

RECRUITMENTmarketing

make talent attraction your competitive advantage

Style guide

- **Word count** for curated article summaries 200-300 words.
Word count for articles and interviews 400-800 words.
- **Titles** are minimal capitalisation, left-aligned, with no spaces before colons.
- **Spacing:** use single spacing between paragraphs, do not indent paragraphs.
- Use **Oxford comma**
- **Quotes:** Use double quotation marks for all quotes/direct speech; single quotation marks for quotes within quotes or for 'emphasis'.
- **Voice** - objective, professional, conversational, B2B. Use "your" when appropriate, e.g. "your current talent attraction strategy..."
- **Include standfirst**/subheader to give readers key introductory information about your article.
Make standfirst italics, "heading 3"
- Use present **tense**, e.g. "ABC Company reports"
- **Bullet point lists:** capitalise first word of sentence, use colon to signify the beginning of the list, use lowercase to begin each item in the bullet point list. There is no need to add *and* at the second last bullet point. There is no need to use commas at the end of each bullet point. Use a full stop to end the series.

Companies are utilising strategies such as:

- *example 1*
 - *example 2*
 - *example 3.*
- Use the Australian Macquarie Dictionary for spelling.
 - **Acronyms:** spell out all acronyms, except for well-known acronyms, e.g. HR, CEO

- **Numbers:** spell out numbers one through nine; include numbers 10 and up as numerals, except where they begin a sentence or in instances that might be confusing, e.g. four 10 kilogram bags.
Use numerals for ages and percentages, including numbers less than 10. (Exception for sentences that begin with a calendar year, e.g. “2018 has been a great year for...”)
- Use “per cent” instead of percentage symbol
- All references to *Recruitment Marketing Magazine* are capitalised italics.
- Titles of books, magazines, movies, albums, songs, TV shows, etc in an article are italicised.
- Dates: 21 August 2016 (in full, not 21st, no commas); decades appear as 1990s not 1990’s, except where the date is possessive (e.g. The 1990’s style of fashion...); when abbreviating a calendar year, ‘90s is correct, ’90s is not.
- Use a single space after the period at the end of a sentence.
- Submit articles as a Word document (not in the body of an email) to the assistant editor Victoria McGlynn: victoria@recruitmentmarketing.com.au