



#ethicschat

wthashtag.com/ethicschat

Transcript from October 18, 2010 to October 18, 2010

All times are Pacific Time

October 18, 2010

- 1:17 pm **maryhenige:** #ethicschat
- 1:18 pm **mdbarber:** Getting ready for #ethicschat to start in 30 minutes. Join us on Twitter or in Columbia 2 @PRSA_ic
- 1:19 pm **christakeizer:** RT @mdbarber: Getting ready for #ethicschat to start in 30 minutes. Join us on Twitter or in Columbia 2 @PRSA_ic
- 1:29 pm **hollymyles:** Anyone joining the #ethicschat at 9:45?
- 1:45 pm **Gabb_b:** #prssanc students, follow #ethicschat! We are beginning now. #ethicschat
- 1:45 pm **prsa:** Judy Phair welcoming folks to chat today. Explaining PRSA College of Fellows. #ethicschat
- 1:45 pm **jwmorganjr:** RT @prsa: Judy Phair welcoming folks to chat today. Explaining PRSA College of Fellows. #ethicschat
- 1:46 pm **pnherdz:** RT @jwmorganjr: RT @prsa: Judy Phair welcoming folks to chat today. Explaining PRSA College of Fellows. #ethicschat
- 1:46 pm **robertmburnside:** #ethicschat great to have this live session on ethics at PRSA
- 1:46 pm **prsa:** Hi Claire. Glad you could join us. #ethicschat
- 1:48 pm **pnherdz:** Panelists include @bfrause from Frause in Seattle. Agency guru and Board of Ethics and Professional Standards member #ethicschat
- 1:49 pm **pnherdz:** Now introducing the next panelist: @maryhenige, director of social media and digital communications from General Motors Company #ethicschat
- 1:49 pm **Gabb_b:** @Mdbarber is introduced as "twitter queen." #ethicschat
- 1:49 pm **christakeizer:** RT @pnherdz: Now introducing the next panelist: @maryhenige, director of social media and digital communications from GM Company #ethicschat
- 1:50 pm **ILIANA_RODZ:** Congreso de PRSA en conferencia sobre etica en redes sociales. Se aceptan preguntas en ingles tiempo real #ethicschat

1:51 pm **nelitokleh:** @pnherdz good luck with the chat! #ethicschat

1:52 pm **blaketexas081:** #ethicschat Question: What added ethical pressures will be placed on PR pros as numbers of citizen/hyper-local media, journalists increase?

1:52 pm **NT_PRSSA:** Stop by #ethicschat going on now! :)

1:53 pm **Gemtweet:** #prsa #ethicschat agree or disagree w reverbs ftc ruling on disclosure?

1:53 pm **christakeizer:** Do you agree or disagree with FTC ruling on client disclosure on iTunes reviews? #ethicschat

1:54 pm **Gabb_b:** I am filling in for @PRSA by tweeting the first question, "Do you agree or disagree with FTC disclosure?" #ethicschat

1:54 pm **Gabb_b:** #ethicschat (@ PRSA 2010 International Conference: Powering PRogress w/ @christakeizer) <http://4sq.com/cp8JRU>

1:54 pm **kathybarbour:** Hello #ethicschat participants!

1:54 pm **christakeizer:** 240 people participated in the last #ethicschat

1:55 pm **Gabb_b:** Please engage or ask questions. We want your feedback! #ethicschat

1:56 pm **ghidotti:** ?@kathybarbour: @mdbarber is a twitter goddess #ethicschat #prsa_ic? Love it! Surely I'm going to get to meet you guys at some point!

1:56 pm **prsa:** Panelists discussing Reverb decision from FTC. Agency paid interns to push reviews for clients. #ethicschat

1:57 pm **robertmburnside:** #ethicschat discussing reverb FTC case

1:57 pm **jwmorganjr:** RT @prsa: Panelists discussing Reverb decision from FTC. Agency paid interns to push reviews for clients. #ethicschat

1:57 pm **Gabb_b:** FTC case summary: A firm in Florida paid interns to push out positive information about their games. What are your thoughts? #ethicschat

1:57 pm **christakeizer:** PR interns posted positive reviews for games on iTunes and were paid for number of games sold #ethicschat

1:59 pm **prsa:** Hypothetical: Co. launches new product criticized by bloggers who may have been motivated by comp. So company hires own bloggers #ethicschat

1:59 pm **prsa:** Obligation to disclose? #ethicschat

1:59 pm **pnherdz:** RT @prsa: Hypothetical: Co. launches new product criticized by bloggers who may have been motivated by

comp. So company hires own bloggers #ethicschat

2:00 pm **christakeizer:** Defense for unethical PR has been "they are doing it, we can do it too" #ethicschat

2:00 pm **Gabb_b:** @PRSA will post the #ethicschat questions #ethicschat

2:00 pm **robertmburnside:** #ethicschat wemust always disclose

2:01 pm **Gabb_b:** @bfrause gives his answer to Q2: "This is a classic PR situation before SM. This used to be called an 'astroturf situation.'" #ethicschat

2:01 pm **clairecelsi:** There are many instances that no matter what u disclose, what u are doing is still unethical. Interns may be powerless to object #ethicschat

2:01 pm **prsa:** Because other people are doing it does not make it right. #ethicschat

2:02 pm **kathybarbour:** RT @PRSA: Panelists discussing Reverb decision from FTC. Agency paid interns to push reviews for clients. #ethicschat

2:02 pm **pnherdz:** @bfrause: Just because other people are doing it, doesn't mean it's right. #ethicschat

2:02 pm **JasonSprenger:** RT @prsa: Because other people are doing it does not make it right. #ethicschat

2:02 pm **Bebopalicious:** RT @PRSA: Because other people are doing it does not make it right. #ethicschat

2:02 pm **Gabb_b:** Q2: @bfrause, "As long as there is disclosure, it's okay." #ethicschat

2:03 pm **kathybarbour:** Are senior peeps giving younger peeps the right ethics training? #ethicschat

2:03 pm **pnherdz:** @bfrause: we have seen a number of PR Agencies ignore ethics and not provide ethics education to new employees #ethicschat

2:04 pm **prsa:** RT @pnherdz: @bfrause: we have seen a number of PR Agencies ignore ethics and not provide ethics education to new employees #ethicschat

2:04 pm **Gabb_b:** @shawnter we are glad to have you participate! #ethicschat #ethicschat

2:04 pm **prsa:** Unethical behavior is a short term business strategy at best. #ethicschat

2:04 pm **christakeizer:** Attendee: disclosure is not only ethical, it is also good business #ethicschat

2:05 pm **pnherdz:** Audience: It's good business to disclose information and follow ethical standards. #ethicschat

2:05 pm **msbruschetta:** What is easy is not always right; what's right isn't always easy! RT @PRSA Because others are doing it does not make it right. #ethicschat

2:05 pm **christakeizer:** Today not everyone is understanding social media ethics - @maryhenige #ethicschat

2:05 pm **prsa:** @clairecelsi That is correct. If it's inherently shady it's still wrong. #ethicschat

2:06 pm **pnherdz:** RT @msbruschetta: What is easy is not always right; what's right isn't always easy! RT @PRSA Because others are doing it does not make it right. #ethicschat

2:06 pm **kathybarbour:** @maryhenige: let your loyalist speak in the social media space. Watch how it plays out. #ethicschat

2:06 pm **prsa:** RT @christakeizer: Today not everyone is understanding social media ethics - @maryhenige #ethicschat

2:06 pm **christakeizer:** Are professionals giving young people the right advice about ethics? #ethicschat

2:06 pm **shawnter:** RT @prsa: @clairecelsi That is correct. If it's inherently shady it's still wrong. #ethicschat

2:07 pm **prsa:** Does social media become an excuse for doing things that are clearly not okay in the "real world." #ethicschat

2:07 pm **kathybarbour:** Is it okay to "rally the troops" aka your loyalist to respond on your behalf? #ethicschat

2:07 pm **Gabb_b:** Audience, what do you think "inherently shady" means? #ethicschat

2:08 pm **pnherdz:** @bfrause: If you disclose that U R doing something that is inherently shady, people'll choose thr platform & make thr choice... #ethicschat

2:08 pm **BonnieRiechert:** #ethicschat unethical behavior is short-term strategy, not effective -- Vitelli @prsa_ic

2:09 pm **prsa:** Audience asking about social media policies and disclosure clauses within them. #ethicschat

2:09 pm **christakeizer:** Audience: have you seen a social media ethics policy? #ethicschat

2:09 pm **Gabb_b:** @maryhenige says that GM is rewriting their social media policies. "We know we have to educate our employees." #ethicschat

2:09 pm **PRWestcoast:** RT @prsa: Audience asking about social media policies and disclosure clauses within them. #ethicschat

2:10 pm **alaskaegan1:** @carriejs Perhaps it's harder to be shady because there is ultimately more transparency. #ethicschat

2:10 pm **prsa:** Download FTC guidelines from their website. Gives good guidance to what they recommend. #ethicschat

2:10 pm **prsa:** RT @Gabb_b: @maryhenige says that GM is rewriting their social media policies. "We know we have to educate our employees." #ethicschat

2:10 pm **pnherdz:** RT @christakeizer: Today not everyone is understanding social media ethics - @maryhenige

#ethicschat

- 2:10 pm **pnherdz:** RT @Gabb_b: @maryhenige says that GM is rewriting their social media policies. "We know we have to educate our employees." #ethicschat
- 2:10 pm **christakeizer:** There is so much we have to do to educate our employees about social media ethics. We look at FTC guidelines -@maryhenige #ethicschat
- 2:10 pm **prsa:** FTC says companies need to do a reasonable job of educating/monitoring its employees. #ethicschat
- 2:10 pm **alaskaegan1:** what are some good training models for social media when working with large groups of employees? #ethicschat
- 2:11 pm **christakeizer:** RT @prsa: Download FTC guidelines from their website. Gives good guidance to what they recommend. #ethicschat
- 2:11 pm **clairecelsi:** Coalition building and/or product awareness takes time and patience. Sometimes its one step forward and two steps back. #ethicschat
- 2:11 pm **BonnieRiechert:** #ethicschat glad to see standing room only at live ethics chat session @prsa_ic
- 2:12 pm **christakeizer:** We need to educate at both a senior and lower level @maryhenige #ethicschat
- 2:12 pm **prsa:** RT @BonnieRiechert: #ethicschat glad to see standing room only at live ethics chat session @prsa_ic #ethicschat
- 2:12 pm **lisahutchins:** RT @prsa: RT @Gabb_b: @maryhenige says that GM is rewriting their social media policies. "We know we have to educate our employees." #ethicschat
- 2:13 pm **seattleblank:** RT @prsa: Download FTC guidelines from their website. Gives good guidance to what they recommend. #ethicschat
- 2:13 pm **bondkellyk:** @prsa In general if you're posting something that you have to question yourself about, you prob. shouldn't go through with it #ethicschat
- 2:13 pm **prsa:** PRSA should look at having some guidelines for preparing social media policies; employee training programs. #ethicschat
- 2:13 pm **clairecelsi:** Ethics slide when PR folks over-promise results, and they feel pressure to create fake results to show progress. #ethicschat
- 2:13 pm **christakeizer:** Full house at #ethicschat! Glad to see PRSA has made ethics a hot topic. P.S. I'm not being paid to tweet this :)
- 2:14 pm **alaskaegan1:** Sometimes the "help" we get with social media policy shuts down the opportunity to use SM #ethicschat
- 2:14 pm **prsa:** RT @bondkellyk: @prsa If youre posting something that you have to question yourself about, you prob.

shouldnt go through w it #ethicschat

- 2:14 pm **Sheridan_W:** Males. RT @gabb_b: Audience, what do you think "inherently shady" means? #ethicschat
- 2:14 pm **pnherdz:** @bfrause: You don't just need a social media policy, you need a social media strategic plan. #ethicschat
- 2:14 pm **LorelieJ:** RT @prsa: RT @Gabb_b: @maryhenige says that GM is rewriting their social media policies. "We know we have to educate our employees." #ethicschat
- 2:15 pm **prsa:** If engages in SM in their off-time, it could be overtime, unless they are exempt employees. Something else to watch for. #ethicschat
- 2:15 pm **prsa:** RT @pnherdz: @bfrause: You dont just need a social media policy, you need a social media strategic plan. #ethicschat
- 2:15 pm **christakeizer:** If you are being paid to rally your troops, you need to disclose it -@bfrause #ethicschat
- 2:15 pm **alaskaegan1:** RT @pnherdz: @bfrause: You dont just need a social media policy, you need a social media strategic plan. #ethicschat
- 2:15 pm **BonnieRiechert:** RT @pnherdz: @bfrause: You don't just need a social media policy, you need a social media strategic plan. #ethicschat
- 2:15 pm **prsa:** RT @christakeizer: If you are being paid to rally your troops, you need to disclose it -@bfrause #ethicschat
- 2:16 pm **pnherdz:** @bfrause: another @PRSA will be releasing a release about the ethical use of interns. #ethicschat
- 2:16 pm **jaradb:** RT @clairecelsi: Ethics slide when PR folks over-promise results, and they feel pressure to create fake results to show progress. #ethicschat
- 2:16 pm **CubanaLAF:** RT @prsa: If engages in SM in their off-time, it could be overtime, unless they are exempt employees. Something else to watch for. #ethicschat
- 2:16 pm **pnherdz:** RT @christakeizer: Full house at #ethicschat! Glad to see PRSA has made ethics a hot topic. P.S. I'm not being paid to tweet this :)
- 2:16 pm **christakeizer:** Thoughts about ethical issues in unpaid/paid interns? #ethicschat
- 2:16 pm **Gabb_b:** Tom Vitelli, "We leave it to the discretion of the local manager and we have our own social media guidelines." #ethicschat
- 2:16 pm **Gabb_b:** RT @christakeizer: Thoughts about ethical issues in unpaid/paid interns? #ethicschat
- 2:17 pm **Javi_NYC:** RT @pnherdz: @bfrause: You don't just need a social media policy, you need a social media strategic plan. #ethicschat

2:17 pm **prsa:** Does PRSA need to add social media ethics to the PRSA plan? What would you add? #ethicschat

2:17 pm **clairecelsi:** RT @prsa: PRSA should look at having some guidelines for preparing social media policies; employee training programs. #ethicschat

2:17 pm **pnherdz:** Attendee: Maybe @PRSA needs a social media code of ethics as well. #ethicschat

2:17 pm **heatherAsmith:** RT @prsa: Does social media become an excuse for doing things that are clearly not okay in the "real world." #ethicschat

2:17 pm **christakeizer:** Audience: Perhaps @prsa needs a SM Code of Ethics? #ethicschat

2:17 pm **Javi_NYC:** RT @prsa: PRSA should look at having some guidelines for preparing social media policies; employee training programs. #ethicschat

2:17 pm **ronschott:** Most codes are "no duh," but the @WOMMA code speaks volumes + is simple @ the same time <http://bit.ly/c8G0N> #ethicschat

2:17 pm **prsa:** @bfrause says same principles apply to SM tools that we have in the current plan. #ethicschat

2:18 pm **kathybarbour:** It's more of a performance management issue vs productivity IMO. #ethicschat

2:18 pm **prsa:** RT @ronschott: Most codes are "no duh," but the @WOMMA code speaks volumes + is simple @ the same time <http://bit.ly/c8G0N> #ethicschat

2:18 pm **pnherdz:** RT @prsa: @bfrause says same principles apply to SM tools that we have in the current plan. #ethicschat

2:18 pm **katwife:** @PRSA #ethicschat Social media should be embraced as another form of communication but each company will have their own policies in place.

2:19 pm **RealPRMedia:** Fate, about to post a NYT story @ ethics in journo :) RT @PRSA Unethical behavior is a short term business strategy at best. #ethicschat

2:19 pm **christakeizer:** Attendee: we update our SM ethics policy every couple of months because of the changing environment #ethicschat

2:19 pm **ronschott:** RT @prsa: @bfrause says same principles apply to SM tools that we have in the current plan. #ethicschat <Agreed>

2:19 pm **pnherdz:** @bfrause: FTC is coming out with more legislation about social media. #ethicschat

2:19 pm **prsa:** RT @katwife: @PRSA #ethicschat SM should be embraced as another form of comm, each company will have their own policies in place #ethicschat

2:19 pm **alaskaegan1:** Is code of ethics is broad enough to apply to all comms? It's designed that way. #ethicschat

2:19 pm **clairecelsi:** @prsa needs to have some younger non-APR people in its leadership to identify these critical social media issues. #ethicschat

2:20 pm **katwife:** @PRSA #ethicschat - Any social media policies should follow already existing guidelines.

2:20 pm **prsa:** Is it ethically responsible as a PR person to promote cause/indiv you don't believe in? #ethicschat

2:20 pm **prsa:** RT @alaskaegan1: Is code of ethics is broad enough to apply to all comms? Its designed that way. #ethicschat

2:20 pm **CSUFPRSSA:** RT @prsa: Is it ethically responsible as a PR person to promote cause/indiv you don't believe in? #ethicschat

2:20 pm **KyHarrison:** Agreed RT @Javi_NYC: RT @pnherdz: @bfrause: You don't just need a social media policy, you need a social media strategic plan. #ethicschat

2:20 pm **christakeizer:** RT @prsa: Is it ethically responsible as a PR person to promote cause/indiv you don't believe in? #ethicschat

2:20 pm **pnherdz:** Just a reminder: If you have ?'s for the panel, please tweet us the question using #ethicschat.

2:21 pm **TheClineGroup:** RT @prsa: RT @katwife: @PRSA #ethicschat SM should be embraced as another form of comm, each company will have their own policies in place #ethicschat

2:21 pm **mvallbona:** @bfrause: womma kicks people out for ethics violations. Wow. #ethicschat #PRSA_IC

2:21 pm **msbruschetta:** RT @PRSA Is it ethically responsible as a PR person to promote cause / indiv you don't believe in? #ethicschat

2:21 pm **katwife:** Participating in PRSA #ethicschat this morning.

2:21 pm **kathybarbour:** Is it different from an attorney taking a case? #ethicschat

2:21 pm **prsa:** If you're hired to rep a company, we are advocating for company. #ethicschat

2:22 pm **kathybarbour:** @bfrause - says it is related to advocacy #ethicschat

2:22 pm **Gabb_b:** @pnherdz, "I say no. You are the best advocate for the thing you believe in best." #ethicschat

2:22 pm **prsa:** @pnherdz says best advocate for what you believe in. Need to believe in product you're representing. #ethicschat

2:22 pm **peggyhoffman:** RT @PRSA: Does PRSA need to add social media ethics to the PRSA plan? What would you add? #ethicschat <yes!>

2:22 pm **RealPRMedia:** Ethics in Journo? Your take? Favre, Deadspin & the New Tawdry Journalism - <http://nyti.ms/dlM5Gs> #ethicschat

- 2:22 pm **CommPound:** RT @prsa: Is it ethically responsible as a PR person to promote cause/indiv you don't believe in? #ethicschat
- 2:22 pm **christakeizer:** Attendee: you are hired to advocate for clients AND the public, responsibly, according to the PRSA Code of Ethics #ethicschat
- 2:22 pm **CommDocPA:** RT @prsa: RT @pnherdz: @bfrause: You dont just need a social media policy, you need a social media strategic plan. #ethicschat
- 2:22 pm **prsa:** RT @Gabb_b: @pnherdz, "I say no. You are the best advocate for the thing you believe in best." #ethicschat
- 2:22 pm **EricSchwartzman:** @PRSA Ethics are like vegetables & children. They're critical 2 healthy, productive life but they're tough to get kids to eat. #ethicschat
- 2:23 pm **prsa:** If you don't believe in the cause you can't advocate for them as well. #ethicschat
- 2:23 pm **SmartBriefScoop:** RT @peggyhoffman: RT @PRSA: Does PRSA need to add social media ethics to the PRSA plan? What would you add? #ethicschat <yes!>
- 2:23 pm **BonnieRiechert:** #ethicschat we have dual mission to provide responsible advocacy for employer and the public -- Krause @prsa_ic
- 2:24 pm **alaskaegan1:** If you are stuck advocating for something you don't believe in, you haven't fully realized the joy of the prof. #ethicschat
- 2:24 pm **clairecelsi:** I strongly advocate for a separate ethics section for social media with very specific guidelines. #ethicschat I'll volunteer to help.
- 2:24 pm **Gabb_b:** Audience, "I have to work in a company that I believe in." #ethicschat
- 2:24 pm **prsa:** Need to believe in cause but also have personal ethics code/beliefs adn stick to them. #ethicschat
- 2:25 pm **Gabb_b:** Audience, "You have to define your personal ethics and you need to be able to speak up." #ethicschat
- 2:25 pm **christakeizer:** RT @prsa: If you don't believe in the cause you can't advocate for them as well. #ethicschat
- 2:25 pm **TheClineGroup:** Do you agree? RT @PRSA: If you don't believe in the cause you can't advocate for them as well. #ethicschat
- 2:25 pm **kionsanders:** If you don't believe in the cause, you can't advocate for them as well. #ethicschat via @PRSA
- 2:25 pm **pnherdz:** RT @EricSchwartzman: @PRSA Ethics are like vegetables & children. They're critical 2 healthy, productive life but they're tough to get kids to eat. #ethicschat
- 2:25 pm **KyHarrison:** It shouldnt be, hard to defend what you dont believe...RT @kathybarbour: Is it different from an attorney taking a case? #ethicschat

2:25 pm **clairecelsi:** Part of our duty as practitioners is to educate our clients and employees about ethical social media interactions. #ethicschat

2:25 pm **RealPRMedia:** Stumbled upon a new, highly interesting chat this a.m. #ethicschat. Anyone in PR, journalism or, frankly, business should check this out.

2:26 pm **prsa:** As responsibilities change & pressure for pay check, the answer to that question gets more difficult. #ethicschat

2:26 pm **alaskaegan1:** You can advocate on the inside, working for change. #ethicschat

2:26 pm **kathybarbour:** Don't lose that "stomach gutt check" ever #ethicschat

2:26 pm **LizTunheim:** RT @prsa: Because other people are doing it does not make it right. #ethicschat

2:26 pm **prsa:** RT @kathybarbour: Dont lose that "stomach gut check" ever #ethicschat

2:27 pm **clairecelsi:** .@christakeizer If I was the client, I wouldn't want someone working on my account who didn't believe in my cause. #ethicschat

2:28 pm **LCaCera_PR:** RT @PRSA: Does PRSA need to add social media ethics to the PRSA plan? What would you add? #ethicschat

2:28 pm **pnherdz:** Tom: We've always moved towards the side of transparency. #ethicschat

2:28 pm **Gabb_b:** Audience, "When you are facing job loss and your paycheck is dependent, it gets harder to quit." #ethicschat

2:28 pm **YuryNabokov:** It is not about the ability to advocate, it's about having proper mind set and knowledge to do it. #ethicschat

2:28 pm **prsa:** RT @pnherdz: Tom: Weve always moved towards the side of transparency. #ethicschat

2:28 pm **BonnieRiechert:** #ethicschat be transparent, " it's the only way to be" -- Vitelli @prsa_ic

2:28 pm **ahquebarbara:** @ILIANA_RODZ ¿Puede ser ético y honesto en las redes sociales quien no lo es en la vida real? #ethicschat

2:29 pm **emichaud:** RT @christakeizer: If you are being paid to rally your troops, you need to disclose it -@bfrause #ethicschat

2:29 pm **carriejs:** RT @JustinSHubbard: The speed & openness make it much more similar to live conversation. Shady's hard face-to-face #ethicschat

2:29 pm **christakeizer:** RT @clairecelsi: @christakeizer If I was the client, I wouldn't want someone working on my acct who didn't believe in my cause. #ethicschat

2:29 **prsa:** RT @BonnieRiechert: #ethicschat be transparent, " its

pm the only way to be" -- Vitelli @prsa_ic #ethicschat

2:29 pm **Gabb_b:** RT @BonnieRiechert: #ethicschat be transparent, " its the only way to be" -- Vitelli #ethicschat

2:29 pm **clairecelsi:** Would love to see #PRSA have an ethics certification badge for us to put on our blogs/websites #ethicschat

2:29 pm **alaskaegan1:** "Transparency is the new black" -- Huffington Post #ethicschat

2:29 pm **prsa:** Have we become a culture where we slap people on the wrist and let them keep going as celebrities? Does that make it right? #ethicschat

2:29 pm **pnherdz:** RT @BonnieRiechert: #ethicschat be transparent, " it's the only way to be" -- Vitelli @prsa_ic

2:30 pm **RealPRMedia:** Your gutt rarely fails you. RT @kathybarbour Don't lose that "stomach gutt check" ever #ethicschat

2:30 pm **pnherdz:** RT @prsa: Have we become a culture where we slap people on the wrist and let them keep going as celebrities? Does that make it right? #ethicschat

2:30 pm **pnherdz:** RT @RealPRMedia: Your gutt rarely fails you. RT @kathybarbour Don't lose that "stomach gutt check" ever #ethicschat

2:30 pm **shawnter:** People have short memories! Elliot Spitzer has a show now LOL #ethicschat

2:31 pm **Gabb_b:** An audience member tells a story about cheating in a college setting. She heard the excuse, "I'm just helping someone out." #ethicschat

2:31 pm **prsa:** You have to distinguish between popular culture & what's right/wrong. #ethicschat

2:31 pm **maryhenige:** Proud of @pnherdz & his commitment to our profession & clear view on ethics #ethicschat

2:31 pm **Gabb_b:** Vitelli, "You have to distinguish between real life and the popular culture." #ethicschat

2:32 pm **thefriendraiser:** we have become a 'wrist slapping culture'...i teach my students about ethics first & often #ethicschat

2:32 pm **bondkellyk:** @prsa Ha! Isn't that the American way? (sarcasm) #ethicschat

2:32 pm **prsa:** Group discussing whether culture changing what we believe is ethical and what is not. Are the lines blurring too much? #ethicschat

2:32 pm **Gabb_b:** RT @maryhenige: Proud of @pnherdz & his commitment to our profession & clear view on ethics #ethicschat

2:32 pm **prsa:** RT @thefriendraiser: we have become a wrist slapping culture...i teach my students about ethics first & often #ethicschat

2:32 **KratzPR:** RT @maryhenige: Proud of @pnherdz & his

pm commitment to our profession & clear view on ethics
#ethicschat

2:32 pm **nelitokleh:** RT @christakeizer: RT @prsa: If you don't believe in the cause you can't advocate for them as well. #ethicschat

2:32 pm **GoddessofPR:** RT @prsa: RT @BonnieRiechert: #ethicschat be transparent, " its the only way to be" -- Vitelli @prsa_ic #ethicschat

2:33 pm **prsa:** What you do on the social web is so linked to corporate rep. People are less forgiving of older companies. #ethicschat

2:33 pm **mjsq:** RT @prsa: PRSA should look at having some guidelines for preparing social media policies; employee training programs. #ethicschat

2:33 pm **martijen:** @PRSA Lots of work = easy 2 say no 2 those u don't support. Difficult in hard times. Critical 2 stay true 2 self/client always. #ethicschat

2:33 pm **kathybarbour:** Interesting idea RT @clairecelsi: Would love to see #PRSA have an ethics certification badge for us to put on our blogs/websites #ethicschat

2:34 pm **prsa:** Increasing digitization of information means things are staying around for longer and really don't go away. #ethicschat

2:34 pm **PR2Politics:** As a society we have allowed celebrities to get away with things with a slap that is unfair to a younger generation #ethicschat

2:34 pm **Gabb_b:** Vitelli, Things stay around forever. There is more and more information available and we can find it. #ethicschat

2:34 pm **alexpriest:** RT @maryhenige: Proud of @pnherdz & his commitment to our profession & clear view on ethics #ethicschat // props!

2:34 pm **christakeizer:** @prsa what about celebrity endorsements? Should it be disclosed that celebs are being paid? #ethicschat

2:34 pm **bondkellyk:** So true! RT @PRSA: What you do on the social web is so linked to corporate rep. People are less forgiving of older companies. #ethicschat

2:34 pm **prsa:** RT @kathybarbour: Int: idea RT @clairecelsi: Would love to see #PRSA have an ethics cert badge to put on our blogs/websites #ethicschat

2:34 pm **blaketexas081:** RT @mvallbona: @bfrause: womma kicks people out for ethics violations. Wow. #ethicschat #PRSA_IC

2:35 pm **clairecelsi:** @PRSA If you decide to move forward with guidelines, I will be happy to help out. #ethicschat

2:35 pm **pnherdz:** @bfrause: Ethical vals start w/ fam & religion. Then educatn is sppsd to move fwd w/ that, but I dnt think we've got that today #ethicschat

2:35 pm **BonnieRiechert:** #ethicschat our ethical values start with our mom, our family, our church . . . --Krause #prsa_ic

2:35 pm **prsa:** @clairecelsi Great. Will pass on to people and they'll be in touch. #ethicschat

2:35 pm **christakeizer:** RT @clairecelsi: Would love to see #PRSA have an ethics cert badge to put on our blogs/websites #ethicschat

2:36 pm **pnherdz:** Attendee: Going with your gut is a luxury in this market #ethicschat

2:36 pm **keplerspeakers:** RT @PRSA: Increasing digitization of information means things are staying around for longer and really don't go away. #ethicschat

2:36 pm **kathybarbour:** Good idea: Make sure you research the company you're representing. Can you see yourself there? #ethicschat

2:36 pm **christakeizer:** Attendee: if you are a spokesperson, you need to believe in the cause #ethicschat

2:37 pm **AmazingPRMaven:** Yes add SM to @PRSA code - and a way to report abuse/serious infractions @PRSA #ethicschat #prsa_ic #ipra

2:37 pm **prsa:** RT @kathybarbour: Good idea: Make sure you research the company you're representing. Can you see yourself there? #ethicschat

2:37 pm **BonnieRiechert:** #ethicschat Krause: do we emphasize ethics enough, and effectively, in PR education? #prsa_ic

2:37 pm **ChangWooUWSP:** RT @PRSA @BonnieRiechert #ethicschat be transparent, "its the only way to be" -- Vitelli @prsa_ic #ethicschat #uwsppr

2:38 pm **prsa:** Prof reporting student who changed major from PR because he couldn't "handle" the ethical requirements of the field. #ethicschat

2:38 pm **pnherdz:** Attendee: If you're speaking on behalf of a company and don't believe in the company 100%, then 7 will not be able to give 100% #ethicschat

2:38 pm **Gabb_b:** Audience members keep going back to "If you don't believe in the cause, you can't advocate for it." #ethicschat

2:38 pm **LaurenKuefner:** RT @prsa: Is it ethically responsible as a PR person to promote cause/indiv you don't believe in? #ethicschat

2:39 pm **prsa:** Who you represent is personal choice but all companies are entitled to representation too. #ethicschat

2:39 pm **christakeizer:** Not believing in the cause might be why companies like BP have trouble communicating during a crisis #ethicschat

2:39 pm **Gabb_b:** Vitelli, "We are talking about personal choice, effectiveness and authenticity." #ethicschat

- 2:39 pm **jill_jacoby:** RT @prsa: RT @Gabb_b: @maryhenige says that GM is rewriting their social media policies. "We know we have to educate our employees." #ethicschat
- 2:39 pm **prsa:** Listening to clients/customers is important. Need to start from the framework of listening before we make a decision. #ethicschat
- 2:39 pm **kathybarbour:** Great point: Part of ethics is to listen, too. #ethicschat
- 2:39 pm **britbrowne:** RT @msbruschetta: What is easy is not always right; what's right isn't always easy! RT @PRSA Because others are doing it does not make it right. #ethicschat
- 2:39 pm **mustafaozcan:** @PRSA Even slap some gets nothing. On the other side, some need spark. Is it quite right and/or wrong? Yes! #ethicschat
- 2:40 pm **prsa:** As PR pros & moral decline, are PR pros being called on more and more to be the moral compass. #ethicschat
- 2:40 pm **LaurenKuefner:** Yes, PRSA needs to add it - for sure!! RT @PRSA: Does PRSA need to add social media ethics to the PRSA plan? What would you add? #ethicschat
- 2:40 pm **pnherdz:** Attendee: Participating in ethics conversation is listening and understanding others' point of view. #ethicschat
- 2:40 pm **CConte:** RT @prsa: Who you represent is personal choice but all companies are entitled to representation too. #ethicschat
- 2:40 pm **Javi_NYC:** RT @Gabb_b: Audience members keep going back to "If you don't believe in the cause, you can't advocate for it." #ethicschat
- 2:40 pm **Gabb_b:** Vitelli, "There r cases when people r engaged in certain activity, and they r entitled representation, even if it's distasteful." #ethicschat
- 2:40 pm **kathybarbour:** Are PR peeps supposed to be the moral compass of the organizxation? #ethicschat @bfrause: we should set the stage
- 2:40 pm **mustafaozcan:** RT @prsa: Prof reporting student who changed major from PR because he couldn't "handle" the ethical requirements of the field. #ethicschat
- 2:41 pm **christakeizer:** CEO = Chief Ethics Officer -@bfrause #ethicschat
- 2:41 pm **prsa:** RT @Javi_NYC: RT @Gabb_b: Audience members keep going back to "If you dont believe in the cause, you cant advocate for it." #ethicschat
- 2:41 pm **pnherdz:** @bfrause: I hope that PR people are being turned to to be a company's moral/ethical company #ethicschat
- 2:41 pm **JustinSHubbard:** CEO: Chief Executive Officer or Chief Ethics Officer? Ideally both. #prsa_ic #ethicschat
- 2:41 **prsa:** RT @christakeizer: CEO = Chief Ethics Officer -

pm @bfrause #ethicschat

2:42 pm **BonnieRiechert:** #ethicschat CEO stands for Chief Executive Officer, also Chief Ethics Officer -- Krause, @prsa_ic

2:42 pm **Gabb_b:** RT @christakeizer: CEO = Chief Ethics Officer - @bfrause #ethicschat

2:42 pm **stateoftheA_R_T:** RT @prsa: Who you represent is personal choice but all companies are entitled to representation too. #ethicschat

2:42 pm **pnherdz:** RT @christakeizer: CEO = Chief Ethics Officer - @bfrause #ethicschat

2:42 pm **jill_jacoby:** @journtoolbox great prsa #ethicschat ab social media policies going on currently

2:42 pm **kionsanders:** RT @prsa: RT @christakeizer: CEO = Chief Ethics Officer - @bfrause #ethicschat

2:42 pm **prsa:** Counseling means we need to be under the tent and drive decisions down ethical pathways. #ethicschat

2:42 pm **bondkellyk:** A successful campaign stems from passion, no? #ethicschat

2:42 pm **RealPRMedia:** Just read that Syracuse U is dropping ethics from its PR curriculum. Say what? Bad move. #ethicschat

2:43 pm **ramseur:** RT @bondkellyk: A successful campaign stems from passion, no? #ethicschat

2:43 pm **prsa:** @frause just distributed PRSA Code of Ethics biz cards. Downloadable from the PRSA website under ethics tab. #ethicschat

2:43 pm **MulberrySF:** RT @PRSA: Counseling means we need to be under the tent and drive decisions down ethical pathways. #ethicschat

2:43 pm **CConte:** @mhenige: common sense prevails #ethicschat #prsa_ic

2:44 pm **Gabb_b:** Thank you to @bfrause for the @PRSA Member Code of Ethics card. It's wallet size, perfect to always carry. #ethicschat

2:44 pm **KyHarrison:**interesting discussion from @PRSA #ethicschat you should def tune #in!!!

2:44 pm **christakeizer:** Attendee: all it takes is a media person outing your client's practices #ethicschat

2:45 pm **BonnieRiechert:** #ethicschat Ethics business card and decision-making guide is available from PRSA -- Krause #prsa_ic

2:45 pm **pnherdz:** @bfrause: some people just don't know what they are doing. #ethicschat

2:45 pm **pvetter:** RT @prsa: As PR pros & moral decline, are PR pros being called on more and more to be the moral compass. #ethicschat

2:45 pm **prsa:** Getting into discussion re: plagiarism. Blogs & media often "lift" from other sources without attribution. Okay? #ethicschat

2:45 pm **mustafaazcan:** RT @prsa: Counseling means we need to be under the tent and drive decisions down ethical pathways. #ethicschat

2:45 pm **pnherdz:** RT @prsa: Getting into discussion re: plagiarism. Blogs & media often "lift" from other sources without attribution. Okay? #ethicschat

2:45 pm **prsa:** Audience believes attribution still important. Tools/sources might have changed but rules remain the same. #ethicschat

2:45 pm **christakeizer:** Attendee: media tools may be changing but ethical principles always apply #ethicschat

2:46 pm **bondkellyk:** Agreed! RT @pnherdz: @bfrause: some people just don't know what they are doing. #ethicschat

2:46 pm **KyHarrison:** Eeek! Why?? RT @RealPRMedia: Just read that Syracuse U is dropping ethics from its PR curriculum. Say what? Bad move. #ethicschat #in

2:46 pm **JasonSprengr:** RT @prsa: Counseling means we need to be under the tent and drive decisions down ethical pathways. #ethicschat

2:46 pm **RealPRMedia:** Does your company have an ethics tab on its website? Interesting. #ethicschat

2:46 pm **prsa:** @bfrause says to attribute and link back to the source of the information. #ethicschat

2:47 pm **BonnieRiechert:** #ethicschat Always credit sources to avoid plagiarism #prsa_ic

2:47 pm **jgombita:** Rt @ericschwartzman: Ethics like vegetables & children. They're critical 2 healthy, productive life but tough to get kids to eat #ethicschat

2:47 pm **MotivatorsStaff:** Absolutely not okay to take work & not give credit, especially from online journalists who depend on traffic. #ethicschat

2:47 pm **ramseur:** RT @bondkellyk: Agreed! RT @pnherdz: @bfrause: some people just don't know what they are doing. #ethicschat

2:47 pm **prsa:** Seems like it. RT @RealPRMedia: Just read that Syracuse U dropping ethics from PR curriculum. Say what? Bad move. #ethicschat #ethicschat

2:47 pm **prsa:** RT @ramseur: RT @bondkellyk: Agreed! RT @pnherdz: @bfrause: some people just dont know what they are doing. #ethicschat

2:48 pm **christakeizer:** Sad. RT @RealPRMedia: Just read that Syracuse U is dropping ethics from its PR curriculum. Say what? Bad move. #ethicschat

2:48 pm **prsa:** RT @MotivatorsStaff: Absolutely not OK to take work & not give credit, especially from online journalists who depend on traffic. #ethicschat

2:49 pm **Gabb_b:** Audience, "How many people work closely with their legal departments?" #ethicschat

2:49 pm **prsa:** How many people work with their legal dept on these types of issues? #ethicschat

2:49 pm **pnherdz:** @bfrause: You shouldn't grab anything online or even link to someone else's work without their permission. #ethicschat

2:49 pm **prsa_ic:** RT @PRSA: @frause just distributed PRSA Code of Ethics biz cards. Downloadable from the PRSA website under ethics tab. #ethicschat

2:49 pm **pnherdz:** RT @prsa: How many people work with their legal dept on these types of issues? #ethicschat

2:49 pm **Gabb_b:** Vitelli, "We work with our legal department daily and very closely." #ethicschat

2:50 pm **prsa:** GM works closely with legal team but also strongly believe in emp & peer education. #ethicschat

2:50 pm **pnherdz:** RT @prsa_ic: RT @PRSA: @bfrause just distributed PRSA Code of Ethics biz cards. Download from the PRSA website under ethics tab. #ethicschat

2:50 pm **christakeizer:** RT @prsa_ic: RT @PRSA: @bfrause just distributed PRSA Code of Ethics biz cards. Downloadable from the PRSA website ethics tab. #ethicschat

2:51 pm **clairecelsi:** @pnherdz @bfrause: You shouldn't grab anything online or even link to someone else's work without their permission. #ethicschat I disagree.

2:51 pm **RealPRMedia:** RT @prsa: RT @MotivatorsStaff: Absolutely not OK to take work & not give credit, especially from online journalists who depend on traffic. #ethicschat

2:51 pm **prsa:** May seem harmless but doesn't mean it's right. Need 2 embrace new media;rely on ed & hold people resp if using it irresponsibly. #ethicschat

2:51 pm **Gabb_b:** Vitelli, "Education is SO important. We have 2 embrace new media, but we need 2 rely on edu so people are using it responsibly." #ethicschat

2:51 pm **shawnter:** I agree with attributing work but disagree with "asking permission to link"... #ethicschat

2:52 pm **clairecelsi:** In social media land, linking to someone else's stuff is the highest compliment you can give. #ethicschat

2:52 pm **BonnieRiechert:** #ethicschat Collaboratee with HR to develop SM policy - Krause, #prsa_ic

2:52 pm **pnherdz:** @bfrause: If you don't have a SoMe policy now, I think you could score some points by working with HR and Legal to create one #ethicschat

2:52 pm **prsa:** Hazlett -- important for professors to hammer students with ethical issues. It's difficult but you don't have a choice. #ethicschat

2:52 pm **Gabb_b:** Vitelli, "We need to hold people responsible if they use social media irresponsibly." #ethicschat

2:53 pm **pnherdz:** RT @Gabb_b: Vitelli, "We need to hold people responsible if they use social media irresponsibly." #ethicschat

2:53 pm **SMCDMS:** sing it sista! ^kk RT @clairecelsi: In social media land, linking to someone else's stuff is the highest compliment you can give. #ethicschat

2:53 pm **bondkellyk:** RT @PRSA: May seem harmless but doesn't mean it's right. Need 2 embrace new media; rely on ed & hold people resp. #ethicschat

2:53 pm **jgombita:** @clairecelsi as long as it's not the social media version of "The PR Blog Party".... (I still see a lot of that mutual stuff) #ethicschat

2:53 pm **JustinSHubbard:** RT @shawnter: I agree with attributing work but disagree with "asking permission to link"... #ethicschat

2:53 pm **JustinSHubbard:** RT @clairecelsi: In social media land, linking to someone else's stuff is the highest compliment you can give. #ethicschat

2:53 pm **clairecelsi:** There's a lot of difference between plagiarism and proper linking and sharing on social media. #ethicschat

2:53 pm **prsa:** Just because you're doing something lawful doesn't necessarily mean it's lawful. Student took comm law class. #ethicschat

2:53 pm **mjsq:** RT @prsa: How many people work with their legal dept on these types of issues? #ethicschat

2:53 pm **kathybarbour:** Just because it is lawful in PR may not ethical #ethicschat

2:54 pm **Gabb_b:** @christakeizer, "What do you think about unpaid interns?" #ethicschat

2:55 pm **pnherdz:** @christakeizer - What are your position on unpaid interns #ethicschat

2:55 pm **prsa:** Student asking about paid interns. BEPS is producing standards advisory soon on the issues. Watch for the PSA coming soon. #ethicschat

2:55 pm **BonnieRiechert:** #ethicschat Some curricular programs still include ethics specifically and in EACH PR core class (audience tweet) #prsa_ic

2:55 pm **JustinSHubbard:** RT @clairecelsi: There's a lot of difference between plagiarism and proper linking and sharing on social media. #ethicschat

2:55 pm **prsa:** Line between ad sales & blogger/editorial is blurring. How to handle that transition? #ethicschat

2:56 pm **pnherdz:** @bfrause: Look out for @PRSA release 17 about ethical use of interns. #ethicschat

2:56 pm **Gabb_b:** RT @prsa: Student asking abt paid interns. BEPS is producing standards advisory soon on the issues. Watch 4 the PSA coming soon. #ethicschat

2:56 pm **kescheler:** RT @KyHarrison: Eeek! Why?? RT @RealPRMedia: Just read that Syracuse U is dropping ethics from its PR curriculum. Say what? Bad move. #ethicschat #in

2:56 pm **prsa:** @bfrause says pay for play is back on the scene. Predicts we may be paying for articles in the next ten years. Does not like it! #ethicschat

2:56 pm **mvallbona:** RT @prsa: Student asking about paid interns. BEPS is producing standards advisory soon on the issues. Watch for the PSA coming soon. #ethicschat

2:57 pm **prsa:** @maryhenige -- dealing with bloggers who just don't get it! #ethicschat

2:57 pm **kathybarbour:** @bfrause thinks pay for play is coming around #ethicschat

2:57 pm **RealPRMedia:** Agree, plus we feel it IS attribution. RT@clairecelsi In social media, linking to someone's stuff is a high compliment. #ethicschat

2:57 pm **kathybarbour:** Agree! RT @clairecelsi: There's a lot of difference between plagiarism and proper linking and sharing on social media. #ethicschat

2:58 pm **Gabb_b:** Concluding remarks @bfrause, The @PRSA Code of ethics is on the website and all of the PSA's are there too. #ethicschat

2:58 pm **prsa:** Code of Ethics and professional standards advisories are on PRSA's website under ethics tab. Check out what's there. #ethicschat

2:58 pm **prsa:** Get in on #ethicschat live panel from #prsa_ic @ 9:45am ET. Join the convo about #PR ethics in digital age

2:58 pm **pnherdz:** @bfrause: @PRSA Code of Ethics are on the website. Check them out. #ethicschat

2:58 pm **shawnter:** @bfrause thinks in 10 years, PR people will have to pay for stories. What? o_O #ethicschat

2:58 pm **clairecelsi:** I think unpaid interns are a bad idea. Most students don't have time to work an internship and a job at the same time. #ethicschat

2:58 pm **MegFlynn:** @prtini, for upcoming blog posts? RT @PRSA: Line between ad sales & blogger/editorial is blurring. How to handle transition? #ethicschat

2:59 pm **prsa:** Thanks for joining us for the chat. Feel free to keep talking if you wish. The formal part of the presentation is finished tho. #ethicschat

3:00 pm **shawnter:** I don't want to be in advertising. #ethicschat

3:00 pm **eFebs:** RT @clairecelsi: I think unpaid interns R a bad idea. Most students dont have time 2 work an internship & job at the same time. #ethicschat

3:00 pm **clairecelsi:** @PRSA Pay for play is here and has been for some time...as soon as newspaper ad revenue started shrinking #ethicschat

3:00 pm **bondkellyk:** @prsa @ramseur thanks for the RT's! Enjoyed chatting => #ethicschat

3:01 pm **clairecelsi:** Social media is available to tell a client's story without going through the media gatekeeper. #ethicschat

3:02 pm **mattkellypr:** RT @prsa: Line between ad sales & blogger/editorial is blurring. How to handle that transition? #ethicschat

3:02 pm **ManDee4:** RT @eFebs: RT @clairecelsi: I think unpaid interns R a bad idea. Most students dont have time 2 work an internship & job at the same time. #ethicschat

3:02 pm **ManDee4:** RT @clairecelsi: @PRSA Pay for play is here and has been for some time...as soon as newspaper ad revenue started shrinking #ethicschat

3:04 pm **mjsq:** RT @prsa: Code of Ethics and professional standards advisories are on PRSA's website under ethics tab. Check out what's there. #ethicschat

3:05 pm **prsa:** If you missed the chat, download the discussion by going to whatthehashtag. Download the hashtag. We'll post in a bit as well. #ethicschat

3:05 pm **hennamohnani:** #ethicschat though pr is supp to be ethical?Do companies actually follow it? Wht if their client is engaged in unethical practices...

3:06 pm **hennamohnani:** #ethicschat should they take up their issue? Or just leave it?

3:07 pm **Nadia_Mac:** RT @prsa: Prof reporting student who changed major from PR because he couldn't "handle" the ethical requirements of the field. #ethicschat

3:08 pm **clairecelsi:** It's odd, isn't it, that PR agencies get called out for unethical behavior, but PR peeps don't call out client "bad apples" #ethicschat

3:08 pm **Nadia_Mac:** RT @prsa: RT @kathybarbour: Dont lose that "stomach gut check" ever #ethicschat

3:11 pm **JohnFriedman:** RT @BonnieRiechert: #ethicschat Always credit sources, avoid plagiarism #prsa_ic Learned the hard way, now I get and defend copyrights! #PR

3:17 pm **JenICurtis:** Interesting social media #ethicschat at #prsa_ic

3:18 pm **michelleimason:** Interesting discussion about ethics ongoing at #ethicschat, courtesy of @PRSA.

3:20 **JustinSHubbard:** @clairecelsi enjoyed your thoughts today at #ethicschat.
pm

3:20 **bitty_boop:** RT @prsa: Is it ethically responsible as a PR person to
pm promote cause/indiv you don't believe in? #ethicschat

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