



leveraging the

**for your business**

leveraging the  
power of social media  
for your business

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PRESIDENT



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**Capital One**™

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*cloud*  
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# WHAT THE HECK IS THE



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Cloud computing involves deploying groups of remote servers and software networks that allow centralized data storage and online access to computer services or resources.



WHY SHOULD  
I GIVE A



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Cloud computing is less susceptible to loss than back up drives.

Remember: there are two types of hard drives:

**those that are ABOUT TO FAIL**  
**and those that WILL FAIL!**





# WHY SHOULD I CARE?

The cloud provides a flexible and scalable platform that greatly enhances your company's opportunities to manage, share and control data.





# WHY SHOULD I CARE?

Having data in the cloud means you don't have to worry about power requirements, space considerations or physical barriers — your data is safe, stored and accessible from any mobile device!



# WHY SHOULD I CARE?

By migrating to the cloud, businesses position their data to survive disasters like:

**FIRE**

**FLOOD**

**THEFT**

**YOUR KIDS!**



# WHAT'S IN IT FOR ME?

Your business can not only collaborate better — you can control your data better in the process. Since cloud computing keeps all data in one central location, all team members can access the data and documents needed throughout the business day.



# POPULAR TOOLS ON THE



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# CRASHPLAN

CrashPlan is a cloud-based archiving tool that saves an online copy of everything that passes through your computer.

It costs about \$60 per year.





# Dropbox

DropBox acts as an extension of your computer's hard drive. Dropbox creates a special folder on all your devices.

You can invite others to share your folders.







# Google Drive

Google Drive is a cloud-based storage service that allows you to store documents, photos, videos.

You can access Google Docs.



# intuit. QuickBooks®

Access QuickBooks Online on your mobile phone, pull in data from bank & credit card accounts, collaborate with your accountant.

Pay monthly subscription fee.





# Basecamp

Basecamp is a project management tool that offers to-do lists, text documents, milestone management, file sharing, time tracking, and a messaging system.



# Hootsuite™

Hootsuite allows you to keep all of your social media accounts in one central area. You have the ability to pre-schedule posts on any social medium.

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# Trello

Trello is a collaboration tool that organizes your projects into boards.

In one glance, Trello tells you what's being worked on, who's working on what, and what is the status of the project.





# EVERNOTE

Designed for note-taking and archiving.

A "note" can be formatted text, a full webpage or webpage excerpt, a photo, a voice memo, or a handwritten note.

Notes are tagged for fast retrieval.





# Google docs

With Google Docs you can create a new file, edit in real time, and access via a mobile device. Team Collaboration tools range from very simple to very advanced. You can invite others to view and or edit your documents.





# Trello

Trello uses “boards” and “cards” to represent projects and tasks. The drag-and-drop transition of these items to the next step in the process is designed to ensure that each component of a project is ready when it is needed.



# Feb. Assignments Lancer Link ★ 📌 Org Visible

## Week of Feb. 10

Last Week in Photo

🕒 Feb 10



Opinion: Women's sports don't get enough attention

🗨️ 1 🕒 Feb 12



Podcast: Hot or Not Valentines Day

🕒 Feb 13



Student Life: Pasta for Pennies

✍️ 🗨️ 2 🕒 Feb 16



Student Life: RYLA

✍️ 📄 1/3 🕒 Feb 27



Student Life: Cheerleaders show

Add a card...

## Still Needs Picture(Can't Be Published)

News: Live and Love Fashion

🗨️ 3

🕒 Feb 12



Student Life: Red Cross

✍️ 🗨️ 1

📄 2/3 🕒 Feb 12



A&E: Alex Cabrera Profile

🗨️ 1

🕒 Feb 12



Add a card...

## Ready For EIC

News: Boxd Restaurant

✍️ 🗨️ 0

📄 4/4 🕒 Feb 6



Add a card...

## Published

Student Life: Academic League Teacher Vs. Students Match

📅 5

🗨️ 3

🕒 Aug 1



News: Studying at Vinaka's

🗨️ 5

📄 3/3

🕒 Feb 4



News: Letter of Intent

🗨️ 2

🕒 Feb 6



Sports: Super Bowl Review

Add a card...

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# Student Life: Shane Nowak Article in list [Published December](#)




## Members

AN   TK 

## Labels

Writer Assigned
Photog Assigned
Rough Draft Done

Edited by Section Editor
Ready for Bryanna
Media Uploaded



## Due Date

Dec 13, 2013 at 12:00 PM (past due)

## Description [Edit](#)

Angle: Talk about Shane Nowak's hobby as a glassblower. He has stands at street fairs and his own little business.

Picture: Shane blowing glass (I got one)








## Checklist

100%








- interview Shane (Phone interview!)*
- get picture*
- write article*
- put caption*

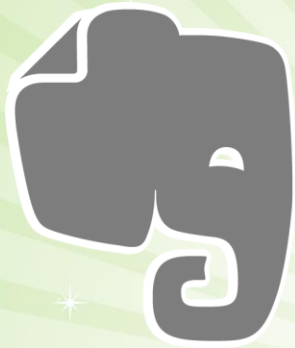
## Add

-  Members
-  Labels
-  Checklist
-  Due date
-  Attachment

## Actions

-  Move
-  Copy
-  Subscribe
-  Vote
-  Archive

[Share and more...](#)



# EVERNOTE





# WHAT IS EVERNOTE?

A Suite of Software and  
Services Designed for  
Notetaking and Archiving.



# EVERNOTE ACCESS

- Install on a PC
- Access via the Website
- Mobile App



# USE EVERNOTE FOR:

## STORING IMAGES

Business Cards

Accident Info

Expense Reports

Receipts

Whiteboards

Screen Capture

## SAVING DOCUMENTS

PDFs, Word, Excel

Power Point

## IMPORTANT DATA

Passwords

Contacts

Encrypt Content





# USE EVERNOTE FOR:



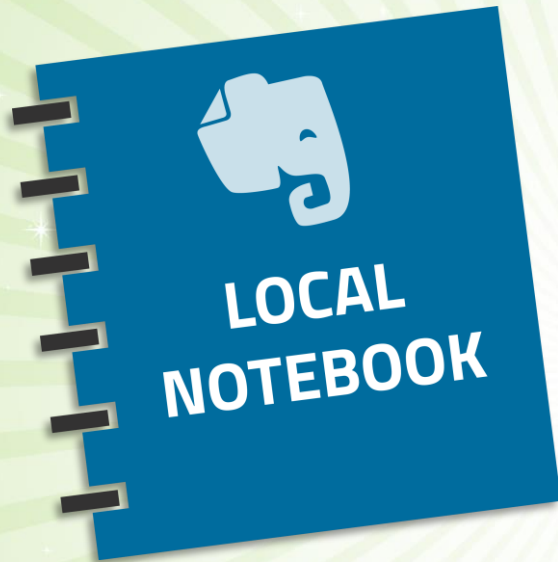
## RECORDING YOUR THOUGHTS

Record audio from your computer  
or mobile device

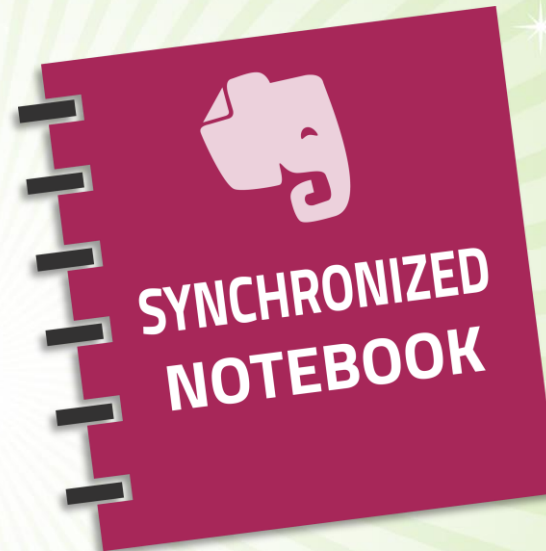




# 2 TYPES OF NOTEBOOKS



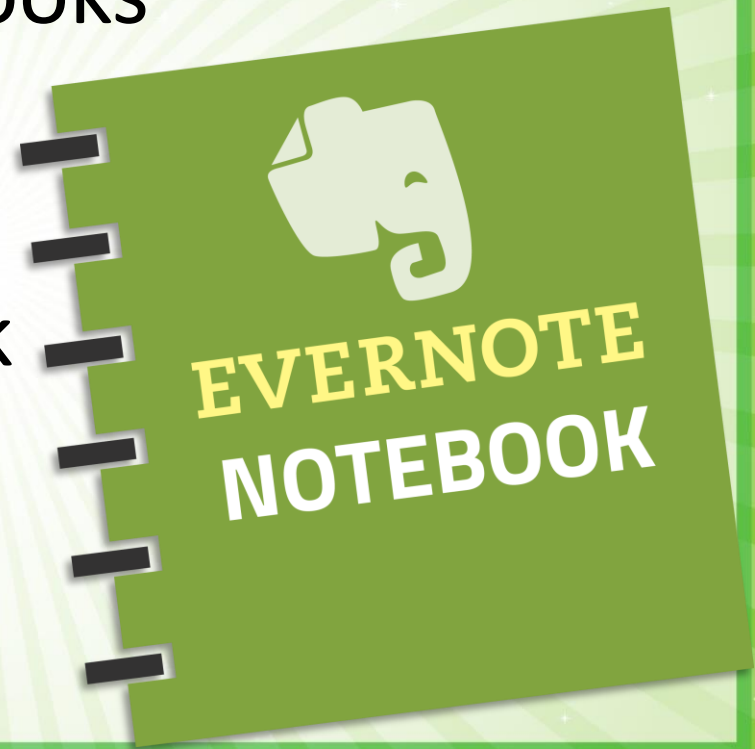
Stored on your desktop  
and NOT shared with  
the cloud.



Notebook you are  
willing to share on  
the cloud.

# NOTEBOOKS

- Up to 250 Notebooks
- Email Content Directly to a Default Notebook
- Export (back up) save to desktop





# A NOTE CAN BE...

- Formatted Text
- A Webpage
- Voice Memo
- Photograph
- Handwritten Note



# A NOTE ABOUT NOTES

- Can Have Attachments
- Sorted into Folders
- Tagged
- Annotated





# NOTES CAN BE...

- Given Comments
- Searched
- Shared
- Exported
- Edited



# WORKING WITH NOTES

- Create Text Note
- Paste PDF into Note
- Add Screenshots
- Create Multi-Media Notes
- Clip Web Content
- Merge Multiple Notes
- Create a Note from Email





# SORTING NOTES

- Create Tags  
(Group Notes)
- Find Text in Notes
- Advanced Search  
Options





# RULES FOR TAGGING

- Subject of Note
- Source of Note
- Specific Projects
- People & Places





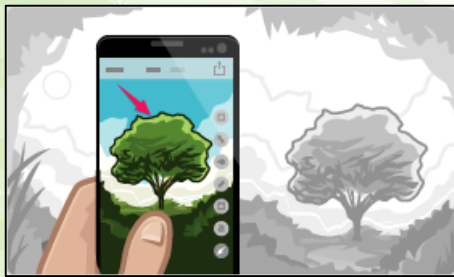
# EVERNOTE

## PRODUCTS





# Skitch



Quickly focus on what's important using annotation and markup.



Make your point with shapes, arrows and quick sketches.



Use Skitch on your desktop, tablet and phone to give feedback and share ideas.







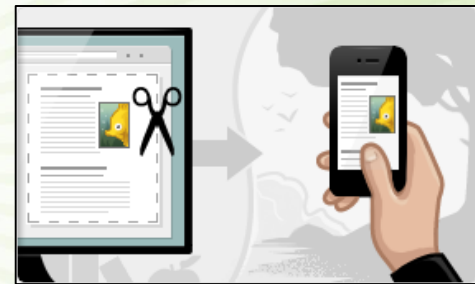
# Web Clipper



With one click, clip part or all of any webpage, including text, images, and links.



Collect everything that inspires you online. Have it forever, even if the original goes away.



In a rush? Clip webpages to Evernote and read them later on any device you use.





# Penultimate

Penultimate is a digital handwriting app for iPad that combines the natural experience of pen and paper with power of Evernote's sync and search features. Lose the paper, keep the handwriting.





Google docs

Benefits

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# Google docs

Google Docs is a Web-based word processor, spreadsheet, presentation and form service offered by Google.

It allows users to create and edit documents online while collaborating in real-time with other users.

# Google docs

All the data remains online. To work with documents, you only need to have Internet connection and a web browser. You do not need to be concerned with “filling” your hard drive. Data is stored on Google’s giant servers.

# Google docs

## Share Your Work

There is no need to email your colleagues with your work.

Allows multiple people in different locations to collaborate simultaneously on the same document, from any computer with Internet access.



# The Biggest Benefit

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Google docs

What?

**FREE!**

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# Google docs

## Applications:



**DOCS**



**SHEETS**



**SLIDES**

# Google docs



**DOCS**

## **WORD PROCESSING**

Create and share documents on the web and access them from any computer or smart phone. The familiar desktop layout makes collaborative editing easy.

# Google docs



**SHEETS**

## **SPREADSHEETS**

Create and share spreadsheets online. Google Sheets makes it easy to track budgets, run financial calculations, track data and more.



# Google docs



**SLIDES**

## **SLIDES**

Create and share presentations on the web. Add text, images, video and more directly to your presentation slides.

# THERE'S MORE!

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# Google docs



## FORMS

## FORMS

You can create a form and embed it on your website and record the responses to your form in Google Sheets.

# Google docs



**CALENDAR**

## **CALENDAR**

Allows you keep track of your own events and share your calendars with others.

You can embed the calendar on your website.





**Henry Bramwell**

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You must sign  
into your  
**Google Account**  
to create and  
share  
documents in  
Google Docs.