



MarketerMonday Chat - #MMchat Master Schedule & Transcripts

Join us for #MMchat every Monday at 8 pm ET simply by following the #MMchat hashtag and participate by adding #MMchat to your tweets!

Email your future SPECIAL guest and #MMchat topic suggestions to mmchat@thesocialcmo.com Cheers!

Date of Chat		SPECIAL Guest	#MMchat Topic	Link to Transcript
October 3rd, 2016			The Influence of Mobile & Mobile Marketing	http://bit.ly/2e5mHhQ
Apr	20th, 2015	Geoffrey Colon	Is Trust Becoming the New Currency?	http://t.co/sqxU5iBmGs
Apr	13th, 2015	Martin Garbarczyk (238)	Visual storytelling	following chat
Apr	6th, 2015	TBA	TBC	following chat
Mar	30th, 2015	Lorrie Guerrieri	Creating Conversation Centric Communities Through Video	following chat
Mar	23rd, 2015	Scott Abbott	TBC	following chat
Mar	16th, 2015	Karima-Catherine	Retail Open Mike with @KarimaCatherine	following chat
Mar	9th, 2015	Postponed	N/A	N/A
Mar	2nd, 2015	Jay Mandel	10 Lessons for Enterprise Content Marketers	https://t.co/0ijd0JeJul
Feb	23rd, 2015	John Bracamontes	Shining the Light On Dark Social	http://t.co/704mujxksN
Feb	16th, 2015	Hessie Jones	Why Marketing as We Know it is Doomed	http://t.co/Sb1SEF47Jc
Feb	9th, 2015	Dom Garrett	Making the Call on Levels of Engagement	http://t.co/jOIFHfPitj
Feb	2nd, 2015	Madhu Chamarty	Creating a Culture of Employee Advocacy	http://t.co/LIFpjQ3XfL
Jan	26th, 2015	Sarah Parker	Making the Most of Instagram & Tumblr Marketing	http://t.co/u0j3YbpJbe
Jan	19th, 2015	Bryan Kramer	Building a Human Business with Personal Brands	http://t.co/Cnn4PiSYvr
Jan	12th, 2015	Jure Klepic	The Importance of Consumer Insights in Today's Marketing Strategies	http://t.co/UP5LyNuW71
Jan	5th, 2015	Twitter outage	N/A	N/A
Dec	29th, 2014	TheSocialCMO	MMchat 2014: The Year in Review	http://t.co/SqetNQN2Vu
Dec	22nd, 2014	Holiday	No MMchat due to Christmas holiday	n/a
Dec	15th, 2014	Jake Sorofman	Brand Storytelling in an Age of Overabundance	http://t.co/fElzc6slFR
Dec	8th, 2014	Sameer Khan	Online Holiday Sales: What They Mean for Marketers	http://t.co/ufGmlmuBtT
Dec	1st, 2014	Christopher Penn	Everything You Want to Know About Twitter Analytics	http://t.co/VKoEixcZOp
Nov	24th, 2014	Lisa Frame/O Blanchard	Influencers & Ethics: Paid vs UnPaid	http://t.co/xo0Ov9xci8
Nov	17th, 2014	Jason Korman	How to Build and Spread Corporate Culture	http://t.co/0alN4ZFFgZ
Nov	10th, 2014	Mark Babbitt & Ted Coine	A World Gone Social: Much More than Just Marketing	http://t.co/wgfe9DPvJI
Nov	3rd, 2014	Adam Kmiec	Scaling B2C Content Marketing for the Enterprise	http://t.co/XsEVsfpZAU
Oct	27th, 2014	Geoffrey Colon	Growth Hacking: Social Metrics and Product Innovation	http://t.co/9Z2WldfPUu

Oct	20th, 2014	Daniel Newman	The Media Hub: Brands Becoming their own Media Outlet	http://t.co/l3hA9193Zu
Oct	13th, 2014	Dan Moriarty	Welcome to the Hyatt Social Control Room!	http://t.co/4nSk2BUynN
Oct	6th, 2014	Carla Bourque	The Art and Science of Promoting Your Promotion	http://t.co/uSY850zXJX
Sept	29th, 2014	Rick Hardy	Marketing & Brand Strategy in Higher Education	http://t.co/GPj8aK1zbd
Sept	22nd, 2014	Erik Qualman	Becoming a Successful Digital Leader	http://t.co/ijx1xHlDcj
Sept	15th, 2014	Randy Corke	Leveraging Crowdsourcing for Social Good	http://t.co/OpfkcZ7Kb5
Sept	8th, 2014	Dave Kerpen	How to Get Likeable and Local!	http://t.co/Mso6ULMllm
Sept	1st, 2014	Holiday	No MMchat due to Labor Day holiday	n/a
Aug	25th, 2014	Marc Smith	Analyzing & Leveraging Social Network Data Structures	http://t.co/RXtVn1gPUj
Aug	18th, 2014	Amber Armstrong	Encouraging Employee Advocacy on Social	http://t.co/ACW1icZ6q1
Aug	11th, 2014	Ragy Thomas	Big Brands: The Mind Shift to Social Paid	http://t.co/m7qprn0p16
Aug	4th, 2014	Ted Rubin	How to Be People Curator	http://t.co/D3lOI1T3kE
July	28th, 2014	Rick Wion	What Does a Social Enterprise Really Look Like?	http://t.co/yqzU0amGut
July	21st, 2014	Simon Mainwaring	Social Storytelling: Building a Self-Sustaining Customer Community	http://t.co/rI4Z6mPmmi
July	14th, 2014	Eric Fletcher	Five Keys to Developing an Authentic Social Voice	http://t.co/T4GsSLFs0d
July	7th, 2014	Chuck Martin	Monstrous Growth of Mobile Commerce	http://t.co/mWEHjsS1Ub
June 30th, 2014		AnneLiza Humlen	Building Brands with Social Substance	http://t.co/vmHlmCHL8R
June 23rd, 2014		David Morley	Leveraging Technology to Drive Value for Non-Profits	http://t.co/qdTAXV3qm6
June 16th, 2014		Chris Parsons	Resources for Brand Promotion & Protection Across All Channels	http://t.co/fJlahn9R5R
June 9th, 2014		Ammar Khan & Mike Ellis	The 5S's of Content Marketing at Ford Canada	http://t.co/rXVJS9SZFL
June 2nd, 2014		Chris Brogan	How to Take Ownership of Your Destiny	http://t.co/m2zUA2zMUt
May 26th, 2014		Bryan Kramer	Winning in the Human to Human Economy	http://t.co/sNLzqFiwPZ
May 19th, 2014		Holiday	N/A	N/A
May 12th, 2014		Jay Henderson	Customer Engagement: LIVE from Smarter Commerce Global Summit	http://t.co/WosriofMbb
May 5th, 2014		Scott Monty	Integrating Personalized Customer Experiences to Get It Right!	http://t.co/3JRmHysoSi
April 28th, 2014		Brian Solis	WTF? What's the Future of Business? One Year Later!	http://sfy.co/hhGO
April 21st, 2014		Ryon Harms	The Art of Making a Brand Human	http://t.co/nPN2dg5L4U
April 14th, 2014		Alexandra Samuel	Customers and the Collaborative Economy	http://t.co/z9H2UJprgM
April 7th, 2014		Adam Bullied	'Getting Real Answers & Action from Analytics!'	http://t.co/3wanOi1DHg
Mar 31st, 2014		John Kennedy	Navigating the Changing Digital Economy: IBM CMO Survey Results	http://t.co/YgYjcQq26u
Mar 24th, 2014		Steve Cassady	True Confessions of a Twitterchat Addict	http://t.co/gvbaScXWe5
Mar 17th, 2014		Ekaterina Walter	Make Your Marketing Memorable with Visual Storytelling	http://t.co/gS1TGSHAtr
Mar 10th, 2014		Steve Olenski	In Brands We Trust! Building Trust on Social Networks	http://t.co/w1jTKi40Yb
Mar 3rd, 2014		Mack Collier	How to Cultivate Fans of Your Brand!	http://t.co/6JhxJhEL8w
Feb 24th, 2014		Amy Vernon	#SMEtiquette - Social Media Etiquette for the Rest of Us!	http://t.co/MJbtYd12lj
Feb 17th, 2014		Ted Rubin	The Secret to Social is 'Just Be Nice'	http://t.co/fSDQAr5Oqw

Feb 10th, 2014	Neal Schaffer	The Zen Art of Holistic Social Media Strategy	http://t.co/hggN28htet
Feb 3rd, 2014	Christoph Trappe	How To Do Content Marketing on a Shoestring	http://t.co/kvXZqgso0h
Jan 27th, 2014	Debora Silveira	The Art of Events on Twitter	http://t.co/Me7bZhGnHP
Jan 20th, 2014	Scott Hebner	Social Business 2014: Trends Impacting Marketing Professionals	http://t.co/UHAJQ7eD7r
Jan 13th, 2014	Gini Dietrich	Improving PR Through Brand Journalism	http://t.co/yz4lgegnev
Jan 6th, 2014	Kris Chronister	What Keeps Pure Play e-Tailers Up at Night	http://t.co/R2t3cjNnnD
Dec. 30th, 2013	TheSocialCMO	MMchat Year in Review 2013	http://t.co/Bt82gT1YIE
Dec 23rd, 2013	Dan Moriarty	Leading Social in Large Organizations	sfy.co/dX9f
Dec 16th, 2013	Geoffrey Colon	CMO Mindmeld: Time for the Fusion of Social and Search	http://t.co/YuKgBDEH7u
Dec 9th, 2013	Jesse Redniss	The Tipping Point for Tune-in Marketing	http://t.co/L7uxyl_wt6D
Dec 2nd, 2013	Joe Pulizzi	How to Make Your Content Marketing Epic	http://t.co/UUfis1ckes
Nov 25th, 2013	Lisa Arthur	Making the Most of Big Data Marketing	http://t.co/KR0jPdYxhA
Nov 18th, 2013	Jay Henderson	Is the Future of Marketing Solutions in the Cloud?	http://t.co/LqCSjSKQCd
Nov 11th, 2013	Brooke Robinson	Are Travel Companies Playing Social Catchup?	http://t.co/1tTqwwow23
Nov 4th, 2013	Erik Qualman	Digital Reputation: What Happens in Vegas Stays on YouTube	http://t.co/nm5esWpclG
Oct 28th, 2013	Glen Gilmore	An Influencer's Advice on #InfluenceMarketing	http://t.co/NEpOK7Db0N
Oct 21st, 2013	Ted Rubin	Pump Up Your ROE! Return on Employees!	http://t.co/PUM1AprgVe
Oct 14th, 2013	Thanksgiving Canada Holiday (no MMchat)		n/a
Oct 7th, 2013	Eric Fletcher	Why CEOs Are Slow To Embrace Social	http://t.co/2l22tVx212
Sept 30th, 2013	Olivier Blanchard	Everything You Want to Know About Social Business Integration	n/a
Sept 23rd, 2013	Maribel Lopez	Multiplying the Power of Context with Mobile	http://t.co/0eOh3DoRKH
Sept 16th, 2013	AnneLiza Humlen	Creating Shareworthy and Sustainable Brand Stories	http://t.co/lGswyZnS4Q
Sept 9th, 2013	Drew Neisser	Social ROI: Dream or Reality?	following chat
Sept 2nd, 2013	Labour Day	Holiday (no MMchat)	n/a
Aug 26th, 2013	Jay Baer	The Convergence of Content and Social	http://t.co/6rVVQbWSfo
Aug 19th, 2013	Jay Mandel	Brands as Publishers: The Rise of Corporate Blogging	http://t.co/Uy6UvWsunQ
Aug 12th, 2013	Ann Marie van den Hurk	Crisis Management: When Social Gets Unsocial	n/a
Aug 5th, 2013	Amy Jo Martin	Personal Branding for Executives on Social Media	http://t.co/t9EL5TC0TG
July 29th, 2013	Cory Coley & Gerry Moran	Social Selling: It's a Piece of Cake	http://t.co/lWuAA7ppAj
July 22nd, 2013	Mary-Irene Marek	Real Community: Keeping the Social in Social Media	http://t.co/VD285571p7
July 15th, 2013	Jeremiah Owyang	Catching Up on Emerging Disruptive Technologies	http://t.co/ZqhtawycDL
July 8th, 2013	Sam Fiorella	Creating, Managing and Measuring Influence Marketing	http://t.co/U0PO7m3koM
July 1st, 2013	Canada Day	Canada Day	none
June 24th, 2013	Keith Knapp	Social Engagement: Rise of the Newsdesk	http://t.co/GdUzsvLqPB
June 17th, 2013	Laura DeSanctis	Optimizing Content Marketing for Automation	http://t.co/AQfullm2gc
June 10th, 2013	Dustee Jenkins	Telling the Target Story Through Social Media	http://t.co/Z5NJZSAIqu

June 3rd, 2013	Bryan Kramer	Social Listening: The Best Kept Marketing Secret	http://t.co/lj2B27iuab
May 27th, 2013	Porter Gale	Your Network is Your Net Worth	http://t.co/3lXR2q4tM0
May 20th, 2013	Sean Moffett	You Have to Act Like a Woman In Order to Sell Like The Man	n/a
May 13th, 2013	Allison Sitch	Tailoring Social Approaches Across Multiple Channels	http://t.co/W9gU5mTSbt
May 6th, 2013	Rick Wion	Staffing to Be Number One in Social	http://t.co/eoOQtRGcl
Apr 29th, 2013	Sam Decker	How to Integrate Social Into Any Brand Experience	http://t.co/WybmnnwFTDW
Apr 22nd 2013	Ted Rubin	Convince & Convert Rapidly Shifting to Converse & Convert	http://t.co/6oliYUmy3L
Apr 15th, 2013	Brooke Robinson	Delete, Ignore, Corporate Speak: The Sins of Social Care	http://t.co/Rsrq7GL4K2
Apr 8th, 2013	Robi Ganguly	Secrets to Developing a Successful Mobile App	http://t.co/blPI7cVHNC
Apr 1st, 2013	Maggie Fox	Dumb Things People Do When Developing Social Media Strategy	http://t.co/QFvkXyBRbV
Mar 25th, 2013	Wendy Clark	CocaCola Shares Seven Secrets of Social Media Success	http://t.co/Poki378rPy
Mar 18th, 2013	Maria Ogneva	Community Management: The Shit They Don't Teach You in School	http://t.co/kAoALhBXWW
Mar 11th, 2013	Ai Ching Goh	Empowering Everyone to Create Infographics	http://t.co/VNjeGlxzGr
Mar 4th, 2013	Brian Solis	The New Meaning of WTF! What's The Future?	http://t.co/2YjUBCi6Sk
Feb 25th, 2013	Nishat Mehta	Leveraging Behavioral Data to Target & Measure Digital Advertising	http://t.co/eP7nfOAYfZ
Feb 18th, 2013	Chris Brogan	The Attention Wars are Raging - How will you be seen?	http://t.co/2nEHCeYbnQ
Feb 11th, 2013	Katy Keim	2013 - Time to Get Serious About Social	http://t.co/awtKnsaq
Feb 4th, 2013	Di Gallo	Exploring the Dimensions of the Social Shopping Experience	http://t.co/gi7y0hry
Jan 28th, 2013	Ted Rubin	Building Advocacy and Looking People in the Eye Digitally	http://t.co/Vb9dekBt
Jan 14th, 2013	Matt Selheimer	Entering the Era of Socially Driven IT - Beyond Facebook and Twitter	http://t.co/9p54f69C
Jan 7th, 2013	Robert Moore	Leveraging Data and Analytics for Improved Engagement	http://t.co/fl61x3m1
Dec. 31st, 2012	TheSocialCMO	MMchat Year in Review 2012	http://t.co/AQ4aOqeY
Dec 24th, 2012	Richie Etwaru	Exploring the Future of Enterprise Social	http://t.co/F44uBE9e
Dec 17th, 2012	Eric Feinberg	Tracking Mobile Usage in the 2012 Holiday Season	http://t.co/QL6LUO8w
Dec 10th, 2012	Santiago Pombo	Social Media Challenges and Opportunities for 2013 and Beyond	http://t.co/gc4LiM4d
Dec 3rd, 2012	Joe Gollner	The Components of a Complete Content Strategy	http://t.co/xszcQOI5
Nov 26th, 2012	Joe Pulizzi	Looking Forward: Content Marketing Directions for 2013	http://bit.ly/V9JeP6
Nov 19th, 2012	Karima & Margie	The State of Women in Business and Marketing	http://bit.ly/10qKjBI
Nov 12th, 2012	Esteban Kolsky	Determining the Direction of Social Marketing Evolution	http://t.co/2UeYtTZN
Nov 5th, 2012	Michele R & Anatoliy M	The Art of the Deal at Buytopia	http://t.co/B0OTOxw4
Oct 29th, 2012	Mark Cooper	Power and Potential of Social Data for Brands	http://t.co/FNaLfM8a
Oct 22nd, 2012	Frank Eliason	Doing Customer Service Right on Social Media	http://t.co/N3tu6V6B
Oct 15th, 2012	Simon Mainwaring	How to Drive Profit As A Social Brand	http://t.co/vLJe3Toa
Oct 8th, 2012	AmyJo Martin	Renegade Who Wrote 'Renegades Write the Rules'	http://t.co/JKjUSz7a
Oct 1st, 2012	Christa Carone	Using Social Media to Transform an Iconic B2B Brand	http://t.co/crlAj34M
Sep 24th, 2012	Geoffrey Colon	The Socialization of Thought Leadership	http://t.co/sgQlxBUG

Sep 17th, 2012	Tammy Cannizzaro	Juicing Your Conversion Rates With Ad-retargeting	http://t.co/95YTRwYj
Sep 10th, 2012	Marcy Cohen	Facilitating Social Business Adoption in Large Organizations	http://t.co/AbKI0wrv
Sep 3rd, 2012	Jen Evans	Connecting Content Marketing and Lead Generation	http://t.co/9msSC9pM
Aug 27th, 2012	Ai Ching Goh	Facilitating a World of Do-It-Yourself Infographics	http://t.co/4D87zl2c
Aug 20th, 2012	Michael Q Todd	Embracing Abundance in Your Social Marketing	http://t.co/E8Vp16hC
Aug 13th, 2012	Jure Klepic	The Paradox of Online Influence	http://t.co/5TzElfEI
Aug 6th, 2012	AmyJo Martin	The Art of Social for Celebrities	http://bit.ly/Rf31rS
Jul 30th, 2012	Mary-Ann Somers	The Art of Emerging Brands: Discovery, Storytelling & Community	http://t.co/bF8ggwxV
Jul 23rd, 2012	Judi Samuels	Launching Your Business into the Consumer Orbit of Motivations	http://t.co/CW8DXxSJ
Jul 16th, 2012	Joann Wayman	What Type of Marketing Grads Will We Need in the Future?	http://t.co/nCKJnEIL
Jul 9th, 2012	Michael Wu Ph.D.	The Emergent Anthropology of Social Networks	http://t.co/nTVJftRj
Jul 2nd, 2012	Rebel Brown	Defying Gravity With Social Media Marketing	http://t.co/ZikfV1Ys
Jun 25th, 2012	Kent Huffman	Our 100th #MMchat Celebration!	http://t.co/n0wV3s5t
Jun 18th, 2012	Ragy Thomas	Developing & Executing Global Integrated Social Marketing Strategies	http://t.co/2QjdyyOq
Jun 11th, 2012	Jason Falls	No Bullshit Mobile Marketing	http://bit.ly/NoBSmobile
Jun 4th, 2012	Neal Schaffer	B2B Marketing With Linkedin Company Pages	http://t.co/eSTE8jx7
May 28th, 2012	Cheryl & Mark Burgess	Brand Choreography Through Integrated Marketing Communications	http://bit.ly/KYXOj2
May 21st, 2012	Steve Trask	Emotion Analytics: Quantifying Emotion for Better Brand Engagement	http://t.co/knhJHlPd
May 14th, 2012	Glen Gilmore	The Art of Reputation Management and Crisis PR	http://t.co/Q2tcTriK
May 7th, 2012	Shawn Roberts	Understanding Different Methods of Influence Measurement	http://t.co/LQmZqBN9
Apr 30th, 2012	Scott Monty	Driving Customer Service Through Social Channels	http://t.co/Ty3QJY0H
Apr 23rd, 2012	AnneLiza Humlen	Creating Magic Through Humanizing Your Brand	http://t.co/c8v69Btz
Apr 16th, 2012	Amy Howell	The Impact of Social Media on the Future of PR	http://t.co/2HZ08sBK
Apr 9th, 2012	Brad Cohen	Examining the Power of Infographics	http://t.co/PNdlGlu7
Apr 2nd, 2012	Alex Romanovich	Content Marketing Strategy Critical to Social Success	http://t.co/YSEfjUVo
Mar 26th, 2012	Jay Henderson	Impact of Analytics & Consumer Sentiment on Mkting & Branding	http://t.co/tVDiSb1x
Mar 19th, 2012	Rohn Jay Miller	Role of DNA in Future of Marketing	http://t.co/0RZjUBtE
Mar 12th, 2012	Michael Brenner	Bridging the Marketing Leadership Gap	http://t.co/mNRXYn25
Mar 5th, 2012	Nishat Mehta	Social Marketing Analytics Tapping Into #Facebook Social Graph	http://t.co/yO5V8iiP
Feb 27th, 2012	Ryan Sauers	Everyone Is In Sales!	http://t.co/OG1JzCNB
Feb 13th, 2012	Randy Corke	Everything You Want to Know About Crowdsourcing	http://t.co/htOmXEII
Feb 6th, 2012	Wendy Lea	What Engagement Really Means to Customers and Companies	http://t.co/sQ4vsC9g
Jan 9th, 2012	Maggie Lang	Frontline Employee Activation in Support of Global Brand Strategy	http://t.co/E0ZUjymd
Jan 2nd, 2012	Mike Dover	The Power of Wikibranding and Crowdsourcing	http://t.co/9QhrY3pY
Dec 26th, 2011	Jeff Ashcroft	Check out the MMchat 2011 Year In Review	http://t.co/8nvjxk2Q
Dec 19th, 2011	Maggie Fox	Actionable Insights from a Social Media Pioneer	http://t.co/dK5WOUJJ
Dec 12th, 2011	Allison Sitch	Marketing Legendary Icons in a New Media World	http://t.co/WBiExr9P

Dec 5th, 2011	Dr. Janice Presser	Social Marketing is a Team Sport!	http://t.co/EX3ivGFN
Nov 28th, 2011	Neal Schaffer	Leveraging LinkedIn Groups for B2B Business Success	http://t.co/tB7WEWwS
Nov 21st, 2011	Brian Solis	The End of Business as Usual!	http://t.co/2dErbbFK
Nov 14th, 2011	Simon Mainwaring	Creating a Sustainable Cause Marketing Culture	http://t.co/LapNEirM
Nov 7th, 2011	Olivier Blanchard	Scaling Social Networking Alignment across the Organization	http://t.co/Qz9e9Lc9
Oct 31st, 2011	Sean Gardner	Passion IS the Fuel for Social Media Success!	http://t.co/lfXp6koL
Oct 24th, 2011	Maria Ogneva	Would You Join Your Own Community?	http://t.co/jWsJ97iq
Oct 17th, 2011	Phil Fernandez	Revenue Performance Management Means Better Marketing	http://t.co/ebdro2YV
Oct 10th, 2011	AnneLiza Humlen	Creating Connections Through Emotional Branding	http://t.co/99AdG3Vd
Oct 3rd, 2011	Nick Martin	Leveraging QR Codes In Your Social Business Strategy	http://t.co/180SrEsx
Sep 26th, 2011	Megan Berry	Find out What's New at Klout	http://t.co/ACXTNPSj
Sep 19th, 2011	Danny Brown	Leveraging Context In Your Social Marketing Mix	http://t.co/2HULcxo1
Sep 12th, 2011	Karima Catherine	B2B Social Media Strategies in Services Industry	http://t.co/vs9ojfl
Sep 5th, 2011	Rachel Blankstein	Does Your Small Business Need Marketing Automation?	http://t.co/lllXfHW
Aug 29th, 2011	Mack Collier	How Companies Can Best Connect with Brand Advocates	http://t.co/WhXIYec
Aug 22nd, 2011	Adrian Bowles	Corporate Sustainability Measurement & Your Brand	http://t.co/1m0f5yD
Aug 15th, 2011	Maribel Lopez	How Does Mobile Transform Customer Engagement?	http://t.co/n6BdeLY
Aug 8th, 2011	Guido Cramer	The Power of Fans & Gamification In Business	http://t.co/4e9Oegc
Aug 1st, 2011	Rick Wion	Tales from Frontlines of Social Media Crisis Management	http://t.co/17VhDjb
Jul 18th, 2011	Viveka von Rosen	Seven Things You Should Know about LinkedIn	http://t.co/7NaPgoX8
Jul 11th, 2011	Trey Pennington (sched)	Link to @TheSocialCMO Crew's farewell post	http://t.co/1yHmJtpj
Jul 4th, 2011	Rachel Foster	Creating Social Media Content That Drives Action	http://t.co/x12otb4P
Jun 27th, 2011	Amanda Hite	Changers of Commerce: Connected Capitalism	http://t.co/el2osZsc
Jun 20th, 2011	The Social CMO	#MMchat Strengths, Weaknesses, Opportunities & Threats	http://t.co/oS75p9hq
Jun 13th, 2011	Dups Wijayawardhana	Is @EmpireAve a Social Media User & Content Vortex?	http://t.co/w4vQ8Lo
Jun 6th, 2011	Jeff Wilson/Peter Grande	Rethink Movement: Paying it Forward	http://t.co/FivmVTl
May 30th, 2011	Simon Mainwaring	Combining Power of People, Brands & Business	http://t.co/2klcvKm4
May 23rd, 2011	Billy Mitchell	The Mind of the B2B Marketer: What's missing?	http://t.co/4LmaXSab
May 16th, 2011	Chuck Martin	Marketing to Your Customers in a World Gone Mobile	http://t.co/TUcl4mDg
May 9th, 2011	Betty Adamou	The Future of Research Through Gaming	http://t.co/i8EgjHTb
May 2nd, 2011	Ted Rubin	Reaping Rewards of 'ROR' Return on Relationship!	http://t.co/DJrAbes2
Apr 25th, 2011	Dave Kerpen	Challenging a Twitter Nation of Thought Leaders	http://t.co/0SctIDEo
Apr 18th, 2011	Katie Felten	Power to Your People = Power to Your Brand!	http://t.co/BKgH5x7C
Apr 11th, 2011	Eric Fletcher	Beyond Blogposts: Moving Towards the ROI in Shared Experiences	http://t.co/8D37Ua1H
Apr 4th, 2011	Brian Solis	Engage or Die! Defining Engagement and Measuring Success	http://t.co/ggBohyw7
Mar 28th, 2011	Stephen Denny	'Brands are like people' Being known for one thing is never enough!	http://t.co/L9LqfSil

Mar 21st, 2011	Glen Gilmore	Social Media & the Law	http://t.co/QImKbLqp
Mar 14th, 2011	Ytzik Aranov	Social Media Measurement & Scalability	http://t.co/GPOUoj92
Mar 7th, 2011	Mark Schaefer	The True Business Benefits of Twitter	http://t.co/qitwun7q
Feb 28th, 2011	Esteban Kolsky	How to Transform a Social Business into Collaborative Enterprise	http://t.co/doGccMyZ
Feb 21st, 2011	Lyle Fong	Turn Social Customers into Brand Advocates with Gamification	http://t.co/OW3k3Z1h
Feb 14th, 2011	Joe Fernandez	Measuring Influence in the Social Media World	http://t.co/tayWZFBd
Feb 7th, 2011	Sean Moffitt / Mike Dover	What is a Wikibrand? SMWTO Launch with Sean Moffitt & Mike Dover	http://t.co/r3Jq3clk
Jan 31st, 2011	Sean Gardner	Meet the Powerhouse Behind Twitter Powerhouses	http://t.co/whghgAws
Jan 24th, 2011	Jeffrey Hayzlett	Social Media, Crowdsourcing and Change	http://t.co/VNZ4Pe8L
Jan 17th, 2011	Sam Decker	Conversations Worth Having: Creating Engagement with Social Curation	http://t.co/YMPqjUc4
Jan 10th, 2011	Ray Wang	Leveraging Disruptive Technologies for Competitive Advantage	http://t.co/z8uAQKTo
Jan 3rd, 2011	Ryan Sauers	Power of Participating in Social Network Groups	http://t.co/cOTvvPrr
Dec 27th, 2010	Jeff Ashcroft	#MMchat The Year 2010 in Review @TheSocialCMO	http://bit.ly/MMchat2010inReview
Dec 20th, 2010	Shane Gibson	Guerrilla Social Media Marketing	http://bit.ly/ShaneGibson
Dec 13th, 2010	Laura Fitton	Dummies Guide to Personal Branding, B2C, B2B & Community	http://bit.ly/Laura_Fitton
Dec 6th, 2010	Amy Howell / Anne Gallaher	Impact & Value of Social Media in PR	http://bit.ly/AmyHowellAnneGallaherPR
Nov 29th, 2010	John Bernier	Proactive Customer Service in a Social Media World	http://bit.ly/JohnBernier
Nov 22nd, 2010	Chris Brogan	The Role of Major Influencers in Cause Marketing	http://bit.ly/CHRIS_BROGAN
Nov 15th, 2010	Chuck Martin	It's a Mobile World: Trends & Research	http://bit.ly/Chuck_Martin
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