

# editorial

## Editorial Content

### Abbreviations

Avoid abbreviating any words that the audience won't understand immediately. For common abbreviations, include a period.

**Example:** Capt. Smith wrote a memo for Mrs. Mayfair, reminding her to pick up a pound of apples at the store.

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### Acronyms

Spell out full name on first reference, followed by the acronym in parentheses. It's okay to use the acronym after that.

**Example:** The New York Stock Exchange (NYSE) reported a loss in the company's stock in March. A few weeks ago, however, the NYSE reported a large gain.

To make an acronym plural, just add *s* (no apostrophe).

**Example:** There were 16 CEOs in the boardroom.

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### Ampersands

Avoid using ampersands (&) in general text, headings, or subheadings—use "and" instead. An ampersand may be used in charts or tables where space is tight, or when it's part of a company name or book title.

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### Capitalization

#### After a colon

Don't capitalize the word after a colon.

**Example:** I'm about to list several things: one, two, and three.

#### Book titles

Titles of books (and eBooks) are always in title case (everything but articles, conjunctions, and prepositions capitalized).

**Example:** Today I finished *Anne of Green Gables*.

#### Department names

The names of departments are always lowercase.

**Example:** The people in the sales department love to play card games.

#### Job titles

Job titles are capitalized only when referencing a specific person; otherwise, they're lowercase.

**Example:** The staff is excited to meet Jessie, the new Managing Editor.

**Example:** The role of the managing editor in the editorial process is to . . .

#### Headings and subheadings

For headings, use title case and for subheadings, use sentence case.

**Example:** (heading) 10 Things You Didn't Know about Health Care

**Example:** (subheading) Find out how health care is changing this year.

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### Contractions

Use contractions (it's, you're, they're, she's) in your writing to make the tone conversational and informal, not stuffy or rigid.

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### Formatting

Book and eBook titles, magazine and newspaper names, and movie titles should be in italics.

**Example:** My favorite movie is *Blade Runner*, which is based on the book *Do Androids Dream of Electric Sheep?* by Philip K. Dick.

A part or section of a larger work is put in quotation marks. (This includes a chapter of a book, the title of an article in a magazine, etc.)

**Example:** Chapter two, "World War Terminus," talks about a war that was so bad they skipped the numbering system.

**Example:** The *Vanity Fair* article "How to Tell if She's an Android" provides examples.

**Example:** Check out the blog post "How to Launch a Rocket" for more information.

Always use single spaces between sentences.

When a quotation opens a blog post, indent it using the "quote" button on the editing toolbar, and italicize.

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### Lists

Don't use periods after list items, even if they form complete sentences. Similarly, don't use semicolons or "and" after list items.

**Example:**

1. Invest in relationship-building
2. Position communication as part of your core strategy
3. Make a plan

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### Numbers

Write out numbers up to and including ten, except in percents (see below) and hard data. The exception to this rule is if you have a list of numbers that includes numbers under and above ten: in this case, just make the list consistent (see the second example).

**Example:** Of the 20 marketing employees, only three decided to go to the party.

**Example:** The table was stocked with 2 cakes, 10 pizzas, and 24 sodas.

Write out numbers at the start of a sentence.

**Example:** Twenty-two of the experts agreed.

### Dates

04 September, 2014

### Ordinal numbers

Ordinal numbers (adjectives describing the numerical position of something) should always be written out.

**Example:** First, third, tenth.

### Percents

Use numeric form for percents, but write out at the start of a sentence. Don't include a space between the number and the percent sign.

**Example:** The survey results showed that 70% of marketers wear Converse sneakers.

**Example:** Sixty percent of marketers also wear Ray-bans.

### Phone numbers

(719) 430-0124

### Time

9 a.m./9 p.m.; 9-10 a.m.

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### Punctuation

#### Apostrophes

In general, only use an apostrophe when you need to form the *possessive* of the word; not the plural. The exception to this is the possessive of it, which is "its."

**Example:** The new CFO's office had its own entrance.

**Example:** A hard day's work.

**Example:** Laura's book was damaged by the rain.

If the word ends in *s*, just add an apostrophe to form the possessive.

**Example:** The CEOs' mass hysteria was witnessed by most of their staff.

**Example:** Everyone stared at Charles' new car, a Tesla Model S.

#### Commas

Use the serial (Oxford) comma before the "and" or "or" in lists.

**Example:** Idea generation, content creation, distribution, and ROI optimization.

#### Dashes

Use em dashes (or two hyphens) with no spaces for setting off text or emphasizing a point in a sentence

**Example:** Some of the pain points—compliance, customer trust, and the proliferation of digital information—are so pressing that financial services marketers hold off on launching innovative campaigns and stick to the basics.

#### Ellipses

Use non-spaced ellipses, like this: ... (not this: . . .).

#### Hyphens

Use hyphens in numeric ranges, but try to use "to" (instead of a hyphen) when including a numeric range in a sentence.

**Example:** Numbers 11 to 25 are from the second experiment.

**Example:** 9-10 a.m.

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### Quotes

Use said (not says) when quoting someone.

**Example:** "The general consensus is not to do the hokey-pokey at work," said Shawn.

Always use double quotation marks with single quotation marks inside.

**Example:** "I read the article 'The Dog's Computer,'" said Bobby.

Periods and commas *always* go inside quotation marks.

**Example:** "I was riding my bike," Carol said, "when a deer jumped over the trail."

Question marks and exclamation points go inside quotation marks only when they're part of what the speaker is saying.

**Example:** Sally said, "Would you like fries with that?"

**Example:** Sally asked if John would like fries with that. Can you believe he said "I would"?

Colons, semicolons, and dashes always go outside quotation marks.

**Example:** The following should report to the room marked "Staff": office managers, marketers, social media managers, and customer service agents.