

# The Proof Angel Summary of

## Writing resources: June 2015

### Posting on social media?

As the world of social media settles down, and we all become more used to it, patterns are beginning to emerge about usage.

This post shows how [often we should post on various platforms](#) to maximise effectiveness. When you post on social media, it is good to know when people will be noticing your content. This can vary from network to network, [as this infographic shows](#).

### Troubleshooting macros in Word

Macros can be a huge time saver. They carry out repetitive processes without human intervention. This is good because it eliminates the errors we make when we are bored or tired, and our brains switch off.

On the other hand, if the macro doesn't have the result we expected, it can cause problems. Sometimes we don't notice those problems until it is too late.

So it is useful to know how to [troubleshoot macros in Word](#).

### How to avoid a file with an invalid name

File names are no problem most of the time. Every now and then, the idea you have doesn't work. It can be very frustrating, because the name makes perfect sense to you. It is a useful, logical name. Why on earth won't this stupid machine let you use it?

The chances are that you are using a character that doesn't fit in with the software requirements. Find out which [characters to avoid here](#).



The Proof Angel is the trading name of Sarah Perkins, freelance editor and proofreader.

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## How to tell if you have kept it simple

Keeping things simple is a good plan. It cuts down on scope for confusion, speeds things up, and makes the world a better place for everyone. But how do you know if your users agree with you? This article explains that the [best way to measure complexity is to measure use](#).

## Why there is no such thing as a quick proofread

Do people ever try to persuade you to take on a task by telling you that this job will only take five minutes? How often is that true? I reckon that a "five minute" job will take at least half an hour. If they say it will only take half an hour, it is likely to be a horrible job.

The same optimistic attitude is taken by people who ask for a "quick" proofread. What they usually mean is that they are pretty sure there are no mistakes, so you don't need to look very closely. Unfortunately, if you don't look closely, things will get missed. And that is just one point against the [idea of a quick proofread](#).

## Are you struggling with the structure of your Word document?

If you can't see the wood for the trees in your report, you might need to look at the structure of the headings. The headings in a report are the signposts that guide the reader through the document. Find out how [Word can help you check your structure](#).

## How to get rhythm into your writing

One of the best ways to make sure your writing is readable is to make sure there is enough rhythmic variation. Sometimes fans of plain language try so hard to keep their sentences short that they take all the life out of the paragraphs. Read why [rhythm is important for your writing here](#).

## Are you running out of ideas for blog posts?

Blogging regularly is great when the ideas are flowing. When they dry up, it gets harder. It is always frustrating when you hit any form of block, but when a blog dries up, people notice. Here is a list of [stand by ideas to have up your sleeve](#), just in case. It is aimed at writers who blog, but most of the ideas can be applied to any blog.

## Things to do while you are reading

We often hear that reading is a good way to improve your writing. As with many self-improvement ideas, it is more effective if you are actively looking out for things that will help. Passive reading will help of course, because you subconsciously absorb things, but if you want to improve quickly, you won't want to wait.

So [try this approach](#).