



Marketing and Branding Communication, Website, and Social Media Style Guide

Georgia Library Association (GLA) Marketing and Branding Committee

1. Numbers zero-nine (0-9) should be spelled out, 10 and over can be numerical. Numbers that begin a sentence should be spelled out.
2. Headers: Capitalize all words, except articles (the, a, an, etc.).
3. Titles: Only capitalize titles in front of or in direct reference to person (i.e. Dr. Jane Doe, Officer; or Chairperson John Doe).
4. Oxford comma: Utilize the Oxford comma to avoid confusion within long listings.
 - a. Example: GLA offers fast, cutting edge, and competitive information.
5. For Interest Group pages:
 - a. All pages should include a “statement of purpose”
 - b. The phrase “interest group” should only be capitalized after the name of the interest group. Example: This interest group or The Library Facilities Interest Group.
6. Refer to the Georgia Libraries Conference as such.
 - a. Example: the annual Georgia Libraries Conference (formerly GaCOMO)
7. Only utilize the ampersand (&) in order to keep original formatting from sources outside the GLA website (i.e. a job title, movie title, etc). Otherwise, the word and should be spelled out on the website.
8. Utilize an em dash (—) in place of multiple dashes next to each other (--).
9. Listserv should be written as one word with a capital letter.
 - a. Example: If you have questions about the GLA Listserv or experience any difficulty, please contact the list administrator.
10. Abbreviations: For first use spell out the entire name then add the abbreviation in parenthesis.
 - a. Example: The Georgia Library Quarterly (GLQ) is a refereed, open-access journal focusing on library and information science. We invite you to share your activities, projects, or research in an article in the GLQ.

Note: Used APA style as a guide.