



**University of
Roehampton**
London

Hello writer.

If your job involves writing on behalf of the University, this guide is for you.

Whether we're connecting with students, alumni, academics or other stakeholders, many of us need to inform and influence people as part of our jobs – and words are one of the most powerful ways we can do it.

Used carefully – with a few simple guidelines in mind – the language we choose has the potential to shift thinking, change behaviour and inspire people to want to connect with us here at Roehampton.

In this guide, we've set out the key things you need to know to help you write in the 'Roehampton way'.

Or turn to the area of communication most relevant to your activities, to get some useful tips you can put into practice straight away.

The value of words

Just as we have a visual identity (which includes our logo, typeface and colours), our verbal identity is an essential part of who we are and how we connect with people.

Put simply, the words we use matter. We need to use language consistently (which can be a challenge with so many teams and departments writing on our behalf). And we need to write in a way that's authentic and true to our brand.

Getting it right means that whenever someone reads one of our communications, they'll instantly recognise it as coming from us. If they like what they read, they're also more likely to feel more confident in what we're saying, and be more likely to want to connect, or take the relationship further.

Notes

Overall, the language is warmer and more conversational in the 'after' example. We've spelled out the benefits and are addressing students directly. The article is less dry and more enticing to read as a result.

Before**Summer internship opportunities**

Summer internships for current and graduating students are listed on the Internships page on CareerLink, which you can access via the student portal homepage.

For further information or if you have any queries about a specific opportunity, please email internships@roehampton.ac.uk or visit the Placements and Work Experience Team, based at the Hub (Elm Grove), from 9am–5pm, Monday to Friday.

After**Thought about doing an internship this summer?**

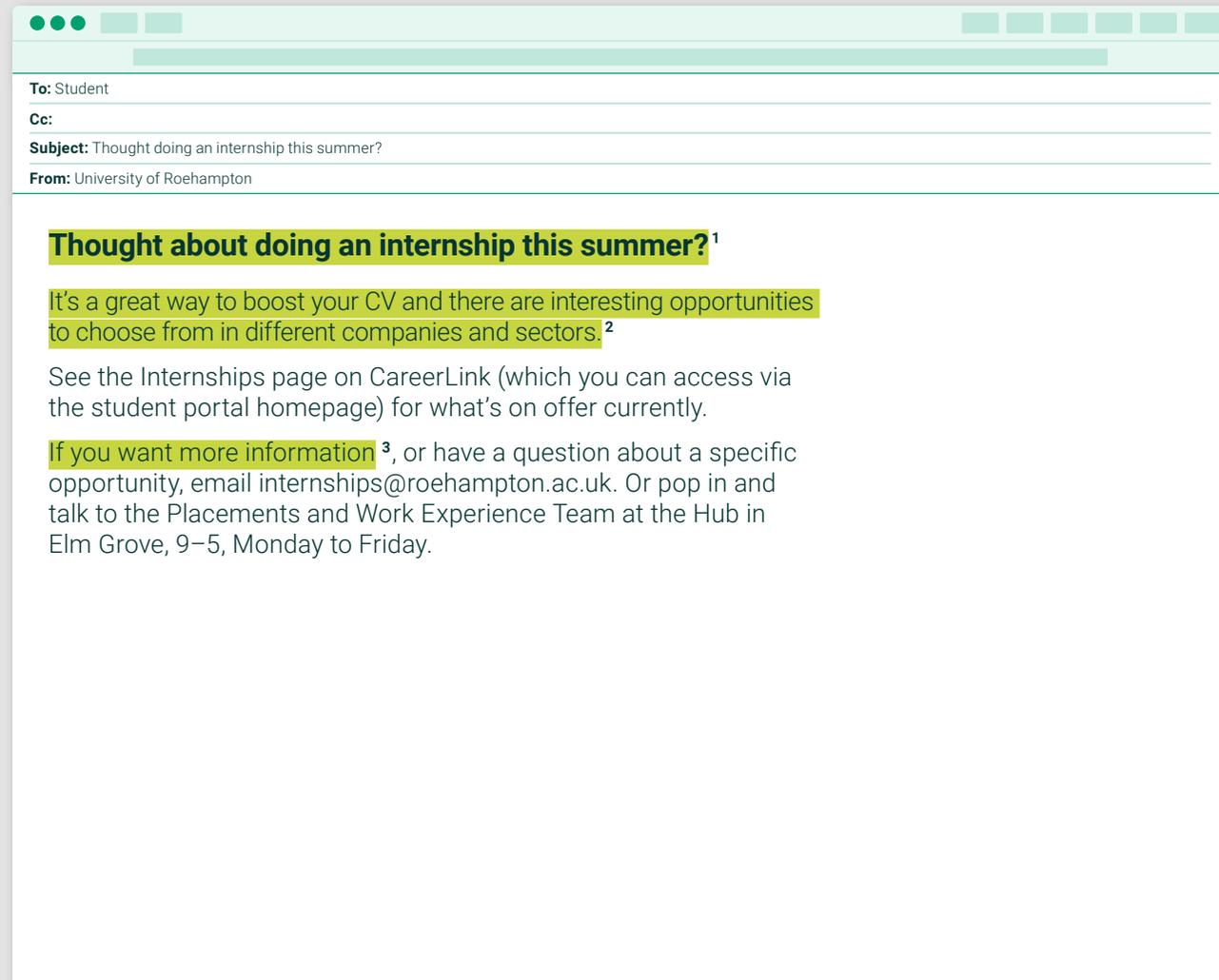
It's a great way to boost your CV and there are interesting opportunities to choose from in different companies and sectors.

See the Internships page on CareerLink (which you can access via the student portal homepage) for what's on offer currently.

If you want more information, or have a question about a specific opportunity, email internships@roehampton.ac.uk. Or pop in and talk to the Placements and Work Experience Team at the Hub in Elm Grove, 9–5, Monday to Friday.

Notes

1. Using more of an attention-grabbing headline helps to hook readers in.
2. Start with the benefits – why should students bother doing an internship? Let's spell that out up front.
3. Use 'you' to talk directly to the reader.



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46 Style guide glossary

For consistency, it's crucial we follow the same style in our communications. That is, we make sure we write things like bullet points and abbreviations in the same way across the University.

In general, we follow the Guardian style guide, which is available online for you to refer to. Extremely comprehensive, it covers just about every aspect of writing style you might want to check.

To save you time, we've summarised the main style points you're likely to need to consult below, including specific guidance for how we write things at Roehampton.

If the advice below conflicts with what's in the Guardian guide, what we've said here takes priority.

Style guide glossary

A levels

Capital 'A', lowercase 'l', no hyphen

Abbreviations

Use eg, ie, St, Prof and Dr without full stops

Acronyms

Write out names in full and include the acronym in brackets after the first mention:

Association of Chartered Certified Accountants (ACCA)

Use the acronym on its own for subsequent mentions

Use well-known acronyms (eg BBC, the NHS) without spelling out

Adviser

Adviser, not advisor:

Marketing and Communications Adviser
Wellbeing Adviser

Alumni

Alumni is a familiar English word, which retains its Latin plural and gender forms:

Alumni (More than one mixed gender or all-male graduate)

Alumnus (individual male graduate)

Alumna (individual female graduate)

Alumnae (more than one female graduate)

Ampersand (&)

Generally avoid, unless it's part of an official name or you need to save space

Apostrophes

Used to show a possessive (belongs to):

Simon's book

the women's collective

Also used to highlight a missing letter:

they're for 'they are'

it's for 'it is'

Words that don't need an apostrophe:

their, your, its (all highlighting possession)

audiovisual

awards

Use the following formats for award abbreviations:

BA, BFA, BTh, BSc, DTh, FdA, FdSc, Graduate Diploma, LLB, LLM, MA, MBA, MFA, MRes, MSc, MSci, MPhil, PGCE, PGCert, PGDip, PhD, PsychD

bachelor's degree

Lower case and an apostrophe:

Roehampton offers a bachelor's degree in English Literature

For bachelor degree titles, note the space between the initial letters and (Hons), with Hons in brackets and no full stop afterwards:

BA (Hons)

BSc (Hons)

Bullet points

There are different ways to write bulleted lists, which use slightly different punctuation

If your list is preceded by a colon, each word in the list begins with a lowercase letter (unless it's a proper noun) and you need a full stop on the last line

We offer students:

- *a beautiful 54-acre parkland campus*
- *historic buildings and modern facilities*
- *a close-knit community.*

If it's a list starting immediately below a heading, each word begins with an upper case letter

For complete sentences, use a full stop at the end of each line:

Year one

- *Develop and track your own increasing ability to add value to organisations.*
- *Work in teams on problem-based activities, gathering evidence of your knowledge, skills and attributes.*
- *Establish an overview of business organisations in a global context.*

For single words or short lists, you don't need a full stop at the end:

Library resources

- *Hundreds of thousands of books*
- *Over 1,200 seats*
- *Bookable private study rooms*
- *Dedicated spaces for postgraduate and research students*

Campuses

Where possible, refer to 'the University of Roehampton campus' rather than to separate campuses

If you need to talk about an individual campus, use:

Main site (not North Campus)

Whitlands site (not South Campus)

Capitals

Proper nouns

Initial caps:

University of Roehampton, School of Education, Froebel College

and in these three instances, also their shorter abbreviations:

the University, the School, the College

Jobs and titles

Initial caps:

Dr, Prof, Chancellor, Vice-Chancellor, Pro Vice-Chancellor, Deputy Vice-Chancellor, Head of Marketing, Web Designer

Note that with the common abbreviations Dr and Prof, there's no full stop at the end

Roehampton University Schools, Colleges, departments, offices, teams

Initial caps:

Business School

Department of Dance

Department of Drama, Theatre and Performance (commonly abbreviated to 'DTP')

Department of Humanities

Department of Life Sciences

Department of Media, Communication and Languages (commonly abbreviated to 'MCL')

Department of Psychology

Department of Social Sciences

School of Education

Digby Stuart College

Froebel College (note, no umlaut)

Whitlands College

Southlands College

Recruitment

Enquiries Office

Course titles

Initial caps:

BA (Hons) History

MSc Global Human Resources Management