

AAUW-Eau Claire WordPress Style Sheet

Blogs:

General

- To quote a source: [Via Source](#) (replace Source with the name of the site)
- When referring to a source use a hyperlink in your text:
According to Summers, [2013 is going to be even harder for women](#).
- or -
- ... as Summers writes in [“What’s wrong with this picture?” \(NYT\)](#)
- To quote an image source: [Image source](#) (link goes to source)
- Use our images or images via Creative Commons/royalty free licenses
- No emoticons, smilies, ☺, etc
- No ALLCAPS

Titles

- Use initial caps: Equity Pay Day Expands
- No more than 1 line and no period
- Creative is good, but make purpose clear

Pictures

- Select either medium or large size when uploading photos
- Always choose an alignment

Categories & Tags

- Use at least one category per post
- Use at least two tags per post

Posts

- Use **bold** for emphasis in your text, *italics* for emphasis in quotes.
- Avoid use of color text – never use red.
- Avoid linking to partisan material
- Use paragraphs to chunk text
- Avoid posts over 300 words

Facebook:

- Delete links after Facebook has resolved the link (hit return)
- Try to include a question, comment, or quote with every linked item