulSutton](#) "if the public aren't using it" PR? Brands playing in the new arena get free PR [#commschat](#) -8:16 PM Nov 21st, 2011



[NRCUK](#) Does anybody want to go from search to product in social? You can't buy via social, or is that the last piece. [@litmanlive](#) [#Commschat](#) -8:16 PM Nov 21st, 2011



[RobinGrant](#) [@wadds](#) [@litmanlive](#) <http://t.co/3oYLLney> [#commschat](#) -8:15 PM Nov 21st, 2011



[litmanlive](#) [@wadds](#) it's already working its magic in improving existing Google properties. You'll have noticed numerous overhauls recently. [#commschat](#) -8:15 PM Nov 21st, 2011



[ThePaulSutton](#) [@CommsChat](#) My answer: Don't. Not yet. If 'the public' aren't using it, who's the page for? [#commschat](#) -8:14 PM Nov 21st, 2011



[wadds](#) [@litmanlive](#) [@CommsChat](#) how long before the giant awakens?

[#CommsChat](#) -8:14 PM Nov 21st, 2011



[spirals](#) took few years for twitter to make journo good books. tech has a pattern of suspicion, intrigue, buzz then mainstream it seems [#commschat](#) -8:14 PM Nov 21st, 2011



[hypernaked](#) Looking forward to some interesting chatter on [#commschat](#) this evening. Looking at Google+ for brands. ^mb -8:14 PM Nov 21st, 2011



[TheMediaMktinCo](#) RT [@litmanlive](#): Google+ is the social glue that allows them to completely own the cycle from search to brand page to purchase. [#commschat](#) -8:14 PM Nov 21st, 2011



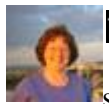
[Communicatemag](#) RT [@litmanlive](#): Google+ is the social glue that allows them to completely own the cycle from search to brand page to purchase. [#commschat](#) -8:13 PM Nov 21st, 2011



[ThePaulSutton](#) Yes, hence brands should steer clear for the moment RT [@Stevejuice](#) consumer will decide which channel is popular, not marketers [#commschat](#) -8:12 PM Nov 21st, 2011



[CommsChat](#) Not a fad, but a sleeper in a bigger picture. Allowing for that then, what's the best approach to building your Google+ Page [#commschat](#) -8:12 PM Nov 21st, 2011



[Comprof1](#) [#commschat](#) has anyone used the video conferencing feature of g+? They say you can interact with up to 10 people -8:12 PM Nov 21st, 2011



[wadds](#) [@litmanlive](#) that's the smartest thing I've ever seen you tweet :) Issue for Google is

execution [#CommsChat](#) -8:12 PM Nov 21st, 2011



[litmanlive](#) [@mazherabidi](#) they have a huge advantage over FB when they can take the consumer from search through to purchase via brand page [#commschat](#) -8:12 PM Nov 21st, 2011



[mynewsdesk_uk](#) Don't hangouts only allow 10 people at once? Hardly huge for brands. [#commschat](#) -8:12 PM Nov 21st, 2011



[wadds](#) RT [@litmanlive](#): Google+ is the social glue that allows them to completely own the cycle from search to brand page to purchase. [#commschat](#) -8:12 PM Nov 21st, 2011



[ThePaulSutton](#) [@mazherabidi](#) No, I agree. That totally misses the point. [#commschat](#) -8:12 PM Nov 21st, 2011



[Stevejuice](#) Evening all. [#commschat](#) The consumer will decide which channel will be popular, not the marketers -8:11 PM Nov 21st, 2011



[mazherabidi](#) [@CommsChat](#) I don't buy this 'just for better ranking' argument. It's tantamount to a massive Google owned link farm in that case [#commschat](#) -8:11 PM Nov 21st, 2011



[JosieRogers](#) The UI of Google + is good, but the content currently shared is a bit boring - or maybe the wrong people are in my circles? [#CommsChat](#) -8:11 PM Nov 21st, 2011



[ThePaulSutton](#) [@CommsChat](#) Maybe the journos aren't seeing the bigger picture?! [#commschat](#) -8:10 PM Nov 21st, 2011



[litmanlive](#) [@CommsChat](#) lazy journalism. G+ is going to be a sleeper giant. The surface has barely been scratched. [#commschat](#) -8:10 PM Nov 21st, 2011



[mynewsdesk_uk](#) [@AdamFairclough](#) my non-digital friends wouldn't have a clue why either of those are a benefit! [#commschat](#) -8:10 PM Nov 21st, 2011



[mazherabidi](#) [@AdamFairclough](#): [@CommsChat](#) relaxed about G+. The only way it'll be a success is if used by real people, not digital types < THIS [#commschat](#) -8:10 PM Nov 21st, 2011



[CommsChat](#) there does seem to a stack of "G+ is dead already" headlines. Do journalists really think G+ is a fad? Or is just easy copy? [#commschat](#) -8:09 PM Nov 21st, 2011



[litmanlive](#) [@mynewsdesk_uk](#) it feels like it brings you closer to the brand with a + page over a FB page. Hangouts could be really huge. [#commschat](#) -8:09 PM Nov 21st, 2011



[JosieRogers](#) True, the wider public are not on Google + yet [@ThePaulSutton](#) [#CommsChat](#) -8:09 PM Nov 21st, 2011



[AdamFairclough](#) [@mynewsdesk_uk](#) Better Google rankings and user curation are the only two things I can think of at the moment. [#commschat](#) -8:09 PM Nov 21st, 2011



[ZoeShort](#) Q1. There is a lot more to G+, it's not just a fad. I think users/brands need to understand all its uses to get the most out of it [#CommsChat](#) -8:09 PM Nov 21st, 2011



[ThePaulSutton](#) [@mazherabidi](#) That's largely my argument where business comes in. At the moment, it's just geeks... [@flemingsean](#) [#commschat](#) -8:08 PM Nov 21st, 2011



[DJVassallo](#) This time Google have learned from past fails (Buzz, Wave) building something more solid AND with clear commercial purpose [#commschat](#) -8:08 PM Nov 21st, 2011



[spirals](#) RT [@litmanlive](#): Google+ is the social glue that allows them to completely own the cycle from search to brand page to purchase. [#commschat](#) -8:08 PM Nov 21st, 2011



[mynewsdesk_uk](#) To your 'non-digital' friends what would you tell them is a benefit of G+? [#commschat](#) -8:08 PM Nov 21st, 2011



[carladelvecchio](#) [@flemingsean](#) [@ThePaulSutton](#) Brands will. It's in their ranking best interest. [#commschat](#) -8:07 PM Nov 21st, 2011



[ThePaulSutton](#) Google+ sits at the very heart of everything that Google has done to date & will do in future [#commschat](#) -8:07 PM Nov 21st, 2011



[AdamFairclough](#) [@CommsChat](#) I relaxed about G+. The only way to tell if it'll be a 'success' is if it's used by 'real' people, not digital types. [#commschat](#) -8:07 PM Nov 21st, 2011



[CommsChat](#) Evening Zoe & Helen, Always nice if everyone can just introduce themselves as their first post. [#commschat](#) -8:07 PM Nov 21st, 2011



[mazherabidi](#) [@flemingsean](#): [@ThePaulSutton](#) Assumes G+ users take adv of

integration < Have G+ 'users' been defined yet? Who are they typically? [#commschat](#) -8:07 PM Nov 21st, 2011



[litmanlive](#) Previous Google Social incarnations felt too isolated and bolted on. Whereas Google+ is all about supercharging Google as a whole [#commschat](#) -8:06 PM Nov 21st, 2011



[HelenMoore](#) Evening all :) [#commschat](#) -8:06 PM Nov 21st, 2011



[JosieRogers](#) Tuning in for [#CommsChat](#) -8:06 PM Nov 21st, 2011



[ThePaulSutton](#) [@flemingsean](#) That's very true. But it's early days yet. [#commschat](#) -8:06 PM Nov 21st, 2011



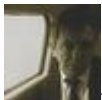
[ZoeShort](#) RT [@spirals](#): [#commschat](#) is all about google + for brands tonight. Looking forward to hearing everyone's views. -8:06 PM Nov 21st, 2011



[DJVassallo](#) Quora was really a 3 week fad! [#commschat](#) -8:05 PM Nov 21st, 2011



[ZoeShort](#) Evening everyone [#CommsChat](#) -8:05 PM Nov 21st, 2011



[flemingsean](#) [@ThePaulSutton](#) That assumes G+ users take advantage of that integration [#commschat](#) -8:05 PM Nov 21st, 2011



[ThePaulSutton](#) [@litmanlive](#) Totally agree. The whole perception of G+ as a 'network', a FB or Twitter challenger, is misplaced. [#commschat](#) -8:05 PM Nov 21st, 2011



[spirals](#) [#commschat](#) is all about google + for brands tonight. Looking forward to hearing everyone's views. -8:05 PM Nov 21st, 2011



[litmanlive](#) Google+ is the social glue that allows them to completely own the cycle from search to brand page to purchase. [#commschat](#) -8:04 PM Nov 21st, 2011



[tomstables](#) RT [@ThePaulSutton](#): There's far more to G+ than a fad. G+ is a deck of tools as much as a social network [#commschat](#) -8:04 PM Nov 21st, 2011



[DJVassallo](#) Google+ might be the first serious effort to break into social [#commschat](#) worth to follow -8:04 PM Nov 21st, 2011



[litmanlive](#) The reason why it is called Google+ was being it was going to supercharge Google as a company and all that sits underneath it. [#commschat](#) -8:04 PM Nov 21st, 2011



[ThePaulSutton](#) And it's also tightly integrated with search & Google's other services. Quora couldn't say that, could it?! [#commschat](#) -8:04 PM Nov 21st, 2011



[mazherabidi](#) [@CommsChat](#) Let's face it, there's clearly more to it - isn't just a platform, it's woven into world's biggest info repository... [#commschat](#) -8:03 PM Nov 21st, 2011



[ThePaulSutton](#) There's far more to G+ than a fad. G+ is a deck of tools as much as a social network [#commschat](#) -8:03 PM Nov 21st, 2011



[CommsChat](#) So Q1 - Google+ Is it just another social fad? Another Quora? or is there more to it than that? [#commschat](#) -8:02 PM Nov 21st, 2011



[CommsChat](#) Q5. What have you seen that's impressed you so far on Google+ Pages?
[#commschat](#) -8:01 PM Nov 21st, 2011



[CommsChat](#) Q4- What about Google's history of launching projects then fading them out when they don't take off –eg Google Buzz? [#commschat](#) -8:01 PM Nov 21st, 2011



[CommsChat](#) Q3 How can you make the functionality of Google+ work for your business? [#commschat](#) -8:01 PM Nov 21st, 2011



[CommsChat](#) Q2- What's the best approach to building your Google+ Page?
[#commschat](#) -8:01 PM Nov 21st, 2011



[CommsChat](#) But the five topics we're going to cover are Q1. Is Google+ just another social media fad? [#commschat](#) -8:00 PM Nov 21st, 2011



[CommsChat](#) You might want to read the pre-read, up on <http://t.co/1Qdx6Xbe>
[#commschat](#) -8:00 PM Nov 21st, 2011



[CommsChat](#) With us we have [@thepaulsutton](#) & [@litmanlive](#), & we're discussing Google+ for brands [#commschat](#) -8:00 PM Nov 21st, 2011



[CommsChat](#) Hi, I'm Andrew Thomas (or should i say +AndrewThomas), publisher of Communicate magazine Welcome to tonight's [#commschat](#) -8:00 PM Nov 21st, 2011