Style guidelines.

We make *a lot* of content at P2PU--Twitter feed to badges to help desk answers to email notifications to buttons on p2pu.org. We do have a voice and tone as a community, but consistency across these experiences helps users know who we are. Our voice models the kind of community behavior we want to see.

- Be charming. Write like you are CJ Cregg at the podium.
- We're storytellers and real people--point toward the experience before the theory or idea behind it.
- When possible, use the 2nd person plural (we) and active voice.
- Contractions are OK. "Isn't" is not a problem.
- Our users should feel at ease, engaged and occasionally delighted.
- In learning new things, people will go to great lengths to avoid humiliation. Putting people at ease is *really important*.
- Be mindful of your references--we're an international organization with diverse backgrounds. Too many US-centric (ie West Wing) references will not get your message across.

P2PU is:
Smart but not stuffy.
Quirky but not offensive.
Excited but not salesy.
Casual but not sloppy.
Massive but not a mob.
Participatory but not perfect.

Smart but not stuffy.
- We're informed, but accessible. A shared understanding is more important than looking smart.
- Avoid jargon, stiff or bloated language.
- Use bullet points or numbered lists for scannability.
- Emphasize "help" or "feedback" over "assessment."

Quirky but not offensive.
- Memorable enough so you tell your friends, but not so much that it scares you away (remember, we're aiming for 'charming').
- Avoid religion, medicine, money, personal information, health and medicine.
- Don't force the quirkiness. If it's not natural, it's not natural.

Excited but not salesy.
- Use your sense of excitement. Bold statements are OK.
- We are friendly to make more friends, but we don't have to be friends with everybody.
- Avoid overuse of exclamation points.
- Avoid overuse of "awesome."
- Avoid unsubstantiated claims.

Casual but not sloppy.
- Casual tone reinforces our peer learning model. We're all at the same level--there's no need for formality.
- Contractions are OK.
- Be concise and use punctuation.

Massive but not a mob.
- Second person plural.
- Show the stories of community members.
- Red-yellow-green feedback.

Participatory but not perfect.
- We're inviting, and anyone can get involved who wants to.
- DIY badges that are deeply meaningful are more important than crisp ones that mean nothing.

Content Examples.

Jobs Page.
We set our own hours. We can work from anywhere. We set strategy and agenda.

Casual salutations, conclusions and subject lines.
Hey. Booyah. Own it. I <3 P2PU. Go get 'em.

Blog.
Happy Learning.
You should like this article on Facebook. The End.

Words to Show Excitement.
Fired up. Go to town. Totally boss. Killer. Nifty. Peachy. Smashing. Ace.

Front Page.
Revise: At P2PU, people work together to learn a particular topic by completing tasks, assessing individual and group work, and providing constructive feedback.
Yes: P2PU is all about learning, together. We share ideas and projects, help each other with feedback, and improve our skills.

Knowledge Base.

Revise: "What are badges?" Badges are created manually between the badge designer/course organizer and P2PU staff.

List serv.

Red-yellow-green feedback.
"If I understand correctly."

Badges.

Terms.

People.
- "Peer"=an individual who learns at Peer 2 Peer University.
- "Team"=multiple peers working together on a learning project.

Learning Content
- "Content"=unit in a course
- "Course"=core learning experience at P2PU
- "School"=group of courses that are linked thematically or by discipline.

Verbs.
- "Join" or "Join a course"=how you become part of P2PU or a P2PU course. Not sign up, not create an account.
- "Invite"=how to reach out to others to ask them to come to P2PU.
- "Give feedback" / "Review work"
- "You've got feedback"

Assessment.
- "Badge"=symbol of trait, skill or habit as assessed by peers.
- "Become an Expert"=notification that learner has achieved a badge.
- "Give feedback"=how peers recognize traits, skills or habits.
- "Make a Badge"/"Made a Badge"=how to design, build assessment around, and launch a

badge.