

King's Editorial Style Guidelines

This King's Editorial Style Guide is a non-academic reference that provides answers to general questions around style and usage.

Following Canadian Press (CP) guidelines, and considering particular King's-specific style practices, these guidelines help achieve a common style across King's communications, recognizing there will always be circumstances where exceptions apply.

Refer to *Canadian Press Caps and Spellings* for questions not answered here.

Comments and suggestions

Language and its use is constantly changing, creating interesting and sometimes frustrating challenges for writers and editors. Please feel free to contribute to these guidelines by sending comments or suggestions to elizabeth.grant@ukings.ca. This is a living document that will be updated.

Capitalization

Writing style standards are shifting toward less capitalization and punctuation. The Canadian Press follows this basic rule:

Capitalize all proper names, trade names, government departments and agencies of government, names of associations, companies, clubs, religions, languages, nations, races, places and addresses.

General rules for capitalization

When referring to the academic term, lowercase the season.

- *fall term*
- *winter term*

When referring to a student's academic year, lowercase and hyphenate.

- *first-year student*
- *fourth-year student*

Capitalize the proper names of nationalities, peoples, races and the like.

Do not capitalize the word university when it is not part of the school's proper full name, even if it refers to King's. Use "University of King's College," "King's" or "the university" or less often "the college."

- *University of King's College, founded in 1789, is often known casually as King's. The university is known nationally and internationally for its interdisciplinary programs in the arts, humanities and journalism.*

- *ukings* is used only when referring to the website and on social media.

Capitalize the proper names of schools, offices and programs. Colloquial names should be lowercased.

- *journalism school, School of Journalism*
- *Registrar's Office*
- *President's Office*
- *Foundation Year Program*

Professional Titles

Following CP standards, professional titles are only capitalized when immediately preceding a person's name (unless used colloquially). In all other instances, they are lowercased. When used after the name, or without a name, titles are lowercase.

- According to President and Vice-Chancellor William Lahey, or Professor Bill Lahey
- According to the president, Bill Lahey
- Bill Lahey, president and vice-chancellor
- The chancellor, the president, the vice-president, the treasurer
- Chair of the Board of Governors, Douglas Ruck, QC,
- Doug Ruck, QC, BA'72, chair of King's board of governors

For faculty, provide a proper academic title whenever possible (assistant professor, associate professor, professor, lecturer). If a faculty member has other titles—such as a “named” chair—they can be included either following their King's title or in subsequent paragraphs.

For use of the honorific “Dr.” refer to Honorifics and Professional Titles (pg10).

When referring to the recipients of major scholarships at King's observe the following form:

- Prince Scholar
- Sobey Scholar
- Dr. Carrie Best Scholar
- McCain Scholar
- Carrie and Ralph Wright Memorial Scholar
- Deane Little Scholar
- Sylvia D. Hamilton Scholar

Capitalize the full names of organizations and institutions, but lowercase general references.

Lowercase compass directions: north, south, east, and west (including northern, southern, eastern and western) when not part of a proper name. Capitalize in reference to a proper name or region.

- *Northwest, but northwestern*
- *The East Coast, but eastern Nova Scotia*
- internet should be lower case
- "web" should be lowercased, except to begin a sentence
- "website" is one word, all lowercased except to begin a sentence

Capitalize holidays, religious feasts and all special times.

- *New Year's Eve*
- *April Fool's Day*
- *Mother's Day*
- *Halloween*
- *Canada Day*

Do not capitalize the first letter of a common noun after a colon in running text, even if the colon is followed by a complete sentence.

Avoid using ALL CAPS. Do not bold words to indicate emphasis.

Punctuation

As a possessive, King's is still King's (not King's' or King's's). E.g., "King's first female graduate," rather than King's'/King's's first female graduate.)

Commas and periods

Use between elements of a series in running text. Do not use the Oxford comma, which is a comma used after the penultimate item in a list of three or more items before 'and' or 'or.'

- *Use:* Leonardo da Vinci was an Italian painter, sculptor and architect.
- *Don't Use:* Leonardo da Vinci was an Italian painter, sculptor, and architect.

Acronyms should be all caps, no periods, no spaces.

GPA, ID cards

Bulleted lists—three variations

1. The lead plus each bulleted point can be read as a complete sentence. In that case the points in the bullets are not capitalized and each one ends in a period.

For school, I need to graduate with

- one math course.
- two science courses.
- three English courses.

2. If the list cannot be read as a complete sentence write the bulleted points as such and do not end each with a period.

I am going to take these things on my trip:

- my passport
- my iPhone
- a camera
- two suitcases

3. If the listed items can be read as complete sentences write them as full (not partial sentences). Punctuate as you would a regular sentence with a capital to begin and terminal punctuation to end (usually a period).

Key Considerations:

- Nurses are uniquely qualified to support adaptation to and mitigation of climate change.
- CNA believes that the nursing profession plays an integral role in supporting individuals, families and communities in adapting to climate change.
- CNA believes that nurses can become involved in influencing policy related to climate change by
 - showing leadership in changing their personal practices to reduce their own contributions to GHG emissions.
 - encouraging their professional association to support policy efforts to reduce GHG emissions.
 - working with coalitions of non-governmental organizations to identify where their support will be most useful.

In keeping with the trend toward less punctuation and less-cluttered copy, do not put semi-colons or commas at the end of bulleted items. Don't use a conjunction such as "and" before the last bulleted point.

Quotation marks

Quotation marks are placed outside commas and periods and inside semicolons and colons.

Use exclamation points sparingly if at all (exceptions can be made on friendly social media, e.g., "*Congratulations to gold medal winner, King's alumnus Scott Danielson!*") Question marks and exclamation points are placed inside quotation marks if they are part of the quote and outside if they are not.

Items placed inside quotation marks include article titles, direct quotes, parts of books and short poems. When such items are integrated within a quote, they should be placed within single quotes. This may result in three consecutive quote marks, but never four.

Example: "In an interview Heti gave with the LA Review of Books around the time 'Motherhood' came out, she mentions something a friend of hers once said: 'If men gave birth, the question of whether or not to have children would have been the central question of philosophy from the beginning of time...'"

Dashes and Hyphens

en dash (longer than hyphen, shorter than em dash. In a font, the en dash is the length of the letter 'n.' To make an en dash, press ctrl+minus): use in ranges, such as dates and times, and to connect nouns.

- 3–5:15 p.m., June 6–10
- human–computer interaction

em dash: (longer than an en dash. In a font, the em dash is the length of the letter 'm.' To make an em dash, press ctrl+alt+minus): use as a strong comma—or for extra emphasis.

hyphen: use hyphens in compound adjectives

- 12-year-old world-class athlete

Spacing

Use one space, not two, between the end punctuation of one sentence and the beginning of the next.

When using a slash "/" omit surrounding spaces as in either/or.

Ellipsis

An ellipsis (...) is used to indicate an omission from text or a quotation. Insert one space before and after the ellipsis, and no parentheses are required around ellipses used to indicate omissions. When an ellipsis ends a sentence, it should be preceded by the sentence punctuation. So four periods may end the sentence, or a question mark and the ellipsis, etc.

King's Terms, Acronyms and Spelling

Common terms used at King's:

- advisor, not adviser
- counsellor
- catalogue, not catalog
- class work, not classwork
- coursework, not course work
- enrolment, not enrollment
- fundraising, not fund-raising
- full-time, half-time, and part-time are hyphenated
- honour with a 'u,' but honorary without
- log on, login (noun) but log in (verb)
- multicampus
- non-credit, not noncredit
- non-degree, not non degree
- non-profit, not nonprofit
- online
- per cent, not percent
- program not programme
- underway, not under way
- university-wide, campus-wide,

- city-wide, province-wide, but nationwide
- well-being—hyphenate always
- web, website, webmaster, home page, internet

Alumni

When describing King’s graduates, alumni is the preferred plural form. Historically in more formal contexts alumnus was used for a male individual, and alumna for a female individual. As the use of gendered language becomes increasingly complex, alum should be preferred as a gender-neutral designation appropriate to any individual.

- Taylor is a King’s alum.*
- John Smith, BJ’84, and Jane Doe, BA’99, are King’s alumni.*

King’s Community Profiles

King’s Community profiles differ from stories on ukings.ca in that the subject is referred to by first name following the initial introduction.

Varsity Sports

- The University of King’s College Blue Devils
- UKC Blue Devils (formal)
- King’s Blue Devils (casual)
- The Blue Devils
- Blue Devils soccer

Encaenia (rather than convocation)

Plural: encaenia

Pronunciation: \ en- 'sē-nyə

Students graduate from the university at a ceremony called Encaenia (uppercase E) (a Greek word meaning “beginning, commencement.” It has been used since the founding of King’s in 1789.)

- A graduand is one about to receive a university degree.
- A graduate is one who has received a university degree.

Encaenia is itself a ceremony, so ‘Encaenia ceremony’ is redundant.

Note: In 2020 and 2021, Encaenia did not take place due to the Covid-19 pandemic. However students who had met their degree requirements still graduated, and online graduation celebrations were held. Encaenia will take place for these graduating classes when gathering in person is once more permitted.

Matriculation

Matriculation is a ceremony in which incoming students are formally welcomed as members of the University of King's College. It is named for the matricula—a large register that records every King's student's name.

Acronyms

Spell out all acronyms on first reference and include the acronym in parentheses following the name. Afterwards, you can just use the acronym on the same page.

Do not assume that a reader understands an acronym that was featured earlier in a document or website.

Readers may be scanning, skipping or—when online—accessing the content through a number of different entry points (web search, links, etc.).

Acronyms commonly used at King's:

- A&A Building—Arts and Administration Building
- CSP/CTMP—Contemporary Studies Program
- EMSP—Early Modern Studies Program
- FYP—Foundation Year Program
- HOST—History of Science and Technology (academic course code is HSTC. E.g., “One of my favourite HOST classes is HSTC 2001”)
- HYP—Humanities for Young People
- KTS—King's Theatrical Society
- KSU—King's Students' Union
- NAB—New Academic Building
- Exceptions: HMCS King's Wardroom (not necessary to spell out Her Majesty's Command Ship), the KTS Lecture Hall

Canadian Spellings

- centre, centred, centring
- cheque (as a method of payment)
- theatre
- sulfur (scientific standard spelling)
- pretence
- grey (colour)
- defence
- practice (as a noun or adjective) and practise (as a verb)
- organize
- neighbour

Pandemic language

Covid-19 is preferred over coronavirus. As of June 2021, all caps will no longer be used for the word “Covid.”

Online Learning

Brightspace, DalOnline, Zoom (not “zoom”) and Microsoft Teams (not “teams”) etc.

E.g. vs. i.e.

- The abbreviation for *exempli gratia*, is e.g., but its over-use should be avoided. Use "for example" instead.
- The abbreviation for *in other words* is i.e. (no comma) but its over-use should be avoided.
- Use the vs. abbreviation for versus only in sports and the names of court cases.

King's Buildings & Rooms

Use the full name of university buildings on first reference. Nicknames or short forms can be used on subsequent references that are used on the same page as the first full reference.

Capitalize full references and lowercase subsequent alternative references when not a proper noun and used colloquially

- University of King's College; the university; the college
- King's Library; the library
- King's College Chapel; the chapel
- University of King's College Chapel Choir (due to the existence of other prominent King's College Choirs, this group should generally be referred to by its full name), though not shorter, it can also be referred to as the King's College Chapel Choir, Halifax (the name of its Facebook group), or after first reference, the chapel choir
- G Peter Wilson Common Room
- Alumni Hall
- Prince Hall
- The Pit
- Alexandra (Alex) Hall
- The Muir Gymnasium (known colloquially by some as "the Kingdome," this term should not be used except in the most informal circumstances)
- New Academic Building (NAB)
- The Link
- The President's Lodge (The Lodge)
- HMCS King's Wardroom (The Wardroom), (Wardy)
- Angel's Roost ('The Roost')
- The Bays
 - North Pole Bay
 - Chapel Bay
 - Cochran Bay
 - Middle Bay
 - Radical Bay
- The KTS Lecture Hall (The Red Room)
- The Senior Common Room (The SCR)

Degrees, Programs and Courses

Capitalize King's degrees when referring to them by their proper name and lowercase them when using colloquial forms. Names of majors, minors, concentrations and programs are lowercase within text.

Do not capitalize academic subjects except when referring to a formal course name or when the subject is also a proper noun.

- *music*
- *English*
- *French*
- *history*
- Modern Social and Political Thought

Academic degrees are lowercase when spelled out:

- baccalaureate degree
- bachelor's degree
- science degree
- master's degree
- honours degree
- note the plural form: bachelor's degrees; master's degrees

Capitalize King's degrees when referring to them by their proper name

King's degrees currently offered:

Bachelor of Journalism, BJ

Bachelor of Journalism (Honours), BJ(Hons)

Bachelor of Arts, BA

Bachelor of Arts (Honours), BA(Hons)

Bachelor of Science, BSc

Bachelor of Science (Honours), BSc(Hons)

Bachelor of Music, BMus

Bachelor of Music (Honour), BMus(Hons)

Master of Journalism, MJ

Master of Fine Arts in Creative Nonfiction, MFA

Honorary degrees:

- Doctor of Civil Laws (DCL)
- Doctor of Canon Laws (DCnL)
- Doctor of Divinity (DD)
- Honorary Fellow (HF)

Combined Honours Degrees (offered by King's and Dal): History of Science and Technology, Early Modern Studies, Contemporary Studies

Degrees no longer offered (but some living alumni still hold them): Bachelor of Divinity, Diploma in Journalism.

Degree abbreviations do not contain periods. When following a person's name, abbreviations of degrees awarded by King's should include the year of graduation.

John Smith, BA(Hons)'89

John Smith completed his MA at Oxford (no year req'd).

Names of majors, minors, concentrations and programs are lowercased within text.

Other

King's Undergraduate Fellowships in Public Humanities (or) Undergraduate Fellowships in Public Humanities, **not** Public Humanities Undergraduate Fellowships.

Titles

Composition titles including books, songs, plays, films, artworks and the like should be italicized.

Names of publications such as magazines and newspapers should be italicized.

On social media, composition titles may be put in quotation marks, while publication titles should be appropriately capitalized but not placed within quotation marks.

Course titles, names of events and awards, endowed chairs, and the names of broadcasters and news agencies should be appropriately capitalized but not italicized.

Example: Did you read about Trevor's death in *the Globe and Mail*? Or was it on the CBC's website?

Describing Students

Print publications, social media descriptions, elsewhere

When first describing a King's student in the context of their education, use the format full name, year, program. To preserve the flow of a text (i.e. a story for ukings.ca) it may be preferable to provide a student's year and program later in the text—not immediately after their name. However, this information should always be integrated into the first two paragraphs to provide the reader with context for the student/subject.

- *John Smith, second-year student, CSP and English*
- *Jane Doe, fourth-year student, HOST and Psychology*
- *John Smith, third-year Dalhousie student, BSc*

When speaking about a student whose university program isn't applicable, it is not necessary to identify their program.

Honorifics and Professional Titles

The honorifics Mr. and Ms. are not used.

On first reference to an individual, use their full first and last name.

- *John Smith*

On all subsequent references, use the person's last name (except in King's Community Profiles, as described above under "Alumni.")

Dr. is the preferred honorific for King's staff and faculty with a PhD or an MD. (Do not use "Dr." for individuals whose doctorates are honorary unless the honorary doctorate is from King's). "Dr." should be used when introducing the subject, and subsequent references should be limited to the last name.

For faculty without a PhD, refer to them by their correct title (Professor, Assistant Professor, Faculty Fellow). In varsity athletics, Coach is also acceptable.

- *Dr. John Smith (first reference).*
- *Professor John Smith*
- *Hilary Ilkay, faculty fellow in the Foundation Year Program*
- *Coach John Smith*

Second and subsequent references:

- *Smith*

Pronouns

When interviewing a subject, the Advancement Office requests that the writer asks the subject to indicate the correct pronouns (note that pronouns should be referred to as "correct" and not "preferred") to use when referring to them in the text.

Stating the subject's pronouns at the top of a draft is also encouraged, as it makes clear that this information has been checked, and avoids confusion or making unnecessary demands on the subject's time by contacting them for information they have already provided.

Race, Religions and Diverse Groups

King's follows Canadian Press Stylebook guidelines for inclusive language. It is important we are aware of sensitivities when identifying age, colour, creed, nationality, personal appearance, religion, sex and disabilities.

Indigenous Peoples

Use uppercase for Indigenous Peoples, which includes all First Nations, Métis and Inuit people in Canada. Indigenous is generally preferred to Aboriginal. Indigenous People in Canada are not a homogenous group and an effort should be made to reflect their diversity. Use First Nation or community instead of "reserve" unless the story is specifically about the tract of land allocated to a First Nation.

Mi'kmaq

Mi'kmaq (with a q) is plural and is used when referring to the entire nation. Mi'kmaw (with a w) is the singular form of the noun and can be used as an adjective when it precedes another noun (e.g. Mi'kmaw rights). Consequently, it can also refer to the language (Mi'kmaw language).

- *"The first elected Grand Chief of the Mi'kmaq nation was Gabriel Sylliboy."*
- *"A Mi'kmaw woman told me a story."*
- *"Learning to correctly speak and pronounce more Mi'kmaw words is one way to learn more about the Mi'kmaq."*

Mi'kma'ki: the land or territory of the Mi'kmaq. It includes the Atlantic Provinces, some of Maine, and the Gaspé region of Quebec.

Note that in some parts of Mi'kma'ki, a 'g' is used rather than a 'k': "Mi'gma'gi" "Mi'gmaw." Many communities have websites where the correct spelling can be confirmed.

Names of Races

Capitalize the proper names of nationalities, peoples, races and tribes. For example,

- *Indigenous Peoples*
- *Arab, Caucasian*
- *Jew*
- *French-Canadian*
- *Inuit*
- *Latin*
- *Asian*
- *Cree*

Black is capitalized in reference to Black people, identity, community and culture. Black is lowercase only when it refers specifically to skin colour in a sentence such as, "People with black and brown skin are stopped and questioned by police at higher rates than white people."

It is not necessary to capitalize white.

The term Black is acceptable in all references in Canada and the United States. In the United States, African-American is also used. In Canada, African-Canadian is used by some people but not by others. In Nova Scotia, African Nova Scotian is frequently used, though it is important to remember that the African Nova Scotian community has a complex, 400+ year history in the province, and not all Black people in Nova Scotia identify as African Nova Scotian.

There is usually no need to use hyphenated descriptions such as Polish-Canadian or Jamaican-Canadian, given they may put an inappropriate emphasis on the person's

ethnic background. But these descriptions can be used if the individual prefers and it is relevant.

Gay, Lesbian, Transgender

A person's sexual orientation should not be mentioned unless relevant to the story. Gay and lesbian are the preferred terms to describe people attracted to the same sex.

Transgender describes people whose sexual identity is different from their sex at birth. Always use the pronouns the subject has specified. Increasingly, these are indicated in email signatures and on social media profiles. If specific pronouns have not been indicated, the subject may be asked to share the correct pronouns.

Sexism

Treat the sexes equally and without stereotyping. Marital or family status—single, married, divorced, grandmother—is pertinent only to explain a personal reference or to round out a profile.

When writing in general terms use gender neutral language such as police officer or constable to policeman, firefighter to fireman, mail carrier to mailman, flight attendant to stewardess.

Some readers find the use of he (him, his) as a word of common or indeterminate gender to be sexist. His or her and the like can be used but may prove awkward. In that case reword the sentence if possible. Instead of: "Whoever is promoted will have \$50 added to his or her pay," write: "Whoever is promoted will get a \$50 raise." As a last resort, they (them, their) is an increasingly acceptable alternative to he (him, his).

Disabilities

Ableism is discrimination in favor of able-bodied people. Be accurate, clear and sensitive when describing a person with a disability and mention it only if it is pertinent.

Don't define people by the ways they are perceived to be different. For example, *the disabled*.

Dates

Spell out all months standing alone or with a year alone:
August, August 2011, but Aug. 17, 2011

Avoid abbreviations of months and weekdays but if they must be used, then the correct abbreviations are Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out March, April, May, June, July.

Weekdays are abbreviated only in tabular matter and without periods
For example: if listed in a table: Mon, Tue, Wed, Thu, Fri, Sat

Show dates using the month first, date second and year third: *October 27, 2011*

When writing decade names in numerals, do not use an apostrophe before the "s." An apostrophe precedes the shortened numerical form of the decade:

- *the 1930s, the '30s, the mid-1930s*

When expressing dates without a year, do not use the ordinal form:

- *November 8, not November 8th*

Date range: Write the numbers out using an en dash, not a slash:
*2017-2018 or 1987-89 (not '87-'89) *Note: The one exception is in the expression of academic year. The 2017/18 academic year.*

Times

Use periods for lowercase abbreviations a.m. and p.m. and include a space between the number and the a.m./p.m.

- *10 a.m. (not 10:00 a.m.) but 5:30 p.m.*
- *1:30-5 p.m. (one 'p.m.') rather than 1:30 p.m.-5 p.m.*
- *noon or midnight, not 12 a.m. or 12 p.m., to avoid confusion*

Use "from" and "to" when writing a range of times but use an en dash in tables:

- *Reception, 7-10 p.m.*
- *The meeting went from 9 to 10:30 a.m.*

Abbreviations and Numbers

Geography

CP abbreviations for provinces/states are different than those used by the postal service. Use the abbreviations below for Canadian provinces when they follow name of a community. (For American states, consult the Canadian Press Stylebook.)

- Alta.
- B.C.
- Man.
- N.B.
- N.L.
- N.W.T.
- N.S.
- Nunavut
- Ont.
- P.E.I.
- Que.
- Sask.
- Yukon

Use Canada Post abbreviations in mailing addresses:
AB, BC, MB, NB, NL, NS, NT, NU, ON, PE, QC, SK, YT

Time zones

Spell out time zones when they are not accompanied by a clock reading, e.g., *Newfoundland daylight time*.

Capitalize Newfoundland, Atlantic and Pacific time zones when spelled out. Other time zones are lowercase: eastern, mountain and central.

Do not use periods in time zone abbreviations.

Ex. AST, not A.S.T.

AST vs. ADT vs. AT

Atlantic Standard Time (AST) is four hours behind Coordinated Universal Time (UTC). This is the time used in fall/winter. In 2021 it will come back into effect on November 7.

Atlantic Daylight Time (ADT) is three hours behind Coordinated Universal Time (UTC). This is the timezone used in spring/summer. In 2022 it will come into effect on March 13.

When providing information for online events that may have international attendees, it is safest to use simply "AT" as daylight savings time is not universally observed, and clocks in Europe and North America (for example) are changed on different dates.

Temperature

Celsius is abbreviated with a capital letter C, no period and one space between the temperature and abbreviation: - 35 C, -6 C

Do not insert any spaces if using the degree symbol: - 35°C, -6°C

Numbers

Spell out numbers one through nine. For 10 and above, use numerals.

Exceptions that always require numerals:

- measurements that use abbreviations or symbols
- percentages
- combined whole numbers and fractions
- currency
- a number used to start a sentence is always spelled out

Percentages should always be expressed in numerals followed by "per cent."

In text that includes numerous references to percentages, the symbol % is acceptable with no space between the number and the symbol.

For number ranges, use a hyphen between two numbers to indicate "up to and including" or "through." For number ranges preceded by "from" or "between," use "to" or "through" and "and" respectively:

- *The information is found on pages 123-15*
- *from 1947 to 1949*
- *between 100 and 150*

Numbers with four or more digits: commas are used to separate three-digit groups except for house numbers, phone numbers, years and other serial numbers:

- *1,000 not 1000*
- *3607 Charles Street*

Avoid using too many zeros. Very large numbers can be written using a mix of numerals and spelled-out numbers:

- *251.6 billion*

School grades: Grade 7, but seventh grade

Money

Use numerals to represent currency with the appropriate symbols. There is no space between the symbol and the numeral:

- *\$8.99*

Very large currency amounts can be written using a combination of numerals and words with the currency symbol:

- *\$9.34 million, not \$9.34 million dollars.*
- *\$9.34M or \$9.34K are acceptable.*

It is presumed that monies are listed in Canadian dollars (CAD). For clarity when necessary, add CAD or USD (U.S. dollars).

Telephone, fax and email

Lowercase "fax" and "email" in text. Email is lowercased except to begin a sentence. Email is a single word without a dash, following CP standards. Email addresses should be spelled out and hyperlinked: John Smith, john.smith@ukings.ca
E-newsletter (or e-news) is hyphenated.

Use a dash to separate numbers: 902-494-1234

Use dashes for toll-free numbers: 1-800-966-6610

Use ext. to express extensions

King's Mailing Address:

Your Name

Your Title

Your Office

University of King's College

6350 Coburg Road

Halifax, Nova Scotia B3H 2A1

CANADA

Links

Hyperlinks aid the user in navigating your site and in the case of prospective students, will help them on the decision path towards applying to King's. Conversely, broken links hamper a user's ability to find the information they're looking for and disrupt a user's flow.

Link using words. For internal links, the page title is always preferable to the URL.

- Use: Updates will be posted on the [Important Dates & Deadlines](#) page.
- Don't use: Updates will be posted at: ukings.ca/admissions/important-dates-deadlines.
- Making reference to and hyperlinking specific page titles is also a best practice for making a website more compatible with screen readers, which are used by the visually impaired. More information is contained on this below.

Hyperlink on the first mention of the following:

- A degree program: *Students in the [one-year Bachelor of Journalism](#) program learn to use the latest digital technologies.*
- The subject of a page: *There are several [scholarship opportunities](#) earmarked for graduate & advanced students.*
- An event: *The Judge J. Elliott Hudson Award will be presented at the upcoming [alumni annual dinner](#).*
- A news item: *David Huebert, [who recently won the CBC Poetry Prize](#), is currently working on his first book of fiction.*
- A person with a contact page: *To report embarrassing grammatical mistakes in this document, get in touch with [Rory MacLellan](#).*
- A course: *Dr. Clift is the instructor of [Modern Social and Political Thought](#). It's hard to believe King's has a [course on alchemy](#).*

In sentences, hyperlinked words and phrases should give the user a clear indication of where they will arrive.

- Use: *Consult our guide on the [best formatting practices for hyperlinks](#).*
- Don't Use: *Information on the best formatting practices for hyperlinks can be found [here](#).*

Phrases are preferable to single words, where they help explain the destination better. Where possible, avoid using articles (the part of speech) in hyperlinks. Do not use punctuation in hyperlinks except in titles (of books, courses, speeches, articles, etc.).

There are accessibility considerations when linking files. It is considered good practice to indicate to the user what file-type the file is. The title of the document should be linked (not the filename) with the file-type listed in square brackets, whether in sentence, list, etc. For example, [Residence Extension Request Form](#) [PDF]. An outbound link is defined as any link that takes a user to a domain or subdomain other than www.ukings.ca. For outbound links, link in a new window.