Communicating Effectively at Lincoln University

Greetings, Lincoln University Faculty & Staff!

The Office of Communications and Public Relations wants to be sure you have the right tools to help you effectively communicate the Lincoln brand. We've created this helpful guide to assist you transition into your new role.

WRITING & DESIGN ESSENTIALS

We've created an Editorial Style Guide to facilitate clear and consistent internal and external nonacademic communications. Consult or download the Style Guide as well as accessing university governing documents, reports, and our history on the University Branding page. See the reverse side for an Editorial Style Guide overview.

PHOTOS

Making a flyer, brochure, PowerPoint, or report? We've put together some of our favorite campus and people photos into two online albums. Want your webpage to have new photos? Choose photos to give your materials a fresh, customized look. Photos are on Flickr and linked in the footer of every lincoln.edu page. Albums "Campus" & "People of Lincoln University".
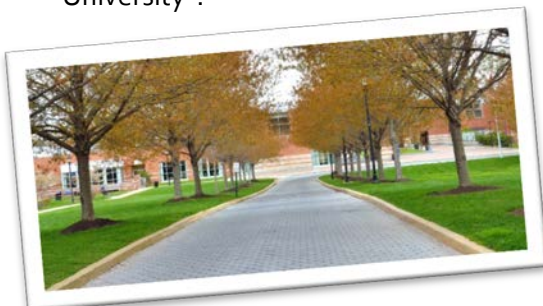
LETTERHEAD

Download customizable letterhead for your unit for use in print or electronically.

LOGO

Don't get stuck using an old logo. Have the right one, the first time by downloading it directly from our website. Several versions are available for dark or light backgrounds and for the three university locations. Available on the University Branding page.

WEBSITE

Need to make a change to any page within lincoln.edu or suggest changes? Email the webmaster at webmaster@lincoln.edu.

EVENTS

For on-campus meeting space and events or assistance with AstraSchedule, contact the Office of Conferences & Special Events at 484-365-8094.

DAILY BULLETIN

Daily Bulletin is a daily email newsletter with brief campus announcements of general interest to faculty and staff. Daily Bulletin is sent by email each day at 9 a.m. Any faculty or staff member may submit items at communications@lincoln.edu.

SOCIAL MEDIA

Stay up-to-date on all the news around campus on whatever social media platform you are part of. Facebook @LincolnUniversity Twitter @LincolnUofPA Instagram @LincolnUniversityofPA Also join Lincoln on LinkedIn.

PRINT MEDIA

The Lincoln Lion is a biannual magazine mailed to alumni. The Lincoln Review is a quarterly newsletter that highlights news and accomplishments of university, faculty, staff, and students. Subscribe at: lincoln.edu/lincolnreview/subscribe

➢ **Learn more about our services, visit Communications at** lincoln.edu/communications

LINCOLN-SPECIFIC TERMS

A. Dennee Bibb, 1911 This is the author of the alma mater. Use the four-digit year "1911" to avoid confusion.

Center for Advising and Student Achievement "CASA" is acceptable on second reference.

First Year Program Not "Freshman Year Program."

GradesFirst One word. "G" and "F" are capitalized.

Living Learning Center Acceptable on first reference. Do not place a hyphen between "Living" and "Learning." The official name is the Thurgood Marshall Living Learning Center. "LLC" is acceptable on first reference on internal communications.

Mary Dod Brown Chapel One "d" at the end of "Dod."

Modulars The Modulars near Dickey, Grim and University Hall are simply "the Modulars" and it is plural to denote multiple buildings housing multiple departments. The modular unit (singular) for Public Safety should be referred to as the "Public Safety Modular."

STAR Days STAR is Student Testing and Registration. STAR events assist freshman and transfer students their transition to college including placement testing, registration, financial aid, housing and billing.

Student Union Building SUB is acceptable on first reference when writing to an internal audience. The large room within the SUB is the "SUB Multipurpose Room" (no hyphen or capital P).

University City and Coatesville locations Do not refer to either of them as a "campus."

Ware Fine Arts Center Preferred name. Also acceptable: "Ware Center for the Arts."

Ware Theater "Theater" is an "er," not a "re."

WebAdvisor One word. Only the "W" and "A" are capitalized.

WRITING WITH CONSISTENCY

Campus Locations
Building name first, comma, then the room with a capital R. Example: Ware Center, Room 100.

Telephone numbers
Hyphen after area code: 484-365-8000. No periods or parentheses.

Personal names and titles
Capitalize titles only when they appear before a name.

Example of title before name: President John Smith, Governor Tom Corbett
Example of title after name: John Smith, president of Lincoln University
Professor example: John Smith, professor of sociology

Lowercase a descriptive title when it precedes a name. Examples: art history professor, orchestra director.

Do not capitalize titles when used alone in place of a name. Examples: the governor of Pennsylvania

University address
The official university address is: 1570 Baltimore Pike, Lincoln University, PA 19352. Do not use a P.O. Box or MSC codes.

Graduation year
Alumni/ae names used with the year of graduation, follow this style: Jessica Jones '94. Pay special attention to the way the apostrophe curves. It should curve away from the first digit.
Correct: '98   Incorrect: '98
Do not add a comma between the last name and the last two digits of the graduation year.

Email addresses
Lowercase the entire address, including proper nouns and the first letter unless a capital letter is required. Avoid beginning a sentence with an email address. Example: john.smith@lincoln.edu

Dates
Date format is: month, day, and year without the ordinal letters. Example: January 1, 2006.
Do NOT use st, rd or th with dates. Incorrect: January 1st, 2006.
The year may be abbreviated in informal contexts. Example: class of '49.

Time of day
Use numerals with a.m. and p.m. Delete the zeroes if the time of day is on the hour. Example: 5 p.m. not 5:00 p.m. Use noon and midnight. Do not use 12:00 p.m. or 12:00 a.m.