**Department of Pediatrics Web and Communication Style Guidelines**

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Approved by:

[ ] Dept of Pediatrics Chair

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**Web**

In the interest of maintaining consistency, the Department of Pediatrics is establishing rules for editing the department’s web pages, including all central pages, division pages, and education-related pages (med student, residency and fellowships). These are in addition to the UNMC guidelines, which are listed below following the rules.

**Rule 1**

If you change anything on the webpage, please drop Jordain an email. This is just so she can be another set of eyes on what changed.

**Rule 2**

If you plan on making major changes to content on the page, including adding a page or changing a photo, please email Chuck and Jordain so that we can make sure that what you have in mind is in step with UNMC branding rules.

**Rule 3**

Please familiarize yourself with the Cascade Guidelines (see below).

**Image Ratios**

**16:8 image aspect ratio** is used on the homepage, landing page, and storytelling template banner image and videos. 1600 pixels wide by 800 pixels tall

**1:1 image aspect ratio** is used on the feature grid and testimonial images. 600 pixels wide by 600 pixels tall/800 pixels wide by 800 pixels tall for the small version of a landing page main image

**3:2 image aspect ratio** is used for feature carousel images, feature panel images, intruder images, featured research images, router grid images, and image grid. 900 pixels wide by 600 pixels tall



**Additional Photo Guidelines**

* Generally speaking, you should only add photos to Cascade blocks that can accommodate photos, rather than just adding it to a body content block for text.
* Faculty photos should be cropped at the person’s shoulder or near it.
* We want active photos versus posed photos on the website. UNMC has given us permission for some posed photos on the residency and fellowship pages.

**Web Writing Style Best Practices for the website**

* Use active voice. Avoid passive voice.
* Use direct address. Speak directly to the audience with the second person, “you.”
* When referring to yourself or UNMC, use “we” or “us.”
* You don’t have to spell out UNMC.
* Define unfamiliar words.
* Spell out acronyms on first use. Do not include the acronym in parenthesis. Use acronyms sparingly, except for UNMC. Use general terms instead, such as “the department” or “the program.”

**Readability Tips**

* Choose plain English over jargon.
* Keep sentences simple.
* Keep paragraphs short. Aim for two to four sentences per paragraph. Paragraphs should focus on one idea.
* Cut out any unnecessary words and phrases.

**Web Body Content Block Formatting Tips**

* Body Content block is what you will use to put in the larger sections of text.
* When using header formatting in body content blocks, make your first header Heading Two. Do not use heading one as it is the default style for the title of a page. If you have subheadings, use Heading Three, and make sure that your headings are logically and visually structured.
* Don’t use body content to list people. Use the Person listing block for that.
* If you have a long list of items, you can split the list into two columns by making the list bulleted and then go to Formats, custom, two columns.
* Don’t use acronyms (other than UNMC)in headers.

**Communication Style**

What follows is a general list of communication style guidelines for general communication pieces. It a short, general list of best practices for most all writing on behalf of the Department of Pediatrics.

**Book and Magazine Titles**

* Use italics for the titles of books, magazines, journals and publications.
* Use quotation marks for the titles of magazine and journal articles, book chapters, movies, songs, lectures and speeches, exhibits and conferences.

**Example: He watched the movie “Awakening” and read the book *Hallucinations* before giving his speech, “Oliver Sacks: A Life in Science.”**

**Capitalization**

* Only capitalize proper nouns as part of program, clinic or department names. (i.e.: Injury Prevention program, Critical Care Unit, Weight & Wellness clinic, Emergency Department).
* Capitalize the primary words in department name.
* Do not capitalize the name of a condition unless it contains a proper noun.

**Example: She went to the Ear Nose and Throat Clinic to escort the patient with cystic fibrosis to the Pulmonology Department.**

**Children’s Nebraska**

* The correct name is Children’s Nebraska.
* The accepted abbreviation on second reference: Children’s.
* We are no longer referred to as Children’s Hospital & Medical Center.
* CN, CHMC and Children’s Hospital are not accepted abbreviations.

**Commas**

Do not use a comma before the last item in a series (sometimes called an Oxford or serial comma) unless it is necessary to avoid confusion.

**Example: The department donated coats, school supplies and backpacks to our community partner.**

**Degrees, Credentials and Job Titles**

* Include academic designations that are doctorate level or equivalent only on first reference (Mary Jones, MD, PhD, spoke), followed by Dr. in subsequent references (ie: Dr. Jones said).
* Do not use periods with abbreviations of academic degrees.
* Job tiles are not capitalized in a sentence. Set off titles and degrees with commas.

**Example: Marty Smith, PhD, laboratory researcher, gave the keynote talk.**

**Numbers and Percentages**

* Spell out one through nine and use figures for 10 and up. Exceptions: Ages are always figures, except when they appear at the beginning of a sentence.
* Weights and heights are always figures.
* Percents and percentages are always figures (7%, 8.5%, 100%, 4 percentage points).
* When a percentage begins a sentence, type out percentage.
* For a range, use the percent sign after both the first and second number.
* Percentile is different than percent. When expressing a percentile, do not use the word percent.

**Example: I got four As and a 98% on my test. I’m now in the 5th percentile of our class. Twenty-five percent of the senior awards went to me and my friends.**

**Quotations**

* Always place the period and comma inside quotation marks.
* Placement of other punctuation, such as semicolons and question marks, depends on whether it applies to the quoted text or whole sentence.
* The dash, semicolon, colon, question mark and exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence

**Example: April said, “Can you believe they misspelled Josh’s birthday cake?”. Josh yelled, “What’s up with my cake”!**

**States**

* Do not use the two-letter ZIP code abbreviations in text, unless it is with a full address including ZIP code.
* Spell out the names of the 50 U.S. states when they stand alone. Abbreviate states if used in conjunction with the name of a city or town, but do not abbreviate Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

**Example: We moved to Juneau, Alaska when I was six. Our mailing address before was 21 Main Street, Allentown, PA 78321. We spent a week in a hotel in Kearney, Neb.**

**Times and Dates**

* Use the form June 12, 2024, or Nov. 9. Months that are abbreviated (only when a specific date is used) are: Jan., Feb., Aug., Sept., Oct., Nov. and Dec.
* When used in a sentence with a year, a comma follows the year in all cases.
* Do not use ordinal numerals in dates (3rd, 6th, etc.)
* Refrain from abbreviating the month when referring to the month as a whole.
* Refrain from using the year when the date falls in the current year, unless it is needed to clarify within the context of the communication.
* When using two days of the week, separate with “through.” Do not hyphenate or use “to” to separate days in a sentence. When using two days of the week on a flyer or poster, separating days with a dash is acceptable
* Use figures except for noon and midnight. List time with a.m. or p.m. with a space after the number and without zeros.

**Example: The neonatology conference will be on Nov. 9, Wednesday through Friday. It will run from 8 a.m. to noon each day. There will be an independent learning session at 2:30 p.m.**