

**Rutgers School of
Communication and
Information
STYLE GUIDE
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This guide contains general style guidelines for SC&I publications, website and collateral materials.

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2. GENERAL AND SC&I REFERENCES

I. A1. Updates Fall 2015

- Do not use Dr. unless referring to a person with a medical degree (MD), use PhD
- That vs. Which: If removing the words that follow would change the meaning of the sentence use “that.” Otherwise, “which” is fine.
- Use twitter handles in tweets instead of the person’s name to save space
- Bold names in article copy (first reference only)
- Use full names on first reference, then last names only
- College classes, capitalize, nothing else. If the student is a SC&I student, add the student’s name if possible
- Always cap the words “Internet” and “Web”

PROFESSOR TITLES and DEPARTMENTS

Always specify full title: Assistant Professor, Associate Professor, or Professor.

- Use of SC&I professor title with the department name:

SC&I Assistant Professor on 1st reference, then the piece...then at the bottom or somewhere in the article, where it is appropriate, use Associate Professor in the Department of Communication (name).

Only abbreviate department name (JMS, COM and LIS) in the SC&I Update – NOT in social media or news stories (just use the professor’s title).

In website and Interaction articles, should always spell out the department name – Journalism and Media Studies, not JMS. If it’s cumbersome to add it in the beginning of an article, can add it as a sentence at the end of the story.

A. AP Stylebook

SC&I’s first reference for writing, editing and proof reading copy is the “Associated Press Stylebook.” Refer first to this publication for questions on usage. It also includes guidelines on sports, business, punctuation, media law, photo captions and editing marks (for editing hard copy text). If an item is not covered in the “AP Stylebook,” visit AP’s website to search questions previously submitted to their editors. Visit www.apstylebook.com/ask_editor.php.

B. Webster’s New World College Dictionary

We use the New World Dictionary to resolve questions regarding spelling and definition. To access this dictionary and their Thesaurus online, visit www.m-w.com. Bookmark the link for future use.

C. Headlines

Capitalize the first word and all proper nouns. Bold headlines in editorial copy; do not bold/underline or bold/italicize headlines (see section I for exceptions with italics).

D. The Use of Spaces

Use **one** space between sentences instead of two. Do not include a space between headlines and subheads or between subheads and paragraphs.

E. SC&I Boilerplate

When used in electronic documents, the boilerplate should include a hyperlink for SC&I at the beginning. If used in a printed document, the Web address should be included in parentheses (comminfo.rutgers.edu).

As of November 2015, the following boilerplate includes the most current information:

About the School of Communication and Information

The [School of Communication and Information](#) (SC&I) at Rutgers, The State University of New Jersey in New Brunswick, N.J., seeks to understand communication, information, and media processes, organizations, and technologies as they affect individuals, societies, and the relationships among them. We are committed to educating individuals who make lasting contributions to society and to the interdisciplinary study and professional practice of communication journalism and media, and library and information science.

II. INTERNET STYLE

A. URLs

When writing Web address, do not include “[http://](#)” unless there is no “[www.](#)” in the URL. This is an exception to AP Style. (e.g., [www.companyname.org](#) or [http://companyname.org](#))

B. Hyperlink Addresses

Avoid spelling out Web addresses in any copy, especially when the URL is long. Hyperlink text where possible (for electronic publications). The same is true for e-mail addresses — hyperlink the name.

C. Format in Editorial Copy

- Bold Web and e-mail addresses.
- Do not use both bold and underline formatting options on anything.
- Bold titles, headlines and subheads only.
- Use italics to emphasize word meaning when needed.

D. Always cap the word Internet

IV. JOB TITLES

- Remember to **ALWAYS** double-check names, credentials and titles. Bold all credentials, but not titles, in editorial and marketing copy. If you are unsure, please check with the program director.
- Capitalize before a name when there is no comma in between; lowercase after a name (if the title is below the name it should always be capitalized). Variations include:

- i. President and CEO Jane Doe
 - ii. Company Z's president and CEO, Jane Doe
 - iii. Jane Doe, president and CEO, Company Z
 - iv. Jane Doe President and CEO Company Z
- C. Job titles that include functions should be lowercase unless the function is a branded product or subsector of the organization. Variations include:
 - i. John Doe, vice president, marketing, Company Y
 - ii. Jane Smith, coordinator, human resources, Company X
 - iii. Matt Jones, manager, accounting, Dow Jones
- D. Credentials should be placed between the name and the title in the following order: *Example: Debbie Mason, Ph.D., associate professor, Rutgers.*
- F. When listing names and titles in copy, use a semicolon in the series to avoid confusion: *Jane Smith, manager, Rutgers; Tom Jones, Ph.D., professor, New York University; and Jeff Smith, CEO, FedEx.*

V. COMPOSITION TITLES

- A. **Seminars, teleseminars, webinars, webcast titles, podcast postings, video blog, blog postings, books, articles, computer games, movies, operas, plays, poems, songs, television programs, lectures, speeches and works of art,**
 - i. Put quotation marks around the title.
 - ii. Capitalize an article (*the, a, an*) or words of fewer than four letters if it is the first or last word of the title.
 - iii. Capitalize the principal words, including all verbs, prepositions and conjunctions with more than four letters.
 - iv. Examples: "Don't Be Faceless: Learn Seven Essential Social Media Techniques for PR Success," "The Star Spangled Banner," "Gone With the Wind," "CBS Evening News."
- B. **Newspapers, magazines, websites, blog sites, podcast sites.**
 - i. Do not place in quotation marks. Place in *italics*.
 - ii. Capitalize *the* in the name if that is the way the publication prefers to be known.
 - iii. Lowercase *the* before names if listing several publications, some of which use *the* as part of the name and some of which do not: *Time, Newsweek, the Washington Post, and the New York Times.*
 - iv. Where location is needed but not part of the official name, use parentheses: *The Huntsville (Ala.) Times, The Toledo (Ohio) Blade.*
 - v. Examples: *The Kansas City Star, The Huffington Post, Gawker, APStylebook.com.*

- **Courses: capitalize, nothing else.**
- **Books are in quotes.**

- Book chapters are in quotes.
- TV stations and radio stations are companies so no italics and no quotes, ie Al Jazeera, ABC, NBC are networks so no italics and no quotes
- TV shows and radio shows are in quotes.
- Magazines and newspapers are in italics.
- Movies are in quotes.

VI. ACADEMIC DEGREES

- A. Use an apostrophe in bachelor's degree, master's degree, etc.
- B. There is no apostrophe in Bachelor of Arts or Master of Science.
- C. Use abbreviations such as B.A., M.A. and Ph.D. (but MBA — no periods) after a full name and set the abbreviations off with commas: *Samuel Cotton, Ph.D., lectured yesterday on bioethics.*

VII. ETHNIC GROUPS

A. Black/African American

We generally leave it up to the author of the article for editorial purposes. For AP purposes (if you are the author), the preferred usage is *Black*.

B. Caucasians

The preferred usage is *white*.

C. Asian

This is the preferred usage for those whose ethnic origin is from Asia. Do not use *Oriental*.

D. Hispanic

This is the preferred usage for those whose ethnic origin is a Spanish-speaking country. "*Latino/a*" is acceptable for those who prefer that term. Better to use a more specific identification when possible, such as *Cuban, Puerto Rican and Mexican American*. See AP entry.

E. American Indian

This is the preferred term. Where possible, be precise and use the name of the tribe: He is a Navajo commissioner. *Native American* is acceptable in quotations and names of organizations.

VIII. ABBREVIATIONS

A. United States

i. As a Noun

United States: *The prime minister left for the United States.*

ii. As an Adjective

U.S. (no spaces): *A U.S. soldier was killed in Baghdad.*

iii. USA Abbreviation

There are no periods in the abbreviated form for United States of America.

iv. As Part of an Organization's Name

See the *AP Stylebook* under "U.S."

- Use U.S. in text
- Use US (no periods) in headlines
- Use United States if used alone as a noun

B. States

- i. Spell out the names of the states in text when they appear alone:
Wildfires continued to rage through southern California yesterday.
- ii. Abbreviate them when they appear in conjunction with the name of a city, town, village or military base: *Needham, Mass., Oxnard Air Force Base, Calif.*
- iii. Place one comma between the city and the state name, and another after the state name, unless at the end of a sentence or in a dateline: *She traveled from Carmel, Calif., to go to school in Kansas City, Mo. Now, she's thinking of moving to Santa Fe, N.M.*
- iv. Use AP style when abbreviating states for editorial copy. For marketing copy, U.S. Postal Service style may apply: NJ, NY, etc. — no periods between letters.
- v. Do not abbreviate **Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas** and **Utah** (the two states that are not part of the contiguous United States and the states that are five letters or fewer).
- vi. Abbreviate District of Columbia as *D.C.* when the context requires that it be used in conjunction with *Washington* (e.g., *Washington, D.C.*). Spell out when used alone. *The district*, rather than *D.C.*, should be used in subsequent references.

- C. See the chart below for proper state abbreviations. Postal abbreviations are in parentheses.

Ala. (AL)	Md. (MD)	N.D. (ND)
Ariz. (AZ)	Mass. (MA)	Okla. (OK)
Ark. (AR)	Mich. (MI)	Ore. (OR)
Calif. (CA)	Minn. (MN)	Pa. (PA)
Colo. (CO)	Miss. (MS)	R.I. (RI)
Conn. (CT)	Mo. (MO)	S.C. (SC)
Del. (DE)	Mont. (MT)	S.D. (SD)
Fla. (FL)	Neb. (NE)	Tenn. (TN)
Ga. (GA)	Nev. (NV)	Vt. (VT)
Ill. (IL)	N.H. (NH)	Va. (VA)
Ind. (IN)	N.J. (NJ)	Wash. (WA)
Kan. (KS)	N.M. (NM)	W.Va. (WV)
Ky. (KY)	N.Y. (NY)	Wis. (WI)
La. (LA)	N.C. (NC)	Wyo. (WY)

- i. When listing states in correspondence and marketing copy, it is acceptable to spell out the state name or use the postal abbreviation.

- ii. For editorial copy, one must follow AP Style.

Governor = Gov.

Use U.S. within texts

US (no periods) in headlines

United States if used alone as a noun

IX. NUMBERS

- A.** Spell out the numbers one through nine; for 10 and up, use Arabic numerals.
- B.** For ages and percentages, always use Arabic numerals, even for numbers less than 10. (See *AP Stylebook* for exceptions when dealing with ages.)
- C.** Spell out numerals that start a sentence; if the result is awkward, recast the sentence: *Twenty-seven detainees were released yesterday. Yesterday, 993 freshmen entered the college.* The one exception to this rule is in a sentence that begins with a calendar year: *1938 was a turbulent year for Leon.*
- D.** Use Roman numerals for wars, monarchs and Popes: *World War II, King George VI and Pope John XXIII.*
- E.** For ordinals, spell out *first* through *ninth* when they indicate sequence in time or location: *first base, the First Amendment, he was first in line.* Use figures starting with 10th.
- F.** Use 1st, 2nd, 3rd, etc. when the sequence has been assigned in forming names. Principal examples include geography, military and political designations: 1st Ward, 7th Fleet and 1st Sgt.
- G.** For large numbers, use a hyphen to connect a word ending in “y” to another word: *twenty-one, one hundred forty-three, seventy-six thousand five hundred eighty-seven*
- H.** Do not use commas between other separate words that are part of one number: *one thousand one hundred fifty-five*
- I.** Spell out casual expressions: *A thousand times no!*
- J.** Proper names: use words or numerals according to an organization’s practice: *3M, Twentieth Century Fund, Big Ten*

X. DATES/DATELINES

A. Dates

- i. Always use Arabic figures, without *st*, *nd*, *rd* or *th*.
- ii. Capitalize months.
- iii. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. (*e.g., Oct. 4 was the day of her birthday.*)
- iv. When a phrase lists only a month and year, do not separate the month and the year with commas. (*e.g., February 1980 was his best month.*)
- v. When a phrase refers to a month, day and year, set off the year with commas. (*e.g., Aug. 20, 1964, was the day they had all been waiting for.*)
- vi. If the year appears in the title of an event, there is no need to use the year again when stating the month and day of the event. (*e.g., The ALA 2008 Conference will be held in Detroit, Oct. 25-28.*)

- vii. Never use shorthand for dates (*e.g.*, 2/25/08)

B. Datelines

Datelines are primarily used at the beginning of news releases.

- i. Put the city name in CAPITAL LETTERS, usually followed by the state, country or territory where the city is located.
- ii. For news releases, add the date enclosed in parentheses, followed by an “em” dash. [*e.g.*, *NEW YORK (Jan. 15, 2008) — AMA announced a new chair and CEO for the organization.*]
- iii. Domestic and international large cities stand alone in datelines (see the *AP Stylebook* under “datelines” for a complete listing).
- iv. Do not abbreviate Canadian provinces and territories.
- v. In most cases, use the conventionally accepted short form of a nation’s official name (*e.g.*, *Argentina* rather than *Republic of Argentina*), but there are exceptions.
- vi. Use an article with El Salvador (but not with Gambia, Niger, and so on).
- vii. Within stories: Follow the city name with further identification in most cases where it is not in the same state or nation as the dateline city.

- Spell out the month when using alone or with a year alone. (p. 81)

- When using a month and a year (April 1929) do NOT separate with comma

XI. TIME

- A.** Use “a.m.” and “p.m.” after the time. (*e.g.*, 3 p.m.)
- B.** Use figures except for noon and midnight.
- C.** Use a colon to separate hours from minutes. (*e.g.*, 2:30 a.m.)
- D.** Eliminate double zero in times. (*e.g.*, 2 p.m. instead of 2:00 p.m.)
- E.** Avoid redundancies, such as 10 p.m. tonight (*simply 10 p.m. will do*).
- F.** Use an “en” dash (no space on either side) when using time figures (*e.g.*, 2–3 p.m.). To get an “en” dash, hold down the alt key on your keyboard while entering 0150 on your number pad (right side of keyboard): alt + 0150. This applies to PCs.
- G.** When times fall within the same time of day, there is no need to repeat (*e.g.*, 4–5 p.m.). If in different times of day, use a.m. and p.m. (*e.g.* 11a.m.–2 p.m.)

XII. PUNCTUATION

A. Apostrophe (’)

- i. Use “smart” (or curved) apostrophes rather than straight apostrophes when working with a document that will be **printed**. This feature is generally turned on in Word. If you’re not sure, on the Tools menu, click AutoCorrect Options, and then click the Auto Format as You Type tab. Select “Straight Quotes” with “Smart Quotes.”
- ii. For plural nouns ending in s, add only an apostrophe: *the girls’ toys, states’ rights*.
- iii. For singular common nouns ending in s, add “’s”: *the hostess’s invitation, the witness’s answer*.
- iv. For singular proper names ending in s, use only an apostrophe: *Descartes’ theories, Kansas’ schools*.
- v. For singular proper names ending in s sounds such as x, ce, and z, use “’s”: *Marx’s theories, the prince’s life*.
- vi. For plurals of a single letter, add “’s”: *Mind your p’s and q’s, the Red Sox defeated the Oakland A’s*.
- vii. Do not use apostrophe’s for plurals of numbers, or multiple letter combinations: *the 1980s, RBIs*.

Centuries: Use mid 1970s NOT: mid 1970’s

B. Colon (:)

- i. Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence: *He promised this: The company will make good all the losses*. But: *There were three considerations: expense, time and feasibility*.
- ii. Colons go outside quotation marks unless they are part of the quoted material.

C. Comma (,)

- i. Do not put a comma before the conjunction in a simple series: *John, Paul, George and Ringo; red, white and blue*. However, use a comma if the series requires a conjunction: *I had orange juice, toast, and ham and eggs for breakfast*.
- ii. Put a comma before the concluding conjunction in a complex series of phrases: *The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude*.
- iii. Use a comma to set off a person’s hometown and age: *Jane Doe, Framingham, was absent. Joe Blow, 34, was arrested yesterday*.

D. “Em” Dash (—)

- i. Use a long dash, known as an “em” dash to note an emphatic pause or a series in a sentence. It can also be used for attribution to an author at the end of a quotation. Put a space on either side of the dash: *We will fly to Paris in June — if I get a raise.*
- ii. To get an “em” dash, hold down the Alt key and enter “0151” on the number key pad to the right of the keyboard (Alt + 0151).

MAC: shift, option, hyphen

E. “En” Dash (–)

- i. Slightly smaller than the “em” dash, the “en” dash is used mostly to indicate a length in dates and times. There is no space before and after the en dash: *1857–1900, May 15–June 11, 2–3 a.m.*
- ii. To get an “en” dash, hold down the Alt key and enter “0150” on the number key pad to the right of the keyboard (Alt + 0150).

MAC: option, hyphen

F. Hyphen (-)

- i. Use a hyphen for compound adjectives before the noun, except when the first word of the compound is the adverb very or an adverb ending in “-ly” or when the adjectives follow the noun: *well-known actor, full-time job, 20-year sentence*; But *a very good time, an easily remembered rule*.
- ii. Do not use a hyphen when the compound modifier occurs after the verb: *The actor was well known. Her job became full time. He was sentenced to 20 years.*
- iii. Do not use a hyphen to denote an abrupt change in a sentence — use an em dash.
- iv. Use a hyphen whenever ambiguity would result if it were omitted.
Example: *The president will speak to small-business men* (“businessmen” normally is one word, but *the president will speak to small businessmen* is unclear).
- v. Use a hyphen to avoid duplicated vowels and tripled consonants.
Examples: anti-intellectual, pre-empt, shell-like. The words “cooperate” and “coordinate” are exceptions to this rule.

G. Parentheses ()

The perceived need for parentheses is an indication that your sentence is becoming contorted. Try to rewrite the sentence, putting the incidental information in commas, dashes or in another sentence. If you do use parentheses, follow these guidelines:

- i. If the material is inside a sentence, place the period outside the parentheses.
- ii. If the parenthetical statement is a complete independent sentence,

place the period inside the parentheses

H. Period (.)

- i. Use a SINGLE space after the period at the end of a sentence.
- ii. Do not put a space between initials: *C.S. Lewis*; *G.K. Chesterton*.

I. Quotation marks (" ")

- i. In dialogue, each person's words are placed in a separate paragraph, with quotation marks at the beginning and end of each person's speech.
- ii. Periods and commas always go within quotation marks.
- iii. Dashes, semicolons, question marks and exclamation points go within the quotation marks when they apply to the quoted material. They go outside when they apply to the whole sentence.
- iv. Use single marks for quotes within quotes: *She said, "He told me, 'I love you.'"*
- v. Use "smart" (or curved) quotes rather than straight quotes.

J. Bullets

All bullet points and text should end with a period, even if only one word.

Default round bullets should be used. Two ways to use bullets include:

- i. If the lead in and the bullet together create a sentence, there must be a period at the end of the bulleted item.

Example:

You'll learn:

- How mobility is changing the way we consume news.
- What public relations pros need to know to create a successful mobile strategy for your company or client.
- The best tools for applying mobile content and reaching your audiences.

- ii. If the bullets are listing out items, do not include a period.

Example:

Who Do You Represent?

- Chapter
- District
- Section

XIII. SOCIAL MEDIA

Listed below are common social media sites and tools, with proper spelling and definition, you may come across.

- A.** Del.icio.us — A social bookmarking Web service used for storing, sharing and discovering Web bookmarks.
- B.** Digg — A social news Website made for people to discover and share content from anywhere on the Internet by submitting links and stories, and voting and commenting on submitted links and stories.
- C.** Facebook — A free-access social networking website where users can join networks organized by city, workplace, school and region to connect and interact with other people.
- D.** Flickr — An image- and video-hosting website, Web services suite and online community platform where users share personal photographs and bloggers store photos.
- E.** FriendFeed — A real-time feed aggregator that consolidates the updates from social media and social networking websites, social bookmarking websites, blogs and micro-blogging updates, as well as any other type of RSS/Atom feed.
- F.** Google Analytics — A free service offered by Google that generates detailed statistics about the visitors to a website.
- G.** Google Blogger — Google's free tool for creating blogs.
- H.** LinkedIn — A business-oriented social networking site that is mainly used for professional networking.
- I.** Ma.gnolia — A social bookmarking website where users can rate bookmarks and
 - mark bookmarks as private, and store snapshots of bookmarked Web pages.
- J.** MySpace — A social networking website with an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music and videos for teenagers and adults internationally.
- K.** Ning — An online platform where users can create their own social networks.
- L.** Reddit — A social news website on which users can post links to content on the Internet; other users may then vote the posted links up or down, causing them to become more or less prominent on the reddit homepage.
- M.** Second Life — A virtual world that enables users, called *residents*, to interact with each other through avatars.
- N.** Squidoo — A community website that allows users to create pages, called *lenses*, for subjects of interest.
- O.** Technorati — an Internet search engine for searching blogs.
- P.** Twitter — A free social networking and micro-blogging service that enables its users to send and read messages known as *tweets*, which are text-based posts of up to 140 characters displayed on the author's profile page and delivered to the author's subscribers who are known as *followers*.
 - i. Tweet — A post or status update with a limit of 140 characters.
 - ii. Twitterati — The most read and most influential users on Twitter.

- iii. Tweetup — An organized or impromptu gathering of people that use Twitter.
- Q.** Tumblr — A microblogging site that lets you effortlessly share anything. You can post text, photos, quotes, links, music and videos from your browser, phone, desktop, e-mail or wherever you happen to be. Tumblr lets you “reblog” your content across other platforms.
- R.** TypePad — The largest paid blogging service in the world that is marketed to non-technical users and includes additional features like multiple author support, photo albums and microblogging.
- S.** Widget — An element of a graphical user interface that displays an information arrangement changeable by the user, such as a window or a text box.
- T.** Wikipedia — A free online encyclopedia that anyone can edit.
- U.** Wordpress — A free and open source blog publishing application.
- V.** YouTube — A video sharing website on which users can upload and share videos.

XIV. PC CHARACTER CODES

Commonly used special characters for PC are listed here. Use number pad on right side of keyboard to enter numerical code.

Em Dash	Alt + 0151	—
En Dash	Alt + 0150	–
Soft Hyphen	Hyphen key	-
Tilde	Alt + 0241 Or Ctrl + Shift + tilde (~), letter (for any letter)	Ñ
Trademark symbol	Alt + 0153	™
Copyright symbol	Alt + 0169	©
Registered symbol	Alt + 0174	®
Degree symbol	Alt + 0176	°

XV. COMMONLY USED WORDS/PHRASES

The following is a compilation of commonly used, misused, and misspelled words and phrases.

A

accept, except: *Accept* means to receive; *except* means to exclude.

accommodate

acknowledgm

ent

adviser: The AP-style preference over *advisor*.

affect, effect: *Affect*, as a verb, means to influence: *The game will affect the standings.*

Affect, as a noun, is best avoided. It is occasionally used in psychology to describe an emotion, but there is no need for it in everyday language. *Effect*, as a verb, means to cause: *He will effect many changes in the company.* *Effect*, as a noun, means result: *The effect was overwhelming. It was a law of little effect.*

afterward: Not afterwards.

B

B-to-B: Business-to-business transactions are *business-to-business* or *B-to-B* transactions; on occasion, *B2B* on second reference is OK.

bated breath: Not *baited breath*, despite its greater familiarity. The phrase *bated breath* comes from the verb *bate*, meaning “to lessen or restrain.”

BlackBerry: Capitalize the second *B* in this product name. (Note: Plural is BlackBerrys, not BlackBerryes.)

blog

C

catalog: The AP-style preference over *catalogue*.

cell phone: Two words

chairperson: Use *chair* on second reference.

complement, compliment: *Complement* is a noun and a verb denoting completeness or the process of supplementing something: *The tie complements his suit.* *Compliment* is a noun or a verb that denotes praise or the expression of courtesy: *The captain complimented the sailors.* **couldn't care less:** Don't use the common, but incorrect *could care less*. This literally means “I care more than I might.”

D

Del.icio.

us

dialogue: Stay away from the variant, *dialog*.

Digg

Dos and don'ts

dot-com or .com: Be careful not to say “dot-dot-com” by writing *dot.co*

E

e.g. and i.e.: Designations: *e.g.* means “for example,” and *i.e.* means “that is” or “that is to say.” Both abbreviations are generally used within parentheses, but can be set off with commas. Use periods after each letter and a comma to set it off from the text that follows. Example: *I like many colors (e.g., red, blue and yellow). Many employers expect to workers expect to put in a 40-hour week (i.e., to work eight hours a day).*

email: It's an initial-letter-based abbreviation, short for *electronic mail*.

ensure, insure: Use *ensure* to mean guarantee (e.g., *Steps were taken to ensure accuracy.*). Use *insure* for references to insurance (e.g., *The policy insures his life.*).
entitled: Use it to mean a right to do or have something. (e.g., *She was entitled to the promotion.*) Do not use it to mean titled. (e.g., *The seminar was titled “New Media Technology.”*)

F Facebook

fax: Do not use all capital letters; it is not an abbreviation.

first come, first served: Not *serve*. The people who are coming are *served* — they’re not the people who *serve*.

Flickr

flier: The AP-style preference over *flyer* when meaning a handbill or an aviator.

follow up, follow-up: The verb is two words; the noun is hyphenated.

FriendFeed

fundraising: “Fundraising is difficult.”

G

grass roots, grass-roots: The noun is two words; the adjective is formed with a hyphen.

H

health care: Two words.

high-tech: Never *hi tech*.

home page: This is two words, just as *front page*, *cover page* and *Web page* are two words.

hyperlink

I

Internet (always capitalized)

intranet, extranet (lowercase)

J

judgment: A notoriously tricky one that leads people to write *judgement*, instead of the AP preferred alternative.

L LinkedIn

log in, login: The verb is two words; the noun is one.

M

Magnolia

mike: The short form of microphone is *mike*, not *mic*.

more than/over: Use *more* than when referring to numerals (e.g., *AMA has more than 22,000 members.*). Use *over* when referring to spatial relationships (e.g., *The plane flew over the city.*).

multicultural: No hyphen
MySpace

N
newsstand: Two *s*'s.
Ning
nonprofit: No hyphen.

O
online: one word
OK: The *AP*-style preference over *okay* and *O.K.* (Trivia tidbit: The word evolved in the 1830s as a facetious abbreviation for *Oll Korrekt.*)

P
percent: Spell out in text; do not use the symbol (%). If preparing a financial document, charts or tables, it is OK to use the percent symbol.

podcast, podcasting
PowerPoint: One word, with a capital *P* in the middle.

R Reddit
regardless: Not *irregardless*, which is a double negative

S
Second Life
set up, setup: The verb is two words; the noun and adjective are one.
showtime: One word.
Squidoo

T Technorati
that, which (pronouns): Use *that* for essential clauses, important to the meaning of a sentence, and without commas (e.g., *I remember the day that we met.*). Use *which* for nonessential clauses, where the pronoun is less necessary, and uses commas (e.g., *The team, which finished last a year ago, is in first place.*). Tip: if you can drop the clause and not lose the meaning of the sentence, use *which*; otherwise, use *that*.
theater: Not *theatre* unless part of a proper name.
toward: Not *towards*.
Twitter

V
video blog
video game: Two words.

voice mail: Two words.

W

website: In early 2010, AP changed this reference — from Web site to website. *Web* is short for the proper noun *World Wide Web* and stays capitalized as long as it's its own word. But, as with other proper nouns, it loses the capitalization in legitimate compound forms: *webmaster* (like *ringmaster*) and *webcam* (like *minicam*), but *Web page* (like *front page*).

webinar, webcast, webmaster

wiki: Derived from the Hawaiian word meaning “quick,” this word isn’t capitalized. However, one of the most well known wikis, *Wikipedia*, the free, user-written, online encyclopedia, is capitalized because it’s a proper noun.

work force: Two words.

workplace: One word.

Y

YouTube