Editorial Style Guide

Agency: _____

Prepared by: _____

Voice

All of our agency communications are to embody the following attributes:

_____   _____   _____

Tone

Our tone will vary appropriately across each platform:

1. Platform: _____ Tone: _____

   Example:

2. Platform: _____ Tone: _____

   Example:

3. Platform: _____ Tone: _____

   Example:

4. Platform: _____ Tone: _____

   Example:

Grammar, Punctuation, and Capitalization

We primarily follow the _____ Style Guide.

Differences include:
Consider:
- serial commas
- em dashes
- numbers
- abbreviations
- capitalizations
- acronyms

Readability

All content should be at an 8th grade reading level or lower. Our written content will follow these guidelines for readability:

- write **short paragraphs** (2-3 sentences)
- write **short sentences**
- use **headers** to separate related chunks of content
- use **bulletted list** for related content when order doesn't matter
- use **numbered list** for related content when order does matter
- special **bullet and number considerations**:
  capitalization, punctuation, etc.

- use **number characters** starting with _____

Digital Services
GEORGIA

Agency-Specific Language

We write the following terms as listed.

What are the official titles of your agency and divisions? How do you refer to your audience (e.g. "constituents," "residents," "veterans," etc.)? How do you refer to your services (e.g. "daycare" vs. "childcare")? Include how the term is to be used, if necessary.

CATEGORY	TERM	SPECIFICATIONS	UNACCEPTABLE VARIATIONS
Agency Name			

Digital Services
GEORGIA

Topics

We will focus on these topics in social media posts, blog posts, press releases, etc.:

TOP TOPICS	KEYWORDS	SEASON (if applicable)

We will avoid these topics:

UNAPPROVED TOPICS

Sources

Certain information may require our content to link to sources outside our agency.

APPROVED SOURCES	UNAPPROVED SOURCES