

Florida Atlantic University Audience Writing Guides

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Audience Writing Guide: Students

(Undergraduate, Graduate, Transfer, International and Current Students)

1. Purpose of This Guide

This guide helps you write clearly and effectively for students across all levels, including undergraduate, graduate, transfer, international, online and professional. It explains how to apply the [Florida Atlantic University Style Guide: Core Voice](#) [placeholder] for this audience and how to adjust tone, structure and emphasis to meet their needs.

This guide does not cover prospective incoming freshmen. Because that group requires specialized writing guidance, please refer to the Florida Atlantic Audience Writing Guide: Incoming Freshmen.

For full voice principles, see Section 2: The Core Voice in the main Florida Atlantic Writing Guide [placeholder].

2. How This Audience Engages with Florida Atlantic

Students come to Florida Atlantic to move forward academically, personally and professionally. They want information they can use now. Their communication needs to focus on:

- clarity and confidence
- a sense of belonging
- guidance on what to do next
- real examples of opportunities and experiences
- reassurance without condescension
- support navigating complex systems (advising, enrollment, aid, housing, etc.)

Students often skim before they read. They prioritize content that helps them:

- choose programs
- understand requirements
- meet deadlines
- get support
- find community
- grow academically
- build a path to a career

Your writing should make these steps feel possible and clear.

3. Core Voice Essentials (Quick Reminders)

Apply these Core Voice elements consistently:

- Use the active voice to show momentum and agency.
- Use first and second person (“you,” “we”) to create connection.
- Lead with people before process so that students feel seen.
- Keep language clear, warm and conversational.
- Show opportunity through specifics instead of lofty claims.

University Name

- Use the full name, Florida Atlantic University, as the default reference. This is the university’s preferred usage and you should use it wherever you reasonably can across the site, with a few exceptions that follow here. On first reference, add the abbreviation for the university after the proper name for SEO purposes: Florida Atlantic University (FAU).
- Use Florida Atlantic as the first level of shortening when needed. This may be used in headers, subheads or body copy when repeating the full name would feel heavy or redundant.
- Use FAU:
 - Only sparingly, and only after the university has been clearly identified on the page. The page must first reference Florida Atlantic University and Florida Atlantic before using FAU.
 - When additional shortening is necessary. This includes paragraphs with multiple references to the university, tight UI spaces, navigation labels, links and button CTAs where brevity improves readability.
- In headline and subhead combinations, prioritize clarity and repetition control. When appropriate, use Florida Atlantic University in the headline. If you need to reference the university again in a subhead, you may use FAU to avoid redundancy, provided the university has already been clearly identified.

Sensitive and Context-Dependent Terms

Please note that there are sensitive and context-dependent terms and phrases that can raise concerns depending on how they are used. You can find guidance on these terms in the [Florida Atlantic University Style Guide: Core Voice](#) [placeholder].

4. Audience-Specific Tone Guidance

Tone Should Feel

- Encouraging
- Supportive and clear
- Confident but never formal
- Friendly, human and easy to read
- Focused on possibility and progress

Tone Should Not Feel

- Paternalistic or “talking down”
- Bureaucratic or process-heavy
- Promotional in a generic way
- Overly casual or slang-driven
- Overly formal, academic or stiff

Your goal is to sound like a trusted guide who helps students move forward instead of an administrator, a marketer or a rule book.

5. Key Messaging Priorities for This Audience

When writing for students, prioritize:

- What they can do next (clear actions)
- How Florida Atlantic supports them (resources, services, faculty connection)
- What opportunities they’ll get (experience, research, community)
- How the information fits into their journey (context, first steps)
- What makes Florida Atlantic feel welcoming and accessible (belonging)

Focus on outcomes that matter to them: skills, experiences, confidence, community and pathways to careers.

6. Common Writing Scenarios

These are the most frequent contexts where you’ll write for students:

- Academic program pages
- Student life and campus experience
- Housing and dining information
- Enrollment services

- Financial aid and scholarships
- Career services
- Advising information
- Research opportunities
- “How to” guides and process explanations
- Microcopy for forms and self-service tools
- Student success stories and profiles
- Orientation and new student communication
- Event announcements (workshops, fairs, talks)

Each scenario should maintain the same tone: clear, direct, supportive and focused on action.

7. Do / Don't Guidance

Here are examples tailored to student audiences.

Clarity

- ✓ *You can book an advising appointment through Success Network.*
- ✗ *Advising appointments may be scheduled via the Success Network platform.*

Belonging

- ✓ *You'll find your community here. We have clubs, teams and events every week.*
- ✗ *Florida Atlantic offers a variety of student engagement opportunities.*

Action

- ✓ *Start your housing application as soon as you receive your Florida Atlantic email.*
- ✗ *Housing applications should ideally be initiated once you have received your FAU-issued email credentials.*

Support

- ✓ *If you have questions about your schedule, talk with your academic advisor. We're here to help.*
- ✗ *Students experiencing scheduling concerns should consult their assigned academic advisor.*

Career-focused

- ✓ *You'll get hands-on experience through internships across South Florida.*

- ✗ *Florida Atlantic provides internship opportunities through partnerships with local organizations.*

Avoiding institutional tone

- ✓ *We're here to guide you through every step.*
- ✗ *The university is dedicated to providing comprehensive student support services.*

8. Before / After Examples

Example 1: Program Overview

Old Version

The Bachelor of Social Work prepares students for generalist practice and emphasizes theoretical foundations and applied methodology.

Revised Version

In the Bachelor of Social Work program, you'll learn how to support individuals, families and communities while building real-world experience through field placements across South Florida.

Notes:

- Student-centered
- Clear verbs
- Real outcomes

Example 2: Financial Aid Page

Old Version

Students are encouraged to complete the FAFSA in a timely manner to ensure consideration for aid.

Revised Version

Complete the FAFSA as soon as you can. It's the first step toward getting financial aid, and we're here to help you through it.

Notes:

- Warm and supportive
- Active voice
- Clear purpose

Example 3: Research Opportunity

Old Version

Undergraduate students have the option to participate in faculty-led research projects.

Revised Version

You can join a research team as early as your first year and work side by side with faculty on real projects.

Notes:

- Highlights opportunity
- Adds clarity and vividness, placing the student in their future

9. Microcopy for Student Audiences

Buttons and CTAs

- *Apply for Housing*
- *Book an Advising Appointment*
- *Explore Student Jobs*
- *Join a Club*

Form Help Text

- *Use your FAU* email if you have one.*
- *Upload a PDF under 2MB.*
- *Make sure your phone number can receive texts.*

*Form help text and similar microcopy are examples of the proper context for using the abbreviation *FAU*.

Error Messages

1. Email Entry Error

- *Looks like that email isn't right. Try your FAU email.*

2. Password Requirements Error

- *That one won't work. Check the requirements and try another.*

3. Address Verification Error

- *Hmm, that address didn't go through. Check it and try again.*

Additional error line options

- *Let's try that again.*
- *Something didn't match. Check and retry.*
- *Almost there, just fix the field highlighted below.*
- *One more step! Update the info and continue.*

- *We hit a snag. Give it another try.*

Confirmation Messages

- *Your housing application is in. Watch for a confirmation email.*
- *Thanks! Your workshop registration is complete.*

10. Typical Pitfalls to Avoid

- Sounding bureaucratic instead of helpful
- Using long blocks of text with no clear actions
- Making students feel like they're "being instructed"
- Using internal terminology instead of student-centered language
- Burying deadlines or key points deep in the page
- Overusing formal, academic phrasing
- Speaking to students like they're younger than they are

11. Accessibility Considerations for Students

- Keep instructions short and literal.
- Avoid sensory-only cues ("click the blue button").
- Use descriptive links for clarity.
- Break up steps into numbered lists.
- Use plain language for processes (housing, aid, registration).
- Ensure content works well on mobile.

Students rely heavily on phones, screen readers and fast scanning.

12. SEO and Discoverability Notes

Students often search for:

- program names (e.g., "biomedical engineering degree")
- requirements ("FAU GPA requirement")
- deadlines ("FAU application deadline")
- campus resources ("FAU tutoring," "FAU health services")
- processes ("how to register for classes FAU")

Use plain-language headings and include these terms naturally.

Avoid stuffing keywords. Clarity always wins.

13. Additional Examples and Reference Materials

Optional additions may include:

- sample welcome messages
- sample orientation messages
- short “About FAU” statements written for students
- quick-turn social captions
- headline variations

For full voice rules, see these sections of our [Florida Atlantic University Style Guide: Core Voice](#) [placeholder]:

- The Core Voice (Section 1)
- Voice and Tone Overviews by Audience (Section 2)
- Microcopy and UX Writing (Section 4)
- Examples Library (Section 6)

Audience Writing Guide: Incoming Freshmen

1. Purpose of This Guide

This guide helps you write clearly and effectively for prospective incoming freshmen, most of whom are Gen Z students and Gen Alpha students (ages ~14–18) and may be encountering Florida Atlantic for the first time.

This audience requires a distinct tone and approach from other prospective or current students. They are:

- younger and earlier in their decision-making process
- motivated by belonging, identity, purpose and real outcomes
- skeptical of marketing or institutional language
- highly visual and mobile-first
- used to conversational, fast-paced communication

This guide explains how to apply the [Florida Atlantic University Style Guide: Core Voice](#) [placeholder] for this group and how to adjust tone, structure and message emphasis to meet the expectations of our emerging audiences.

2. How This Audience Engages with Florida Atlantic

Incoming freshmen come to Florida Atlantic content with curiosity first, not commitment. Their questions typically include:

- *“Is this a place where I see myself?”*
- *“Do students like me succeed here?”*
- *“Will I belong?”*
- *“Is this worth the cost?”*
- *“What’s different about FAU?”*

They skim quickly, often on mobile, and respond strongly to:

- authentic student voices
- short, visual, conversational content
- clear next steps
- stories and specifics, not big claims
- outcomes they can imagine themselves achieving

Key things they look for:

- majors/programs
- what campus feels like
- affordability
- belonging and community
- research access
- student life, sports, residence halls
- safety and wellbeing
- job outcomes

Your writing should help them feel:

- excited, not overwhelmed
- welcomed, not managed
- seen, not generalized
- supported, not sold to

3. Core Voice Essentials (Quick Reminders)

These principles from the [Florida Atlantic University Style Guide: Core Voice](#) [placeholder] apply to all audiences.

- Clear: Write in plain language they can process fast.
- Confident: Use direct, active voice.
- Human: Talk to them, not at them.
- Inspiring: Help them picture what's possible.
- Distinctively Florida Atlantic : Bring in movement, South Florida energy and opportunity.

University Name

- Use the full name, Florida Atlantic University, as the default reference. This is the university's preferred usage and you should use it wherever you reasonably can across the site, with a few exceptions that follow here.
- Use Florida Atlantic as the first level of shortening when needed. This may be used in headers, subheads, or body copy when repeating the full name would feel heavy or redundant.
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Sensitive and Context-Dependent Terms

Please note that there are sensitive and context-dependent terms and phrases that can raise concerns depending on how they are used. You can find guidance on these terms in the [Florida Atlantic University Style Guide: Core Voice](#) [placeholder].

4. Audience-Specific Tone Guidance

Tone Should Feel:

- Conversational and real like a friendly, knowledgeable guide
- Optimistic and forward-moving, helping them imagine their next step
- Warm and welcoming, with no assumptions about background or familiarity
- Student-centered, using “you” often
- Visually aware; think in scroll-friendly chunks
- Authentic; no slogan-like phrasing

Tone Should *Not* Feel:

- Overly promotional or “salesy”
- Institutional (“Florida Atlantic strives to...”)
- Condescending (“When you get to college...”)
- Heavy with jargon or process-first explanations
- Overly formal or serious
- Slogany or cliché (“world-class,” “cutting-edge”)

5. Key Messaging Priorities for This Audience

Focus on:

Belonging and Identity

Help them imagine themselves here.

- Show students from varying backgrounds, including first-generation college attendee stories and community life.

Clear Next Steps

Gen Z loves fast paths and clarity.

- Where to apply, when, what to do next

Real Outcomes

They want evidence that their effort matters.

- Research access
- Job placement
- Internships
- Faculty connection

Affordability and Value

Be transparent and reassuring without slogans.

Support and Safety

Show that they'll be supported academically, socially and emotionally.

Experience, Not Just Academics

Campus vibe matters as much as programs.

6. Common Writing Scenarios

You'll use this guide to write:

- Admissions pages
- Microsite content
- Program finder intros
- Student life, housing, campus experience
- Orientation and campus visit communication
- Social media content aimed at prospects

- Email drip campaigns
- Video scripts
- Student testimonials and profiles
- Financial aid explanations for first-time applicants

Each scenario must be:

- skimmable
- warm
- actionable
- clear

7. Do / Don't Guidance

Welcoming Culture

- ✓ *You'll find people who share your interests and people who'll push you to explore new ones.*
- ✗ *FAU provides a wide array of student engagement opportunities.*

Experience

- ✓ *Live minutes from the beach and steps from your classes.*
- ✗ *FAU's geographic location offers numerous recreational opportunities.*

Action-Oriented

- ✓ *Start your application. Most students finish in under 20 minutes.*
- ✗ *The application can be completed through the university portal.*

Clarity

- ✓ *Here's what you need to apply: transcript, test scores (if you have them) and your online form.*
- ✗ *Applications require various academic materials for submission consideration.*

Authenticity

- ✓ *As a student, you can participate in real research, often in your first semester.*
- ✗ *FAU prides itself on offering early-stage research involvement.*

8. Before / After Examples

Example 1: Admissions Intro

Before:

Florida Atlantic University is committed to providing access to high-quality education for incoming freshmen.

After:

You can start your journey at Florida Atlantic with a community that supports you, challenges you and helps you build real experience from day one.

Example 2: Student Life**Before:**

Florida Atlantic offers numerous extracurricular opportunities and student organizations.

After:

From 400+ clubs to D-I sports and beach days minutes away, you'll never run out of ways to connect and get involved.

Example 3: Housing**Before:**

Residence halls provide various amenities for students.

After:

Live close to everything, including class, the gym, your friends and South Florida sunsets.

9. Microcopy for Incoming Freshmen

Buttons and CTAs

- Apply Now
- Explore Majors
- Visit Campus
- Find Your Community
- Start Your FAFSA
- See Scholarships

Form Help Text

- Use your personal email instead of your school-issued one so you don't miss updates.
- Have your unofficial transcript nearby.
- Need help? We'll walk you through every step.

Error Messages

- Please enter a valid email.
- That file's too large. Try uploading a smaller PDF.

Confirmation Messages

- Your application is in! Check your email for next steps.
- Thanks! Your visit is scheduled. We can't wait to see you on campus.

10. Typical Pitfalls to Avoid

- Overexplaining processes instead of showing the next step
- Using language that feels adult-to-child
- Exaggerating outcomes
- Using long blocks of text
- Over-relying on statistics without people or stories
- Assuming familiarity with admissions terms (AP credits, FAFSA, major requirements)
- Sounding like a brochure instead of a person

11. Accessibility Considerations for Incoming Freshmen

- Many read on mobile, so keep text short and scannable.
- Use simple, literal headings ("How to Apply," not "Application Overview").
- Avoid idioms or overly clever phrasing.
- Don't depend on visuals alone; describe key information clearly.
- Ensure all steps are numbered or bulleted.

12. SEO and Discoverability Notes

Our younger audiences often search for:

- *FAU majors*
- *FAU acceptance rate*
- *FAU dorms*
- *FAU scholarships*

- *FAU campus tour*
- *FAU deadlines*

For search-friendly content:

- Use program names exactly as students search them.
- Use clear headings (e.g., *How to Apply to FAU*).
- Include benefits early (“You can apply in under 20 minutes”).
- Make links descriptive (*See dorms*, not *Click here*).

13. Additional Examples and Reference Materials

Examples may include:

- Microsite hero copy
- “Why Florida Atlantic ?” statements for freshmen
- Short program intros
- Student profile templates (“Owls Who Soar”)
- Social media captions for recruitment

These examples should follow the [Florida Atlantic University Style Guide: Core Voice](#) [placeholder] and reflect Gen Z tone.

14. Quick Guide to Platforms Gen Z Uses Most

This is a high-level overview for writers unfamiliar with Gen Z’s digital habits.

A. Instagram (IG, Insta)

What it is:

Photo- and video-forward platform focused on aesthetics, daily life and short Reels

How Gen Z uses it:

- Campus vibes
- Student life glimpses
- Reels for quick entertainment
- Stories for daily updates
- DMs for asking questions

Writing tips:

Keep captions short; prioritize vibe and clarity.

B. TikTok**What it is:**

Short-form video platform with algorithm-driven content discovery

How Gen Z uses it:

- Learn about colleges through student-led content
- Campus tours
- Authentic day-in-the-life videos
- Educational explainers
- Humor and trends

Writing tips:

Please note that Florida Atlantic University is prohibited from using the platform for official communications, although individual students and users may use TikTok.

C. YouTube**What it is:**

Longer-form video platform (vlogs, explainers, campus tours)

How Gen Z uses it:

- To research colleges
- To watch residence hall tours
- To see student testimonials
- To understand programs and careers

Writing tips:

Use clear, natural spoken language; prioritize story and clarity. Let the images do the talking.

D. Snapchat**What it is:**

Messaging platform with disappearing messages, AR lenses and stories

How Gen Z uses it:

- Keeping in touch with close friends
- Sharing small, real-time moments
- Quick updates

Writing tips:

Ultra-short, friendly, real-time tone

E. BeReal

What it is:

Photo-sharing app prompting users once a day to share a real, unedited moment

How Gen Z uses it:

- Authentic, unfiltered daily snapshots
- Peer connection

Writing tips:

Authenticity over polish

F. Discord

What it is:

Chat servers organized around interests, games, clubs and study groups

How Gen Z uses it:

- Community through shared interests
- Group chats, voice channels
- Club and academic communities

Writing tips:

Be conversational, supportive, and clear.

G. Reddit

What it is:

Forum-style communities (subreddits)

How Gen Z uses it:

- Researching honest opinions about colleges
- Asking anonymous questions

- Checking admissions threads

Writing tips:

Transparency and clarity matter most.

Audience Writing Guide: Faculty and Researchers

1. Purpose of This Guide

This guide helps you write clearly and effectively for faculty and researchers across all academic disciplines, including:

- current faculty
- research-active faculty
- teaching-focused faculty
- clinical faculty
- research staff and postdocs
- prospective faculty
- external research collaborators

The needs of these groups overlap, but they differ in important ways. This guide addresses both shared expectations and distinct tone adjustments where appropriate.

For full voice principles, see the [Florida Atlantic University Style Guide: Core Voice](#) [placeholder] style guide.

2. How This Audience Engages with Florida Atlantic

Current Faculty

Often engage with:

- research centers and labs
- internal and external collaborators
- faculty resources
- graduate program information
- academic policies
- public-facing pages that feature their work

They expect precision, directness and clarity.

Prospective Faculty

Often look for:

- evidence of Florida Atlantic 's R1 status
- research strength and institutional momentum
- clarity around support, facilities and grants

- collaborative culture
- Welcoming atmosphere
- regional advantages

They expect credibility, transparency and strategic clarity.

Research Staff and Postdocs

Prioritize:

- research opportunities
- mentorship
- facilities and instrumentation
- career pathways
- funding and training

They expect clear expectations and useful detail.

External Collaborators

Want:

- clarity on expertise
- project goals
- partnership pathways
- facilities available
- timelines and outcomes

They expect efficiency and accuracy.

Across all subgroups, these audiences value:

- evidence
- rigor
- clarity
- impact
- collaboration
- accessible, but not oversimplified, language

They read quickly, and they value writing that respects their expertise and time.

3. Core Voice Essentials (Quick Reminders)

Apply these Core Voice principles consistently:

- Use active voice to highlight agency and discovery.
- Keep tone intelligent, accessible but never reductive.
- Lead with impact and relevance before institutional messaging.
- Explain why the research matters in clear language.
- Use specifics instead of generalities.
- Avoid hype, jargon and abstract phrases.

University Name

- Use the full name, Florida Atlantic University, as the default reference. This is the university's preferred usage and you should use it wherever you reasonably can across the site, with a few exceptions that follow here. On first reference, add the abbreviation for the university after the proper name for SEO purposes: Florida Atlantic University (FAU).
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Sensitive and Context-Dependent Terms

Please note that there are sensitive and context-dependent terms and phrases that can raise concerns depending on how they are used. You can find guidance on these terms in the [Florida Atlantic University Style Guide: Core Voice](#) [placeholder].

4. Audience-Specific Tone Guidance

Tone Should Feel

- Intelligent
- Precise
- Credible
- Respectful of expertise
- Collaborative
- Grounded in evidence

Tone Should Not Feel

- Promotional or exaggerated
- Buzzword-heavy
- Overly simplified
- Bureaucratic
- Formal for the sake of formality

Tone Differences Within the Audience

- Research-active faculty respond to specificity and collaborative tone.
- Teaching-focused faculty respond to clarity, belonging and student-centered outcomes.
- Prospective faculty respond to impact, opportunity and institutional support.
- Collaborators respond to efficiency and transparency.

5. Key Messaging Priorities for This Audience

When writing for faculty and researchers, emphasize:

- Florida Atlantic's R1 status and research momentum
- interdisciplinary collaboration opportunities
- institutional support (funding, facilities, partnerships)
- real research impact (community, industry, societal, translational)
- access to graduate students and research talent
- the strength of the South Florida region (industry partners, ecosystems)
- transparent expectations and processes
- outcomes backed by evidence

Avoid marketing language. Let the facts speak for themselves.

6. Common Writing Scenarios

- Research center pages
- Lab and facility descriptions
- Faculty profiles
- The Florida Atlantic Journal
- Postdoc and research staff recruitment
- Graduate program pages
- Interdisciplinary initiatives
- Grant announcements
- Industry partnership pages
- Institutional research milestones
- “About” pages for departments
- Public-facing summaries of technical work

Each scenario requires precision and clarity.

7. Do / Don't Guidance

Lead with Impact

- ✓ *This work helps coastal cities predict flooding more accurately.*
- ✗ *This research reflects FAU's commitment to excellence and innovation.*

Use Specifics Instead of Claims

- ✓ *The center supports genomic sequencing, high-performance computing and advanced imaging.*
- ✗ *The center provides cutting-edge tools for research.*

Show Collaboration Clearly

- ✓ *You can work with teams in engineering, medicine and marine science.*
- ✗ *Collaboration occurs across multiple disciplines.*

Be Precise About Role and Support

- ✓ *Faculty receive proposal development support, seed funding and access to shared instrumentation.*
- ✗ *The university offers various support resources.*

Write for Public Audiences Without Losing Accuracy

- ✓ *The team is testing new materials that can withstand extreme heat.*
- ✗ *The project investigates materials with high thermotolerance parameters.*

8. Before / After Examples

Example 1: Research Center Overview

Old:

The center aims to advance interdisciplinary research and offers numerous opportunities for collaboration.

Revised:

At the Center for Coastal Resilience, you can collaborate with engineers, marine scientists and data analysts to develop tools that help cities prepare for rising sea levels.

Example 2: Faculty Bio Introduction

Old:

Dr. Lopez's research interests include computational biology and systems modeling.

Revised:

Dr. Lopez uses computational models to study how diseases spread at the cellular level, with a focus on early detection.

Example 3: Prospective Faculty Page

Old:

Florida Atlantic is dedicated to supporting faculty research through a variety of resources.

Revised:

You'll find support for your research at every stage, from internal grants and proposal development to shared instrumentation and industry partnerships.

9. Microcopy for Faculty and Research Audiences

Buttons and CTAs

- *Explore Research Centers*
- *View Facilities*
- *Meet Our Faculty*
- *See Open Positions*
- *Partner with Us*

Form Help Text

- *Upload your CV as a single PDF.*
- *List external collaborators and funding sources.*
- *Provide a 250-word project summary.*

Error/Confirmation Messages

- *Please upload a PDF under 5MB.*
- *Your submission was received. You'll get a confirmation email shortly.*

10. Typical Pitfalls to Avoid

- Using exaggerated or promotional language
- Relying on jargon without explanation
- Writing vaguely about capabilities (“cutting-edge,” “state-of-the-art”)
- Overusing institutional voice or passive constructions
- Favoring general claims over concrete details
- Writing only for insiders when the content is public-facing

11. Accessibility Considerations for This Audience

- Spell out acronyms once, even if you think “everyone knows them.”
- Use descriptive headings and subheads for easy scanning.
- Ensure publications, datasets and charts have accessible formats.
- Keep paragraphs lean, since faculty scan quickly.
- Provide concise, plain-language summaries of complex research.

12. SEO and Discoverability Notes

Faculty and researchers often search for:

- specific research areas (e.g., “machine learning for healthcare FAU”)
- instrumentation (“FAU microscopy core”)
- interdisciplinary centers
- faculty names
- publications and grants
- graduate program information
- postdoctoral opportunities

Use formal research terminology *where appropriate*, but keep keywords clear and literal.

13. Additional Examples and Reference Materials

Sample Headlines

- *Florida Atlantic Team Develops Faster Coral Health Monitoring Tool*
- *New NSF Grant Supports Coastal Resilience Research*

Sample Subheads

- *Interdisciplinary collaboration drives progress in marine science and engineering.*
- *Funding will expand access to high-performance computing and field instrumentation.*

For more guidance, see the [Florida Atlantic University Style Guide: Core Voice](#) [placeholder].

Audience Writing Guide: Alumni and Donors

1. Purpose of This Guide

To come.

2. How This Audience Engages with Florida Atlantic

Alumni

Alumni want:

- To come

Donors

Donors want:

- To come

Shared Expectations

Both alumni and donors expect:

- To come.

3. Core Voice Essentials (Quick Reminders)

Apply these Core Voice principles consistently:

- Use active, straightforward language.
- Lead with facts, supported by clear context.
- Keep tone neutral, confident and human.
- Avoid institutional praise unless supported by evidence.
- Use first and second person sparingly. These audiences expect objectivity.
- Break down complex research using plain language.

University Name

- Use the full name, Florida Atlantic University, as the default reference. This is the university's preferred usage and you should use it wherever you reasonably can across the site, with a few exceptions that follow here.
- Use Florida Atlantic as the first level of shortening when needed. This may be used in headers, subheads, or body copy when repeating the full name would feel heavy or redundant.
- Use FAU:

- Only sparingly, and only after the university has been clearly identified on the page. The page must first reference Florida Atlantic University and Florida Atlantic before using FAU.
- When additional shortening is necessary. This includes paragraphs with multiple references to the university, tight UI spaces, navigation labels, links and button CTAs where brevity improves readability.
- In headline and subhead combinations, prioritize clarity and repetition control. When appropriate, use Florida Atlantic University in the headline. If you need to reference the university again in a subhead, you may use FAU to avoid redundancy, provided the university has already been clearly identified.

Sensitive and Context-Dependent Terms

Please note that there are sensitive and context-dependent terms and phrases that can raise concerns depending on how they are used. You can find guidance on these terms in the [Florida Atlantic University Style Guide: Core Voice](#) [placeholder].

4. Audience-Specific Tone Guidance

Tone Should Feel

- To come

Tone Should Not Feel

- To come

Tone Differences Within the Audience

- Journalists → precise, structured and fact-first
- General public → plain-language, explanatory, context-rich
- Local community → direct and community-relevant
- Readers of science and research → accurate, distilled and definitely not oversimplified

5. Key Messaging Priorities for This Audience

Emphasize:

- To come

6. Common Writing Scenarios

- To come

7. Do / Don't Guidance

To come

- ✓ *To come*
- ✗ *To come*

8. Before / After Examples

Example 1: To come

Old:

To come

Revised:

To come

Example 2: To come

Old:

To come

Revised:

To come

Example 3: To come

Old:

The Department of Biology is excited to announce a significant breakthrough.

Revised:

Florida Atlantic biologists discovered how a common marine worm adapts to rising ocean temperatures.

9. Microcopy for Alumni and Donors

Buttons and CTAs

- *To come*

Form Help Text

- *To come*

Error/Confirmation Messages

- *To come*

Typical Pitfalls to Avoid

- *To come*

Accessibility Considerations for This Audience

- *To come*

SEO and Discoverability Notes

Alumni and donors often search for:

- To come

Use clear headings such as:

- *To come*

Additional Examples and Reference Materials

Sample Headlines

- *To come*

Sample Subheads

- *To come*

For more guidance, see the [Florida Atlantic University Style Guide: Core Voice](#) [placeholder].

Audience Writing Guide: Media and Public

1. Purpose of This Guide

Important:

All *formal* press and media communications must follow the Florida Atlantic Division of Public Affairs [Editorial Style Guide](#). That document governs:

- press releases
- media advisories
- quotes provided to journalists
- institutional statements
- crisis communication
- naming conventions and AP exceptions
- formatting and editorial rules for news media

This guide does not replace the Press Office Style Guide.

Instead, this guide helps you write clearly and effectively for **public-facing audiences** outside the formal press workflow, including:

- general public readers
- local residents
- prospective students and families seeking general information
- readers of website news stories
- community members interested in Florida Atlantic 's research and events
- journalists seeking background context (but not formal materials)

Use this guide to make public-facing web content clear, factual and aligned with the Core Voice [placeholder].

Use Florida Atlantic Division of Public Affairs' [Editorial Style Guide](#) for anything intended for journalists.

2. How This Audience Engages with Florida Atlantic

Journalists and Media Outlets

They look for:

- quick facts
- clear context
- names, titles, affiliations
- data and sources
- quotes (via the Press Office)
- research summaries they can verify

They skim first and verify second.

Accuracy and brevity matter most.

General Public

They look for:

- simplified explanations
- answers to “What does this mean?”
- results and takeaways
- clear descriptions of events or research
- accessible, plain-language summaries

They should not need prior knowledge of Florida Atlantic or academia.

Shared Expectations

Media and public readers expect writing that is:

- clear
- neutral
- direct
- factual
- specific
- easy to understand

They do **not** want marketing language, jargon or institutional tone.

3. Core Voice Essentials (Quick Reminders)

Apply Florida Atlantic's Core Voice principles in public-facing content:

- Use **active, straightforward** language.
- Lead with **facts and clarity**.
- Keep tone **neutral, confident and human**.
- Avoid hype and promotional wording.
- Explain research in **plain language**.

University Name

- Use the full name, Florida Atlantic University, as the default reference. This is the university's preferred usage and you should use it wherever you reasonably can across the site, with a few exceptions that follow here. On first reference, add the abbreviation for the university after the proper name for SEO purposes: Florida Atlantic University (FAU).
- Use Florida Atlantic as the first level of shortening when needed. This may be used in headers, subheads or body copy when repeating the full name would feel heavy or redundant.
- Use FAU:
 - Only sparingly, and only after the university has been clearly identified on the page. The page must first reference Florida Atlantic University and Florida Atlantic before using FAU.
 - When additional shortening is necessary. This includes paragraphs with multiple references to the university, tight UI spaces, navigation labels, links and button CTAs where brevity improves readability.
- In headline and subhead combinations, prioritize clarity and repetition control. When appropriate, use Florida Atlantic University in the headline. If you need to reference the university again in a subhead, you may use FAU to avoid redundancy, provided the university has already been clearly identified.

Sensitive and Context-Dependent Terms

Please note that there are sensitive and context-dependent terms and phrases that can raise concerns depending on how they are used. You can find guidance on these terms in the [Florida Atlantic University Style Guide: Core Voice](#) [placeholder].

For detailed guidance on these and other topics, see the [Florida Atlantic University Style Guide: Core Voice](#) [placeholder].

For formal press materials:

Refer directly to Florida Atlantic Division of Public Affairs' [Editorial Style Guide](#).

4. Audience-Specific Tone Guidance

Tone Should Feel

- authoritative
- clear
- neutral
- factual
- concise
- trustworthy
- transparent

Tone Should Not Feel

- promotional
- exaggerated
- academic and jargon-heavy
- vague
- overly emotional

Tone Differences

- **Public readers** → plain-language, digestible, story-oriented
- **Media readers** → fast, verifiable, fact-first
- **Crisis/emergency audience** → extremely concise, action-oriented (Florida Atlantic Division of Public Affairs' [Editorial Style Guide](#) governs)

5. Key Messaging Priorities for This Audience

- What happened
- Why it matters
- Who is involved
- Where the information came from
- How it affects the community or public

- Clear, jargon-free research explanations
- Links to sources, departments or press contacts (when appropriate)

6. Common Writing Scenarios

This guide governs **public-facing content**, such as:

- website news stories
- research summaries for non-experts
- public event descriptions
- informational pages about Florida Atlantic
- general public announcements
- background information for journalists
- homepage or landing-page content

Press Office governs **formal communications**, such as:

- press releases
- crisis communications
- institutional statements
- media advisories
- official quotes or comments

7. Do / Don't Guidance

Lead with Facts

- ✓ *Florida Atlantic researchers discovered a new way to track coral heat stress.*
- ✗ *FAU is proud to announce a groundbreaking discovery.*

Explain Research Simply

- ✓ *The model predicts coral bleaching up to two weeks earlier.*
- ✗ *The model enhances predictive thermotolerance analytics.*

Keep Tone Neutral

- ✓ *The study was published in Nature Communications.*
- ✗ *This prestigious publication highlights FAU's excellence.*

8. Before / After Examples

Public-Facing Research Summary

Old:

This transformative breakthrough showcases the university's commitment to innovation.

Revised:

The study shows that rising ocean temperatures may reduce coral growth rates.

Public Event Announcement

Old:

FAU is delighted to present an extraordinary lecture series this fall.

Revised:

Florida Atlantic will host a public lecture series this fall featuring speakers on climate science, health research and technology.

9. Microcopy for Public-Facing Pages

Buttons and CTAs

- *Read the Story*
- *Learn More*
- *Download the Report*
- *View Event Details*

Help Text

- *Use your email to receive updates.*

Error Messages

- *Please enter a valid email address.*

10. Typical Pitfalls to Avoid

- Overstating impact
- Writing with an institutional or promotional tone
- Using jargon without explanation
- Starting with Florida Atlantic's pride instead of facts
- Using quotes that sound scripted

- Cramming too much detail into a lead paragraph
- Forgetting that media and the public skim first

11. Accessibility Considerations

- Use plain language.
- Keep headlines literal.
- Provide alt text for photos.
- Break information into short paragraphs.
- Use meaningful link text.
- Avoid metaphors when clarity matters.

12. SEO and Discoverability Notes

Media and public search for:

- research topics
- Florida Atlantic news
- faculty experts
- events
- rankings
- issues affecting the community

Use clear, factual headings such as:

- *Study Finds...*
- *Florida Atlantic will Host...*
- *Researchers Develop...*

13. Additional Examples

Sample Headlines

- *Florida Atlantic Study Identifies New Risk Factors for Coral Bleaching*
- *Florida Atlantic will Host Public Forum on Coastal Resilience*

Sample Subheads

- *Researchers find evidence that warming oceans affect reef recovery.*
- *The event is free and open to the public.*

14. Press Office Style Guide (Primary Source for Media Content)

For any content intended for journalists or formal media distribution, refer to:

→ Florida Atlantic Division of Public Affairs [Editorial Style Guide](#).

This guide governs all media-facing editorial rules.