Web Writing Quick Guide

Punctuation

Always use the serial comma:
We had coffee, tea, and juice.

Use a comma between independent clauses:
I wrote the text, and she edited the document.

Don't use when the clause shares the subject:
I created the content and did my own editing.

Periods and commas go inside quotes:
The team stated, "We are ready."
"We are ready," they stated.

Question marks and exclamation points go inside when they apply to quoted material:
She asked, "Who is your doctor?"

They go outside when they apply to the entire sentence:
Do you agree with the saying, "An apple a day keeps the doctor away"?

Use hyphens to join two or more words that express a single concept and modify a noun:
First-quarter touchdown, full-time job, five-year-old boy

If it's not a modifer, only use a hyphen when NOT using one causes confusion:
"He recovered the leaky roof" vs. "He re-covered the leaky roof."

When in doubt, use the first listed entry in the Webster's Dictionary.

Only use after a complete sentence:
She requested three items: a scalpel, gauze, and gloves.

Only use between two independent clauses:
He walked to the office; she took the bus.

Usage

Our Name

Always use Intermountain Healthcare. If mentioned several times in the same paragraph, then use "Intermountain Healthcare" first and "Intermountain" for subsequent instances. Always use "not-for-profit" when writing about Intermountain.

Contact Information

Separate telephone numbers with dashes for web readability.
(801) 000-0000

Format addresses as follows:
36 S. State St.
Salt Lake City, UT 84111

Refer to AP guidelines for detailed address formatting.

Date and Time

Do not use *st, nd, rd,* or *th*. Use hyphens to display a date range. Abbreviate *Jan., Feb., Aug., Sept., Oct., Nov.,* and *Dec.*
April 29-Aug. 1

Use a.m. and p.m. Spell out noon and midnight. Do not use :00. Use hyphens to display a time range:
1-3 p.m.
9:30 a.m.-5 p.m.

Lists

Capitalize only the first word. Only end with a period if the item is a complete phrase:
• Peel the vegetables.
• Boil the water.
• Add salt and pepper.

Professional Titles

Capitalize titles before and after names:
President of Operations Connor White requested a proposal.

Connor White, President of Operations, requested a proposal.

Correct Use of Common Terms

• Healthcare
• Onsite
• Not-for-profit
• Nonsurgical
• Board-certified
• Nondisciplinary

• Use state-of-the-art when it precedes a noun:
It is a state-of-the-art machine.
• Use state of the art when it follows a noun:
Our computer is state of the art.