



**EDITORIAL  
STYLE GUIDE**

**FALL 2009**

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# INTRODUCTION

Concordians speak many languages. As an institution, we are multilingual not simply because we are an Anglophone institution in a Francophone province. Our community of almost 50 000 people represents over 150 different countries. Complicating matters even further, many fields of study have their own terms. In addition, material produced here ranges from websites for potential students to formal acknowledgment of major gifts to policy on plagiarism.

While meanings of words or the need to differentiate a direct quote from the main text are fixed; using AM or a.m., or neighbour over neighbor is often an arbitrary choice. Usually our preferences are dictated by where, when and how we learned grammar and spelling. Choosing one style means necessarily leaving others behind.

Developing a style guide that allows us to speak in an identifiable voice is no easy task. A common language lends authority to our words and lets people focus on our meaning, instead of being distracted by the text.

Our recent consultation on the strategic framework for our future reinforced our common values and strengths. Students, faculty and staff presented a vision of Concordia as an accessible, open, dynamic institution.

We can't necessarily convey these principles in every word. Ultimately, it comes down to two things — degree of formality and consistency. The readership and context largely determine the former. The latter is something we can strive for. In an effort to address both we offer the following guidelines for written material on behalf of the university. Ultimately, we tried to strike a balance between formal vs. informal, news vs. academic style or corporate vs. community.

This guide focuses on frequently encountered phrases and words specific to our role as a comprehensive academic institution. For basic grammar and spelling, not directly addressed here, please turn to *The Canadian Style: A Guide to Writing and Editing* and the *Canadian Oxford Dictionary*.

These guidelines are intended to be easy to adapt, useful and effective. This project has seen multiple iterations and relied on feedback from university writers, editors and communicators. It is possible that errors remain or that questions you have were not addressed. Do not hesitate to let me know.

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# TOP 10 TIPS

**KNOW YOUR AUDIENCE I:** Consider your audience, the medium you are using and the language of your readership. If material is online, that audience might be wider than you intended. Once you've defined the tone, keep it consistent.

**KNOW YOUR AUDIENCE II:** Limit yourself to the information needed by your readership. An internal document does not need the Hall Building's street address. An external document will likely require everyone's complete titles. If you're not sure who will be reading the text, don't weigh it down with details, but provide URLs or other ways to find out more.

**TITLES AND PROPER NAMES:** Respect the individual or organization's preference. It is always advisable to verify the titles of organizations, departments or individuals, especially if spelling is not in keeping with standard usage. Check the web or internal directory but remember that sometimes individuals use formal names online that they never use in everyday life. Similarly, respect the cultural identity individuals choose for themselves but use it only where it is relevant to the context.

**RESPECT COMMON USAGE:** Avoid jargon and specialized language. If in doubt, read what you've written aloud and ask yourself if you would write it the same way in an email to a friend. Similarly, it is fine to use a designation in French if that is the most common local usage. So refer to the SAQ, though you may want to identify the provincial liquor board elsewhere for the benefit of those new to the province.

**TITLES:** Use capital letters for the complete title of a body, organization, course, department or individual. Otherwise use lower case. The exceptions are when distinguishing one of the four Faculties from a group of professors, or when referring to Senate or the Board of Governors.

**PUNCTUATION:** Despite what you learned in typing class, don't double space after a period. Remember that many standard punctuation conventions, and some symbols, are different in written French.

**DO NOT USE PERIODS IN DEGREES:** PhD and MA are fine. Add the year (MFA 92) when referring to an alumnus/a.

Web addresses: drop the http:// or www. at the beginning, and the / at the end. Use italics for both email addresses and web URLs. Try to avoid breaking addresses and URLs across lines of text. In online text, integrate the link instead of listing the URL.

**SPELL OUT NUMBERS ONE TO NINE:** Use digits for numbers above those. The exception is numbers that begin sentences, which are always spelled out. Use spaces, instead of commas every three digits and simplify numbers with many digits: 2.5 million, instead of 2 500 000.

**ALWAYS USE PARITY BETWEEN INDIVIDUALS:** Partners, assistants, graduate students and research assistants all should be acknowledged equally by their full names and positions. 'His assistant Katie' is incomplete.

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## ACRONYMS

There is no need for periods between letters in acronyms. The common sense approach is readability and the context of your readers. In internal documents, acronyms commonly used at Concordia, such as CUFA and CSU, may be used in your first mention. You can also judge whether you need to spell out JMSB or CCSL on a case-by-case basis. The following abbreviations can be used without the full name: the RCMP, MP, MNA, CEGEP, AIDS, MBA, PDA and CEO.

If the name of a program or software application is an acronym that spells out a word it is best simply to capitalize the first letter, and explain it further down in the text.

**INSTEAD OF: STEPUP**

**USE: Step-Up — the title derives from Strategic Transition and Enhanced Preparation for University Programs.**

However, if your text has several acronyms (say multiple funding institutions and departments) you might want to mix it up by replacing some with descriptive phrases from time to time.

**INSTEAD OF: FQRSC cutbacks left PhDs seeking SSHRC funding.**

**USE: Provincial funding cutbacks have many graduate-level researchers relying more on SSHRC.**

If you do need to spell out a less familiar acronym the standard style is to write it out at first mention, followed by the acronym in parentheses. After that, use the acronym as needed. If the acronym first appears in a direct quote, you can insert the full name in square parentheses immediately after the reference and continue using the acronym. In either case, it is unnecessary to use the acronym at all, unless there are subsequent references.

## ACADEMIC LATIN

The feminine of *alumnus* is *alumna*, the plural is *alumni*, which is gender neutral. Don't assume the masculine includes the feminine when referring to a generic individual and use *alumnus/a* if need be. Similarly, retired professors can be granted *emeritus/a* status by the university.

## ACCENTS AND NON-ENGLISH WORDS

Words or phrases in languages other than English are italicized for clarity, e.g., *ad nauseam*. This does not apply to words that have entered the English language, some of which are particular to Quebec. No need to italicize 'dep' nor 'metro', even visitors quickly catch on to the local terms for corner store or subway. Someone may refer to the *stage* they have just completed. That's fine in a quote, but ensure that your reader understands that the individual participated in an internship, not a play.

Similarly, organizations, schools, arts groups and institutions with non-English names do not require italics (**Cirque du soleil**). French-language universities are named in French, without the article (**she attended Université de Montréal**).

If no direct translation exists, you are better to paraphrase or describe the group than to try to invent a translated name. This is true in the case of many provincial bodies like the **Conférence des recteurs et des principaux des universités du Québec**. As a rule, French titles capitalize only the first letter and proper names. Always verify grammar and accents when inserting French text.

For guidance on French-English equivalents of words commonly used at the university, particularly titles and departments, consult the guide prepared by our Department of Translation Services, at [web2.concordia.ca/translation](http://web2.concordia.ca/translation).

## CAMPUS COORDINATES

In formal situations like letterhead, business cards, or email signatures, it's easiest to use a standardized format for university coordinates:

### ENGLISH:

Phone 514-848-2424, ext. XXXX.

Email XXXX@XXXXX

Fax 514-XXX-XXXX

1455 De Maisonneuve Blvd. W., XX or Annex XX [building designation]  
xx xx [room]

Montreal, Quebec Canada H3G 1M8

Or 7141 Sherbrooke St. W. XX xx xx

Montreal, Quebec Canada H4B 1R6

### FRENCH:

Tél. 514 848-2424, poste XXXX.

Courriel XXXX@XXXXX

Télé.: 514 XXX-XXXX

1455, boul. De Maisonneuve O., XX or Annexe XX xx xx

Montréal (Québec) Canada H3G 1M8

Or 7141, rue Sherbrooke O. XX xx xx

Montréal (Québec) Canada H4B 1R6

### KEEP IN MIND:

Set off the area code from the number with a hyphen, not parentheses. In internal documents, it is not necessary to include the general university phone number; ext. XXXX is fine.

Note the different punctuation, and use of accents in the French addresses.

Concordia has two main locations, the Sir George Williams Campus (Not the SG or SGW Campus) and the Loyola Campus. Informally, the two locations may be referred to as the downtown campus and the west-end campus or Sir George and Loyola (capitalize full name and proper name, no need to capitalize 'campus' on its own). Internal material would not need mailing addresses, and simply abbreviate the campuses to L and S.

For invitations or announcements, identify buildings by more than a letter code. If you are in doubt about the name of any building please go to [www.concordia.ca/about/whereweare/maps/?centermap=VA#maplocation](http://www.concordia.ca/about/whereweare/maps/?centermap=VA#maplocation) for the official designation.

Most internal documents do not need addresses for the main buildings (The libraries, the Hall or Administration Buildings). However, a street address might be necessary for the annexes, since fewer people visit them regularly. Since many campus buildings share the same street address, linking to campus maps ([www.concordia.ca/about/whereweare/maps](http://www.concordia.ca/about/whereweare/maps)) in online documents would be helpful.

The same applies to rooms within the university. Keep in mind how familiar your readership is with the campus. Some locations are well known by other names. Most Concordians could easily direct you to an event in H 110 but would be confused by its formal name: the Alumni Auditorium. The atrium used to refer to the central area of the library building but the CJ Building at Loyola has a beautiful atrium as well.

## CAPITAL LETTERS

Most style guides, including *The Canadian Style*, fill entire chapters with practices, exceptions and clarifications on capitalization. We would like to strike a tone that is respectful, while not overly formal or self-important. The current trend is to defer to lower case style. This is an added bonus when working in a bilingual context, where fewer capital letters are used.

Please capitalize proper names, proper titles and official designations, whether or not the title precedes the name:

**Provost and Vice-President, Academic Affairs David Graham** (later use: Graham)

**Institute for Co-operative Education** (later use: the institute)

**Canada Research Chair in the Political Sociology of Global Futures**

**The Faculty of Engineering and Computer Science** (vs. engineering students)

**Department of Sociology and Anthropology** (vs. the sociology department)

**School of Extended Learning** (later references would be to the school, or SEL if other schools are mentioned in the same text)

As for events, major, annual events and conferences should be capitalized while isolated or small-scale events don't require capital letters

**Participants in the Open House volunteer program met at the St. Catherine St. entrance.**

**Attendance at the brown bag lunch series was mandatory.**

If you are referring to a position, committee or discipline either generically, or adjectively, capitals are not necessary:

**The lieutenant-governors of several provinces supported the program.**

**She paid tribute to past president Frederick Lowy.**

**All of the social sciences were represented amongst the proposals.**

**The task force met over the course of the term.**

## HOWEVER...

Longstanding bodies or committees that function as a unit with a unified voice and identity should be identified with a capital

**The Board asked the president for a report.**

To avoid confusion, capitalize Faculty when referring to one of the four university units and use lower case when speaking of a group of professors.

**The Faculty's honorary doctorate suggestion was forwarded to the Senate.**  
**The new faculty BBQ attracted a diverse crowd.**

## COMPUTER TERMS

There is an ever-expanding vocabulary of words that express activities, resources, items and practices specific to online and digital media. What is unfamiliar one day becomes commonplace the next. We tried to identify a few rules to guide you through the maze.

1. Terms that refer to an entity or activity specific to digital media or that describes something enhanced by or in the context of digital media should be one word: **email; internet; listserv; online; webcast, website; etc.**
2. Terms that refer to an activity or entity that can easily exist outside of a digital context, or that has several variations within a digital context is two words: **text message; home page (as opposed to an inside page or linked page, etc.)**
3. Verbs should remain two words: logging in, booting up, etc.  
However, hyphenate the phrase if it is used as an adjective: **Use your log-in signature.**
4. Proper names remain capitalized: **Facebook, Google, World Wide Web** (but the web, or a generic reference to 'social networking sites' remain lower case)
5. Acronyms should remain capitalized; **FTP** (file transfer protocol) The same rule applies to **HTML** (hypertext markup language), **GIF** (graphical interchange format), **JPEG** (joint photographic experts group), **GUI** (graphical user interface), **VOIP** (voice over internet protocol) and **LAN** (local area network). However, in plural form, the 's' is lower case. **JPEGs.**

Use italics for both email addresses and web URLs. For URLs, drop the `http://` or `www.` at the beginning, and the `/` at the end. If the URL is extremely long, consider creating an address through TinyURL (*tinyurl.com*). Try to avoid splitting a link over two lines. If possible use a hyperlink in online texts or virtual documents and emails.

## COURSES

The proper names of courses are capitalized **Income Taxation in Canada**, otherwise refer to an intro or special topics course in lower case. Similarly, the generic 300-level creative writing course does not require a capital. Course codes take a space between the (upper case) letters and numbers: **INTE 270**

## CULTURAL SENSITIVITY AND PARITY

It is common sense to treat subjects you are writing about with dignity and parity, and to make every effort to avoid assumptions or clichés about gender, occupation, status, ethnicity or ability.

**INSTEAD OF:** Professionals and their wives....

**USE:** Professionals and their partners are welcome at the event.

**INSTEAD OF:** Each applicant must send two copies of his academic record....

**USE:** Send two copies of your academic record to the Registrar's Office.

Or All applicants should send two copies of their academic records.

**INSTEAD OF:** Professors worked closely with the Chinese on the project.

**USE:** The Chinese community worked closely with professors on the project.

**INSTEAD OF:** John Capobianco praised his grad student John-Christopher.

**USE:** John Capobianco gave PhD candidate John-Christopher Boyer enthusiastic praise for his contributions to their research project.

## FORMAL/INFORMAL REFERENCE

Using first names alone designates a familiar or informal relationship. In practice, however, it tends to be used in ways that underscore a power imbalance between the parties discussed. Alternatively, it implies an insider status that might be off-putting for people who don't know the individual. Thus, a close friend or family member may refer to someone by first name, but information for the broader Concordia community (which will include recent arrivals who never have met the individual) should reflect the same usage as other documents.

Since so many community members are doctors or professors, it clutters up text to provide that designation for everyone it applies to. Using those designations also has the unfortunate effect of drawing attention to those who do not have them. Ideally, once someone's title has been established, reference can switch to last name, as in news style.

## GENDER

Use chair or chairperson instead of switching between chairman and chairwoman as the situation requires. If no gender neutral term exists, consistently use both, regardless of the individual concerned. Thus, the award is for *Alumnus/a* of the year, regardless of whether a man or woman holds the title.

Again, some of this gender parity is harder to manage in French, which identifies all nouns by gendered articles. Consult the university translation office for help negotiating some terms.

## CULTURAL OR ETHNIC COMMUNITIES

Finally, how members of different cultural communities identify themselves is constantly evolving. Where it is pertinent to the context, it is worth asking to find out how the subject feels most comfortable. Keep in mind:

In Canada, the terms Aboriginal, Indigenous and Native have come to be capitalized. In fact, most cultural identities derive from the proper name of a place or community, therefore should be capitalized. In the interests of parity, this practice should extend across all such designations:

**Jewish, Francophone, Black, South-East Asian.**

## DATES AND TIMES

Since the order of date, month and year is different in French and English contexts, it is best to avoid the XX/XX/XX format when indicating a date.

Ideally, use **Jan. 1, 2004**. Keep the date in this order in English and avoid st, nd, etc. In text, abbreviate months with more than five letters. Exceptions to this are:  
when using a month in a quotation “the deadline is next February”  
when preparing formal invitations.

For consistency's sake, use a.m. and p.m. (not AM, am, or the 24-hour clock). If the time is right on the hour, write 5 p.m., not 5:00 p.m. For clarity, use noon and midnight instead of 12 p.m.

When indicating an event that spans a period of time use 'to' to connect the times (4 to 5 p.m.). The only reason to indicate the time of day on both sides of the span is if it changes (10 a.m. to 9 p.m.).

An event would be held Sept. 12 to 14. Again, specify both sides of the span if it changes (summer hours are in effect from June 8 to Aug. 14 inclusive). The academic year is written 2003-04.

As for indicating the year, or date, be aware that information circulates in different ways. An email can refer to something happening 'tonight' but online or paper announcements should spell out the date of the event. It is useful to include the year so that people who later stumble upon the information know whether it is current. This is especially true for annual events like Convocation or Open House. An online search can pull up announcements from several different years.

Instead of **1960's** or **sixties**, use **60s**.

We work on seasonal distinctions among school terms but there is no need to capitalize them (**summer session, fall Convocation**).

## DEGREES

Do not use periods or apostrophes in the abbreviation of degrees: BFA 94, PhD BA, BFA, BEng, BComm, BSc, MA, MFA, MBA, MEng, PhD, EMBA, AMBA, Gr Dip.

Capitalize the full names of degrees and certificates:

**She is taking the Diploma in Administration.**

**I have a Master of Arts in Political Science.**

**The School of Graduate Studies developed the PhD in Humanities.**

It is acceptable to refer to the degree informally as a bachelor's or a master's, dropping the word degree. Do not capitalize doctorate, master's or bachelor's (degree) when used in the generic sense.

**He is going on to complete a master's.**

**She recently submitted her doctoral dissertation.**

Concordia pioneered gender-neutral degree nomenclature: Graduates may use the alternative titles baccalaureate (for bachelor's degree) and magisteriate (for master's degree). These options are available if you would like to use them.

When referring to alumni, have the designation include both the degree and the year granted (**MA 04**). Concordia is the result of a 1974 merger between Loyola College and Sir George Williams University. If referring to an alumnus/a who earned a degree before the merger, specify the granting institution: **L BA 57; S BA 70**.

## GEOGRAPHY AND LOCATIONS FURTHER AFIELD

As always, when identifying geographic locations, know your audience and verify official designations. NDG is local usage in English. The same goes for TMR. If you think your audience will be familiar with the location, don't weigh your text down with full titles — Plateau Mont-Royal is unnecessary when most people know the Plateau. Fewer people know where Goose Village used to be, so some explanation is required. If in doubt, look up the municipality or region and ensure that you use the English version in English text, or the French in French text. Concordia is in Montreal, but an event would take place at Université de Montréal. That goes for street names: St. Catherine Street or rue Sainte-Catherine.

If the name of a Canadian municipality is not instantly identifiable it should be followed by the province: **Oakville, Ont.** (Use the standard abbreviation, not the two-letter postal form - ON).

American locations, except for the well-known major cities, should be followed by the state in full: **Irvine, California**. Major international cities such as Rome, Paris and Berlin need not be followed by the country, although London must be followed by 'England' unless it is clear from the context so as not to confuse it with London, Ont. In all other cases, include the country's name. Both U.S. and U.K. retain periods.

International phone numbers should not begin with + nor use hyphens. Insert a space every two digits.

## GRAMMAR, PUNCTUATION AND SPELLING

It is beyond the scope of this project to reinvent basic rules for written communication in English. *The Canadian Style* provides a comprehensive overview of word usage and grammatical rules and should be the fallback resource for anything not specifically addressed in this guide.

We use the *Canadian Oxford Dictionary* as our first reference for meaning and spelling. We use British spelling for such words as honour (but honorary), labour, colour, neighbour, enrolment, fulfil, mould, and the double 'l' in travelling and counselling. The dictionary sometimes offers more than one variation on spelling. In that case go with the simpler option (**program** instead of **programme**).

### HEADLINES

Some Faculties have adopted a “only capitalize the first letter” approach to headlines. This is also *Journal* style and reflects our bilingual context. This style should be adopted across print and web material.

### HYPHENS

Although this really falls under general grammar, there are some specific instances to consider in the Concordia context.

Please retain the hyphen when referring to those involved the Institute for Co-operative Education: **co-op student**, **co-op work term**.

Use hyphens when two words are combined to form an adjective (**first-year course**, **full- and part-time faculty**). Otherwise verify in the dictionary. (**non-profit** takes a hyphen, **nonplussed** doesn't).

### ITALICS

Ideally, we want to be able to distinguish between papers, articles, publications, works of arts, exhibitions and conferences in ways that are consistent and easy for the reader to follow. Use italics for the titles of books, films, magazines, newspapers, journals, art shows, photographs and paintings.

**Nino Ricci spoke on “Breaking into publishing” and signed copies of his novel, *The Origin of Species*.**

**For *Wendy*, by Jacquelyn Mills, was presented at Exposed, the student film festival.**

For chapters, essays, learned papers, speeches, etc., use quotes.

**Recently, he published "A History of Transatlantic Cables" in the *IEEE Communications Magazine* and is giving the paper "TAT-I and Deregulation" at IEEE Globecom in New Orleans.**

Names of conferences or festivals or classes take neither italics nor quotes.

**The JMSB held their conference, *Sustainability in Business*.**

Again, when deciding which words to italicize, respect the official title. The *Journal* is correct because ‘the’ is not part of the publication’s name.

## NUMBERS AND MONEY

Spell out the numbers one to nine. Ten and up should be in numerals, except when the number begins a sentence.

**three-credit course**

**Fifteen students may register for the course**

**We expect 15 students to apply for the position**

The exception to this rule would be web-based headlines it is acceptable to begin the sentence with a digit, because it shortens the headline (which is helpful if you subscribe to an RSS feed that aggregates information from a number of web-based sources) and makes sure the first three words have information-carrying content

**15 students may register for the course**

Use spaces, instead of commas every three digits.

**4 050**

**25 000**

Percentages should appear as **20%**.

Use the dollar sign (**\$93 not \$93.00**). When we are reporting on the university budget and other large amounts of money, the amount should be written as **\$93 million** not **\$93M**.

## TITLES (ORGANIZATIONS AND INDIVIDUALS)

The designation of an organization should be considered as a proper name and respected in its spelling, and punctuation, etc. Since most groups have contractual obligations, stationery and other financial commitments, it is unlikely that existing organizations could change their name even if it contradicts the guidelines here. For example, the Canadian Oxford uses 'centre' but some campus research facilities use 'center' in their title.

Always be sure you use a reliable source. In cases of unusual spellings, you can find multiple online examples of an incorrect, if more common, spelling of someone's name. Be sure you go to an official source the individual or group would have certainly approved. Always use the university staff & faculty directory (accessed from Concordia's home page) for checking the spellings of names and people's titles. However, sometimes, people use a more formal name in the directory than they do in their everyday life. Similarly, the directory titles are sometimes so complicated and abbreviated that it's best to check with the person directly.

Use the term lecturer, if appropriate, but don't distinguish between assistant, associate and full professor, unless it is relevant to the text. In fact, there is generally little reason to identify people by 'Professor' or 'Dr.' except in extremely formal circumstances (a list of donors, perhaps).

However, any other aspect of a faculty member's status that is in any way unusual or remarkable can be acknowledged. This would include a research chair, or their status as chair of the department. Similarly, if the department includes several disciplines (Sociology and Anthropology or Studio Arts) you should identify the faculty member's field.

## VERTICAL LISTS

The first word of each item is capitalized if each item is a complete sentence. In that case, each item would also end with a period. The first word of each item is lower case if the items are linked to the introductory statement – especially if there is no colon. In that case, only the last item takes a period.

## WEB WRITING STYLE

*“On the average web page, users have time to read at most 28% of the words during an average visit; 20% is more likely.”*

Usability Guru Jakob Nielsen

Writing for the web is a very different process to writing for a print publication. People read the web differently, and search engine optimization is among the web-specific concerns to think about when writing for the web.

A good place to start is to remember that, for a web page to be most effective, it needs to be:

- concise
- scannable
- objective.

Use honest, straightforward language. In much the same way users don't see banners on web pages, web users will ignore -- or, worse, be turned off by -- promotional writing (marketese), so avoid using overly hyped, hyperbolic language.

People rarely read Web pages word by word; instead, they scan the page, picking out individual words and sentences. Therefore, it helps to break blocks of text into short paragraphs, and 'chunk' information by headings.

Try to make sure the text on a web page is scannable by using:

- highlighted keywords (hypertext links serve as one form of highlighting; typeface variations and color are others)
- meaningful sub-headings (not "clever" ones)
- bulleted lists
- one idea per paragraph (users will skip over any additional ideas if they are not caught by the first few words in the paragraph)
- start with the key information (the five Ws) and include the supporting information in order of diminishing importance
- half the word count (or less) than conventional writing

Headlines and titles also work differently on the web. Headlines may show up in RSS feeds, as a single link, without the aid of an image or tag-line to clue the reader in to what the story is about.

Remember to make sure that:

- The first three words have information-carrying content
- The headline has keywords for search engine optimization
- The headline is sufficiently specific to tell users what the story is about. Online, the headline alone must provide enough information scent to let users predict what they'll get if they follow the link.

For more, this web site contains a wealth of information: [useit.com](http://useit.com)

In particular, check out:

[useit.com/papers/webwriting](http://useit.com/papers/webwriting)

[useit.com/alertbox/print-vs-online-content.html](http://useit.com/alertbox/print-vs-online-content.html)

[useit.com/alertbox/passive-voice.html](http://useit.com/alertbox/passive-voice.html)

## OTHER THINGS TO KEEP IN MIND ONLINE:

Use linked text rather than actual URLs.

### INSTEAD OF:

**Read the *Weekly Observer* newsletter at:**

<http://www.newschool.edu/observer/>

### USE:

**Read the *Weekly Observer* newsletter** (This is a call to action – make the entire sentence a link)

Don't open new browser windows even for off-site links except for non-web documents such as PDFs and word documents.

When linking to non-web documents such as PDFs and word documents, add a note after the link so that the site visitor is aware they will be downloading a PDF or word file.

Example:

**Read our Spring catalogue (PDF)**

## BIBLIOGRAPHY

Canadian Press, *Caps and Spelling*, 17<sup>th</sup> edition, 2005.

Public Works and Government Services Canada, *The Canadian Style: A Guide to Writing and Editing*, Dundurn Press, 1997.

University of Ottawa, *English Language Style Guide*, Retrieved summer, 2009.

### AND ONLINE RESOURCES

[www.highedweb.org/2008/presentations/SAC2.zip](http://www.highedweb.org/2008/presentations/SAC2.zip)

Monash

[www.monash.edu.au/staff/web/content/writing.html](http://www.monash.edu.au/staff/web/content/writing.html)

New School (Parsons):

[www.newschool.edu/webstyleguide/editorial\\_guidelines.aspx?s=2](http://www.newschool.edu/webstyleguide/editorial_guidelines.aspx?s=2)

Penn State:

[webstyleguide.psu.edu/](http://webstyleguide.psu.edu/)

Simon Fraser:

[www.sfu.ca/clf/standards/index.html](http://www.sfu.ca/clf/standards/index.html)