



Henry Ford LiveWell Blog Style Guide

The Henry Ford LiveWell blog is: a knowledgeable, friendly and reliable place of medical authority on health-related topics. Consistent voice, tone and branding establishes cohesiveness throughout the blog.

About Henry Ford LiveWell blog

The purpose of the Henry Ford LiveWell blog is to share knowledge with patients and the community on a variety of topics – from tips on diet and exercise to information on chronic disease management, important medical research findings and more.

The blog's main objectives are to:

- *Strengthen the Henry Ford brand* in the marketplace and position Henry Ford as the place to turn for health and wellness information.
- *Attract new patients and retain/strengthen relationships with existing patients* by educating them on health, wellness and chronic disease management.
- *Enhance overall search engine optimization (SEO) efforts* by creating fresh content on an ongoing basis and creating more internal page links, driving web traffic to henryford.com where people can ultimately make appointments.

Voice & Tone

The blog is written in a brand-journalism style that is not too promotional and provides useful information for a broad readership. The blog serves a diverse audience, therefore content must be engaging and focus on simplicity and understandability. This means:

- Take complex medical terms, procedures, conditions, etc. and simplify them.
- Be concise and factual yet keep copy engaging and interesting, as you would in feature-style journalism.
- Use a friendly, conversational tone.
 - **Example:** The introduction to the article "[5 Causes of Dandruff \(And How to Treat Them\)](#)": *Let's state the obvious: Dandruff is annoying, frustrating and even embarrassing. And while dandruff doesn't necessarily come and go, it can get worse during the winter months (as if freezing temperatures weren't enough to make us miserable).*
- Avoid writing from your own experiences (using words like "I," "me," "in my experience,") unless writing on behalf of a bylined wellness expert or quoting an expert.

- Be mindful of the seriousness of the subject matter. A topic on cancer or a life-threatening condition requires more sensitivity, while a topic like dandruff or cooking can have a lighter tone.

Style

There are various stylistic principles the blog follows:

Associated Press Style Guide

Write and edit according to the Associated Press Style Guide.

- **Oxford comma**
 - Avoid the use of the oxford comma (only to be used in circumstances where it improves readability and understanding).
 - *Example: The buffet served eggs, toast, and biscuits and gravy.*
- **Healthcare vs. Health care**
 - “Healthcare” is to always be used. There is no official ruling in the AP Style Guide on which way is correct, but on henryford.com and on our social channels we use healthcare, and strive to be consistent.

Length

- There is no hard word count. Most articles fall between 500 and 1,000 words.
- Keep individual paragraph length to a few sentences **maximum**. Large paragraphs are intimidating for readers and difficult to read.

Article Type

- Articles on the blog include:
 - [Listicles](#)
 - [How-to's](#)
 - [Traditional articles \(often broken up by subheads\)](#)
 - [Infographics](#)
 - [Q&A's](#)

Experts

- All articles are either written by a wellness expert or have another subject matter expert quoted in them. There are currently nine “wellness experts” whose articles include their own byline. The rest are written by Henry Ford Health System staff.
- When introducing a quoted expert, use: first name, last name, credentials, generic title (dermatologist, cardiologist, primary care physician) at Henry Ford Health System. Hyperlink to the expert’s Find a Doc profile when applicable. (**NOTE:** Not all experts have a Find a Doc profile.) This link should open in the same tab. (see Hyperlinks section below for more information)

- **Example:** [Linda Stein, M.D.](#), a dermatologist at Henry Ford Health System, shares some helpful advice ...
- **Example:** “Over time, bacteria become [resistant to antibiotics](#), thus making infections more challenging to treat,” says [Katherine Reyes, M.D., M.P.H.](#), an infectious disease physician at Henry Ford Health System.
- After first reference, refer to the expert as Dr. (Last name)
 - **Example:** “The water hydrates the skin and keeps it healthier,” **Dr. Stein** says.
- All quoted experts have a more specific description of their title, specialty and where they see patients at the end of the article in an italicized paragraph that is placed after the Call to Action (see Call to Action section below).
 - **Example:** [Dr. Michael Ryan](#) is a psychologist who sees patients at Henry Ford Hospital in Detroit.
 - **Example:** *Dr. Ryan Gauthier specializes in acupuncture and oriental medicine, practicing at Henry Ford Medical Center – Novi, Henry Ford Medical Center – Cottage (in Grosse Pointe Farms) and the Henry Ford QuickCare Clinic on Woodward in Detroit.*

Quotations

- All articles needs quotes from a subject matter expert, unless it’s an article authored by a regular wellness expert contributor. Quotations are their own paragraph.
- Every quote needs an attribution and should be in present tense.
- Use the attribution “says” in quotations.
 - **Example:** Attributions are always: ...,” **Dr. X says**. Except in cases of first reference when there is a long title: ...,” **says Dr. Dace Zvirbulis, a neurologist at Henry Ford Health System.**
- **Tip: split quotations:**
 - This technique won’t work in every case, but split quotes help to break up long quotations and provide better flow.
 - **Example:** “From cramps to blurry vision, being dehydrated negatively affects the body in numerous ways,” **Dr. Zvirbulis says.** “Headaches are another side effect of not drinking enough water.”

Hyperlinks

- Hyperlink to any referenced external studies/ web page.
 - These hyperlinks should open a new tab.
- When applicable, hyperlink to other blog posts.
 - 1-4 hyperlinks per article, if possible.
 - These hyperlinks should open on the same web page.
- All quoted experts should have a hyperlink on their name in the first reference that goes to their Find a Doc profile on henryford.com.
 - Link should open on the same web page.

- Hyperlink to the Find a Doc profile of the expert in the article and in their description at the bottom of the page.
- Hyperlink to henryford.com and other sites where applicable in the call to action.

Call to Action (CTA)

- All articles include a CTA.
- The CTA immediately follows the article in an italicized, bolded paragraph.
- **CTA options**
 - #1: Question? Action.
 - **Example:** *Suffering from dry skin or other winter ailments? [Schedule an appointment](#) with a dermatologist or a primary care physician at henryford.com or by calling 1-800-HENRYFORD (436-7936).*
 - **Example:** *How healthy is your heart? [Take the heart risk quiz now](#). Then, schedule an appointment with your primary care provider or find a heart expert at henryford.com or by calling 1-800-HENRYFORD (436-7936).*
 - Always include a sentence about “Schedule an appointment with a (insert doctor type here) at henryford.com (hyperlink) or by calling 1-800-HENRYFORD (436-7936).”
 - #2: Encourage action. (one-two sentences)
 - Action should encourage reader to schedule an appointment or get more information on a certain service (or both).
 - **Example:** *[Subscribe today](#) to receive the latest health, nutrition and fitness advice right in your inbox.*
 - **Example:** *Learn more about [integrative medicine services](#) offered at Henry Ford or [request an appointment](#) today.*
 - **Example:** *Whether you are going through cancer treatment or serve a loved one as a caregiver, there are resources to help you. Visit henryford.com/cancer to learn more.*