

NOTE: Please use [this new editorial style guide](#)

EDITORIAL STYLE GUIDE Last modified 8/27/25

The Official Style Guide of the Cornell SC Johnson College of Business and its three schools—the Charles H. Dyson School of Applied Economics and Management, the Samuel Curtis Johnson Graduate School of Management, and the Cornell Peter and Stephanie Nolan School of Hotel Administration.

Overview

1. What's it for?

Our style guide keeps us consistent. It sets the standards and conventions for language and storytelling. It makes our voice and brand our very own. While our three schools may have their own unique names and narratives, they are united in style and by their relationship to the Cornell SC Johnson College of Business.

2. What's it based on?

Our style guide is largely based on the “Associated Press Stylebook” for the majority of our publications and written content. On matters related to spelling and forms, we refer to the “Merriam-Webster” dictionary.

Use your NetID login information to [access the “Associated Press Stylebook”](#) through the Cornell University Library. Refer to [Merriam-Webster.com](https://www.merriam-webster.com) for assistance with spelling and form.

3. What's inside?

This guide provides direction for developing content for our owned channels, including, but not limited to: Cornell Business News, the website, social media, and when applicable, third-party real estate, such as YouTube.

This guidance encompasses the following:

- Style elements from the “Associated Press Stylebook” that are frequently encountered.
- Brand-related conventions that are unique to the SC Johnson College, its three schools, and departments.

- Best practices as well as standards that are specific to higher education.

This guide provides guidance on Voice and Tone as well as the Basics of Good Writing.

4. What doesn't this guide cover?

This document is not a replacement for the entire "Associated Press Stylebook". Staff, faculty, or students seeking a more comprehensive reference should go to the Cornell University Library and login with their NetID to access the [full "Associated Press Stylebook" online](#).

While this guide does offer some advice related to best practices, this document does not provide detailed guidance on good writing practices. Additionally, although this style guide offers brand-related directions for developing content, it is not a brand guide.

For more brand information about Cornell University and the SC Johnson College, go to the following brand guides:

- brand.cornell.edu
- intranet.business.cornell.edu

5. How do I navigate this guide?

This document is deliberately formatted as an outline. You can navigate this document in two ways: (1) the Document Outline on the left-hand side of this page and (2) the [Index](#) that begins on page three and is linked in the footer of each page. The index provides more detailed information and outlines sections and subsections in detail.

This document also contains anchor links that aim to take you to supporting information that may be available in different areas of this style guide.

Questions?

If you have questions about any of these guidelines, or if you have a question not addressed in this document or in the ["Associated Press Stylebook."](#) please contact jcbcomm@cornell.edu.

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General Guidance

This section is dedicated to providing guidance for digital and print communications.

Academic Degrees & Programs

This section includes guidance on degree abbreviations, formal and informal references to degrees, and styling for programs and certificates.

Degree Abbreviations

The abbreviations of degrees take periods. The following list includes the most commonly used abbreviations:

Formal Name	Abbreviation	Alternate or Informal Name
Bachelor of Arts	B.A.	bachelor's degree
Bachelor of Science	B.S.	
Master of Arts	M.A.	master's degree
Master of Architecture	MArch	
Master of Business Administration	MBA	
Doctor of Medicine	M.D.	
Master of Engineering	MEng	
Master of Industrial and Labor Relations	MILR	
Master of Management in Hospitality	MMH	
Master of Public Administration	MPA	
Master of Professional Studies	MPS	
Master of Science	M.S.	
Doctor of Philosophy	Ph.D.	doctoral degree doctorate
Juris Doctor	J.D.	
Doctor of Medicine	M.D.	

Formal Reference

When using the formal, official name of an academic degree, capitalize and do not use the possessive. Lower case the field if it is not a proper noun.

For Example:

- Bachelor of Science in mathematics
- Doctor of Philosophy in ethnomusicology
- Master of Arts in English
- Master of Fine Arts in painting

Informal Reference

When referring to an academic degree in a generic way, lower case both the degree and field. Use the possessive form except when referencing the doctorate.

For Example:

- associate's degree in communications
- bachelor's degree in chemistry
- doctorate degree in linguistics
- master's degree in creative writing

Programs

Capitalize and do not abbreviate or hyphenate program names. When referring to a participant in a program, the name of the program should be lower case and hyphenated. The word "program" should always be lower case unless it is a part of the official name.

For Example:

- The Entrepreneurs in Residence program is a unique opportunity at the college.
- They are led by entrepreneur-in-residence Jane Doe, MBA '14.

Go to the [General Guidance – Names of Programs](#) section for more information on programs at the SC Johnson College.

Certificates

Capitalize the formal name of a certificate and do not use a possessive.

For Example:

- He received a Certificate in Leadership online.

Acronyms & Abbreviations

Acronyms are made up of parts of a phrase that stands for and is pronounced as a word. Alternatively, an abbreviation is a truncated word. For the purposes of this style guide, acronyms and abbreviations are typically used and styled in similar ways.

Specifically, acronyms and abbreviations adhere to the following guidelines:

- They do not take periods.
- On first reference, spell out the name or term and include the acronym or initialism in parentheses right after the spelled-out version.
- The acronym or abbreviation should be exclusively used after first reference.

Common acronyms and abbreviations that are specific to Cornell University can be found on the [Cornell Speak webpage](#).

Go to [Web Development – Acronyms & Abbreviations](#) and [Social Media – Acronyms & Abbreviations](#) to review **exceptions** to this rule.

Degree Abbreviations

For a list of commonly used degree abbreviations, go to the [General Guidance – Academic Degrees & Programs - Degree Abbreviations](#) subsection of this document.

University, College, and School Names

For a list of the full and abbreviated formal names for the university, college, and schools, go to the [General Guidance – Names of Colleges & Units](#) section.

Centers & Institutes

Always spell out the names of centers and institutes on first reference in all contexts. If applicable, include abbreviation in parentheses on first reference. The abbreviation should be exclusively used after first reference.

When referring to the relationship between Centers and Institutes and the school or college, use “in collaboration with.” For example,

In collaboration with the [Peter and Stephanie Nolan School of Hotel Administration](#) at the [Cornell SC Johnson College of Business](#), PIHE engages industry experts and faculty to provide students with experiential and classroom opportunities to learn all aspects of entrepreneurship.

PIHE hosts business plan competitions, hackathons, industry roundtables, networking events, classes, and other programs to advance students' entrepreneurship mastery.

Specific note regarding the nomenclature for the **Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship**:

The primary reference for this institute is “**Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship**,” the secondary reference is ‘**Pillsbury Institute**’ and then any tertiary references could use ‘**PIHE**.’

EXCEPTIONS

Go to [Web Development – Acronyms & Abbreviations](#) and [Social Media – Acronyms & Abbreviations](#) to review exceptions to this rule.

Important Note on Acronyms & Abbreviations

Remember that acronyms and abbreviations in many circumstances, but especially when not styled correctly, are exclusionary. Avoid company or team acronyms in writing and verbal exchanges, especially when they are unnecessary or casual. Overuse of acronyms can create confusion and make written stories appear more like alphabet soup rather than a well-composed narrative.

Capitalization & Casing

See also: [Web Development – Capitalization & Casing](#) to review **exceptions** to these rules.

Colons

Capitalize the first letter after a colon.

Courses

Capitalize. When including a course prefix, always use a dash to separate the course abbreviation and number. To see examples, go to the [General Guidance – Courses and Semesters](#) section.

Division Monikers or Nicknames

Capitalize. Treat these like demononyms (e.g. “Ithacan,” meaning someone from Ithaca), which are proper nouns and capitalized. The same applies to those affiliated with a given institution.

For Example:

- In addition to being a Cornellian, she is also a Hotelie.

Events

Varies by circumstance. *Capitalize* when referring to a specific Cornell event, including Commencement, Reunion, and Homecoming. *Use lower case* when referring to any event generically.

For Example:

- For many alumni, Homecoming and Reunion are beloved events that draw families big and small to Ithaca, NY.
- They met at their high school reunion.

Formal Names of Programs

Varies by circumstance. *Capitalize* the program name when referring to a branded program but lower case the word “program.” *Use lower case* when the name of a program is referred to generically.

For Example:

- Jane Doe is interested in the Johnson Cornell Tech MBA program, but may pursue the Two-Year MBA program instead.
- An executive MBA program always appealed to him.

Go to the [General Guidance – Names of Programs](#) section for a listing of all programs offered by the SC Johnson College.

Governing Bodies

Varies by circumstance. *Capitalize* the formal names of governing bodies. *Use lower case* when referencing general descriptors of governing bodies.

For Example:

- She is a member of the Nolan School Dean’s Advisory Board. Her father is on the Cornell University Board of Trustees.
- He is a prestigious alumnus who is on his company’s board of directors.

Majors, Minors, Areas, Concentrations, Immersions, and Intensives

Use lower case. Unlike branded program names, these are simply areas of study or specialization, which are not proper nouns.

Offices, Departments, Units, Divisions, Institutions

Capitalize. Refer to the [General Guidance – Names of Colleges and Units](#) section for a list of formal names. Also capitalize office and department names when they are used as stand-ins for individual names.

EXCEPTION

Use lower case for descriptive references unless they include proper nouns. *Use lower case* when either “college” or “university” is used as plural.

For Example:

- The Office of Student Services is an excellent resource for new students. This information is often well-communicated by Admissions.
- The history department is led by prestigious scholars as is the English department.
- She is an alumna of both Cornell and Princeton universities.

Professional Titles / Affiliations

Varies by circumstance. *Capitalize* titles used as honorifics. Honorifics generally shouldn't be used in written materials, but when they are used, they are regarded as part of the bearer's identity and thus capitalized. *Capitalize* endowed professorships, deanships, fellowships, etc.

For Example:

- President Pollack sent a message to the community.
- Dave Sherwyn, the John and Melissa Ceriale Professor of Hospitality Human Resources, is an expert in business and hospitality law.

Use lower case when titles are used as descriptors or as appositives. *Use lower case* also when job titles aren't honorifics. Some job titles—especially variations that specify rank—would not be used as honorifics even when appearing directly before a name.

For Example:

- Martha Pollack is the president of Cornell University.
- Cornell president Martha Pollack is leading the way forward.
- An expert in her field, senior lecturer Jane Doe is widely known in the corporate community. Likewise, associate professor John Doe has made his impact in academia.

Do not specify terminal degrees for individuals who are not Cornell University alumni. See [Class Year Designations – Terminal Degrees](#) to learn more.

If necessary, refer to the school and the college in a professor's affiliation, as in:

Jane Doe, professor of accounting in the Cornell Peter and Stephanie Nolan School of Hotel Administration at the Cornell SC Johnson College of Business, said, "Our students are the best."

RULE OF THUMB

Would someone normally be addressed this way? If yes, then it's an honorific and should be capitalized, but otherwise not. If John Doe is a lecturer, you would not address him as "Lecturer Doe."

If Jane Doe is an associate professor, you would not address her as "Associate Professor Doe." So when non-honorific titles appear before names, treat them as implicit appositives.

Race & Ethnicity

Adhere to [guidance from the Associated Press](#) when determining capitalization of terms used in the racial, ethnic or cultural sense.

Semesters

Use *lower case*. To see examples, go to the [General Guidance – Courses and Semesters](#) section.

Themes

Capitalize. Themes are formal initiatives of the college and so their names are proper nouns. In this sense, they are referred to in the same way as centers and institutes.

For Example:

- The event is all about the college's Business of Food theme.

Article Titles and Headlines

Use title case for web pages and use sentence case for Cornell Business News. Cornell Business News aligns with the nuances of the *Associated Press Stylebook* and is better for news articles. Title case use on the rest of the website is aligned with industry standard for evergreen content.

For styling information related to titles of academic articles, book chapters, chapter books, textbooks, journals and magazines, newspaper articles, podcasts, and videos, go to the [Publications](#) section of this document.

Go to [Web Development – Capitalization & Casing](#) to learn more about styling headlines on a static webpage.

Mottos

All school or college mottos should be in title case.

Class Year Designations

The following guidelines apply to anticipated and earned degrees. Class year designations should be used on first reference only. After the first reference, use only the subject's last name. Do not use titles or honorifics.

Undergraduate-Only

When first referencing undergraduate-only students or alumni, cite first and last name followed by an abbreviated graduation year. Make sure a [closing single quotation mark](#) precedes the abbreviated graduation year.

For Example:

- John Doe '07
- Jane Doe '84
- Tom Foolery '91

Graduate-Only

When first referencing graduate-only students or alumni, cite first and last name followed by a comma and an abbreviated degree name and graduation year.

For Example:

- John Doe, MS '13
- Jane Doe, MBA '84

- Tom Foolery, MMH '91

EXCEPTION

The comma between the last name and abbreviated graduate degree should be omitted on social media and web content. This honors character limitations and promotes consistency.

Multiple Degrees

When first referencing students or alumni with multiple degrees from Cornell University, including previously earned and anticipated degrees, cite their first and last name.

Use commas to separate degree class years and place a [closing single quotation mark](#) before the abbreviated graduation year. A comma also follows last name when there is no undergraduate class year.

For Example: *Undergraduate Degree + Advanced Degree*

- John Doe '09, MS '17
- Jane Doe '98, MBA '04, PhD '12

For Example: *Multiple Advanced Degrees*

- John Doe, MS '17, PhD '24
- Jane Doe, MS '04, MBA '12

EXCEPTION

The comma between the last name and abbreviated graduate degree should be omitted on social media and web development content. This honors character limitations and promotes consistency.

Closing Single Quotation Mark

All class year abbreviations should be preceded with a closing single quotation mark.

Program or School Affiliation

If a degree type is offered by more than one Cornell college or school, then specify affiliation in sentence form. Avoid using abbreviated program names or school affiliations.

For Example:

- Jane Doe '21, a student at the Cornell Peter and Stephanie Nolan School of Hotel Administration, joined forces with the Dyson School's John Doe '22.

Go to the [General Guidance – Degree Abbreviations](#) subsection to see a list of common degree abbreviations.

Parents Designation

In some communications, it makes sense to show that an individual is a parent of a Cornell student or graduate. When circumstances call for that, specify only the individual's graduation year and not degree type or the division that granted it, as follows:

Number of Children	Convention
1	John Doe, P '00
2	Jane Doe, P '00 and '05
3+	Tom Foolery, P '00, '05, and '10

Terminal Degrees

Do not specify degrees—even terminal and professional degrees (PhD, JD, MBA, MPS)—from non-Cornell institutions. This applies equally to Cornell alumni and faculty and to the general public.

If the scenario calls for designation of a terminal degree, write this information out in a descriptive sentence.

For Example:

Christopher Anderson, an expert in business analytics and services operations management, is a professor at the Cornell Peter and Stephanie Nolan School of Hotel Administration. He earned his PhD and MBA from the Ivy School of Business at the University of Western Ontario.

Alumni References

Use the following when referring to alumni:

- **Alumni:** plural gender-inclusive
- **Alum:** informal, gender-neutral

In general, aim to avoid using “alumnus/alumna” terminology as it suggests a gender binary. Instead, construct sentences to be gender-inclusive by using the plural, “alumni” or the more informal “alum,” which is increasing in use for anyone, including cisgender, transgender, non-binary, or non-gender conforming individuals (see [Gender](#) and [Sexual Orientation](#)), and is in *Merriam-Webster Dictionary*. “Graduate” and “Cornellian” are also preferred alternatives.

If someone provides a clear preference for their alumni reference, use the relevant term when referring to them.

Course & Semesters

Capitalize courses. When including a course prefix and number, always use an en dash to separate those from the course title. Use lower case when referencing semesters.

For Example:

- He teaches the introductory course, English Literature 101. He loves studying English literature.
- They're enrolled in HADM 1910 – Distinguished Lectures in Hospitality Management.
- She took the course during the spring 2009 semester.

Credits & Grades

The term credit hours is redundant—use credits.

GPA is the abbreviation for grade point average. Use the abbreviation exclusively. Use two decimal points unless the GPA is “.00.” In this case, use a single zero.

Don't italicize letter grades or place them within quotation marks.

For Example:

- He earned a 2.75 GPA and she earned a 3.0 GPA.
- Frank earned one A and five Bs.

Grade Options

The pass/fail course grade option is technically called “Satisfactory/Unsatisfactory.” It should be written with a slash and abbreviated “S/U.”

Dates & Times

Do not use ordinal indicators (e.g. “st,” “nd,” “rd,” and “th”) when referencing dates. The month and day should stand alone. If the year is indicated, a comma should follow the year.

For Example:

- Each year they meet on February 16. The February 16, 2019, event was successful.

Times

Specify 12-hour periods as [0:00] [a.m./p.m.]. Use a space after the numbers and indicate morning and night with lower case letters and periods after both letters. If the time is an exact hour, no “:00” is required.

For Example:

- The event begins at 5 p.m. and ends at 6:45 p.m.

Time Zones

Time zones, where needed, are usually given in parentheses.

For Example:

- The event begins at 4:45 p.m. (CST).

Abbreviation	Time Zone
CDT	central daylight time
CST	central standard time
UTC	coordinated universal time
DST	daylight saving time
EDT	eastern daylight time
EST	eastern standard time
GMT	Greenwich mean time
MST	mountain standard time
PDT	pacific daylight time

It should be noted that Greenwich mean time has long been superseded by the nearly identical coordinated universal time (UTC) as the basis of international time. References to GMT,

however, remain widespread not only in the United Kingdom but also in the United States, Canada, and elsewhere.

When spelled out, designations of time and time zones are lower case (except for proper nouns). Abbreviations are capitalized.

Diversity, Equity, & Inclusion

This section provides high-level guidance and resources for equitable and inclusive writing on topics related to age, disability, gender, race and ethnicity, legal status, sexual orientation, and socioeconomics.

Writing About Diversity

Is age, disability, gender identity, race or ethnicity, sexual orientation, or socioeconomic status relevant to your story? This question matters, and you should always ask it.

Refrain from including irrelevant information about a person's identity or character—especially if the motivation is to point to one person as “proof” of diversity. This is most often a form of tokenization, which *Merriam-Webster* defines as “the policy or practice of making only a symbolic effort (as to desegregate).”

For more information, take a moment to read [“Navigating the Ethics of Telling Student Stories.”](#)

Age

Do not reference a person's age unless it is relevant to the story. Never use descriptors like “elderly,” “young,” or “old.”

Disorders, Illnesses, & Disabilities

When a person's disorder, illness, or disability is relevant to a story or article, it is almost always the case that we should talk about it using [People-First Language \(PFL\)](#). However, it is important to keep in mind that some individuals may prefer [Identity-First Language \(IFL\)](#).

For Example: PFL

- We need to optimize the website for individuals who have vision impairments.
- She works with people with disabilities.

For Example: IFL

- In the autism community, many self-advocates and their allies prefer “autistic,” “autistic person,” or “autistic individual” because they understand autism as an inherent part of their identity.

Know the difference between these two languages and understand the preferences of the person you're highlighting.

Gender

Gender is a social construct of norms, behaviors, and roles that vary between societies and over time. Gender identity is one's own internal sense of self and gender. Unlike gender expression, gender identity is not outwardly visible to others.

That's why it's so important that we don't make assumptions about another person's gender identity. Remember to ask the people you feature to provide their preferred gender pronoun, but also make it clear that they can choose not to identify as well.

Avoid gendered terms in favor of neutral alternatives.

For Example:

- Use "first-year student" instead of "freshman"
- Use "humankind" instead of "mankind"

Race & Ethnicity

Consider carefully when deciding whether to identify people by race. This information is often irrelevant and drawing unnecessary attention to someone's race or ethnicity can be seen as a form of bigotry and tokenization.

If race or ethnicity is relevant, make sure to follow the preferences of the person(s) in your communications. Remember to be as specific as possible when indicating a person's race or ethnicity.

Adhere to [guidance from the Associated Press](#) when determining capitalization of terms used in the racial, ethnic or cultural sense.

Legal Status

When describing a person's legal status in the United States, never use terms like "illegal" or "alien." Use People-First Language (PFL) that describes their status in human terms. This approach often uses the term "undocumented."

For Example:

- The students worked with undocumented workers living in New York State.
- Students with undocumented parents experience high levels of stress.

Remember to consider the relevance of an individual's legal status to your communications as well as the possible implications for sharing this information. Never share this information without consent.

Sexual Orientation

Consider carefully when deciding whether to identify a person's sexual orientation or gender identity. This information is often irrelevant and drawing unnecessary attention to someone's sexual orientation can be seen as a form of bigotry and tokenization.

LGBTQ+ is an umbrella term for lesbian, gay, bisexual, transgender and questioning and/or queer. The plus sign is used to acknowledge and include the spectrums of sexual orientation and gender identity.

LGBTQ+ is the correct and preferred spelling when broadly referencing sexual orientation and gender identity. LGBTQIA+ is also accepted, but for consistency and character count limitations, LGBTQ+ is preferred. The plus sign should always be used no matter which umbrella term you use.

Socioeconomics

Socioeconomic status is a broad term that encompasses income, educational attainment, occupational prestige, and subjective perceptions of social status and social class. Quality of life attributes and opportunities afforded to people within society are also encompassed in socioeconomic status.

Use People-First Language (PFL) when talking about a person's socioeconomic status. Avoid using broad, pejorative, and generalizing terms.

For Example:

- She is a person who has experienced homelessness.
- His father was unable to work because of a disability.

Frequently Used Terms

Advisor vs. Adviser

Use “advisor.” This is a deviation from the *Merriam-Webster* spelling, but “advisor” is typically seen as more formal. Additionally, “advisory” is the correct spelling and there is no alternative.

Admissions vs. Admission

Any references to the Office of Admissions should be plural, “Admissions,” even when dropping the “Office of” in second+ references.

Anti-racism vs. Antiracism

Refer to the [Associated Press Stylebook’s prefix entry](#) for more information on when to hyphenate words.

Canceled vs. Cancelled

Use variations with least characters, including “cancel,” canceled,” and “canceling.”

Co-author vs. Coauthor

Use “co-author” with a hyphen. This spelling also applies to “**co-founder**,” another frequently used term. Refer to the [Associated Press Stylebook’s prefix entry](#) for more information on when to hyphenate words, including those with the “co” prefix.

Compose vs. Comprise

Comprise is a verb; never use “comprised of.” (e.g., The college comprises three schools. The college is composed of three schools.)

COVID-19 vs. Covid

Use “COVID-19.” This is the preferred spelling according to the [Associated Press Stylebook](#).

Health care vs. Health Care

Use “healthcare” within the formal spelling of the Executive MBA/MS in Healthcare Leadership dual-degree program but “health care” should be used in all other instances.

Nonprofit vs. Non-profit

Use “nonprofit.” This is the preferred spelling and should be used over “not-for-profits.”

Resume vs. Résumé

Use "resume." While "résumé" is also correct, the use of the accents is in a state of flux, and "résumé" is arguably becoming dated. This spelling is used frequently in communications materials at any institution of higher learning, and the balance is tipped further in favor of "resume."

Startup vs. Start-up

Use "startup." This is a deviation from the *Merriam-Webster* spelling, but is nonetheless the appropriate spelling for communications written on behalf of the college and its schools according to the [Associated Press Stylebook](#).

Toward

No "s;" same goes for forward and backward

U.S. and US

The [Associated Press Stylebook](#) advises using "U.S" with periods in text and using "US" without periods in headlines. Do not use "USA" or any other variation.

Cornell Speak

Cornell University's Department of Human Resources offers a comprehensive list of [common Cornell-specific terms and abbreviations](#).

Links & Buttons

Link Text

Link text or “anchor text” should be written so that it describes its purpose and destination. Avoid using ambiguous link text, such as “click here” or “read more.”

If you are designing an email or are otherwise creating a link in a non-Wordpress environment, be sure to use styling that clearly indicates your text is linked. This includes underlining text when possible. There should also be some visual state change other than color when hovering or focusing on links. Do not rely on color or color changes alone to indicate links.

Button Links

Screen readers handle buttons differently than text-based links. Use buttons to signal clickable actions, such as “download,” “sign-up,” or “log out.” You may use links for less popular or less important actions.

Text in buttons or “CTAs” should be styled in all capital letters. If a single page has multiple CTAs, the text should be variable.

Linked Images

Images that are used as a link should have especially descriptive alternative (ALT) text. The ALT text, followed by the word “link,” will be announced as the link text for the link.

Names of the College, Schools & Units

We follow the [central nomenclature standards](#) for approved versions of the college and school names.

When writing for the web, it is preferable to use “SC Johnson College.” Although “SC Johnson” is allowed as noted on the central nomenclature page, we prefer the additional context of “College” to prevent confusion with the company in search engine results pages (SERPs).

Additional **exceptions** can be found in [Web Development – Acronyms & Abbreviations](#) and [Social Media – Names of College, Schools & Units](#).

Below are character-restricted approved versions:

- Cornell SC Johnson College of Business: **SC Johnson College**
- Charles H. Dyson School of Applied Economics and Management: **Dyson School**
- Samuel Curtis Johnson Graduate School of Management: **Johnson School**
- Cornell Peter and Stephanie Nolan School of Hotel Administration: **Nolan School**

It is also acceptable to use university, college, school, center, or institute where applicable. These references should always be lowercased when not used in a full or shortened official name.

Names of People

General Guidance

Use full name on first reference. Following the first reference, only the last name should be used and titles or honorifics should not be used.

If your content includes multiple individuals with the same last name, use the first name of the individuals throughout.

Go to [General Guidance – Professional Titles / Affiliations](#) for additional details related to the names of people.

Names with Initials

If someone is referred to by their initials, include periods after each.

For Example:

- It should be “E.M. Statler” instead of “EM Statler.”

Names of Students and Alumni

Use class year designations on first reference only. On second and subsequent reference, use only the last name. Titles or honorifics should not be used.

Go to the [General Guidance – Class Year Designations](#) section to review the full guidelines for naming students and alumni. Remember to refer to the [General Guidance – Class Year Designations - Alumni References](#) subsection for equitable and inclusive ways to refer to alumni.

Names of Parents

Using the parent designation is best used when it's important to indicate a connection to the college or school and the individual does not have a Cornell degree of their own. Parent status, if used, applies in perpetuity, meaning that their status is not limited to the time when their child is enrolled. Ultimately, the decision to use a parent designation should be based on context and judgment; it is not absolute.

Go to the [General Guidance – Class Year Designations – Parents Designation](#) subsection to see examples and convention details.

Names of Places

States and District of Columbia

When abbreviating states, use postal abbreviations:

State or Territory	Postal Abbreviation	State or Territory	Postal Abbreviation
Alabama	AL	Minnesota	MN
Alaska	AK	Mississippi	MS
Arizona	AZ	Missouri	MO
Arkansas	AR	Montana	MT
California	CA	Nebraska	NE
Colorado	CO	Nevada	NV
Connecticut	CT	New Hampshire	NH
Delaware	DE	New Jersey	NJ
District of Columbia	D.C.*	New Mexico	NM
Florida	FL	New York	NY
Georgia	GA	North Carolina	NC
Hawaii	HI	North Dakota	ND
Idaho	ID	Ohio	OH
Illinois	IL	Oklahoma	OK
Indiana	IN	Oregon	OR
Iowa	IA	Pennsylvania	PA
Kansas	KS	Puerto Rico	PR
Kentucky	KY	Rhode Island	RI
Louisiana	LA	South Carolina	SC
Maine	ME	South Dakota	SD
Maryland	MD	Tennessee	TN
Massachusetts	MA	Texas	TX
Michigan	MI	Utah	UT

State or Territory	Postal Abbreviation
Vermont	VT
Virginia	VA
Virgin Islands	VI
Washington	WA
West Virginia	WV
Wisconsin	WI
Wyoming	WY

* When referencing the District of Columbia, capitalize the “D” and the “C” and separate them with periods. There should be no space between “D” and “C.” Use a comma after the word “Washington.”

For Example:

- They consider their hometown to be Washington, D.C.

United States of America

Spell out “United States” when referenced as a noun. Abbreviate to US in noun form only when there are character count or design limitations. Use U.S. in the adjective form. Do not use “USA” or any other variation.

Names of Programs

School	Degree	Abbreviation	Program Name
Dyson School	Bachelor of Science	BS	in Applied Economics and Management
Dyson School	Master of Professional Studies	MPS	in Applied Economics and Management
Dyson School	Master of Science	MS	in Applied Economics and Management
Dyson School	Doctor of Philosophy	PhD	in Applied Economics and Management
Dyson School	CEMS Master in International Management*	CEMS-MIM	
Johnson School	Master of Business Administration	MBA	There are three full-time programs: (1) Two-Year, (2) Johnson Cornell Tech, (3) 1+1 MBA
Johnson School	Master of Business Administration	MBA	Our executive education programs are: (1) Executive MBA Americas, (2) Executive MBA Metro NY, and (3) Cornell-Tsinghua Finance MBA
Johnson School	Master of Business Administration / Master of Science	MBA / MS	Executive MBA/MS in Healthcare Leadership
Johnson School	Juris Doctor / Master of Business Administration	JD / MBA	
Johnson School	Master of Industrial and Labor Relations / Master of Business Administration	MILR / MBA	
Johnson School	Doctor of Medicine / Master of Business Administration	MD / MBA	
Johnson School	Master of Health Administration / Master of Business Administration	MHA / MBA	
Johnson School	Master of Engineering / Master of Business Administration	MEng / MBA	
Johnson School	Master of Professional Studies	MPS	in Management
Johnson School	Master of Professional Studies	MPS	in Management–Accounting Specialization

Johnson School	Doctor of Philosophy	PhD	in Management
Nolan School	Bachelor of Science	BS	in Hotel Administration
Nolan School	Master of Management in Hospitality	MMH	
Nolan School	Master of Professional Studies	MPS	in Real Estate**
Nolan School	Master of Science	MS	in Hotel Administration
Nolan School	Doctor of Philosophy	PhD	in Hotel Administration

* Master's degree or non-degree participation

** Indicates the Baker Program in Real Estate, program abbreviated as "MPS-RE"

Complex Degree Names

The naming of some programs at the SC Johnson College are uniquely complex. Specifically, programs that are jointly offered with another university or governing body lead to some confusion and consistency issues.

1. CEMS Master in International Management (MIM)

The CEMS-MIM program is available to Cornell degree-seeking and non-Cornell degree-seeking students at the Dyson School. Students earning a degree from Cornell University are pursuing a Master of Professional Studies (MPS) in Applied Economics and Management.

To be clear, not all CEMS-MIM students are pursuing a degree from Cornell University. Some are exchange students who are earning a degree from another institution and are enrolled at Cornell University for one semester as members of the CEMS-MIM program.

Therefore, note the abbreviations below, which slightly deviate from the typical convention:

- **Degree from Cornell:** Tom Foolery, MPS CEMS-MIM '21
- **No Degree from Cornell:** Jane Doe, CEMS-MIM '21

2. Executive MBA Americas program with Queen's University

Some degrees are offered in partnership by two institutions. For example, students in the Executive MBA Americas program will earn two MBAs: one from Queen's University and one from Cornell University.

Do not designate the institution, but do designate the name of the program when appropriate. If needed, you can qualify the institution in a supporting sentence or phrase, but the degree abbreviation should simply be "MBA."

For Example:

- Tom Foolery, MBA '21 is a distinguished graduate of the Johnson School's Executive MBA Americas program, having earned an MBA from both Cornell and Queen's universities.

3. Master of Professional Studies in Real Estate

This degree is offered by the Baker Program in Real Estate and should be abbreviated as "MPS-RE."

For Example:

- Jane Doe, MPS-RE '21 is a graduate of the Cornell Baker Program in Real Estate.

Numbers

In general, write out numbers zero through nine. Use numerals for the number 10 and greater. For example, “eight, nine, 10, 11” would be correct.

Do not begin sentences with numerals. Rewrite sentences that begin with a number. If this is not possible, deviate from the guidelines and spell out the number.

Large Numbers

Use a hybrid approach. For example, it would be correct to write 20 million rather than 20,000,000.

Decimals

Write decimals using numerals. Express fractions in running text should be expressed using decimals. When a quantity equals less than 1.00, place a zero before the decimal point as an aid to readability.

Refer to [Associated Press Stylebook](#) for specific details and examples.

Percentages

Percentages in running text should be numerals with a percent symbol. Avoid starting sentences with percentages, but if it's a must, both the number and percent should be written out. For example, it would be correct to write “our yield increased by 65%.”

Refer to [Associated Press Stylebook](#) for specific details and examples.

Always Numerals

The following scenarios always call for numerals:

- Ages
- Credits
- GPA

Plural References

Terms like "faculty" and "staff" are collective nouns and not discrete units.

Correct Use:

- The faculty has voted on the new curriculum.
- The staff is encouraged to learn more about university benefits.
- Two members of the faculty were at the lecture.
- Two faculty members were at the lecture.
- A quarter of the faculty is planning to attend.

Incorrect Use:

- Two faculty were at the lecture.

Plural Use of Alumni

Go to the [General Guidance – Class Year Designations - Alumni References](#) subsection to see how to treat singular and plural forms of the word “alumni.”

Possessives

In general, construct the possessive form of a noun by adding an apostrophe and an s (singular nouns) or just an apostrophe (plural nouns).

For Example:

- The university's main campus is located in Ithaca, NY.
- The cities' regional interests include agriculture and innovation.

This also holds for abbreviations, numbers, and words ending in an unpronounced s.

For Example:

- The campus's initiatives reflect these values. It's why the area can grow grapes similar to those found in Bordeaux's most famous vineyards.
- It's why they named one of their bottles after Descartes's most famous treatise.

Both the trailing consonant and the appended s are pronounced in singular and plural proper nouns ending in s, x, or z.

For Example:

- They stayed at the Williamses' house.

EXCEPTION

Construct possessives of irregular plurals that don't end in s like singular possessives.

For Example:

- The children's TV show was developed by an esteemed alumna.

Possessives of nouns that are plural in form, but singular in meaning, are formed by adding an apostrophe only, whether the use is singular or plural. This includes places or organizations that are singular entities, but with names (or the last elements in their names) that are plural forms ending in s.

For Example:

- They are politics' most noted practitioners and economics' foremost theorists. In other words, they are the United States' most important geopolitical influencers.

Publications

Styling related to academic articles, book chapters, chapter books and textbook titles, journals and magazines, newspaper articles, podcasts, and videos are noted in this section.

Academic, Magazine, and Newspaper Articles

Use title case and wrap full article name in double quotation marks. Always note the title of the publication.

Example:

- John S. Ellis's article "Reconciling the Celt" appeared in the Journal of British Studies.

Book Chapters

Use title case and wrap full chapter name in double quotation marks. Always note the title of the book.

Example:

- In chapter 3 of The Footnote, "How the Historian Found His Muse," Anthony Grafton...

Chapter Books & Textbooks

Use title case and wrap the chapter book or textbook title in double quotation marks. In Cornell Business News stories and articles, include the publisher and date and link to the publisher's book page. When character limits allow, include the publisher in social media posts.

For Example:

- Professor Frank wrote "[Under the Influence: Putting Peer Pressure to Work](#)" (Princeton University Press, January 2020).

Journals & Magazines

Use title case and do not style the full journal or magazine title in double quotes or italics. Always note the title of the publication.

Example:

- John S. Ellis's article "Reconciling the Celt" appeared in the Journal of British Studies.

Podcasts, Shows, & Videos

Use title case for the individual podcast, show, or video episode and wrap it in double quotation marks. Always note the full title of the source.

Example:

- “The Alibi,” the first episode in the podcast “Serial,” ...

Website Content

Use title case for page title and wrap heading name in double quotation marks if applicable. Always note the title of the website. If the company or organization’s name is not included in the website, make sure to note this information as well.

Example:

- Jane Austen’s “Emma” is available as an audiobook from Project Gutenberg. Wikipedia’s “Let It Be” entry says...

Punctuation & Symbols

Ampersands

Spell out “and” in place of ampersands in most cases.

EXCEPTIONS

- Highly space-constrained contexts where every character counts. For example, website navigation, headings, menu items, or social media. Go to [Web Development – Punctuation & Symbols](#) and [Social Media – Ampersands](#) for more details on these exceptions.
- Where ampersands are part of a standard abbreviation or specific branded treatment. For example, “Johnson & Johnson” is the official name of a company.

Apostrophes

Use the curly or “smart” apostrophe, especially in print. When designating a class year following the name of a graduate, precede the class year with a [closing single quotation mark](#).

Colons

Capitalize the first letter after a colon only if it is a proper noun or the beginning of a complete sentence.

Dashes

There are three kinds of dashes: the em dash, the en dash, and the hyphen. Each has their own specific use.

- **Em Dash**
The em dash is the longest of them all, and it’s commonly used to strongly offset a phrase. It should also be used for quote attribution.
- **En Dash**
The en dash is the second-longest, and it is used primarily to indicate ranges.
- **Hyphen**
The hyphen is the shortest dash, and it is used to turn two or more words into one. It is also used to connect certain prefixes to words.

Plus Signs

Like the ampersand, don’t use the plus sign in place of an “and.”

Always use a plus sign when referencing “LGBTQ+.” The plus ensures inclusivity.

Serial Commas

Always use the serial or “Oxford” comma. This comma is placed before the last item in a series of three or more, before the “and” or “or.”

Web Accessible Writing

This section provides high-level guidance for developing communications that are accessible to people with disabilities. These tips are good practice to help you meet Web Content Accessibility Guidelines (WCAG) requirements.

For more detailed information, go to our [Web Accessibility Resources](#) or go to the original source for this information at [w3.org/WAI/tips/writing](https://www.w3.org/WAI/tips/writing).

1. Use headings to convey meaning and structure

Use short headings to group related paragraphs and clearly describe the sections. Good headings provide an outline of the content.

2. Make link text meaningful

Write link text or “anchor text” so that it describes the content of the link target. Avoid using ambiguous link text, such as “click here” or “read more.” Indicate relevant information about the link target, such as document type and size, for example, ‘Proposal Documents (RTF, 20MB)’.

Go to [General Guidance – Links & Buttons](#) to learn more.

3. Write meaningful alternative text for images

For every image, write alternative text (alt text) that provides the information or function of the image. If images are purely decorative they should not receive alt text.

4. Create transcripts and captioning for media

For audio-only content, such as podcasts, provide a transcript. For audio and visual content, such as training videos, also provide captions. Include in the transcripts and captions the spoken information and sounds important for understanding the content, for example, “door creaks.” For video transcripts, include a description of the important visual content, for example “Ethan leaves the room.”

5. Keep content clear and concise

Use simple language and formatting, as appropriate for the context.

- Write in short, clear sentences and paragraphs.

- Avoid using unnecessarily complex words and phrases. Consider providing a glossary for terms readers may not know.
- Expand acronyms on first use. For example, Web Content Accessibility Guidelines (WCAG).
- Use list formatting as appropriate.
- Consider using images, illustrations, video, audio, and symbols to help clarify meaning.

Web Development

This section is dedicated to style exceptions for non-Cornell Business News website content.

Acronyms & Abbreviations

Use acronyms, shorthand, or abbreviations in headers on first reference. In the paragraph that follows, spell out the name or term upon the first reference and include the acronym or initialism in parentheses right after the spelled-out version. Use the abbreviation exclusively after this first reference.

H2: ACLU in Action

Paragraph: The American Civil Liberties Union (ACLU) assists individuals who've experienced civil rights violations and lobbies the legislature and criminal justice system to preserve and promote equal rights.

An acronym or abbreviation should be reintroduced on a webpage if the first reference is not visible after scrolling. Always aim to make sure the meaning of acronyms and abbreviations are clear, even if the treatment is seemingly repetitive. This assumes the user isn't reading a webpage from top-to-bottom, which is generally considered typical.

This rule applies to [Academic Degrees & Programs](#) as well as to the [Names of the College, Schools & Units](#), which use the [standard or shorthand names](#) in headers on the first reference.

Capitalization & Casing

Title case should be used for all non-Cornell Business News headings. Buttons should contain text letters or "CTAs" that are all capitalized.

EXCEPTION

All Frequently Asked Questions (FAQs) should be H3s and in sentence case for user experience (UX) purposes.

H3: Will I have an admissions interview?

Paragraph: The Nolan School does not require or even conduct formal interviews.

Class Year Designations

The comma between the last name and abbreviated graduate degree should be omitted on social media and web development content. This honors character limitations and promotes consistency. For more guidance related to Class Year Designations, go to our [General Guidance – Class Year Designations](#) section.

Punctuation & Symbols

Ampersands can be used in some contexts where space is limited. The following guidance should be applied in most web development circumstances:

- A series of three or more words should use an ampersand in contexts where space is limited. For example, “Diversity, Equity, & Inclusion” rather than “Diversity, Equity, and Inclusion.”
- “And” should be spelled out between two words. For example, “Diversity and Inclusion” rather than “Diversity & Inclusion.”

Title & Meta Elements

Title tags and meta descriptions should use the shortened informal names for the college and each school. This acknowledges character limitations as well as brand guidelines. Title tags should conclude with “[Cornell [School Name]”

Never reference the university, college, or schools in the following ways:

- JCB
- Johnson College
- Hotel School, Nolan SHA, NSHA, SHA, Hotel

Web Accessibility Resources

We write for a wide variety of people and audiences. When we develop accessible content, it is an effort that goes beyond text. It is an effort that affects the way we organize and guide readers—the way we collectively tell stories. Accessible writing and storytelling acknowledges users of all mental and physical capacities, whether it is situational or more permanent.

Visitors to our digital real estate interact with our content in different ways. We aim to make our content accessible to anyone using a screen reader, keyboard navigation, or Braille interface, and to users of all cognitive capabilities.

Additional Resources

- [How to Meet WCAG \(Quick Reference\)](#)
- [Section 508](#)
- [WCAG 2.1 at a Glance](#)
- [Website Accessibility & the Law](#)
- [Web Accessibility Laws & Policies](#)

Social Media

This section is dedicated to identifying slight deviations from the college's style guide. These differences are a result of the nuances of each platform and social media more generally.

Academic Degrees & Programs

Do not make formal or informal references to academic degrees or programs. Always use the abbreviated form when referring to academic degrees. For a list of common degree names, go to our [General Guidance – Academic Degrees & Programs](#) section.

Acronyms & Abbreviations

Common acronyms, initialisms, and abbreviations can be used without first reference on social media. However, spelling out the acronym, initialism, or abbreviation is still preferred if character limits allow, especially if the shortened version of the full spelling is not universally known.

There are a few reasons for this:

- Each social media platform has its own search engine. Combining the full spelling and the abbreviation would be beneficial to the search algorithm. Keywords typically have greater significance than hashtags.
- Acronyms, initialisms, and abbreviations are exclusionary and make our content more confusing and/or less accessible to readers who aren't familiar with us.

Make note of the following examples:

Ideal Post

As part of the 2021 virtual #CornellReunion events, Dean Kate Walsh interviewed alumnus Anthony Capuano '87, chief executive officer (CEO) of Marriott International.

Acceptable

As part of the 2021 virtual #CornellReunion events, Dean Kate Walsh interviewed alumnus Anthony Capuano '87, CEO of Marriott International.

Incorrect

Professor David Sherwyn is the director of CIHLER.

Refer to our [General Guidance – Acronyms & Abbreviations](#) section for more details and guidance.

Ampersands

Ampersands are a great piece of punctuation for social media posts. It can help us acknowledge character limits and make longer posts seem less dense and easier to read. With that in mind, there are a few style rules to keep in mind:

- Never use more than two ampersands per post.

- Never use an ampersand in a hashtag as it will break the hashtag.
- Never use ampersands sequentially. If you have three “ands” in a sentence, separate them visually by replacing the second “and” with an ampersand.

For Example:

- *Correct:* Cornell University and the SC Johnson College & New York State and the Cornell Cooperative Extension welcome out-of-state students back to campus.
- *Incorrect:* Cornell University & the SC Johnson College & New York State and the Cornell Cooperative Extension welcome out-of-state students back to campus.
- Do not use additional ampersands in a post if you are referencing a business or organization that uses an ampersand in their branding (e.g. Johnson & Johnson). Only use the branded ampersand to avoid confusion.

Class Year Designations

When first referencing students or alumni on social media, cite first and last name followed by an abbreviated graduation year. Make sure a closing single quotation mark precedes the abbreviated graduation year.

Social media posts should omit the comma between the last name and graduate-level degree abbreviation. This is a deviation from the [General Guidance – Class Year Designations](#) rules.

For Example:

- John Doe '07
- Jane Doe MBA '84
- Tom Foolery MMH '91

A full list of social media accounts affiliated with Cornell University can be found at socialmedia.cornell.edu.

Emojis

Use emojis sparingly and deliberately. Limit use to celebratory posts or posts related to exciting Cornell-related events. Emojis can be used on any platform, but are most appropriate on Instagram. Note that emoji appearance may vary by browser.

General Guidance

- Never use emojis in place of words. Place emojis at the beginning or end of posts.
- Never use emojis that require skin tone selection, flag selection, or have established cultural meanings, subtexts, or just general insensitivities.

In other words, stick to these approved emojis, available at getemoji.com:

 Graduation Cap	 Bear	 Fallen Leaf	 Sunflower
 Seedling	 Tulip	 Globe (Americas)	 Rainbow
 Sun	 Sun Behind Cloud	 Snowflake	 Cloud with Snow
 Apple	 Trophy	 Sparkler	 Flashing Camera
 Red Clock	 Party Popper	 Red Heart	 Music Notes

- If you want to use an arrow, do not use the arrow emojis. Use the plain HTML entity arrows instead:

Leftward Arrow	←
Rightward Arrow	→
Upward Arrow	↑
Downward Arrow	↓

GIFs

GIFs are best for Instagram, and should be used sparingly on Facebook and LinkedIn. Do not use GIFs created by non-Cornell designers.

University GIPHY Accounts		
Cornell Alumni	@cornellalumni	giphy.com/cornellalumni
Cornell SC Johnson College	@CornellUniversitySCJohnson	giphy.com/cornelluniversityscjohnson
Cornell University	@CornellUniversity	giphy.com/cornelluniversity

Instagram Stickers

Use Instagram Story Stickers sparingly and deliberately. Always try to use Cornell-created stickers over other options as some stickers can be discreetly branded. Be vigilant to branding or established cultural meanings, subtexts, or just general insensitivities that may exist in stickers made by designers outside of Cornell University.

Hashtags

We employ hashtags rarely and deliberately. Central Communications has asked official accounts to not create hashtags, and it's a policy we're following strictly. Here's a few other reasons we don't promote hashtags and limit their use:

1. **Hashtags are antiquated**

Unless you're an influencer who is monetizing social media performance, hashtags are largely considered an artifact of early social media.

2. **Hashtags muddy the water**

Our users often use hashtags in place of tags, making it more difficult for us to find and engage with earned content—even content with immense value. This is simply because we don't know the post exists or, depending on the social media platform, there is no sharing functionality for non-tagged posts.

3. **Hashtags are usually inaccessible**

Many users and even some platforms, like Instagram, exclusively use all lower case hashtags. This makes it difficult for screen readers to correctly read and communicate.

For example, #susanalbumparty can be read quite differently than the intended #SusanAlbumParty.

General Guidance

- Keep hashtags short and use title case. Single word hashtags are always preferable.
- Remember that spaces, special characters, punctuation, and emojis break the hashtag from text. Test your hashtag before publishing your post.
- Never bundle multiple hashtags at the end of posts. While this is usually practiced by influencers and smaller brands on Facebook, Instagram, and LinkedIn, it is atypical on higher education handles and appears unprofessional.
- Prioritize tagging and keywords over hashtags. Never use #CornellMBA, #CornellMBA, or #CornellDyson as a replacement for tagging as this negatively impacts the algorithm and engagement. In general, limit the use of branded hashtags in owned posts.
- Do not use trending hashtags to promote your post, especially if it is irrelevant or off-topic.
- Adhere to guidance related to university hashtag campaigns.

Images & Multimedia

Images

All images published on social media must have alternative (alt) text and/or a photo description in the original post.

Scheduling images with alt text is not always possible. Sprout can currently add alt text to Instagram, Facebook, and LinkedIn images.

For Example: <https://www.instagram.com/p/CQ6MveAtHWI/>



Video

When possible, videos should be sized and published for each platform. It is always preferable to post videos natively rather than sharing a link from YouTube. Videos should typically be less than a minute and have closed captioning.

Audio

If audio is posted on a social media channel, it must include a link to a transcription.

Links & Social Cards

The visuals of any social media post are almost exclusively seen and interpreted first by users. Therefore, we want our visuals to be compelling, authentic, and visually appealing.

Images on social media are often generated into an image or “social card” link. This feature is usually accompanied by prominent metadata, including content titles and, occasionally, subtitles.

On Facebook and LinkedIn, you should always remove the long URL or link after the social card has been generated. For more details, go to the [Styling for Facebook](#) and [Styling for LinkedIn](#) sections.

Importantly, we often share links from third-party websites where we cannot control the imagery. On occasion, we even encounter social cards from third-party websites that feature visually unappealing content or metadata that is somewhat controversial. We also encounter scenarios where no social card populates or is available.

In such cases, we substitute social cards with an appropriately sized image and incorporate a shortened vanity link to our post copy. These shortened links can be generated in Hootsuite. They should not include the “http” or “https” as this is not necessary and makes the copy appear cleaner.

Ultimately, we always want to aim to provide a compelling and visually appealing social card when possible. Replacing social cards with an image and vanity link is a solution for the following scenarios:

1. Social cards do not populate or exist
2. Images do not meet our visual standards or can be negatively interpreted
3. The metadata, such as title or subtitle, is sensational or controversial

Remember that Instagram is the only platform where posts do not activate links. For more details, go to the [Styling for Instagram](#) section.

Names of College, Schools & Units

When writing for social media, it is acceptable to use the shorthand version of the formal name of the college, school, or unit on first reference, especially if character limits exist. Use the following:

- SC Johnson College
- Dyson
- Johnson
- Nolan School
- Cornell

Tag college and school handles when it makes strategic and grammatical sense. For more details, go to our platform-specific guidance sections: [Styling for Facebook](#), [Styling for Instagram](#) and [Styling for LinkedIn](#).

Names of People

Use full name on first reference. Following the first reference, only the last name should be used and titles or honorifics should not be used.

If possible, faculty and staff should be tagged on LinkedIn and Instagram. Faculty, staff, and students should also be tagged on LinkedIn, whenever possible.

Students often request tagging on Instagram. This is acceptable and usually approved; however, if their profile is public, ensure that their profile would be an appropriate reflection of the university, college, and school.

More details on tagging are available in our platform-specific guidance sections: [Styling for Facebook](#), [Styling for Instagram](#) and [Styling for LinkedIn](#).

Names of Places

Follow general guidance on state, districts, and territory spelling. Always spell out “United States” unless it is part of the formal name of a business, organization, etc.

Names of Programs

Always use the degree abbreviation with the program name. Never spell out the formal degree name. Go to our [General Guidance – Names of Programs](#) section to see the full list of programs.

For the CEMS Master in International Management (MIM) program, it is preferable to spell out the full name. Using the abbreviation is acceptable when character limits are prohibitive:

- **Degree from Cornell:** Tom Foolery MPS CEMS-MIM '21
- **No Degree from Cornell:** Jane Doe CEMS-MIM '21

Styling for Social

Posts should almost always be formatted and styled in a way that acknowledges the functionality and algorithm of each social media platform. Likewise, images and other multimedia should be developed and sized for each platform.

In other words, a single message should almost never be broadcasted across all platforms and all schools. A single message, at a minimum, should be edited to acknowledge platform differences.

More details are available in our platform-specific guidance sections: [Styling for Facebook](#), [Styling for Instagram](#), and [Styling for LinkedIn](#).

Styling for Facebook

It's more difficult than ever to get your audience's attention on Facebook. Keep posts short and concise and really focus your efforts on accompanying plain language with compelling images, social cards, or short videos.

General Guidance

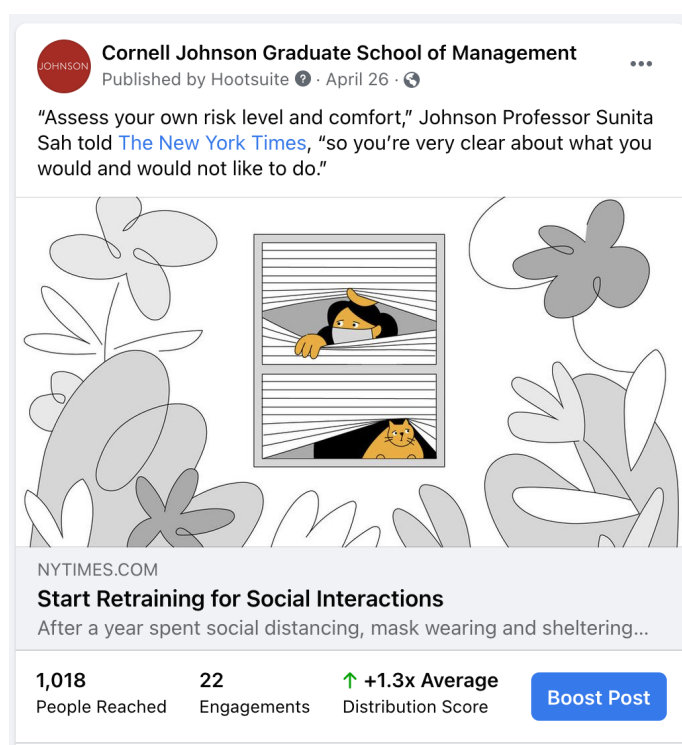
1. When possible, tag your handle or the handles of other companies or organizations who are referenced in your text content. If the company or organization uses an abbreviation for its handle, the handle should follow the full name of the company or organization. Never tag the names of people on Facebook. See [Example #01](#) in the Facebook Style Examples sub-section.
2. When possible, do your best to limit your posts to 40-80 characters. See [Example #02](#) in the Facebook Style Examples sub-section.
3. Occasionally it is appropriate to craft longer posts. Make sure your content is more digestible by breaking apart longer paragraphs. Also do your best to encourage users to expand your post by saying so above the break point. See [Example #03](#) in the Facebook Style Examples sub-section.
4. If you add a link, always remove the link URL after it has generated a social card image. If a link does not create a social card image, use Hootsuite to create a vanity URL. See [Example #04](#) in the Facebook Style Examples sub-section.

Go to the [Social Media – Links & Social Cards](#) section for more information and details.

5. When posting owned video content, do not post a link to YouTube. Instead, post the Reel directly on Facebook as it will dramatically improve performance. Make sure all Reels have closed captioning.
6. Keep text in images minimal. All images should have alternative (alt) text.

Facebook Style Examples

- *Example #01: Tag Businesses and Organizations*





- *Example #02: Keep Your Posts Short*



Jump To [Our Index](#) On Page 3

- *Example #03: Be Strategic with Longer Posts*


Cornell Johnson Graduate School of Management
Published by Hootsuite · June 19 at 9:45 AM ·

Join us in celebrating the stories, accomplishments, and freedom of Black Americans this [#Juneteenth](#) with the recognition that there is still much work to do to bring equity to business and the world.

Take a moment to learn more about Juneteenth below ↓... [See More](#)



925
People Reached

8
Engagements

↑ +1.2x Average
Distribution Score

Boost Post

4

1 Share


Cornell Johnson Graduate School of Management
Published by Hootsuite · June 19 at 9:45 AM ·

Join us in celebrating the stories, accomplishments, and freedom of Black Americans this [#Juneteenth](#) with the recognition that there is still much work to do to bring equity to business and the world.

Take a moment to learn more about Juneteenth below ↓

Juneteenth—known also as Freedom Day—is the oldest nationally celebrated commemoration of the ending of slavery in the U.S.

On June 19, 1865, enslaved Black Americans in Galveston, Texas were informed of their freedom—two and a half years after Abraham Lincoln issued the Emancipation Proclamation.

Juneteenth is a holiday where we can collectively celebrate the journey and freedom of all Black Americans.

In 2021, Juneteenth was named an official holiday at Cornell University for all students, faculty, and staff.



925
People Reached

8
Engagements

↑ +1.2x Average
Distribution Score

Boost Post

4

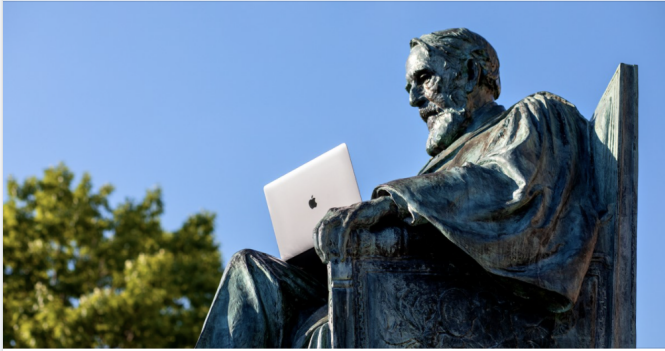
1 Share

- *Example #04: Manage Your Links*


Cornell Johnson Graduate School of Management
Published by Hootsuite · June 21 at 12:50 PM ·

We joined the greater campus community in celebrating all things Cornellian this month! Take a moment to get a recap of the 2021 [#CornellReunion](#) festivities at the [Cornell University](#) SC Johnson College of Business!

Learn more → ow.ly/nqdU50Ff8PQ



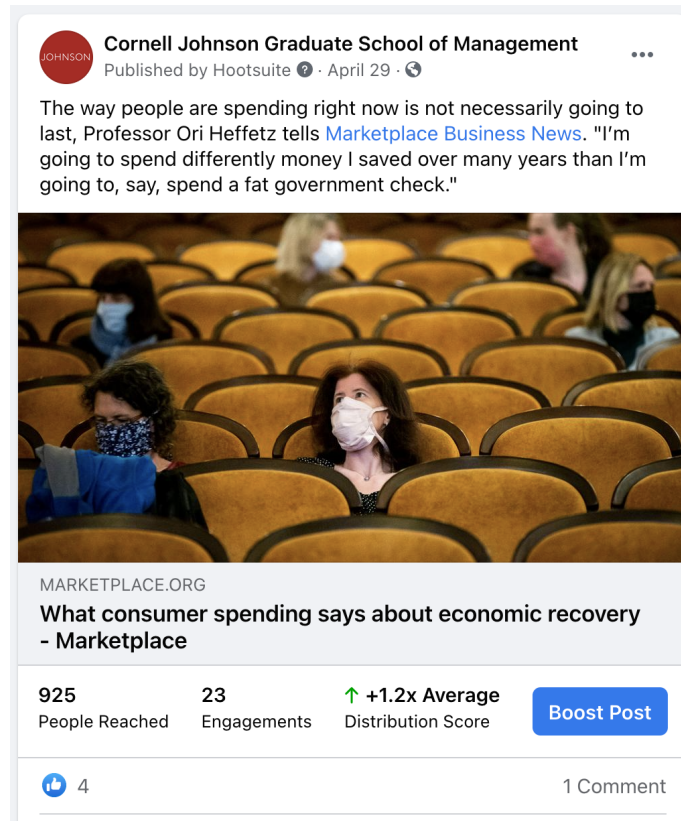
886
People Reached

11
Engagements

↑ +1.1x Average
Distribution Score

Boost Post

2



Styling for Instagram

The most important part of an Instagram Grid post is the image and the first 125 characters. Post text is truncated after the first 125 characters, meaning users will only see the rest of your message if they click "... more."

General Guidance

1. Use your first 125 characters wisely, especially if your post can be construed negatively without full context. Posts should aim to be 280 characters or less.
2. Keep text out of your images and lean heavily into authentic visuals that are undoctored.
3. Longer posts are widely accepted on Instagram. These posts should be 1,500 characters or less. Make sure your content is more digestible by breaking apart longer paragraphs. Also do your best to encourage users to expand your post by saying so before the truncation point. See [Example #01](#) in the Instagram Style Examples sub-section.
4. Add photo descriptions to all single-image posts. Make sure alt text is added to multi-image posts during manual posting. See [Example #02](#) in the Instagram Style Examples sub-section.

5. Cornell University and its colleges and units can be referenced by their handle instead of their formal name. Spell out the name of the college, school, or unit if the handle does not fully represent its name, function, or affiliation with Cornell University.

For Example:

- We're all a part of the @CornellUniversity community.
- The Cornell Women's Resource Center (@wrc.cornell) offers programming all year long.

6. On first reference, follow names with handles in parentheses when possible and appropriate. If the company or organization has an abbreviation, the handle should follow the abbreviation.

For Example:

- We're all a part of the @CornellUniversity community.
- Take a moment to see a message from President Martha E. Pollack (@cornellpresident).
- He is the chief executive officer at the Federal Deposit Insurance Corporation (FDIC) (@fdicgov).

Handles should only be used once in a post. The full name of a company or organization should be used after first reference. For the names of people after first reference, only the last name should be used and titles or honorifics should not be used.

7. Tag and use handles carefully. Students often request to be tagged on Instagram. This is acceptable and usually approved; however, if their profile is public, ensure that their profile would be an appropriate reflection of the university, college, and school.
8. Avoid hashtags unless they are a single word or are a part of a university-driven campaign (e.g. #Cornell2021). Instagram formats hashtags so the letters are all lower case, which is inherently inaccessible to all readers in some way or another.
9. All Reels require captions and should be less than one minute in duration. Captions should follow Creative's style guide. Captions must be open. Auto-generated captions are not sufficient.

Instagram Style Examples

- *Example #01: Longer Posts*

<https://www.instagram.com/p/CP4O7pCDyKG/>



- *Example #02: Photo Descriptions*

<https://www.instagram.com/p/CPeLCfCgJJE/>



Instagram Stories

The style and function of Instagram Stories is versatile. However, there are some important policies to keep in mind:

1. Lean heavily into authentic visuals that are undoctored.
2. Screen readers and other assistive technology are not currently supported on Instagram Stories. Therefore, pre-designed graphics with substantial text should never be uploaded to Instagram Stories unless a link to a clear text-based alternative is provided (e.g. transcript, Cornell Business News article, etc.).
3. All videos must have opened captions. Auto-generated captions are not always accurate and will need to be edited for correct spelling, capitalization, and punctuation.
4. Avoid hashtags unless they are a single word or are a part of a university-driven campaign (e.g. #Cornell2021, #CornellReunion). Instagram formats hashtags so the letters are all lower case, which is inherently inaccessible to all readers in some way or another.
5. When possible and appropriate, use the @MENTION Sticker to tag handles that may want to re-post your story. Other accounts cannot share your story unless you tag their handle specifically.

Instagram Links

Instagram is the only platform where posts do not activate links. Use our Sprout account to add and manage links on Instagram. All links on this platform should include an image with a square ratio as well as a concise title.

In any Instagram Grid Post, you should always say “link in bio” when the post’s goal is to direct users to another website.

Therefore, any Instagram Story for the Dyson and Nolan Schools must also have “link in bio” language when the post’s goal is to direct users to another website.

- Link in bio page for SC Johnson College: <https://sprout.link/scjohnsoncollege>
- Link in bio page for Dyson: <https://sprout.link/cornelldysonschool>
- Link in bio page for Johnson: <https://sprout.link/cornellmba>
- Link in bio page for Nolan School: <https://sprout.link/cornellnolanschool>

Styling for LinkedIn

LinkedIn is by far the most popular channel for the Johnson School, and its popularity is growing among users affiliated with the Dyson and Nolan Schools. The platform offers a lot of opportunities to share different types of content, but regardless of length or form, we follow the same basic rules and principles.

General Guidance

1. When possible and appropriate, always mention organizations and users. Because LinkedIn is a platform for professionals, it is usually appropriate to mention individuals using the @ sign. See [Example #01](#) in the LinkedIn Style Examples sub-section.

Note that you cannot mention individual LinkedIn accounts from Hootsuite. Only organization-level accounts can be mentioned from schedulers. Posts with individual user mentions cannot be scheduled and therefore must be posted manually.

2. Occasionally it is appropriate to craft longer posts. Make sure your content is more digestible by breaking apart longer paragraphs. Be mindful of where the post will truncate and require users to expand the post. See [Example #02](#) in the LinkedIn Style Examples sub-section.
7. If you add a link, always remove the link URL after it has generated a social card image. If a link does not create a social card image, use Hootsuite to create a vanity URL. If the link populates an undesirable image or an image with substantial text, you can replace the image using the social card editing features.

Go to the [Social Media – Links & Social Cards](#) section for more information and details.

8. When posting owned video content, post natively to YouTube Shorts and schedule for Instagram Reels, either natively or in Sprout. Make sure all Shorts and Reels have closed captioning.
9. Keep text in images minimal. All images should have alternative (alt) text.
10. Use hashtags sparingly. Hashtags should aim to be a single word, very general, and commonly used. Do your research and also refer to our hashtag guidelines in the [Social Media – Hashtags](#) sub-section.

LinkedIn Style Examples

- Example #01: Mention


Cornell School of Hotel Administration
 11,044 followers
 1w •

"The simple explanation is that there is a greater willingness among some people to tip now as opposed to before the pandemic," Professor [Michael Lynn](#) tells [The Atlantic](#).



The Pandemic Really Did Change How We Tip
[theatlantic.com](#) • 8 min read

7

- Example #02: Longer Posts


Cornell Johnson Graduate School of Management
 42,282 followers
 3w • Edited •

Congratulations to [Eddie Asbie](#) who was named Executive Director of Admissions and Scholarship at the [Cornell Johnson Graduate School of Management](#).

Asbie previously served as the Interim Executive Director of Admissions and Scholarship. He joined Johnson in 2012.

"At Johnson, Eddie has established himself as a dedicated, caring, affable, and highly successful MBA admissions recruiter and officer," wrote Associate Dean [Drew Pascarella](#) in an email to students.

"In his nine years at Johnson, he's recruited thousands of outstanding students into the Johnson family. Importantly, Eddie has led our diversity, veteran, and dual-degree admissions processes, consistently closing impressive and sizable cohorts of impactful students. It's hard not to smile when Eddie's name is mentioned in conversation. He is a passionate and positive ambassador of our brand."

Congratulations Eddie!



1,078 • 108 comments

Basics of Good Writing

The purpose of any story or blog post is to engage and inform readers. Follow these guidelines when writing for Cornell Business News:

1. **Start with an outline.** What key points do you want to make? What makes this story interesting?
2. **Introduce your subject.** Open with an engaging, cohesive, well-constructed paragraph that captures the story's key focus.
3. **Know your reader.** Know your target audience and write to keep them engaged. What do you want them to know about this topic? How do you want them to feel after reading this story?
4. **Guide your reader.** Construct each paragraph so information flows clearly from one point to the next.
5. **Delight your reader.** Draw out interesting aspects of the story so readers will want to read to the end of the story.
6. **Review your draft.** Edit. Revise. Proofread.

As you create your content:

- Use lively and active language
- Be clear in message and purpose
- Be concise, accurate, and organized with your information
- Be succinct
- Be creative, within constraints

Avoid:

- Passive voice
- Unjustifiably complex sentences
- Self-laudatory or gushing language
- Unnecessary repetition
- Slang, jargon, and clichés

Voice & Tone Guide

Personality and tone of voice have measurable impacts on readers' perceptions of an institution's friendliness and trustworthiness. Strive for direct, conversational, positive tones in most stories. Of course, it's important to strike a serious tone for certain subjects.

Ideally, our college's Cornell Business News stories act as proof points that help to bring our brand to life by conveying the intellectual, academic, and career pursuits of our faculty, students, and alumni.

These stories show who we are, how we behave, and what's important to us. Refer to these personality and tone guidelines from the SC Johnson College of Business Brand Essentials guide to set the right tone when composing Cornell Business News stories and blog posts.

Personality

A well-rounded personality is the key to forging an emotional connection with our audience. These differentiating qualities inform how our brand behaves and help us create language that is an authentic reflection of who we are. Our college personality is:

Welcoming

We invite people into the conversation.

Forward-Thinking

We're grounded in the present, with an eye toward the future.

Driven

We're bold and clear about our goals and objectives.

Collaborative

We know we accomplish more working together.

Social-Minded

We're invested in the well-being of communities beyond our own.

Tone

A carefully chosen tone sets the right emotional context or flavor of your message. Whether it's friendly and approachable, professional and authoritative, or inclusive and supportive, the tone shapes how an audience interprets our brand.

The tone you use will shift depending on your purpose and audience. All communications—from social media posts to printed materials to web—should reflect the following characteristics:

Inclusive

We go out of our way to make others feel welcomed and valued.

Inspired

We choose to pursue the opportunities new situations present.

Collegial

We elevate and amplify the voice of others.

Direct

We get to the point, boldly and confidently.

Thoughtful

We consider the implications of our words and our actions.