SLCC Online Copywriting Style Guide

Anything written for slcc.edu should follow Associated Press (AP) style to ensure clarity and consistency. A brief overview of AP style is listed below. In some instances, we deviate from AP style for greater clarity, simplicity and consistency. This guide is a living document and may be periodically updated.

You may access the college's free [AP Stylebook online](#) by logging in with your MySLCC username and password.

If you have further questions on writing for slcc.edu, contact 801-957-4443 or david.troester@slcc.edu.

AP Style and SLCC Conventions

dates – Always use figures: Jan. 1, March 29. Never add st, nd, rd or th to the figures.

months – Always capitalize. Abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone, or with a year alone:
- The last day of classes is Dec. 12.
- The event is in December.
- The event is in December 2015.

days of the week – AP style calls for capitalizing and spelling out Monday, Wednesday, Friday, etc. However, it's also acceptable online to abbreviate days of the week, e.g., Mon, Tues, Wed, etc. when listed in hours of operation, class schedules, etc.

time of the day
- Use figures: 10 a.m., 3:30 p.m., etc.
- Use noon instead of 12 p.m.
- For a time range, use a hyphen: 10-11 a.m.; 10:30 a.m.-noon; 11 a.m.-1 p.m.
- Do not use 11:00 a.m. or 2:00 p.m., just 11 a.m. or 2 p.m., etc.

years – It is unnecessary to include the current year with dates for events or announcements. However, if more than one year is mentioned, use the years for clarification.
Use semester and the year when referring to a specific semester, such as Spring Semester 2016.

numbers – (deviation from AP style) Always spell out one. Use figures for 2 and above, when referring to age, for street addresses, and preceding a unit of measurement. Use a hyphen to state a range of numbers. Avoid starting a sentence with a figure.

- One day until registration begins.
- Registration begins in 8 days.
- Her son is 7 years old.
- 1121 South Temple St.
- The campus is 2 miles from downtown. She drank 8 ounces of water.
- Students pay the same tuition for 12-18 credit hours.

ordinal numbers – Spell out one through 9: First, second, fifth, ninth, etc. Use numerals for 10 and above: 10th, 11th, 21st, etc. However, always use figures for streets: 7th Ave., 3rd St.

fractions – Spell out amounts less than one and use hyphens between the words. For example: three-fifths, one-third, one-eighth. Do not use hyphens when describing general amounts: One half of students earn less than $100,000 a year.

percentages – Always use figures and spell out the word percent. For example: 35 percent. The lab work was 75 percent complete.

telephone numbers – List the entire number without parentheses: 801-957-4000.

Student Number – Use Student Number (always uppercase); S Number is acceptable on second references. Never use SID, or Student Identification Number.

money – 5 cents; $5; $1,500; $7 million. Tuition for 10 credit hours is $1,522.

street addresses – Always use figures for street numbers followed by the appropriate abbreviations such as 230 N. State St. and 468 W. 950 South. Add "nd" "st" or "rd" to numerical street names such as 7th Ave., 3rd St. Abbreviate Ave., Blvd., and St. only with a numbered address: 230 Virginia Ave. Spell out when part of a formal name without a number: Virginia Avenue.

mailing addresses – Follow the same rule for street addresses. Capitalize and place periods between the P and the O when abbreviating a post office box; capitalize Box.
Salt Lake Community College
4600 Redwood Road
P.O. Box 30808
Salt Lake City, UT 84130-0808

punctuation
period – Use only one space after a period.
colon – Use only one space after a colon.
comma – Use commas to separate elements in a series.

Do not use a comma before a conjunction at the end of a series:
- He enrolled in math, English, photography and graphic design courses.

Use a comma before the last conjunction in a complex series if part of that series also contains a conjunction:
- I had orange juice, toast, and ham and eggs for breakfast.

semicolon – In general, use a semicolon to:
- Indicate a greater separation of thought and information than a comma can convey but less than the separation a period implies.
- Separate elements of a series when the items are long or when individual elements contain material that also must be set off by commas:
  - The university offers majors in Spanish Romanticism; English Rhetoric and Composition; Medieval Literature and the Development of the Novel; and Science and Faith: A study of Commonalities.

academic titles – Capitalize formal titles such as president, provost, dean, etc., when they precede a name. Lowercase when they follow a name, and elsewhere.
- SLCC Provost Clifton Sanders was awarded an honorary doctorate.
- Clifton Sanders, provost at SLCC, was awarded an honorary doctorate.
- The college president resigned to take a job in Florida.

webpage titles – A webpage title is any title at the top of content, or blocks of content, on your webpages. Keep webpage titles short, using as few words as possible.
Always capitalize the first letter of the first word. Also capitalize the first letter of each subsequent word in the title, including prepositions and conjunctions, but not if the words are less than four letters. For example, do not capitalize the, a, an, to and other words that are less than four letters.
- Academic and Career Advising
- Advising Services
- Top 10 Reasons to Choose SLCC

composition titles – Italicize book titles and the names of publications. Use quotation marks to surround the following types of media titles: poems, lectures, speeches, works of art, computer games, movies, operas, plays, albums, songs, radio and television programs. Do not put quotes around Bible and reference books, catalogs, almanacs, directories, dictionaries, encyclopedias, etc.
- *The Sun Also Rises*
- *The New York Times*
- "Ode on a Grecian Urn"
- "Modern Family"
- The lecture, "The Talking Book: Disability, Technology and the Future of Literacy," is scheduled to began at noon, Sept. 24.

- Merriam-Webster Dictionary

courses / subjects – Capitalize specific course titles: Introduction to Anthropology. Do not capitalize subjects in general usage, except those designating language: He studied history, English and business management.

academic degrees
- associate's degree (deviates from AP style), bachelor's degree, master's degree
- Associate of Science; Associate of Arts; Bachelor of Arts, Master of Arts
- Abbreviations (no periods, deviates from AP style): AS, AA, BA, MA, PhD
- Do not use both the title Dr. before and then PhD after an individual's name.

semester – Use semester, not term.
When referring to a specific semester, uppercase and follow it with the year, i.e., Spring Semester 2016.
Uppercase Fall and Spring when followed by semester, i.e., Fall Semester, Spring Semester. Lowercase in other uses.

Salt Lake Community College
- SLCC is acceptable in all references online, as is the full name, Salt Lake Community College.
- In external communications, the full name of the college should always be used on first reference and SLCC is acceptable for subsequent references.

campus – Uppercase when part of the formal name of a specific campus. Lowercase when not part of a formal name. Lowercase when plural.
- Taylorsville Redwood Campus
- The campus spans 80 acres
- South City, Jordan and Larry H. Miller campuses

departments / offices – Capitalize the first letter of each word in SLCC departments, divisions and offices. Avoid using department, division or office unless part of the official name.
- Division of Allied Health
- Institutional Effectiveness
- Academic Advising
- Budget Office
- Development Office
- Department of Social & Behavioral Sciences
- Health and Lifetime Activities

contacts – When listing a contact, use the phone number and email address.

- For more information, contact 801-957-4000 or howard.gunderson@slcc.edu.
- Howard Gunderson
  - 801-957-4000
  - howard.gunderson@slcc.edu

hyperlinks, or links – When directing users to another webpage, avoid listing webpage addresses, such as [slcc.edu/future.](http://slcc.edu/future) Instead, create hypertext. Try to place your hypertext at the end of a sentence or paragraph.
- Check out the [Top 10 Reasons to Choose SLCC](#).
- SLCC offers a host of [financial aid products](#).

(If you need help creating hypertext, or links, contact Web Services, 801-957-4586 or 801-957-4245.)

ampersand (&) – Only use the ampersand (&) symbol when part of a proper name. Do not use an ampersand to substitute for the word "and."

Online terms and symbols

@ (at) – Use only as part of an email address, unless part of a proper name.

download – Receiving a file from another computer onto your computer.

upload – Sending a file from your computer to another system.

email – one word, no hyphen

homepage – one word

hyperlink, hypertext

internet – lowercase

log in – verb – Log in to MySLCC with your username and password.

login – noun – Use your secure login for MySLCC.

online

PDF – An acronym for portable document format

web – lowercase

website, **webpage**, **webcam**, etc.

username