

FELLOWSHIP BIBLE CHURCH | GRAMMAR STYLE GUIDE

CONTRACTIONS

- Use contractions as often as possible, as long as it doesn't impede clarity of the sentence.

DATES

- For dates, don't use "nd" or "th." Craft the sentence so that you don't need it; it's cleaner. So, instead of "Come by on the 4th!" Say: "Come by on May 4!"

TIMES

- Always lowercase & use periods: **a.m. & p.m.**
- Make sure there is a space between the numeral & the a.m./p.m.: "Mid-Day will begin at 12:30 p.m."

NUMERALS

- Don't start a sentence with a number. Rearrange so that you're beginning with a word.
- Use the en dash (–) when meaning "through." For example: "Ages 5–12 can sign up for Upward!" Or "The class will run January 1–20."

COMMAS

- Always use the Oxford comma in a list, for clarity. For example: "Family Fest will have food, games, and lots of fun!"

SPACING

- Make sure there are no gaps/extra spaces in between words or at the beginning of sentences

LENGTH

- Economize your words – keep your caption as brief as possible, while still relaying the most important details. Remember: more often than not, you'll be pushing them toward a link, which will have *all* the details, so you don't need everything in your caption.

CAPITALIZATIONS

- Always capitalize pronouns referring to God, Jesus, and/or the Holy Spirit (and King when referring to God/Jesus)
- Capitalize "campus" when using it as a formal name; for example, "come to our Benton Campus!" Don't capitalize when using on its own; for example, "this event is happening on all of our campuses."

EMOJIS & HASHTAGS

- No more than 1 emoji per post.
- Don't be afraid to use 3–4 relevant hashtags at the end of a caption (for example: #fellowshipar, #servelocalAR)

ABBREVIATIONS

- Don't abbreviate D-Groups, FSM, FSK, or the like. That's internal verbiage; people on social media may not know what that means. Instead, say Discipleship Groups, Fellowship Student Ministries, Fellowship Students, Fellowship Kids, etc.