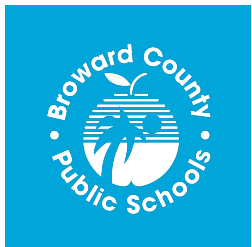
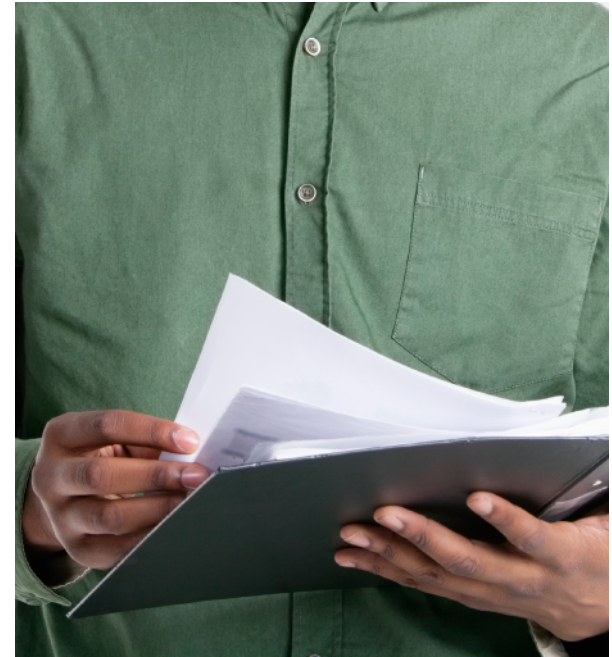


STANDARDS *and* GUIDELINES

Broward County Public Schools Communication Guide



BROWARD COUNTY PUBLIC SCHOOLS

Updated 1/2015

Broward County Public Schools

Public Information Office
600 SE 3rd Ave
Fort Lauderdale, FL 33301

browardschools.com

Facebook.com/browardschools
Twitter: @browardschools

Produced by Broward County Public Schools, Public Information Office (PIO)

For more information: Email bcps.pio@browardschools.com

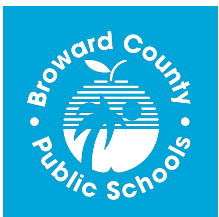
The School Board of Broward County, Florida

Donna P. Korn, Chair
Dr. Rosalind Osgood, Vice Chair

Robin Bartleman
Heather P. Brinkworth
Abby M. Freedman
Patricia Good
Laurie Rich Levinson
Ann Murray
Nora Rupert

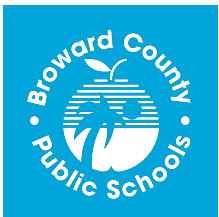
Robert W. Runcie, Superintendent of Schools

The School Board of Broward County, Florida, prohibits any policy or procedure which results in discrimination on the basis of age, color, disability, gender identity, gender expression, national origin, marital status, race, religion, sex or sexual orientation. Individuals who wish to file a discrimination and/or harassment complaint may call the Director, Equal Educational Opportunities/ADA Compliance Department at 754-321-2150 or Teletype Machine (TTY) 754-321-2158.



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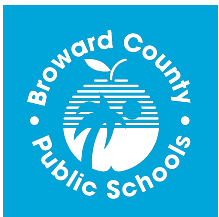


Why Do We Need Standards and Guidelines?

Think of it like this: **Broward County Public Schools (BCPS) is a brand.**

A brand is the image we present to the public.

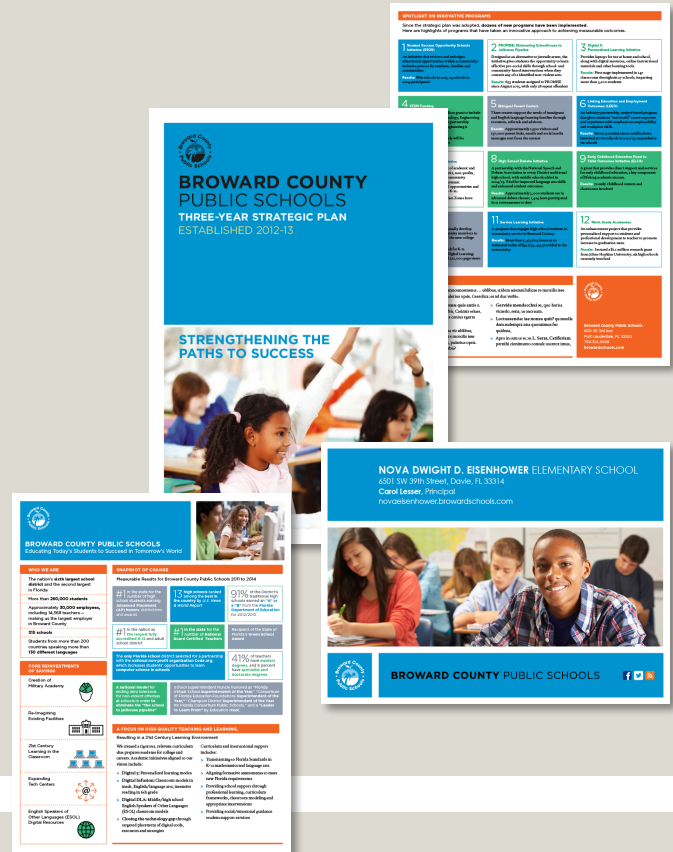
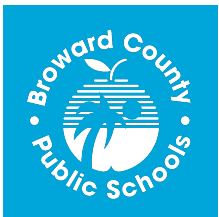
Everything we do, everything we say, and everything we write — from the smallest tweets to daily memos and epic documents — can either build the brand or harm the brand.



Help Us Build the BCPS Brand

Building a brand means:

- Consistent messaging
- Clear communication
- A united image
- Communication that reflects and reinforces who we are

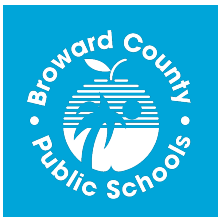


What Is Your Role?

When you send out any communication, **ensure the messaging reflects the District's Standards and Guidelines as part of the BCPS brand.** Also, there should be no typos or misuse of language and grammar.

Communications need to convey a **consistent voice**. The District's is upbeat, positive, aspirational and **always professional**. Remember, as educators, we are **held to a higher standard** with regard to good writing and communication skills. Always proof your work for proper grammar, spelling and punctuation.

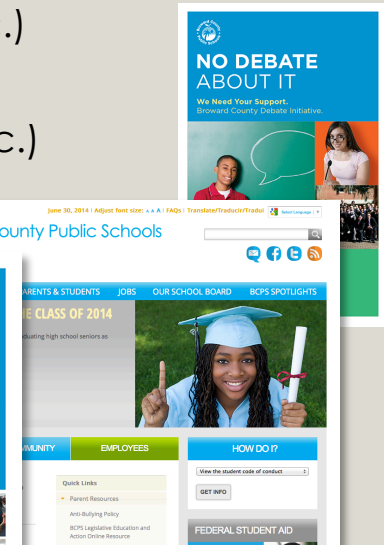
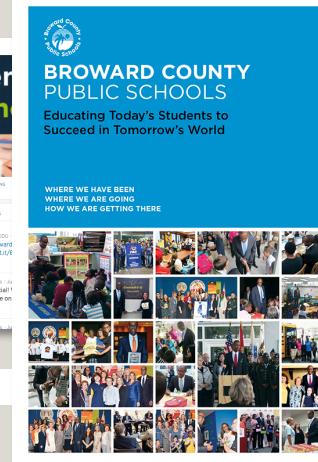
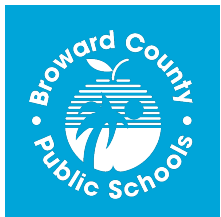
The following pages contain the District's Standards and Guidelines to help you in your communications. Refer to them often.



When to Use These Guidelines

For all digital, printed and written materials, including (but not limited to):

- Email
- Letterhead
- Flyers
- Business cards
- Brochures and booklets
- Exhibits and displays
- Posters
- Websites
- Presentations (PowerPoint, Prezi, etc.)
- Social media (Twitter, Facebook, etc.)



BCPS-Specific Guidelines

GENERAL TIPS

We are Broward County Public Schools or the District

In documents, after the first reference to Broward County Public Schools, additional references in the same document can be BCPS. If you plan to use BCPS in the document, however, put it in parentheses on first reference.

Example: Broward County Public Schools (BCPS) is the sixth largest school district in the country.

When referring to Broward County Public Schools as the District, always capitalize the “D.”

When referring to the Superintendent, on first reference, use Broward County Public Schools Superintendent Robert W. Runcie. In subsequent references, use “the Superintendent” with a capital “S.”

The word principal should not be capitalized unless it is the first word in a sentence or a direct title.

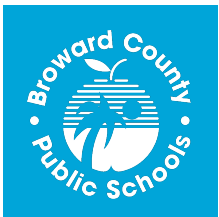
YES: All middle school principals must reply by the end of September.

NO: Next year Principals will have the option of hiring media specialists.

YES: At the school, Principal John Thomas addressed the parents.

When referring to the teacher’s union, use its formal name on first reference: Broward Teacher's Union. In subsequent reference, you can use BTU or teacher’s union.

When referring to departments, use a capital “D” on first reference, then lowercase on the second and third references. *Example:* The Math Department is holding a competition. If you need details, call the department office.



BCPS-Specific Guidelines, *continued*

When using Broward County Public Schools as an adjective, keep the “s” at the end of Schools:

YES: Broward County Public Schools teachers are leading the way.

NO: Broward County Public School teachers are leading the way.

When using Broward County Public Schools as a noun or an entity, it is singular:

YES: Broward County Public Schools has done well on the FCAT.

NO: Broward County Public Schools have done well on the FCAT.

When referring to multiple districts, do *not* capitalize the “d”

YES: Many Florida school districts have implemented the program.

NO: Many Florida school Districts have implemented the program.

When referring to the county’s public schools in general, do not capitalize the “p” or “s.” It is a plural subject and takes a plural verb.

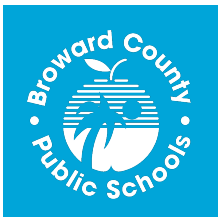
YES: Broward’s public schools have done well academically and athletically.

NO: Broward’s Public Schools has done well academically and athletically.

Do not use Broward County Public Schools to indicate possession. (This may involve a reconfiguration of your sentence.)

YES: The District’s buses travel more than 108,000 miles each day. Or the school system’s buses travel more than 108,000 miles each day.

NO: Broward County Public Schools’ buses travel more than 108,000 miles each day.



BCPS-Specific Guidelines, *continued*

REFERRING TO THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

When referring to The School Board of Broward County, Florida in **legal documents and contracts**, *only* use The School Board of Broward County, Florida. This indicates the legal, governing body of the school system.

TIP: Be sure to the capitalize the “T” in “The.”

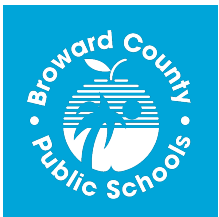
For the majority of **printed and written materials**: Use Broward County School Board or School Board. Additional references in the same document can be the Board.

TIP: Be sure to capitalize the “B.” Example: In a 9-0 vote, the Board approved the new policy.

When referring to **school board members**, do not capitalize the “M.” Example: School Board member Jane Smith said she would support the effort.

Titles: The correct designation is School Board Chair and School Board Vice Chair - capitalize the “C” and “V.” When listed, the designation should follow the person’s name. Example: Mary Smith, School Board Chair or Mary Smith, Chair.

TIP: Do not use Chairperson, Chairman, or Chairwoman.



BCPS-Specific Guidelines, *continued*

REFERRING TO SCHOOLS

On first reference: Always use the complete name.

Example: Bayview Elementary School won the competition.

For subsequent references: You can drop “school” from the name.

Example: Bayview Elementary worked hard to increase student achievement.

For official documents (memos, letterhead, etc.): Use the full school name.

For listing multiple schools of the same grade level:

List the type of school last and do not capitalize.

Example: Sanders Park, Nova Eisenhower, Palm Cove and Watkins elementary schools are going on the field trip.

When compiling a list of schools: Separate them by grade level and use the identifier (elementary, middle, high, etc.) first.

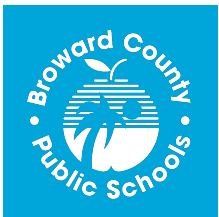
Example: The following schools participated in the program:

Elementary: Driftwood, Hallandale, Lakeside and Morrow;

Middle: Seminole, Silver Trail and Westglades;

High: Coconut Creek, Dillard, Everglades and Hallandale;

Centers: Atlantic Technical and Lanier-James



BCPS-Color Palette Specifications

The color palettes for BCPS reflect our brand personality, which is dynamic and welcoming. Consistent use of the brand's colors is essential to our brand identity. Please use only the color palettes and color formulas specified in this document when displaying the BCPS logo and designing other visual elements for BCPS communications materials for print output.

BCPS Primary Blue, BCPS Primary Orange, and BCPS Primary Green are the brand's primary colors. An expanded secondary color palette that includes darker and lighter shades of the primary color palette and complementary hues may be used when additional colors are needed (see secondary colors on next page).

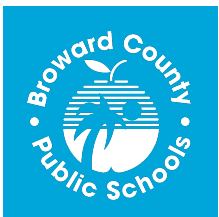
Please use the PMS (Pantone Matching System) color values when consistent color is essential in high-end professional printed materials.

CMYK stands for Cyan, Magenta, Yellow and Black. These are the primary ink colors used in 4-color process printing. CMYK values can be used for lower budget print jobs and when consistent color is not as necessary.

Primary Colors

Blue	Green	Orange
CMYK C100 M13 Y1 K2	CMYK C93 M0 Y63 K0	CMYK C0 M69 Y100 K0
PMS Coated PROCESS BLUE	PMS Coated GREEN	PMS Coated 021 C

(secondary colors continued on next page)



BCPS-Color Palette Specifications continued

Secondary Colors

Yellow 1

PMS Coated
127 C

CMYK
C0 M9 Y55 K5

Yellow 2

PMS Coated
7406 C

CMYK
C0 M19 Y100 K5

Orange 1

PMS Coated
1585 C

CMYK
C0 M58 Y93 K0

Purple

PMS Coated
527 C

CMYK
C69 M99 Y0 K0

Blue 1

PMS Coated
545 C

CMYK
C21 M2 Y0 K1

Blue 2

PMS Coated
2915 C

CMYK
C60 M9 Y0 K0

Blue 3

PMS Coated
7460 C

CMYK
C100 M6 Y2 K10

Green 1

PMS Coated
368 C

CMYK
C65 M0 Y100 K0

Green 2

PMS Coated
362 C

CMYK
C78 M0 Y100 K2

Gray 1

PMS Coated
Cool Gray 2 C

CMYK
C5 M3 Y5 K11

Gray 2

PMS Coated
7544 C

CMYK
C35 M14 Y11 K34

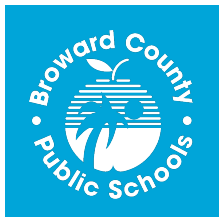
Gray 3

PMS Coated
425 C

CMYK
C48 M29 Y26 K76

for rgb conversions
visit <http://rgb.to/>

<http://rgb.to/pantone/cool-gray-2-c>



BCPS-Preferred Fonts

Century Gothic

Broward County Public Schools (BCPS) is committed to educating all students to reach their highest potential.

Helvetica

Broward County Public Schools (BCPS) is committed to educating all students to reach their highest potential.

Arial

Broward County Public Schools (BCPS) is committed to educating all students to reach their highest potential.

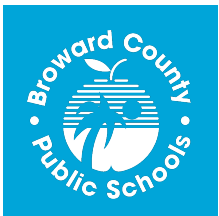
FONT TIPS:

If Century Gothic, Helvetica or Arial are not available for use, choose another sans serif type font to maintain the District style.

When designing a document limit your font selections to two fonts. Use a decorative font for a design accent instead of throughout a document. Doing this will keep your design clean and easy to read.

Some typefaces are easier to read than others, for example; when creating signs or banners, avoid using script type fonts.

These fonts resonate well on a multitude of channels – print and electronic (e.g., posters, online, PDFs, etc.)



Design & Layout Tips

Readability

Avoid visual clutter. Remember the purpose of your piece is to communicate information clearly. Think easy to read and understand. Steer clear of educational jargon.

Less is More

Keep to a maximum of **2 font styles**. Use bold or italic to add emphasis.

Eye Catching Design

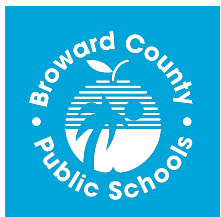
You do not have to start from scratch. It is ok to recycle successful designs, or if possible, **utilize templates** provided for you at web/communications.

Call to Action

Do not forget to encourage your audience to act by **providing contact information**. For example, sign up now, visit us online, or for more information call.

To Learn More:

Visit the Marketing & Communication Center at <http://web/communications>, call 754-321-2300 or email bcps.pio@browardschools.com



BCPS-Photo Guidelines

PHOTOS

Approved general purpose photos are available through the PIO with our stock photo account. Contact BCPS.PIO@browardschools.com with your photo request.

Do not post photos of BCPS students, unless you have a photo release on file. The release form is available in The Code Book for Student Conduct: <http://bcps.browardschools.com/codeofconduct/sources/index.htm>

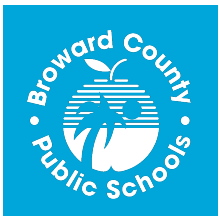
If a BCPS student took a photo, or if you are showcasing artwork created by a BCPS student, **always credit that student** alongside the artwork or photo.

Need a print-quality photo of the Superintendent or a School Board member? Contact the PIO at 754-321-2300.



Top Row: (L to R) Ann Murray, Heather P. Brinkworth, Nora Rupert, Laurie Rich Levinson, Robin Bartleman, Patricia Good

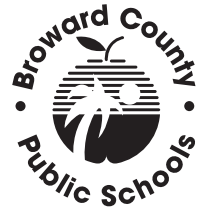
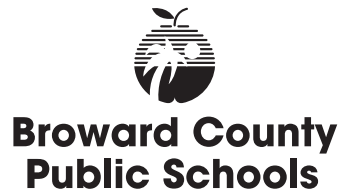
Front Row: (L to R) Abby M. Freedman, Donna P. Korn (Chair), Robert W. Runcie (Superintendent of Schools), Dr. Rosalind Osgood (Vice Chair)



BCPS-Logo Guidelines

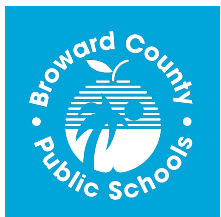
Official BCPS logos are available to you 24 hours a day. Find BCPS logos in the Marketing & Communications Center, located at web/communications, and click on Tools You Can Use.

Approved BCPS Logos



Include in all communications:

- BCPS Logo
- Non-discrimination statement
- Contact information



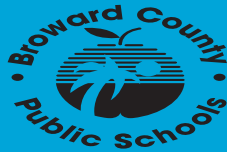
BCPS-Logo Guidelines, *continued*

When using the District logo avoid the following:

Scale

Keep all proportions exact. When sizing logos for publication, be sure not to "squish" or "stretch" out of shape. Do this by clicking on the image and using only the corners to resize.

No:



Adding Elements

Avoid adding any additional elements to the District's logo

No:



**Broward County
Public Schools**

Consistency

Do not make changes to the typeface or size of the font - they are important elements of the logo.

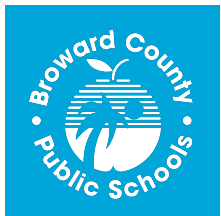
No:



Deleting Text

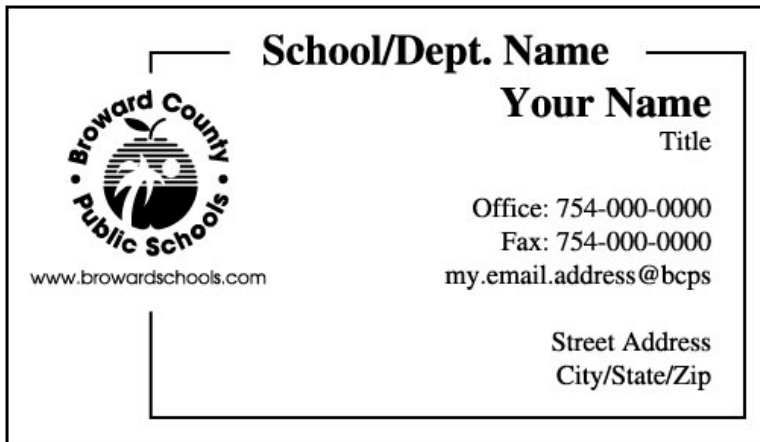
When using the District apple logo, you **MUST** use one of the approved logos - do not use portions of the logo (i.e. deleting some words, etc.)

No:



BCPS-Business Card Guidelines

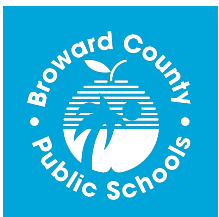
District Business Cards



Please note:

Individual school logos are **not** to be used on the business cards.

In order to align our District brand, there are central elements that are part of all District business cards that allow us to easily be identified as a District employee. Additionally, the Superintendent of Schools has approved **ONE** template. Please contact the District's Graphics Department at 754-321-1055, if you are in need of new business cards.



“About BCPS” Information for Use in Communications

ABOUT BROWARD COUNTY PUBLIC SCHOOLS

Broward County Public Schools (BCPS) is the sixth largest public school system in the United States and the second largest in the state of Florida. BCPS is Florida's first fully accredited school system since 1962. BCPS has over 260,000 students and approximately 175,000 adult students in 238 schools, centers and technical colleges, and 99 charter schools. BCPS serves a diverse student population. Students are from 204 different countries and speak 135 different languages. For more information about BCPS, visit browardschools.com, follow us on Twitter [@Browardschools](https://twitter.com/Browardschools), like us on Facebook at facebook.com/browardschools, and download the free BCPS mobile app.

MISSION STATEMENT (optional)

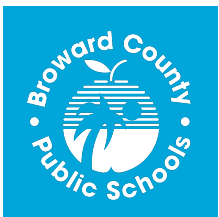
Broward County Public Schools (BCPS) is committed to educating all students to reach their highest potential.

NON-DISCRIMINATION STATEMENT

The School Board of Broward County, Florida, prohibits any policy or procedure which results in discrimination on the basis of age, color, disability, gender identity, gender expression, national origin, marital status, race, religion, sex or sexual orientation. Individuals who wish to file a discrimination and/or harassment complaint may call the Director, Equal Educational Opportunities/ADA Compliance Department at 754-321-2150 or Teletype Machine (TTY) 754-321-2158.

CONTACT INFORMATION [INSERT YOUR INFORMATION]

Broward County Public Schools
Public Information Office
600 SE 3rd Ave
Fort Lauderdale, FL 33301
754-321-2300

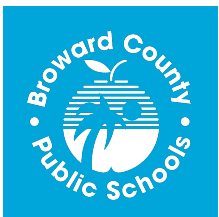


General Rules When Writing

When you are writing, ask yourself:

- Are my ideas easy to understand?
- Does the copy say what I am intending to say?
- Is there a shorter or simpler way to say this?
- Are my facts accurate?
- Have I double-checked the spelling of names, titles, addresses, etc.?
- What do I want people to think/do/feel as a result?
- Have I included a way for people to follow-up, (e.g., website address, phone number, action step)?

Tip: Print your document and read content aloud. If you find yourself stumbling over some of the words, or needing to repeat them, go back — this is an indication that you need to fix or rewrite that section.



Diversity, Inclusion and Multiculturalism

Top Tips

Be aware of the sensitivities of others.

Avoid humor and sarcasm, which often translates poorly into the written word and can be offensive.

Avoid jargon and bureaucratic language, which is confusing for most people, but can also be excluding for some whose first language is not English.

Avoid slang and cultural/pop references that may be unfamiliar to people whose first language is not English.

Keep in mind that people with disabilities may be reading your communications. Depending on the disability, you may want to use a larger print or type font, use more pictures and fewer words and keep communication clear and concise. In addition, avoid abbreviations and consider offering audio tape, translation/interpreter services or other accommodations.

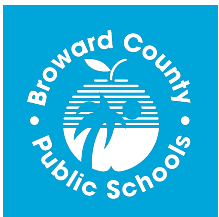
Specify race, ethnicity, age, etc. only if it is relevant.

Use gender-neutral language, for example firefighter rather than fireman.

- **Do not exclusively use the male pronoun in copy.**
Use “he or she” or change the sentence to a plural so you can use “they.”

Use “person first” language, for example, “a person with a disability” rather than “a disabled person.” Also, “people who are deaf” rather than “the deaf.”

Use the term “sexual orientation,” rather than phrases like “the gay lifestyle” or “sexual preference.”



Style Rules for Writing

Consistency of grammar, punctuation and usage keeps our communications professional and reinforces our brand. Everyone must follow these style rules so that BCPS speaks with one voice.

ACRONYMS

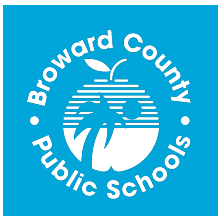
Spell out on first reference. On second reference, you can use the acronym — and always in capital letters (with no periods — USA not U.S.A.).

AMPERSAND (&)

Use only when part of a formal name.

YES: They were represented by the law firm of Smith, Jones & Johnson.

NO: Both students & teachers enjoyed the field trip.



Style Rules for Writing, *continued*

CAPITALIZATION

Intellectual Property: Capitalize all titles of books, plays, movies, TV shows, artworks, songs, and compositions.

Example: "Meet the Press," "Catcher in the Rye,"
"The Star Spangled Banner"

Government: Capitalize formal references to government entities.

Examples: City Hall, Broward County Commission,
Florida Department of Education

Titles: Capitalize the title when it appears before the full name (but not after it).

Examples: Superintendent Robert W. Runcie ran the meeting. Robert W. Runcie, the superintendent, was there.

Religion: Capitalize holy books, holy days, and names of recognized faiths and denominations.

Examples: Christianity, Orthodox Jew, Roman Catholic Church, Koran, Bible

Historic Periods and Events: Capitalize proper names of events.

Examples: Civil War, State of the Union Address

Special Days: Capitalize the formal references to special days.

Examples: Independence Day, New Year's Day, Memorial Day, Christmas, Mother's Day

All Languages: Capitalize names of languages

Examples: English, Haitian Creole, Portuguese, Spanish

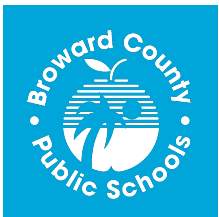
DATES

Write out the month and then use the date. **Do not** use a "rd" or "th" after the number.

YES: August 18 is the first day of school.

NO: August 18th is the first day of school, or
Aug. 18 is the first day of school.

Include the full date on *all* letters and correspondence so that it's clear when it was sent. A month and a year are *not* acceptable.



Style Rules for Writing, continued

NUMBERS

In general, **spell out one through nine**.

Example: When ranked by size, Broward County Public Schools is number six in the nation.

Use figures for 10 or above.

Use figures whenever preceding **a unit of measure** or referring to **ages** of people, events or things.

Example: The 7-year-old girl drank 8 ounces of water daily.

If a number is the first word in a sentence, spell it out.

YES: Thirty-two students boarded the bus.

NO: 32 students boarded the bus.

SPACING

Use one space to:

- Separate each sentence
- Follow a comma
- Follow a semicolon.

STATE

Capitalize the word state when it refers to State of Florida.

Example: The State must send millions of dollars in additional education aid.

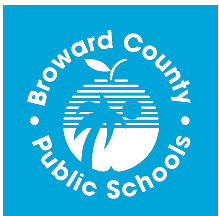
Do not capitalize the word state when it refers to other states.

Example: The union also negotiated a deal with teachers from the surrounding states.

In an address, **use the postal code (ZIP code) abbreviation for a state**.

YES: FL

NO: Fla.



Style Rules for Writing, continued

TELEPHONE NUMBERS

Use the following format: 754-321-0000

TIME

Use lower case letters with periods to signify a.m. and p.m.

Example: School starts at 8:30 a.m.

When the time is on the hour, use a single number followed by a.m. or p.m.

YES: Meet at the flagpole at 7 a.m.

NO: Meet at the flagpole at 7:00 a.m.

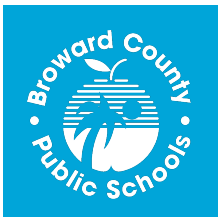
When the time is not on the hour, use a single number, followed by a colon, two numbers and an a.m. or p.m.

Example: The meeting will start at 7:35 p.m.

Use figures except for noon and midnight.

YES: Meet us at noon.

NO: Meet us at 12 p.m.



Punctuation Guidelines

APOSTROPHES (')

This is probably the most misused punctuation tool in the English language today. Apostrophes are used to indicate possession, a contraction or missing letters, NOT to indicate plural.

YES: It was John's decision. (possessive)

YES: It's a beautiful day. (contraction)

NO: The book was put in it's place.
(Should be: The book was put in its place.)

YES: He said he was willin' to go the extra mile (missing letter).
It happened in the summer of '68 (missing numbers)

NO: The CD's are now on sale. (Should be the CDs are now on sale.)

EXCLAMATION POINTS (!)

Use a single exclamation point. Multiple exclamation points in a row are redundant and may seem unprofessional. Use them sparingly in a document to emphasize great excitement.

QUOTATION MARKS (" ")

Quotation marks are used to indicate a direct, word-for-word quotation.

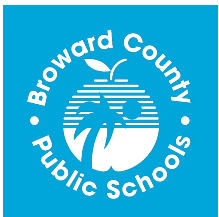
Use quotation marks around the titles of books, songs, television shows, computer games, poems, lectures, speeches and works of art.

Examples: Author Porter Shreve read from his new book, "When the White House Was Ours." They sang "The Star-Spangled Banner" before the game.

Do not use quotations around the names of magazine, newspapers, the Bible or books that are catalogues of reference materials.

Examples: The Washington Post first reported the story. He reads the Bible every morning.

Quotation marks should not be used to place emphasis on words.



Punctuation Guidelines, *continued*

COMMAS

Commas can be tricky, so make sure you refer back to this section frequently. Generally, commas are used to separate or set-off words. They can separate multiple adjectives, for example, or separate clauses within a sentence.

These are a couple of common comma rules to follow:

- **Use commas to separate elements in a series**, but do not put a comma before the conjunction in a simple series.

Example: The flag is red, white and blue. He would nominate Tom, Dick and Harry.

Exception: Put a comma before the concluding conjunction in a series, if an integral element of the series requires a conjunction: I had orange juice, toast, and ham and eggs for breakfast.

- **Use a comma also before the concluding conjunction** in a complex series of phrases.

Example: The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.

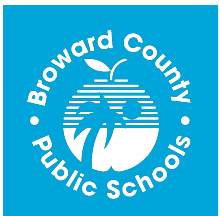
- **Commas (and periods) always go inside quotation marks.**

Example: "Do your homework," the teacher said. The teacher said, "Do your homework."

- **Use commas after the following words** when they are introducing an independent clause: **hence, thus, then, still, accordingly, also, besides, however, moreover, otherwise, and therefore.**

Example: Mrs. Reeves taught for 30 years; however, she doesn't plan to retire. Besides, we couldn't prepare because of the storm.

- **Use commas after digits indicating thousands** (12,000; 4,000; 500,000).



Punctuation Guidelines, *continued*

DASH (-)

A dash is longer than a hyphen. Put a space on both sides of a dash in all uses except the start of a paragraph.

Use it to:

- **Mean “through.”**

Example: Read pages 4 – 6. The break lasts May 1, 2014 – June 1, 2014.

- **To set off a phrase that would otherwise be set off by commas**, when the sentence already contains a series of words that must be separated by commas.

Example: He listed the qualities — intelligence, humor, conservatism, independence — that he liked in an executive.

- **To denote an abrupt change in thought** in a sentence.

Example: Students must be prompt — and let their teachers know if they will be absent.

HYPHEN (-)

A hyphen is shorter than a dash. Hyphens are “joiners” that combine words into an adjective.

Examples: Well-being, decision-making

Top Tips:

- **Hyphens tell readers when combinations of two or more words are modifying one noun.**

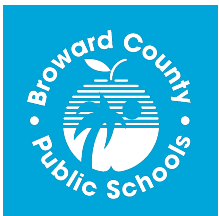
Examples: Hard-working principals, full-time employees, well-qualified individuals, low-income.

- **Hyphens can provide clarity with verbs.**

Examples: Re-structure, re-organize, re-direct

- **Hyphens (not dashes) are frequently used with numbers.**

Examples: Two-thirds, twenty-four, 20-20 hindsight, 10-1 decrease, 100-200 new teachers, third- and fourth-highest scoring schools



Avoid These Common Mistakes

Listed below are some of the most common errors in grammar usage. Proof your work to avoid them!

Your/You're. Your is possessive, as in *your car*. You're is a contraction of you are, as in *you're responsible for good writing*.

Its/It's. Its is possessive, as in *the bird took its time*. It's is a contraction of it is, as in *it's a good day for a walk*.

There/Their/They're. There is a location, as in *it is over there*. Their is possessive, as in *their house was painted blue*. And they're is a contraction of they are, as in *they're my favorite people*.

Affect/Effect. Affect is a verb, as in *the rain will affect driving conditions*. Effect is a noun referring to a result, as in *bad grammar will have an effect on the public's perception of BCPS*.

Then/Than. Then refers to a point in time, as well as in *addition to*. Than is used to compare two different things.

Complement/Compliment. Complement adds or supplements something, as in *the mint was a perfect complement to the iced tea*. Compliment refers to praise, as in *she gave him a compliment on his haircut*.

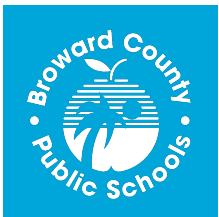
Loose/Lose. Loose refers to a condition, such as *loose pants*. Lose is a verb for misplacing/getting rid of something (or finishing in last place in competition), as in *he was afraid he was going to lose the key*.

Fewer/Less. Fewer refers to things you can count, such as *they had fewer days to complete the project*. Less is used for hypothetical quantities, as in *they were less successful than their peers*.

Historic/Historical. Historic refers to an important event. Historical refers to something that happened in the past.

Farther/Further. Farther refers to a measurable distance, as in *they advanced another 10 feet farther*. Further refers to abstract lengths, such as *an advanced degree will take you further in life*.

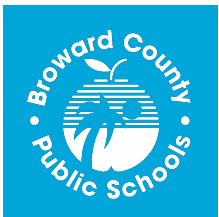
Me/Myself/I. Choose between me and I by removing the other person from the sentence and seeing what sounds right. *For example, if you and George like ice cream, determine correct usage by: John and me like ice cream vs. John and I like ice cream. Use myself only in two ways: I, myself, think the book is good, or I thought to myself that I should keep my thoughts to myself.*



Avoid These Common Mistakes continued

Below are additional resources on avoiding common grammar/punctuation mistakes and writing more clearly. Do not be afraid to refer to these sites often; however, **if advice conflicts with BCPS guidelines, use OUR style.**

Site	Web Address
The Writing Center at the University of Wisconsin	https://writing.wisc.edu/Handbook/index.html
The University of Toronto Writing website	http://www.writing.utoronto.ca/
Purdue University Online Writing Lab	https://owl.english.purdue.edu/owl/section/1/
Guide to Grammar and Style	http://andromeda.rutgers.edu/~jlynch/Writing/index.html
The Center for Writing Studies, University of Illinois at Urbana-Champaign: (grammar handbook)	http://www.cws.illinois.edu/workshop/writers/



Communication Checklist

Top Ten Questions

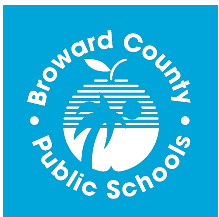
Before sending out a communication, ask yourself all of the following:

1. Am I communicating clearly and succinctly to my intended audience?
2. Am I representing the BCPS brand appropriately?
3. Are my facts accurate?
4. Have I triple checked spelling, grammar and punctuation?
5. Am I writing in the BCPS voice — positive, aspirational, professional?
6. Does this communication incorporate the BCPS guidelines?
7. Do I have all the necessary approvals? This includes signed photo releases and approvals from supervisors and/or the PIO.
8. Have I included the approved logo and “About BCPS” copy where needed?
9. Have I included the appropriate contact information?
10. Have I included a mechanism for people to get more information — web address, phone number, etc.?

Do you need a brochure or other promotional piece created for your school?

Visit the PIO Marketing & Communications Center website* at web/communications and click on the “Need Help” icon to fill out our request form.

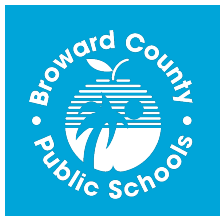
*The Marketing & Communications Center is only available within the District's network.



Want More Information on Style Guidelines?

For grammar and usage, you can refer to the *AP Stylebook*, which provides widely accepted guidelines for printed and written material.

For **BCPS-specific questions**, contact the Public Information Office at 754-321-2300 or email bcps.pio@browardschools.com



Electronic and Digital Guidelines

TERMINOLOGY

URL

This stands for Uniform Resource Locator, otherwise known as a web address.

Broward URL

When referring to the BCPS website, write it as browardschools.com.

Note: You no longer need to use "http://www." when referencing a web address/URL

YES: browardschools.com

NO: http://www.browardschools.com

Email

The word email has a lowercase e, unless it's at the beginning of a sentence. It is not hyphenated.

Internet

The word Internet has a capital I, whether it falls in the middle of the sentence or at the beginning.

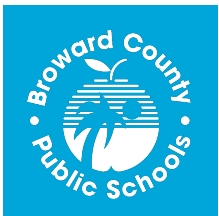
Web

The word Web, when used in reference to the World Wide Web, should always have a capital "W."

Example: You can find it on the Web at browardschools.com.

Website

Write it as one word with a lowercase "w" unless at the beginning of a sentence.



Social Media and Digital Communication Guidelines

Just because it is quick and easy to communicate through email, social media and other electronic/digital systems does not mean you can be casual about it. It is important to remain professional and represent the BCPS brand appropriately in all communications.

TIP: Compose all messages in Microsoft Word, so you can spell check and edit before sending out. Also, be sure to **ask another person to proofread your communications before finalizing them.**

Remember the number one rule: **Ensure what you are writing reflects the BCPS brand.**

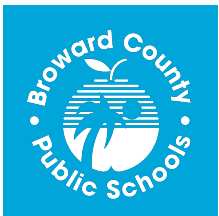
Be positive and engaging. Using numbers, questions and facts helps create reader interest. The best posts offer some, but not all information, which encourages readers to click on any links you have included.

Think before posting. What you publish on social media is widely accessible and will be available for a long time, sometimes even after you delete it. Avoid posting anything that makes you feel even the slightest bit uncomfortable.

Do not tell secrets. Protect confidential information and protect your own privacy. Learn about social media network privacy settings.

Keep your passwords safe.

Be transparent. Do not blog or post comments on social media anonymously, using pseudonyms or false screen names. When posting something related to your work, use your real name and disclose your position at the District.



Social Media and Digital Communication Guidelines, *continued*

Always spell check before posting or responding on social media. Remember, we are an educational institution. One of our jobs is to teach grammar and correct spelling. In order to remain credible, our communication **MUST** reflect this expertise.

Always check the facts before posting or responding on social media. Make sure that you have read anything that you are retweeting or reposting completely—including articles a post is linking to—before sharing it.

Never shorten words on social media when representing BCPS. Examples of common but inappropriate abbreviations include: *nite for night*; *tho for though*, and *thx for thanks*. Again, this goes to our credibility as an educational institution. **We need to model correct spelling, grammar and punctuation.**

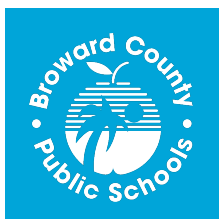
Try to add photos or graphics to all posts. Use simple colors. Follow photo and logo guidelines outlined in this document.

For Twitter: Always include District-level hashtags (#). Visit @browardschools for more information.

Don't post when: You are overtired, jet-lagged, angry, upset or in an altered state of mind.

Reminder: When using social media to represent your department or school, please remember that all School Board of Broward County, Florida and State of Florida laws and policies apply. Violations of policies will be subject to the consequences in those laws and policies.

Also note: School and department leaders, you are responsible for content posted on your school/department's website(s) and social media channels.



Communication Resources

Managed by PIO	Managed by Other Departments	Department Name
District Website (browardschools.com)	ParentLink: Robocall	Information & Technology
Social Media Channel: Facebook	ParentLink: Text	Information & Technology
Social Media Channel: Twitter	ParentLink: Email	Information & Technology
Marketing & Communication Center (MarComm) (web/communications)	ParentLink: Mobile App	Information & Technology
News Releases	Virtual Counselor	Information & Technology
Media Advisories	CAB (alert)	Information & Technology
News Conferences	CAB (email)	Information & Technology
Email (CAB)	ESS	ERP
District Digest	Virtual Counselor	Information & Technology
Color Calendar/Parent Brochure	Teleconference line	Information & Technology
Pocket Calendar	BEEP	Information & Technology
BECON TV	Online School Payment	Business Service Center
	Lunch menu website	Food & Nutrition Services
	broward.k12.fl.us (department websites)	Information & Technology
	browardschools.com platform	Information & Technology

