



[StudioPrecept](#) [@CommsChat](#) you're trending. :) [#commschat](#) is getting popular, +800% the last hour : <http://t.co/gJ4lOz54> -9:32 PM Feb 27th, 2012



[StudioPrecept](#) RT [@statweestics](#): [#commschat](#) is getting popular, +800% the last hour : <http://t.co/nIkRk6Xw> -9:31 PM Feb 27th, 2012



[alexpachham](#) Missed tonights [#commschat](#) will get involved in next weeks. -9:31 PM Feb 27th, 2012



[statweestics](#) [#commschat](#) is getting popular, +800% the last hour : <http://t.co/nIkRk6Xw> -9:30 PM Feb 27th, 2012



[jgombita](#) I always have a craving for High Tea after [#commschat](#) -9:29 PM Feb 27th, 2012



[jgombita](#) Oops. Sent [@robertcgage](#) [@jonobean](#) (and now [@amoyal](#)) to the wrong [@boresquare](#) guest post link: <http://t.co/jVeyHJOc> [#commschat](#) [#commschat](#) -9:26 PM Feb 27th, 2012



[jgombita](#) [@amoyal](#) I'm not interested in yours or anyone else's 4SQ. Nor would I expect people to be of mine (if I had account). [@boresquare](#) [#commschat](#) -9:17 PM Feb 27th, 2012



[Marketing Chap](#) Rather bad form I've shown crashing in on the very end of [#commschat](#) . Just discovered you an hour too late. Will make amends next time. -9:15 PM Feb 27th, 2012



[amoyal](#) [@jgombita](#) Anything I share is something I consider helpful, interesting and a reflection of myself That's not about platforms [#commschat](#) -9:12 PM Feb 27th,

2012



[Marketing Chap](#) [@PressurePR](#) when there is no time for tea then there is no time to communicate your message properly. Or biscuits. [#commschat](#) -9:12 PM Feb 27th,

2012



[amoyal](#) [@jgombita](#) No but are they of interest to you? Its about interest therefore content not platform [#commschat](#) -9:11 PM Feb 27th, 2012



[jgombita](#) [@amoyal](#) are ALL of your charity, Eco, or Jewish tweets originating from the SAME 3rd-party platform? Are they syndicated? [#commschat](#) -9:09 PM Feb 27th,

2012



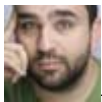
[amoyal](#) [@LizCpher](#) Too true Even some/many of those charging others to do it for them don't know how to use it :) [#commschat](#) -9:08 PM Feb 27th, 2012



[jgombita](#) [@Prakky](#) glad to hear you "shop (in a manner of speaking) Canadian" with [@hootsuite](#) [#commschat](#) -9:08 PM Feb 27th, 2012



[KimBorrowdale](#) RT [@amandacomms](#): [@CommsChat](#) you have to remember you are a rep for company or org no matter which SM you are using [#commschat](#) -9:07 PM Feb 27th, 2012



[amoyal](#) [@jgombita](#) Again, you could say that about my charity tweets, my Eco tweets, my Jewish tweets, my personal tweets.. [#commschat](#) -9:07 PM Feb 27th, 2012



[LizCpher @amoyal](#) because they have it on auto tweet? Am only suggesting. But social media is full of people who don't know how to use it. [#CommsChat](#) -9:06 PM Feb 27th, 2012



[amoyal @LizCpher](#) Fair enough I don't use foursquare for the game aspect I guess :) [#commschat](#) -9:05 PM Feb 27th, 2012



[Dan Martin @Historian @RobertPickstone](#) Key is for both to work together & for senior staff not to block social media use [#commschat](#) -9:05 PM Feb 27th, 2012



[PRgirlAshley @robertcgage](#) Haha for sure. Another way of putting it might be "Ashley vehemently disagrees with the host and argues her point" [#CommsChat](#) -9:04 PM Feb 27th, 2012



[jgombita @amoyal](#) nope. When you deliberately IMPORT a 3rd-party platform into another, that's different than linking to article/blog post [#commschat](#) -9:04 PM Feb 27th, 2012



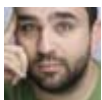
[LizCpher @amoyal](#) there are no customer rewards from businesses so no-one where I live uses it. I got very bored. Chicken & egg. [#CommsChat](#) -9:04 PM Feb 27th, 2012



[jonobean @jgombita](#) No.. but my 2 year old gives my wife lessons on the iPad...not sure where we are heading but it will be fun [#commschat](#) -9:04 PM Feb 27th, 2012



[Prakky](#) Funny reading about [#commschat](#) crowd juggling their evenings: I'm getting boys ready for school. -9:04 PM Feb 27th, 2012



[amoyal @jgombita](#) You could say that for ANY of my tweets that you're not

interested in It's not about the tools [#commschat](#) -9:03 PM Feb 27th, 2012



[@jgombita](#) [@jonobean](#) does she also call it The Twitter? Thanks for guest moderating [#commschat](#). Happy balancing act. -9:02 PM Feb 27th, 2012



[KimBorrowdale](#) Cheers all, night [#commschat](#) -9:02 PM Feb 27th, 2012



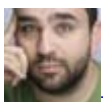
[amoyal](#) [@LizCpher](#) [@jgombita](#) Then why share it? It's borderline disrespectful [#commschat](#) -9:01 PM Feb 27th, 2012



[CommsChat](#) If you're not sure how to find the sponsors, their links are on the <http://t.co/cqurFfQW> site. & u can register there for updates [#commschat](#) -9:01 PM Feb 27th, 2012



[heidinoemm](#) +1 RT [@jonobean](#): "Are you done with your Twittering" time for me to say goodbye and attend to what's really important...my wife:) [#commschat](#) -9:01 PM Feb 27th, 2012



[amoyal](#) [@timeandtalents](#) [@mynewsdesk_uk](#) [@LiamFurther](#) Yes. Really. [#commschat](#) -9:01 PM Feb 27th, 2012



[PRgirlAshley](#) [@amoyal](#) Agreed. My followers know I love [#coffee](#), so even if they follow me for [#SocMe](#), I'll often check-in to coffee shops. [#commschat](#) -9:01 PM Feb 27th, 2012



[mynewsdesk_uk](#) Social media helps colleagues understand each other better as people. We see another side when we connect on SM outside of work. [#commschat](#) -9:00 PM Feb 27th, 2012



[AllthingsIC](#) Interesting [#commschat](#) this evening. Will read transcript for the 30 mins I missed. [@richard_andrews](#) - get back to the ironing! Night all -9:00 PM Feb

27th, 2012



[jgombita](#) [@amoyal](#) but you are imposing YOUR choices for a third-party platform into MY (uninterested) stream. That's simply selfish. [#commschat](#) -9:00 PM Feb 27th, 2012



[heidinoemm](#) RT [@KyanaHansson](#): Sometimes it feels more important to be a human-doing than a human-being. [#commschat](#) -9:00 PM Feb 27th, 2012



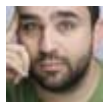
[LizCpher](#) [@amoyal](#) [@jgombita](#) but a person might check in just to reap a reward? [#CommsChat](#) -9:00 PM Feb 27th, 2012



[CommsChat](#) Once again, a big thanks to our sponsors [@mynewsdesk](#) [@cisionuk](#) [@kwdigital](#) & [@wolfstarpr](#) Please do check them out! [#commschat](#) -9:00 PM Feb 27th, 2012



[robertcgage](#) Excellent bash on [#commschat](#) this evening. Some really enlightening views. -9:00 PM Feb 27th, 2012



[amoyal](#) [@LizCpher](#) [@jgombita](#) What do you mean "use" it? [#commschat](#) -9:00 PM Feb 27th, 2012



[jonobean](#) "Are you done with your Twittering"...time for me to say goodbye and attend to what's really important...my wife:) [#commschat](#) -9:00 PM Feb 27th, 2012



[CommsChat](#) & that takes us up to the top of the hour. A really big thanks to [@jonobean](#) COO of [@mynewsdesk](#) for guiding us on tonight's show. [#commschat](#) -9:00 PM Feb 27th, 2012



[KyanaHansson](#) Sometimes it feels more important to be a human-doing than a human-being. [#commschat](#) -8:59 PM Feb 27th, 2012



[PressurePR](#) in an Agency maybe - Corporate not so much “[@Marketing_Chap](#): [@CommsChat](#) Balance is always easier... [#commschat](#)” -8:59 PM Feb 27th, 2012



[amoyal](#) [@jgombita](#) [@LizCpher](#) Here's my take on the point of geosocial: <http://t.co/5tbI8f9p> [#commschat](#) -8:59 PM Feb 27th, 2012



[jonobean](#) RT [@Marketing_Chap](#): Balance is always easier when company culture encourages regular breaks for a cup of Darjeeling. And biscuits. [#commschat](#) -8:59 PM Feb 27th, 2012



[LizCpher](#) [@amoyal](#) [@jgombita](#) I think that's a great way to use four square and Twitter & one of very few examples where auto tweeting is ok [#CommsChat](#) -8:59 PM Feb 27th, 2012



[amoyal](#) [@jgombita](#) If there's a story there can still be value - not every tweet has value for every person following [#commschat](#) -8:58 PM Feb 27th, 2012



[jonobean](#) [@richard_andrews](#) Multiskilling...ironing and commchat...very impressive:) [#commschat](#) -8:58 PM Feb 27th, 2012



[amandacomms](#) Enjoyed the [#commschat](#) but now I am going to have some time with my gerbils before preparing for work tomorrow! -8:58 PM Feb 27th, 2012



[mandazz](#) [@KimBorrowdale](#) [@LiamFurther](#) or your mother, even an on the record comment to a journalist! [#commschat](#) -8:58 PM Feb 27th, 2012



[Marketing Chap @CommsChat](#) Balance is always easier when company culture encourages regular breaks for a cup of Darjeeling. And biscuits. [#commschat](#) -8:58 PM Feb 27th, 2012



[jgombita](#) RT [@Communicatomag](#): [@jgombita](#) no, I think [@richard_andrews](#) is just juggling his work/life balance... [#commschat](#) -8:58 PM Feb 27th, 2012



[jgombita](#) [@richard_andrews](#) LOL! This is more fun. [#commschat](#) -8:57 PM Feb 27th, 2012



[timeandtalents](#) RT [@mynewsdesk_uk](#): Really? RT [@LiamFurther](#): Dont say anything on social media you wouldnt say to your boss. Simple. [#commschat](#) -8:57 PM Feb 27th, 2012



[Communicatomag](#) [@jgombita](#) no, I think [@richard_andrews](#) is just juggling his work/life balance... [#commschat](#) -8:57 PM Feb 27th, 2012



[jgombita](#) [@amoyal](#) but you're visiting places in London, England. Updates do absolutely no good to your Toronto-based Twitter mates. [#commschat](#) -8:57 PM Feb 27th, 2012



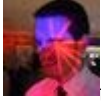
[PRgirlAshley](#) [@richard_andrews](#) No worries! I definitely wouldn't be on this [#commschat](#) if it was 9pm! Work-life balance, and all ;) -8:57 PM Feb 27th, 2012



[amoyal](#) [@jgombita](#) [@LizCpher](#) I dislike "empty" checkins I don't care if you're at the gas station unless there's a story [#commschat](#) -8:57 PM Feb 27th, 2012



[richard_andrews](#) [@jgombita](#) No, I'm literally supposed to be doing the ironing, but got distracted by this [#commschat](#) -8:57 PM Feb 27th, 2012



[RobertPickstone](#) [@Dan_Martin](#) [@historian](#) Exactly Dan. Interns are often an easy target online, when in reality, they can be better equipped [#commschat](#) -8:56 PM Feb 27th, 2012



[LizCpher](#) I agree RT [@mynewsdesk_uk](#): Really? RT [@LiamFurther](#): Dont say anything on social media you wouldnt say to your boss. Simple. [#commschat](#) -8:56 PM Feb 27th, 2012



[MorganBarnhart](#) RT [@LizCpher](#): Yes RT [@AllthingsIC](#): A4) [#commschat](#) With so many outlets, repeating same info across channels=uninspiring. Tailored messaging/thought is key -8:56 PM Feb 27th, 2012



[jgombita](#) [@richard_andrews](#) is "Slopes back to the ironing board" British slang? [#commschat](#) -8:55 PM Feb 27th, 2012



[PressurePR](#) Thought leadership in [#SM](#) makes a massive difference [#commschat](#) -8:55 PM Feb 27th, 2012



[jonobean](#) Think its also important to spend and enjoy time offline...experience the real world instead of the SM bubble [#commschat](#) -8:55 PM Feb 27th, 2012



[amoyal](#) [@jgombita](#) [@LizCpher](#) Sharing checkins on twitter/fb = inviting people to meet me, giving a shoutout or adding context to a tweet [#commschat](#) -8:55 PM Feb 27th, 2012



[PRgirlAshley](#) [@dschotthoefer](#) [@RobertPickstone](#) [@Historian](#) Yeah, me and you both. It really needs to be illegal. It's ridiculous. [#CommsChat](#) -8:55 PM Feb 27th,

2012



[robertegage](#) RT [@amandacomms](#): [@CommsChat](#) the key is to find the balance for you and that works for you [#commschat](#) -8:55 PM Feb 27th, 2012



[richard_andrews](#) [@jgombita](#) Good point well made. *Slopes back to the ironing board. [#commschat](#) -8:55 PM Feb 27th, 2012



[PressurePR](#) they should be paid. “[@RobertPickstone](#): [@PRgirlAshley](#) [@historian](#) [@dschotthoefer](#) Internships can be paid [#commschat](#)” -8:54 PM Feb 27th, 2012



[LizCpher](#) Yes RT [@AllthingsIC](#): A4) [#commschat](#) With so many outlets, repeating same info across channels=uninspiring. Tailored messaging/thought is key -8:54 PM Feb 27th, 2012



[LiamFurther](#) RT [@amandacomms](#): “[@LiamFurther](#): Don't say anything on social media you wouldn't say to your boss. Simple. [#commschat](#)” very true -8:54 PM Feb 27th, 2012



[dschotthoefer](#) RT [@RobertPickstone](#): [@PRgirlAshley](#) [@historian](#) [@dschotthoefer](#) Internships can be paid [#commschat](#) -8:54 PM Feb 27th, 2012



[richard_andrews](#) [@PRgirlAshley](#) Sorry Ashley - forgot we were international! [#commschat](#) - 8:54 PM Feb 27th, 2012



[Dan_Martin](#) [@Historian](#) [@RobertPickstone](#) Some interns know much more about

social media engagement than senior staff! [#commschat](#) -8:53 PM Feb 27th, 2012



[amandacomms](#) “[@LiamFurther](#): Don't say anything on social media you wouldn't say to your boss. Simple. [#commschat](#)” very true -8:53 PM Feb 27th, 2012



[KimBorrowdale](#) [@LiamFurther](#) ha yes. And your clients. Your colleagues. Your recruits. [#commschat](#) -8:53 PM Feb 27th, 2012



[jgombita](#) [@richard_andrews](#) but were you mandated by your company to attend this chat...or did you freely choose, for whatever reasons? [#commschat](#) -8:53 PM Feb 27th, 2012



[robertcgage](#) [@richard_andrews](#) I WHOLEHEARTEDLY agree! [#commschat](#) -8:53 PM Feb 27th, 2012



[LizCpher](#) [@amoyal](#) [@jgombita](#) sorry, I missed the four square part. I don't use it as none of the places I visit use it. [#CommsChat](#) -8:53 PM Feb 27th, 2012



[amandacomms](#) [@CommsChat](#) the key is to find the balance for you and that works for you [#commschat](#) -8:53 PM Feb 27th, 2012



[PRgirlAshley](#) It's almost 1pm here ;) [@richard_andrews](#) [@CommsChat](#) ..an ironic question considered it's nearly 9pm and we're talking shop! [#commschat](#) -8:53 PM Feb 27th, 2012



[mynewsdesk_uk](#) Really? RT [@LiamFurther](#): Dont say anything on social media you wouldnt say to your boss. Simple. [#commschat](#) -8:53 PM Feb 27th, 2012



[jonobean](#) Like that RT [@LiamFurther](#): Dont say anything on social media you wouldnt say to your boss. Simple. [#commschat](#) -8:52 PM Feb 27th, 2012



[RobertPickstone](#) [@PRgirlAshley](#) [@historian](#) [@dschotthoefer](#) Internships can be paid [#commschat](#) -8:52 PM Feb 27th, 2012



[richard_andrews](#) [@robertcgage](#) But by the same token, those of us who do value WLB should not be penalised or seen as unambitious. [#commschat](#) -8:52 PM Feb 27th, 2012



[jgombita](#) A5. Make use of the triage concept regarding necessity of responding after work hours and on weekends. [#commschat](#) -8:52 PM Feb 27th, 2012



[jonobean](#) Company culture is key. The Service Profit chain is key to both SM strategy and corporate culture. Check it out [#commschat](#) -8:52 PM Feb 27th, 2012



[PRgirlAshley](#) Haha touché. I'm a pretty open book :) RT [@amoyal](#): [@PRgirlAshley](#) that said there's little I worry about "strangers" knowing :) [#commschat](#) -8:52 PM Feb 27th, 2012



[LiamFurther](#) Don't say anything on social media you wouldn't say to your boss. Simple. [#commschat](#) -8:52 PM Feb 27th, 2012



[RobertPickstone](#) [@Historian](#) Some interns honestly have as much product knowledge, and better comms skills, than many senior staff [#commschat](#) -8:52 PM Feb 27th, 2012



[robertcgage](#) [@CommsChat](#) You can't impose WLB on workaholics. Global companies can do 24/7 across continents. Others should nurture hard work

[#commschat](#) -8:51 PM Feb 27th, 2012



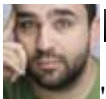
[PressurePR](#) Culture is one thing, Guidelines is another “[@CommsChat](#): topic 5 [#commschat](#)” -8:51 PM Feb 27th, 2012



[mynewsdesk_uk](#) How many of you would be [@jonobean](#)'s Facebook friend after this? ;) [#commschat](#) -8:51 PM Feb 27th, 2012



[richard_andrews](#) [@CommsChat](#) As my wife pointed out, an ironic question considered it's nearly 9pm and we're talking shop! [#commschat](#) -8:51 PM Feb 27th, 2012



[amoyal](#) [@PRgirlAshley](#) Well that being said there's very little I worry about "strangers" knowing :) [#commschat](#) -8:51 PM Feb 27th, 2012



[jgombita](#) [@jonobean](#) isn't that part of the online "balance" equation? Not being interested in other people's (time-wasting) choices? [#commschat](#) -8:51 PM Feb 27th, 2012



[AllthingsIC](#) [@KimBorrowdale](#) [#commschat](#) agreed. Doesn't make sense to me not to tailor accordingly. -8:51 PM Feb 27th, 2012



[PRgirlAshley](#) [@robertpickstone](#) [@Historian](#) [@PRgirlAshley](#) [@dschotthoefer](#) Companies should be paying the interns then. [#commschat](#) -8:50 PM Feb 27th, 2012



[jgombita](#) [@amoyal](#) good. Presumably that means you don't impose your offline 4SQ on to your online Twitter/LI/FB followers, etc. c [@LizCpher](#) [#commschat](#) -8:50 PM Feb 27th, 2012



[KimBorrowdale](#) RT [@AllthingsIC](#): A4) [#commschat](#) With so many outlets, simply repeating same info across channels= uninspiring. Tailored messaging/thought is key
-8:50 PM Feb 27th, 2012



[jonobean](#) [@amoyal](#) And bringing the digital together with the physical will be the future of social in my opinion [#commschat](#) -8:50 PM Feb 27th, 2012



[CommsChat](#) topic 5 - Are there simple ways for everyone to create better balance? Or does it need to be embedded in a company's culture? [#commschat](#) -8:50 PM Feb 27th, 2012



[Historian](#) [@RobertPickstone](#) You would trust an intern more, to speak about your company, than senior staff? [#commschat](#) -8:49 PM Feb 27th, 2012



[CommsChat](#) Before we let the whole 4Sq dbate kick off, lets move to topic 5 [#commschat](#) -8:49 PM Feb 27th, 2012



[PRgirlAshley](#) [@amoyal](#) I don't take it that far. My personal accounts are no where remotely linked to my profesh accts and name though. [#commschat](#) -8:49 PM Feb 27th, 2012



[jonobean](#) AgreedRT [@RobertPickstone](#): Many interns are better equipped than senior staff. Job title has nothing to do with it [#commschat](#) -8:49 PM Feb 27th, 2012



[jgombita](#) [@robertcgage](#) [@jonobean](#) I wrote guest post MORE THAN 2 YEARS AGO about [@boresquare--people](#) still imposing! <http://t.co/w1D1Sqbk> -) [#commschat](#) -8:49 PM Feb 27th, 2012



[dschotthoefer](#) [@PRgirlAshley](#) don't even get me started on them. [#DontKnowDigi](#)

Frustrating as hell when they push stagnated old school bullshit. [#commschat](#) -8:49 PM Feb 27th, 2012



[AllthingsIC](#) A4) [#commschat](#) With so many outlets, simply repeating same info across channels= uninspiring. Tailored messaging/thought is key -8:49 PM Feb 27th, 2012



[KimBorrowdale](#) [@AllthingsIC](#) seems simple but things you see posted amazes me! Yes have personality but be forum appropriate, work or personal [#commschat](#) -8:49 PM Feb 27th, 2012



[amoyal](#) [@jgombita](#) [@LizCpher](#) I'm not taking about online - foursquare is about offline for me [#commschat](#) -8:48 PM Feb 27th, 2012



[cindyfsolomon](#) RT [@jgombita](#) [@amoyal](#) [@LizCpher](#) when it comes to online "communities" we should get to choose them, not have them imposed on us [#commschat](#) -8:48 PM Feb 27th, 2012



[mynewsdesk_uk](#) [@PressurePR](#) hehe [#commschat](#) -8:48 PM Feb 27th, 2012



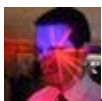
[PRgirlAshley](#) Heated debate up in the [#CommsChat](#) today! -8:48 PM Feb 27th, 2012



[robertcgage](#) [@amandacomms](#) If you ever need staff... although that was well in the past. [#commschat](#) -8:48 PM Feb 27th, 2012



[jonobean](#) [@mynewsdesk_uk](#) Its OK for interns though:) [#commschat](#) -8:48 PM Feb 27th, 2012



[RobertPickstone](#) [@Historian](#) [@prgirlashley](#) [@dschotthoefer](#) Many interns are better equipped than senior staff. Job title has nothing to do with it [#commschat](#) -8:48 PM

Feb 27th, 2012



[cindyfsolomon](#) OR don't want archived forever online RT [@amoyal](#) A4: I don't usually share anything online I don't want "strangers" to know [#commschat](#) -8:47 PM Feb 27th, 2012



[PRgirlAshley](#) Precisely. RT [@historian](#): .[@PRgirlAshley](#) [@dschotthoefer](#) And that's 100% more intern social media people than it should be. [#CommsChat](#) -8:47 PM Feb 27th, 2012



[PressurePR](#) People do it all the time. not smart “[@AllthingsIC](#): Smart >[@KimBorrowdale](#): have personal "rules" about what you post... [#commschat](#)” -8:47 PM Feb 27th, 2012



[jgombita](#) [@amoyal](#) [@LizCpher](#) when it comes to online "communities" we should get to choose them, not have them imposed on us. [#commschat](#) -8:47 PM Feb 27th, 2012



[PRgirlAshley](#) [@dschotthoefer](#) These people amuse me. Along with traditional PR people who think they "get" social media. [#Ugh](#) [#CommsChat](#) -8:47 PM Feb 27th, 2012



[mynewsdesk_uk](#) Holding him to that... RT [@jonobean](#): You cant expect employees to to answering an email at 11pm and not be on FB at 11am [#commschat](#) -8:47 PM Feb 27th, 2012



[jonobean](#) [@jgombita](#) Agreed...so just get you setting's fixed...have some fun and concentrate on those majorships:) [#commschat](#) -8:47 PM Feb 27th, 2012



[amandacomms](#) [@robertcgage](#) unfortunately short sighted. I don't expect others to do what I do but if they enjoy it they should be supported [#commschat](#) -8:47 PM Feb 27th, 2012



[robertcgage](#) [@jgombita](#) [@jonobean](#) [@boresquare](#) You mean you don't want to be Mayor of the bus station? I don't blame you one bit! [#commschat](#) -8:46 PM Feb 27th, 2012



[KimBorrowdale](#) “[@LizCpher](#): [@jgombita](#) agreed. Auto sending of Facebook posts to Twitter is common with many businesses and almost as bad [#CommsChat](#)” agreed - 8:46 PM Feb 27th, 2012



[AllthingsIC](#) Smart > [@KimBorrowdale](#): have personal "rules" about what you post to each group. E.g I wouldn't tell linkedin what's on tv tonite [#commschat](#) -8:46 PM Feb 27th, 2012



[gaildoggett](#) [@CommsChat](#) [#commschat](#) separate channels - only LinkedIn for colleagues until we've been out socially a number of times outside work -8:46 PM Feb 27th, 2012



[PressurePR](#) LOL “[@mynewsdesk_uk](#): I'm not an intern ;) [#commschat](#)” -8:46 PM Feb 27th, 2012



[amoyal](#) [@jgombita](#) [@LizCpher](#) foursquare has the potential to be a hyperlocal community "building" app - You know who the locals are [#commschat](#) -8:46 PM Feb 27th, 2012



[PRgirlAshley](#) [@jonobean](#) Agreed. But for the intern or entry-level person, it's hard for them to set boundaries, when they're glad to have a job [#CommsChat](#) -8:46 PM Feb 27th, 2012



[mynewsdesk_uk](#) I'm not an intern ;) [#commschat](#) -8:46 PM Feb 27th, 2012



[LizCpher](#) RT [@CommsChat](#): ...Topic 4 What guidelines do you adopt when it comes to drawing an online line between co-workers and friends? [#commschat](#) -8:45 PM Feb 27th, 2012



[jgombita](#) [@jonobean](#) my point is that individuals who CHOOSE to have fun on [@boresquare](#) shouldn't inflict updates on others thru syndication [#commschat](#) -8:45 PM Feb 27th, 2012



[LizCpher](#) [@jgombita](#) agreed. Auto sending of Facebook posts to Twitter is common with many businesses and almost as bad [#CommsChat](#) -8:45 PM Feb 27th, 2012



[robertcgage](#) [@amandacomms](#) Some who see it as setting a bad example (for whatever ulterior motive they may have). [#commschat](#) -8:45 PM Feb 27th, 2012



[amoyal](#) [@jonobean](#) [@jgombita](#) Yuck That word makes me ill - I dont see foursquare as a game - its a discovery & sharing tool [#commschat](#) -8:45 PM Feb 27th, 2012



[KimBorrowdale](#) [@CommsChat](#) have personal "rules" about what you post to each group. E.g. I wouldn't tell linkedin I what's on tv tonite [#commschat](#) -8:45 PM Feb 27th, 2012



[jonobean](#) [@PRgirlAshley](#) You can't expect employees to to answering an email at 11pm and not be on FB at 11am..but many don't agree [#commschat](#) -8:45 PM Feb 27th, 2012



[Dan Martin](#) RT [@PRgirlAshley](#) [@dschotthoefer](#) From my experience, interns are handling a lot more social media accounts than you would think... [#CommsChat](#) -8:45

PM Feb 27th, 2012



[robertcgage](#) [@dschotthoefer](#) [@PRgirlAshley](#) I have history of this in the UK Civil Service. Happy, happy days (not) [#commschat](#) -8:44 PM Feb 27th, 2012



[amandacomms](#) [@robertcgage](#) why does it get you into grief? [#commschat](#) -8:44 PM Feb 27th, 2012



[jonobean](#) [@PRgirlAshley](#) No they absolutely should...employers just need to be better at adapting and providing a social enterprise [#commschat](#) -8:44 PM Feb 27th, 2012



[AllthingsIC](#) Absolutely > RT [@amandacomms](#): [@CommsChat](#) you have to remember you are a rep for company or org no matter which SM you are using [#commschat](#) -8:44 PM Feb 27th, 2012



[amoyal](#) A4: I don't usually share anything online I don't want "strangers" to know so I consider it safe for coworkers too [#commschat](#) -8:43 PM Feb 27th, 2012



[PRgirlAshley](#) I don't friend on FB. RT [@CommsChatTopic](#) 4 What guidelines... to drawing an online line between co-workers and friends? [#commschat](#) -8:43 PM Feb 27th, 2012



[CommsChat](#) RT [@Historian](#): [@PRgirlAshley](#) [@dschotthoefer](#) And thats 100% more intern social media people than it should be. [#commschat](#) -8:43 PM Feb 27th, 2012



[jonobean](#) [@jgombita](#) Love 4SQ though...I find the gamification actually adds value to my life...and does not detract from it [#commschat](#) -8:43 PM Feb 27th, 2012



[PressurePR](#) RT [@robertcgage](#): [@amandacomms](#) Exactly. But what happens when it gets you into grief? Not directors, but oiks like me... [#commschat](#) -8:43 PM Feb 27th, 2012



[AllthingsIC](#) [@jgombita](#) [#commschat](#) indeed! Now v pregnant and starting mat next week so my hours awake/asleep are off at moment! Hope you're well :) -8:43 PM Feb 27th, 2012



[robertcgage](#) [@amandacomms](#) Exactly. But what happens when it gets you into grief? Not directors, but oiks like me... [#commschat](#) -8:43 PM Feb 27th, 2012



[PRgirlAshley](#) [@jonobean](#) So to clarify, Gen Y expect WLB and shouldn't? [#commschat](#) -8:42 PM Feb 27th, 2012



[amandacomms](#) [@CommsChat](#) you have to remember you are a rep for company or org no matter which SM you are using [#commschat](#) -8:42 PM Feb 27th, 2012



[Historian](#) .[@PRgirlAshley](#) [@dschotthoef](#) And that's 100% more intern social media people than it should be. [#CommsChat](#) -8:42 PM Feb 27th, 2012



[jgombita](#) [@LizCpher](#) on 4SQ?! You are going to have to be very persuasive about that statement. [#commschat](#) -8:41 PM Feb 27th, 2012



[robertcgage](#) [@PRgirlAshley](#) As shop workers from Apple have found out, to their cost. [#commschat](#) -8:41 PM Feb 27th, 2012



[jonobean](#) [@robertcgage](#) Bingo :) [#commschat](#) -8:41 PM Feb 27th, 2012



[KimBorrowdale @jonobean](#) I agree, not a fan of Facebook for work. Just friends for me. Org use, fan pages or Groups fine but independent of me. [#commschat](#) -8:41 PM Feb 27th, 2012



[PRgirlAshley @dschotthoefer](#) Exactly. From my experience, interns are handling a lot more social media accounts than you would think... [#CommsChat](#) -8:41 PM Feb 27th, 2012



[jonobean @PRgirlAshley](#) All research shows the biggest difference between Geny and X is the expectation around WLB [#commschat](#) -8:41 PM Feb 27th, 2012



[jgombita @AllthingsIC](#) hey! There she is. Where have you been--spending too much time on LIFE? [#commschat](#) -8:41 PM Feb 27th, 2012



[AllthingsIC #commschat](#) A4) Controls are in place for a reason - you can circle/list friends and determine what you share with which group -8:41 PM Feb 27th, 2012



[robertcgage @jonobean](#) Yep. And there's not much we can do about it, so we have to adapt. [#commschat](#) -8:40 PM Feb 27th, 2012



[jgombita @jonobean @robertcgage](#) or "too many chiefs and not enough First Nations People foot soldiers?" [#commschat](#) -8:40 PM Feb 27th, 2012



[LizCpher @jgombita @CommsChat](#) yes, people have to be careful, but the opportunities for problem solving are immense. [#CommsChat](#) -8:40 PM Feb 27th, 2012



[mynewsdesk_uk](#) RT [@CommsChat](#): ...Topic 4 What guidelines do you adopt when it

comes to drawing an online line between co-workers and friends? [#commschat](#) -8:40 PM Feb 27th, 2012



[piyushpankaj](#) 5days work 2 days off isn't the whole worklifebalance a myth? :)
[@Communicatemag](#) [@jonobean](#) [#commschat](#) <http://t.co/GUydHAWO> -8:40 PM Feb 27th, 2012



[amandacomms](#) [@robertcgage](#) I understand the sentiment but I enjoy work so end up extending my day but that is my choice [#commschat](#) -8:40 PM Feb 27th, 2012



[AllthingsIC](#) RT [@CommsChat](#): ...Topic 4 What guidelines do you adopt when it comes to drawing an online line between co-workers and friends? [#commschat](#) -8:40 PM Feb 27th, 2012



[CommsChat](#) [@cindyfsolomon](#) hopefully see you there. [#commschat](#) -8:40 PM Feb 27th, 2012



[PRgirlAshley](#) Precisely. Fire is inevitable. RT [@robertcgage](#) [@PRgirlAshley](#) Too many cooks. Dangerous.... [#commschat](#) -8:40 PM Feb 27th, 2012



[jonobean](#) [@robertcgage](#) Like it or not the world of social means we live in the world of too many cooks [#commschat](#) -8:39 PM Feb 27th, 2012



[CommsChat](#) ...Topic 4 What guidelines do you adopt when it comes to drawing an online line between co-workers and friends? [#commschat](#) -8:39 PM Feb 27th, 2012



[PRgirlAshley](#) [@jonobean](#) I'm confused. You argue that no work-life balance is counter-productive, but that Gen Y expect to have it, unlike Gen X [#CommsChat](#) -

8:39 PM Feb 27th, 2012



[jgombita](#) [@LizCpher](#) please, please, please do not "syndicate" your "fun" gamefication from one platform to another. (Like 4SQ to Twitter.) [#commschat](#) -8:39 PM Feb 27th, 2012



[CommsChat](#) Let's come away from tools, and focus on topic 4 - We're all friends here so... [#commschat](#) -8:39 PM Feb 27th, 2012



[cindyfsolomon](#) [@CommsChat](#) Would love to attend! [#commschat](#) -8:39 PM Feb 27th, 2012



[richard_andrews](#) [@jonobean](#) I tried exactly the same and realise it didn't work, so ditched the work account too. I can be more genuine on twitter. [#commschat](#) -8:39 PM Feb 27th, 2012



[Dan Martin](#) [@richard_andrews](#) [@Prakky](#) I have the same feelings about TweetDeck. Think it's awful and very user unfriendly [#commschat](#) -8:39 PM Feb 27th, 2012



[robertcgage](#) [@PRgirlAshley](#) Too many cooks. Dangerous.... [#commschat](#) -8:38 PM Feb 27th, 2012



[PressurePR](#) Agreed “[@Dan Martin](#): [@robertcgageSetting](#) customer expectations important but must be prepared for crises out of hours [#commschat](#)” -8:38 PM Feb 27th, 2012



[jonobean](#) So true RT [@dschotthoefer](#): Lets not forget the toll is takes on our partners who could care less unless they are in the indu [#commschat](#) -8:38 PM Feb 27th, 2012



[CommsChat](#) A series of morning conferences on enterprise use for Google+, starting in Bristol next Monday, and moving to Brum, MCR & London [#commschat](#) -8:38 PM Feb 27th, 2012



[PRgirlAshley](#) RT [jonobean](#) And these are the one...Gen Y that expect work life balance & are not prepared to struggle with it like Gen X [#commschat](#) -8:38 PM Feb 27th, 2012



[AllthingsIC](#) >agreed RT [@Dan_Martin](#): Setting customer expectations important but must be prepared for crises out of hours [#commschat](#) -8:38 PM Feb 27th, 2012



[PressurePR](#) [#ORM](#) - Online Reputation Managment “[@Dan_Martin](#): [@robertcgage](#) Setting customer expectations important... [#commschat](#)” -8:38 PM Feb 27th, 2012



[CommsChat](#) & a 2nd plug - [@CommsChat](#) is supporting <http://t.co/tPtfYmqj#commschat> -8:38 PM Feb 27th, 2012



[jonobean](#) Main learning from last year was to use FB as both a work and friends tool but now wanting to go back to just friends. Just me? [#commschat](#) -8:37 PM Feb 27th, 2012



[dschotthoefer](#) Let's not forget the toll it takes on our partners who could care less unless they are in the industry. [#commschat](#) [#StareFromFianceeAsITweet](#) -8:37 PM Feb 27th, 2012



[PRgirlAshley](#) Definitely. RT [@pressurepr](#): communication is key. Consistency is KEY! [#commschat](#)” -8:37 PM Feb 27th, 2012



[LizCpher](#) [@CommsChat](#) [@robertcgage](#) agreed, and then of course there's

Gamification making work even more fun. [#CommsChat](#) -8:37 PM Feb 27th, 2012



[jgombita](#) I do love wikis [@Prakky](#) [#commschat](#) -8:37 PM Feb 27th, 2012



[Dan Martin](#) [@robertcgage](#) [@PressurePR](#) Setting customer expectations important but must be prepared for crises out of hours [#commschat](#) -8:36 PM Feb 27th, 2012



[PRgirlAshley](#) [@robertcgage](#) It may not be appropriate (or useful of your resources) to have a million admins; someone needs to be accountable. [#CommsChat](#) -8:36 PM Feb 27th, 2012



[RobertPickstone](#) [@CommsChat](#) Hate to admit it, but I would keep Facebook. I still love you, Twitter [#commschat](#) -8:36 PM Feb 27th, 2012



[PRgirlAshley](#) [@robertcgage](#) Ha. At a smaller company, it's not appropriate to have each of your workers on a separate corp. twitter acct. [#CommsChat](#) -8:35 PM Feb 27th, 2012



[richard_andrews](#) [@Prakky](#) Tried Hootsuite but can't get on with it. Comfortable with Tweetdeck personally but always open to new suggestions! [#commschat](#) -8:35 PM Feb 27th, 2012



[robertcgage](#) There is a whole other thread here on stress and depression - work hard - > no recognition -> unproductive staff. I give you COI [#commschat](#). -8:35 PM Feb 27th, 2012



[mynewsdesk_uk](#) [#commschat](#) is chatting about work-life balance in PR/comms sector. Our very own COO [@jonobean](#) is chairing! 25 mins to go... -8:35 PM Feb 27th, 2012



[PressurePR](#) not good enough [#missed](#) oportunites AGAIN.“[@robertcgage](#): I think

you might be right. Though [@FGW](#) and [@royalmail](#) advertise...[#commschat](#)" -8:35 PM Feb 27th, 2012



[Prakky @CommsChat](#) Topic 3: hell yes! Look at doc sharing online, group work online: can be efficient. [#commschat](#) -8:35 PM Feb 27th, 2012



[CommsChat](#) Just over 1/2 way, time to say big thanks to our sponsors [@mynewsdesk](#) [@cisionuk](#) [@kwdigital](#) & [@wolfstarpr](#) Please do check them out! [#commschat](#) -8:35 PM Feb 27th, 2012



[jgombita](#) It's easier to tap into it [@LizCpher](#), but I'm a lot more skeptical about calibre of "online" knowledge searched out c [@CommsChat](#) [#commschat](#) -8:35 PM Feb 27th, 2012



[cindyfsolomon](#) RT [@BrandJoe](#): [@Commschat](#) [#commschat](#) social & digital can organise my social life & work life equally but I work more than I play [#commschat](#) -8:34 PM Feb 27th, 2012



[Prakky @CommsChat](#) Hootsuite for me. Couldn't do without it. [#commschat](#) -8:34 PM Feb 27th, 2012



[robertcgage @PressurePR](#) I think you might be right. Though [@FGW](#) and [@royalmail](#) advertise that they only Tweet in business hours. [#commschat](#) -8:33 PM Feb 27th, 2012

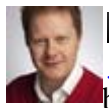


[PRgirlAshley](#) My own lack of work-life balance as of late (which in no way reflects on my productivity) underlines my sentiments on this [#CommsChat](#) -8:33 PM Feb 27th, 2012



[jgombita @jonobean](#) but Skype is going to start adding a lot more advertisements to

its free version.... [#commschat](#) -8:33 PM Feb 27th, 2012



[jonobean](#) [@PRgirlAshley](#) And these are the one...ie Gen Y that expect work life balance..and are not prepared to struggle with it like Gen X [#commschat](#) -8:33 PM Feb 27th, 2012



[RobertPickstone](#) [@CommsChat](#) Definitely, if you know what makes life easier. So many social tools, so much flexibility [#commschat](#) -8:33 PM Feb 27th, 2012



[PRgirlAshley](#) While lack of a work-life balance for some means a lack of productivity at work, this cannot be issued as a general statement. [#CommsChat](#) -8:32 PM Feb 27th, 2012



[KimBorrowdale](#) [@CommsChat](#) tweetdeck works for me with hootsuite at work. [#commschat](#) -8:32 PM Feb 27th, 2012



[LizCpher](#) [@BrandJoe](#) [@Commschat](#) but is that because the line between work and play is blurred? [#CommsChat](#) -8:32 PM Feb 27th, 2012



[PressurePR](#) [#commschat](#) don't think big corporates understand the value as yet. [#gettingThere](#) maybe? -8:32 PM Feb 27th, 2012



[jonobean](#) Hootsuite fan but for me the most social tool is Skype...quickly being replaced by Google+ hangouts [#commschat](#) -8:32 PM Feb 27th, 2012



[PRgirlAshley](#) Along the lines of "paying your dues", too many entry-level people in [#SocMe](#) & [#PR](#) don't have a work-life balance [#commschat](#) -8:31 PM Feb 27th, 2012



[LizCpher](#) As for making our lives easier, [@CommsChat](#) social can enable us to tap into knowledge that would otherwise be inaccessible [#CommsChat](#) -8:31 PM Feb 27th, 2012



[jgombita](#) I went to three [@LinkedIn](#) sessions at [#smwto](#) [@CommsChat](#). I've been on it since 2003 (beta group). My "anchor" SM network. [#commschat](#) -8:31 PM Feb 27th, 2012



[BrandJoe](#) [@CommsChat](#) I probably get most value out of tweetdeck it there is no silver bullet [#commschat](#) -8:30 PM Feb 27th, 2012



[robertcgage](#) [@KimBorrowdale](#) [@commschat](#) Disgraceful! [#commschat](#) -8:30 PM Feb 27th, 2012



[jgombita](#) Fresh off [#casecamp](#) session at [#smwto](#) that featured [@hootsuite](#), [@CommsChat](#), can tell you it's billed as an "enterprise solution" [#commschat](#) -8:30 PM Feb 27th, 2012



[Dan Martin](#) [@CommsChat](#) I'd keep HootSuite and ditch LinkedIn [#commschat](#) -8:30 PM Feb 27th, 2012



[PressurePR](#) Twitter for me“[@CommsChat](#): If we have to keep just one SM or digital connectivity tool what would it be?... [#commschat](#)” -8:30 PM Feb 27th, 2012



[richard_andrews](#) [@CommsChat](#) I haven't found a tool yet to make it easier, but I feel better informed and easily connected to new people. [#commschat](#) -8:29 PM Feb 27th, 2012



[CommsChat](#) RT [@robertcgage](#): [@LizCpher](#) [@CommsChat](#) But...if its fun, is it work? --> ooh, worth exploring. [#commschat](#) -8:29 PM Feb 27th, 2012



[KimBorrowdale](#) [@robertcgage](#) [@commschat](#) ha,even worse I saved for tmrw so team doesn't think it's ok to work at this time. *hangs head in shame* [#commschat](#) -8:29 PM Feb 27th, 2012



[robertcgage](#) [@jonobean](#) [@PRgirlAshley](#) Assuming they listen, of course...! [#commschat](#) -8:29 PM Feb 27th, 2012



[jgombita](#) (The helpful/almost-always online [@nealschaffer](#) suggested I) here's a link to my Author page [@robertcgage](#): <http://t.co/w1D1Sqbk> [#commschat](#) -8:29 PM Feb 27th, 2012



[PressurePR](#) communication is key. Consistency is KEY!“[@jonobean](#): [@PRgirlAshley](#) If you communicate the cultural values of the company... [#commschat](#)” -8:29 PM Feb 27th, 2012



[robertcgage](#) [@LizCpher](#) [@CommsChat](#) But...if it's fun, is it work? [#commschat](#) -8:28 PM Feb 27th, 2012



[CommsChat](#) If we have to keep just one SM or digital connectivity tool what would it be? Hootsuite, Radian6, Skype? LinkedIn for me [#commschat](#) -8:28 PM Feb 27th, 2012



[jonobean](#) [@PRgirlAshley](#) But if you org does not believe in the Service Profit Chain and engage its employees you will need control [#commschat](#) -8:28 PM Feb 27th, 2012



[PRgirlAshley](#) [@eshmpabanga](#) I typically try to steer clear of people calling themselves anything "Guru" in their headlines, but... [#CommsChat](#) -8:28 PM Feb 27th, 2012



[BrandJoe](#) [@Commschat](#) [#commschat](#) social and digital can organise my social life and work life equally, problem is I work more than I play -8:28 PM Feb 27th, 2012



[jonobean](#) [@PRgirlAshley](#) If you communicate the cultural values of the company to the employees correctly it will be consistent [#commschat](#) -8:28 PM Feb 27th, 2012



[LizCpher](#) Yes, [@CommsChat](#) social enables us to be more efficient at what we do. However it's addictive so in reality we work more. [#CommsChat](#) -8:27 PM Feb 27th, 2012



[jonobean](#) As someone who travels a lot SM allows me to stay in contact with both colleagues and loved ones like never before [#commschat](#) -8:27 PM Feb 27th, 2012



[PRgirlAshley](#) I completely agree. Social voice should be consistent. RT [@eshmpabanga](#): becomes too chaotic [#CommsChat](#) -8:26 PM Feb 27th, 2012



[CommsChat](#) So can we use social media & digital connectivity to make our lives easier? [#commschat](#) -8:26 PM Feb 27th, 2012













[robertcgage](#) [@KimBorrowdale](#) [@CommsChat](#) Bitter, bitter irony! [#commschat](#) -8:26 PM Feb 27th, 2012








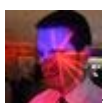




[jgombita](#) Re: topic 3 [@CommsChat](#): how about we approach SM and PR like Maslow's hierarchy of needs (versus wants). :-) [#commschat](#) -8:26 PM Feb 27th,






2012

   →  
[jonobean @jgombita](#) Sounds great [#commschat](#) -8:25 PM Feb 27th, 2012






   →  
[robertcgage @CommsChat](#) Absolutely. If you are minded to do so, you can respond quickly and effectively. Doesn't mean your life is usurped. [#commschat](#) -8:25 PM Feb 27th, 2012






   →  
[KimBorrowdale @CommsChat](#) hi late as got distracted by emails! Education on how to keep on top of SM more efficiently. Tools, groups, skimming! [#commschat](#) -8:25 PM Feb 27th, 2012

   →  
[RobertPickstone @richard_andrews](#) Agree. Those who understand and are passionate about SM, should be pushing it, whatever their role [#commschat](#) -8:25 PM Feb 27th, 2012

   →  
[jgombita @robertcgage](#) awesome--thanks! FYI, here's where the columns are "filed" altho I'm having link trouble today: <http://t.co/5IrGNpII> [#commschat](#) -8:25 PM Feb 27th, 2012

   →  
[PRgirlAshley](#) RT [@robertcgage](#) [@PRgirlAshley](#) [@jonobean](#) You just get rogue staff tweeting personally. Some have many followers. Awkward [#commschat](#) -8:24 PM Feb 27th, 2012

   →  
[jonobean @robertcgage](#) That's the risk you take. Organisations are full of inconsistent voices. Inconsistency = Authenticity..contentious? [#commschat](#) -8:24 PM Feb 27th, 2012

   →  
[robertcgage @jgombita](#) Count on it. Will pass it on to our social media gurus at head office too. [#commschat](#) -8:23 PM Feb 27th, 2012



[PressurePR](#) RT [@EshMpabanga](#): becomes too choatic “[@PRgirlAshley](#): [@jonobean](#) Yes, but I'm thinking along the lines of [#SocialMedia](#) accounts.... [#CommsChat](#)” - 8:23 PM Feb 27th, 2012



[jgombita](#) [@jonobean](#) fyi, (on [@prconversations](#)) [@greenbanana](#) and I are trying to evolve the term to "organizational narrative." [#commschat](#) -8:23 PM Feb 27th, 2012



[cindyfsolomon](#) RT [@jonobean](#): [@jgombita](#) Absolutely...the story tellers of the organisation must lead but not own [#commschat](#) -8:23 PM Feb 27th, 2012



[robertcgage](#) [@PRgirlAshley](#) [@jonobean](#) You just get rogue staff tweeting personally. Some have many followers. Awkward [#commschat](#) -8:23 PM Feb 27th, 2012



[jonobean](#) [@PRgirlAshley](#) Sure, understand that but the power of social media must be amongst the employees not the SM account of the company [#commschat](#) -8:23 PM Feb 27th, 2012



[CommsChat](#) [#CommsChat](#) topic 3 - Is there a way that social and digital connectivity can help us to create better balance in our working lives? [#commschat](#) -8:23 PM Feb 27th, 2012



[EshMpabanga](#) becomes too choatic “[@PRgirlAshley](#): [@jonobean](#) Yes, but I'm thinking along the lines of [#SocialMedia](#) accounts.... [#CommsChat](#)” -8:23 PM Feb 27th, 2012



[CommsChat](#) as talk turns to tools and platforms - a good time for topic 3 [#commschat](#) -8:22 PM Feb 27th, 2012



[LizCpher](#) Just joining [#CommsChat](#) so expect more tweets than norm. Hi everyone, sorry I'm late what's the current Q? -8:22 PM Feb 27th, 2012



[jonobean](#) [@jgombita](#) Absolutely...the story tellers of the organisation must lead but not own [#commschat](#) -8:22 PM Feb 27th, 2012



[jgombita](#) [@robertcgage](#) please let me know what you think. My monthly column on Windmill Networking is specifically about [#PR](#) & [#SM](#) [#commschat](#) -8:22 PM Feb 27th, 2012



[PRgirlAshley](#) [@jonobean](#) Yes, but I'm thinking along the lines of [#SocialMedia](#) accounts. You can't grant everyone at the company access [#CommsChat](#) -8:21 PM Feb 27th, 2012



[jonobean](#) [@PRgirlAshley](#) Also think its important to focus on productive employees...someone that has no WLB is not productive [#commschat](#) -8:21 PM Feb 27th, 2012



[robertcgage](#) [@jonobean](#) [@PRgirlAshley](#) Many companies have done this very successfully. Trained well by PRs. [#commschat](#) -8:21 PM Feb 27th, 2012



[PRgirlAshley](#) [@jeffreycrues](#) I'm currently on [@HootSuite](#). Working to switch over to [@Spredfast](#) this week though, to make things a bit easier [#CommsChat](#) -8:21 PM Feb 27th, 2012



[jonobean](#) [@PRgirlAshley](#) Set their own boundries...and tell them its OK not to respond instantly...I don't expect it [#commschat](#) -8:20 PM Feb 27th, 2012



[jgombita](#) RT [@jonobean](#): But not the guardians of SM - Effective PRs are now the carriers of cultural values to the internal audiences [#commschat](#) -8:20 PM Feb 27th,

2012



[PressurePR](#) [#commschat](#) some companies don't have the know how to manage PRs and therefore they are over worked. -8:19 PM Feb 27th, 2012



[jgombita](#) [@jonobean](#) I also think that PR is best suited to "lead" (NOT "own") social media in organizations. Right skill set. [#commschat](#) -8:19 PM Feb 27th, 2012



[jonobean](#) [@PRgirlAshley](#) What do you mean by not enough people...surely the answer is to ensure everyone is a spokesperson at the company? [#commschat](#) -8:19 PM Feb 27th, 2012



[PRgirlAshley](#) [@jonobean](#) How would you advise subordinates to address a lack of work-life balance when feeling overworked? [#CommsChat](#) -8:19 PM Feb 27th, 2012



[robertcgage](#) [@PressurePR](#) Great days at COI, where the guidelines weren't worth paper they were printed on. Closing soon. [#commschat](#) -8:19 PM Feb 27th, 2012



[richard_andrews](#) [@CommsChat](#) As comms people, we should be setting an example. If we want rest of the org to buy in, we have to be seen to lead. [#commschat](#) -8:19 PM Feb 27th, 2012



[cindyfsolomon](#) RT [@jonobean](#): But not the guardians of SM - Effective PRs are now the carriers of cultural values to the internal audiences [#commschat](#) -8:18 PM Feb 27th, 2012



[jgombita](#) Here you go [@robertcgage](#) Festive Byte: Views on When to Ho-Ho Them & When to Tranquilly Fold Them <http://t.co/S1s636BY> [@jonobean](#) [#commschat](#) -

8:18 PM Feb 27th, 2012



[PRgirlAshley](#) Not having enough people on the [#SocialMedia](#) or [#PR](#) team to handle accounts means stress and lack of work-life balance for people [#CommsChat](#) -8:18 PM Feb 27th, 2012



[robertcgage @CommsChat](#) These are independent thinking people. Everyone has their own style. Setting example? Don't believe it... [#commschat](#) -8:18 PM Feb 27th, 2012



[jonobean @PRgirlAshley](#) Agree...its important to allow people to be offline and not respond immediately...managers set the example [#commschat](#) -8:18 PM Feb 27th, 2012



[PressurePR #commschat](#) setting the right example and having guidelines are inextricably linked! -8:17 PM Feb 27th, 2012



[jonobean](#) But not the guardians of SM - Effective PRs are now the carriers of cultural values to the internal audiences [#commschat](#) -8:17 PM Feb 27th, 2012



[richard_andrews @PRgirlAshley](#) No, the 'just in case' scenario is always there. Sadly don't have the set-up or top team that [@amandacomms](#) has! [#commschat](#) -8:16 PM Feb 27th, 2012



[CommsChat @PressurePR @Dan_Martin](#) Or sometimes they feel that specific media too marginal to break into their weekend. [#commschat](#) -8:16 PM Feb 27th, 2012



[PRgirlAshley @CommsChat](#) Managers need to set parameters for staff on weekends/evenings, and ensure that they aren't overloading their workers

[#commschat](#) -8:16 PM Feb 27th, 2012



[jonobean](#) For me its all about PRs being the enabler of social media activity in organisations [#commschat](#) -8:15 PM Feb 27th, 2012



[robertcgage](#) [@jonobean](#) And a fair bit of delegation - to comms professionals of course! [#commschat](#) -8:15 PM Feb 27th, 2012



[PRgirlAshley](#) [@richard_andrews](#) Hey Rich. Thanks for weighing in. I'm guessing your work-life balance isn't that great either? [#CommsChat](#) -8:15 PM Feb 27th, 2012



[robertcgage](#) [@cindyfsolomon](#) Ha ha! I didn't say it was bad. Nor unnecessary! [#commschat](#) -8:15 PM Feb 27th, 2012



[CommsChat](#) Topic 2 - Is work-life balance a question of setting the right example for staff as well as issuing guidelines? [#commschat](#) -8:14 PM Feb 27th, 2012



[CommsChat](#) Which is a great time to move onto our second topic. [#commschat](#) -8:14 PM Feb 27th, 2012



[jonobean](#) [@robertcgage](#) Oh yeah, if you had your employees doing your SM activity what is the need for PRs to be controlling the message? [#commschat](#) -8:14 PM Feb 27th, 2012



[robertcgage](#) [@jgombita](#) [@jonobean](#) Link please? I shall bookmark.. [#commschat](#) -8:14 PM Feb 27th, 2012



[PRgirlAshley](#) [@jgombita](#) My apologies! Your username is close to [@jonobean](#)! I deleted the message, and resent. [#CommsChat](#) -8:14 PM Feb 27th, 2012



[PressurePR](#) [@Dan_Martin](#) If you can't find them, then they are not doing their job. [#commschat](#) -8:13 PM Feb 27th, 2012



[cindyfsolomon](#) [@robertcgage](#) oooo - careful pointing out such sensitive issues as need to control..... :) [#commschat](#) -8:13 PM Feb 27th, 2012



[CommsChat](#) RT [@jonobean](#): Bingo...this is not new...just our fascination with work life balance and companies unease at providing it [#commschat](#) -8:13 PM Feb 27th, 2012



[PRgirlAshley](#) Depends on the company.. and the expectations of your boss... RT [@jonobean](#) The agency side has been more slave driving.. [#commschat](#) -8:13 PM Feb 27th, 2012



[amandacomms](#) Key is how we are set up to manage 24/7. [#commschat](#) -8:13 PM Feb 27th, 2012



[jgombita](#) [@jonobean](#) [@robertcgage](#) my December Festive Byte (PR & SoMe column) on Windmill Networking was about whether 24/7 still applies... [#commschat](#) -8:13 PM Feb 27th, 2012



[Dan Martin](#) The PRs for [@clairesstores](#) are currently discovering how social media means crisis comms is 24/7! [#commschat](#) -8:13 PM Feb 27th, 2012



[jonobean](#) "Social media is not a replacement for normal human behaviour" The

phone is still powerful [#commschat](#) -8:13 PM Feb 27th, 2012



[Communicatmag](#) [@robertcgage](#) exctly 24 hr newsdesk, global stringers, more staff at wires. folk talk abt a bigger PR audience, but jst different [#commschat](#) -8:12 PM Feb 27th, 2012



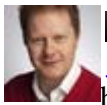
[cindyfsolomon](#) RT [@jonobean](#) [@robertcgage](#) Bingo...this isn't new...just our fascination w/ work life balance & companies' unease at providing it [#commschat](#) -8:12 PM Feb 27th, 2012



[robertcgage](#) [@jonobean](#) So very true. How much of a PR's workload is due to the need to control? [#commschat](#) -8:12 PM Feb 27th, 2012



[jgombita](#) [@PRgirlAshley](#) that wasn't my quote.... [#commschat](#) -8:11 PM Feb 27th, 2012



[jonobean](#) [@robertcgage](#) Bingo...this is not new...just our fascination with work life balance and companies unease at providing it [#commschat](#) -8:11 PM Feb 27th, 2012



[Dan Martin](#) Saying that though, I often struggle to get in touch with PRs thru social media at weekends/evenings [#commschat](#) -8:11 PM Feb 27th, 2012



[PRgirlAshley](#) Completely. RT [@Communicatmag](#): [@amandacomms](#) point of social media though - hasnt it made all our services 24 hr? [#commschat](#) -8:11 PM Feb 27th, 2012



[jgombita](#) [@robertcgage](#) ha! Now journos "just" have to do all of the photos and copy editing and posting themselves.... c [@Communicatmag](#) [#commschat](#) -8:11 PM Feb

27th, 2012



[CommsChat](#) RT [@robertcgage](#): [@Communicatmag](#) [@jgombita](#) Absolutely! But Once upon a time, newsdesks on papers worked around the clock. [#commschat](#) -8:10 PM Feb 27th, 2012



[PRgirlAshley](#) Depends on the company.. and the expectations of your boss... RT [@jgombita](#) The agency side has been more slave driving.. [#commschat](#) -8:10 PM Feb 27th, 2012



[amandacomms](#) [@Communicatmag](#) true so I suppose I haven't noticed it [#commschat](#) -8:10 PM Feb 27th, 2012



[jonobean](#) [@robertcgage](#) Think we would all be better to concentrate on valuable content and leverage the power of our employees [#commschat](#) -8:10 PM Feb 27th, 2012



[robertcgage](#) [@Communicatmag](#) [@jgombita](#) Absolutely! But Once upon a time, newsdesks on papers worked around the clock. [#commschat](#) -8:09 PM Feb 27th, 2012



[cindyfsolomon](#) A1: Is there a personality type drawn to info/comm prof services that is Type A so embraces 24/7 chaotic involvemnt? [#commschat](#) -8:09 PM Feb 27th, 2012



[jgombita](#) [@Communicatmag](#) [@jonobean](#) def. need to be available to media, etc., especially regarding a "crisis." But doesn't happen often. [#commschat](#) -8:09 PM Feb 27th, 2012



[EshMpabanga](#) Agreed “[@Dan Martin](#): [@CommsChat](#) Depends on the role the PR has. If a crisis comms role then yes, work/life balance is harder [#commschat](#)” -8:09

PM Feb 27th, 2012



[PRgirlAshley @jonobean](#) I think it could encompass in-house. I'm solely in charge of my company's [#SocMe](#), which only furthers the imbalance [#commschat](#) -8:08 PM Feb 27th, 2012



[Dan Martin @CommsChat](#) Depends on the role the PR has. If a crisis comms role then yes, work/life balance is harder [#commschat](#) -8:08 PM Feb 27th, 2012



[jonobean @jgombita](#) The agency side has been more slave driving but some inhouse roles with difficult internal stakeholders are as tough [#commschat](#) -8:08 PM Feb 27th, 2012



[PressurePR #commschat](#) social media - 24/7 - ORM - 24/7 [#no-life](#) -8:07 PM Feb 27th, 2012



[Communicatmag @jgombita](#) definitely in house roles too. especially if corporate pr for global firm. Always someone on call to handle media enq.? [#commschat](#) -8:07 PM Feb 27th, 2012



[richard_andrews](#) Hi all. I'm Rich, dad of 18 month old and a comms officer. Replying to [@jonobean](#), agree with [@prgirlashley](#). [#commschat](#) -8:07 PM Feb 27th, 2012



[PRgirlAshley @brianogston](#) It's a weekly chat for PR and Communications-industry people. Great way to get ideas, network, etc. [#CommsChat](#) -8:07 PM Feb 27th, 2012



[robertcgage @Communicatmag @amandacomms](#) Not all Soc Med output is valuable. And depends on your organisation. Is it local/regional/global [#commschat](#) -8:06 PM Feb 27th,

2012



[cindyfsolomon](#) Internet enabled 24/7 biz RT [@Communicatemag](#): [@amandacomms](#) point of social media though - hasnt it made all our services 24 hr? [#commschat](#) -8:06 PM Feb 27th, 2012



[jgombita](#) [@jonobean](#) I suspect you are referring to PR/marcom agencies when you say "PR industry,| not in-house roles, yes? [#commschat](#) -8:06 PM Feb 27th, 2012



[PRgirlAshley](#) [@CommsChat](#) Yes, work-life balance is nonexistent for me. There's a constant need to be "on call, just in case" [#commschat](#) -8:06 PM Feb 27th, 2012



[Communicatemag](#) RT [@jonobean](#): Has the PR Industry as employers ever provided work-life balance, before or after SM [#commschat](#) -8:06 PM Feb 27th, 2012



[lbell1988_PR](#) RT [@PressurePR](#): [#commschat](#) social media keeps [#pr](#) pros constantly on thier toes -8:05 PM Feb 27th, 2012



[PRgirlAshley](#) RT [@CommsChat](#) Our first topic is - Has social media made a healthy work-life balance in PR and comms impossible? [#commschat](#) -8:05 PM Feb 27th, 2012



[Communicatemag](#) [@amandacomms](#) isnt that the point of social media though - hasnt it made all our services 24 hr? [#commschat](#) -8:05 PM Feb 27th, 2012



[PressurePR](#) [#commschat](#) social media keeps [#pr](#) pros constantly on thier toes -8:04 PM Feb 27th, 2012



[jonobean](#) Has the PR Industry as employers ever provided work-life balance, before or after SM [#commschat](#) -8:04 PM Feb 27th, 2012



[cindyfsolomon](#) Agree in all types of work! RT [@PressurePR](#): finding a balance in todays digital world easier said than done [#commschat](#) -8:04 PM Feb 27th, 2012



[PRgirlAshley](#) Hahaha. Work-life balance. Or lack there of. Should be a good [#commschat](#) RT [@CommsChat](#): Topics- work life balance in PR and social media - 8:04 PM Feb 27th, 2012



[jonobean](#) [@jgombita](#) These problems run across the piece I feel. [#commschat](#) -8:03 PM Feb 27th, 2012



[CommsChat](#) Our first topic is - Has social media made a healthy work-life balance in PR and comms impossible? [#commschat](#) -8:03 PM Feb 27th, 2012



[robertegage](#) [#commschat](#) Rob Gage. PR for major aircraft manufacturer. One eye on Twitter, the other on University Challenge. -8:03 PM Feb 27th, 2012



[amandacomms](#) Evening everyone Amanda here from [@gmpolice](#) so I suppose as a 24 hr service I have abandoned work/life balance! [#commschat](#) -8:03 PM Feb 27th, 2012



[EshMpabanga](#) [#commschat](#) greetings from Africa. let's do it. -8:03 PM Feb 27th, 2012



[PRgirlAshley](#) Joining the [#commschat](#). Watch out for a stream of tweets in the next hour... -8:03 PM Feb 27th, 2012



[jonobean](#) COO actually Andrew but I forgive you...wondering how many parents we have on this chat? [#commschat](#) -8:02 PM Feb 27th, 2012



[cindyfsolomon](#) [@CommsChat](#) Greetings Andrew and Jonathan [@jonobean](#) I'm Cindy in San Francisco Bay Area delighted to join. I host [@prodmgmttalk](#) [#commschat](#) -8:02 PM Feb 27th, 2012



[CommsChat](#) Hi [@jonobean](#), Well juggled. were you checking twitter whilst reading the goodnight story? [#commschat](#) -8:02 PM Feb 27th, 2012



[jgombita](#) Greetings [@jonobean](#)! I hope you'll work to distinguish between company- and self-imposed problems with work-life balance in SM/PR [#commschat](#) -8:02 PM Feb 27th, 2012



[CommsChat](#) please feel free to tweet away on of the topics covered. A quick intro prior to your first is not essential, but it is polite [#commschat](#) -8:01 PM Feb 27th, 2012



[PressurePR](#) [#commschat](#) finding a balance in todays digital world easier said than done -8:01 PM Feb 27th, 2012



[jonobean](#) Evening everyone...3 kids put to bed...now time to talk work - life balance in PR I guess [#commschat](#) -8:01 PM Feb 27th, 2012



[CommsChat](#) Tonight we're joined by [@jonobean](#), CEO of [@Mynewsdesk](#) who is our guest host. The topic is life work balance in a social media age [#commschat](#) -8:01 PM Feb 27th, 2012



[cindyfsolomon](#) RT [@ProdMgmtTalk](#): RT [@KimBorrowdale](#): “[@CommsChat](#): Topics <http://t.co/wHDHkTJW>” work life balance in PR and social media [#commschat](#) -8:00 PM Feb 27th, 2012



[CommsChat](#) It's 8pm GMT. Welcome to tonight's CommsChat. I'm Andrew Thomas, publisher of Communicate magazine. [#commschat](#) -8:00 PM Feb 27th, 2012



[ProdMgmtTalk](#) RT [@KimBorrowdale](#): “[@CommsChat](#): Topics <http://t.co/G2rHcBsE>” work life balance in PR and social media [#commschat](#) -8:00 PM Feb 27th, 2012



[amfunderburk1](#) [@CommsChat](#) I'll be busy for the next hour, but I'll try to follow the chat on my phone! [#CommsChat](#) -7:59 PM Feb 27th, 2012



[ProdMgmtTalk](#) RT [@CommsChat](#): CommsChat starts in 5 minutes, and is hosted by our old friend [@jonobean](#) from [@mynewsdesk](#). The topics follow. [#commschat](#) -7:59 PM Feb 27th, 2012



[amandacomms](#) RT [@CommsChat](#): Topics 1- Has social media made healthy work-life balance in PR and comms impossible? starts in 4 minutes [#commschat](#) -7:58 PM Feb 27th, 2012



[CommsChat](#) Topic 5 - Are there simple ways for everyone to create better balance? Or does it need to be embedded in a company's culture? [#commschat](#) -7:58 PM Feb 27th, 2012



[CommsChat](#) Topic 4- What guidelines do you adopt when it comes to drawing an online line between co-workers and friends? start in 4 mins [#commschat](#) -7:58 PM Feb 27th, 2012



[CommsChat](#) Topic 3- Is there a way that social and digital connectivity can help us to create better balance in our working lives? [#commschat](#) -7:57 PM Feb 27th, 2012



[CommsChat](#) Topic 2- Is work-life balance a question of setting the right example for staff as well as issuing guidelines? start in 4 mins [#commschat](#) -7:57 PM Feb 27th,

2012



[DanaBubonovich](#) RT [@commschat](#): 1/2 hr before tonight's [#CommsChat](#). Log-on one, log-on all. Topic - life/work balance in a social media age. Retweet away! -7:57 PM Feb 27th, 2012



[CommsChat](#) Topics 1- Has social media made healthy work-life balance in PR and comms impossible? starts in 4 minutes [#commschat](#) -7:57 PM Feb 27th, 2012



[CommsChat](#) CommsChat starts in 5 minutes, and is hosted by our old friend [@jonobean](#) from [@mynewsdesk](#). The topics follow. [#commschat](#) -7:56 PM Feb 27th,

2012



[amandacomms](#) RT [@jonobean](#): Looking forward to discussing work -life balance in 30 mins - what a paradox :) [#commschat](#) -7:56 PM Feb 27th, 2012