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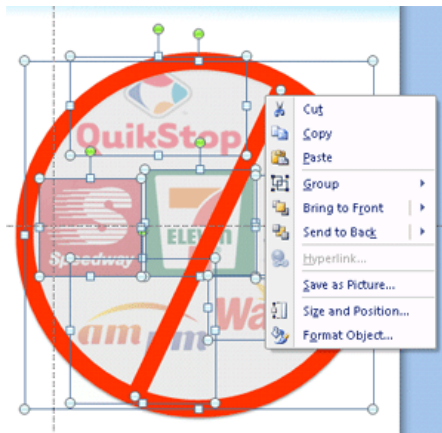
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PowerPoint - Grouping Objects

There are many times when working in PowerPoint where it is necessary to use multiple elements to create your message. These elements can include text and graphics. But what do you do when you need to move or animate the whole set? The answer ... is grouping!



Grouping is simple – just highlight the items you want to group and right click and choose Group.

Now, if you have a group of items and you need to edit one of them, just click the group and right click and choose Ungroup.

If you need help with any PowerPoint project, contact us at info@aapk.com

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Social and Web Acronyms

As in any industry, the web and social media have their own set of acronyms. To be successful in your marketing efforts it is good to know what each of them means. So below is a list of common web/social media acronyms. To learn more about a specific one – click on the acronym to go to the definition in a UCC site (Wikipedia).

- [CGM](#) = Consumer Generated Media (think Youtube, Wikipedia, etc.)
- [CPC](#) = Cost per click (common in Google Adwords)
- [CRM](#) = Customer Relationship Management
- [HTML](#) = Hypertext Markup Language (the common language for web pages)
- [HTTP](#) = Hypertext Transfer Protocol
- [PPC](#) = Pay Per Click (common in Google Adwords)
- [RSS](#) = Really Simple Syndication (think RSS feed)
- [SEM](#) = Search Engine Marketing
- [SEO](#) = Search Engine Optimization
- [SMM](#) = Social Media Marketing
- [SMO](#) = Search Media Optimization
- [SROI](#) = Social Return on Investment
- [UCC](#) = User Created Content (think Youtube, Wikipedia, etc.)
- [UGC](#) = User Generated Content (think Youtube, Wikipedia, etc.)
- [XML](#) = Extensible Markup Language. Similar to but much more capable than HTML

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If you need help with understanding social marketing or the web, contact us at info@aapk.com

You Have To Laugh

Funny Video: Kid dancing to Michael Jackson - <https://www.youtube.com/watch?v=cQYu8h7Jh0w>

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