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Volume 142

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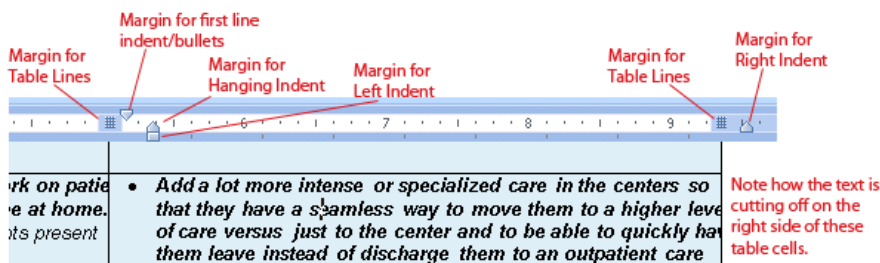
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## Word - Changing Table Margins

Using tables in Word is great but sometimes it can be tricky to get the text to appear where you want it. The text could be cut off or not fill the whole box. To fix this problem you need to know how to work with the margin guides.

The other day a client sent me a Word document with Tables that were causing her a headache – the text was being truncated (cut off) in the right hand column of the cells. After a bit of exploring I figured out how to adjust her formatting. So, today I am going to share with you the tricks I learned.

First, let's see what the problem looks like (note how the text is being cut off on the right side of the cells):



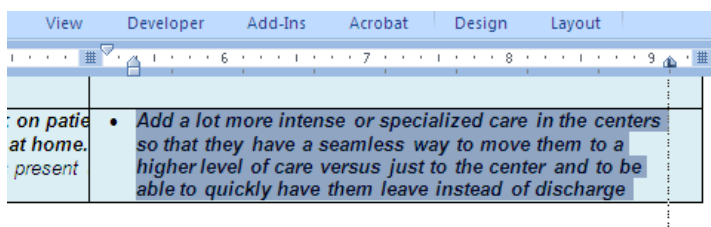
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Second, look at the labels (in red) in the above picture so you know what each icon on the ruler does (looking left to right):

1. Margin for Table Lines (there are two shown – they look like grids). Dragging these left or right will change the width of the table cells.
2. Margin for First Line Indent (solid down-arrow). Dragging this will move the bullets (or if there are no bullets it will be the first line of the text.)
3. Margin for Hanging Indent (solid up-arrow). Dragging this will adjust the space between the First Line Indent (bullets in this example) and the text.
4. Margin for Left Indent (solid square below the up-arrow). Dragging this will change where the text begins.
5. Margin for Right Indent (the solid up-arrow on the right). Dragging this will move the text inside or outside of the table/cell lines.

So, based on these explanation in order to fix the problem of the text being cut off at the end of the cell you can use #5 (Margin for Right Indent) to move the text back to the left and within the cell. To do this simply highlight the contents of the cell and put your cursor over the arrow and slide it to the left. See below for the results (notice the dotted arrow below the Right Indent icon - that is what appears as you drag to show you where your margin will end.)



NOTE: if you try to highlight the column to make the adjustment the arrow is grayed out and not available, you have to highlight each cell separately and then drag the margin.

Next time you work with tables remember to look up at the ruler lines and adjust these margins are you need. If you need help working with an MS office project contact me at [info@aapk.com](mailto:info@aapk.com) I have years of experience and can help you.

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## Employees Promoting Through Social Media

Are you wondering how to empower your employees to use social media to promote your business/brand? Adobe uses their employees as brand ambassadors with great success in goodwill and increased sales.

Social Media Examiner looks into how Adobe achieved positive results including:

- Social media influences 20% of subscriptions to Adobe Creative Cloud.
- A greater percentage of Adobe employees are sharing content about Adobe on Twitter than any other tech brand employees in the world, per Social Look.
- As of mid-2014, approximately one-third of Adobe's 11,000 employees have taken Social Shift training to be brand ambassadors.
- In some months, one Photoshop brand ambassador has generated more revenue than the official Adobe @Photoshop Twitter account.

Adobe first assessed employee advocacy by checking [SocialLook leaderboard](#) (measures employee advocacy through Twitter accounts) and found that they were already ranked 4th for tech companies using social media. The article identifies four key steps they took to succeed:

- Make it easy with hashtags
- Put employees in the drivers seat
- Trust employees to use their judgement
- Identify employees that want to go further

To find out more about Adobe's accomplishments click here -

<http://www.socialmediaexaminer.com/turn-employees-brand-ambassadors/>

If you need help with social media writing, web content or blogging contact me at [info@aapk.com](mailto:info@aapk.com), I have lots of experience.

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## You Have To Laugh

A kid gets stuck in a claw-vending machine...

<http://www.cnn.com/video/data/2.0/video/us/2014/10/23/pkg-boy-stuck-in-claw-machine.wbir.html>

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