



Saint Xavier

UNIVERSITY

www.sxu.edu

CONTENT STYLE GUIDE

CONTENT STYLE GUIDE

Saint Xavier University has adopted this institutional style guide to provide accurateness and consistency among print and online materials that are distributed both campuswide and in the communities.

Saint Xavier follows its own in-house style, as well as incorporates rules from the Associated Press Stylebook (AP Stylebook), 2015, which provides writing guidelines for journalists; and the Yahoo! Style Guide for Web.

Please note the difference in styles per medium: AP style is used for all print publications, while the Yahoo! Style Guide is used for any digital materials, including the website, email blasts, e-newsletters, etc. Original print materials turned digital are exceptions and vice versa.

Disclaimer: University Relations reserves the right to maintain style guidelines and best practice as it pertains to content and design. University Relations also reserves the right to make changes to its style guide as questions and concerns are brought to our attention.

a/an

Use a before words that begin with consonant sounds and an before words that begin with vowel sounds. Words beginning with consonant letters may have vowel sounds and vice versa: *an SXU education, an MBA, a useless tool.*

academic course

Academic courses should be capitalized, unless used in a generic sense. No quotation marks: *Saint Xavier University offers Biology 101, Physics 102 and many other sciences courses.*

academic credentials

When referring to an individual with a doctorate, the first reference should be *John Smith, Ph.D.*, and then *Smith* (last name only) in later references. If mention of degrees is necessary to establish someone's credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as: *John Smith, who has a doctorate in psychology.*

Do not precede a name with a courtesy title for an academic degree and then follow it with the abbreviation for the degree in the same reference (*i.e. Dr. Jane Doe, Ph.D.*). And when listing degrees in copy, list the highest degree earned and use abbreviations only after a full name, never after just a last name.

When listing credentials consecutively, order them from highest to lowest, with degrees preceding certificates.

HERE IS A LIST OF SOME MORE COMMON ABBREVIATIONS OF ACADEMIC CREDENTIALS:

Arts and Sciences/Education

B.M.A. - Bachelor of Musical Arts

D.A. - Doctor of Arts

DCS or D.C.Sc. - Doctor of Computer Science

D.M.A. - Doctor of Musical Arts

Ed.D. (D.Ed.) - Doctor of Education

M.E. - Master of Engineering

M.Ed. (M.S.Ed.) - Master of Education

MFA - Master of Fine Arts

Business/Law

CFE - Certified Fraud Examiner

CFP - Certified Financial Planner

CPA - Certified Public Accountant

D.B.A. - Doctor of Business Administration

J.D. - Juris Doctor

LL.M. - Master of Law

MACC - Master of Accountancy

MSA - Master of Science in Accounting

MSBA - Master of Science in Business Analysis

MSF - Master of Science in Finance

PMP - Project Management Professional

CONTENT STYLE GUIDE

Health Care

ADN – Associate Degree in Nursing
ADRN – Associate Degree Registered Nurse
APN – Advanced Practice Nurse
CCRN – Critical Care Registered Nurse
CDN – Certified Dialysis Nurse
CEN – Certified Emergency Nurse
CFRN – Certified Flight Registered Nurse
CHPN -- Certified Hospice and Palliative Nurse
CHSE – Certified Healthcare Simulation Educator
CNE – Certification for Nurse Educators
CNL – Clinical Nurse Leader
CNM – Certified Nurse Midwife
CRRN – Certified Rehabilitation Registered Nurse

CSN -- Certified School Nurse
DNP – Doctor of Nursing Practice
D.N.S. (D.N.Sc.) – Doctor of Nursing in Science
FNP – Family Nurse Practitioner
IBCLC – International Board Certified Lactation Consultant
NP – Nurse Practitioner
NP-C – Certified Nurse Practitioner
PCNS - Pediatric Clinical Nurse Specialist
PHCNS -- Public/Community Health Clinical Nurse Specialist
Ph.D. – Doctor of Philosophy
Psy.D. – Doctor of Psychology
RN – Registered Nurse
Suffix -BC – board certified

Religion

D.Min. – Doctor of Ministry

M.Div. – Master of Divinity

academic degrees

When referring to degrees granted by the University, it is *bachelor's degree* and *master's degree* in lowercase. When referring to *Bachelor of Arts, Bachelor of Science, Master of Arts and Master of Science*, within body copy are all uppercased. The discipline in which the degree was earned, unless it is a proper noun, also remains lowercase: *Bachelor of Science degree in biology, Bachelor of Arts in English, master's degree in fine arts*.

Also: an associate degree (no possessive)

SAINT XAVIER UNIVERSITY AWARDS THE FOLLOWING DEGREES:

Bachelor of Arts (B.A.)	Master of Arts in Teaching (MAT)
Bachelor of Business Administration (BBA)	Master of Business Administration (MBA)
Bachelor of Music (B.M.)	Master of Science in Business Analytics (M.S.)
Bachelor of Science (B.S.)	Master of Science in Finance (M.S.)
Bachelor of Science in Nursing (BSN)	Master of Science in Nursing (MSN)
Master of Applied Computer Science (MACS)	Master of Science in Speech Language Pathology (M.S.)
Master of Arts in Education (M.A.)	

academic programs

Uppercase within body copy, but lowercase program, major, minor, degree and option: Early Childhood Education program, Women and Gender Studies minor, RN to BSN online option. Capitalize Certificate when used as a proper noun, but lowercase when used alone or on second reference: *Certificate in Nursing Education, Educational Technology Integration Coaching Certificate*.

academic semesters and years

Lowercase terms designating academic semesters and years: *freshman, sophomore, junior, senior, winter, spring, summer and fall. Smith will graduate in spring 2020*.

CONTENT STYLE GUIDE

active voice/passive voice

If the subject performs the action, the verb is active voice: *The tornado destroyed the home.* If the subject is acted upon, the verb is in passive voice: *The home was destroyed by the tornado.* When given a choice, use active voice.

addresses

Use the abbreviations Ave., Blvd. and St. only with a numbered address: 3700 W. 103rd St.* Spell them out and capitalize when part of a formal street name without a number: *Western Avenue.* Lowercase and spell out when used alone or with more than one street name: *Massachusetts and Pennsylvania avenues.* Spell out similar designations (alley, drive, road, parkway, terrace, etc.)

Spell out and capitalize first through ninth when used as street names; use figures for 10th and above: *2000 Fifth Ave., 705 W. 95th St.*

Abbreviate compass points used to indicate directional ends in a numbered address.

***For web style, avenue, boulevard and street are not abbreviated: 3700 W. 103rd Street.**

African-American

Acceptable for an American black person of African descent. Also acceptable is black. The terms are not necessarily interchangeable.

alumnus, alumni, alumna, alumnae

Use *alumnus* (alumni in plural) when referring to a man who has attended a school. Use *alumna* (alumnae in plural) when referring to a woman who has attended school. Use *alumni* when referring to a group of men and women.

When writing about alumni, the graduation year should always be noted: *John Smith '79; Mary Jane Smith, R.S.M. '65, '67.* Please note that the graduation year is included with the individual's name and that the apostrophe faces away from the year of graduation.

a.m., p.m.

Always lowercase with periods. Avoid the redundant 10 a.m. this morning or 10 p.m. tonight. When referring to 12 a.m. or 12 p.m., always refer to as midnight and noon, respectively.

ampersand (&)

Use the ampersand when it is part of a company's formal name or composition title: *House & Garden, Procter & Gamble.* The ampersand should not otherwise be used in place of and, except for some accepted abbreviations: *B&B, R&B.*

CONTENT STYLE GUIDE

annual

An event cannot be described as annual until it has been held in at least two successive years. Do not use the phrase *first annual*.

blog

A website where short entries are usually (but not always) presented in reverse chronological order, with the newest entry first. Can be news, commentary, photos, video or any combination. An update to a *blog* is a *blog post* or *blog entry*.

Board of Trustees

Capitalize when referring to the *Saint Xavier University Board of Trustees*, even when not used formally.* On second reference, capitalize the word Board. BOT is also acceptable on second reference.

A list of the most current Saint Xavier University Board of Trustees members is kept on file in the President's Office with appropriate titles and affiliations.

**Please note this is an in-house style rule.*

Business Executive for Student Transformation (BEST) Program

A mentoring program developed by and for the Graham School of Management.

breaks

Lowercase unless a proper name is involved: *fall break*, *Thanksgiving break*, *winter break*, *spring break*, *summer break*. See also: academic semesters and years.

campus

When referring to Saint Xavier's campus, do not capitalize the word *campus*.

The Chicago campus address should appear on all external University publications. The Chicago campus address is 3700 W. 103rd Street, Chicago, IL 60655.

campuswide, citywide, nationwide, statewide

These words are always to be used as one word with no hyphen.

cancel, canceled, canceling, cancellation

CONTENT STYLE GUIDE

CHICAGO CAMPUS BUILDINGS, CENTERS, FACILITIES AND LANDMARKS

Academy Bell	Lake Marion
Alumni Inn	Learning Center
Andrew Conference Center	Loftus Room
Andrew Hall <i>(located in the Graham School of Management)</i>	Ludden Speech and Language Clinic
Arboretum	Mary's Circle
Birth to Three Building	McCarthy Hall
Bishop Quarter Room	McDonough Chapel
Bob Hallberg Court <i>(basketball and volleyball court)</i>	McGuire Hall
Bruce R. Deaton Memorial Field <i>(football and soccer field)</i>	Mercy Ministry Center
Butler Reception Room	Morris Hall
Campus Bookstore	Music Performance Space
Campus Service Center	O'Brien Hall
Career Center	O'Grady Center
Center for Accessibility Resources	O'Malley Quad
Center for the Study of Financial Markets and Derivatives	Pacelli Hall
Center for Instructional Design and Academic Technology (CIDAT)	Paul DeVito Memorial Terrace
Center for International Education	Public Safety
Center for Nursing Scholarship	Rhubarb's
Center for Religion and Public Discourse	Regina Hall
Christine M. Wiseman, J.D. Student Lounge	Richard R. Ferrell Memorial Field <i>(baseball field)</i>
CIDAT Student Lounge	Robert and Mary Rita Murphy Stump Library
Coffee Cats	Rubloff Hall
Computer/Listening Resource Center	Schmitt Quad
Copy Cats	Scholars Den
Cougar Fuel	Shannon Athletic and Convocation Center
Counseling Center	Smith-Morris Quad
Driehaus Center	Starbucks
Fourth Floor Boardroom	Student Organization Center
Gilhooley's Grande Saloon <i>(Use Gilhooley's on subsequent references)</i>	SXU Gallery
Graham School of Management Building <i>(GSM or Graham School)</i>	SXU Diner
Health Center	SXU Diner Atrium
Human Resources Building	SXU Softball Field
Keene Terrace	Urso Outdoor Sports Center
	Visual Arts Center (VAC)
	VAC Gallery
	Warde Academic Center (WAC)

CONTENT STYLE GUIDE

College of Arts and Sciences (CAS)

comma (serial)

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.*

Put a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction: *I had orange juice, toast, and ham and eggs for breakfast.*

Use a comma also before the concluding conjunction in a complex series of phrases: *The main points to consider are whether the athletes are skillful enough to complete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.*

commencement

Capitalize commencement only when used with the formal event title, Saint Xavier University Commencement. Lowercase commencement on second reference. *The Saint Xavier University Commencement will be held in May for fall and spring graduates. Each graduating student will receive tickets to their commencement ceremony at Grad Fest.*

committee

Capitalize committee names: *Religious Affairs Committee*. When referring to a committee on second reference, lowercase committee.

company names

Abbreviate *company, corporation, incorporated* and *limited*, when used after the name of a corporate entity.

composition titles

For 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, presentations, speeches and works of art:

- Capitalize principle words, including prepositions and conjunctions of one 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 name of all such works except the Bible and books that are primarily catalog of reference material. In addition to catalogs, this category includes almanacs, directories, dictionaries, encyclopedias, gazetteers, handbooks and similar publications.

Names of most websites and apps are capitalized without quotes: Facebook, Foursquare.

Exception: "FarmVille" and similar computer game apps are in quotes.

See **magazine names, musical works** and **newspaper names**.

CONTENT STYLE GUIDE

Continuing and Adult Education (CAE)

contractions

Avoid excessive use of contractions.

core values

Lowercase core values in all uses, and lowercase each of the individual values: *respect, excellence, compassion, service, hospitality, integrity, diversity and learning for life.*

Cougar Card

Saint Xavier University's ID card.

Cougar pride

Lowercase *pride* in all uses.

coursework

(n) Written or oral work completed by a student within a given period, which is assessed as an integral part of an educational course.

dates

Always use Arabic figures without st, nd, rd, or th. See *months*.

daylong, dayslong, monthlong, monthslong, weeklong, weekslong, yearlong, yearslong

days of the week

Capitalize, do not abbreviate.

Deans Council

Please note there is no apostrophe.

dean's list

Lowercase in all cases.

Dean of Students

Capitalize in all uses, when referring to the Office of the Dean of Students or the position title.*

**Please note this is an in-house style rule.*

decades

Use Arabic figures to indicate decades of history. Use an apostrophe to indicate numerals that are left out; show plural by adding the letter "s": *the 1980s, the '90s, the mid-1930s.*

CONTENT STYLE GUIDE

departments and offices

When including the formal title of an office or department, capitalize names of departments, schools, offices, organizations, committees, societies, institutes, centers, boards, etc. Lowercase when not referenced in full: *Jane Doe, chair of the Language and Literature Department, gave the opening comments. She has been chair of the math department since 1998.*

Lowercase when used in plural, but capitalize the proper name element: *the departments of Chemistry and Mathematics.*

All offices are *of*, not *for*: *Office of Student Life.*

Saint Xavier University acknowledges the following as academic departments:

Art and Design Department	History and Political Science Department
Biological Sciences Department	Language and Literature Department
Chemistry Department	Mathematics Department
Communication Department	Music Department
Communication Sciences and Disorders Department	Philosophy and Religious Studies Department
Computer Science Department	Psychology Department
Education Department	Sociology, Anthropology and Criminal Justice Department

Saint Xavier University acknowledges the following as departments:

Accounting	Client Services
Athletics	Information Technology
Auxiliary Services	Production Services
Career Services	Student Media

Saint Xavier University acknowledges the following as offices:

Office of Accounting	Office of the President
Office of Admission	Office of the Provost
Office of Alumni Relations	Office of Public Safety
Office of the Bursar	Office of Records and Advising
Office of Business and Finance	Office of Residential Life
Office of Corporate, Government and Foundation Relations	Office of Special Events
Office of Financial Aid	Office of Student Activities
Office of Graduate Admission	Office of Teacher Education and Certification
Office of Human Resources	Office of University Advancement
Office of Institutional Research	Office of University Relations
Office of Mission Integration and Mercy Heritage	
Office of Payroll	

CONTENT STYLE GUIDE

Division of Student Affairs

doctor

Do not use *Dr.* and *M.D.* together: *Dr. Gregory House, M.D.* In most instances, *Dr.* is unnecessary – assuming the copy adequately explains the person’s position. *Dr.* appears only before a name on first reference and only when the person is a physician. Do not use the title *Dr.* for people who hold doctorates because the average reader associates it with an M.D.

e-book, e-flyer, e-newsletter, e-reader

Short forms for electronic book, flyer, newsletter and reader. Hyphenated.

email

Short form for *electronic mail*. No hyphen.

every day (adv.) everyday (adj.)

Example: *I wear my everyday shoes every day.*

Facebook

flier, flyer

Flyer is now preferred for frequent flyer and advertising flyer.

Founders’ Day

Founders’ Day celebrates the five Sisters of Mercy who, with Mother Frances Xavier Warde, founded Saint Francis Xavier Academy, the forerunner of Saint Xavier University, in 1846 in downtown Chicago.

full time, full-time, part time, part-time

Hyphenate when used as a compound modifier: *She works full time. She has a full-time job.*

grade-point average

Use GPA. No periods.

Graham School of Management (GSM or Graham School)

health care

Please note it is two words.

his, hers, their

Do not presume maleness in constructing a sentence, but use the pronoun *their* when an indefinite antecedent may be male or female: *A reporter tries to protect their sources. (Not his or her sources, and note the use of the word reporter rather than newsman.)*

Frequently, however, the best choice is a slight revision of the sentence: *Reporters try to protect their sources.*

CONTENT STYLE GUIDE

Hispanic

A person from – or whose ancestors were from – a Spanish-speaking land or culture.

Hispanic-serving institution

Saint Xavier University is designated a Hispanic-serving institution (HSI) as of May 2015. HSIs are defined as colleges and universities in which the Hispanic enrollment is at least 25 percent of their total enrollment. Note the capitalization.

HLC

The Higher Learning Commission. <https://www.ncahlc.org/>

home page

Two words. The “front” page of a particular website.

hyperlink

A link from one part of a web page to another page, such as a restaurant home page with a link to its menu.

intranet

Lowercased. A private network inside a company or organization, only for internal use.

iPad, iPhone, iPod

IT

Abbreviation for information technology; IT is acceptable on second reference.

it's, its

It's is a contraction for it is or it has: *It's up to you. It's been a long time.*

Its is the possessive form of the neuter pronoun: *The company lost its assets.*

languages

Capitalize the proper names of languages and dialects: *Aramaic, Cajun, English, Gullah, Persian, Serbo-Croatian, Yiddish.*

legislative titles

On first reference, use *Rep., Reps., Sen.* and *Sens.* as formal titles before one or more names in regular text. Do not use legislative titles before a name on second reference unless they are part of a direct quotation.

login, logon, logoff

(n.) But use as two words in verb form: *I log in to my computer.*

CONTENT STYLE GUIDE

long time, longtime

Example: *They have known each other a long time. They are longtime friends.*

magazine names

Capitalize the initial letters of the name but do not place it in quotes and do not italicize. Lowercase *magazine* unless it is part of the publication's formal title: Saint Xavier Magazine, Harper's Magazine, Newsweek magazine, Time magazine. Check the masthead if in doubt.

For magazine articles, capitalize, add quotation marks and do not italicize: "SXU is Ranked No. 3 in Nursing" in Saint Xavier Magazine.

Mass

It is celebrated, not said, held or performed. Always capitalize when referring to the ceremony, but lowercase any preceding adjectives: *high Mass, requiem Mass.*

media

In the sense of mass communication, such as magazines, newspapers, the news services, radio, television and online, the word is plural: *The news media are resisting attempts to limit their freedom.* The term *medium* is a singular form: *The newspaper is an important news medium.*

Mercy

Capitalized: *Mercy education, Mercy heritage.*

Mercy Day

Celebrates the Sisters of Mercy and the spirit of compassion, hospitality and service that characterizes their ministry. Celebrated on Sept. 24, the date of the feast of Our Lady of Mercy. On Sept. 24, 1827, Catherine McAuley, founder of the Sisters of Mercy, opened the first House of Mercy in Dublin, Ireland.

midnight, noon

Do not put a 12 in front of it.

mission

Lowercase mission statement, vision statement, philosophy statement, value proposition and vision of SXU's Catholic and Mercy identity.

CONTENT STYLE GUIDE

Mission Day

Mission Day celebrates the closing phrases of Saint Xavier University's mission statement; that is, the call to educated persons to "serve wisely and compassionately in support of human dignity and the common good." Mission Day, celebrated in March, spotlights the University's core values of service, excellence, hospitality and integrity through the presentation of three service awards to individuals who exemplify these values.

musical works

Titles of operas, oratorios, tone, poems and other long musical compositions are capitalized: Handel's *Messiah*, Gershwin's *Rhapsody in Blue*.

Titles of songs are enclosed in quotation marks: "All You Need Is Love," the "Anvil Chorus" from *Il Trovatore*.

Many instrumental works are known by their generic names—symphony, quartet, concerto, sonata, minuet—and such names should be set in plain text.

mySXU

The portal page for the internal SXU community.

names

Use Jr., III, Sr. etc. only on first reference with the individual's full name. Commas are not necessary with the abbreviation usage: *Dr. Martin Luther King Jr.*

Use middle initials in full name reference only if the person uses it regularly.

On second and subsequent references to an individual, refer to the person by last name only. This is true for students as well as other individuals.

In general, do not use courtesy titles (i.e. Mr., Mrs., Miss, etc.) unless Mr. is used with Mrs. When it is necessary to distinguish between two people who use the same last name, as in married couples or brothers and sisters, generally use the first and last name.

nationalities and races

Capitalize the proper names of nationalities, peoples, races, tribes, etc.: *Arab, Arabic, African, American, Caucasian, Cherokee, Chinese (both singular and plural), Eskimo (plural Eskimos) or Inuit, French Canadian, Japanese (singular and plural), Jew, Jewish, Nordic, Sioux, Swede, etc.*

netID

One word, note the capitalization.

CONTENT STYLE GUIDE

newspaper names

Capitalize *the* in a newspaper's name if that is the way the publication prefers to be known. Do not place the name in quotation marks or italicize: The Xavierite, Chicago Tribune, Chicago Sun-Times, Daily Southtown, The New York Times, The Wall Street Journal.

Lowercase *the* before newspaper names if a story mentions several papers, some of which use *the* as part of the name and some of which do not.

Where location is needed but is not part of the official name, use parentheses: The Hunstville (Ala.) Times.

For newspaper articles, capitalize and add quotation marks: "SXU is Ranked No. 3 in Nursing" in the Daily Southtown.

nonprofit

One word, no hyphen.

numbers

Spell out one through nine; use figures for 10 or above. Figures of any number are always used for academic course numbers, room numbers, page numbers, ages, dimensions/measurements/weights, percentages, dates, sport statistics, monetary units, temperatures, times and more. See the full list in the Associated Press Stylebook.

Any numbers should be spelled out if they are used as the following:

- At the start of a sentence
- In indefinite and casual uses: *Thanks a million!*
- In fanciful usage or proper names: Fab Four
- In formal language, rhetorical quotations and figures of speech: "Fourscore and seven years ago..."
- In fractions less than one that are not used as modifiers

offline, online

No hyphen. (This is an exception to Webster's New World College Dictionary.)

percent

Except when beginning a sentence, express percentages in figures, and spell out the word percent. Note: The % symbol may be used in tables, on business forms and in statistical or technical material.

In a range or series of percentages, the word percent follows the last figure only. If the symbol % is used, it must follow each figure: *We give a discount of 10, 20 and 30 percent. We noted 10%, 20% and 30% increases for reactive compounds.*

Note: No space appears between the numeral and the symbol %.

president

Capitalize president only as a formal title before one or more names: *President Barack Obama, Presidents Gerald R. Ford and Jimmy Carter*. Lowercase in all other uses: *The president said Monday he will look into the matter.*

CONTENT STYLE GUIDE

President's Council

professional titles

Capitalize formal, professional titles when used directly before a person's name: *President Barack Obama issued a statement.*

Lowercase and spell out titles when not used with an individual's name: *The president issued a statement.*

Lowercase and spell out titles in constructions that set them off from a name by commas. Some titles should be abbreviated before a person's name; some titles serve primarily as occupational descriptions and should not be capitalized: *Dr. John Doe will have an assignment for students today. My favorite movie features movie star John Wayne. Dallas Cowboys owner Jerry Jones is excited for the big game.*

professor

Never abbreviate. Lowercase before a name, but capitalize Professor Emeritus or Professor Emerita as a conferred title before a name: *Professor Emeritus Susan Johnson.* Do not continue in second reference unless part of a quotation.

religious titles

Religious abbreviations include: Br. – Brother, Card. – Cardinal, Fr. – Father, R. – Rabbi, O.S.A. – Order of Saints, Rev. – Reverend, R.S.M. – Religious Sisters of Mercy, Sr. – Sister.

Cardinal: Use Cardinal John Doe, O.M.I., on first reference and *Cardinal Doe* on subsequent references: *Cardinal John Doe, O.M.I., archbishop of Chicago, will be visiting campus next week. Cardinal Doe will preside at Mass for the students during his stay.*

bishops: Use *Most Rev.* on first reference and *Bishop* on subsequent references with his last name: *Most Rev. Joe R. Dohn is a trustee of the University. The institute was named in honor of Bishop Dohn.*

priests: Use *the Rev.* before a name on first reference. Include orders on first reference; use periods between initials. Use only the last name on subsequent references: *The Rev. Bob Barry, O.P., accompanied the student group. Barry concelebrated with the cardinal and bishop.*

sisters and nuns: Use *Sister*, or *Mother* if applicable, before a name on first reference. Include orders on first reference; use period between initials. On second reference, use her first name only: *Sister Susan Sanders, R.S.M., Ph.D., is director of the Center. Sister Susan said she is looking forward to hearing the lecture. Mother Catherine McAuley founded the Sisters of Mercy.**

***Please note this is an in-house style rule.**

CONTENT STYLE GUIDE

residence halls

Use *residence halls* not *dorms* in all references.

room numbers

Always include the capitalized letters of the building and wing, followed by a hyphen and the room number (and letter, if applicable, and again capitalized): *WAC S-213, WAC L-109A, GSM 203, etc.*

Roman Catholic Church

Capitalize full title; lowercase *the church*.

sacraments

Capitalize the proper names used for a sacramental rite that commemorates the life of Jesus Christ or signifies a belief in his holy presence: *the Lord's Supper, Holy Communion and Holy Eucharist*.

Lowercase the names of other sacraments: *baptism, confirmation, penance (also called the sacrament of reconciliation), matrimony, holy orders and the anointing of the sick*.

Saint Xavier Athletics, Saint Xavier University Athletics Department

Saint Xavier University

Spell out on first reference. *Saint* is never abbreviated. On second and subsequent references, it may be referred to as Saint Xavier or SXU. Capitalize *University* when referring to Saint Xavier: *Saint Xavier University is closed today. The University will open tomorrow.**

***Please note this is an in-house style rule.**

Scarlet and Gray

Please note the spelling of *gray*.

school

Schools and colleges within the University are uppercase: Graham School of Management, School of Nursing and Health Sciences and College of Arts and Sciences. On second reference: *the school, the college*.

School of Nursing and Health Sciences (SONHS)

shoutout (noun), shout out (verb)

sign-up (noun and adjective), sign up (verb)

Sisters of Mercy

A collective noun that takes singular verbs and pronouns: *The Sisters of Mercy is the sponsor of the program*. Lowercase *sisters* on subsequent uses.

CONTENT STYLE GUIDE

social media, social networking

Social media are online tools that people use to connect with one another. Social networking is the practice by which people meet, interact and share information online through the use of such sites as Facebook or Twitter.

Popular social media platforms include:

- Facebook
- Flickr
- Instagram
- LinkedIn
- Pinterest
- Snapchat
- Tumblr
- Twitter
- YouTube

When referring to social media accounts, capitalize the first letter of each word. Follow the spacing of the username as it appears on the platform: *The Saint Xavier University Facebook page* and *@SaintXavier Twitter account*. Note the use of the @ symbol. This symbol is used only for Twitter accounts.

When using hashtags, capitalize the first letter of each word to avoid confusion: *#CougarsCare* not *#cougarscare*.

South Side

state abbreviations

Spell out the names of the 50 U.S. states when they stand alone in textual material. The names of eight states are never abbreviated in datelines and text: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

Illinois should be abbreviated, Ill. or IL as postal code. See the **Associated Press Stylebook** for the full list of state abbreviations.

subcommittee

Lowercase when used with the name of a legislative body's full committee. Capitalize when a subcommittee has a proper name of its own.

swag

Slang. Sometimes used to describe the free stuff at gift suites and in gift bags given to presenters and other award-show participants.

task force

Capitalize when used as a proper name; lowercase when used alone.

telephone extensions

For internal use, extension is abbreviated and capitalized: Ext. For external use, comma after the phone number: (773) 298-0000, Ext. 1234.

CONTENT STYLE GUIDE

telephone number

Use figures with parentheses: (844) 468-6798.*

***For web style, parentheses are not used: 844-468-6798.**

that/which

Use *that* and *which* to refer to inanimate objects and to animals without a name.

That is used to introduce essential clauses. An essential clause cannot be cut without changing the meaning of the sentence – it restricts the meaning of the word or phrase that its absence would lead to a substantially different interpretation of what the author meant: *Carrie remodeled the house that burned down Friday.*

Which is used to introduce nonessential clauses. Nonessential clauses can be eliminated without altering the basic meaning of the sentence. A nonessential clause must be set off by commas: *The house, which Carrie remodeled, burned down Friday.*

theater

Use this spelling unless the proper name uses theatre.

The Den

The Den is a website for all student organizations to gather and share their events with the entire student body.

their, there, they're

Their is a possessive pronoun: *They went to their house.*

There is an adverb indicating direction: *We went there for dinner.*

There also is used with the force of a pronoun for impersonal constructions in which the real subject follows the verb: *There is no food on the table.*

They're is a contraction for *they are*.

today, tonight, tomorrow, yesterday

Use only in direct quotations and in phrases that do not refer to a specific day: *Customs today are different from those of a century ago.*

Use the day of the week in copy, not *today, tonight, yesterday or tomorrow*.

CONTENT STYLE GUIDE

toward

Not *towards*.

translation

Neither Saint Xavier University nor SXU should be translated into any language other than English.

trustee

A person to whom another's property or the management of another's property is entrusted. Do not capitalize even if used before a name.

T-shirt

Twitter

A message-distribution system that allows users to post continual updates of up to 140 characters detailing their activities for followers or providing links to other content. The verb is *tweet, tweeted*. A Twitter message is known as *tweet*.

United States

Acceptable spelled out and abbreviated. Use periods in the abbreviation, *U.S.* within texts. For *USA*, no periods in the abbreviated form for United States of America.

website, webcam, webcast, webmaster

One word, lowercased.

the web, web page and web feed

Two words, lowercased.*

**Please note this is an in-house style rule.*

who, whom

Who is a pronoun used for references to human beings and to animals with a name. It is grammatically the subject (never the object) of a sentence, clause or phrase: *The woman who rented the room left the window open. Who is there?*

Whom is used when someone is the object of a verb or preposition: *The woman to whom the room was rented left the window open. Whom do you wish to see?*

Wi-Fi

For the wireless networking standards.

CONTENT STYLE GUIDE

year-end

(n. and adj.), year-round (adj. and adv.)

you are, you're and your

Your is the second person possessive adjective used to describe something as belonging to you. It usually follows a noun: *What is your name? This is your best work ever! Do you have your homework today?*

You're is the contraction of *you are* and is oftentimes followed by the present participle (verb form ending in -ing.): *You're going to be late. You're welcome!*

YouTube

A video-serving network owned by Google Inc. that allows users to upload their own videos for access by anyone with a network connection.

ZIP code

Use all-caps ZIP for *Zoning Improvement Plan*, but always lowercase the word *code*.