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Volume 19

**Word - Counting
Characters & Words**

**The Power of
Facebook**

**You Have
To Laugh**

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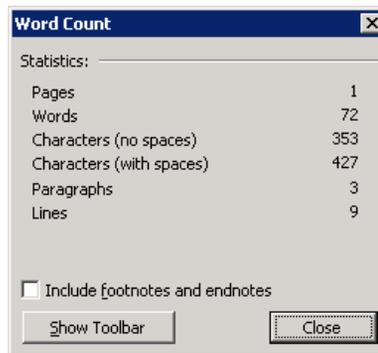
Word - Counting Characters and Words

Remember when you were in school and were given an assignment to write an essay that was 700 words long? In those days we had to count each word by hand. Our kids have it so easy now, because Word does it for us!

This feature also comes in handy for filling out forms on the web that restrict you to a certain number of characters or words.

To find the Word or Character Count

- Highlight the text that needs to be counted
- From the menu choose Tools, then Word Count
- A box will appear (see sample below) showing the number of pages, words, characters (no spaces), characters (with spaces), paragraphs, and lines.
 - If you want to include footnotes and endnotes in the count, just check the box.
 - You can also opt to have this count appear as a movable toolbar that you can continue to use - just click Show Toolbar.



This is a neat trick and very useful. If you have any projects that require Word, PowerPoint or Excel contact us for help at info@aapk.com.

The Power of Facebook

Last year I witnessed the power of Facebook to unite people for a cause. On July 5, 2011, when Casey Anthony was acquitted of murdering her daughter, Facebook was ablaze. Initially, it was used by people to share their thoughts on the verdict, but later in the day an event was posted by Lisa Miller-Marin asking people to honor Caylee Anthony by turning on their porch lights from 9PM to 6AM, no matter their time zone. The success of that event was short of amazing.

Around 11PM that night I saw the post, joined the event and turned on my porch lights. Then I posted the message to my friends and noticed within 30 minutes a large number of them had also joined and passed on the message (even though it was very late in the evening).

At 11:24PM I decided to start tracking how rapidly this message was moving through Facebook. At that time there were already 1.309 million attendees. 4 minutes later it had grown to 1.312 million, and 4 minutes after that it was 1.324 million. So in 8 minutes the attendees had grown by 15,000 people! By 10:24AM the next day the number had jumped to 1.889 million supporters! That was a 23% increase in a matter of 11 hours - very impressive.

While this trial definitely caught the nations' attention, the huge response to the event honoring Caylee and it's rapid advance through social media speaks volumes for what can happen with a message on FaceBook.

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If you have questions or need help using Facebook to get your message out contact us at info@aapk.com

You Have To Laugh

Video: Hidden Pool - Don't you want one of these? (I know do!) <http://www.youtube.com/watch?v=vQHtasmjZaM&feature=share>

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