



#prsanew

wthashtag.com/prsanew

Transcript from October 25, 2010 to October 26, 2010

All times are Pacific Time

October 25, 2010

- 1:26 pm **PRSAnewis**: The event is 1 day away! Our 10th anniversary w/ @petershankman is tomorrow. Still time to register: <http://ow.ly/2YQLh> #PRSANEW #nnsmb
- 4:59 pm **rosslarocco**: RT @PRSAnewis: The event is 1 day away! Our 10th anniversary w/ @petershankman is tomorrow. Still time to register: <http://ow.ly/2YQLh> #PRSANEW #nnsmb

October 26, 2010

- 6:43 pm **abbyweidert**: #prsanew begining soon! (@ Brett Favre Steakhouse w/ @petershankman) <http://4sq.com/bqF1de>
- 6:58 pm **tammyRhoman**: @abbyweidert Is #prsanew the hashtag? I'd like to follow the presentation from work!
- 7:39 pm **tommytrc**: No way. @LisaRedShoesPR is heavy with child? Why am I the last to know :) #prsanew
- 7:40 pm **ASawatzke**: About to hear from @petershankman on "how self-promo can save the world (and your biz) #prsanew
- 7:41 pm **1bizzywriter**: Hashtag for event is #prsanew
- 7:41 pm **LisaRedShoesPR**: Holla. #prsanew with @petershankman in the house.
- 7:42 pm **alisonjns**: You'll all have to tweet for me again... Handwritten notes for @petershankman speech #prsanew
- 7:44 pm **saraljeffers**: Crazy weather didn't keep @petershankman away from GB! #prsanew
- 7:45 pm **LisaRedShoesPR**: @petershankman talking about his touch-n-go with flying in. I am going to have my baby on tomorrow's flight. #scaredoutofmymind #prsanew
- 7:45 pm **tommytrc**: Its not rocket science. #prsanew
- 7:45 pm **DerekBlaszak**: Great start to the #prsanew event
- 7:45 pm **mimimeacham**: At #PRSANEW meeting. Peter Shankman guest speaker. (@ Brett Favre's Steak House w/ 9 others) <http://4sq.com/7pnx1g>
- 7:45 pm **kickinupdust**: He made it! @petershankman shares his travel woes. #prsanew #wiscoweathersucks <http://twitpic.com/313u2h>
- 7:46 pm **1bizzywriter**: Social media not lifechanging, its part of life #prsanew
- 7:48 pm **macdesign13**: Social media will not take 20#s off your ass. Peter Shankman #prsanew
- 7:49 pm **BaylakeBank**: #PRSANEW Peter Shankman re: social media. Interesting guy!
- 7:49 pm **tommytrc**: Wheres my 2 dollars?? #prsanew
- 7:50 pm **macdesign13**: #PRSANEW with Peter Shankman (@ Brett Favre's Steak House w/ @jessdennis @karenredshoespr @tommytrc) <http://4sq.com/7pnx1g>
- 7:50 pm **saraljeffers**: Just do something. If it works, do it again. @petershankman #prsanew
- 7:51 pm **saraljeffers**: Who knew @petershankman was so funny?? #prsanew
- 7:51 pm **LisaRedShoesPR**: While @petershankman was working at AOL I was working at Earthlink. #90s #prsanew
- 7:52 pm **tommytrc**: It sank, get over it!! #prsanew

- 7:53 pm **SocialMediaXprt:** RT @BaylakeBank: #PRSANEW Peter Shankman re: social media. Interesting guy! <http://bit.ly/cmlGwx>
- 7:54 pm **JessDennis:** Enjoying @petershankman event, learning about how he got started #prsaneu
- 7:55 pm **macdesign13:** Have a backup plan for when you succeed. Not when you fail #prsaneu
- 7:55 pm **1bizzywriter:** Have backup plan 4 when u succeed #prsaneu
- 7:55 pm **Bob_Jung:** #prsaneu have a backup plan when you succeed
- 7:55 pm **DerekBlaszak:** #prsaneu Note to self. Get lots of money with funny tshirts.
- 7:55 pm **JessDennis:** Have a backup plan for your success #prsaneu
- 7:55 pm **tommytrc:** Prepare to succeed!!!! #prsaneu
- 7:55 pm **kickinupdust:** #prsaneu @petershankman says, "Have a backup plan for when you succeed"
- 7:55 pm **saraljeffers:** Have a backup plan for when you succeed, not just when you fail. @petershankman #prsaneu
- 7:55 pm **mlebrun:** Shankman: Have a backup plan for when you succeed #prsaneu
- 7:55 pm **LisaRedShoesPR:** "Have a backup plan for when you succeed." @petershankman #prsaneu
- 7:55 pm **caseybritten:** "Have a backup plan for when you succeed" #petershankman #prsaneu
- 7:56 pm **macdesign13:** Lane go thy way. Really fast. Then turn. #prsaneu
- 7:57 pm **koosang153:** RT @tommytrc: Prepare to succeed!!!! #prsaneu
- 7:58 pm **AFiebig:** Eight of the same tweet just came through: Have a backup plan for when you succeed #prsaneu Are you people trying to tell me something? :)
- 7:58 pm **tommytrc:** RT @LisaRedShoesPR: "Have a backup plan for when you succeed." @petershankman #prsaneu
- 8:00 pm **shmелanie:** @petershankman is an awesome presenter. Love it. #prsaneu (@ Brett Favre's Steak House w/ @jessdennis @harrisonloveall @rwollersheim)
- 8:00 pm **macdesign13:** Doing biz-ness on a plane #prsaneu
- 8:01 pm **DerekBlaszak:** #Prsaneu customers drive the direction of your business not you.
- 8:01 pm **1bizzywriter:** Audience, customers control future of your company #prsaneu
- 8:01 pm **caseybritten:** You don't control the direction of your company; your audience does. #petershankman #prsaneu
- 8:01 pm **tommytrc:** RT @macdesign13: Doing biz-ness on a plane #prsaneu
- 8:01 pm **shmелanie:** RT @saraljeffers: Have a backup plan for when you succeed, not just when you fail. @petershankman #prsaneu
- 8:01 pm **kickinupdust:** #prsaneu "you don't control the direction of your company, your audience does; listening matters."
- 8:02 pm **macdesign13:** Where is the fracking bacon? #prsaneu I blame @abbyweidert
- 8:02 pm **Krissybehnke:** RT @1bizzywriter: Social media not lifechanging, its part of life #prsaneu
- 8:02 pm **RWollersheim:** RT @kickinupdust: #prsaneu "you don't control the direction of your company, your audience does; listening matters."
- 8:03 pm **tommytrc:** Rocket science is just math. #prsaneu
- 8:03 pm **cariew:** RT @kickinupdust: #prsaneu "you don't control the direction of your company, your audience does; listening matters."
- 8:03 pm **JessDennis:** You do not control your company your audience does (via @petershankman) #prsaneu
- 8:03 pm **greglinn:** Watching the stream from #prsaneu and still waiting for nugget worth the price of admission. And bacon jokes from @macdesign13 don't count!
- 8:04 pm **cassie_holman:** RT @saraljeffers: Who knew @petershankman was so funny?? #prsaneu

- 8:04 pm **slideshare_dan**: RT @LisaRedShoesPR: "Have a backup plan for when you succeed."
@petershankman #prsanew
- 8:04 pm **DerekBlaszak**: #Prsanew Peter and i have a few things in common including an obvious love for diet coke.
- 8:04 pm **JessDennis**: RT @saraljeffers: Have a backup plan for when you succeed, not just when you fail. @petershankman #prsanew
- 8:05 pm **KarenRedShoesPR**: RT @1bizzywriter: Audience, customers control future of your company #prsanew
- 8:05 pm **tommytrc**: RT @1bizzywriter: Audience, customers control future of your company #prsanew
- 8:05 pm **RWollersheim**: Information has decided it wants to be free (via @petershankman) #prsanew
- 8:05 pm **1bizzywriter**: RT @RWollersheim: Information has decided it wants to be free (via @petershankman) #prsanew
- 8:05 pm **caseybritten**: Information has decided it wants to be free #petershankman #prsanew
- 8:06 pm **LisaRedShoesPR**: "Information wants to be free." @petershankman <love this. #prsanew
- 8:06 pm **cassie_holman**: 4 rules of HARO from @petershankman #prsanew
- 8:06 pm **macdesign13**: 1st rule of social media is transparency. Unless it's underwear on a sweaty fat guy. #prsanew
- 8:06 pm **tommytrc**: RT @slideshare_dan @LisaRedShoesPR: "Have a backup plan for when you succeed." @petershankman #prsanew
- 8:06 pm **Iconic88**: RT @tommytrc: RT @slideshare_dan @LisaRedShoesPR: "Have a backup plan for when you succeed." @petershankman #prsanew
- 8:06 pm **JessDennis**: Who has run this country the last 100 yrs? Answer: old white men via @petershankman #prsanew
- 8:06 pm **cassie_holman**: Rule 1: transparency #prsanew
- 8:07 pm **tommytrc**: You are gonna get caught. Martha Stewart. #prsanew
- 8:07 pm **cassie_holman**: RT @LisaRedShoesPR: "Information wants to be free." @petershankman <love this. #prsanew
- 8:08 pm **RWollersheim**: RT @cassie_holman: Rule 1: transparency #prsanew
- 8:08 pm **tommytrc**: Mr burns vs Smithers. #prsanew
- 8:08 pm **JessDennis**: Rule #1: Transparency @petershankman #prsanew
- 8:09 pm **1bizzywriter**: When something happens, be in front of it. Be transparent. #prsanew
- 8:09 pm **OhDaddy**: RT @greglinn: Watching the stream from #prsanew and still waiting for nugget worth the price of admission. And bacon jokes from @macdesign13 don't count!
- 8:09 pm **saraljeffers**: Information wants to be free. Rule #1: transparency. @petershankman #prsanew
- 8:09 pm **macdesign13**: RT @tommytrc: You are gonna get caught. Martha Stewart. #prsanew
- 8:09 pm **RWollersheim**: If you do something wrong, get in front of it (via @petershankman) #prsanew
- 8:10 pm **tommytrc**: RT @saraljeffers: Information wants to be free. Rule #1: transparency. @petershankman #prsanew
- 8:10 pm **JessDennis**: Come clean before it happens #prsanew
- 8:10 pm **OhDaddy**: RT @JessDennis Who has run this country the last 100 yrs? Answer: old white men via @petershankman #prsanew// we knew that 50 years ago...
- 8:11 pm **Krissybehnke**: RT @kickinupdust: #prsanew "you don't control the direction of your company, your audience does; listening matters."
- 8:11 pm **ASawatzke**: Info wants to be free meaning a brand's transparency is key #prsanew
- 8:12 pm **RWollersheim**: How do you reach an audience that is so fractured? @petershankman #prsanew

- 8:12 pm **DerekBlaszak:** #prsanew talking about how people and companies should be transparent. @nicoletbank follows this rule for sure
- 8:12 pm **JessDennis:** How will your messages reach your audience when the channels are so fractured? #prsanew
- 8:13 pm **tommytrc:** Nightly news is just filler. #prsanew
- 8:13 pm **caseybritten:** Challenge today is reaching an audience that is unbelievably fractured - answer: ask them #petershankman #prsanew
- 8:13 pm **macdesign13:** Ask people how they want their information. Then they will act. #prsanew
- 8:14 pm **macdesign13:** I like my information with bacon. #prsanew
- 8:14 pm **1bizzywriter:** Rule #2 Ask your audience how they want information #prsanew
- 8:14 pm **RWollersheim:** RT @macdesign13: Ask people how they want their information. Then they will act. #prsanew
- 8:14 pm **JessDennis:** When someone gets info the way they want it, they are 90 percent more likely to read it #prsanew
- 8:14 pm **LisaRedShoesPR:** "Ask your audience how they want to receive their information." @petershankman #prsanew
- 8:15 pm **RWollersheim:** RT @JessDennis: When someone gets info the way they want it, they are 90 percent more likely to read it #prsanew
- 8:15 pm **kickinupdust:** So simple yet so true: "Ask audience how they like to get info" via @petershankman #prsanew
- 8:15 pm **abbyweidert:** RT @1bizzywriter: Rule #2 Ask your audience how they want information #prsanew
- 8:15 pm **cassie_holman:** Don't guess where your audience is. ASK them how they want to receive information. #prsanew
- 8:16 pm **saraljeffers:** Ask your audience how they'd like to receive their information, and 90% of them will act on it. @petershankman #prsanew
- 8:17 pm **macdesign13:** Grandmas Skype. But can you smell the mothballs and lavender? #prsanew
- 8:17 pm **RWollersheim:** Social media allows you to ask questions and provide more relevant info #prsanew
- 8:17 pm **macdesign13:** RT @saraljeffers: Ask your audience how they'd like to receive their information, and 90% of them will act on it. @petershankman #prsanew
- 8:18 pm **JessDennis:** Social media allows you to ask your audience what they want and be more relevant #prsanew
- 8:18 pm **ASawatzke:** Ask your audience how they want to consume info and 90 percent are more likely to act. Be relevant. #prsanew
- 8:18 pm **1bizzywriter:** Social media lets u ask questions. Use it. #prsanew
- 8:18 pm **CyG_science:** Rocket science is just math. #prsanew @tommytrc
- 8:18 pm **CyG_everything:** Rocket science is just math. #prsanew @tommytrc
- 8:18 pm **tommytrc:** Swim outlet is like p0m #prsanew
- 8:19 pm **JessDennis:** Blackberry users cannot receive HTML emails, wake up companies, text works! #prsanew
- 8:19 pm **BaylakeBank:** RT @LisaRedShoesPR: "Have a backup plan for when you succeed." @petershankman #prsanew
- 8:19 pm **LisaRedShoesPR:** "In this day and age you can't not be relevant to your audience." @petershankman #prsanew
- 8:20 pm **caseybritten:** 90% of people will act if they're getting info how they want #prsanew #petershankman
- 8:20 pm **KarenRedShoesPR:** If you are not training, someone else is and will win the race. @petershankman #prsanew

8:20 pm **vikb73**: 90 percent of people will act if they receive info how they want #prsanew

8:20 pm **kmarnoch**: RT @LisaRedShoesPR: "In this day and age you can't not be relevant to your audience." @petershankman #prsanew

8:20 pm **macdesign13**: I smell flux capacitor jokes coming from @petershankman #prsanew

8:20 pm **DavidSteinhaus**: The real reason to engage in SocMedia RT @kickinupdust #prsanew "your audience controls the direction of your company; listening matters."

8:21 pm **macdesign13**: RT @JessDennis: Blackberry users cannot receive HTML emails, wake up companies, text works! #prsanew

8:21 pm **cassie_holman**: RT @vikb73: 90 percent of people will act if they receive info how they want #prsanew

8:22 pm **1bizzywriter**: If not making \$ on social media, you're doing it wrong #prsanew

8:22 pm **tommytrc**: RT @macdesign13: I smell flux capacitor jokes coming from @petershankman #prsanew

8:23 pm **ECwagner**: RT @karenredshoespr: If you are not training, someone else is and will win the race. @petershankman #prsanew

8:23 pm **vikb73**: The number of twitter followers is new the penis envy. #prsanew #peterschankman

8:23 pm **macdesign13**: 90% of people agree on something the other 10% don't. Take that math professor who failed my ass in college #prsanew

8:23 pm **caseybritten**: Who cares how many Facebook fans you have? Did they *buy* anything? #petershankman #prsanew

8:23 pm **1bizzywriter**: Tip #3 brevity is important #prsanew

8:23 pm **JessDennis**: You have to think of sm as generating revenue or you're not doing your job #prsanew

8:23 pm **saraljeffers**: Information wants to be free. Rule #2: Be relevant. @petershankman #prsanew

8:24 pm **mlebrun**: Revenue trumps cool in social media. RIGHT #prsanew

8:24 pm **KarenRedShoesPR**: RT @1bizzywriter: If not making \$ on social media, you're doing it wrong #prsanew

8:24 pm **tommytrc**: Radio was pandora before the Internet. #prsanew

8:24 pm **macdesign13**: Radio is Pandora before the Internet. @petershankman #prsanew

8:24 pm **saraljeffers**: Social media - Revenue trumps cool. @petershankman #prsanew

8:25 pm **vikb73**: RT @macdesign13: RT @JessDennis: Blackberry users cannot receive HTML emails, wake up companies, text works! #prsanew

8:25 pm **LisaRedShoesPR**: That's studios @tommytrc love this shot. #prsanew <http://plixi.com/p/53059136>

8:25 pm **kickinupdust**: I don't think @petershankman likes people under 25 ;) #prsanew #justsayin

8:25 pm **saraljeffers**: "Madonna is like Lady Gaga with a whole lot more kids." @petershankman #prsanew

8:25 pm **vikb73**: RT @mlebrun: Revenue trumps cool in social media. RIGHT #prsanew

8:26 pm **cassie_holman**: MTV had music videos?!?! #prsanew

8:26 pm **caseybritten**: Confession: my mom thought I was addicted to MTV in the '80s. #petershankman #prsanew

8:26 pm **JessDennis**: RT @saraljeffers: "Madonna is like Lady Gaga with a whole lot more kids." @petershankman #prsanew

8:26 pm **Krissybehnke**: Average attention span today is 2.6 second or 140 characters #prsanew

8:26 pm **shmelanie**: Typical attention span = 2.6 seconds. (Text message) @petershankman #prsanew

8:26 pm **JessDennis**: RT @LisaRedShoesPR: That's studios @tommytrc love this shot. #prsanew <http://plixi.com/p/53059136>

- 8:27 pm **LisaRedShoesPR:** Best seat in the house watching @petershankman #prsanew <http://plici.com/p/53059419>
- 8:27 pm **RWollersheim:** RT @shmelanie: Typical attention span = 2.6 seconds. (Text message) @petershankman #prsanew
- 8:27 pm **DerekBlaszak:** #prsanew 9.11 and american idol to cause awareness of texting.
- 8:27 pm **1bizzywriter:** Until Twitter makes a \$, its pets.com waiting to happen #prsanew
- 8:27 pm **saraljeffers:** We understand text messaging for two things: 9/11 and American Idol. @petershankman #prsanew
- 8:28 pm **macdesign13:** @caseybritten my mom thought I was going to quit school and join a band after MTV. I did. Hahaha. #prsanew
- 8:28 pm **shmelanie:** Until Twitter makes \$1 - it is "pets.com". #prsanew
- 8:29 pm **L_Hawkins:** RT @tommytrc: Radio was pandora before the Internet. #prsanew
- 8:30 pm **KRabas:** Me too! I'll be there tonite for dinner! RT @brooke_sorenson: I'm enjoying all the live tweets from #prsanew.
- 8:30 pm **macdesign13:** Can you text the great Wall of China @petershankman #prsanew
- 8:31 pm **1bizzywriter:** Embrace concept of Twitter, not brand #prsanew
- 8:31 pm **JessDennis:** Embrace the concept, not the brand #prsanew (you wouldn't understand this tweet unless you're here.)
- 8:32 pm **saraljeffers:** When creating a campaign, embrace the concept, not the brand. @petershankman #prsanew
- 8:32 pm **caseybritten:** Embrace the *concept* of Twitter, not the brand #petershankman #prsanew
- 8:33 pm **macdesign13:** Keep it short people. Like the text Brett sent Jen. That short. But without the green Crocs #prsanew
- 8:33 pm **JessDennis:** How do you reach your audience? Learn how to write. Write well! #prsanew
- 8:33 pm **KarenRedShoesPR:** Bad writing is killing America @petershankman #prsanew
- 8:33 pm **LisaRedShoesPR:** "Bad writing is killing America." @petershankman #prsanew
- 8:33 pm **tommytrc:** Bad writing is killing america. #prsanew
- 8:33 pm **DerekBlaszak:** #prsanew 2.7 seconds. how will you reach your audience?
- 8:33 pm **caseybritten:** AMEN! Bad writing is killing America. #petershankman #prsanew
- 8:33 pm **saraljeffers:** Bad writing is killing America, and bad writing will kill your business. @petershankman #prsanew
- 8:34 pm **1bizzywriter:** Bad writing is killing America. #prsanew Totally see this in class every week!
- 8:34 pm **mlebrun:** Consider: Bad writing is killing your business.#prsanew
- 8:34 pm **macdesign13:** Learn to write. And write well. I'll have to type. My writing is hard for a pharmacist to read. #prsanew
- 8:34 pm **cassie_holman:** Bad writing is killing America @petershankman #prsanew
- 8:34 pm **kickinupdust:** "Bad writing will kill you" AMEN, @petershankman !! #prsanew
- 8:34 pm **macdesign13:** RT @saraljeffers: When creating a campaign, embrace the concept, not the brand. @petershankman #prsanew
- 8:35 pm **Bob_Jung:** #prsanew AMEN Brother! @petershankman "Learn to write!"
- 8:35 pm **RWollersheim:** You have to learn to write well (via @petershankman) Amen! #prsanew
- 8:35 pm **macdesign13:** RT @tommytrc: Bad writing is killing america. #prsanew
- 8:35 pm **tommytrc:** RT @saraljeffers: Bad writing is killing America, and bad writing will kill your business. @petershankman #prsanew
- 8:35 pm **JessDennis:** Good writing is brevity and brevity is social media *informational candy* #prsanew

- 8:35 pm **shmelanie:** Good writing is brevity. Write up some "informational candy" :) #prsanew
- 8:35 pm **ErinDavi5:** @macdesign13 That was funny - enjoying reading the #prsanew tweets from work. Wish I was there!
- 8:36 pm **gegere:** I like when some emails I receive estimate the amount of time to read. #prsanew
- 8:36 pm **cassie_holman:** "I want to work for U." #coverletterfail #prsanew
- 8:37 pm **macdesign13:** @ErinDavi5 wish you were here too. In the slippers! #prsanew
- 8:37 pm **saraljeffers:** Never underestimate the power of showing up to work a half hour early. @petershankman #prsanew
- 8:38 pm **caseybritten:** RT @JessDennis: Good writing is brevity and brevity is social media *informational candy* #prsanew
- 8:38 pm **1bizzywriter:** Rule #4 for social media success: be top of mind #prsanew
- 8:39 pm **ASawatzke:** Bad writing will kill your business @petershankman, #prsanew
- 8:39 pm **Brittany_D:** RT @saraljeffers: Bad writing is killing America, and bad writing will kill your business. @petershankman #prsanew
- 8:39 pm **macdesign13:** Call people everyday. Just saying. #prsanew
- 8:39 pm **DerekBlaszak:** #prsanew rule four: be top of mind
- 8:40 pm **andygaerthofner:** Really wish I was at #prsanew today. Saw @petershankman 4 wks ago and had a blast watching him.
- 8:41 pm **LDbyClarissa:** RT @tommytrc: Bad writing is killing america. #prsanew I Agree
- 8:41 pm **JessDennis:** It's not about selling, it's about building relationships #prsanew
- 8:41 pm **KarenRedShoesPR:** Speaking of birthdays, It's @jessdennis birthday today! Woot! #prsanew
- 8:41 pm **RWollersheim:** RT @JessDennis: It's not about selling, it's about building relationships #prsanew
- 8:42 pm **JessDennis:** Be top of mind #prsanew, we talk to less than 1 percent of our network, think differently.
- 8:42 pm **1bizzywriter:** Communicate with people in your network or else why are they there? #prsanew
- 8:43 pm **Brooke_Sorenson:** I'm enjoying all the live tweets from #prsanew.
- 8:43 pm **JessDennis:** Facebook doesn't understand relevance #prsanew
- 8:44 pm **andygaerthofner:** Ask @petershankman about the \$5,000 he jackpotted in Vegas a few weeks ago. Especially about the woman who helped him. #prsanew
- 8:44 pm **JessDennis:** RT @1bizzywriter: Communicate with people in your network or else why are they there? #prsanew
- 8:44 pm **tommytrc:** RT @JessDennis: It's not about selling, it's about building relationships #prsanew
- 8:45 pm **macdesign13:** RT @KarenRedShoesPR: Speaking of birthdays, It's @jessdennis birthday today! Woot! #prsanew
- 8:46 pm **SaraBaumgart:** RT @tommytrc @JessDennis: It's not about selling, it's about building relationships #prsanew So true; in all aspects of life
- 8:46 pm **KarenRedShoesPR:** @lisaredshoespr @jessdennis can we get pokens??? #prsanew
- 8:46 pm **alisonjns:** New claim to fame: @petershankman says he doesn't like me right now #prsanew
- 8:46 pm **Krissybehnke:** RT @saraljeffers: "Madonna is like Lady Gaga with a whole lot more kids." @petershankman #prsanew
- 8:46 pm **SaraBaumgart:** @1bizzywriter sounds like a great afternoon at #prsanew
- 8:48 pm **JessDennis:** Faceboogle (Facebook + Google) #prsanew
- 8:48 pm **macdesign13:** RT @alisonjns: New claim to fame: @petershankman says he doesn't like me right now #prsanew But we do!!
- 8:48 pm **1bizzywriter:** Facebook and Google will team up to rule connections #prsanew

- 8:48 pm **JessDennis:** There is no personal or business, it's called life #prsanew
- 8:48 pm **craigvickery:** RT @tommytrc: RT @slideshare_dan @LisaRedShoesPR: "Have a backup plan for when you succeed." @petershankman #prsanew
- 8:48 pm **caseybritten:** Business & personal will cease to exist. One network only. #prsanew
- 8:49 pm **KarenRedShoesPR:** Business and personal cease to exist... It's all life. #prsanew
- 8:50 pm **abbyweidert:** RT @caseybritten: Business & personal will cease to exist. One network only. #prsanew
- 8:50 pm **cassie_holman:** RT @caseybritten: Business & personal will cease to exist. One network only. #prsanew
- 8:50 pm **macdesign13:** RT @KarenRedShoesPR: Business and personal cease to exist... It's all life. #prsanew
- 8:50 pm **JessDennis:** RT @alisonjns: New claim to fame: @petershankman says he doesn't like me right now #prsanew
- 8:51 pm **mlebrun:** Social media will become a Lava Lamp -- most relevant contacts will automatically rise to the top. Cool! #prsanew
- 8:51 pm **macdesign13:** To be relevant you need value. Or great shoes. Good looking can't hurt either. And bacon. #prsanew
- 8:51 pm **1bizzywriter:** Think - would I read my Tweets if I wasn't me? #prsanew
- 8:52 pm **macdesign13:** When self promotion is done poorly you look like a douche #prsanew
- 8:52 pm **tommytrc:** Self promotion done wrong makes you look like a douche. #prsanew
- 8:52 pm **JessDennis:** RT @macdesign13: To be relevant you need value. Or great shoes. Good looking can't hurt either. And bacon. #prsanew
- 8:53 pm **abbyweidert:** All good social media is customer service. #prsanew
- 8:53 pm **1bizzywriter:** Such a great event #prsanew Will write blog later @ what I learned!
- 8:53 pm **kickinupdust:** "To be relevant you have to be top of mind... Self promotion done well is helping others." #prsanew
- 8:53 pm **KRabas:** RT @jessdennis: There is no personal or business, it's called life #prsanew
- 8:54 pm **Debatspark:** @cassie_holman Enjoying your live Tweets from @petershankman #prsanew
- 8:54 pm **Arketypeinc:** If self promotion is done poorly, you look like a douche. #prsanew #petershankman
- 8:54 pm **saraljeffers:** Newspapers aren't dying because of lack of news. The Stone Age didn't end because of lack of stone. #prsanew @petershankman
- 8:54 pm **abbyweidert:** Facebook has killed the high school reunion #prsanew
- 8:55 pm **JessDennis:** RT @1bizzywriter: Such a great event #prsanew Will write blog later @ what I learned!
- 8:56 pm **SusanFinco:** RT @krabas: Me too! I'll be there tonite for dinner! RT @brooke_sorenson: I'm enjoying all the live tweets from #prsanew.
- 8:56 pm **deziner:** I knew it! RT @macdesign13: To be relevant you need value. Or great shoes. Good looking can't hurt either. And bacon. #prsanew
- 8:56 pm **tommytrc:** RT @abbyweidert: Facebook has killed the high school reunion #prsanew
- 8:57 pm **katvandenheuvel:** So true RT @JessDennis: There is no personal or business, it's called life #prsanew
- 8:58 pm **MedicalMile:** RT @deziner: I knew it! RT @macdesign13: To be relevant you need value. Or great shoes. Good looking can't hurt either. And bacon. #prsanew
- 8:58 pm **1bizzywriter:** RT @katvandenheuvel: So true RT @JessDennis: There is no personal or business, it's called life #prsanew
- 8:59 pm **annnyberg:** @abbyweidert Facebook has killed the high school reunion #prsanew This is an interesting thought. Hmmmmm.

- 8:59 pm **Krissybehnke:** RT @abbyweidert: Facebook has killed the high school reunion #prsanew
- 9:00 pm **1bizzywriter:** Need to get kids; so sad to leave #prsanew. Great event!
- 9:00 pm **DerekBlaszak:** #prsanew everyone is moving to one network. Soon you will not be able to hide.
- 9:00 pm **ASawatzke:** We're moving towards one network be prepped and be proactive @petershankman #prsanew
- 9:01 pm **kickinupdust:** Oooh, love this: "the stone age didn't die bc stones went away. A better for options for stones came around and..." #prsanew
- 9:01 pm **PRMediaBlog:** RT @abbyweidert: All good social media is customer service. #prsanew
- 9:01 pm **JonClements:** RT @abbyweidert: All good social media is customer service. #prsanew
- 9:01 pm **kickinupdust:** Cont: "... The newspaper won't die because newspapers go away." #prsanew
- 9:01 pm **KaylaNeve:** So true! Rt @abbyweidert: Facebook has killed the high school reunion #prsanew
- 9:02 pm **shmelanie:** Nothing good ever comes out of "client + 2am" (re: google alerts) #prsanew @petershankman
- 9:03 pm **lavalamp:** RT @mlebrun: Social media will become a Lava Lamp -- most relevant contacts will automatically rise to the top. Cool! #prsanew
- 9:03 pm **JessDennis:** Social media is for monitoring, if you want to broadcast advertise #prsanew
- 9:03 pm **macdesign13:** Monitor what is going on. Like maybe Verizon or Delta. #prsanew
- 9:03 pm **cassie_holman:** RT @1bizzywriter: Such a great event #prsanew Will write blog later @ what I learned!
- 9:04 pm **macdesign13:** RT @shmelanie: Nothing good ever comes out of "client + 2am" (re: google alerts) #prsanew @petershankman
- 9:04 pm **Krissybehnke:** RT @katvandenheuvel: So true RT @JessDennis: There is no personal or business, it's called life #prsanew
- 9:06 pm **OhDaddy:** RT @abbyweidert Facebook has killed the high school reunion #prsanew// none too soon...
- 9:06 pm **macdesign13:** Adapt your social media plan. Just have a voice. #prsanew #nnsmb
- 9:06 pm **caseybritten:** Have a semblance of a social media plan, have a voice - but be fluid #prsanew
- 9:06 pm **JessDennis:** Instead of having a social media plan, have a voice. Know what you want to say before going out and shouting. #prsanew
- 9:09 pm **LisaRedShoesPR:** #prsanew I think Gap did it on purpose @tommytrc @petershankman
- 9:10 pm **macdesign13:** So they key to good social media is sweat pants and your mom's basement #prsanew
- 9:11 pm **gegere:** RT @LisaRedShoesPR: #prsanew I think Gap did it on purpose @tommytrc @petershankman (I agree)
- 9:12 pm **caseybritten:** An audience will watch you die; a community will jump in and save your life #prsanew
- 9:12 pm **JessDennis:** An audience will watch you die, a community will jump in and save you #prsanew via @petershankman
- 9:13 pm **saraljeffers:** An audience will watch you die; a community will jump in to save your life. @petershankman #prsanew
- 9:15 pm **TDHBar:** RT @macdesign13: So they key to good social media is sweat pants and your mom's basement #prsanew
- 9:17 pm **wadeh78:** RT @abbyweidert: Facebook has killed the high school reunion #prsanew
- 9:21 pm **jefflast:** RT @JessDennis: Good writing is brevity and brevity is social media *informational candy* #prsanew
- 9:42 pm **SusanFinco:** RT @tdhbar: RT @macdesign13: So they key to good social media is sweat pants and your mom's basement #prsanew

- 9:55 pm **litlelady9:** RT @wadeh78: RT @abbyweidert: Facebook has killed the high school reunion #prsanew <---Absolutely! completely dealing w/ this for 10 year!
- 9:58 pm **Maria7z:** RT @jessdennis: Instead of having a social media plan, have a voice. Know what you want to say before going out and shouting. #prsanew

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