



## STYLE GUIDELINES FOR COPY

### NUMBERS

#### Dates & Times

- Only use the year on the website when indicating events for the following year.
  - **Example:** If the current year is 2016 and you are promoting an event **now** for 2017 - use 2017. Otherwise, leave out the year - it is expected that all months/days are referring to the current year.

#### Numerical Date

- The numerical appearance of a date should not include "th," "nd," "st," etc.
  - **Example:** January 1, February 2, March 12, etc.

#### School Grades

- The numerical appearance of a school grade should not include "th," "nd," "st," etc.
  - **Example:** Grade K, Grade 5, Grade 1-2

#### Telephone Numbers

- Phone number style: use periods
  - **Example:** 305.538.7231

### WORDS

#### Titles

All **formal titles** are to be **capitalized** when referring to a specific current or past title an individual has held. If referring to a *generic job description* as a noun, use **lowercase**.

- **Example:** For David Lamden: "Upon graduation, he relocated to Columbus, Ohio, where he served for six years at Congregation Beth Tikvah as Education Director and Family Jewish Educator. David then became Religious School Director/Program Director and Technology Coordinator at Temple Israel, a position he held for eight years."

#### Examples:

- Shirley is one of 20 *teachers* in our religious school.
- John is the Director of Maintenance and is a *licensed plumber*.



## STYLE GUIDELINES FOR COPY

### Misc. Important Words

- The word "Temple" should always be capitalized when referring to TBS.
- "Website" is one word
- "High Holy Days" is three words
- "Prayerbook" is one word

### STYLE FOR POSTING EVENT INFORMATION

#### Times of Events:

Use the following examples to enter event times

- Starting time only 1:00 pm
- Range of event time 1:00 – 3:00 pm

#### Order of Event Information:

- Date(s)/Time(s)
- Fees or RSVP requirements (provide cost or a link to reserve if applicable)
- Contact Information (Include contact person, telephone number and e-mail address where applicable)