



Texas FFA

Agricultural Communications *Style Guide*

2012

Premier Leadership, Personal Growth and Career Success

Style Guide Contents

The National FFA Organization follows the Associated Press (AP) stylebook; however, the FFA Style Guide takes precedence over AP style on matters where the two guides differ.

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Special thanks to Chelsey Ahrens, Courtney Gibson, and Erica Irlbeck, Ph.D. of Texas Tech University and Melissa Dunkel of the National FFA Organization for developing and designing this Style Guide.





acronyms: On first reference, the full phrase is always used and the acronyms and abbreviations are included in parentheses. On second reference, only the acronym or abbreviation is needed. The exception to this rule is the use of “FFA,” which is acceptable because the organization is no longer referred to as “Future Farmers of America.” Do not use periods within acronyms or abbreviations.

Advanced Leadership Development Conference.....	ALD
American Agricultural Editors’ Association.....	AAEA
American Association for Agricultural Education	AAAE
Agricultural Relations Council	ARC
Building Leaders and Strong Teams of Officers	BLAST Off
Career Development Event	CDE
Experiencing Discovery, Growth and Excellence	EDGE
FFA Global Outreach	FFA GO
International Collegiate Agricultural Leadership Program	I-CAL
International Leadership Seminar for State Officers.....	ILSSO
Local Program Success.....	LPS
Made for Excellence.....	MFE
National Agri-Marketing Association	NAMA
National Association of Agricultural Educators.....	NAAE
National Association of Agricultural Journalists.....	NAAJ
National Association of Farm Broadcasters.....	NAFB
National Association, Supervisors of Agricultural Education	NASAE
National Young Farmer Educational Association, Inc	NYFEA
National Leadership Conference for State Officers	NLC SO
National Council for Agricultural Education	The Council
National Postsecondary Agricultural Student Organization	PAS
New Century Farmers	NCF
New Farmers of America.....	NFA
Partners in Active Learning Support.....	PALS
State Presidents’ Conference	SPC
Supervised Agricultural Experience Program.....	SAE
Washington Leadership Conference.....	WLC
World Experience in Agriculture.....	WEA

advisor: Always advisor, not adviser. The proper term for the agriculture instructor when he or she is performing FFA-related responsibilities.

affiliate: Term used in reference to local alumni groups. It should be capitalized only when used as part of a proper noun.

The Katy FFA Alumni Affiliate.

Local FFA alumni affiliates should submit dues by Oct. 15.



ag: Use the word “ag” only in informal writing – and with Team Ag Ed. In formal writing, use “agriculture” or “agricultural.” If someone is quoted using age d instead of agricultural education, then use age d. Lowercase unless the term is part of a title or formal name.

ages: Always use figures.

The FFA member is 17 years old.

Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun.

A 17-year-old member.

agricultural/agriculture: When used as an adjective, the term “agricultural” is appropriate (it’s always agricultural education). When used as a noun, the term “agriculture” is correct.

Note: always use agriculture teacher/instructor (remember the teacher isn’t agricultural, he/she is human). The phrase “agricultural industry” is incorrect. Use either agriculture or the industry of agriculture.

The industry of agriculture encompasses more than 300 careers.

There are more than 300 careers in agriculture.

agriculturalist: Someone who works in the agricultural industry. Agriculturalist is preferred to agriculturist.

agricultural education: Term used in reference to the instructional program that includes FFA. Replaces the term “vocational agriculture” in most instances. Do not use “agriculture education.” Lowercase unless the term is part of a title or formal name.

agri-entrepreneurship: Always hyphenate.

agriscience: Term for common use in reference to curriculum or career areas. Do not hyphenate.

Mark Rose teaches animal science in his agriscience classes.

Agriscience Teacher of the Year program: Agriscience Teacher of the Year program is the official name.

Elizabeth Knapp was named the 2011 Agriscience Teacher of the Year.

Awards: Set titles for some of the many FFA awards include:

- Agri-Entrepreneurship Program
- Agriscience Student Scholarship and Recognition Program
- Agriscience Teacher of the Year program
- American Star Farmer
- American Star in Agribusiness
- American Star in Agriscience
- American Star in Agricultural Placement
- Career Development Events (CDEs)
- Distinguished Service Citations (DSC)
- Honorary American FFA Degree
- National Chapter Award or Models of Innovation awards
- National FFA Agriscience Fair
- Proficiency Awards
- VIP Citations





band, chorus and talent: Should be written as follow in first reference:

National FFA Band
National FFA Chorus
National FFA Talent

In second reference, use national band, national chorus, or national talent when they stand alone.

The National FFA Band played tremendously. The national band members are excited to perform.

If you must combine, use National FFA Band, Chorus and Talent on first reference. On second reference in this case, use band, chorus and talent.

board of directors: Never capitalize board of directors or board of trustees when they stand alone.

The national organization is headed by a board of directors.

Capitalize them when linked with the organization's name.

The National FFA Board of Directors met in January. The board passed a motion to....



career development events: Capitalize when the letters “FFA” are present, as the event now becomes a proper noun; do not capitalize without “FFA.” When using the plural, simply add an s, no apostrophe is needed (CDEs). If you have already used the full name on first reference and indicated the acronym, then use the acronym thereafter.

*...in the midst of the agricultural communications career development event.
Suzie participated in the FFA Agricultural Communications Career Development Event. She placed in the National FFA Agricultural Career Development Event (CDE). AS the agricultural communications CDE winner, she got to walk across the stage at the national FFA convention.*

chapter: Capitalize the word “chapter” only when used with the name of a specific FFA chapter.

The Canton FFA Chapter recently held their chapter banquet.

Using only the name of the chapter without the word “chapter” is also acceptable.

The Canton FFA recently held their chapter banquet.

Do not add the words “high school” to the chapter name unless it's officially part of the chapter name.

co-: Retain the hyphen when forming nouns, adjectives and verbs that indicate occupation or status: *co-author, co-owner, co-signer, co-worker.*

Use no hyphen in other combinations: *coexist, cooperate.*

colors: Do not capitalize the names of the FFA colors. Colors should be written as “national blue” and “corn gold.”



Collegiate FFA: A type of FFA membership that allows a member to be involved beyond the high school level. Collegiate membership is offered only to members at colleges and universities.

convention: Refer to the annual meeting of FFA as “2011 National FFA Convention” or the “84th National FFA Convention” for first reference; the “national FFA convention” or the “national convention” on second reference. Do not capitalize “national convention” unless accompanied by the specific year or convention number.

Plan now to attend the 85th National FFA Convention. Welcome to the 2012 National FFA Convention. At the national convention, I toured the career show.

corps: Do not use a period.

courtesy titles: Do not use Miss, Mr., Mrs. or Ms. in first reference. Use first and last name in first reference and only the last name in second reference.

Peyton Gilbert, a Whitehouse FFA member, was elected as the 2011-2012 Texas FFA President. Gilbert, will travel to various chapters throughout the state.

An exception may be in feature writing for members, where we tend to refer to students by their first names and teachers by courtesy titles and last names.



dash: When using a dash, do not place a space on either side.

The award was given—and surely earned—by a deserving member.

An endash (regular hyphen) should be used for hyphenated words and to indicate ranges.

June 23-28; 11-12 grades; self-esteem

departments: FFA does not have departments, it has teams.



e-Moment®: A tool used within LifeKnowledge. The term stands for “engaging” moment and is a registered trademark of the National FFA Organization. Use the ® with first reference only.

email: Acceptable in all references for *electronic mail*. Use a hyphen with other e- terms: *e-book, e-business, e-commerce*.





4-H: Use a hyphen between the number 4 and capital H.

FFA: Our official name is the National FFA Organization. Refer to the organization by the initials FFA. Do not use periods with the initials.

Always treat the name of our organization with respect. On first reference, the full name, National FFA Organization, should be used and capitalized accordingly. For informal references, the word national doesn't need to be capitalized with FFA, unless the full title is being used. It should always be referred to as FFA and not the FFA. The only time the word the should be used is in referring something that belongs to FFA.

WRONG: Luke is a member of the FFA.

RIGHT: Luke is a member of FFA.

RIGHT: We attended the FFA workshop during national convention.

In printed materials for media, “(formerly Future Farmers of America)” may be used in parentheses when essential to communicating an understanding of the organization for readers.

The following is the official text developed to explain what FFA stands for. Use this entire approved text whenever appropriate to do so:

FFA is a dynamic youth organization within agricultural education that changes lives and prepares students for personal growth, premier leadership and career success. FFA was created in 1928 as Future Farmers of America, and in 1988, the name was changed to the National FFA Organization to represent the growing diversity of agriculture. Today, more than half a million student members are engaged in a wide range of agricultural education activities, leading to more than 300 career opportunities in the food, fiber and natural resources industry. Student success remains the primary mission of FFA.

The letters FFA stand for Future Farmers of America; however, the official name of the organization was changed in 1988 to the National FFA Organization. During the past 84 years, FFA and agricultural education have grown to encompass all aspects of agriculture, from production farming, agribusiness and forestry to biotechnology, marketing and food processing.

You can learn more about FFA at our website, ffa.org.

FFA'er: Refrain from using FFA'er when indicating an FFA member. FFA member is acceptable. Do not use “FFA student.” Always use “FFA member.”



FFA's: Our brand is uncluttered and more powerful when the three letters FFA stand alone. Whenever possible, do not make the acronym possessive. In all writing, try to rework your phrase so that the FFA stands along. Attempt to avoid this when speaking as well as writing.

WRONG: FFA's new programs

RIGHT: the new FFA programs

FFA boilerplate: Use the following paragraph at the end of all FFA news releases:

The National FFA Organization, formerly known as Future Farmers of America, is a national youth organization of 540,379 student members as part of 7,489 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The FFA mission is to make a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education. The National FFA Organization operates under a federal charter granted by the 81st United States Congress and it is an integral part of public instruction in agriculture. The U.S. Department of Education provides leadership and helps set direction for FFA as a service to state and local agricultural education programs. For more, visit the National FFA Organization online (<http://www.ffa.org>), on Facebook (<http://www.facebook.com/nationalffa>), on Twitter (<http://twitter.com/nationalffa>) and FFA Nation (<http://ffanation.ffa.org>).

FFA Creed: On first reference, use FFA Creed. On second reference, use Creed. Always uppercase the "C" in "Creed."

FFA degrees: The names of FFA degrees should be capitalized and include the letters "FFA" on first reference, meaning the degrees become proper nouns. Discovery FFA Degree, Greenhand FFA Degree Chapter FFA Degree, State FFA Degree, Lone Star FFA Degree, American FFA Degree, Honorary American FFA Degree, Honorary Lone Star FFA Degree. On second reference, they may be referenced more casually. The exception? Always capitalize American.

*Students received the organizations highest honor, the American FFA Degree.
He received his greenhand degree last year.
She holds the American degree.*

ffa.org: ffa.org is the official name of the national FFA website. Use FFA website on second reference. The www. is not necessary.

FFA Week: Should be written as follows: FFA Week or National FFA Week
The 2012 FFA Week will be held February 18-25.

Food for America: Refers to the program to teach young people about Food for America. Do not abbreviate.

fundraising: Whether used as a noun, adjective, adverb or verb, do not hyphenate.
Fundraising by the National FFA Foundation supports National FFA programs and activities.





high school: Two words. Capitalize only when part of a proper name.

high school agriculture: Use “high school agriculture” only when referring to programs specifically for high school students (middle schools may feel left out). When referring to the instructional program, use the term “agricultural education.” Use lowercase and do not abbreviate.

high school agriculture, not high school ag

Cheryl Keenan is the director of Adult Education and Literacy Division for the Office of Vocational and Adult Education, USDE.



Indiana Convention Center (ICC): Not Indianapolis Convention Center.

inservice: The term inservice may be used as an adjective with a noun such as training, education, workshop, etc. It may not stand alone. Do not hyphenate inservice. It should only be capitalized when referring to a particular event.

*I recently attended the 2011 Agricultural Educator Inservice.
While at inservice, we discussed changes to CDE competitions.*

instructor: The individual in charge of an agricultural education program. He or she is not the “FFA teacher” (see advisor).

Internet terms:

download: Copying a document from the Internet to a personal computer.

email: Electronic mail. Can be a noun or verb. Capitalize only at the beginning of a sentence or as part of a formal title.

homepage: a company or organization’s domain on the Web. One word.

Texas FFA homepage, <http://www.texasffa.org>

Internet: the global computer network. Capital “I” to denote a proper noun.

online: on the Internet, on an electronic network

website: same as homepage

World Wide Web: the commercial part of the Internet, Web for short



junior, senior: Abbreviate Jr. and Sr. only with full names. Do not precede by a comma:

George W. Bush Jr.

The notation *II* or *2nd* may be used if it is the individual’s preference. Note, however, that *II* and *2nd* are not necessarily the equivalent of junior. They often are used by a grandson or nephew. If necessary to distinguish between father and son in second reference, use the *elder Brown* or the *younger Brown*.





Kentucky Fair and Exposition Center (KFEC): The national FFA convention location in Louisville, KY.



Merchandise Center: On first reference, use full name, the National FFA Merchandise Center. After first reference, just use merchandise center.

money: \$5, not \$5.00. \$1,000, not \$1000.00. Not 5 dollars.

motto: Do not capitalize the word “motto” in FFA motto.



names: After first reference in all hard news stories or press releases, use only the subject’s last name. In feature stories, it is acceptable to use the subject’s first name.

National FFA Advisor Dr. Steve Brown is an employee of the U.S. Department of Education and this distinction should be mentioned in formal communications. Dr. Brown has a Doctorate in Education, so his correct academic designation is “Steve A. Brown, Ed.D.” On second reference, use “Dr. Brown” or simply “Brown.” Please follow the examples below for different types of communication:

1. Formal written communication (news releases, publications): Include the U.S. Department of Education title when mentioned in press releases, publications, introductions, communication, etc. Example: “Dr. Steve A. Brown, program specialist, Agriculture, Food and Natural Resources Sciences, U.S. Department of Education, said...”
2. On the video screen at the national FFA convention or other official presentations (font sizes may be adjusted to highlight name and FFA title):

Dr. Steve A. Brown
National FFA Advisor
 and
 Program Specialist, Agriculture, Food and
 Natural Resources Sciences
 U.S. Department of Education
3. Signature Block:

Steve A. Brown, Ed.D.
 Program Specialist Agriculture, Food & Natural Resources Sciences
 Division of Academic and Technical Education
 Office of Vocational and Adult Education
 U.S. Department of Education



National FFA Alumni Association: Always use National FFA Alumni Association on first reference. For second reference and beyond, FFA alumni is appropriate.

National FFA Board of Directors: Always use National FFA Board of Directors on first reference. After first reference, board of directors is appropriate.

National FFA Executive Secretary: The National FFA Executive Secretary is an employee of the U.S. Department of Education and this distinction should be mentioned in formal communications. (see names)

National FFA Foundation Sponsors' Board: Always use National FFA Foundation Sponsors' Board on first reference. After first reference, sponsors' board is appropriate.

National FFA Center: Always capitalize when used as National FFA Center. Do not capitalize center when used alone.
They will meet at the center.

national FFA convention: national FFA convention is not capitalized unless you are referring to a specific convention.
We learned a lot at the 84th National FFA Convention.
We attended the 2011 National FFA Convention.
We learned a lot at the national convention.

national FFA delegates: Do not uppercase. After first reference, “delegates” is appropriate.

National FFA Foundation: In formal organizational writing, always mention the National FFA Foundation when referring to a sponsored project, activity or award.
The State Presidents' Conference is sponsored by Archer Daniels Midland and Dow AgroSciences as a special project of the National FFA Foundation.

Use the phrase “sponsored as a special project of the National FFA Foundation” or an approved variation thereof.

On first reference, use the following terms and capitalize accordingly:

National FFA Foundation
National FFA Foundation Sponsors' Board
National FFA Foundation Executive Council

On second reference, use these terms and do not capitalize unless using “FFA”:

FFA Foundation or foundation
foundation sponsors' board
foundation executive council of executive council

National FFA Organization: The National FFA Organization changed to its present name in 1988, in recognition of the growth and diversity of agriculture and agricultural education. Refer to the organization by the acronym FFA.
The National FFA Organization is located in Indianapolis.
Express as *the organization* on second reference.



National FFA Officers: The correct name for the organization’s national officers is the National FFA Officers. Capitalize whenever referring to this official group as a proper noun, but lowercase if referring casually to the group.

We present the 2011-2012 National FFA Officers!

The national officers have been busy in their travels.

In text, biographies and introductions, capitalize only when the national officer title immediately precedes the student’s name. Lowercase officer titles when they stand alone. Do not hyphenate vice president. The year may be used if the story is about a former officer. (e.g., 2011-2012 National FFA President, Ryan Best). Refer to the national FFA officers as follows:

Ryan Best, national president.

National FFA President Ryan Best

The national president spoke at the banquet.

New Farmers of America: Former organization for African-American males. The correct terminology for its relationship with FFA is that it was incorporated into FFA in 1965.

No.: Use as the abbreviation for *number* in conjunction with a figure to indicate position or rank: *No. 1 man, No. 2 choice.*

Do not use in street addresses, with this exception: *No. 10 Downing St.*, the residence of Britain’s prime minister.

Do not use in the names of schools: *Public School 23.*

nonmember: Not hyphenated unless a proper noun.

Nonmember Jane Smith attended the information meeting about joining FFA.

H.O. Sargent Non-Member Award

nonprofit: One word. Do not use not-for-profit or non-profit.



officers: See National FFA Officers and State FFA Officers.

Official Dress: In all instances, uppercase.

Official Casual Dress: In all instances, uppercase.

online: On the Internet, on an electronic network. One word.

Online Convention Registration (OCR): Uppercase on first reference. After first reference, use abbreviation OCR.

on-site: Never onsite. When the adjective “on-site” comes before the noun it is modifying, it takes they hyphen. When it comes after the noun, it takes no hyphen.

We have many activities on site.

We have many on-site activities.





percent: One word. It takes a singular verb when standing alone or when a singular word follows an of construction.

The teacher said 75 percent of his agriculture students are enrolled in FFA.

It takes a plural verb when a plural word follows an of construction.

The secretary said 80 percent of the members were present.

Use figures for percent and percentages. For amounts less than 1 percent, precede the decimal with a zero.

50 percent, 99.9 percent (use decimals, not fractions), *0.5 percent*

phone numbers: Use dashes between area code, prefix and suffix. No parentheses.

512-480-8045, not (512) 480-8045

plagiarism: Merriam Webster’s Collegiate Dictionary defines plagiarize as “to steal and pass off (the ideas or words of another) as one’s own: use (a created production) without crediting the source.” The National FFA Organization will not tolerate plagiarism in any form by any FFA staff member or vendor charged with producing materials for FFA audiences. As a national education organization, FFA takes the strictest view of plagiarism as unethical and detrimental to the brand, image and reputation of FFA.

plurals: Use an apostrophe only to indicate ownership. Otherwise, just add an s. For example, NLCSO’s identifies something at a specific conference.

Perry has been chosen as his NLCSO’s conference speaker.

NLCSOs identifies more than one.

Ruth has attended two NLCSOs.

premier/premiere: “Premier” means first in rank or performance. “Premiere” means debut of a performance, movie, etc.

proficiency awards: Proficiency awards should be written as follows:

National FFA Agricultural Communication Proficiency Award

national agricultural communication proficiency award

Program of Activities (POA): Activities specified by the three standing committees, which are to be accomplished by the local chapter, district, region, or state association. It is not referred to as the “Program of Work.” Abbr. POA

publications: FFA publication should be written as follows:

FFA New Horizons

FFA Advisors Making a Difference

Update

FFA Today

Proceedings

Official FFA Manual

FFA Blue Catalog

FFA Gold Catalog

Bright Ideas

New Visions

The Core Catalog





SAE: The abbreviation for “supervised agricultural experience program” and is defined as the individualized experience program designed in cooperation with the student, parents, agriculture instructor and, in some cases, employers, to provide each student the opportunity to practice, in as near a real-life situation as possible, that which has been learned in the classroom. Correct use on first reference is: supervised agricultural experience program (SAE). Once you have defined the abbreviation, use it consistently thereafter within the context of a single document. SAE is a program, not a project. When using the plural, simply add an s, no apostrophe is needed (SAEs).

School-to-Career: A national education initiative stressing connections between school and careers. In “school-to-career language” FFA key components are: school-based or contextual learning—classroom/laboratory instruction; work-based learning—SAE; a connecting activity—FFA.

Sponsors and Judges Dinner: No apostrophes needed in this title.

Sponsors’ Board: This title does have an apostrophe at the end of sponsor.

Star awards: Stars are named, not awarded. Chapter Star Farmer, State Star Farmer, etc. The four highest awards the organization can bestow are the American Star Farmer, American Star in Agribusiness, American Star in Agriscience and American Star in Agricultural Placement. Always use the full, formal title in formal writing. At FFA, we generally refer to the Star awards as proper noun, and therefore, they are almost always capitalized.

Cole Vculek was named American Star Farmer.

state abbreviations: Use the following state abbreviations when identifying a city and state in copy:

Alabama Ala.	Maryland Md.	North Dakota N.D.
Arizona Ariz.	Massachusetts Mass.	Oklahoma Okla.
Arkansas Ark.	Michigan Mich.	Oregon Ore.
California Calif.	Minnesota Minn.	Pennsylvania Pa.
Colorado Colo.	Mississippi Miss.	Rhode Island R.I.
Connecticut Conn.	Missouri Mo.	South Carolina S.C.
Delaware Del.	Montana Mont.	South Dakota S.D.
Florida Fla.	Nebraska Neb.	Tennessee Tenn.
Georgia Ga.	Nevada Nev.	Vermont Vt.
Illinois Ill.	New Hampshire N.H.	Virginia Va.
Indiana Ind.	New Jersey N.J.	Washington Wash.
Kansas Kan.	New Mexico N.M.	West Virginia W.V.
Kentucky Ky.	New York N.Y.	Wisconsin Wis.
Louisiana La.	North Carolina N.C.	Wyoming Wyo.



Do not abbreviate the following states: Alaska, Hawaii,, Idaho, Iowa, Maine, Ohio, Texas, Utah and District of Columbia. Use the two-letter Postal Service abbreviations only with full addresses, including zip code.

The Texas FFA Association is located Austin, Texas.

The address is 614 East 12th Street, Austin, TX 78701.

When using a city and a state in copy, place one comma between the city and the state name, and another comma after the state name, unless ending a sentence.

Beginning in 2013, the national FFA convention will be held in Louisville, Ky., and Indianapolis, Ind.

state FFA officers: Do not uppercase. Use state FFA officer on first reference. After first reference, “state officers” is appropriate.

State Presidents’ Conference: This conference is for all state FFA presidents, not just one. In the word “Presidents” the apostrophe goes after the “s.”



Team Ag Ed: Team Ag Ed is a united effort in promoting local program success and includes the following organizations and groups: The National Council for Agricultural Education; AgrowKnowledge; Agricultural Education Division of the Association for Career and Technical Education; American Association for Agricultural Education; National Association of Agricultural Education; National Association of Supervisors of Agricultural Education; National FFA Alumni Association; National FFA Foundation, Inc.; National FFA Organization; National Farm and Ranch Business Management Education Association; National Postsecondary Agricultural Student Organization; and National Young Farmer Educational Association.

teenager/teenage: One word, no hyphen. Do not use teenaged.

10 x 15: Use figures and one space before and after the “x.”

time: 5 p.m., not 5:00 p.m.

Beware of redundant phrasing such as *6 p.m. in the evening*.

titles: In general, confine capitalization to formal titles used directly before an individual’s name.

National FFA President Riley Pagett gave his retiring address at the 84th National FFA Convention.

Lowercase and spell out titles when they are not used with an individual’s name.

The national FFA president spoke at the Texas state convention.



Lowercase and spell out titles in constructions that set them off from a name by commas.

The national FFA president, Riley Pagett, gave his retiring address.

T-shirt: hyphenate, lowercase s.

turf grass: two words

U

U.S. Department of Agriculture (USDA): Use full name in first reference. Abbreviate after that.

U.S. Department of Education: Both the National FFA Advisor and National FFA Executive Secretary are employees of the U.S. Department of Education. Do not use “USDE” as this abbreviation could be confused with the U.S. Department of Energy. On second reference, use “the Department” or the “Department of Education.”

United States: Use periods in the abbreviation, U.S.

V

video titles: Video titles, like other composition titles, should be in italics.

Make it Happen is a video about recruitment.

vocational: Because of the narrow images associated with the term “vocational,” we only use it when talking specifically about U.S. Department of Education projects or people.

Cheryl Keenan is the director of Adult Education and Literacy Division for the Office of Vocational and Adult Education, USDE.

W

Web: Short form of World Wide Web, it is a service, or set of standards, that enables the publishing of multimedia document on the Internet.

webpage: Use as one word. Refers to a specific page within a website.

website: Use as one word. Refers to the entire site, usually directed to the homepage.

weeklong: One word.



y

yearlong: one word, no hyphens.

z

zip codes: Use two spaces between state and ZIP code. use zip + four whenever possible.
Austin, TX 78701-1908



Social Media

app: Short for *application*. A program that runs inside another service. *App* is acceptable on second reference.

avatar: A version of yourself that you put forward in an online or video game setting.

blog: A website where short entries are usually (but not always) present in reverse chronological order, with the newest entry first. An update to a blog is a *blog post* or *blog entry*.

check in (v.), check-in (n. and adj.): When using a location-based social networking tool, such as Foursquare, the act of sharing a location via a mobile device.

click-throughs: A way of measuring how many people click a link online to see its destination site. Click-throughs are often used to set advertising rates.

Facebook

Flickr

Foursquare: A location-based service.

friend, follow, like: Acceptable as both nouns and verbs. Actions by which users connect to other users on social networks. *Friend* and *like* (formerly *fan*) are typically used on Facebook, while Twitter users *follow* and have *followers*.

Google, Googling, Googled: *Google* is a trademark for a Web search engine. *Google*, *Googling* and *Googled* are used informally as a verb for searching for information on the Internet. Always capitalized.

Gowalla: A location-based service.

handle: A self-selected, public-facing username on a social network, particularly Twitter. May be used interchangeably with *username*.

hashtag: The use of a number sign (#) in a tweet to convey the subject a user is writing about so that it can be indexed and accessed in other users' feeds.

IM: Abbreviation for *instant message*; sometimes used as a verb: *IMing*, *IMed*. Acceptable on second reference for *instant messaging*.

iPad: A touch-screen computer that can be connected to the Internet via Wi-Fi or cellular data networks. Use *iPad* when the word starts a sentence or headline. Use the generic *tablet computer* unless specifically referring to the *iPad*.

keywords: Terms used to define an online search or embed in a file so that it becomes searchable



LinkedIn

link shortener: Tools that allow users to shorten a longer URL to make it easier to share.

liveblog: Snippets of information about a particular event that are posted online in real time, usually in reverse chronological order, with the newest entry first. Can be used as a noun or verb.

mashup: A combination of two or more pieces of content or media to create something new.

mention: On Twitter, an @mention tags an account in a tweet someone else is publishing. It often appears in place of the actual name.

Myspace

reply: On Twitter, an @reply is a common technique to speak to other people directly. A tweet that begins with @username can only be seen by people that follow both parties, though it can still be viewed on an individual's profile page.

retweet: The practice, on Twitter, of forwarding a message or link from someone else to your followers. Spelled out in all references, though common usage on Twitter abbreviates to *RT*.

RSS: An abbreviation for *Really Simple Syndication*. A protocol for subscribing to and distributing feeds that notify people of new entries on news sites, blogs, podcasts or other online information sources. Also *RSS feed*. *RSS* is acceptable in all references.

smartphone: An advanced mobile device that can be used to check email, browse the Web and download applications.

social media optimization: Any of a number of methods, mostly informal, used to ensure that online content is shared on social networks, thus increasing click-through traffic to the originating website and brand awareness. *SMO* is acceptable on second reference.

social networks: Online networks such as Facebook or Twitter where people share personal and professional information and content, and connect with friends and colleagues.

social media: Online tools that people use to connect with one another, including social networks.

status update: A short string of words used on social networks to alert followers to a user's recent activities or point them to something of interest.

stream: A method of processing and delivering media in real-time over the Internet. Videos on YouTube are an example of streaming content, as are many on-demand services like Netflix and Hulu.

tablet computer: A touch-screen computer that can be connected to the Internet via Wi-Fi or cellular data networks.



tag: To identify someone or something in a post someone else is publishing. Photos are often tagged to identify people and objects in them.

text messaging/instant messaging: Increasingly, terms and symbols used in text and instant messaging are showing up in quotations and regular written exchanges. It is acceptable in instant-message and texting conventions to remove punctuation and characters, most often vowels, to save time typing or thumbing in letters.

trending: Used to indicate that a particular topic is getting a lot of attention on a social network, typically Twitter. Often used as a verb. Do not use without context and explanation.

Tumblr: A blogging platform.

Twitter: A message-distribution system that allows users to post continual updates of up to 140 characters detailing their activities for followers or providing links to other content. The verb is to *tweet*, *tweeted*. A *Twitter* message is known as a *tweet*.

unfollow: To remove an account from the list of accounts that populate a feed, usually on Twitter. Note that *unfollowing* on Twitter is a one-way action.

unfriend: To remove someone from a list of friends, usually on Facebook. Also *defriend*, an acceptable but less common usage.

user interface: The features of a device, program or website that enable control by a human. *UI* is acceptable on second reference.

VoIP: *Voice over Internet Protocol*. A method of transmitting sound as data over the Internet, allowing for inexpensive phone conversations. *VoIP* is acceptable on second reference.

WAP: *Wireless Application Protocol*. A standard that allows users to access information on mobile devices. Sometimes referred to as a WAP-optimized website, or a WAP browser. *WAP* is acceptable on second reference.

widget: A small module with a specific purpose that appears on a website, desktop or other interface and allows access to content or functions.

wiki: Software that allows a group of users to add, delete, edit and share information on an intranet or Internet website.

Wikipedia: An online encyclopedia whose entries are created and edited by its users, regardless of a person's expertise. May contain useful links, but should not be used as a primary sources of information.

YouTube: A video-serving network owned by Google Inc. that allows users to upload their own videos for access by anyone with a network connection.



Composition

FFA Copy Elements: On all printed documents from FFA, there are three things that must appear. They are the FFA mission, the agricultural education mission and the equal employment opportunity statement.

FFA Mission Statement: FFA makes a positive difference in the lives of students by developing their potential for **premier leadership, personal growth and career success** through agricultural education.

The Agricultural Education Mission: Agricultural education prepares students for successful careers and a lifetime of informed choices in the global agriculture, food, fiber and natural resources systems.

Diversity Statement: The National FFA Organization affirms its belief in the value of all human beings and seeks diversity in its membership, leadership and staff as an equal opportunity employer.

