



THE JOURNEY OF THE SIMPLE EMOJI

OR HOW TO ADD JOY TO YOUR WORK

MVW

CONSULTING

www.meganvwalker.com



CHAPTER ONE

EMOJIS - THE FACTS -

EMOJIS

Let's break it down...

Most people likely don't put much thought in to the history of emojis, we just use them all the time. We use them to express our feelings and emotions, we use them in text messages and WhatsApp, and some of us use them at work. Where did they come from? Why do we use them? How can we use them? In this short eBook, all of these questions and more will be answered. Let us start with a few facts.



Although there are various reports of the first emoji being used, a man named Shigetaka Kurita from Japan created the first set of emojis in the late 90's



Emojis were added to non-Japanese markets by Apple in 2011, with Android following a few years later.



Emojis were originally created by different mobile carriers, causing compatibility issues across devices



In 2007, 114 emojis were added to Unicode 5.2, creating a universal set of pictograms across platforms

EMOJI CATEGORIES

Emojis are grouped in to categories on your device keyboard. Currently there are eight different ones. As per [Emojipedia](#) they are as follows:



Smiley Faces & People

This category contains our old favourites, the yellow faces. It also has emojis for people, families, hand gestures, clothing and accessories



Travel & Places

This section shows emojis to depict locations, modes of transport, different scenes and buildings



Animals & Nature

Need one of the three monkeys, or to show it's raining, or looking for a four leaf clover? This is the category you need.



Objects

Looking for basic household items? You'll find them here along with stationery, celebratory emojis and misc. items



Food & Drink

Show what you've had for lunch, or suggest meeting for coffee. Food emojis have also been used to depict more graphic things too (eggplant anyone?).



Symbols

This group provides you with clocks, arrows, signs, shapes and a whole selection of heart emojis



Activity

This group of emojis covers sports, music, hobbies, and other activities.



Flags

Last but not list, we have a whole selection of country flags, the rainbow flag, chequered flag and a pirate flag.

TOP TEN EMOJIS

[Emojitracker](#) shows real-time emoji use on Twitter. Although it's ever changing, as of January 2020, here are the top ten emojis being used. Are your favourites listed?



1. Face With Tears of Joy



2. Red Heart



3. Smiling Face With Heart-Eyes



4. Recycling Symbol



5. Loudly Crying Face



6. Heart Suit



7. Smiling Face With Smiling Eyes



8. Unamused Face



9. Two Hearts



10. Face Blowing a Kiss



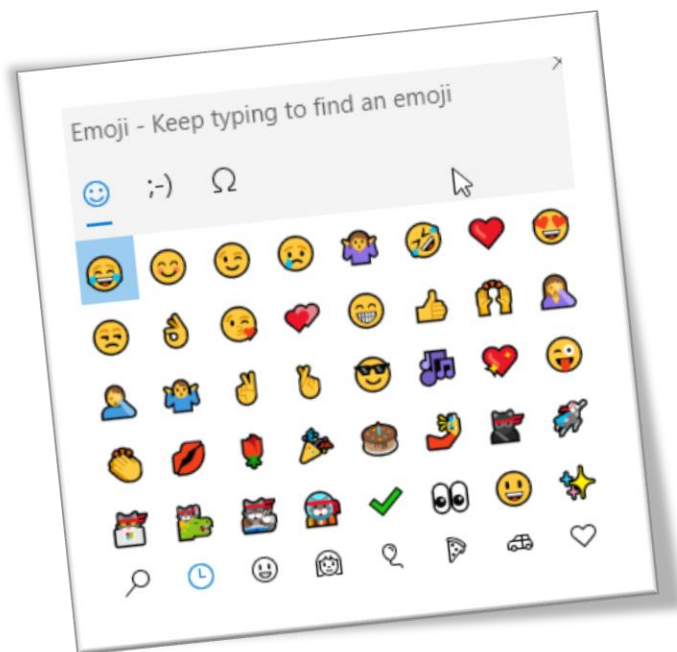
CHAPTER TWO

TIPS FOR USING EMOJIS

USING EMOJIS

When and how should you use them?

It's quick and easy to add emojis to your texts and WhatsApp messages, or basically any time you are using your phone. How and where else can we use them?



Access The Emoji Panel

Using your computer or laptop on your Windows machine? Simple press the Windows logo key and the full stop or period character at the same time, and up pops any emoji panel. You can then browse through the emojis, selecting them to add to emails, documents or whatever you are currently working on. On a Mac? Use the keyboard shortcut Control + ⌘ + Space to get the emoji panel to appear.

USING EMOJIS

Use In Email Subject Lines

Adding emojis in to a subject line can help improve open rates, help as visual queues and even be used to give people a bit of a chuckle. Keep in mind, they can vary in how they look across browsers and email clients, so do some testing first!

Megan V. Walker <hello@meganwalker.com>

Thanks for subscribing! 🖱️

Thanks for subscribing! 👍

Megan V. Walker

Thanks for subscribing! 👍

Get Creative With Your Social Media Posts

When brands use emojis, they are appealing to us in a way that 'hopefully' makes them seem more relatable. Some well placed emojis can help increase the reach of a campaign, or push home a specific point. They can range from the serious (like from a local police department) to the tasty (promoting food or drink).



TVP Roads Policing @tvprp · Dec 20, 2019

The message here is simple, if you choose to drink/drug drive, you risk everything ❌ - 🍺 🍷 💊 + 🚗



KFC UK & Ireland @KFC_UKI

The new Original Recipe Vegan Burger. A finger lickin' game changer 🔥



McDonald's UK @McDonaldsUK

The only way to see the whole Big Tasty with Bacon is to get one for yourself 🍔 🥓 😊



Coca-Cola @CocaCola · Aug 24, 2019

When champions celebrate champions. Thanks @kelley mohara for joining us at the #PGATourChampionship. 🏆 ❤️ 🏃 #FedExCup



CHAPTER THREE

USING EMOJIS ACROSS THE POWER PLATFORM

THE POWER PLATFORM

Using Emojis across the Microsoft Power Platform

As we've seen, Emojis can be used in many different ways. Perhaps most importantly for those in the Microsoft Power Platform Community, we can use them across a variety of platforms. While a bit of fun and something to make end users smile, emojis can also increase adoption and help with visual clues.

Use In Option Sets

January 2018 marks the discovery of adding emojis in to Dynamics 365 Customer Engagement (CRM) option sets. Adding emojis in as the label for your option set values is simple. The options can then be used in fields, added to columns in views, added to search criteria, used in reports, and added to charts. If you haven't already, [check this out](#) and give it a go!

Level of interest	Name	Topic
☆☆☆	Tamer Salah	Interested in some new cell phones
☆☆	Marco Tanara	Interested in new toys
☆☆	Allison Brown	Wants to expand
☆☆☆	Gabriele Cannata	Follow-up with information regardin...
☆☆☆☆	Patrick Steiner	Wants to expand
☆	Darren Parker	Likes our products
☆☆	Alex Wu	Expressed interest in A. Datum X line ...
☆☆	Eva Corets	Likes our products
☆		

THE POWER PLATFORM

Use Emojis In Field Labels

Moving on from option sets, you can also use emojis in your field labels in Power Apps. This was blogged about by [Dan Hesketh](#) from MIIA on their website. Makes for a clear and clean looking form layout. [You can read through the post here.](#)

CONTACT ▾
Adam Levine ☰

Type Individual | Age & Next Birthday 37 24/7/2017 | Last Appointment 31 31/8/2016 | Last Phone Call 29/8/2017

Description A good client that we must take care of!

Mobile	0411 111 111	E-mail +	adz@levinesrus.com	Classification*
Home	(08) 8999 9999	Email 2	--	Client Type +
Business	--	Email 3	--	Service Level
Other	--			
Address	1 Good St Fairhaven, VIC 3590	Address 2	660 Collins St Melbourne, VIC 3000	Address 3

1. What kind of pets do you have? *

- Dog
- Cat
- Horse
- Hamster
- Fish
- Mouse

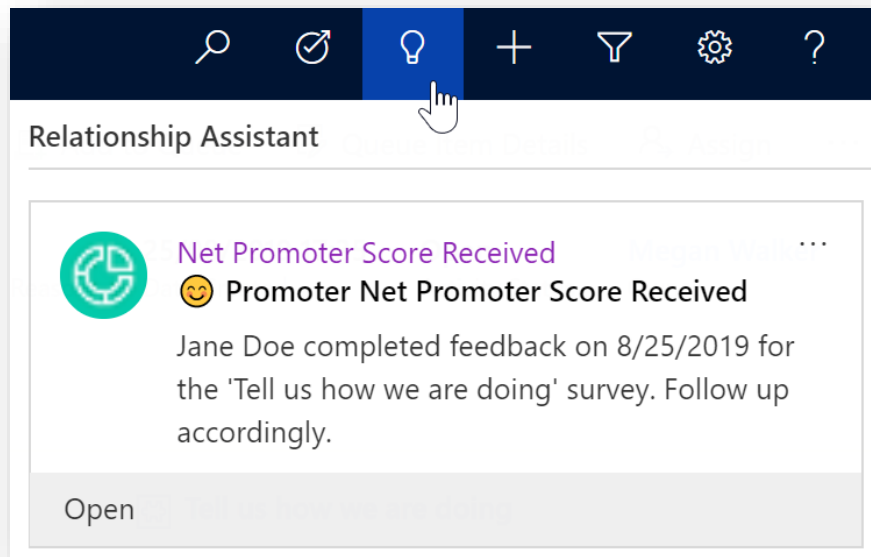
Use Emojis In Forms Pro Surveys

Emojis can be [added to your Forms Pro surveys](#), in questions, question descriptions and answer choices. You can [learn more about Forms Pro here](#) and even take an [online training course on the subject here](#). Adding emojis to these forms can help engage respondents and encourage people to actually complete your surveys.

THE POWER PLATFORM

Create Custom Insight Cards With Emojis

We can even [add emojis in to Custom Insight Cards](#) which will display in the Relationship Assistant in a model driven Power App using the Dynamics 365 Sales Insights connector via Power Automate.



Get Creative In C#

Although it's not just used by people in the Power Platform community by any means, adding emojis to C# code is pretty creative. [Jonas Rapp](#) is well known for creating several tools in the XrmToolBox (FetchXML Builder, Power Apps Checker, Plugin Trace Viewer to name a few). He's sneaking emojis in to some code he shared on Twitter. If you aren't familiar with his work already, you can [visit his website here](#).

```
var rocket = "🚀";  
var space = "🌌";  
var ship = "🚢";  
if (space + ship == rocket)  
{  
    Launch(rocket);  
}
```

THE POWER PLATFORM

Power Bizza

Name	Menu	State/Province	City	Avg Amount	Pizza Cost
El Rey Burrito Lounge		AL	Montgomery	\$9.95	🍕🍕
USA Doors Gates Svc		CA	Vallejo	\$9.85	🍕
Bulls Head Inn		NY	Campbell Hall	\$9.75	🍕
Rosa Mexicano		Manhattan	New York	\$9.50	🍕
Paesano's Pizza		CT	Hamden	\$9.50	🍕
Bamboo Restaurant		CA	Los Angeles	\$9.00	🍕
Adriatico Pizza		Townley	Union	\$9.00	🍕
Xpress Pizzeria		NY	Brooklyn	\$9.00	🍕
John's Pizzeria		MA	Chicopee	\$9.00	🍕
Oliver's Pizzeria		Randallsville	Hamilton	\$9.00	🍕
Upper Crust Pizza		Chupadero	Santa Fe	\$9.00	🍕
Prima Pizza		MD	Essex	\$8.99	🍕
Bearno's Pizza		KY	Louisville	\$8.99	🍕
Yesterday's Food Spirits		IN	Granger	\$8.95	🍕
Little Italy Pizza		Mphs	Memphis	\$8.95	🍕
Carbone's Pizzeria		Oak Park Hts	Stillwater	\$8.50	🍕
Custom Pie		CA	Moorpark	\$8.30	🍕
Tavern At The Inn		OH	Findlay	\$8.25	🍕
Johnny's Pizza House		Holly Ridge	Rayville	\$8.24	🍕
Meltz Extreme Grilled Cheese		Huetter	Coeur D'Alene	\$8.15	🍕
Spinelli's Pizza		Brownsboro Farm	Louisville	\$8.00	🍕

Power BI Emojis

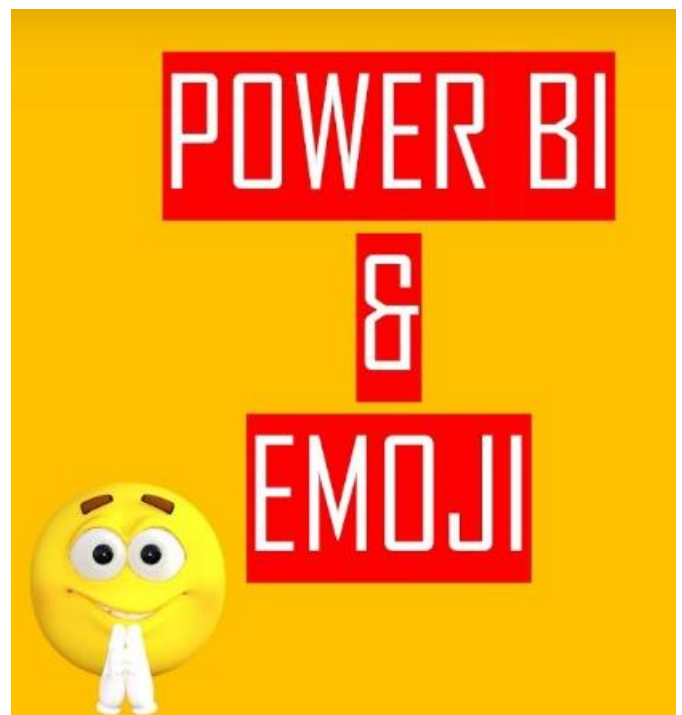
If you have emojis in your data source, then of course, it stands to reason that you can then use them in Power BI.

[Check out this cool example](#) showing pizza related data, using the pizza slice emoji to depict pizza cost. It was created by [Alex Powers](#), Premier Field Engineer for [Microsoft](#). Great use of emojis!

Power Platform Bank Power BI File

If you haven't seen TDG, you are missing out on the Power Platform Bank which includes tons of free resources. You can access a Power BI file which includes the Unichar Values for the emoji.

[Click here to access the file](#) and watch a video to show you how to add emoji in Text BOX in Power BI reports, add emoji using UNICHAR() function and how to create your own reference table in Power BI for emojis. This is great work from [Kasun Pathirana](#).



SOURCES

- Who Invented Emojis? - <https://www.wonderopolis.org/wonder/who-invented-emojis>
- Why are Emoji Yellow? An exploration of default options and arbitrary color choices - <https://www.bustle.com/articles/76283-why-are-emoji-yellow-an-exploration-of-default-options-and-arbitrary-color-choices>
- Why Do We Use Emojis Anyway? A Fascinating History of Emoticons - <https://www.rd.com/culture/history-of-emoji/>
- Emojipedia - <https://emojipedia.org/>
- Emoji Timeline - <https://emojitimeline.com/>
- Using Emojis in Option Set Fields - <https://meganvwalker.com/using-emojis-in-optionset-fields/>
- Power BI & Emoji - <https://dynamics365society.uk/archives/power-bi-emoji/>
- Power Bizza - <https://community.powerbi.com/t5/Data-Stories-Gallery/Power-Bizza/td-p/560554>
- Using Emojis in Field Labels - <https://www.miiia.com.au/dynamics-365/using-emojis-in-field-labels/>
- Adding Emojis to Forms Pro Surveys - <https://meganvwalker.com/using-emojis-in-forms-pro-surveys/>
- Add Emojis to Custom Insight Cards - <https://meganvwalker.com/custom-insight-cards-for-net-promoter-score-feedback/>

THANKS FOR READING

Do you use emojis in the Power Platform?

Share on Twitter using the hashtag:

#PowerEmojis

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