AP Style & Henry Ford Social Media Quick Tips

General Standards

- One space after periods.
- Ampersand (&): Do not use unless it is a part of an official title, or on Twitter when necessary
- Do not place semicolons after each point, unless each point is dependent on the others for validity.
- Use a colon when sharing a link (e.g., Learn more: link)
- When sharing a link, keep the call to action as short as possible (e.g., Learn more:, Details:)
- Teams are lowercase
  - Our Henry Ford Hospital cardiology team recently had a world's first.
- Proof yourself for commonly misused/mistyped contractions, such as:
  - Your vs. You're
  - There vs. Their vs. They're
  - The nurses (plural) vs. The nurse's (possessive)
- Abbreviations
  - Never abbreviate hospital names (HFH, HFWBH, etc.)
  - It's okay to abbreviate "ER" rather than spell out Emergency Room.
- Hashtags
  - When something is more than one word that you are hashtagging, capitalize it so it's easier to read (e.g, #BreastCancer)
- Personalize as much as possible and use "our" rather than "the" or "Henry Ford Health System"

Titles

- Use "Dr." instead of M.D.
- Use "nurse" instead of RN, when possible.
- Use nurse practitioner or physician assistant instead of APP
- Lowercase titles, except when using abbreviations (CEO, CNO, CFO, COO, etc.)

Events

- When posting about an event, list: time, date, location
- Time should always be lowercased (a.m., p.m.)
- Use a dash in between time vs. to
- If denoting duration of time in the morning or afternoon, only one specification of p.m. is needed.
- If the event lasts in the morning and night, please specify.
  - The event will take place from 8 a.m. – 5 p.m.
- 12 should be spelled out as noon.
- Abbreviate months and spell out days of the week when using dates (Nov., Oct., Dec., Jan., Feb., Aug.)
  - Not all months are abbreviated – note AP Style Guide (e.g., April, May, June, July)

Numbers/Percentage

- Do not spell out any numbers
- Use % instead of percent

Commonly misused healthcare words

- Plural form of "insurance" (Incorrect: Insurances, Correct: Insurance plans)
- Healthcare (Incorrect: Health care, Correct: Healthcare)