



## EDITORIAL STYLE GUIDE

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Updated February 2020



### **What is editorial style?**

Editorial style means following a certain set of guidelines, whether you are writing a news release or copy for a brochure, newsletter or web page. There are many different editorial styles. Many faculty members, for example, may require that students use the APA style or Chicago Manual of Style.

For most college news releases and publications, we use the Associated Press (AP) style because that is what most newspapers use. However, there are still some style guidelines specific to our campus that are not included in the AP Stylebook.

This style guide combines some commonly used AP style rules as well as style guidelines specific to Temple College. Other style guidelines may be more appropriate for special types of publications such as invitations and citations. For questions about style guidelines, call the Marketing and Media Relations Office at ext. 8591.

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## **Institutional Name, Buildings and Building Abbreviations**

### **Institutional Name**

Our institution’s name, “Temple College,” should be spelled out on first reference in publication text. Subsequently, “TC” or “the college” may be used in publications geared toward internal audiences. Do not use “TC” in writing or publications geared toward external audiences.

### **Buildings and Building Abbreviations**

In referencing a building or an off-campus center, the full name of the building should always be used in publications geared toward external audiences. Do not use abbreviations in publications geared toward external audiences. For internal publications, approved abbreviations may be used on subsequent references. Here are our buildings and their approved abbreviations:

| <b>Building</b>                                   | <b>Abbreviation</b> |
|---|---------------------|
| • Arnold Student Union.....                       | ASU                 |
| • Bryant Berry Hall .....                         | BBH                 |
| • Health and Physical Education Building .....    | HPE                 |
| • Health Sciences Center .....                    | HSC                 |
| • Hubert M. Dawson Library .....                  | HDL                 |
| • Instructional Services Center.....              | ISC                 |
| • Marc A. Nigliazzo Administration Building ..... | ADM                 |
| • Mary Alice Marshall Performing Arts Center .... | PAC                 |
| • Math & Biomedical Science .....                 | MBS                 |
| • Newton Science Building .....                   | NSB                 |
| • Dell Martin Nursing Education Center .....      | NEC                 |
| • One College Centre .....                        | OCC                 |
| • Pavilion .....                                  | PAV                 |
| • Science Laboratory Building .....               | SLB                 |
| • Student Success Center.....                     | SSDC                |
| • Visual Arts Complex .....                       | VAC                 |
| • Watson Technical Center .....                   | WTC                 |

When referring to a location on campus, give the building first, then the room number. Spell out building and capitalize the word "Room."

*The information session will be held in the Health Sciences Center, Room 1306.*

## **Other Facilities on Campus**

Danny Scott Sports Complex

E. Rhodes and Leona B. Carpenter Rehearsal Hall

Jackson-Graeter Backstage Theatre

## **Off- Campus Centers and Programs**

- Texas Bioscience Institute Middle College program (located on the Baylor Scott & White Health West Campus, 5701 Airport Rd.)
- Legacy Early College High School (Taylor)
- East Williamson County Higher Education Center - Taylor..... EWCHEC-Taylor
- East Williamson County Higher Education Center - Hutto ..... EWCHEC-Hutto

## **Divisions and Departments**

Properly referencing our Divisions and Departments is also important. Please see the correct listing of these names below.

### **Divisions**

Business and Career Professions

Business and Continuing Education

eLearning

Fine Arts

Health Professions

Learning Resources

Liberal Arts

Mathematics, Science and Physical Education

Student and Enrollment Services

## **Departments**

Academic Foundations

Biology

Business, Management and Office Occupations

Chemistry and Physical Science

Child Development/Education

Communications

Computer Information Systems

Criminal Justice

Dental Hygiene

Developmental Math

Diagnostic Medical Sonography

Emergency Medical Services

Engineering Technology

Health and Physical Education

Humanities, Speech, Drama/Theater

Mathematics

Music

Nursing, ADN

Nursing, LVN

Respiratory Care

Social and Behavioral Sciences

Surgical Technology

Visual Arts

## **Offices**

Accounting Services

Admissions and Records

Business Office

Cashier

Financial Aid

Human Resources

Institutional Research

Marketing and Media Relations

Purchasing

Student Life

Veterans Affairs

## **Our partners**

Here is the proper way to refer to organizations with whom we frequently partner:

**Baylor Scott & White Health** – Use if referring to the entire healthcare system

**Scott & White Medical Center – Temple** – Use if you are referring ONLY to the hospital/complex in Temple

**Olin E. Teague Veterans' Center** (part of the **Central Texas Veterans Health Care System**)

**McLennan Community College** (not McClennan)

**Texas A&M University–Central Texas** – TAMU-CT is acceptable on second reference.

**Texas A&M AgriLife Blackland Research Center**

**University of Mary Hardin-Baylor** (note the hyphen)

**SACSCOC** – Acronym for our accrediting agency, the Southern Association of Colleges and Schools Commission on Colleges. Spell out the full name on first reference. Do not use the shortened “SACS.”

## **Most commonly used AP style rules**

### **Academic degrees**

Use abbreviations with periods for degrees such as A.A., B.A. M.A., Ed.D., M.D. and Ph.D. (No space after the first period)

Do not add the word “degree” after an abbreviation of the degree. *She will receive her Ph.D. this spring*, not *She will receive her Ph.D. degree this spring*.

Use an apostrophe in bachelor’s degree and master’s degree. There is no possessive in associate degree, Bachelor of Arts or Master of Science.

Temple College grants three types of degrees:

- Associate of Arts (A.A.)
- Associate of Science (A.S.)
- Associate of Applied Science (A.A.S.)

Generic references to degrees are not capitalized, but the names of specific degrees are capitalized. Examples: It takes two years to earn an associate degree BUT: John has an Associate of Arts.

### **Academic departments**

Department names should be capitalized and the name of the department should be listed first. Example: *The gift is a tremendous boost for the Biology Department*, NOT the Department of Biology.

### **Academic titles**

AP style specifies capitalizing formal titles such as professor, chair and dean when they precede a name and using lowercase when the title follows the name, except for the portions of titles that refer to departments or endowed chairs: *Biology Department Chair Jason Locklin*, but *Jason Locklin, chair of the Biology Department*. For formal publications such as invitations, programs, letters, business cards etc., titles may be capitalized whether before or after the name.

Be specific when using titles that refer to faculty rank. Use professor only for full professors, not as a generic term for faculty members. To avoid awkward constructions such as economics Assistant Professor Tom Zimmerman, use Tom Zimmerman, assistant professor of economics.

Do not capitalize generic titles that precede names: astronomer Mark Marley.

### **Addresses**

Street, Avenue and Boulevard are abbreviated when used with a numbered address, but otherwise are spelled out. Temple College is on S. First Street BUT: Our mailing address is 2600 S. First St.

Route and Road are never abbreviated.

### **Ages**

Always use figures. Ages expressed as adjectives before a noun use hyphens.

Examples: *A 5-year-old boy. The boy is 5 years old. The boy, 7, has a sister, 10. The woman, 26, has a daughter 2 months old. The law is 8 years old. The race is for 3-year-olds. The woman is in her 30s* (no apostrophe).

### **Composition titles**

Film, book and song titles are generally capitalized and placed in quotation marks. Do not use quote marks with reference books or the names of newspapers or magazines.

### **Course names**

Capitalize proper noun elements or numbered courses: *American history, English, Algebra I, world history.*

### **Courtesy titles**

In general, do not use the courtesy titles Miss, Mr., Mrs. or Ms. before a person's name.

In the academic setting, it is appropriate to deviate from AP guidelines and add the courtesy title "Dr." on first reference to applicable names to indicate Ph.D. or Ed.D.

*Dr. Glenda O. Barron is president of Temple College.*

Courtesy and academic titles such as Dr. and the Rev. are used in the first reference only. Second reference will be last name only.

Do not use a courtesy title and also follow it with Ph.D. or Ed.D.

### **Dates**

Use Arabic figures, without st, nd, rd, or th.

When a month is used with a specific date, the following months are abbreviated: Jan., Feb., Aug., Sept., Oct., Nov. and Dec. March, April, May, June and July are never abbreviated. *The group will perform at Temple College Tuesday, Sept. 20.*

Months should be spelled out when used alone or when used with a year alone. When a phrase lists only a month and a year, do not separate the year with commas. *January 2015 was a warm month.* When a phrase includes a month, day and year, set off the year with commas. *March 31, 2014, was the date of the building dedication.*

Dates are not set off with commas in sentences such as this: *Orientation sessions for fall ESL classes will be held Tuesday, Aug. 14 and Wednesday, Aug. 15 at 9 a.m. and 6 p.m.*

Do not use “on” before dates: *The bust was dedicated Sept. 11*, not *The bust was dedicated on Sept. 11*.

### **Days of the week**

Days are never abbreviated unless being used in publications such as catalogs or athletics schedules where space is limited. Do not put “on” before days of the week.

*The class meets Monday and Wednesday mornings.* Not: *The class meets on Monday and Wednesday mornings.*

### **Directions and regions**

In general, lowercase north, south, northeast, northern, etc., when they indicate compass direction; capitalize these words when they designate regions: West Texas, South Texas, Central Texas.

### **Dollars and cents**

Dollar amounts are always expressed as numerals, and the “\$” sign is used: *Tuition is \$150 per credit hour.*

Use the word cents for amounts less than \$1. *A drink costs 99 cents.* Do not use a decimal point before the number when spelling out cents.

For four-digit amounts, always use commas to separate thousands from hundreds, except when the numbers are in an address: *The cost for printing the brochures will be \$1,500.*

### **Lecture titles**

Capitalize and use quotes (no italics) for lecture titles: Kimberley Clawson, an instructor in the Biology Department, will present a talk on “Cytogenetic Technology – Could this be a career for you?”

### **Majors**

Lowercase names of majors when used in copy: *She is a political science major. He holds a doctorate in anthropology.*

### **Musical compositions**

Musical composition titles are not in quotes unless they contain nonmusical terms. So, for example, you would have Bach’s Suite No. 1 for Orchestra and Brahms’ D Minor Sonata. But: Franz Joseph Haydn’s “The Seasons,” Gershwin’s “Rhapsody in Blue,” or Berlioz’s “Symphonie Fantastique.”

## **Names**

First and last names are used on first reference only. Last names only are used on subsequent references.

In general, middle initials of names are not necessary. Use them only when an individual specifically requests one or when it is needed to distinguish between individuals with the same name.

## **Numbers and fractions**

The numbers one through nine are spelled out, while 10 and above are written as numerals.

Amounts less than one should be spelled out using hyphens between the words: two-thirds, three-fourths, four-fifths.

Use figures for precise amounts larger than one, converting to decimals whenever practical: 1 1/2, 3 3/4, 2 5/8.

Large numbers: When large numbers must be spelled out, use a hyphen to connect a word ending in y to another word; do not use commas between other separate words that are part of one number: twenty, forty, twenty-one, forty-one, one hundred forty-four, one thousand four hundred forty-four, one million four hundred forty-four thousand four hundred forty-four.

Numbers at the beginning of sentences should be spelled out, but it is preferable to rewrite the sentence to avoid this.

Wrong: *344 first-year students are enrolled in Temple College this year.*

Right: *This year, 344 first-year students are enrolled in Temple College.*

Spell out numbers used in casual expressions: *Thanks a million. She jogged a quarter of a mile.*

Proper names: Use words or numerals according to an organization's practice: 20th Century Fox, Twentieth Century Fund.

Figures or words: Spell out first through ninth when they indicate sequence in time or location: first base, the First Amendment, he was first in line. Starting with 10th, use figures. Use 1st, 2nd, 3rd, 4th, etc. when the sequence has been assigned in forming names. The principle examples are geographic, military, and political designations such as 1st Ward, 5th U.S. Circuit Court of Appeals, 7th fleet, 1st Sgt.

Centuries: The "10 and above" rule applies: Spell out centuries below 10; use numerals for 10 and above. Lowercase century: the 20th century, the fourth century, etc. Hyphenate when used as an adjective: 18<sup>th</sup>-century literature.

No hyphen is needed to join figures with the words million or billion, even if used as a modifier: \$14 million building. However, if you are using the word dollar instead of figures and a dollar sign, compound modifiers do need hyphens: a million-dollar smile.

### **Percentages (Revised 2019)**

Use the % sign when paired with a numeral, with no space, in most cases: *Average hourly pay rose 3.1% from a year ago; her mortgage rate is 4.75%; about 60% of Americans agreed; he won 56.2% of the vote.* For amounts less than 1%, precede the decimal with a zero: *The cost of living rose 0.6%*

In casual uses, use words rather than figures and numbers: *She said he has a zero percent chance of winning.*

For a range, *12% to 15%*, *12%-15%* and *between 12% and 15%* are all acceptable.

### **Phone numbers**

Use hyphens, not periods: 254-298-8000

The format for toll-free numbers is 800-111-1000.

If extension numbers are needed, use a comma to separate the main number from the extension:

212-621-1500, ext. 2

### **Programs and occupations**

The names of specific educational programs are capitalized: the Diagnostic Medical Sonography program. Occupations themselves are not capitalized: *Bob is studying to become a diagnostic medical sonographer.*

### **Publication titles**

Use italics for publication and periodical titles – never use underlines.

### **Ratios**

Use figures and hyphens: the ratio was 4-to-1, a ratio of 4-to-1, a 4-1 ratio.

The word “to” should be omitted when the numbers precede the word ratio. Always use the word ratio or a phrase such as a 2-1 majority to avoid confusion with actual figures.

### **Seasons**

Lowercase all seasons and seasonal terms such as fall, spring, winter, wintertime, etc., unless they are part of a formal title: Winter Olympics, Summer Olympics. The Fall 2016 semester.

### **States**

Spell out the names of the 50 states when used in the body of a story.

Use the two-letter Postal Service abbreviation for states in mailing addresses, with no comma between city and state: Temple TX 76504

### **Subjects (academic)**

Lowercase subjects, unless a language or followed by a roman numeral. English, French, Algebra I.

### **Theater vs. theatre**

Use theater when making a generic reference: *I am going to the theater*. Use theatre when it is part of a proper name (the Jackson-Graeter Backstage Theatre) or when referring to the academic department (the Theatre Department).

### **Time of day**

Use figures with all times except for noon and midnight, which should stand alone and are always lowercase (Do not put a 12 in front of them).

Always include a.m. and p.m., lowercase with periods and with a space after the number. Do not use AM, A.M., PM, P.M.

When using times for events that occur at the start of the hour, do not include :00. For example: *The meeting will begin at 11 a.m., and should last until 4 p.m.*

Also, avoid redundancies such as “4 a.m. in the morning” or “8 p.m. at night.”

Use an en-dash or hyphen with no spaces to depict spans of time.

*The workshop will be held from 8:30 a.m.–5 p.m. Tuesday, and there will be a break for lunch from noon–1 p.m.*

When referring to an event at a certain time, date and place, refer to it in that order:

*The concert will begin at 7:30 p.m. May 1 in the Performing Arts Center Auditorium.*

### **United States**

The abbreviation “U.S.” is acceptable as either a noun or an adjective. *The U.S. is the best country in the world. My wife is studying U.S. history.*

### **Years**

Use figures without commas: 1991, 2005, etc. When referring to decades or centuries, use an s without an apostrophe: the 1890s, the 1920s, the 1960s, etc.

Years are the lone exception to the general rule that numbers should not be used to start a sentence: *1989 was an extraordinary year.* But try to avoid this construction.



## **Other important style rules**

### **ampersand (&) vs. and**

Avoid the use of & whenever possible. Use only when part of a formal name such as *U.S. News & World Report*.

### **abbreviations and acronyms**

Avoid using abbreviations or acronyms for organizations, even on second reference, except for those that are household names (NASA, FBI, etc.).

### **advisor, adviser**

Most colleges use advisor.

### **affect vs. effect**

Affect, as a verb, means to influence: *The final exam will affect his final grade.*

Effect, as a noun, means result: *The effect of the Hopwood decision on minority enrollment is substantial.*

Effect, as a verb, means to cause or bring about: *The Temple College Board of Trustees has approved a campus carry policy that will take effect Aug. 1, 2017.*

### **African American (Updated 2019)**

No hyphens are used in African American or any other dual heritage terms: Latin American, Asian American, etc.

### **athletics**

It is the Athletics Department, not the Athletic Department.

### **Board of Trustees**

References to the Temple College Board of Trustees are in upper case: *He is on the Board of Trustees* or *He has served on the Board since 2016.*

### **campuswide**

One word. Also – statewide, nationwide, worldwide.

### **chair**

To avoid the use of nonsexist language, use chair—not chairman or chairwoman—for Board members and department heads.

### **child care**

Two words; no hyphen.

**CDL**

Commercial Driver's License

**core curriculum**

Lowercase when referring to Temple College's block of transferable courses.

**courseload, coursework**

One word; no hyphen.

**credit hour**

Lowercase; hyphenate when used as a modifier: *He is taking a 4-credit course this semester.*

**curriculum, curricula**

Curriculum is the singular form, while curricula is the plural form.

**data**

Data is a plural word that takes plural verbs: *Data indicate improvement in our student enrollment numbers.*

**disabled, handicapped, impaired**

In general, do not describe an individual as disabled or handicapped unless it is clearly pertinent to a story. When such words are used, never use them as modifiers before the noun.

- Right: *The person with disabilities described his accident.*
- Wrong: *The disabled person was speaking.*

**distance learning**

Capitalize only when used as the proper name of the Temple College program that provides online learning opportunities.

**Dual Credit**

Capitalize all references to Dual Credit, a program that offers high school students the opportunity to earn both high school and college credit for selected courses.

**ensure, insure, assure**

Use ensure to mean guarantee: *Steps were taken to ensure accuracy.*

Use insure for references to insurance: *The policy insures his life.*

Assure means to make a person sure of something, or to convince: *"I assure you, this team has been playing with a lot of emotion," he told the reporters.*

### **entitled, titled**

Entitled means a right to do or have something. *She felt she was entitled to the promotion.*

Entitled should not be used when referring to the title of a paper or lecture.

Correct: *The seminar is titled "The A.R.T of Baby Making."*

Incorrect: *The seminar is entitled "The A.R.T of Baby Making."*

### **ESL**

Use English as a Second Language in first reference to Adult Basic Education noncredit classes for students who primarily want to learn English for everyday life.

### **etc.**

Try to avoid in body copy. Instead of: *Be sure to bring your tent, sleeping bag, etc., on the camping trip,* say: *Bring items such as your tent, sleeping bag and backpack on the camping trip.*

### **extracurricular**

One word, not extra-curricular.

### **faculty**

A collective noun, which takes a singular verb. When not referring to the entire group of educators at a school, use "faculty members." Examples: *The faculty is meeting today. Biology Department faculty members are meeting today. The faculty is discussing the issue. The faculty has considered the proposal. Faculty members have made a decision.* Do not use "Faculty are..."

### **full time vs. full-time**

Hyphenate when used as a compound modifier: *She has a full-time job.* No hyphen when used as an adverb: *He works full time.*

### **GED**

Acronym representing General Educational Development. GED is acceptable in all references. Do not use periods. GED should be used only as an adjective, not as a noun. *Those passing the tests earn a GED diploma, not a GED.*

### **GPA**

Acceptable in all references for grade-point average. Do not use periods.

### **grade, grader**

Hyphenate both the noun forms (first-grader, second-grader, 10th-grader, etc.) and the adjectival forms (a fourth-grade student, a 12th-grade teacher).

### **grades**

When referring to letter grades, do not put letters in quotation marks. Use an apostrophe with plurals of single letters; otherwise A's will look like the word As.

### **graduated vs. graduated from**

"Graduated from" is the proper way to note that a student has completed high school or college.

*He graduated from college in 2017.* NOT *He graduated college in 2017.*

### **groundbreaking, ground-breaking**

One word when used as a noun; two words when used as an adjective.

### **health care**

Two words in all uses: health care industry, health care career.

### **hybrid courses**

Courses that combine face-to-face classroom instruction with online learning.

### **Inc.**

AP style removes commas before Inc. However, if an organization we are working with insists on having it in their names, we respect their wish. ex. The Brown Foundation, Inc. of Houston.

### **in-district, out-of-district**

In-district refers to individuals who reside within the Temple College Taxing District, making them eligible for the lowest tuition rates. Out-of-district refers to individuals who reside outside the Temple College Taxing District.

### **initials**

No space between the first and middle initials: M.D. Anderson, not M. D. Anderson.

### **Jr., Sr.**

Do not precede by a comma (John F. Kennedy Jr., Martin Luther King Jr.) except in the case of building names in which the comma is set in stone: The A. Frank Smith, Jr. Library Center. The notation II or 2nd also may be used if it is the individual's preference.

### **kickoff**

One word as an adjective and noun.

**lifelong**

One word; no hyphen.

**magazine names**

Lowercase magazine unless it is part of the publication's formal title: *The New York Times Magazine*, *Newsweek* magazine, *Time* magazine. Check the masthead if in doubt.

**military titles**

Capitalize a military rank when used as a formal title before an individual's name. On subsequent references, do not continue using the title before a name.

**multicultural**

No hyphen

**noncredit, nondegree**

One word. Do not hyphenate when referring to courses offered by the Business and Continuing Education Division.

**Nonprofit**

One word.

**OK**

Not ok, okay, o'kay, or O.K.

**officers**

Lowercase designations of officers from academic or social organizations: *Darnell Wilson is president of Phi Theta Kappa.*

**on-campus, off-campus**

Hyphenate only when used as a compound modifier. *She used the sources available from the on-campus libraries. He decided to live off campus.*

**ongoing**

One word; no hyphen.

**over**

In most cases, try to use the phrase “more than” instead: *The course required more than eight hours of study each week.* While “over” is generally used for spatial relationships such as “The plane flew over the city,” it can be used with numerals at times: *She is over 30.*

### **part time vs. part-time**

Apply the same rules as full time and full-time. In other words, hyphenate only when used as a compound modifier: *She works at the restaurant part time. She has a part-time job.*

### **people, persons**

Use person when speaking of an individual. People is preferred to persons in all plural uses. *People driving cattle on the Chisholm Trail had a difficult life.*

### **pre**

No hyphen unless word that follows begins with vowel or is a proper noun. *Premed, predental, prelaw, prerequisite.* But *pre-eminent.*

### **Phi Theta Kappa**

Honor society for academically eligible students. PTK may be used on second reference.

### **registration mark (®)**

Use a registration mark on the first reference only.

### **renowned**

Not reknown or renown.

### **RSVP**

All caps, no periods. (RSVP means please respond.)

### **school districts**

Spell out the full name on first reference: Belton Independent School District. When referring to more than one school district, use lowercase: Temple and Belton independent school districts. “ISD” may be used on second reference.

### **service area**

The area in which Temple College is designated by the state to offer programs and services. Temple College’s service area includes half of Bell County as well as east Williamson County.

### **semifinals**

One word.

**television, TV**

TV is acceptable as an abbreviated form of television, either as a noun or an adjective.

**toward**

Not towards.

**T-shirt**

Not Tshirt, T shirt, tee shirt, etc.

**underrepresented**

One word.

**underprepared**

One word.

**underway**

One word.

**vice**

Use two words, with no hyphen: vice president, vice chair, vice regent, vice chancellor.

**workforce**

One word.

**worldwide**

One word.

**workload**

One word.

**work study**

Lowercase when referring to the financial aid program that provides part-time work to financially eligible students. Hyphenate as an adjective: The Temple College Foundation hires work-study students.

**X-ray**

Always capitalize the X and hyphenate.

**zero, zeros**

No e in either case.

## **Technology-related terminology**

### **email**

Use in all instances for electronic mail. No hyphen needed.

### **home page**

Two words.

### **internet**

Lowercase

### **laptop**

One word.

### **log in, log off, log on**

Two words when used as a verb, one word when used as an adjective: *A password is required to log in to your computer.* But: *My login password is btx235.*

### **online**

One word, no hyphen.

### **smartphone**

One word.

### **URLs**

When citing a website, include “www.” Do not include http:// Do not include a backslash at the end of a URL unless it won’t work without it. Use a period at the end of a URL if it appears at the end of a sentence: *For more information, visit www.templejc.edu.*

### **videocamera, videoconference, videoconferencing**

All one word.

### **voicemail**

One word.

### **webpage, website**

One word; not capitalized.

### **Wi-Fi**

## **Punctuation guidelines**

### **adverbs ending in “ly”**

No hyphens are used when followed by an adjective: steadily growing enrollment, easily remembered rule.

### **apostrophe**

Apostrophes are only used to show possession or to indicate that numbers or letters are missing. Wrong: 1960's. Right: 1960s, '60s. They are NOT used to make words plural.

### **capitalization**

For book titles, plays, lectures, musical compositions, etc.: Always capitalize the first word, last word, nouns, pronouns, verbs, adjectives, adverbs, and words that are five letters or more. Never capitalize prepositions, conjunctions, articles, or the particle “to” used as an infinitive.

### **colons vs. semicolons**

Colons are used at the end of sentences to introduce lists. *There were three considerations: expense, time and feasibility.* They also can be used to give emphasis: *He had only one hobby: reading.*

Semicolons are used to separate elements of a series when the items in the series are long or when individual segments contain material that also must be set off by commas:

*He is survived by his wife, Jane; a son, John; and a daughter, Susan.*

*Award winners included Gordon Jones of Bakersfield, Calif.; Peggie Griffin of Mobile, Ala.; and Martha Ainsworth of Bowie, Md.*

When just one semicolon is used in a sentence, what follows it must be able to function as its own sentence (an independent clause).

### **commas**

AP style does not use the serial comma (a comma before the last word in a series). *Temple College offers certificate programs in surgical technology, diagnostic medical sonography and vocational nursing.* More complex sentences may sometimes require the comma for clarity. For example – if an element in a series requires a conjunction: *He had milk, a peanut butter and jelly sandwich, and potato chips.*

A clause that is not a complete sentence **should not** be set off by a comma:

*I took this class because of my interest in criminal justice and wanted to see if this life choice was best for me.* (No comma needed before “and.”)

Clauses that are complete sentences **should** be set off by a comma:

*She was there when needed, and the tutoring hours were very helpful.* (Comma needed because “the tutoring hours were very helpful” could be a complete sentence)

In strings of adjectives, commas are used to clarify whether adjectives are related or unrelated. A good rule of thumb to remember is that if you can substitute “and” for the comma, it belongs there. In this example, no comma is needed between the adjectives:

Right: *She had a strong New York accent*

Wrong: *She had a strong, New York accent*

### **dashes**

Dashes are used to set off a phrase or to denote an emphatic pause:

*Two faculty members from Temple College – Robert Schlieker and Michael Donahue – have gone on to receive the Piper Professor Award.*

*The program includes 210 hours of instruction – 70 hours in the classroom and 140 hours on the road.*

### **ellipses**

Ellipses can be used for omissions in the middle of a sentence. They should be treated like a three-letter word with a space before and after.

### **headlines**

Capitalize only the first word and proper nouns. Use single quotation marks in headlines:

*‘Dreams are possible,’ 32-year-old GED recipient says*

### **hyphens**

Hyphens are used to avoid ambiguity or to form a single idea from two or more words. If a hyphen makes the meaning clearer, use it. If it just adds clutter and distraction to the sentence, don’t use it. Here are some examples of where a hyphen would be needed to avoid unintended meanings:

*small-business owner*

*loose-knit group*

*16-week and 8-week classes*

When two modifiers are used to describe something such as an expanse of time, a hyphen is used on both modifying words: *He received a 10- to 20-year sentence in prison.*

Hyphens are generally used in modifiers of three or more words: *know-it-all attitude, black-and-white photography, sister-in-law*

Hyphens are not used between an adverb ending in *ly* and a participle.

Wrong: *newly-discovered planet*

Right: *newly discovered planet*

Also, many combinations that are hyphenated BEFORE a noun are not hyphenated when they occur AFTER a noun: *She works full time.*

### **quotations**

Periods and commas almost always go within punctuation marks. *The group will perform "The Star-Spangled Banner."*

Whether you place a question mark within quotation marks depends on usage and meaning.

Example: Who wrote "Gone With the Wind"? (outside quotation marks) BUT: He asked, "How long will it take?" (inside quotation marks)

Single quotation marks are used to enclose a quotation within a quotation. Example:

*"The proudest moment I have is when I hand a student a degree and they lean over and say 'I went to Temple College.'"*

– Dr. Marc A. Nigliazzo

(Note that it is OK to end a sentence with three quote marks.)

### **spacing**

Use only one space after periods, colons, exclamation points, question marks, quotation marks or any punctuation that separates two sentences.

Put a space before and after dashes, but not before hyphens.

## Grammar Guidelines

### It's vs. its

It's is a contraction for it is or it has: *It's up to you, It's been a long time.* Its is the possessive form of the neuter possessive pronoun: *The company lost its assets.*

### plurals

Add only an "s" with no apostrophe to make words plural ("She sent the PDFs.")

For plurals of single letters, use an apostrophe to prevent the abbreviation from being read as a word. *She made straight A's.*

### that vs. which

*Which* is used for nonessential clauses, which can be dropped without losing the meaning of the sentence: *The team, which finished last a year ago, is in first place this year.*

*That* is used for essential clauses, which are important to the meaning of a sentence: *The team that wins this game will advance to the playoffs.*

*Which* clauses are surrounded by commas; no commas are used with *that* clauses.

### who vs. that

Use *who* to refer to people and *that* to refer to inanimate objects, companies or organizations.

Wrong: *She was a woman that stood up for her beliefs.*

Right: *She was a woman who stood up for her beliefs.*

Wrong: *Companies who take care of their employees will be more successful.*

Right: *Companies that take care of their employees will be more successful.*

### who vs. whom

*Who* is used when someone is the subject of a sentence: *The player who hit the home run is circling the bases, or Who is it?*

*Whom* is used when someone is the object of a verb or a preposition: *Whom do you wish to see?*

*Who* stands in for the pronouns he, she, they, I we. *Whom* stand in for the pronouns him, her, them, me, us.

## Social Media Style Guide

Writing for social media is an entirely different style of writing. Posts need to be short and engaging, and the best posts have good visuals in addition to text.

Here are some helpful guidelines for those who post regularly on Temple College's social media sites.

### Finding the right voice

Social media posts from Temple College should be student-focused and written in a voice that is helpful, encouraging and/or educational. Here are some examples of Facebook posts written in such a voice:

*Good luck to all our students who are taking final exams this week!*

*The Testing Center will be open two Saturdays this month (May 6 and May 20) for anyone who needs to take a test. Saturday hours are from 9 a.m. to 3 p.m.  
<http://templejc.edu/academics/testing-center/>*

*Are you interested in studying dental hygiene? Feb. 15 is the deadline to apply for the next class at Temple College, which will start this summer. The last information session before this deadline will be held Monday (Feb. 13) at 4 p.m. in HSC Room 1832. For more information, visit <http://templejc.edu/academics/programs/health-professions/dental-hygiene/>*

### AP Style vs. social media style

*Because social media posts are often written in a more informal style, there are cases where it is acceptable to deviate from AP Style. For example:*

#### AP style

- **1st person not used**

Example:

**AP Style** – *Temple College will recognize 89 area high school students who are completing its Texas Bioscience Institute (TBI) program April 11.*

**Social Media** – *Tomorrow night we will be recognizing 89 students from area high school students who are completing our Texas Bioscience Institute (TBI) program this spring.*

- **2nd person not used**

Example:

**AP Style** – *The Temple College Chorale will present a concert titled “The Satirical Stylings of*

#### Social media

- **OK to use 1st person**

- **OK to use 2nd person**

*P.D.Q. Bach” on Tuesday, April 10, at 7:30 p.m. in the auditorium of the Mary Alice Marshall Performing Arts Center.*

**Social Media** – *If you love classical music and love to laugh, this week’s Chorale concert is for you. The group is presenting a concert titled “The Satirical Stylings of P.D.Q. Bach” tomorrow night (Tuesday) at 7:30 p.m. in the auditorium of the Mary Alice Marshall Performing Arts Center.*

- **Use last name on 2<sup>nd</sup> reference**                      **OK to use 1<sup>st</sup> name on 2<sup>nd</sup> reference**

Example:

**AP Style** – *Nursing professor Claudia Turner will be among the first recipients of a new award presented by the American Association of Community Colleges (AACC). Turner will be honored at the 2018 AACC annual convention, which will be held in Dallas April 28-May 1.*

**Social Media** – *Nursing professor Claudia Turner will be among the first recipients of a new award presented by the American Association of Community Colleges (AACC). Claudia will be honored at the 2018 AACC annual convention, which will be held in Dallas April 28-May 1.*

### **Dates and times**

Because social media posts have to be shorter than other forms of copy, it is acceptable to abbreviate times and dates differently.

- For times, it is acceptable to use am and pm (lowercase, no periods): 10 am, 3 pm
- Use “to” between times (2 pm to 4 pm) if you have space. If you need space, use a dash. (2-4 pm).
- Write out full words for days of the week (Monday, Tuesday) and use dates (5/19) to save space or reference dates in advance. Months can also be abbreviated (Jan., Feb.) for space.

### **Punctuation**

- Use a colon and a space before a link:  
*Paintings by former Temple College student Stephanie Chambers are on display at the Temple Cultural Activities Center: <http://ow.ly/HiGF302m5pi>*

### **Platform-specific guidelines: Twitter**

- Replace “and” with an ampersand (&), NOT a plus (+) to save characters when necessary.
- Use RT if retweeting someone else’s post and use MT if you modify or shorten someone’s else’s tweet before sending it to your followers.
- Cite the source of an article or news item by tagging the relevant account at the end of the message in brackets, or saying “via @sourcename”.

*ex: Harlem's all-black WWI regiment fought to convince America to live up to its democratic promise: <http://bit.ly/1sbrdAp> [@nytimes] or via @nytimes*

### **Twitter handles**

If you are referring to a person or entity that is on Twitter, be sure to mention them by their Twitter handle in your post:

*Come to the Transfer Day today from 10 am to 2 pm and learn how you can transfer to great schools like @TAMU @txst @TexasTech @UMHB and more!*

*@tclulac4735 is sponsoring a voter registration drive this week from 11 am to 2 pm. Look for tables across campus!*

*TC and @TAMUCT have teamed up to offer a new 4-year degree for students interested in music:*

*Congratulations to the 8 TC students who earned Academic Student-Athlete Awards for 2015-16 from @NJCAA*

*The 2016 TC Band Invitational continues today with performances by bands from @BeltonISD @HuttoISD @TISD and more! Performances start at 9.*

### **Here are the handles for Twitter accounts related to Temple College:**

Business and Continuing Education: @TCBCE

Adult Education and Literacy: @TC\_AEL

Athletics: @TC\_Athletics1

Baseball: @TC\_Leopards

Basketball (Men's): @TempleCollegeBB

Nursing: @TC\_Nursing

Softball: @SoftballTemple

Temple College Foundation: @TC\_Found

### **Here are the Twitter handles for people and institutions we frequently have occasion to mention on Twitter:**

#### **Media**

KCEN: @KCENNews

Temple Daily Telegram: @tdtnews

#### **Belton**

Belton Chamber of Commerce: @BeltonChamber

#### **Temple**

Baylor Scott & White Health: @bswhealth

Extraco Bank: @ExtracoBanks

Temple Chamber of Commerce: @TempleChamber  
Temple (City of): @Temple\_TX  
Texell Credit Union: @TexellCU

### **Colleges**

Baylor University: @Baylor  
Blinn College: @BlinnCollege  
Central Texas College: @CTC4me  
Hill College: @HillCollege  
McLennan Community College: @McLennanCC  
Southwestern University: @SouthwesternU  
Texas A&M University – Central Texas: @TAMUCT  
Texas State Technical College: @TSTCwaco  
Texas State University: @txst  
Texas Woman’s University: @txwomans  
University of Mary-Hardin-Baylor: @UMHB

### **Schools and school districts**

Aledo ISD: @AledoISD  
Andrews ISD: @ANDREWS\_ISD  
Austin ISD: @AustinISD  
Belton ISD: @BeltonISD  
South Belton Middle School: @SouthBeltonMS  
South Belton Middle School Band: @sbmsband  
Bryan ISD: @BryanISD  
Cedar Park ISD: @CedarParkISD  
Central Texas Christian School: @CTCSLions  
China Spring ISD: @chinaspringisd  
College Station: @CSISD  
Dallas ISD: @dallasschools  
Eastland ISD: @EastlandISD  
Fort Worth ISD: @FortWorth\_ISD  
Gatesville ISD: @GatesvilleISD  
Georgetown ISD: @GeorgetownISD  
Hillsboro ISD: @HISDEaglesSoar  
Hutto ISD: @HuttoISD  
Jarrell ISD: @Jarrell\_ISD  
Kaufman ISD: @KaufmanISD  
Killeen ISD: @KilleenISD (includes Harker Heights HS)  
Lampasas ISD: @LampasasISD  
Lancaster ISD: @LancasterISD

McGregor ISD: @McGregorISD  
Midway ISD: @MidwayISD  
Rockdale ISD: @RockdaleISD  
Round Rock ISD: @RoundRockISD  
San Antonio ISD: @SAISD  
Taylor ISD: @taylorisd  
Temple ISD: @TempleISD  
Troy ISD: @TroyISD  
Waco ISD: @wacoisd

### **Politicians**

State Rep. Larry Gonzales: @larrygonzales52  
State Rep. Hugh Shine: @ShineforTexas  
State Sen. Dawn Buckingham: @DrBuckinghamTX

Misc.

American Association of Community Colleges: @Comm\_College  
NJCAA Region 5: @NJCAARegion5  
Phi Theta Kappa: @PHITHETAKAPPA  
President Ponce: @PresidentTemple  
Texas Association of Community College Marketers: @TACCMarketers  
TCCTA: @TCCTA

### **Hashtags**

Hashtags are used to group your messages with other messages about a specific topic. Hashtags are great for live events (#TCGrad2016), anniversaries (#TC90th), celebratory weeks/months (#nationallibraryweek, #BlackHistoryMonth, #BreastCancerAwarenessMonth, #HispanicHeritageMonth) or conversations about specific topics related to education (#math). Here are some common hashtags related to education. Avoid using more than three hashtags in a single post.

#careers  
#college  
#comm\_college  
#dualcredit  
#education  
#elearning  
#FAFSA  
#financialaid  
#highered  
#humanities  
#jobs

#midterms

#NJCAADAY (Oct. 19)

#PromiseProud (hashtag for the College Promise Campaign sponsored by NCMPR)

#success

#TBT (used for historical posts – usually on Thursday)

#TXlege

#TXsuccess (a campaign promoting the value of Texas community colleges. When possible, schedule your #TXsuccess social media posts on Tuesdays.)

## **Temple College Equal Employment Opportunity/Affirmative Action Statement**

All marketing materials produced by Temple College must include the college's Equal Employment Opportunity (EEO) Statement. The short version of this statement is acceptable in most uses:

*Temple College is committed to nondiscrimination practices based upon race, gender, gender identity and expression, disability, age, religion, national origin, genetic information, or veteran status.*

If space is extremely limited, the following statement can be used:

*Temple College is an Equal Opportunity/Affirmative Action institution.*