Contents

Purpose
The purpose of this guide is to help APALA maintain a consistent style and voice across publications and mediums. Because technology and social media changes often this strategy guide will be updated on an annual basis.

Editorial Style Guide

Last edited: May 2016
Assembled by the Web Content Subcommittee: Molly Higgins, Jaena Rae Cabrera, Melissa Cardenas-Dow, Alyssa Jocson Porter, and Manlia Xiong

Using this Guide
This style guide was created to help the Newsletter & Publications Committee maintain a consistent style across our publications (newsletter, web content, marketing material, etc.), especially when working with outside authors and interviewees. It may be distributed freely.

This guide is based on the 2002 AP stylebook, although we have tried to make the examples relevant to the work of APALA. Entries are listed in alphabetical order. If you cannot find the information you're looking for, you may find it helpful to consult your institution's copy of the AP stylebook or www.apstylebook.com/.

The reference styles are in APA Style. If you cannot find the information you're looking for, you may find it helpful to consult your institution's copy of the APA Publication Manual or www.apastyle.org/.

Abbreviations and acronyms: A few universally recognized abbreviations are required in some circumstances. Some others are acceptable depending on the context. But in general, avoid abbreviations or acronyms that the reader would not quickly recognize.
- **Use the full name on first reference.** Exceptions for well known or library specific groups: APALA, ALA, CIA, FBI, etc.
- **Before a name:** Abbreviate titles when used before a full name (Dr., Gov., Lt. Gov., Mr., Mrs., Rep., the Rev., Sen., and certain military titles.
- **After a name:** Abbreviate *junior* or *senior* after an individual's name. Abbreviate *company, corporation, incorporated* and *limited* when used after the name of a corporate entity.
- **Second References:** Generic terms such as *the agency, the commission,* or *the company* is more appropriate and less jarring than an abbreviation. At other times, the full name may need to be repeated for clarity.

Accent marks: Do not use any diacritical or accent marks because they cause garble for some users.

Capitalization: Proper nouns (*John, America, Monterey*), proper names (*Random House, Yolo County Library*)
- **Do not capitalize:** common nouns when they stand alone in subsequent references (the county, the library, the street) unless they are one-of-a-kind events (the Series for the World Series, the Derby for the Kentucky Derby).

Composition titles: Apply the guidelines listed here to book titles, computer game titles, movie titles, opera titles, play titles, poem titles, album and song titles, radio and television program titles, and the titles of lectures, speeches and works of art.
- Capitalize the principal words, including prepositions and conjunctions of four or more letters.
- Capitalize an article – *the*, *a*, *an* – or words of fewer than four letters if it is the first or last word in a title.
- Put quotation marks around the names of all such works except the Bible and books that are primarily catalogs of reference material. In addition to catalogs, this category includes almanacs, directories, dictionaries, encyclopedias, gazetteers, handbooks and similar publications. Do not use quotation marks around such software titles as WordPerfect or Windows.
- Translate a foreign title into English unless a work is generally known by its foreign name.

Dates and Times: *A.D., B.C., a.m., p.m.,* and *No.*

Indirect speech and passive verbs: use direct, active verbs whenever possible, to ensure that actors take responsibility for their actions.

Nationalities and races: Capitalize the proper names of nationalities, peoples, races, tribes, etc.: *Arab, Arabic, African, Chinese, Hmong American, Khmer, etc.* Do not hyphenate. **Ask for each person's preference.**

Numerals: Spell out one through nine: *The first fortune cookies were made in LA. He had nine months to go.* Use figures for 10 or above and whenever preceding a unit of measure or referring to ages of people, animals, events or things. *The U.S. government interned 120,000 Japanese Americans in WWII.*
- **Use figures for addresses**: *210 Main St.* Spell out numbered streets nine and under: *5 Sixth Ave.*; *3012 50th St.*; *No. 10 Downing St.* Use the abbreviations *Ave.*, *Blvd.* and *St.* only with a numbered address: *1600 Pennsylvania Ave.* Spell them out and capitalize without a number: *Pennsylvania Avenue.*
- **Roman Numerals:** May be used for wars and to establish personal sequence for people and animals: *World War I, The Karate Kid Part II, King George V.* Also for certain legislative acts (*Title IX*). Otherwise, use sparingly.

Places
- **United States:** Abbreviate with periods: *U.S.*
- **State names:** Spell out the names of the 50 U.S. states when they stand alone in textual material.
  - The names of these eight states are never abbreviated: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah.
  - Use traditional state abbreviations (*Ala., Ariz., Calif., N.H., etc.*) in conjunction with the name of a city, town, village, or military base. There is a complete list in the full AP style guide.
  - Use *state of Washington* or *Washington state* to distinguish it from the District of Columbia.

Punctuation
comma (,):

- **In a series:** Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series: *The flag is red, white and blue. The nominees included Jaena, Ariana and Brian.*
- Use a comma also before the concluding conjunction in a complex series of phrases: *The main points to consider are whether the authors identify as Asian American, whether their writing addresses Asian American issues, and whether they are willing to be interviewed.*
- **With equal adjectives:** Use commas to separate a series of adjectives equal in rank. If the commas could be replaced by the word *and* without changing the sense, the adjectives are equal: *a thoughtful, precise manner; a dark, dangerous street*.
- Use no comma when the last adjective before a noun outranks its predecessors because it is an integral element of a noun phrase, which is the equivalent of a single noun: *a cheap fur coat* (the noun phrase is *fur coat*); *the old oaken bucket; a new, blue spring dress*.
- **Introducing Indirect Quotes:** Use a comma to introduce a complete one-sentence quotation within a paragraph: *Wallace said, "She spent six months in Argentina and came back speaking English with a Spanish accent."* But use a colon to introduce quotations of more than one sentence. See colon.
- Do not use a comma at the start of an indirect or partial quotation: *He said the story took him "into another person's experience."*
- BEFORE ATTRIBUTION: Use a comma instead of a period at the end of a quote that is followed by attribution: *"Rub my shoulders," Miss Nguyen suggested.*
- Do not use a comma, however, if the quoted statement ends with a question mark or exclamation point: *"Why should I?" he asked.*
- WITH YES AND NO: *Yes, I will be there.*
- IN DIRECT ADDRESS: *Mother, I will be home late. No, sir, I did not take it.*
- IN LARGE FIGURES: Use a comma for most figures greater than 999. The major exceptions are street addresses (*1234 Main St.*), broadcast frequencies (*1460 kilohertz*), room numbers, serial numbers, telephone numbers, and years (*1876*). See separate entries under these headings.
- PLACEMENT WITH QUOTES: Commas always go inside quotation marks.
- WITH FULL DATES: When a phrase refers to a month, day and year, set off the year with a comma: *May 10, 1869, is the official completion date.*

parentheses ( ): In general be sparing with them. Parentheses are jarring to the reader. The temptation to use parentheses is a clue that a sentence is becoming contorted. Try to write it another way. If a sentence must contain incidental material, then commas or two dashes are frequently more effective. Use these alternatives whenever possible.
- PUNCTUATION: Place a period outside a closing parenthesis if the material inside is not a sentence (such as this fragment). *(An independent parenthetical sentence such as this one takes a period before the closing parenthesis.)*
- When a phrase placed in parentheses *(this one is an example)* might normally qualify as a complete sentence but is dependent on the surrounding material, do not capitalize the first word or end with a period.
- INSERTIONS IN A PROPER NAME: Use parentheses if a state name or similar information is inserted within a proper name: The Huntsville (Alabama) Times. But use commas if no proper name is involved: The Selma, Alabama, group saw the governor.

semicolon (;): In general, use the semicolon to indicate a greater separation of thought and information than a comma can convey but less than the separation that a period implies.

- TO CLARIFY A SERIES: Use semicolons to separate elements of a series when the items in the series are long or when individual segments contain material that also must be set off by commas: *He is survived by a son, John Smith, of Chicago; three daughters, Jane Smith, of Wichita, Kansas, Mary Smith, of Denver, and Susan, of Boston; and a sister, Martha, of Omaha, Nebraska.*
- Note that the semicolon is used before the final *and* in such a series.

Racial and ethnic descriptors: Identification by race is pertinent: Use racially derogatory terms if (and only if) they are part of a quotation that is essential to the story. Do not hyphenate. **Ask for each person's preference.**
- **Asian American:** Acceptable for a person of Asian birth or descent who lives in the U.S. and identifies as Asian American. When possible, refer to a person's country of origin. For example: *Filipino American* or *Indian American.*
- **African American:** Acceptable for an American black person of African descent. *Black* is also acceptable. The terms are not necessarily interchangeable. People from Caribbean nations, for example, generally refer to themselves as *Caribbean-American.*
- **black:** Acceptable for a person of African descent who may or may not consider themselves American. Use *Negro* only in names of organizations or in quotations. Do not use *colored* as a synonym. Use country of origin when possible. For example: *Haitian* or *Nigerian.*
- **Latin@:** Often the preferred term for a person from—or whose ancestors were from—a Spanish-speaking land or culture and identifies as Latin@. Individuals whose ancestors are from historical Mexico may prefer *Chican@/Xican@. Hispanic* is sometimes preferred by the subject. Use a more specific identification when possible: *Cuban, Puerto Rican, etc.*
- **white:** Acceptable for a person of European descent regardless of country of residence, who identifies as white.

References
We follow the APA Style Guide for References. For detailed information, refer to https://owl.english.purdue.edu/owl/section/2/10/
- In text citations: (Author, date)
- Websites: Author, A. (date). Title of document [Format description]. Retrieved from http://xxxxxxxxx
- Articles: Author, A. A., & Author, B. B. (Date of publication). Title of article.*Title of Online Periodical, volume number*(issue number if available). Retrieved from http://www.someaddress.com/full/url/
- Books: Author, A. A. (Year of publication). *Title of work: Capital letter also for subtitle.* Location: Publisher.

Tech Terminology: *e-book, e-reader, Google/Googling/Googled, tablet computer, Wi-Fi*

URLs: Whenever possible, use the website's title and hyperlink the text: *APALA.*
Write out the URL as a second choice, without the http:// or www. and hyperlink the text: *18millionrising.org.* Try to get the URL to fit on a single line. If it is necessary to break the URL, try to break it before a slash or period. Don't allow the URL to break itself by adding a hyphen because that could change the address. Use appropriate punctuation after a URL. If it finishes a sentence, place a period after it.

REFERENCES

AP stylebook online [electronic resource]. (2002). [New York] : Associated Press, 2002-.
Retrieved from: https://www.apstylebook.com/

The Writing Lab and OWL at Purdue (2015). APA Style [website]. Retrieved from:
https://owl.english.purdue.edu/owl/section/2/10/

Website Posting Guide

Last edited: Ximin Mi, May 2016

Created by Web Committee, 2015

Under the new site, every post has to be categorized to show on the homepage. Below are some rules for posting on the new site:

A. Categorize Your Post
Make sure to tag your post to one of the three categories: FEATURED POSTS, EVENTS & CONFERENCES, MEET YOUR APALA.
   a. All events and conference announcements should go under EVENTS & CONFERENCES, all posts aiming at introducing any APALA members should go under MEET YOUR APALA, which could include election candidates, EL awardees, or other people-centered posts. These three categories are for display purpose only.
   b. There are more categories beyond the three mentioned above. If a post is also about Election, please also add ELECTION category to it; usually a MEET YOUR APALA post is also a MEMBER HIGHLIGHT post, so please also add that category. The other categories could be used for organization purpose.

B. How to Add Categories to Post
When you write a post in the editor, there will be a Categories list on the right sidebar, please check the appropriate categories from the list and then Save or Publish.
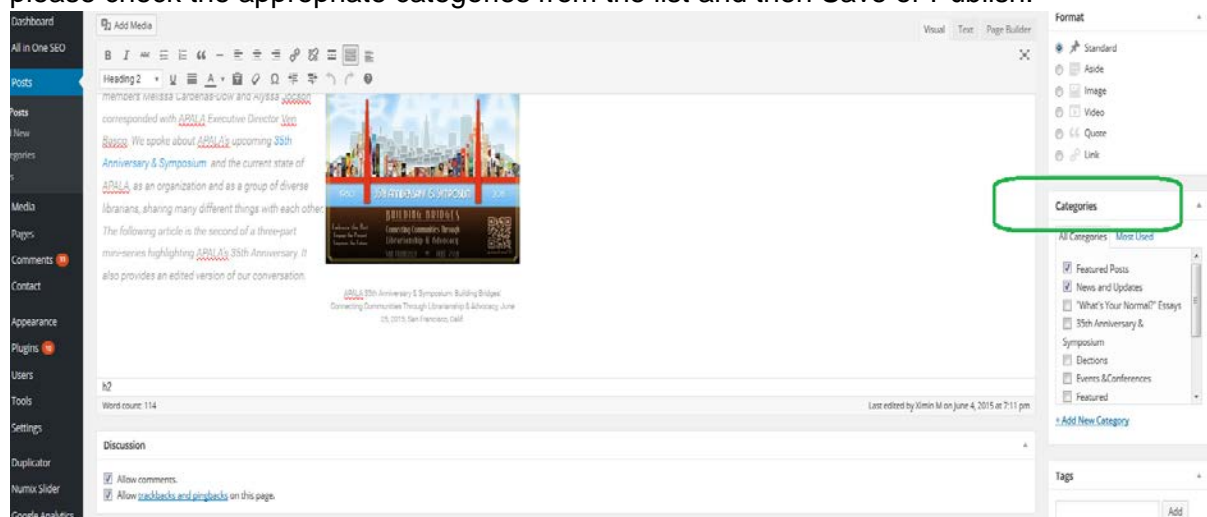

C. Special Categories
For special events like APALA 35 years celebration, we will set up a separate category to promote related events (this should be very rare). Please contact the Web Committee if you any need for doing this. All posts under a special category won't directly go to the

homepage, they will also need to be tagged as one of the homepage categories to show up there.

D. Set up Featured Image

The design philosophy of the new site is image rich and text light. As you can see, on the homepage there are images instead of text of each post. It's required that you set up Featured Image for each post so that it does not break the format.

To set up a Featured Image, you need to go to the editor window of a post. At the bottom of the right sidebar, there is a Featured Image option. Click it to access the media collection. If your featured image is already there, select it to apply. If not, please upload it and select it.
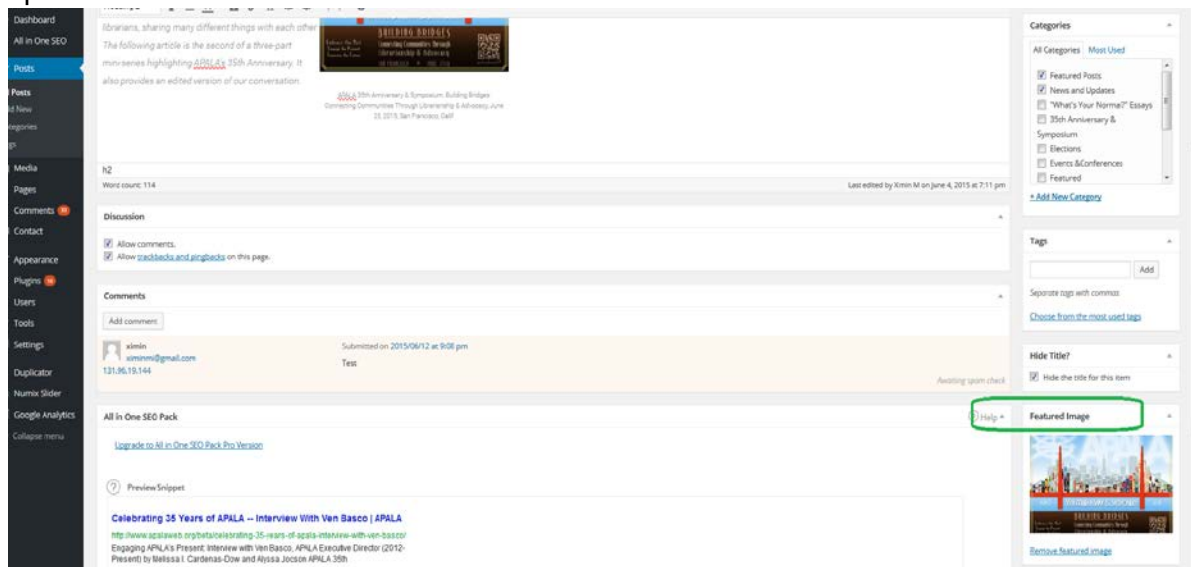
Note: **NEVER DELETE OR RELOCATE AN IMAGE!**

E.   Page / Post

There are two kinds of forms information is presented on the APALA website: page and post. Pages are for either permanent display of regulatory information (like APALA Bylaw or how to apply for an award) or index of posts (like Member Highlight page). This information holds true for a long term and exist for a purpose or organizing and reference. The example links are below:

Regulatory Pages:

Current Constitutions and Bylaws: http://www.apalaweb.org/about/constitution-and-bylaws/

APALA Scholarship: http://www.apalaweb.org/awards/apala-scholarship/

Indexing Pages:

Standing Committees: http://www.apalaweb.org/about/committees/standing-committees/

Member Highlight: http://www.apalaweb.org/publications/member-highlights/

(Note: every single member introduction on this page should be a post!)

Posts are for one time information, such as an interview, an event, a member introduction, etc. One trick that could be used to differentiate pages and posts is that posts are more time sensitive. It probably gets more attention when just posts, kind of like news. Some posts examples are below:

An ALA 2016 information page should be a post. (Note: a list of all past ALA information should be an indexing page.)

One year scholarship winners should be a post while the rules and procedure of applying to that scholarship should be a page (that information is not time sensitive).

For any further questions, please contact the web committee.

Social Media Best Practices

Last edited: June 2016
Assembled by: Emerging Leaders Team E (Katherine Donaldson, Annah Hackett, Alyssa Jocson Porter, Meredith Wickham), May 2016

Active Accounts

Facebook page (official): https://www.facebook.com/apalaweb

Facebook group (unofficial): https://www.facebook.com/groups/257463447696025/

Twitter: @ala_apala

Pinterest (Talk Story): https://www.pinterest.com/talkstorylib/

Note: APALA would need to revisit each social media account that is currently inactive/infrequently used, e.g. Flickr, LinkedIn, etc., and decide how to continue using, them if at all.

Content

Facebook, Twitter

Facebook and Twitter are used to announce APALA events, activities and member news and to highlight relevant news, trends, programming related to APA community, literature and libraries.

Facebook is the primary tool for announcements, keeping people up to date, and sharing information. Twitter can do the same but is especially useful for live-tweeting/reporting events as they happen, e.g. a panel discussion.

A social media best practice is to post 20% "self-promotion" (APALA activities, member news) and 80% "other interest", i.e. topics that are related or of interest to APA librarians (book lists featuring APA characters, diversity programming ideas, etc.).

Post topics may include but are not limited to:

- APALA-sponsored events
- APALA member news (receiving promotions, awards, scholarships/grants)
- Promoting the APALA newsletter, website content, publications
- Diverse literature articles, book lists, awards
- Opportunities for professional development

- Programming ideas

Pinterest (a Talk Story account)

Pinterest is used to highlight diverse books and create a visual representation of Talk Story booklists. A future goal is to expand the scope of the Pinterest account to also include programming ideas and other topics of interest.

Social Media Voice

Write in a conversational and enthusiastic tone, using active voice, concise/simple language, and contractions.

General Style Guidelines

Dates and Times

- For times, use am and pm (lowercase, no periods). 3 pm, 10 am.
- Use "to" between times (2 pm to 4 pm) unless space is needed. Then use a dash. (2-4 pm).
- Write out full words for days of the week (Monday, Tuesday) and use dates (5/19) to save space or reference dates in advance. Months can also be abbreviated (Jan., Feb.) for space.

Sharing Links

- Introduce any link with a brief summary or title to provide context or information.
- Use a colon and a space before a link. (Alternatively, a question mark or an exclamation point and a space can introduce a link.)
- Use an ellipsis (three periods, no spaces) to show where something has been omitted (as in a quote that's been shortened) OR (in rare instances) to signal suspense.

Network Specific Guidelines

Facebook

- Delete the text URL from your post if displaying the link preview.
- For a post where you don't want the preview to show, use a shortened link in the message itself.
- Include any relevant mentions and hashtags.
- Use line breaks if text is more than one paragraph.
- If automatically linking/publishing a Facebook post to Twitter, make sure that the resulting tweet will not be truncated. Either write a Facebook post (link included) that is already 140 characters or less, or compose a separate tweet.

- When adding a link on Facebook you can replace the default image. Posts look much better when you add a larger picture to fill up the width of the post.

Post with default image   **Post with larger image inserted**

Twitter

- Shorten links when possible.
- Include any relevant mentions and hashtags.
- Avoid using more than three mentions and/or hashtags within a single tweet.
- Replace "and" with ampersand (&), NOT plus (+) to save characters when necessary

Pinterest

1. Creating boards: Each booklist listed on the Talk Story website receives its own board with the same title.
2. How to pin:
   a. Link to the Goodreads (www.goodreads.com) entry for the title
   b. Pin the cover of the book from Goodreads. Pin the largest image available
   c. Description text format: Book Title. Short book description. Recommended ages (if available.
3. What to pin: Titles included in booklists may still need to be pinned. Once finished, continue to add newer titles within each category.

Cadence/Frequency of Posts

Facebook

- Three posts per week.
- More frequently during events, e.g. ALA Annual.

Twitter

- Three posts per week.
- More frequently during events, e.g. ALA Annual.

Pinterest

- As needed (upon publication or discovery of new, relevant titles).

Engagement Style

- Like/Favorite posts and comments from users.
- Reply/respond when appropropriate, especially if a user asks a question.
- Friend/follow back users who frequently post, comment, interact with accounts.
- Hide spam.

Regularly Used Hashtags

Note: By observation, there are no known hashtags that are regularly used by APALA social media accounts. The Program Planning Committee would determine and share relevant hashtags with public leading up to APALA-sponsored events and other related gatherings. These hashtags can then be used annually/regularly. When creating hashtags, it is best to keep them short, specific, and easy to remember and spell.