# All Content: General Style Guidance

XXXX generally uses AP Style, with a few exceptions. See below for some common usage cheat sheets, and refer to AP if you have specific questions about style. Here’s a [basic cheat sheet online](https://site.lssc.edu/faculty/heather_j_elmatti/Shared%20Documents/MMC%202100/AP%20Style%20Guide.pdf).

## Common Usage Cheat Sheet

* **Dashes**: Use em dash with spaces
  + Example: “We love to eat cherries out of hand – even the sour ones – but baking with them is even better.”
* **Numbers**: Numbers under ten are spelled out; over ten are written as numeric
  + Example: “My son is four, but I am 38.”
* **Spaces**: Single spaces after periods (never double)
* **Commas**: No Oxford commas
  + Example: “Peaches, blueberries and cherries are delicious.”
* **Location**: Use state when mentioning a lesser-known city – i.e., Los Angeles vs. Yuba, California
* **Headers:** AP capitalizes all verbs in headers/titles (including short verbs, e.g., “Is”)
* **Other Miscellaneous Usage**:
  + Honey bee (not honeybee)
  + Vitamin C but “take your vitamins”
  + US, not U.S.
  + Percent, not %
  + Internet, not internet
  + 1970s, not 1970’s
  + California, not CA
  + African American preferred over Black or black
  + Pasture-raised (adjective)
  + Grass-fed (adjective)
  + No ALL CAPS
  + No underline
  + Minimal italics
  + Title case for all subheaders
  + Minimal hyphenation

**Footnote Formatting:**

i [Book] Author, A. A. (Year of publication). Title of work: Capital letter also for subtitle. City, two-letter state postal abbreviation: Publisher.

ii [Website] Author, A. A. (Year, Month Date Published). Article title. Retrieved from URL

iii [Website] Author, A. A. (Year, Month Date Published). Article title. Retrieved from URL

iv [Website] Author, A. A. (Year, Month Date Published). Article title. Retrieved from URL

v [Articles and Reports] Author, A. A., Author, B. B., & Author, C. C. (Year). Title of article. Title of Periodical, volume number (issue number), pages. Retrieved from http://www.website.com

vi [Newspaper Article] Author, A. A. (Year, Month Day). Title of article. Title of Newspaper. Retrieved from http://www.someaddress.com/full/url/

vii [Government Document] National Institute of Mental Health. (1990). Clinical training in serious mental illness (DHHS Publication No. ADM 90-1679). Washington, DC: U.S. Government Printing Office. Retrieved from http://www.website.com

viii [Website] Author , A.A. (Year, Month Date Published). Article title. Retrieved from URL

## Additional Reference

* <https://www.apstylebook.com>
* <https://owl.english.purdue.edu/owl/resource/735/02/>

# All Content: SEO Guidance

* Include keywords in the title, in subheaders, and in the first sentence of the piece of content
* Include links out to reputable sources when applicable

# Photos, Images and Infographics

## Formatting

* For photos and images: Horizontal orientation only
* Do not include text on the image (i.e., no image macros or anything that will get cropped in a strange way)

## Attribution

* Contributor should have the rights to share the photo(s). (Meaning contributor owns the copyright but is giving us permission to repost.) OR photos must be purchased from stock photo houses with the appropriate license
* Include photographer credit when necessary

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