



# Edelman 2013 Trust Barometer - Seattle

## February 11, 2013 - Tweeting for IABC/Seattle

 **iabcseattle** @iabcseattle 11 Feb  
We're at MoHal tonight discovering the results of @edelman's Trust Barometer. Are you here too? Let us know.  
Expand

 **iabcseattle** @iabcseattle 11 Feb  
Having the title of CEO does not mean controlling the message #edelman #trust  
Collapse Reply Retweet Favorite More  
6:52 PM - 11 Feb 13 · Details

 **iabcseattle** @iabcseattle 11 Feb  
To build trust you MUST focus on engagement and integrity. Quality of product is just assumed. #trust #edelman  
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1 RETWEET  
6:48 PM - 11 Feb 13 · Details

 **Edelman Seattle** @EdelmanSEA 11 Feb  
#edeltrust RT @iabcseattle: Having the title of CEO does not mean controlling the message #edelman #trust  
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 **iabcseattle** @iabcseattle 11 Feb  
People need to hear something 3-5 times to believe it #edelman #trust  
Collapse Reply Retweet Favorite More  
2 RETWEETS  
6:39 PM - 11 Feb 13 · Details

 **iabcseattle** @iabcseattle 11 Feb  
YW. We miss you RT @ImeldaDulcichPR: @iabcseattle @edelman Dang it. Can't believe I missed this. Thanks for Tweeting @iabcseattle  
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 **iabcseattle** @iabcseattle 11 Feb  
The informed public has more trust than the general population. #trust #edelman  
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1 RETWEET  
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 **Betsy Hickman** @betsyhickman 12 Feb  
.@BiancaJSmith shares great insights on #edelman Trust Barometer: "Informed public has more trust than general population" reading=power  
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 **Bianca J Smith** @BiancaJSmith 12 Feb  
@betsyhickman thanks for the retweet. The #edeltrust has useful insights again this year.  
Hide conversation Reply Delete Favorite More  
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