K-State Student Union

Style Guide

K-State Student Union

The Union Style Guide is modeled after the Associated Press Stylebook, which will be referred to as the AP Stylebook throughout the guide, and the University Style Guide. Entries are listed in alphabetical order.

Additional resources:

k-state.edu/communications-marketing/brand-style/voice-style/style-guide/apstylebook.com/

Overall University Style Guide description for the K-State Student Union:

Second reference: the Union. (Omit K-State Student Union when referring to a part of the Union: 206 Union, Union art gallery.) The Union opened in 1956 after students voted two decades earlier to pay $5 per semester to cover construction costs. Expansions in 1963 and 1970 added another 100,000 square feet. Students again voted in 1995 to pay $11.4 million for a five-year project including building renovation and expansion. The project also involved construction of the adjacent Bosco Student Plaza, named for Pat Bosco, former vice president for student life and dean of students.

Press Release Writing

Required info: Organization sponsor (K-State UPC, registered student organizations, etc.), the name of the event, time, date, location and boilerplate information (background information or additional information like snacks being provided, etc.). If the event being announced in the press release is a film, it is acceptable to include a small plot summary.

▸ Location should include the room name and on which floor it is located in the Union: "Wildcat Chamber on the first floor of the Union."

▸ If possible, hyperlink to the website or event page of the organization (such as K-State UPC), sponsors, etc.

▸ Paste the Union boiler plate at the bottom of each press release: The Union's mission is to serve all, especially students, with facilities that provide services, programs, leadership experiences and educational opportunities which foster a sense of wellbeing and belonging in an inclusive community.

Submitting an Union webpage press release to K-State Today:

▸ When requested, press releases for events, student life, etc. should be submitted to K-State Today. Use the name and contact information of the person submitting the request. The title should be pasted in the Headline slot.

▸ Typically, press releases will be submitted to the K-State Today student and faculty/staff publications. However, press releases pertaining to significantly cultural events such a holiday celebration sponsored by multicultural student organizations (HALO, Hillel, etc.) may be submitted to the KSUnite Weekly publication.

▸ Select the most accurate category for the press release. It will often be "University life".

▸ Add the headline.

▸ Link the Union press release: select "yes" and add the hyperlink from the Union website.

▸ Add the short summary.

▸ Upload the union logo from terra labeled "KStateToday-U-Logo240x240.jpg".

▸ Schedule the date of publication. The K-State Today only publishes on Monday, Wednesday and Friday editions.

Your Name: `Willie Wildcat`　　Email: `Wildcat@k-stat`　　Phone: `785-532-18`

Submit to these publications:

☑ K–State Today for faculty/staff　　☑ K–State Today for students

K–State Today Student Edition
K–State Today Student Edition is a daily email providing K–State students a single source of timely K–State announcements.
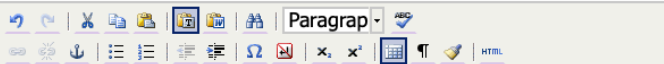
Category: `University life ⬍`

About this category
Feature stories, notices of scholarship, grant or award opportunities, or helpful university services available to students, staff and faculty. Services may only publish a general informative announcement once a semester.

Headline: `Semester Break Hours`

Link: Is the announcement available on another web page and do you want to prevent duplication by linking to it? (Selecting "yes" will remove the text box option)? ○ no ⦿ yes

URL: `https://union.k-state.edu/about/building-hour`　**Test URL**

Text:

↶ ↷ | ✂ 🗐 📋 | 🖻 🖻 | 🔍 | Paragrap ▾ | ABC ✓
🔗 🔗 ⚓ | ☰ ☰ | ☰ ☰ | Ω 🖾 | x₂ x² | ⊞ ¶ ✦ | HTML

(You have chosen to submit a URL to link your announcement to another K-State page to prevent duplication. The text box has been disabled.)

Path: div » p

Summary: Provide a brief explanation of your announcement to be published as a summary in the email and on the K-State Today home page.

`The Union has the study spaces and resources students need to end the semester strong.`　170

Image: Upload images should be .jpg files smaller than 68.36 KB.

Ideal images are perfectly square and no larger than 500 x 500 pixels.

`Choose File` no file selected　　Description:

Requested (Optional) Publish Date (may only select one date per submission.) If no date is requested, the article will be published according to the editor's discretion: `　　　　` 📅

Adding Hyperlinks

If applicable, hyperlink the sponsor website or event in the press release text.

To create a hyperlink, highlight the desired text then click the link symbol:
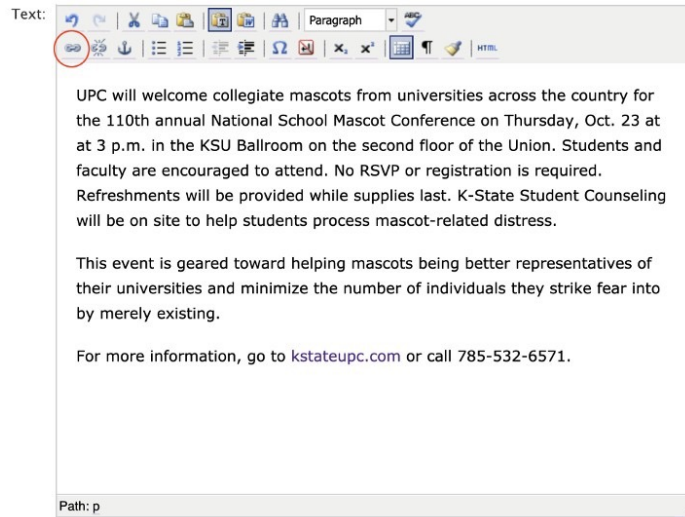
Paste the desired URL and change "Target" to "Open in New Window (_blank). When this is accomplished, click "Insert. A successful hyperlink should appear as purple text. Always test the hyperlink before submitting the press release.
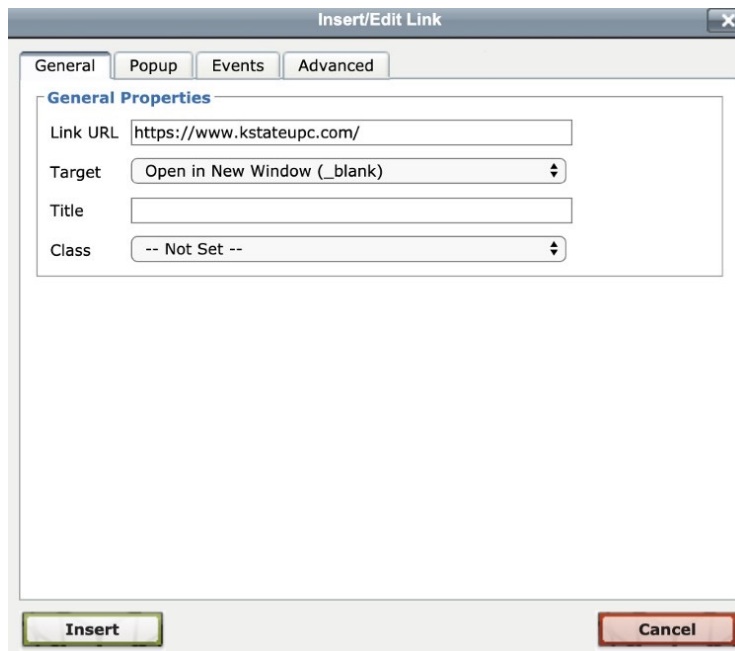
Union Website Writing

When updating pages on the website, prioritize clarity and consistency. Include essential details such as the sponsoring organization (e.g., K-State UPC, student organizations), the event name, time, date, location and any relevant additional information (such as whether snacks are provided or background about the event/organization).

For Union locations, specify the room name or number without adding phrases like "on the first floor of the Union." Examples: Big 12 Room, Union 003, Wildcat Chamber, etc.

When writing content for a specific page like the Restaurants page, focus on providing clear, concise and engaging information. Highlight the key features and offerings, such as the types of cuisine, operating hours and any unique aspects of the dining experience. Ensure the tone reflects the Union's welcoming and informative style, making it easy for students, faculty and visitors to find what they need.

For example, include:

‣ A brief introduction to the variety of dining options available.

‣ Specific details about each restaurant, such as menu highlights or specialties.

‣ Practical details like hours of operation, location within the Union and contact information if applicable.

Keep the text user-friendly, free of jargon, and visually scannable by using bullet points, subheadings or short paragraphs.

Social Media Writing

Caption writing for all social media posts best practice is that emojis are not used in the body copy but saved for the end of the caption. Doing so will help avoid creating any clarity issues that could be caused by an icon's coded description interfering with the rest of the copy when assistive devices read the captions. Make sure each word in multi-word hashtags is discernible for assistive technology. Hashtags must be in title case so that the assistive technology can reads each word separately vs as continuous one word. Example: #WillieWithU versus #williewithu.

‣ **Facebook posts:** Facebook has the most adult tone of the three platforms. The Union Facebook's audience is more of an employee/parent/alumni demographic. AP style should be adhered to in Facebook posts as much as possible. Always spell out words, no use of symbols like +, = etc. Emojis are acceptable (most commonly the purple heart or cat faces), but use sparingly. Emojis' meanings should not be ambiguous or accidentally misinterpreted. Only include graphics relevant to the post's subject – GIFs are not currently supported by Facebook for organization pages.

‣ **Instagram posts:** Instagram's audience is mostly catering to the current undergraduate student population and is the middle ground for AP style. Always spell out words, no use of symbols like =, + etc. Emojis are acceptable if used at the end of the caption. The photo used for the post should be in focus, well-lit and aesthetically pleasing. Graphics should be used sparingly. Reels should have a photo cover to maintain the overall look of the grid.

‣ **Instagram stories:** Ampersands can replace "and" if need be. Symbols and emojis are acceptable. Times can be written as __pm. The modern or strong fonts in white with a highlighted purple background provide the best visibility for text, if the image or video has sufficient white space a text background may not be necessary. Emojis, gifs, stickers, etc. are acceptable for stories, as well as features like polls, reaction sliders and countdowns as appropriate.

‣ **LinkedIn Posts:** LinkedIn has a professional tone to be used to highlight industry expertise, showcase accomplishments, and engage with a network of professionals. The platform is used to highlight new job postings and relevant industry news. AP style should be adhered to in LinkedIn posts as much as possible.

Publishing Social Media

Later is the Union's social media publishing platform. Using the Later post builder allows for easy scheduling of all social media posts.

1. Choose the social profile needed to schedule for at the top of the calendar.

2. From the side library, drag and drop the media for the post onto the calendar.

3. Write a caption for the post.

4. Now customize the post:
   - Adjust your publishing time.
   - Add Linkin.bio links (Instagram only).
   - Tag locations or collaborators (Instagram only).

5. Save as a draft. The communications specialist will then schedule the draft once it has been reviewed.

K-State Student Union Style Guide

First reference in editorial style means the first time the writer or designer uses a specific term in an article or on a graphic. For the Union's annual report, first reference refers to the first time a term is used in each department's section.

For the complete university style guide, visit k-state.edu/styleguide.

Kansas State University
Second reference: K-State or the university. Do not use K-State University. Avoid using KSU unless space limitations require it. K-State is acceptable on second reference for an on-campus or in-state audience or for publications directed at alumni.

K-State Student Union
Second reference: the Union. Do not use "KSSU." For Union website articles, it is acceptable to use "Union" at all times, as the website header is considered sufficient first reference.

Academic Titles
Academic titles should be capitalized when they precede a name, but lowercase elsewhere. Spell out formal titles such as chancellor. In general, use professor as a title.

Examples:
1. K-State Student Union Executive Director Bernard Pitts will attend the event.
2. Bernard Pitts, executive director of the K-State Student Union, will attend the event.
3. The Union director will attend the event.

a.m./p.m.
Use lowercase with periods and no spaces. If a.m. or p.m. occurs at the end of a sentence, use only one period at the end. The a.m./p.m. rule can be ignored for social media and graphic design purposes.

Example: 6 a.m.

and
Spell out "and." Don't use the ampersand (&) except in company names as specified. Exceptions made for social media if needed and UPC films posters listing two showing times on the same day.

Examples:
1. 7 & 9 p.m. in Forum Hall for films showings
2. Johnson & Johnson

Ahearn Field House

Second reference: Ahearn or the field house. Athletic event facility west of the Union across N. 17th St. Field house is written as two words when used with Ahearn and when used as a common noun, but some field houses at other universities are spelled as one word. The building is named for Mike Ahearn, basketball coach from 1906 to 1911 and director of athletics from 1930 to 1947. The last intercollegiate basketball game took place here in 1988.

Union Ballroom

Second reference: the ballroom. The ballroom is located on the second floor of the K-State Student Union. There are no official university guidelines for referencing the Ballroom. However, on the K-State website's calendar tab, it is written as "Ballroom." Any adjective (Grand, West, KSU, etc.) before "Ballroom" refers to areas sectioned by dividers in the Ballroom. "The KSU Ballroom," for example, refers to a specific section of the Ballroom that has been sectioned off for an event.

Banquet Rooms

Use the full name on first reference and the room on second.

Examples:
1. The event will be in the Cottonwood Room. The room will be decorated for the event.
2. The reception was hosted in the Bluemont Room. More than 100 attendees gathered in the room.

Biannual

See Semiannual

Big 12 Conference/Big 12 Room

Not Big Twelve or Big XII.

Bill Snyder Family Stadium

Second reference: the stadium. Wagner Field is in the stadium. The stadium was originally named KSU Stadium, but was renamed in honor of legendary head football coach Bill Snyder by a proclamation of the Kansas Board of Regents on Nov. 16, 2005. A $65 million renovation more than doubled the size of the Vanier Family Football Complex, enclosed the stadium, added 1,000 sets behind the north end zone and added video boards to the northeast and northwest corners in 2016.

Bosco Student Plaza

Second reference: the plaza. The plaza is north of the K-State Student Union and offers 90,000 square feet of space to meet. It was completed in November 2000 and is named for Pat Bosco, former vice president for student life and dean of students.

Campus

When using campus, specify if it is the Manhattan campus, the Olathe campus or the Salina campus. When referring to all of Kansas State University, use university not campus. See "Kansas State University" for more.

Examples:
1. The speaker is visiting the Manhattan campus on Thursday.
2. The university will celebrate Earth Day with a week of activities.

Cancel, canceled, canceling, cancellation

Cats' Den

Convenience store located on the first floor at the North entrance

Cat's Pause Lounge

Located on the second floor

Chester E. Peters Recreation Complex

Second reference: Rec Complex. Rec is acceptable only in headlines and should be capitalized. The original Rec Complex was

96,000 square feet and was dedicated in April of 1985 in honor of Chester E. Peters, former vice president for student affairs. The Rec Complex received the Facility of Distinction award from the National Intramural/Recreational Sports Association in April 1996 after renovations added 77,000 square feet to the facility. The Rec Complex is undergoing expansion and renovation.

Commas
Serial commas:
If a comma does not help make clear what is being said, it should not be there. If omitting a comma could lead to confusion or misinterpretation, then use the comma. Do not use serial commas, otherwise known as Oxford commas, in a list unless it adds clarity due to multiple complex list items.

Examples:
1. Study what you love, connect it to a career and empower yourself to become the best version of you.
2. The center supports faculty, undergraduate and graduate students, and postdoctoral fellows through competitive award programs.

Courtyard
Refer to as the Union Courtyard for full-length writing, can shorten to Courtyard for social media

Dates
When including dates in a news release, it should be time, day, date, place. Follow this style when dealing with all events, including those happening within seven days. Do not add –st, –th, etc. to numerals (ex. 1st, 4th). See "months" for more.

Example: The event is at 7 p.m., Saturday, April 9, in the K-State Student Union.

Department (K-State)
Department names in general should be lowercased unless it contains a proper noun. On second reference: the department. Capitalize only in formal cases on first reference when used with the full university name. Consider the audience when referring to Kansas State University departments.

Examples:
1. The department of history or the history department.
2. The department of English or the English department.
3. The Union marketing department.

Email
One word without a hyphen.

Farmers Market
Written as "farmers market." No apostrophe in "farmers."

K-State Student Union Bowling Center
Second reference: the center. Also called Wabash Cannon Bowl, but not bowling alley or recreation.

K-State After Hours
Second reference: After Hours. A UPC committee that hosts a substance-free event every Friday night during semester.

K-State Student Union Governing Board
Second reference: UGB. Union Governing Board is acceptable for headlines.

K-State Student Union Corporation Board
Second reference: the board. Union Corporation Board is acceptable for headlines.

Lafene Health Center

Second reference: Lafene or the center. The original Lafene Health Center was built on campus in 1960 offering outpatient care and referral services for K-State students. It has since expanded its services and moved to Mercy Regional Health Center on Sunset Avenue.

Landon Lecture Series
Landon Lecture Series in all references. Landon Lecture may be used when referring to one lecture.

Lou Douglas Lecture Series
Lou Douglas Lecture Series in all references. Lou Douglas Lecture may be used when referring to one lecture. The Lou Douglas Lecture Series consists of four fall semester lectures that address social issues and current events. The series is funded by the university and private donations and is named for Lou Douglas, former professor of political science.

Marianna Kistler Beach Museum of Art
Second reference: Beach Museum of Art. The Beach Museum of Art features art from across Kansas and the Midwest as well as the university's permanent art collection of more than 6,500 pieces. It opened in October 1996 and was named for Marianna Kistler Beach after her husband, Ross Beach, donated $3 million to the Beach Museum of Art.

McCain Auditorium
Second reference: McCain or the auditorium. It is used as a hall for cultural events and the McCain Performance Series. The seating capacity is 1,700. It includes facilities for the School of Music, Theatre, and Dance, as well as news and marketing staff from the Department of Communications and Agricultural Education. McCain was built in 1970, with an addition in 1975, and was named for James A. McCain, the university's 10th president from 1950 to 1975.

McCain Performance Series
Second reference: the series. The series offers professional live performing arts programs to the university and the community. Performances take place in McCain Auditorium.

Months
Capitalize the names of months in all uses. Abbreviate months when used with a specific date (Jan., Feb., Aug., Sept., Oct., Nov., Dec.). Don't abbreviate March, April, May, June or July. When a phrase lists only a month and a year, do not abbreviate the month and do not separate the month and year with commas. When a phrase refers to a month, day and year, set off the year with commas. See "dates" for more.

Online, Offline
One word without a hyphen.

Room listings
Correct: Union 227, Union 305
Incorrect: Room 227, Union Room 305

Semester
Lowercase in all references, even when referring to a specific semester.
Examples: the fall semester, the fall 2024 semester.

Semiannual
Twice a year. (Preferred over biannual because it's often confused with biennial which means every two years).

Time
Use figures expect for noon and midnight. When listing event information, use this order: event name, time, date, location. Union style is to put the room number after when possible.

Examples:

1. The psychology department's lectures series will kick off at 2 p.m. Friday, Feb. 1, in Union 205.
2. The presentation is scheduled for 3:30 p.m. Monday, Sept. 16, 2026, in Forum Hall in the K-State Student Union.
3. The event will take place Thursday, Nov. 10, in the Blumont Room on the second floor of the K-State Student Union.

Union Program Council
Second reference: UPC

URL
Short for Universal Resource Locator. When including Internet addresses in publications, it is acceptable to drop the http:// and the www. When necessary to make a hyperlink work in printed or electronic material, include the http:// and www.

Examples:
1. The Union website is union.k-state.edu.
2. The Kansas State University website is k-state.edu.
3. For more information about the English department, visit k-state.edu/english.

Webpage and Website
One word without a hyphen.

Wildcat Chamber
Located on the first floor. Always refer to as Wildcat Chamber. Formerly the Little Theater.

William T. Kemper Art Gallery
Second reference: the gallery. A gallery space located on the first floor.