



June 28, 2012

Volume 32

[Subscribe](#) to [Amy's Biz Tips](#) e-newsletter.

[Archive](#) of Amy's Biz Tips.

These Tips Are Courtesy of [AAPK](#)

Excel - Protecting Your Worksheet

[Choosing the Right Social Media Channels](#)

You Have To Laugh

Recommend

Share

2 people recommend this. Be the first of your friends.

Excel - Protecting Your Worksheet

Have you ever created a spreadsheet and sent it to someone else only to have them overwrite formulas and change the overall integrity of your hard work? Well there is a way in Excel to password protect all or parts of your spreadsheets.

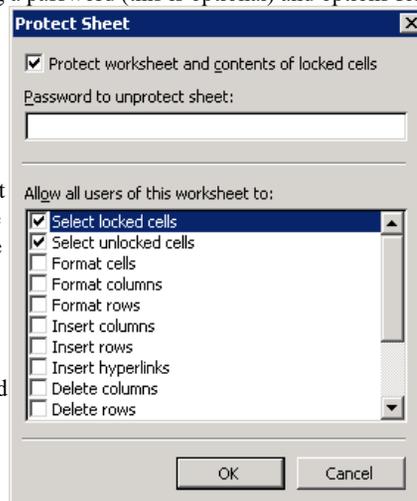
When you protect a worksheet, all cells on the worksheet are locked by default, which prevents users from changing locked cells; they cannot insert, modify, delete, or format data in a locked cell. But you can specify, if needed, which elements users can change after you have protect the worksheet.

Protecting the Whole Worksheet

If you want to simply protect the whole worksheet - click Tools, Protection, Protect Sheet. A pop up box will appear requesting a password (this is optional) and options for protecting the sheet..

When choosing a password, be sure to make it strong and memorable (see [last weeks newsletter](#) for creating such a secure password). Note, if you forget the password for a workbook you're locked out until you can remember it. So please, write it down or record the password somewhere safe.

Generally, the default settings under "Allow users of this worksheet to" of Select Locked Cells and Selected Unlocked Cells should be sufficient for most users. But the other choices do give you many options if you really want to get fancy with giving users access.



Once you have made your choices and created a password hit OK. You will be prompted to reenter your password.

After this is done, any time you try to change the worksheet you will get the following message: "The cell or chart you are trying to change is protected and therefore read only".

Protecting Parts of a Worksheet

Say you want to give users an area where they enter data into the worksheet, but don't want them to touch the formulas. In order to do this you have to specify the cells that will be locked, then set the protection to the sheet. Here are the steps to take:

- Select the entire worksheet by clicking the Select All button (the gray rectangle directly above the row number for row 1 and to the left of column letter A) or use Ctrl A.
- Click Format, Cells, click the Protection tab, and then clear the Locked check box. This unlocks all the cells on the worksheet. (note, if the Cells command is not available, parts of the worksheet may already be locked).

Amy's Biz Tips are brought to you by AAPK who can also help you with:

- [Excel, Word and PowerPoint](#)
- [Web Design](#)
- [Content Management Web Sites](#)
- [Graphic Design](#)
- [Print Design](#)
- [Social Media Marketing](#)
- [Creative Marketing Ideas](#)

- Next, select *just the cells* you want to lock and repeat step 2, but this time select the Locked check box under Format, Cells, Protection tab.
- Once you have set your locked cells, go to the Tools menu, point to Protection, click Protect Sheet, and then click OK.

The ability to protect your worksheets is essential when creating complex worksheets or an entry sheet that drives other data and worksheets. If you need help with any Excel projects, please contact us at info@aapk.com

Choosing the Right Social Media Channels for Your Business

There are a plethora of social media channels available to use to promote your business. But some will be better suited for your business than others.

First you need to answer the following questions and create a plan:

Who is your Audience?

Where do they hang out in the social media sphere?

What are their demographics (age group, gender, geographic location, educational background, etc)?

What are they interested in from your business

Connecting with you, connecting with other customers, getting advice and information?

What are you trying to achieve?

Establishment of your brand, bringing customers together, offering a special or contest?

What is your message?

This will be influenced by the questions above and your goals.

What Resources are available?

Do you have staff to achieve your goals, what is your budget, how much time do you want to invest?

Once you have your plan established then look at the major social media channels and match them to your goals.

Here is a list of the top 7 media channels we consider to be important and suggested uses:

1. Twitter

[Twitter](#) (a text based platform) that is wonderful for announcing what's up with your company and gives you access to a large audience. If you have a blog or newsletter – Twitter is a great place to promote it.

Branding your business can require lots of time and cash, but creating a constant presence with your tweets is an easy way to get started.

Be careful not to overwhelm your audience with trivial tweets – by doing this you could erode your main message and annoy your audience.

2. Facebook

[Facebook](#), like Twitter, gives you the opportunity to connect with your audience, begin a conversation with customers, and update with company news.

Amy's Biz Tips are brought to you by AAPK who can also help you with:

- [Excel, Word and PowerPoint](#)
- Web Design
- Content Management Web Sites
- Graphic Design
- Print Design
- Social Media Marketing
- Creative Marketing Ideas

The advantage of Facebook is that the conversation is in one place. Customers are given the opportunity to feel a part of the company they care about, share their opinions and connect with others.

Another advantage of Facebook is that it is much more visual than Twitter. You can include text, photos, videos or something interesting that's relevant to your company, valuable for customers and looks beautiful on your Facebook Timeline.

3. Pinterest

[Pinterest](#) is a new comer to the social media field and is based on a visual premise. Many major brands are adopting this channel with creative ideas to promote their products or gatherings.

This medium is great if you have visual products – such are art, furniture, architecture, or a photo, poster or print ad you want to promote.

Once you create an account you create “pinboards” that group things of interest. From there you can share that with others. If you are on a web site and see something you want to post and share, you simply pin it to a board.

4. Foursquare

This location-based social media service might not be suitable for every business because it requires a person to physically check in somewhere that represents your brand, for example a store or an event. If your company is virtual (no physical location) then FourSquare is not useful (unless you're having an event).

[Foursquare](#) is great for restaurants, retail stores and venues. It allows customers to post reviews and leave helpful tips.

5. YouTube

You might associate [YouTube](#) with funny videos of babies or animals, but don't be fooled, it has a lot of value for small businesses. Technology has made it so easy for anyone to create a video without spending money on production. Even a smartphone is capable of creating something worthwhile for your audience.

Once you upload a video you can link it from your web site or any social media outlet.

It's a great place to load an instructional video, one that showcases your product, interviews with key professionals, or highlights of an event.

Now, don't expect your videos to go viral every time (or even at all). Instead, focus on creating content that's worthwhile to your audience.

6. LinkedIn

As we've talked about in earlier issues of this newsletter ([see archives](#)) [LinkedIn](#) is an excellent resource for finding a job, but there are a lot of other ways that brands can use LinkedIn to their advantage.

With LinkedIn a user can search and filter companies through size, industry and geography. If you fully complete your company page, it will show up in the search results of potential customers.

Additionally, LinkedIn provides many groups that connect like-minded professionals. Use these groups to seek answers or potentially find new clients.

7. Your Local Patch

[Patch.com](#) is a group that has established local communities to give them a way for locals to connect within that area. Patch is not available countrywide, but is in a lot of the major metropolitan areas.

For example, since I live in Milford, CT and we have a local Patch (www.Milford.patch.com) I use it to promote my business through a blog. I was asked

to be a weekly blog participator with this newsletter (Amy's Biz Tips). I am still amazed at how many people each week that I run into in my community mention that they have seen my newsletter on Patch.

If you want to see a list of all social media channels (careful this list will make your head spin) – click here -

http://en.wikipedia.org/wiki/List_of_social_networking_websites

Beginning a social media campaign can seem overwhelming. But if you create a plan, set up a schedule and use this guide to determine where your investment is best put, you can have a successful social media marketing experience.

If you are a business looking for guidance to create your social media presence or need a resource to handle your campaign, please contact us at info@aapk.com.

You Have To Laugh

Video: Mini pig in a pool - <http://www.youtube.com/watch?v=LbpVMYJZHk&feature=related>

[Unsubscribe](#) from Amy's Biz Tips e-newsletter.

[Home](#) [Web Design](#) [Social Media](#) [Print Media](#) [Consulting](#) [About AAPK](#)

Contact us - 203-305-3124 or at info@aapk.com

AAPK - 45 Shadyside Lane, Milford, CT 06460

AAPK © 2015