

# SMPS AT-A-GLANCE EDITORIAL GUIDELINES

Updated February 2023

Acronyms, Abbreviations, and Credentials	
<ul style="list-style-type: none"> <li>Call out an acronym the first time it's used, unless they are very recognizable terms, such as SMPS, A/E/C, MBA.</li> </ul>	<ul style="list-style-type: none"> <li>When using a state along with a city name, abbreviate the state using the USPS abbreviation. If the state is used alone, spell it out.</li> </ul>
<ul style="list-style-type: none"> <li>For the professional engineer credential, use periods between P.E. For MBA, AP Style don't use periods.</li> </ul>	
Capitalization, Case	
Internet	
<ul style="list-style-type: none"> <li>The word "internet" is all lowercase (unless, of course, it starts a sentence or comes after a bullet)</li> </ul>	<ul style="list-style-type: none"> <li>The words "web" "website" and "webinar" are lowercase (unless it starts a sentence/comes after a bullet)</li> </ul>
<ul style="list-style-type: none"> <li>When using our URL (for example, either <a href="http://smps.org">smps.org</a> or <a href="http://amplifyace.org">amplifyace.org</a>), always use as lowercase within a sentence. Exception: when it's part of a sentence that's all capped when used as a graphical element. In that case, the URL will be all caps (SMPS.ORG or BUILDBUSINESS.ORG) but in general let's try to avoid using all caps.</li> </ul>	
Headlines, Headings, and Titles	
<ul style="list-style-type: none"> <li>For headlines, follow AP Style's composition title rule, which states: capitalize the principal words, including prepositions and conjunctions of four or more letters.</li> </ul>	<ul style="list-style-type: none"> <li>When using The Pinnacle Experience, the T in "The" is always capitalized, even when used in the middle of a sentence.                             <ul style="list-style-type: none"> <li>✓ [Articles like 'the' are usually not capped, unless they come at the beginning of a sentence or are part of a title]</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>Within a title of an article or education offering, if you have a preposition that's four or more letters, it should be initial capped (for example: through, with, from).                             <b>Examples:</b> <ul style="list-style-type: none"> <li>✓ Business Transformed Through Marketing Leadership</li> <li>✓ Tips From a Proposal Expert</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Only capitalize a person's title if it comes directly before the name. Examples: SMPS President Melissa Lutz or Melissa Lutz, our president.</li> </ul>
<ul style="list-style-type: none"> <li>The terms "board" and "board of directors" are always lowercase, even if it's part of the name.                             <b>Examples:</b> <ul style="list-style-type: none"> <li>✓ SMPS board of directors</li> <li>✓ SMPS board</li> <li>✓ the board</li> <li>✓ the chapter board</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>SMPS Foundation (foundation is capitalized with SMPS and used with uppercase 'F' without SMPS in front of it)</li> </ul>
Italics and Quotations	
<ul style="list-style-type: none"> <li>Italicize book, magazine, and publication titles.                             <b>Examples:</b> </li> </ul>	<ul style="list-style-type: none"> <li>Use quotations for an article title if it's within the body of text but not it's a headline or subhead.                             <b>Example:</b> </li> </ul>

<i>Marketer, Marketer QuickLook, 30-Minute Meals for Busy People.</i>	Her "Skateboarding 101" article was featured in <i>Skateboarding</i> magazine.
<b>Numbers</b>	
<ul style="list-style-type: none"> <li>Numbers one through nine are spelled out; 10 and higher use the number.</li> </ul>	<ul style="list-style-type: none"> <li>Use "more than" with numbers and "over" when referring to space. Examples: I put a cover over the sofa. He was driving more than 50 miles over the speed limit. <i>Note: AP Stylebook has updated this rule and allows the use of "over" when referring to space.</i></li> </ul>
<b>Plurals and Possessives</b>	
<ul style="list-style-type: none"> <li>Whenever possible, avoid using SMPS in possessive form. Instead of saying SMPS' annual conference, say our annual conference or the SMPS annual conference.</li> </ul>	<ul style="list-style-type: none"> <li>Singular common nouns ending in s: add 's unless the next word begins with an s: the witness's answer, the witness' story</li> </ul>
<ul style="list-style-type: none"> <li>Singular proper names ending in s: use only an apostrophe: Achilles' heel, Dickens' novels</li> </ul>	<ul style="list-style-type: none"> <li>Plural nouns not ending in s: add 's: alumni's contribution</li> </ul>
<ul style="list-style-type: none"> <li>Plural nouns ending in s: use only an apostrophe: the churches' benches</li> </ul>	<ul style="list-style-type: none"> <li>Add an "s" but don't use an apostrophe when making a number or acronym plural. Examples: The '80s were awesome. She knows her ABCs.</li> </ul>
<b>Punctuation</b>	
<ul style="list-style-type: none"> <li>Use a comma after credentials. Example: Julie Huval, CPSM, lives in Dallas, TX.</li> </ul>	<ul style="list-style-type: none"> <li>Use serial commas [a serial comma uses a comma after the word and. Example: I like olives, cheese, and chocolate.]</li> </ul>
<b>Style</b>	
<b>Bullets</b>	
<ul style="list-style-type: none"> <li>Capitalize the first letter after a bullet. No periods on the end of a list of bullets unless it's more than one sentence. [Exception: when some of the bullets in the list have more than one sentence, we use a period on the end of fragments or one sentence to make the list consistent.]</li> </ul>	
<b>Electronic Communications</b>	
<ul style="list-style-type: none"> <li>For subject lines, we will always use numerals instead of spelling out numbers and we will only make the first word initial capped unless there are other words in the SL that are proper names.</li> </ul>	
<b>General</b>	
<ul style="list-style-type: none"> <li>Use only one space between sentences.</li> </ul>	
<b>SMPS Specific</b>	
<ul style="list-style-type: none"> <li><b>A/E/C:</b> We are now using "industries" when referring to A/E/C industries. In the past, it was singular. <b>Example:</b> They work in the A/E/C industries.</li> </ul>	<ul style="list-style-type: none"> <li><b>Awards Gala:</b> Our gala name for the conference is: Evening of Excellence When using in text, initial cap the first and third word but leave "of" lowercase. There might be an occasion when using Evening of Excellence feels awkward in a particular sentence. In those cases, it's okay to use "the Evening of Excellence" or "an Evening of Excellence" within your text. <b>Acceptable examples:</b></li> </ul>

	<ul style="list-style-type: none"> <li>✓ Jane Smith accepted her award during the Evening of Excellence.</li> <li>✓ Jane Smith will receive an Evening of Excellence ticket with her conference registration.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Chapter:</b> The use of the word “chapter:” As a proper name of a chapter, it should always be “SMPS + name of chapter.” <b>Example:</b> Correct: SMPS San Antonio Incorrect: The San Antonio chapter of SMPS  Please refer to our website for a correct list of the chapter names.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>MARKENDIUM</b> should always be used in all caps and “the” can be used in front of it. Since MARKENDIUM and the SMPS Body of Knowledge are one in the same, we can use MARKENDIUM by itself when referring to the book series or educational resources. We can also use one of the following phrases when first referencing it: <b>Examples:</b> <ul style="list-style-type: none"> <li>✓ MARKENDIUM, also known as the SMPS Body of Knowledge (BOK)</li> <li>✓ MARKENDIUM, the SMPS Body of Knowledge (BOK)</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• When referring to SMPS, please use either Society or SMPS HQ and not SMPS National.</li> </ul>	
<ul style="list-style-type: none"> <li>• Usage of task force or committee: When it’s part of a specific name such as Amplify A E C Conference Committee or SMPS Regional Task Force, use initial caps. Use lowercase if in a more generic term, such as “task force” or “committee”</li> </ul>	
<b>Symbols &amp; Time</b>	
<ul style="list-style-type: none"> <li>• Use the % symbol instead of spelling out percent (<i>AP rule change as of April 2019</i>)</li> </ul>	<ul style="list-style-type: none"> <li>• Also use slashes between A/E/C in all text [unless it’s part of our conference name: Amplify A E C].</li> </ul>
<ul style="list-style-type: none"> <li>• Use an am dash between words (—) and an en dash (–) between numbers. To create an em dash, press CTRL+ALT+MINUS (on the numeric keypad). To create an en dash, add a space, two hyphens and another space.</li> </ul>	<ul style="list-style-type: none"> <li>• Use a hyphen when using a compound adjective, but don’t use a hyphen if used as a verb. Examples: He’s working on a high-profile case. I need to make up the exam. There are exceptions to this rule: online is one word.</li> <li>• Use the word “email” with no hyphen.</li> </ul>
<ul style="list-style-type: none"> <li>• Use “a.m.” and “p.m.” rather than “PM” or “am”. Also, use a colon only if using minutes. Example: should be 9 a.m. not 9:00 a.m. unless it’s 9:45 a.m.</li> </ul>	<ul style="list-style-type: none"> <li>• AP is no longer putting the accents on the Es for the word: resume</li> </ul>
<b>MISC.</b>	
<ul style="list-style-type: none"> <li>• Refrain from including song lyrics and quotes/passages from published works unless you have written permission to use. It’s fine to use a song title and musician’s name if you’re using them in a good light. You can also use the name of a book and author.</li> </ul>	<p>For the term “people of color” follow AP: The term is acceptable when necessary in broad references to multiple races other than white. Do not use <i>person of color</i> for an individual. Do not use the shorthand <i>POC</i> or <i>BIPOC</i> unless necessary in a direct quotation; when used, explain it. Be specific when possible by referring to, for instance, <i>Black Americans</i>, <i>Chinese Americans</i>, or <i>members of the Seminole Tribe</i>.</p>

If there’s something not on this list, please refer to AP Stylebook.