

PRSA Twitter Ethics Chat

September 2, 2010

Summary

PRSA kicked off Ethics Month with a Twitter chat, focusing on the recent settlement between the [Federal Trade Commission](#) (FTC) and [Reverb Communications](#). Each September, PRSA observes Ethics Month as a reminder to members to practice truthful, accurate and transparent communications.

Last week, the FTC settled charges levied against Reverb Communications that the public relations firm had engaged in deceptive advertising practices by having its employees write and post positive reviews of clients' games in the Apple iTunes Store, without disclosing that they had been compensated to do so.

Members were invited to join the discussion, which was hosted by **Bob Frause, APR, Fellow PRSA**, PRSA board liaison to the [Board of Ethics and Professional Standards](#) (BEPS). **Tom Eppes, APR, Fellow PRSA**, BEPS chair, contributed to the conversation as well. To participate in future chats, use the Twitter hashtag [#ethicschat](#).

Resources for Members

PRSA Ethical Guidance for Today's Practitioner (main page): <http://bit.ly/dhiWpO>

PRSA Code of Ethics (English): <http://bit.ly/bxeafY>

PRSA Code of Ethics (Spanish): <http://bit.ly/auGnoX>

Code of Ethics Pledge: <http://bit.ly/9ACmPq>

BEPS Professional Standards Advisories: <http://bit.ly/9jMmGf>

Code of Ethics Quiz: <http://bit.ly/an1Tzu>

Resources Page: <http://bit.ly/9RgRFW>

Reporting Questionable Ethical Performance: <http://bit.ly/bNcZET>

Ethics-related posts on *PRSA*Y: <http://bit.ly/cCMhZ4>

Ethics-related posts on *comPREhension*: <http://bit.ly/c7lh7F>

Tactics Article: "FTC settles complaint about fake video game testimonials with PR firm": <http://bit.ly/aRLZrz>

The Ethical Optimist (Blog): <http://bit.ly/b7E16U>



Transcript from September 2, 2010 to September 2, 2010

All times are Pacific Time

September 2, 2010

- prsa:** Do the ethics of traditional communications forms apply to social media? Join the #PRSA #ethicschat on Sept. 2 at noon ET.
- case0442:** RT @prsa: Do the ethics of traditional communications forms apply to social media? Join the #PRSA #ethicschat on Sept. 2 at noon ET.
- 2:31 am **adriwall:** RT @PRSA: Do the ethics of traditional communications apply to social media? Join the #PRSA #ethicschat on Sept. 2 at noon ET #cap220gvsu
- 3:02 am **rominita154:** RT @prsa: Do the ethics of traditional communications forms apply to social media? Join the #PRSA #ethicschat on Sept. 2 at noon ET.
- 12:30 pm **prsa:** Would the qualifier, ?PAID ENDORSER,? affect your perception of a product review? Join #ethicschat TODAY at noon ET. #PRSA
- 1:07 pm **JohnElsasser:** RT @prsa: Would the qualifier, ?PAID ENDORSER,? affect your perception of a product review? Join #ethicschat TODAY at noon ET. #PRSA
- 1:09 pm **leslysimmons:** RT @prsa: Would the qualifier, ?PAID ENDORSER,? affect your perception of a product review? Join #ethicschat TODAY at noon ET. #PRSA
- 1:09 pm **PRSAactics:** RT @prsa: Would the qualifier, ?PAID ENDORSER,? affect your perception of a product review? Join #ethicschat TODAY at noon ET. #PRSA
- 1:15 pm **prchanel:** RT @PRSA: Do the ethics of traditional communications forms apply to social media? Join the #PRSA #ethicschat on Sept. 2 at noon ET.
- 1:27 pm **jlevans:** RT @prsa: Would the qualifier, ?PAID ENDORSER,? affect your perception of a product review? Join #ethicschat TODAY at noon ET. #PRSA
- 1:38 pm **PRSAMiami:** RT @prsa: Would the qualifier, ?PAID ENDORSER,? affect your perception of a product review? Join #ethicschat TODAY at noon ET. #PRSA
- 1:44 pm **gomezdm:** RT @prsa: Would the qualifier, ?PAID ENDORSER,? affect your perception of a product review? Join #ethicschat TODAY at noon ET. #PRSA
- 2:00 pm **prsa:** Believe online user reviews? Buyer beware. Join #ethicschat TODAY at noon ET. #PRSA
- 2:01 pm **EaddyPerry:** RT @prsa: Believe online user reviews? Buyer beware. Join #ethicschat TODAY at noon ET. #PRSA
- 2:06 pm **kipbizreport:** RT @prsa: Believe online user reviews? Buyer beware. Join #ethicschat TODAY at noon ET. #PRSA
- 2:23 pm **jenwakefield:** RT @PRSA: Believe online user reviews? Buyer beware. Join #ethicschat TODAY at noon ET. #PRSA
- 3:00 pm **prsa:** ?Fake? reviews violate transparency, disclosure tenants of #PRSA Code of Ethics.? Learn more at #ethicschat TODAY at noon ET.
- 3:05 pm **MargieNewman:** RT @PRSA: ?Fake? reviews violate transparency, disclosure tenants of #PRSA Code of Ethics.? Learn more at #ethicschat TODAY at 12 ET.
- 3:06 pm **prsaGeorgia:** RT @PRSA: Believe online user reviews? Buyer beware. Join #ethicschat TODAY at noon ET. #PRSA
- 3:06 pm **sweetpea1980:** RT @prsa: Do the ethics of traditional communications forms apply to social media? Join the #PRSA #ethicschat on Sept. 2 at noon ET.
- 3:10 pm **BonnieRiechert:** RT @prsaGeorgia: RT @PRSA: Believe online user reviews? Buyer beware. Join #ethicschat TODAY at noon ET. #PRSA

- 3:11 pm **BonnieRiechert:** RT @prsa: ?Fake? reviews violate transparency, disclosure tenants of #PRSA Code of Ethics.? Learn more at #ethicschat TODAY at noon ET.
- 3:16 pm **prsa:** Countdown to #prsa #ethicschat! 44 minutes. We can't wait to hear your input.
- 3:17 pm **kionsanders:** RT @PRSA: Countdown to #prsa #ethicschat! 44 minutes. We can't wait to hear your input.
- 3:17 pm **ljstarnes:** RT @prsa: Countdown to #prsa #ethicschat! 44 minutes. We can't wait to hear your input.
- 3:18 pm **kionsanders:** PR Tweeple: Who's joining @PRSA for #ethicschat?
- 3:19 pm **JeremyHL:** RT @prsa: ?Fake? reviews violate transparency, disclosure tenants of #PRSA Code of Ethics.? Learn more at #ethicschat TODAY at noon ET.
- 3:24 pm **MyConnecticut:** RT @PRSA: Countdown to #prsa #ethicschat! 44 minutes. We can't wait to hear your input.
- 3:29 pm **mdbarber:** Making the most of a Twitter chat. <http://ht.ly/2yxkH>. Good thoughts just in time for #PRSA #ethicschat at 12 ET. via @Shonali
- 3:30 pm **prsa:** When ?fake? reviews by PR practitioners are uncovered, is the profession damaged? Join us for #ethicschat in 30 minutes. #prsa
- 3:32 pm **dance_dc:** RT @PRSA Do the ethics of traditional communications forms apply to social media? Join the #PRSA #ethicschat on Sept. 2 at noon ET.
- 3:32 pm **PRSApgh:** RT @PRSA: When ?fake? reviews by PR practitioners are uncovered, is the profession damaged? Join us for #ethicschat in 30 minutes. #prsa
- 3:35 pm **EmilyCSimmons:** RT @PRSApgh: RT @PRSA: When ?fake? reviews by PR practitioners are uncovered, is the profession damaged? Join us for #ethicschat in 30 minutes. #prsa
- 3:36 pm **kimkabob:** RT @PRSApgh: RT @PRSA: When ?fake? reviews by PR practitioners are uncovered, is the profession damaged? #Ethicschat in 30 minutes
- 3:43 pm **lizlarose:** RT @PRSA: When ?fake? reviews by PR practitioners are uncovered, is the profession damaged? Join us for #ethicschat in 30 minutes. #prsa
- 3:45 pm **prsa:** #PRSA #ethicschat is starting in 15 minutes. What is your take on the FTC/Reverb Communications settlement?
- 3:50 pm **prsa:** #ethicschat starts in 10 minutes. Are you ready? #PRSA
- 3:50 pm **adriwall:** RT @PRSA: When ?fake? reviews by PR practitioners are uncovered, is the profession damaged? Join us for #ethicschat #cap220gvsu
- 3:52 pm **gomezdm:** RT @PRSA: #ethicschat starts in 10 minutes. Are you ready? #PRSA
- 3:53 pm **maryhenige:** RT @prsa: #ethicschat starts in 5 minutes. Are you ready? #PRSA
- 3:54 pm **KStreet:** RT @maryhenige: RT @prsa: #ethicschat starts in 5 minutes. Are you ready? #PRSA #prsadetroit
- 3:54 pm **jenwakefield:** @prsa can't wait! i'm teaching my @pur3100 class about ethics tonight! nice timing! #ethicschat
- 3:58 pm **melissawilmot:** #ethicschat with @prsa starts at 9am PDT. PR professionals - are you tuning in? #prsa #ethics
- 4:00 pm **KeithTrivitt:** Following the #PRSA #ethicschat discussing the FTC/Reverb Communications settlement. Started at noon EDT
- 4:00 pm **nicklucido:** Looking forward to participating today! #ethicschat
- 4:00 pm **prsa:** Welcome to our first ethics chat. Bob Frause here #PRSA Board Liaison for Board of Ethics and Professional Standards #ethicschat
- 4:01 pm **prsa:** So let's get going with the discussion #ethicschat
- 4:01 pm **prsa:** Agree/disagree w/FTC?s ruling on Reverb?s failure to disclose client relationship for reviews posted on iTunes? #ethicschat
- 4:02 pm **KeithTrivitt:** RT @prsa: Agree/disagree w/FTC?s ruling on Reverb?s failure to disclose client relationship for reviews posted on iTunes? #ethicschat

4:03 pm **nicklucido**: RT @prsa: Agree/disagree w/FTC?s ruling on Reverb?s failure to disclose client relationship for reviews posted on iTunes? #ethicschat

4:04 pm **joederupo**: Following the #PRSA #ethicschat discussing the Reverb settlement - first case under the FTC's new guidelines.

4:04 pm **MikeLesczinski**: @PRSA Totally agree. Legality aside, a PR Firm shouldn't have even contemplated posting fake reviews #ethicschat

4:05 pm **prsa**: Give us your thoughts. #ethicschat

4:05 pm **gomezdm**: RT @PRSA Q1: Agree/disagree w/FTC?s ruling on Reverb?s failure to disclose client relationship for reviews posted on iTunes? #ethicschat

4:05 pm **MsTesi**: @PRSA client relationships should be disclosed as there are often conflicts which produce bias... Hiding bias is not ethical #ethicschat

4:06 pm **barbaranixon**: RT @PRSA: Welcome to our first ethics chat. Bob Frause here #PRSA Board Liaison for Board of Ethics and Professional Standards #ethicschat

4:06 pm **nicklucido**: Agree with the FTC in this situation. Would the employees have even considered posting the reviews unless they were clients? #ethicschat

4:08 pm **prsa**: What about pushing your friends to vote for client in competition for "Best of" categories. Should they disclose? #ethicschat

4:08 pm **melissawilmot**: @PRSA Agree, too. We're about transparency and honesty, not to mention the bad name that it gives PR and its practitioners. #ethicschat

4:08 pm **BonnieRiechert**: @PRSA Agree with FTC ruling. Failure to disclose client relationship violates the core value of Honesty #ethicschat

4:08 pm **gomezdm**: Not familiar with FTC Settlement? Catch up by reading @PRSATactics article. #ethicschat <http://bit.ly/bMWI8T>

4:08 pm **lizlarose**: Agree with FTC ruling on Reverb. Fake reviews are a disservice to all. I wonder if the FTC should have levied a fine too. #ethicschat

4:09 pm **nicklucido**: RT @gomezdm: Not familiar with FTC Settlement? Catch up by reading @PRSATactics article. #ethicschat <http://bit.ly/bMWI8T>

4:09 pm **KeithTrivitt**: @nicklucido Good point re whether employees would have considered posting reviews if app wasn't from a client. Disclosure is key #ethicschat

4:09 pm **nicklucido**: Would love to see more #PRSSA members offering thoughts on this topic! #ethicschat

4:09 pm **jenwakefield**: RT @MikeLesczinski: @PRSA Totally agree. Legality aside, a PR Firm shouldnt have even contemplated posting fake reviews #ethicschat

4:09 pm **achatel311**: RT @nicklucido: Would love to see more #PRSSA members offering thoughts on this topic! #ethicschat

4:10 pm **prsa**: Q2: Reverb staff posted endorsements on iTunes for client products bought w/their own money. Disclosure not required. Agree? #ethicschat

4:10 pm **gomezdm**: PRSA Code of Ethics requires full disclosure of practitioner relationships with anything they promote. <http://bit.ly/bxeafY> #ethicschat

4:12 pm **jenwakefield**: RT @gomezdm: PRSA Code of Ethics req full disclosure of relationships with anything they promote <http://bit.ly/bxeafY> #ethicschat

4:12 pm **lizlarose**: Q2 - do not agree. it is a conflict of interest if you work for the org. it's like not winning a drawing if you are an employee. #ethicschat

4:13 pm **wsuprssa**: RT @prsa: Q2: Reverb staff posted endorsements on iTunes for client products bought w/their own money. Disclosure not required. Agree? #ethicschat

4:13 pm **kionsanders**: RT @gomezdm: PRSA Code of Ethics req full disclosure of relationships with anything they promote <http://bit.ly/bxeafY> #ethicschat

4:13 pm **KeithTrivitt**: Even w/ staff using own \$ to purchase products, they still had professional relationship w/ client. That requires disclosure #ethicschat

4:14 pm **prsa**: Get familiar with PRSA Ethical Guidance for Today?s Practitioner. <http://bit.ly/dhiWpO> #ethicschat

- 4:14 pm **nicklucido:** Q2 Doesn't matter. The point is these individuals are paid to represent a client. Free speech isn't always there for PR folks. #ethicschat
- 4:14 pm **nicklucido:** @KeithTrivitt Totally agree. Paid or not, the employees are on the agency's payroll, and the agency reps the client. #ethicschat
- 4:15 pm **joederupo:** RT @gomezdm: PRSA Code of Ethics requires full disclosure of practitioner relationships with anything they promote. <http://bit.ly/bxeafY> #ethicschat
- 4:15 pm **wineinkbytia:** RT @prsa: Get familiar with PRSA Ethical Guidance for Today's Practitioner. <http://bit.ly/dhiWpO> #ethicschat
- 4:16 pm **MikeLesczinski:** @prsa Agree unless directed to purchase by their boss. If matter of free choice, I'm fine with them posting honest review. #ethicschat
- 4:16 pm **prsa:** Liz you are exactly right. Dostn't matter whose money it is. If they are a client you must disclose. #ethicschat
- 4:17 pm **achatel311:** RT @nicklucido: Q2 Doesn't matter. The point is these individuals are paid to represent a client. Free speech isn't always there for PR folks. #ethicschat
- 4:17 pm **wiltpr:** RT @prsa: Q2: Reverb staff posted endorsements on iTunes for client products bought w/their own money. Disclosure not required. Agree? #ethicschat
- 4:18 pm **mdbarber:** RT @nicklucido: Q2 Doesnt matter. The point is individuals are paid to rep a client. Free speech isnt always there 4 PR folks. #ethicschat
- 4:18 pm **lizlarose:** Thanks! RT @prsa: Liz you are exactly right. Dostn't matter whose money it is. If they are a client you must disclose. #ethicschat
- 4:19 pm **prsa:** Mike I don't agree with you. They have a duty to disclose no matter what their boss says. #ethicschat
- 4:19 pm **KeithTrivitt:** @nicklucido Exactly. Esp in digital age we all live in now, your personal/work lives blend to pt where disclosure is always best #ethicschat
- 4:19 pm **MikeLesczinski:** @PRSA #ethicschat I thought it was a question on whether acceptable, not whether to disclose #poorcriticalreadingskills
- 4:20 pm **prsa:** Q3: How widespread is the practice of PR practitioners promoting products on iTunes, Amazon, etc., without full disclosure? #ethicschat
- 4:21 pm **CurtisRoller:** @PRSA Transparency is never as bad (for the client or the profession) as the damage control after the story comes to light #ethicschat
- 4:21 pm **lizlarose:** Q3: I hope not much for the sake of those of us who rely on reviews when purchasing #ethicschat
- 4:21 pm **gomezdm:** RT @prsa: Q3: How widespread is practice of PR practitioners promoting products on iTunes, Amazon, etc., w/o full disclosure? #ethicschat
- 4:22 pm **tomeppes:** Mike, you're right. The central issue is disclosure. A foundational point of the PRSA Code. #ethicschat
- 4:22 pm **KeithTrivitt:** RT @CurtisRoller Transparency is never as bad (for the client or the profession) as damage control after story comes to light #ethicschat
- 4:24 pm **prsa:** Curtis good observation. #ethicschat
- 4:25 pm **prsa:** Q4: Some book reviews (and other product reviews) on Amazon have been questioned. Can companies do more to police this? #ethicschat
- 4:26 pm **heathernasif:** Q3: Prob. higher than it should be. Even if the review is honest w/o full disclosure you still lose the public's trust. #ethicschat
- 4:26 pm **BonnieRiechert:** @PRSA Q3:The practice violates honesty and raises disclosure/conflict of interest issues, so hopefully it is not common #ethicschat
- 4:27 pm **tomeppes:** Do you think people trust reviews in iTunes and Amazon? #ethicschat
- 4:28 pm **gomezdm:** Q4: Not sure they can do more to police. Isn't it up to company to self-police? #ethicschat
- 4:29 pm **nicklucido:** Q4 In a perfect world, self-policing would be the best option. PRSA members can set the example for others. #ethicschat

- 4:31 pm **lizlarose**: Q4: Does Amazon ask reviewers to confirm no conflict of interest via a checkbox? if not, it would be a start. #ethicschat
- 4:31 pm **prsa**: Unfortunately the perfect world doesn't exist. Everyone and has ethical and moral responsibilities even if they don't know it. #ethicschat
- 4:32 pm **mdbarber**: RT @prsa: Unfortunately the perfect world doesnt exist. Everyone has ethical & moral resp. even if they dont know it. #ethicschat
- 4:32 pm **prsa**: Q5: When ?fake? reviews are uncovered, is the product brand damaged? #ethicschat
- 4:32 pm **joederupo**: I agree, Nick The #PRSA Code of Ethics should serve as the model. #ethicschat
- 4:33 pm **Samjb**: RT@PRSA:Unfortunately the perfect world doesn't exist. Everyone has ethical & moral responsibilities even if they don't know it. #ethicschat
- 4:33 pm **tomeppes**: @lizlarose Great thought on Amazon disclosure. #ethicschat
- 4:33 pm **Samjb**: Hey #untj4470 & #untj4460 peeps--something called #ethicschat is going on right now on Twitter
- 4:33 pm **mdbarber**: Interesting ? RT @lizlarose: Q4: Does Amazon ask rev to confirm no conflict of int via a checkbox? if not, it would be a start. #ethicschat
- 4:34 pm **kkgower**: Q4 What's to stop reviewers from lying about the conflict of interest? #ethicschat
- 4:34 pm **rashidapowell**: When ?fake? reviews are uncovered, the product brand IS damaged. It implies the product isn't good enough, so they have to lie. #ethicschat
- 4:34 pm **MsTesi**: RT @PRSA Unfortunately the perfect world doesnt exist. Everyone has ethical & moral responsibilities. Even if they dont know it #ethicschat
- 4:34 pm **tomeppes**: PRSA ethics resource page ? take a look. <http://bit.ly/9RgRFW> #ethicschat
- 4:34 pm **Samjb**: RT @prsa: Q5: When ?fake? reviews are uncovered, is the product brand damaged? #ethicschat #untj4470
- 4:34 pm **MikeLesczinski**: One word: Yes. Should it be? No. RT @PRSA: Q5: When ?fake? reviews are uncovered, is the product brand damaged? #ethicschat
- 4:34 pm **gomezdm**: Yes! RT @lizlarose: Does Amazon ask reviewers to confirm no conflict of interest via a checkbox? if not, it would be a start. #ethicschat
- 4:34 pm **lizlarose**: Q5: Yes, and it can be fixed with a swift apology and corrective action that lasts. #ethicschat
- 4:35 pm **mdbarber**: @MikeLesczinski Why shouldn't the brand be damaged if "their people" are conducting biz unethically. #ethicschat
- 4:35 pm **joederupo**: Q5: No doubt. How can anyone trust reviews after fakes are out there? #ethicschat
- 4:35 pm **tomeppes**: @kkgower You're right. It wouldn't stop a dishonest person. But it might others think twice. #ethicschat
- 4:35 pm **Samjb**: RT@prsa: Q3: How widespread is practice of PR practitioners promoting products on iTunes, Amazon, etc., w/out full disclosure? #ethicschat
- 4:35 pm **mdbarber**: RT @lizlarose: Q5: Yes, and it can be fixed with a swift apology and corrective action that lasts. #ethicschat
- 4:35 pm **prsa**: @MikeLesczinski definitely think the brand is affected. #ethicschat
- 4:36 pm **devpr**: RT @Samjb Hey #untj4470 & #untj4460 peeps--something called #ethicschat is going on right now on Twitter
- 4:36 pm **nicklucido**: Q5 Want proof of fak review damage? Click here: <http://www.reverbinc.com/> Looks like Reverb will have to rebrand itself. #ethicschat
- 4:36 pm **gomezdm**: Make use of this. RT @tomeppes: PRSA ethics resource page ? take a look. <http://bit.ly/9RgRFW> #ethicschat
- 4:37 pm **maryhenige**: Personal credibility issue, 2 RT @prsa: @MikeLesczinski definitely think the brand is affected. #ethicschat

- 4:37 pm **mdbarber:** RT @nicklucido: Q5 Want proof of fake review damage? Click here: <http://www.reverbinc.com/> Reverb will have to rebrand itself. #ethicschat
- 4:37 pm **mdbarber:** RT @tomeppes: PRSA ethics resource page ? take a look. <http://bit.ly/9RgRfW> #ethicschat
- 4:38 pm **heathernasif:** Q5: Of course the brand is hurt. Depending on the level of deceit perceived by the cust. Future reviews will always be suspect.#ethicschat
- 4:38 pm **Samjb:** RT @tomeppes: PRSA ethics resource page ? take a look. <http://bit.ly/9RgRfW> #ethicschat #untj4470 #untj4460 #untj5100 #untj3420
- 4:38 pm **prsa:** Q6: When ?fake? reviews by public relations practitioners are uncovered, is the profession damaged? #ethicschat
- 4:38 pm **heathernasif:** RT @nicklucido: Q5 Want proof of fak review damage? Click here: <http://www.reverbinc.com/> Looks like Reverb will have to rebrand itself. #ethicschat
- 4:39 pm **adriwall:** RT @PRSA: Get familiar with PRSA Ethical Guidance for Today?s Practitioner. <http://bit.ly/dhiWpO> #ethicschat #cap220gvsu
- 4:40 pm **mdbarber:** Q6 Any announcement of ethical error in the PR profession damages it. But PRSA's handling of this helped mitigate the damage. #ethicschat
- 4:40 pm **gomezdm:** RT @nicklucido: Q5 Want proof of fak review damage? Click here: <http://www.reverbinc.com/> Reverb will have to rebrand itself. #ethicschat
- 4:40 pm **klbailey:** RT @CurtisRoller: @PRSA Transparency is never as bad (for the client or the profession) as the damage control after the story comes to light #ethicschat
- 4:40 pm **tomeppes:** Have you taken the ethics quiz lately? <http://bit.ly/an1Tzu> #ethicschat
- 4:40 pm **mdbarber:** Q6 As professionals we have a responsibility to understand our code and to practice it; encourage others to do so as well. #ethicschat
- 4:41 pm **v2starlight:** @PRSA #ethicschat --- YES!
- 4:41 pm **gomezdm:** Followup to Q5. RT @prsa: Q6: When ?fake? reviews by public relations practitioners are uncovered, is the profession damaged? #ethicschat
- 4:41 pm **ChristopherBudd:** RT @prsa: Agree/disagree w/FTC?s ruling on Reverb?s failure to disclose client relationship for reviews posted on iTunes? #ethicschat
- 4:41 pm **mdbarber:** This is a great tool. Using at chapter level too: RT @tomeppes: Have you taken the ethics quiz lately? <http://bit.ly/an1Tzu> #ethicschat
- 4:41 pm **lee_nicole:** RT @CurtisRoller: @PRSA Transparency is never as bad (for the client or the profession) as the damage control after the story comes to light #ethicschat
- 4:42 pm **tkpleslie:** Friends: #ethicschat for PR pros is now: cc: @leslienewby
- 4:42 pm **robertceagle:** RT @mdbarber: As professionals we have a responsibility to understand our code and practice it; encourage others to do as well. #ethicschat
- 4:42 pm **joederupo:** Q6: Absolutely. Any unethical PR behavior feeds negative myths about the profession #ethicschat
- 4:42 pm **ChristopherBudd:** @gomezdm Thanks for posting the link: much appreciated. #ethicschat
- 4:42 pm **hollykhal:** RT @prsa: Unfortunately the perfect world doesn't exist. Everyone and has ethical and moral responsibilities even if they don't know it. #ethicschat
- 4:43 pm **tkpleslie:** RT @PRSA: Get familiar with PRSA Ethical Guidance for Today?s Practitioner. <http://bit.ly/dhiWpO> #ethicschat
- 4:43 pm **tkpleslie:** Nice to see you on #ethicschat, too, @maryhenige.
- 4:44 pm **gomezdm:** See where you stand on ethics! RT @tomeppes: Have you taken the ethics quiz lately? <http://bit.ly/an1Tzu> #ethicschat
- 4:44 pm **ChristopherBudd:** @prsa agree with the ruling, but too, the firm clearly can't handle crisis comms either: read the "statement" they released. #ethicschat
- 4:44 pm **ChristopherBudd:** "Reverb owner Tracie Snitker reportedly called the FTC complaint a frivolous matter." #ethicschat

4:44 pm **tkpleslie:** RT @tomeppes: Have you taken the ethics quiz lately? <http://bit.ly/an1Tzu> #ethicschat #PR

4:44 pm **gomezdm:** @ChristopherBudd You're welcome! #ethicschat

4:44 pm **mlhujber:** Q6: There is no doubt that fake reviews damage the public relations profession. It is the opposite of what we stand for. #ethicschat

4:45 pm **ChristopherBudd:** The long and the short of it, IMHO not only are they ethically challenged, they're not very good at what they do either. #ethicschat

4:45 pm **mdbarber:** RT @mlhujber: Q6: There is no doubt that fake reviews damage the PR profession. It is the opposite of what we stand for. #ethicschat

4:46 pm **prsa:** @tomeppes Now's your chance after this tweetchat to see how ethical you are <http://bit.ly/an1Tzu> #ethicschat

4:47 pm **prsa:** Q7: Has a client or employer ever suggested to you that ?fake? reviews be posted for their products? #ethicschat

4:48 pm **tomeppes:** Not a bad idea to remind people that PRSA members sign a Code of Ethics pledge upon joining. <http://bit.ly/9ACmPq> #ethicschat

4:48 pm **MikeLesczinski:** @mdbarber @PRSA #ethicschat I just say not to judge prior to learning facts. Company may not be complicit in 'PR firm's 'fake' reviews

4:49 pm **joederupo:** Q7: Come on, let's have full disclosure on this question, too! #ethicschat

4:49 pm **Stefaniya:** Yes. I refuse. RT @PRSA: Q7: Has a client or employer ever suggested to you that ?fake? reviews be posted for their products? #ethicschat

4:50 pm **maryhenige:** Likewise! RT @tkpleslie: Nice to see you on #ethicschat, too, @maryhenige.

4:51 pm **mdbarber:** @MikeLesczinski A company is responsible for the people it hires to represent its. Sorry but I think you're splitting hairs. #ethicschat

4:51 pm **joederupo:** @MikeLesczinski But, doesn't the client have to sign off on the program? #ethicschat

4:52 pm **prsa:** @Stefaniya Now this is what we're talkin about. Honesty trumps all. Way to go. Hope you didn't lose your job. #ethicschat

4:52 pm **lizlarose:** Thankfully no. RT @prsa: Q7: Has a client or employer ever suggested to you that ?fake? reviews be posted for their products? #ethicschat

4:53 pm **prsa:** Last question #ethicschat

4:53 pm **prsa:** Q8: The FTC can?t be expected to catch everyone using this practice. Ideas on what the profession can do to police itself? #ethicschat

4:53 pm **maryhenige:** Some bloggers ask - we say no RT @prsa: Q7 Has a client/employer ever suggested that ?fake? reviews B posted for their products? #ethicschat

4:53 pm **MikeLesczinski:** @mdbarber I said the reality is a company is affected if it occurs. I just said it shouldn't be. #ethicschat.

4:54 pm **gomezdm:** RT @prsa: Q8: FTC can?t be expected to catch everyone using this practice. Ideas on what the profession can do to police itself? #ethicschat

4:54 pm **Stefaniya:** @PRSA No, didn't lose my job or the client. I'm pretty sure they got someone else to do it though. #ethicschat

4:55 pm **mdbarber:** @MikeLesczinski And I guess I don't agree. If they are responsible and some thing happens they need to "pay the piper." #ethicschat

4:55 pm **tomeppes:** Are you familiar with BEP?s Professional Standards Advisories? <http://bit.ly/9jMmGf> #ethicschat

4:55 pm **mlhujber:** Q8: Education is the best way to fight unethical behavior. #ethicschat

4:55 pm **MikeLesczinski:** @joederupo #ethicschat Yes you are. And sometimes bad PR apples ruin our profession and their clients brands by doing unethical things.

4:55 pm **Stefaniya:** @PRSA On the other hand, sometimes I'd like to leave a personal review for one of my clients because I really like the product. #ethicschat

- 4:55 pm **mdbarber**: RT @tomeppes: Are you familiar with BEP's Professional Standards Advisories? <http://bit.ly/9jMmGf> #ethicschat
- 4:56 pm **spinspun**: RT @gomezdm: See where you stand on ethics! RT @tomeppes: Have you taken the ethics quiz lately? <http://bit.ly/an1Tzu> #ethicschat
- 4:57 pm **spinspun**: RT @mdbarber: Q6 As professionals we have responsibility to understand our code, to practice it; encourage others to do so. #ethicschat
- 4:57 pm **mlhujber**: Q8: New professionals don't necessarily know when what they are being asked to do is not the norm. #ethicschat
- 4:57 pm **ChristopherBudd**: I think the bigger question isn't what PR peers can do or even the FTC can do: rather, what are the hosts of review spaces doing #ethicschat
- 4:57 pm **ChristopherBudd**: Every fake review hurts the credibility of the site overall. They have a practical business reason to care and are better placed #ethicschat
- 4:57 pm **gomezdm**: Q8: Make sure you're familiar with code of ethics and FTC guidelines. Also, turn to #PRSA & members for questions & resources. #ethicschat
- 4:58 pm **MikeLesczinski**: @mdbarber #ethicschat Sometimes contractors don't do what they're told. It's reality. That's all I'm saying.
- 5:00 pm **prsa**: Thanks everybody. That's it from me. Continue to chat. Watch for more #ethicschat during PRSA Ethics Month in Sep. #PRSA
- 5:00 pm **mdbarber**: @MikeLesczinski But it still falls to the company to make sure they do, or replace them. The company is the respon party. #ethicschat
- 5:01 pm **mdbarber**: Thanks @prsa for a great chat. We should do these more often/regularly. #ethicschat
- 5:01 pm **tomeppes**: Posts from PRSAY on various topics related to ethics: <http://bit.ly/cCMhZ4> And from ComPREhension: <http://bit.ly/c7lh7F> #ethicschat
- 5:01 pm **joederupo**: @MikeLesczinski #ethicschat Maybe firms back themselves into a corner by over-promising on reasonable results.
- 5:01 pm **prsa**: Remember, you can learn more about ethics on PRSA's site: <http://bit.ly/dhiWpO> #ethicschat
- 5:02 pm **mdbarber**: RT @tomeppes: Posts from PRSAY on topics related to ethics: <http://bit.ly/cCMhZ4> & from ComPREhension: <http://bit.ly/c7lh7F> #ethicschat
- 5:02 pm **SMacheca_IOC**: RT @prsa: Remember, you can learn more about ethics on PRSA's site: <http://bit.ly/dhiWpO> #ethicschat
- 5:02 pm **SamanthaDonegan**: Wish they had this when I was taking my ethics course RT @PRSA Watch for more #ethicschat during PRSA Ethics Month in Sep. #PRSA
- 5:03 pm **elliehempleman**: RT @prsa: Remember, you can learn more about ethics on PRSA's site: <http://bit.ly/dhiWpO> #ethicschat
- 5:03 pm **MikeLesczinski**: #ethicschat @mdbarber They have to replace. No matter what though, their brand is permanently impacted by one bad contractor and that's sad
- 5:04 pm **penningink**: RT @prsa: Remember, you can learn more about ethics on PRSA's site: <http://bit.ly/dhiWpO> #ethicschat
- 5:05 pm **gomezdm**: Want to read more about ethics? Here is one #prsa member's take on ethics. #ethicschat <http://bit.ly/b7E16U>
- 5:05 pm **MikeLesczinski**: @joederupo #ethicschat Agree and the PR Firms found to partake in it should be shunned. I was talking about brand of unaware client.
- 5:07 pm **prsa**: We'll have a transcript up later today for those who missed #ethicschat. Thanks everybody for participating! #prsa
- 5:08 pm **kionsanders**: We'll have a transcript up later today for those who missed #ethicschat. Thanks everybody for participating! #prsa via @PRSA
- 5:09 pm **UNFPRSSA**: RT @PRSA: We'll have a transcript up later today for those who missed #ethicschat. Thanks everybody for participating! #prsa
- 5:09 pm **ClearpointPR**: RT @prsa: Q6: When ?fake? reviews by PR practitioners are uncovered, are we damaged? #ethicschat Yes! We shld be known only for comm. truth.

- 5:09 pm **mdbarber:** @MikeLesczinski True. Valuable lesson for all, esp the company. #ethicschat
- 5:20 pm **JohnElsasser:** RT @prsa: We'll have a transcript up later today for those who missed #ethicschat. Thanks everybody for participating! #prsa
- 5:20 pm **JohnElsasser:** RT @gomezdm: Want to read more about ethics? Here is one #prsa member's take on ethics. #ethicschat <http://bit.ly/b7E16U>
- 5:23 pm **PRSAactics:** RT @prsa: We'll have a transcript up later today for those who missed #ethicschat. Thanks everybody for participating! #prsa
- 5:24 pm **PRSAactics:** RT @prsa: Remember, you can learn more about ethics on PRSA's site: <http://bit.ly/dhiWpO> #ethicschat
- 5:31 pm **wsuprssa:** RT @prsa: We'll have a transcript up later today for those who missed #ethicschat. Thanks everybody for participating! #prsa
- 5:31 pm **wsuprssa:** RT @prsa: Remember, you can learn more about ethics on PRSA's site: <http://bit.ly/dhiWpO> #ethicschat
- 5:50 pm **VolunteerPRSA:** RT @prsa: We'll have a transcript up later today for those who missed #ethicschat. Thanks everybody for participating! #prsa
- 5:56 pm **mikejameswilson:** Just realized I missed #prsa #ethicschat. Dang it! Let's all #celebrate #September - it's, after all, #ethicsmonth. Make good choices #t ...
- 6:11 pm **ardenmelliott:** RT @PRSA: The FTC can't be expected to catch everyone using this practice. Ideas on what the profession can do to police itself #ethicschat
- 6:39 pm **sdgreenall:** RT @prsa: Q7: Has a client or employer ever suggested to you that ?fake? reviews be posted for their products? #ethicschat

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