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**Excel – Transpose (Rotating Data)**

**[Steps to Social Marketing - Step 9](#)**

**You Have To Laugh**

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## Excel – Transpose (Rotating Data)

Have you ever been given data in row form, but really want it to be the header of your columns or vice versa? You could move each piece of data manually, but that would take a while. So to make it fast and easy, Excel provides a way to rotate data by converting rows to columns or columns to rows.

So, let's say you have a column of data (see sample 1) but you want the week1, week2, etc. data to display in columns (sample 2).

	A	B	C	D	E	F	G
1							
2	<b>September</b>			Week1	Week2	Week3	Week4
3	Week1	26		26	97	54	18
4	Week2	97					
5	Week3	54					
6	Week4	18					

Sample 2

To avoid moving them manually, Excel has a feature in Paste Special called Transpose which quickly converts rows of data to columns and columns of data to rows.

To move data between rows and columns:

1. Highlight and copy the data in one or more columns or rows.
2. Click in the cell where you want the converted data to go and choose Paste Special (either right click or use Edit, Paste Special)
3. In the Paste Special dialog box – in the lower-right corner, select Transpose, and then click OK.

Starting with your first cell, Excel pastes the data into a row or column.

Do you have an MS Office project that you need assistance with? Contact us today to get help [info@aapk.com](mailto:info@aapk.com)

## Steps to Social Marketing - Step 9 Begin To Execute Your Plan

**Previous Steps:** [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#)

If you have followed all the [previous steps](#) to social marketing I have provided you are probably more than ready to begin to execute your plan. But not so fast, there are a couple of things you will still want to do to make this job easier.

The first thing is to create a Word document that contains your message (such as title, description, links and keywords). I suggest this for several reasons:

- You can use this to quickly cut and paste your message to social outlets
- Helps to keep your title, description, and messages consistent each time you post.
- Allows you to keep track of your key words.
- By saving the document, you have a record of your postings.
- It's a way to keep keywords, that a media outlet might request, consistent from message to message. For instance I post to many local .patch.com sites (www.Milford.patch.com, www.Orange.patch.com, etc) and they ask for key words related to the posting.

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- Creative Marketing Ideas

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Secondly, if you haven't done it already, create an Excel document that lists, by date, your messages and the channels where you are posting (see below for a small view of the tracking sheet I use). This document gives you:

- Social Media Marketing
- Creative Marketing Ideas

1	A	B	C	D	E	F	G	H	I	J	K
		Tracking									
2	Issue	Date	Topics	LinkedIn Post	LinkedIn - Amy's Biz Tips Followers	Facebook - amy	FB - AAPK	Digital Donut - http://digitaldoughnut.com	Quora	Tumblr	Google+
45	41	30-Aug	Excel - date formats - Step 6 Social Marketing	x	x	x	x	x		x	x
46	42	6-Sep	PowerPoint animation, housing bill   Step 7 Social Marketing	x	x	x	x	x		x	x
47	43	17-Sep	Word - Bookmarks   Step 8 to Social Marketing	x	x	x	x	x		x	x

- A way to track and remember where you are posting (so you don't forget any media outlets) and any special instructions that the outlet might require.
- A record of your messages and postings.
- Quick reference for dates to compare your traffic in Google Analytics.
- A place to jot down future ideas for messages (I create a separate sheet for this).

Now, using your Excel sheet – go to each of the listed social media outlets where you want to post, copy your message from the Word document and start posting! After a few weeks you will get the hang of what is required by each outlet and it will take you no time to do your postings. For instance, each week I post this newsletter to 16 different outlets and it takes me about 12 minutes!

What are you waiting for? Start posting! If you need help with any part of the steps outlined so far or just need to run ideas by us – contact us today at [info@aapk.com](mailto:info@aapk.com).

## You Have To Laugh

Funny Video: Dancing Chicken - <https://www.youtube.com/watch?v=1DoEsG7lcRY>

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