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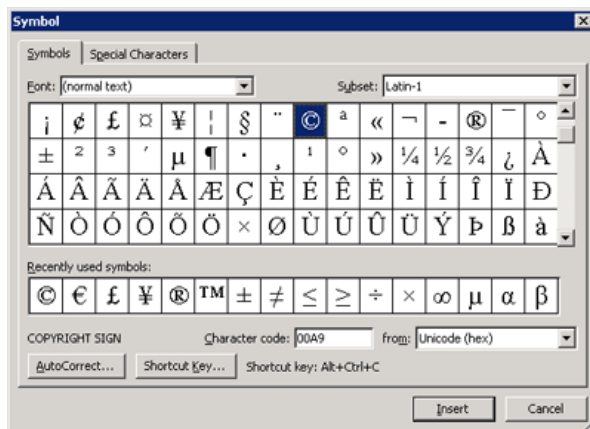
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Word - Symbols & Special Characters

When you need a symbol or special character that isn't available on the keyboard, Word has you covered. Word contains a variety of symbols that you can use in your Word document or cut and paste and use in another program.

These symbols (such as ¼, and ©, or special characters, such as an em dash (—)) can be inserted by simply clicking on Insert and then Symbol (to see more options in Word 2007 and above, click More Symbols). From here you can choose your symbol or special character from the pop-up window (shown below).



The types of symbols and characters you can insert depend on the available fonts. For example, some fonts may include fractions (¼), international characters (Ç, è), and international monetary symbols (£, ¥). The built-in Symbol font includes arrows, bullets, and scientific symbols. You might also have additional symbol fonts, such as Wingdings, which include decorative symbols.

Warning: because symbols are font-based, if you change the font for a whole document (using Select All), you might lose the symbol. For instance, a lower case “l” set using the Wingding font creates a ● (dark circle), so if you changed the font of the document it would appear as an “l” not a dark circle – this can be very frustrating and creates lots of error (trust me, I’ve done this before and it wasn’t fun)!!!

So the next time you need a symbol or special character, look no further than your Word program.

If you have any questions or projects that you need help with that require Word or another MS Office product, contact us at info@aapk.com.

Social Marketing - Article: Social Media Marketing Ranks As B2B Marketers' Most Popular Tactic

According to a recent article from ClickZ “Eighty-seven percent of business-to-business (B2B) marketers now spread their message through social media, according to a new report from the Content Marketing Institute (CMI).”

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This article gives a great visual chart showing the different places in social marketing where BtoB customers are distributing content. It's a great summary of why social marketing is growing and important. [Click here to read this insightful article.](#)

If you have questions, or need help with your social marketing – contact us today at info@aapk.com to find out more.

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You Have To Laugh

Funny Video: Jazz Played for Cows - <https://www.youtube.com/watch?v=IXKDu6cdXLI&feature=b-vrec>

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