



Imperial College Union Communications Committee

12 September 2018

AGENDA ITEM NO.	12
TITLE	Social Media Strategy and Guide 2018
AUTHOR	Gareth Smith, Marketing Coordinator
EXECUTIVE SUMMARY	Social Media is an important part of our communications strategy and requires a coherent and organised approach to ensure we are efficient and aligned with our overall objectives.
PURPOSE	For Committee to note the plan and provide feedback.
DECISION/ACTION REQUIRED	Feedback

SOCIAL MEDIA STRATEGY 2018/19

AIM:

1. Increase the number of members using our channels
2. Increase engagement on our channels

STRATEGY 1: Be more membership led

- Have regular takeovers by CSPs, CU Presidents and selected members
- Have regular features where we showcase different CSPs on our channels e.g. every Monday we feature a photo on Instagram
- Increase the frequency that we showcase student-led initiatives

STRATEGY 2: Be more efficient with social media communications

Improve efficiency of communication to better our ability to close the feedback loop.
How?

- Empower a 'Comms Champion' in each department to improve efficiency, frequency and quality of shared content
- Cut down the amount of steps necessary to share information to Marketing (e.g. using dedicated Social Media Management software, instead of email)
- Train Comms Champions and Officer Trustees to become proficient in using Instagram and Snapchat stories, so that they can post without the need for approval from Marketing

STRATEGY 3: Be more present in the everyday lives of our members

- Increase the amount of prompts in our outgoing communications (outside of social media, such as at Union events) encouraging our members to engage in our digital communities
- Establish and improve networking and collaboration with non-union channels, especially College and partnership organisation channels
- Review the effectiveness of our social media platforms to establish which provide the best reach, and be more tactical with regards to where we invest our resources
- Post content which encourages two-way engagement e.g. asking questions and running polls and competitions

Social media guidelines 2018

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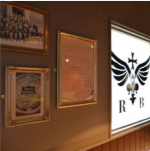



Introduction/Strategy Overview

To be added when finalised

Social Media Accounts List







Who has access is listed in order of responsibility



Account	Access	Account	Access
 Imperial College Union - ICU @imperialcollegeunion	Marketing	 Five Six Eight, Metric & the Union Bar @beitbars	Bar Manager Venues/Events Marketing
 Reynolds Bar @reynoldsbarcx	Bar Manager Venues/Events Marketing	 h-bar @hbarpub	Bar Manager Venues/Events Marketing
 Imperial College Union Activities @ICUActivities	Activities Marketing	 Imperial College London Freshers 2018/19 (Official) Facebook group	Marketing College (Student Recruitment and Outreach dept.) Officer Trustees

Please do not share any password details with those that are not the Union's agreed social media users.






Account	Access	Account	Access
 ImperialCollegeUnion @imperialcollegeunion	Marketing	 ICU Activities @icu_activities	Activities Marketing
 Stu Development ICU @icu_SD	Student Development Marketing	 ICU Election Stats @Voteicu	Systems Marketing
 ICU President @ICU_President	President	 ICU DPCS @ICU_DPCS	DPCS

Please do not share any password details with those that are not the Union's agreed social media users.

Social Media Accounts List


Who has access is listed in order of responsibility



Account	Access	Account	Access
 ICU DPFS @ICU_DPFS	DPFS	 ICU DPW @ICU_DPW	DPW
 ICU DPE @ICU_DPE	DPE		

Please do not share any password details with those that are not the Union's agreed social media users.

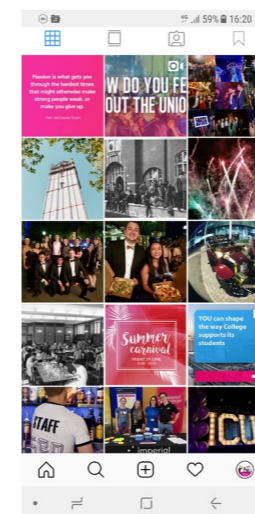


Account	Access
 Imperial College Union @icunion	Marketing Student Activities Student Development Education & Welfare Officer Trustees

Designation of responsibility

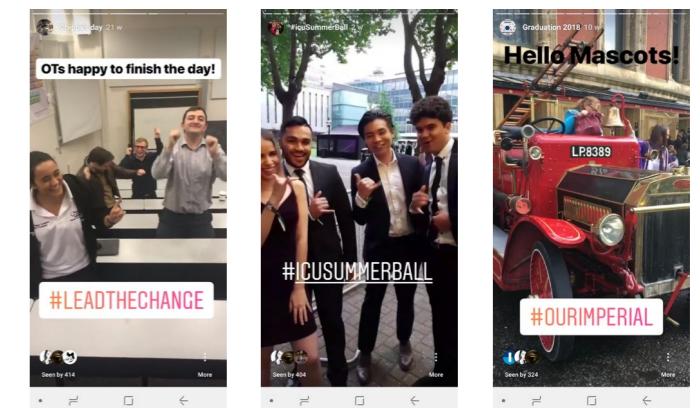
Instagram Feed

Only Marketing is permitted to post to the Instagram Feed



Instagram Stories

Marketing, Departmental Comms Champions and Officer Trustees are permitted to post Instagram stories.




Please do not share any password details with those that are not the Union's agreed social media users.

Social Media Accounts


Who has access is listed in order of responsibility



Account	Access
 <p>Imperial College Union @icunion</p>	<ul style="list-style-type: none"> Officer Trustees Marketing Student Development Education & Welfare Officer Trustees

Please do not share any password details with those that are not the Union's agreed social media users.



Account	Access
 <p>Imperial College Union Our WeChat account is accessed by scanning this barcode in-app</p>	<ul style="list-style-type: none"> Marketing

Please do not share any password details with those that are not the Union's agreed social media users.

Social Media Accounts

Constituent Union Accounts

For reference only as these accounts are solely operated by each Constituent Union. Only main accounts are listed; secondary accounts are not included.

	 City and Guilds College Union CGCU @IC.CGCU	 Imperial College School of Medicine Students' Union @icsmsu	 RCSU @rcsunion	 Imperial College London Graduate Students' Union @ImperialGSU
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	 Imperial CGCU @IC_CGCU	 ICSM Students' Union @icsmsu	 Royal College of Science Union (RCSU) @rcsunion	 Imperial RSMU @union_rsm
	 Imperial CGCU @ImperialGSU			

	 CGCU @ICGCU	 ICSMSU @icsmsu
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Social Media Accounts

Responsibility Hierarchy

Tier 1

These are our main accounts. Marketing will have primary control of these accounts. A 'Social Media Champion' will be appointed in each other department who can log in to submit draft posts, which Marketing can review and approve.

Appointed Comms Champions and Officer Trustees can post Snapchat and Instagram stories without approval from Marketing.



Facebook



Imperial College Union - ICU
@imperialcollegeunion



Twitter



ImperialCollegeUnion
@imperialcollegeunion



WeChat



Imperial College Union



Snapchat



Imperial College Union
@icunion



Instagram



Imperial College Union
@icunion

Tier 2

These are our secondary accounts which are controlled primarily by their owners, with oversight and guidance from Marketing.



Facebook



Imperial College Union Activities
@ICUActivities



Twitter



ICU Activities
@icu_activities



Twitter



Stu Development ICU
@icu_SD



Twitter



ICU Election Stats
@Voteicu



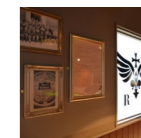
Facebook



Five Six Eight, Metric & the Union Bar
@beitbars



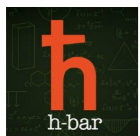
Facebook



Reynolds Bar
@reynoldsbarcx



Facebook



h-bar
@hbarpub



Twitter



ICU President
@ICU_President



Twitter



ICU DPCS
@ICU_DPCS



Twitter



ICU DPFS
@ICU_DPFS



Twitter



ICU DPW
@ICU_DPW



Twitter



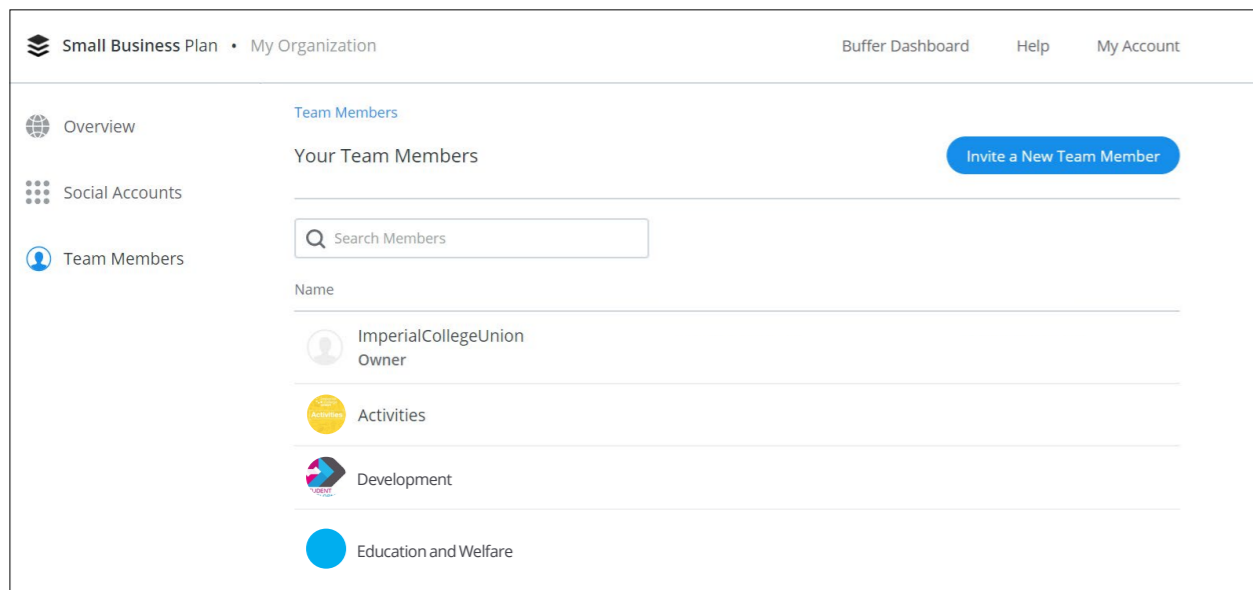
ICU DPE
@ICU_DPE

Comms Champions: How to submit content to Marketing

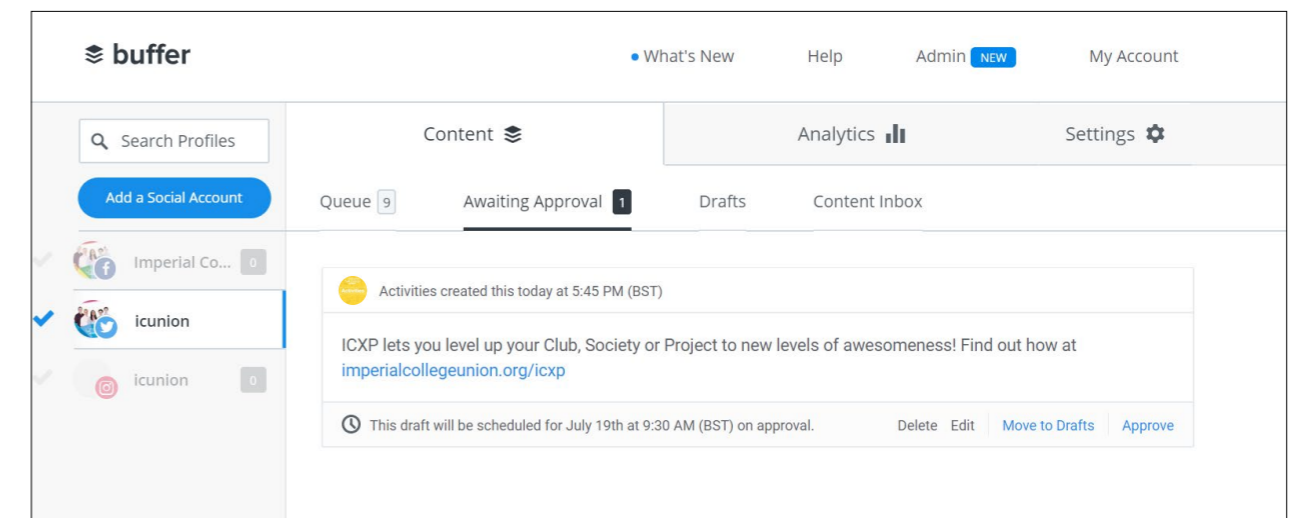
Marketing schedule Social Media content for their social media Platforms using an online tool called Buffer. Buffer allows you to create 'teams' consisting of individuals with their own login details who can submit content.



- Education and Welfare, Student Activities and Student Development will each have an individual within their teams who will be assigned as a 'Social Media Champion'.



- Comms Champions can log in to Buffer, find a free slot in the social media schedule and submit draft content
- Marketing can review the content, make edits and reschedule as appropriate before approving
- This process limits the possibility of content being lost in emails or in pre-communications, saves time for all teams, and encourages teams to submit content early, before the schedule gets full



Guidelines for using hashtags

- A hashtag—written with a # symbol—is used to index keywords or topics.
- People use the hashtag symbol (#) before a relevant keyword in their posts to categorize them, e.g. #kittens, #ICUSummerBall
- Clicking or tapping on a hashtagged word in any message shows you other Tweets that include that hashtag.

Dos and Donts

DO

1. **Be realistic.** Don't expect people to start using your hashtag if there is no incentive for them to do so.
2. **Do your research.** Check and see what hashtags people are already using that are relevant to your message, and capitalise on those.
3. **Check to see if your hashtag is already being used.** If you are about to run a campaign or event and are going to create a custom hashtag, check to see if your hashtag is being used by another brand or campaign, otherwise your message will get lost in theirs.
4. **Give people a reason to use your hashtag.** Whether it's an actual prize or just recognition in the form of a share/retweet, your audience will respond better when it's a mutually beneficial relationship.

DON'T

1. **Over hashtag.** Don't overdo it - you'll either use up too many valuable characters or come across as trying too hard. **See the next page for how to use hashtags on each platform.**
2. **Invent custom hashtags unnecessarily.** New hashtags are only effective if you have enough time to create awareness of its existence i.e. if you have an event coming up and you have a long enough build-up time to use the hashtag in your own promotional material. Otherwise nobody will search for it and it will.
3. **Expect people to use your hashtag without a reason or incentive.** The best hashtags have the ability to draw people in and invoke curiosity to explore and join in on the conversation.
4. **Neglect to educate on what it is and how to use it.** Make sure you're clearly communicating the hashtag and more importantly, why someone would want to include it in their own Tweet.

How many hashtags to use

Platform	Max Recommended Amount
Twitter	2
Facebook	2
Instagram Feed	10
Instagram Feed	1
Snapchat	1

Exceptions to the rule

1. You can use more hashtags if you are using them in place of words (only if it makes sense to do so, and don't overdo it!) e.g.



WDW Today @WDWToday · May 8

Celebrate #ShareACoke 🍷 Day at #MagicKingdom with these @DisneyParks exclusive @CocaCola bottles! Which is your favorite!

2. You can use more hashtags if you are deliberately using them in an ironic way to make a joke i.e. *deliberately being uncool.*

Guidelines for tagging

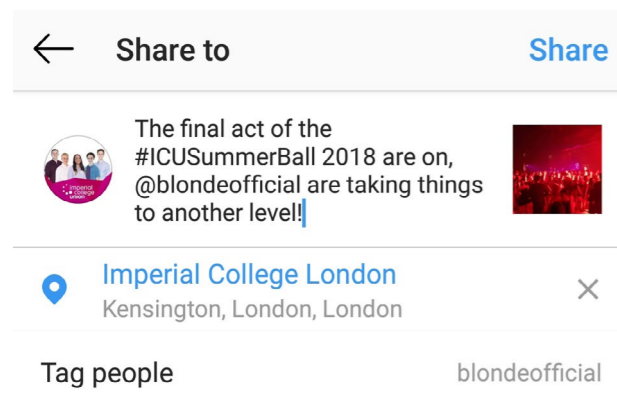
Think your post might be relevant to another group, tag them! They'll get a notification and could result in shares or retweets, increasing reach and exposure.

Examples:

Twitter



Instagram



Instagram story



Guidelines for visuals

Facebook Post Photos

- Rectangle (landscape) or square
- Landscape orientation
- Minimum width: 800px



Facebook Event Cover Photos

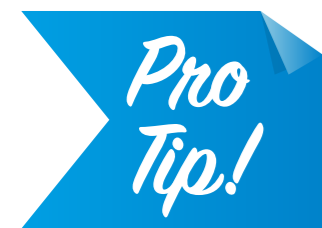
1920 x 1080px exactly

Wider images will have the sides cropped.

Taller images will be cropped top and bottom.

Tweet

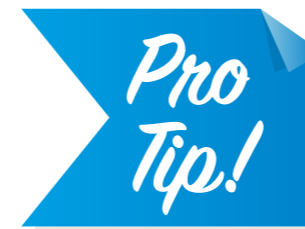
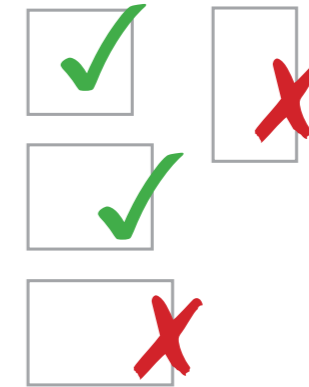
- Recommended aspect ratio: 16:9 or wider
If the image is too tall, the top and bottom will be cropped on mobile. This isn't a big issue if your image is a photo, but if it contains text - some of it could be cut out on mobile displays.
- Minimum width: 800px
- Recommended size: 1024px (w) x 580px (h)



The recommended size for Twitter: 1024px (w) x 580px (h) works great on Facebook too - so you only need to design one image!

Instagram feed images

- Square *or*
- Rectangle (don't make it too wide though!)
- Minimum width: 1080px



You don't need to be a Photoshop expert to create amazing images for social media. There's a powerful but easy-to-use tool online called Canva - try it out!



www.canva.com

Requesting custom imagery

If you need to request custom images to accompany your posts, please contact marketing at unioncoms@imperial.ac.uk.

Guidelines for copy

- **Keep the language casual but professional.** Conversational language and informal jargon is fine as long as correct grammar is upheld.
- Don't put in multiple punctuation marks unless using an ellipsis – this can make posts look unprofessional and less credible.
- Use exclamation marks sparingly, only use them when it's absolutely necessary to add emphasis.
- Ensure all spelling and grammar is checked and correct – social media posts littered with spelling and grammatical errors reflect badly on the Union.

*Pro
Tip!*

Why not prepare your copy in [grammarly.com](https://www.grammarly.com) before posting - it checks your spelling and grammar and does a better job than Microsoft Word.
Read your post aloud before hitting send.

- If possible and appropriate, use relevant humour to make the posts more interesting to a student audience – it's very important to adapt your tone of voice to increase engagement.
- Never say anything that could be misconstrued as offensive to any Union member or student group – as a students' union we take the welfare of our members extremely seriously.

Guidelines for Facebook

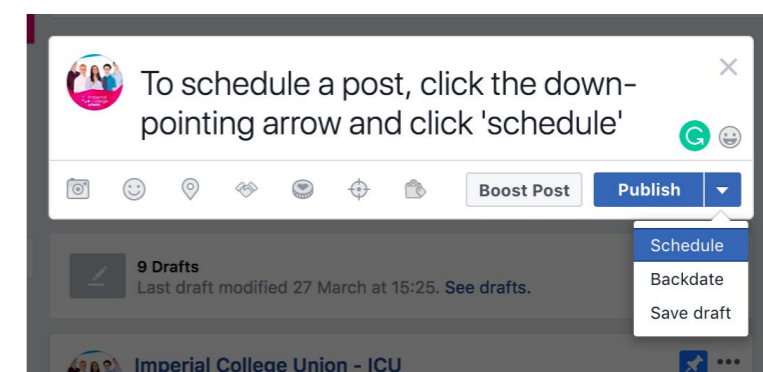
The Facebook algorithm

Facebook doesn't show your posts in 'real-time', meaning that when you post something - it won't instantly appear on your followers feeds. Facebook has a special algorithm - a kind of artificial intelligence - that decides when to display your post into your followers feeds - normally within the first few hours of you posting, but will slowly continue normally for a few days.

Posting Guidelines

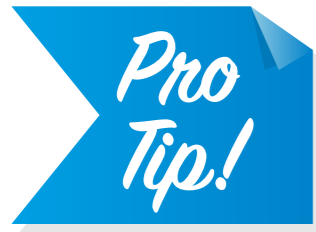
- **Post a maximum of three posts per day**, if you post more than this, the Facebook algorithm will throttle the frequency of your posts appearing in your followers' feeds.
- **Don't post one after the other** in quick succession, for the same reasons as above. Leave at least a two hour gap.
- **Schedule your posts in advance** to help you spread them out. Facebook will automatically post them at the time and date you choose.

*Pro
Tip!*



Guidelines for Facebook

- **Always include time and date:** if you are posting about an event happening on the same, or next day - always include the time and date in case the post is seen after the date has passed - e.g. *'We can't wait to see you at the Garden Party tomorrow, 13 June, 13:00'*



Don't want your event advertisement to appear in feeds *after* the event has taken place? You can tell Facebook when to stop feeding it into follower's feeds. This is done in the 'Schedule post' options.

Schedule Post ✕

Publishing schedule

Publication
Select a date and time in the future for when you want your post to be published.

12/7/2018 UTC+01

Distribution schedule

Stop News Feed Distribution
Select a date and time in the future for when you want your post to stop being shown in News Feed. The post will still be visible, but News Feed distribution will end.

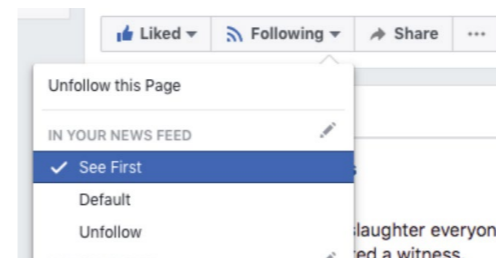
13/7/2018 UTC+01

Guidelines for Facebook

- **When to post:** because of how the Facebook algorithm works, contrary to what you might read - there is no perfect time to post. Facebook will decide when your post appears, and this will differ wildly depending on the posts content, and who else you're currently competing with at that given time.

- **Facebook favours posts that have high engagement,** so try and phrase your copy in away that will encourage interactions, for instance, asking questions or running a poll.

- Encourage users to follow your page, as apposed to just liking it:



Five Six Eight, Metric & the Union Bar
Published by Gareth Smith [?] · Yesterday at 10:32 · 🌐

🗣️ Is it coming home? Do we have any Croats in the house who think otherwise? We want to know, and you can tell us with your cheers of support right here in FiveSixEight at 19:00.
It's going to be EPIC.

BRITISH AIRWAYS FOOTBALL Name | Nom
Seat & Class | Place et classe
26B A
To | Destination
HOME
Interne
Remarks | Observations
AFC27670
IATA

Get more likes, comments and shares
This post is performing better than 85% of other posts on your Page. Boost this post for £15 to reach up to 20,000 people.

2,946 people reached

👍 Like 💬 Comment ➦ Share 🔄 Buffer

👤 Neha Panda, George Porter and 9 others Oldest

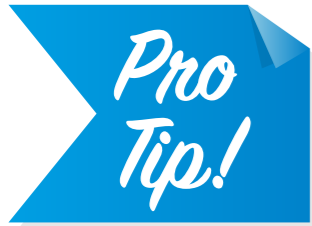
View 3 more comments

Vicster Ulanova Tobias Dawson
Like · Reply · Message · 1d

Vicster Ulanova Laura Bevis get ready to lose tonight
Like · Reply · Message · 23h

👤 1 Reply

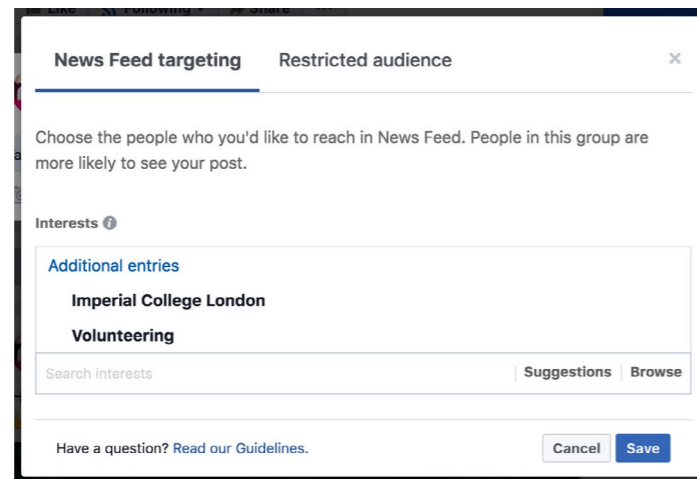
Guidelines for Facebook



Go live! Facebook live video is highly favoured by the Facebook algorithm and is almost guaranteed to get good engagement. But make sure you're prepared beforehand - you can't go back once you're live! Make sure you have a strong WiFi signal, no background noise and no risk

- **News feed targeting:**

Facebook Audience optimisation is a tool that helps you target and reach the right audience. You can choose from specific interests that your audience has listed on their profile, and restrict to age and location:



- **You can't post GIFs:** You can't post GIFs from business accounts, but you can use online tools to convert them. Evaluate if it is worth the time and energy to do so instead of posting a static image.
- **Paid ads and boosted posts:** Facebook is making it more and more difficult to reach people through organic content (i.e. non-paid content). If you have a big announcement to make, consider a paid ad or boosting your post. Even a small amount of £30 could make a big difference. Have a chat to Marketing, we can create the advert on your behalf.

Guidelines for Twitter

The Twitter algorithm

Like Facebook, Twitter doesn't show your posts in 'real-time', Twitter 'scores' a users followers Tweets and displays the most relevant or interesting first.

You are more likely to be scored higher if:

- **You include media (images or video)**
- **Your Tweet receives high engagement (retweets, likes and comments)**

Posting Guidelines

- **You can post as many tweets as you like.** Unlike Facebook, Twitter doesn't throttle your reach if you post a lot, very often. Don't go too overboard though - as people will see this as spam and unfollow you.
- **You are limited to 280 characters per Tweet.** This was doubled from 140 in 2017. This is more than enough; if you are struggling to fit everything in, you are probably trying to say too much in one message. Consider sending two separate tweets, with clear, separate messages.
- **Be creative:** Can't find the right way to express your message? Use a GIF or emojis. Want to ask a question? Try using a poll? At an event, take a photo on your phone to accompany your tweet.

Guidelines for Twitter

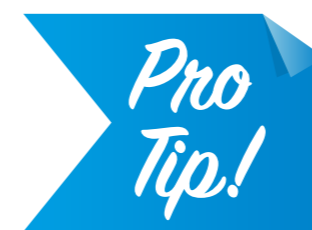
- **Schedule your posts in advance** to help you spread them out. Twitter does not have a built-in scheduling function - but free, easy to use tools are available to do this for you. We recommend Buffer.



A simple scheduling tool with a clean, easy to use interface.

- **When to post:** The Twitter algorithm gives more priority to recency of your post than Facebook - so timing is an important factor. You are more likely to reach your audience when none of your competitors are posting, but the downside of this is that it's also the time when most of our audience is offline. Try experimenting at different times and see which is the most effective and post more at those times.
- **You can't edit a Tweet** - once it's out, it's out! It goes without saying, but make 100% sure that everything is 100% correct before tweeting.

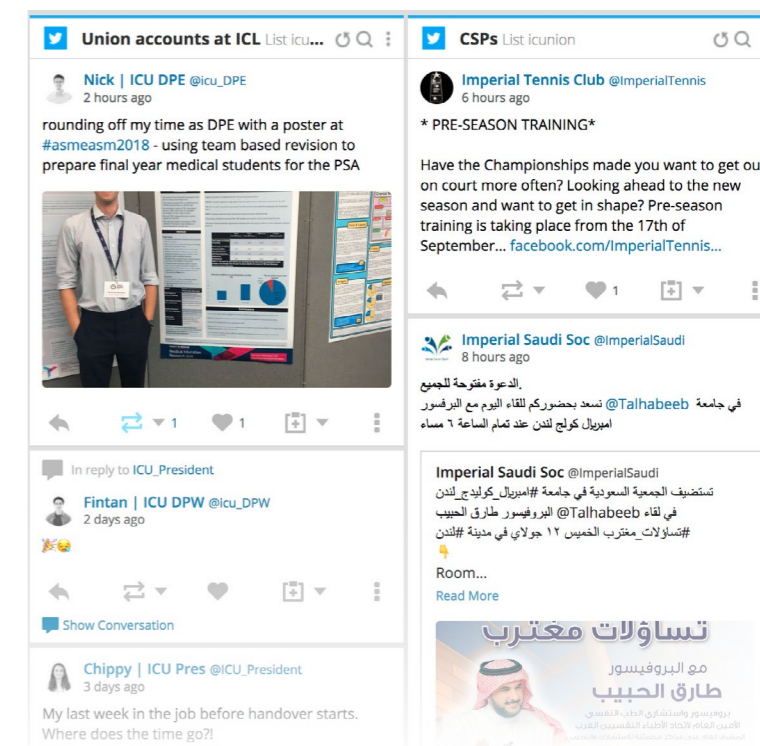
Guidelines for Twitter



Monitor important accounts. Want to monitor certain accounts easily in a separate feed, rather than having it all mixed up in one place? Use Hootsuite!



In Hootsuite, you can create 'streams' in which only the accounts you select will be present. An example use would be Activities who might want to keep up with their CSPs. You can also create streams for messages and replies.



Guidelines for Instagram and Snapchat Stories

	Instagram	Snapchat
Time Limit	15 second limit	Infinite, but try and keep your stories under 20 seconds
Links	Instagram doesn't allow links unless we have over 10,000 followers. We don't have that many... yet!	Snapchat allows you to embed links using the paperclip icon

- Stories are all about fun - so yes, post informative content (try and make them fun!) but don't be afraid of posting something silly now and then, even if it's not directly related to a campaign messages.
- **Always** hold the camera in portrait mode i.e. vertically, when capturing footage.
- Both platforms allow you to cross-post your stories to Facebook after you've sent them. Always remember to do this.
- Both platforms allow you to upload photos and videos that you may captured outside of each respective platform such as videos you've recorded on your phone or images you've downloaded off the internet.. These are accessed from your gallery/camera roll.
- Covered an event using multiple stories? Instagram can create an album of 'highlights' which become featured permanently on your account. Snapchat does not have this feature.

Guidelines for Instagram and Snapchat Stories

Adding media to Snapchat stories

- Add text & text effects
- Freehand drawing
- Add stickers
- Creative tools
- Turn photos into paintings
- Add links
- Set the length of your story
- Crop the image

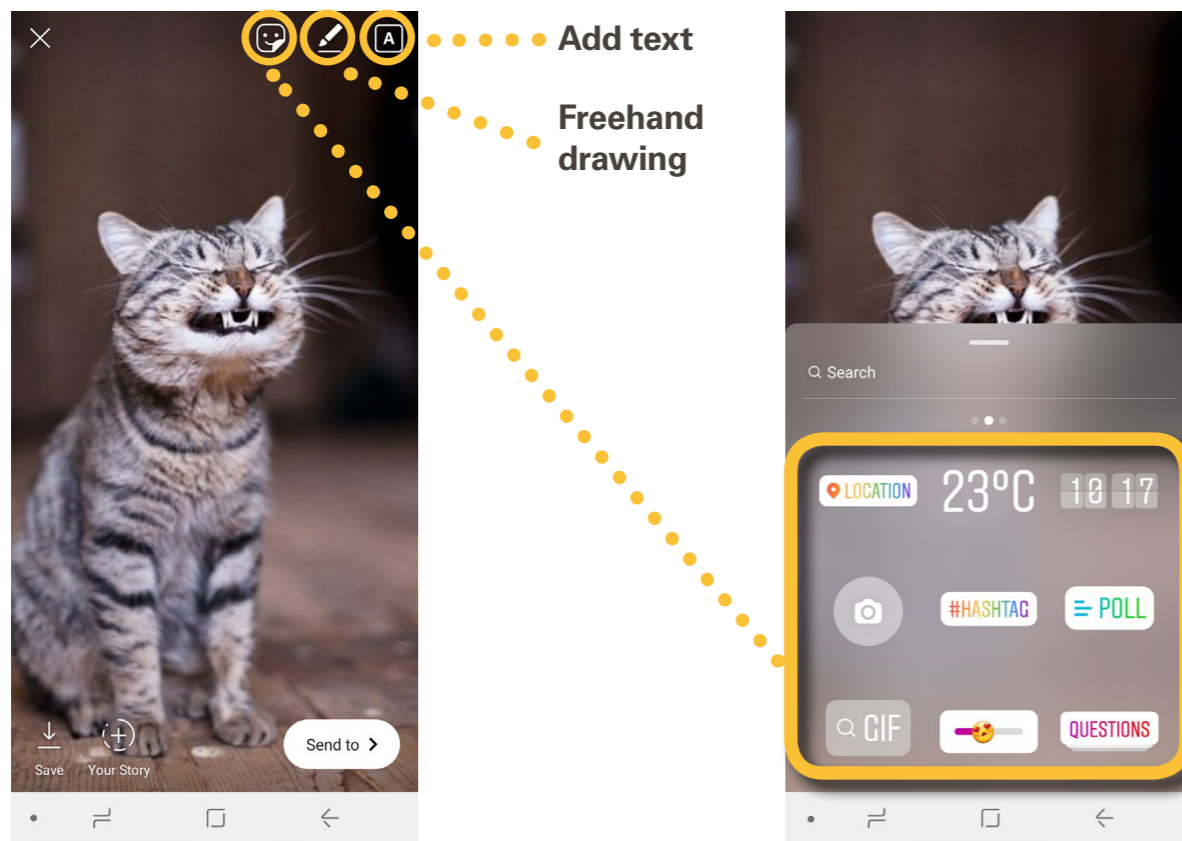
Swipe left or right to access filters

Guidelines for Instagram and Snapchat Stories

Guidelines for Instagram and Snapchat Stories

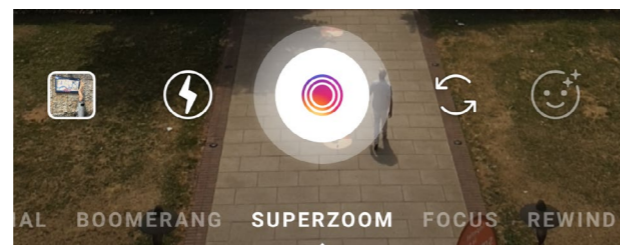
Adding media to Instagram stories

Instagram stories are meant to be fun and informal. You can add 'stickers' to lighten up your post and make it more engaging.



Instagram Video effects

Video effects can be found at the bottom of the screen when you access Instagram stories.



Tagging in Instagram stories

If someone is in your story who has their own account, why not tag them? They will then be able to share it as their own story - extending reach and engagement.

Responding to student messages

Always respond as quickly as possible to any queries sent in via social media, even if it is to direct them to another social media page, the website or an email address – lack of response will reflect badly on the organisation. Even if you don't have any answer, it is best to respond so that the student knows their concern or question has been acknowledged.

Good Example

Wednesday 10:20

Hello 😊 I was wondering if the Union would be interesting / willing to organize a yard sale?

Wednesday 11:00

That sounds like a good idea!

We do have a 'waste amnesty' day where people can throw things away, and we'd recycle/give to charity where possible, but we don't do anything like a yard sale.

I'll pass this on now to the right team and get back to you soon with an answer. 😊

Bad Example

Wednesday 10:20

Hello 😊 I was wondering if the Union would be interesting / willing to organize a yard sale?

Friday 16:00

Hi! Sorry for the delay in reply, we have been very busy!

Please contact Reception who can put you through to whoever might be able to help with your query.

APPENDIX 1.0

Diversity

The members of Imperial College Union are diverse and this should be reflected in all our written and visual communication, including social media.

All of the following should have fair representation:

- Age
- Culture
- Disability
- Gender
- Gender reassignment
- Race
- Religion or belief
- Sex
- Sexual orientation
- Social background

Visually, this would mean ensuring that when preparing images which feature people, that across the range of images we use - all of the above groups should be present.

In written copy, this would mean ensuring that our language is sensitive to diversity. Examples could include:

- Ensuring that we target both undergrad and postgrads
- We don't use obscure colloquialisms that international students won't understand
- We ensure that our content is accessible e.g. to the visually impaired, and not to use videos with flashing lights
- We don't prioritise particular gender pronouns over others
- We don't use language which could cause offence to any of the groups that we represent
- If we are posting content relating to a religious holiday, that we thoroughly research what is appropriate rather than going on assumptions

APPENDIX 2.0

Union House Style

	NOT
Imperial College Union	ICU
Union	union
Students' Union	Student Union, student union, Student's Union
h-bar	h bar, H-bar, h-Bar, bar h
Reynolds or Reynolds Bar	Reynold's, Reynolds'
FiveSixEight	Fivesixeight, 568
The Union Bar (lowercase t on "The" if being used in a sentence, e.g. "FiveSixEight and the Union Bar")	Union Bar
FiveSixEight, Metric and the Union Bar (or any combination of the SK bars)	FiveSixEight, Metric & the Union Bar
Single use of punctuation, e.g. "Get your ticket now!"	"Get your ticket now!!!"
Deputy President (Finance & Services)	Deputy President Finance and Services
Web addresses, e.g. imperialcollegeunion.org	www.imperialcollegeunion.org imperialcollegeunion.org - please leave off www
Clubs, Societies & Projects	clubs and societies, clubs, societies, clubs and societies, projects
Management Group	Reference to CSCs, CUs, CAG, RAG and GSU
Graduate Students' Union (GSU)	Graduate Student Union, Graduates Student Union, Graduates Student's Union, Graduate Students Union
Adviser	Advisor
2013/14	2013/2014, 2013-14
eActivities, eLearning	eactivities or e-activities
00:00 - 24 hour time with a colon	00.00, 12.00, 12am
Undergraduate/s, Postgraduate/s	undergraduate/s, postgraduate/s, undergrad/s, postgrad/s, UG/s, PG/s
Board of Trustees	Trustee Board
Use '&' with job titles, committees, departments, etc. (e.g. Finance & Risk Committee)	'and', e.g. Finance and Risk Committee

APPENDIX 3.0

College House Style

Imperial College London

House Style – 2012 edition

These style guidelines are used in Imperial's undergraduate and postgraduate prospectuses, news releases, Reporter newspaper, Imperial magazine, as well as other centrally produced communications and College webpages.

Following the house style for all materials published in the name of the College is good practice, looks professional, and can resolve issues that cause doubt or disagreement between writers and editors. The list is not exhaustive. If in doubt about something not included, consult *New Hart's Rules: The Handbook of Style for Writers and Editors*, OUP, 2005.

A-level	not A level, "A" level or 'A' level	electromagnetic	not electro-magnetic
advisor	not adviser (N.B. adviser was formerly our house style, Careers still adhere in job titles)	email	not e-mail
alumnus, alumna, alumni	not alum or alumnae	encyclopaedia	not encyclopedia (and in all instances, use ae, not e)
and	not & (except for President & Rector and where limited by space)	etc.,	not etc,
antenna	not antenna	Faculty of Engineering	Engineering Faculty (same for others)
apoptosis	not apoptosis	foetus	not foetus, foetal
aspirin	not aspirin	field station	not field station
asthma	not asthma	field trip	not field trip
atmosphere	not atmosphere	field work	not field work, field-work
atmospheric	not atmospheric	finite-element	not finite element
College	not college when referring to Imperial	first, First, etc	not 1st, etc
cooperative	not co-operative	focuses	not focusses
cooperation	not co-operation	full-time	not full time (recent change in style from hyphenation for adjectival usage)
coordinat-e, -or	not co-ordinat-e, -or	hands-on	not hands on
computer-aided	not computer aided	healthcare	not health care
council tax	not Council Tax	Honours	not honours
coursework	not course work	ice cream	not icecream, ice-cream
decision-making	not decision making	IDEA League	not IDEA-League, Idea League
the Department	not the department	i.e.	not ie
a department	not a Department	Imperial College London	not 'Imperial College, London', IC or ICL (acceptable abbs. in text are 'the College' or 'Imperial')
departmental	not Departmental	in-house	not in house
departments	not Departments	internet	not Internet
Department of Chemistry	not Chemistry Department (same for others)	interrelate	not inter-relate
Diploma of the Imperial College	not Diploma of Imperial College	-ise, -isation	not -ize, -ization
Dr	not Dr.	judgement	not judgment
e.g.	not eg		
Earth	not earth (when referring to the planet)		

TO BE UPDATED

Joint Honours	not joint honours, joint Honours
large scale	not large-scale
laser-Raman	not Laser-Raman, laser raman, laser Raman
liquefaction	not liquifaction
lunch hour	not lunch-hour
MBBS	not MB BS or MB, BS
manmade	not man-made
Master's	not Masters or masters
Milan, etc	not Milano (i.e. use English spelling where possible)
Monte Carlo	not Monte-Carlo
micro-organism	not microorganism
multi-cellular	not multicellular
multidisciplinary	not multi-disciplinary
multimedia	not multi-media
multivariable	not multi-variable
multi-storey	not multistorey
multi-user	not multiuser
nanotechnology	not nano-technology
non-linear	not nonlinear or non linear
north east	not northeast or North East (same for south west, etc.)
one-to-one	not one to one
online	not on-line
part-time	not part time (same for full-time)
per cent or %	not percent (do not mix styles in the same document)
policy making	not policy-making
postdoctoral	not post-doctoral
post-experience	not postexperience
prerequisite	not pre-requisite
pre-selected	not preselected
problem classes	not problems classes
Professor	not Prof.
program	only in software context, otherwise programme
public-private partnership	not public/private partnership

Queen's Gate	not Queensgate, Queens Gate
queueing	not queuing
reuse	not re-use
Southside	not South Side
specialty	not speciality (apart from medical usage)
state-of-the-art	not state of the art
Telephone:	not telephone, tel, Tel, (in addresses)
term time	(only hyphenate when adjectival, e.g. term-time attendance but not during term time.)
underpinned	not under-pinned
website	not web site
webpage	not web page
weekday	not week day
worldwide	not world-wide
world class	not world-class
X-ray	not x-ray, X-Ray

Address and titles

Senior Lecturer	not senior lecturer (ditto all Imperial job titles including in news/reportage)
Dear Mr Smith	not Dear John Smith, Mr M Smith
Dear Smith	not Dear Mr Smith, Mr M Smith
We tried to use people's full first name (or initials if they choose to use) where possible. If you have initials:	
J.H. Smith	not J H Smith, JH Smith
J-F. Leclerc	not J.-F. Leclerc

Numbers and symbols

Spell in full up to nine. Use numerals from 10. Spell out numbers at the start of a sentence.

1,800	not 1800
2.1	not 2:1
per cent or %	not percent (do not mix styles)
two-thirds	not two thirds (same for all fractions)

Dates and time

House style for dates is day month year, e.g. 30 November 2005. (Do not use 'st', 'th' or 'rd') Use the 24-hour clock with the hour and minutes separated by a full point, e.g. 12.00 not 12:00.

Nineteenth century	not 19th century
1995-96	not 1995/96
spring	not Spring (same for all seasons)

Abbreviations

No full point following abbreviations where the last letter of the abbreviation is the same as the last letter of the full word, e.g. St Mary's

Full point to follow abbreviation where the last letter of the abbreviation is NOT the same as the last letter of the full word, e.g. Hon. Secretary

No full points in abbreviated postnominal qualifications, e.g. PHD. (N.B. Imperial house style is to use all small caps for postnominals not upper and lower case.)

Spell out measurements and quantities in full where possible, e.g. million, kilometre.

Italics

Foreign words and phrases, including Latin, where not normally part of the English language should be italicised e.g. *en suite*, *in vitro*, etc.

Titles of publications and news outlets (e.g. *Reuters*) to be italicised (include *The* where it is part of the title of the publication).

Names of projects and initiatives, websites, eating places and named sports facilities, e.g. *Ethos*, *FEC*.

Telephone numbers

Imperial house style is: +44 (0)20 7594 XXXX

Use the international dial code where appropriate, bearing in mind that you have an international telephone line.

Use of dimensions, dates, etc. in communications bearing in mind audiences at other campuses or using mobile phones.

new! Disabilities

Avoid using the generic term 'the disabled' – using this collective noun implies that all disabled people have the same needs and issues, and reinforces their perceived separateness from the rest of society. Instead use the term 'disabled people'.

Do not use the term 'people with disabilities'. Use the term 'disabled people' in line with the social model of disability. This terminology is more positive.

Avoid phrases such as 'crippled by...', 'suffering from...', 'afflicted with...' Use 'person who has.../people with...' in preference.

Don't label people by their medical condition, e.g. 'the disabled' or 'a diabetic'. Use 'people who are disabled' or 'person with diabetes' in preference.

Punctuation for people using publishing programs

Hyphens and dashes

Use a simple hyphen to break words, to link numbers and words, e.g. 38-week.

Use an em dash (no space either side) to break clauses in sentence, e.g. "he has been a member of staff—in the loosest sense of the word—for three years".

Use an en dash between times, dates, etc., e.g. 2011–12

Apostrophes/quotation marks

Select 'smart quotes' in Preferences if you are working in InDesign/QuarkXPress/MS Publisher.

Use single quotation marks in text for unusual terminology.

Use double quotation marks for reported speech.

Use a single space after a full point. Double spacing after a full point is only for correspondence.

Don't use underlining in text to be printed by suppliers, use italic or bold for emphasis.

Punctuation for the web

When using Word to write web content: switch off 'smart quotes' in the AutoFormat/Options menu. (Reason: when text goes online in the CMS, smart quotes are automatically removed and make you generate.)

Use a single space after a full point. Double spacing after a full point is only for correspondence.

TO BE UPDATED

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