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Volume 94

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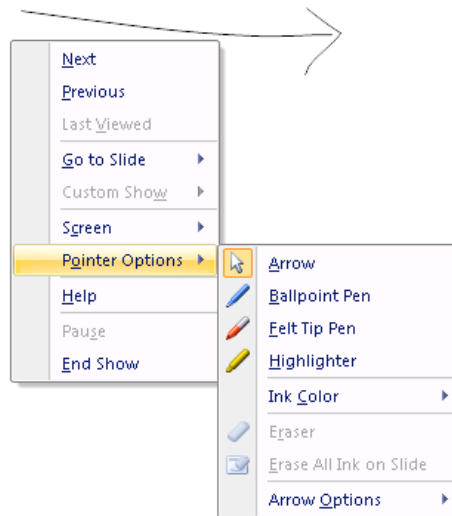
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PowerPoint – Presentation Pointer Options

PowerPoint never ceases to amaze me – there are so many different things this program offers. A few weeks ago I was playing around with a client's presentation and stumbled across the option to allow you to draw and make notes on your slides while in presentation mode. This option is great when giving a PowerPoint presentation when you need to emphasize something on a slide or make notes during the meeting.

It's simple to use – in any version of PowerPoint just right click while in presentation mode and choose Pointer Options. From here you have a few choices for tools to use...

- **Arrow** – this is your pointer
- **Ball Point Pen** – fine line
- **Felt Tip Pen** – medium line
- **Highlighter** – thick line
- **Ink Color** – choose any color. To change the existing pen color, you do this first, then choose your pen
- **Eraser** – use your pointer to erase parts of your drawings.
- **Erase All Ink on Slide** – erases all notes
- **Arrow options** – choose to make your arrow visible or invisible



When you hit escape to get out of Presentation mode PowerPoint will ask you if you want to keep or discard your ink annotations (these are your drawings). If you choose to keep them they remain on the slide in edit mode. You can easily remove them there by highlighting them and using the delete button.

Try your hand at using these pointers. If you need help with a MS Office project contact me at info@aapk.com I have a lot of experience with PowerPoint, Word, Excel and other MS Office products.

Using #Hashtags

#Amysbiztips

Are you feeling overwhelmed by the number of hashtags being thrown at you in ads, on TV and in Facebook, Twitter, Google, and other social sources? Do you really understand what they are, why they are used and how to use them? If not then read on.

What are hashtags?

A hashtag is a series of characters preceded by a pound sign (#) that is used to group conversation around a topic – such as #amysbiztips. These are used all over social media and within advertising to spread and organize topics.

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Why are they used?

With the explosion of online data in the social media realm, the computer gurus needed a way to give their searches engines an indicator to identify related subjects within a conversation. Now when a conversation is searched, if the system comes across a hashtag it knows to record the characters after it as a topic in their database. This symbol was chosen because it's not commonly used in writing.

For marketers it's another tool to track their ad campaigns and give a call to action for viewers to join them on Facebook or talk about the brand on social media.

Twitter users employ hashtags to organize themselves and their conversations. By using hashtags it is easier to find a topic while searching and more likely the topic will appear in Twitter's Trending Topics.

How to use hashtags

Hashtags are simple – put a # in front of key words or topics in your messages. But, while there are no official rules on using hashtabs, there are a few unwritten codes of ethic to keep in mind:

- Don't over use them it will dilute your message and people may see your message as spamming.
- Give your message content – don't just throw out a hashtag without explaining yourself.
- Use them anywhere in your message – at the beginning, middle, or end.
- Use them when you need to organize information or track your social presence.
- In Twitter if you click on a hashtagged word in any message it will show you all other Tweets marked with that keyword.

When you are ready to create a hashtag be sure it's easy to remember and adds value to you or your brand and helps your followers. If you want to comment on or follow my newsletter use #Amysbiztips and happy hashtagging! Or contact me the old fashioned way here - info@aapk.com.

You Have To Laugh

Funny Video: Marching Band Dominoes -

<http://www.cnn.com/video/data/2.0/video/us/2013/10/01/mxp-marching-band-tuba-pileup.hln.html>

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

AAPK - 45 Shadyside Lane, Milford, CT 06460

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