Internal Blog Sample
February, 2012

Synopsis: when our company deployed Microsoft Office 2010, there were a lot of not-so-happy campers. People don't generally embrace change in IT, especially when it directly affects their day-to-day productivity. I was asked directly by our then Vice President to write a series of blogs highlighting shiny new functionality users might find useful in a more 'engaging' tone. "Ok, great – I can do that, ma'm!" ***feverishly researches what's new about Office 2010***

As it turns out, there was plenty of material to work with and I posted about 10 articles that, quite honestly, made my overall user experience a better one. Feedback was similarly positive – from screenshot apps all the way to a hidden 'clear desktop' button, people appreciated the new features written with a more friendly voice.

Visual Context (this isn't the exact post – the 'PDF Magic' post was removed and subsequently posted onto our IT home page because it was getting a lot of hits).
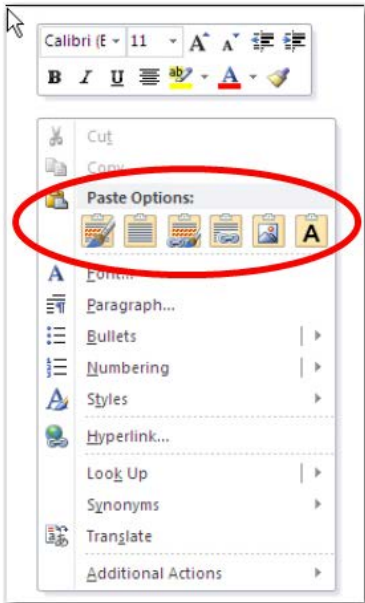
Sending PDFs Made E-A-S-Y

I had a professor in college that only accepted online submitted papers via PDF format. She did this for two reasons: a. the average college student's computer is completely infested with viruses and malware and b. I'm now pretty sure she knew that 90% of her students were too lazy to figure out how to turn a file into a PDF, prompting everyone to actually come to class and turn their work in by hand.

I, of course, was in the upper echelon of PDF savviness and thus reaped the benefits of not having to make eye contact with my professor while handing them my paper completed less than 10 minutes before the deadline. However, I still to this day don't understand why the process of creating a PDF can be so roundabout. It's like the clock in your car, microwave, DVD player, etc. You only need to change it a couple times a year, but it only takes you a wasted 5+ minutes fidgeting with random dials and buttons before you pull a wad of hair out of your head and wonder why it's not just the tiniest bit more intuitive.

Enter Office 2010 (for PDFs… not microwave clocks). Instead of trying to remember how to use your PDF Printer and waiting the one to forty-five minutes while your file is converted, try this:

Click the **File** ribbon (top left), and then **Save & Send**. You'll notice a few options under the *Send Using E-mail* section, including the ability to send as an attachment. You'll also see the "Send as PDF" button. Click it.
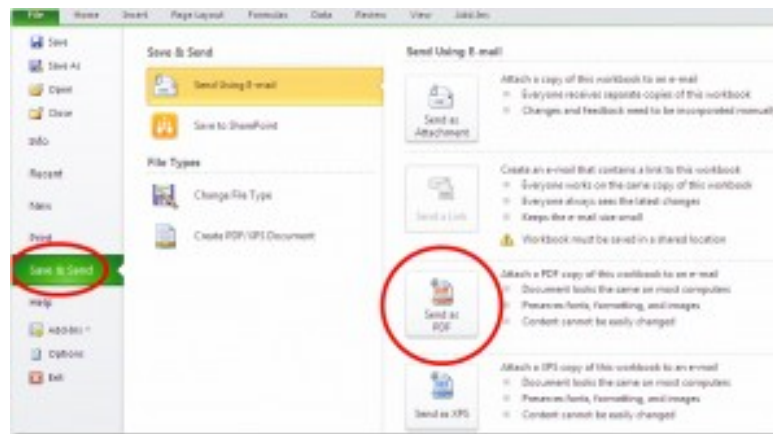
PDF magic, mis amigos - you've got a nice little bundled up PDF ready to roll in an email, and from here you can either:

a. right click and save to your computer

b. send it out to email recipients

c. double click it to open it

d. sit and bask in PDF glory.