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Six Editorial Style Guide Secrets

Here are six tips to help you create a useful editorial style guide for your organization.

1. Choose an existing style guide to act as the foundation for your organization's version. Don't waste time reinventing the wheel. However …

2. … Don't limit yourself by feeling like you have to stick to every entry in your example style guide. Remember, this is your organization's guide, and it should be contoured to its specific needs.

3. Be concise. If your editorial style guide is too long and drawn out, it won't be used by your organization. Four pages should be enough.

4. Focus on the details by defining anything specific to your organization. Spell out key nuances, like email auto signatures or industry-specific terms.

5. Define any particulars, such as comma usage or bullet preferences, that are appropriate for your organization.

6. Treat your in-house style guide as a living document. It should always be evolving and changing.

Ready to get started developing your organization's editorial style guide? Contact Tracy Ruff at tracy@tsncommunications.com to find out how!