

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
LauriRottmayer	Heading out to Birmingham for @YallConnect! :-)	7/22/13 11:57
YallConnect	***LAST CHANCE to get #yallconnect tickets! Sales end at noon CDT today: http://t.co/uekWu5V8XX http://t.co/JJoqPsEjDe	7/22/13 13:00
admom1	Safe travels; hope to see you there! :) RT @LauriRottmayer: Heading out to Birmingham for @YallConnect! :-)	7/22/13 13:03
WadeOnTweets	***LAST CHANCE to get #yallconnect tickets! Sales end at noon CDT today: http://t.co/uekWu5V8XX http://t.co/JJoqPsEjDe	7/22/13 13:36
MackCollier	Ticket sales to #yallconnect end in 3 hours, use code MACKSPKR to get them for only \$109. See you there tomorrow! - http://t.co/OtNMQTTBKA	7/22/13 13:52
RealSheree	Last chance for tickets to @YallConnect digital storytelling conference in #Bham. Sales end at noon. Conference is tomorrow.	7/22/13 14:21
brainscientist2	@cloudspark Would love to catch up with you tomorrow at #yallconnect!	7/22/13 15:13
JennWarren85	Looking forward to @YallConnect this week and @ALsocme social tweet up at @41stStreetPub next week! #socialmedia #excited	7/22/13 15:13
RebeccaMJoyner	Looking forward to hearing @ShellyKramer talk about #contentmarketing at #yallconnect in Bham tomorrow. http://t.co/oBjQ2Ck8iw	7/22/13 15:21
YallConnect	90 minutes left to buy tickets to tomorrow's @YallConnect @ikepigott kicks off with opening keynote. http://t.co/NCeQ0N2eUj	7/22/13 15:23
MackCollier	@SmallRivers Hi Magda! Getting ready to travel to #yallconnect tomorrow, presenting Think Like a Rock Star. Paper.li MAY make a cameo ;)	7/22/13 15:30
cloudspark	@brainscientist2 yes! i'd love to hear how your research is going #yallconnect	7/22/13 16:05
RedSageAL	Who is attending @YallConnect connect tomorrow? We can't wait!	7/22/13 16:34
YallConnect	This year, signs. Next year, van wraps and magnetic door placards. #yallconnect http://t.co/gVyfxdU6E8	7/22/13 17:05
JennWarren85	Very excited about tomorrow's Y'all Connect conference! http://t.co/kKroVNZTpu	7/22/13 17:26
networkhsv	We have picked out which sessions we want to attend at the @YallConnect conference tomorrow. Looks like Ballroom O for us.#yallconnect	7/22/13 17:32
YallConnect	@ShellyKramer We can't wait to see you in #bham.	7/22/13 17:48
YallConnect	We'll see you tonight (or tomorrow morning) for #yallconnect! http://t.co/FRAtJEtrV9	7/22/13 18:00
admom1	I have to go to Bham to see y'all? ;) Looking forward to it! RT @RedSageAL: Who is attending @YallConnect connect tomorrow? We can't wait!	7/22/13 18:16
clear_mirror	Pumped for the @YallConnect party tonight! I'll be instagramming from the Y'all Connect Instagram account. Follow it! #bham	7/22/13 19:01
admom1	Agree! :) cc: @LoriMillerWHNT RT @YallConnect: @ShellyKramer We can't wait to see you in #bham.	7/22/13 19:05
CBStrick	Don't forget about @YallConnect tomorrow! If you want a \$30 off promo code, talk to me! #yallconnect #birmingham	7/22/13 19:06
WadeOnTweets	Prepping the venue for tomorrow. #yallconnect (at @YallConnect) http://t.co/lo6IQ06i4F	7/22/13 19:06
LoriMillerWHNT	@admom1 @YallConnect @ShellyKramer Gonna be a great day! Wish I could be there tonight :-)	7/22/13 19:07

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BethBryan	Excited about the @YallConnect Conference in the morning. Not excited about morning rushhour on I-65 North. #itwillbeworthit	7/22/13 19:28
BethBryan	Will do! Follow #yallconnect for the play by play! RT @OurFamilyEats @YallConnect Please report back on all the awesomeness.	7/22/13 19:33
YallConnect	Thanks to our silver sponsor @BCBSofAlabama! #yallconnect	7/22/13 19:42
USTAMississippi	On our way to @YallConnect in Birmingham!	7/22/13 19:45
carolmarksblog	I'm so dangd excited to be attending the @YallConnect conference tomorrow. #yallconnect	7/22/13 20:33
MackCollier	So @RebeccaAmyTodd I just did a slide run through with AV guy here at #yallconnect and he says 'wait is that @amandapalmer?' Why yes it is!	7/22/13 20:48
scotta_yoga	Just found out @RedheadWriting is a presenter @yallconnect seminar I'm attending. Whoop!	7/22/13 21:00
JennWarren85	Looking forward to seeing some of Birmingham's finest at @YallConnect tonight and tomorrow! #yallconnect	7/22/13 21:04
JennWarren85	@WadeOnTweets @YallConnect Please don't work too hard!!!	7/22/13 21:05
MackCollier	#yallconnect (@ Sheraton Birmingham Hotel - @spg) http://t.co/XnmcmPa8Ub	7/22/13 21:16
MyLogoSource	@MackCollier Thanks for the follow. Following you now too. Look forward to coming to your sessions at #yallconnect	7/22/13 21:31
MackCollier	@MyLogoSource Thanks Matt, looking forward to meeting you tomorrow at #yallconnect!	7/22/13 21:50
RealSheree	About to head out to the #YallConnect pre-party @HopCityBham. Looks like the rains have moved on, at least for a while.	7/22/13 21:54
IntermarkGroup	Tomorrow we will live tweet from the #YallConnect social media conference. We feature the best and brightest takeaways throughout the day.	7/22/13 22:01
YallConnect	Opening night party starts at 5:30 @HopCityBham Chance for great conversations and you can pick up your registration packet early!	7/22/13 22:10
cloudspark	final slide run-through before heading over to @hopcitybham for #yallconnect's pre conference happy hour.	7/22/13 22:14
WadeOnTweets	Ready to welcome our #yallconnect guests! (@ Hop City Craft Beer - @hopcitybham w/ 4 others) [pic]: http://t.co/46ty2s4mnE	7/22/13 22:31
YallConnect	@scotta_yoga We're excited that you're excited. See you soon.	7/22/13 22:32
YallConnect	Check out this spread for #YALLCONNECT http://t.co/ss3jRz9zg6	7/22/13 22:46
VMRAgency	Finally arrived! Ready for #yallconnect tomorrow. @ Sheraton Birmingham Hotel http://t.co/c9LqAzPUS0	7/22/13 23:14
JennWarren85	#yallconnect party (@ Hop City Craft Beer - @hopcitybham w/ @wadeontweets) http://t.co/Wc8PrID2nN	7/22/13 23:31
scotta_yoga	Glad to meet you @WadeOnTweets! I'm here for @USTAMississippi "@YallConnect: @scotta_yoga We're excited that you're excited. See you soon."	7/22/13 23:52
filamentartists	Got my @MailChimp t-shirt and some delicious @GPBrewing beer at #YALLCONNECT pre-party, but had to scoot so I can be fresh for tomorrow.	7/22/13 23:53
YallConnect	Enjoying a beautiful evening #yallconnect http://t.co/ZFjdYESwtE	7/22/13 23:57

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Screen Name	Text	Time (UTC)
amyminchin	Can't wait for tomorrow, y'all http://t.co/xXuR5Gg1vk #yallconnect	7/23/13 0:06
ObjectivityRach	So now you know the true definition of #yallconnect: meeting people that bring you delicious presents. @cloudspark http://t.co/FNu2QhMQmY	7/23/13 0:08
CleverlyMolli	@carolmarksblog @YallConnect Me, too! And to meet you!	7/23/13 0:15
Nichole_Kelly	Hey y'all who's ready to connect in Birmingham. Getting ready to board my flight for @yallconnect! Woo hoo!	7/23/13 0:15
KatyWrites	#yallconnect kick-off party! (@ Hop City Craft Beer - @hopcitybham w/ 10 others) http://t.co/4s1VRtlyOt	7/23/13 0:19
CBStrick	#yallconnect Schedule http://t.co/gNQm7wybtr	7/23/13 0:19
JennWarren85	Enjoying my first Kentucky Bourbon Ale at @Hopcitybham thanks to @YallConnect #yallconnect #Birmingham	7/23/13 0:20
JennWarren85	Meant to include this... RT @JennWarren85: Enjoying my first Kentucky Bourbon Ale at @Hopcitybham #yallconnect http://t.co/ZGA4ketXGm	7/23/13 0:20
LauriRottmayer	@admom1 @YallConnect Thanks! Got here safely. :-)	7/23/13 0:25
filamentartists	Wife just confiscated my @Mailchimp tshirt :(She said it's so soft! Maybe @WadeOnTweets could tuck 1 back for me-size large? #yallconnect	7/23/13 0:37
KaraKennedy	Glad to see @RealSheree @StaceyHood @ikepigott @WadeOnTweets @suzanneluker at the @yallconnect opening event @hopcitybham	7/23/13 0:49
CapJones	@musicandfashion @DevyDevF2D Hit Me Whenever Yall Connect & Im There Real shit	7/23/13 0:53
WillieshaMorris	Bummed, because more than likely I can't attend either @YallConnect party. But at least I'll be at the conference! #InVanceYall	7/23/13 1:08
admom1	We'll make that happen! :)RT @afisherjones: @admom1 I'm going to be there tomorrow. I hope I run into you to say Hi! #yallconnect	7/23/13 1:18
YallConnect	@nichole_kelly We're happy you're going to be joining us. Have a great night!	7/23/13 1:40
YallConnect	@willieshamorris We're bummed you couldn't make it to the party, but very glad you'll be at the conference. See you tomorrow!	7/23/13 1:42
YallConnect	@carolmarksblog Awesome. Welcome. We're very happy you'll be here tomorrow.	7/23/13 1:47
YallConnect	Great start to #YallConnect. Registration and continental breakfast gets underway at 7:30 a.m., Hallway/Ballroom A. Have a great evening!	7/23/13 1:51
JennWarren85	@YallConnect Agreed! Thanks for hosting a nice shindig tonight.	7/23/13 2:28
scotta_yoga	@JaySchryer Dunno why I've not been around much in last year. Just arrived at @yallconnect. @wadeontweets hosting & @redheadwriting is here.	7/23/13 2:45
JaySchryer	@scotta_yoga Well, whenever you were gone, I'm glad you're back now. :) Enjoy @YallConnect...sounds like fun!	7/23/13 3:00
noscriptomylife	@JamiesRabbits will you be at Y'all Connect tomorrow?	7/23/13 3:23
USTAMississippi	@gigitennis1 at #thevulcan in #birmingham post @yallconnect check-in at @hopcitybham http://t.co/PH4aDDWGAa	7/23/13 3:42
studioashvegas	Finalizing the last bits and bobs of my session tomorrow for #yallconnect - "Storytelling of Biblical Proportions"... http://t.co/yxgaPhd6hh	7/23/13 3:57

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LauriRottmayer	@beckyrbsn @brandleadership @czaucha @EricaO_CAE @GreggVoss Good morning, friends! Attending @YallConnect today. :-)	7/23/13 10:21
JamiesRabbits	Awake at crack of crack for #YallConnect. I'm okay with that because of all the learning and coffee.	7/23/13 11:22
cloudspark	looking forward to #yallconnect today. speakers inc/ @mackcollier @petershankman @ShellyKramer @redheadwriting @ikepigott @spann + more	7/23/13 11:34
meganburkes	No need to snooze this morning!! @YallConnect today in the Magic City #Birmingham! Can't wait! #yawn #stretch #letsgo	7/23/13 11:35
afisherjones	Birmingham or bust! @YallConnect	7/23/13 11:42
JennWarren85	Long, fun day ahead at @YallConnect. #Birmingham #yallconnect	7/23/13 11:42
YallConnect	Good morning! For #YallConnect your best parking option is 22nd St. N parking deck. \$8 for the day. Short walk to East Meeting Rooms.	7/23/13 11:43
YallConnect	Good morning! FYI: If you park at the BJCC, have your \$8 in bills and quarters ready at the entrance. #yallconnect	7/23/13 11:53
MackCollier	@cloudspark @petershankman @ShellyKramer @RedheadWriting @ikepigott @spann Hey y'all, see you soon! #yallconnect	7/23/13 11:54
MarkHarvard	Lots of my friends are at #yallconnect this morning. Have a great time! I'll be here cramming 3 days worth of work into one day!	7/23/13 11:55
K_Olivia_Ann	Up bright and early for the @YallConnect conference!! Can't wait.	7/23/13 11:57
imix4u	Off to #yallconnect for the day. Please deliver espresso to BJCC on the hour every hour.	7/23/13 12:01
RedheadWriting	I'll see everyone coming to today's #yallconnect soon :)	7/23/13 12:19
mhollowell	Following #yallconnect today; expecting big things from a great lineup. Wish I could've made the drive down, but best wishes to all!	7/23/13 12:21
studionashvegas	Birmingham, and #yallconnect, here I come!	7/23/13 12:24
mhollowell	Enjoy the Magic City for me! Shake 'em up good. RT @studionashvegas: Birmingham, and #yallconnect, here I come!	7/23/13 12:30
CBStrick	At #yallconnect, come on down!	7/23/13 12:30
imix4u	Socky Ackbar got a new @mailchimp hat for #yallconnect http://t.co/Jy45rbvADg	7/23/13 12:33
farahfergie	At @yallconnect Social Media Conference. Looking forward to learning from gurus & sharing with bpl... http://t.co/BXB2oS0Rz7	7/23/13 12:48
YallConnect	@farahfergie Awesome. See you in a few!	7/23/13 12:48
ikepigott	Getting ready for #yallconnect (at @YallConnect w/ @wadeontweets) http://t.co/Mt0l830qLO	7/23/13 12:50
CleverlyMolli	At #yallconnect with @deeannstamps to learn more about social media.	7/23/13 12:50
WillieshaMorris	Early bird gets the warm muffin...and @mackcollier's book. Tweeting live from the first ever @YallConnect. http://t.co/LICHO3V5T	7/23/13 12:50
MackCollier	@WillieshaMorris @YallConnect Awesome start to #yallconnect, if I do say so myself! ;)	7/23/13 12:54

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Screen Name	Text	Time (UTC)
YallConnect	Use the hashtag #yallconnect on Twitter, Facebook, Google+ and Instagram today.	7/23/13 12:56
WillieshaMorris	Cool to be a part of the first conference. (at @YallConnect for Y'all Connect 2013 w/ 5 others) http://t.co/zgqDvnhrCS	7/23/13 12:56
JennWarren85	I'm at @YallConnect for Y'all Connect 2013 w/ @wadeontweets http://t.co/PwkQLQs1JI	7/23/13 12:57
RebeccaAmyTodd	@MackCollier Have a great day at Y'all Connect! Kick some ass!	7/23/13 12:58
IAmMelodyRose	@YallConnect traffic from Atlanta is horrendous but we are committed. See you soon. #yallconnect	7/23/13 12:58
WillieshaMorris	@MackCollier @YallConnect Indeed! It'll be nice to finally meet you in person. #yallconnect	7/23/13 12:59
farahfergie	Early morning @yallconnect ... I'm not doing 'social' part of #socialmedia until after my 2nd cup of joe. #yallconnect #NotAMorningPerson	7/23/13 13:00
RedSageAL	Amanda & Heather are in B'ham at @YallConnect today, excited about seeing @MackCollier, @RedheadWriting and more! Look for them and say hi!	7/23/13 13:01
seejanewritebhm	Just arrived at the BJCC for @YallConnect! So excited!	7/23/13 13:04
zacksyl	Should be a fun day! #yallconnect (at @YallConnect w/ @wadeontweets) [pic]: http://t.co/Li8WoiFatT	7/23/13 13:10
K_Olivia_Ann	Conference time. At #YallConnect in #Birmingham. #RTR! http://t.co/BH05YvtIgQ	7/23/13 13:10
DonnaGilliland	Ready for @YallConnect - a digital conference for corporate storytelling.	7/23/13 13:10
brownstonems	Ready for #yallconnect to start. Big day!	7/23/13 13:12
JessCarlton	.@YallConnect: Excited to listen to some great social marketing speakers at #yallconnect today!	7/23/13 13:12
MackCollier	What a pretty sight to see at #yallconnect! http://t.co/hZATUZIhA	7/23/13 13:13
WhatsupMimi	@RedheadWriting Wish I was at #Yallconnect to hear you speak. #YaAwesome	7/23/13 13:14
meganburkes	Gearing up for #yallconnect... Coffee, croissants. Go!	7/23/13 13:14
admom1	The rain can't dampen #yallconnect this morning! Lots of Huntsville peeps here in Bham- ready to learn about corporate storytelling.	7/23/13 13:14
RedSageAL	Finishing coffee and tea with @admom1 before the 1st presenter! #yallconnect	7/23/13 13:15
margbish	So glad to be attending @yallconnect today! Looking forward to learning some awesome social media tips & tricks! #professionaldevelopment	7/23/13 13:16
KaraKennedy	Check out Y'all Connect (Box 13945, Birmingham) on @foursquare: http://t.co/iz9sXXvgtd @yallconnect	7/23/13 13:16
KaraKennedy	@yall connect social media conference. #socialmedia (@ Birmingham-Jefferson Convention Complex - @bjcc_news) http://t.co/ObjQuOLCJX	7/23/13 13:18
IAmMelodyRose	@YallConnect 1 1/2 hour drive now at 3 hours. Still coming. Prolly arrive late. :(#yallconnect	7/23/13 13:20
DonnaGilliland	Can't attend #yallconnect today? Use HootSuite? Create a keyword column for the event hashtag so you can catch all the knowledge tips.	7/23/13 13:22

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LoriMillerWHNT	Getting settled, getting caffienated, ret at go! #yallconnect	7/23/13 13:22
WillieshaMorris	I think I spy @RedheadWriting's Erika! My heart is a-flutter. #YallConnect	7/23/13 13:24
wbreaux	So sad to be missing @YallConnect today! Sending good vibes from Indy. Hope to see y'all next year. #YallConnect	7/23/13 13:25
MackCollier	@RedSageAL @YallConnect @RedheadWriting see you soon! #yallconnect	7/23/13 13:25
RebeccaMJoynr	Hope I bump into @spann at #yallconnect today so I can ask if it will EVER stop raining. Ever?	7/23/13 13:26
RedSageAL	Let's get this party started! #yallconnect http://t.co/05yc60JMTC	7/23/13 13:27
debkrier	Looking forward to a terrific day of speakers at #yallconnect!	7/23/13 13:28
mhollowell	.@IkePigott + @Nichole_Kelly + @studionashvegas...stellar lineup! Big day for #YallConnect and #Birmingham.	7/23/13 13:29
cloudspark	perfect spot with @redheadwriting and @staceyhood to heckle/support @ikepigott at #yallconnect	7/23/13 13:29
HobbsJewelersAL	We're excited to be a part of the #yallconnect conference!	7/23/13 13:30
tsylvan	Ready to soak in the greatness! (at @YallConnect w/ @zacksyl) http://t.co/SIZnlUKUIE	7/23/13 13:31
ANormalFlame	Blogging and social media conference (at @YallConnect for Y'all Connect 2013 w/ 9 others) http://t.co/z3qPRLKve	7/23/13 13:31
deeanstamps	Me and cleverlymolli at #yallconnect social media conference! http://t.co/pMgASuP2MV	7/23/13 13:32
cloudspark	thanks @alabamapower for helping make #yallconnect happening c: @ikepigott @jsandford	7/23/13 13:33
LauriRottmayer	. @yallconnect begins. :-) http://t.co/ZyvqOvxiwE	7/23/13 13:33
RedheadWriting	@willieshamorris I'm hard to miss ;) #yallconnect	7/23/13 13:34
StaceyHood	@YallConnect kicking off! Sitting between two of my favorite redheads @RedheadWriting & @cloudspark	7/23/13 13:34
MackCollier	I'm at @YallConnect for Y'all Connect 2013 (Birmingham, AL) w/ 12 others http://t.co/XYOLmP9H2a	7/23/13 13:34
Colliers_AL	Today, @cmlaruss, a member of the Colliers Alabama team, will be sending live updates from the @YallConnect Conference! #yallconnect	7/23/13 13:34
LauriRottmayer	Hey, y'all! :-) (at @YallConnect for Y'all Connect 2013 w/ 13 others) http://t.co/udsCGAu1Ce	7/23/13 13:34
SouthernChicMis	Lets do this! First up, my buddy Ike! #yallconnect	7/23/13 13:34
meganburkes	Thanks y'all #alabamapower #yallconnect	7/23/13 13:34
rebeccaminder	at the BJCC with #yallconnect taking names and killing it!	7/23/13 13:35
admom1	You go, girl! ;) RT @cloudspark: perfect spot with @redheadwriting and @staceyhood to heckle/support @ikepigott at #yallconnect	7/23/13 13:35

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cloudspark	smart - @WadeKwon will be taping all presentations at #yallconnect to be available after the conference.	7/23/13 13:35
cunninghamadv	Good morning, y'all! Hillary here, reporting from the #yallconnect conference in Birmingham! Excited about all the talks today!	7/23/13 13:35
farahfergie	Hey shout out to @alabamapower! Thanks for sponsoring @yallconnect. #yallconnect	7/23/13 13:35
JamiesRabbits	At #yallconnect where there's coffee. There's also @zacksyl @tlysylvan and writeousbabe. And coffee. http://t.co/Mb1H7w4IGn	7/23/13 13:36
Nick_Baggett	Here we go! #YallConnect (at @YallConnect for Y'all Connect 2013 w/ 16 others) [pic]: http://t.co/LDWqtscodf	7/23/13 13:36
cloudspark	@admom1 so thankful #yallconnect is giving us the chance to meet ir	7/23/13 13:36
2BSolutions	Barkley and Glenn are attending #YallConnect today. Hope to get some great social media ideas.	7/23/13 13:37
rebeccaminder	#yallconnect lke pigott ... from TV to fabulousness http://t.co/HzgAxSbBVx	7/23/13 13:37
tlysylvan	Sorry in advance for blowing up your feeds with #yallconnect tweets all day.	7/23/13 13:37
phyllisneill	Got to meet @JamiesRabbits this morning! She is my favorite tweeter #yallconnect	7/23/13 13:37
cloudspark	thankful @ikepigott didn't die in the newsroom. lucky for us. #yallconnect	7/23/13 13:38
apcocu	At the #yallconnect conference! Thanks to @alabamapower for sponsoring the conference, and supporting Birmingham!	7/23/13 13:38
jhatchett	So excited to attend #yallconnect this morning!	7/23/13 13:38
Leslie_Wiggins	Checked in for @YallConnect / found the coffee and my friend @BethBryan // gonna be a good day!	7/23/13 13:38
K_Olivia_Ann	Opening keynote at #YallConnect in #Birmingham - lke Pigott http://t.co/8RxFbNYYw7	7/23/13 13:38
David_Sher	@David_Sher #yallconnect attending @WadeOnTweets Y'all Connect Conference	7/23/13 13:38
JennWarren85	.@ikepigott is doing a great job keeping people awake on this rainy morning #yallconnect	7/23/13 13:38
HeartAlabama	Y'all Connect is underway! Love learning about everything social media. #yallconnect #instagrambham http://t.co/D5gNFUYFIh	7/23/13 13:38
cloudspark	dear twitter friends: i'm at #yallconnect and sharing the good stuff. feel free to read along or to mute me today.	7/23/13 13:39
gkinstler	I'm at @YallConnect for Y'all Connect 2013 (Birmingham, AL) w/ 20 others http://t.co/YkwcD6oxo3	7/23/13 13:39
UABNews	@YallConnect Getting the goods on digital storytelling.	7/23/13 13:39
YallConnect	And so we begin: RT @k_olivia_ann: Opening keynote at #YallConnect in #Birmingham - lke Pigott http://t.co/N2eW0EsDg1	7/23/13 13:40
MackCollier	@LauriRottmayer now where are youuuuu? ;) #yallconnect	7/23/13 13:40
BethBryan	@ikepigott opening the #yallconnect conference. Fun table w/ @ObjectivityRach @JamiesRabbits & @Leslie_Wiggins http://t.co/2tAbt8a78C	7/23/13 13:41

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cloudspark	@ikepigott sharing how frustrations during a crisis lead to a shift in how he communicates - shift to online. #yallconnect	7/23/13 13:41
HeartAlabama	@wadeontweets has opened up @yallconnect, and we're underway! Looking forward to getting cutting edge social media advice!	7/23/13 13:42
YallConnect	Morning keynote: @ikepigott launches with story about Hurricane Katrina and how social media became the tool to assist. #YallConnect	7/23/13 13:42
meganburkes	@ikepigott keynote #realstories #yallconnect (fellow @RedCross APATER)	7/23/13 13:43
ObjectivityRach	At #yallconnect today - I will be tweeting social media wisdom nuggets from my @AlabamaBloggers account. Follow me if you want to join us!	7/23/13 13:44
cloudspark	@ikepigott shows how parenting challenges show the opps on twitter to use time effectively. #yallconnect	7/23/13 13:44
RealSheree	I used Twitter to build connections in the Birmingham when I moved here in 2009. Like @StaceyHood @ikepigott @WadeOnTweets #yallconnect	7/23/13 13:45
CBStrick	@YallConnect great turnout so far! #yallconnect #Birmingham http://t.co/j7k8VgWoWc	7/23/13 13:45
RedSageAL	"I kick open this old blackberry browser - which was AWESOME at the time." - @ikepigott #yallconnect	7/23/13 13:45
JamiesRabbits	Social media conferences are so dreamy because of the not looking up. #YallConnect	7/23/13 13:46
noscriptomylife	To my followers, I'll be tweeting about #YallConnect today. #headsip	7/23/13 13:46
YallConnect	In spite of heavy rains, big a.m. crowd: RT @cbstrick: @YallConnect great turnout so far! #yallconnect #Birmingham http://t.co/wjPpeylgB	7/23/13 13:46
HeartAlabama	Ike Pigott is explaining how social media ties us all together and forms relationships. #yallconnect @... http://t.co/P26TCX8DNp	7/23/13 13:46
Mitzi_Eaker	Excited about this! RT @YallConnect: RT @cloudspark: ... #yallconnect today w @MackCollier @petershankman ... http://t.co/5aT6yzCyw6	7/23/13 13:47
jeffreysmoore	Y'all Connect Conference - Birmingham https://t.co/o0hjZazHnt	7/23/13 13:48
cloudspark	wow @ikepigott sharing how social has created *real* connections. good story ike. #yallconnect	7/23/13 13:48
WadeOnTweets	Just kicked off my first conference and introduced @ikepigott. NBD. :) #yallconnect http://t.co/opz4ecbzjb	7/23/13 13:48
tlsylvan	A conference all day where the attendees are just as social media geeky as I am. #yallconnect	7/23/13 13:48
AlabamaBloggers	Alabama became a hub very early on for social media ~ @ikepigott #yallconnect	7/23/13 13:49
mattplanet	Go get 'em Wade RT @WadeOnTweets: Just kicked off my first conference and introduced @ikepigott. NBD. :) #yallconnect http://t.co/m6VLwYsvpE	7/23/13 13:49
JennWarren85	.@WadeOnTweets getting the inaugural @YallConnect started! http://t.co/j7Y3WQIOZE	7/23/13 13:49
IAmMelodyRose	@YallConnect we made it. Woohoo!! Glad we didn't miss @ikepigott #yallconnect	7/23/13 13:49
Mitzi_Eaker	;) RT @tlsylvan: A conference all day where the attendees are just as social media geeky as I am. #yallconnect	7/23/13 13:49
KaryD	@cloudspark @ikepigott REAL connections? From social media? Gasp! #yallconnect	7/23/13 13:50

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
debkrier	Me too! @tlsylvan: A conference all day where the attendees are just as social media geeky as I am. #yallconnect	7/23/13 13:50
farahfergie	@WadeOnTweets: Just kicked off my first conference and introduced @ikepigott. NBD. :) #yallconnect http://t.co/q134mghVSc Great job!	7/23/13 13:51
tlsylvan	Man @ikepigott, I just started to sweat profusely thinking about losing my version of the green notebook. #yallconnect	7/23/13 13:51
StaceyHood	@ikepigott is using big words in his keynote #yallconnect	7/23/13 13:51
noscriptomylife	Opening Keynote at #yallconnect. http://t.co/c3hg5mfZ0z	7/23/13 13:52
David_Sher	@ikepigott explains how he was brow beaten into joining Twitter early & the connections he 's made #yallconnect	7/23/13 13:52
mattplanet	Also, LOUD NOISES. RT @StaceyHood: @ikepigott is using big words in his keynote #yallconnect	7/23/13 13:52
IAmMelodyRose	@ikepigott glad to see you speak at #yallconnect love storying around.	7/23/13 13:52
K_Olivia_Ann	Corporate storytelling is leveraging the power of story to create a better understanding. - Ike Pigott #YallConnect #keynote	7/23/13 13:53
cloudspark	story trumps fact. @ikepigott #yallconnect	7/23/13 13:53
sidniemiller	"What made it all work was he was leveraging the power of story." -Ike Pigott #thepowerofstory #corporatestorytelling #yallconnect	7/23/13 13:53
LauriRottmayer	Story trumps fact. Ike Piggott #yallconnect	7/23/13 13:53
K_Olivia_Ann	We have more fact than we can handle. Story provides context. - Ike Pigott #Yallconnect #keynote	7/23/13 13:53
JessCarlton	Sometimes it's not just about data, but leveraging the power of storytelling.@ikepigott @YallConnect #yallconnect	7/23/13 13:53
admom1	Story provides context. @ikepigott #yallconnect	7/23/13 13:54
carolmarksblog	Corporate storytelling is just like creative nonfiction #yallconnect #writing	7/23/13 13:54
jhatchett	Story trumps fact. Indeed! @ikepigott #yallconnect	7/23/13 13:54
K_Olivia_Ann	Some stories are so powerful, they trump the one you've internalized. - Ike Pigott #YallConnect #keynote	7/23/13 13:54
debkrier	"Stories are not lies...They are truth made tangible and digestible" - @ikepigott #yallconnect	7/23/13 13:54
RealSheree	Stories make facts come alive, explains @ikepigott. #YallConnect #CorporateStorytelling	7/23/13 13:54
zacksyl	Stories provide context, They are truth made tangible and digestible. - @ikepigott #yallconnect	7/23/13 13:54
meganburkes	"Story trumps fact" ... They are the truth made tangible and digestible" @ikepigott #yallconnect	7/23/13 13:54
WillieshaMorris	#Story trumps fact. Stories are not lies. - @ikepigott #YallConnect	7/23/13 13:55
JessCarlton	Story= a truth made tangible. Story= the way to change minds.@ikepigott #yallconnect	7/23/13 13:55

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
WildDixieRoze	@CNN The media is very susceptible to "RainMan Syndrome".They get a piece of info and repeat it over n over n over n over n... #yallconnect	7/23/13 13:55
noscriptomylife	Story provides context. They are made to be tangible and digestible. #YallConnect	7/23/13 13:55
K_Olivia_Ann	@debkrier Thanks for the follow :) Very excited to be here for #YallConnect!	7/23/13 13:55
apcocu	Story trumps Fact - we have more fact than we can handle. Story provides context -@ikepigott #YallConnect	7/23/13 13:55
tlsylvan	.@debkrier Heads down, fingers flying! #yallconnect	7/23/13 13:55
farahfergie	"Stories are...truth made tangible and digestible."- @ikepigott #yallconnect @bplrlcc @YallConnect	7/23/13 13:56
ChelseaRoadman	@ikepigott is rocking the keynote here at #YallConnect in Birmingham, Ala.! Thrilled to be here representing my AU Tigers! War Eagle!	7/23/13 13:56
RPCGB	RPCGB is representing at the Ya'll Connect Conference in Birmingham today! They have some great speakers and... http://t.co/AlxrlwceJ	7/23/13 13:56
admom1	True. "We have more fact than we can handle." @ikepigott #yallconnect #StoryTrumpsFact	7/23/13 13:56
MelCampbell8	Listening to Ike piggot at y'all connect.	7/23/13 13:57
debkrier	Ditto! "@K_Olivia_Ann: @debkrier Thanks for the follow :) Very excited to be here for #YallConnect!"	7/23/13 13:57
JennWarren85	.@ikepigott: Story trumps fact - we have more facts than we can handle, story provides context. #yallconnect	7/23/13 13:57
tlsylvan	Stories aren't lies. They make the truth more tangible and digestible. #yallconnect	7/23/13 13:57
farahfergie	"Some stories are so powerful, they trump the one you've internalized."- @ikepigott #yallconnect	7/23/13 13:58
debkrier	.@tlsylvan I'll definitely have to get the videos of #yallconnect to see what I missed while typing!	7/23/13 13:58
K_Olivia_Ann	It's about what these (social media) tools are enabling us to do. - Ike Pigott #yallconnect	7/23/13 13:58
LoriMillerWHNT	At times of high emotional need, storytelling makes connections #yallconnect	7/23/13 13:58
apcocu	Corporate Storytelling : "Some stories are so powerful, they trump the one you've internalized." - @ikepigott #YallConnect #makestoriescount	7/23/13 13:58
tlsylvan	Corporate storytelling is about listening, realizing what role you play in other people's stories. #yallconnect	7/23/13 13:58
cloudspark	meet people at an emotional level and be a (influential) part of their story. @ikepigott #yallconnect	7/23/13 13:59
ChelseaRoadman	"Corporate storytelling is about listening and understanding."-@ikepigott #YallConnect #keynote	7/23/13 13:59
Mitzi_Eaker	At times of high emotional needs, we need to make sure we are part of their story. (not our story/needs) via @ikepigotts #yallconnect	7/23/13 14:00
noscriptomylife	Corporate storytelling is not about me, me, me, but about listening to other people. #YallConnect	7/23/13 14:00
ChildrensAidOrg	We're attending #yallconnect today to learn more about sharing our CAS story! @ Y'all Connect http://t.co/FxeeHozEQ5	7/23/13 14:01

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
LauriRottmayer	@goodwyne @YallConnect Conference in Birmingham. :-)	7/23/13 14:01
yougotrossed	Ditto. RT @cloudspark: dear twitter friends: i'm at #yallconnect and sharing the good stuff. feel free to read along or to mute me today.	7/23/13 14:01
Mitzi_Eaker	Thankful for @ikepigotts & @wadeontweets social media leadership in Birmingham. #yallconnect	7/23/13 14:01
tlsylvan	It's about what your network finds for you, what you didn't even realize you needed. #yallconnect @ikepigott	7/23/13 14:01
amyminchin	Made it to Birmingham for #yallconnect I'll be live tweeting today. Currently listening to @ikepigott keynote.	7/23/13 14:02
JessCarlton	Great advice from @ikepigott: it's not what you know, but what you can find, what your network can find for you. #yallconnect	7/23/13 14:02
AlabamaBloggers	The dynamic for success is moving toward what your network finds for you that you didn't even know to look for. ~ @ikepigott #yallconnect	7/23/13 14:02
KaraKennedy	It's what your network finds for you. @YallConnect @ikepigott #sm	7/23/13 14:02
MarissaMtchll	@YallConnect @cbstrick OK! Good to know. @abc3340 @spann is a part of the event.	7/23/13 14:02
yougotrossed	Excited to be helping out @YallConnect today! Come say Hi! #YallConnect	7/23/13 14:03
JennWarren85	.@ikepigott knows how to keep the crowd awake #yallconnect http://t.co/tEX52Co3KT	7/23/13 14:03
JennWarren85	@yougotrossed @YallConnect HI!!!!	7/23/13 14:03
KristK	Today's hashtag to follow: #yallconnect -- conference with top speakers being held in Birmingham AL.	7/23/13 14:03
IAmMelodyRose	@ikepigott "what does your network find for you?" #yallconnect	7/23/13 14:03
TheHillHangout	@seejanewritebhm @YallConnect It's killing me that I didn't plan better so that I could be there. All my blogging friends in one place!	7/23/13 14:04
cloudspark	it's not just what you can find, it's what your network can find and push to you - quickly. @ikepigott #yallconnect	7/23/13 14:04
Walls_Media	"It's not what you know and not what you find, but what your network finds." -Ike Pigott, Y'all Connect Conference	7/23/13 14:04
debkrier	Having a great time listening to @ikepigott and also connecting with everyone Tweeting about it! #yallconnect	7/23/13 14:05
noscriptomylife	Social Media has become our newspaper. #YallConnect	7/23/13 14:05
KaraKennedy	Our smartphones have become our newspapers. @ikepigott @YallConnect	7/23/13 14:06
tlsylvan	.@ikepigott just told a powerful story about a family that was buried under their house in tornado & got rescued bc of a tweet. #yallconnect	7/23/13 14:06
AlabamaBloggers	Our social media networks will bring us more relevant and important news than any newspaper headline. #yallconnect	7/23/13 14:06
K_Olivia_Ann	You already know more than you think you know about storytelling. - Ike Pigott #yallconnect	7/23/13 14:06
IAmMelodyRose	@ikepigott "Our smart phones have become our new newspapers." #yallconnect	7/23/13 14:06

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
StaceyHood	@ikepigott has a @webby2001 moment and saves the preso by improv #yallconnect	7/23/13 14:08
RealSheree	Today, our social networks provide the news and information that's most relevant to our lives, says @ikepigott #YallConnect	7/23/13 14:08
cloudspark	characters of the story: hero, herald, mentor, threshold guardians, trickster, shape-shifter, shadow. @ikepigott #yallconnect	7/23/13 14:09
admom1	That @ikepigott is quick on his feet. ;) #yallconnect	7/23/13 14:09
YallConnect	And our social networks deliver our news: RT @karakennedy: Our smartphones have become our newspapers. @ikepigott @YallConnect	7/23/13 14:09
IAmMelodyRose	From @ikepigott's keynote at #yallconnect in Birmingham. http://t.co/JN9rfoCR4q	7/23/13 14:10
tlsylvan	You know what's cool? Social media conference, yet so many notebooks and moleskines on the tables. #yallconnect	7/23/13 14:10
K_Olivia_Ann	We know instinctively what makes a good story. - Ike Pigott #yallconnect #keynote	7/23/13 14:11
cloudspark	did @ikepigott just reference the irs code? #yallconnect	7/23/13 14:11
Iloveyownhair	Listening to @ikepigott @ #yallconnect !!!	7/23/13 14:11
phylisneill	Having fun following everyone who tweets with #yallconnect	7/23/13 14:12
meganburkes	Taking notes! #yallconnect #storytelling http://t.co/h197I09m01	7/23/13 14:12
LauriRottmayer	Everybody has a story. Ike Piggott #yallconnect	7/23/13 14:12
LauriRottmayer	In love magic. :) #yallconnect	7/23/13 14:13
StaceyHood	@cloudspark has the giggles #yallconnect	7/23/13 14:14
brownstonems	Many have forgotten to tell the story. Ike Pigot at #yallconnect	7/23/13 14:15
CBStrick	@MarissaMthll: @YallConnect @cbstrick OK! Good to know. @abc3340 @spann is a part of the event. Lots of other great speakers too!	7/23/13 14:15
cloudspark	you don't need an individual's name to tell a (corporate) story. @ikepigott #yallconnect	7/23/13 14:15
RedSageAL	"We have the tools to tell stories." - @ikepigott #yallconnect	7/23/13 14:17
KDHungerford	@MackCollier That's sweet! Wish I could be at #yallconnect. Enjoy Mack and @LauriRottmayer!	7/23/13 14:17
alabamapower	@apcocu Thanks! We are glad to be a part of #yallconnect!	7/23/13 14:17
K_Olivia_Ann	Newspaper newsrooms are 30% lower nationwide than they were 10 years ago. - Ike Pigott #yallconnect	7/23/13 14:18
debkrier	"Remember your place in other people's stories" @ikepigott #yallconnect	7/23/13 14:18
sidniemiller	"Remember your place in other people's story." -@ikepigott #yallconnect	7/23/13 14:19

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
K_Olivia_Ann	You have to remember your place in other people's stories. - Ike Pigott #yallconnect	7/23/13 14:19
tlsylvan	As a company, you need to remember your place in other people's stories. #yallconnect @ikepigott	7/23/13 14:19
AlabamaBloggers	As the traditional news industry implodes, corporations must start telling their own stories. ~ @ikepigott #yallconnect	7/23/13 14:19
farahfergie	.@alabamapower Yes! Getting "aha" moments from @ikepigott #yallconnect	7/23/13 14:19
WonderLaura	I'm at the keynote at a social media conference in #Birmingham called #yallconnect	7/23/13 14:20
JamiesRabbits	Grateful @alabamapower is the presenting sponsor of #YallConnect. Most grateful they make my hair dryer work.	7/23/13 14:20
K_Olivia_Ann	You have to be nimble enough to answer the customer in their own vernacular. - Ike Pigott #yallconnect #keynote	7/23/13 14:20
RedSageAL	"You've got to remember your role in other people's stories." -@ikepigott #yallconnect	7/23/13 14:20
zacksyl	Brands need to be nimble enough to answer customers in their own vernacular. - @ikepigott #yallconnect	7/23/13 14:20
farahfergie	Remember your place in other people's stories. - @ikepigott #yallconnect @bpl @bplrlcc	7/23/13 14:20
charitys	"You have to remember your place in other people's stories" via @ikepigott #yallconnect	7/23/13 14:21
AlabamaBloggers	Be nimble enough to reply to the customer in their own vernacular if you want to change their hearts and minds. @ikepigott #yallconnect	7/23/13 14:21
K_Olivia_Ann	We're surrounded by stories all the time. How will you tell the stories that deserve to be told? #yallconnect #keynote	7/23/13 14:21
JessCarlton	"You've got to be nimble enough to answer the customer in their own vernacular." -@ikepigott #yallconnect	7/23/13 14:21
ChelseaRoadman	"Never forget YOUR part in another's story." @ikepigott on corporate storytelling #YallConnect	7/23/13 14:21
K_Olivia_Ann	Figure out what your place is in their story. - Ike Pigott #yallconnect #keynote	7/23/13 14:22
JennWarren85	.@ikepigott just threw in a #firefly reference. #swoon #yallconnect @Jayne_Statue	7/23/13 14:22
2BSolutions	Great, great job by @ikepigott at this morning's keynote at #yallconnect. Great examples, and lots to think about.	7/23/13 14:22
zacksyl	Figure out where your place is in your customer's story. - @ikepigott #yallconnect	7/23/13 14:22
KaraKennedy	Figure out what your place in their story is. Nobody is a villain in their own mind. #sm @ikepigott @YallConnect	7/23/13 14:22
JoeBirdwell	After an airport goodbye to @Scorpio_Kitty we are closing in on the bjcc & #yallconnect	7/23/13 14:22
MackCollier	@KDHungerford @LauriRottmayer thank you Kelly! #yallconnect	7/23/13 14:23
ChelseaRoadman	"Nobody is a villain in their own mind." -@ikepigott on Internet civility #YallConnect	7/23/13 14:23
meganburkes	@K_Olivia_Ann: We're surrounded by stories all the time. How will you tell the stories that deserve to be told? #yallconnect #keynote	7/23/13 14:23

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
farahfergie	I'm getting a high from this geek "lovefest" at #yallconnect. #Firefly #JusticeLeague #BitTorrents	7/23/13 14:23
admom1	@ikepigott does a mean Scooby Doo - great illustration of being a part of your customers's story. Figure out your place. #yallconnect	7/23/13 14:23
brownstonems	Figure out what your place in their story is. @ikepigot #yallconnect	7/23/13 14:23
tlsylvan	There are very few true villains anymore, because they're heroes in their own stories. #yallconnect	7/23/13 14:23
K_Olivia_Ann	Everyone has a story. Everyone has a hero. Everyone has a role. - @ikepigott #yallconnect	7/23/13 14:24
tlsylvan	Crap, about to head to @RedheadWriting 's session. Do I tweet, take notes, or sit back and enjoy the ride? #yallconnect	7/23/13 14:25
JennWarren85	I swear by my pretty floral bonnet that @ikepigott kicked off #yallconnect with a bang! #firefly @YallConnect	7/23/13 14:25
cloudspark	next up is @spann @RedheadWriting and @aweckerle #yallconnect	7/23/13 14:25
SouthernChicMis	Nice work @ikepigott! And who knew you were a fellow Browncoat! #yallconnect	7/23/13 14:25
K_Olivia_Ann	If you have something in common with the customer, figure out ways to leverage that. - @ikepigott #yallconnect	7/23/13 14:26
RedheadWriting	@tlsylvan Fuck notes. If you don't remember, I didn't do my job. #yallconnect	7/23/13 14:26
RealSheree	If you need help or have a question, please see a #yallconnect volunteer. They will be happy to help.	7/23/13 14:33
YallConnect	If you need help or have a question, please see a #yallconnect volunteer. They will be happy to help.	7/23/13 14:33
lisacrymes	Good to see such a nice crowd in #bham for #yallconnect http://t.co/CkoB7p9tGS #sm #prodmgmt #prodmktg	7/23/13 14:33
tlsylvan	Just spotted @spann for the first time IRL. So happy he has his suspenders :) #yallconnect	7/23/13 14:33
KristK	@KellyeCrane Me too. Schedule just wouldn't work. #yallconnect	7/23/13 14:33
studionashvegas	Hey y'all #yallconnect (at @YallConnect for Y'all Connect 2013 w/ 21 others) http://t.co/4dji0IEUBB	7/23/13 14:35
lisacrymes	Awesome idea - "no bitching disclaimer" prior to presentation. You go @RedheadWriting - no complaints here. #yallconnect	7/23/13 14:37
WillieshaMorris	@RedheadWriting's presentation includes a free hedgehog! #YallConnect	7/23/13 14:38
IntermarkGroup	"The dynamic for success is now what your network finds for you." @ikepigott #yallconnect	7/23/13 14:38
noscriptomylife	That's me! RT @YallConnect: If you need help or have a question, please see a #yallconnect volunteer. They will be happy to help.	7/23/13 14:38
awesomecilla	Hey @charitys , are you seriously attending something called Y'all Connect?	7/23/13 14:39
carolmarksblog	A disclaimer right off the bat for the first speaker. #yallconnect	7/23/13 14:39
IAmMelodyRose	@RedheadWriting looking forward to your talk on storytelling at #yallconnect	7/23/13 14:41

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
KDPearls	@ikepigott Fantastic keynote opening @YallConnect	7/23/13 14:42
hoopermatt	@spann is about to share his social media secrets with the @YallConnect crowd. #spannimal #polygon	7/23/13 14:42
HeartAlabama	@spann is about to share his social media secrets with the @YallConnect crowd. #spannimal #polygon	7/23/13 14:42
cloudspark	@RedheadWriting using the phrase "delicate sensibilities" #richirony #yallconnect	7/23/13 14:43
tlsylvan	Love that @RedheadWriting has a disclaimer for her session. #yallconnect http://t.co/3prJo1cZnP	7/23/13 14:43
admom1	@RedheadWriting starting....sounds like we need seatbelts for this one! Yay! :) #yallconnect	7/23/13 14:43
DonnaGilliland	Next up is @spann (James Spann of ABC/3340) #YallConnect (he is does an amazing job)	7/23/13 14:43
YallConnect	Session 1 about to get started with @spann, @aweckerle and @RedheadWriting giving talks: http://t.co/eMjiUmAbG0 #yallconnect	7/23/13 14:44
debkrier	Me, too! @noscriptomylife: That's me! If you need help or have a question, please see a #yallconnect volunteer. They will be happy to help.	7/23/13 14:44
lisacrymes	The Power of Storytelling with @RedheadWriting at#yallconnect #prodmgmt #prodmktg #sm	7/23/13 14:46
margbish	I'm at @YallConnect for Y'all Connect 2013 (Birmingham, AL) w/ 22 others http://t.co/8NwyShLZ0s	7/23/13 14:46
afisherjones	I'm in a #yallconnect session that starts with a disclaimer. I think I'll like this speaker.	7/23/13 14:46
JWatson_Wx	Excited to hear @spann speak at @yallconnect in Birmingham! #yallconnect	7/23/13 14:46
bp1rlcc	No bitching disclaimer at @RedheadWriting seminar. LOVE her already. #yallconnect http://t.co/k2nCsTpgwd	7/23/13 14:47
tlsylvan	.@RedheadWriting lives in Boulder, likes hedgehogs, curses, and mentioned @Bourdain. Kind of crushing. #yallconnect	7/23/13 14:47
itsalleternal	@JWatson_Wx @spann @YallConnect Does it stream online?	7/23/13 14:47
admom1	Agree. :)RT @afisherjones: I'm in a #yallconnect session that starts with a disclaimer. I think I'll like this speaker.	7/23/13 14:47
RebeccaMJoyner	Drive from Montgomery was worth it just to hear @RedheadWriting speak to an Alabama audience. She has a disclaimer. Awesome. #yallconnect	7/23/13 14:47
WonderLaura	Really looking forward to this! I'm in @redheadwriting session "The power of storytelling: bold results through brutal honesty" #yallconnect	7/23/13 14:47
debkrier	Ditto! - @JWatson_Wx: Excited to hear @spann speak at @yallconnect in Birmingham! #yallconnect	7/23/13 14:47
RealSheree	Can't wait for this: MT @lisacrymes: The Power of Storytelling with @RedheadWriting at #yallconnect #sm	7/23/13 14:47
RedSageAL	Yep! "@admom1: Agree. :)RT @afisherjones: I'm in a #yallconnect session that starts with a disclaimer. I think I'll like this speaker."	7/23/13 14:48
sidniemiller	Y'all. Getting ready to listen to @Spann at #yallconnect, sitting with @ObjectivityRach! The last time I heard him speak I was in 3rd grade!	7/23/13 14:48
amyminchin	@RedheadWriting is an Alabama native. I like her already. #yallconnect	7/23/13 14:48

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
Walls_Media	@spann "You have to be aware of what's happening and you have to be prepared." #yallconnect	7/23/13 14:48
JamiesRabbits	I'm the Forrest Gump of the new millennium." @spann #YallConnect	7/23/13 14:48
AlabamaBloggers	'I'm the Forrest Gump of meteorology "- @spann #yallconnect	7/23/13 14:49
studiohshvegas	@mhollowell Thanks man! I'm putting the last polishes on my slides now... gotta dot my T's and cross my I's, yes? ...wait. #yallconnect	7/23/13 14:49
amandacdykes	Why you need a PLN #edchat RT @KaryD: Fabulous advice. RT @MackCollier: Cultivate the network that makes you smarter @ikepigott #yallconnect	7/23/13 14:49
DonnaGilliland	The way people are consuming information is changing via @spann #YallConnect	7/23/13 14:49
brookedd	Can't wait to hear @spann at the #yallconnect conference!	7/23/13 14:49
Southern_Slice	The only thing more serious than being Facebook official is being name tag official! #yallconnect http://t.co/QKCbt4GH87	7/23/13 14:49
HeartAlabama	The Spanninal. spann is speaking about social media dominance at #yallconnect. #instagrambham http://t.co/yhGivW4hsb	7/23/13 14:49
MackCollier	@AdeleMcAlear @ikepigott thank you Mrs Canada ;) miss you! #yallconnect	7/23/13 14:49
Colliers_AL	Excited to hear @spann speak at the @YallConnect Conference: Don't be scared, be prepared #yallconference http://t.co/ns23Hc5P2A	7/23/13 14:49
rebeccaminder	James @spann at #yallconnect http://t.co/k40MS4Xx7O	7/23/13 14:49
YallConnect	Thanks to our silver sponsor @BCBSofAlabama! #yallconnect	7/23/13 14:50
Colliers_AL	@Colliers_AL: Excited to hear @spann speak at the @YallConnect Conference: Don't be scared, be prepared #yallconnect http://t.co/ns23Hc5P2A	7/23/13 14:50
KatyWrites	Loving @spann's energy this morning at #yallconnect and his Forrest Gump comparison.	7/23/13 14:50
afisherjones	#yallconnect I don't have it all figured out. I'm glad I'm here.	7/23/13 14:50
JennWarren85	Excited that I'm sitting in a room with @RedheadWriting #yallconnect	7/23/13 14:50
Colliers_AL	Excited to hear @spann speak at the @YallConnect Conference: Don't be scared, be prepared #yallconnect http://t.co/ns23Hc5P2A	7/23/13 14:51
ChildrensAidOrg	My father never told me he loved me & abandoned me. Little boys need to know their dads love them. @spann #YallConnect	7/23/13 14:51
IAMMelodyRose	@RedheadWriting your authenticity is breathtaking. Thank you. #yallconnect	7/23/13 14:51
Colliers_AL	Excited to hear @spann speak at the @YallConnect Conference: Don't be scared, be prepared #yallconnect http://t.co/fNOWgfbVH2	7/23/13 14:51
2BSolutions	Listening now to @spann at #YallConnect. What a great speaker. Inspiring story.	7/23/13 14:52
DonnaGilliland	@spann is an excellent speaker and storyteller. #YallConnect	7/23/13 14:52
BethBryan	5 minutes in and @spann has already made me tear up talking about his childhood. #yallconnect http://t.co/XIb9PyIBBL	7/23/13 14:52

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
margbish	Star struck - hearing from @spann!! #yallconnect #Spannistheman http://t.co/JDDtxK2rho	7/23/13 14:52
LoriMillerWHNT	@JWatson_Wx and I am glad that we ran into each other #yallconnect. We keep running into each other :)	7/23/13 14:52
slykingHot1077	The best in the business!! RT @margbish: Star struck - hearing from @spann!! #yallconnect #Spannistheman http://t.co/sZaBJFkK82	7/23/13 14:53
YourMomBot	@debkrier Your mom's consuming information is changing via @spann #YallConnect	7/23/13 14:53
charitys	So refreshing to hear @redheadwriting give an authentic presentation that includes cuss words! Great start to #yallconnect sessions.	7/23/13 14:54
AlabamaBloggers	Have a passion about what you do or you will never be successful. - @Spann #yallconnect	7/23/13 14:54
K_Olivia_Ann	You better have a passion for you what you do or else you won't be successful. - James Spann #yallconnect @spann	7/23/13 14:54
RealSheree	Agree: RT @iammelodyrose: @RedheadWriting your authenticity is breathtaking. Thank you. #yallconnect	7/23/13 14:54
sidniemiller	It's a free country; why would you work at a job you hate? @spann #yallconnect	7/23/13 14:54
DonnaGilliland	You better have a passion for what you do or you will not be successful. @spann #YallConnect (so true)	7/23/13 14:54
K_Olivia_Ann	@ALStormChaser Thanks for the follow :) Having a great time at @YallConnect !	7/23/13 14:54
JamiesRabbits	"I can quote everything by Brick Tamland." @spann // This is why he's a national treasure. #YallConnect	7/23/13 14:55
YallConnect	@itsalletearnal @JWatson_Wx @spann We'll have videos soon, but no streaming today. --wk	7/23/13 14:55
farahfergie	No bitching disclaimer at @RedheadWriting seminar. Love her already. #yallconnect http://t.co/UMaipQEyWY	7/23/13 14:55
cloudspark	when a conf has multiple great speakers at the same time, for this i'm thankful for tweets #yallconnect	7/23/13 14:55
KatyWrites	Excited for #yallconnect!! (@ Birmingham-Jefferson Convention Complex - @bjcc_news w/ 4 others) http://t.co/w9Ot6nUGZz	7/23/13 14:55
YallConnect	Passion for your purpose is key RT @alabamabloggers: Have a passion about what you do or you will never be successful. - @spann #yallconnect	7/23/13 14:55
tlsylvan	This. #yallconnect @RedheadWriting http://t.co/uSBUDr00jP	7/23/13 14:55
RedSageAL	I have developed a new appreciation for pie charts. @RedheadWriting #yallconnect	7/23/13 14:55
LauriRottmayer	I think @redheadwriting is fabu but she's making me cry. #yallconnect	7/23/13 14:56
K_Olivia_Ann	@LoriMillerWHNT Thanks for the follow!! Rainy day in Birmingham, but still having a great time @YallConnect !	7/23/13 14:56
YallConnect	Why, indeed? RT @sidniemiller: It's a free country; why would you work at a job you hate? @spann #yallconnect	7/23/13 14:56
MackCollier	@amandacdykes @KaryD @ikepigott hey cowgirl are you at #yallconnect	7/23/13 14:56
lisacrymes	Me too! "@RedSageAL: I have developed a new appreciation for pie charts. @RedheadWriting #yallconnect"	7/23/13 14:56

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
cloudspark	i will probably never get to me everyone in my (social) network, but we are connected. @RedheadWriting #yallconnect	7/23/13 14:57
RedSageAL	"I have a story no one else has." - @RedheadWriting #yallconnect	7/23/13 14:57
tlsylvan	.@RedheadWriting has it all figured out because she's brave enough to tell her story. It's the most powerful asset you have. #yallconnect	7/23/13 14:57
ld_watters	I'm a volunteer today at the #yallconnect conference. Stop by Ballroom O and say "howdy"	7/23/13 14:58
ikepigott	Why not? The NSA was listening anyway. RT @cloudspark: did @ikepigott just reference the irs code? #yallconnect	7/23/13 14:58
lisacrymes	Going balls out - ha! @RedheadWriting you are from the South! #yallconnect	7/23/13 14:58
DonnaGilliland	So glad to hear @spann say that Google+ is NOT to be ignored. (I agree 100%) #YallConnect	7/23/13 14:58
ld_watters	Erika Napoletano is awesome. She is so much cooler in person. I read her newsletter and was too scared to tell her so #yallconnect	7/23/13 14:59
brownstonems	James Spann has better engagement on Google Plus than any other platform. @spann #yallconnect	7/23/13 14:59
RealSheree	You're willingness to go all out and tell your story is key. Give yourself permission. @RedheadWriting at #yallconnect	7/23/13 14:59
K_Olivia_Ann	Meteorologist James Spann - Don't be scared, be prepared. #yallconnect http://t.co/oxHNqMYbiL	7/23/13 14:59
debkrier	TRUE! - @DonnaGilliland: So glad to hear @spann say that Google+ is NOT to be ignored. (I agree 100%) #YallConnect	7/23/13 15:00
ObjectivityRach	Taking a picture of @spann is more challenging than taking a picture for @spann. #yallconnect http://t.co/5KUu2x7CIO	7/23/13 15:00
tlsylvan	One thing that makes a great story - unpopular viewpoints #yallconnect	7/23/13 15:01
DonnaGilliland	We have to be at the service of those using our products. @spann #YallConnect	7/23/13 15:01
K_Olivia_Ann	We have to be at the service of those who are using our products. - James Spann #yallconnect @spann	7/23/13 15:01
ikepigott	Credit the genius of @AdamBaldwin RT @JennWarren85: .@ikepigott just threw in a #firefly reference. #swoon #yallconnect @Jayne_Statue	7/23/13 15:02
LauriRottmayer	Shoe watch. :-) #wantsome #YallConnect http://t.co/NY56vP6dFm	7/23/13 15:02
tlsylvan	"Meh never gets a callback." @RedheadWriting #yallconnect	7/23/13 15:02
noscriptomylife	#VIP #yallconnect http://t.co/YUvbMky651	7/23/13 15:02
RedSageAL	"meh never gets called back." - @RedheadWriting #yallconnect	7/23/13 15:02
Leslie_Wiggins	"Meh never gets a callback." @RedheadWriting #yallconnect	7/23/13 15:03
KatyWrites	"The only way I've gotten better in my life is by surrounding myself with good people" -@spann Truth! #yallconnect	7/23/13 15:03
thejenwestquest	enjoying the hell out of some @RedheadWriting w @tlsylvan & @writeousbabe #yallconnect	7/23/13 15:03

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
DonnaGilliland	Old media models are dying. @spann #YallConnect Love his point about there is 'no social science training'.	7/23/13 15:03
zacksyl	Use "unpopular" to tell your story as a brand. Unpopular doesn't mean unlikeable. @RedheadWriting #yallconnect	7/23/13 15:04
admom1	"Meh never gets a call back." Can use "unpopular" in your corner. Lovin' @RedheadWriting #yallconnect	7/23/13 15:04
yougotrossed	@JennWarren85 @YallConnect Hi! Am in VIP ATM but will find you soon!!!!	7/23/13 15:04
lisacrymes	Unpopular and unlikeable are not the same thing @RedheadWriting #yallconnect	7/23/13 15:04
ikepigott	Great primer on Online Antagonists by @aweckerle at #yallconnect. Trolls and Sockpuppets and A-holes, oh my!	7/23/13 15:04
IAMMelodyRose	@redheadwriting What makes a great story? (1) Unpopular viewpoint... #yallconnect	7/23/13 15:05
tlsylvan	Unlikeable brands forget about the people that support them. #yallconnect	7/23/13 15:05
ld_watters	Unlikeable brands forgot the reason they get to do what they love are the people. Don't forget the people. #redheadwriting #yallconnect	7/23/13 15:05
ikepigott	Thanks to a wonderful crowd at #yallconnect - I can't possibly answer all of you, but appreciate every word!	7/23/13 15:05
carolmarksblog	Unpopular vs Unlikeable. Interesting and trying to wrap my brain around this one. #yallconnect @RedheadWriting	7/23/13 15:06
YallConnect	@itsalleternal We aren't live-streaming, but video will be available at some point after the conference. Keep in touch for availability.	7/23/13 15:06
admom1	Bold stories attract people who will love us for everything we are and everything we are not. @RedheadWriting #yallconnect	7/23/13 15:06
ld_watters	Get unstuck @RedheadWriting #yallconnect	7/23/13 15:06
AlabamaBloggers	Where does @spann take interns for research? Wal-Mart. I am now checking "intern under @spann" off of my bucket list. #yallconnect	7/23/13 15:07
tlsylvan	Don't ever apologize for being yourself. @RedheadWriting #yallconnect	7/23/13 15:07
K_Olivia_Ann	If you're in corporate communications, your job is to serve the people - not yourself! - James Spann #yallconnect @spann	7/23/13 15:07
yougotrossed	Love the live tweeting @YallConnect since I'm snuggled in the VIP room working the crowd. Heh. Keep em coming! #yallconnect	7/23/13 15:07
DonnaGilliland	The only way to learn what people want is by hanging out with them. Serve people not vice versa. @spann #YallConnect	7/23/13 15:07
YallConnect	"Making money is the benefit of a story well-told." @RedheadWriting #yallconnect	7/23/13 15:07
RedSageAL	Love RT @admom1: Bold stories attract people who will love us for everything we are and everything we are not. @RedheadWriting #yallconnect"	7/23/13 15:07
cloudspark	making money is a result of a story told well. @RedheadWriting #yallconnect	7/23/13 15:07
JessCarlton	"The way to get unstuck in corporate storytelling is to focus on Why, What and Who"- @RedheadWriting #yallconnect	7/23/13 15:07
itsalleternal	@YallConnect Thanks :)	7/23/13 15:08

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
zacksyl	Storytelling should help people become a better version of themselves. - @RedheadWriting #yallconnect	7/23/13 15:08
debkrier	"Hang out with the people you serve!" @spann #yallconnect	7/23/13 15:08
sidniemiller	Understand and respect the people you serve. It's not about us. @spann #yallconnect	7/23/13 15:08
DonnaGilliland	Study the people we serve. @spann #YallConnect	7/23/13 15:08
rebeccaminder	@spann at #yallconnect: your job is to service the people. Do your research at Wal-Mart. Why not hang out w/ the people you serve?	7/23/13 15:08
JennWarren85	@ikepigott I'm curious - how many mentions this morning? #yallconnect	7/23/13 15:08
IAmMelodyRose	@reheadwriting mission: To help others become a better version of themselves. #yallconnect	7/23/13 15:08
K_Olivia_Ann	You must provide #content at the convenience of your audience, not yours. - James Spann #yallconnect @spann	7/23/13 15:09
amyminchin	Making money is the result of a story well told. - Erika Napoletano #yallconnect	7/23/13 15:09
RedSageAL	"Hard truth: what you do isn't special." - @RedheadWriting #yallconnect	7/23/13 15:09
debkrier	"You must provide content at the convenience of your audience, not yours." @spann SO TRUE! #yallconnect	7/23/13 15:09
noscriptomylife	We need to hangout in Walmart to understand people better. @spann #YallConnect	7/23/13 15:09
RealSheree	How does your story help OTHERS make their lives better? That should be the goal of your story. @RedheadWriting #yallconnect	7/23/13 15:09
AlabamaBloggers	To be successful, you must provide content at the convenience of your audience, not yours. ~ @spann #yallconnect	7/23/13 15:10
DonnaGilliland	To be successful... You must provide content at the convenience of your audience, not yours. @spann #YallConnect	7/23/13 15:10
cloudspark	i will probably never get to meet everyone in my (social) network, but we are connected. @RedheadWriting #yallconnect	7/23/13 15:10
mickeygomez	@cloudspark So envious! I hope y'all are having a spectacular time. #yallconnect	7/23/13 15:10
tlsylvan	It's not about what we do that's important, it's about how we feel while doing it. @RedheadWriting #yallconnect	7/23/13 15:10
ChelseaRoadman	@YallConnect The only thing more serious than being Facebook official is being name tag official! #yallconnect http://t.co/VL2iCqmkxd	7/23/13 15:10
KellyeCrane	Love this! RT @KatyWrites: "The only way I've gotten better in my life is by surrounding myself with good people" -@spann #yallconnect	7/23/13 15:10
KatyWrites	"You must provide content at the convenience of your audience, not yours." - @spann Not always easy, but absolutely true! #yallconnect	7/23/13 15:11
cloudspark	@mickeygomez you know @staceyhood is here, so it's off to a really fun start. #yallconnect	7/23/13 15:11
zacksyl	What you do isn't special, how you feel while doing it is what makes your experience unique. - @RedheadWriting #yallconnect	7/23/13 15:11
Colliers_AL	@spann gives advice on how to better serve your audience by working at your audiences convenience not yours! #yallconnect	7/23/13 15:11

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
DonnaGilliland	You must respond timely to questions. Even the stupid ones. @spann #YallConnect	7/23/13 15:11
mickeygomez	@cloudspark Nice. Because I didn't think highly enough of @ikepigott already. #yallconnect	7/23/13 15:11
ld_watters	My first kiss was a caught off guard moment @RedheadWriting #yallconnect	7/23/13 15:11
AlabamaBloggers	To be successful, you must respond timely to questions. Even the stupid ones. Oh yeah-it takes the patience of a saint. @spann #yallconnect	7/23/13 15:11
Colliers_AL	@spann gives advice on how to better serve your audience by working at your audiences' convenience not yours! #yallconnect	7/23/13 15:11
debkrier	"You must respond timely to questions. Even the stupid ones." @spann #yallconnect	7/23/13 15:12
DonnaGilliland	If you do not respond to questions on social, close your account says @spann #YallConnect	7/23/13 15:12
K_Olivia_Ann	Your organization must be on the same page and tell a consistent story. - James Spann #yallconnect @spann	7/23/13 15:13
RealSheree	Word >> RT @debkrier: "You must provide content at the convenience of your audience, not yours." @spann SO TRUE! #yallconnect	7/23/13 15:13
cloudspark	identify your audience before creating/sharing any story @RedheadWriting #yallconnect	7/23/13 15:13
DonnaGilliland	Your organization must be on the same page and tell a consistent story. @spann #YallConnect	7/23/13 15:14
UNITEDWAYAL	We are loving @RedheadWriting presentation on the Power of Storytelling at #yallconnect!	7/23/13 15:14
K_Olivia_Ann	Admit mistakes and learn from them. Learn humility. - James Spann #yallconnect @spann	7/23/13 15:14
DonnaGilliland	Admit mistakes and learn from them. @spann #YallConnect	7/23/13 15:14
noscriptomylife	"If you don't answer questions on social media, get off of it." - @spann #yallconnect	7/23/13 15:15
RedSageAL	"Do not make me go on an Easter egg hunt on your website." - @RedheadWriting #yallconnect	7/23/13 15:15
sidniemiller	Focus on the things that bring us together, not the things that pull us apart. @spann #yallconnect	7/23/13 15:16
DonnaGilliland	Work on the things that bring us together. Stop polarizing things on Facebook. @spann #YallConnect	7/23/13 15:16
tlsylvan	Make the "who" in your story clear. Don't leave people wondering what you do. #yallconnect	7/23/13 15:16
amyminchin	Do not make me go on an Easter Egg Hunt on your website. @RedheadWriting #yallconnect	7/23/13 15:16
afisherjones	Don't forget the WHO on your story. #yallconnect @RedheadWriting	7/23/13 15:16
brownstonems	You must provide content at the convenience of your audience, not yours. @spann #yallconnect	7/23/13 15:16
noscriptomylife	Be humble. Own up to your mistakes. @spann #YallConnect	7/23/13 15:16
lisacrymes	What + who = how #yallconnect #prodmgmt #prodmktg	7/23/13 15:17

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
ld_watters	What + Who = How @RedheadWriting #yallconnect	7/23/13 15:17
zacksyl	Build your story: What + Who = How. - @RedheadWriting #yallconnect	7/23/13 15:17
KaraKennedy	Don't make me go on an Easter egg hunt on your website. (To try figure out what you do). @RedheadWriting @YallConnect	7/23/13 15:18
ObjectivityRach	Focus on things that bring us together, not those that tear us apart. Don't get into polarizing stuff on Social Media.~ @spann #yallconnect	7/23/13 15:18
thejenwestquest	social media conference - scattered, smothered and covered style #yallconnect (at @YallConnect for Y'all Connect...) http://t.co/acmZz5wgyx	7/23/13 15:18
admom1	@RedheadWriting now has 12 volunteers up front...it's getting interesting... #storytelling #yallconnect	7/23/13 15:19
DonnaGilliland	Recommend getting to know social scientist. You will learn detailed research. @spann #YallConnect	7/23/13 15:19
ObjectivityRach	...that last statement is also my social media mantra and my soapbox. #cometogether #yallconnect	7/23/13 15:19
afisherjones	All the pigs died and we had no bacon! :(#yallconnect	7/23/13 15:19
YallConnect	Once upon the time there was a farm....and all the pigs died and there was no more bacon. We're telling stories #yallconnect	7/23/13 15:19
ikepigott	Fighting Defamers online can be expensive, \$10k or more to uncover the IP of a user account. @aweckerle at #yallconnect	7/23/13 15:19
DonnaGilliland	What you did a year ago might not work today. Be willing to change. @spann #YallConnect	7/23/13 15:20
K_Olivia_Ann	What you did a year ago might not work today. As communicators, we have to be willing to change. - James Spann #yallconnect @spann	7/23/13 15:20
JennWarren85	Tragedies! RT @YallConnect: Once upon the time there was a farm....and all the pigs died and there was no more bacon. We're telling stories	7/23/13 15:20
K_Olivia_Ann	Passion is serving your audience at the time they need those services. - James Spann #yallconnect @spann	7/23/13 15:20
DonnaGilliland	Produce products and services people need when they need it. @spann #YallConnect	7/23/13 15:20
RedSageAL	@gimmemarkmoore "All the pigs died & there was no more bacon! now we know we have a tragedy on our hands." - @RedheadWriting #yallconnect	7/23/13 15:20
ikepigott	"Difficult people" aren't Defamers or Trolls or Sockpuppets, but enjoy arguing for its own sake. @aweckerle at #yallconnect	7/23/13 15:21
YallConnect	Our farm is home to a family 12 family members, 11 of whom are vegetarians.....#yallconnect	7/23/13 15:21
noscriptomylife	You have to be willing to change your business as the world changes. What you did a year ago may not work a year later. @spann #yallconnect	7/23/13 15:21
ChelseaRoadman	You're not really there unless it's Foursquare official. Everybody knows that. (@ Y'all Connect) #yallconnect http://t.co/xsz01MvSmz	7/23/13 15:22
DonnaGilliland	I read your weather blog @spann #YallConnect :)	7/23/13 15:22
yougotrossed	I'm at @YallConnect w/ @jennwarren85 @writeousbabe @thejenwestquest @tlysivan @zacksyl http://t.co/DNdVBBfRZP	7/23/13 15:23
JennWarren85	@Nick_Baggett @YallConnect Nice to meet you in person!	7/23/13 15:23

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
cmansfield27	Following tweets from #yallconnect, a blogging & social media conference here in #Bham. Thx for the heads up @louisianagirl91	7/23/13 15:23
RedSageAL	Loving storytelling. RT "@YallConnect: Our farm is home to a family 12 family members, 11 of whom are vegetarians.....#yallconnect"	7/23/13 15:23
ginarau	Wise words: RT @MackCollier: Cultivate the network that makes you smarter @ikepigott #yallconnect	7/23/13 15:24
DonnaGilliland	James Spann going over severe weather and how social plays a big role in his informing people. @spann #YallConnect	7/23/13 15:24
RealSheree	Johnny, the bacon lover, brought school friends home to save the pigs from soybeans. Mutiny on the farm, in the making. #yallconnect	7/23/13 15:25
cloudspark	hey #yallconnect - if you see @staceyhood wish him a happy birthday! http://t.co/z7MAAtfybQ	7/23/13 15:25
K_Olivia_Ann	Tuscaloosa girl, born and raised @spann - tornadoes of April 27 still make me tear up. Thanks for covering this @YallConnect	7/23/13 15:26
KatyWrites	Applaud @spann for sharing hard truths and shortcomings, i.e. not doing enough to serve people in rural areas. Recognize & fix. #yallconnect	7/23/13 15:27
afisherjones	@RedSageAL and yet we are deeply entrenched in this story! #yallconnect	7/23/13 15:27
DonnaGilliland	Automated messages are okay but the personal touch is better. @spann #YallConnect	7/23/13 15:28
RedSageAL	@afisherjones let's bring it home! #yallconnect	7/23/13 15:28
noscriptomylife	. @spann tweets manually. He truly is an amazing man. #YallConnect	7/23/13 15:28
DonnaGilliland	Warnings on @spann and he types his responses manually. #YallConnect	7/23/13 15:28
sidniemiller	. @spann controls his twitter & google+ accts manually. he talks on tv and types on social media at the same time. #multitask #yallconnect	7/23/13 15:29
lisacrymes	And that my friends .. Is how all the pigs died and there was no more bacon. #storytelling #YallConnect	7/23/13 15:30
JessCarlton	Soy pigs, mutiny, vegetarians... Lots of storytelling fun only available at #yallconnect with @RedheadWriting!	7/23/13 15:30
cloudspark	does anyone ever admit to being an "in the box" thinker? #yallconnect	7/23/13 15:30
DonnaGilliland	Facebook is not a reliable platform for severe weather posting. The reach is not great enough says @spann #YallConnect	7/23/13 15:30
ikepigott	Conflicts are *not* inherently bad -- but can become problems when they remain unresolved. @aweckerle at #yallconnect	7/23/13 15:32
jmitchem	@cloudspark I firmly believe solutions are found 'in' the box. thinking outside the box is inefficient. build better boxes. #yallconnect	7/23/13 15:32
tlsylvan	I think I was just a part of a mass pig murder. @RedheadWriting #yallconnect	7/23/13 15:33
RedSageAL	Great exercise! "God knows I love bacon: I call it meat-flavored candy." -@RedheadWriting #yallconnect	7/23/13 15:33
tlsylvan	@youtgossed @YallConnect @JennWarren85 @writeousbabe @thejenwestquest @zacksyl Hellooooo!	7/23/13 15:33
youtgossed	@tlsylvan @YallConnect @JennWarren85 @writeousbabe @thejenwestquest @zacksyl Hellooooo friend!	7/23/13 15:34

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
admom1	Yep- great RT @lisacrymes: And that my friends .. Is how all the pigs died and there was no more bacon. #storytelling #YallConnect	7/23/13 15:34
ikepigott	Conflicts can emerge from Content, Personalities, Power and Identity. @aweckerle at #yallconnect	7/23/13 15:34
brownstonems	@spann is manually entering info (even while talking on TV). #yallconnect	7/23/13 15:34
DonnaGilliland	Install a weather app on your phone. @spann #YallConnect	7/23/13 15:34
tlsylvan	One of the most powerful tools as a brand is to invite others in to help tell your story. #yallconnect	7/23/13 15:34
Nick_Baggett	@JennWarren85 @YallConnect Same here Jennifer! Thank you!	7/23/13 15:34
K_Olivia_Ann	If you work hard for your #socialmedia followers, they'll have your back. - James Spann #yallconnect @spann	7/23/13 15:34
zacksyl	Brands have to invite their audience fill in story gaps. - @RedheadWriting #yallconnect	7/23/13 15:34
lisacrymes	Most powerful think you can in creating your brand is to bring other people in to help tell your story. #StoryTelling #yallconnect	7/23/13 15:35
ChelseaRoadman	"The challenge isn't conflict's existence, but rather the level to which it rises." -@CiviliNation #YallConnect	7/23/13 15:35
charitys	How can you bring others in to help tell your story @RedheadWriting #yallconnect	7/23/13 15:35
KaraKennedy	How can you invite other people in to help you tell your story? @RedheadWriting #yallconnect	7/23/13 15:35
Nick_Baggett	Totally agree with this man's take on Facebook! #YallConnect http://t.co/scI9ofR26O	7/23/13 15:35
RealSheree	Viewpoint, values, diverse ideas all should influence story. Real stories are not generic. My takeaway from @RedheadWriting #yallconnect	7/23/13 15:35
mhollowell	Curious what the powerpoint to #Prezi ratio is at #YallConnect. Anyone keeping tabs? Any other presentation tools being used?	7/23/13 15:36
Id_watters	I just killed the pigs. No more bacon :/ @RedheadWriting #yallconnect	7/23/13 15:36
ikepigott	Online representatives need to understand their own impulse triggers, avoid bad reactions. @aweckerle at #yallconnect	7/23/13 15:36
CBStrick	@aweckerle @YallConnect Great presentation! Check out her talks later today. #YallConnect #whatswrongwithmyshirt	7/23/13 15:37
ikepigott	Focus on problems, not people. And by all means, Listen. @aweckerle at #yallconnect	7/23/13 15:37
lisacrymes	SAD! "@Id_watters: I just killed the pigs. No more bacon :/ @RedheadWriting #yallconnect"	7/23/13 15:37
meganburkes	Before dealing with online antagonists... Know your OWN anger triggers - Andrea Weckerle #yallconnect	7/23/13 15:37
ikepigott	One way to avoid your anger triggers is to decouple emotionally. Be the fly on the wall. @aweckerle at #yallconnect	7/23/13 15:38
thejenwestquest	! - @tlsylvan is talking about tying peeps up in the @redheadwriting session @yougotrossed @YallConnect @JennWarren85 @writeousbabe @zacksyl	7/23/13 15:39
rebeccaminder	@spann #yallconnect: The following that you have will be your currency for your future.	7/23/13 15:39

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
noscriptomylife	Treat people right with decency and respect. Answer their questions. Be real. @spann #yallconnect	7/23/13 15:39
ikepigott	What's your conflict style? Warrior? Bulldozer? Dodger? Pacifier? Negotiator? Operative? Resolver? @aweckerle @ #yallconnect	7/23/13 15:39
brownstonems	The following you have will be your currency for the future. @spann #yallconnect	7/23/13 15:39
debkrier	LOVE this! - @rebeccaminder: @spann #yallconnect: The following that you have will be your currency for your future.	7/23/13 15:40
DonnaGilliland	Integrity and be the people's servant. Put people first. @spann #YallConnect	7/23/13 15:40
StaceyHood	@cloudspark is camera shy #yallconnect http://t.co/z2COAofv7A	7/23/13 15:41
JennWarren85	@thejenwestquest @tlysyan @redheadwriting @yougotrossed @YallConnect @writeousbabe @zacksyl Does anyone else crave bacon now??	7/23/13 15:41
YallConnect	.@aweckerle Great presentation! Check out her talks later today. #YallConnect via @cbstrick	7/23/13 15:42
cloudspark	answer all the questions - even the stupid ones. @spann at #yallconnect on the requirements of being on social media as a company	7/23/13 15:42
YallConnect	Our #yallconnect speakers' books are on sale at the book table in the first floor hallway. Go check them out!	7/23/13 15:42
YallConnect	What's trending in Birmingham? Y'all are. Thanks! #yallconnect http://t.co/Pi6FUKC619	7/23/13 15:43
StaceyHood	@redheadwriting knocking it out at #yallconnect http://t.co/wVYnjt0k8g	7/23/13 15:43
Id_watters	Don't be afraid to tell your story. Screw the naysayers @RedheadWriting #yallconnect	7/23/13 15:43
tlysyan	We're afraid of putting ourselves out there because of the people who hide behind their screens and give negative feedback. #yallconnect	7/23/13 15:43
sidniemiller	If I think it'll benefit mankind, I'll send it back out into the world. @spann #yallconnect	7/23/13 15:43
Id_watters	I am fucking GREAT at what I do @RedheadWriting #yallconnect	7/23/13 15:44
RedSageAL	The hour with @RedheadWriting flew by! #Amazing #storytelling #yallconnect	7/23/13 15:44
tlysyan	This. @RedheadWriting #yallconnect http://t.co/5AQ6J2tNIS	7/23/13 15:44
RealSheree	@Jordan_Cox @LaureeAshcom Thanks for RT. Loving #yallconnect	7/23/13 15:44
MackCollier	15 mins till Think Like. A Rock Star at #yallconnect	7/23/13 15:44
cloudspark	stop apologizing for who you are @RedheadWriting #yallconnect	7/23/13 15:46
JWatson_Wx	"@LoriMillerWHNT: @JWatson_Wx and I am glad that we ran into each other #yallconnect. We keep running into each other :) Haha...love it!:"	7/23/13 15:46
Id_watters	Stop apologizing @RedheadWriting #yallconnect	7/23/13 15:46
ikepigott	Some people really don't need a resolution. They just need to know you heard them vent. @aweckerle at #yallconnect	7/23/13 15:47

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
steve_hartley	@StaceyHood How's the turnout for Y'all Connect?	7/23/13 15:47
YallConnect	Who's at #YallConnect today? These terrific guests: http://t.co/2etpAB3kmD	7/23/13 15:47
bjessicabush	@RedheadWriting hedgehogs, turtles, pigs, rabbit holes, & tacos. My kinda presentation. #yallconnect	7/23/13 15:48
lisacrymes	Bacon! The main reason you are not a vegetarian. Well.. At least little Johnny understood! #StoryTelling #yallconnect	7/23/13 15:48
llovemyownhair	Start being honest and stop apologizing for being good at being yourself. #yallconnect	7/23/13 15:48
IntermarkGroup	"The following you have will be the currency of your future" @spann #YallConnect	7/23/13 15:49
mhollowell	@yallconnect Do you have an affiliate link or site that has the speakers' books available/listed?	7/23/13 15:49
JamiesRabbits	I may or may not be choosing #yallconnect sessions based solely on staying in this same ballroom.	7/23/13 15:49
The_SheenaMarie	Focus on things that bring us together, not those that tear us apart. Don't get into polarizing stuff on Social Media.~ @spann #yallconnect	7/23/13 15:50
LaureeAshcom	sadly not me RT @YallConnect: Who's at #YallConnect today? These terrific guests: http://t.co/mMkimiXQDK	7/23/13 15:51
MelCampbell8	@redheadwriting I think I have a new crush. Great presentation at #yallconnect	7/23/13 15:54
studionashvegas	I'm doing 2 presentations at #yallconnect: "Storytelling of Biblical Proportions" and "Tools for Before/After Posting" - I'd love to see you	7/23/13 15:55
RedSageAL	Us! "@YallConnect: Who's at #YallConnect today? These terrific guests: http://t.co/ftcqNRmgAz "	7/23/13 15:55
shiftwebtweet	Yup. "The best thing about having my own business is because people will pay me for the shit I say." @redheadwriting #yallconnect	7/23/13 15:55
ProctorU	Looking forward to learning to think like a social media rock star at #yallconnect	7/23/13 15:55
studionashvegas	BTW, my "Storytelling of Biblical Proportions" is NOT a sermon - it's a look at Jesus as a storyteller :) anyone can benefit #yallconnect	7/23/13 15:56
HeartAlabama	Keys to success from @spann ...provide content when people need it, answer questions, reach everyone, admit mistakes @YallConnect	7/23/13 15:56
RedSageAL	Time to "Think Like a Rock Star" with @MackCollier #yallconnect	7/23/13 15:56
lisacrymes	Think Like a Rock Star: How to build engagement and cultivate fans with social media @MackCollier #sm #yallconnect	7/23/13 15:56
debkrier	@YallConnect - Several folks have asked me if they can buy the books online.	7/23/13 15:57
thejenwestquest	been dying to meet @redheadwriting! @yallconnect writeousbabe @tlsylvan @ Y'all Connect http://t.co/TP94ULRepG	7/23/13 15:59
creativeDIVAnt	So I'm at #yallconnect for work to learn about corporate storytelling, but I keep thinking about my personal story and brand.	7/23/13 15:59
debkrier	Looking forward to hearing @ShellyKramer! #yallconnect	7/23/13 16:00
amandadorsey	Brand story telling. Why is it so difficult to start? #yallconnect	7/23/13 16:00

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
KLetcher_UAB	Having a great time at the #yallconnect conference just experienced a great presentation by @RedheadWriting #powerofstorytelling	7/23/13 16:00
JoeBirdwell	Thinking the next speaker @mikecollier might be taking his talk too far, rumor say he demanded green mnms #yallconnect #thinklikearockstar	7/23/13 16:00
tlsylvan	Ready to think like a rock star. @MackCollier #yallconnect	7/23/13 16:01
IAMMelodyRose	@MackCollier excited about this presentation t #yallconnect	7/23/13 16:01
cloudspark	looking forward to learning from @MackCollier at #yallconnect	7/23/13 16:01
JennWarren85	Ditto! RT @debkrier: Looking forward to hearing @ShellyKramer! #yallconnect	7/23/13 16:01
admom1	I'm not going to apologize because @RedheadWriting says I shouldn't, but please excuse my busy twitter stream today at #yallconnect. ;)	7/23/13 16:01
K_Olivia_Ann	Looking forward to learning how think like a rock star @MackCollier !! #yallconnect	7/23/13 16:01
YallConnect	Session 2 getting started with @MackCollier, @aweckerle and @ShellyKramer: http://t.co/eMjiUmAbG0	7/23/13 16:02
wesleyclinejr	@YallConnect today in #Birmingham listening to @markcollier #yallconnect	7/23/13 16:02
BethBryan	Great meeting spann at the #yallconnect conference. This man is our hometown hero. Loved his POV http://t.co/MkPzfUwofj	7/23/13 16:03
BethBryan	Great meeting @spann at the #yallconnect conference. This man is our hometown hero. Loved his POV http://t.co/g1oSCngGof	7/23/13 16:03
cloudspark	@creativeDIVAnt that's your millennial-mind, erasing the line between work and personal :) #yallconnect	7/23/13 16:03
2BSolutions	Barkley Busby has a #weathercrush on @spann and was giddy about taking this #selfie @YallConnect http://t.co/CJG4OajaR2	7/23/13 16:03
DonnaGilliland	Up next: Think Like a Rockstar: How to build engagement and cultivate fans with social media @MackCollier #YallConnect	7/23/13 16:03
RedSageAL	Ditto. "@admom1: I'm not going to apologize bus @RedheadWriting says I shouldn't, but please excuse my busy twitter stream #yallconnect."	7/23/13 16:03
tlsylvan	There's no secret to being a rock star - they go out of their way to create connections with biggest fans. #yallconnect @MackCollier	7/23/13 16:04
RealSheree	Likewise. Learning to be a rock star. RT @cloudspark: looking forward to learning from @MackCollier at #yallconnect	7/23/13 16:04
cloudspark	@mackcollier leads off with a story from @Fiskars_HQ creating a real rock-star community of fans #yallconnect	7/23/13 16:04
DonnaGilliland	Develop deep relationships with fans. Connect with your fans. @MackCollier #YallConnect	7/23/13 16:04
K_Olivia_Ann	Think like a rockstar - connect emotionally with your biggest fans - Mack Collier #yallconnect @MackCollier	7/23/13 16:04
cloudspark	oh and @amandapalmer getting the props from @mackcollier at #yallconnect	7/23/13 16:05
YallConnect	MT @studionashvegas: BTW, my "Storytelling of Biblical Proportions" is NOT a sermon - it's a look at Jesus as a storyteller ... #yallconnect	7/23/13 16:05
Walls_Media	"The web has changed everything about the way we do business." -Shelly Kramer #yallconnect	7/23/13 16:05

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
debkrier	"Find customers. Serve them. The 2 most important things we do." @ShellyKramer #yallconnect	7/23/13 16:05
cloudspark	@amandapalmer used fan-building and artificial scarcity to create a fantastic secret performance #yallconnect	7/23/13 16:06
ld_watters	Time x Media = Business shellykramer #yallconnect	7/23/13 16:06
LauriRottmayer	Learning how to Think Like A Rock Star with @mackcollier at #yallconnect. :-) http://t.co/jpKEsYCzoV	7/23/13 16:07
YallConnect	@debkrier Links to buy books on speakers page: http://t.co/IK9sTmJzDe --wk	7/23/13 16:07
StaceyHood	@shellykramer talking inbound at @yallconnect http://t.co/AhclXpteIB	7/23/13 16:07
tlsylvan	.@amandapalmer gets social media. Period. #yallconnect	7/23/13 16:07
JennWarren85	.@ShellyKramer says: new formula is Time x media = business; no longer money x media = business #yallconnect	7/23/13 16:08
KaraKennedy	See @JamiesRabbits @YallConnect. Follow her she's great.	7/23/13 16:08
debkrier	So very true! - @ld_watters: Time x Media = Business shellykramer #yallconnect	7/23/13 16:08
RedSageAL	Rock stars connect with their biggest fans. @MackCollier #yallconnect http://t.co/L9cqLoFjzg	7/23/13 16:08
JoeBirdwell	Sweet! The second I scribbled down "Think like AFP" (@amandapalmer) she shows up in the next slide #yallconnect #thinklikearockstar	7/23/13 16:08
studionashvegas	Hey #yallconnect, I need a Mac -> VGA Adaptor so I can use my laptop for the presentation - any one willing to loan out? :)	7/23/13 16:09
IAMMelodyRose	@MackCollier "Create deep emotional bond with your biggest fans." Be like a rock star at #yallconnect	7/23/13 16:09
JessCarlton	"Spend time creating your own media"- @ShellyKramer #yallconnect	7/23/13 16:09
charitys	"Spend time to create media is the new way of marketing today" @ShellyKramer #yallconnect	7/23/13 16:09
DonnaGilliland	Create a deep emotional relationship with the customers that love you. @MackCollier #YallConnect	7/23/13 16:09
YallConnect	Rockstars create a deep emotional relationship with fans. @MackCollier #yallconnect	7/23/13 16:09
BethBryan	Loved hearing the @spann POV today at #yallconnect He says he is the town crier, I say he's a hometown hero. http://t.co/8mWrVDA06c	7/23/13 16:10
cloudspark	create a deep emotional relationship w. your most passionate customers - it pays off @mackcollier #yallconnect	7/23/13 16:10
tlsylvan	Brand loyalty graph from @MackCollier. #yallconnect http://t.co/s9WDh9CZsl	7/23/13 16:10
debkrier	Inbound marketing: Attract->Convert->Close->Delight. @ShellyKramer #yallconnect	7/23/13 16:10
afisherjones	I'm going to learn to market like a rock star. Go after brand advocates (fans). @MackCollier #yallconnect	7/23/13 16:11
cloudspark	rock stars and marketers focus on different things - existing vs new customers. @mackcollier #yallconnect	7/23/13 16:11

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
PhaseConsulting	Who is speaking #yallconnect today? Anyone going?	7/23/13 16:11
KatyWrites	Most companies focus on new customers, while rock stars focus on brand advocates - big difference per @MackCollier #yallconnect	7/23/13 16:11
2BSolutions	Listening now to @MackCollier at #YallConnect "Think Like a Rockstar." http://t.co/Yc2Cs0EAZZ	7/23/13 16:11
RedSageAL	Companies focus on new customers. Rock stars focus on brand advocates. #yallconnect @MackCollier	7/23/13 16:11
cloudspark	existing customers may be smaller, but they have high levels of loyalty and will spend money #yallconnect	7/23/13 16:12
RealSheree	Companies/brands typically focus on new customers. Rock stars focus on biggest fans, aka brand advocates. @MackCollier #yallconnect	7/23/13 16:12
KatyWrites	Love! RT @cloudspark: create a deep emotional relationship w. your most passionate customers - it pays off @mackcollier #yallconnect	7/23/13 16:12
KLetcher_UAB	Most companies focus on new customers, rock stars focus on brand advocates #thinklikearockstar #yallconnect http://t.co/zTKVt6TjDX	7/23/13 16:12
lisacrymes	Rock stars understand why it's important to focus on their biggest fans. #yallconnect	7/23/13 16:12
DonnaGilliland	Most rock stars focus on brand loyalty in their marketing. Fans pull other customers to your brand via @MackCollier #YallConnect	7/23/13 16:12
tlsylvan	Most companies focus on new customers. Rocks stars focus on brand cheerleaders, who will in turn bring new customers. #yallconnect	7/23/13 16:12
WillieshaMorris	Rock stars focus on brand advocates, a smaller group who are loyal fans. @MackCollier #YallConnect	7/23/13 16:13
AlabamaBloggers	Most companies focus on new customers. Rockstars focus on Advocates, which have huge power. @MackCollier #yallconnect http://t.co/ypBNqyxVN9	7/23/13 16:13
K_Olivia_Ann	How to think like a rockstar - let fans acquire new customers for you as brand advocates. - Mack Collier #yallconnect @MackCollier	7/23/13 16:13
cloudspark	new customers have little to no brand loyalty - it's expensive to find and acquire these consumers - @mackcollier #yallconnect	7/23/13 16:13
KLetcher_UAB	Rock stars are focused on their biggest fans, and their fans are going to go out and market for them! #thinklikearockstar #yallconnect	7/23/13 16:13
KLetcher_UAB	Rock stars create deep connections with their fans #thinklikearockstar #yallconnect	7/23/13 16:14
DonnaGilliland	Fans will market for you. People trust what their friends and family say. @MackCollier #YallConnect	7/23/13 16:14
ChelseaRoadman	"Fans have a sense of gravity." -@MackCollier on brand advocates #thinklikearockstar #YallConnect	7/23/13 16:14
LoriMillerWHNT	.@ShellyKramer shares B2B stats: biz with online leads thru content grew faster #yallconnect	7/23/13 16:14
MikeDriehorst	@ikepigott @AWeckerle Are "difficult people" good or bad for an online community? Could spark good threads if civil enough #YallConnect	7/23/13 16:14
JennWarren85	Data drives strategy - @ShellyKramer #yallconnect	7/23/13 16:14
cloudspark	"even 'boring' companies have fans." - @mackcollier #yallconnect	7/23/13 16:14
rebeccaminder	#yallconnect Mack Collier: Focus on brand advocates, the fans who promote you.	7/23/13 16:15

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
AlabamaBloggers	If you focus on your Brand Advocates, they will find your new customers for you. People listen to their friends! @MackCollier #yallconnect	7/23/13 16:15
KaraKennedy	@MackCollier Rockstars' (brands) fans will be their biggest #brand advocates. @YallConnect	7/23/13 16:15
noscriptomylife	My day has been made. #yallconnect spann http://t.co/mb2vuzwuoq	7/23/13 16:15
meganburkes	Focus on your brand's advocates, they're your "ambassadors" - @mackcollier #yallconnect http://t.co/evPydAKXnY	7/23/13 16:16
MarkyMarc23	#GetOnUstream Ryan Braun #WhatPeopleDontRealize #ThingsPeopleLieAbout #ThanksGeorge #yallconnect #Big12MediaDays The View Tyler BSE	7/23/13 16:16
cloudspark	segment current customers by loyalty levels - high, medium, low. cultivate the fandom of people with high levels of loyalty. #yallconnect	7/23/13 16:16
debkrier	.@ShellyKramer I'd love to get a link to the survey you're mentioning. #yallconnect	7/23/13 16:16
rebeccaminder	#yallconnect @MackCollier : Focus on brand advocates, the fans who promote you.	7/23/13 16:16
AlabamaBloggers	Cell phone companies need to read @MackCollier's book. They are the #1 offenders of rewarding new customers & ignoring loyalty! #yallconnect	7/23/13 16:16
YallConnect	@mhollowell #YallConnect speakers' books listed here: http://t.co/IK9sTmJzDe —wk	7/23/13 16:17
JoeBirdwell	Brand advocates want special access give it! #thinklikearockstar #yallconnect	7/23/13 16:17
RedSageAL	"Get in the face of your fans." - @MackCollier #yallconnect	7/23/13 16:17
ld_watters	Data drives strategy @ShellyKramer #yallconnect	7/23/13 16:17
admom1	@ShellyKramer is a big believer in email marketing. #yallconnect	7/23/13 16:18
DonnaGilliland	Get into the face of your fans. Understand what people want via @MackCollier #YallConnect	7/23/13 16:18
amyminchin	High growth firms obtain 63 percent of leads online. - @ShellyKramer #yallconnect	7/23/13 16:18
noscriptomylife	My day has been made. #thankyou @spann #yallconnect http://t.co/d1XYfKP7RB	7/23/13 16:18
tlsylvan	Constant interaction w fans ->creating experience fans want->trust->loyalty. @MackCollier #yallconnect	7/23/13 16:18
K_Olivia_Ann	Experience your brand and products like your customers are. - @MackCollier #yallconnect	7/23/13 16:19
KLetcher_UAB	Get in the face of your fans. Learn about them. When you understand them, they trust you, and then they advocate for you. #yallconnect	7/23/13 16:19
K_Olivia_Ann	Figure out where your customers are going right now, and then go there and interact with them. - @MackCollier #yallconnect	7/23/13 16:20
lisacrymes	Get in the face of your fans #voc #prodmgmt #prodmgmt #sm #yallconnect	7/23/13 16:20
tlsylvan	Interact with fans in their space, and in turn they'll go to your space. #yallconnect	7/23/13 16:20
K_Olivia_Ann	It all starts with you interacting with the people you want to connect with, in their space. - @MackCollier #yallconnect	7/23/13 16:20

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
admom1	If you hire anyone to do social media for you & you have a crappy website, guess what's gonna happen-nothing! @ShellyKramer #yallconnect	7/23/13 16:21
RealSheree	This is huge >> RT @amyminchin: High growth firms obtain 63 percent of leads online. - @ShellyKramer #yallconnect	7/23/13 16:21
RedSageAL	"Get off your blog. Interact with others in their space." - @MackCollier #yallconnect	7/23/13 16:21
KLetcher_UAB	"The more interaction, the more understanding" - @MackCollier #thinklikearockstar #yallconnect	7/23/13 16:22
K_Olivia_Ann	What actions do you want your fans to take? Reward them for it to keep them coming back. - @MackCollier #yallconnect	7/23/13 16:22
StaceyHood	Content marketing is not cheap - @ShellyKramer #yallconnect	7/23/13 16:22
KatyWrites	When people read your content, what do you want them to do? Tell them, then reward them when they interact. #yallconnect	7/23/13 16:23
tlsylvan	Decide what you want your fans to do (interact, purchase), and reward them when they do it. #yallconnect	7/23/13 16:23
mhollowell	@yallconnect Thanks!	7/23/13 16:23
cloudspark	reward the behavior you want to encourage - @mackcollier offering a great nugget for personal and professional #yallconnect	7/23/13 16:23
StaceyHood	You don't start with social, if you do, you will lose - @ShellyKramer #yallconnect	7/23/13 16:23
Leslie_Wiggins	"Interaction leads to understanding which leads to trust." @MackCollier #yallconnect	7/23/13 16:23
debkrier	Start with data...NOT with social! @ShellyKramer #yallconnect	7/23/13 16:23
DonnaGilliland	Reward the behavior you want to encourage. via @MackCollier #YallConnect	7/23/13 16:23
YallConnect	Tell, and then reward your fans for doing what you want them to do. Think backstage passes. @MackCollier #yallconnect	7/23/13 16:24
RedSageAL	@cloudspark: reward the behavior you want to encourage - @mackcollier offering a great nugget for personal and professional #yallconnect	7/23/13 16:24
KLetcher_UAB	"Give up control to get control" #yallconnect	7/23/13 16:24
UABDigitalMedia	Learning about how to serve our clients with @ShellyKramer #yallconnect #WeWorkForYou http://t.co/a4tkEKCEQB	7/23/13 16:25
tlsylvan	Rock stars understand that they need to give fans control. Let them become owners of your brand. #yallconnect	7/23/13 16:25
lisacrymes	Give up control to get control. - oh this really makes marketers (and executives) nervous.. Rock stars get it! @MackCollier #yallconnect	7/23/13 16:25
meganburkes	in regard to your biggest "fans"...give up control to get control - @mackcollier #yallconnect. Seems scary. But, they'll act on your behalf	7/23/13 16:25
debkrier	GREAT! @ShellyKramer #yallconnect http://t.co/Glql1PK4F	7/23/13 16:25
JennWarren85	Don't start with social; start with data and competitive analysis. @ShellyKramer #yallconnect	7/23/13 16:26
RedSageAL	"Give up control to get control." @mackcollier #yallconnect	7/23/13 16:26

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
tlsylvan	First brand I think of that loves their fans and rewards cheerleaders - @NikeRunning. Follow them! #yallconnect	7/23/13 16:27
K_Olivia_Ann	Connect with your fans by giving up control to get control. Ultimately fans want to act on your behalf. - @MackCollier #yallconnect	7/23/13 16:27
amyminchin	Optimize your brand and start with your website. @ShellyKramer #yallconnect	7/23/13 16:27
ChelseaRoadman	"Reward behavior you want to encourage." -@MackCollier on fan interaction. Gettin' some great life advice here at #YallConnect!	7/23/13 16:28
shiftwebtweet	If you hire someone to do social media marketing for u & your site is crappy, nothing is going to happen. Amen. @shellykramer #yallconnect	7/23/13 16:28
Nick_Baggett	Conflict Management tip via @aweckerle - buy 'negative' URLs for your company. Unfortunately, a must. #YallConnect	7/23/13 16:28
admom1	When properly marketed & optimized, marketing resources on your website can attract leads for a long time. @ShellyKramer #yallconnect	7/23/13 16:29
AlabamaBloggers	If you give your fans a platform, it will make them love you even more. Reward your fans and give them control. ~ @MackCollier #yallconnect	7/23/13 16:29
cloudspark	.@katyperry's e.g fans share who is his/her "firework" video as a way to have one song become a part of fans personal story #yallconnect	7/23/13 16:29
leahel08	Learning how to think like a rock star today at the #yallconnect conference and @katyperry makes an appearance http://t.co/0url9RtASQ	7/23/13 16:29
tlsylvan	This. @MackCollier #yallconnect http://t.co/MRft5gzjz	7/23/13 16:29
zacksyl	#yallconnect tip. Search "#yallconnect", save search. Scroll. You're welcome.	7/23/13 16:29
tlsylvan	Is anyone else developing a tic as their phone battery slowly drops? #yallconnect #socialmediaproblems	7/23/13 16:30
KLetcher_UAB	"We know that our next customers are going to come from their efforts, not our efforts." -Bill Samuels Jr. #thinklikearockstar #yallconnect	7/23/13 16:30
cloudspark	@MakersMark's story about having loyal fans "do their marketing" by talking, sharing, recommending their product #yallconnect	7/23/13 16:30
cloudspark	@tlsylvan charge up at lunch? #yallconnect	7/23/13 16:31
ld_watters	Have a legitimate social prescience. Don't just push out "I'm awesome" press releases. Engage people! @ShellyKramer #yallconnect	7/23/13 16:32
rebeccaminder	#yallconnect @MackCollier : Our next customers come from THEIR efforts, not ours. http://t.co/y6k3ZrAGLK	7/23/13 16:32
admom1	@tlsylvan Have power strip; will share. ;) #yallconnect	7/23/13 16:33
cloudspark	give fans the tools, messages, shareable content they can then use with their networks @mackcolliers #yallconnect	7/23/13 16:33
K_Olivia_Ann	How to think like a rockstar - connect with your fans and give them a plan. - @MackCollier #yallconnect	7/23/13 16:33
cloudspark	look at current customers and identify the "fans" and then work with those fans. @mackcollier #yallconnect	7/23/13 16:33
AlabamaBloggers	Your true fans are looking to promote your brand. Give them a plan and reward their efforts! ~ @MackCollier #yallconnect	7/23/13 16:34
KLetcher_UAB	Fans WANT you to give them control #thinklikearockstar #yallconnect	7/23/13 16:34

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
tlsylvan	Give your fans the tools they need to help spread your message. @MackCollier #yallconnect	7/23/13 16:34
RedSageAL	"Connect with your fans and give them a plan." @MackCollier #yallconnect	7/23/13 16:34
ikepigott	You fans *want* to help you. So help them do it! @mackcollier at #yallconnect	7/23/13 16:34
cloudspark	give fans the tools, messages, shareable content they can then use with their networks @mackcollier #yallconnect	7/23/13 16:34
KaraKennedy	Who are your fans? Connect with your fans and give them a plan. How do you want them to help you? @MackCollier @YallConnect	7/23/13 16:34
DonnaGilliland	Find the 'bigger idea' behind the content you create. Via @MackCollier #YallConnect	7/23/13 16:34
K_Olivia_Ann	How to think like a rockstar - find the 'Bigger Idea' behind the #content you create. - Mack Collier #yallconnect	7/23/13 16:35
LoriMillerWHNT	I love it that @ShellyKramer is talking about power of LinkedIn for b2b networking #yallconnect	7/23/13 16:35
shiftwebtweet	How to be successful (inspiring advice from a hot redhead): START being honest & STOP apologizing for who u are #yallconnect @redheadwriting	7/23/13 16:35
KLetcher_UAB	"Focus on the 'bigger idea' behind the content you create" #thinklikearockstar #yallconnect	7/23/13 16:35
tlsylvan	Make your content relatable, show fans your "bigger idea" #yallconnect	7/23/13 16:35
RedSageAL	"Find the 'bigger idea' behind the content you create." @MackCollier #yallconnect	7/23/13 16:35
ikepigott	Connect your fans to the Bigger Idea behind the content you create. @mackcollier at #yallconnect http://t.co/PeJdMAJuB7	7/23/13 16:36
RealSheree	.@ShellyKramer: "Start with data...NOT with social" via @debkrier "If you start with social you will lose" via @StaceyHood #yallconnect	7/23/13 16:36
debkrier	Ditto! @LoriMillerWHNT: I love it that @ShellyKramer is talking about power of LinkedIn for b2b networking #yallconnect	7/23/13 16:36
tlsylvan	@admom1 Hello new friend! ;) Thank you! #yallconnect	7/23/13 16:36
AmazingHillary	Inbound marketing goodness. :). #yallconnect	7/23/13 16:37
lisacrymes	@tlsylvan multiple devices #iphone #ipad #socialmediaaddict #yallconnect	7/23/13 16:37
shiftwebtweet	"You go into business for yourself to help other people become better versions of themselves." #inspiration #yallconnect	7/23/13 16:37
debkrier	Where you get content! @ShellyKramer #yallconnect http://t.co/qjafKsOYSV	7/23/13 16:38
farahfergie	Think Like A Rock Star with @MackCollier "Find the bigger idea behind the content you create." #yallconnect http://t.co/KAFdD4N75I	7/23/13 16:38
carolmarksblog	.@MackCollier is making me tear up talking about Sarah McLachlan. #yallconnect #worldonfire	7/23/13 16:39
K_Olivia_Ann	How to think like a rockstar - Raise awareness of ideas and news that's relevant to your customers. - Mack Collier #yallconnect	7/23/13 16:40
YallConnect	What's the most interesting thing you've learned so far today at #yallconnect?	7/23/13 16:40

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
KLetcher_UAB	Sarah McLachlan's bigger idea #thinklikearockstar #yallconnect http://t.co/NJHs85poOY	7/23/13 16:40
DonnaGilliland	Raise awareness of ideas and news that's relevant to your customers. Via @MackCollier #YallConnect	7/23/13 16:40
Duncan580	@YallConnect: REally enjoyed Session this morning with Erika Napoletano, The Redhead Writer on "The Power of Storytelling". @RedheadWriting	7/23/13 16:41
cloudspark	@mackcollier ref this video from @SarahMcLachlan (using a platform to create a bigger story) http://t.co/HklOeGZqXE #yallconnect	7/23/13 16:41
tlsylvan	Be a teacher - people want to learn from you. #yallconnect	7/23/13 16:41
DonnaGilliland	Be a teacher. Share your knowledge. Teach others your skill. It establishes your expertise. @MackCollier #YallConnect	7/23/13 16:41
KaraKennedy	Teach people to do what you know how to do. @MackCollier -- Helpful content gets shared. @YallConnect	7/23/13 16:42
Mitzi_Eaker	Getting lots of excellent information from the Y'all Connect Birmingham social media conference.	7/23/13 16:42
carolmarksblog	@YallConnect we are all connected. We all have a story. Let's help share it. Be honest. Be yourself. Be unafraid.	7/23/13 16:43
K_Olivia_Ann	Tap into the bigger idea: raise awareness of news and ideas relevant to your customers, be a teacher, create inspiring content. #yallconnect	7/23/13 16:43
carolmarksblog	@YallConnect it's about others.	7/23/13 16:43
RedheadWriting	@karakennedy That's a hoot -- and thanks for joining me for my talk at #yallconnect today!	7/23/13 16:43
zacksyl	Data should drive brand decision making. It's how you know what works and what doesn't. - @ShellyKramer #yallconnect	7/23/13 16:43
cloudspark	like that @mackcollier talks about @redbull - perfect ex. of a co that gets millennials and gets its customers so very well. #yallconnect	7/23/13 16:45
sidniemiller	Sell the benefit, not the product. @MackCollier #yallconnect	7/23/13 16:45
DonnaGilliland	Create customer centric content. How are people going to your product for? @MackCollier #YallConnect	7/23/13 16:45
K_Olivia_Ann	How to think like a rockstar: create customer-centric #content. - @MackCollier #yallconnect	7/23/13 16:45
lisacrymes	@redbull knows how to market because its not all about them - its consumer centric #yallconnect #sm @MackCollier	7/23/13 16:45
tlsylvan	Love and appreciate your fans. #yallconnect	7/23/13 16:46
yougotrossed	Girl crushing hard @yallconnect. #yallconnect @spann @RedheadWriting #vip http://t.co/Wve3mzITFE	7/23/13 16:46
RedSageAL	"Love the people that love you." @MackCollier #yallconnect Think @taylorswift13	7/23/13 16:47
YallConnect	@duncan580 Any key takeaway you care to share? We want to do a Storify of insightful tweets.	7/23/13 16:47
lisacrymes	Love the people that love you #yallconnect #marketing #hcmktg	7/23/13 16:47
K_Olivia_Ann	How to think like a rock star: relentlessly focus on your fans that love you. - Mack Collier #yallconnect	7/23/13 16:48

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
YallConnect	@yougotrossed Lucky you! Sharing the crush... @RedheadWriting @spann	7/23/13 16:48
2BSolutions	Rockstars focus relentlessly on 2 messages: "I appreciate you" and "I love you too". Businesses need to do the same thing. #YallConnect	7/23/13 16:48
meganburkes	learn how to treat your fans from Taylor Swift- go out of your way to say thank you to those you are helping you - @MackCollier #yallconnect	7/23/13 16:48
Mitzi_Eaker	Data is everything. @ShellyKramer #yallconnect	7/23/13 16:49
AlabamaBloggers	Net-Net: Truly love the people who love you. ~ @MackCollier This is good advice for companies, bloggers, and people everywhere. #yallconnect	7/23/13 16:49
KLetcher_UAB	New respect for Taylor Swift! She loves her fans! #thinklikearockstar #yallconnect http://t.co/HZABemfZh8	7/23/13 16:49
noscriptomylife	There's not an easy button. It's a process. @ShellyKramer #YallConnect	7/23/13 16:49
Id_watters	Wonder how @YallConnect can top the awesome people at this year's conference #yallconnect	7/23/13 16:50
LauriRottmayer	Hey @KDHungerford, @MackCollier is talking about you at #yallconnect. @tac_england he talked about you earlier. So you're kinda here w/us.	7/23/13 16:50
RedSageAL	Position brand ambassadors as a feedback channel @MackCollier #yallconnect	7/23/13 16:50
rebeccaminder	#yallconnect okay, it's freezing in Ballroom A now. Content of sessions are too engaging to worry about us sleeping!	7/23/13 16:50
cloudspark	give your loyal fans special access - @mackcollier #yallconnect	7/23/13 16:51
K_Olivia_Ann	Give your fans special access - the #rockstar treatment. - Mack Collier #yallconnect	7/23/13 16:51
tlsylvan	Position your fans as the real rockstars. Treat them right and they'll help advocate for you #yallconnect	7/23/13 16:52
K_Olivia_Ann	#yallconnect is trending right now. It's good to be here in #Birmingham!! @YallConnect	7/23/13 16:52
yougotrossed	Love love love all the live tweeting from the sessions @YallConnect. Great way to keep up during concurrent talks. #happycamper	7/23/13 16:52
LoriMillerWHNT	.@ShellyKramer is really making me think about how to repurpose pressos, research, effort already expended #yallconnect	7/23/13 16:52
AlabamaBloggers	"Victory in marketing doesn't happen when you sell something, but when you cultivate advocates for your brand." ~ Steve Knox #yallconnect	7/23/13 16:52
K_Olivia_Ann	Create and cultivate advocates to create and cultivate sales. - Mack Collier #yallconnect	7/23/13 16:52
debkrier	One of the most important things said today! - @noscriptomylife: There's not an easy button. It's a process. @ShellyKramer #YallConnect	7/23/13 16:52
DonnaGilliland	Give your fans special access to things others do not have. Via @MackCollier #YallConnect (rewarding your customers)	7/23/13 16:52
RedheadWriting	A huge thanks to everyone who came to my #yallconnect session this morning! Thanks for being a part of MY story :)	7/23/13 16:52
c3PR	Birthday + gender + zip code & #marketers can identify you: #bigdata #yallconnect #marketing RT @Forbes http://t.co/5jJ59SxvmK RT @Forbes	7/23/13 16:53
YallConnect	@Id_watters Your speaker and topic suggestions on the big wrap up survey tomorrow will help greatly. :) -wk	7/23/13 16:53

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
RealSheree	Create amazing experiences, cultivate advocates. Do that and you'll get the sales you want. @MackCollier #yallconnect	7/23/13 16:53
cloudspark	sign up for @mackcollier's think like a rockstar newsletter http://t.co/a2U7dEMFFf #yallconnect	7/23/13 16:54
admom1	List building is easy and at the core of #inboundmarketing. @ShellyKramer #yallconnect	7/23/13 16:54
CBStrick	@YallConnect Shelly Kramer knows how to use social media for #B2B corps. Start with a good #website first! #YallConnect	7/23/13 16:54
RedheadWriting	@rebeccamjoyner Glad you joined me this morning! #yallconnect	7/23/13 16:54
sidniemiller	Cultivate advocates for your brand. -from @MackCollier's #thinklikearockstar session #yallconnect http://t.co/yhEi67m0PW	7/23/13 16:54
rebeccaminder	@YallConnect : Our customers are the REAL rock stars, and not us! We should reciprocate the love they show us!	7/23/13 16:55
RealSheree	@redheadwriting Love your honesty and attitude. #RockStar #yallconnect	7/23/13 16:55
KICKMedia_	Focus on the #content and let the big picture take care of itself. #yallconnect #ContentMarketing #socialmedia	7/23/13 16:55
IAMMelodyRose	@MackCollier great presentation about the value of fans and building fan loyalty at #yallconnect	7/23/13 16:55
HeartAlabama	@MackCollier inspired us to treat our fans like #rockstars at @YallConnect. You guys are totally getting backstage passes now.	7/23/13 16:55
ObjectivityRach	There's entirely too much iPad Photography going on at this conference. Hope there's a session about that later. #yallconnect	7/23/13 16:55
YallConnect	After #yallconnect, keep up with conference news, discounts and more with our free newsletter: http://t.co/0jvX78sPOS	7/23/13 16:56
carolmarksblog	Mack Collier at Y'all Connect. Think Like a Rock Star. #yallconnect http://t.co/pbV5OBuh6P	7/23/13 16:56
K_Olivia_Ann	It always pays to interact - even negative feedback provides a great opportunity. - Mack Collier #yallconnect	7/23/13 16:56
RedheadWriting	@thejenwestquest So glad you enjoyed this morning's session at #yallconnect :)	7/23/13 16:56
StaceyHood	I need Excedrin, anyone? #yallconnect	7/23/13 16:56
jessicacasner	Great article from @MelanieDuncan7 http://t.co/kaRBITg8rq #success_story #entrepreneur #yallconnect	7/23/13 16:56
scotta_yoga	At @YallConnect for @USTAMississippi. Have seen great talks w/ @ikepigott, @RedheadWriting, & @MackCollier love to have @audiowido w/me!	7/23/13 16:57
ObjectivityRach	Treat your fans like they™re the real rockstars. Because they are." ~ @MackCollier on how to be a rockstar. #yallconnect	7/23/13 16:57
RealSheree	Great comment/Q from @cloudspark about making employees brand advocates. #yallconnect	7/23/13 16:57
RedheadWriting	@unitedwayal Thank you -- and I'm glad you enjoyed it! #yallconnect	7/23/13 16:57
HeartAlabama	@YallConnect ... listening to @MackCollier describe the @makersmark brand ambassadors program. Fascinating!	7/23/13 16:57
RevivalBham	Hope everyone is having a great time at @YallConnect! Also, major props on all the design elements...we love it!!!	7/23/13 16:58

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
tlsylvan	Don't shy away from making your employees rockstars and giving them benefits. Loyalty starts internally. @MackCollier #yallconnect	7/23/13 16:58
cloudspark	i'll be sharing 'how to create sticky stories for millennials' later this afternoon at #yallconnect http://t.co/SwrpCoEqMb	7/23/13 16:58
babyyo954	Trun A \$40 #investment into A \$1000/Weekly #Income #yallconnect http://t.co/lZ7tnxle7j	7/23/13 16:58
audiowido	@scotta_yoga @YallConnect @USTAMississippi Wish I were there! Would love to hear @ikepigott and @RedheadWriting	7/23/13 16:58
KICKMedia_	Too much info (on your site) kills. " Keep it simple and reap the rewards." http://t.co/AjwW3Js0v6 #ContentMarketing #yallconnect	7/23/13 16:59
YallConnect	Who's ready for lunch? Let's eat, y'all ...	7/23/13 16:59
cloudspark	@RealSheree like the idea of applying @mackcollier's model to internal fans i.e. employees #yallconnect	7/23/13 16:59
AlabamaBloggers	Excited! MT @cloudspark: sharing 'how to create sticky stories for millennials' later this afternoon at #yallconnect http://t.co/PxH0SozwEo	7/23/13 17:00
RedheadWriting	@kletcher_uab Glad you joined me this morning :) #yallconnect	7/23/13 17:00
RedheadWriting	@scotta_yoga Glad you enjoyed my session -- thanks for coming! #yallconnect	7/23/13 17:00
mitzijanemedia	The most valuable corporate resource you have is your corporate website. @ShellyKramer #yallconnect (Shelly rocks inbound marketing.)	7/23/13 17:00
zacksyl	Pretty ladies of @YallConnect - @tlsylvan @writeousbabe @RedheadWriting @thejenwestquest #yallconnect http://t.co/1U2Pe5vEn7	7/23/13 17:00
yougotrossed	Gahhhh! @petershankman #love @YallConnect #YallConnect http://t.co/FTYf8YHwiL	7/23/13 17:01
RedheadWriting	For those in my #yallconnect preso this morning, here's that pie chart ;) http://t.co/B4D6rn8W86	7/23/13 17:01
RedSageAL	Lots of food for thought from @MackCollier. As a marketer, wish more people heard this. #yallconnect	7/23/13 17:01
HobbsJewelersAL	@HeartAlabama @YallConnect @MackCollier @MakersMark He is amazing!	7/23/13 17:01
RedheadWriting	And if anyone from my #yallconnect session is interested in where that pie chart came from, here ya go: http://t.co/3vEAY1sEDN	7/23/13 17:02
ld_watters	Project managers and admins are NOT marketing strategists @ShellyKramer #yallconnect	7/23/13 17:03
RedSageAL	@YallConnect yes please!	7/23/13 17:04
ShellyKramer	So far, #yallconnect is awesome. So is @katywrites (at @YallConnect for Y'all Connect 2013 w/ 8 others) [pic]: http://t.co/SyPoXsYfo4	7/23/13 17:06
SouthernChicMis	Sessions 1-3... Brilliance. Brain on overload and I love it! #yallconnect	7/23/13 17:06
ChelseaRoadman	You're not really there unless it's Foursquare official. Everybody knows that. (at @YallConnect) [pic]: http://t.co/xsz01MvSmz	7/23/13 17:06
lisacrymes	@goggin @ld_watters @RedheadWriting well .. It depends on how creative you are at #StoryTelling #yallconnect	7/23/13 17:06
SouthernChicMis	@RedheadWriting - you FRIGGIN' rock! #lifechanging #yallconnect	7/23/13 17:10

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
SouthernChicMis	@shellykramer - smart, insightful, great session! #yallconnect	7/23/13 17:12
Leslie_Wiggins	Totally underestimated this bread's ability to fold over. Let awkward lunch begin! #yallconnect http://t.co/iXS6yEGAKY	7/23/13 17:15
KDHungerford	Honored! MT @LauriRottmayer: Hey @KDHungerford @tac_england @MackCollier is talking about you at #yallconnect. So you're kinda here w/us.	7/23/13 17:16
RealSheree	@cloudspark @mackcollier agree. Employees are too often overlooked or discounted in the equation. #yallconnect	7/23/13 17:18
BarryMatson64	Attending #yallconnect and it's been great. Changing the dynamic.	7/23/13 17:21
ld_watters	"Internet Jedi" @ShellyKramer #yallconnect	7/23/13 17:25
MackCollier	THANK Y'ALL SO MUCH for the tweets about my Think Like a Rock Star session. So happy that you enjoyed it! #yallconnect	7/23/13 17:28
MackCollier	@IAmMelodyRose Hi Melody, thanks so much for coming! #yallconnect	7/23/13 17:29
K_Olivia_Ann	Having a great time and learning a lot at #yallconnect in #Birmingham. @ Y'all Connect http://t.co/Rkaj52fHb3	7/23/13 17:30
MackCollier	@DonnaGilliland Hey Donna, thanks for the tweets from my session! #yallconnect	7/23/13 17:30
MackCollier	@LauriRottmayer @KDHungerford @tac_england I made sure my friends were here even if they couldn't be ;) #yallconnect	7/23/13 17:33
MackCollier	@HeartAlabama @YallConnect Thank you! #yallconnect	7/23/13 17:34
shiftwebtweet	@yallconnect Where's the okra? I was looking forward to it! :)	7/23/13 17:35
MackCollier	@HR_Minion Thanks Shauna, and thanks for the feedback, I'll take that into consideration! #yallconnect	7/23/13 17:35
MackCollier	@meganburkes You're the best! Thank you! #yallconnect	7/23/13 17:35
carolmarksblog	The best shoes at Y'all Connect. #yallconnect http://t.co/OXFBKgBUId	7/23/13 17:36
MackCollier	For those that attended my TLARS session @redbull commercial that has 4.5 Million views #biggeridea #yallconnect - http://t.co/tJnSsXPCOf	7/23/13 17:40
KristK	Can't wait to see @meganburkes and pick up my signed copy of @MackCollier book, Think Like a Rock Star. #yallconnect #shesagem	7/23/13 17:42
UABDigitalMedia	Mmm. #brainfood #yallconnect http://t.co/RLB7KLepyO	7/23/13 17:42
ANormalFlame	spann and I after his insightful talk on Social Media at @YallConnect. Instagram nerds... http://t.co/ttzNuheayi	7/23/13 17:44
LauriRottmayer	Yay! RT @MackCollier: @LauriRottmayer @KDHungerford @tac_england I made sure my friends were here even if they couldn't be ;) #yallconnect	7/23/13 17:47
KristK	Would love to see some of the #yallconnect attendees at @SPRF2013 in Biloxi Sept. 29-Oct. 1. http://t.co/LgIHksz9Im Come on down!	7/23/13 17:52
MackCollier	@KristK @meganburkes Awesome, thank you SO much for buying it! #yallconnect	7/23/13 17:52
YallConnect	@shiftwebtweet all the rain this summer has the okra behind schedule. #yallconnect	7/23/13 17:56

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
debkrier	Anyone staying at the Sheraton want to carpool to Avondale Brewing tonight? I can take 4. #yallconnect	7/23/13 17:58
YallConnect	@MackCollier you're welcome. Thanks for leading a great session.	7/23/13 17:59
noscriptomylife	Incredibly thankful for the opportunity to volunteer with @YallConnect. I've enjoyed my time so far & can't wait for the rest of the day!	7/23/13 17:59
debkrier	Hey @WadeKwon - We need to talk about having a @YallConnect in Atlanta! #yallconnect	7/23/13 18:00
sidniemiller	No idea where I'm going to next: #yallconnect http://t.co/66QoSgKpF0	7/23/13 18:00
IntermarkGroup	"Have a passion for what you do in order to be successful." @spann #YallConnect	7/23/13 18:01
DaleCallahan	At #yall connect with @MackCollier	7/23/13 18:07
ObjectivityRach	The count is up to 4: people who have told me they considered seeing me when they put jeans on today. Not here to judge butts. #yallconnect	7/23/13 18:08
WonderLaura	I'm at @YallConnect (Birmingham, AL) w/ 3 others http://t.co/cdlpYaSnY4	7/23/13 18:08
IAMMelodyRose	@WadeOnTweets you did an amazing job chairing #yallconnect Kudos to you and your team!	7/23/13 18:10
seejanewritebhm	Thank you, @alabamapower for sponsoring such a great conference! #yallconnect	7/23/13 18:12
debkrier	Totally agree! - @IAMMelodyRose: @WadeOnTweets you did an amazing job chairing #yallconnect Kudos to you and your team!	7/23/13 18:12
KatyWrites	I'm at @YallConnect for Y'all Connect 2013 (Birmingham, AL) w/ 4 others http://t.co/kyC5QkUqau	7/23/13 18:13
debkrier	Hey @WadeOnTweets - We need to talk about having a @YallConnect in Atlanta! #yallconnect	7/23/13 18:14
RedSageAL	@RedheadWriting was so good this morning, changed my afternoon schedule to see her again. #yallconnect	7/23/13 18:19
YallConnect	Session 3 starts in 10 minutes with: @RedheadWriting, @petershankman @StudioNashVegas giving talks: http://t.co/eMjiUmAbG0	7/23/13 18:20
JamiesRabbits	High five to Blue Cross @bsbcal for being the silver sponsor of #YallConnect. Higher five for no copay on the pap smear.	7/23/13 18:20
JWatson_Wx	It's coming...preparing for some strong wind & possible hail at @yallconnect in DT #Birmingham! #alwx #yallconnect http://t.co/kUe9w8lvw1	7/23/13 18:20
RealSheree	Big topic: RT @cloudspark: i'll be sharing 'how to create sticky stories for millennials' later today at #yallconnect http://t.co/zjl53ATvzw	7/23/13 18:21
JamiesRabbits	High five to Blue Cross @bcbsal for being the silver sponsor of #YallConnect. Higher five for no copay on the pap smear.	7/23/13 18:22
APTV	Attending an excellent social media conference in Birmingham -- Y'ALL CONNECT presented by Alabama Power (a proud... http://t.co/nQF2JTyaRD	7/23/13 18:23
ObjectivityRach	If a dude walked through with a cotton candy shoulder holster selling iPhone chargers, he'd make millions. #yallconnect	7/23/13 18:24
Inweatherspoon	I'm at @YallConnect (Birmingham, AL) w/ 3 others http://t.co/m3IKMVJBz0	7/23/13 18:25
JennWarren85	@Inweatherspoon @YallConnect About time! :)	7/23/13 18:27

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
JennWarren85	Ok lunch reinvigorated me. Lets do this. #yallconnect	7/23/13 18:27
VMRAgency	Spotted. @petershankman #yallconnect http://t.co/Klbpa74j4X	7/23/13 18:27
YallConnect	Nasty radar! MT @jwatson_wx: ...preparing for some strong wind & possible hail at @YallConnect #alwx #yallconnect http://t.co/WH6WP677PI	7/23/13 18:28
john_e_english	Erika at #yallconnect is rockin'	7/23/13 18:28
Inweatherspoon	@JennWarren85 @YallConnect I'm fashionably late, but I'm here. And that's all that matters! LOL	7/23/13 18:28
ObjectivityRach	@RealSheree I saw you in the bathroom but felt it an inappropriate place to #yallconnect.	7/23/13 18:29
YallConnect	@noscriptomylife Thanks for your help. Hope you really enjoy the afternoon, too!	7/23/13 18:29
john_e_english	@RedheadWriting sinus headache does not impact the power of your story #yallconnect	7/23/13 18:29
tlsylvan	@JennWarren85 Opposite for me! I need a nap. Or caffeine! #yallconnect	7/23/13 18:29
KDHungerford	@MackCollier You rock, Mack. @LauriRottmayer @tac_england #yallconnect	7/23/13 18:30
cloudspark	@ObjectivityRach hoping @cacaoatlanta sees us as rockstars #yallconnect	7/23/13 18:30
RealSheree	@objectivityrach During afternoon break, I hope. And maybe we'll have cookies. #yallconnect	7/23/13 18:31
IAmMelodyRose	@RedheadWriting excited. Unstuck Workshop at #yallconnect sounds amazing. Will post updates.	7/23/13 18:31
cloudspark	@RealSheree @ObjectivityRach i'm hoping for cookies too #yallconnect #sugar	7/23/13 18:32
Id_watters	My hands hurt from clapping #yallconnect	7/23/13 18:33
debkrier	Whoo- hoo! Listening to @petershankman talking about being nice! #yallconnect	7/23/13 18:33
ObjectivityRach	@studionashvegas is talking about @ikepigott in a session. #FreakyTuesday #yallconnect	7/23/13 18:34
WonderLaura	At another @RedheadWriting session #yallconnect which is actually a workshop "Get UNstuck" and she's making us use a pen and paper. Whoa.	7/23/13 18:34
ikepigott	The real @petershankman did not appear at #yallconnect until his Doppelg�nger chugged a Diet Coke.	7/23/13 18:35
RebeccaMJoynr	Gearing up to hear (a very tired) @petershankman talk at #yallconnect about why nice finishes first. #CaffeineTime	7/23/13 18:35
wesleyclinejr	@venturenet volunteering today @YallConnect and getting to listen to @petershankman #yallconnect	7/23/13 18:35
RealSheree	@chrisbrogan He's celebrating today at #yallconnect w/cool peeps like @RedheadWriting @cloudspark @MackCollier (and me). @StaceyHood	7/23/13 18:35
tlsylvan	Listening to @petershankman talk about being nice. #yallconnect http://t.co/cC4zf5CWjz	7/23/13 18:36
tlsylvan	People expect to be treated like shit. True story. @petershankman #yallconnect	7/23/13 18:37

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
zacksyl	As consumers, we expect to be treated like shit by brands. - @petershankman #yallconnect	7/23/13 18:38
Id_watters	Tweetable moment: people relate to people @studionashvegas #yallconnect	7/23/13 18:38
AlabamaBloggers	Parables work because people relate to people. Not facts. Not figures. Not charts and graphs. ~ @studionashvegas #yallconnect	7/23/13 18:38
KLetcher_UAB	Tweetable moment from @studionashvegas: People relate to people...not facts and figures. #yallconnect	7/23/13 18:39
Leslie_Wiggins	"People relate to people, not facts and figures." @studionashvegas #yallconnect	7/23/13 18:39
noscriptomylife	People relate to people. Not facts. Not figures. @studionashvegas #YallConnect	7/23/13 18:39
HobbsJewelersAL	"People relate to people" @studionashvegas #yallconnect a reminder to give you the real us	7/23/13 18:39
JennWarren85	People relate to people (not facts, charts, etc) #yallconnect	7/23/13 18:39
RealSheree	What does it say about society if our default expectation is that we will be treated poorly by biz? @petershankman #yallconnect	7/23/13 18:40
Id_watters	Bathing suit rule: Long enough to cover everything, short enough to still be interesting @studionashvegas #yallconnect	7/23/13 18:41
tlsylvan	Look at Facebook in the morning and the workout tweets - people are fueled by ego and sharing. @petershankman #yallconnect	7/23/13 18:41
KaraKennedy	We have turned into a society that is fueled by ego and sharing. @petershankman @YallConnect	7/23/13 18:41
KLetcher_UAB	Follow the bathing suit rule for storytelling: long enough to cover everything, but short enough to keep it interesting. #yallconnect	7/23/13 18:41
ikepigott	Hey #yallconnect tribe: here's the video I wish I could have shown. http://t.co/SQ404SAQJt @MarioGlove @FafaGroundhog	7/23/13 18:41
AlabamaBloggers	Stories: long enough to cover everything but short enough to be interesting ~ the bathing suit principle by @studionashvegas. #yallconnect	7/23/13 18:41
brownstonems	Society is fueled by ego or share. @petershankman #yallconnect	7/23/13 18:41
KaraKennedy	Privacy died 30 years ago @petershankman #yallconnect	7/23/13 18:42
cloudspark	@zacksyl geesh, i hope that isn't true. i expect service, but "wow" service stands out as much as poor service. #yallconnect #custserv	7/23/13 18:43
K_Olivia_Ann	Be known as a nice company - you'll create loyalists. - @petershankman #yallconnect	7/23/13 18:43
ikepigott	Loyal customers come back. Loyalists come back with friends. @petershankman at #yallconnect	7/23/13 18:43
YallConnect	MT @alabamabloggers: Parables work because people relate to people. Not facts. Not figures, charts, graphs. @studionashvegas #yallconnect	7/23/13 18:44
lisacrymes	If you treat your customers one level above crap - they will be loyal. Keeping going up and they become more loyal. #yallconnect	7/23/13 18:44
JessCarlton	Awesome speed work session collaborating with fellow comm professionals on organizational issues. Thanks, @RedheadWriting and #yallconnect!	7/23/13 18:44
tlsylvan	Create loyalists for your brand - treat them well and they'll bring their friends. @petershankman #yallconnect	7/23/13 18:44

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
zacksyl	Loyal customers return, loyalists bring friends. - @petershankman #yallconnect	7/23/13 18:44
ikepigott	Social Media is not a replacement for great customer service. @petershankman at #yallconnect	7/23/13 18:44
RealSheree	Social media is not a replacement for good customer service. @petershankman #yallconnect	7/23/13 18:44
K_Olivia_Ann	Stop using #socialmedia as a replacement for #custserv - @petershankman #yallconnect	7/23/13 18:44
tlsylvan	Don't use social media to make up for bad experiences. #yallconnect	7/23/13 18:45
JennWarren85	The Hero's Journey & Happy Gilmore RT @ikepigott: Hey #yallconnect tribe: here's the video I wish ... http://t.co/X62bnaBG9P	7/23/13 18:45
K_Olivia_Ann	We tell 5 people when we have a good experience. We tell 75 people when we have a bad one. - @petershankman #yallconnect	7/23/13 18:45
sidniemiller	social media should not replace customer service. @petershankman #yallconnect	7/23/13 18:45
ikepigott	Fatal error is businesses who don't learn from bad experiences, and don't prevent future ones. @petershankman at #yallconnect	7/23/13 18:45
meganburkes	Don't use social media to REPLACE customer service - @petershankman #yallconnect	7/23/13 18:45
brownstonems	Loyal customers return, but loyalsts bring friends. @petershankman #yallconnect	7/23/13 18:46
YallConnect	@Inweatherspoon We're happy you're here!	7/23/13 18:46
ikepigott	Fact of Life: your company is going to screw up. Own it, fix it, and prevent it. @petershankman at #yallconnect	7/23/13 18:46
lisacrymes	Be transparent - you will screw up, all companies do. Just own, fix it and move on. #yallconnect @petershankman	7/23/13 18:47
tlsylvan	When a company fixes a problem and owns up to it, people accept it and move on. #yallconnect	7/23/13 18:47
debkrier	Beyond true! - @RealSheree: Social media is not a replacement for good customer service. @petershankman #yallconnect	7/23/13 18:47
K_Olivia_Ann	Transparency means allowing trust. Own up to a mistake. Fix it. Make sure it doesn't happen again. - @petershankman #yallconnect	7/23/13 18:47
Nichole_Kelly	We spread negativity when our issues aren't resolved. Be transparent via @petershankman at #yallconnect	7/23/13 18:47
meganburkes	When you screw up, own it and fix it - @petershankman #yallconnect #transparency	7/23/13 18:48
Leslie_Wiggins	Without a nugget of truth & a call to action, a story is just entertainment. @studionashvegas #yallconnect	7/23/13 18:48
ikepigott	Customers will trust you as you repair the wrong, if you've built transparent rapport with them. @petershankman at #yallconnect	7/23/13 18:48
AlabamaBloggers	A great story: Makes you memorable Allows people to empathize w/ your brand Turns customers into raving fans @studionashvegas #yallconnect	7/23/13 18:48
RedheadWriting	Heads down and hard at work in my Get UNstuck workshop at #yallconnect http://t.co/XQEP0ZSb8F	7/23/13 18:49
ikepigott	Power of a quick apology? Just look at the difference in the rehab of Spitzer vs. Weiner. @petershankman at #yallconnect	7/23/13 18:50

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
debkrier	Best tip: Apologize and move on. @petershankman #yallconnect	7/23/13 18:50
farahfergie	"People relate to people." @studionashvegas #yallconnect http://t.co/Ny3I5oQBj9	7/23/13 18:50
brownstonems	Apologize and move on. @petershankman #yallconnect	7/23/13 18:50
cloudspark	without a nugget of truth and a call to action, a story is just entertainment. @studionashvegas #yallconnect	7/23/13 18:50
K_Olivia_Ann	Know your audience and understand how they like to get their #custserv. - @petershankman #yallconnect	7/23/13 18:51
tlsylvan	Know how your audience likes to get their customer service. Meet them where they are. #yallconnect	7/23/13 18:51
K_Olivia_Ann	Go where your audience is. Be relevant to them. - Peter Shankman #yallconnect	7/23/13 18:51
SouthernChicMis	I'm doing nada... because Erika said I could... while I wait. #partoftheexercise #gettingunstuck #yallconnect @RedheadWriting	7/23/13 18:52
lisacrymes	Be relevant and know where your customers are @petershankman #yallconnect	7/23/13 18:52
cloudspark	@zacksyl i figured, but *had* to counter as this redhead has better expectations from brand #focusgroupofone #yallconnect	7/23/13 18:52
charitys	Having a hard time tweeting today. The stories at #yallconnect have me captured. Great speakers @MackCollier @RedheadWriting @petershankman	7/23/13 18:52
ikepigott	"The average age for nightly news viewers is DEAD." @petershankman at #yallconnect	7/23/13 18:52
susancellura	Gr8! RT @ikepigott: Hey #yallconnect tribe: here's the video I wish I could have shown. http://t.co/1BdTJc8QVI @MarioGlove @FafaGroundhog	7/23/13 18:53
K_Olivia_Ann	The best way to be relevant to any audience is to ask them. - @petershankman #yallconnect	7/23/13 18:53
coskier	LOL RT @ikepigott: "The average age for nightly news viewers is DEAD." @petershankman at #yallconnect	7/23/13 18:53
zacksyl	Best way to be relevant to your audience is to ask them. Teach employees to be better listeners. - @petershankman #yallconnect	7/23/13 18:53
ikepigott	@cloudspark @zacksyl I think @petershankman was just lowering the bar of expectations, not grounding it. #yallconnect	7/23/13 18:54
tlsylvan	Teach your employees to be better listeners - that leads to relevance and connections. #yallconnect	7/23/13 18:54
MackCollier	@leahel08 thank you, let's chat later! #yallconnect	7/23/13 18:54
K_Olivia_Ann	The simple act of being a better listener implies relevance. Relevance is revenue. - @petershankman #yallconnect	7/23/13 18:54
cloudspark	@mackcollier see this? Kid Rock's Plan to Change the Economics of Touring http://t.co/ed5mfOKcTP via @WSJ #tlars #yallconnect	7/23/13 18:54
ChelseaRoadman	"People relate to PEOPLE, not facts and figures." -@studionashvegas #YallConnect #heartoftheconference	7/23/13 18:54
VMRAgency	"Relevance is revenue"-@petershankman #yallconnect	7/23/13 18:55
RealSheree	Believe it, or suffer the ramifications: RT @ikepigott: "The average age for nightly news viewers is DEAD." @petershankman at #yallconnect	7/23/13 18:55

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
ikepigott	#yallconnect drinking game: take a swig every time @tlsylvan and @zacksyl tweet the same thing.	7/23/13 18:55
rebeccaminder	#yallconnect listening to "Storytelling of Biblical Proportions" as the skies break and the thunder rolls outside!	7/23/13 18:56
IAmMelodyRose	@RedheadWriting upgrading my practice in the midst of several family challenges. Making time to write/teach means so much. #yallconnect	7/23/13 18:56
amyminchin	Being a better listener implies relevance and relevance is revenue. @petershankman #yallconnect	7/23/13 18:56
sidniemiller	People are talking on tweetdeck & hootsuite but they're also talking right in front of your face. @petershankman #yallconnect	7/23/13 18:57
K_Olivia_Ann	If you're not listening in real-time, you're not listening to your customers. Listen outside of social media. - Peter Shankman #yallconnect	7/23/13 18:57
zacksyl	Give your audience what they want before they know they want it. - @petershankman #yallconnect	7/23/13 18:57
WillieshaMorris	Woot! @RedheadWriting's next session. I have a team of experts helping me solve my marketing woes in five minutes! :) <3 #YallConnect	7/23/13 18:57
tlsylvan	.@petershankman brought up a good point about studying body language to hear what customers say without them saying it. #yallconnect	7/23/13 18:57
IAmMelodyRose	@RedheadWriting having help with managing life is nurturing. Thanks. #yallconnect	7/23/13 18:57
ikepigott	We are pelted by anywhere from 5,000 to 7,000 marketing messages eveOH LOOK, SQUIRREL! @petershankman at #yallconnect	7/23/13 18:58
IAmMelodyRose	@MackCollier just bought your book. Looking forward to an excellent read. #yallconnect	7/23/13 18:58
K_Olivia_Ann	Attention span = 3 seconds. If you don't wow them on the first shot, they'll find someone else who will. - @petershankman #yallconnect	7/23/13 18:58
brownstonems	The simple art of being a better listener implies relevance. #yallconnect	7/23/13 19:00
RealSheree	@chrisbrogan Would love to have you with us. I'm betting we'll do it again. Great conference #yallconnect	7/23/13 19:00
LaureeAshcom	THIS RT @KaraKennedy: Privacy died 30 years ago @petershankman #yallconnect	7/23/13 19:00
amyminchin	In the 80s, Michael Jackson was actually black. @petershankman #yallconnect #tip	7/23/13 19:01
zacksyl	This @petershankman session fueled by @DietCoke #yallconnect http://t.co/SHkQGZ6JgS	7/23/13 19:01
YallConnect	Thanks to our silver sponsor @BCBSofAlabama! #yallconnect	7/23/13 19:01
IntermarkGroup	"Updates related to the brand are the best way to drive engagement" #YallConnect @mackcollier	7/23/13 19:01
K_Olivia_Ann	We're a society being destroyed by bad writing and bad #communication skills. - @petershankman #yallconnect	7/23/13 19:01
ld_watters	Don't feed the trolls @studionashvegas #yallconnect	7/23/13 19:01
RedSageAL	Can't wait to see what advice my group is writing! @RedheadWriting #yallconnect	7/23/13 19:02
tlsylvan	Learn to write and speak clearly and succinctly. #yallconnect @petershankman	7/23/13 19:02

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
WBCNA	@JWatson_Wx are you at @YallConnect ?	7/23/13 19:02
RebeccaMJoyner	Shocking how rare THIS advice is discussed among communicators. "Learn to write. Learn to speak." -@petershankman #yallconnect	7/23/13 19:02
JennWarren85	Praise for #Oreo at @YallConnect from @studionashvegas cc: @Lgmccraney	7/23/13 19:03
K_Olivia_Ann	If you don't have the nice, nothing else matters. - Peter Shankman #yallconnect	7/23/13 19:03
ikepigott	A tired @petershankman is holding court on the Power of Nice. #yallconnect http://t.co/e7JU2UVI56	7/23/13 19:03
Julia_Brannon	Truth. RT @ikepigott: We are pelted by anywhere from 5,000 to 7,000 marketing messages eveOH LOOK, SQUIRREL! @petershankman at #yallconnect	7/23/13 19:03
LeslieTWalker	"Bad communication skills are killing this Country" @petershankman #yallconnect Amen!	7/23/13 19:04
AlabamaBloggers	Trust currency - as you share valuable content, you're building up trust that can be used. @studionashvegas #yallconnect	7/23/13 19:04
ReChelleMarie	#Yallconnect !! http://t.co/Uly4WOHfZl	7/23/13 19:04
AlabamaBloggers	Have a 10:1 ratio of sharing other people's posts versus your own. @Studionashvegas // wow! Quite the challenge. #yallconnect	7/23/13 19:04
BethBryan	@redheadwriting workshop ROCKS. Excited for all these great ideas. #yallconnect	7/23/13 19:05
farahfergie	Hey @chrisbrogan, @studionashvegas just used you as a great example of sharing content in his seminar. #yallconnect	7/23/13 19:05
K_Olivia_Ann	How we interact with our customers is what determines our relevance to them. - @petershankman #yallconnect	7/23/13 19:06
ikepigott	The concept of Liking or Friending or Fanning a Page will go away in 24-36 months. @petershankman at #yallconnect	7/23/13 19:07
ikepigott	Now @petershankman is picking on @tlsylvan - one more thing we have in common. #yallconnect	7/23/13 19:08
Lgmccraney	@JennWarren85: Praise for #Oreo at @YallConnect from @studionashvegas @Lgmccraney No argument here. @Oreo is the SM top dog! #DreamJob	7/23/13 19:08
SouthernPlate	Love the truth and insight @studionashvegas is giving at #yallconnect. I had the honor of introducing him.	7/23/13 19:09
YallConnect	This >> Thanks! RT @rechellemarie: #Yallconnect !! http://t.co/V80lf9Qaja	7/23/13 19:09
yougotrossed	Love seeing @Inweatherspoon and @chandatemple @YallConnect! #faves	7/23/13 19:09
chrisbrogan	@farahfergie - you tell that @studionashvegas to find better examples. I'm not nice. #yallconnect :)	7/23/13 19:10
admom1	@RedheadWriting is helping us get unstuck! I'm tweeting while my group works on my biz problem. ;) Great exercise! #yallconnect	7/23/13 19:10
ReChelleMarie	@YallConnect anytime !	7/23/13 19:10
ikepigott	If I like a restaurant enough to keep coming back, I don't have to declare a Like. Real life knows. @petershankman at #yallconnect	7/23/13 19:14
yougotrossed	Volunteer button? Check! Lovin #YallConnect! #fb http://t.co/h9l21phnP5	7/23/13 19:15

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
JWatson_Wx	@WBCNA Yes I am! Having a great time and learning a lot!:) Are you down here? @YallConnect	7/23/13 19:16
HeartAlabama	PANIC! RT @ikepigott The concept of Liking or Friending or Fanning a Page will go away in 24-36 months. @petershankman at #yallconnect	7/23/13 19:16
K_Olivia_Ann	Your network is only as strong as your weakest link. Facebook is designed to empower your network. - @petershankman #yallconnect	7/23/13 19:17
carolmarksblog	My team helping me with a business challenge. #yallconnect @redheadwriting http://t.co/GoH6fa7CwM	7/23/13 19:17
tlsylvan	Your network is only as strong as your weakest link. Don't stay connected with people that don't impact you. #yallconnect	7/23/13 19:17
ikepigott	Your network is only as strong as your weakest connection. @petershankman at #yallconnect	7/23/13 19:18
weezie1125	@RedheadWriting @YallConnect waiting on my 5 minute answers. Can't wait to see my advice	7/23/13 19:19
ikepigott	@petershankman History Professor in Arkansas! MT @AlanColmes: New Anthony Weiner Sex Chats Revealed http://t.co/F9CbFuiL5L #yallconnect	7/23/13 19:20
farahfergie	@chrisbrogan Well @studionashvegas just told a whole room of people that you're a "nice guy." LOL! #NoEscape #yallconnect	7/23/13 19:21
RealSheree	Scalability is irrelevant. Create great, memorable experiences for success. @petershankman This is a definite theme at #yallconnect	7/23/13 19:21
RebeccaMJoynr	Best customer story ever told. Morton's steak house airport delivery. Look it up. #NiceWins Via @petershankman #yallconnect	7/23/13 19:22
ikepigott	So what is @petershankman doing these days? Starting a company focused on reinventing customer service. Shankman/Honig #yallconnect	7/23/13 19:22
chrisbrogan	@farahfergie - aw crap. @studionashvegas , I don't know what I have to pay, but you tell #yallconnect I'm a jerk.	7/23/13 19:23
debkrier	Be nice. Be decent. Enough said. @petershankman #yallconnect	7/23/13 19:23
sidniemiller	"The nicer I am to people the more the universe unfolds in my favor." @petershankman #yallconnect	7/23/13 19:23
RebeccaMJoynr	MT: @ikepigott: So what's @petershankman doing? Starting a company focused on reinventing customer service. Shankman/Honig #yallconnect	7/23/13 19:24
InstagramBham	Dear #InstagramBham community, are any of you here at #YallConnect? Share your Instagram photos with us :)	7/23/13 19:26
LauriRottmayer	With my friend @mackcollier at #yallconnect. :-)) http://t.co/UE7IP5AffI	7/23/13 19:27
YallConnect	Thanks to our presenting sponsor @AlabamaPower! #yallconnect	7/23/13 19:28
KristK	I think I now have a crush on @RedheadWriting -- smart and snarky. http://t.co/VSwiSBAK45 "Be honest and stop apologizing" #yallconnect	7/23/13 19:30
KDPearls	Great seminars but afternoon sleepy! Need coffee. #yallconnect	7/23/13 19:30
UABDigitalMedia	Problem-solving with @RedheadWriting. People from all kinds of companies finding answers #yallconnect #GetErDone http://t.co/NgpFX0JbZl	7/23/13 19:36
MackCollier	@LauriRottmayer so glad you made it here to #yallconnect	7/23/13 19:40
Leslie_Wiggins	#yallconnect needs more chocolate http://t.co/8JkrCKePgD	7/23/13 19:40

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
YallConnect	Our #yallconnect speakers' books are on sale at the book table in the first floor hallway. Go check them out!	7/23/13 19:41
cloudspark	getting ready to hear @shellykramer at #yallconnect	7/23/13 19:42
tlsylvan	Played a role in a mass pig murder, picked up a new boyfriend. Success! #yallconnect @petershankman http://t.co/oD003frXOS	7/23/13 19:42
YallConnect	Afternoon thank-you to our presenting sponsor @AlabamaPower! #yallconnect	7/23/13 19:44
HeartAlabama	Pressure's on, @ikepigott; the title of his #yallconnect talk: How To Make The Unsexy, Sexy. Heart disease tweets aren't very sexy.	7/23/13 19:44
cloudspark	cookies arriving in 45 minutes at #yallconnect #win	7/23/13 19:47
ObjectivityRach	@YallConnect will the speakers see our surveys? Are they anonymous?	7/23/13 19:47
YallConnect	Session 4 about to get started with @ShellyKramer @IkePigott and @MackCollier: http://t.co/eMjiUmAbG0 #YallConnect	7/23/13 19:47
cloudspark	@Leslie_Wiggins yes, more chocolate #yallconnect	7/23/13 19:48
YallConnect	@cloudspark #win Thanks for the update.	7/23/13 19:48
ld_watters	The people next door to Ballroom O are jamming #yallconnect	7/23/13 19:48
IAMMelodyRose	@ShellyKramer great opening to your presentation at #yallconnect very funny	7/23/13 19:48
WonderLaura	Awesome. @ikepigott is singing "I'm too sexy for your blog" (music and all) #yallconnect	7/23/13 19:49
K_Olivia_Ann	Peter Shankman on nice companies finish first. #yallconnect @ Y'all Connect http://t.co/Qr5NPWjl4x	7/23/13 19:49
afisherjones	This conference is super awesome. So glad I came today. #yallconnect	7/23/13 19:49
RealSheree	HootSuite and Twitter aren't playing well together right now. Anyone else having issues? #YallConnect	7/23/13 19:49
ld_watters	@tlsylvan @petershankman forget the pigs, there is no more bacon :) #yallconnect	7/23/13 19:50
HeartAlabama	@ikepigott just began his #yallconnect session by dancing to "I'm Too Sexy" ... he has already exceeded expectations.	7/23/13 19:50
debkrier	;-) @WonderLaura: Awesome. @ikepigott is singing "I'm too sexy for your blog" (music and all) #yallconnect	7/23/13 19:50
YallConnect	@ObjectivityRach Scores will be aggregated, so they will not see individual names. -wk	7/23/13 19:50
LauriRottmayer	He's too sexy for my tweets. ;-) @ikepigott #yallconnect http://t.co/mmO3SQx5ym	7/23/13 19:50
cloudspark	@ShellyKramer brings it on the first slide - "complicado" #yallconnect	7/23/13 19:50
farahfergie	Content Marketing with @ShellyKramer #yallconnect #complicadio http://t.co/o2ODuBeZiN	7/23/13 19:50
RedSageAL	@RedheadWriting --> "@cloudspark: cookies arriving in 45 minutes at #yallconnect #win"	7/23/13 19:51

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
afisherjones	Next years #yallconnect conference should be tag-lined "bringing the bacon back!"	7/23/13 19:51
cloudspark	of note, @shellykramer is one of those folks who says "the google" #yallconnect	7/23/13 19:51
lisacrymes	Marketing today? Complicadio #SM @shellykramer #yallconnect	7/23/13 19:51
IAmMelodyRose	@ShellyKramer "traditional marketing interrupts people's lives." #yallconnect	7/23/13 19:52
YallConnect	@HeartAlabama @RealSheree Thanks. Trying to wing it then.	7/23/13 19:52
aweckerle	At #yallconnect, @ikepigott dances to "I'm too sexy for my _" song in his "How To Make the Sexy, Sexy" presentation.	7/23/13 19:53
cloudspark	old way: money x media = business new way: time x media = business @ShellyKramer droppin' good stuff at @yallconnect	7/23/13 19:53
AlabamaBloggers	Traditional marketing is now considered an interruption. People don't like to have your message forced on them. @shellykramer #yallconnect	7/23/13 19:53
IAmMelodyRose	@ShellyKramer "new marketing formula is time x media = business" #yallconnect	7/23/13 19:53
noscriptomylife	Truth: I thought it was a jalapeño instead of an okra. #yallconnect	7/23/13 19:53
DonnaGilliland	Content marketing: blog, Webinars among others are inbound marketing. @ShellyKramer #YallConnect	7/23/13 19:54
admom1	Ha- noticed that! RT @cloudspark: of note, @shellykramer is one of those folks who says "the google" #yallconnect	7/23/13 19:55
IAmMelodyRose	How are you feeding your inbound marketing machine? What content are you sharing? #yallconnect	7/23/13 19:55
JoeBirdwell	@ikepigott telling the secret of making the unsexy sexy, #yallconnect	7/23/13 19:56
noscriptomylife	Good Luck Charlie is our future. (And also my favorite Disney show.) #yallconnect	7/23/13 19:56
cloudspark	inbound marketing is great content that leads people where you want them to go @ShellyKramer #yallconnect	7/23/13 19:56
K_Olivia_Ann	Inbound marketing is all about creating and spreading breadcrumbs. Inbound = bees to honey. - @ShellyKramer #yallconnect	7/23/13 19:56
AlabamaBloggers	Inbound Marketing creates breadcrumbs of super tasty content, then people follow those breadcrumbs back to you. @shellykramer #yallconnect	7/23/13 19:57
debkrier	Making Unsexy, Sexy with @ikepigott #yallconnect http://t.co/nr632eLViH	7/23/13 19:57
carolmarksblog	Other persons needs = sexy. #yallconnect @ikepigott	7/23/13 19:57
margbish	So many awesome fundraising ideas in the idea workshop....learning from the best and brightest! #yallconnect	7/23/13 19:57
K_Olivia_Ann	Content (creating, optimizing and marketing) is set to be at the heart of everything we do. - @ShellyKramer #yallconnect	7/23/13 19:58
ObjectivityRach	@noscriptomylife and you dominate a trivia contest about tween disney. #yallconnect	7/23/13 19:58
DonnaGilliland	Blogging is high growth for content. @ShellyKramer #YallConnect	7/23/13 19:59

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
cloudspark	blogging is at the top of the list for what separates high growth vs avg growth - @ShellyKramer #yallconnect	7/23/13 19:59
JennWarren85	Captive audience for @MackCollier with @zacksyl @tlsylvan @yougotrossed #yallconnect (despite @ikepigott trying to disrupt us)	7/23/13 19:59
Walls_Media	"2013 was named by Adobe as the year of content." @ShellyKramer @YallConnect #yallconnect	7/23/13 20:00
noscriptomylife	Also, @ShellyKramer does a great impersonation of Amy Duncan. #YallConnect	7/23/13 20:01
aweckerle	At #yallconnect, @ikepigott dances to "I'm too sexy for my _" song in his "How to Make the Unsexy, Sexy" presentation	7/23/13 20:01
admom1	Old-school SEO doesn't cut it anymore. @ShellyKramer #yallconnect	7/23/13 20:01
K_Olivia_Ann	Inbound marketing generates more leads for longer periods of time than traditional marketing. - @ShellyKramer #yallconnect	7/23/13 20:01
DonnaGilliland	Integrated marketing is important. Do not forget how important the web is in your marketing. @ShellyKramer #YallConnect	7/23/13 20:02
K_Olivia_Ann	Blog + #social + #SEO deliver lower cost per lead when it comes to your marketing budget. - @ShellyKramer #yallconnect	7/23/13 20:03
cloudspark	blog + social media + seo delivers a lower cost per lead (than traditional mktg) - @ShellyKramer #yallconnect	7/23/13 20:03
AlabamaBloggers	The ROI of a blog post is significantly higher because it lives on a site forever, as opposed to a print ad. @shellykramer #yallconnect	7/23/13 20:03
RealSheree	Blog + Social + SEO deliver lower cost per lead. @ShellyKramer at #YallConnect	7/23/13 20:04
CBStrick	@RealSheree: Blog + Social + SEO deliver lower cost per lead. @ShellyKramer at #YallConnect true story.	7/23/13 20:04
K_Olivia_Ann	You don't start with social media. You don't start with content. If you do, you will lose. - @ShellyKramer #yallconnect	7/23/13 20:05
cloudspark	you have to tie social to your business initiatives - @ShellyKramer #yallconnect	7/23/13 20:05
K_Olivia_Ann	Start with data. Information is power. Start with a competitive analysis - @ShellyKramer #yallconnect	7/23/13 20:05
yougotrossed	Making the rounds @YallConnect! First @MackCollier and now @ikepigott. Rethinking #sexy. #yallconnect http://t.co/5Nj1V0k6Fk	7/23/13 20:06
RealSheree	You must start with competitive analysis, data must drive your actions. What are your competitors doing? @ShellyKramer #yallconnect	7/23/13 20:06
DonnaGilliland	Do not start with social or with content first. Know what your biz initiatives are first and align accordingly. @ShellyKramer #YallConnect	7/23/13 20:06
cloudspark	so thankful to hear a top marketer like @shellykramer note the critical importance of data. #yallconnect	7/23/13 20:07
CBStrick	@spann You're at #yallconnect and still workin'!	7/23/13 20:07
LoriMillerWHNT	Lots of businesses start with tactics without tying the efforts to outcomes so they cannot track it. Preach it @ShellyKramer #yallconnect	7/23/13 20:08
Leslie_Wiggins	@ShellyKramer is offering an excellent presentation at #yallconnect; lots of questions for me to think through for my business	7/23/13 20:09
studionashvegas	Thanks to everyone who came to the session at #yallconnect. I'm looking for feedback - what did you think? (be honest!)	7/23/13 20:10

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
ItsTripp	#thingsthatarefalse RT @JennWarren85: People relate to people (not facts, charts, etc) #yallconnect	7/23/13 20:10
cloudspark	managing or marketing to millennials? join in my session on understanding & creating sticky stories for millennials at 4:15 #yallconnect	7/23/13 20:10
studionashvegas	Also, my next session starts after the afternoon snack (at 4:15). Tips, tricks, and tools for before/after the story goes live! #yallconnect	7/23/13 20:10
RedSageAL	Use exact search terms when titling your blog posts to help with SEO. @MackCollier #yallconnect	7/23/13 20:11
JamiesRabbits	I fancy conferences even when I'm learning I may or may not be doing everything wrong in my day job. #YallConnect	7/23/13 20:11
KatyWrites	Haaaaa!!!! @ikepigott with a social media-centric rendition of "I'm Too Sexy"!! #yallconnect	7/23/13 20:11
JennWarren85	@ItsTripp You are the exception to most rules dear husband. #yallconnect	7/23/13 20:11
cloudspark	if you're not measuring, you're not marketing. - @shellykramer #yallconnect	7/23/13 20:12
K_Olivia_Ann	If you're not measuring, you're not #marketing. - @ShellyKramer #yallconnect	7/23/13 20:12
YallConnect	A special thanks to our #yallconnect volunteers! Be sure to tell them thank you when you see them.	7/23/13 20:12
KatyWrites	Love this gem from @ikepigott - "In an attention economy, you have to be interesting." #yallconnect	7/23/13 20:12
rebeccaminder	@MackCollier 2.0 at #yallconnect : It's easier for us to relate to "Katy" who wrote a blog instead of "Admin."	7/23/13 20:13
K_Olivia_Ann	Content marketing: Listen. Monitor. Research. What does your #data show? - @ShellyKramer #yallconnect	7/23/13 20:13
JennWarren85	@yougotrossed @ikepigott @MailChimp He probably just spilled something on his other shirt. #yallconnect #snarkycomment #llikelke	7/23/13 20:14
ObjectivityRach	Looking at your search terms teaches what people need info on. @ShellyKramer #yallconnect / my searchers want to buy a miniature giraffe.	7/23/13 20:15
K_Olivia_Ann	Personas - the way you can dial in and truly understand your customers. - @ShellyKramer #yallconnect	7/23/13 20:15
DonnaGilliland	Learn more about buyer Personas. Understand what problems you can resolve for your customers. @ShellyKramer #YallConnect	7/23/13 20:16
K_Olivia_Ann	@JulieCainWard thanks for the follow! Are you @YallConnect today?	7/23/13 20:16
JennWarren85	@studionashvegas Fair warning Mitch - @ItsTripp is not at #yallconnect (he just really likes graphs!) I enjoyed 5 commandments you shared.	7/23/13 20:17
JulieCainWard	@K_Olivia_Ann @YallConnect I am not but following along on twitter! Great stuff.	7/23/13 20:17
JennWarren85	Yes, thank you all!! RT @YallConnect: A special thanks to our #yallconnect volunteers! Be sure to tell them thank you when you see them.	7/23/13 20:17
studionashvegas	@JennWarren85 @ItsTripp Haha no worries - I was a mathlete in high school, so I dig me some chart action. :) #yallconnect	7/23/13 20:17
meganburkes	Strategy drives tactics - @shellykramer. So think before you post. Plan, plan,plan... #yallconnect	7/23/13 20:18
tlsylvan	How to be sexy in social. @ikepigott #yallconnect http://t.co/dleibGA1MI	7/23/13 20:18

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
K_Olivia_Ann	@phyllisneill Thanks for connecting! Are you here in Birmingham for @YallConnect ?	7/23/13 20:19
K_Olivia_Ann	@JulieCainWard @YallConnect tweeting my fingers off :) Fantastic sessions!	7/23/13 20:19
zacksyl	Listen, learn, repeat. Don't half ass your customer service. - @ikepigott #yallconnect	7/23/13 20:20
zenobiaZAG	Well said > RT @cloudspark "making money is a result of a story told well. @RedheadWriting #yallconnect"	7/23/13 20:20
AlabamaBloggers	To write effectively for the web, know this: GOOGLE IS YOUR CLIENT. Google is everything. Be searchable! @shellykramer #yallconnect	7/23/13 20:20
cloudspark	even 7-year-olds know to start at "the google" @ShellyKramer on knowing seo matters. #yallconnect	7/23/13 20:21
ld_watters	@YallConnect you're welcome. I've had fun volunteering.	7/23/13 20:21
K_Olivia_Ann	To write effectively for the Web, know this... Google is your client. - @ShellyKramer #yallconnect	7/23/13 20:21
DonnaGilliland	Google is your client. Your clients are going to Google. Help Google figure out what you are talking about. @ShellyKramer #YallConnect	7/23/13 20:21
admom1	SEO is simply the art of helping Google figure out what you're talking about. @ShellyKramer #yallconnect	7/23/13 20:21
debkrier	Happy to help! - @YallConnect: A special thanks to our #yallconnect volunteers! Be sure to tell them thank you when you see them.	7/23/13 20:22
KatyWrites	Sounds like @ShellyKramer is rockin' the #inboundmarketing preso at #yallconnect while I hang out w/ @ikepigott. #notsurprised	7/23/13 20:22
Leslie_Wiggins	"What is SEO? The art of helping google figure out what you're talking about." @ShellyKramer #yallconnect	7/23/13 20:22
K_Olivia_Ann	SEO – the art of helping Google figure out what you're talking about. - @ShellyKramer #yallconnect	7/23/13 20:22
cloudspark	the key to seo: ask this - is it good for people? if yes, then it's good for seo. @ShellyKramer #yallconnect	7/23/13 20:23
zacksyl	.@ikepigott dropping knowledge. #yallconnect http://t.co/2lsGV6VNsZ	7/23/13 20:24
2BSolutions	.@ShellyKramer is fantastic!! Great info on content marketing. Very, very useful. #YallConnect	7/23/13 20:24
clear_mirror	Oh ya know. Making portraits of my girl crush @RedheadWriting at @YallConnect . #photography #bham #yallconnect #win http://t.co/BbWTaVNY2s	7/23/13 20:25
andrewjpg	great way to think about it RT @K_Olivia_Ann: To write effectively for the Web, know this... Google is your client. #yallconnect"	7/23/13 20:25
RedheadWriting	@clear_mirror @YallConnect Me so pretty.	7/23/13 20:26
S_HeritageFlair	Thanks Ya'll !!! "@YallConnect: A special thanks to our #yallconnect volunteers! Be sure to tell them thank you when you see them."	7/23/13 20:27
tlsylvan	Sometimes it's best to let the customer have the last laugh. @ikepigott #yallconnect	7/23/13 20:27
clear_mirror	Can we talk about how ridiculously cool and photogenic @ikepigott is? #yallconnect http://t.co/QRp40Nc9cH	7/23/13 20:27
cloudspark	@ShellyKramer pithy, prepared and perfectly sharing content marketing at #yallconnect http://t.co/dxCIFFALmn	7/23/13 20:27

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
debkrier	Perfect. - @tlsylvan: Sometimes it's best to let the customer have the last laugh. @ikepigott #yallconnect	7/23/13 20:28
carolmarksblog	Become a character in someone else's story. #sexy #yallconnect @ikepigott	7/23/13 20:28
KaraKennedy	@ShellyKramer: links are Internet gold. Links help search engines determine the trust and authority of your content. @YallConnect	7/23/13 20:28
AlabamaBloggers	Incoming links are internet gold: SEO is as much about what other people say you are as to what you say you are. @ShellyKramer #yallconnect	7/23/13 20:28
zacksyl	Most important slide of @ikepigott's session. Let the customer have the last word. It's ok to be quiet. #yallconnect http://t.co/fO9GChHztp	7/23/13 20:29
StaceyHood	@shellykramer preaching the gospel of content marketing #yallconnect http://t.co/QmWgPdFLiu	7/23/13 20:29
RedSageAL	"It's better to pick one or two [social media] tools and be there than to try and do too much." @MackCollier #yallconnect	7/23/13 20:29
RealSheree	Google's objective is to serve relevant content as fast as possible. SEO helps Google do that. @ShellyKramer #YallConnect	7/23/13 20:31
ObjectivityRach	Takeaway from @shellykramer at #yallconnect: Google can see all. Google knows all. Google judges all. Google is our internet Daddy.	7/23/13 20:32
jenniferwindrum	wahoooo!! RT @StaceyHood: @shellykramer preaching the gospel of content marketing #yallconnect http://t.co/mJzrhN1EkH	7/23/13 20:33
cloudspark	@ObjectivityRach "the" google. #yallconnect	7/23/13 20:34
thejenwestquest	awesome job today, @ikepigott :) #yallconnect	7/23/13 20:34
Nick_Baggett	All of the TV shows that @ikepigott has referenced today at #YallConnect are now off the air. TV producers run from him!! #jinx	7/23/13 20:34
tlsylvan	Matched my shoes to the okra for #yallconnect today. http://t.co/F9iVA3kmSJ	7/23/13 20:34
cloudspark	blog besties: 300-600 words, outbound links to credible sources early in the copy, link under phrases not words @ShellyKramer #yallconnect	7/23/13 20:35
K_Olivia_Ann	How to link out: Don't waste their time. They may never come back to your website. - @ShellyKramer #yallconnect	7/23/13 20:36
tlsylvan	@cloudspark @ShellyKramer Interesting to link under a phrase, good tip! #yallconnect	7/23/13 20:37
filamentartists	@K_Olivia_Ann I am! Lots if good info! #yallconnect	7/23/13 20:37
K_Olivia_Ann	Sharing great content on a regular basis gets you noticed. You become regarded as an authority. - @ShellyKramer #yallconnect	7/23/13 20:38
JamiesRabbits	"The ideal blog post is no less than 300 words and no more 600 words." @ShellyKramer #YallConnect #nomoreTolstoy	7/23/13 20:38
AlabamaBloggers	Write like you talk. Unless you're stupid. @shellykramer #yallconnect	7/23/13 20:38
LoriMillerWHNT	.@ShellyKramer says write like you talk. Unless you talk stupid, heh #yallconnect	7/23/13 20:39
cloudspark	@AlabamaBloggers nice contraction c: @ShellyKramer #yallconnect	7/23/13 20:39
KaraKennedy	Write like you speak. @YallConnect @TerryAbbott didn't you say that to me a few years ago?	7/23/13 20:40

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
RedSageAL	I think that's where most people lose money: they don't make it well enough known THIS is something I want to do. @MackCollier #yallconnect	7/23/13 20:40
cloudspark	blog posts that are less than 300 words have no seo value. @ShellyKramer #yallconnect	7/23/13 20:41
WillieshaMorris	"Don't be cute. Don't be mean." #Blogging #YallConnect @shellykramer	7/23/13 20:41
admom1	But isn't that a "mute" point? ;)RT @LoriMillerWHNT: .@ShellyKramer says write like you talk. Unless you talk stupid, heh #yallconnect	7/23/13 20:41
K_Olivia_Ann	Writing for the web is completely different. 8 in 10 – see your headline. 2 in 10 – click through @ShellyKramer #yallconnect	7/23/13 20:43
cloudspark	8 in 10 will see your headline and only 2 in 10 will click thru - make it short and sell it in the headline @ShellyKramer #yallconnect	7/23/13 20:43
StaceyHood	With @ShellyKramer & @cloudspark at @YallConnect #yallconnect http://t.co/n2Jm4jipdJ	7/23/13 20:43
clear_mirror	@spannpix is so photogenic. Thanks for the photo ops, sir! #yallconnect #bham #weather #win http://t.co/3DL1GvT9bf	7/23/13 20:45
RedSageAL	Break time! Bring on the cookies! #yallconnect	7/23/13 20:47
cloudspark	@StaceyHood so glad to be here for your birthday with @ShellyKramer at @YallConnect	7/23/13 20:47
clear_mirror	The lovely, kind, whip-smart @aweckerle of @Civilination ! Check her IndieGoGo fundraiser, y'all! #yallconnect http://t.co/ycP8S8Zvbt	7/23/13 20:49
K_Olivia_Ann	Build relationships before you need them. - @ShellyKramer #yallconnect	7/23/13 20:51
YallConnect	Cookie break! #yallconnect	7/23/13 20:51
Leslie_Wiggins	"Writing great content is easy. Getting people to read it is the hard part." @ShellyKramer #yallconnect	7/23/13 20:52
herringroup	Checking in from the Y'all Connect social media conference sponsored by AL Power at BJCC...wow, talk about value-added...great speakers who...	7/23/13 20:53
AlabamaBloggers	Just because people aren't commenting doesn't mean that people aren't reading and appreciating your content - @ShellyKramer #Yallconnect	7/23/13 20:53
admom1	You have to build your networks before you need them. Getting people to share your content is hard. @ShellyKramer #yallconnect	7/23/13 20:53
sidniemiller	Writing is easy. Getting people to read & share is difficult unless you've invested in a relationship first. @shellykramer #yallconnect	7/23/13 20:53
K_Olivia_Ann	The Web truly changes everything about business. When you understand great content, you have an edge. - @ShellyKramer #yallconnect	7/23/13 20:54
admom1	Yay! @shellykramer would say not to include a cookie recipe on your blog unless it's relevant;)RT @YallConnect: Cookie break! #yallconnect	7/23/13 20:56
IntermarkGroup	"The key to good SEO is people. If it's good for people, it's good for SEO" @shellykramer #yallconnect	7/23/13 20:56
Colliers_AL	Enjoyed learning blogging & social media tips from @shellykramer at #yallconnect! Look out for more to come from #ColliersAlabama!	7/23/13 20:57
shiftwebtweet	I love it when people can keep me engaged in their stories, inspire me, and teach me something at the same time. @petershankman #yallconnect	7/23/13 20:57
LauriRottmayer	@HR_Minion @ShellyKramer Guess I'm going to have to get the video. Hard to choose between the sessions @YallConnect. #sogood	7/23/13 21:08

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
mattplanet	Allow me to sum up Twitter today: WEATHER, WEATHER, Braun's a cheater, WEATHER, RAIN, #YallConnect, WEATHER, WEATHER, Bynes is crazy.	7/23/13 21:09
studionashvegas	in 5 minutes we'll be going over lots of fun, practical tools you can use to help get your story written and shared! Room N! #yallconnect	7/23/13 21:11
cloudspark	@ShellyKramer pithy, prepared and perfectly sharing content marketing at #yallconnect http://t.co/dxCIFFALmn	7/23/13 21:14
lisacrymes	I wonder if @Nichole_Kelly shares my philosophy on social media ROI? #sm #yallconnect #hcmktg http://t.co/Lx1HSo2WUP	7/23/13 21:14
LucyMerrill	Didn't even know how much I didn't know. #yallconnect	7/23/13 21:15
RedSageAL	@LauriRottmayer @HR_Minion @ShellyKramer @YallConnect agreed!	7/23/13 21:16
YallConnect	Session 5 about to get started with @Cloudspark, @Nichole_Kelly, @StudioNashVegas giving talks: http://t.co/eMjiUmAbG0 #YallConnect	7/23/13 21:17
JennWarren85	More @studionashvegas at @YallConnect #yallconnect #letsdothis	7/23/13 21:17
RedSageAL	@Nichole_Kelly #prezi at #yallconnect! Be jealous, #DragonLady! @EllenDidier http://t.co/lcTLQ00Yuy	7/23/13 21:18
carolmarksblog	Thank you #BJCC and #yallconnect @yallconnect alabamapower @BCBSofAlabama for a great conference. http://t.co/9ITwWVWSA3	7/23/13 21:19
ld_watters	I've been stalking this guy all day because I knew his face. He's the APT guy #yallconnect http://t.co/8UUAJLrGYu	7/23/13 21:19
meganburkes	Excited to learn about measuring social media ROI from @Nichole_Kelly #yallconnect	7/23/13 21:20
TheHillHangout	@AlabamaBloggers @ShellyKramer How many "y'all"s can I use before people think I'm stupid? #yallconnect	7/23/13 21:21
WillieshaMorris	I want to cobble your shoes @studionashvegas! (# Blogging that is) #YallConnect	7/23/13 21:21
tlsylvan	About to dive into Millennials with @cloudspark at #yallconnect	7/23/13 21:23
YallConnect	@LucyMerrill Hope the speakers are helping you make forward progress. Thanks for being here!	7/23/13 21:24
ShellyKramer	Hooray. It's @cloudspark speaking on #millennials at #yallconnect http://t.co/gSVK7N2kSZ	7/23/13 21:24
MackCollier	@LauriRottmayer @stephaniebice Hi Stephanie, we miss you here at #yallconnect	7/23/13 21:24
AlabamaBloggers	Learning about how to reach Generation Y from @cloudspark - the most diverse, educated, medicated, cared for generation. #yallconnect	7/23/13 21:27
MackCollier	@CallieJ_Summers @LauriRottmayer Missing you here Callie! #yallconnect	7/23/13 21:28
KatyWrites	Already a big, big fan of @cloudspark - and now I get to see her present about the importance of #millennials! #yallconnect	7/23/13 21:29
2BSolutions	.@Nichole_Kelly just told everyone to get a CRM system. Amen Nichole!! #YallConnect	7/23/13 21:29
tlsylvan	Don't ignore Millennials - they'll recreate the country. #yallconnect @cloudspark	7/23/13 21:31
MackCollier	Give Up Control to Get Control, if you missed my TLARS talk today at #yallconnect this covers one of the main points http://t.co/das1T4OId6	7/23/13 21:31

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
JamiesRabbits	Statistically, millennials are more educated, more diverse, and more cared for than Gen X. #latchkeysneedlovetoo #YallConnect	7/23/13 21:32
farahfergie	Millennial Generation: "Traditional with a twist." @cloudspark #yallconnect http://t.co/0Mu65QX75D	7/23/13 21:32
AlabamaBloggers	Millenials are: Connected Confident Interested Completely Distracted @cloudspark #yallconnect	7/23/13 21:34
VMRAgency	Great info from @studionashvegas... and only 15 minutes in. #yallconnect	7/23/13 21:35
KatyWrites	Hey @staubio - do you know about @millennialtrain? Learning about it at #yallconnect via @cloudspark and it sounds awesome.	7/23/13 21:35
farahfergie	Totally wish @ShellyKramer could have had more time. Great seminar! #yallconnect	7/23/13 21:36
llovelyownhair	@cloudspark enlightening info on millennials #yallconnect	7/23/13 21:37
betsyemmons	@RealSheree @studionashvegas ah really wish I was there! Sounds like a lot of learning and fun #YallConnect	7/23/13 21:37
ikepigott	Millennials will reshape society and culture. They are a demographic avalanche. @cloudspark at #yallconnect	7/23/13 21:37
tlsylvan	23% of Millennials watch exclusively streaming content. No need for tv! #yallconnect	7/23/13 21:38
shiftwebtweet	Millennials will recreate this country. @millennialtrain @cloudspark #yallconnect	7/23/13 21:39
KaraKennedy	@Nichole_Kelly social media brings customers in, but traditional media closes the deal. @YallConnect	7/23/13 21:39
ChelseaRoadman	Excited to be one! >> "@ikepigott: Millennials will reshape society and culture. They are a demographic avalanche. @cloudspark" #YallConnect	7/23/13 21:42
LoriMillerWHNT	.@Nichole_Kelly reminds us social brings folks to the sales funnel, but traditional often closes the deal #yallconnect	7/23/13 21:42
ShellyKramer	Hooray. It's @cloudspark speaking on #millennials at #yallconnect http://t.co/gSVK7N2kSZ http://t.co/MLKujUUKjF	7/23/13 21:43
KatyWrites	#Millennials want to be part of something cool before it's cool - one reason why crowdfunding like @Kickstarter works. #yallconnect	7/23/13 21:44
ikepigott	@Nick_Baggett Thank you... Glad you got something of value from it. Conference folks did a great job. #yallconnect	7/23/13 21:45
iMediaMichelle	@cloudspark @shellykramer thx 4 sharing real gems on #data, #seo #socialmarketing via #yallconnect good reminder to stay sharp on the basics	7/23/13 21:45
YallConnect	@carolmarksblog Thank you. Glad you enjoyed the conference. And thanks for joining #YallConnect	7/23/13 21:46
RedheadWriting	Thank you, Birmingham and #yallconnect for a lovely day in my home state. BHM>>DEN #byeeyall	7/23/13 21:46
KatyWrites	Loving @cloudspark's #RHOA "Tardy To The Party" reference - made me crack up. #yallconnect	7/23/13 21:46
AlabamaBloggers	Millennials love artificial scarcity for experiences. It gives them a sense of exclusivity that they anticipate. @cloudspark #yallconnect	7/23/13 21:47
tlsylvan	Artificial scarcity makes Millennials feel important. #yallconnect	7/23/13 21:47
YallConnect	@ld_watters Awesome! We do appreciate your time, energy and support.	7/23/13 21:48

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
HeartAlabama	@yallconnect Great stuff today! Really enjoyed it!	7/23/13 21:48
Id_watters	Bye, come back anytime "@RedheadWriting: Thank you, Birmingham and #yallconnect for a lovely day in my home state. BHM>>DEN #byeall"	7/23/13 21:49
K_Olivia_Ann	There is nothing more powerful than a social media recommendation. Measure their likelihood to recommend. - @Nichole_Kelly #yallconnect	7/23/13 21:51
farahfergie	"Millenials use libraries more than Gen Xers and Boomers." - @cloudspark #yallconnect @bpl @bplrlcc	7/23/13 21:51
KatyWrites	Observation: My y'all's are becoming more pronounced while at #yallconnect. It's official: I'm in the south!	7/23/13 21:52
YallConnect	@heartalabama Wonderful to hear. Thanks for being here!	7/23/13 21:53
sue_anne	Bumped to be missing #yallconnect today ... I will make it down to Alabama one of these days.	7/23/13 21:53
ikepigott	Millennials are visual communicators. 90% have uploaded photos or videos to sharing sites. @cloudspark at #yallconnect	7/23/13 21:54
ObjectivityRach	I have just realized that I am in the Millennial generation, thanks to @cloudspark. I'm just a decade older than I should be. #yallconnect	7/23/13 21:54
ObjectivityRach	And, for the record, @JamiesRabbits is more Millennial than me. Also? Older. We are some extremely ahead-of-the-times ladies. #yallconnect	7/23/13 21:56
debkrier	Cool WordPress tool: CrazyEgg. Heat map tracking on YOUR website. @studionashvegas #yallconnect	7/23/13 21:56
KatyWrites	#Millennials have FOMO - Fear of Missing Out. I'm not a millennial, and I definitely have this. #yallconnect	7/23/13 21:57
KaraKennedy	@Nichole_Kelly If your website is horrible, don't play in social. Media until you fix your website. #yallconnect	7/23/13 21:59
tlsylvan	Oh no no no Millennials, don't answer texts during sex! @cloudspark #yallconnect	7/23/13 22:00
KaraKennedy	@Nichole_Kelly if your website is horrible, don't play in social media until you fix your website. #yallconnect	7/23/13 22:01
Leslie_Wiggins	Suddenly realized I'm slouching @cloudspark #yallconnect	7/23/13 22:01
tlsylvan	@ObjectivityRach @cloudspark I know! I feel a little bit older wiser now. #yallconnect	7/23/13 22:03
charitys	What did I learn at #yallconnect? Be nice, tell my authentic story, and embrace the right tools and never forget to connect with the people.	7/23/13 22:04
YallConnect	Join us in Ballroom A for closing announcements and door prizes! #yallconnect	7/23/13 22:10
ChelseaRoadman	Thanks for the shout out, @cloudspark! #slashitude #hustle #YallConnect Wanna check out the bows? Visit http://t.co/HSUpBzVOrh ! @YallConnect	7/23/13 22:11
RedSageAL	Wow. Just wow. @Nichole_Kelly #yallconnect	7/23/13 22:12
admom1	@Nichole_Kelly Wow. This is one smart chick. Crazy cool executive dashboard. #SocialMediaMeasurement #yallconnect	7/23/13 22:12
noscriptomylife	This session is about Millennials. Aka me. And @ObjectivityRach and @JamiesRabbits. #longlostsisers #yallconnect	7/23/13 22:13
JennWarren85	Woohoo! RT @YallConnect: Join us in Ballroom A for closing announcements and door prizes! #yallconnect	7/23/13 22:13

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
msasmooore	@studionashvegas Great and informative session at #YallConnect on before/after posting. The best session for me by far!	7/23/13 22:15
LeslieTWalker	My brain is working in so many different directions; it is dizzying! Thank you #yallconnect for the shot in the arm.	7/23/13 22:15
ChelseaRoadman	I'm understand myself better as a 20-year-old millennial because of this amazing session with @cloudspark! #YallConnect #proudmillennial	7/23/13 22:18
farahfergie	Awesome, inspiring ppl today @shiftwebtweet @RedheadWriting @ShellyKramer @studionashvegas @MackCollier @ikepigott #yallconnect	7/23/13 22:19
ObjectivityRach	@Cacaoatlanta Hooray! @cloudspark is talking about you AT THIS MOMENT in her presentation at #yallconnect. Because you smell terrific.	7/23/13 22:19
ChelseaRoadman	Had a blast getting introduce of the amazing @cloudspark! Here's a panorama of BJCC's Ballroom A before it filled up! #YallConnect	7/23/13 22:26
carolmarksblog	Awwwww thanks!! #yallconnect @yallconnect http://t.co/DP0jtw9jvS	7/23/13 22:26
YallConnect	Don't forget about the after-party @AvondaleBrewing Starts at 8 p.m	7/23/13 22:27
YallConnect	@MyLogoSource thanks so much for being here!	7/23/13 22:28
YallConnect	Thank YOU RT @MyLogoSource: @yallconnect Thanks so much for today's event! It was fantastic! #yallconnect	7/23/13 22:29
meganburkes	@WadeOnTweets super conference!! Great value and great info! Thanks y'all!! #yallconnect #tilnextyear	7/23/13 22:34
Leslie_Wiggins	Great day @yallconnect! So glad I came & huge thanks to @AlabamaBloggers for the ticket!	7/23/13 22:34
phyllisneill	Agreed! "@meganburkes: @WadeOnTweets super conference!! Great value and great info! Thanks y'all!! #yallconnect #tilnextyear"	7/23/13 22:36
weezie1125	Thanks @WadeOnTweets and all who put together @YallConnect for a great day	7/23/13 22:40
LauriRottmayer	I won a Nook HD from #yallconnect! Thank you!!!! :-)	7/23/13 22:41
Nick_Baggett	Great day with great speakers and great friends at #YallConnect! https://t.co/VyMopUaFa2	7/23/13 22:46
shiftwebtweet	Today's tweets were brought to you by Sinoun, attending Y'all Connect conference in Birmingham! Hope you enjoyed.	7/23/13 22:51
bjessicabush	Great day of learning & seeing lots of smiling faces at @YallConnect today. Congrats @WadeOnTweets! :D #yallconnect	7/23/13 22:57
ChelseaRoadman	One day I want to stand here and speak! #YallConnect #goal #millennial #dream @YallConnect http://t.co/L3uN82K4mJ	7/23/13 22:59
ObjectivityRach	I'm headed up to a hotel room to check out one of the speaker's butt in jeans. Because that's not creepy AT ALL. #yallconnect	7/23/13 23:01
studionashvegas	Thank you to everyone who came to hear my sessions today... I can only hope you guys took something home from it! #yallconnect	7/23/13 23:02
JennWarren85	Agreed! RT @Nick_Baggett: Great day with great speakers and great friends at #YallConnect! https://t.co/1h9LgY10y4	7/23/13 23:03
ShellyKramer	Such a fun day at @yallconnect - got to hang out with @redheadwriting @katywrites @ikepigott @staceyhood @cloudspark @mackcollier #winning	7/23/13 23:10
ShellyKramer	@farahfergie Thanks so much, Farah. I'm so glad you enjoyed. #yallconnect was pretty awesometastical, all the way around	7/23/13 23:12

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
ShellyKramer	Really enjoyed @cloudspark's presentation on #millennials at #yallconnect. That brilliance is going into a blog post. Soonest.	7/23/13 23:15
BethBryan	Leaving the #YallConnect conference with an arsenal of info about social media and ways to stop wasting time online. Thanks @YallConnect !!	7/23/13 23:15
ShellyKramer	@hr_minion LOL re no tweetage. Glad you enjoyed!!! #yallconnect was a super fun day - it was great to be a part of it.	7/23/13 23:15
BethBryan	Great time, as always ladies! Fun day with @yougotrossed @Leslie_Wiggins @JamiesRabbits @ObjectivityRach @AllSouthApp #YallConnect	7/23/13 23:17
ShellyKramer	@redsageal Read your posts aloud as part of your editing process. If they don't read like you talk, edit more! #yallconnect	7/23/13 23:17
LucyMerrill	@YallConnect Absolutely. This was a really valuable conference.	7/23/13 23:20
yougotrossed	Wonderful day @YallConnect. Learned a ton, met wonderful people & speakers, & enjoyed the topics. Kudos to @WadeOnTweets! #YallConnect	7/23/13 23:21
2BSolutions	Really enjoyed presentations today by @ikepigott @spann @ShellyKramer and @Nichole_Kelly at #yallconnect. Great conference! Thanks to all!	7/23/13 23:23
ShellyKramer	@2bsolutions Great to meet you this afternoon at #yallconnect - and I'm so glad that we "bonded" over CRM solutions.	7/23/13 23:23
ShellyKramer	@objectivityrach Surely Rachel, there is a HUGE market for miniature giraffes. Tell me it is so. Please!!! #yallconnect	7/23/13 23:25
insomniactive	Congrats @WadeOnTweets on popping your @YallConnect conference cherry. Job well done! Feeling all connected and such... #YallConnect	7/23/13 23:26
ShellyKramer	@leslie_wiggins Glad to hear you enjoyed, Leslie. I like making people think. And ask lots of questions. I'm nerdy that way. #yallconnect	7/23/13 23:28
MackCollier	Big congrats to @WadeOnTweets and the #yallconnect team, what a great debut for the conference!	7/23/13 23:29
tlsylvan	@ShellyKramer I got @cloudspark to amend her age group so I can be properly grouped as a millennial! #yallconnect	7/23/13 23:30
sidniemiller	Enjoyed learning more about social media & corporate storytelling today. Thanks for sponsoring, @alabamapower! #yallconnect	7/23/13 23:31
sidniemiller	This introvert is glad to have a quiet house to decompress in. #informationoverload #yallconnect	7/23/13 23:32
debkrier	Gotta say...#yallconnect in the Top 5 of conferences I've attended. Great job!	7/23/13 23:34
KLetcher_UAB	Had such a great day at @YallConnect today!! Learned so much and can't wait to bring it back to @uabcareerservic! #yallconnect	7/23/13 23:35
tlsylvan	Had a blast at @YallConnect today! Loved meeting new people and soaking in all things social media today!	7/23/13 23:38
bpl	Excellent, @suzboop. There were a bunch of luminaries in town today for #yallconnect. That HT has some very fine info (& peeps too). Thx!	7/23/13 23:40
YallConnect	@moebes123 Thank YOU for being at #YallConnect! Maybe we can start a Facebook group. I'll suggest that to @WadeOnTweets	7/23/13 23:42
YallConnect	@sidniemiller Thank YOU for attending. Hope your decompression goes well. :)	7/23/13 23:42
charitys	@ShellyKramer thanks for the follow and the great presentation at #yallconnect	7/23/13 23:43
YallConnect	@insomniactive I'm helping @WadeOnTweets with Twitter today, but he'll see your tweet. We're very happy you enjoyed the day!	7/23/13 23:44

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
YallConnect	@LeslieWalker Thank YOU for coming. Hope the "shot in the arm" is useful!	7/23/13 23:46
WillieshaMorris	I'm not just saying this because @WadeOnTweets is a #superstar: @YallConnect was one of the best conferences ever. http://t.co/9Z6fNV5VWr	7/23/13 23:47
tlsylvan	To wrap up my #yallconnect debauchery, I offered my husband up as a butt model. What a day. @ObjectivityRach @cloudspark @zacksyl	7/23/13 23:49
IntermarkGroup	#yallconnect conference 2013 https://t.co/Ey81GMdZIO	7/23/13 23:56
ObjectivityRach	I learned much, got to talk to oodles of fantastic people, and had FUN at #YallConnect today. All of you need to come next year!	7/23/13 23:58
BethBryan	Agreed! @ObjectivityRach I learned much, got to talk to oodles of fantastic people, and had FUN at #YallConnect today. Come next year!	7/23/13 23:59
jmccarter80	@charitys @yougotrossed what I learned from following people who attended #yallconnect :)	7/24/13 0:00
JWatson_Wx	So great seeing so many #Huntsville peeps at @yallconnect today! @WBCNA @LoriMillerWHNT @jesscarton @admom1 #yallconnect	7/24/13 0:06
BethBryan	@TheHillHangout @TrueValue @ResourcefulMom I just got home from the #YallConnect conference, had a quick bite of dinner and here I am! :)	7/24/13 0:06
mhollowell	Had to step out of following #YallConnect after lunch. Looking forward to catching up tonight!	7/24/13 0:07
RedheadWriting	@zacksyl Thank YOU for sharing part of your day with me :) #yallconnect	7/24/13 0:11
RedheadWriting	@yougotrossed My pleasure and thank you for volunteering for #yallconnect!	7/24/13 0:11
JennWarren85	@tlsylvan @YallConnect Agreed!	7/24/13 0:13
noscriptomylife	"Hobbits are taller than me." - @jamiesrabbits #yallconnect http://t.co/WYwg32UTJJ	7/24/13 0:18
Iloveyownhair	@ShellyKramer Your presentation was very informative. Power to data geeks! @ikepigott @WadeOnTweets today rocked #yallconnect	7/24/13 0:20
YallConnect	Thank YOU so much! Glad you be with us. RT @debkrier: Gotta say...#yallconnect in the Top 5 of conferences I've attended. Great job!	7/24/13 0:21
bjessicabush	@MackCollier loved your talk today at @YallConnect and super awesome to chat IRL!	7/24/13 0:22
tlsylvan	Swag from the @yallconnect conference. Highlights - Peter Shankman's poker chip card and meeting Mr.... http://t.co/0ffj80gIOX	7/24/13 0:22
AlabamaBloggers	@Leslie_Wiggins @YallConnect I'm so glad you won and we got to hang out!	7/24/13 0:25
startabuzz	@cloudspark Yes, ma'am! Missin' y'all. :) #yallconnect	7/24/13 0:28
MackCollier	@bjessicabush @YallConnect Thanks for the assist in LIVE #Blogchat ;) Already missing you!	7/24/13 0:28
admom1	U2!RT@JWatson_Wx: So great seeing so many #Huntsville peeps at @yallconnect today! @WBCNA @LoriMillerWHNT @jesscarton @admom1 #yallconnect	7/24/13 0:39
ObjectivityRach	The only thing that could make #yallconnect better is a mandatory sunset tour. Birmingham is gorgeous, y'all. @spann http://t.co/JIIsMMvDQf	7/24/13 0:44
WillieshaMorris	So flipping tired! Gotta make these #YallConnect connections though. Promise!	7/24/13 0:44

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
KLetcher_UAB	Couldn't agree more! RT: @debkrier: Gotta say...#yallconnect in the Top 5 of conferences I've attended. Great job!	7/24/13 0:49
ObjectivityRach	@Spann thanks for the retweet. Your session was fantastic and very enlightening! #YallConnect	7/24/13 0:51
marieasutton	@RedheadWriting Awesome presentation today! Will stop apologizing for being me. #yallconnect	7/24/13 0:53
LeslieTWalker	@JWatson_Wx Thank you for the amazing impromptu weather report. :) We absolutely loved it! #yallconnect	7/24/13 0:54
Ash925	My reading material from #yallconnect! Loved the sessions from @redheadwriting and @mackcollier. And... http://t.co/PUVOHe60wX	7/24/13 0:58
WillieshaMorris	@Mitzi_Eaker So great bumping into you on the way to the car! Loved #yallconnect.	7/24/13 0:58
KaraKennedy	@YallConnect excellent conference. Stellar presenters. Would rank it as good as or better than anywhere in US. Highly recommend.	7/24/13 1:04
JWatson_Wx	Anytime! "@LeslieTWalker: @JWatson_Wx Thank you for the amazing impromptu weather report. :) We absolutely loved it! #yallconnect"	7/24/13 1:09
meganburkes	@JRodMississippi who should have come to #yallconnect with us!!!	7/24/13 1:11
WillieshaMorris	Didn't realize it was @StaceyHood's birthday! Thanks for your awesome ideas at @YallConnect. Will definitely cross promote my services.	7/24/13 1:12
WillieshaMorris	@moebes123 So awesome to meet you at @YallConnect!! Thanks for ideas at the seminar. Will definitely consider speaking engagements.	7/24/13 1:14
KICKMedia_	Why #SocialMediaMarketing? Here are three highly plausible scenarios. #ContentMarketing #yallconnect http://t.co/tl0JhMQ8YB	7/24/13 1:16
lisacrymes	In honor of a great day at #yallconnect & embracing my southern roots - having a bit of okra for dinner! #hcsn #sm #prodmgmt #prodmktg	7/24/13 1:17
KICKMedia_	Why #SocialMediaMarketing? Here is highly plausible scenarios 2. #ContentMarketing #yallconnect http://t.co/j7z4BuQgoB	7/24/13 1:18
msasmoore	@RedheadWriting Loved storytelling exercise @YallConnect ! I'm going 2 use that one. #yallconnect #nomorebacon Include all in your story!	7/24/13 1:21
KICKMedia_	Number 3 of highly plausible #socialmediamarketing scenarios. #ContentMarketing #yallconnect. http://t.co/51HCT1z4tj	7/24/13 1:22
carolmarksblog	Made it home safely to Huntsville. #yallconnect	7/24/13 1:31
CleverlyMolli	@spann It was such a blessing to hear you and a pleasure to meet you today at #yallconnect	7/24/13 1:59
CleverlyMolli	@ikepigott It was a pleasure to meet you at #yallconnect today! I thoroughly enjoyed your sessions.	7/24/13 2:01
CleverlyMolli	@cloudspark It was delightful to meet you today and be in your session. I'm processing all the info you shared. #yallconnect	7/24/13 2:05
cloudspark	@CleverlyMolli great to meet you as well #yallconnect	7/24/13 2:09
ObjectivityRach	Skipping the #yallconnect after party to watch my toddler floss. It's really the best entertainment. http://t.co/4aN6unW1X8	7/24/13 2:11
mitzijanemedia	@JasonEng_ I met @ShellyKramer tonight at #yallconnect conf. She rocks. @AskAaronLee	7/24/13 2:17
Mitzi_Eaker	@LoriMillerWHNT Great to meet you at #yallconnect today.	7/24/13 2:22

Y'all Connect 2013 Twitter Transcript

Screen Name	Text	Time (UTC)
YallConnect	Thanks! RT @bethbryan: Leaving the #YallConnect conference with an arsenal of info about social media and ways to stop wasting time online.	7/24/13 2:22
David_Sher	@WadeOnTweets #yallconnect exceeded everyone's expectations. Can't wait 'til next year!	7/24/13 2:24
cloudspark	@carolmarksblog glad you made it, i'll be heading back to atl tmo #yallconnect	7/24/13 2:30
cloudspark	stranded in #bham with @KatyWrites and @ShellyKramer. waiting in our cab. #tictoc #yallconnect	7/24/13 2:41
shiftwebtweet	Thanks @yallconnect for such a great conference! Awesome speakers! Random question: what font did you use for the nicely designed program?	7/24/13 2:41
cloudspark	@cloudspark: stranded in #bham with @KatyWrites and @ShellyKramer. waiting on our cab. #tictoc #yallconnect	7/24/13 2:44
Mitzi_Eaker	The Y'all Connect conference today gave me a renewed interest in my own social media presence. Over the next couple of weeks, I will be doi...	7/24/13 3:34
studionashvegas	Had a great time at Avondale with the #yallconnect people, but I'm dead tired after an action packed day. Later people.	7/24/13 3:48
cloudspark	enjoyed presenting on millennials today at #yallconnect - 100 million reasons to take notice	7/24/13 3:54
aweckerle	@WadeOnTweets Many thanks for a magnificent @YallConnect conference today!	7/24/13 4:01
JennWarren85	Accidentally closed down the @YallConnect party. #YallConnect #goodtimes	7/24/13 4:12
clear_mirror	@RedheadWriting @YallConnect you so modest. HAWT. And thanks again for a killer talk and workshop. MOS DEF one of the best sessions today.	7/24/13 4:12
JennWarren85	@AvondaleBrewing Thanks for hosting the @YallConnect party! #yallconnect	7/24/13 4:13
clear_mirror	@ShellyKramer Shelly, thanks for a straight-shooting and killer talk today at #yallconnect ! #bham	7/24/13 4:13
top_webtech	Top popular tags webtech: 1^ #yallconnect 2^ #fortunetech 3^ #socialmedia	7/24/13 4:23
clear_mirror	@RedheadWriting glad you made it back safe! Hope we see you at @YallConnect next year! And I'll see you for some 1-on-1 consulting soon. :)	7/24/13 4:38
ANormalFlame	My day in a nutshell #YallConnect @YallConnect #JamesSpann @spann #meteorologist #weatherman... http://t.co/luC0qbtirC	7/24/13 4:58
IAmMelodyRose	@ShellyKramer Thank you for connecting with me. I look forward to tweeting with you. Your talk at #yallconnect was informative/funny.	7/24/13 5:22